

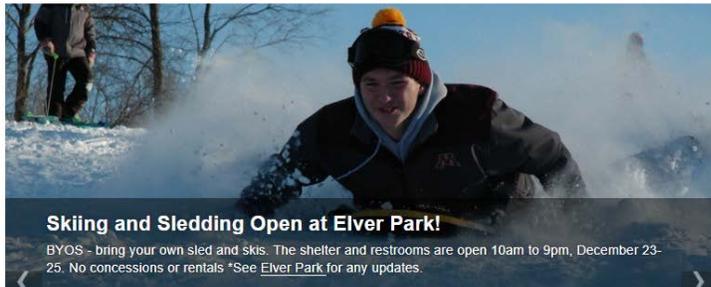
Public Information Office, Ann Shea
 Fall 2019 Summary

Madison Parks' messages communicated through numerous platforms:

- Website
- Social media
- Press Releases
- Brochures
- E-newsletter
- Posters, Flyers, Signage
- Blog posts
- Quarterly Newsletter
- Annual Calendar



City of Madison Parks Share 168



FIELDS CLOSED FOR THE SEASON [View/Hide](#)

Cross-Country Skiing Updates
[View page](#)

Ice Skating Updates [View page](#)

News [View all News Releases](#)

- City of Madison Begins Climate Resilience Planning with Support from University of Wisconsin**
 Posted 12/2/2019 | The City of Madison is partnering with the University of Wisconsin (UW) Nelson Institute for ...
- Soil Drilling, Testing to Begin in Reindahl Park**
 Posted 11/19/2019 | The public may start noticing crews working in Reindahl Park starting at the end of November ...

Events [View All Events](#)

- 12/28/2019 Bird & Nature Outing - Edna Taylor Conservation Park area, December 28
- 01/04/2020 Bird & Nature Outing, Tenney Park, January 4
- 01/05/2020 Bird & Nature Outing, Cherokee Marsh North, January 5
- 01/07/2020 Public Information Meeting - Brentwood and Sheridan Triangle Parks

Madison Parks Blog [View All Posts](#)

- Progress for Pollinators in Madison Parks**
 09/05/2019, 02:59 PM | Progress for pollinators continues in the city and in particular in Madison Parks, Golf Courses and ...
- MMSD Project in Reindahl Park**
 08/27/2019, 11:02 AM | The Madison Metropolitan Sewerage District (MMSD) has been planning for and working on their North ...
- There is a New Worm in Town**

Website

Most popular pages by month and number of external views

Webpage	September 1-30, 2019	September 1 - 30, 2018
Total traffic	71,724	70,932
/parks/golf/odanahills	3,805	3,529
/parks	2,322	2,887
/parks/golf/yaharahills	3,075	3,274
/parks/find-a-park	2,817	2,954

Webpage	October 1-31, 2019	October 1 - 31, 2018
Total traffic	47,279	44,729
/parks	1,786	1,833
/parks/find-a-park	1,853	1,972
/parks/golf/odanahills	2,074	1,341
/parks/golf/yaharahills	1,354	

Webpage	November 1-30, 2019	November 1 - 30, 2018
Total traffic	40,317	41,217
/parks	1,352	1,594
/parks/find-a-park	1,318	1,569
/parks/wpcrc	1,175	1,354
Parks/olinpark	1,294	--
/parks/permits	743	1,153



Trucks & Treasures, Reindahl Park
Saturday, September 21

E-Newsletter

Typically distributed weekly and promotes events, golf, projects and public input meetings

Top Subscription Lists	Number of Subscribers
Madison Parks News	3,179
Golf Madison Parks	2,377
WPCRC	3,256
Parks Winter Activities ice skating and cross-country ski lists merged to this list	3,878
Goodman Pool	3,211

Social Media

Thru December 26, 2019

Main Social Media Platforms	2019 Followers	2018 Followers	Audience Demographics
Facebook (January 2012) cityofmadisonparks	7,649	6,032	Location: Dane County (71%) Gender: Women (77%) Age Range: 25-44 (48%)
Twitter (est. June 2010) *update name* madisonparkswi	5,257	4,934	Location: Wisconsin (71%) Gender: Women (62%) Top Interest: Dogs
Instagram (est. August 2018) madisonparkswi	1,502	997	Location: Madison (75%) Gender: Women (73%) Age Range: 25-44 (71%)

Top engaging Instagram post



madisonparkswi Who remembers winter storm "Draco" from December 19-20, 2012 when more than 15 inches of snow fell in the Madison area? #ThrowbackThursday

Newsletter

Out & About: Madison Parks Quarterly Newsletter

Edition	Pages	Printed
Winter 2019-2020	8	600

Distribution

- Parks Downtown Office
- All Parks events
- WPCRC
- Golf Courses (4)
- All Madison Public Libraries (9)
- Public Meetings
- Greater Madison Convention & Visitors Bureau

Staying Active in Winter

Shhhhh, do you hear that? It's the sound of snowshoeing. This silent sport, along with hiking when we lack good snow-cover, provides a unique way to explore Madison Parks. It's also a fantastic way to stay active during the colder winter months and it's easy to learn.



Thousands of park acres offer miles and varieties of trails to explore. From level paths to hilltop climbs, from sunny open fields or shady woody trails, you can snowshoe just about anywhere with good snow cover. Exceptions are groomed ski trail and off-trail in a conservation park.

HOW TO GET STARTED

- **Rent a Pair:** Elver Park offers limited quantities of rentable snowshoes from the staffed winter shelter. Hours and pricing are listed on the Elver Park webpage.
- **Borrow a Pair:** We've partnered with REI to provide loaner snowshoes on Saturday and Sunday, February 1 and 2 at Elver Park during Madison Winter Festival.
- **Join an Event:** Two candlelight snowshoe hike events scheduled in January, provide a fun evening with other snowshoers and winter hikers. With marked trails less than a mile, experience is not required, and makes for a great beginner experience.
- **Plot your Course:** Take a peek at a trail map posted online for a number of popular parks.

SNOWSHOEING TIPS

While allowed anywhere in a general park with good snow-cover or an ungroomed trail, you should keep a few things in mind while you're out.

- Generally, good snow-cover is defined as more than 4 inches but this depends on the ground conditions and type of snow.
- If you choose to go off trail, be on the lookout and stay clear of any signs of habitat or snow tunnels used by small, native critters for winter survival.
- In a conservation park, stay on ungroomed trails only. Cherokee Marsh-South Unit, Owen and Turville Point have groomed cross-country ski trails when conditions allow.

Learn more: cityofmadison.com/parks/snowshoeing



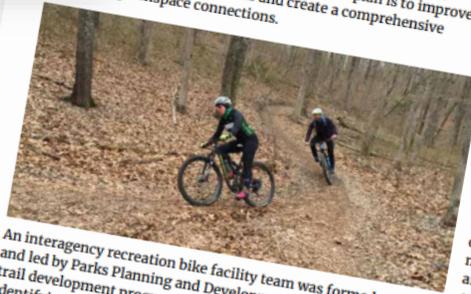
Photograph by Wendy Murkve

Gaining Momentum: Madison's Bicycle Adventure Trail

Idea begins to take shape with a thoughtful plan, to create network of singletrack bike-optimized trails connecting supplementing existing trails. Through research and data analysis as part of the *2018-2023 Park and Open Space Plan*, of the recommended strategies from the plan is to improve connectivity to enhance access and create a comprehensive system of greenspace connections.

Urban singletrack networks have proven to be successful in other mid-sized Midwestern cities by promoting good health through enhanced outdoor recreational opportunities and connecting people to nature.

Images show trail examples in Bentonville, Arkansas, a leader in this effort.



An interagency recreation bike facility team was formed, and led by Parks Planning and Development staff to discuss trail development progress and guide planning efforts, while identifying potential hurdles. Adding to this momentum, Madison Parks received a matching funds grant for \$20,000 from the *International Mountain Bicycling Association (IMBA)* to develop a network of trails connecting greenspaces throughout the city.

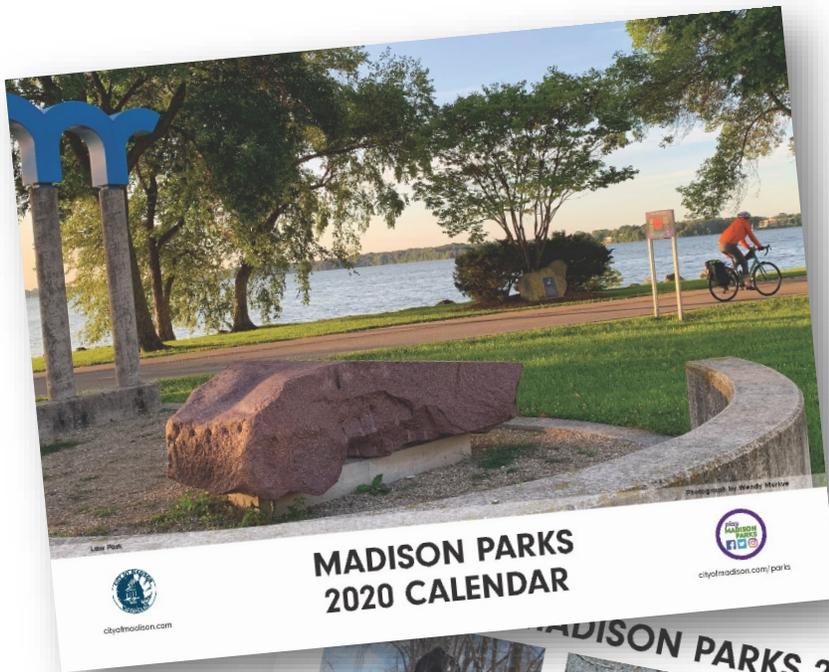
Madison's options and ideas are endless and the public will be invited to join the conversation. Public input meetings on the MBAT plan are anticipated for spring 2020 and will be held throughout the city. Look for updates on the [biking in parks webpage](#).

Currently, Quarry Park offers the only designated mountain biking trail within the city of Madison. While the trails are ideal for the seasoned and savvy mountain biker, if you are a novice, opportunities in Madison are basically non-existent. Through public input and research, the team will oversee the development of the plan for the Madison Bicycle Adventure Trail (MBAT) created by IMBA. The MBAT is a way to connect multiple smaller trail segments in green spaces such as parks, greenways, and stormwater parcels throughout the city. In contrast to wider, multiuse trails, singletrack or mountain bike optimized trails are about the width of a single bike. Trails can feature twists and turns, rocky walls and bridges or be smooth and flowing. Trails are constructed using sustainable features and methods.



Madison Parks 2020 Calendar

Photos Received	152
Calendars Printed	250



Permit Inserts

- disc golf
- lake access
- cross-country ski



Thank you for your purchase of a Madison Parks permit!

For more information on locations and other available permits, visit: cityofmadison.com/parks/permits

Madison Parks
Permits

Dog Park Permit Insert



CONNECT WITH US



210 Martin Luther King, Jr. Blvd., Rm. 104
cityofmadison.com/parks
(608) 266-4711

Thank you for your purchase of a 2020
Madison Parks dog park permit valid
through December 31, 2020.

Look for potential changes to the current ordinance that
may allow more dogs in more parks in 2020. Visit Dogs in
Parks for the latest information.

cityofmadison.com/parks/dogparks