

Community Services Quarterly Report—Lisa Laschinger, Assistant Parks Superintendent

Warner Park Community Recreation Center (WPCRC)—Terrence Thompson:

WPCRC celebrated its 20th Anniversary on Friday, October 11. Over 600 people attended the full-day celebration. The celebration began with a pancake breakfast sponsored by the Original Pancake House and included free activities, entertainment and drop-in classes throughout the day. The festivities culminated with Family Fun Night and a presentation featuring Mayor Satya Rhodes-Conway and Madison Parks Foundation. WPCRC staff spent a good deal of time coordinating the event along with the planning team and we are beyond grateful for the partnerships and sponsorship from Northside Planning Council, NewBridge, and Madison School and Community Recreation – MSCR for making this celebration possible.

Teen Night continues to be very popular. The 1st Friday each month WPCRC transforms into a safe place for Northside teens to participate in a variety of sports, creative arts, interactive workshops, live music, and performances while hanging out with friends. In August, our focus was the Back-to-School Event with school supply and shoe giveaway, as well as a Financial Management workshop geared toward the teens.

The chart below shows overall facility use to date.

WPCRC Facility Usage Report – 2019

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	YTD	2018	2017
Facility Rentals	336	378	380	434	409	316	454	397	353				3457	4,883	5,007
Pass Visits															
Exercise Room	2122	1896	2145	2047	1812	1566	1541	1252	1605				15,986	23,808	26,993
Game Room	285	316	296	283	346	309	195	151	161				2,342	2,831	2,187
Gymnasium	699	765	1005	710	745	543	385	387	361				5,600	4,152	2,820
June/July numbers do not include gym usage by the MSCR Summer Camp (approx. 1200 visitors per month)															
Game room numbers do not include multiple youth groups and organizations that use the area.															
Also doesn't include members that check into one area, then use another area during the same visit.															

Recreation Services—Tracey Hartley:

Hayride season is upon us. The annual Downtown Madison Family Halloween hayrides held on October 23 had over 680 riders. We also partnered with Friends of Cherokee Marsh to host Hikes and Hayrides at Cherokee Conservation Park with over 350 participants. In November, we will be offering public hayrides at Olin Park through the Holiday Fantasy & Lights on Saturday November 9 from 7-10 PM and again on Sunday 4:30-8:00 PM. As we provided last year, we will be offering reservable hayrides week of Nov. 11.

Winter recreation planning is well underway. We are in the process of hiring winter attendants and will be working to onboard staff, including our newly hired Winter Attendant Coordinator in the coming months. Last year, we piloted a program where we provided skates available for public use at Warner free of charge. We are working on logistics to expand this program and make it available at Olbrich, Warner, Westmorland Parks, which are all unstaffed warming houses, for the coming season. We are also in the process of evaluating operating hours in order to ensure we are providing effective service levels throughout the season.

Volunteers are still busy at work. Operation Fresh Start worked at Kingston Onyx Park the week of Oct. 25 helping to remove invasive buckthorn. The Friends group of Starkweather Creek will be hosting a fall cleanup at Olbrich on Sat. Nov. 16. This cleanup will add to the existing Bird and Nature Outing that is scheduled. As always, we are grateful for the assistance provided by these dedicated groups!

Park Rangers, Disc Golf and Aquatics—Josh Schmitt

Park Rangers have now wrapped up the summer season and moved into the shoulder season and winter planning mode. During August and September we operated near summer staffing levels and our call volume was slightly reduced. Our call volume reached its peak for the year, averaging 1,998 calls per month from May to August, which was approximately a 43% increase over 2018. The chart below shows a breakdown of Ranger calls for service.

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	2019 YTD	2018 YTD
Animal Complaint	47	47	99	84	85	74	86	78	74	674	504
Assist Citizen	4	4	5	4	22	13	7	5	3	67	83
Assist Fire/ Police	1			2	1	2	2	6	2	16	17
Check Person	1		1	3	4	98	17	20	24	168	43
Check Area	663	656	711	932	1412	1435	1507	1537	1431	10284	7874
Behavioral Ban			1			1	2	3	2	9	8
Damage to property	5	2	1	3	3	2	5	1	1	23	28
Drug Investigation				1	1		1		1	4	3
Graffiti complaint		1	2	3	11	4	8	4	8	41	31
Intoxicated Person						1		1	1	3	2
Information	197	126	236	237	405	428	231	239	177	2276	1116
Local Ordinance violation	1		3	4	9	6	28	9	1	61	2
No permanent Address issue	2		2							4	0
Noise complaint				1	3	5	3	2	5	19	20
Parking Complaint	10	16	11	24	52	56	35	14	15	233	172
Trespass		4				1		7	3	15	6
Total reports	931	856	1072	1298	2008	2126	1932	1926	1748	13140	9313

Play and work continue on Disc Golf courses. Staff assisted with preparations for the Yahara Hills tournament in Mid-October that closed 9 holes of golf and was well received and attended. Elver and Heistand courses will be closed and baskets will be removed in mid-November, exact timing is dependent on weather conditions. The team is in the process of preparing the winter course at Yahara and plan to coordinate its opening with the closure of Elver and Heistand.

The Goodman pool, beaches and splash parks have long been officially closed and winterized for the season. In total, we saw an increase in attendance of approximately 4,500 visits (almost 11%) this year over 2018, for a total of 47,595 visits. The increase is directly related to weather, as we had no closures of the pool for the entire month of July. We are working on developing a capital improvement program specific to the pool and identifying improvements that we will be working on over the winter. Overall, the beach season saw few closures until the end of the summer, when water quality issues kept them from being open. We continue to evaluate operational considerations for maintaining clean beaches throughout the summer.

Park and Street Use Events—Kelli Lamberty:

We saw a steady increase in the number of Park Events over previous years and a growing number of day camps. The charts below shows the number and variety of community events. Downtown programming and Day Camps in the parks provide opportunities for children and families to explore and appreciate public spaces in Madison. While most events went smoothly with few issues or concerns, we are working to address others that didn't quite go as intended, as we work through Performance Excellence initiatives.

Street Use Staff Commission addressed the issue of "event fatigue" and over capacity of events on the isthmus by establishing the Downtown Zone - with special rules for run/walk events. We also added additional issuance conditions in the Street Use Ordinance, MGO 10.056. Commissioners may now consider the number, location and size of other events anywhere in the City, when deciding whether to approve an application. As a result of this work, several events have been denied, moved or modified to alleviate some of the pressure in the downtown area. Some events, such as Crazylegs and Race Day events, proactively in coordinated with the Street Use Staff Commission to change their routes to limit disruption to the community.

Policy review and development of First Amendment Events/Political Rally Process are underway, as are efforts to establish a Park Event Ordinance. The goal is to establish criteria and develop a process to administratively approve park event permits, as part of a larger effort to write a formal Park Event Ordinance. We anticipate bringing recommendations to Long Range Planning in early 2020.

2019 Permitted Event Days Madison, WI														2019 totals	2018 totals
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec			
Street Use Events	1	0	2	7	31	50	62	73	52	50	24	12	364	320	
Park Events	6	7	2	10	35	64	44	72	28	28	27	34	357	340	
Block Parties	0	0	0	0	3	18	15	16	29	7	0	0	88	90	
NA Events	0	1	0	1	1	5	18	7	9	5	0	1	48	53	
Camps*	9	24	7	2	6	30	74	54	25	27	21	0	279	288	
DT Performance Spaces**	1	0	3	18	40	51	53	54	40	10	0	0	270	166	
TOTAL	17	32	14	38	116	218	266	276	183	127	72	47	1406	1257	

*Camps - include Tinkergarten, Might Seed, MSCR
 ** - includes "Summer in Your City" BID programming

2019 Park Permits										
PA 1 (6 hour)	PA 2 (6 hour)	Add'l hour PA	Temp Structure w/ Shelter	Temp Structure w/o shelter	Beer/Wine (alcohol free park)	Beer/Wine Sales	Add'l day beer sales	*Vending Permit	Add'l day vending	Add'l day vending
93	41	18	146	21	3	9	13	285	64	64

*Reflects all Vending Permits with varied fees

Parks with most event days & longest events-2019		
Park	Days	Longest events
Olin	87	Fantasy in Lights (59 days) & Reebok Fitbarge (10 days)
McPike Park	42	Eastside Farmers' Market (28 days)
Warner Park	38	New Bridge Concert Series (7 days)
Elver Park	31	Elver Park Famers' Market (18 days)

Front Desk--Joanne Austin:

Legislative Committee Support has been a major focus for the front staff, as they provide administrative assistance throughout the year for various committees, including the Board of Park Commissioners; Parks Long Range Planning; Golf Subcommittee; Urban Forestry Task Force; Facilities, Programs and Fees Subcommittee; as well as the newly formed Task Force on Municipal Golf in Madison Parks. Support includes managing agendas, coordinating schedules, taking minutes and managing communications among others.

The major shelter reservation season has ended for 2019, with limited reservations coming in for the facilities that are still available. In total, we had nearly 2,000 reservations at main shelters for the year, with about 1/3 of reservations were made online and the rest were booked in person or over the phone. The most frequently reserved facilities are Highland Manor, Olin Pavilion and Vilas Park shelter. In general, reservation rates were significantly higher on weekends (Friday-Sunday) than weekdays. This is the first year we are offering the John Wall Family Pavillion in Tenney Park, Elver New and Vilas Park shelters for an extended season through Thanksgiving weekend. Lottery day is scheduled for November 12, 2019. Staff have been busy preparing for this important day by reaching out to legacy users and coordinating schedules within the Parks Division.

Since Madison Parks has been offering picnic shelter reservations, we are better able to understand usage of the facilities. In total, there were 305 picnic shelter reservations in 2019. All reservations were processed by staff, either over the phone or in person. Penn park remains the most popular picnic shelter with 47 shelter reservations, as well as 26 reservations for the concessions stand. Penn was used for a variety of events, including Southside Raiders football games, special events, and individual reservations. Having a large and affordable picnic shelter has proven to be a great asset to the Madison community. Aldo Leopold was used for the Summer Meals Program and had the second most reservations at 46. Haen Park hosted partner programming with the Anji Play program.

Front desk staff play a major role in issuing and processing permits, which are available for purchase online, in person at the Parks office, through a private vendor or at a park kiosk. The chart below shows a permits purchased through October. We anticipate an increase in the total number of permits by the end of the year. 2020 permits will all be available for purchase starting November 15, 2019.

PERMIT GROUP	2019	
	Annual	Daily
Disc Golf	1,469	4,883
Dog	7,642	498
Lake Access	2,989	4,343
Ski Trail	1,472	957
TOTAL	13,572	10,681

Through the Department of Civil Rights, we have been able to begin offering a more comprehensive Language Assistance Program (LAP) to our customers. To best accommodate customers with limited or no English proficiency, front staff often uses LAP services. In particular, the shelter reservation process involves learning about availability, fees and schedules; placing a reservation; picking up and dropping off keys; and using Ranger services. Many documents, including park rules, user survey and Highland Manor parking guidelines have been translated into Spanish to aid in communication and most recently our parking guidelines at Highland Manor.

In 2019, Madison Parks increased the number of watercraft storage spaces to 396 from 354 and all were filled with kayaks or canoes. There are now 17 park locations with storage racks. A survey was sent to storage users in late September. Approximately one-quarter of users responded. Most noteworthy of the responses are usage rates and requests to add more storage spaces at additional parks. Yahara Place Park and Marshall Park are most highly requested. Yahara Place Park does not currently have storage racks, but the prospect will be explored in the off-season. Users who responded overwhelmingly stated they would not use their watercraft as often if it were not stored in a Madison Park. Below is a sample of the survey questions and responses:

Please rank your satisfaction with the following aspects of the watercraft storage program:					
	HIGHLY SATISFIED	SATISFIED	UNSATISFIED	TOTAL	WEIGHTED AVERAGE
Rack quality	48.39% 45	46.24% 43	5.38% 5	93	2.43
Conditions surrounding rack	35.56% 32	48.89% 44	15.56% 14	90	2.20
Pricing	28.57% 26	53.85% 49	17.58% 16	91	2.11
Renewal/application process	41.38% 36	55.17% 48	3.45% 3	87	2.38
Customer service	60.44% 55	36.26% 33	3.30% 3	91	2.57

Overall, Athletic Reservations have wrapped up for the year. Despite continued high frequency of wet weather, only 10.58% of 11,643 athletic reservations were cancelled due to unplayable surfaces or inclement weather in 2019 (as of 10/13/19). This is significantly lower than the 20.2% of 10,859 athletic reservations cancelled in 2018. Improvements are due to additional field care and better communication with customers using our reservation tools.

Athletic Space Types		2019		2018	
		Reservation Counts		Reservation Counts	
Diamonds		1741		2115	
	Approved	1399	80.36%	1517	71.73%
	Cancelled	342	19.64%	598	28.27%
Fields		6349		5494	
	Approved	5660	89.15%	4217	76.76%
	Cancelled	689	10.85%	1277	23.24%
Net/Racquet Courts		3246		2863	
	Approved	3052	94.02%	2574	89.91%
	Cancelled	194	5.98%	289	10.09%
Basketball Courts		47		159	
	Approved	47	100.00%	155	97.48%
	Cancelled	0	0.00%	4	2.52%
Sand Courts		260		228	
	Approved	253	97.31%	203	89.04%
	Cancelled	7	2.69%	25	10.96%
Total		11643		10859	
	Approved	10411	89.42%	8666	79.80%
	Cancelled	1232	10.58%	2193	20.20%