

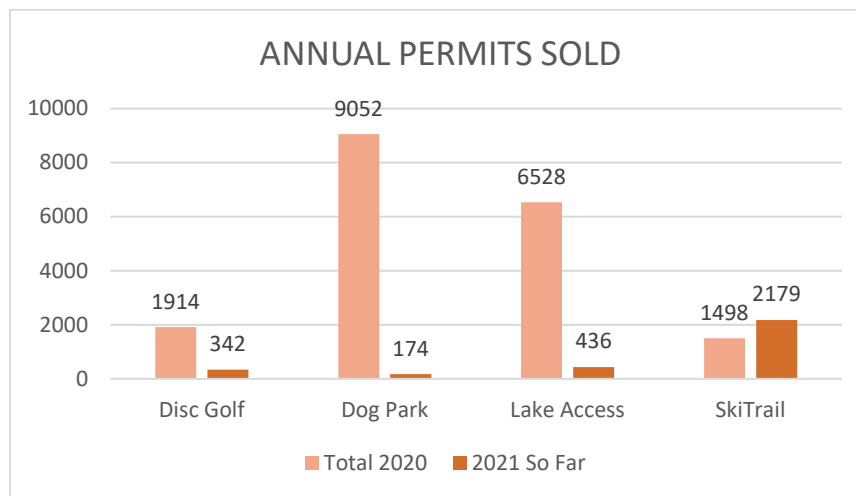
## Community Services Quarterly Report—Lisa Laschinger

2020 was certainly a year to remember and learn from. While the Community Services team takes great pride in rising to the various challenges of last year, we also look forward to a brighter and better future in 2021. We know that parks will continue to play a vital role in our community's mental and physical well-being in the months to come and we are ready to meet that need. It is too early to tell exactly what the New Year will bring, but winter recreation is off to a great, albeit different, start and we are preparing for some semblance of familiarity with the return of WPCRC, some level of events and working to enhance all experiences offered this year (including permitting of various uses, Ranger services, aquatics programming).

### Customer Services (Joanne Austin):

Parks continues to provide safe social distance outdoor amenities for park users. This includes activities that require permits. Customers have been able to purchase their 2021 permits since November 15<sup>th</sup> and numbers are looking fantastic for 2021! Cross Country Ski permit sales have already far exceeded 2020 sales, thanks to early snow and crews maintaining the trails. 2020 Lake Access permits nearly doubled, compared to 2019. Due to COVID-19 and the importance of customer and staff safety, customers have been encouraged to purchase online and staff assist over the phone when needed. Daily updates on the Parks [WINTER FUN](#) web page and current signage at all kiosks has led to increased awareness and success of online sales. Administrative support staff continue to work remote, are processing online permits every day, and are mailing them to customers as quickly as possible.

See below for total 2020 permits purchased and 2021 permits purchased just since November 15, 2020. As one can see, staff are diligently mailing out 2000+ cross-country ski permits and those numbers are increasing each day!



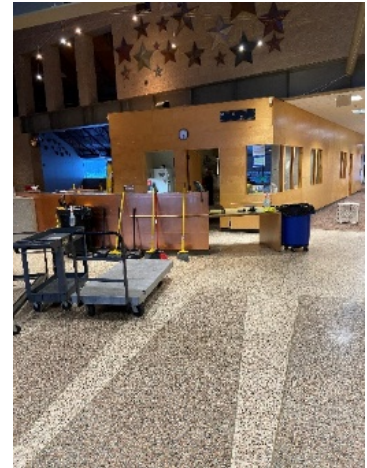
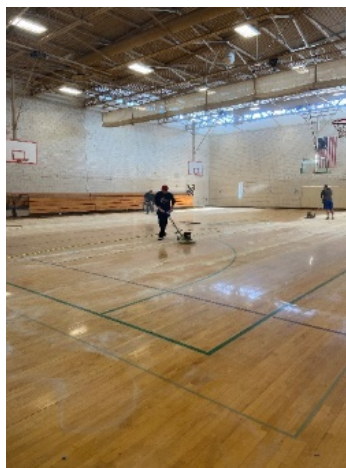
Due to COVID-19, nearly all 2020 shelter reservations needed to be cancelled. Any reservations that were allowed had to abide by PHDCM orders. Parks is looking forward to a better situation in 2021. For numerous years, Parks offered 'Lottery Day' in early November. This was the first date that customers could begin reserving a shelter for the upcoming year. For 'Lottery Day', customers would have to come to the Parks office and wait, along with others, for their opportunity to reserve a shelter. For the safety of our customers and staff, Parks changed this in 2020 and on November 10<sup>th</sup> customers were able to place their 2021 reservations either online or over the

phone. This was very successful and Parks has decided to hold a “First Date” to reserve in November each year where customers will be able to place their reservations online or over the phone from the convenience of their home.

**Warner Park Community Recreation Center (Terrence Thompson):**

We transitioned into the WPCRC on December 16, 2020. WPCRC staff are working with Parks Facility Maintenance, Engineering, and various contractors to restore the facility for public use. We are also working with community partners, stakeholders, and staff to finalize reopening plans. The WPCRC will operate differently with enhanced safety protocols for both users and staff, including reduced facility capacities, staff screening, social distancing guidelines, enhanced cleaning and sanitization efforts, PPE use, and more. We anticipate reopening in late January, with limited access to community programming, open gym, game room, fitness room, and facility rentals.

WPCRC hosted seven Teen Nights on Friday nights from October 16, 2020-December 11, 2020. Teen Night was held at the Warner Park Outdoor (Rainbow) Shelter. Teens enjoyed an evening of gaming, outdoor sports, ping-pong, walks in the park, field trips, and a meal while hanging out with friends. The WPCRC provides one of the only in-person, drop-in teen programs in the City and proud to offer a safe space for teens to engage in active and social recreational opportunities during the pandemic. The program ended the year with a field trip to Urban Air Adventure & Trampoline Park, and we are excited to resume programming at the WPCRC in the New Year.



**Rangers (Josh Schmitt):**

2020 was a very unique year for Park Rangers, Disc golf and Aquatics. Even without the large events that color our wonderful city in most years our parks saw amounts of use that we have never seen before. As the way people used the parks changed, so did the way Rangers operated. Rangers spent the majority managing park use and handling individual conflicts as they arose. While the total number of reports appears to be less than last year, this decrease reflects that Park Rangers average call length was significantly longer than in previous years. This means that with increased use our Park Rangers covered less ground in 2020. The chart below illustrates the number and type of calls that the Rangers responded to this year as compared to the last four years. Significantly less time was spent addressing parking complaints, as there were fewer larger scale events and less traffic in some areas. Likewise, calls for information were fewer due to the cancellation of most reservations and events.

Call type	2016	2017	2018	2019	2020
Animal Complaint	401	326	707	874	768
Assist Citizen	271	143	89	74	23
Assist Fire/ Police	106	21	18	18	4
Check Person	280	117	53	205	60
Check Area	6629	12589	9484	12710	12085
Behavioral Ban	32	9	8	9	11
Damage to property	109	44	32	36	9
Drug Investigation	40	8	3	4	1
Graffiti complaint	61	34	38	46	7
Intoxicated Person	20	11	2	4	5
Information	1204	900	1517	2394	38
Local Ordinance violation	127	14	2	91	2
No permanent Address issue	11	1	13	4	4
Noise complaint	33	13	20	19	10
Parking Complaint	300	120	189	250	19
Phone Call	31	11	9	0	0
Trespass	17	3	7	18	2
Total reports	8894	13874	11377	15790	12253

Moving into the winter season our Park Rangers are supporting winter activities. If the first weekend of winter shelters operations was any was any indication, the trend of heavy park use is going to continue through the winter.

The Disc Golf courses opened, after a brief early closure, early in the pandemic as a safe activity to get people out into nature. While patrolling the courses our Park Ranger received many comments from players that the activity was very important to player's mental health. It was a year that we did not focus on any big projects, but instead focused on providing consistency of services.

#### **Aquatics (Josh Schmitt):**

In Madison Parks Aquatics we learned a lot after operating a short season in 2020 with many facility modifications. We learned just how much the community values aquatics as a city service. We did not operate swimming lesson or concessions in 2020. This gave us the space to try a few new things and offer a more consistent schedule to our staff. Out of this came our "Tot Time" which gave parents with children under 12 a chance to use the pool during a quieter time in a less intimidating environment. We are in the planning stages for what will likely be another modified season in 2021. The difference is that we will enter the 2021 season with a great sense of confidence and more time to plan the summer.

In reflection, 2020 was not an easy year, but it showed the strength of our staff. They had to adapt to ever changing public health orders and manage a public that was often stressed out and desperate for activity. I am very proud of the patience, professionalism and awareness shown by our Park Rangers and our Aquatics staff. They have shown a commitment to service and a level of caring that honors that is what makes this a great city to live in.

### Recreation Services (Tracey Hartley):

Winter operations have begun. Elver opened for the season Monday, December 28 and has been very busy renting equipment. The ski rental window has had long lines since opening day. Staff have heard great praises from the public, as they are appreciative that we are open and thankful for the rentals. Vilas opened for the season on Saturday, January 2 and had a steady flow of patrons renting equipment. New this year, we are renting snowshoes from this location and people have enjoyed this amenity. Tenney is scheduled to be open the week of January 4, as soon as conditions allow. Overall visitors are adjusting and responding well to the safety protocols and modified services that we've put in place for the season. It isn't often that we have ideal winter conditions for the holiday break, and it is evident how much the community is craving this type of activity this year.



Adopt Ice locations have added additional skating around the City, which are now open as well. Parks include Heritage Heights, Hillington Green, Olbrich, Rennebohm, Sunset, Westmorland, and Wexford. Between the support from volunteers and parks staff these rinks are in great shape and people are out skating. It is great to see the public engaging in outdoor fun!

Next, is to roll out the Long Term Rental program at Elver Park to rent Ski Equipment to those interested in this opportunity. I appreciate the dedication and creativity of Customer Service staff who are working to help make this possible.

### Community Events (Kelli Lamberty):

Though much of 2020 was spent cancelling events, we are working continuously with event organizers who are hoping to host events in the coming year. The chart below summarizes the 2020 event season and compares it to 2019.

2020 Permitted Event Days Madison, WI														
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2020 totals	2019 totals
Street Use Events	0	2	0	0	0	0	2	10	2	2	0	0	18	364
Park Events	7	3	1	0	4	6	15	14	8	9	24	31	122	357
Block Parties	0	0	0	0	0	0	1	1	3	3	1	0	9	88
NA Events	1	0	0	0	0	0	0	0	0	2	0	0	3	48
Camps	0	0	0	0	0	0	0	0	0	0	0	0	0	279
DT Performance Spaces	0	0	0	0	0	1	2	1	1	1	0	0	6	270
TOTAL	8	5	1	0	4	7	20	26	14	17	25	31	158	1406

2020		# of cancellations (days)		**"Street Use Events" is an estimate based on events that are considered "annual returning events." Street Use event organizers are not asked to reserve a location a year in advance, so it is likely that a number of organizations never applied for a street use permit due to COVID-19 and are not represented here.
park event types	# of days	Park Events	Street Use Events	
precovid	11	211**	258*	***"Park Events" number are more reflective of the true number of cancellations as Park Event organizers confirmed their 2020 event dates in October 2019.
farmers' market	29			
displays/memorials	22			*, ** Neither of these numbers reflects any new or one-time events that did not happen due to COVID-19 .
run/walk	3			
drive thru events	5			
neighborhood events	4			
Fantasy in Lights	48			
	122			

In 2021 Community Events staff is finalizing a number of projects we have been able to work on during the pandemic. Work continues on the Park Event ordinance. We hope to have a draft for review to BPC by next month.

Work also continues on the on-line park event application. We are looking to have an application in a test environment soon. Once this is available, we will ask selected event organizers to try it out and see if/what tweaks are needed before the application “goes live”

We have implemented the pilot “Parks open space permit” for small private events looking for outdoor space for their events in order to comply with gathering restrictions due to the pandemic. If all goes well, we hope to make this a permanent option.

Once the park event application is up and running, we’re going to work with IT to get a few more event applications updated and on-line as well. This would include the open space permit described above, the Community Event park event application and Commercial Shoot applications.

We are also working on condition violation enforcement for both street use and park events. We are determining appropriate immediate consequences – lower amplification, remove unlicensed vendors – and additional requirements for future events.