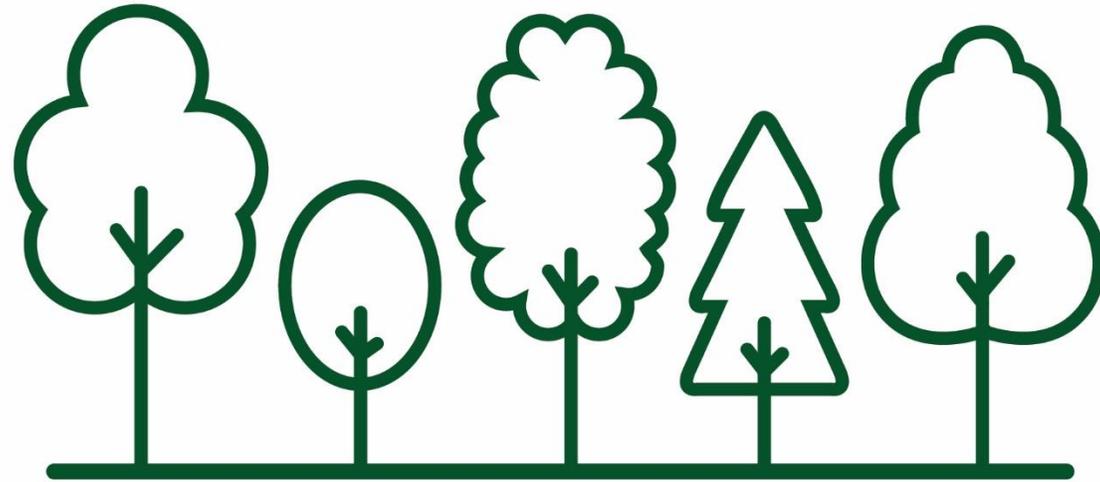


PARKS



BUILDING STRONG NEIGHBORHOODS

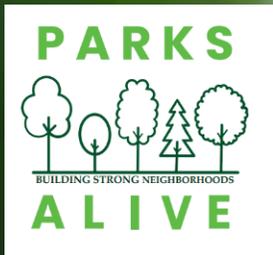
ALIVE

Parks Alive Origins

Parks Alive is a collaborative effort across 19 City and County departments involving 40 community-based stakeholders and mobile resources from across Madison

The 1st Parks Alive event was held in summer of 2022 programmed by a backbone cross departmental team of 8 city staff

The city recognized the interconnected role between community activation and violence prevention



Parks Alive 2023

Parks Alive 2023 focused on :

- Play
- Green space engagement
- Family-friendly activity
- Music
- Food
- Activity / sports
- Connection to local resources



PLAY!

Parks Alive encouraged the young and young at heart to come out and socialize with each other

Through family-friendly music and activities neighbors congregated in one of the 9 selected parks

In addition to our mission of building strong neighborhoods, time outdoors also:

- Improves mental health
- Increases life expectancy
- Abates loneliness
- Reduces screen time
- Reduces stress



Parks Alive participants enjoyed playing:

- Disc golf with Park Rangers
- Park-based sports like basketball & football
- Jump rope with city staff
- Games and activities with partners

Parks Alive Numbers

How do we measure our impact?

The impact to our community, neighbors, and families after sustained engagement is immeasurable.

- 3000 attendees
- 147 participants per event (avg.)
- 27 total events
- 45 organizations/ city resources participated
- 12 food carts
- 1 million smiles 😊



- Bike Fitchburg
- Bike Parks for Kids
- Boys and Girls Club of Dane County
- Boyz to Kingz
- City of Madison Clerk's Office
- City of Madison Metro Transit
- City of Madison Municipal Water Wagon
- City of Madison Parks Planning and Development
- City of Madison Planning Department
- City of Madison Traffic Engineering
- Dane County Dept. of Waste and Renewables: Trash Lab
- Darbo Dreams
- Dream Bikes
- Dream Bus (MPL)
- Fitchburg PD
- Focused Interruption
- Ice Cube
- JustDane
- Madison Children's Museum Roadshow
- Madison Reading Project
- MMoCA/MSCR Art Cart
- Madison Park Rangers
- Madison Police Department
- Madison Fire Department

- MGOE
- MMSD/Verona School District
- MMSD Play and Learn
- Moms Demand Action
- MPL Bubbler Artist
- MSCR Fit2Go
- MSCR Outdoor Programs
- MSCR Youth Employment Program
- Northside Early Childhood Zone
- Operation Fresh Start
- Public Health Madison and Dane County/DAMA
- ReachDane
- RISE
- Roots4Change
- Safe Kids Madison
- Southwest Madison Action Coalition
- Theresa Terrace/Elver Park Neighborhood Center
- Urban Triage
- UW Science Alliance
 - Biology
 - Chemistry
 - Geology
 - Neuroscience
 - Primate Project
- UW Arboretum
- Willy Street Co-op



What's next for Parks Alive?

- 95 %* said that they would be interested in attending Parks Alive in other seasons
- Residents supported expansion of activity offerings to include:
 - 61% for community cooking classes
 - 38% for outdoor technology activities
 - 51% for Indigenous arts/skills workshops
 - 59% for fiber arts/pottery
 - 35% for public art demonstrations
 - 48% for mindfulness activities.

What's next for Parks Alive?

- Analyze and report research
- Identify untapped resources in neighborhoods
- Create opportunities for seasonal engagement
- Prep for Parks Alive 2024

Thank you!
Questions? Comments?

