



2018-2022 Park and Open Space Plan Update

Presentation to the Board of Park
Commissioners

City of Madison Park and Open Space Plan

- Guides the City of Madison, its residents, and other governments and agencies in park-related decision-making.
- Qualifies Madison for Federal and State aid funding.

Key Characteristics

- Evidence – based
 - Public input, census & demographic data, GIS mapping and other datasets
- Subject to public review
- Updated every five years
 - Stays current with changing recreational trends, demographics, and park needs
- Plan development is guided by the Parks Long Range Planning Subcommittee

Collaboration and Relevant Major Planning Efforts

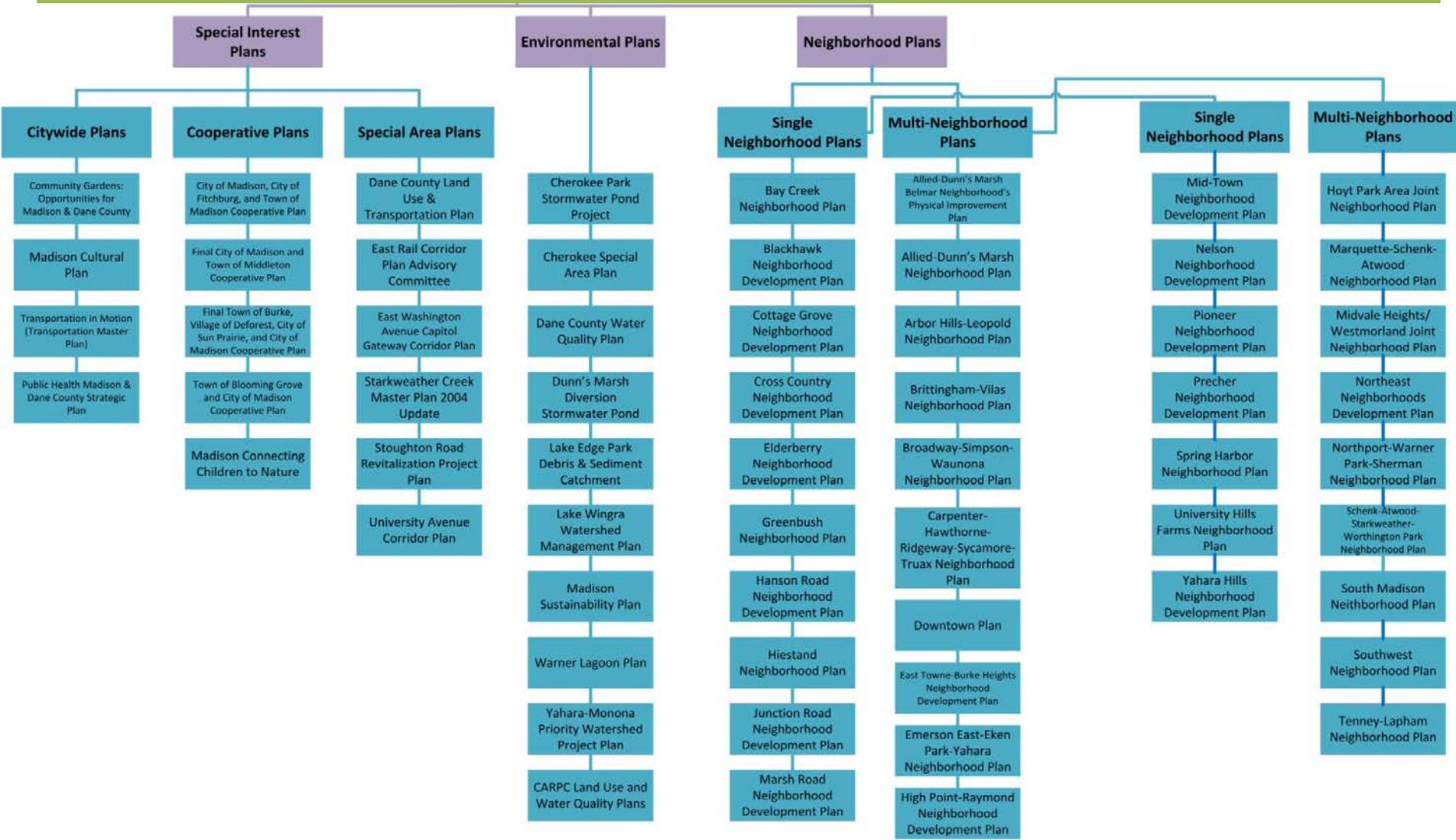
- Guided by staff members of the Racial Justice and Social Equity Initiative (**RESJI**)
- Collaboration with Imagine Madison, City of Madison Comprehensive Plan
- Collaboration with Dane County Park and Open Space Plan also being updated

How this Plan Compares to Other Plans?

- 10,000 foot level
- Identifies and listens to wide variety of community values
- Evaluates city-wide:
 - Recreation and open space demand
 - Demographics & trends
 - Funding & operations
- Prioritizes and recommends large system wide goals

How this Plan Compares to Other Plans?

Park and Open Space Plan



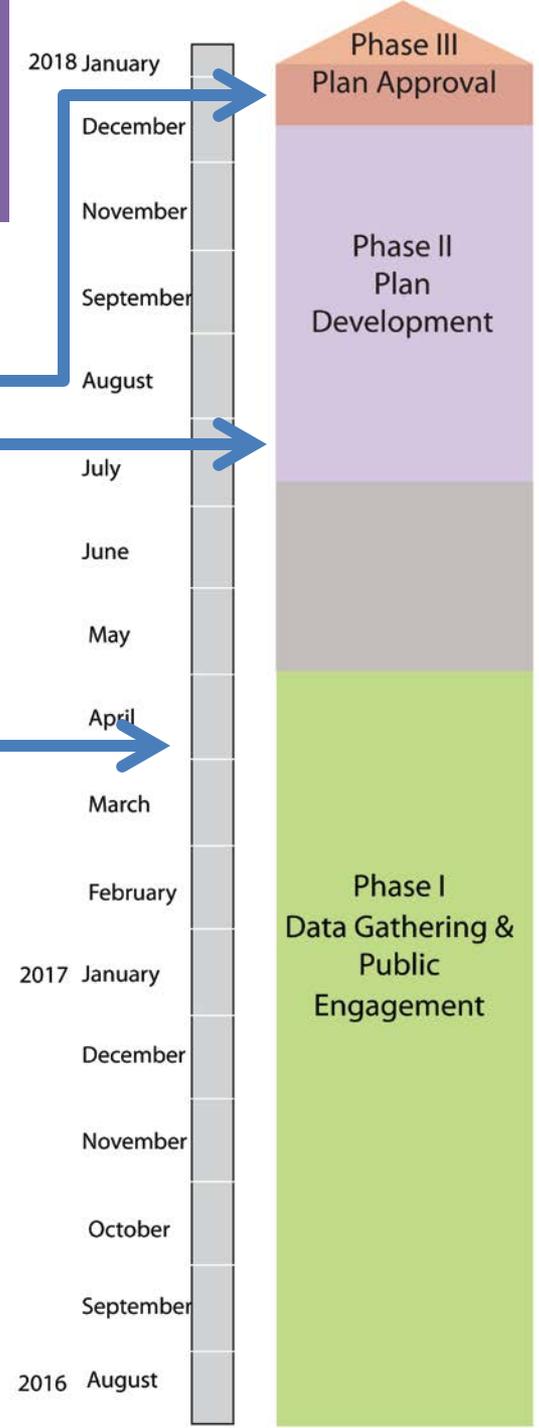
How this Plan is Different than the Last Plan?

- Resiliency
- Health
- Equity
- Sustainability

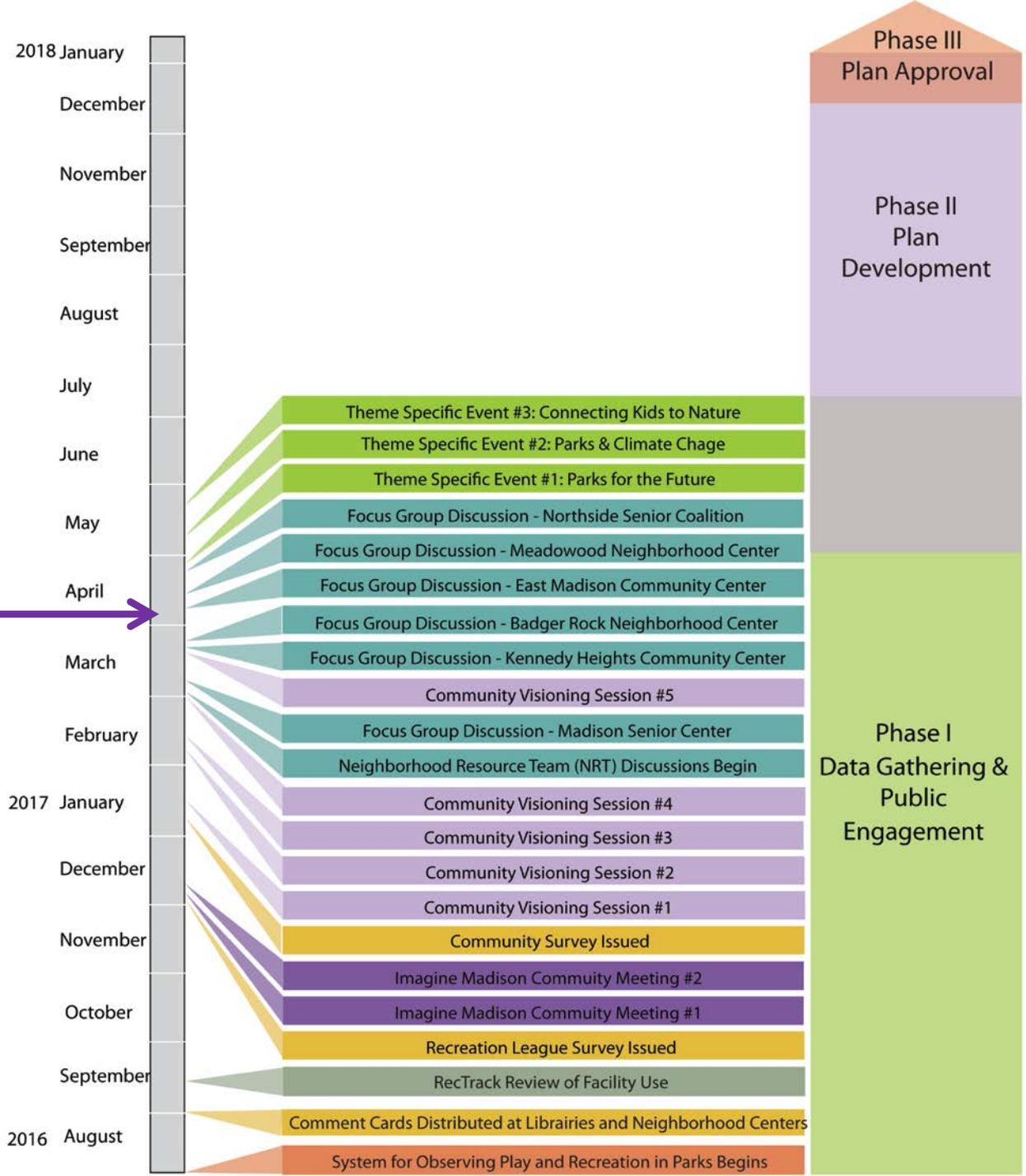
Phase I Update

Timeline

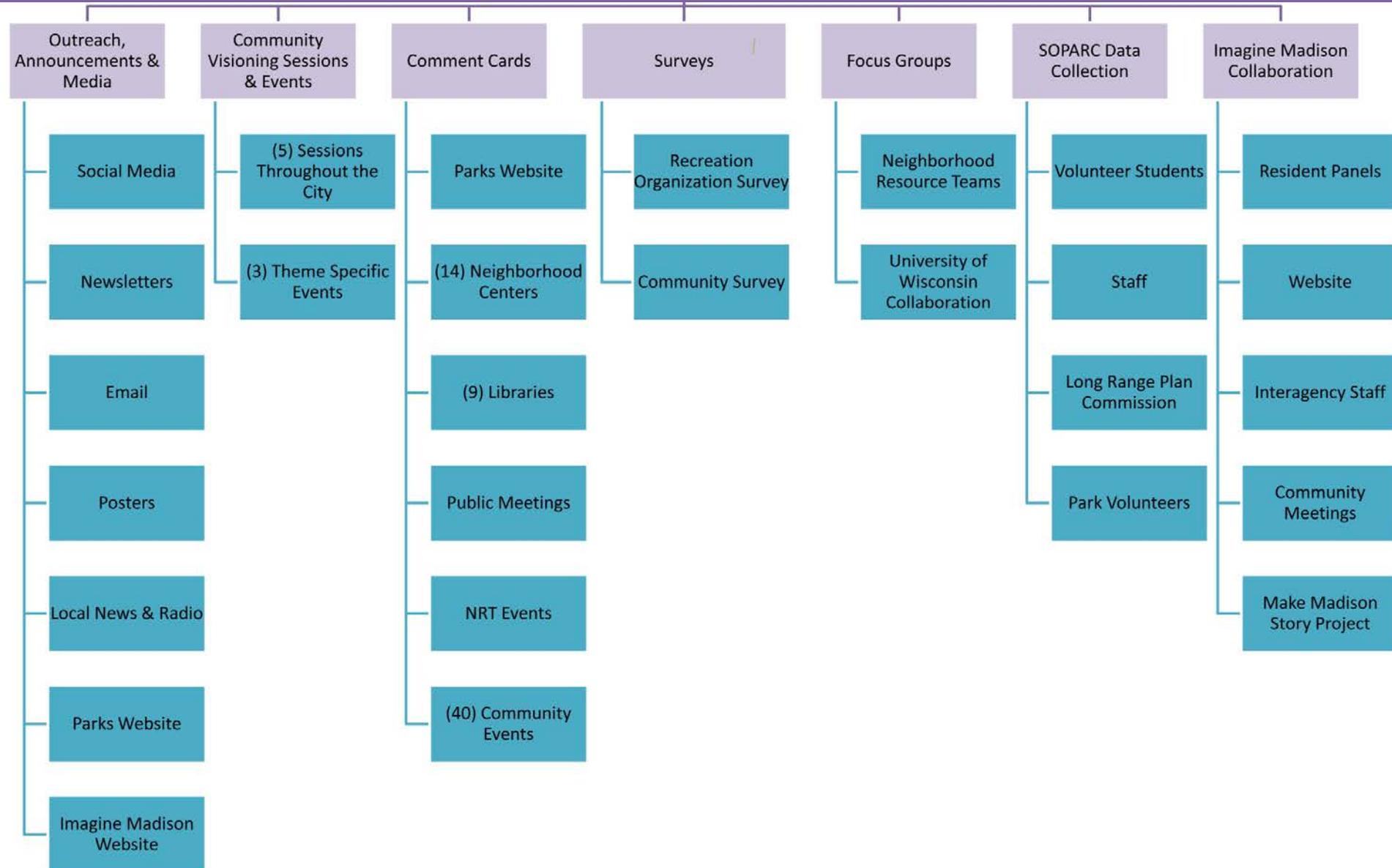
- January 2018 Plan Approvals
- April 2017 – December 2017
Plan Development
- July 2016 – April 2017 **WE ARE HERE**
Comment Cards, Surveys, Workshops &
Visioning Sessions, Focus Groups, NRT
Workshops, Imagine Madison
Community Events



Phase I Timeline



Public Engagement Strategies



Outreach, Announcements and Media

Social Media

- **Social Media – 8,300 followers**
 - Twitter – Imagine Madison
 - Twitter – Madison Parks
 - Facebook – Imagine Madison
 - Facebook – Madison Parks

Newsletters

- **Parks Newsletters – 1,300 subscribers**
 - Spring 2017
 - Winter 2016-2017

Email

- **Email – 4,900 email addresses**
 - Neighborhood Association Listserves
 - All city employees
 - All alders
 - BPC & Long Range Planning Subcommittee
 - Athletic Organizations
 - Community Centers and Organizations

Posters

Posters

- State Street Kiosks
- City of Madison Libraries
- Clerks Office
- Warner Park Recreation Center

Local News & Radio

Local News & Radio

- NBC 15 & 15.2
- WORT FM

Parks Website

Websites – 7,300 views and subscribers

- Madison Parks
 - Calendar
 - Homepage Highlight
 - Own webpage – with Subscribe for Updates
- City of Madison
 - Homepage Highlight
 - Calendar of Events

Imagine Madison Website

Outreach, Announcements and Media

Social Media

Newsletters

Email

Posters

Local News & Radio

Parks Website

Imagine Madison Website

City of Madison / Parks / Projects / 2018 – 2022 Park & Open Space Plan



2018 – 2022 Park & Open Space Plan

Last Updated: 02/07/2017



Park and Open Space Plan

Photo Courtesy of Wendy Murkve

The [Community Survey](#) is now available! Please follow the [link](#) to participate in this city-wide survey.

The City of Madison Parks Division is excited to announce the dates and locations for Five Community Visioning Sessions! These meetings will provide valuable opportunities for community members to help define the community values, vision and goals that will guide the next phase of Madison's Park and Open Space Plan.

Please register for any or all of these free meetings at [EVENTBRITE](#). Those who do not/are unable to register through Eventbrite are welcome to attend.

Sessions will begin with a half-hour informal open house from 5:30-6:00 PM and include highly interactive presentations, discussions and exercises from 6:00-8:00 PM.

Click [here PDF](#) to see the Community Visioning Session presentation.

- Community Visioning Session #1
Tuesday, January 31, 2017
5:30 - 8:00 PM

Project Details

☆ Area: Central, East, North, South, West

🕒 Project Status: Planning

Project Contact:

Sarah Lerner

(608) 261-4281

slerner@cityofmadison.com

[Active Project List](#)

Subscribe to Email List

Subscribe to the Park & Open Space Plan email list

Email: *

Subscribe

Community Visioning Sessions & Events

Five (5) Community Visioning Sessions

Three (3) Theme Specific Events

- Five (5) Community Visioning Sessions
- Three (3) Theme Specific Events



Community Visioning Sessions

Five (5) Community
Visioning Sessions

Three (3) Theme
Specific Events

- January 31, 2017 – North Warner Park Community Recreation Center
- February 6, 2017 – East Whitehorse Middle School
- February 13, 2017 - South The Village on Park
- March 1, 2017 - West Alicia Ashman Library
- March 23, 2017 - Downtown Central Library



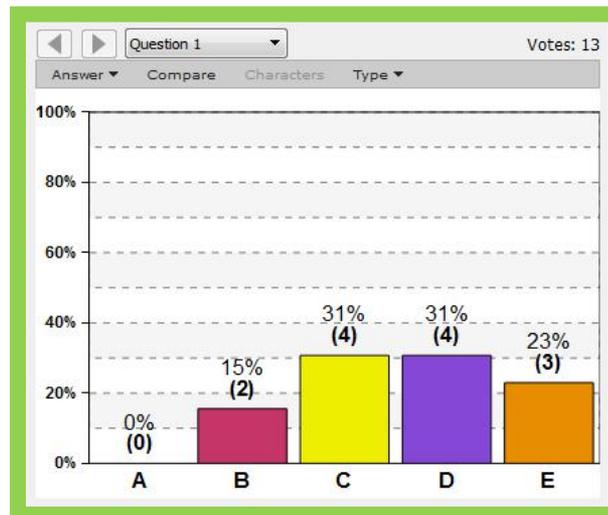
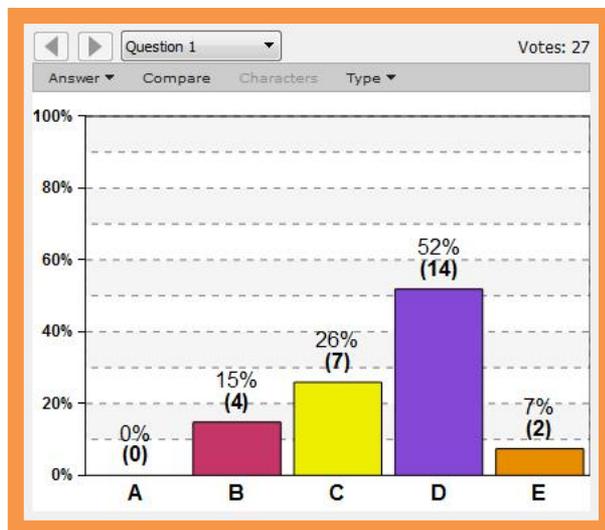
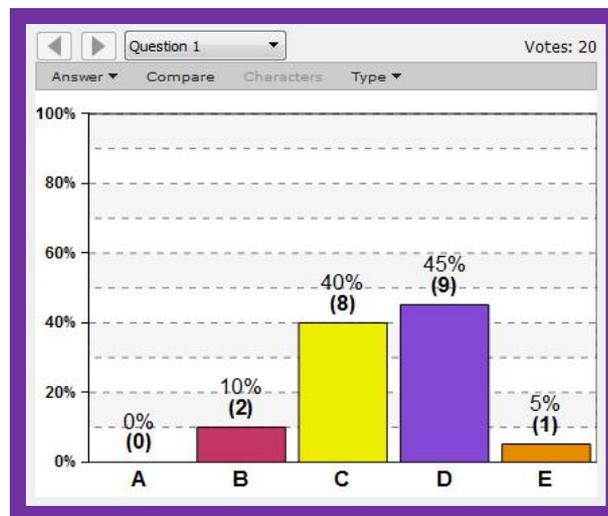
Community Visioning Sessions

Five (5) Community Visioning Sessions

Three (3) Theme Specific Events

Question #1: What is your age?

- A: <18
- B: 18-34 (Millennial)
- C: 35-50 (Gen-x)
- D: 51-69 (Baby Boomer)
- E: 70-87 (Greatest)



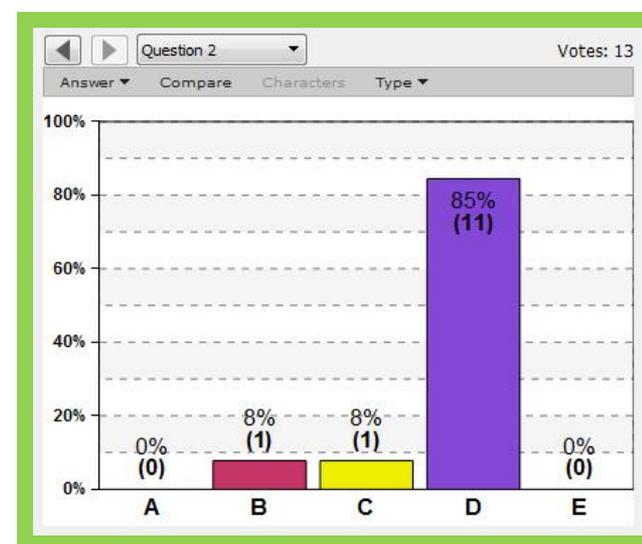
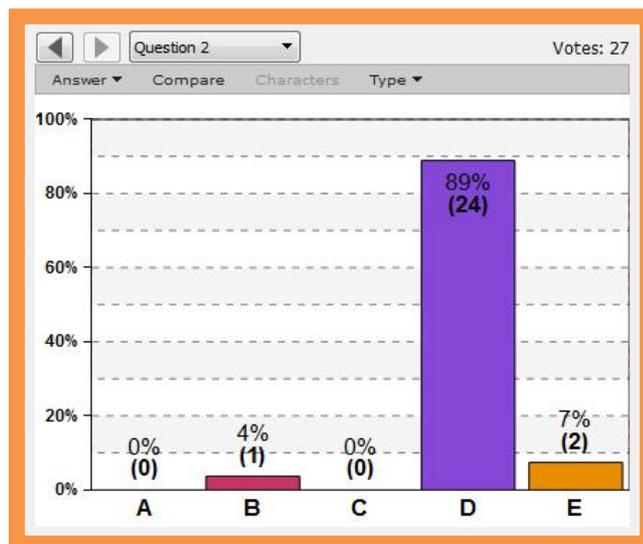
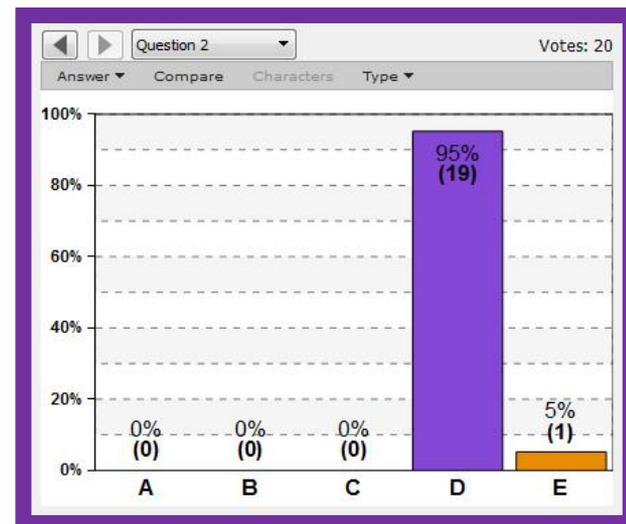
Community Visioning Sessions

Five (5) Community Visioning Sessions

Three (3) Theme Specific Events

Question #2: What is your race/ethnicity?

- A: Asian
- B: Black or African American
- C: Hispanic or Latino
- D: White
- E: Other/Multiple Races



Community Visioning Sessions

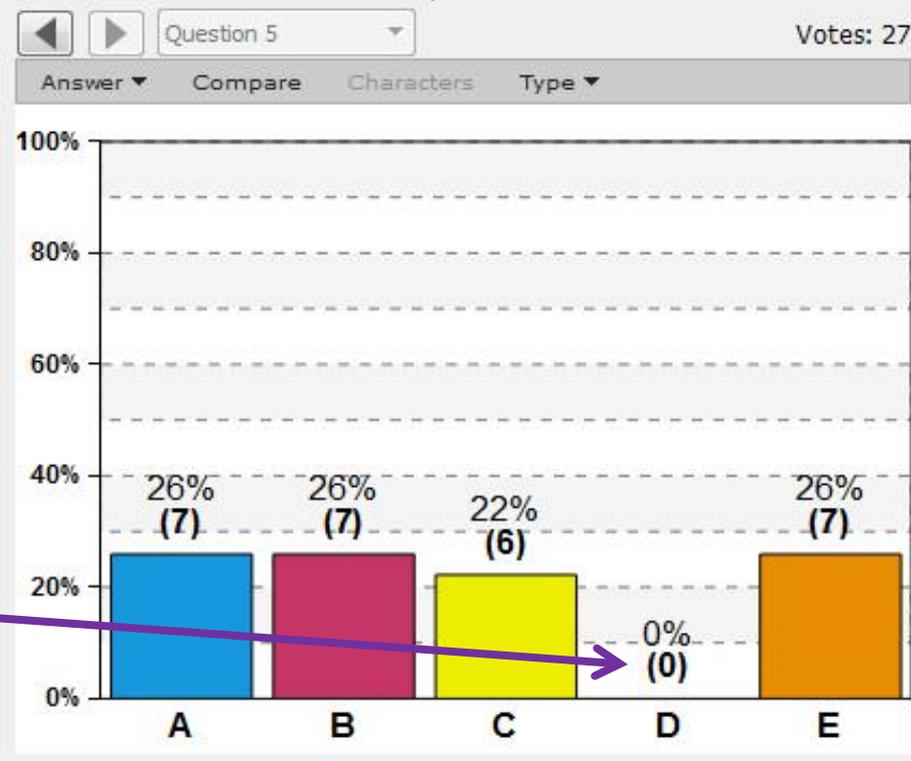
Five (5) Community Visioning Sessions

Three (3) Theme Specific Events

Question #5: What is your season?

- A: Spring
- B: Summer
- C: Fall
- D: Winter
- E: I love all seasons!

January 31, 2017



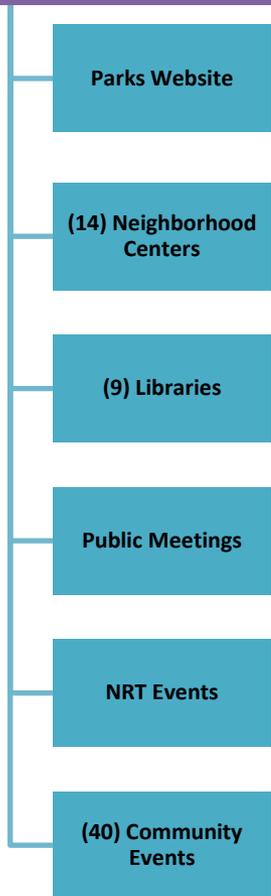
Theme Specific Events

Five (5) Community
Visioning Sessions

Three (3) Theme
Specific Events

- Saturday, April 22, 2017
**Hip Hop PARKitecture Workshop:
Urban Parks of the Future
(w/ Hip Hip Architect Michael Ford)**
Badger Rock Neighborhood Center
- Thursday, May 18, 2017
**Madison Parks & Resiliency in the Era of Climate
Change**
Union South
- Sunday, June 4, 2017
Discover Madison! Connecting Kids to Nature
Warner Park

Comment Cards



- Comment Cards collected from:
 - Over 40 Parks and Community Events
 - Nine (9) City of Madison Libraries
 - Fourteen (14) Community, Neighborhood & Senior Centers
- 200 Online Comment Cards Filled Out

Comment Cards

Parks Website

- Available in English, Spanish, Hmong and Images Only

(14) Neighborhood Centers

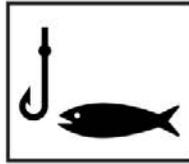
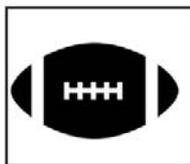
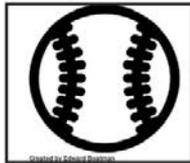
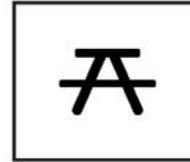
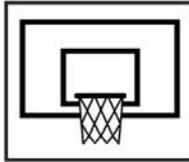
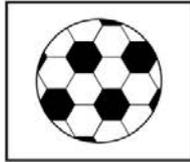
(9) Libraries

Public Meetings

NRT Events

(40) Community Events

Circle your top 5 favorite activities in parks



play
**MADISON
PARKS**

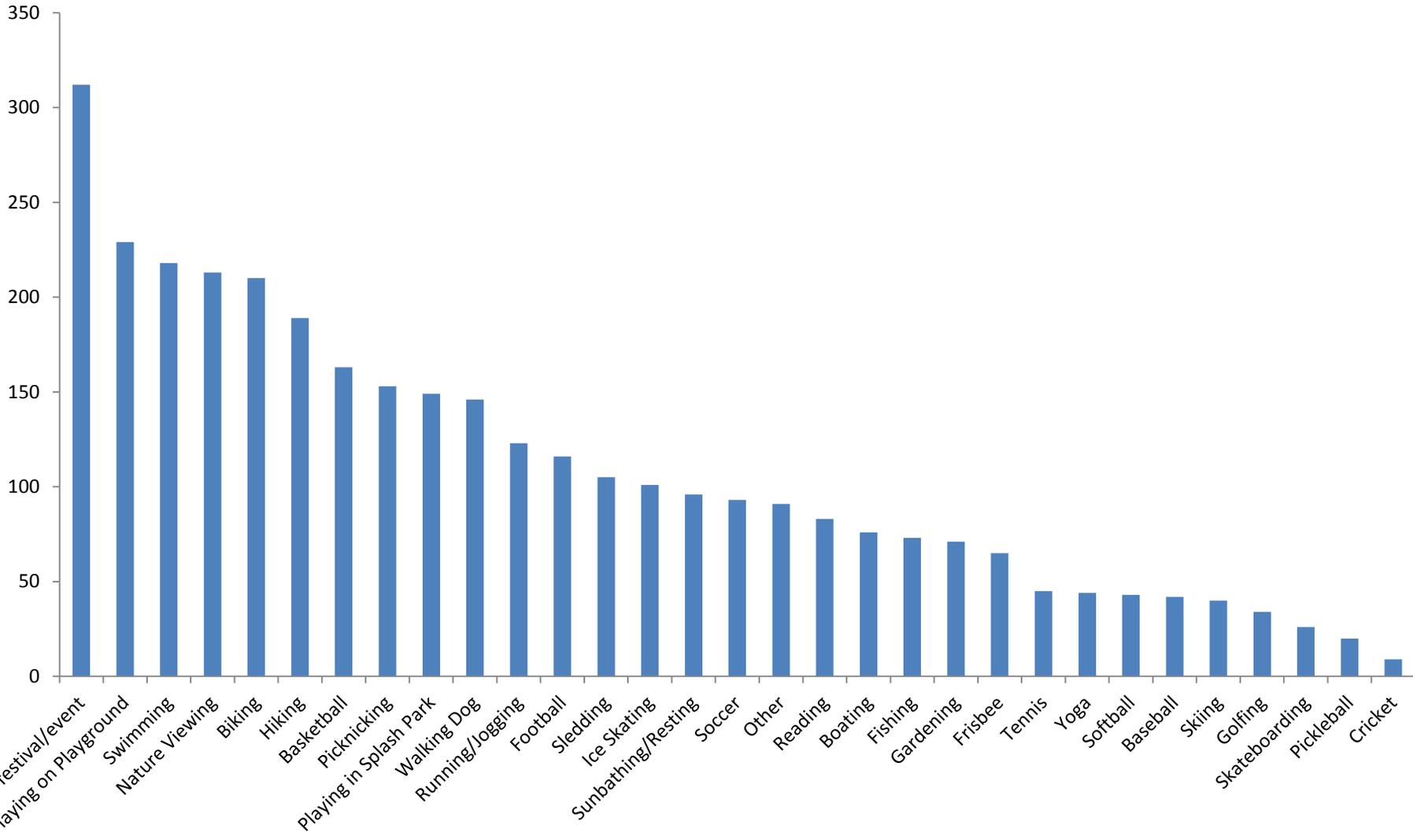


For updates on the Park and Open Space Plan use your QR reader on your smartphone to access the web or visit <http://www.cityofmadison.com/parks/projects/2018-2022-park-open-space-plan>
Additional questions or comments? Email: parkandopenspaceplan@cityofmadison.com Phone: (608) 266-4711

Noun images provided by Noun Project. Artists include Edward Boatman (baseball, football, person relaxing, fish), Piotrek Chuchla (cyclist), Carlos Dias (boat), Michael Scott Fischer (woman running), Gabriele Fumero (basketball hoop), Erin Gillaspay (gardener), Claire Jones (ice skater), Le garage studio (tennis racket), Jamie Rothwell (soccer ball), Dimiter Petrov (sledder), Luis Prado (stroller)

Comment Cards

List the Top Five Activities You Enjoy in the Park System



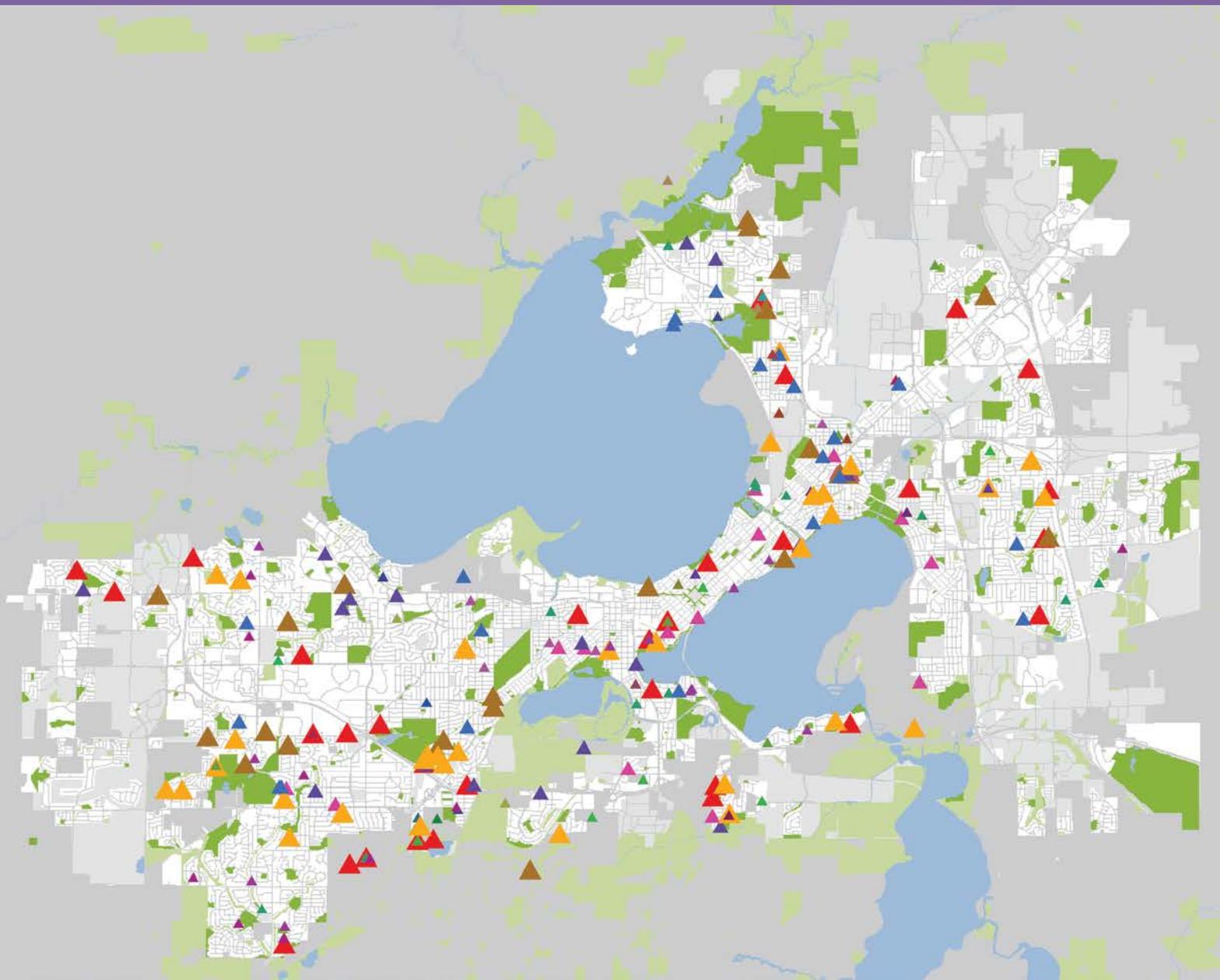
Comment Cards - Geocoding

Comment Card Responses

Legend

Favorite Activity

- ▲ Playing on a Playground (40)
- ▲ Attend a festival/event (37)
- ▲ Hiking (25)
- ▲ Biking (20)
- ▲ Nature Viewing (19)
- ▲ Walking Dog (22)
- ▲ Other (16)
- ▲ Basketball (15)
- ▲ Playing in a splash park (12)
- ▲ Swimming (12)
- ▲ Running/Jogging (7)
- ▲ Ice Skating (6)
- ▲ Gardening (4)
- ▲ Frisbee (2)
- ▲ Golfing (3)
- ▲ Baseball (2)
- ▲ Football (2)
- ▲ Pickleball (2)
- ▲ Sledding (2)
- ▲ Soccer (2)
- ▲ Yoga (1)
- ▲ Tennis (2)
- ▲ Softball (1)
- ▲ Boating (1)
- ▲ Fishing (1)
- ▲ Skateboarding (1)
- ▲ Skiing (1)
- ▲ Sunbathing/Resting (1)



Surveys

Recreation
Organization Survey

Community Survey

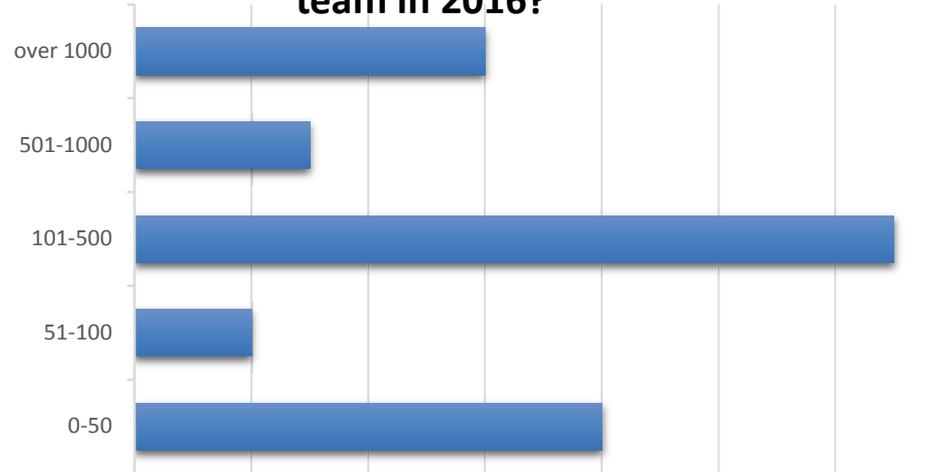
- Recreation Organization Survey
 - Sent to over 130 organizations that reserve our facilities
- Community Survey
 - For all residents
 - Over 1,600 responses!

Surveys – Recreation Organization

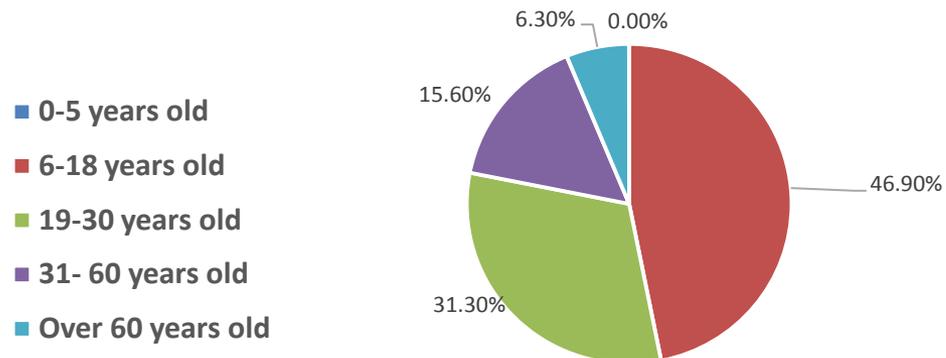
Recreation
Organization Survey

Community Survey

How many participants were part of your organization's team in 2016?



What is the age range of the majority of your participants

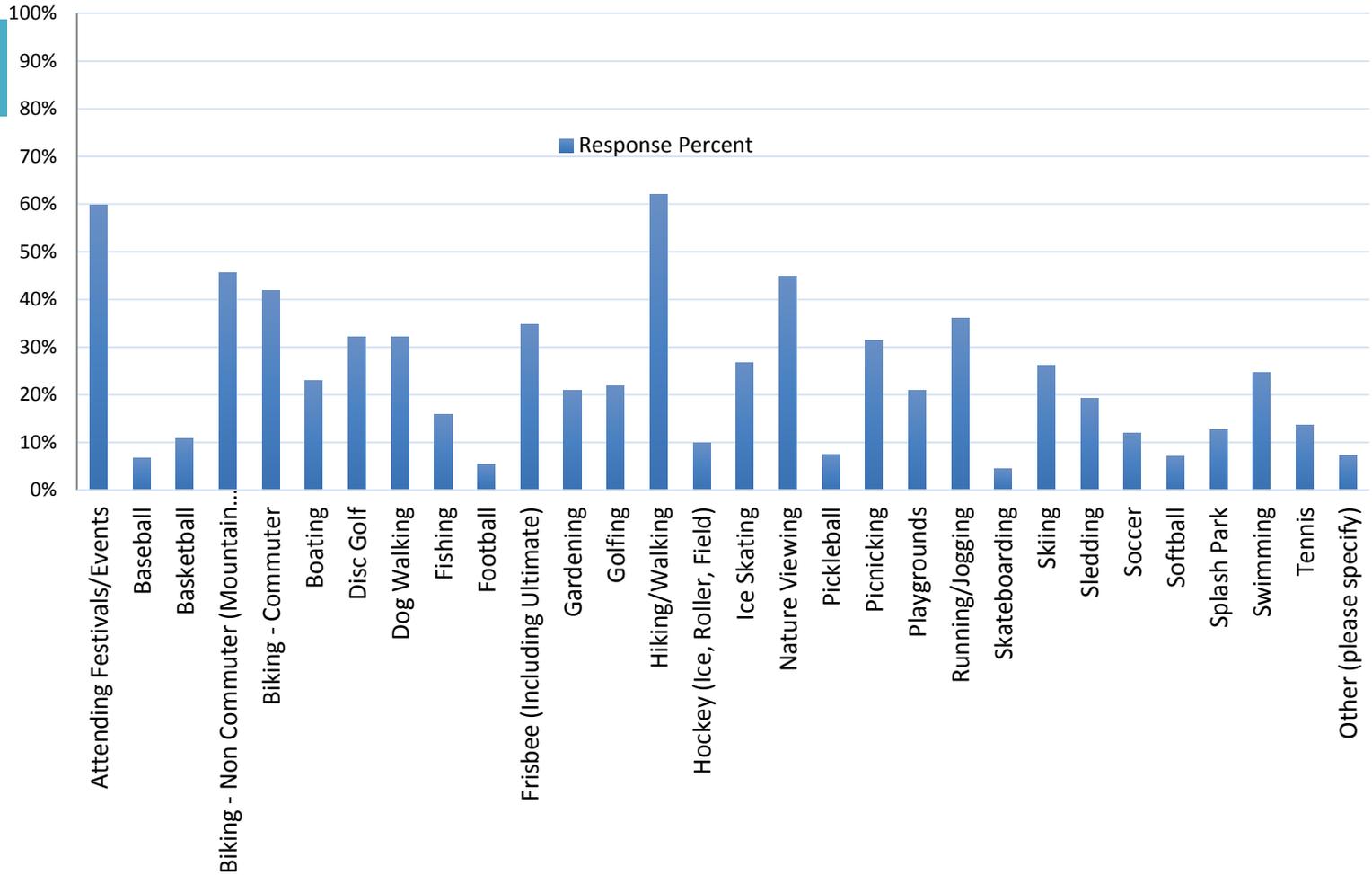


Surveys – Community Survey

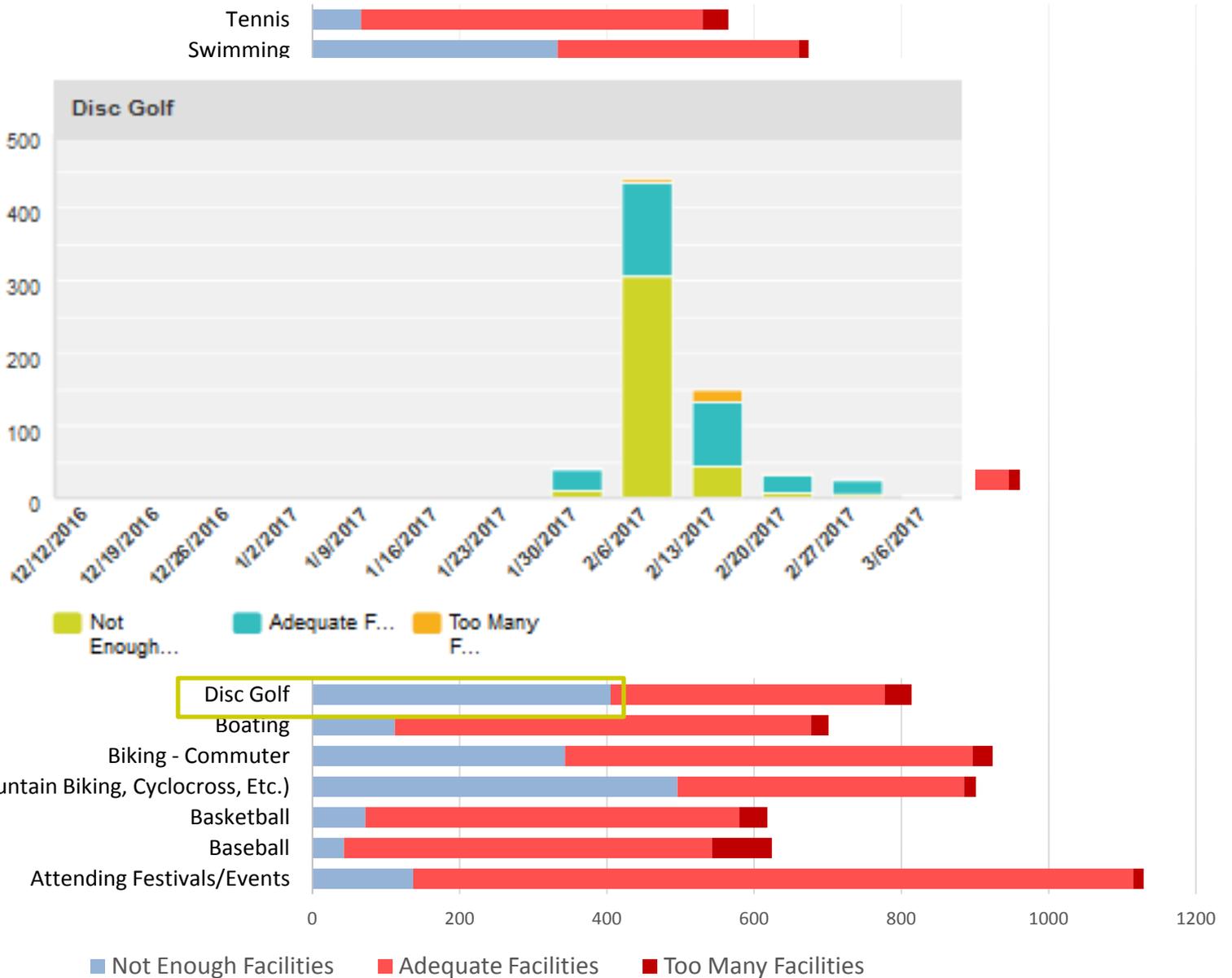
Recreation
Organization Survey

Community Survey

Which of the following activities do you participate in?

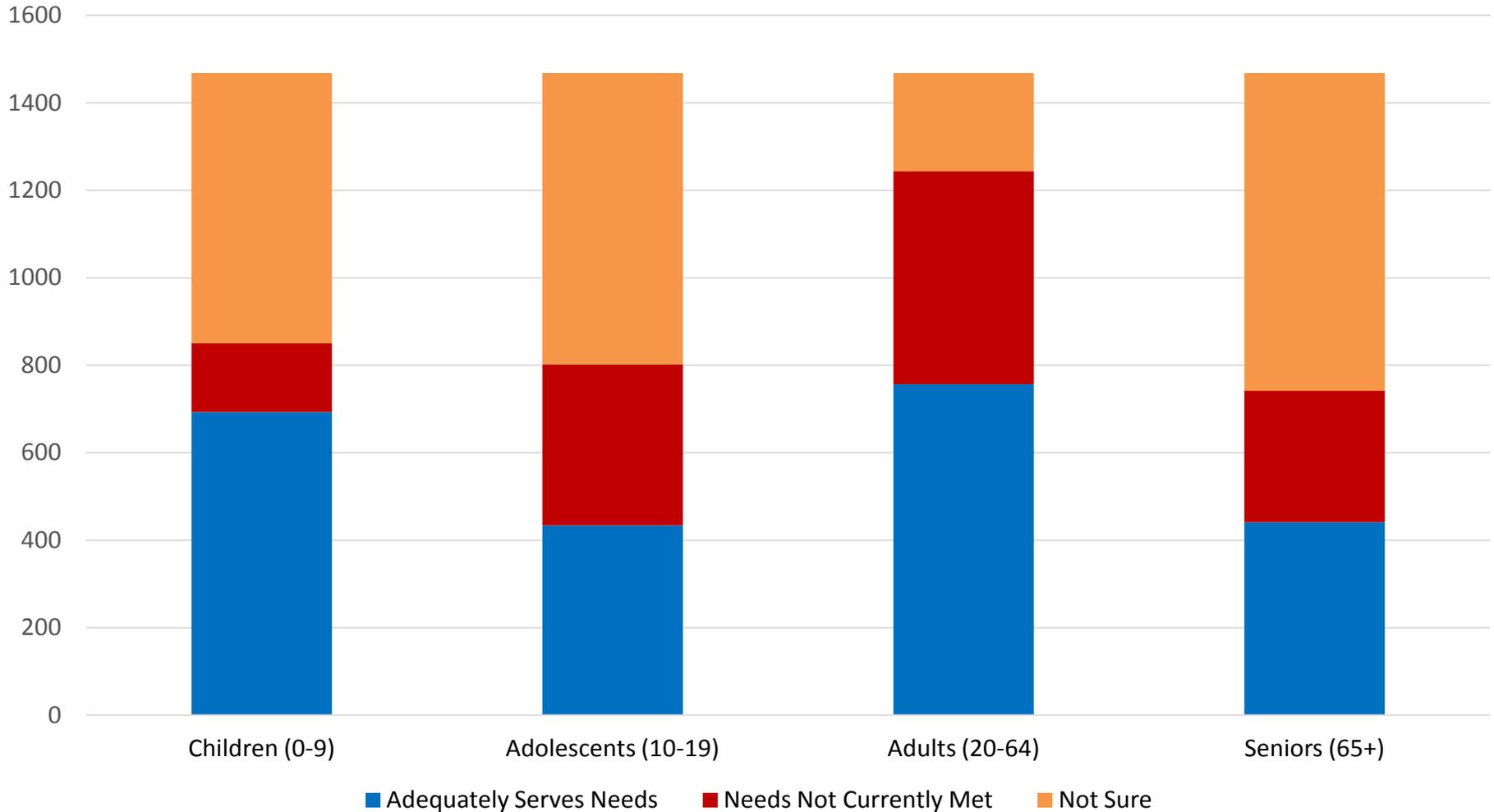


Do you feel that the City of Madison park system has sufficient facilities for the below activities?



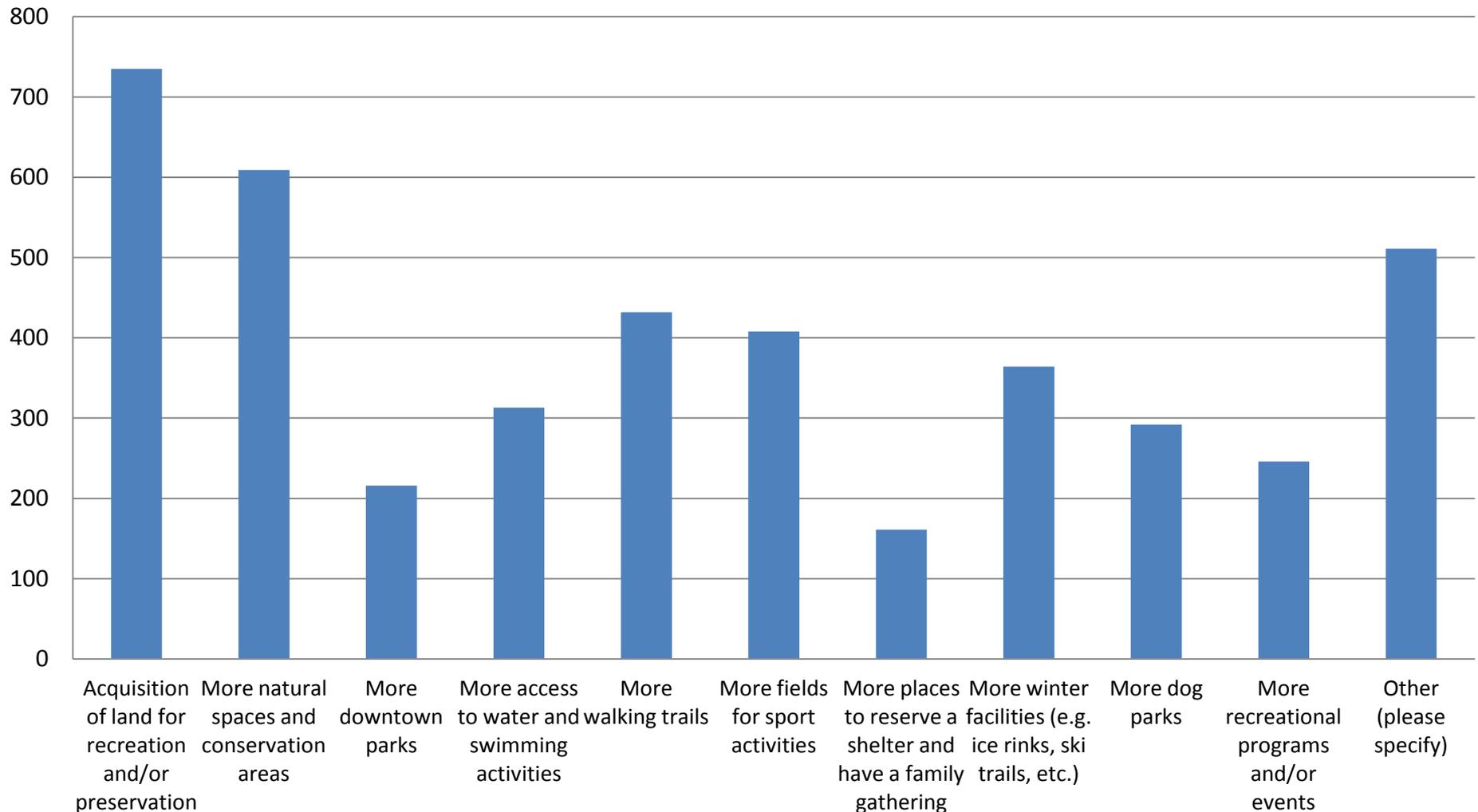
Surveys – Community Survey

How do you feel Madison's existing park system meets the needs of the age groups below?



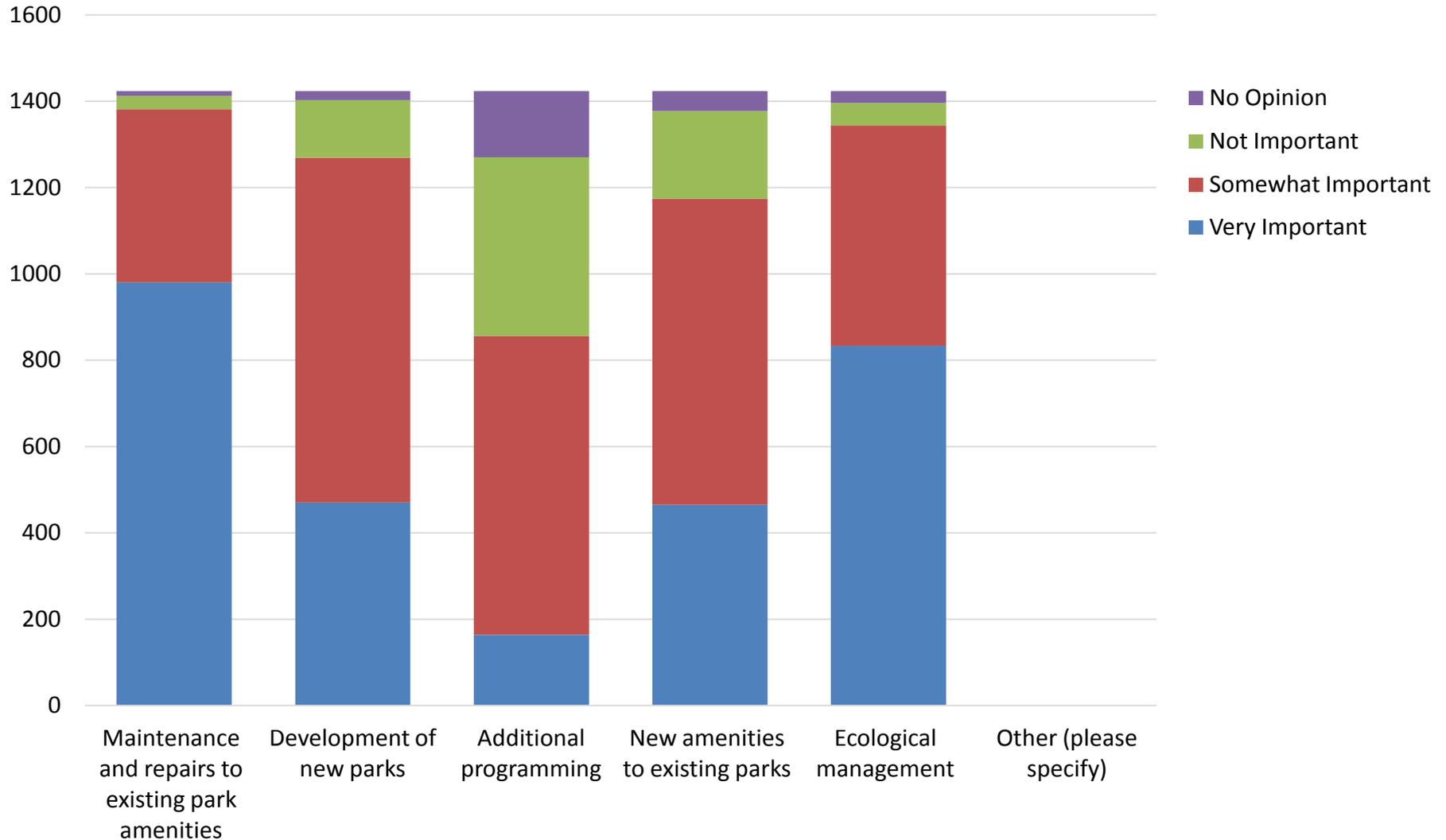
Surveys – Community Survey

What would you like to see more of in Madison parks?



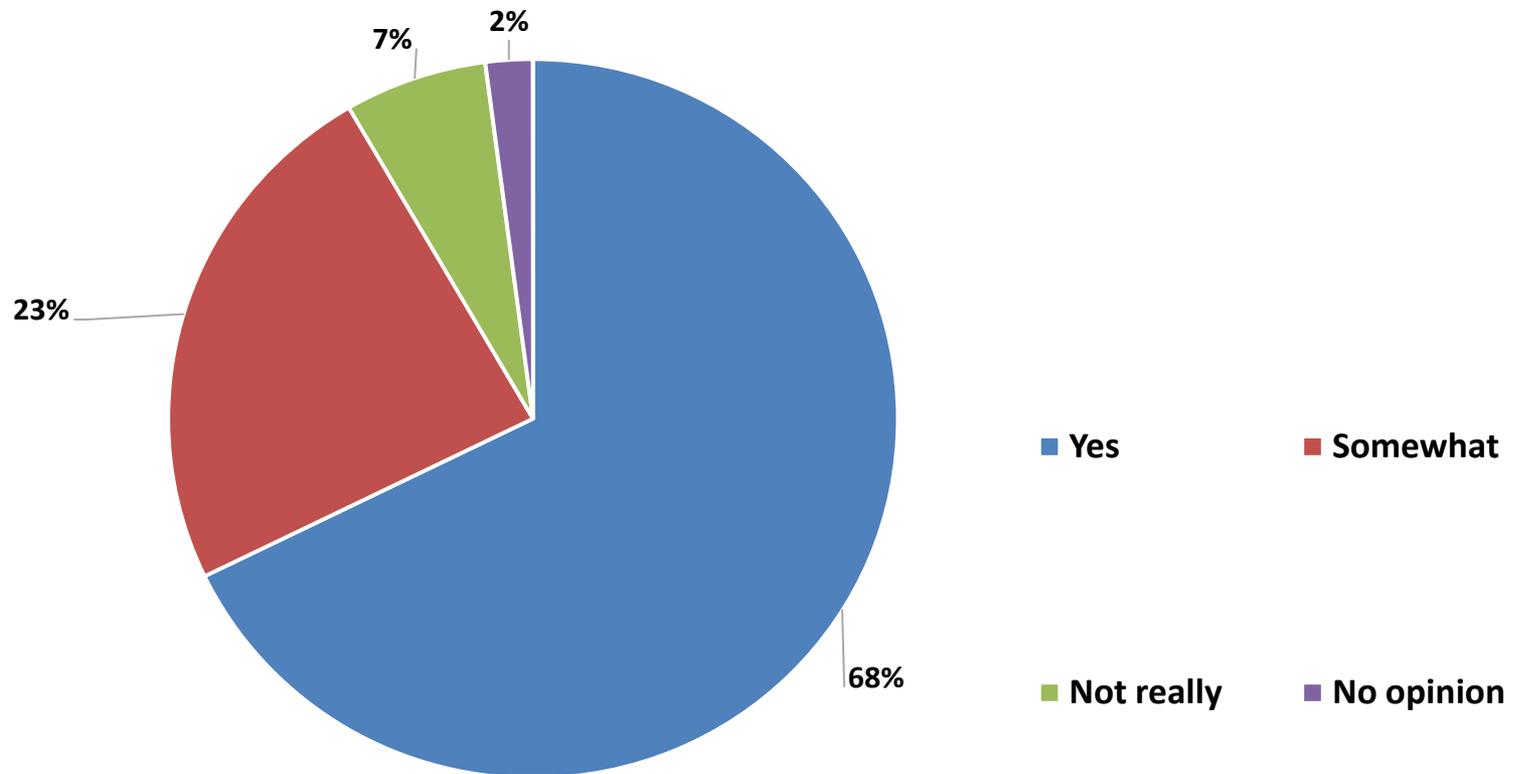
Surveys – Community Survey

How important do you feel the following are to Madison's park and open spaces?



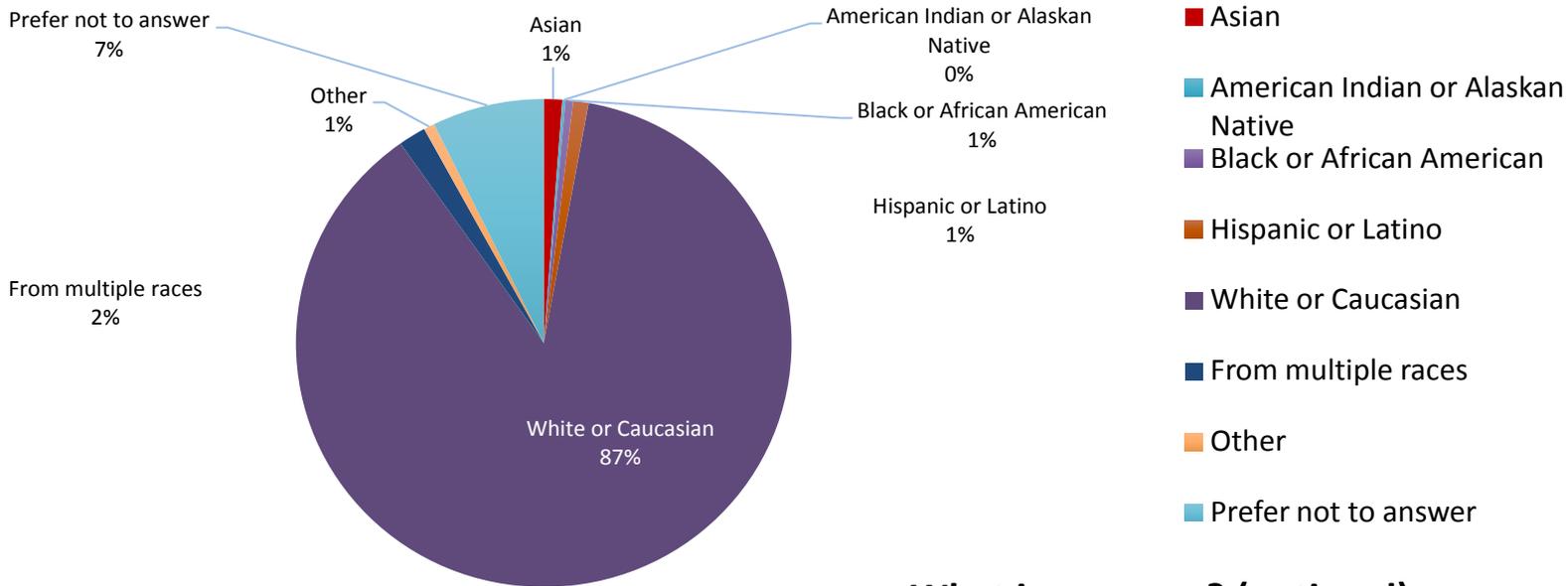
Surveys – Community Survey

Do you feel parks should play a role in addressing issues such as habitat loss, climate change, and environmental degradation?

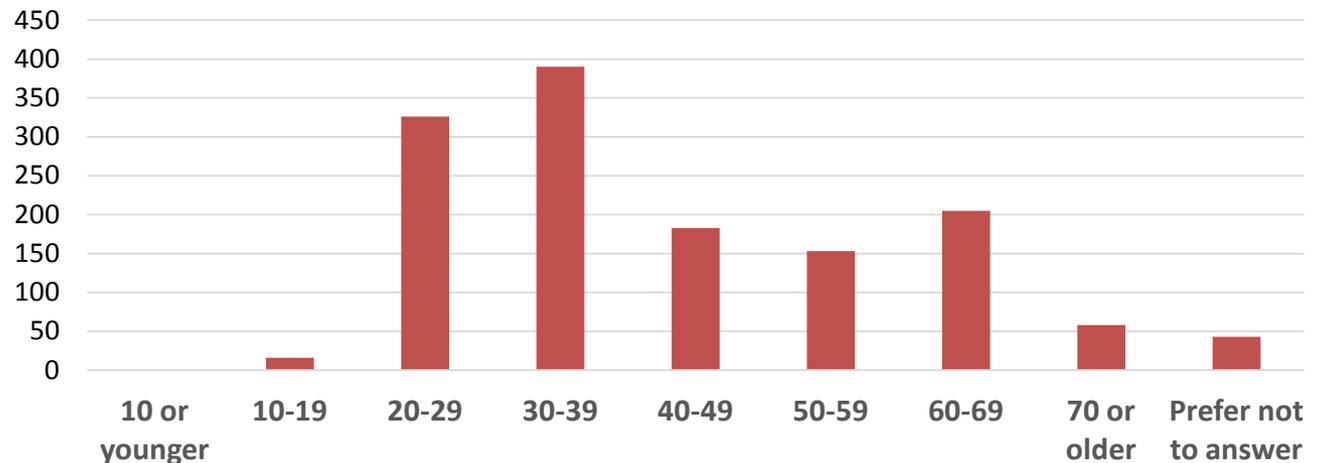


Surveys – Community Survey

How do you identify your race? (optional)



What is your age? (optional)



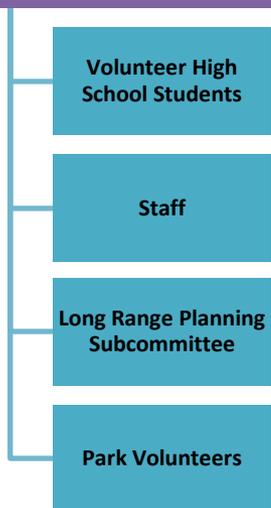
Focus Groups

Neighborhood
Resource Teams

University of
Wisconsin
Collaboration

- Neighborhood Resource Teams
 - Park and Open Space Plan Worksheet
 - Allied Drive
 - Southside
 - Park Edge / Park Ridge
 - Hammersley/Theresa
 - Balsam/Russett
 - Brentwood/Woodland
 - Darbo/Worthington
 - Leopold/Arbor Hills
 - Owl Creek
- University of Wisconsin – Department of Landscape Architecture
 - Northside Senior Coalition
 - East Madison Community Center
 - Kennedy Heights Community Center
 - Badger Rock Neighborhood Center
 - Meadowood Neighborhood Center
 - Madison Senior Center
 - Vera Court Community Center
 - Capitol Centre Court Apartments

SOPARC – System for Observing Play & Recreation in Communities (Active Living Research)



- Validated Direct Observational Tool for Assessing Park and Recreation Areas
- Records the date, time, location, age, gender, and activity of people in parks

RESOURCES FOR ► Advocates ► Practitioners ► Policy-makers ► Educators ► Media

 **ACTIVE LIVING RESEARCH**
Promoting activity-friendly communities

Search ALR

ACTIVE LIVING TOPICS TOOLS & RESOURCES NEWS & EVENTS FOR GRANTEES & RESEARCHERS

Home >

 Like 4  Tweet  Share 1

 **TOOLS AND MEASURES**
SOPARC: System for Observing Play and Recreation in Communities

January 2006
January, 2006
Author: Thomas L. McKenzie, Ph.D., Deborah A. Cohen, MD, MPH
Topic: Parks & Recreation, Parks
Population Served: Unspecified
Location by State: [National](#)
Study Type: [Measures](#)

[DOWNLOAD PDF](#) ► (0.21 MB) ,
[DOWNLOAD PDF](#) ► (0.21 MB) ,
[DOWNLOAD PDF](#) ► (0.21 MB) ,
[DOWNLOAD PDF](#) ► (0.21 MB)

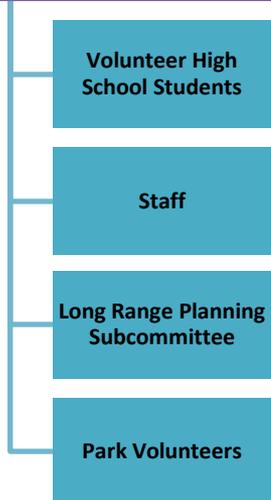
DESCRIPTION:
SOPARC is a validated direct observation tool for assessing park and recreation areas, including park users' physical activity levels, gender, activity modes/types, and estimated age and ethnicity groupings. It also collects information on park activity area characteristics (e.g., accessibility, usability, supervision, and organization).

A free 27 minute SOPARC Introduction, Practice, and Assessment Training DVD is available from Active Living Research. Electronic download and hard copy DVD are available.

A few SOPARC observer training videos are also available on YouTube.

The SOPARC online application has been discontinued, but the full assessment guide is still

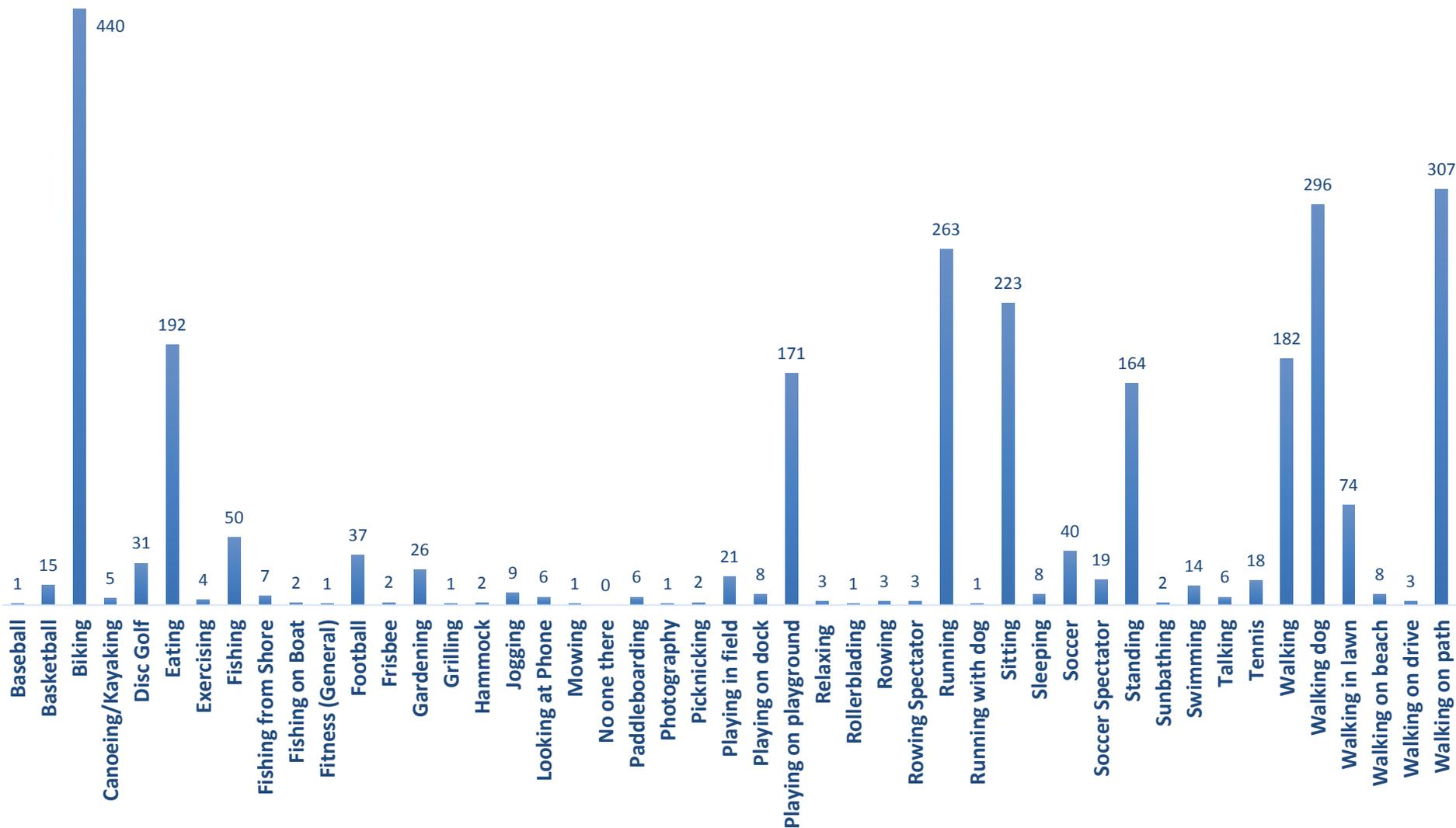
SOPARC – System for Observing Play & Recreation in Communities (Active Living Research)



- 22 Parks selected to provide diversity regarding the type of park and demographics of the community
- > 630 Park Observations

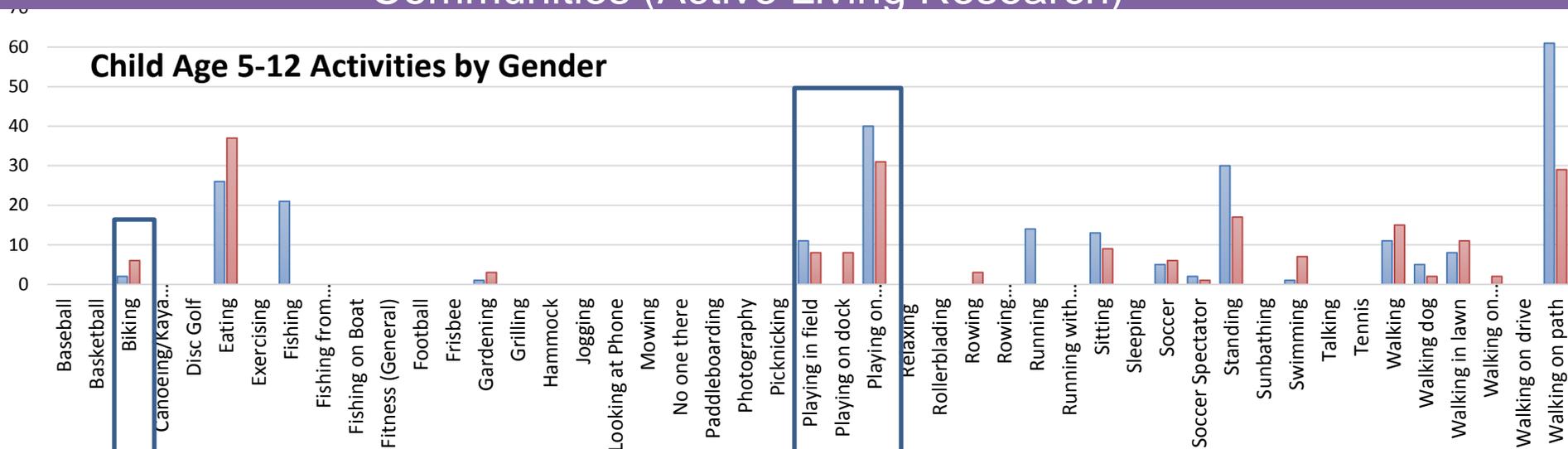
Higher Percentage 17 and Younger		Lake Edge Aldo Leopold Penn	Elver	Turville Point Conservation Park
Median Household Income < 50,000	Mayfair	Aldo Leopold Elver Penn Reynolds	Brittingham Elver Hiestand James Madison Warner	Turville Point Conservation Park
Median Household Income 50,000-80,000	BB Clarke Beach	Acewood Cherokee Lake Edge	Elver James Madison Warner	Acewood Conservation Park
Median Household Income > 80,000 (Based on Planning District)	Norman Clayton Park	Haen Family Junction Ridge Wingra	Wingra Vilas	Owen Conservation Park
Higher Percentage of Families in Poverty (Based on Planning District)	BB Clarke Beach	Acewood Elver Haen Family Penn Reynolds	Brittingham Elver Hiestand James Madison Warner	Acewood Conservation Turville Point Conservation Park
Higher Percentage African American		Aldo Leopold Penn	Brittingham Elver Hiestand Warner	Turville Point Conservation Park

SOPARC — System for Observing Play & Recreation in Communities (Active Living Research)

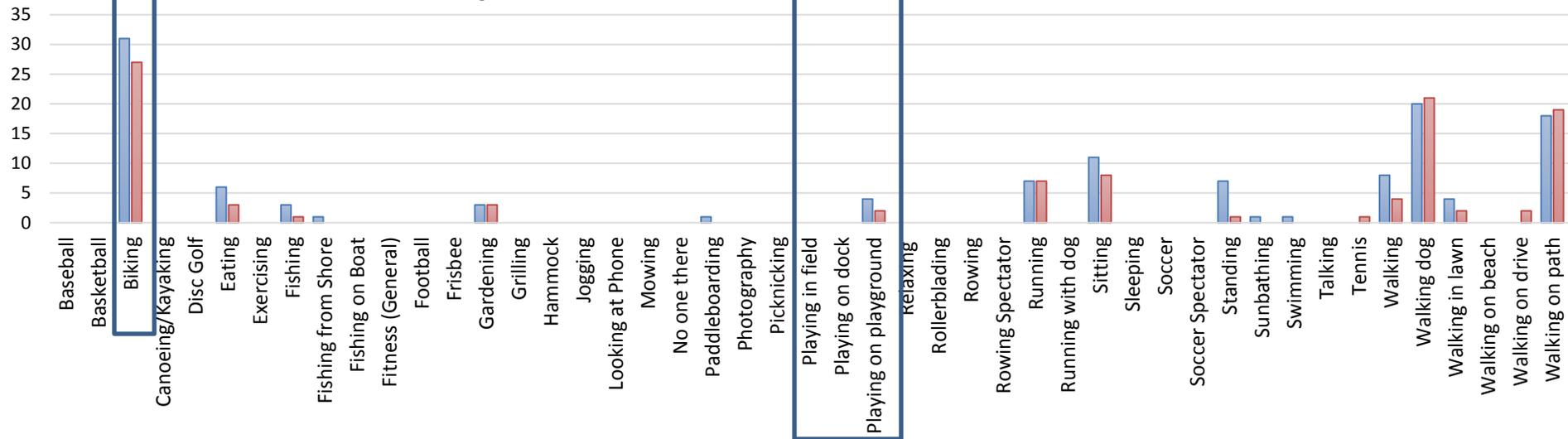


SOPARC – System for Observing Play & Recreation in Communities (Active Living Research)

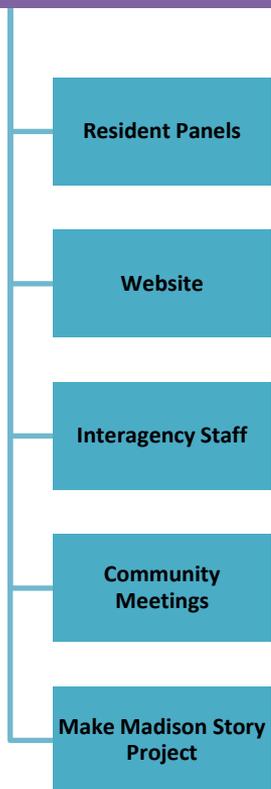
Child Age 5-12 Activities by Gender



Senior Activities by Gender



Imagine Madison



- Feedback Regarding Parks at Imagine Madison Engagement Events
 - 18 Resident Panels: 23 summarized comments
 - Boards, Commissions, Committees: 1
 - Online Issues & Goals Survey: 52
 - Community Meeting:13
 - Planning Pop-In:1

Imagine Madison

Resident Panels

Website

Interagency Staff

Community Meetings

Make Madison Story Project

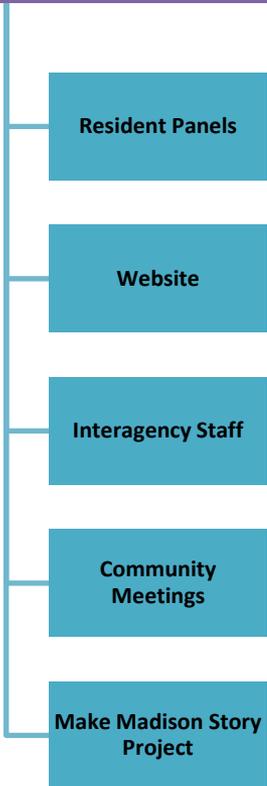
Madison will have a park and open space system that preserves natural areas while offering recreational opportunities and gathering places.

FEEDBACK SUMMARY:

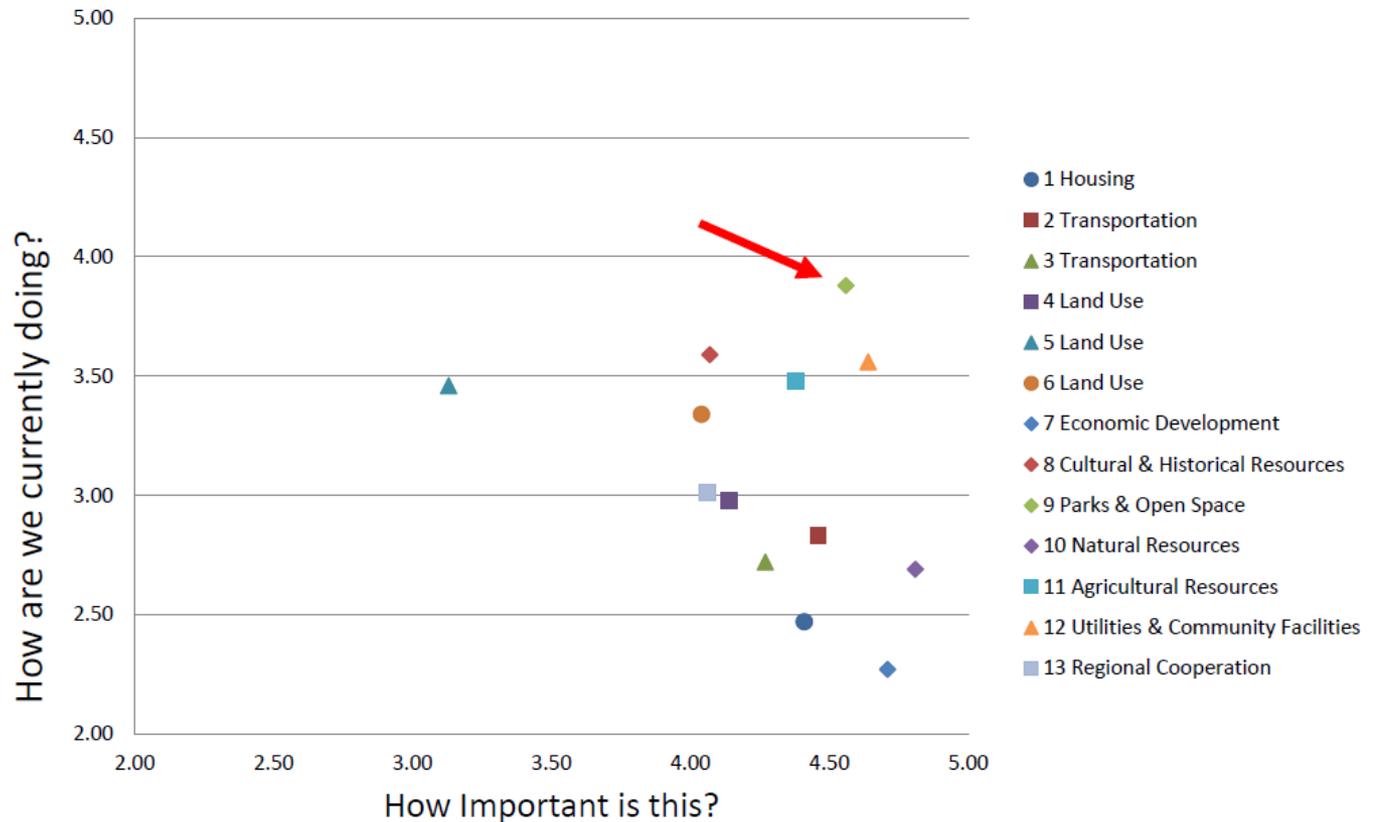
- Many people love the parks
- There are many parks but people want more activities, programming, and (more & better) facilities in them
- There is too much lakeshore development; we should work to provide more public access to the lakes



Imagine Madison



Madison will have a park and open space system that preserves natural areas while offering recreational opportunities and gathering places.



Engagement Summary To Date

23,300+ engaged in Phase I



Email Updates
4,888 participants



Focus Group Discussions
~250 participants



Website Subscribers &
POSP Website Views
7,337 participants



Comment Cards
900 participants



Community Visioning
Sessions
120 participants



Theme Specific Events
~130 participants



Surveys
1,608 participants



SOPARC
638 entries



NRT Discussions
150 participants



Social Media
8,302 followers

Engagement Summary To Date

- Comparative participation in Comprehensive Plans

City	Participants	Population	%	Madison Equivalency
Austin	17,843	887,061	2%	4,890
Nashville	17,384	634,512	2.7%	6,661
Portland	17,000	612,206	2.8%	6,751
Oklahoma City	20,000	610,672	3.3%	7,962

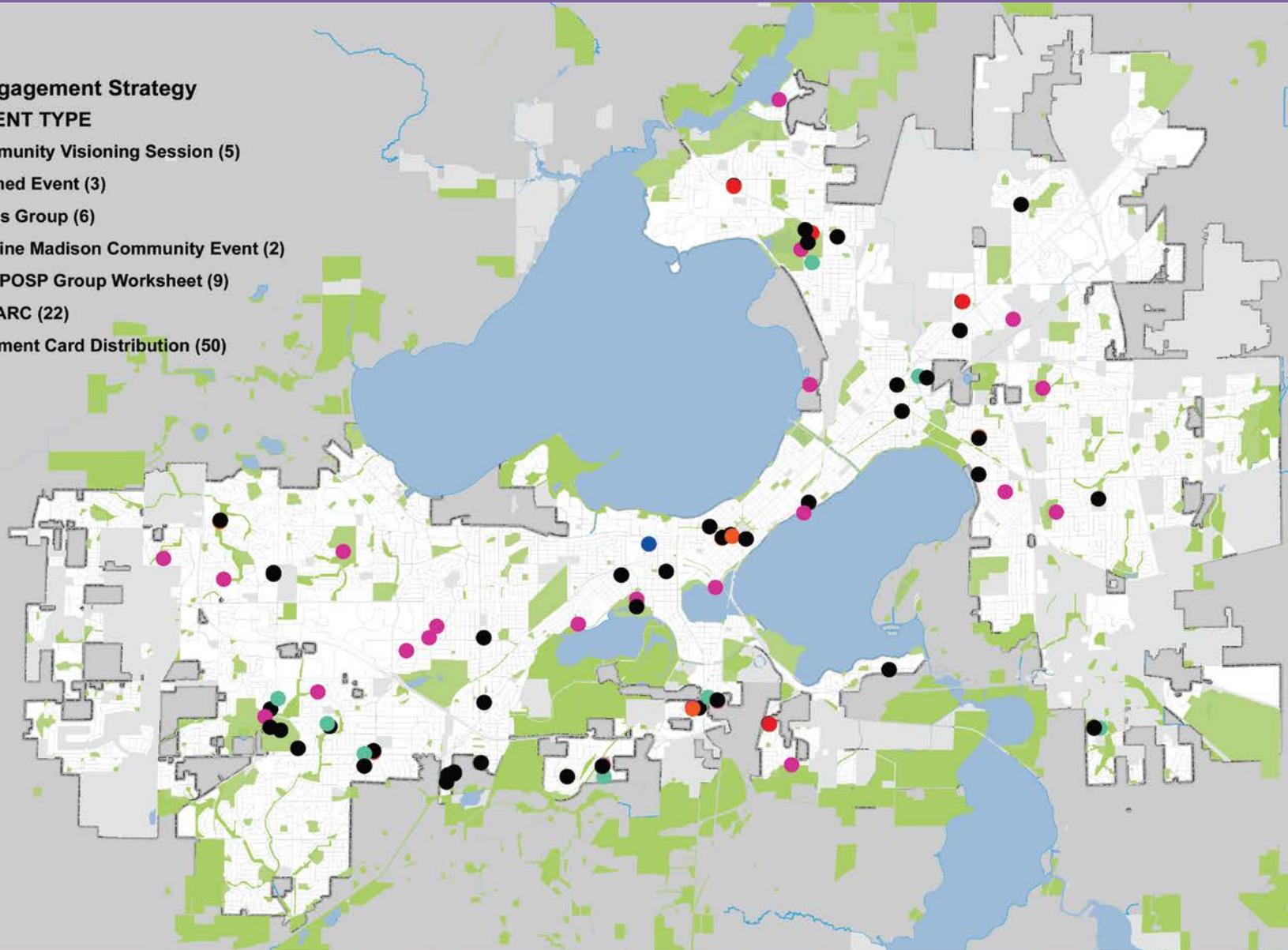
Engagement Summary to Date

Legend

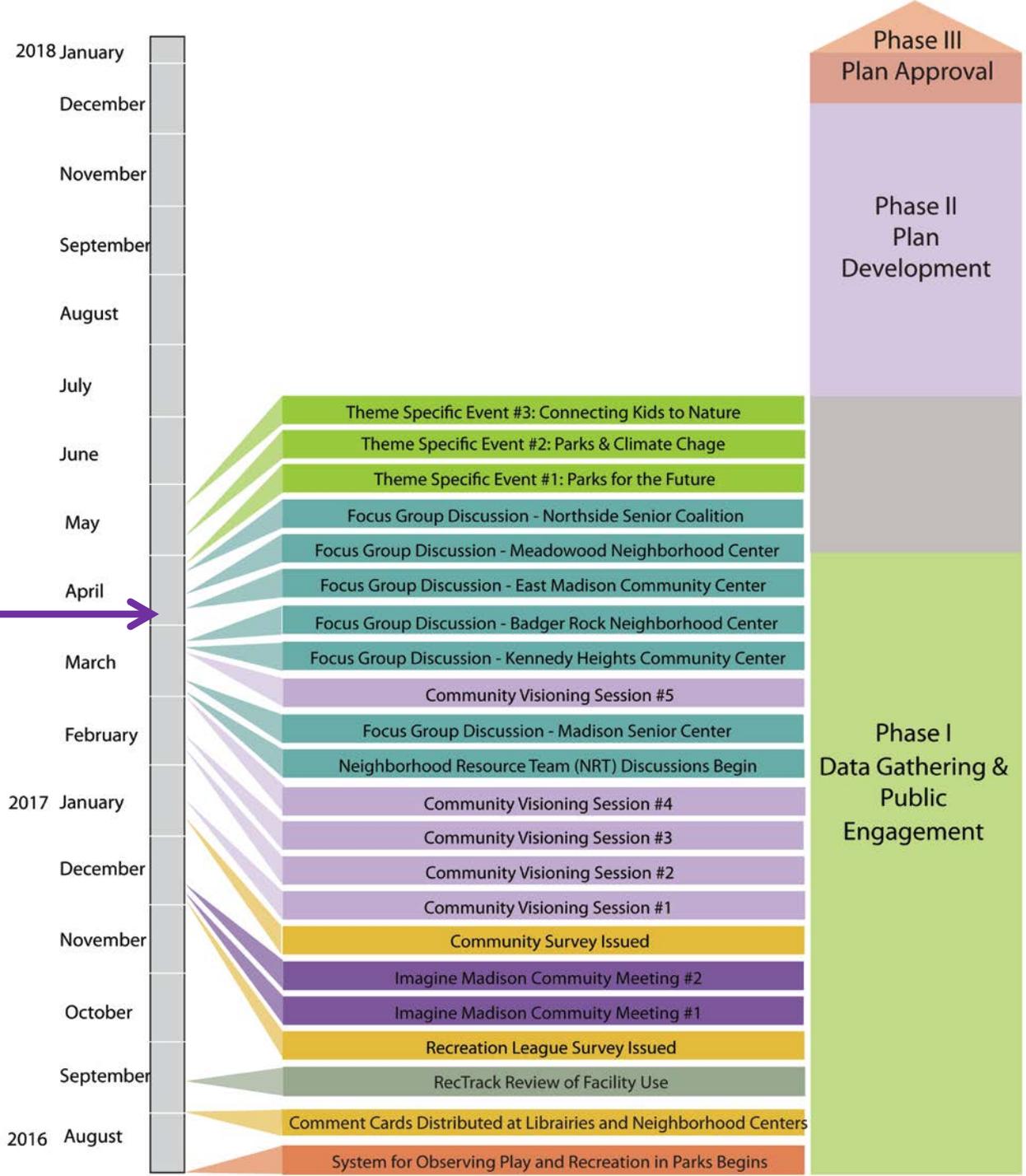
POSP Engagement Strategy

ENGAGEMENT TYPE

- Community Visioning Session (5)
- Themed Event (3)
- Focus Group (6)
- Imagine Madison Community Event (2)
- NRT POSP Group Worksheet (9)
- SOPARC (22)
- Comment Card Distribution (50)



Next Steps



Next Steps – Plan Development and Approvals

- Parks Long Range Planning Subcommittee Guides Plan Development
 - Recommends approval of Plan to the Board of Parks Commissioners
- Board of Park Commissioners, refers to Common Council, which refers to:
 - BPW
 - Plan Commission
 - Board of Park Commissioners
- Final Adoption at Council to be adopted in 2018

Questions?

