

Community Services Report January 2023 – Terrence Thompson

Community Events (Kelly Post):

The Community Events team is kicking off 2023 with a new online Park Event permit application. An email was sent to all our returning annual events, notifying them of the new online application and requesting they contact us with any issues and feedback as they navigate the new process. We are excited to offer this service to our park event organizers. As with most process improvements, we anticipate minor issues and plan to work through those early in the year.

The Street Use Staff Commission will begin meeting on January 11, 2023, and will meet bi-weekly through November. The staff commission has seen several staffing changes in the last year, with retirements and position changes. We will meet with each represented division to ensure we are all on the same page regarding communication with event organizers, policy and ordinance requirements, and permit conditions.

Community Events Team 2023 goals:

- Commercial Use of Madison Parks – propose policy and processes.
 - Research how other municipalities handle these requests
 - Analyze data from the last two years of Madison Park’s Carts in Parks, Classes in Parks, Day Camps in Parks, and Parks Vending permits
 - Propose recommendations to the Facilities, Programs, and Fees subcommittee (FPF) and Board of Park Commissioners (BPC) in early 2023
- Carts in Parks 2023
 - January 23 FPF – propose Carts in Parks 2023 to refer to the BPC in February and recommend approval.
- Update websites and applications for all special events to be more user-friendly based on feedback gathered over the last couple of years.
- Document permit processes for each type of permit issued; create a manual for future staff on the Community Event team for training and sustainability purposes.

Notable upcoming 2023 events:

- January 28 @ Brittingham Park – Kids Ice Fishing Day: free equipment, instructions, and food for kids that want to learn how to ice fish
- February 18 @ Olin Park - Polar Plunge: the iconic (and very cold) fundraiser for the Wisconsin Special Olympics.
- March 12 @ Capitol Square - St. Patrick’s Day Parade: returning after a three-year pandemic pause.

Warner Park Community Recreation Center (Zach Watson):

During the Fall of 2022, the WPCRC provided the community with an array of opportunities to utilize the Center and received fantastic recognition for expanding and enhancing our programming. The KNOW Program partnership with the Madison Parks Foundation was awarded \$94,000 for the 4th quarter of the 100 Men of Dane County Grant series. After falling short by several votes for the 3rd quarter grant award, it was an excellent way to welcome the winter months, knowing we will be able to continue to make more profound impacts for the youth and young adults we serve. The 4th Quarter grant presentation occurred on Thursday, November 17th, at Buck & Honey's Monona.

On December 3, 2022, the WPCRC hosted the 23rd Annual Holiday Fest Arts and Craft Show. Over 80 vendors sold their homemade goods, including a variety of jewelry, lotions, balms, baked goods, knitwear, paintings, home décor, and more. The event attracted 1,594 shoppers to kick off the holiday season, which is the second largest attendance since 2018. WPCRC will host Spring Fest on Saturday, May 6, 2023.



Recreation Services & Aquatics (Tracey Hartley & Shane Martin)

Recreation Services

We have several winter recreation events planned over the next two months, including; Groove & Glides, snowshoe hike events, Skate Cinema, and Learn to Ice Fish and Play Hockey.

Aquatics

We have been engaging in pre-planning meetings with Parks and The Goodman Waves for the All City Swim Meet at the Goodman Pool from July 27-29, 2023. In addition, we are posting Aquatics positions and determining returning staff for the Goodman Pool and beaches for the summer.

Winter Recreation

Winter recreation operations began on December 21, 2022, at Elver. We were able to open Vilas before the warmer weather would no longer allow us to remain open. Currently, all winter recreation is closed. Locations will be ready to open once the weather permits. We are still in the process of hiring winter staff.

Customer Service (Joanne Austin):

Welcome to 2023! This is an excellent time of year to introduce the front office staff, who have recently settled in at the new Parks facility at 330 E. Lakeside Street. Quality customer service is vital, and this team does this well. Each staff member responds to general parks emails, phone calls, and in-person inquiries. Customer service staff process shelter and athletic field reservations, disc golf, cross-country ski, dog park, and lake access permits.

Additionally, we assist with activity registrations, provide administrative support to other staff members, administer the watercraft and mooring agreements, reconcile and process deposits, and provide administrative support for public meetings, such as the Board of Park

Commissioners. The list of duties goes on, and each team member assists whenever needed. Please come visit us at the new facility. We would love to see you!



Top Left to Right – Nicole M and Luna C (Admin Clerks) and Kevin G (Program Assistant)
 Bottom Left to Right – Joanne A (Supervisor) and Nataliya A (Admin Clerk)

2023 Reservations and Permits Update

Numerous shelter reservations have already been made for the year, and we will receive more requests to reserve shelters when spring arrives. Athletic field reservation requests will begin streaming in early in the year too. For now, all athletic fields remain closed. Annual Lake, Dog, Disc Golf, and Cross Country Ski permits have been available for purchase since November 1, 2022. Online permit sales continue to go well, and with the beautiful snow that fell in mid-December, numerous 2023 ski permits have already been purchased. Below are permit sales totals for 2020-2022.

ANNUAL	2020	2021	2022
Disc Golf	1,908	2,384	2,179
Dog Park	9,233	11,167	8,810
Lake Access	6,728	6,956	5,998
Ski Trail	1,501	3,632	2,608
TOTAL	19,370	24,139	19,595

DAILY	2020	2021	2022
Disc Golf	3,279	3,045	2,760
Dog Park	200	261	228
Lake Access	2,044	2,173	2,473
Ski Trail	1,017	1,150	421
TOTAL	6,540	6,629	5,882

Rangers (Jason Vroman):

Ranger Staffing Update

Ranger staffing remains strong and is fully staffed. The newest permanent Ranger, Michaela Daly, has completed her field-training program and has hit the ground running. Rangers are settling into the new office space and enjoy being in the same building with most of the Community Services and Administrative staff. Winter Operations are underway, and daily Ranger staffing has increased to support staff needs. Lastly, we look forward to welcoming an intern, Dawson Tsyver,

to the team as he completes a 15-week internship for UW-Madison. Dawson is studying Criminal Justice and will benefit the Ranger team in many ways.

Community Engagement Highlights

Rangers have been very active in the community. There have been several key developments in support of increasing access to Madison Parks. Most notably, Rangers were involved in implementing a policy change to allow the skate park at McPike Park to remain open and unlocked during park open hours year-round. This is a policy shift from locking the gates each night and opening them each morning by Ranger and Operations staff. Further, the skate park has historically been locked over the winter months, prohibiting access to the skateboarding community during nice days. Keeping the skate park unlocked will benefit the skating community and provide a more accessible skate park to Madison residents.



Another key development is the pending adoption by the Common Council to revise the parking ordinances that guide the park's parking policy. Ranger staff worked on revising the current ordinances to create a new, clear, and equitable parking policy that can be applied to all parks in the city. This will provide park users a clearer understanding of the rules and regulations when parking in the City of Madison parks parking lots and give Rangers the tools necessary to handle issues more efficiently as they arise.

Lastly, Rangers collaborated with city partners and unhoused outreach providers to begin a massive cleanup at Starkweather Park. Rangers worked with the Community Development Division to utilize funding from MACH OneHealth to clean up the remnants of many abandoned encampments. The total cost of the cleanup is estimated to be approximately \$25,000. The contractor, Paul Davis, cleaned up the site over several days. As a result, the Conservation Park is in better shape by removing the leftover debris.



Before clean up



After clean up