

Park & Open Space Plan Update



UW Survey - Big Picture Results

- ***5,000 randomly selected mailings (18.5% response rate)***
- 17% of respondents visited a neighborhood park daily within the last 12 months; 37% visited weekly and 25% visited monthly.
- 83% of respondents walked to the park they visit most often
- 84% of respondents found City parks to be “very or extremely” accessible
- 91% of respondents “never or rarely” avoided a City park because they felt unwelcome
- 76% of respondents “never or rarely” avoided a City park because they felt unsafe; 14% “sometimes” avoided a City park because they felt unsafe

Open Houses

- 2-hr, drop-in format with presentation(s) at the top of the hour
- Four activity stations: budgeting, issue papers, park mapping and activities
- Attendees completing activity earned a stamp on a passport & chance at a prize
- Parks, Long Range Planning and consultant staff available for discussion and question/answers
- Snacks!

2025-2030 Park and Open Space Plan

Passport

Complete each activity to get a stamp and a chance at a prize!

The Issues

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MADISON PARKS

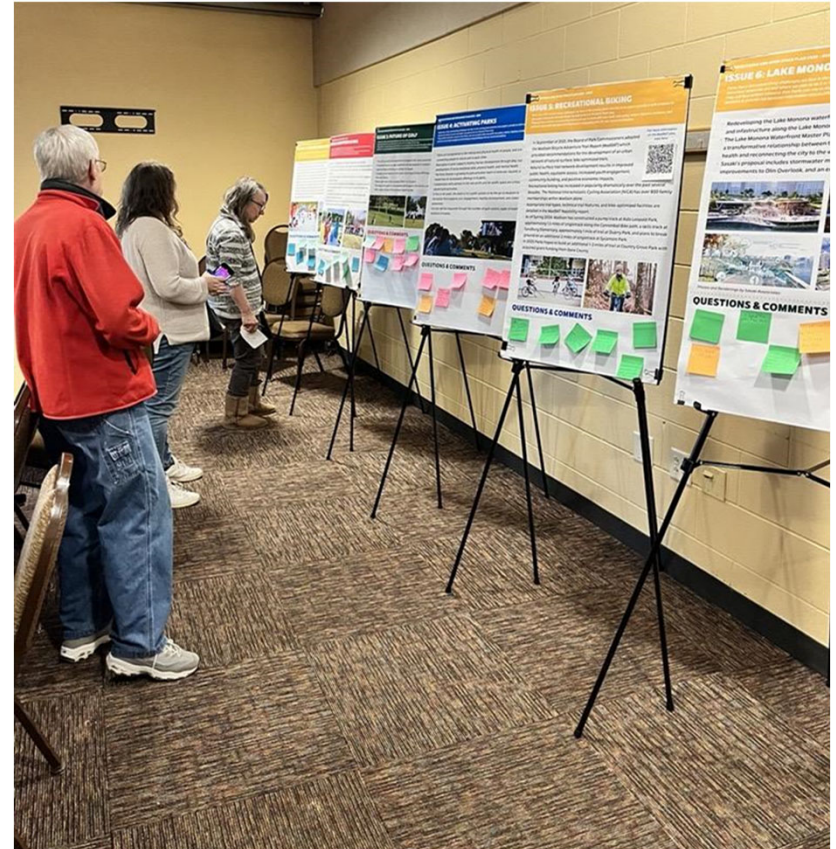
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Board of Park Commissioners
June 12, 2024

Open House Overview:

- Total Attendees: ~74
 - Ranged from 12 to 27 per event
 - Average age was 41-55
- Top Park Uses in the Past 12 months :
 - Leisure activities (picnicking, celebrations, nature viewing)
 - Water-based
 - Walking, hiking, exercise equipment
 - Biking
 - Attending festivals
- Top “funding” categories:
 - Ecological maintenance
 - Existing maintenance



Board of Park Commissioners
June 12, 2024

Focused Outreach to BIPOC communities

Led by All Together (sub-consultant to MSA)

- Focus groups (4); held virtually during daytime & evening hours (to be held in late June 2024)
- Pop-up events at Parks Alive on June 24th and July 16th
- Activities / tabling along with surveys available via QR code (at the pop-up events)
- Surveys to complement questions asked by earlier UW survey (summer 2024 duration)

Content Development

- Chapters 1-5 have been reviewed by Long Range Planning
 - Includes Parks and MSA-developed maps and table updates
- Issue Papers (content of Ch.6)
 - 1-3 will be reviewed by LRP at it's 6/26 meeting
 - (Climate Resilience, Volunteers in Parks and Future of Golf)
 - 4-6 will be reviewed by LRP at its 7/17 meeting
 - (Activating Parks, Rec Biking, Lake Monona Waterfront)
- Side-by-side comparison of Table of Contents last POSP and update (7/17 LRP meeting date)

MADISON PARKS

Parks and Open Space Inventory

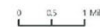
Parks and Open Space Plan
2025-2030 Update

City of Madison
Dane County, Wisconsin

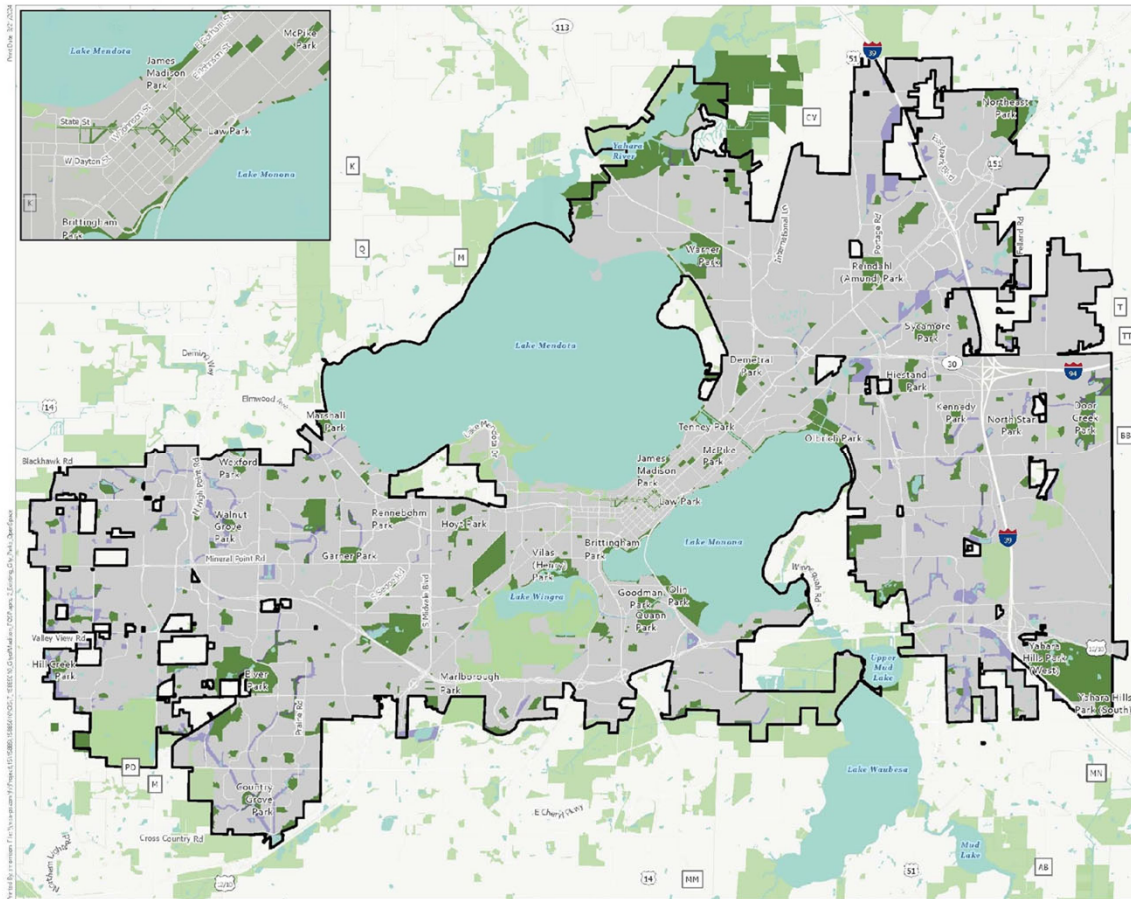
- City of Madison
- Surrounding Municipality
- City of Madison Parks
- City Greenways
- City Park / Greenway Space Overlap
- Other Public Land & Open Space

*City of Madison Parks
number 285 containing
a total of approximately
5,788 acres*

Data Sources:
Dane County GIS (2023)
City of Madison GIS (2023)

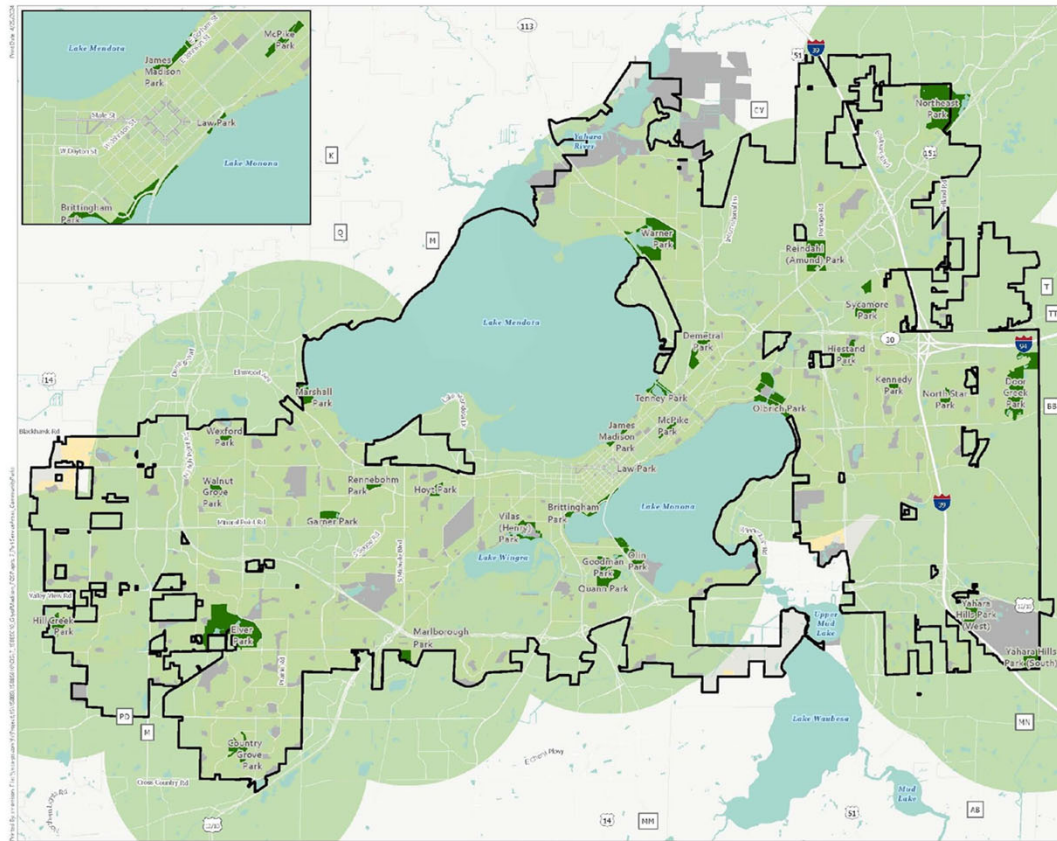


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June 12, 2024



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MADISON PARKS



Community Park Service Areas

Parks and Open Space Plan
2025-2030 Update

City of Madison
Dane County, Wisconsin

- City of Madison
- Surrounding Municipality
- Residential Parcel Not Served by Mini-Neighborhood Park
- Community Park
- Other City Parkland
- Community Park 2 Mile Service Area

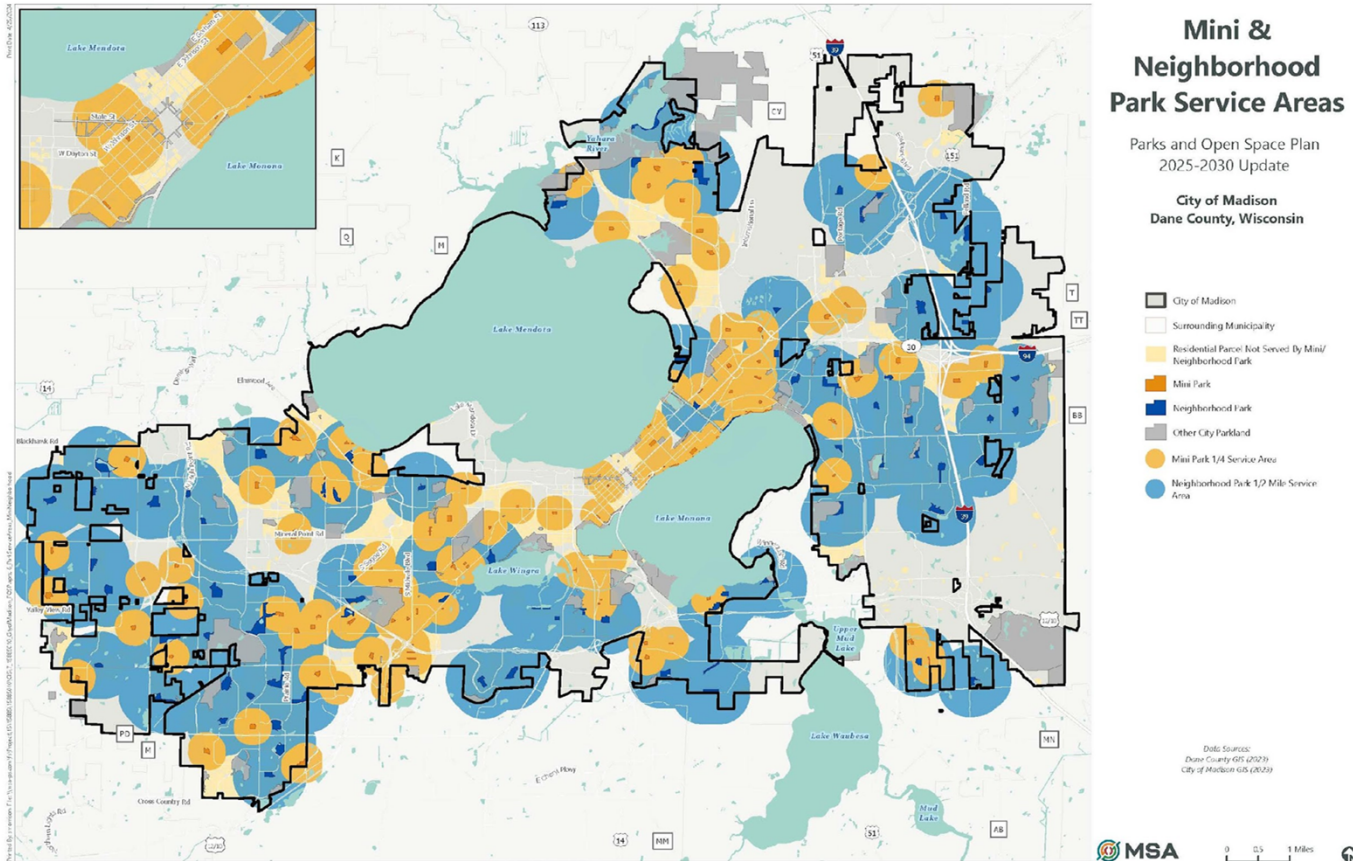
Date: Sources:
Dane County GIS (2023)
City of Madison GIS (2023)



0 0.5 1 Miles

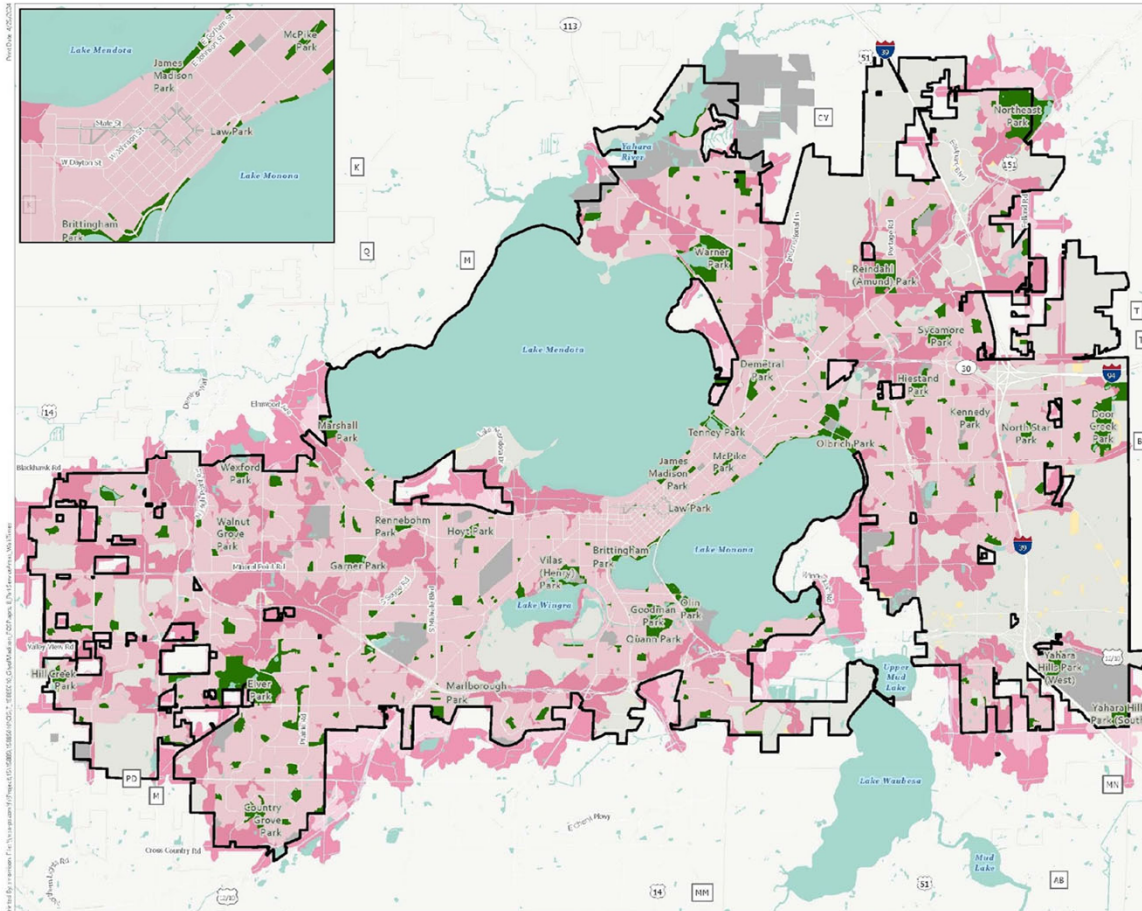


MADISON PARKS



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June 12, 2024

MADISON PARKS



Walk Times to City Parks

Parks and Open Space Plan
2025-2030 Update

City of Madison
Dane County, Wisconsin

- City of Madison
 - Surrounding Municipality
 - Residential Parcel Not Served by Mini-Neighborhood Park
 - Mini, Neighborhood, Community Park
 - Other City Parkland
- Walk Time to Mini, Neighborhood, or Community Park
- 10-minute walk to center of park
 - 20-minute walk to center of park

Walk Time Analysis via ArcGIS Online using park centerpoints

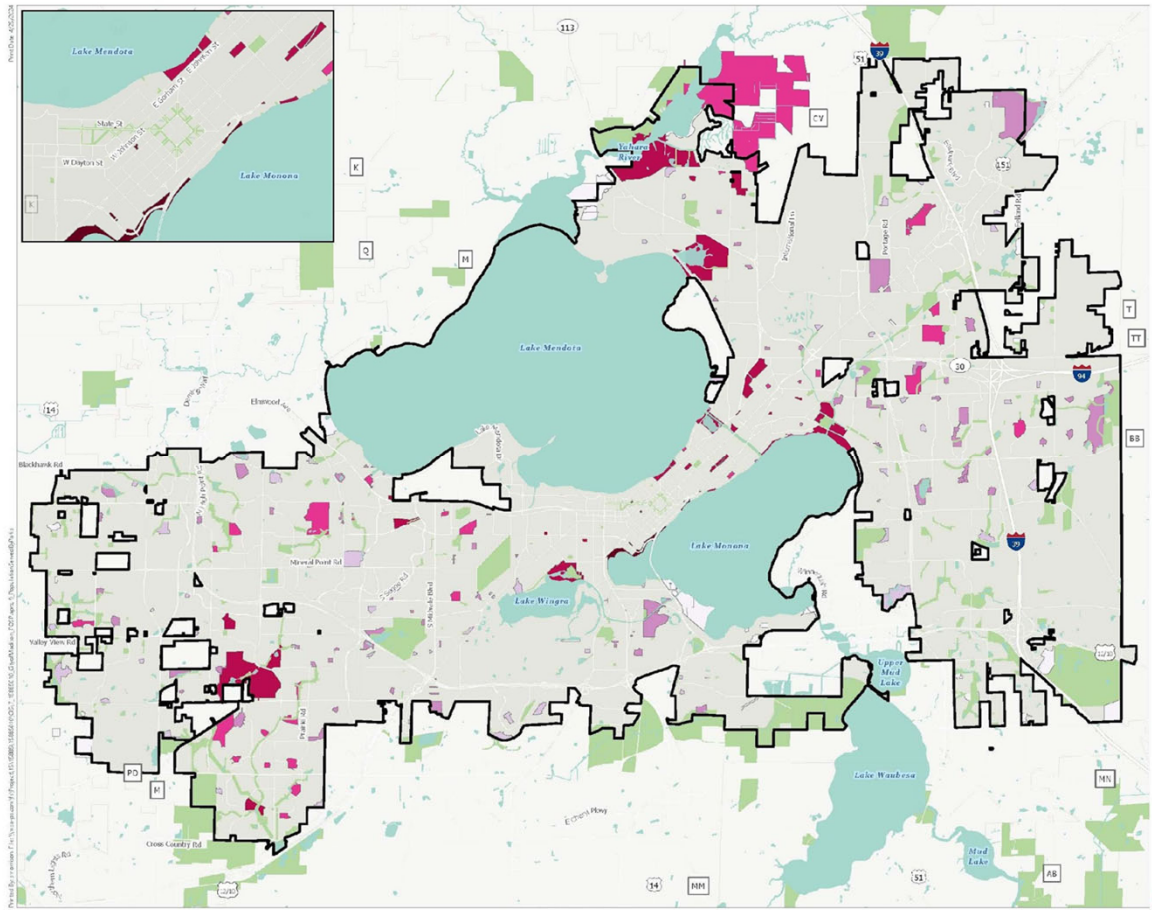
Data Sources:
Dane County GIS (2023)
City of Madison GIS (2023)



0 0.5 1 Miles



MADISON PARKS



Population Served By Park

Parks and Open Space Plan
2025-2030 Update
City of Madison
Dane County, Wisconsin

- City of Madison
- Surrounding Municipality
- Other Parkland & Open Space
- City Residents Served By Park* (1/2 Mile Service Area)
 - 0 - 1,500
 - 1,501 - 3,000
 - 3,001 - 4,500
 - 4,501 - 6,500
 - 6,501 - 15,000
 - 15,001 - 77,473

Parks Analyzed include: Mini, Neighborhood, Community Parks, and Conservancy Areas
Population based on 2020 City level the U.S. Published Land Counts for Residential Properties - Avg Household Size (census) - ONLY including residents of City of Madison
Data Sources:
Dane County GIS (2023)
City of Madison GIS (2023)



Looking Ahead

Led by All Together (sub-consultant to MSA)

- Focus groups (4); held virtually during daytime & evening hours (to be held in late June 2024)
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Long Range Planning Subcommittee

- Continue to develop content for report
- Review and edits maps as needed