

Community Services Report October 2024 – Terrence Thompson

Community Events (Kelly Post)

Permit Types	2024 Permitted Event Days (to-date)												2024 TOTALS	2023 TOTALS
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		
Street Use Events	0	0	3	15	22	65	60	72	47	31	8	1	324	362
Park Events*	10	12	7	18	54	176	184	175	45	46	4	2	733	764
Block Parties	0	1	0	0	6	11	20	18	31	8	0	0	95	112
DT Performance Spaces**	0	4	1	7	14	27	12	19	23	3	0	0	110	195
TOTAL	10	17	11	40	96	279	276	284	146	88	12	3	1262	1433
<small>*Includes Park Events, Community/Neighborhood Park Events permits, Classes in Parks, Day Camps in Parks, Open Space Park permits</small>														
<small>**Includes BID programming</small>														
# of permits issued (to-date)	2019	2020	2021	2022	2023	2024								
Street Use Events	151	52	77	136	138	146								
Park Events	175	80	189	262	249	273								
Block Parties	91	9	88	101	112	95								

2024 was a great year for events held in Madison Parks.

- Returning Iconic Madison Park Events: Mad City Ultras 100K, Walk MS, Picnic in the Park, Kids Fishing Day(s), Capitol City Band, Loop the Lake, Juneteenth Day Celebration, Disability Pride Festival, Outreach Magic Festival, and many more!
- Exciting new Madison Park Events: Urban Triage Community Kick Back, EID Festival, Symphony at Sunrise, Black Restaurant Week, and many more!

As we wind down the very busy permitting season, we are looking ahead to 2025. Qualifying, annual, and returning events have been sent their 2025 date request forms so we can reserve parks, shelters, and athletic spaces before reservations open to the public on November 1.

This year, our team has also worked with various agencies on updating some permit information and requirements. For example, we worked with the Department of Civil Rights to upgrade information on Accessibility at Events and develop forms to better help organizers plan for all accessibility needs for their event attendees. We also worked with Madison Fire to update Emergency Action Plan requirements and forms. We will update all applications, permit material, and websites to reflect these changes for 2025.

Parks Alive (Debra Alleyne)

Fall Parks Alive

Last fall, Parks Alive held 3 pilot events to test the interest and participation of community groups around Parks Alive in other seasons. This year, we will continue to test event configurations to see what will be viable and replicable. Additionally, we will partner with the Rangers, who are also conducting a pilot youth program centered around Ranger's core values, including park stewardship and conservation. Together, we hope to have an iteration of Parks Alive that feels fresh and different and advances other aspects of the Parks' mission.

Violence Prevention

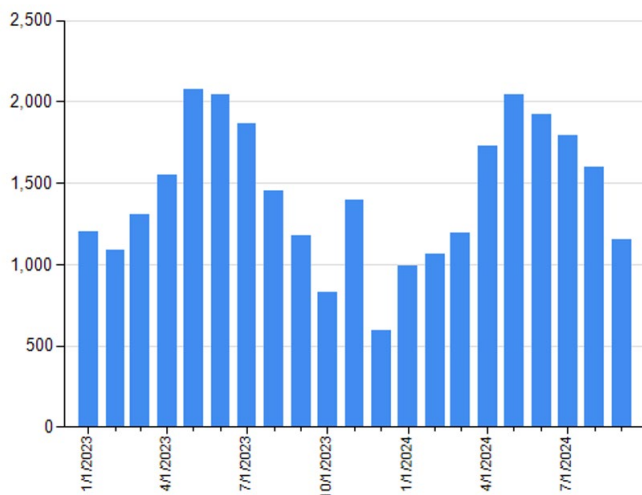
Parks Alive is a member of the Madison Dane County Violence Prevention Coalition. This month, they held their quarterly, half-day coalition meeting. The coalition is further divided into Prevention and Intervention groups to discuss barriers and effective tactics around each. Based on the questions posed at the FPF subcommittee meeting regarding measuring the impact and efficacy of the violence prevention goals of the program, some members of the coalition, who work more directly in violence prevention work, have offered their subject matter expertise. In the coming months, we plan to meet to work on integrating more proven, best practice activities in Parks Alive and sharing reporting methods that can help capture impact despite the ephemeral nature of the program.

Customer Service (Joanne Austin) Shelter and Athletic Reservations

The 2024 shelter and athletic reservation season is wrapping up, and it's been another great year. The Highland Manor storm shelter and the Gates of Heaven (GOH) synagogue are available for reservations all year, while most other shelters open in the spring and close in the fall. We look forward to having the new Door Creek shelter as another location that can be utilized throughout the year. In 2024, GOH had 87 reservations, Highland Manor had 148, Brittingham had 113, the John Wall Pavilion at Tenney Park had 109, and Olin had 88. These numbers are comparable to 2023. Customers will begin placing their 2025 shelter reservations on Friday, November 1, 2024, marking our first full year of managing athletic reservations through RecTrac, resulting in 6,564 field reservations and 3,912 court reservations for 10,476 athletic reservations so far this year. Athletic fields will close at the end of October 2024, and users will begin placing athletic reservations for 2025 in late February.

Incoming Calls by Month

As we prepare for the next season of shelter and athletic reservations, the number of phone calls coming in begins to taper off starting in September. This is extremely helpful as we prepare for the opening day of 2025 shelter reservations, begin processing permits on November 1, improve shelter packet information, and make software updates for next season. For reference, staff were on the phone for more than 300 hours between April and August. It's surprising how much communication we have with customers over the phone.



Mooring and Watercraft Storage

In 2024, all 30 mooring spaces were rented, and 42 people were on the waitlist. Customers are highly interested in watercraft storage for their canoes, kayaks, and standup paddleboards. Out of 16 park locations with storage racks totaling 442 spaces, most have been filled, leaving only 6 spaces vacant. Currently, there are 446 people on the waitlist, with the majority hoping for a space at Merrill Springs, Spring Harbor, Tenney, Olbrich, and especially Vilas.



Recreation Services & Aquatics (Tracey Hartley & Shane Martin)

Aquatics

The Summer 2024 Aquatics season wrapped up on Monday, September 2. The beaches and splash pads opened on Memorial Day and closed on Labor Day. The summer season for the beaches and splash pads was 101 days. On average, the beaches were open for 95% of the summer. The Goodman Pool opened on Friday, June 7, and closed on Sunday, August 25. This was a very strenuous summer for all pool staff, including responding to several youth behavior issues. Throughout the summer, the Lifeguards performed 52 rescues and prevented hundreds more. While this summer was full of ups and downs, the staff stayed on track, offering world-class customer service, maintaining a positive environment, and providing a safe experience for all 40,799 people who visited the pool this summer.

Winter

The winter season will begin on Saturday, December 21, weather permitting. We'll begin recruiting for Winter Attendant positions soon. We expect a busy season due to the anticipated development of La Nina later this year. Planning for winter operations will commence in mid-October.

Events

We hosted 35 movies this year, 2 ribbon-cutting events, 14 learning series events, and 2 large events: Ride the Drive (12,000 attendees) and Trucks & Treasures (1,023 attendees). We're looking forward to the fall Halloween events and hayrides. We're posting for an Event Services Assistant and additional Event Attendants this fall.

Parks will host the Wisconsin Parks and Recreation Association PARR 3 meeting on Thursday, November 21, 2024. All are welcome to attend.



Rangers & Volunteers
Rangers (Steve Dray)
Community Outreach

The Trucks & Treasures event, held at the Goodman Pool parking lot, showcased various vehicles used by city workers. Attendees had the opportunity to explore our Ford Lightning electric truck and our Landmaster EV Utility Task Vehicle. Seeing kids and adults learn about how the vehicles operate and discover the storage space under the hood was exciting!



Enforcement Contacts

Rangers have had 87 enforcement contacts, which have resulted in 25 warnings, 55 tickets, and 7 bans. To date, 95 parking tickets have been issued during the month of September.

Elver Disc Golf Course Redesign

The Elver disc golf course redesign is nearing completion. Thanks to our dedicated volunteers and West Parks' support, we anticipate that the new portion of the course will be playable by the end of September. We appreciate everyone's hard work and patience during this process.

Looking Ahead: Yahara Disc Golf Course

But that's not all! We're excited about our next project: preparing the Yahara disc golf course to serve as the City's Winter disc golf course this year. There's plenty of work ahead, and we're committed to making it a fantastic experience for all disc golf enthusiasts. We'll provide more updates as we progress on these projects.

Volunteers (John Weichelt)

During the warmer months of June to September, volunteer engagement saw a notable increase, with 12 large groups and over 200 volunteers participating in conservation efforts such as trash removal, burdock control, native planting, and garlic mustard removal. Significant recruitment activities for Ride the Drive included participation in Bike Week booths and grassroots outreach, resulting in over 300 volunteers contributing nearly 700 service hours during the event. The newly formed Volunteer Governance team, consisting of representatives from HR, the Office of the City Attorney, Parks, and Olbrich Gardens, is actively revamping the city's volunteer program guidelines and policies, having met twice and made considerable progress. Community initiatives also flourished, with the local group 1 Pyramid at a Time adopting Heifetz Park for monthly cleanups and programming, and the Urban League Young Professionals adopting Penn Park to conduct monthly cleanups and assist with programming.



In addition to these efforts, a new volunteer management software, Get Connected, has been onboarded, enhancing volunteer coordination. Partnerships with local organizations thrived, highlighted by Epic Systems' collaboration with The Glen for monthly workdays and Exact Sciences supporting natural areas by collecting hundreds of seeds. Over 45 Madison Country Day School students also contributed by participating in invasive species clearing at Cherokee Marsh. Madison Parks also attended the UW MBA Resource Fair and the UW Service and Volunteer Fair, engaging over 100 prospective student volunteers. As the school year begins, September and October are expected to see a surge in group volunteering, with 120 volunteers from 10 groups already participating in trash removal efforts. The onboarding process for the volunteer website is underway, with completion anticipated in the coming months.



Warner Park Community Recreation Center (Zach Watson)

The WPCRC began the summer with the Warner Park Expansion Project going to bid much earlier than anticipated, and we were able to secure five competitive bids in May 2024. As we progressed through the selection process, we eventually awarded Vogel Bros. Building Co. with the WPCRC Expansion Project in August 2024. Construction will officially begin during the first week of October 2024, with an anticipated completion date TBD between September and October of 2025. The Project timeline has a hard end date of December 31, 2025, as a delay will ensue due to the geothermal implementation.

The KNOW Program partnership with the Madison Parks Foundation (KNOW Program) had another successful summer. We continue to expand our offerings and reach while committing to creating community culture through traditional programming. The KNOW Program hosted the 2nd Annual Powerful Teen Leaders Program (PTL) in partnership with Sustain Dane. The recruitment process began in May 2024 when the Sustain Dane PTL Summer Internship offered interviews to KNOW Program participants and eventually hired 10 youths from the KNOW Program.

The KNOW Program also was awarded \$5,000 to provide scholarships to five program participants to complete a Driver's Education Program to attain a driver's license. Two participants are actively participating in the program, and the three others are beginning the program during the school year. Lastly, the KNOW Program partnered with JP's Professional Hair Design and had eight participants complete a six-week "Learn to Cut" course led by JP's Professional Hair Design staff. The Learn to Cut course was only possible because of our ability to provide transportation to and from the program site. In July 2024, the City of Madison's Fleet department completed the KNOW Program van, thanks to the generous grant the 100 Men of Dane County provided.

Summer concluded with WPCRC staff and KNOW Program participants enjoying Madison's own Pontoon Porch.

