

Community Services Report October 2023 – Terrence Thompson

Community Events & Customer Service Events (Kelly Post)

Permit Types	2023 Permitted Event Days (to-date)												2023 totals	2022 totals
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		
Street Use Events (131 permits)	1	1	6	16	25	74	69	79	55	18	7	1	352	222
Park Events* (236 permits)	5	6	2	26	48	197	204	163	29	15	0	0	695	672
Block Parties (98 permits)	0	0	0	1	5	10	27	13	33	9	0	0	98	101
DT Performance Spaces** (179 permits)	1	5	0	7	17	42	40	40	26	1	0	0	179	187
TOTAL	7	12	8	50	95	323	340	295	143	43	7	1	1324	1182
*Includes Park Events, Community/Neighborhood Park Events permits, Classes in Parks, Day Camps in Parks, Open Space Park permits														
**Includes BID programming														
# of permits issued (to-date)	2023	2022	2021	2020	2019	2018	2017							
Street Use Events	131	136	77	52	151	140	136							
Park Events	236	262	189	60	175	134	155							
Block Parties	98	101	88	9	91	90	90							

Madison Parks and public spaces have hosted many wonderful events throughout the 2023 event season. We have permitted many returning, annual events, and many new events. New events in 2023 included the All City Swim Meet at the Goodman Pool and the 100th Anniversary EScow Nationals sailing regatta at Marshal Park. Permitting numbers are on track to be almost identical to our 2022 numbers.

As we wind down the busy permitting season, we are looking ahead to 2024. Qualifying, annual, and returning events have been sent their 2024 date request forms so we can reserve parks, shelters, and athletic spaces before reservations open up to the public in November for those qualifying events. We will also work on process improvements for our customers by updating our online applications, creating more accessible and fillable application forms, and updating our Community Event websites.

Parks Alive (Debra Alleyne)

Community Engagement Planning: Because Parks Alive was established around the core principle of building stronger neighborhoods, we have devoted time to community engagement efforts and identifying untapped resources. In addition to planning, coordinating, and executing Parks Alive events, we will spend the upcoming months investing in stakeholder engagement. This includes:

- Resident engagement activities:
 - Attending community events
 - Direct connection with residents through advocacy groups
 - Participation in NRT meetings and events
- Partnership engagement activities
 - Bolstering existing partner relationships
 - Incorporating partner feedback into upcoming Parks Alive planning
 - Engaging in reciprocal support for partner activities and events
- Program awareness campaign
 - Identifying local businesses and nonprofits specific to each neighborhood
 - Sharing information about Parks Alive and its mission
 - Exploring new partnership opportunities
 - Determining levels of partnership engagement (information sharing, active participation, resource sharing, sponsorships)

Parks Alive 365: At the Parks Alive events this year, we surveyed the participants about their experience and interest in future programming. The feedback showed the community's marked interest in attending events held at different times of the year (see Chart A)

Would you be interested in attending Parks Alive events during other seasons? (Select all that apply)

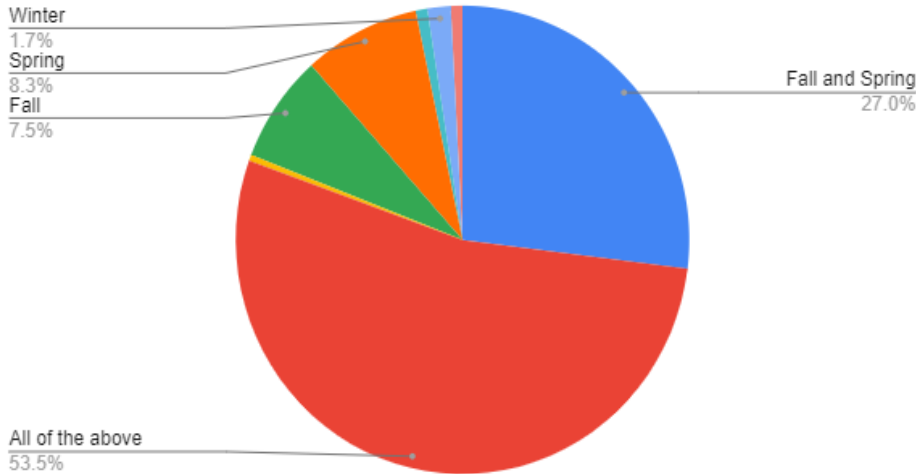


Chart A

As such, we are working with the Parks Alive Backbone Crew to explore season-appropriate activities to engage the Parks Alive communities. Based on their responses in the survey (see Chart B), the community has shared their interest in auxiliary activities that they would like to see included in the Parks Alive offerings. We are connecting with our organizational and municipal partners to meet these needs and sourcing expertise and resources to enhance our programming.

Resident Support for New Activities at Parks Alive

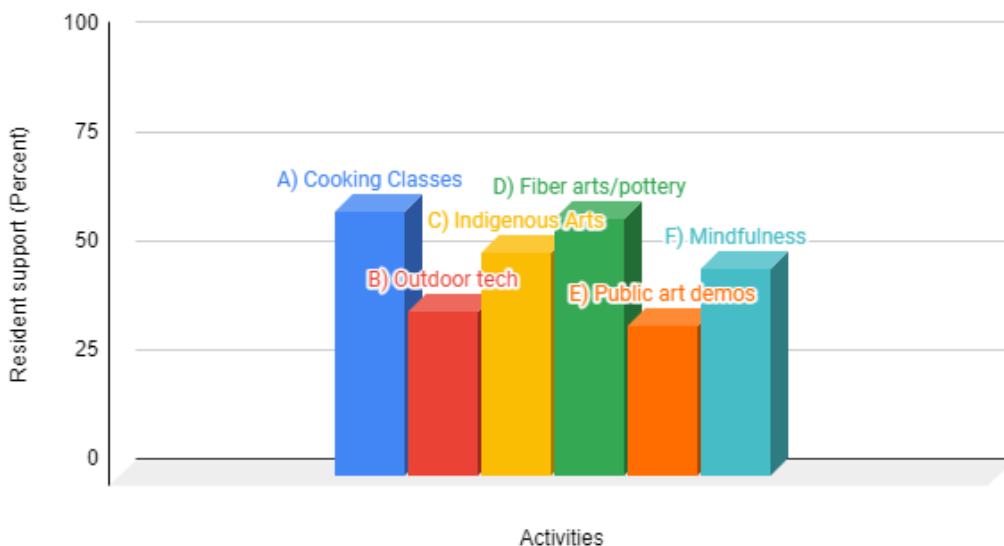


Chart B

Customer Service (Joanne Austin)

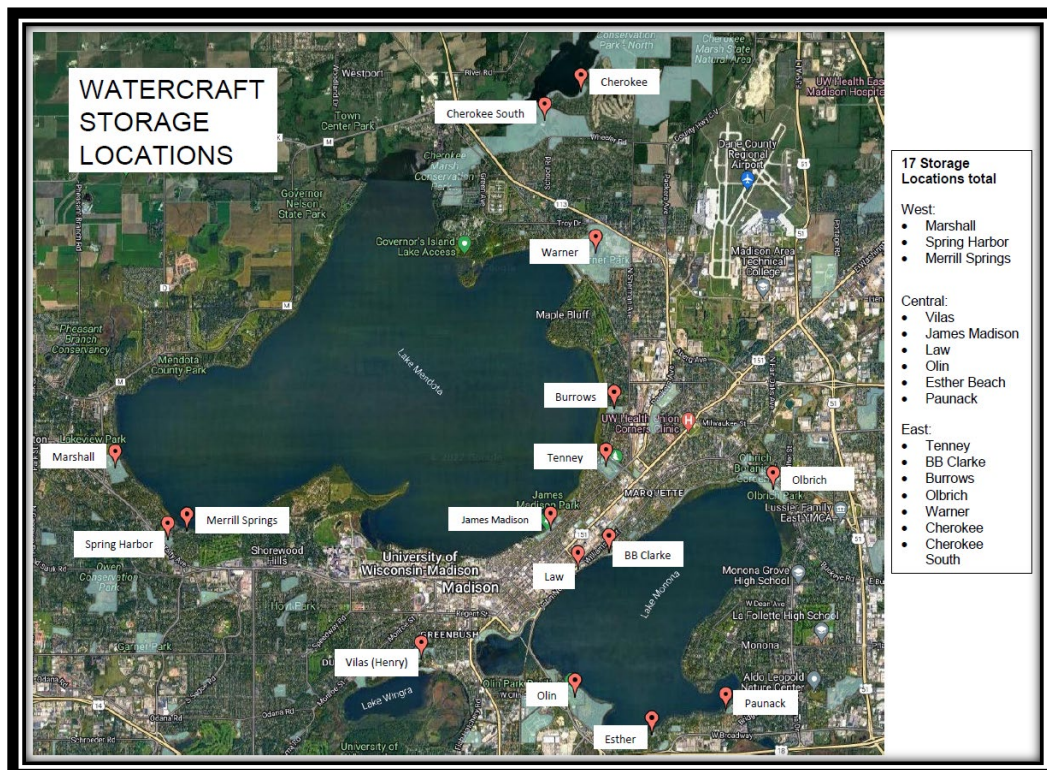
Park Permits: Due to permit process changes brought on by the 2020 pandemic, most permits are purchased online, with a few walk-ins at the Madison Parks office and over the phone. Both daily and annual permits can be purchased on the day of service or in advance. Customers who are unable or prefer not to buy online can call the Parks office for assistance during business hours. All 2024 Permits will be available for purchase starting November 1, 2023. Below are the annual and daily permits issued.

ANNUAL	2021	2022	2023
Disc Golf	2,384	2,179	2,123
Dog Permits	11,071	8,851	8,693
Lake Access	6,956	5,998	5,823

DAILY	2021	2022	2023
Disc Golf	3,045	2,760	1,778
Dog Permits	261	228	178
Lake Access	2,173	2,473	2,848

Shelter and Athletic Reservations: The 2023 shelter and athletic reservation season will soon wrap up. Madison Parks has 22 primary and 60+ picnic shelters across the city. Highland Manor and Gates of Heaven are available to reserve 365 days out of the year. Highland Manor has been reserved the most in 2023, with 136 reservations. There have been only 6 weekend days that we did not reserve January-September. We anticipate filling the remaining available weekends before year-end. Customers will begin placing their 2024 shelter reservations starting Tuesday, November 14. Despite the extreme heat and dry weather Madison experienced, athletic reservations were abundant this year. Fields will close at the end of October.

Mooring and Watercraft Storage: 26 of 30 mooring spaces were rented in 2023. Watercraft storage continues to be highly desired by customers wishing to store their canoes, kayaks, and standup paddleboards. All of our 17 park locations with racks, which have 424 spaces available, have been filled this year. There are currently 424 people on the waitlist.



Recreation Services & Aquatics

Events (Tracey Hartley)

Movies have wrapped up, and we are calculating the final attendance numbers. They were a big hit, as usual! Summer events have ended, but fall activities are quickly approaching, with Hayride events right around the corner. The Learning Series events are picking back up, with Emma helping plan them. Trucks & Treasures had 1,002 attendees at Warner Park, 24 vehicles/equipment, and 1 kid-to-kid garage sale. Upcoming events include Learn to Fish, Learn to Stargaze, Learn about Winter Biking, Hikes & Hayrides, Halloween Events, and more!

Aquatics (Shane Martin)

The Goodman Pool closed on August 27, and the summer 2023 Aquatics season concluded on September 8. Due to good weather, we kept the beach lane lines in for an additional 4-days. Approximately 35,000 people came to Goodman Pool this summer, with over 8,000 of those during the All City Swim Meet. Warner and Vilas Beaches were open during the 10-day shutdown of Goodman Pool for the All City Swim meet. Vilas and Tenney beach were open Labor Day Weekend.

Winter Recreation: Winter operations planning is underway. We will be ready to open when the Madison Metropolitan School District winter break starts on December 20. Odana Hills Golf Course, Tenney Park, Elver Park, and Vilas Park will be open this year, weather and ice conditions permitting. Goodman Park is getting a nice rink installed, with construction currently underway.

Rangers & Volunteers

Rangers (Jason Vroman)

Emergency Response: Park Rangers are having an impact all over the Madison community. Hourly Ranger Louie Brien was involved in several incidents over the last 2-months that was highlighted by Ranger Brien administering Narcan to a park visitor at Reindahl Park who had overdosed and stopped breathing. Ranger Brien's quick action brought rescue personnel to the scene and saved the patient's life. The patient was breathing and alert by the time EMS arrived. Ranger Brien was awarded a Life Safety Award from the Madison Fire Department for his efforts. We had a small celebration where his family observed him getting the award.





Community Impact: Rangers have been active all over the city and interact with many in the unhoused community as part of their regular duties. During routine patrol or in response to dispatch requests and phone calls, Rangers seek to connect individuals needing assistance with City resources. Ranger staff that encounter individuals sleeping outside in Parks are the first step in making the right connections for some in need and often refer cases to contracted Street Outreach provider, Catalyst for Change. In 2023, Rangers referred 91 individuals to get help and have no known active park encampments.

Community Engagement: In addition to park patrols and other daily duties Rangers provide, staff found time to attend and support several community events. Most notably, Rangers participated in or attended most Parks Alive Events. Rangers connected with the community by engaging with participants and handing out Junior Ranger stickers to many children in attendance. Rangers set up and staffed a disc golf station at a few events where community members could learn about and play disc golf.



Volunteers (John Weichelt)

Volunteer Group Work Days: Our volunteer program is growing stronger and more diverse every day, and we look forward to continuing our work in the upcoming months. We have successfully organized and completed 16 large-scale volunteer events, with 226 volunteers contributing over 500 hours. The groups included UW organizations, local businesses, high school groups, and the Madison Fire Department recruits. The work completed included trash pickup, invasive removal, shoreline clean up, and post-Badger game park clean up. These events are in addition to ongoing volunteer work projects led by friends groups and others that have adopted larger park sections.

Volunteer Processes Revamp: There remains high interest in volunteering with Madison Parks. Interested volunteers are now contacted immediately with information regarding volunteer options. We have introduced new forms to process applications for volunteer group projects and staff requests for volunteers more timely. We have worked with Human Resources to define and clarify background check policies for volunteers and continue researching and working with City IT on selecting a volunteer management software program. The volunteer program has joined the planning meetings for signature events like Ride the Drive (RTD) and the Earth Day Challenge to define volunteer position descriptions better and begin assigning tasks and roles to the RTD Steering Committee members to engage them as self-directed individuals and volunteer teams. In the upcoming quarter, the volunteer program hopes to assist with recruiting volunteers for Hayrides in the Park, disc golf course clean up, trail clean up, and ice adoption.



Warner Park Community Recreation Center (Zach Watson)

The WPCRC's summer season was jam-packed with recreational opportunities, events, and programs to help the community stay active and connected. The WPCRC had a successful down week for annual facility maintenance August 28-September 1.

The KNOW program partnership with the Madison Parks Foundation assisted with coordinating sports physical opportunities for incoming and current East High School (EHS) Student-Athletes. EHS Student-Athletes were able to schedule an appointment at Union Corners Clinic every Saturday, July 15-August 12.

The WPCRC partnered with former East High School standout and current professional basketball player and owner of Hilliard Pro Development, Nimrod Hilliard IV, to provide an "Elite Open Run" series for the KNOW program on Saturdays July-August.