

Community Services Report April 2022 – Terrence Thompson

Customer Service Front Staff (Joanne Austin):

Staffing Update

We are pleased to announce that former District Ranger Kevin Goke is the new Front Desk Lead and Athletic Scheduler. He started on March 7, and he is already doing fantastic. Kevin's knowledge of Parks while working in the field as a Ranger has proven to be very beneficial in his new role. Welcome Kevin!

Permits (Disc Golf, Dog Park, Lake Access, Cross Country Ski)

2022 online permit sales continue to stream in. Convenient and clear QR reader signs are posted at kiosks and the general Parks phone number to make purchasing permits relatively easy.

QR Reader Signs

**DAILY and ANNUAL
PERMITS AVAILABLE ONLINE**

Madison Parks Office 608-266-4711
Park Rangers 608-235-0448
WWW.CITYOFMADISON.COM/PARKS/PERMITS

Lake Access	Dog Park
	
Disc Golf	Ski Trail
	

Once purchased, a receipt will be sent to the email address you provide.
Annual permits will be mailed as soon as possible.
Thank you



Permit Sales

Annual Permits Purchased	2019	2020	2021	2022
Disc Golf	1,470	1,908	2,384	807
Dog (Park/Reg)	7,947	9,258	11,173	5,922
Lake Access	3,004	6,728	6,957	994
Ski Trail	1,474	1,501	3,632	2,605
Daily Permits Purchased	2019	2020	2021	2022
Disc Golf	5284	3279	3045	189
Dog (Park/Reg)	590	200	261	58
Lake Access	4561	2044	2173	80
Ski Trail	967	1017	1150	412

Watercraft Storage (Canoe/Kayak)

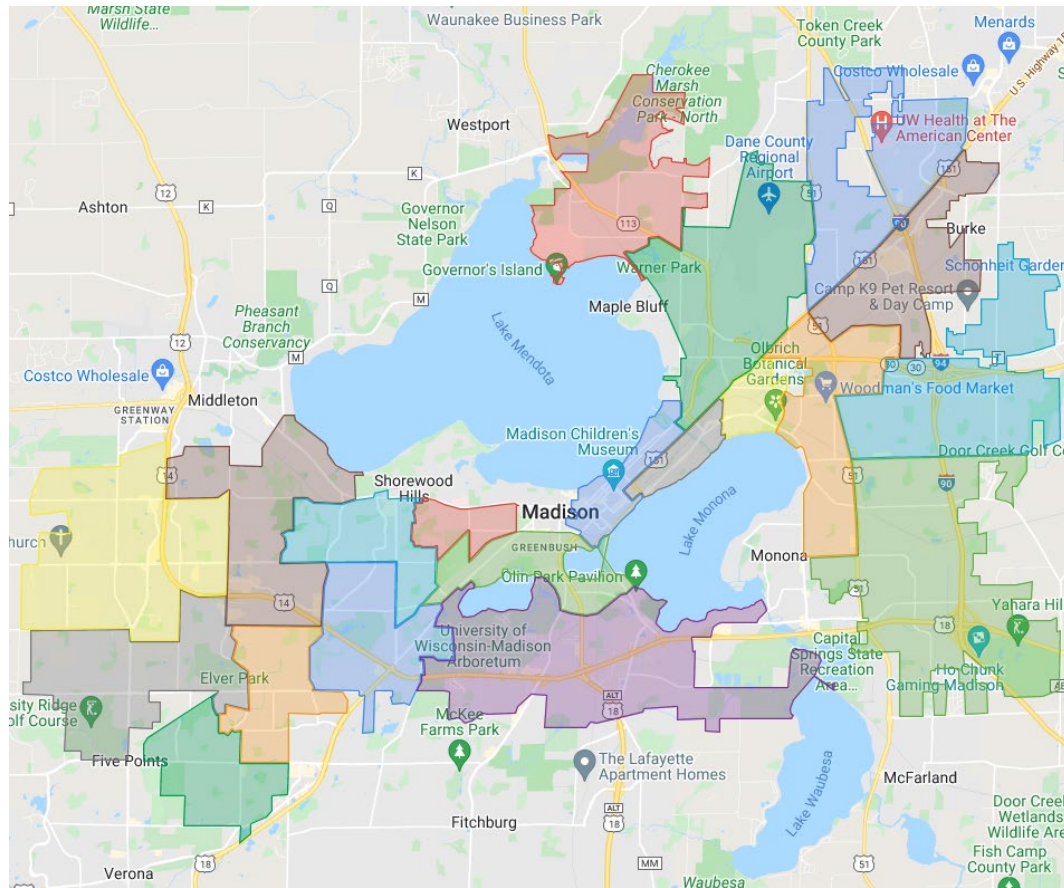
Canoe/Kayak storage agreements expired on April 1, 2022. Liz Levy continues to process incoming renewals (which is a daunting task, given there are 426 spaces). As of April 1, fifteen 2021 agreement holders have not yet indicated whether they plan to renew or have already removed their watercraft. A Ranger will head out on April 4 to see if those spaces are vacant. They will be tagged with a 48-hour removal notice if they are not. We will begin notifying those on the waitlist if spaces become available within a few days following.

	# Watercraft Storage Locations	# Watercraft Storage Spaces
2021	17	426
2020	17	396
2019	17	396
2018	16	354
2017	13	301

Rangers (Joanne Austin):

Ranger Zones – Ranger contacts

Parks with heavily sought-after amenities, such as boat launches or off-leash dog parks, and parks often reserved for large community events receive frequent visits by Rangers throughout all seasons. To ensure other parks do not go an extended time without a visit from a Ranger, former District Ranger Kevin Goke created 'Ranger Zones.' These 24 Zones contain an average of 12 parks. Each time a Ranger visits a park and gets out of the vehicle or checks in with dispatch at a park, a data point is created. This data is tracked in Sharepoint, and Rangers can determine which parks have not been visited recently. As of March 24, 2022, there was just one zone remaining, with some parks still being visited by a Ranger in 2022.



Warner Park Community Recreation Center (Zach Watson):

The WPCRC concluded its inaugural Monday Night Women's Basketball League on March 28 with a post-season tournament. The program's first season was a huge success, with four teams competing in the weekly evening program. The KNOW program partnership with the Madison Parks Foundation assisted the women's league with scorekeeping and operating the scoreboard. Women's league participants expressed their satisfaction with the season, the facility, and overall experience. We plan to expand the program this fall and register more teams.

On March 25, we hosted our first Family Fun Night (FFN) since reopening a little over one year ago. The FFN included a hiring fair. Multiple Parks and Human Resources staff assisted candidates by providing job information and application assistance to reduce barriers to the hiring process. In addition, the evening provided family fun activities, including a bouncy castle, a 3-point contest, bingo, arts and crafts, pizza, and a movie with popcorn.

Recreation Services Coordinator (Tracey Hartley):

Spring volunteer events are starting up in full force. Multiple groups are interested in park clean-up events as well—currently, 17 different groups are supporting parks in April throughout the city.

- Dog Park Cleanup scheduled for April 2 has 44 people registered. This event includes three dog parks: Quann, Sycamore, and Warner.
- Earth Day Challenge scheduled for April 23 has 530 people registered and taking in more registration each day. 57 Parks are participating in this event.
- Bird & Nature Festival scheduled is on April 24 at Warner Park from 1-4pm. Planning is underway with Open Door Sanctuary bringing live birds of prey to see up close, two food carts, and many tabling partners with their displays, information, or hands-on learning. The owl pellet dissecting is a popular activity!
- The flower garden program has 16 Parks included with this program. Plant pick-up day will be on May 18.

Summer preparations for the Goodman Pool and beaches are an area we are working diligently on to find staff, conduct interviews, and plan for training for opening day on June 10.

Community Events (Kelly Post):

The beginning of 2022 looks a lot different from the beginning of 2021. People are eagerly planning events and planning to attend park events in Madison Parks. We have over 100 returning park events that have already submitted date request forms or their Park Event permit applications. Many of the Madison community's favorite events will return: from La Fete de Marquette, Opera in the Park to your favorite run/walk fundraiser and neighborhood picnic. We have spoken with or received applications for over 70 new park events of all shapes and sizes.

Street Use Event permits indicate a return to pre-pandemic numbers. Unfortunately, many of our annual Street Use events were not able to happen in 2020 or 2021 due to the extensive planning they take to pull off and the uncertainty around the COVID pandemic. We have now spoken with the majority of these iconic events that are so important to the culture and economic vitality of Madison, WI. Concerts on the Square will be back on the Square. Art Fair On and Off the Square, Crazylegs Classic, Taste of Madison, Jazz at Five, and the Madison Night Market are all planning to be back in their usual locations, on their usual dates, to name a few.

We are working closely with Meghan Blake-Horst from the Economic Development Division to prepare for the start of the Carts in Parks 2.0 program this summer. We are connecting City licensed food carts with qualifying community park events and providing daily vending opportunities for them in Madison Parks. We have used the many lessons learned from last year's program to streamline the enrollment process and scheduling of the carts. We have a better understanding of how to connect community organizations hosting events to the Carts in Parks program. We anticipate having many food carts enrolled, locations entered into the scheduling software, and food carts signing up for daily vending or community events by early May. Our very first community event participating in Carts in Parks will be Bird and Nature Festival.