



2025 Parks Division Workplan

April 9, 2025
CJ Ryan, Assistant Parks Superintendent

Principles of Success



Purpose



Celebration



Honesty and
Accountability



Never Finished

2024 Goals

Advance Sustainable
& Resilient Land
Management
Practices throughout
the Parks System

Develop and
Complete the 2025 -
2030 Park and Open
Space Plan

Advance the Golf
Program
Transformation

Implement the Equity
in Action Plan

Build a Division-Wide
Volunteer
Management Program

Build a Sustainable
Model for Parks Alive

Support the Growth of
Olbrich Botanical
Gardens

Employee
Development /
Leadership
Development

Redesign the Lake
Monona Waterfront

Expand Efforts to
Support Nature
Everywhere



2024 Accomplishments

- First futsal court in the system at Penn Park
- Began construction on Door Creek, Tenney Park and Country Grove Park shelters
- Interim Work Order System created and rolled out
- Hired Golf Clubhouse Supervisor
- Hosted WPRA Regional Meeting
- Madison LakeWay Schematic Design Completed
- Procured “Get Connected” Volunteer Mgmt. Software
- Hired first Data Analyst
- POSP conducted comprehensive engagement

Photo credit: Musco Lighting

2024 Accomplishments

- Royal Thai Pavilion restoration completed
- Hosted the 2024 International Nature Everywhere Conference
- Updated Olbrich Botanical Gardens Plant Collections Policy
- Tree inventory project and TreeKeeper software utilized
- Completed design and began planting landscape at Lakeside Offices
- Operating budget spent within 3% of target
- First 2 electric riding mowers added to fleet



2025 Goals

Advance Sustainable
& Land Management
Practices throughout
the Parks System

Improve the
Effectiveness of
Parks Internal
Systems

Advance the Golf
Program
Transformation

Implement the Equity
Action Plan

Build a Division-Wide
Volunteer
Management
Program

Expand Programming
Opportunities

Support the Growth
of Olbrich Botanical
Gardens

Support Employee
and Leadership
Development

Advance Key
Master Plans

Advance Division
Communications

Adopt Strategic Plans

GOAL 1: Advance Sustainable & Resilient Land Management Practices throughout the Parks System

Document the Parks Tree Management Plan

Improve the Natural Areas Management Internal Processes

Plan and implement 2025 Beautification Projects

Continue Electric Vehicle and Equipment Fleet Adoption



Goal 2: Improve the Effectiveness and Efficiency of Parks Internal Systems

Dataset inventory Refinement and Management

Budget Review, Analysis, and Adjustment

Improve Facilities Management Documentation

Implement Streamlined Purchasing Procedures





Goal 3: Advance the Golf Program Transformation

- Complete Yahara Hills Golf Course renovation and rebranding
- Implement clubhouse operational improvements
- Grow and sustain The Glen Golf Park programming and initiate programming at Monona, Yahara Hills and Odana Hills
- Procure and Implement Point of Sale System
- Utilize metrics for reporting and decision making

Goal 4: Implement the Equity Action Plan

- Create Equity Onboarding Video for new Equity Team members
- Confirm core team members and leaders
- Establish and Maintain 80% meeting attendance
- Submit DCR Equity Action Plan
- Report to Leadership Team & Board of Park Commissioners



Madison Parks

Leveling the Playing Field

What is the Racial Equity Action Plan?

From the inception of our country, **government at the local, state, and federal level has played a role in creating and maintaining racial inequities.** We recognize that the creation and perpetuation of racial inequities has been baked into government, and that racial inequities across all indicators for success are deep and pervasive.

The Racial Equity Action Plan is an internal working document that provides a framework of best practices to engage in the transformation necessary to level the playing field and uplift all communities while paying close attention to those often excluded from parks and open spaces.

Madison Parks Racial Equity Action Plan is centered on:

- 1** Improving **health outcomes** and **connection** to the Parks system
- 2** Strengthening outreach and **public participation** from communities of color
- 3** Creating a **racially diverse and inclusive** workforce
- 4** Ongoing training to improve understanding of racial equity concepts and tools

Goal 5: Build the Division-Wide Volunteer Management Program

- Establish Friends Groups Rules and Guidelines
- Operationalize Volunteer Management Software
- Recruit and manage 180 volunteers for Ride the Drive
- Issue a 2024 Year End Report
- Establish guidelines for the Flower Garden Program
- Make improvements to Friends Group Workdays



Goal 6: Innovate and Expand Programming Opportunities

- Open new programming with WPCRC Expansion
- Open new programming with Door Creek Shelter
- Build Sustainable Parks Alive Program
- Support Nature Everywhere Program
- Create Solicitation for an Athletic Complex at Northeast Park
- Explore Adaptive Reuse at 305 S. Bedford





Photo credit: Focal Flame Photography

Goal 7: Support the Growth of Olbrich Botanical Gardens

- Prepare Olbrich Botanical Gardens to serve a growing Dane County and Madison audience along with increase in tourism.
- Tell the story of Olbrich Botanical Gardens and inspire others through an interpretive plan
 - Host special celebrations to celebrate milestones for Olbrich Botanical Gardens in 2025
- Improve garden offerings and maintenance operations
- Ensure the Bolz Conservatory is a place of respite and plant conservation for years to come
- Improve the overall security of Olbrich Botanical Gardens
- Implement the new Guest Experience program
- Install a people counting system (SenSource)

Goal 8: Support Employee and Leadership Development

- Kick-off Living Life as Art Training Series
- Train all staff on State Historical Society and Landmarks Permitting
- Create and Implement Permitting SOPs
- Develop and Maintain Centralized Tracking System of Required Trainings
- Training & Travel Process Improvement
- Develop Internal Parks Training on Specific Topics



Goal 9: Advance Key Master Plans

- Madison LakeWay – Schematic Design, Design Development, and Begin Construction Documents
- Madison LakeWay Partners Agreement Executed
- Support Madison LakeWay Fundraising
- Refine Vilas Park Archeological Resources Plan
- Implement Vilas Park Archeological Resources Plan in context of specific Project Areas



Goal 10: Advance Division Communications

- Officially Adopt Madison Parks Logo
- Revamp Parks Communications Plan
- Support Transition of Parks Website to New Content Management System
- Improve Boat Launch Signage
- Conduct Public Celebrations of Completed Projects



Goal 11: Develop and Adopt Strategic Plans

**What's Your Vision for
Madison's Parks &
Open Spaces?**



**Park & Open
Space Plan
2025-2030**

CITY OF
MADISON WISCONSIN

MADISON
PARKS

- Development of POSP with Long Range Planning Subcommittee
- Approval of POSP Through Legislative Process
 - Conduct Needs Assessment and Approve Report via Legislative Process
- Define and Implement Policy Changes based on Needs Assessment Report
- Successfully Manage Impact Fees Program
- Complete the Southwest and Southeast Area Plan Processes



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