

2018-2023 Park and Open Space Plan

Madison, Wisconsin

play
**MADISON
PARKS**

LRP REVIEW DRAFT



Photo Courtesy of Wendy Murkve

ACKNOWLEDGEMENTS

THE CITY OF MADISON PARKS DIVISION WOULD LIKE TO THANK THE FOLLOWING FOR THEIR CONTRIBUTIONS TO THE DEVELOPMENT OF THIS PLAN.

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Madison residents are fortunate to have inherited a park system built by the progressive vision and efforts of previous generations.

Today, the Board of Park Commissioners and City of Madison Park Division staff continue a mission of enhancing Madison's legacy of diverse parklands; providing green space, safe environments, and recreational facilities; and meeting the changing needs of present and future generations.

The quality of life for City of Madison residents is influenced by the City's great natural resources; parks, greenways, and public access to the numerous waterways that greatly define Madison culture. The mission statement, vision, and goals in this plan serve to guide the development of policies and facilities in the City of Madison parks system.

Vision Statement

~~All residents of Madison have access to~~ To provide the an ideal system of parks, natural resources, and recreational opportunities ~~which will that~~ enhance the quality of life for everyone.

Mission Statement

~~Our Mission is to~~ To provide an exceptional system of safe, accessible, well-planned and maintained parks, facilities, public cemetery, natural areas, and public shorelines.

~~Our Mission is to~~ To provide affordable opportunities for recreational and educational experiences.

~~Our Mission is to~~ To preserve and expand our urban forest resources through a well-planned and systematic approach to tree maintenance, planting, and natural area management.

~~Our Mission is to~~ To preserve and promote parks' historic legacy.

~~Our Mission is to~~ To provide opportunities for cultural interaction by facilitating community and ethnic festivals and through the display of public art.

Executive Summary	p.		
Chapter One: Introduction	p.	Chapter Four: Parkland Inventory	p.
Purpose of the Park and Open Space Plan	p.	City of Madison Park Classifications	p.
Accomplishments	p.	Mini, Neighborhood, & Community Parks	p.
A History of the City of Madison Park System	p.	Conservation Parks	p.
Planning Process	p.	Sports Complex	p.
Public Engagement Strategies	p.	Trafficways	p.
Guiding Lenses	p.	Open Space	p.
Chapter Two: Engagement Strategies and Outdoor Recreation	p.	Park Facilities	p.
Needs Assessment	p.	Other Park and Open Spaces	p.
Engagement Strategies	p.	University of Wisconsin	p.
Engagement Methods	p.	Public School Grounds	p.
Engagement Demographics	p.	Dane County Parks	p.
Outdoor Recreation Needs Assessment	p.	Private Recreational Facilities	p.
Engagement Outcomes	p.	Chapter Five: Parkland Access	p.
Top Issues and Concerns	p.	Method One: Parkland Acreage and Parkland per Capita	p.
Facility Demands	p.	Method Two: Population Density and Use	p.
Chapter Three: Community Considerations and Guiding Lenses	p.	Method Three: Service Area Analysis	p.
Community Considerations	p.	Mini & Neighborhood Park Service Areas	p.
Population	p.	Community Park Service Areas	p.
Race/Ethnicity	p.	Method Four: Transportation Access Analysis	p.
Income	p.	Walkability	p.
Workforce and Employment	p.	Public Transportation	p.
Housing	p.	Chapter Six: Relevant Plans	p.
Guiding Lenses	p.	How this Plan Relates to Other Plans	p.
Equity	p.	Statewide Comprehensive Outdoor Recreation Plan	p.
Public Health	p.	Dane County Park and Open Space Plan	p.
Sustainability and Adaptability	p.	Imagine Madison: Comprehensive Plan	p.
		Neighborhood Development Plans	p.
		City of Madison Downtown Plan	

Chapter Seven: Parkland Development	p.
Parkland Acquisition	p.
Needs Assessment	p.
Parkland Dedication	p.
Park-Land Impact Fees	p.
Intergovernmental Agreements	p.
Parkland Development	p.
Park-Infrastructure Impact Fee	p.
Revenues	p.
Partnerships and Volunteer Programs	p.
Madison Parks Foundation	p.
Madison Parks and Volunteers	p.
Chapter Eight: Park Division Operations and Staff	p.
Structure and Responsibilities	p.
Community Services	p.
Finance and Administration	p.
Olbrich Botanical Gardens	p.
Operations	p.
Planning and Development	p.
Public Information Office	p.
Staffing Analysis	p.
Operating Budget and Capital Budget	p.
Operating Budget	p.
Capital Budget	p.
Chapter Nine: Plan Recommendations	p.

Executive Summary

This plan is an update to the 2012-2017 Park and Open Space Plan that was adopted on May 15, 2012.

Chapter One: Introduction

X.X Purpose of the Park and Open Space Plan

City of Madison parks play a vital role in the well-being of Madison residents. Parks improve the health and wellness of residents, and in turn contribute to the well-being of the entire community. The City of Madison Park and Open Space Plan (or POSP) serves as a guide to inform public policy and system-wide park facility decisions.

This Park and Open Space Plan is intended to serve City Boards and Commissions, City agencies and staff, other governments and agencies, and interested residents and volunteers as a guide in decision-making related to park policies, acquisition and development of parkland and facilities, and city financing and operations.

The recommendations and analysis discussed in this plan relate to park development and management of core facilities and broad concepts in park system planning. Specialized areas of the Madison Parks Division such as Forestry, the State Street/Capitol Mall Concourse, Golf Enterprise, Olbrich Botanical Gardens, the Goodman Pool, and the Warner Park Community Recreation Center in many cases, have their own adopted plans, guiding committees, mission statements, objectives, and strategies. The 2018-2023 Park and Open Space Plan recognizes these adopted efforts as part of the recommendations of this plan.

Additionally, this plan does not address the City’s bicycle and pedestrian system. Bicycle and pedestrian facilities are addressed in separate plans, with guidance from the Park and Open Space Plan.

Analysis and recommendations provided in this plan are developed from an extensive public engagement strategy conducted from May 2016 through November 2017.

Exhibit X provides an inventory map of the City of Madison’s park and open spaces.

The plan seeks to be evidence-based and, as such, utilizes extensive public input, census data, park use records, geographic information systems mapping, and other informational databases.

It is subject to public review and hearings and is adopted by the Board of Parks Commissioners and the Common Council.

The Park and Open Space Plan is updated every five years to stay current with changing recreational trends, demographics, and park needs, as well as to reflect integration with the planning efforts of complementary City agencies, county, and statewide efforts.

A current Park and Open Space Plan is a prerequisite to participation in Federal and State park and open space aid programs. The City must continue to remain eligible for these program funds to accomplish many identified park, recreation, and open space objectives.



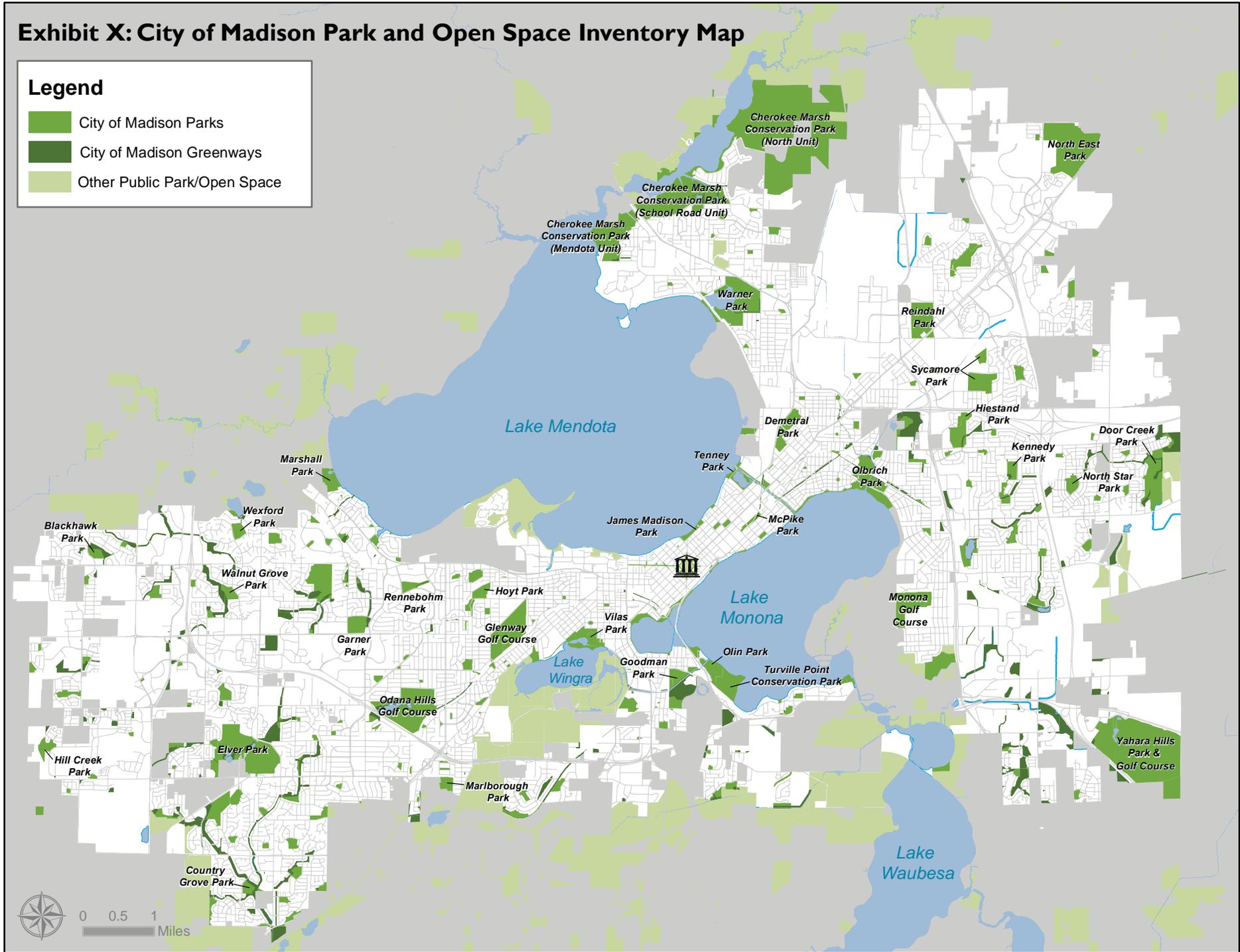
In this Chapter

- Introduction
- History of Madison Parks
- Accomplishments
- Planning Process
- Public Engagement Strategies
- Guiding Lenses

Exhibit X: City of Madison Park and Open Space Inventory Map

Legend

- City of Madison Parks
- City of Madison Greenways
- Other Public Park/Open Space



X.X Accomplishments

The past five years have included significant improvements to the City’s park system. Appendix X: 2012-2017 Park Development Accomplishments highlights substantial achievements since the last Park and Open Space Plan. The below table identifies the City’s effort to fulfill the recommendations of the 2012-2017 Park and Open Space Plan.

Completed.
 Advancements since 2012-2017 POSP
 On-going project.

Recommendation from the 2012-2017 Plan	Action
Promote and adhere to the Vision, Mission Statement, Goals and Objectives defined in Chapter Two.	The Vision and Mission that guides the Madison Parks Division.
Review and update existing park dedication ordinance and development fees including park impact fees and “fees in lieu of” dedications.	Adopted the Park Impact Fee and Land Dedication Policy and Public Facility Needs Assessment (2016) and updated Madison General Ordinances to reflect recommendations of the Needs Assessment.
Create a sustainable park system in terms of park size, amenities and maintenance.	Worked with staff team to update Neighborhood Development Plans to be more consistent with park goals for minimum 5-acre size parks to promote a sustainable park system. Implemented recommendations as part of plat approval and parkland dedication within the Neighborhood Development Plan areas.
Address park deficiencies through development of community and neighborhood parks.	Acquired new parkland for Acer Park, Allied Park, Blitzer Family Preserve, Camar Park, Highland Manor Park, Jeffy Trail Park, Kestrel Park, Sugar Maple Park, Thousand Oaks Park, and Woods Farm Park and expanded Hill Creek Park.
Prioritize acquisition of land adjacent to existing parkland to fill gaps in the park system in accordance with goals, objectives and policies in this plan.	Acquired additional land to expand Central Park, Cherokee Park, Cherokee Marsh - School Road Unit, Merrill Springs Park, North Star Park, Owl Creek Park, and Penn Park.
Continue to develop Master Plans for parkland which include both passive (non-developed and active (developed) recreation.	Developed park master plans with both passive and active space for Allied Park, Owl Creek Park, Patriot Park, Sugar Maple Park, Thousand Oaks Park. Currently in the process of completing master planning for North Star Park Expansion, Camar Park, and James Madison Park.
Identify areas in our parks with significant natural resources for preservation and protection and develop land management goals for these areas.	Adopted the Madison Parks Land Management Plan (2017).
Improve and preserve the unique habitats and ecosystems within conservation parks.	Paul Quinlan to provide
Increase connectivity between parks including pedestrian, biking and water trails.	Coordinated and improved 26 bike and pedestrian connections and added eight new canoe/kayak launches for water access.
Work with other agencies to support planning efforts across the City of Madison and Dane County.	Joint collaboration with Dane County on implementation of water quality enclosures at beaches to improve swimming conditions; joint efforts to fund improvements at Central Park; and improvements to the Capital City Trail System within Madison Parks.
Construct park facilities to provide access to City residents to standard park amenities.	Replaced 50 playgrounds, installed five new playgrounds, six new basketball courts, 11 sun shelters, two new shelters with restrooms, upgraded the existing Penn Park shelter, and added a reservable concession building.
Promote winter recreation opportunities.	Implemented new NiceRink program to improve efficiency and longevity of ice skating rink use. Partnered with MadNorski for snow making and trail grooming.

Build on the existing positive relationships with public and private organizations for donations and volunteers to aid in park system development.	Establishment of the Madison Parks Foundation created a non-profit organization dedicated to acquiring financial resources through contributions and grants to make park improvements and support park programming.
Develop reservable recreational fields that can be used for multiple purposes.	This has not yet been complete.
Respond to changing recreational trends by providing new facilities for popular new recreation trends.	Developed new pickleball complex and added pickleball line painting to 18 courts. Planned and developed mountain bike course at Quarry Park.
Pursue development of community gardens and edible landscapes.	Worked with the Mayor's Office on implementation of the Edible Landscape Permit, permitting three new edible landscapes sites in parks. Currently working with the Mayor's Office on expanding community gardening opportunities on the west side of Madison. Added additional community garden plots at Brittingham, Aldo Leopold Park, and Rennebohm Park.
Continue to construct and improve dog park and dog exercise areas levying funding generated from the sale of dog park permits.	Constructed two new dog parks (Walnut Grove and Odana School), and implemented improvements at Demetral, Sycamore, Warner, Brittingham, and Quann Park. Currently, planning implementation of the City's first synthetic turf dog park.
Continue to improve water access and quality to promote water recreation.	Developed private partnerships for operating three new canoe/kayak rental facilities at Olbrich, Brittingham and Marshall Park. Worked with Dane County on clean beaches efforts to install beach enclosures at several beaches, and a beach enclosure which filters lake water.
Continue to operate a sustainable golf enterprise.	Presented Financial and Operational Analysis of Course Closure and Hole Reduction Report (2017) addressing the financial challenges to the golf course to Golf Subcommittee of Board of Park Commissioners.
Continue to optimize maintenance efforts in our parks by implementing sustainable practices within budget levels.	The City of Madison continues to identify and implement cost effective, sustainable maintenance strategies to supplement current efforts which include managed meadows and reduced mowing.
Focus on core facilities, like playgrounds to ensure continued service levels.	Completed comprehensive inventory of all playgrounds, implementing significant playground infrastructure plan. Replaced 59 playgrounds in the past 5 years to bring them to U.S. Consumer Product Safety Commission standards.
Continue to recognize, preserve and enhance historic parks.	Implemented upgrades to historic Breese Stevens Field, worked with volunteers to improve Glenwood Park, and worked with private developers on the rehabilitation and re-use of the historic Garver Feed Mill.
Investigate opportunities for a scientifically valid behavior role assessment of park use to provide insight on existing park uses throughout the City.	Piloted System of Observation for Play and Recreation in Communities (SOPARC) method and worked with city staff and board members to catalog park observations.
Pursue Crime Prevention Through Environmental Design (CPTED) analysis of park development to reduce inappropriate activities in parks.	Park planning staff have coordinated with rangers and operations staff to implement designs that reduce inappropriate activities.
Coordinate with educational agencies to expand programming and opportunities for outdoor education.	Developed the Madison Connecting Children to Nature Implementation Plan in partnership with Public Health Madison & Dane County, the Children and Nature Network, and the National League of Cities Institute for Youth, Education, and Families.
Continue to expand Olbrich Gardens per the March 2009 Olbrich Park Land Use Plan.	Began design of the education addition to the visitor center with construction anticipated to begin in 2018.
Develop recommendations in future plans to be consistent with the recommendations, goals and objectives of this plan.	Underway.

X.X A History of the City of Madison Park System

The Dejope (Four Lakes) region that defines the majority of Madison today was formed by the retreat of glaciers approximately 13,000 years ago. Evidence suggests that humans occupied this area starting as early as 300 AD (Historic Madison, Inc., n.d.). Wisconsin was “home to one of the earliest socially complex societies in the Upper Great Lakes” and “what is now southern Wisconsin was a place where the Sauk, the Kickapoo, the Potawatomi, the Menominee, the Ho-Chunk, and the Ojibwe could all call their ancestral home in some way or another” (Aaron Bird Bear, 2011). By the time settlers began to arrive, the Ho-Chunk Nation called this area home, but were forced to move west of the Mississippi River after the Black Hawk conflict of 1832.

James Doty visited Madison in 1829 and in 1836 drew plats for the Four Lakes area and persuaded the territorial legislature to designate Madison as the new capital (Historic Madison, Inc.). It did not have a single park, but was in a magnificent setting on the isthmus between Lakes Mendota and Monona. By 1892, residents had realized the beauty of the surroundings and a group of private residents banded together to form the Madison Park and Pleasure Drive Association. The Association raised private donations to acquire and improve park land, to construct pleasure drives, and to plant trees and shrubs throughout the City.

In 1910, the Association engaged the services of the famous landscape architect, John Nolen, to prepare a comprehensive plan for the improvement and future growth of the City. In 1911, Nolen’s plan was published, in which he recommended the existing 150 acres of parkland and miles of pleasure drives be expanded into a coordinated system of parks under the responsibility of an official Park Commission.

In 1932, the Madison Park Commission was created, and the City assumed full responsibility for the operation, maintenance, and acquisition of all park and pleasure drives.

In 1938, another civic organization, the Trustees of Madison Planning Trust, privately engaged the services of the famous city planner, Ladislav Segoe, to prepare a comprehensive plan for the City in cooperation with the Madison Park Commission and Plan Commission. This comprehensive plan included a park, playground and open space system plan. It recommended that the existing 441 acres within 29 parks and a single public golf course be expanded dramatically to over 1,520 acres in recognition of forecasted urban growth.

Figure X.X. Catalogued Native American Legacy



Source: Charles E. Brown, Lake Mendota, Prehistory, History and Legends, (Madison: The Wisconsin Archeological Society, 1933)

Table X.X Madison’s Historical Population

Year	Population
1829	<200
1851	1,600
1900	19,000
1910	25,531
1930	57,899
1960	126,706
1990	190,816
2016	252,551

Source: Historic Madison, Inc. The Origins of Some Madison, Wisconsin Street Names. Population.US.

In 1961, a Park and Open Space Plan was adopted that recommended preservation of natural drainageways and significant natural areas such as Cherokee Marsh and the Nine Springs wetlands. An emphasis of this plan and subsequent updates was to eliminate a deficiency of parkland. The Plan was updated regularly, raising the standard for the desirable amount of parkland, and dramatically increasing park acreage. Madison's historic commitment to public recreation and open space of all kinds provides the public today with a diverse system of parks and open spaces. Additional Park and Open Space Plans were completed in 1961, 1971, 1977, 1984, 1991, 1997, 2005 (an update to the 1997 plan) and 2012, and all include recommendations regarding eliminating parkland deficiencies.



Figure X.X Past City of Madison Park and Open Space Plans

Today, the City of Madison Parks Division manages over 270 parks totalling over 5,600 acres of parkland (shown on Exhibit X) and is responsible for maintenance of over 6,000 acres of public land in total. The Parks Division is also responsible for the operation and maintenance of special facilities such as Olbrich Botanical Gardens, four public golf courses, one public cemetery, State Street and the Capitol Mall Concourse, and pruning, planting, and removal of all trees in public right-of-ways. The City Parks Division does not provide city-funded recreational programming; recreational programming is primarily offered through the Madison Metropolitan School System and other community recreational organizations.

The Madison Parks Foundation, formed in 2002, supplements the City of Madison Parks Division. This nonprofit organization creates and supports initiatives to improve and expand the park lands, facilities, and services offered through the City of Madison Parks Division.

X.X Planning Process

The planning process for the 2018-2023 Park and Open Space Plan involved three phases:

Phase I: Data Gathering and Public Engagement

The first phase of the project occurred from May 2016 until November 2017. This phase included data collection, public engagement, and geographical information system data analysis.

Phase II: Plan Development

Plan Development overlapped with Phase I and occurred from July 2017 to February 2018 with guidance from the Parks Long Range Planning Subcommittee.

Phase III: Plan Review and Approval

Beginning in March 2018 to August 2018, the Parks Long Range Planning Subcommittee, the Board of Park Commissioners, the Plan Commission, the Board of Public Works, and the Common Council reviewed the draft plan. Their comments are incorporated into the final Park and Open Space Plan.

Figure X.X: Project Timeline

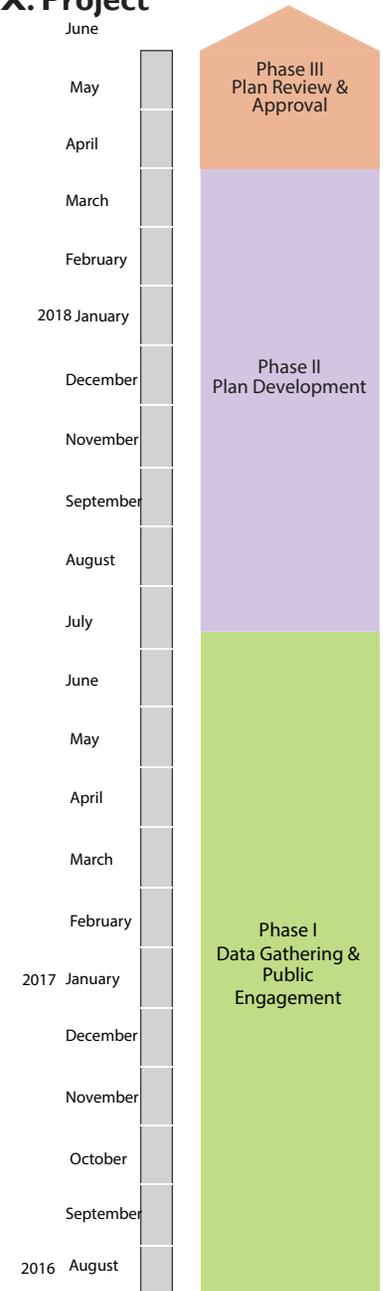


Photo: Community Visioning Session at Alicia Ashman Library

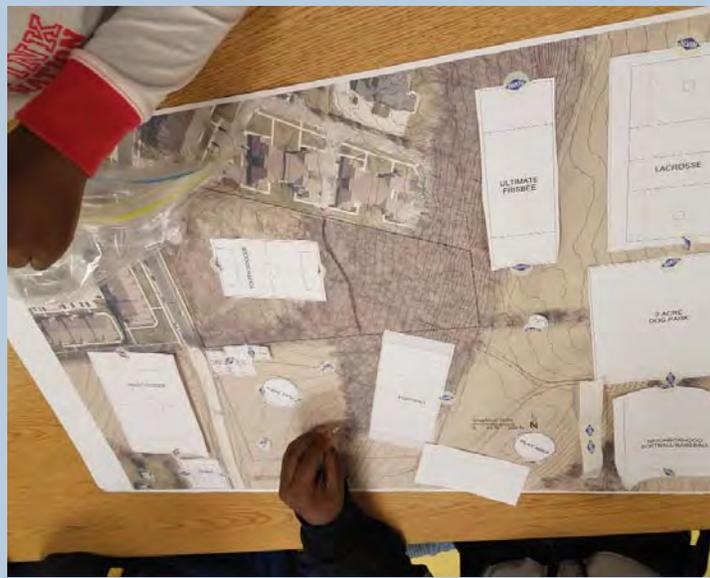
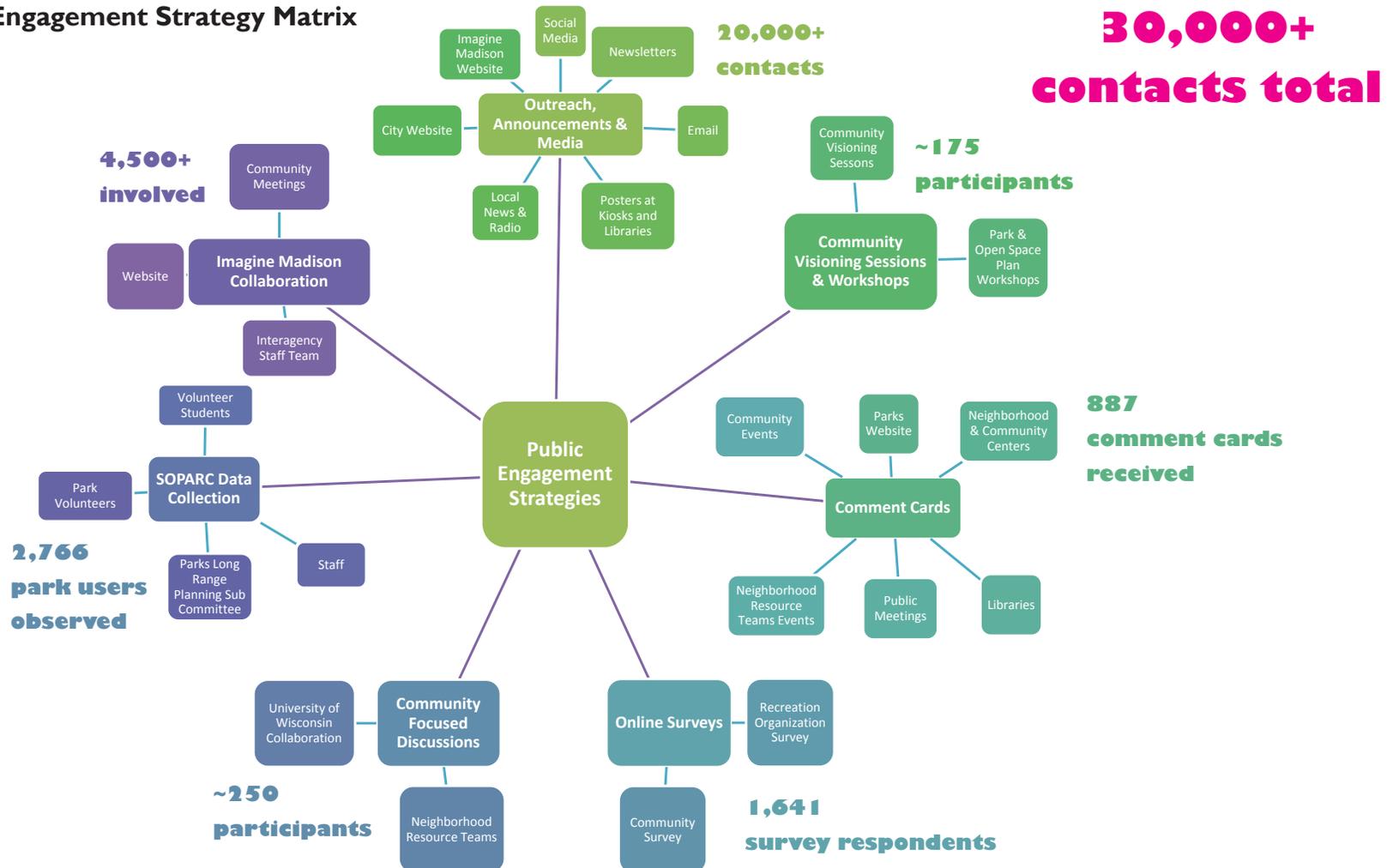


Photo: Students designing a park as part of a planning activity at Lussier Community Education.

X.X Public Engagement Strategies

Recognizing the limitations and bias associated with public input processes, the Park and Open Space Plan engagement process incorporated various methods to increase opportunities for public participation. This included hosting community visioning sessions, workshops, surveys, focus group discussions, and requests for input through comment cards distributed at various park events, community centers, libraries, and public meetings. Results from the Imagine Madison: Comprehensive Plan Update engagement process related specifically to park and open space improvements are incorporated into this plan. Chapter X describes the engagement strategy in further detail.

Figure 1.X: Engagement Strategy Matrix



X.X Guiding Lenses

In conjunction with Imagine Madison: Comprehensive Plan Update, this plan investigates how to improve Madison Parks in terms of public health, equity, sustainability, and adaptability.

Although distinct in their own manner, each of these lenses are also interrelated. In the face of climate change and demographic shifts, sustainability and adaptability efforts will be vital towards improving public health. The four icons⁰¹ below are used throughout this plan to identify recommendations that intersect with one or more of the plan's guiding lenses. These topics are further addressed in Chapter X: Guiding Lenses of the POSP.



Equity: the inherent worth of each individual in Madison should be esteemed and fostered, enabling them to reach full potential.



Public Health: The access and contribution to mental and physical health of a community.



Sustainability: Management of resources to promote welfare and equity for current and future generations.



Adaptability: Preparedness and ability to respond to, and recover from hazards and threats with minimal damage to safety, health, security and the economy.

⁰¹ Icons and definitions developed by Imagine Madison: Comprehensive Plan Update.

Chapter Two: Engagement Strategies and Outdoor Recreation Needs Assessment

X.X Engagement Strategies

This chapter examines recreational needs, demands, and concerns based on community engagement. The park and open space planning process incorporated multiple engagement strategies to understand park use and concerns amongst Madison residents. The engagement methods used in this process hoped to reach a large number of residents, but also begin a dialogue with new voices who can contribute to the future planning of the park system. Madison Parks strives to continually improve efforts to engage communities to help ensure concerns of all residents are represented.



Photo: Hip Hop PARKitecture Workshop

ENGAGEMENT METHODS

During the engagement process, Madison residents provided their input on a broad spectrum of topics such as park usage, future needs, environmental initiatives, and specific goals. Six distinct engagement methods were used to gather data from Madison residents of a variety of ages, races, and socioeconomic status. Each engagement method is described in further detail in the following sections. Recognizing the inherent limitations and bias associated with public input processes, efforts were made to monitor and track engagement strategies and comments, and to geolocate responses to evaluate distribution of input and improve future engagement methods.

Comment Cards

The Parks Division distributed comment cards at various locations across Madison in an effort to solicit feedback on how City residents use the parks system. Comment cards were provided at nine City of Madison libraries, 12 community/neighborhood centers, and at the Madison Senior Center. Comment cards were also collected at 44 different public events and community meetings, and were available to fill out online. The comment cards were distributed in English, Spanish, and Hmong, and also available in an images-only format. The City received 887 comment cards back from this effort.

Online Community Survey

As part of this process, the Parks Division also developed an online community survey. The survey aimed at understanding the public's perceptions and priorities regarding the Madison parks system. The survey included nine separate questions asking about items such as favorite activities, resident needs, and areas of potential improvement, as well as requesting information regarding age and race. The online community survey was completed by 1,609 separate individuals, one of the highest online survey response rates the city has received. As part of the survey, respondents identified their participation in park-related activities. Figure X.X presents the top ten activities by participation rate. A separate recreational survey sent to athletic organizations generated 32 responses and is discussed further on page X.

In this Chapter

Engagement
Strategies

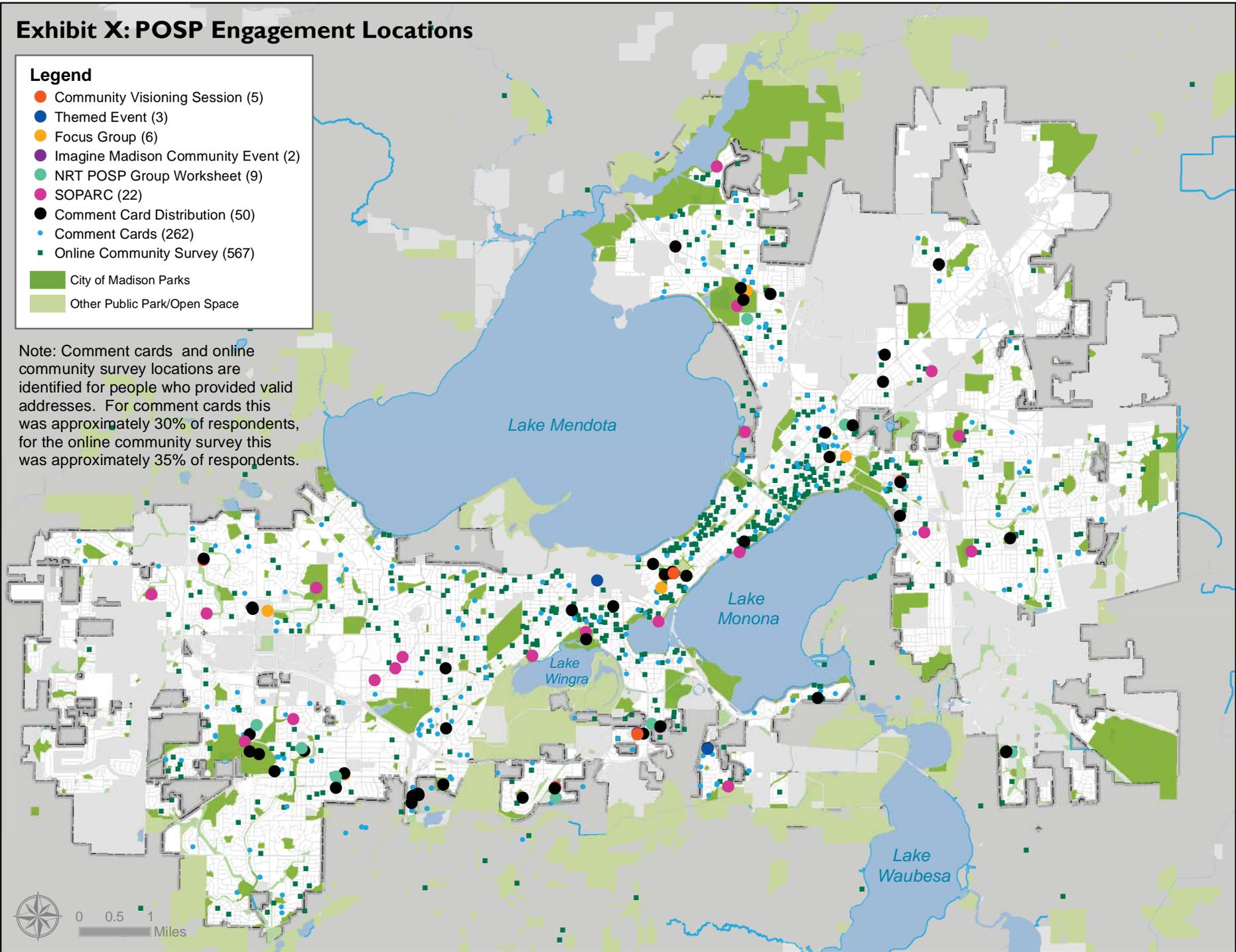
Outdoor
Recreation
Needs
Assessment

Exhibit X: POSP Engagement Locations

Legend

- Community Visioning Session (5)
 - Themed Event (3)
 - Focus Group (6)
 - Imagine Madison Community Event (2)
 - NRT POSP Group Worksheet (9)
 - SOPARC (22)
 - Comment Card Distribution (50)
 - Comment Cards (262)
 - Online Community Survey (567)
- City of Madison Parks
 Other Public Park/Open Space

Note: Comment cards and online community survey locations are identified for people who provided valid addresses. For comment cards this was approximately 30% of respondents, for the online community survey this was approximately 35% of respondents.



System for Observing Play and Recreation in Communities

To gather additional data on park usage, the Parks Division utilized an observational research method called the System for Observing Play and Recreation in Communities (SOPARC). The method was first developed in 2006 by researchers at San Diego State University and the RAND Corporation in an effort to examine how community parks contributed to physical activity (McKenzie et al, 2006). Madison Parks collaborated with student volunteers, city staff, members of the Parks Long Range Planning Subcommittee, and members of the Board of Park Commissioners to use a modified SOPARC tool as a method to gather data on park usage. Parks chosen for this tool were based on park type, location, and the surrounding neighborhood’s income and race/ethnicity demographics to provide a comprehensive snapshot of park use throughout the City. Data from SOPARC was gathered in 2016 from July through October. During this period, 2,766 residents were observed across 28 different parks.

Community Visioning Sessions and Workshops

With the assistance of the consulting group Urban Assets, LLC, the Parks Division facilitated five community visioning sessions in each of Madison’s main geographic regions from January-March of 2017. The community visioning sessions were interactive workshops designed to identify the public’s goals and vision for Madison’s park system. The dates and locations of the sessions were as follows:

- North: January 31, 2017 Warner Park Community Recreation Center
- East: February 6, 2017 Whitehorse Middle School
- South: February 13, 2017 The Village on Park
- West: March 1, 2017 Alicia Ashman Library
- Downtown: March 23, 2017 Central Library

At the community visioning sessions, Parks staff provided an opening presentation detailing background information on the POSP and the purpose of its public engagement strategy. Session participants then engaged in a variety of activities allowing them to provide their input on topics related to park facility and programming needs, areas of potential improvement, and their vision for the Parks system. Individuals were also asked to provide demographic data including their age, race, and how long they have been living in Madison. A total of 120 individuals participated in the community visioning sessions.



Photo: Community Visioning Session

Figure X.X Engagement Numbers



In addition to community visioning sessions, three theme-focused workshops were held by partnering with individuals and organizations to create engaging events that provided in-depth discussion and analysis focused on specific topics. The first workshop, called “Hip Hop PARKitecture” with Hip Hop Architect Michael Ford, engaged children and communities of color in a fun day of park planning. The second workshop focused on climate change and environmental pressures, and was conducted in collaboration with the Clean Lakes Alliance, the Board of Park Commissioners, and the Wisconsin Initiative on Climate Change Impacts. The last workshop was a collaboration with Public Health - Madison and Dane County, as well as with local advocates for environmental education, for a workshop focused on connecting children to nature. A total of 55 individuals participated in the workshops.

- Hip Hop PARKitecture: April 22, 2017 - Badger Rock Neighborhood Center
- Madison Parks & Resiliency in the Era of Climate Change: May 18, 2017 UW - Union South
- Connecting Kids to Nature: June 4, 2017 - Warner Park Community Recreation Center

Focus Groups

Acknowledging that public participation must incorporate a variety of methods, the City of Madison collaborated with the University of Wisconsin – Madison and Public Health – Madison and Dane County to conduct participatory research with children and underrepresented populations across Madison. This work focused on engaging communities in park planning within their neighborhoods. Focus group discussions occurred at the following locations:

- Madison Senior Center
- Vera Court Community Center
- Capitol Center Apartments
- Goodman Community Center
- The Meadowood Neighborhood Center
- The Lussier Community Center



Photo: Hip Hop PARKitecture

TOPIC			
What's Working Well	Action to Enhance or Maintain	What Isn't Working Well	Action to Overcome
1. Basketball	1. Full court	1. A football field	1. build a football field
2. PLAY Ground	2. more items	2. Trampoline Park	2.
3. We Want More Trees. Need More Monkey Bars	3. Toshi Cars	3. lakes are too dirty to swim in.	3. Clean the lakes
4.	4. Food Trucks (poor)	4. Dirty Lakes - the lakes are nasty because of cows.	4.
5. more sports	5.	5. NO POOL ^{no Animals} poor Dirty water fountains	5. Pool
Other things to consider.	Tell governor more stuff for kids.	Woods could be thinned out at Bad Lake → more play space New playground equipment	

Photo: Focus Group Exercise from Meadowood Neighborhood Center

Additionally, Public Health - Madison & Dane County conducted 15 one-to-one interviews, and collaborated with Hawthorne Elementary School, Sandburg Elementary School, and Centro Hispano as part of efforts to create the “Youth-Engaged City Planning: Recommendations for the City of Madison, Wisconsin” report. An estimated 110 individuals participated in focus groups, with an additional 150 individuals interviewed whose concerns were identified by the City’s Neighborhood Resource Teams.

Imagine Madison

Imagine Madison was a public listening campaign launched by the City of Madison as part of the update to the City’s Comprehensive Plan. It gathered feedback from a variety of sources including public meetings, online surveys, and resident panels made up of underrepresented segments of the population. Imagine Madison gathered public input on major community issues such as parks, housing, transportation, and economic development. Imagine Madison received a total of 135 comments related to parks and open space via the online survey, public meetings, and resident panels.

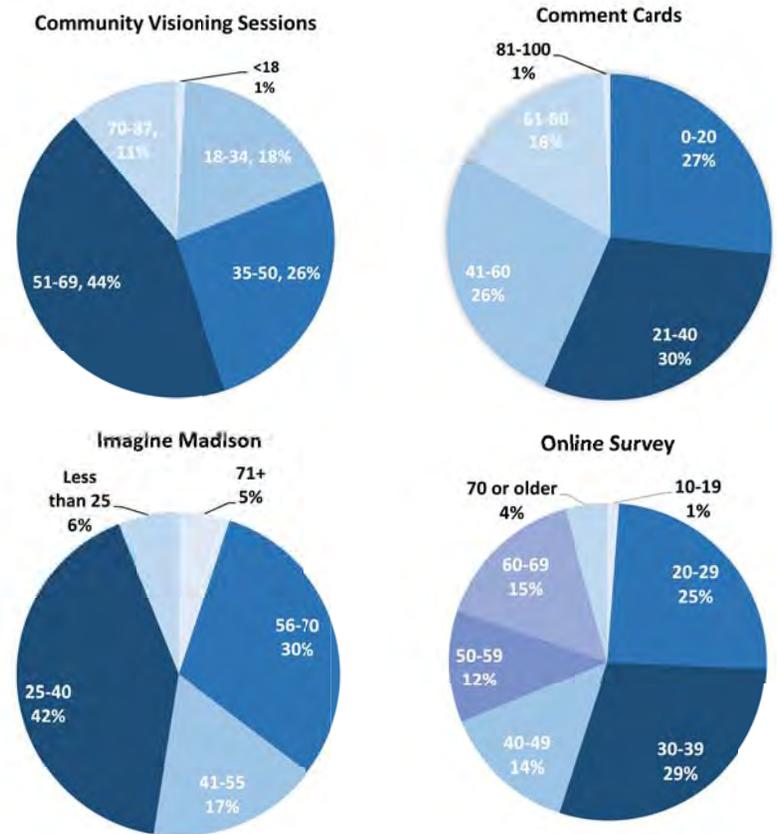
ENGAGEMENT DEMOGRAPHICS

Through several methods, Parks collected data to gain insight into the demographic representation resulting from various engagement efforts.

Participant Ages

Figure X.X illustrates the age distribution of each method’s participants. Participation by age varied depending on engagement type. A strong youth presence appeared in the data from the comment cards. However, individuals under the age of 20 were nearly absent from both the online community survey data and the community visioning session data. Residents between the ages of 21 and 40 were the most prominent age demographic in the online survey, while residents aged 51-69 were the most prominent age demographic in the community visioning sessions. The Imagine Madison data also consisted primarily of adults, with individuals under age 25 accounting for only 6 percent of all participants.

Figure X.X: Ages of Respondents from Engagement Methods



Participant Race/Ethnicity

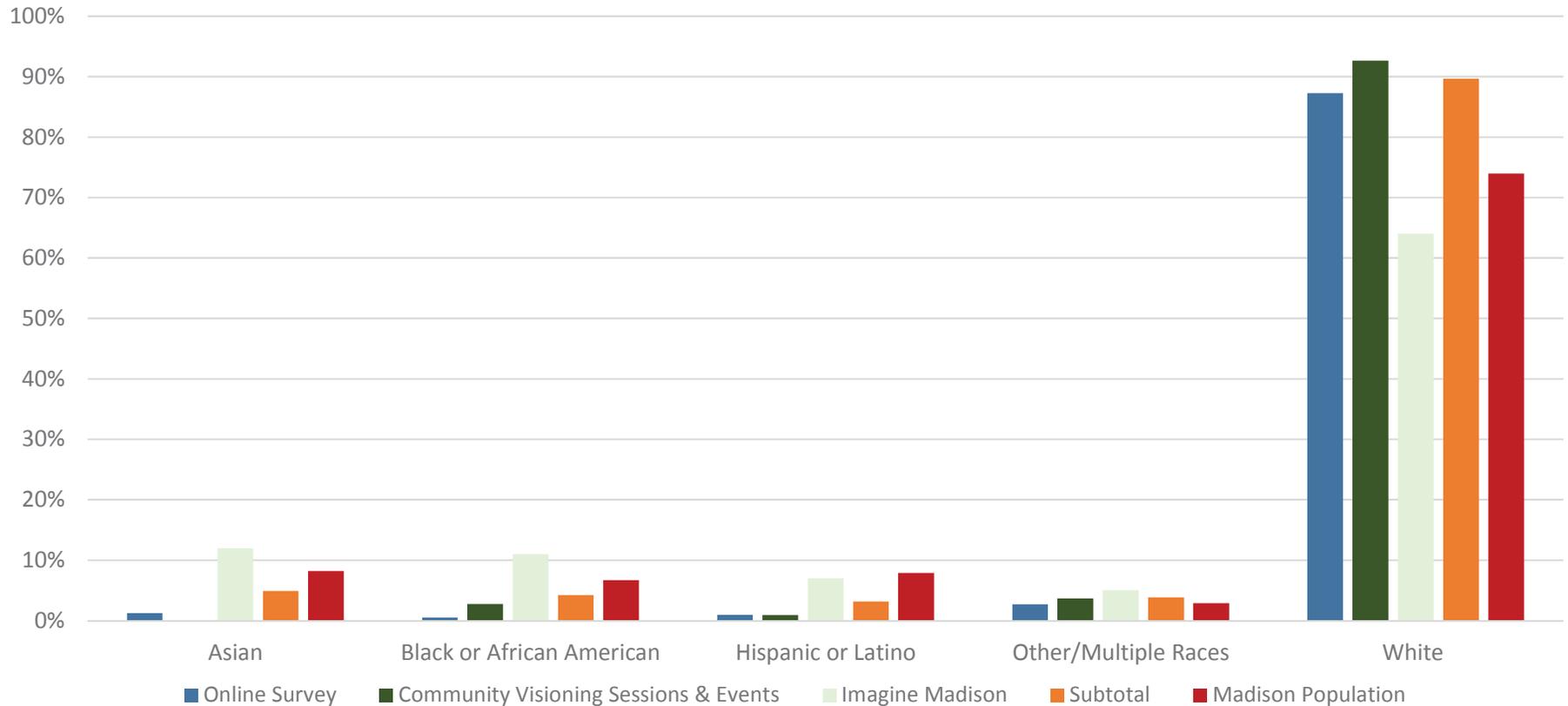
Figure X.X shows the racial distribution of each method’s participants in relation to that of the City of Madison. Demographic information was collected as part of the online survey, community visioning sessions, and through certain portions of the Imagine Madison engagement process. (The data shown in Figure X.X does not include demographic information from strategies that were used specifically to engage historically

underrepresented populations.) Figure X.X illustrates unintentional biases in traditional engagement methods such as public input meetings and online surveys. Recognizing that online surveys and public input meetings may disproportionately engage residents who identify as adult and white/Caucasian, the POSP engagement process also utilized methods specifically designed to encourage participation from historically underrepresented communities. These methods included focus group discussions, comment cards distributed at community events, libraries and neighborhood centers, and the Hip Hop PARKitecture workshop. Since the City did not request demographic information from these engagement methods, they are not included in Figure X.X.



Recommendation: Incorporate public engagement methods and partnerships which help to ensure all members of the Madison community are represented in the park planning process.

Figure X.X: Ethnicity/Race Demographics of Select Engagement Methods



X.X Outdoor Recreation Needs Assessment

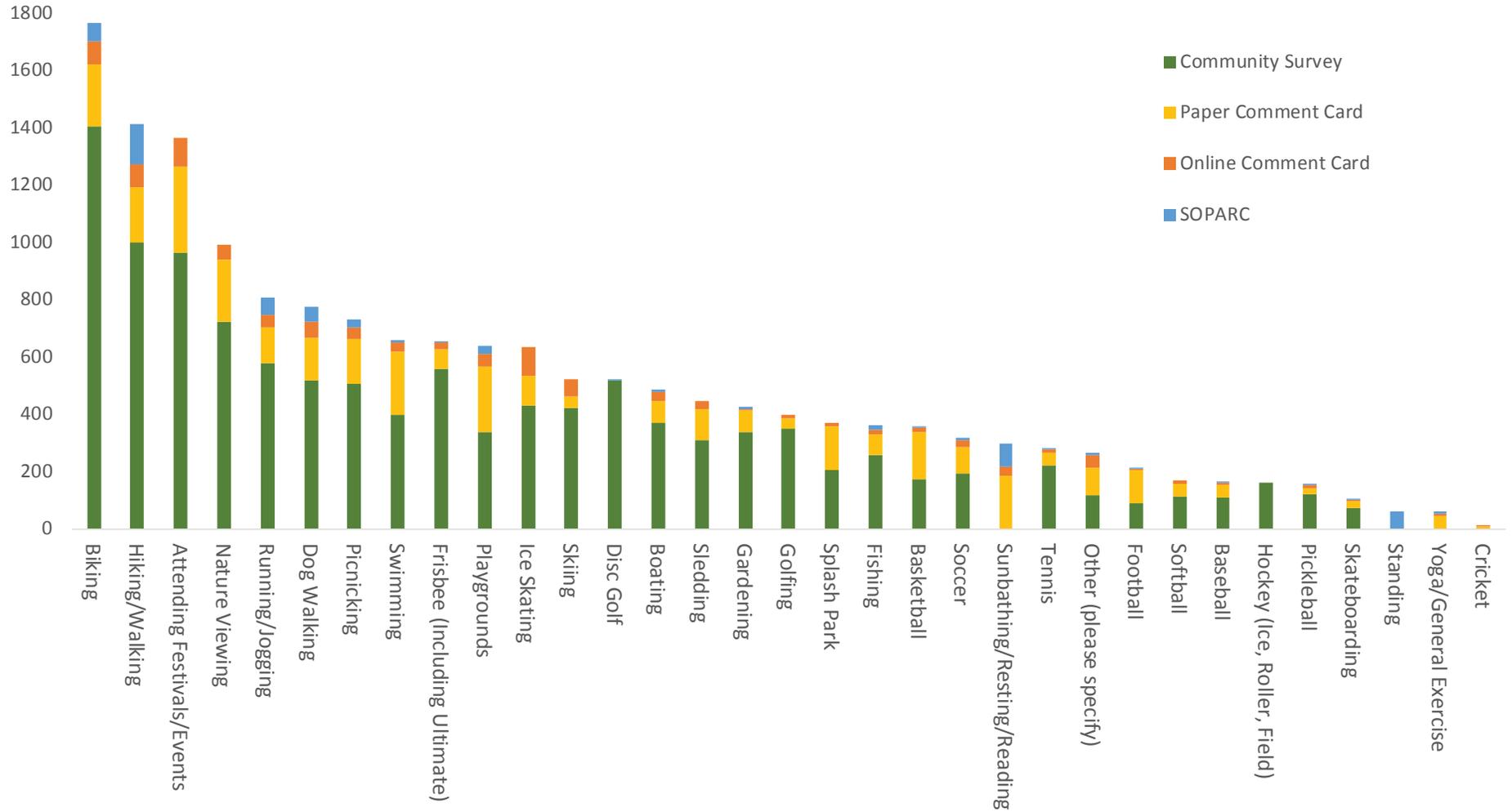
An Outdoor Recreation Needs Assessment is an analysis used to identify and prioritize future planning efforts for natural areas and outdoor recreational resources. The assessment combines data from a broad spectrum of sources and examines past, present, and projected future demands in order to create informed recommendations. These recommendations then act as guidelines for future planning efforts to ensure the recreation demands of City of Madison residents are being met.

ENGAGEMENT OUTCOMES

This section describes results from the engagement methods described above. Figure X.X aggregates information received from the comment cards, online community survey, and SOPARC data. The results identify trends in preferred recreational activities across different engagement methods and ages. These recreational activities can be defined as either active or passive. If an activity requires a developed facility or manipulated landscape that requires on-going maintenance, that activity would be considered active. Some examples include soccer fields, disc golf courses, and basketball courts. In contrast, a passive activity does not require a developed setting or facilities to participate. Passive activities include bird watching/wildlife viewing, foraging, picnicking, hiking, and photography.

Amongst all engagement methods the top ten list includes a combination of passive recreation activities, such as hiking/biking, and active recreation activities, such as swimming and playing on playgrounds. Some activities, for example biking and walking/hiking, were popular regardless of age group or gender. However, there were some notable differences in the top activities based on the engagement method.

Figure X.X :Top Activities as Reported by Respondents Based on Age



Youth Outcomes of Top Reported Activities

Based on engagement input, younger residents appear to utilize parks and open space more for active recreation activities. These individuals were the primary users of park playgrounds. In the comment card data, playing on a playground was the fourth most popular activity among the under 20 age group, and the second most popular activity among the 21-40 age group. Playing on the playground was the third most frequently observed activity for individuals under 20 in the SOPARC data, while it was only the eighth most frequently observed activity for individuals over age 20.

The younger population also makes significant use of parks as an area to engage in team sports such as basketball, soccer and football. In the comment card data basketball and football were ranked as the second and third most popular activities for individuals under age 20, while soccer was ranked 7th. Another activity that appears to be especially popular among youth is swimming.

Adult Outcomes of Top Reported Activities

Collected data suggests adult residents tend to use parks for more passive recreation such as hiking and snowshoeing. For example, nature viewing was the third most popular activity for comment card respondents above the age of 40. Among online survey respondents, nearly all of whom were older than 20, nature viewing was the fourth most popular activity. Hiking, biking, jogging, and dog walking were all activities that were more popular among adults than youth. Adults also appeared to gravitate towards individual sports more so than team sports. Pickleball, tennis and disc golf were all very popular among this group. Additionally, Ultimate Frisbee appears to be a sport growing in popularity for adults, particularly among the 21-40 age group.

Ice skating was another activity that was only listed as a top ten activity in the comment card data. However, it was also popular among online survey respondents, just narrowly missing the top ten, with 26.8 percent of respondents indicating they use parks for ice skating. It is also important to note that a winter activity such as ice skating would not be represented in the SOPARC data because direct observation was only done in the summer and fall.

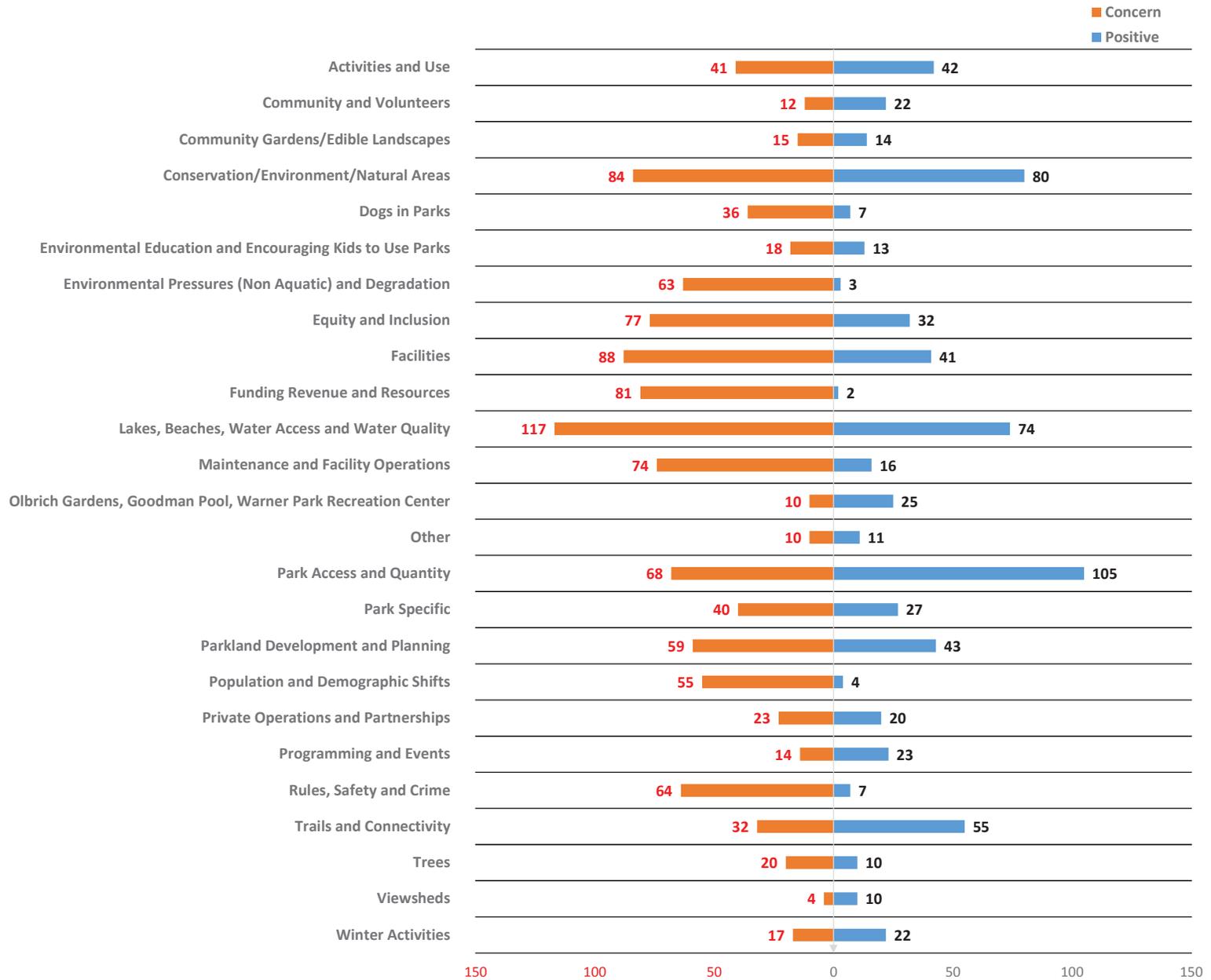


Recommendation: Park and open space planning should provide diverse recreational facilities to accommodate the recreational preferences of all age groups.

TOP ISSUES AND CONCERNS

The Parks Division also sought public input on the current state of Madison parks, with the goal of using this information to assess which areas should receive additional focus in the upcoming years. The data presented in Figure X.X was gathered via the online community survey, the community visioning sessions and workshops, focus group discussions, and from the Imagine Madison process. Figure X.X shows the combined results from these engagement methods. The data was categorized to identify emerging trends and prominent issues among the public. Each comment was identified as a positive, a concern, or neutral in relation to the topic being mentioned. Major themes surfaced as prominent concerns including: water and the environment, park access, development, and quantity, and facilities and activities that are equitable and inclusive.

Figure X.X: Top Comments During Engagement Process



Water and the Environment

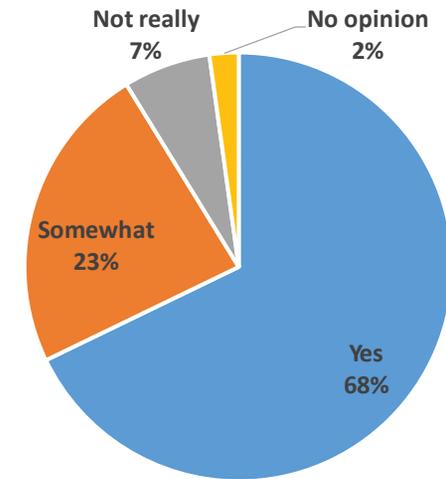
Madison’s proximity to water resources and historical wetland habitat has provided numerous opportunities for water-based recreation and natural habitats. A large portion of the feedback received from Madison residents was focused on environmentally related topics. “Lakes, beaches, water access and water quality” was the most frequently mentioned issue in the community visioning sessions and the fifth most frequently mentioned in the Imagine Madison data. Likewise, “conservation/the environment/natural areas” was the second most frequently mentioned topic in both the community sessions and Imagine Madison feedback. In response to the question “What would you like to see more of in Madison Parks,” the second most popular choice among online survey respondents was “More natural spaces and conservation areas.”

Many of the comments related to the environment were positive. Residents expressed their pleasure with the park system’s number of beaches, conservation parks, and the readily available access to water and nature. However, there was significant concern about water quality, pollution, and the future of Madison’s lakes and natural areas in the face of continued development and population growth. This was a common theme seen in the feedback from both methods: concern that the Parks Division would lose its focus on conservation and natural areas in an effort to meet the recreational demands of a continually expanding population.

Concerns related specifically to climate change also came up frequently in the comments. Fans of winter activities such as ice skating and skiing were concerned that a shortened season would affect their opportunity to enjoy these activities. Other climate change specific issues, such as the increased occurrence of extreme heat events and the proliferation of invasive species, were also mentioned. Figure X.X displays the results of an online community survey question asking respondents whether they believed that the Parks Division should play a role in addressing these issues.

Figure X.X: Online Survey Response

Should parks play a role in addressing issues such as habitat loss, climate change, and environmental degradation?



Recommendations:

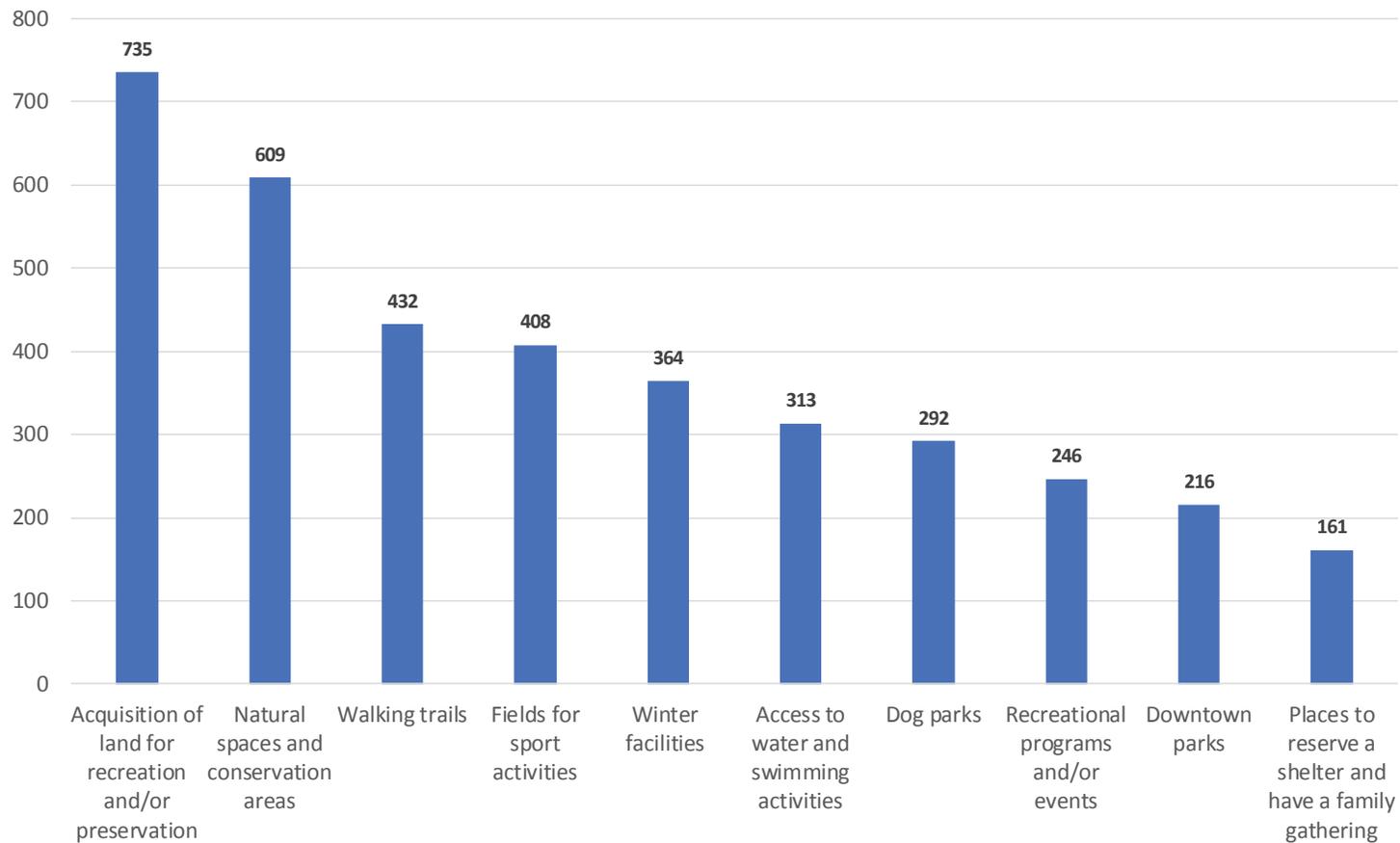
- **Protect and enhance natural resources, and develop land management goals for our parks.**
- **Improve water access and quality to promote water recreation.**
- **Develop a strategy to improve winter activities that are impacted by climate change.**

Park Access and Quantity

The other major theme seen in the results was concern about park access and quantity, primarily related to the City’s increasing population. This was the third most frequently mentioned topic in the community session comments and the most frequently mentioned topic in the Imagine Madison comments. Residents were concerned with how Madison’s continually expanding population would affect their capacity to use the park system. The City of Madison is expected to add 40,000 residents by 2040. Concerns about future overcrowding and diminishing park access were extremely common among participants. Figure X.X shows how respondents to the online survey prioritized acquisition of land for recreation and/or preservation.

Figure X.X: Online Survey Question Response:

What would you like to see more of in Madison parks?





Recommendations:

- **Work with the City to create policies related to maintaining adequate parkland to offset projected development and limited land supply.**
- **Continue to address park deficiencies through the development of community and neighborhood parks.**

Park Equity and Inclusion

The community visioning sessions, focus group discussions, and Imagine Madison engagement methods all identified park equity and inclusion among the most prominent issues of concern. When community visioning session participants were asked, “What do you worry about in Madison Parks?” equity and inclusion was the fourth most frequently mentioned topic. Additionally, participants in the meetings with Madison’s senior and underserved populations placed a strong emphasis on equity in the park system. A focus group at the Madison Senior Center revealed that many seniors felt excluded from using Madison parks, as a lack of drinking fountains, crosswalks at entrances, and restroom facilities make them less welcoming for older residents.

Discussion with low-income individuals and youth from communities of color echoed similar concerns regarding equity and inclusion. Residents in low-income communities expressed concern that nearby parks often were not as safe or well-maintained as parks in wealthier sections of the city. Individuals from communities of color also felt that parks lacked amenities specific to the needs of different cultures. For example, Hmong residents were frustrated at the lack of Tuj Lub (a traditional Hmong game) courts and large picnic tables at parks. Residents also reported that it was difficult to hold large family gatherings at local parks.

The Parks Division recognizes the importance of an inclusive park system that meets the needs of varied cultures and age groups. It is clear that past planning efforts may have unintentionally excluded certain segments of the population. A renewed focus on equity and inclusion will be especially important as Madison’s demographics continue to change, with residents becoming older and communities of color continuing to grow within the city.



Recommendation: Provide a park system that meets the needs of Madison’s increasingly diverse population by working with neighborhood residents and local groups to remove barriers to park planning input opportunities and identify park and open space preferences that create equitable, inclusive park experiences.



Photo: Tuj Lub (Hmong Top Spin Demonstration)

FACILITY DEMANDS

This section reviews park use and demands based on existing reservation data collected through RecTrac, the City’s park and recreation management software. This data includes information date of reservation, facilities reserved, and number of park users anticipated. This section also reviews permit sales from existing data collected through Accela, the City’s asset management software, and the results of the athletic organization survey.

Athletic Facility Reservations

The City of Madison provides facilities for year-round athletic activities within the park system, but does not manage athletic recreation leagues. Instead, the City partners with Madison School & Community Recreation and other recreation organizations such as the Madison Ultimate Frisbee Association, Liga Latina Soccer Association, Madison Area Youth Soccer Association, and Southside Raiders Youth Football to program the athletic fields. As part of this plan update, Madison Parks reviewed reservation data and conducted a recreation league survey issued to over 130 organizers who have made park reservations for athletic facilities.

Review of the City’s reservation data identifies that activities with the highest number of reservations include tennis, soccer, and softball. These three activities have the highest number of separate organizations that reserve facilities for their sport. However, demand for athletic facilities is growing for pickleball, lacrosse, and cricket, which compete for facilities with historically popular sports.

Reservation data also identifies that the most frequently reserved parks include multi-field/multi-court facilities. These types of facilities allow users to host practices, games, and tournaments in a single location instead of spread out over multiple parks. Reserving multiple fields or courts at one park location is beneficial for organizers to accommodate the large size of their leagues, share referees across games, and to host multi-game events. Table X.X identifies the most reserved parks by sport, of which all have multiple fields/courts. Exhibit X identifies the number of athletic field reservations by park.

Table X.X: 2017 Top Park Reservations by Sport

Sport	Number of reservations
Soccer	3653
Tennis	2844
Ultimate Frisbee	1344
Softball	1185
Youth Football	283
Volleyball	117
Pickleball	116
Baseball	93
Baseball - Little League	77
Football	71
Cricket	55
Rugby	49
Skate Park	48
Kickball	36
Basketball	27

Note: Reservations are based on the number of events at each individual court or field (i.e. a pickleball tournament using all six courts at Garner equates to six reservations). Table X.X only identifies facilities that have been reserved, and excludes “pick up games” without reservations.



Recommendation: Develop reservable recreational fields and courts that can be used for multiple purposes.

Discussions with park staff suggest that there is demand for lit fields and facilities that recover quickly from rain events. In particular, there is high demand for athletic field lighting for soccer, Ultimate Frisbee, flag football, and volleyball. Madison Parks has lit softball diamonds, two lit baseball diamonds, one lit soccer and football field, and one lit volleyball location. Users currently take advantage of off-season softball outfields as lit spaces for ultimate frisbee and flag football.



Recommendation: Identify fields that could be lit to increase opportunities for recreation that would not be in conflict with the surrounding neighborhood.

Table X.X: 2017 Top Twenty Reserved Parks for Athletics

Park	Number of Reservations	Primary Reservation
Quann Park	1309	Tennis Courts
Rennebohm Park	1081	Tennis Courts
Reindahl (Amund) Park	878	Soccer
Olbrich Park	858	Softball, Soccer, Volleyball
Warner Park	711	Youth Football, Soccer, Softball
North Star Park	405	Ultimate Frisbee
Garner Park	304	Lacrosse, Rugby
Elver Park	302	Soccer, Softball, Tennis
Country Grove Park	280	Soccer
Kennedy Park	262	Soccer
Manchester Park	254	Ultimate Frisbee
Midtown Commons Park	232	Ultimate Frisbee
Demetral Park	221	Softball
Goodman Park	191	Softball
High Point Park	176	Soccer
Duane F. Bowman Park	146	Baseball, Softball
Wingra Park	145	Soccer
Wexford Park	129	Soccer, Tennis
Burrows Park	118	Soccer
Whitetail Ridge Park	113	Soccer
Door Creek Park	109	Tennis, Soccer

Table X.X: Athletic Organization Recreation Survey Results

	Yes	No
Respondents whose program relies solely on City of Madison Park Facilities for athletic court or field space	11	21
Respondents whose program needs to limit the number of participants due to lack of fields/courts available	22	10
Respondents who had to cancel an event/practice due to lack of available athletic facilities	11	21



Photo: Ultimate Frisbee at Burr Jones Park.

Exhibit X - Park Reservations

Legend

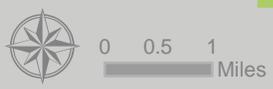
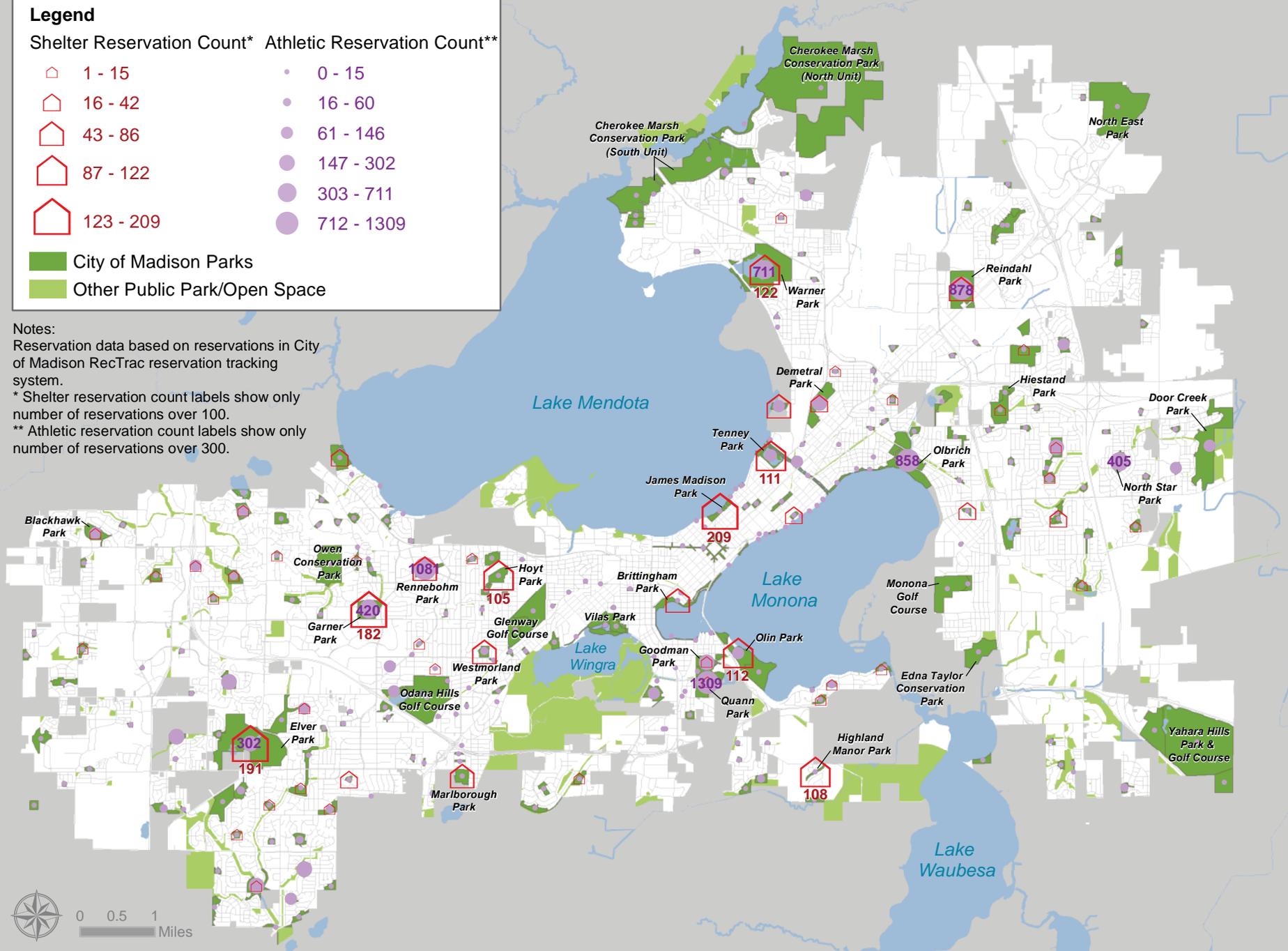
Shelter Reservation Count*	Athletic Reservation Count**
1 - 15	0 - 15
16 - 42	16 - 60
43 - 86	61 - 146
87 - 122	147 - 302
123 - 209	303 - 711
City of Madison Parks	712 - 1309
Other Public Park/Open Space	

Notes:

Reservation data based on reservations in City of Madison RecTrac reservation tracking system.

* Shelter reservation count labels show only number of reservations over 100.

** Athletic reservation count labels show only number of reservations over 300.



In addition to reviewing internal reservation data, Madison Parks solicited feedback from a survey sent to over 130 athletic organizations. Of those who responded to the survey, 34% said they had to cancel an event or practice because there were no facilities available for reservation. Additionally, 31% noted that they had to limit the number of participants in their league due to of lack of facilities.

Shelter Reservations

Madison Parks has 83 reservable shelters including six large shelters without restrooms, 19 shelters with restrooms, one concession/restroom building and 57 sun shelters. Large shelters and shelters with restrooms are available mid-April through mid-October. Sun shelters are open year-round. Reservations of shelters are often made for wedding celebrations, family reunions, association/business picnics and community events. Shelters are typically booked for weekday evenings and weekend reservations. Madison Parks has about 1,900 reservations of shelters each year. The most reserved shelters in the park system are Gates of Heaven at James Madison Park, the large shelter at Elver Park, and the shelter at Garner Park.



Photo: Gates of Heaven at James Madison Park

Table: X.X: 2017 Top Twenty Reserved Shelters

Park	Large Shelter Reservations	Sun Shelter Reservations
James Madison - Gates of Heaven	154	--
Elver Park	191	--
Garner Park	182	--
Warner Park	80	42
Olin Park	112	--
Tenney Park	111	--
Vilas Park	111	--
Highland Manor Park	108	--
Hoyt Park	105	--
Rennebohm Park	86	--
Brittingham Park	81	--
Westmorland Park	69	--
Reindahl (Amund) Park	60	--
Burrows Park	59	--
James Madison - Large Shelter	55	--
Marlborough Park	--	54
Marshall Park	42	--
Meadowood Park	--	42
Demetral Park	34	--
Orton Park	--	33
Elvehjem Park	27	--
Lake Edge Park	19	--

Park Event Reservations

In addition to park athletic and shelter reservations, parks are frequently reserved for community events. In 2017, there were 722 event days in Madison parks. This included 518 public or private events permitted by Madison Parks such as run/walks, farmer's markets, festivals/concerts, food cart nights (Let's Eat Out), concerts, and neighborhood association celebrations. The largest number of reserved park days for events were for State Street/Mall Concourse, Olin Park, Warner Park, Central Park and Elver Park. Exhibit X illustrates the number of reservation events per park. 204 out of the 722 event days were held in Madison Parks. Parks-produced events included Movies in Parks, Learn To Events, Ride the Drive, Westfest, Earth Day Challenge, and Dog Park Clean-Up Day.

Table X.X: 2017 Top Ten Reserved Parks for Events

Park	# of event days	Most reoccurring event (# of days)
State Street/Mall Concourse	149	Dane County Farmers Market (31)
Olin Park	70	Fantasy in Lights (43)
Warner Park	63	Bird & Nature Outings (13), Family Fun Night (10), Run/Walks (10)
Central Park	43	Farmers Market (26), Central Park Sessions (7)
Elver Park	32	Farmers Market (15)
Olbrich Botanical Complex	31	Concert Series (13)
Vilas (Henry) Park	25	Let's Eat Out (10), Run/Walks (8)
Reindahl (Amund) Park	21	Let's Eat Out (10), Anji Play (9)
Country Grove Park	19	Let's Eat Out (18)
Haen Family Park	19	Let's Eat Out (10), Anji Play (9)
Quann Park	8	AEC Event Closures (8), Cross Fit Games (5)
Cherokee Marsh - North Unit	17	Bird & Nature Outings (12)
Garner Park	16	Pickleball Lessons (12)
Turville Point Conservation Park	14	Bird & Nature Outings
Brittingham Park	12	Colsak Skiers (6)
Nakoma Park	11	Let's Eat Out (10)
Tenney Park	11	Ice Skating Lessons (6)
Olbrich Park	10	10 Separate Events
Law Park	8	8 Separate Events
Odana Hills Golf Course	8	Free Golf Instruction (6)

Event days are the total number of days that an event occurs at park.

Exhibit X - Park Events

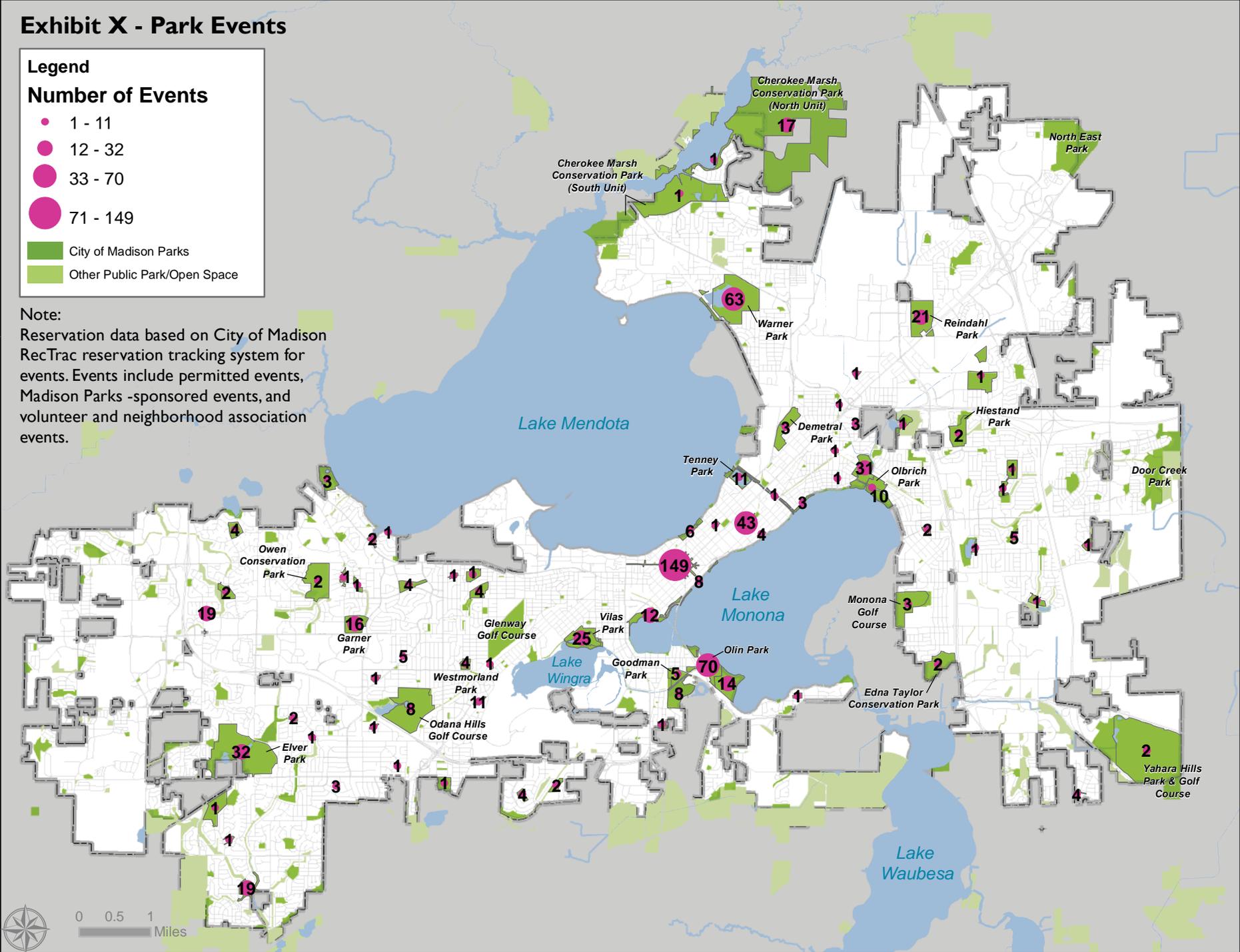
Legend

Number of Events

- 1 - 11
- 12 - 32
- 33 - 70
- 71 - 149

■ City of Madison Parks
■ Other Public Park/Open Space

Note:
Reservation data based on City of Madison RecTrac reservation tracking system for events. Events include permitted events, Madison Parks -sponsored events, and volunteer and neighborhood association events.



Park Permit Sales

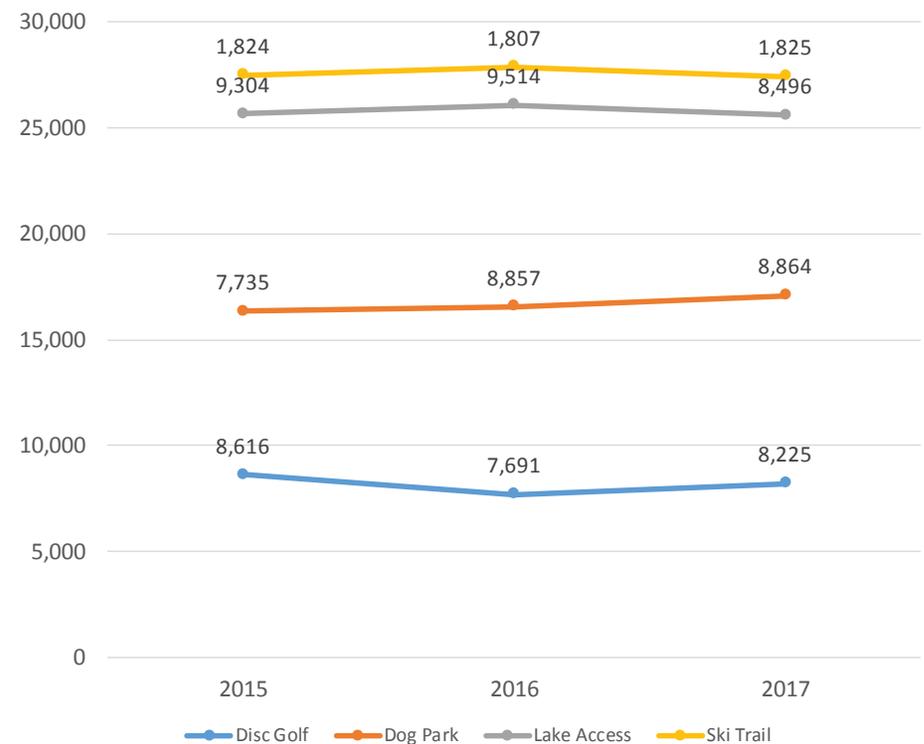
The City of Madison requires permits for cross-country skiing, disc golf, dog parks, and lake access. Cross-country ski and lake access permits are joint permits for use on any designated site within the City of Madison, City of Monona, and Dane County. Disc golf permits are for use at City of Madison courses including Elver, Hiestand, and the winter course at Yahara Hills Golf Course. The dog park permit can be used at any City of Madison on-leash or off-leash dog parks, Dane County Parks, the City of Middleton, and the City of Sun Prairie pet exercise areas.

In 2015, the City of Madison Parks Division began directly collecting permits and tracking them in Accela. Table X-X identifies the annual and daily park permit sales from 2015 through 2017. Park permit sales generally remained steady during this time, with the exception of dog park permits which continue to grow with increasing demand for dog parks.

Table X.X: 2015-2017 Permit Sales

	2015		2016		2017	
	Annual Permits	Daily Permits	Annual Permits	Daily Permits	Annual Permits	Daily Permits
Disc Golf	1,420	7,196	1,443	6,248	1,456	6,769
Dog	7,143	592	8,239	618	7,972	892
Lake Access	4,099	5,205	4,322	5,192	3,559	4,937
Ski Trail	1,266	558	1,318	489	1,325	500

Figure X.X: 2015-2017 Permit Sales



Chapter Three: Community Considerations and Guiding Lenses

In this Chapter

This chapter reviews existing and projected demographics and their implications to park and open spaces in the City of Madison. The majority of the statistics provided in this community profile come from the U.S. Census Bureau’s American Community Survey (ACS). The American Community Survey is an annual, nationwide survey that collects data on topics such as age, race, income, commute, and housing for all geographic areas with a population greater than 65,000. Population estimates were gathered from the Wisconsin Department of Administration’s (DOA) Population Projections.

X.X Community Considerations

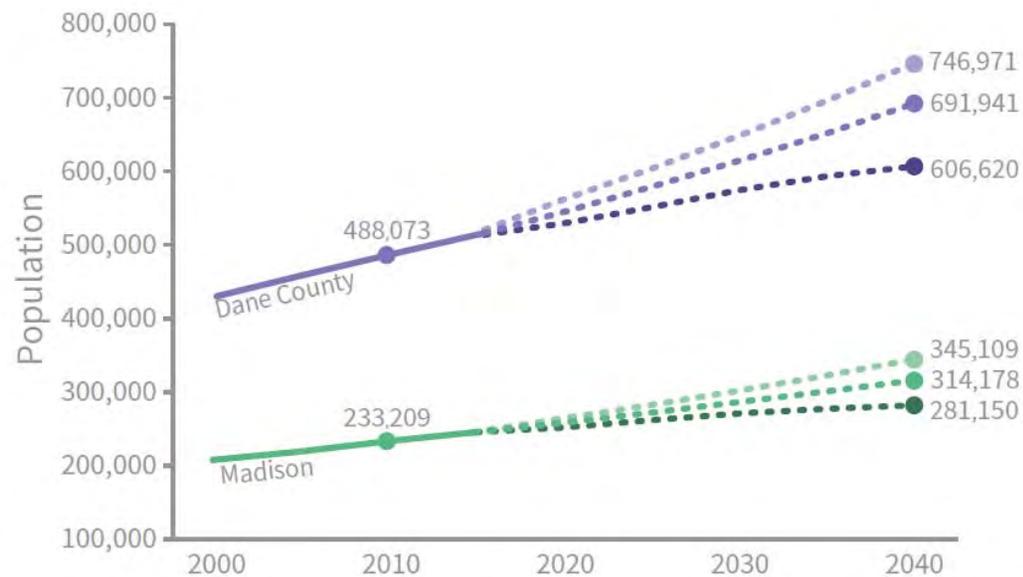
Community Considerations

POPULATION

Madison is the second largest city in the state of Wisconsin, having an estimated population of 252,551 (U.S. Census Bureau, 2016). The City’s population has increased by 12 percent since 2000, by 6 percent since 2010, and is expected to continue growing in the near future. The Wisconsin Department of Administration predicts that by 2040 Madison’s population may reach up to 345,109, making it the fastest growing city (by total population growth) in Wisconsin (Egan-Robertson, 2013).

Due in part to the presence of the University of Wisconsin, Madison has a relatively young population compared to the rest of the state. In 2006, the median age was 32.3 years, approximately five years younger than the statewide median of 37.6 (U.S. Census Bureau, 2016; U.S. Census Bureau, 2014). Young adults aged 20-34 have historically been Madison’s largest demographic. From 2011 to 2015 this group accounted for over one-third of Madison’s total population (U.S. Census Bureau, 2015).

Figure X.X: Population Trends and Forecasts for Madison and Dane County⁰¹



Source: Egan - Robertson, 2013

Guiding Lenses

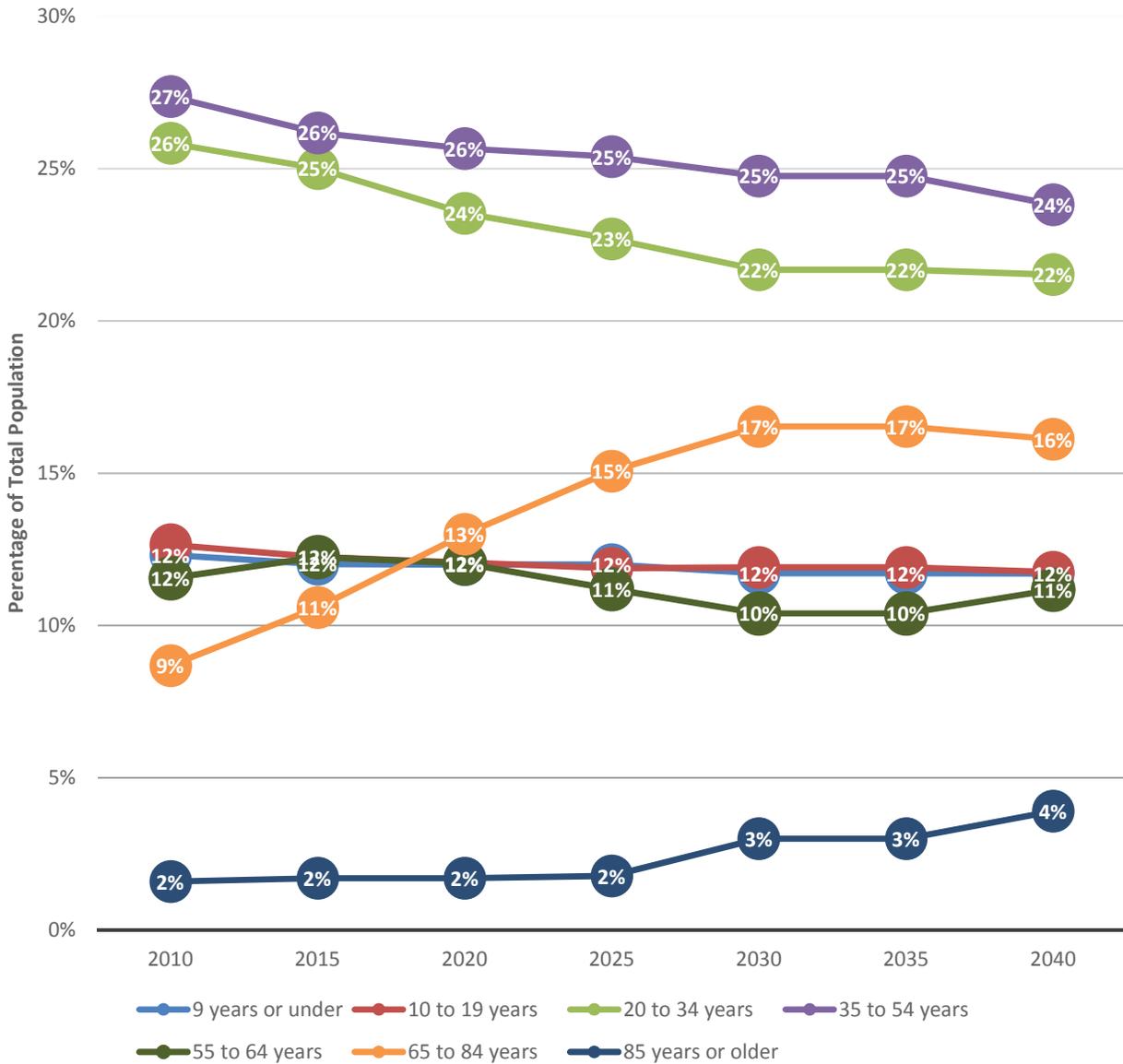
The Wisconsin Demographic Services Center projections show that the population of older residents in Dane County is expected to grow substantially over the next few decades. The population of residents aged 65-84 are projected to nearly double between 2010 and 2040, increasing from 8.68 percent in 2010 to 16 percent by 2040. The population of residents aged 85 or older, who only made up 1.59 percent of the population in 2010, will account for 3.91 percent by 2040 (Wisconsin Department of Administration, 2017).

Conversely, Figure X.X shows that the population of younger residents is anticipated to decline. This nationwide demographic trend may result in changing recreational preferences. As this older demographic grows, park development needs to be both accessible and attractive to these individuals.



Recommendation: Identify opportunities to incorporate recreation elements that are preferred by residents aged 65-84.

Figure X.X: City of Madison Projected Population Growth



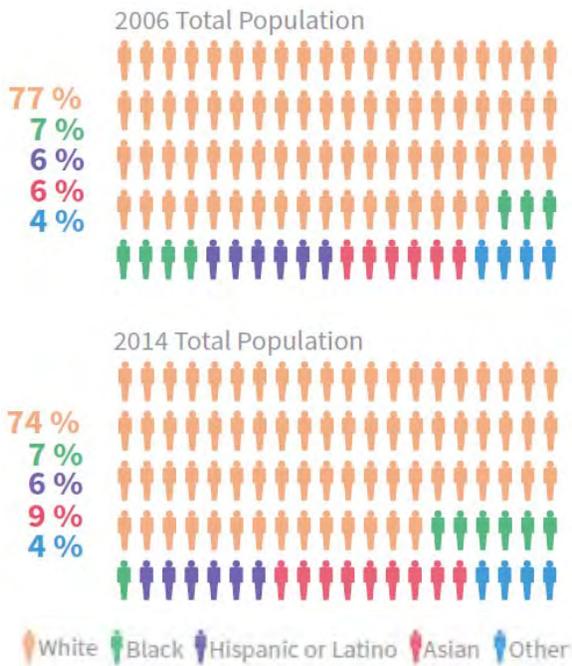
Source: Wisconsin Department of Administration, 2017

RACE/ETHNICITY

The City of Madison Comprehensive Plan suggests that Madison will continue to diversify as youth populations of color increase. The student population in the Madison Metropolitan School District (MMSD) is more diverse compared to those identified in the US Census data. MMSD reports, “Over the past five years, the number of students and the percent of the student population identifying as Hispanic or Latino has steadily grown [and] the number of students and the percent of the student population identified as low-income or as English Language Learner has increased” (Chavira, 2016). While communities of color comprise more than 25% of Madison’s population, many communities are geographically concentrated in just a few neighborhoods (see Exhibit X - Demographics by Race/Ethnicity).

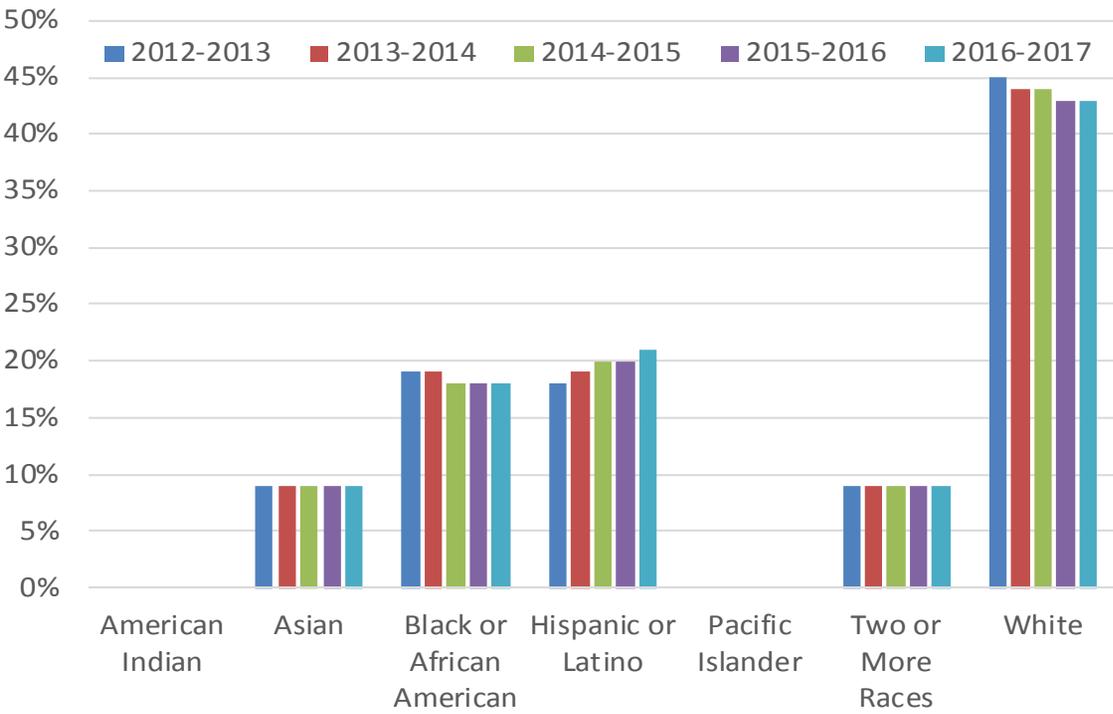
Changing racial demographics are an important factor to take into account when planning for an equitable parks system. Numerous studies have documented that different races often have distinct park use patterns and preferences for open space (Gobster, 2002; Salk, 2014).

Figure X.X: 2006 and 2014 Race and Ethnicity



Source: City of Madison, 2016

Figure X.X: Race and Ethnicity Trends for MMSD Students



Source: Chavira, 2016

Exhibit X: City of Madison Demographics by Race/Ethnicity



Legend 2010 Census Pop.

- 1 Dot = 3 people
- African American/Black
- Asian
- Hispanic/Latino
- Other
- White/Caucasian

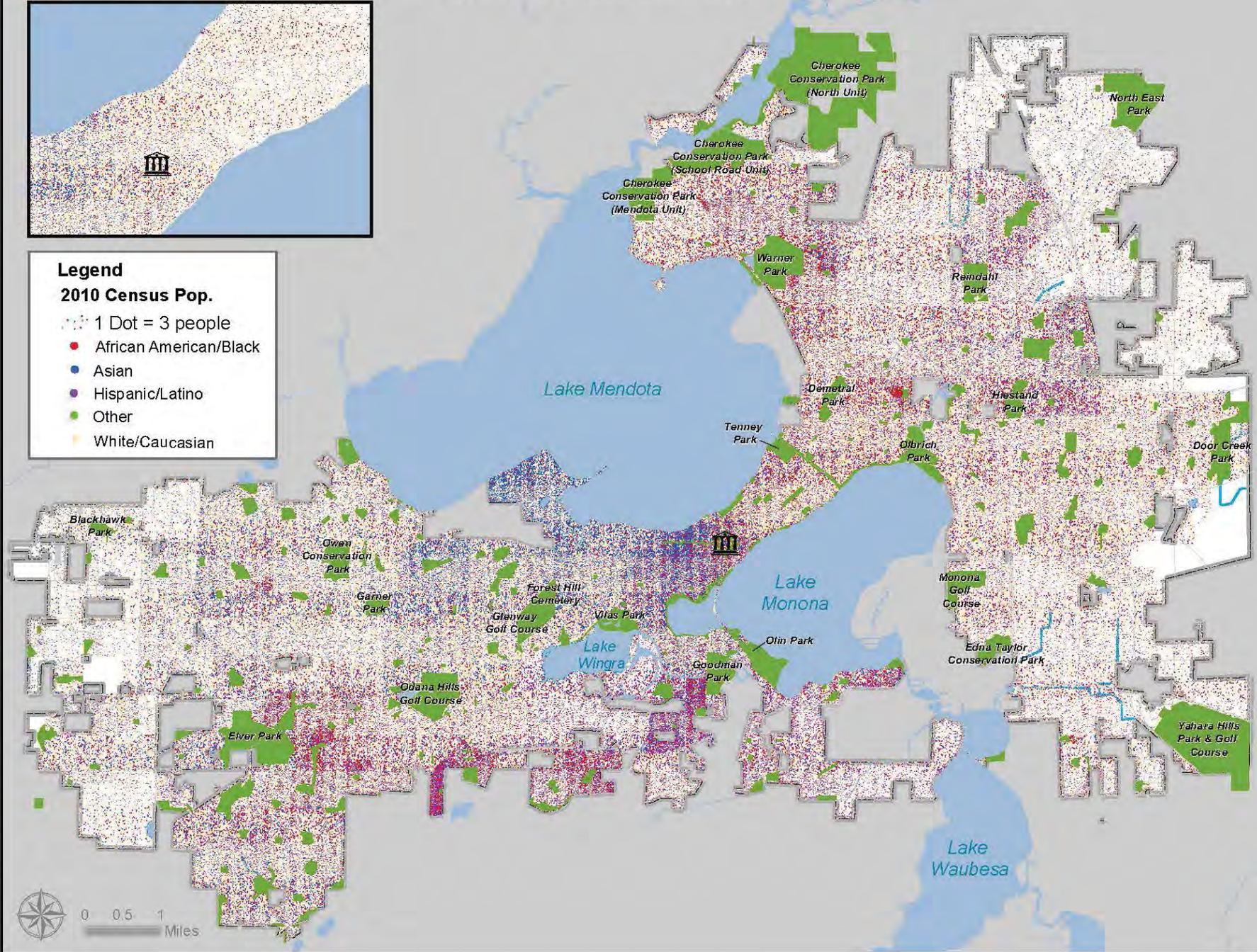
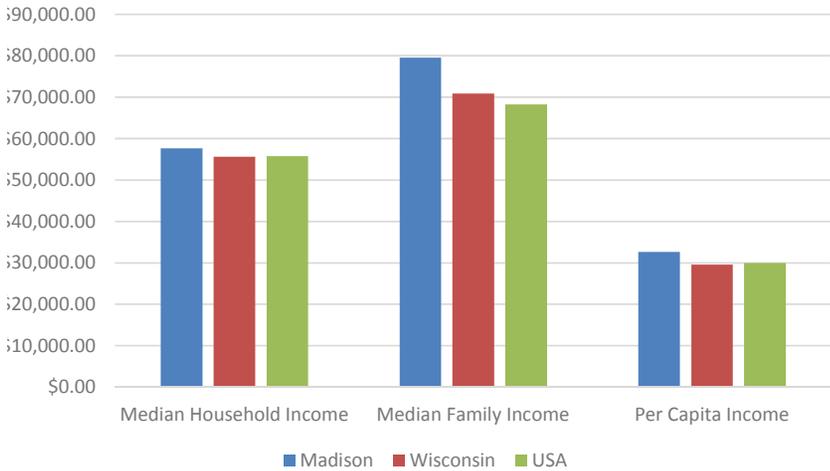


Figure X.X: Median Income Comparison



Source: U.S. Census Bureau, 2016.

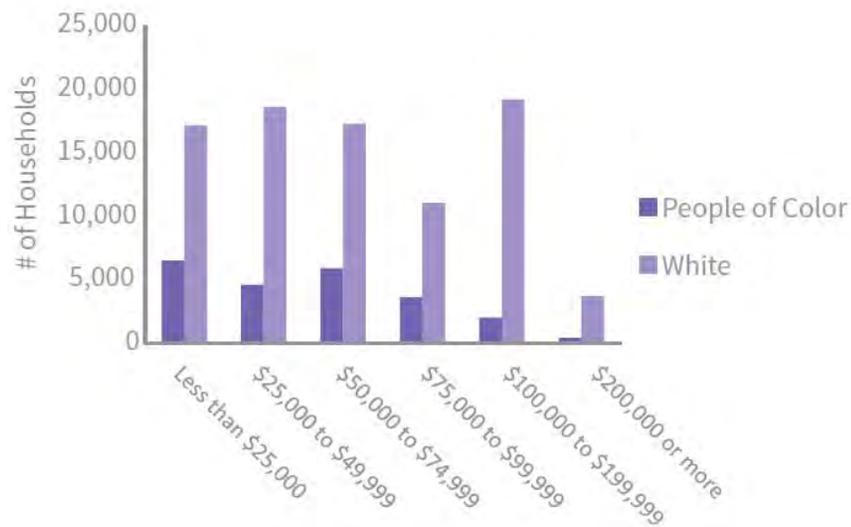
INCOME

In 2015, the City of Madison had a median household income of \$57,690 and a median family income of \$79,555 (U.S. Census Bureau, 2015). Figure X.X illustrates that Madison boasts above average levels of income compared to state and national levels when measured on a per capita, median household, and median family basis.

Despite the above income statistics, 19 percent of Madison residents were below the federal poverty level in 2015 (U.S. Census Bureau, 2015). This number is 6 percent higher than the statewide rate, and 3.5 percent higher than the national rate.

As shown in Figure X.X, the 2015 American Community Survey identified that minority populations in Madison experience higher poverty rates than on a national scale (U.S. Census Bureau, 2015). The difference is most pronounced for Asians and African Americans, whose respective poverty rates are 2.17 and 1.4 times the national average.

Figure X.X: Household Income by Race/Ethnicity

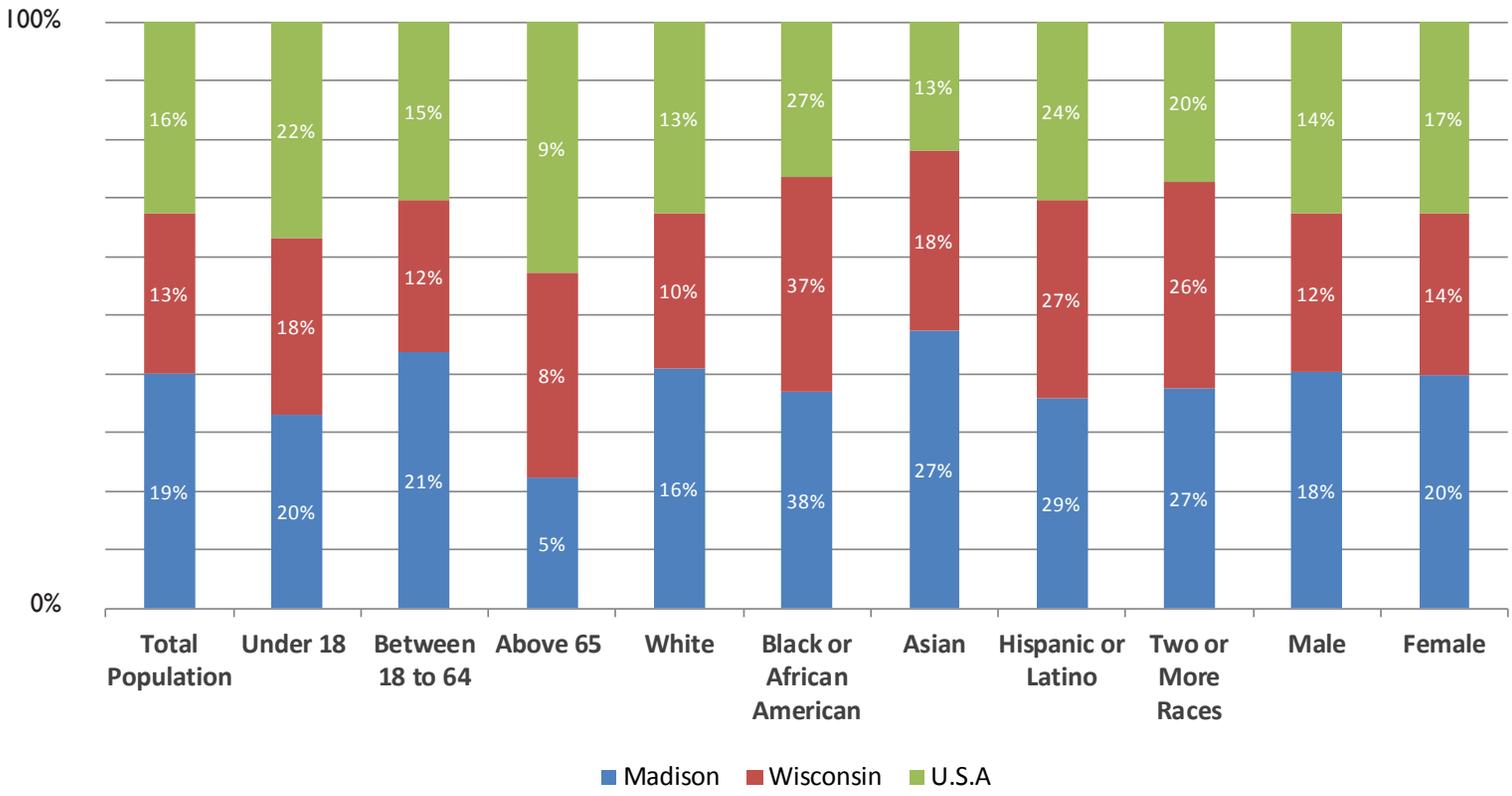


Source: City of Madison, 2016.

Poverty rates influence access to parks, requiring more reliance on walking and public transportation. Access to parks is particularly important to these individuals, as low socioeconomic status groups face disproportionately higher rates of obesity and cardiovascular-related conditions (The State of Obesity, 2017).

Figure X.X identifies poverty statistics for various demographics at the local, state, and national level. Madison may be considered a relatively affluent city on the whole; however, various areas of the community still suffer from significant poverty. Identifying residents who are at the greatest disadvantage is vital to ensuring that Madison Parks provides equitable park access to all individuals.

Figure X.X: Percentage of Residents Below Federal Poverty Threshold



WORKFORCE AND EMPLOYMENT

Madison has a substantial professional population, which can be in part attributed to its position as the state capitol and presence of the flagship campus of the University of Wisconsin. Education and health services represented the City’s largest sector in 2015, employing 31.7 percent of the workforce, followed by the professional, science and management industry at 14.7 percent, and the arts, entertainment and recreation industry at 10.7 percent (U.S. Census Bureau, 2015).

Housing

Figure X.X identifies that in comparison to the national average, the City of Madison has a high level of rental units. According to the 2015 American Community Survey, 53.9 percent of all occupied dwellings in Madison were rental units, compared to only 37 percent of all dwellings nationwide. From 2007 to 2015 nine out of ten new Madison residents were renters (U.S. Census Bureau, 2015) and the number of rental units added each year continues to increase (Figure X.X).

In the City of Madison, homeownership is disproportionately lower for communities of color compared to white households. Figure X.X identifies that communities of color represent 23% of owner occupied housing compared to 54% for individuals who identify as white.

Multi-family units typically lack outdoor spaces and their occupants rely more heavily on public park and open spaces to serve their recreational needs. As the number of multi-family residents increases, Madison Parks faces challenges to expand recreational opportunities in the City’s more densely populated areas. The City recognizes the importance of adequate recreation opportunities for these families, and will continue to ensure their needs are incorporated into the planning and design process.

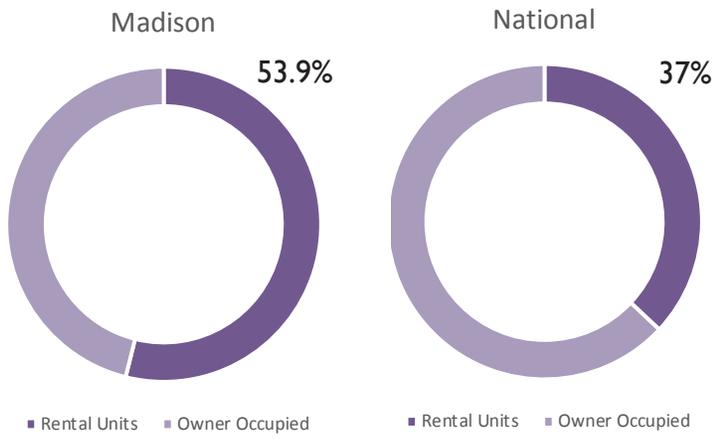
Recommendation: In areas of high density, develop multifunctional park spaces, and preserve undeveloped land for open space or acquire parkland.

Figure X.X: Owner Occupancy Comparison Across Race/Ethnicity (City of Madison)



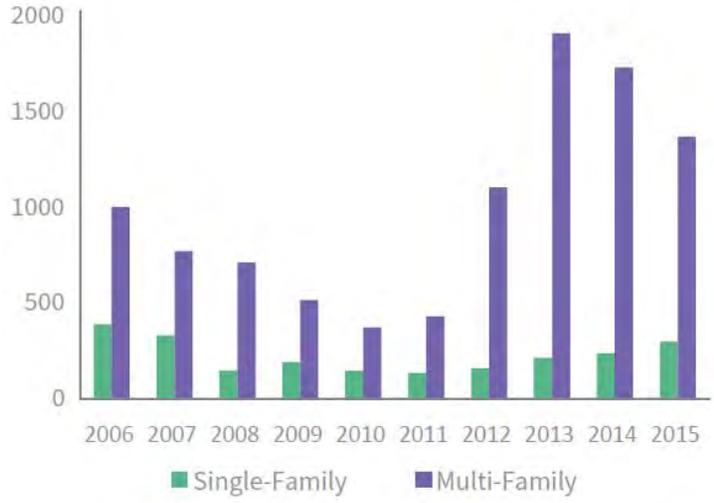
Source: City of Madison, 2016

Figure X.X: Owner Occupancy Comparison



Source: U.S. Department of Housing and Urban Development, 2017

Figure X.X: Number of Residential Units Added by Year (City of Madison)



Source: City of Madison, 2016

X.X Guiding Lenses

An initiative of both Imagine Madison: City of Madison Comprehensive Plan and this plan include examining the guiding lenses of public health, equity, sustainability, and adaptability within the park system. This chapter reviews these topics and their relevancy to park and open space planning.

EQUITY

For the City of Madison, 19% of the population is considered as living below the poverty line, of which 87% of this population⁰¹ are communities of color. As identified in the section above, communities of color in Madison have lower incomes, higher rates of poverty, and lower rates of home ownership compared to white individuals. Recognizing this disparity and understanding that lower socioeconomic status can have implications to public health, this planning process reviewed access to park facilities specific to areas with higher poverty levels.

The Parks Division worked with staff and members of the Parks Long Range Planning Subcommittee, using the City's Racial Equity and Social Justice (RESJ) tool to analyze the distribution of park facilities across Madison. The RESJ tool was developed as part of the City's Racial Equity and Social Justice Initiative and is designed to "facilitate conscious consideration of equity and examine how communities of color and low-income populations will be affected by a proposed action/decision of the City" (City of Madison, RESJ TOOL). The Parks Division then examined these analyses to better understand deficiencies in the distribution of park facilities. These analyses also included a review of walkable routes and public transportation access to parks. This analysis is discussed in Chapter X.

This process also included reviewing disparities in access to typical park amenities including athletic courts, reservable shelters, open fields, and playgrounds. While useful for identifying distributional inequities, the Parks Division recognizes the limitations to the type of analysis provided by Exhibits XX-YY and that using a fixed definition of "basic park amenities", (i.e. courts, shelters, playgrounds, open fields) overlooks cultural and open space preferences (Gobster, 2002; Salk, 2014). One of the outcomes of the RESJ tool was recognizing that trends in recreation and leisure are complex and ever changing, and the one-size-fits-all approach may unintentionally overlook certain park user needs. Adding a focus on cultural- and community-specific preferences will ultimately be more effective than applying a uniform definition to "basic park amenities". Accurately identifying community preferences will require engagement with residents, neighborhood groups, and external athletic organizations. Community input will allow for the development of metrics that better capture whether the parks system is equitable and serving all Madison residents.



Recommendation: Incorporate engagement strategies in park planning that consciously engage a variety of demographics, specifically children, communities of color, and low income populations.

01 2011-2015 American Community Survey S1701: Poverty Status in the Past 12 Months

NOTE: THESE PLANS MIGHT BE SEPARATED, INCLUDED FOR NEXT LRP DISCUSSION

Exhibit X: Residents Greater than 1/2 Mile from a Sport Court

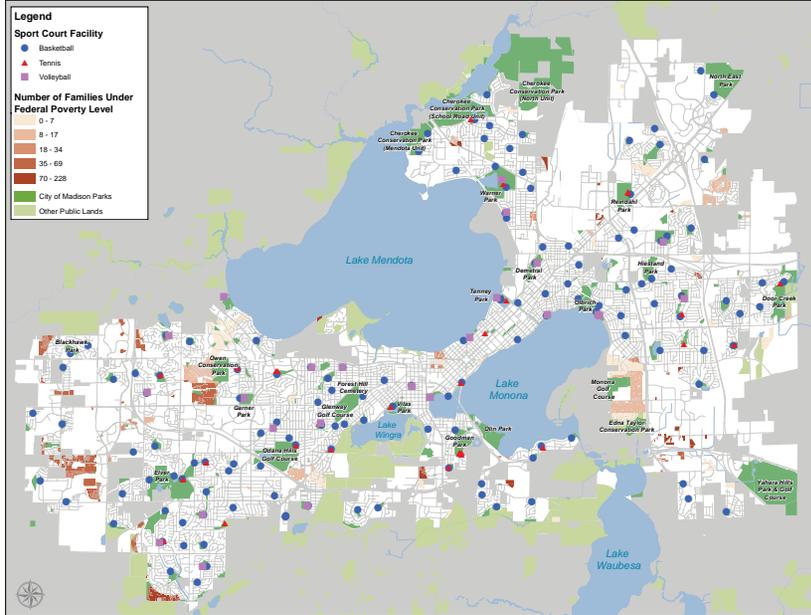


Exhibit X Residents Greater than 1/2 Mile from Multi-Use Field

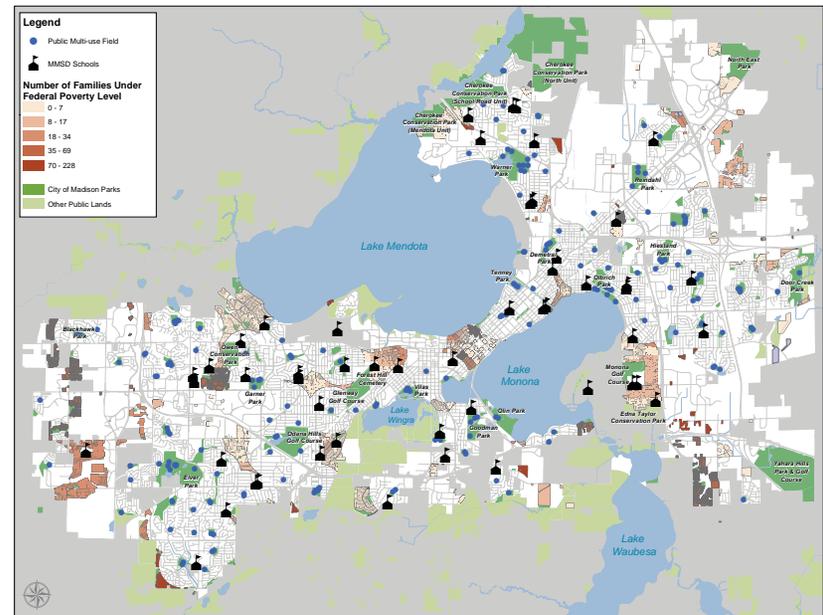


Exhibit X: Residents Greater than 1/2 Mile from a Playground

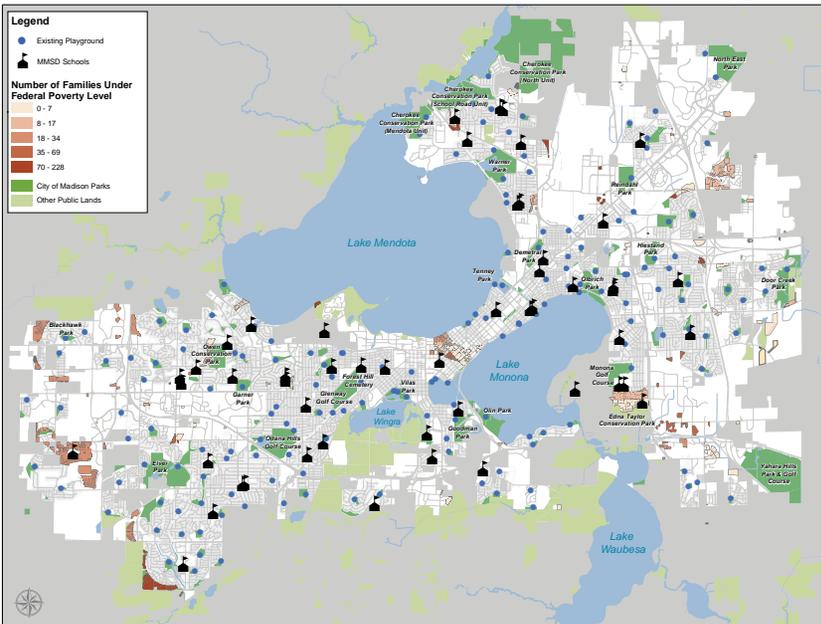
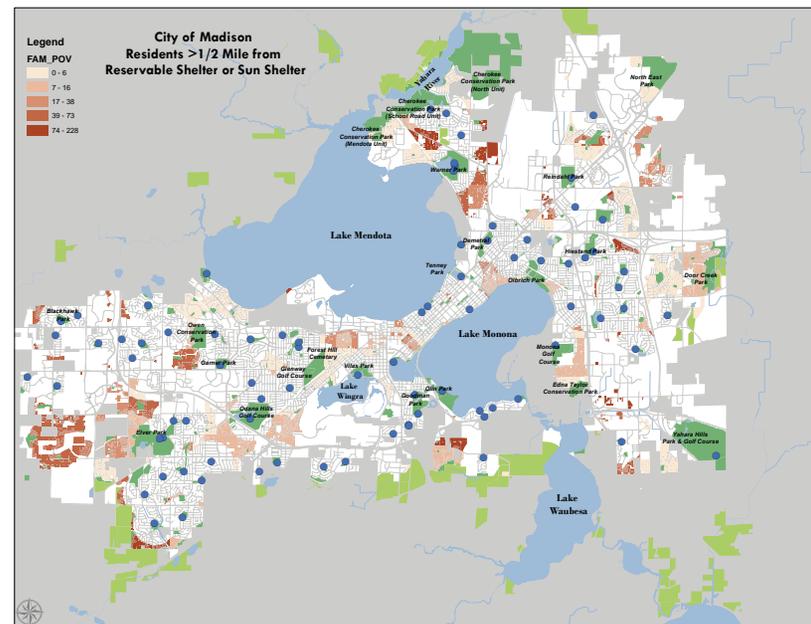


Exhibit X: Residents Greater than 1/2 Mile from a Shelter



PUBLIC HEALTH

Parks and open spaces serve a significant role in the promotion and protection of public health for those who live, work, learn, and play in the city of Madison. According to the World Health Organization, health can be defined as “...a state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity.” (World Health Organization, 2018). The many health benefits associated with parks align with this definition as they provide a place for people to be physically active, offer respite from busy schedules, provide opportunities to interact with neighbors, and support healthy ecosystems.

The City of Madison Parks Division embraces its role in creating a healthy environment for our residents and visitors alike. Applying a public health framework to park planning allows the Parks Division to boost the broad and crosscutting positive impacts associated with a robust, equitable, and safe parks system. Health benefits associated with parks and open spaces include:

- Physical Health
- Mental and Emotional Well-being
- Social Cohesion
- Environmental Health

Physical Health

The City of Madison boasts a thriving parks system that provides access for the majority of Madison’s neighborhoods. Parks provide an opportunity for visitors to engage in physical activities that promote positive health outcomes. Increased levels of physical activity have many health benefits including a reduced risk for heart disease, hypertension, colon cancer, and diabetes (Sherer, 2006). Furthermore, an increased level of physical activity is one of the most important factors in reducing obesity. Proximity to parks and walkable areas lead to an increase in physical activity levels in both adults and children (Bedimo-Rung et al, 2005; Brownson et al, 2001; Roux et al, 2007). Table X.X below illustrates the varying prevalence of obesity in Madison, Dane County, Wisconsin, and the entire United States. The table also includes diseases which may have reduced risks with increased levels of physical activity.

Table X.X: Physical Health Indicators Compared Across Madison, Dane County, Wisconsin and United States

Measure	Madison	Dane County	Wisconsin	U.S.	Data Year
Adults age 18+ who are obese	23.5%	****	28.2%	29.8%	2014
Children, 2 to 4 years old WIC participants who are obese	****	13.0%	15.2%	15.9%	2010
7th-12th graders who are obese	****	14.1%	14.9% (2011)	15.2% (2011)	2012
Adults age 18+ who are sedentary	17.1%	****	22.2%	26.2%	2014
Population with access to exercise opportunities	****	95.0%	81.0%	62.0%	2014
Adult Diabetes Rate	6.3%	****	8.5%	9.9% (2015)	2014
Hypertension Rate in Medicare Population	****	43.5%	48.5%	55.0%	2015
Adult Asthma Rate	****	9.8%	9.7%	14.3% (2015)	2014

Source: The State of Obesity, 2017 County Health Rankings, Healthy Dane

In addition to increasing levels of physical activity, parks and open spaces offer many other health-promoting features. For example, greenery and a mature urban tree canopy are important factors in improving respiratory health (Martineau, 2011). Time spent in park-like environments has been shown to lower pulse rate and blood pressure, increase parasympathetic nerve activity, and lower sympathetic nerve activity (Park et al., 2010). Parks and recreational opportunities are valuable assets for promoting optimum physical health as well as a proven tool in lowering obesity and decreasing cardiovascular-related illness and mortality (Coutts et al, 2010; Takano et al, 2002).



Recommendation: Identify opportunities for park improvements in lower income areas which disproportionately have a higher rate of obesity.

Mental and Emotional Well-being

Mental and emotional well-being is essential to living a healthy life, and parks, open spaces, and natural landscapes have significant potential to boost one's mood (Bedimo-Rung et al, 2005). Table X.X identifies that one in ten adults in Dane County experience frequent mental distress and over 10% experienced 14 or more days of poor mental health in the past month. Among Dane County residents receiving Medicare benefits, 17.7% suffer from symptoms of depression (Healthy Dane, 2017). Spending time in parks and open spaces leads to improved mood, reduced anxiety, and can help reduce symptoms of depression when coupled with physical activity (Bedimo-Rung et al, 2005). Exposure to green spaces also have measurable effects on lowering concentrations of cortisol, often referred to as the stress hormone (Parks et al., 2010). Due to their natural environments, parks offer the perfect place to relax and de-stress from busy schedules.

Table X.X. Mental Health Indicators

Measure	Madison	Dane	Wisconsin	U.S.	Data Year
Frequent Mental Distress	****	9.7%	10% (2014)	11.0%	2015
Depression: Medicare Population	****	17.7%	17.0%	16.7%	2015
14+ poor mental health days	10.5%	****	****	****	2015

Source: Healthy Dane

Additionally, Attention Restoration Theory posits that exposure to natural environments allows one’s mind to recoup from the daily demands of work or school which leads to the promotion of effective mental functioning (Berman et al, 2008). This also has implications for those suffering from attention deficit disorders. Even a twenty-minute walk in a park-like setting is sufficient to elevate attention performance in those suffering from ADHD (Faber Taylor & Kuo, 2008).

Social Cohesion

Social cohesion is present when members of a community work towards the well-being of all its members, trust one another, and feel a sense of belonging (OECD, 2018). Feeling a sense of community, safety, and trusting one’s neighbors assist in navigating life’s challenges. However, fostering such feelings are increasingly difficult as opportunities for interacting with neighbors compete with other demands for our time. As focal points for neighborhoods, parks are well positioned to promote social interactions among visitors and offer opportunities to engage with old and new friends alike.

In Dane County, 15.4% of adults report that they do not get the social and emotional support they need. Parks provide neighborhood level gathering spaces, giving neighbors the chance to interact, which in turn increases social ties and boosts feelings of community (Sherer, 2006, Bedimo-Rung, 2005). Increased levels of social cohesion are associated with a number of personal and community level benefits such as increased social support, increased social interactions, increased trust in neighbors, and decreased levels of criminal activity (Kawachi and Berkman 2000, Miller & Buys, 2008; Weinstein et al., 2015)

Environmental Health

Parks and open spaces provide critical protections for water, air, and flora and fauna biodiversity and help mitigate urban heat islands. This results in benefits not only to the health of the environment, but also personal and community health. A study of nine urban park systems across the country found that urban parks contribute to an average of \$2.9 million in stormwater retention benefits and \$1.8 million in air pollution removal benefits to their respective municipalities (Harnik & Crompton, 2014). Exposure to pollutants can have both acute and chronic health implications, especially for sensitive populations such as children, older adults, and people with heart or lung diseases. Investments in parks and open spaces play a positive role in combatting pollutants and their negative effects on residents. The next section will explore in more depth the role parks play in these critical areas.

SUSTAINABILITY AND ADAPTABILITY

The Madison Parks Division uses both sustainability and adaptability as a framework to develop policies that address environmental concerns. Sustainability refers to a “state in which the demands placed on the environment can be met without reducing its capacity to allow all people to live well, now and in the future” (Financial Times, 2017). An example of a sustainable practice would be the use of solar panels to reduce reliance on fossil fuels.

Adaptability, on the other hand, is “The quality of being able to adjust to new conditions or changes in the environment” (Hung et al., 2013). An example of an adaptable practice would be the ability to maintain urban tree canopy after an infestation of a catastrophic pest or disease such as Dutch Elm Disease or the Emerald Ash Borer.

Both practices in combination increase the chance that biodiversity will be maintained over time and provides adaptations for environmental shifts and changes. Planning for both sustainability and adaptability ensures that the City of Madison will both reduce its environmental impacts, and also be prepared to respond to adverse environmental pressures. As an advocate for environmental health, the Parks Division recognizes its responsibility lies at the forefront of managing and preparing for environmental issues and challenges.

Specific topics frequently cited as concerns by Madison residents during the public engagement process include the following:

- Climate Change and other Environmental Pressures
- Pollinator Decline
- Water Quality
- Urban Tree Canopy
- Invasive Species

Climate Change and other Environmental Pressures

Sustainability and adaptability are particularly important to the public health and equity implications of environmental pressures such as climate change that affect vegetation, stormwater, groundwater, air, water quality, etc. Climate change is projected to have a disproportionate impact on vulnerable and disadvantaged communities (Rudolph, Gould & Berko, 2015). Those with greater economic, social and political resources are more likely to succeed in both managing and adapting to future climatic changes (Rudolph et al, 2015). Meanwhile, those in poorer living conditions will become increasingly vulnerable to the adverse effects of climate change. Climate change has the potential to further increase disparities in health outcomes. For example, lower income neighborhoods that lack trees and green space are at a greater risk of heat-related illness. This necessitates that sustainability and adaptability initiatives recognize, and subsequently emphasize, an additional focus towards assisting these vulnerable and disadvantaged communities.

The effects of climate change have already become apparent in the form of warmer temperatures and increased precipitation. Over the past century, temperatures throughout the state have increased by an average of two degrees Fahrenheit (United States Environmental Protection Agency, 2016). By 2050, statewide annual temperatures are likely to be 6-7 degrees above the current averages (Dane County Climate Change Action Council, 2013). Lake Mendota, which used to remain frozen for four months out of the year in the 18th century, now only stays ice-covered for an average of three months (Dane County Climate Change Action Council, 2013).

Climate changes are also predicted to increase the frequency of flooding in Wisconsin. Annual precipitation has increased by five to ten percent in the Midwest over the last half century (United States Environmental Protection Agency, 2016). This trend is anticipated to continue in upcoming years, and the rain events that do occur are likely to be more intense (US EPA, 2016). Together, these changes pose a number of challenges that the Parks Division must respond to including:

- Increase in extreme heat events and subsequent heat-related illnesses
- Shorter winters
- Shifts in ecosystems and natural habitats
- Increase in vector-borne diseases
- Increase in stormwater runoff
- Increase in flooding
- Increase in algal blooms



Recommendations:

- **Continue to incorporate best management practices for stormwater runoff and infiltration to minimize predicted impacts of increased storm severity.**
- **Coordinate with educational agencies to improve public knowledge of best practices related to climate change, sustainability/adaptability efforts and land stewardship in Madison Parks.**
- **Improve the Parks Division’s capacity to withstand future change through the provision of additional resources dedicated specifically towards analyzing and planning for the impacts of climate change and other environmental pressures.**

Pollinator Decline

Pollinators such as bees, moths, butterflies, bats, and hummingbirds provide vital services to our ecosystems. Between 75 to 95 percent of all flowering plants rely on these organisms for pollination (Ollerton, Winfree & Tarrant, 2011). Roughly, one out of every three bites of food a person eats is a result of pollinators (Klein et al, 2007; Buchmann & Nabhan, 1996), and pollinators are estimated to add \$217 billion annually to the global economy (Gallai et al, 2009; Losey & Vaughan, 2006). Additionally, about 75 percent of the world’s food crops rely on pollinators (Harvey, 2016). The decline of the pollinator population holds significant public health implications for Madison residents.

Over the last decade the United States has experienced a dramatic decline in honeybee hives resulting from colony collapse disorder. The State of Wisconsin has lost over 60 percent of its honeybee colonies since spring 2014-2015. The State’s bumblebee and monarch butterfly populations have also decreased in recent years (City of Madison, 2015). Evidence points to a variety of factors, including climate change and habitat decline, as the cause of pollinator decline in Wisconsin.



Recommendation: Implement the recommendations of the City of Madison Pollinator Protection Task Force Report (2015).

Water Quality

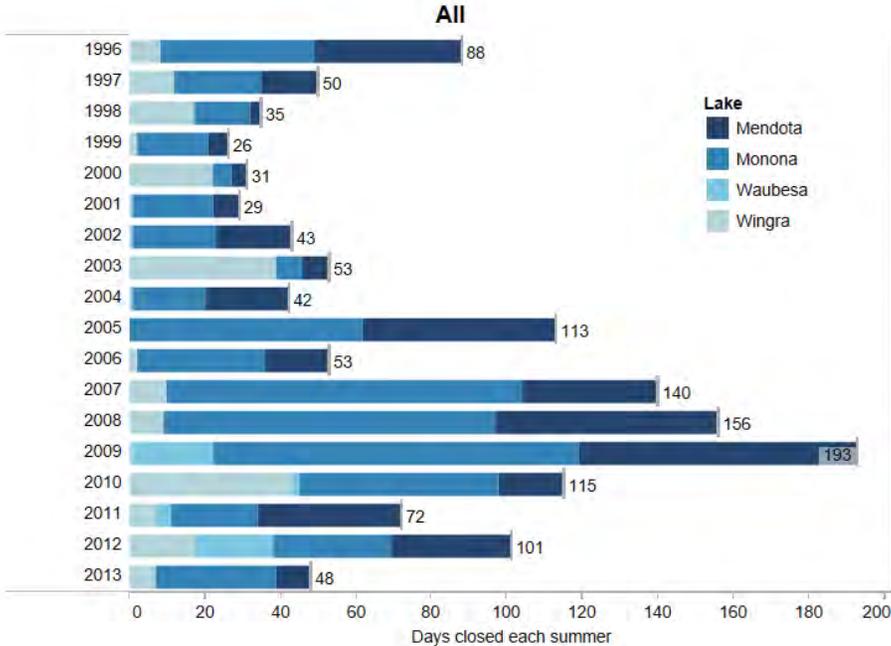
Positioned between the two largest bodies of water in Dane County, Lake Mendota and Lake Monona, monitoring and managing water quality is unquestionably a significant community priority for Madison. The topography of Madison (see Appendix X) and formation of our lakes was sculpted by the Laurentide Ice Sheet. The result was the formation of over 23,000 acres of surface water and 52,000 acres of additional wetlands in Dane County (Dane County Office of Lakes and Watersheds, 2008). The five Yahara lakes themselves include 58 miles of shoreline and 22 public beaches (Clean Lakes Alliance, 2016). While Madison’s growth as a city has posed problems for the surrounding water quality, recent decades have seen major improvements in pollution reduction and runoff management.

Threats to the health of Madison’s waterways stem mainly from the introduction of pollutants such as phosphorous and nitrogen. Blue-green algae blooms, which can be caused by excess phosphorous levels and warm water temperatures, have plagued Madison’s urban waterways for years. These algal blooms decrease water quality and have the potential to cause serious illness. Additionally, harmful bacteria (e.g., E. Coli) and heavy metals drain into Madison’s lakes and rivers every year via stormwater runoff. Long-term exposure to these pollutants can increase the risk of heart disease, kidney disease, and cancer (Public Health- Madison & Dane County, 2014). Improvements in agricultural practices and stormwater management have helped decrease surface-water pollution levels in recent years. While the number of annual beach closures in Dane County has declined since 2009, the number still remains higher than in the early 2000’s (Public Health- Madison and Dane County, 2014). Further improvements in reducing phosphorous and other harmful agricultural runoff will be vital towards stemming future algal blooms and dangerous bacteria, particularly as annual precipitation and temperature levels in Madison are projected to increase in upcoming decades.

Urban Tree Canopy

Urban forests provide a variety of benefits to cities that make them an especially useful tool for managing the effects of climate change. Urban trees help filter out many common air pollutants, including nitrogen dioxide, sulfur dioxide, ozone, carbon monoxide, and particulate air pollutants. A well-designed urban tree canopy can also substantially lower cooling and heating costs during the summer and

Figure X.X: Dane County Water Quality Beach Closures by Year



Source: Kate Golden, Wisconsin Center for Investigative Journalism

winter months. This is particularly important in counteracting the urban heat island effect, which occurs when asphalt and concrete absorb and radiate solar heat, causing cities to be five to ten degrees warmer than their surrounding areas.

Urban trees also play a large role in reducing stormwater runoff. According to the U.S. Forest Service, a medium-sized maple tree (16” sugar maple) intercepts 1,550 gallons of stormwater per year. Urban forests are also important for the public health of city residents. For example, street trees in urban areas are associated with lower asthma rates among children (Lovasi et al, 2008). The shade created by tree canopy also plays a vital role in protecting residents from harmful UV rays (Heisler et al, 1995). Studies have even shown that living near urban forests can reduce physical and emotional stress among individuals (Dwyer et al, 2000; Ulrich, 1984).

There are approximately 11,000 acres of public and private tree canopy in the City of Madison, accounting for 22.4 percent of the City’s entire land area. As of 2018, there were 96,074 public street trees in Madison, with each tree providing an estimated \$122 worth of annual benefits. Table X.X details the various benefits that the City of Madison receives from its urban forest every year. Not only does Madison’s tree canopy provide environmental benefits such as reduced energy usage and captured stormwater, the aesthetic value of the trees raises property values and can help reduce neighborhood crime (Martinneau, C., 2011).

Table X.X: Economic Impacts of Madison’s Urban Forest

Madison's Urban Forest	Annual Benefit
Per tree	\$122
Stormwater Reduction	\$3,126,965
Pollution Removal	\$492,489
Sequestered Carbon	\$399,384
Aesthetics and Other Benefits	\$3,949,689
Energy	\$3,766,538

Source: Madison Parks i-Tree Inventory: Tool for Assessing and Managing Forests & Community Trees

 **Recommendation: Improve the City’s capacity to withstand future change through increasing tree canopy diversity, and continue to promote and expand the urban tree canopy, particularly in areas susceptible to the heat-island effect.**

Invasive Species

Invasive plants and animals are an additional ecological pressure that decrease the sustainability and adaptability of Madison’s ecological resources. Plants such as Japanese knotweed, buckthorn, and garlic mustard compete and crowd out native vegetation. Invasive species can be difficult to remove, often requiring multiple herbicide applications for full eradication. Invasive pests such as the Emerald Ash Borer (EAB) and jumping worms can have substantial environmental impacts with significant implications for public health. Studies suggest that the resultant loss of tree canopy from EAB infestations can increase rates of cardiovascular diseases and lower-respiratory tract illness and mortality (AM J Prev Med. 2013).

 **Recommendation: Continue efforts to manage invasive species throughout the City and improve and preserve the unique habitats and ecosystems within conservation parks.**

Chapter Four: Parkland Inventory

In this Chapter

X.X City of Madison Park Classifications

The City of Madison provides its residents with a wide variety of recreational opportunities, with most public parks including play equipment, open space for active/passive recreation, landscaping, park sign, benches and/or picnic tables. Elements within each park are largely developed based on specific physical land constraints, identified need, existing natural resources, as well as budget. Where appropriate the City of Madison follows the guidelines identified in Table X.X for facility development. There are no guidelines for unique facilities such as sports complexes, trafficways, open space, greenways or conservation parks. Exhibit X illustrates the geographic distribution of City of Madison parks by their park classification.

City of
Madison Park
Classifications

Table X.X: City of Madison Park Type Classification Descriptions⁰¹

Classification	General Description
Mini Park	Less than 5 acres and used to address limited, isolated, or unique recreational needs.
Neighborhood Park	Greater than 5 acres, neighborhood parks remain the basic unit of the park system. These parks serve as the recreational and social focus of the neighborhood.
Community Park	Typically greater than 20 acres, these parks serve a broader purpose than a neighborhood park. They focus on meeting community-based recreation needs, as well as preserving unique landscapes and open spaces.
Conservation Parks	Lands set aside for preservation of sensitive and/or high quality natural resources.
Sports Complex	Heavily programmed athletic fields and associated facilities whose primary purpose is programmed active recreation.
Trafficway	Public right-of-way used as parkland. Development of this land is limited. Trafficway acreage is counted as parkland for the purposes of inventorying quantity of acreage and number of parks.
Special Use	The City of Madison considers special use to include parkland whose primary function serves unique recreation opportunities (i.e., golf courses).
Open Space	Typically undevelopable land that is not of environmental quality to develop as a park and is not intended to be developed as conservation land and is not intended to be developed with park facilities.
Greenways	Public land owned or administered by City Engineering for stormwater purposes. Greenway acreage within parks is counted as parkland for purposes of inventorying.
Other	Non park facilities. In the City of Madison this category includes the MMSD Pump Station 8 which is located on land owned by the Parks Division.

Park Facilities

Other Park and
Open Space
Facilities

Private
Recreational
Facilities

⁰¹ For the purposes of identifying park types, greenways are listed in this table. Greenways are areas of stormwater management within parks.

MINI, NEIGHBORHOOD AND COMMUNITY PARKS

Mini, neighborhood, and community parks form the core park facilities of most communities throughout the United States. The facilities in these parks usually provide some type of play equipment, athletic field and open green space (see Table X.X). In the City of Madison, depending on the size and classification of the park, these parks can also include facilities such as community gardens, off-leash dog parks, and ski and hiking trails.

Table X.X: Typical Park Facilities by Park Classification

Mini	Neighborhood	Community
<ul style="list-style-type: none"> • Playground • Open play area • Benches • Landscaping • Park sign • Park kiosk/info board • One small recreational amenity (i.e., 1/2 basketball court, small soccer field, volleyball, etc.) • Picnic areas 	<ul style="list-style-type: none"> • Playground • Two medium-sized recreational facilities (i.e., softball diamond, soccer field) • One small recreational amenity (i.e., small basketball court, small soccer field, bocce ball, etc.) • Accessible path system • Open play area with space for adult soccer • Benches • Landscaping • Park sign • Park kiosk/info board • Open air shelter • Small parking area if programmed • Community gardens (based on space available) 	<ul style="list-style-type: none"> • Playground for both two to five and five to twelve year-olds. • Two to three medium-sized recreational amenities (i.e., softball diamond, soccer field, full-size basketball court) • Accessible path system • Open play area • Benches • Landscaping • Park sign • Park kiosk/info board • Reservable shelter with restrooms • Drinking fountain • Picnic area • Large parking area • Ice rink with lights • Community gardens (based on space available)

CONSERVATION PARKS

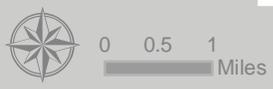
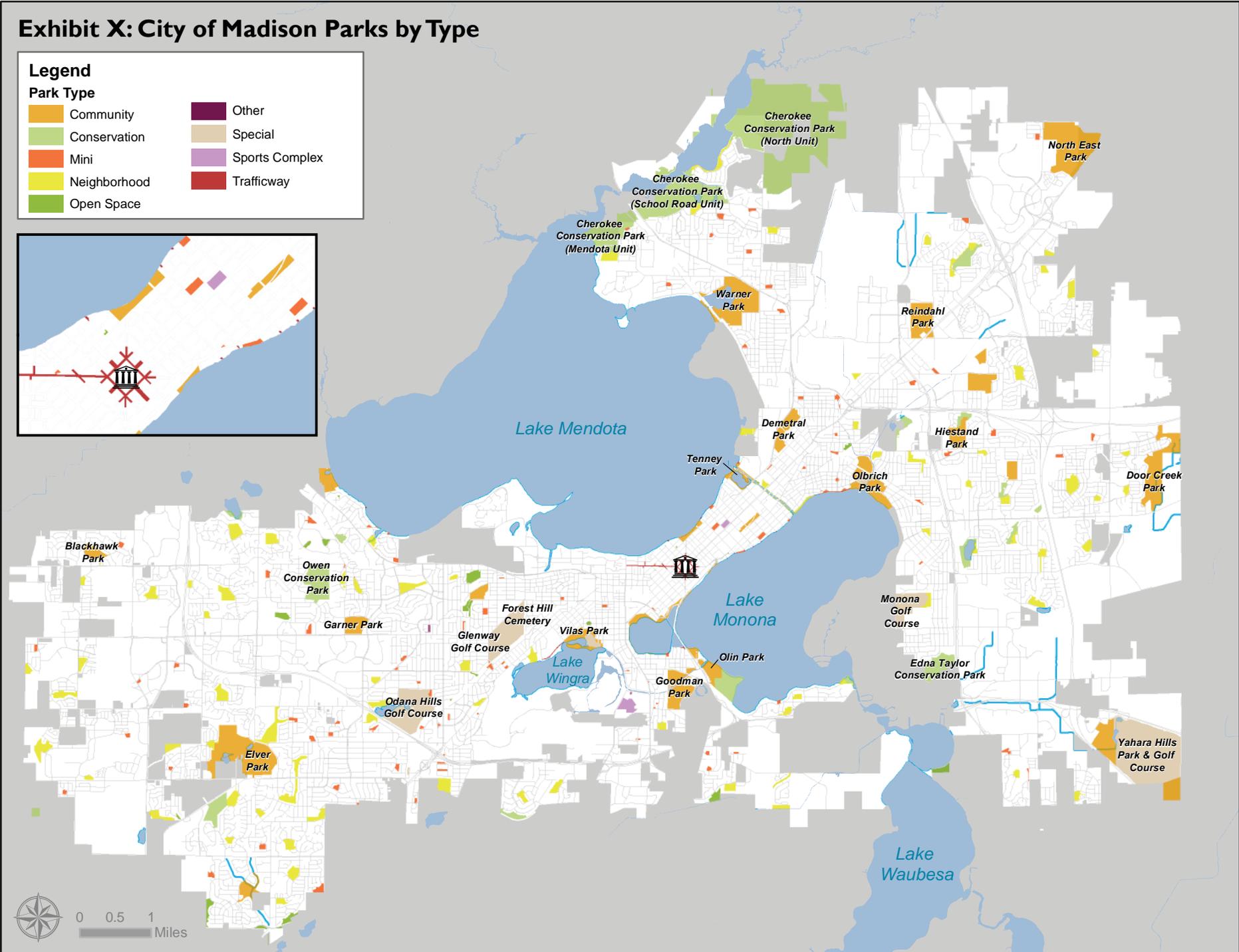
The City of Madison has 20 conservation parks. Conservation parks are managed to preserve native plant communities, wildlife, and significant natural resources. These parks have controlled public access to preserve and restore native plant and animal habitat. The City of Madison currently has approximately 1,752 acres of conservancy land. These facilities are acquired based on environmental quality of land; therefore nationally recognized service areas or acres per thousand guidelines do not exist. Despite the lack of formal guidelines by the National Recreation and Park Association, the City of Madison highly prioritizes conservation land and will continue to acquire land to preserve and protect sensitive and high quality natural areas.

Exhibit X: City of Madison Parks by Type

Legend

Park Type

 Community	 Other
 Conservation	 Special
 Mini	 Sports Complex
 Neighborhood	 Trafficway
 Open Space	



SPORTS COMPLEX

This category includes the facilities at Breese Stevens Athletic Field and the Duane F. Bowman Park, which primarily function as venues for athletic games and practice, but have also been used for events such as concerts.

TRAFFICWAYS

City of Madison trafficways are road right-of-ways that function as a public park. These include areas such as the Edgewood Pleasure Drive, certain street ends, and the State Street/Mall Concourse. The City of Madison has 25 acres of parks classified as trafficways, but there are also areas that are road right-of-way within larger classified parks (i.e. the non-vacated Esther Beach Road right-of-way within Esther Beach Park). The largest trafficway is the area known as State Street/Mall Concourse. The State Street/Mall Concourse includes State Street and Lisa Link Peace Park, and encircles the State Capitol grounds. It has five performing areas, walkways, fountains, biking routes, and numerous passive recreation facilities built into its design. With the shops and restaurants that line State Street, it is a primary destination for students, visitors, downtown employees, residents, and major community events.

OPEN SPACE

The classification of open space denotes land that does not have active recreation facilities but provides vital space for the community. This category includes lands that function as a park such as former landfill Mineral Point Park, land adjacent to waterways such as the Mud Lake Fishing Access, and heavily wooded slopes such as Highlands East Open Space.

OTHER

This classification is used for Pumping Station 8, which is used solely by the Water Utility.

SPECIAL USE PARKS

Specialized facilities intended to serve a unique function are classified as Special Use Parks. These include golf courses, maintenance facilities, cemeteries, the Olbrich Botanical Gardens, and the Henry Vilas Zoo (operated by Dane County).

The largest percentage of land in the special use category includes golf courses. Madison has developed regulation United States Golf Association (USGA) approved golf courses for the use of its residents and visitors. This valuable open space has multiple uses for both recreation and environmental purposes. In addition to golf, these facilities are used by walkers, joggers, and cross country skiers. The four courses managed by the Madison Parks Division include the Yahara Hills Golf Course, the Odana Hills Golf Course, the Monona Golf Course, and the Glenway Golf Course. Madison's golf program continues to be financially independent of the levy, through the Golf Enterprise Fund.



Photo: Golfing at Yahara Hills Golf Course

The next largest special use facility is Olbrich Botanical Gardens. Olbrich Botanical Gardens operates as a public-private partnership between the City of Madison Parks Division and Olbrich Botanical Society and attracts more than 325,000 visitors each year. The facility features a 10,000 sq. ft. Bolz Conservatory with a collection of tropical plants from around the world, as well as 16 acres of outdoor gardens that feature sustainable horticulture and landscapes suitable to the region. Specialty gardens include the Sunken Garden with an 80-foot long reflecting pool, the Herb Garden, the Meadow Garden, the Rose Garden, the Rock Garden, the Wildflower Garden, the Starkweather Creek and Atrium Shade Gardens, and the Thai Garden (a gift to the University of Wisconsin-Madison from the Wisconsin Alumni Association-Thailand). Olbrich Botanical Gardens showcases raingardens, gravel gardens and a variety of meadows as examples of sustainable horticulture.

Olbrich Botanical Gardens offers the community a broad range of programs and activities including the Schumacher Library, a library focusing on plants and gardening; an education program for adults and families including guided tours, classes for all ages, early childhood and K-5 school programs, and interpretation; and a volunteer program that contributes more than 25,000 hours annually to the Gardens. Olbrich Botanical Gardens also offers a number of special events, including Rhapsody in Bloom, a garden gala held in June; GLEAM: Art in a New Light, Blooming Butterflies, an education-focused event that features live butterflies in the Bolz Conservatory; three concert series - Holiday, Winter and Summer; Crackle: Fire and Froth, an evening event featuring live music, bonfires, and local micro-brews; and three flower shows – the Spring Flower Show, and Holiday Express. Olbrich Botanical Gardens was named the #3 attraction in Wisconsin by USA Today readers in 2017. More information about the Gardens and current events and programs can be found at www.olbrich.org.

GREENWAYS

Greenways are public land managed and administered by the City of Madison Engineering Division and provide passive recreation opportunities. They include lands such as detention ponds and drainage corridors. Greenways are sometimes considered part of the park (e.g., the drainage ponds at Owen Park), but can also be completely distinct from the Madison Parks Division (e.g., the retention pond on Mineral Point Drive). The Parks Division occasionally shares mowing and plowing responsibilities of greenways with the Engineering Division.



Photo: Fall at Olbrich Botanical Gardens



Photo: Thai Pavilion, Olbrich Botanical Gardens

X.X Park Facilities

Madison Parks perform exceptionally well when compared to other cities of similar size across the nation. The Trust for Public Lands - City Park Facts, ranked Madison in the top ten for basketball hoops, beaches, community gardens, dog parks, pickleball courts and playgrounds. The 2017 rankings are shown in Figures X.X through X.X. The City offers not only a large number of facilities but also a significant variety of amenities and recreational opportunities for residents to enjoy. The City of Madison Park system has over 270 public parks providing typical park features such as basketball courts and playgrounds, as well as beaches, community gardens, pickleball and tennis courts, golf courses, and the nationally renowned botanical gardens.

Within the Madison park system there are over 8,000 amenities; some examples include fields, buildings, and drinking fountains. Madison has historically ranked high for the quantity of tennis courts, playgrounds, and basketball courts, which for decades have been the core facilities of mini and neighborhood parks.

Table X.X⁰² below shows a summary of existing facilities within the Madison park system. A detailed summary by park is provided in Appendix X.

Table X.X: 2017 Facility Inventory Summary⁰²

#	Types of Facility
118	Ballfield Backstops
151	Basketball Courts
12	Beaches
155	Bike Racks
1	Bike Polo Courts
32	Boat Mooring Slips
29	Boat Ramps
1	Botanical Garden
6	Buildings - Large Shelters without Restrooms
21	Buildings - Maintenance
8	Buildings - Olbrich Gardens
65	Buildings - Other
1	Buildings - Recreation Center
1	Buildings - Reservable Kitchenette
1	Buildings - Reservable Shelter with Restrooms
24	Buildings - Restroom Building
57	Buildings - Sun Shelter without Restrooms
4	Canoe and Kayak Rentals
20	Canoe and Kayak Launches
813	Community Garden Plots
1	Cricketer Field
1	Cyclocross Practice Trail
1	Disc Golf (Winter) Course
1	Disc Golf (Basket)
2	Disc Golf Course
8	Dog Off Leash Exercise Areas
178	Drinking Fountains
5	Horseshoe Pits
16	Ice Skating Rinks
1	Mountain Bike Course
1	Outdoor Fitness Equipment
71	Parking Lots
25	Pickleball Courts
34	Piers
174	Playgrounds
1	Pool
445	Rentable Canoe/Kayak Racks
2	Reservable Baseball Fields
82	Reservable Multi Use Fields
21	Reservable Softball Fields
1	Skate Park
7	Ski Trail Locations
11	Sledding Hills
3	Splash Parks
85	Tennis Courts
162	Trails/Paths
29	Volleyball Courts

⁰² Current as of Jan. 1, 2018

Figure X.X: City Park Facts - Community Gardens

City	Community Garden Plots	Plots per 10,000 Residents
Portland	2,246	36
Washington, D.C.	2,300	35
Madison	739	30
Milwaukee	1,078	18
Seattle	1,113	17
Arlington, Virginia	301	13
Long Beach	574	12
San Jose	1,014	10
Baltimore	550	09

Source: 2017 City Park Facts, Trust for Public Lands

Madison is ranked 6th among surveyed cities in the number of off-leash dog parks per 100,000 residents and ranked 1st in the number of basketball hoops per 10,000 residents.

Figure X.X: City Park Facts - Pickleball Courts

City	Pickleball Courts	Courts per 10,000 Residents
St. Paul	30	1.0
Madison	21	.85
Omaha	31	.70
Chesapeake	16	.65
Albuquerque	37	.65
Baton Rouge	12	.50
Minneapolis	19	.45
Virginia Beach	18	.40
Colorado Springs	16	.35
Cincinnati	10	.35

Source: 2017 City Park Facts, Trust for Public Lands

Figure X.X: City Park Facts - Playgrounds

City	Park Playgrounds	Playgrounds per 10,000 Residents
Madison	173	7.1
Cincinnati	152	5.0
Detroit	309	4.7
Omaha	193	4.4
Norfolk	103	4.2
Virginia Beach	189	4.2
Corpus Christi	135	4.1
Pittsburgh	128	4.
Glendale	97	4.0
Cleveland	141	3.7
Arlington, Virginia	80	3.5
Boise	77	3.5

Source: 2017 City Park Facts, Trust for Public Lands

Figure X.X: City Park Facts - Beaches

City	Beaches	Playgrounds per 10,000 Residents
Madison	12	.49
Virginia Beach	14	.31
Minneapolis	12	.29
Corpus Christi	7	.21
St. Petersburg	5	.20
San Diego	26	.19
Long Beach	9	.19
Boston	12	.19
Seattle	9	.13
Cleveland	5	.13

Source: 2017 City Park Facts, Trust for Public Lands

X.X: Other Park and Open Spaces

A variety of university, school, county, and state facilities add to the availability of park and open space systems within the City of Madison. These facilities are shown on Exhibit X.

UNIVERSITY OF WISCONSIN

The University of Wisconsin-Madison (UW) contributes both athletic facilities and natural areas to the available open space in the City of Madison. The primary UW public facilities consist of the UW Arboretum and the UW Lakeshore Nature Preserve. These two areas provide over 1,500 acres of publicly accessible land for use by City of Madison residents and the general public.

The UW Arboretum and Lakeshore Nature Preserve provide the City with an immense recreational resource. The UW's Arboretum totals 1,262 acres of conservation land. Its footprint includes gardens, prairies, savannas, deciduous forests, conifer forests, wetlands, and horticultural gardens. The UW Arboretum provides opportunities for hiking, biking, picnicking, jogging, skiing, snowshoeing, and nature-viewing.

The Lakeshore Nature Preserve contains 300 acres of preserved land along four miles of the southern shore of Lake Mendota. This includes Muir Woods, Observatory Hill, Willow Creek Woods, Triangle Marsh, University Bay Marsh, the Class of 1918 Marsh, Bill's Woods, Biocore Prairie, Eagle Heights Community Gardens, Caretaker's Woods, Second Point Woods, Frautschi Point, Tent Colony Woods, Raymer's Cove, Wally Bauman Woods, the Eagle Heights Woods, and the Howard Temin Lakeshore Path. The Lakeshore Nature Preserve provides opportunities for nature viewing, swimming, picnicking, hiking, jogging, and biking, and has opportunities for launching kayaks, canoes, and small boats. Many people also use points along the Lakeshore Nature Preserve to access the frozen Lake Mendota for ice fishing or cross country skiing.

The UW's private recreational facilities (e.g., the Natatorium, the Nicholas Recreation Center, and Camp Randall Sports Center) include indoor/outdoor tennis courts, an indoor racquetball court, swimming pool facilities, tracks, softball diamonds, soccer fields and basketball courts. These facilities are reserved for the over 60,000 students, faculty, and staff affiliated with the University.



Photo: UW Lakeshore Nature Preserve

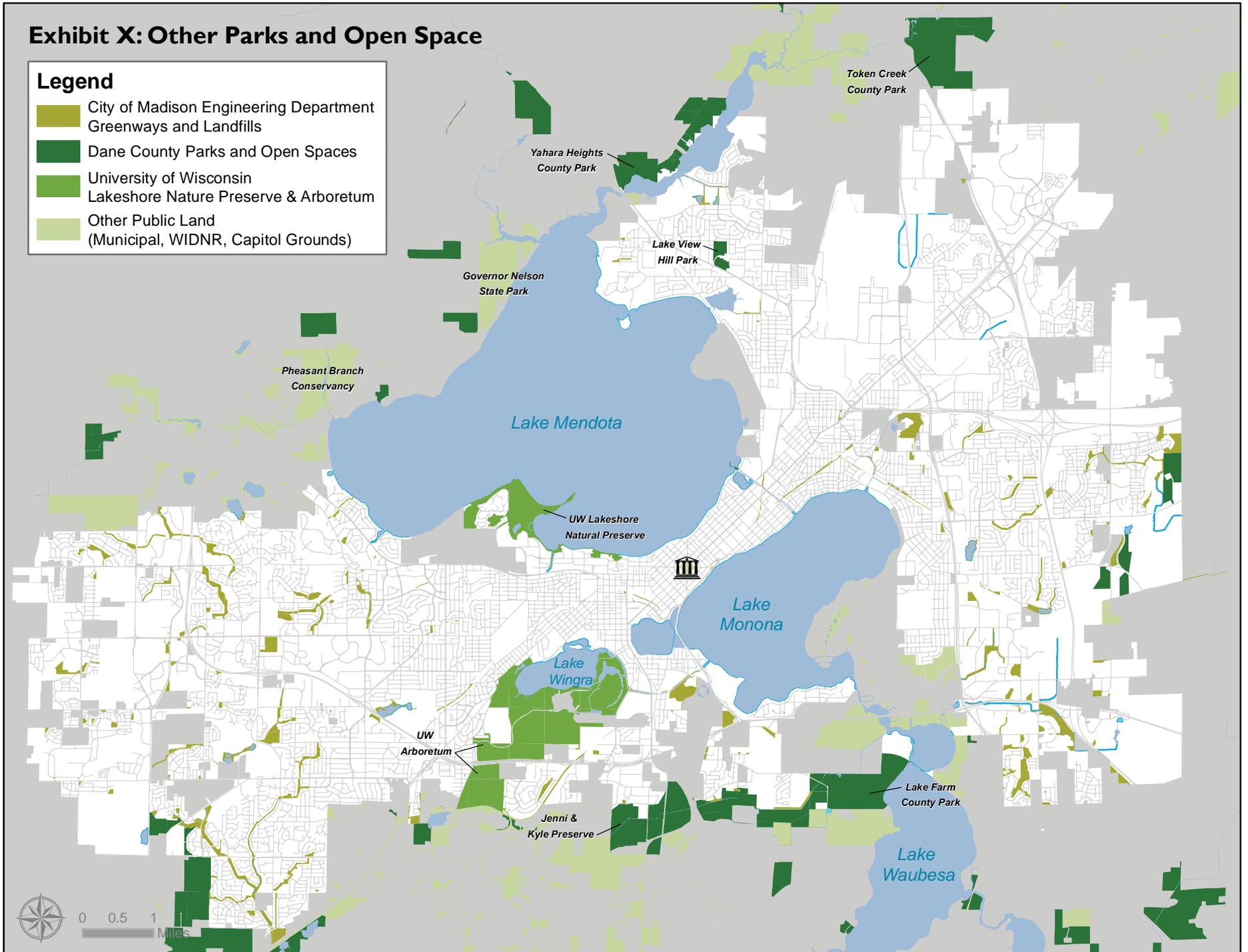


Photo: UW Arboretum

Exhibit X: Other Parks and Open Space

Legend

-  City of Madison Engineering Department Greenways and Landfills
-  Dane County Parks and Open Spaces
-  University of Wisconsin Lakeshore Nature Preserve & Arboretum
-  Other Public Land (Municipal, WIDNR, Capitol Grounds)



PUBLIC SCHOOL GROUNDS

Public schools are not counted as part of the City’s inventory of existing park facilities, but often serve the same functions as mini and neighborhood parks by providing athletic facilities, areas for passive recreation, and playgrounds. The Madison Metropolitan School District (MMSD) serves as the City’s primary recreation programming service, providing a wide variety of activities that use both Madison parks and MMSD facilities.

Existing school facilities such as playgrounds and athletic fields are taken into account when evaluating overall City coverage of facilities. Using service area analysis, the City can identify whether school parks are able to fill demand in communities which may otherwise lack parkland. Appendix X Table X: Schools with Recreation Facilities identifies MMSD school grounds with recreation facilities that are open to the public when not reserved or being occupied by students.

DANE COUNTY PARKS

Dane County has park and open space areas throughout the County that residents may utilize. Some of these parks lie within or partially within the City of Madison limits. These parks are typically conservation-oriented and have specific recreational facilities related to the preservation and/or education of cultural and natural resources. Nearby County parks that serve Madison residents are described below, see Exhibit X for locations:

- Jenni and Kyle Preserve: A unique park intended to provide children and persons with disabilities a place to enjoy outdoor activities. Visitors can learn about natural environments through accessible fishing, wildlife observation, wheelchair swings, and a picnic shelter building, trails lead around two spring-fed ponds containing trout and panfish.
- Lake Farm County Park: This park is a unit of the Capital Springs Centennial State Park & Recreation Area, which also includes the Lewis Nine Springs E-Way, Capital City State Bike Trail and Lower Yahara River Trail. This 328-acre park is listed on the National Register of Historic Places and offers three shelter facilities, play equipment, a barrier-free boat launch with fish cleaning facility, two accessible fishing piers, group camping area, wildlife pond, overlook tower, and hiking and cross-country ski trails. The park also includes the Lussier Family Heritage Center, a reservable event venue, and a campground with 54 reservable sites, including 39 electrical hook ups for RV’s, restroom and shower facilities.
- Lake View Hill Park: This 40-acre park is the highest point on the north side of the City of Madison. The site served as a County tuberculosis sanatorium from 1930-1966. It is classified as a Cultural/Historical Site and is listed on the National Register of Historic Places. Lake View Hill Park is heavily wooded and also contains restored savannas and prairie.



Photo: Shelter at Jenni and Kyle Preserve

- **Lewis Nine Springs E-Way:** A 7-mile environmental corridor extending from Dunn’s Marsh to Lake Farm County Park. The corridor includes cultural and natural features of wetlands, prairies, sedge meadows, native forests, large springs, and Native American mound sites. It offers opportunities for jogging, hiking, biking, nature study, photography, and cross-country skiing. The Nine Springs E-way was dedicated as the “Lewis” Nine Springs E-Way in 2012 to recognize Phil Lewis, UW-Madison Professor of Landscape Architecture who envisioned and championed the E-way concept, and his wife Libby Lewis, who served on the Dane County Parks Commission for 26 years.
- **Capital City Trail:** Dane County Parks developed and maintains the 9-mile segment of Capital Trail that traverses through the Capital Springs Recreation Area from Verona Road to Industrial Drive. It provides multiple links around and through Madison between the Military Ridge State Trail and the Glacial Drumlin State Trail. In the City of Madison, the trail follows seven miles of bikeways, from Industrial Drive near Nob Hill, under the Beltline Highway, along John Nolen Drive, past the Monona Terrace Convention Center downtown, and through the east side of Madison. The Capital City Trail is used for bicycling, walking, jogging, and in-line skating.
- **Lower Yahara Trail:** This nearly 2.5-mile trail opened in August of 2017 and provides an off-road trail connection between the City of Madison and the Village of McFarland. It includes the longest boardwalk bridge constructed solely for non-motorized transportation in Wisconsin, spanning Lake Waubesa to connect the Capital City Trail at Lake Farm County Park with McDaniel Park in the Village of McFarland. The bridge runs alongside an active railroad corridor and includes an accessible fishing pier, rest stops, and multiple observation areas with picturesque views.
- **Yahara Heights County Park and Cherokee Marsh Natural Resource Area:** The 141-acre Yahara Heights County Park is located adjacent to the Cherokee Marsh Natural Resource Area. Cherokee Marsh is the largest remaining wetland in Dane County and in Lake Mendota’s Watershed. The recreational park offers a 20-acre pet exercise area, hiking trails, and a canoe and kayak launch, while the Natural Resource Area serves to preserve wildlife habitat and wetlands that are crucial to the water quality of Madison’s chain of lakes. The Cherokee Marsh Natural Resource Area also contains some of the best examples of Native American mound sites in Dane County.
- **Blooming Grove Drumlins Natural Resource Area:** This 1,646-acre area preserves glacial drumlin features that remain from the last glaciation. The site provides opportunities for hiking, fishing, cross-country skiing, wildlife observation, foraging, nature study, as well as hunting and trapping through limited-issued permit only.



Photo: Bridge at Lewis Nine Springs E-Way



Photo: Trail Users at Lower Yahara River Trail

OTHER PARKS/CONSERVANCY AREAS

There are several other municipally-owned parks and conservancy areas under the jurisdiction of Madison's neighboring communities that are used by City of Madison residents, including but not limited to, the City of Fitchburg, City of Middleton, and City of Monona. A complete inventory of non-city owned public parks within a 1/2 mile radius of the City boundary is available in Appendix A.

X.X: Private Recreational Facilities

Private recreational facilities provide recreational resources to City of Madison residents who can afford and desire to seek out specialized facilities such as private gyms, pools, and tennis facilities. These facilities have not been included in this plan.

Chapter Five: Parkland Access

As part of the goal to maintain a high quality parks system, and ensure all Madison residents have access to adequate recreational opportunities, this chapter will examine the existing distribution of City of Madison park facilities. There are numerous methods for reviewing parkland access across communities; this plan evaluates parkland access using four different methods.

The first method compares park acreage with population using the National Recreation and Park Association (NRPA) guidelines (Lancaster, 1983). The second method reviews population density in relation to parkland proximity. The third method considers park access based on park service areas as defined by the NRPA. The last method reviews walkable and public transportation access to parks, and also reviews this access specific to residents living below the poverty line.

While these analyses are highly adopted methods for reviewing parkland access, they do not account for cultural preferences, park use and perception, or household type. Acknowledging and understanding the limitations of these analyses is essential, as they are only one of many tools used in developing new facilities and parkland in the City of Madison.

In this Chapter

Method One:
Parkland Acreage
and Parkland
per Capita

Method Two:
Population
Density and
Parkland
Proximity

Method Three:
Service Area
Analysis

Method Four:
Access Analysis

Method One: Parkland Acreage and Parkland per Capita

- Compares acreage of classifiable parkland (mini, neighborhood & community parks) to number of people (acres per 1,000 residents).

Method Two: Population Density and Parkland Proximity

- Determines the number of people living in proximity to parks, identifying parks that may have more demands based on surrounding neighborhood density.

Method Three: Service Area Analysis

- Projects a quarter to half mile distance around each classifiable park (mini, neighborhood, community) based on park classification.

Method Four: Access Analysis

- Walkable Access - Defines a five to ten-minute walking route to mini, neighborhood, conservation and community parks along sidewalks and paths.
- Public Transportation Analysis - Reviews public transportation access to parks within a twenty-minute combination bus ride and pedestrian trip.

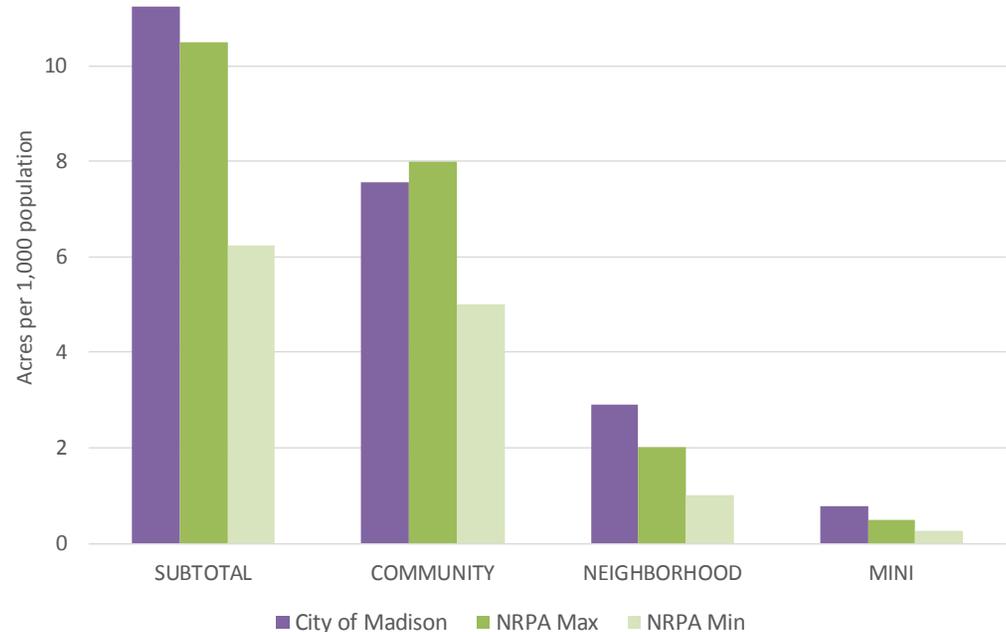
X.X Method One: Parkland Acreage and Parkland per Capita

Mini, neighborhood, and community parks are intended to meet the core recreational demands for playgrounds, fields, shelters, and courts. The NRPA provides communities with a recommended range of acreage per 1,000 residents as a guideline to ensure these recreational needs are met.

The City of Madison has approximately 2,812 acres of NRPA categorized parkland or ~11 acres per 1,000 residents based on a 2017 population estimate of 250,073⁰³. When including the total amount of public land owned by the City of Madison, the City has approximately 22 acres of public land per 1,000 residents. As illustrated in Table X.X and Figure X.X, the City of Madison falls within the NRPA guidelines of facilities for community parks, and exceeds the NRPA maximum for mini, neighborhood, and total parkland.

Table X.X: NRPA Metrics Compared to Madison Park Acreage **Figure X.X: NRPA Guidelines Compared to City of Madison Park Acreage**

Park Type	NRPA Guidelines			City Adopted Standards	2017 Actual
	Service Area	Size (Acres)	Acres per 1,000 residents	Acres per 1,000 residents	Acres per 1,000 residents
Mini	1/4 mile	< 5	0.25 -0.5	As appropriate	0.8
Neighborhood	1/2 mile	5+	1.0-2.0	3.75	2.9
Community	2 mile	20+	5-8	6.25	7.6
Total			6.25-10.5	10+	11.2



Park classifications are continuously updated and reviewed, taking into consideration the amount of area dedicated to greenways, active park space, and natural areas. For instance, parks that have acreage amounts within the community park range may be classified as a neighborhood park if a large portion of that acreage is dedicated to stormwater ponds. Blackhawk Park is one example; although the stormwater ponds provide passive recreation, they represent 12.7 acres of the total 28.7 acres for the park.

⁰³ Analysis based on 2017 population estimate of 250,073 from the Wisconsin Department of Administration, Demographic Services Center 2017 Estimates. 2017 Population estimates from the Census Bureau will be available on July 1, 2018.

Of these core park types, mini parks are the most prevalent type of park in the Madison park system. Table X.X identifies that they provide 3% of the total parkland, but 36% of the total number of parks. These are typically small parks, less than five-acres in size with a playground, open field, and/or basketball court. Madison's high number of mini parks contribute to a system with an abundance of smaller-scale park amenities such as playgrounds and half basketball courts. Parks less than five-acres in size can be valuable open space; however, they typically lack larger recreational amenities such as sport courts and multi-use fields. Maintaining several small parks requires more resources and energy than maintaining the same acreage contained within a larger park. Chapter X provides a more in-depth description of the specific features included in mini, neighborhood, and community parks.

Table X.X: City of Madison Parkland Acreage⁰⁴

Park Type	Number of Parks Based on Classification	Acres (percentage of total parkland)
Mini Parks	99 (36%)	194.7 (3%)
Neighborhood Parks	76 (28%)	729.0 (13%)
Community Parks	31 (11%)	1888.6 (34%)
Subtotal	206 (75%)	2812.3 (50%)
Conservation	20 (7%)	1752.5 (31%)
Trafficways	14 (5%)	25.7 (0.4%)
Other	1 (0%)	0.6 (0%)
Open Space	22 (8%)	110.8 (2%)
Special	10 (4%)	884.2 (16%)
Sports Complex	2 (1%)	27.9 (.5%)
Subtotal	69 (25%)	2801.7 (50%)
TOTAL PARKLAND	275	5614

Recommendation: For new developments along the City's periphery, minimize the number of mini parks by requiring larger, minimum five-acre parks that can accommodate more activities and facilities.

⁰⁴ Park acreages current as of 1/1/2018.

X.X Method Two: Population Density and Parkland Proximity

Both increasing density and shifts in housing trends affect which parks have the highest neighborhood demand and competition for meeting community needs. Using population data from the U.S. Census, Table X.X illustrates the parks with the highest number of people within a half mile proximity to the park, potentially increasing the demand for park use at these facilities. However, it should be noted that the most recent GIS data available at the time of this analysis was information from the 2010 US Census Block Data. Development in the downtown area within the past eight years has seen growth in development of multi-story multifamily apartments and condominiums. This analysis will be updated as more accurate Census data is released.

Table X.X: Parks with Highest Number of People Within Half Mile

Park Name	Approximate Population
Brittingham Park	> 15,000
James Madison Park	> 10,000
Vilas (Henry) Park	> 5,000
Hoyt Park	> 5,000
Huegel-Jamestown Park	> 5,000
Tenney Park	> 5,000
Warner Park	> 5,000
Olbrich Park	> 5,000
Yahara Place Park	> 2,500
Central Park	> 2,500

Exhibit X illustrates the population density served by each park.

Recommendation: Ensure parks in high-density areas provide a wide variety of uses to meet community and capacity demands by creating flexible spaces that can be used for multiple recreation opportunities.

Exhibit X: Population Served by Park

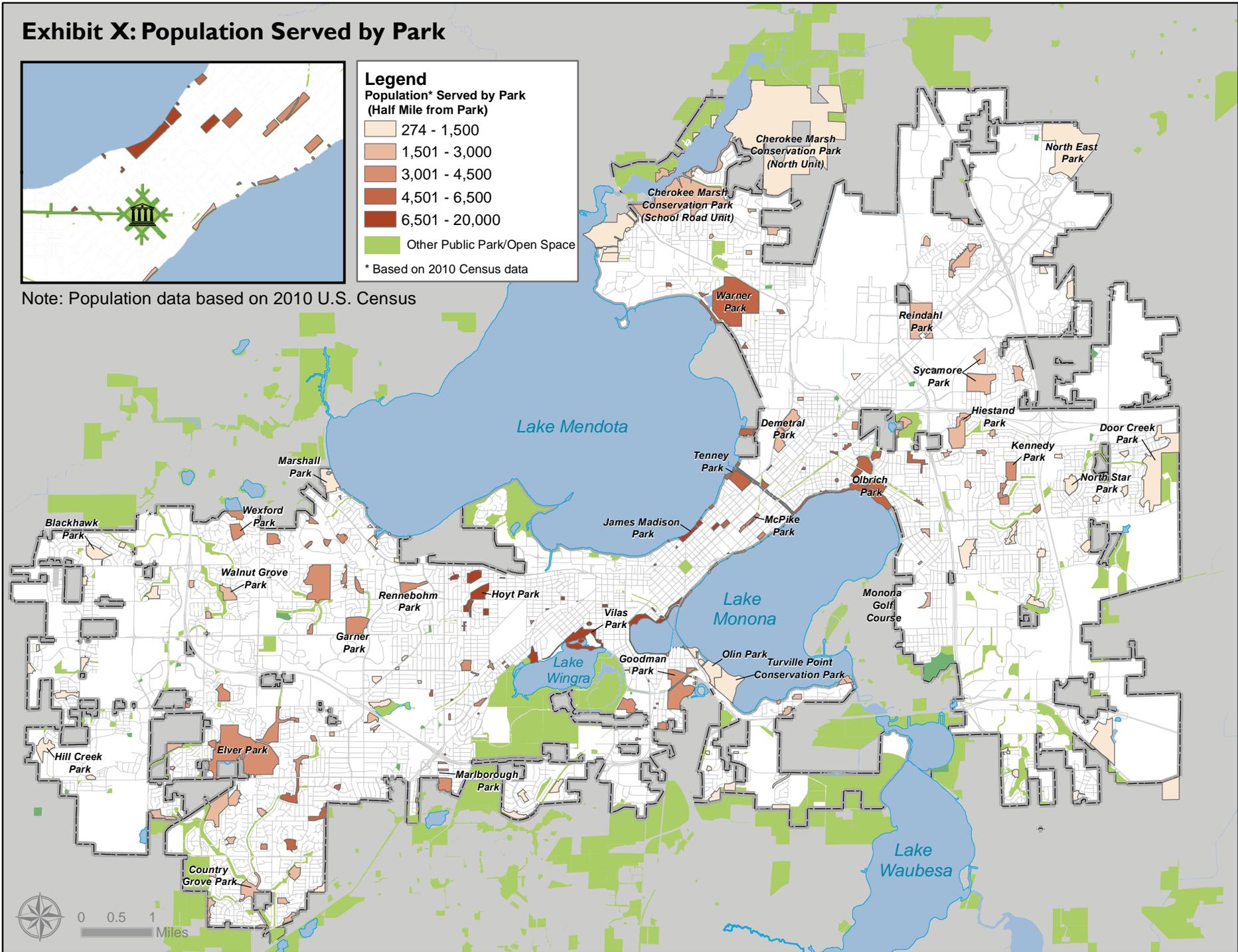


Legend
 Population* Served by Park
 (Half Mile from Park)

- 274 - 1,500
- 1,501 - 3,000
- 3,001 - 4,500
- 4,501 - 6,500
- 6,501 - 20,000
- Other Public Park/Open Space

* Based on 2010 Census data

Note: Population data based on 2010 U.S. Census



X.X Method Three: Service Area Analysis

A standard NRPA method for reviewing parkland access is the park service area analysis. The service area is based on park classifications as defined by the National Recreation and Park Association (Lancaster, 1983). The following service areas are identified by the NRPA:

- Mini Parks: quarter-mile
- Neighborhood Parks: half-mile
- Community Parks: two-miles

The intent of NRPA service area analysis is to identify gaps in traditional core facilities. This analysis does not evaluate service areas for parks not classified as either mini, neighborhood, or community.

MINI AND NEIGHBORHOOD PARK SERVICE AREA ANALYSIS

Mini and neighborhood park deficiencies are present if a residential area is not within a quarter-mile radius of a mini park or a half-mile radius of a neighborhood park or community park^{05,06}. The City of Madison provides most core facilities in neighborhood parks, whereas mini parks are intended to fill voids between neighborhood park service areas, or in areas where land uses or geographical boundaries limit development of larger neighborhood parks. Photo: Midvale Elementary School Playground

The City has mini and neighborhood park coverage for 93% of the City of Madison residential areas excluding areas within the Neighborhood Development Plans that are not fully developed. The areas that lack mini and neighborhood park coverage are shown in Exhibit X.

This analysis did not include existing facilities in neighborhoods that are not fully developed such as the Northeast and Elderberry Neighborhood. Areas currently under development have proposed parks as part of their adopted Neighborhood Development Plans which will contribute to eliminating deficiencies.



Photo: Midvale Elementary School Playground



Photo: Leopold School Playground

⁰⁵ This analysis excluded neighborhoods that have adopted Neighborhood Development Plans or Special Area Plans that are not fully developed.

⁰⁶ For this evaluation, community parks have a half mile service area, serving as neighborhood parks to their immediate neighborhood.

As part of the service area analysis, school facilities were reviewed to evaluate their contribution to eliminating park deficiencies. Public schools often serve their adjoining residential areas by providing play fields and playground facilities. Exhibit X: Elementary and Middle School Parks Influence on Mini and Neighborhood Park Deficiencies identifies park deficiencies when a 1/4 mile service area radius is applied to elementary schools and a 1/2 mile service area radius is applied to middle schools. This analysis excluded high schools which are typically heavily utilized by the high school during the day and after school.

The schools with the greatest contributions to eliminating park deficiencies include:

- Lindberg Elementary School
- Lincoln Elementary School
- Muir Elementary School
- Orchard Ridge Elementary School/Toki Middle School
- Glendale Elementary School
- Mendota Elementary School



Photo: Lindberg Elementary School



Photo: Muir Elementary School

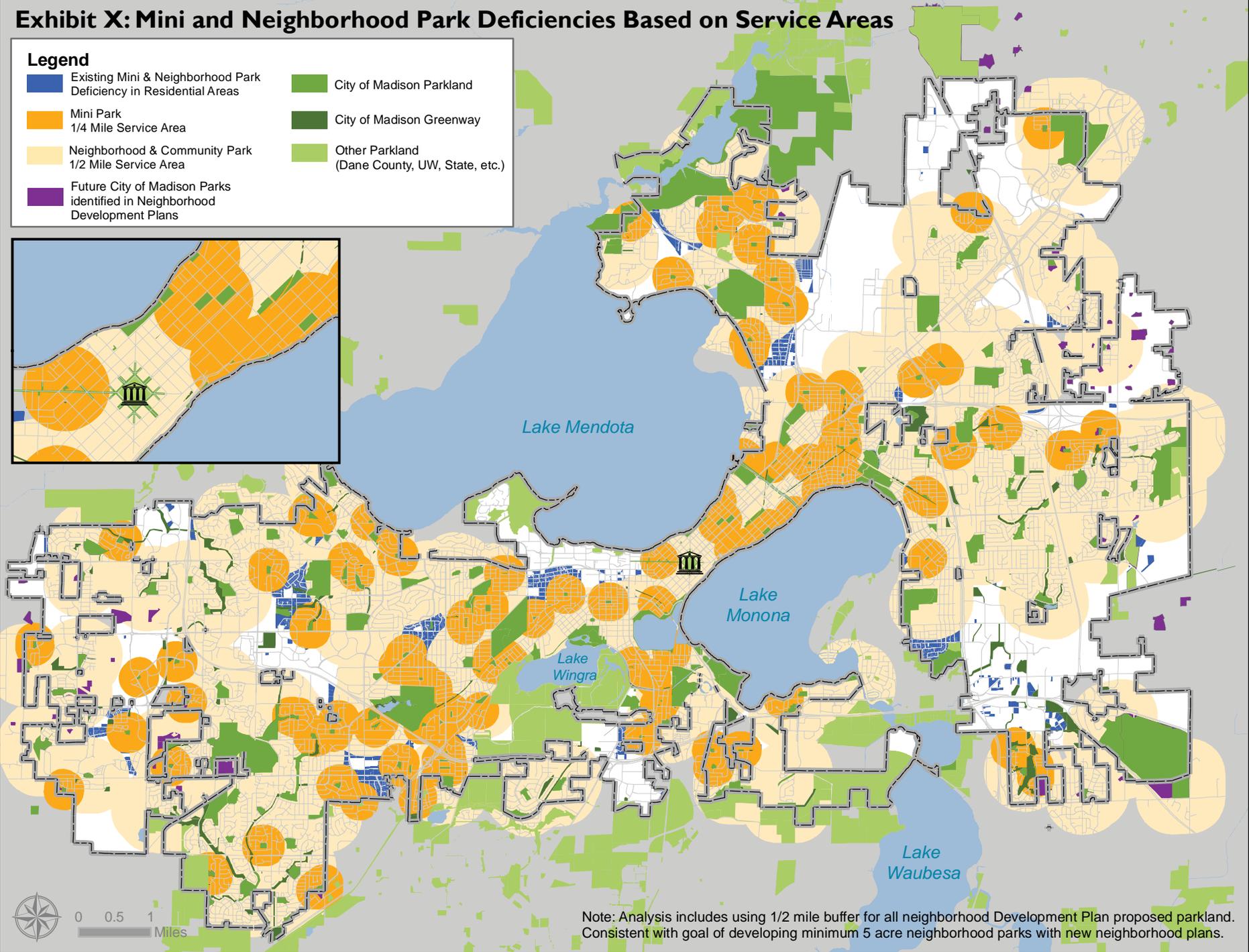


Photo: Glendale Elementary School

Exhibit X: Mini and Neighborhood Park Deficiencies Based on Service Areas

Legend

- Existing Mini & Neighborhood Park Deficiency in Residential Areas
- Mini Park 1/4 Mile Service Area
- Neighborhood & Community Park 1/2 Mile Service Area
- Future City of Madison Parks identified in Neighborhood Development Plans
- City of Madison Parkland
- City of Madison Greenway
- Other Parkland (Dane County, UW, State, etc.)

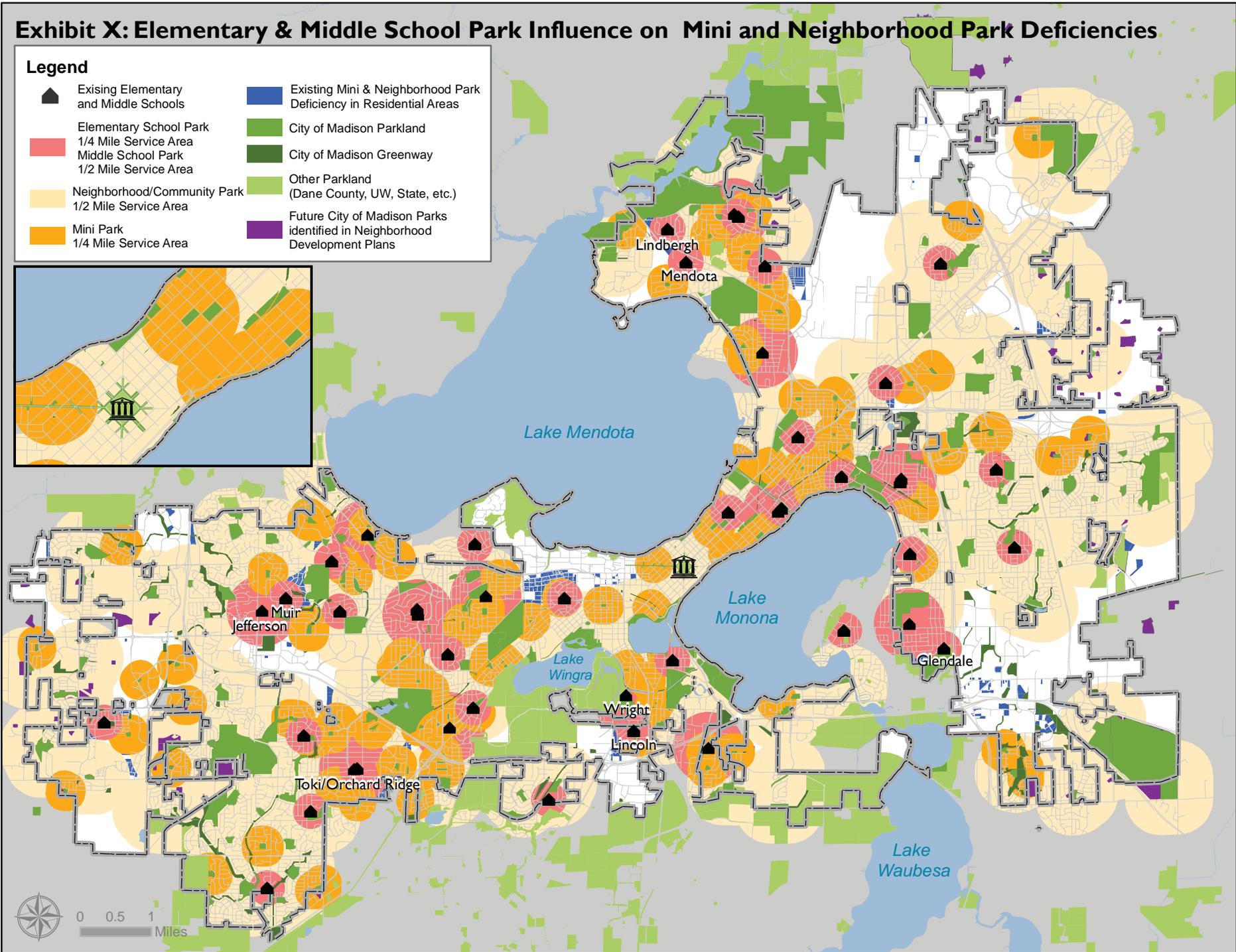
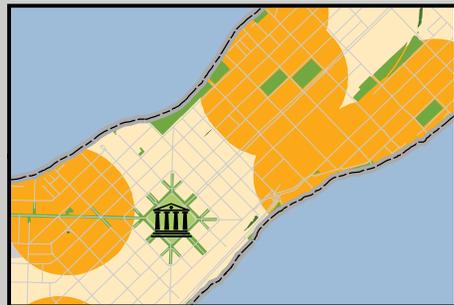


Note: Analysis includes using 1/2 mile buffer for all neighborhood Development Plan proposed parkland. Consistent with goal of developing minimum 5 acre neighborhood parks with new neighborhood plans.

Exhibit X: Elementary & Middle School Park Influence on Mini and Neighborhood Park Deficiencies

Legend

-  Existing Elementary and Middle Schools
-  Existing Mini & Neighborhood Park Deficiency in Residential Areas
-  Elementary School Park 1/4 Mile Service Area
-  Middle School Park 1/2 Mile Service Area
-  Neighborhood/Community Park 1/2 Mile Service Area
-  Mini Park 1/4 Mile Service Area
-  City of Madison Parkland
-  City of Madison Greenway
-  Other Parkland (Dane County, UW, State, etc.)
-  Future City of Madison Parks identified in Neighborhood Development Plans



COMMUNITY PARK SERVICE AREA ANALYSIS

The City provides community park service area coverage for approximately 97% of all areas of residential land use, including within Neighborhood Development Plan areas. Areas that are deficient in community park coverage are shown in Exhibit X. Community park development incorporates regional efforts as well and also includes the service area radius of community parks from neighboring municipalities.

The City proposes development of Yahara Hills Community Park to provide community park facilities for the southeast side of Madison. This land is currently owned by the Parks Division and is partially developed with a golf course. Additional development of community parks is planned for the northeast side of the City. North-East Park is currently owned by the City of Madison Park Division. The initial stages of the master plan process such as land surveying will begin in 2018, with an anticipated master plan process occurring within the next few years.

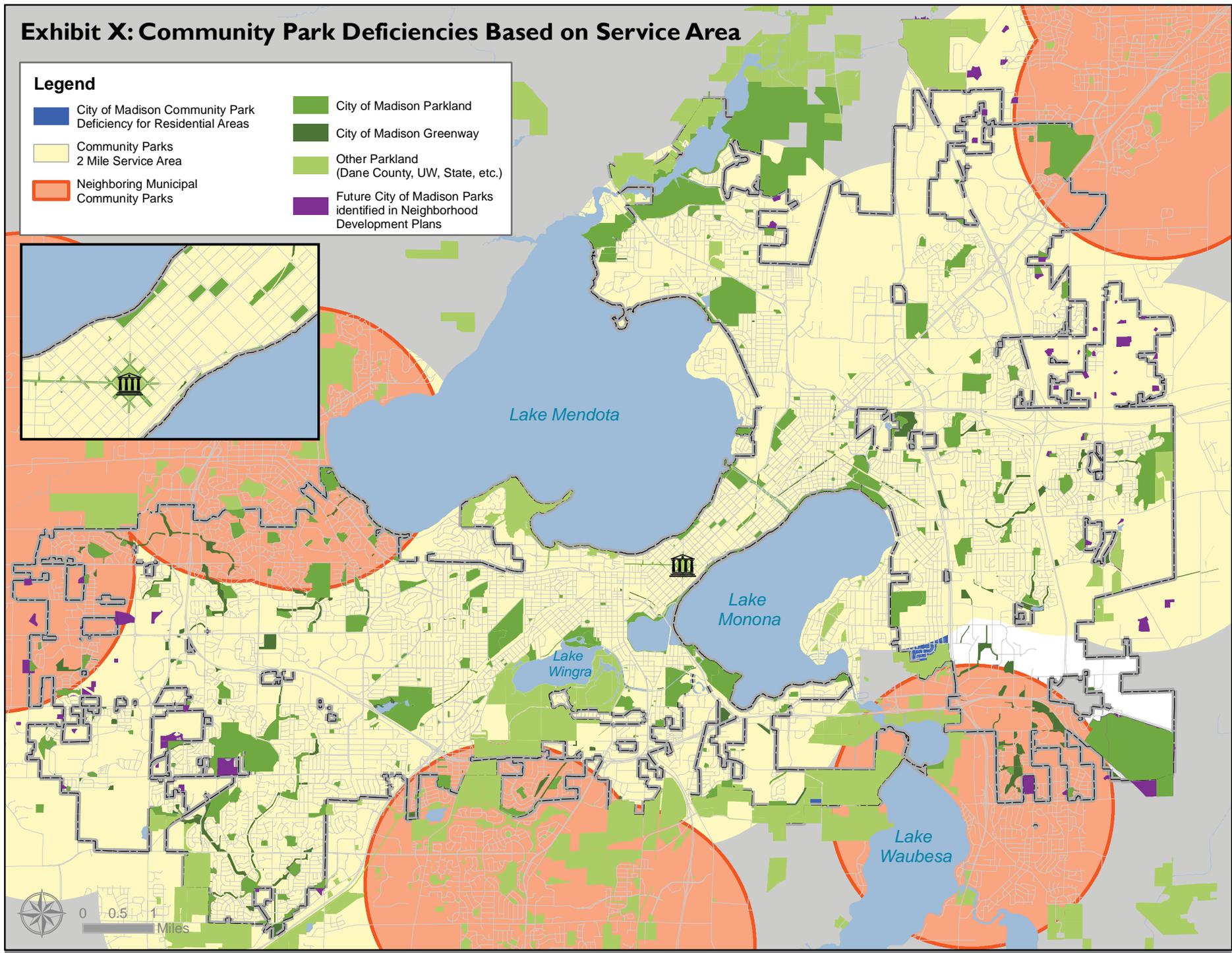
The downtown area has many community parks, but does not have very many neighborhood parks. The recommendations proposed in the City of Madison's Downtown Plan suggest acquiring land for development of a new downtown neighborhood park.

Park service areas are highly adopted methods of determining park deficiencies, but should not be used exclusively to identify deficiencies. Neither of these analyses factor in density, geographic or cultural limitations, household type, or size. For instance, the park needs in a neighborhood with backyards large enough to have gardens and play equipment are undoubtedly different than areas such as the Madison's downtown area, comprised primarily of multifamily apartments and condominiums with little or no backyards. Acknowledgement and understanding of these limitations must be included in the analyses to identify park needs for communities.

Exhibit X: Community Park Deficiencies Based on Service Area

Legend

- City of Madison Community Park Deficiency for Residential Areas
- Community Parks 2 Mile Service Area
- Neighboring Municipal Community Parks
- City of Madison Parkland
- City of Madison Greenway
- Other Parkland (Dane County, UW, State, etc.)
- Future City of Madison Parks identified in Neighborhood Development Plans



X.X Method Four: Access Analysis

An emerging method for evaluating the distribution of parkland is by evaluating walkable and public transportation access to parks. Walkable access analysis evaluates the general accessibility of mini, neighborhood, community, conservation parks, and public elementary and middle schools within communities based on a five to ten-minute walk along a sidewalk or path. While both schools and conservation parks are excluded from the NRPA service area standards, they play an important role in providing and provide access to playgrounds, playing field games, nature-viewing, environmental education, imaginative play, hiking, cross-country skiing and snowshoeing, and thus have been included in this analysis.

“Parental safety perceptions of safe walking routes have decreased throughout the decades.”
(J Transp Health. 2014 Jun; 1(2): 108–115.).

“Declines in walking have been greatest among elementary-aged children and for children who live within one mile of their school” (ibid).

WALKABILITY

Walkable access to the park facilities of mini, neighborhood, community and conservation parks assumes the following:

- Mini parks and elementary schools serve the community within a five-minute walk to the park.
- Neighborhood parks and middle schools serve the community within a ten-minute walk to the park.
- Community and conservation parks function as neighborhood parks to their adjacent neighborhood serving the community within a ten-minute walk to the park.

The walkability analysis limits walking routes when the pedestrian has to cross a road with speeds greater than 35 mph and only evaluates walkability within residential or mixed use areas along sidewalks and paths. This evaluation specifically excludes property such as agricultural, military, or industrial and also only incorporates parks identified in the Madison Metropolitan Planning Organization Database, excluding properties owned by Dane County, other municipalities, or the University of Wisconsin. Walkable access within Neighborhood Development Plan Areas are excluded, as the network of pedestrian routes, parks and paths is not yet fully developed.

A geographic analysis of walkability for mini, neighborhood, community, and conservation parks reveals that most residential neighborhoods in Madison are within a five to ten minute walk to a mini, neighborhood, community, or conservation park. Areas that lack walkable access to these facilities are identified in blue on Exhibit X.

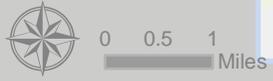
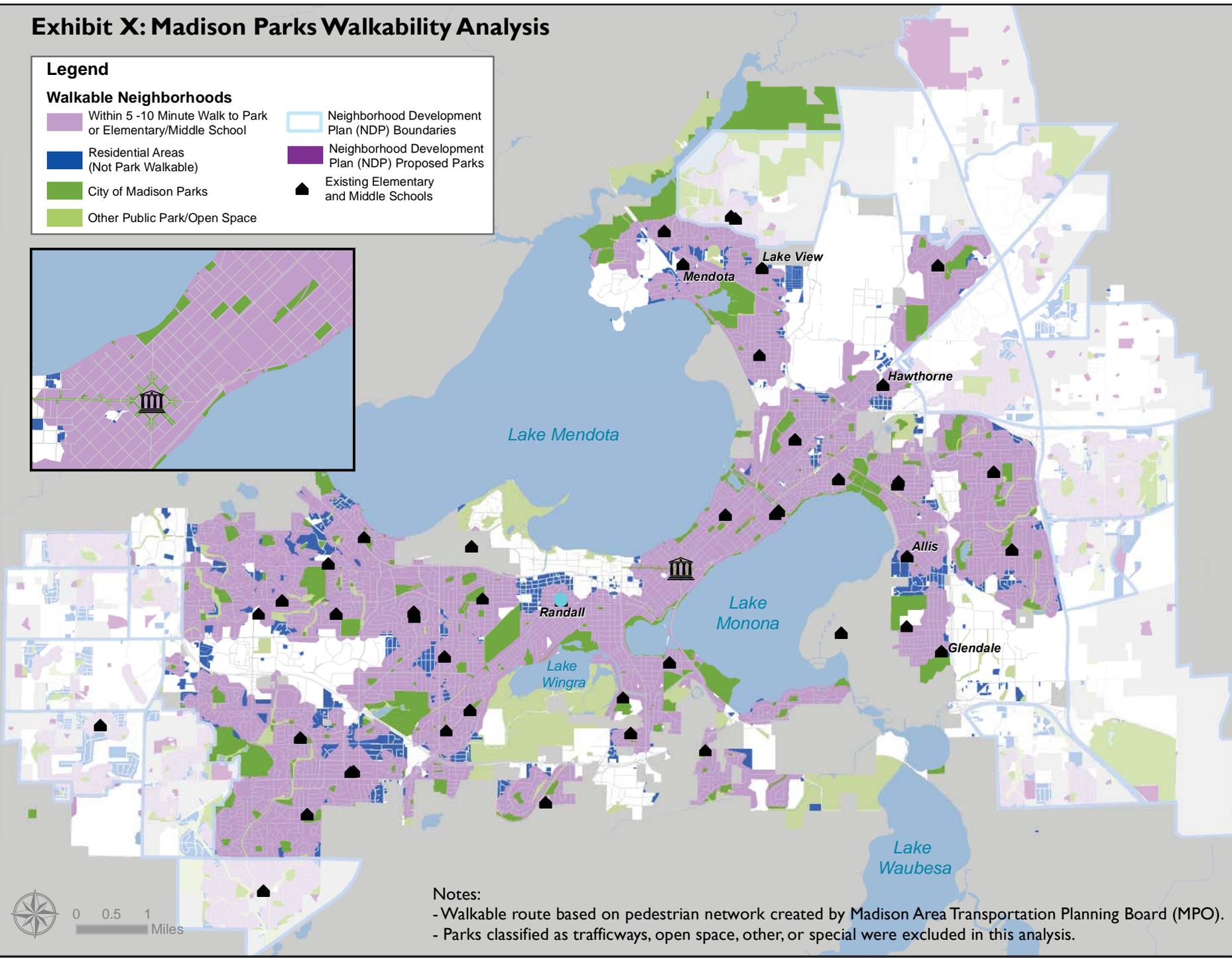
Recommendation: Increase connectivity in areas that lack walkable access to parks through sidewalks and trails and identify opportunities to partner with organizations that provide park space in areas where developing a walkable route to a public park is difficult.

Exhibit X: Madison Parks Walkability Analysis

Legend

Walkable Neighborhoods

- Within 5 -10 Minute Walk to Park or Elementary/Middle School
- Residential Areas (Not Park Walkable)
- City of Madison Parks
- Other Public Park/Open Space
- Neighborhood Development Plan (NDP) Boundaries
- Neighborhood Development Plan (NDP) Proposed Parks
- Existing Elementary and Middle Schools



Notes:

- Walkable route based on pedestrian network created by Madison Area Transportation Planning Board (MPO).
- Parks classified as trafficways, open space, other, or special were excluded in this analysis.

Walkability Results in Areas Below the Poverty Line

Exhibit X illustrates disparities in walkable access by poverty level. While some of these areas lack access to mini, neighborhood, conservation, community parks, and schools, they do have access to other forms of public open space, such as public land owned by the University of Wisconsin, Dane County, and other municipalities. Areas along the periphery of the City within identified Neighborhood Development Plans have been excluded, since they do not reflect the most current demographic information available.

Schools that are the most important in providing access to a walkable open space where parks may not be accessible include the following:

- Mendota Elementary School
- Lake View Elementary School
- Hawthorne Elementary School
- Allis Elementary School
- Glendale Elementary School
- Randall Elementary School

PUBLIC TRANSPORTATION

Exhibit X identifies areas of higher concentrations of poverty that are not within a 20-minute combination bus ride/walking route. These areas very closely match the areas identified above in the walkability analysis. Areas of neighborhoods with high concentrations of families living below the poverty line that lack both walkable access to parkland, and accessible public transportation to parkland are especially vulnerable to public health conditions which may be improved by providing access to public parks.

It should be noted that the analysis in Exhibit X, evaluates public transportation on a mid-day weekend, when both parents and children are typically able to spend time to travel to a park using existing Madison Metropolitan Planning Organization data. Bus routes frequently change to meet customer demands, and the most up-to-date routes may not always be reflected in the MPO data.

Recommendation: Where there is no walkable access to mini, neighborhood, conservation, or community parkland, but there are other public recreation spaces that provide outdoor recreation amenities, engage these entities to explore partnerships to enhance outdoor recreation to the surrounding community.

Exhibit X: Madison Parks Walkability Analysis - Residents Below Poverty Level

Legend

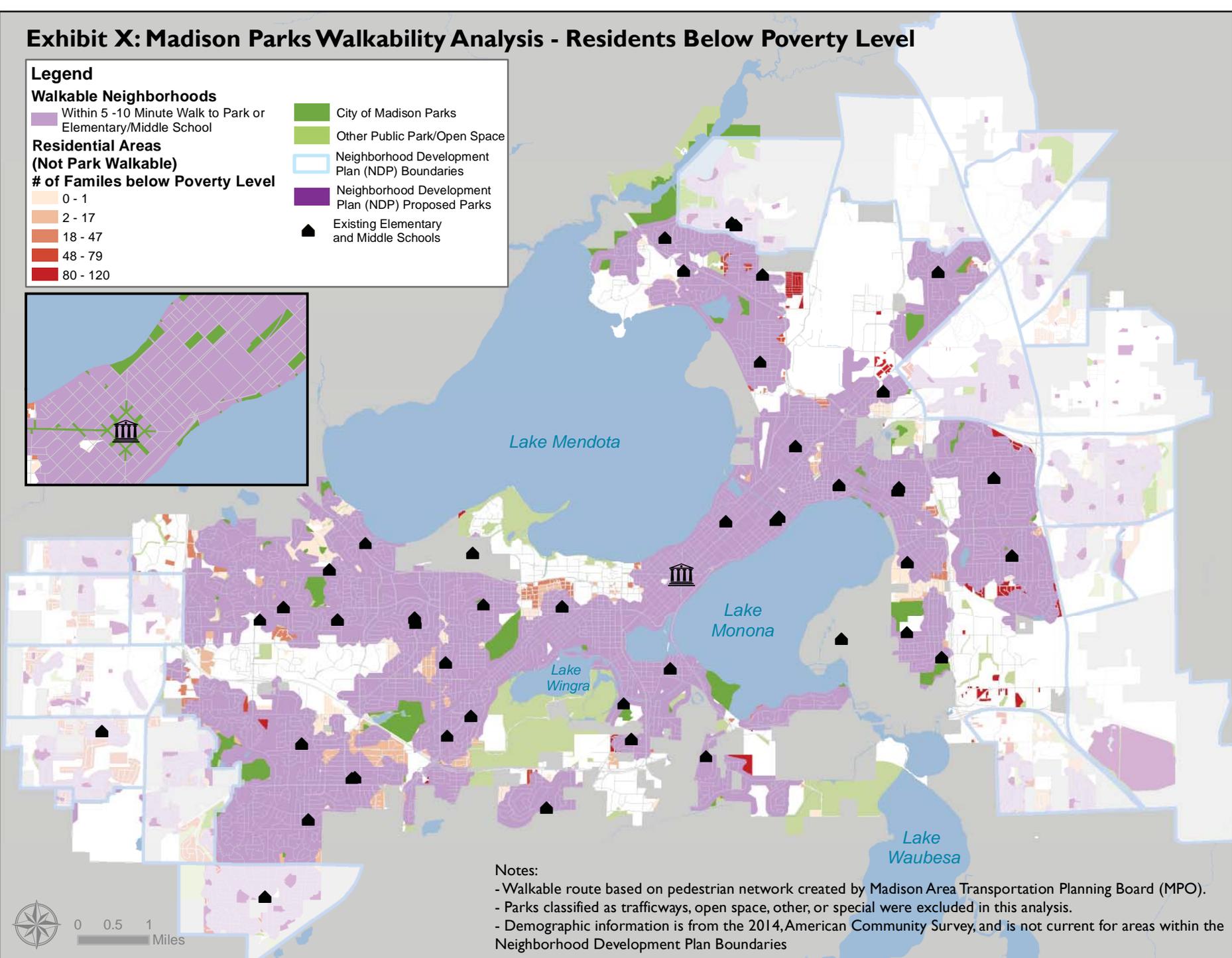
Walkable Neighborhoods
 Within 5 -10 Minute Walk to Park or Elementary/Middle School

Residential Areas (Not Park Walkable)

of Families below Poverty Level

0 - 1
2 - 17
18 - 47
48 - 79
80 - 120

■ City of Madison Parks
■ Other Public Park/Open Space
 Neighborhood Development Plan (NDP) Boundaries
■ Neighborhood Development Plan (NDP) Proposed Parks
▲ Existing Elementary and Middle Schools



Notes:

- Walkable route based on pedestrian network created by Madison Area Transportation Planning Board (MPO).
- Parks classified as trafficways, open space, other, or special were excluded in this analysis.
- Demographic information is from the 2014, American Community Survey, and is not current for areas within the Neighborhood Development Plan Boundaries

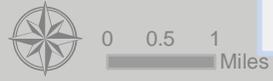


Exhibit X: Public Transportation Analysis - Residents Living in Poverty

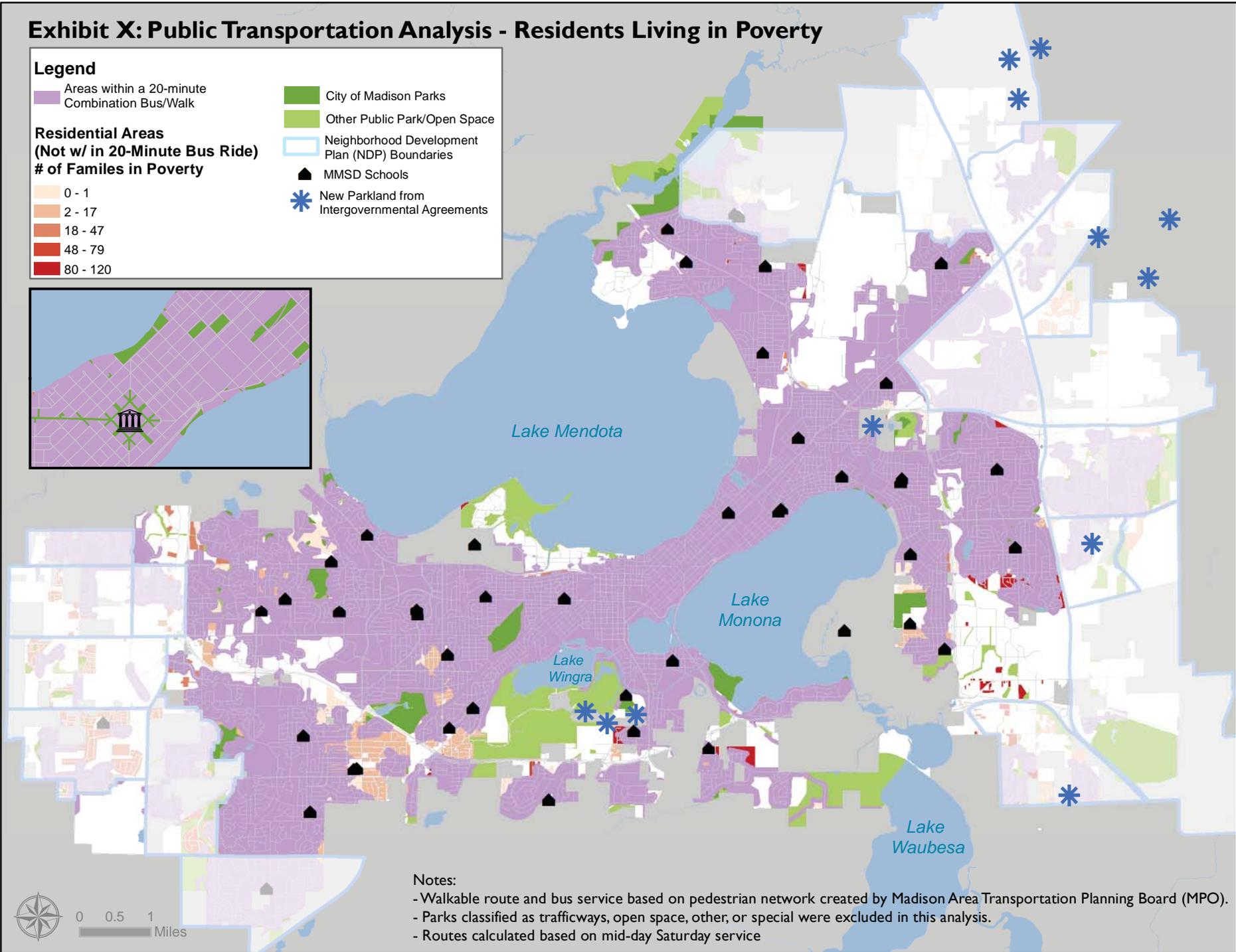
Legend

- Areas within a 20-minute Combination Bus/Walk
- City of Madison Parks
- Other Public Park/Open Space
- Neighborhood Development Plan (NDP) Boundaries
- MMSD Schools
- New Parkland from Intergovernmental Agreements

Residential Areas (Not w/ in 20-Minute Bus Ride)

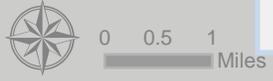
of Families in Poverty

- 0 - 1
- 2 - 17
- 18 - 47
- 48 - 79
- 80 - 120



Notes:

- Walkable route and bus service based on pedestrian network created by Madison Area Transportation Planning Board (MPO).
- Parks classified as trafficways, open space, other, or special were excluded in this analysis.
- Routes calculated based on mid-day Saturday service



Chapter Six: Relevant Plans

X.X How this Plan Relates to Other Plans

The Park and Open Space Plan provides analysis and recommendations regarding the overall system of parks in Madison. This plan reviews city-wide parkland distribution, structure, funding mechanisms, and relationships to changing demographics, land development, and future growth across the city. The plan works in conjunction with other planning documents such as master plans, neighborhood plans, and special area plans, to inform the development of park systems; however it does not include specific recommendations for individual parks. Figure X.X illustrates the relationship of the Park and Open Space Plan to the over 60 planning documents that may include recommendations for parkland. The recommendations contained in the Park and Open Space Plan will be included as a supplement to Imagine Madison: City of Madison Comprehensive Plan.

Figure X.X: Planning Document Organizational Hierarchy



In this Chapter

How this Plan Relates to Other Plans

State Comprehensive Outdoor Recreation Plan

Dane County Park and Open Space Plan

Imagine Madison: City of Madison Comprehensive Plan

Neighborhood Development Plans

City of Madison Downtown Plan

X.X State Comprehensive Outdoor Recreation Plan

The State of Wisconsin Department of Natural Resources (WDNR) completes a study of outdoor recreation resources, called the Statewide Comprehensive Outdoor Recreation Plan (SCORP), every five years. The SCORP examines outdoor recreation supply, demand, trends, and issues, both on a state-wide and regional basis. The results of the study provide broad guidelines to governments at all levels, communities, and organizations on recreation needs and opportunities. The 2017-2022 SCORP was not completed at the time this plan was written, so the previous 2011-2016 SCORP is referenced for this Parks and Open Space Plan.

The regional Profiles section in the 2011-2016 SCORP reviews social, development, and economic factors that influence public use and accessibility to outdoor recreation. Each regional profile includes a chapter on population trends, economic context, land use perspective, and recreation outlook. Madison falls within the WDNR's Southern Gateways region (Region 9), which includes Richland, Sauk, Columbia, Dane, Dodge, Iowa, Jefferson, Lafayette, Green, and Rock counties. The State of Wisconsin manages a variety of resources, primarily conservation-oriented, within this region. The management goals of the 20 state parks/recreation areas, 6 trails, and 36 state wildlife areas are available to view at <http://dnr.wi.gov/topic/Lands/RecAnalysis/>. The recreation outlook analysis for the Southern Gateways region suggests that the top 10 uses include (listed in descending order of demand): picnicking, boating, visiting a beach, swimming in lakes, or streams, etc., snow/ice activities, visit a wilderness or primitive area, day hiking, freshwater fishing, motorized boating, and developed camping.

Tables X.X and X.X from the 2011-2016 SCORP identifies regional recreation supply shortages for the Southern Gateways Region including backcountry/walk-in camping, boat launches (trailerable and carry-in), natural areas, parks, public water access, hiking, bicycle, and horseback riding trails, educational camps, dog parks, ice skating rinks (2005 only), nature centers, picnic areas, sailboat clubs/rentals, and tennis courts and associated programs. The study also suggests that the Southern Gateways region is used by tourists from Chicago and the Twin Cities for downhill skiing, sightseeing, picnicking, camping, bird watching and hiking. Two tables, located below, identify and compare regional recreation shortages, as shown in the 2005-2010 and 2011-2016 plans.

Table X.X: 2005 Regional Recreation Supply Shortages for the Southern Gateways Region

Nature-based	Developed Settings
Backcountry/walk-in camping	Boat launches - trailerable
Boat launches	Camps - educational
Natural areas	Dog parks
Parks	Ice Skating Rinks
Public water access	Nature Centers
Trails-hiking	Picnic Areas
Trails-horsebackriding	Sailboat clubs/rentals
	Tennis courts
	Tennis programs
	Trails - bicycle

Table X.X: 2011 Regional Recreation Supply Shortages for the Southern Gateways Region

Nature-based	Developed Settings
Backcountry/walk-in camping	Boat launches - trailerable
Boat launches - carry-in	Camps - educational
Natural areas	Dog parks
Parks	Nature Centers
Public water access	Picnic Areas
Trails-hiking	Sailboat clubs/rentals
Trails-horsebackriding	

The SCORP regional profile brings together vast amounts of information regarding demographics, land use patterns, and recreation outlook. The detailed summary of this analysis identifies the following important recreation issues for the Southern Gateways Region.

- The region is densely populated and experiencing rapid population growth. Dane and Sauk cities are growing the fastest, with over 10% population growth between 2000 and 2008.
- “As a whole, Region 9 is slightly more educated, has a higher median income and is considerably younger than the state as a whole. While the region is currently relatively young, the population is expected to age considerably over the next decade with the 65 and older group projected to increase in size by 49%. The rapidly increasing over 65 age class will increase demand for more passive types of recreation and more easily accessible facilities” (p. 24, Regional Profile: Region 9, Wisconsin Department of Natural Resources).
- “The population of the region is somewhat more diverse than the state as a whole; 14% of the state’s minorities live in the region. Dane County is the most diverse with its minority population steadily increasing. The region is home to over 19% of the state’s Asians and has a rapidly growing Hispanic population. The diverse and growing ethnic populations typically have somewhat different recreation preferences and rates of participation than whites. For example, the Hispanic community tends to heavily use various facilities for family gatherings”(p. 24, Regional Profile: Region 9, Wisconsin Department of Natural Resources).
- In comparison to the state of Wisconsin overall, the region has a greater proportion of land that is agriculture. The economic vitality and population growth subjects agricultural land to intense development pressure resulting in high land values and parcelization and decreasing opportunities for significant land acquisition.
- “With its proximity to Wisconsin’s population centers, Region 9 offers some of the most accessible recreational opportunities in the state. Public lands and waters are very heavily used and demand for recreation is rapidly exceeding the capacity of existing facilities and resources.

Supply shortages were identified by SCORP for back country/walk-in camping, boat launches (carry-in and trailerable) and other public water access, parks and natural areas, hiking and horseback riding trails, picnic areas, and nature centers. Addressing these recreational supply shortages will take additional effort, and the high demand, cost, and parcelization of land in the region will make it increasingly difficult to acquire significant amounts of additional recreation land”. (p. 24, Regional Profile: Region 9, Wisconsin Department of Natural Resources).

Recommendation: Where possible, enhance or develop regional recreation facilities identified by the SCORP for the Southern Gateways Region to address supply shortages.

The WDNR also has information from the 2011 Wisconsin Outdoor Recreation Demand report that provides an indication of statewide recreation trends relevant to the City of Madison. The Wisconsin Outdoor Recreation Demand report describes the results of the 2005-2009 National Survey on Recreation and the Environment (NSRE). The NSRE was initiated by the federal government in 1960 and has since conducted eight surveys. The NSRE is an in-home phone survey which gathers data from over 90,000 households across all ethnic groups throughout the United States. Chapter three of the Wisconsin Outdoor Recreation Demand Report lists activity trends and activity popularity for the State of Wisconsin. The following tables, X.X through X.X, are from the Wisconsin Outdoor Recreation Demand Report which uses NSRE data to describe statewide trends. This data does not take into consideration regional differences within the state of Wisconsin, and should not be construed as data that is specific to local municipalities such as Madison. For more information on recreational trends in Wisconsin, refer to <http://dnr.wi.gov/topic/lands/scorp/>

Table X.X: 10 Most Popular Outdoor Recreation Activities

2011 Wisconsin Outdoor Recreation Demand

Activity	Percent Participating	Number of participants (1,000's)
Walk for pleasure	87.7	3,947
Gardening or landscaping for pleasure	65.4	2,944
View/photograph natural scenery	65.3	2,939
Attend outdoor sports events	65.0	2,926
Family gathering	63.5	2,858

Table X.X: Participation Rates for Developed-setting Land Activities
2011 Wisconsin Outdoor Recreation Demand

Activity	Percent Participating	Number of participants (1,000's)
Walking for pleasure	87.7	3,947
Gardening or landscaping for pleasure	65.4	2,944
Family gathering	63.5	2,858
Driving for pleasure	52.8	2,377
Bicycling	48.7	2,192

Table X.X: Participation Rates for Outdoor Sports
2011 Wisconsin Outdoor Recreation Demand

Activity	Percent Participating	Number of participants (1,000's)
Attend outdoor sports events	65.0	2,926
Golf	41.8	1,881
Running or jogging	32.1	1,445
Handball or racquetball outdoors	23.5	1,058
Tennis outdoors	8.5	383

Table X.X: Participation Rates for Snow and Ice-based Activities
2011 Wisconsin Outdoor Recreation Demand

Activity	Percent Participating	Number of participants (1,000's)
Snow/ice activities (any type)	45.9	2,066
Sledding	28.2	1,269
Snowmobiling	18.3	824
Ice skating outdoors	13.5	608
Ice fishing	13.1	590

Table X.X: Participation Rates for Nature-based Land Activities
2011 Wisconsin Outdoor Recreation Demand

Activity	Percent Participating	Number of participants (1,000's)
Day hiking	36.7	1,652
Visit a wilderness or primitive area	33.7	1,517
Mountain biking	30.7	1,382
Developed camping	25.4	1,143
Hunting (any type)	22.2	999

Table X.X: Participation Rates for Viewing/Learning Activities
2011 Wisconsin Outdoor Recreation Demand

Activity	Percent Participating	Number of participants (1,000's)
View/photograph natural scenery	65.3	2,939
Visit nature centers, etc.	63.5	2,858
View/photograph other wildlife	57.9	2,606
View/photograph wildflowers, trees, etc.	52.4	2,359
Sightseeing	50.6	2,278

Table X.X: Participation Rates for Water-based Activities
2011 Wisconsin Outdoor Recreation Demand

Activity	Percent Participating	Number of participants (1,000's)
Boating (any type)	47.3	2,129
Visit a beach	42.3	1,904
Swimming in lakes, streams, etc.	41.7	1,877
Freshwater fishing	37.4	1,683
Motor boating	36.0	1,620

X.X Dane County Park and Open Space Plan

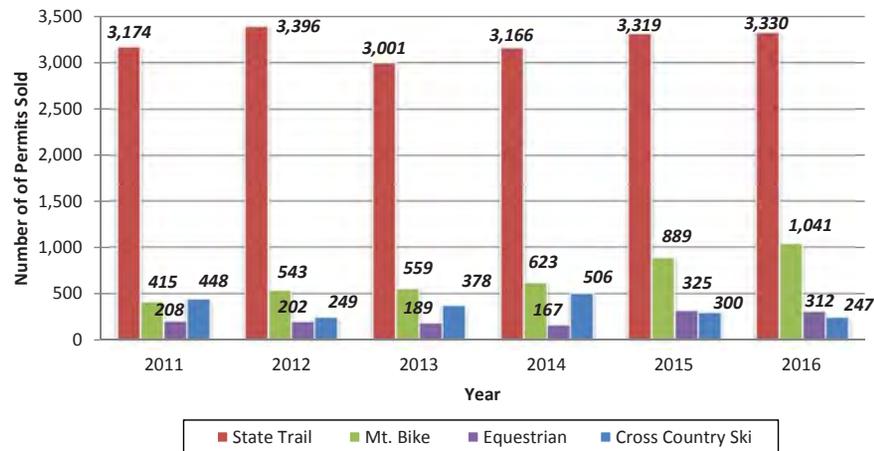
Similar to the City of Madison, Dane County completes a Parks and Open Space Plan (or POSP) every five years. The goal of the County’s 2018-2023 POSP is to identify significant cultural, historical, and natural resources to be considered for protection, preservation, or restoration. In addition, the plan seeks to analyze recreation needs and demands on a county-wide level.

The County’s POSP draws information from the Wisconsin Statewide Comprehensive Outdoor Recreation Plan, Wisconsin Demographic Services Center, Bicycle Transportation Plan (published by the Madison Area Transportation Planning Board), and the Outdoor Recreation Participation Report (published by The Outdoor Foundation). Dane County also sought input through an online survey and examined trends in activity participation rates based on past permit sales (disc golf, dog park, lake access, etc.).

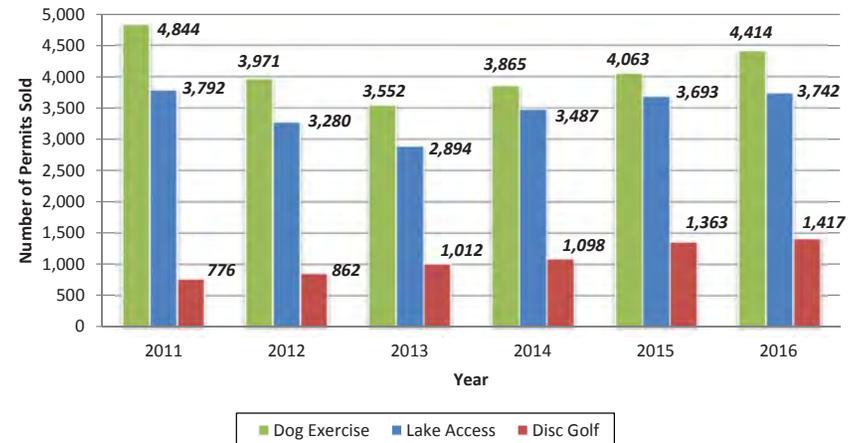
The goal of the County’s online survey was to gauge user satisfaction, recreation trends, barriers, and areas of potential improvement. Overall, survey responders indicated that they would be most interested in seeing more of the following: land acquisition and natural resource management, trails (hiking, bicycle/pedestrian, and mountain bike), dog parks, walk-in or rustic camping, disc golf courses, activities to attract youth, facilities for the elderly and disabled, and greater overall connectivity of land, trails, and facilities.

Tracking of annual permit sales allows the County to monitor recreation user numbers, demand for facilities, and trends over many years. The following graphs, provided by Dane County Parks, illustrate the quantity of permits sold per year. Overall, there have been steady increases in the demand for mountain bike trails, dog exercise areas, lake access points/boat launches, and disc golf courses.

Annual Trail Permit Sales



Annual Recreation Permit Sales



Dane County has several natural resource areas and park properties that lie within the City of Madison limits. These properties are identified in Chapter Four and include the Jenni & Kyle Preserve, Lake Farm County Park, Lake View Hill Park, the Nine Springs E-Way, the Capital City Trail, the Lower Yahara River Trail, Yahara Heights County Park, the Cherokee Marsh Natural Resource Area and the Blooming Grove Natural Resource Area. The below recommendations from the 2018-2023 Dane County POSP support specific joint planning efforts between the City and County for these properties:

Recommendations:

- **The network of trails and parks in the City of Madison is a joint effort by Dane County and the City of Madison. City and county agencies should continue to work together to create a comprehensive system of greenspace connections.**
- **Cherokee Marsh Natural Resource Area: Continue to work with the Friends of Cherokee Marsh, City of Madison, and WDNR on acquiring lands within the Dane County project area boundary.**
- **Blooming Grove Drumlins Natural Resource Area: Partner with the City of Madison to expand hiking/cross country ski trails into Door Creek Park.**
- **Blooming Grove Drumlins Natural Resource Area: Consider a future joint planning effort by local units of government to coordinate resource and recreation management strategies for the entire project area.**
- **Door Creek Wetlands Natural Resource Area: This boundary should be revised in the future as local units of government complete more detailed neighborhood plans for developing areas.**

X.X Imagine Madison: City of Madison Comprehensive Plan

Waiting for Draft Comprehensive Plan.

X.X Neighborhood Development Plans

Neighborhood Development Plans (NDP's) identify land use and proposed parkland along largely undeveloped lands at the City of Madison's periphery. The plans provide a framework for the growth and development of the City's peripheral urban expansion areas where development is expected to occur in the foreseeable future⁰⁷. Neighborhood Development Plans are created through an extensive planning and public input process. New parkland proposed by NDP's is shown in Exhibit X: New Parkland Identified in Neighborhood Development Plans.

Current Neighborhood Development Plans identify 52 new parks along the City's periphery totaling 384 acres. Of the seventeen developed Neighborhood Plans, ten plans call for new parkland development, with 20 of the 52 proposed new parks in the Northeast Neighborhoods Development Plan. The proposed quantity of new parks in each NDP are as follows:

- Cherokee: 1
- Elderberry: 5
- Felland: 1
- Junction Road: 1
- Marsh Road: 1
- Midtown: 3
- Northeast: 20
- Pumpkin Hollow: 9
- Sprecher: 5
- Yahara Hills: 6

New parkland identified in NDP's is defined by using parkland dedication requirements for new residential development. Reviewing the existing NDP proposed population build-out, in comparison with the City's standard for parkland dedication, many of these neighborhoods would fall short of the City's standard for parkland dedication once the neighborhood is fully developed. Staff will continue to work with City agencies involved in developing these plans to ensure that future neighborhoods have adequate parkland to meet future population growth.

⁰⁷ City of Madison Department of Planning & Community & Economic Development
<http://www.cityofmadison.com/planning/ndp/index.html>

Exhibit X: New Parkland Identified in Neighborhood Development Plans

Legend

-  Neighborhood Plan Identified Future Parks
-  City of Madison Park
-  City of Madison Greenway

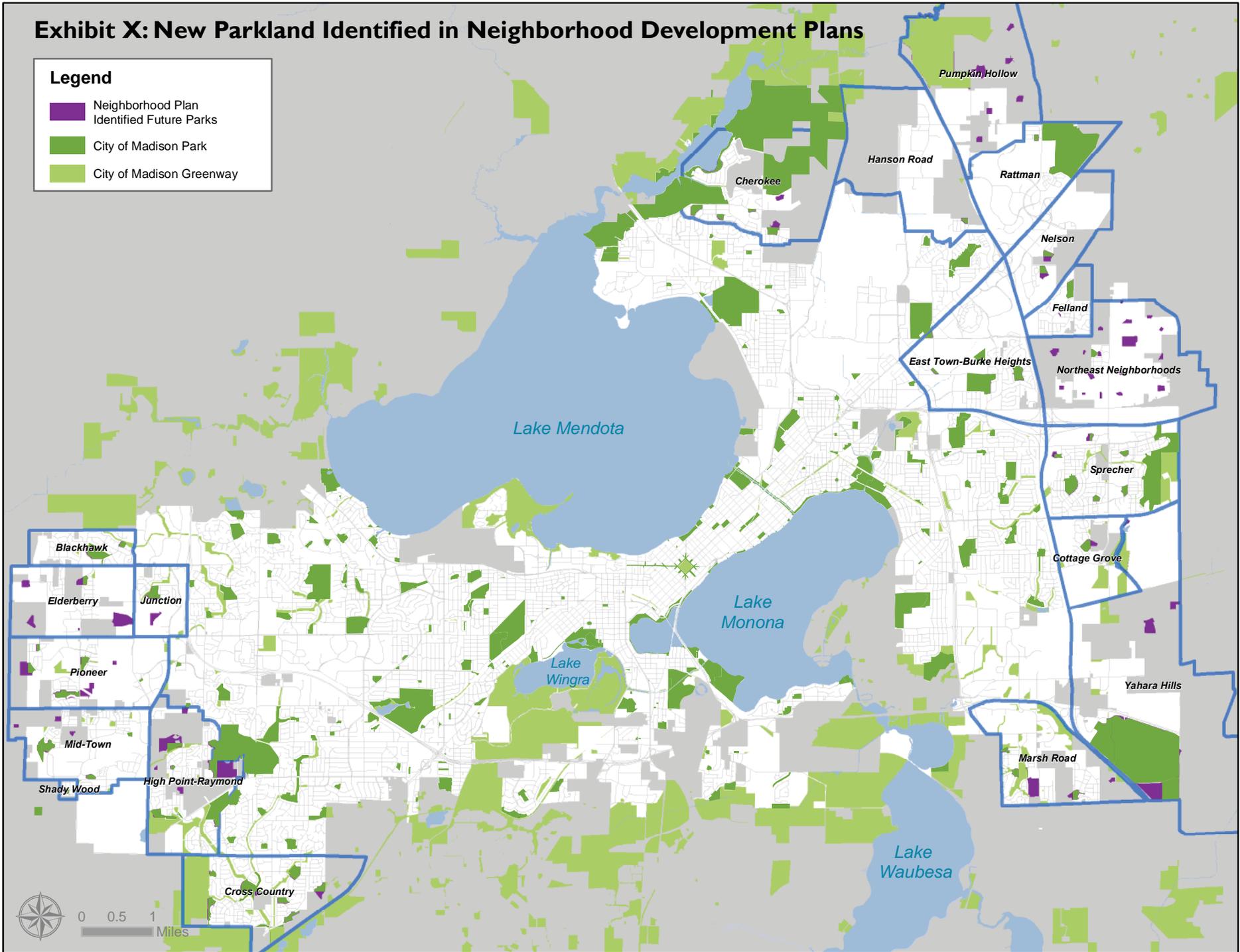


Table X.X: Neighborhood Development Plan Proposed Park Acreages as of 1/1/2018⁰⁸

NDP	Estimated Population at Build-Out	Existing City of Madison Parkland	Proposed City of Madison Parkland	Mini, Neigh, & Community Parkland at Full Build Out	Park Acreage per 1,000 residents
Cherokee	5,236	44.07	6.11	50.18	9.58
Cottage Grove	5,262	10.25	3.77	14.02	2.66
Cross Country	7,803	63.86	5.99	69.85	8.95
Elderberry	9,441	4.6	46.28	50.88	5.39
Felland	2,747	13.52	0.59	14.11	5.14
Hanson Road	917	3.03	0.90	3.93	4.29
High Point-Raymond	12,155	285.9	19.86	305.76	25.15
Junction	4,139	14.33	8.89	23.22	5.61
Marsh Road	4,699	13.32	5.72	19.04	4.05
Midtown	7,189	31.88	7.90	39.78	5.53
Nelson	3,642	11.15	9.43	20.58	5.65
Northeast Neighborhoods	18,433	4.75	50.96	55.72	3.02
Pioneer	9,340	16.73	26.78	43.51	4.66
Pumpkin Hollow	10,779	0	40.85	40.85	3.79
Shady Wood	301	2.16	1.98	4.14	13.74
Sprecher	11,177	204.57	4.89	209.46	18.74
Yahara Hills	6,856	43.59	138.30	181.89	26.53
Grand Total	120,116	762.96	383.96	1146.92	9.55

Recommendation: Ensure that new parkland in Neighborhood Development Plans meet parkland requirements identified in Chapter Five of this plan.

⁰⁸ This table will be updated with the anticipated 2018 adoption of Junction, Elderberry & Pioneer NDP's. NDP's with increase in proposed parkland are excluded from this table.

X.X City of Madison Downtown Plan

The purpose of the Downtown Plan is to describe the desired future for Madison’s downtown and to provide a framework to help achieve it. It establishes a decision making framework to ensure that incremental actions made over time (such as budgeting and land use decisions) achieve a common vision for the future. The City of Madison Downtown Plan was adopted in July 2012.

The recommendations proposed in the Downtown Plan were prepared and developed through a 3+ year planning process based on a vigorous public input process. The public comments and suggestions from this process can be viewed at the City’s website for the Downtown Plan at: https://www.cityofmadison.com/dpced/planning/documents/Downtown_Plan.pdf

The Downtown Plan’s recommendations regarding parks and open spaces are primarily found in the sections entitled “Key 1: Celebrating the Lakes” and “Key 8: Expanding Recreational, Cultural and Entertainment Offerings”. Notable parks and open space recommendations include:

- Expanding the eastern portion of Law Park to create a signature city park and public gathering place, including a shelter based on Frank Lloyd Wright’s boathouse design for this park, short term boat docking and land bridge/plazas connecting the park to the heart of Downtown.
 - + This is currently in progress with \$500,000 allocated to the Parks Capital Budget in 2018.
- Completing the Lake Mendota pedestrian-bicycle path by acquiring the remaining parcels and constructing the segment between Butler Street and Lake Street. This segment will complete the remaining 25% of the 3-mile long lakeshore path from James Madison Park to Picnic Point.
- Creating a gateway entrance in that portion of Brittingham Park along John Nolen Drive between Bedford Street/North Shore Drive and Broom Street. This area is proposed to be redesigned to include greatly enhanced landscaping, expanded use opportunities, and a reimagined dog park.
 - + This work is currently in process with the redesigned Brittingham dog park anticipated to be completed in 2019.
- Restoring Brittingham Beach and reactivating the existing shelter, including the potential rental of small sailboats, canoes and kayaks, a new fishing pier and possibly establishing food service.
 - + The Madison Parks Division partnered with Brittingham Boats in 2013 to improve the shelter, and provide rentals for kayaks, canoes, stand up paddle boards, row boats, and paddle boats, and a small cafe.
- Establishing a new neighborhood park in the vicinity of the Bassett Street and West Johnson Street intersection to meet the needs of the under served high-density housing at this location.
- Preparing new master plans for James Madison Park and Brittingham Park.
 - + The Parks Division is currently conducting a robust master planning effort for James Madison Park, with anticipated completion in 2018.

Chapter Seven: Park Acquisition, Development, and Improvement Mechanisms

Resources are continuously needed to build and maintain City parks. The City of Madison has established a strong record of making such investment, particularly when no other alternatives can be found. As the City of Madison continues to develop innovative planning projects designed to enhance our great community, staff must explore formalized funding mechanisms related to the current planning visions.

This Chapter focuses on four factors of parkland development and improvements:

- Parkland Acquisition
- Parkland Development
- Revenues
- Volunteer Programs and Partnerships

X.X Parkland Acquisition

NEEDS ASSESSMENT

Wisconsin State Statutes permit local governments to enact ordinances requiring developers to provide land and/or funds for the development of public parks. Municipalities codified these developer obligations in two ways, either through their land dedication ordinance and/or through impact fees. Land dedication ordinances require developers to dedicate a specific amount of land area for public parks as part of the subdivision approval process based on a formula relating the parkland area to the number of dwelling units being proposed. In situations where the City of Madison determines it is not feasible or desirable to acquire additional parkland, this requirement includes the option for the City to receive a monetary amount in lieu of the land. The fees collected are then used by the City to acquire parkland in a more appropriate location.

Prior to 2017, the requirements for land dedication and impact fees were based on a public facility needs assessment prepared internally in 2002 by Parks Division staff. In accordance with State Statutes requiring municipalities to review impact fees, the City hired an outside consultant to prepare a new Public Facility Needs Assessment. This new needs assessment was prepared in 2016 using data gathered from around the nation and within Wisconsin, using the City’s park and open space plan, and the City’s existing park inventory. Recommendations from the Needs Assessment were enacted on November 1, 2016 through Legislative File 43500, amending sections 16.23(5)(h)1., 16.23(8)(f), 20.04, 20.09(03), and 20.16(5), repealing Sections 20.08(2) and (6), and recreating Section 20.08(2) of the Madison General Ordinances. Implementation of the new park impact fees based on this Needs Assessment began on January 1, 2017 and will be fully implemented over a three-year period (80% in 2017, 90% in 2018, and 100% in 2019 and beyond).

In this Chapter

Parkland Acquisition

Parkland Development

Revenues

Partnerships

PARKLAND DEDICATION

The 2017 adopted parkland dedication requirements ensure that new residential development will also be provided with parkland at the current level of service of 10+ acres/1,000 residents.

Previous land dedication requirements fell short of meeting this standard as shown in Figure X.X.⁰⁹ The 2017 parkland dedication requirements reflect a level of service of 10.13 acres/1,000 residents as identified in the Needs Assessment. This level of services includes all active parkland such as sports complexes, some trafficways, and some special parks.

The new parkland dedication ordinance also added a category for large multifamily units (four bedrooms or more), as well as updating age-restricted units and group living quarters reflective of housing development trends. The new ordinance also provided exemptions for low-cost housing and updated requirements for accessory dwelling units, which became permissible with enactment of the new Zoning Code in 2013.

Figure X.X: Comparison of 2002 and 2016 Parkland Dedication Requirements



Table X.X: Parkland Dedication Analysis¹⁰

Unit Type	2017 Dedication Required (sf)	2002 Dedication Required	2017 Park Ac./1,000 Residents	2002 Park Ac./1,000 Residents
Single Family Dwelling Unit (Detached)	1081	1100	10.13	9.71
Multi Family Dwelling Unit (less than 4 bedrooms)	734	700	10.40	8.46
Multi Family Dwelling Unit (more than 4 bedrooms)	1424	700	9.85	8.46
Age Restricted Multifamily	573	350	10.12	8.46
Group Living Quarters	410	350	10.12	8.46

⁰⁹ Based on analysis of 100 proposed units of each dwelling type.

¹⁰ The 2002 land dedication requirements did not differentiate between multifamily units with more than 3 units or group living quarters.

PARK-LAND IMPACT FEES

In situations where the City of Madison determines it is not feasible or desirable to acquire additional parkland as part of new residential development, developers are required to pay a monetary amount (Park-Land Impact Fee) in lieu of the land. The Park-Land Impact Fee works in combination with the parkland dedication requirements to ensure that when a development cannot dedicate parkland within their property, the developer provides funding to the City to independently purchase parkland. This requirement assures the demand for parkland caused by the increase in population from new residential development is met.

The Park-Land Impact Fee is calculated based on the average assessed value of land in the City as determined by the annual certified tax roll to accommodate varying square foot land prices across the city. By using this method, the Park-Land Impact Fee better recognizes the cost to the City to acquire parkland and the annual fluctuations in land values, as well as eliminating confusion and potential challenges to the impact fee determination.

Recommendation: Review parkland dedication and park impact fees every ten years to ensure that policies are updated to meet park and open space demands.

INTERGOVERNMENTAL AGREEMENTS

In addition to parkland dedicated in conjunction with new residential development, Madison will acquire existing parkland in neighboring communities as part of intergovernmental agreements. The City of Madison has intergovernmental agreements with the Town of Blooming Grove, Town of Burke, Town of Madison, and Town of Middleton to attach parcels in these communities to the City of Madison. This will result in the City of Madison obtaining several new parks that were previously in other municipalities. The City of Madison anticipates seven new parks will become part of the City of Madison park system by 2027. The city has also reached agreements with three neighboring communities to acquire 15 new parks by 2036. See Exhibit X for new parks due to Intergovernmental Agreements.

- Town of Madison - Final Attachment in 2022
 - Three new parks.
- Town of Blooming Grove - Phased Attachments in 2020 and 2027
 - Four new parks
- Town of Burke - Final Attachment in 2036
 - Eight new parks

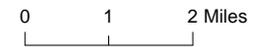
Recommendation: Evaluate parks coming into the City through intergovernmental agreements to provide adequate funding to address necessary infrastructure improvements.



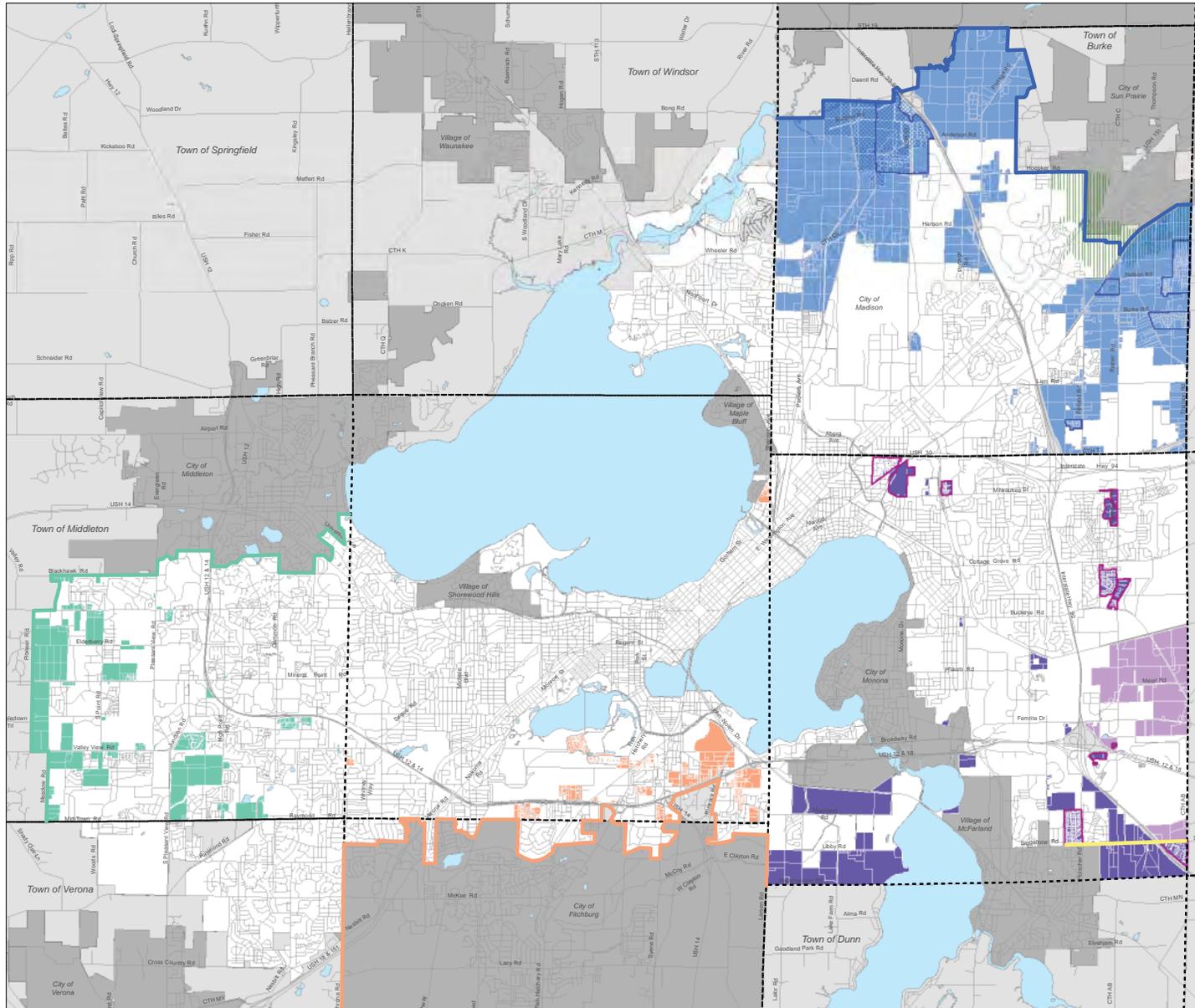
**Intergovernmental
Boundary
Agreements**
City of Madison
June 2017

**Please see individual agreements for
detailed attachment information**

-  Town of Middleton - City of Middleton - City of Madison (Expires in 2042)
-  Parcels attaching to the City of Madison (Final Attachment - 2042)
-  Town of Madison - City of Fitchburg - City of Madison
-  Parcels attaching to the City of Madison (Final Attachment - 2022)
-  Town of Burke - City of Sun Prairie - Village of DeForest - City of Madison
-  Parcels attaching to the City of Madison (Final Attachment - 2036)
-  Protected Areas
-  DeForest Extraterritorial Water Service Area
-  Sun Prairie - Madison Community Separation Agreement Area
-  South Phased Area - Town of Blooming Grove
-  Parcels attaching to the City of Madison (Final Attachment - 2020)
-  Final Attachment - Town of Blooming Grove
-  Parcels attaching to the City of Madison (Final Attachment - 2027)
-  Protected Areas
-  Village of McFarland Agreement Line (Expires 2018)
-  City of Madison
-  Other Cities and Villages
-  Towns



Prepared by the City of Madison Planning Division | June 2017



X.X Parkland Development

Funding for development of facilities in new parks is typically through Park-Infrastructure Impact Fees and/or general obligation debt that is appropriated through the Capital Budget process. This section of the plan reviews the role of Park-Infrastructure Impact Fees. Information regarding park development funding through general obligation debt and other mechanisms is discussed later in this chapter and in Chapter X.

PARK-INFRASTRUCTURE IMPACT FEES

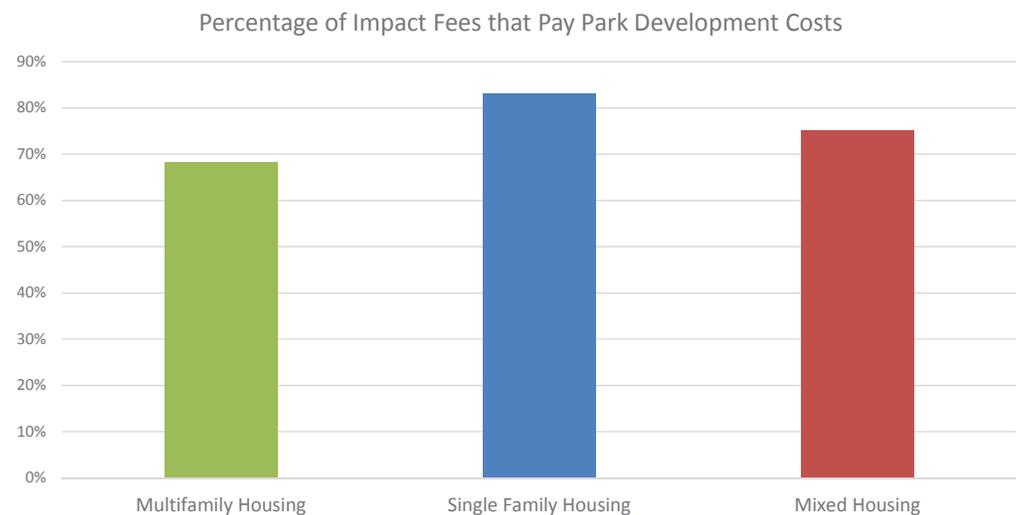
In addition to the Park-Land Impact Fee, the Madison General Ordinances requires developers to pay a Park-Infrastructure Impact Fee to help pay for the costs necessary to develop the park. The Park-Infrastructure Impact Fee provides funding to develop park facilities for new residents at a comparable level to existing park facilities and is based on the number of units and type of housing developed. This fee was updated in 2016, as part of the updated Needs Assessment and subsequent ordinance amendment and implemented on January 1, 2017.

The 2017 adopted fee structure is based on park infrastructure costs per service unit, and is adjusted annually for inflation. The fee was created by assessing the existing total costs to replace the City’s park amenities (\$171 million), divided by the 2015 population (239,196), less outstanding debt and grant funding (\$15,074,648) to develop a park development net cost per person (\$620), and then multiplied by the number of persons per unit for each housing type.

Because impact fees must be spent in the district they are accumulated, prior to the ordinance update, development patterns lent themselves to create some districts flush with impact fees, while other adjoining districts were short on funding to address infrastructure needs. The 2017 ordinance amendment also reduced the existing II benefit districts to 4 districts to create a more equitable distribution of impact fee funding.

While park impact fees offset park development costs, they typically do not fund the entire park development. For example, Table X.X on the following page identifies potential park facility development costs for a mini, neighborhood, and community parks. Using the City’s standard of 10+ acres/1,000 population, a new 10-acre neighborhood park for 1,000 residents would require a payment of between \$530,000 and \$640,000 in Park-Infrastructure Impact Fees. As shown in Figure X.X, compared to the cost to develop a 10-acre neighborhood park (Table X.X), the acquired fees may only offset the park development costs by an average of 74% depending on the type of housing development.

Figure X.X: Example Scenario of Park Impact Fees vs. Park Development Costs



It should be noted that providing a direct cost correlation is complex and includes many factors. Figure X.X identifies that the type of housing development within a community is one of many variables impacting funding available for park development due to park impact fees and therefore cannot be the only source for funding park development.

Table X.X Potential Park Facility Development Costs¹¹

Mini Park (1.7 ac)		Neighborhood Park (10 ac)		Community Park (50 ac)	
Master Plan	\$8,000	Master Plan	\$20,000	Master Plan	\$80,000
Site Engineering	\$10,000	Site Engineering	\$20,000	Site Engineering	\$250,000
Grading and Site Prep	\$20,000	Grading and Site Prep	\$50,000	Grading and Site Prep	\$100,000
Finish Grading & Restoration	\$10,000	Finish Grading and Restoration	\$100,000	Finish Grading and Restoration	\$300,000
Landscaping	\$10,000	Landscaping	\$40,000	Landscaping	\$80,000
Utility Services	\$5,000	Utility Services	\$10,000	Utility Services	\$20,000
(1) Playground	\$80,000	(1) Playground	\$80,000	(1) Playground with play equipment for 2-5 and 5-12	\$160,000
(2) Picnic Tables	\$6,000	(5) Picnic Tables	\$15,000	(7) Picnic Tables	\$21,000
(1) Park Sign	\$2,000	(1) Park Sign	\$2,000	(1) Park Sign	\$2,000
(1) Park Kiosk	\$7,000	(1) Park Kiosk	\$7,000	(1) Park Kiosk	\$7,000
(3) Trash/Recycling Bins	\$1,500	(7) Trash/Recycling Bins	\$3,500	(10) Trash/Recycling Bins	\$5,000
(3) Benches	\$4,500	(6) Benches	\$9,000	(10) Benches	\$15,000
(1) Paved 1/2 Basketball Court	\$30,000	(1) Bike Rack	\$5,000	(1) Bike Rack	\$5,000
(1/4 mi) Paved Trails	\$65,000	(1) Neighborhood Backstop	\$5,000	(8) Tennis Courts with lights	\$900,000
		(1) Open-air Shelter	\$60,000	(3) Baseball Diamonds (with lights and bleachers)	\$600,000
		(3) Soccer Fields	\$15,000	(1) Shelter building with restroom	\$1,000,000
		(25) Car parking lot with lighting	\$100,000	(1) Open air shelter	\$50,000
		(1/2 mi) Paved Trails	\$130,000	(4) Soccer Fields	\$10,000
				(100) Car parking Lot with lighting	\$400,000
				(1 mi) Paved Trails	\$260,000
Subtotal	\$259,000		\$671,500		\$4,265,000
Contingency (15%)	\$38,850		\$100,725		\$639,750
TOTAL	\$297,850		\$772,225		\$4,904,750

¹¹ The above list is not a list of typical facilities, and is only used specifically as an analysis to better understand impact fees. Cost includes a general amount for site grading, utility constructions, and subbase preparation. Conditions will vary for each park depending on specific facilities installed. Master Planning and Site Engineering Costs are estimated using City Staff costs for Mini and Neighborhood Parks based on 2018 pricing. Master Planning and Site Engineering costs for Community Parks are estimated using consultant fees.

It is important to note that the estimated park development costs in Table X.X are only for new development on undeveloped (typically agricultural) property which is less expensive than redeveloping an existing developed property (infill development). As the City continues to increase the density of residential areas, the City may need to rely more heavily on acquisition and development of existing developed sites for parkland as opposed to existing agriculture land. The City is already looking towards existing developed sites to located a park as part of the recommendations of the Downtown Plan.

Park development to convert an existing developed property to parkland (especially in the downtown) will incur significant costs including acquisition, demolition and potential site remediation. As can be seen in Appendix X: *DNR Inventory of Contaminated Properties*, properties in developed areas such as the downtown may have contamination issues. Depending on the proposed construction and existing contamination, remediation of the site can cost anywhere from several thousand to several hundreds of thousands per acre.

As the City of Madison relies more on redevelopment for park facilities, it is reasonable to expect that the total park development costs could triple or quadruple when dealing with redevelopment of existing parcels, resulting in impact fee revenue contributing significantly less of the total park development costs.

Recommendation: Provide adequate funding to acquire and develop parkland in high-density areas, particularly as it relates to the conversion and redevelopment of low or non-residential properties as identified in the Comprehensive Plan.

The City has allowed developers to construct park improvements on parkland dedicated through a subdivision plat rather than pay park-infrastructure fees. This process requires an approved developer's agreement, approved by City staff and the Common Council, to construct park amenities identified in the adopted master plan, and constructed to City standards. This process allows developers to expedite parkland development, constructing the park along with the subdivision development, rather than waiting for the City to develop the park through the capital budget process. Since the 2012-2017 Park and Open Space Plan, the City has entered into developer agreements for construction of Sugar Maple Park and Thousand Oaks Park. Sugar Maple Park was constructed and opened in 2017, and Thousand Oaks Park is anticipated to be completed in 2018.

X.X Revenues

The City of Madison collects Park-Land and Park-Infrastructure Fees as discussed previously in this chapter. These fees must be used to acquire land or to make park improvements. Impact fee revenues are highly variable, as they depend on the strength of the local real estate market. Large developments can also push revenues higher in certain years. Figure X.X identifies that there was a market downturn in 2009, and began seeing a dramatic increase in the number of residential building permits starting in 2011. Table X.X identifies fees collected from 2012-2017.

Figure X.X: 2009-2016 City of Madison Issued Residential Building Permits

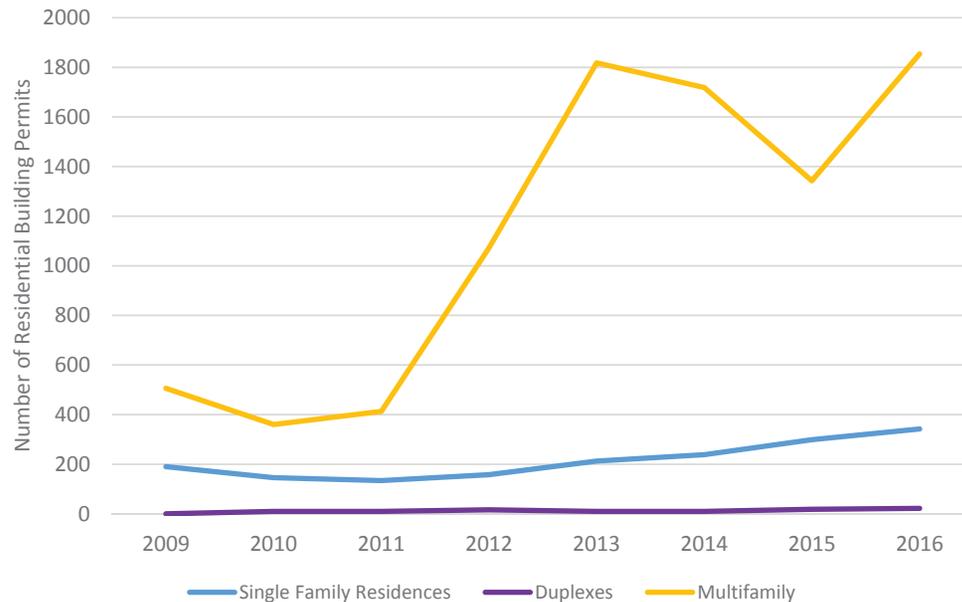


Table X.X: 2012-2016 Park-Land and Park-Infrastructure Fees

	2012	2013	2014	2015	2016	2017
Park Acquisition (Park-Land Fees)	\$1,280,182	\$3,521,143	\$1,682,318	\$4,158,798	\$3,658,532	\$3,179,765
Park Development (Park-Infrastructure Fees)	\$ 558,551	\$1,371,752	\$812,433	\$1,662,660	\$1,864,063	\$2,187,331
Total Impact Fees	\$1,838,733	\$4,892,895	\$2,494,751	\$5,821,458	\$5,522,595	\$5,367,066
% Change from Previous Year	-	166.1%	-49.0%	133.3%	-5.1%	-2.8%

Since 2012, parkland dedications and/or Park-Land Impact Fees have resulted in the following park acquisitions or park expansions:

Parkland Dedication

- Acer Park
- Allied Park
- Camar Park
- Hill Creek Expansion
- Jeffy Trail Park
- Kestrel Park
- North Star Park Expansion
- Sugar Maple Park
- Thousand Oaks Park
- Woods Farm Park

Park-Land Impact Fees

- Cherokee Marsh Expansion
- McPike Park Expansion (formerly Central Park)
- Merrill Springs Park Expansion

The City of Madison offsets a portion of operational costs with General Park Revenues, which is generated from items such as athletic field reservation fees, lake access fees, concessions, cross country ski permits, dog park licenses, disc golf fees, lease agreement revenue, scheduling fees, shelter reservations, and special event permits. Park use fees (athletic field use fees, event permits, and shelter reservation fees) account for approximately 40% of the General Park Revenue, and lake access and boating permit fees account for an additional 15%. Additional revenues that are not associated with General Park Revenue include the Warner Park Community Recreation Center (WPCRC), Aquatics (the Goodman Pool and beaches), Olbrich, mall special charges, cemetery, and golf course revenues. These facilities generate revenue that is reinvested into their respective operations and programs. Grants and private donations are used primarily in funding capital improvement projects. Many of the City’s largest park projects include significant amounts of private contributions.

Starting in 2015, the City of Madison imposed an Urban Forestry special charge on City parcels to offset operational costs in the Forestry Section. The City services provided by the City’s urban forestry program ensure a healthy, vibrant and sustainable urban forest, which benefits all residents and properties in the City. This special charge partially offset Forestry operational costs in 2015 and 2016 and will fully offset Forestry operational expenses in 2017 and 2018. The fee determination is annually approved by the Common Council as adopted in MGO Sec. 4.095 and is collected as part of the municipal services bill issued monthly by the Madison Water Utility

Table X.X below illustrates General Park Revenue and Urban Forestry Special Charge Revenue from 2012-2017.

Table X.X: 2012-2017 General Park Revenue¹²

Category	2012	2013	2014	2015	2016	2017
General Park Revenue	\$1,176,207	\$1,381,237	\$1,594,868	\$1,539,709	\$1,715,942	\$1,803,673
Donations-Grants	\$107,005	\$176,923	\$129,614	\$42,184	\$32,909	\$16,787
Urban Forestry	\$0	\$0	\$0	\$1,000,000	\$2,500,000	\$3,100,345
Total	\$1,283,212	\$1,558,160	\$1,724,482	\$2,581,893	\$4,248,851	\$4,920,802
% Change from Previous Year	-	+21.4%	+10.7%	+49.7%	+64.6%	+15.8%

General Park Revenue consists of athletic field reservation fees, concessions, cross country ski permits, dog park licences, gift shop merchandise, lease agreements, scheduling fees, shelter reservations, and special event permits. Athletic and shelter reservation fees account for approximately 60% of all listed general revenue. Lake access and boating permit fees account for approximately 20% of the General Park Revenue. General Park Revenue is used primarily to offset operational expenses.

The City of Madison Parks Division manages one trust fund with a total value of approximately \$700,000. This trust fund covers approximately \$25,000 of annual parks beautification expenses. The Parks Divisions also manages the Forest Hill Cemetery perpetual care fund which has been funded with proceeds from lot sales. An annual allocation is made towards the maintenance of the cemetery from this fund. Trust and donation funds are used for appropriate projects and improvements pursuant to the terms of the donation or trust and with the Board of Park Commissioners' approval.

Table X.X: 2012-2016 WPCRC, Golf, and Aquatics Revenues

	2012	2013	2014	2015	2016	2017
WPCRC	\$223,960	\$216,831	\$207,334	\$201,874	\$224,848	\$228,419
Golf Courses	\$2,447,912	\$2,798,144	\$2,667,619	\$3,065,706	\$3,217,296	\$2,859,254
Aquatics	\$464,006	\$417,676	\$348,400	\$401,192	\$396,600	\$375,824
Total Revenue	\$3,135,878	\$3,432,651	\$3,223,353	\$3,668,772	\$3,838,744	\$3,463,497
% Change from Previous Year	-	9.5%	-6.1%	13.8%	4.6%	-9.8%

¹² Revenue identified in this table does not include the Forest Hill Cemetery, golf courses, State Street/Mall Concourse special charges, Olbrich Botanical Gardens, Aquatics, or the Warner Park Community Recreation Center. It also does not include donations to capital projects.

X.X Partnerships and Volunteer Programs

MADISON PARKS FOUNDATION¹³

Madison Parks Foundation is a private non-profit organization. It was founded in 2002 and is an enthusiastic advocate for City of Madison's parks and open spaces - committed to identifying and supporting park improvement opportunities by encouraging and mobilizing the financial support of neighborhood groups, foundations, and residents.

The Madison Parks Foundation is dedicated to future generations of residents through efforts to preserve, maintain and expand parks and open space in Madison. The intended purpose of the Madison Parks Foundation is to acquire financial resources to make park improvements through memberships, grants and other contributions. The resources of the Madison Parks Foundation are not intended to replace or substitute for tax revenues generated for the annual ongoing maintenance activities of the Parks Division.

The Madison Parks Foundation has been instrumental in fund-raising and providing neighborhood resources for significant park projects including such projects as the Goodman Pool, Cypress Spray Park, Period Garden Park improvements, Carpenter-Ridgeway park labyrinth, Wexford Park playground, Elver and Reindahl splash parks, and the Rennebohm Park playground. They also assist with coordinating donor bench and tree installations.

MADISON PARKS AND VOLUNTEERS

Volunteers are critical to creating and maintaining our vibrant park system, contributing on either a one-time basis or as an ongoing commitment. In 2016, Madison Parks had 1994 volunteers who provided over 30,000¹⁴ hours of time towards improving and enhancing the park system. These donated hours supplement a significant amount of Parks staff time and budget, which allows Madison Parks to provide an even greater level of service to the community. Parks staff also work together with neighborhood associations and other groups to approve projects and identify potential private fund-raising sources and goals. The City Parks Division has the ability to leverage these funds with existing City resources to move forward with projects more quickly. Projects funded through these means vary, but some examples are additional playground equipment, landscaping, and shelters.

Some of the notable volunteer programs and events of 2016 are summarized in Table X.X.

¹³ Information obtained from Madison Parks Foundation website www.madisonparksfoundation.org/

¹⁴ Includes volunteers and hours for Olbrich Botanical Gardens and Warner Park Community Recreation Center.

Table X.X 2016 Notable Volunteer Events

Name	Dates	Number of Parks	Number of Volunteers
Adopt Ice	Jan. & Feb.	7	25
Dog Park Cleanup	Sat., March 26	8	76
Earth Day Challenge	Sat., April 23	31	186
Flower Garden Program	May - Sept.	17	33
Ride the Drive	Sun., July 31	4	91
West Fest	Sat., Aug. 27	1	54
Pickleball Lessons	June 16 - Sept. 29	1	2
Bird & Nature Walks	Sundays, year-round	3	40

Madison Parks endeavors to collaborate with volunteering individuals and organized groups such as neighborhood associations, corporations, Friends groups, and other affiliated organizations to support recurring maintenance projects which are ideal volunteer opportunities. Engaging more stakeholders in this manner fosters long-term investment, interest, and advocacy in our parks. Examples of volunteer maintenance activities include invasive species management, “Adopt Ice” ice rink maintenance, litter pick-up, and flower garden planting. Madison Parks has over 30,000 hours of time donated annually for maintenance projects. The efforts of these volunteers increase the value of our Parks system beyond what the available budgeted funds can accomplish alone.

In addition, over the past several years Parks has had success with creative programming, and placemaking initiatives, many of which would not have been possible without public-private partnerships which facilitated repairs to aging infrastructure. Entities that enter into agreements/contracts with Parks for these type of uses are held to high standards and specified goals, operations, and reporting procedures. Example of these initiatives include the Wingra, Brittingham, Marshall, and Olbrich boat rentals and camps, Let’s Eat Out food cart nights, the Mendota and Camp Randall Rowing Clubs improvements to historic boathouses, the Biergarten at Olbrich Park, and the Mallards Baseball Stadium at Warner Park and Breese Stevens Field.

Madison Parks strives to involve additional individuals and organized groups such as neighborhood associations, corporations, Friends groups and other affiliated organizations to commit on an ongoing basis to a specific park or project. These sustained engagements encourage collaboration between Madison Parks’ staff and volunteers to address large scale improvements, safety issues in our parks, and other initiatives.

Chapter Eight: Park Division Operations and Staff

The Parks Division has numerous responsibilities including designing, planning, and maintaining the City’s park system, as well as the programming and coordination of special events and reservations. The Parks Central, East and West Operations staff are responsible for the maintenance and care of over 270 parks city-wide and facilities including 82 reservable park shelters (including sun shelters), approximately 500 athletic facilities such as ball diamonds, tennis courts and multiuse fields areas. They are also responsible for mowing an additional 925 acres of public land outside park boundaries including greenways and road-right-of way. The Parks Conservation staff is responsible for managing over 1,700 acres of city-owned conservation parks.

The Parks Division also manages non-traditional facilities such as the State Street/Mall Concourse, Olbrich Botanical Gardens, Goodman Pool, Forest Hill Cemetery (on the National Register of Historic Places) one cemetery, four golf courses, and the Warner Park Community Recreation Center. The Forestry Section is included within this Division and is responsible for street trees in public rights-of-way.

These duties are performed throughout the year by 180 full-time employees and 370 seasonal employees.

X.X Structure and Responsibilities

In the City of Madison, the Parks Division is separate from recreation programming services. The primary recreation program is the responsibility of Madison Community and School Recreation (MSCR) run by the Madison Metropolitan School District, which has had a recreation program since 1926.

Figure X.X outlines the various divisions and sections within the Parks Division. The two main categories are Operations, Community Services and Facilities; and Planning, Development, and Finance. The following is a general description of the main responsibilities of each section.

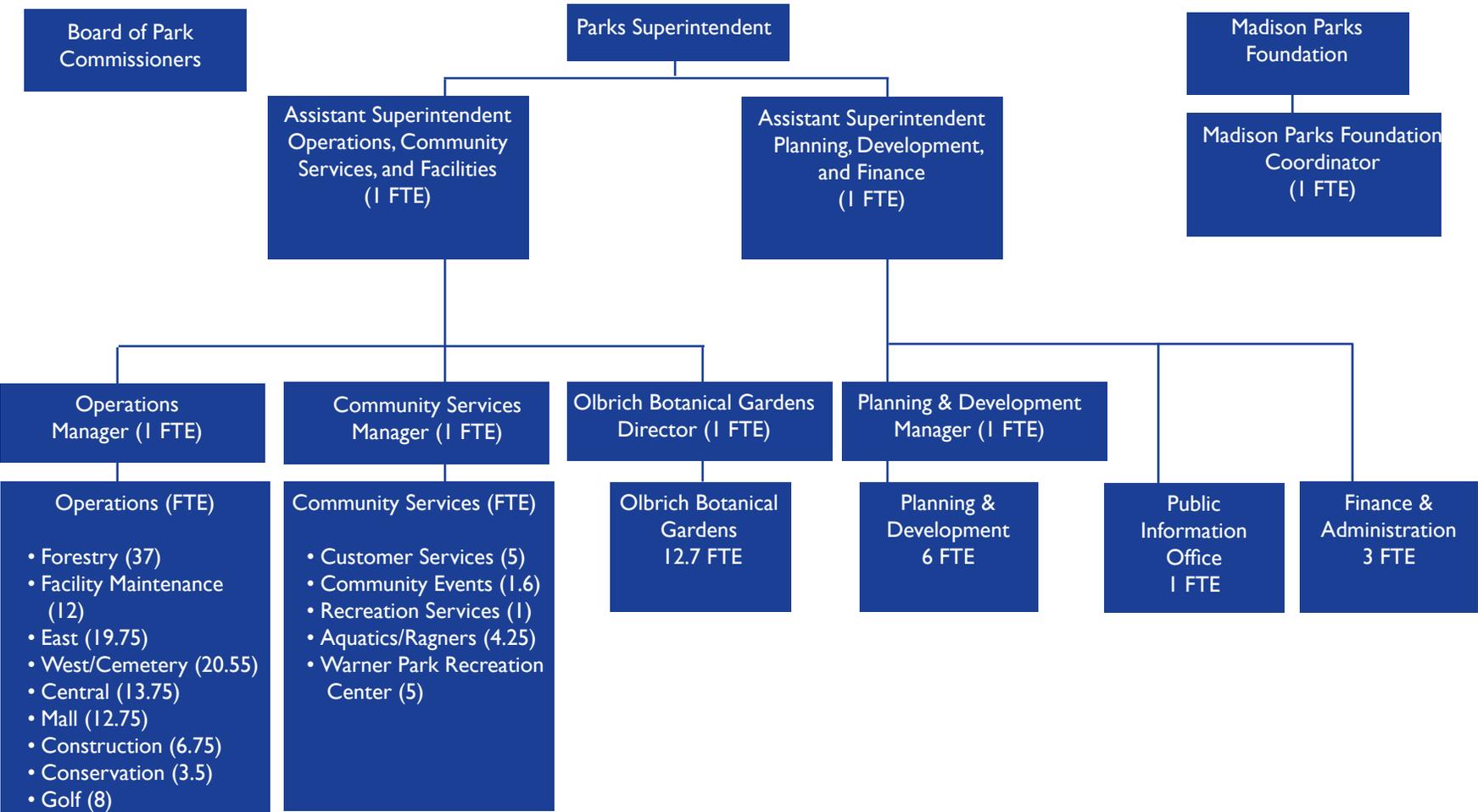
In this Chapter

Structure and Responsibilities

Operating and Capital Budgets

Staffing Analysis

Figure X.X: Parks Division Organizational Structure



COMMUNITY SERVICES

Community Services coordinates all special events and festivals on public land, provides new event initiatives, coordinates programming events on State Street/Capitol Mall Concourse, schedules and coordinates athletic field and shelter reservations, coordinates and processes permitting such as electrical, vending, lake access, dog park, Capitol Square and State Street street-use, and public amplification, coordinates volunteer programs, and manages operations of aquatics, park rangers, and Warner Park Community Recreation Center.

FINANCE AND ADMINISTRATION

Parks Finance and Administration manages payroll, purchasing, revenue billing, budgeting, and administrative policy. It also coordinates hiring procedures, human resource tasks, and employee onboarding.

OLBRICH BOTANICAL GARDENS

The Olbrich Botanical Gardens provides horticultural displays and botanical collections. The garden is a public/private partnership between the Parks Division and the non-profit Olbrich Botanical Society. Olbrich Botanical Gardens serves approximately 325,530 visitors throughout the year and provides educational programs and workshops to the public.

OPERATIONS

Parks Operations is in charge of operations and maintenance of all parks, including the State Street/Capitol Mall Concourse district, and includes the Forestry Section. Responsibilities of Operations staff are vast and include facility construction, maintenance and repairs, shoreline cleanup and maintenance of boat ramps, docks, boathouses, and sailboat storage facilities, mowing and maintaining athletic facilities, and maintenance of trails and parking lots. Parks operation staff also maintains several boulevards, street right of ways, historic sites and bike trails. Parks Operation staff also maintain the City's cemetery, conservation lands, four public golf courses, and several landfills used as parks.

As a component of the Parks Operations department, the Forestry Section manages all street trees. They provide professional tree care and planting for over 100,000 street trees along Madison's 700 miles of city streets. Forestry is also responsible for public safety by responding to broken limbs or storm damaged trees that pose a risk to the public. Plans and recommendations regarding urban forestry and specific concerns regarding Emerald Ash Borer (EAB) are not addressed in this plan as they are being addressed separately through the City's EAB Task Force process.

PLANNING AND DEVELOPMENT

Planning and Development oversees all aspects of park planning and development, including long range planning and policies, park master planning, design and construction of parks, intergovernmental coordination of policies and ordinances, and assists with the site design approval process related to the dedication of parkland and park impact fees, including collection of park impact fees.

PUBLIC INFORMATION OFFICE

The Public Information Office oversees communications by managing the Parks Division’s website, blog posts, social media, news releases, photo library, and publications such as the annual calendar, the Parks Newsletter: Out & About, kiosk messaging, and promotional materials. The Public Information Office also coordinates media inquiries.

X.X. Operating and Capital Budgets

The Parks Division is funded through the City’s annual budgeting process. The Parks Operating Budget includes funding for staffing, maintenance, utilities, and operational expenses. The Capital Budget provides funding for the Parks Division’s capital improvement projects including new facilities, major equipment, and infrastructure repairs.

OPERATING BUDGET

The Operating Budget is funded via the property tax levy, permit fees, parks use fees, leases, and reimbursement of expenses. The Parks Division has a 2018 Operating Budget of approximately \$19.9 million (offset with total revenue of approximately \$6.3 million), which includes funding for the maintenance and operations of all parkland, and also operation of specialized facilities and services such as the Warner Park Community Recreation Center, Olbrich Botanical Gardens, and Forestry. Approximately 85% of these operational expenses in Table X.X below are funded through the property tax levy. Table X.X identifies that levy support over the 2012 to 2018 period has been relatively stable. Operating funding beyond 2018 will be provided as a part of the City’s annual budget process.

Overall, if external revenue streams to the City are not significantly reduced, the Parks Division’s budgetary outlook for the next five to ten years is positive. Anticipated growth in levy support is not likely to be high, but in conjunction with other revenue opportunities, should provide additional resources for the Parks Division. The City’s system of parks and open spaces will continue to expand to meet the demands of an ever-growing population and increased funding will be needed to continue providing quality service delivery. Additionally, increasing volunteerism, growing private fund-raising, and evolving land management practices will also play a significant role in the overarching budgetary picture for Madison Parks.

There are numerous potential funding challenges facing the City in coming years mostly related to declining or stagnating state revenues. It is probable that revenue limitations to the City as a whole will have an adverse impact on funding levels for the Parks Division.

The City of Madison offsets a portion of operational costs with revenues generated from items such as shelter fees, dog park licenses, cross country ski permits, concessions, and lease agreements revenues.

Table X.X: 2013-2018 Operating Budget⁰¹

Year	2012	2013	2014	2015	2016	2017	2018
Operating Budget (Net of Parks Revenues)	\$9,350,079	\$9,497,591	\$9,909,761	\$9,295,911	\$10,250,537	\$10,381,160	\$10,726,048
% Change from Previous Year	-	+1.6%	+4.2%	-6.6%	+9.3%	1.3%	3.2%

CAPITAL BUDGET

The Parks Division develops and updates its five-year Capital Improvement Program every year based on a review of existing infrastructure needs, planned development, and resident and aldermanic input. Depending on funding availability and priorities, projects are identified each year to move forward for review and approval as part of the Capital Budget process. This annual adjustment accounts for changes in available funding, as well as infrastructure improvements required as part of new development.

The Capital Budget includes an annual allocation for capital improvement projects. These projects are funded primarily using ten-year general obligation bonds issued by the City with the debt service being paid by the property tax levy. Significant other revenues for Capital projects include private contributions, state grants, federal grants and impact fees. Table X.X: 2012-2018 Capital Budget highlights the Capital Budget for the Parks Division for the period 2012-2018. This funding provides for new capital assets and/or improvements to existing park assets. The level of funding has grown for over this period. Table X.X shows significant increases and decreases over the five years of the Capital Improvement Program due to the impact of large projects budgeted in future years. Table X.X: 2012-2016 Capital Donations/Contributions identifies the role of donations and contributions becoming an ever more important aspect of capital funding. Given the potential for the overall funding reductions highlighted above, it is important to recognize that future planned capital improvements are still subject to annual appropriation as part of the City's budget process.

Table X.X: 2012-2018 Capital Budget⁰²

Year	2012	2013	2014	2015	2016	2017	2018
General Obligation	\$4,134,500	\$4,651,000	\$6,859,000	\$4,862,000	\$6,791,000	\$6,838,240	\$9,556,000
Other	\$4,512,400	\$5,699,000	\$2,362,000	\$3,950,000	\$9,481,000	\$7,912,000	\$12,152,000
Total	\$8,646,900	\$10,350,000	\$9,221,000	\$8,812,000	\$16,272,000	\$14,750,240	\$21,708,000
% Change from Previous Year	-	+19.7%	-10.9%	-4.4%	+84.7%	-9.4%	+47.2%

01 Excludes the operating budget for Warner Park Community Recreation Center, Olbrich Botanical Gardens, Aquatics, Forestry and Golf. Numbers are net of park revenues which are shown in Table X.X.

02 "Other" funding includes grants, impact fees and donations. Budgets are original adopted budgets and do not include budget revisions.

Table X.X: 2012-2016 Capital Donations/Contributions

Category	2012	2013	2014	2015	2016	2017
Donations/Contributions	\$99,725	\$91,682	\$137,219	\$383,391	\$471,382	\$171,814.57
% Change from Previous Year	-	-8.1%	+49.7%	+179.8%	+22.8%	-63.5%

Table X.X: 2019-2023 Capital Improvement Program⁰³

Source	2019	2020	2021	2022	2023
General Obligation	\$6,579,000	\$8,625,750	\$8,370,000	\$12,558,750	\$9,108,750
Other	\$3,806,000	\$5,521,000	\$2,113,000	\$5,147,250	\$2,201,250
Total	\$10,385,000	\$14,146,750	\$10,483,000	\$17,706,000	\$11,310,000
% Change from Previous Year	-	+36%	-25%	+68%	-36%

X.X Staffing Analysis

This section of the plan analyzes staffing hours within the past five years in regards to planning, maintenance, and development of the City's general park facilities. It is difficult to make definitive correlations between operating and capital budgets versus additional land and responsibilities as demands placed on staff members differ from year to year, varying in terms of weather, difficulty and size of public works projects, specific requests from alder person and neighborhood associations, etc. Additionally, while staff hours may decrease, corresponding increases in technology and efficiency may reduce the required number of staff hours to complete the work.

The comparison provided in this chapter is purely an informative table. It compares data within a five-year period, corresponding to the required five year updates of the Park and Open Space Plan.

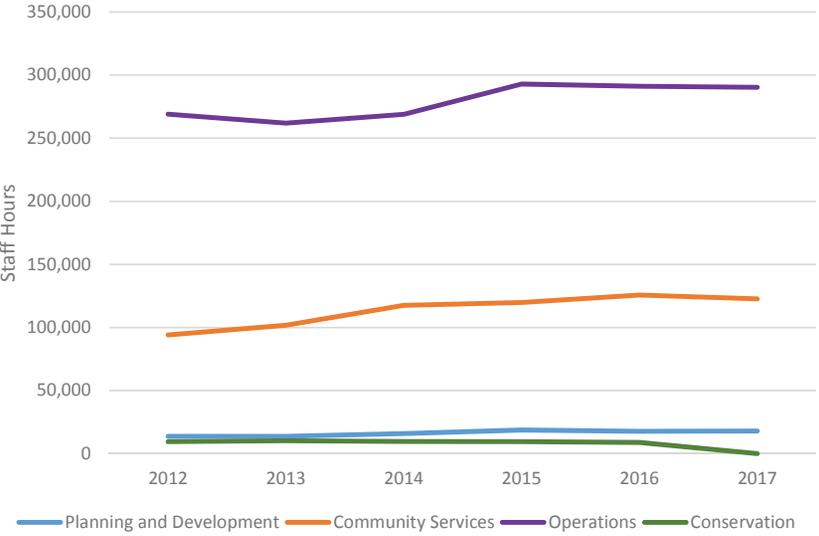
Because of the general analysis of this plan specifically as it relates to parkland, the following divisions within the department are used as indicators to compare staff hours with increased park acreage. This analysis does not include staff hours or budgeting for special facilities such as the Warner Park Community Recreation Center, Forestry (which primarily manages trees in street right of way), Olbrich Botanical Gardens, Aquatics and Golf.

⁰³ The Capital Improvement Program is a plan of future expenditures for Parks Capital needs, which is subject to annual appropriation as part of the Capital Budget process.

Table X.X: 2012-2017 Staff Hours

Year	2012	2013	2014	2015	2016	2017
Planning and Development	13,796	13,796	15,876	18,752	17,704	18,012
Community Services	94,125	101,796	117,498	119,746	125,711	122,657
Operations	269,169	261,975	268,832	292,916	291,187	290,368
Conservation	9,588	10,253	9,702	9,573	8,848	8,987
Total	386,678	387,821	411,908	440,987	443,450	440,024
% Change from Previous Year		.3%	6.2%	7.1%	0.6%	-0.8%
Acreage Change from Previous Year		+5.61	-9.95	-25.18	+2.78	+36.11

Figure X.X: 2012-2017 Staff Hours



PLACEHOLDER FOR ATHLETIC AND SHELTER RESERVATION HISTORY

Chapter Nine: Plan Recommendations

