

COMMUNITY SERVICES QUARTERLY REPORT – Claire Oleksiak

WARNER PARK COMMUNITY AND RECREATION CENTER – Terrence Thompson

WPCRC Facility News

In 2018, WPCRC served over 226,000 visitors (record) through a variety of special events, fitness classes, sports programs, youth camps and drop-ins, weddings, workshops, meetings, and other rentals. This was an increase in visitors from 221,000 in 2017.

WPCRC Programs & Events

- Teen Night - 1st Friday each month the WPCRC transforms into a safe place for Northside teens to participate in a variety of sports, creative arts, interactive workshops, live music, and performances while hanging out with friends.
 - February - 56 participants

- Family Fun Night - 2nd Friday each month families enjoy a night of bouncy houses, art and pottery projects, bingo, movie screenings and more.
 - January - 319 participants (record)

- Increase the Peace- Each month the WPCRC, Northside Planning Council, and Northside Safe & Thriving Communities hosts an evening of anti-violence, community healing, arts, guided conversations, and a meal for our Northside neighbors.
 - January - 45 participants

- Youth Police Initiative (YPI) - February 18-23, WPCRC will collaborate with the Center for Community Stewardship and the Zeidler Center (Milwaukee) to host YPI. The goal of this program is to strengthen relationships and trust between Northside youth and police.

WPCRC Facility Usage Report - 2019

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	YTD	2018	2017
Facility Rentals	336										336	4,883	5,007
Pass Visits													
Exercise Room	2122										2,122	23,808	26,993
Game Room	285										285	2,831	2,187
Gymnasium	699										699	4,152	2,820

*June/July numbers do not include gym usage by the MSCR Summer Camp (approx. 1200 visitors per month)

* Game room numbers do not include multiple youth groups and organizations that use the area

*Also does not include members that check into one area, then use another area during the same visit

RECREATION SERVICES – Tracey Hartley

Winter Operations Data:	<u>Location</u>	<u>Opening Date</u>	<u># of Days OPEN</u>
	Elver	12/17/2018	34 days
	Vilas	1/16/2019	12 days
	Tenney	1/18/2019	6 days
	Odana	1/20/2019	4 days
	Yahara	1/26/2019	2 days
Ski Parties	3 groups		
Skate Parties	4 groups		

*as of Tuesday 1/29/19

- Adopt Ice Locations are all up and running for the season. Locations include Heritage Heights Park, Hillington Green-Triangle Park, Nakoma Park, Olbrich Park, Rennebohm Park, Sunset Park, Westmorland Park and Wexford Park.
- Groove and Glide Events - Westmorland Park had 85 participants (family night) & Elver Park had 18 participants (date night couples).
- Lions Club held a ski party at ODANA 2/2/19 from 12-4 PM. They brought seven visually impaired skiers and an assistant to help. The group has tried for 2 years to provide this opportunity. Weather cooperated this year. Parks is pleased to offer the rentals to accommodate their group.
- Madison Waldorf School brings their gym class to Elver ski loop on Mondays and Fridays from January 14 to February 25. The school provides their own skis.
- Mad NorSki has been offering their youth lessons at Elver Park with 10-15 youth each Monday night at Elver Park. Mad NorSki offers Adult Ski lesson take place at Elver Park each Tuesday nights with up to 40 individuals.
- An overall good partnership with Parks & Mad NorSki. Their volunteer group provides snow making and grooming to make Cross Country Ski possible, especially early in the winter season.

CUSTOMER SERVICES/FRONT STAFF – Joanne Austin

Large Shelter Reservations

During the winter months, Madison Parks offers Gates of Heaven and Highland Manor as reservable facilities. From November 1, 2018 and January 2019, 138 hours of reservations were booked at Gates of Heaven and there were 46 reservations (counting half-days as 1 'reservation' and full days as 2 'reservations') at Highland Manor. Highland Manor has been particularly popular this winter, with 10 of 13 possible Saturdays reserved. Front desk staff have reserved multiple requests to reserve on dates already booked.

Lottery Day

Parks 'Lottery Day' -- the first day shelters could be reserved for 2019 -- was held on the morning of November 13, 2018. With the help of many great staff members, we processed 61 shelter reservations before 10 AM. The most booked venue was Olin Pavilion, followed by John Wall Pavilion at Tenney Park, and Gates of Heaven.

Parks sent a survey to Lottery Day participants. We received 20 responses. Overall, customers expressed high satisfaction with the Lottery Day process, particularly with staff knowledge and customer service. 90% of respondents' reservations were for weddings/receptions, with 80% being able to book their preferred date and all received their first choice of shelter.

Positive comments included "By using a lottery system (as opposed to first come first serve), you foster an environment where people can converse and relax knowing they don't have to push or panic. It was actually a nice way to meet a community of people who utilize our parks..." and "Overall, the staff and customer service on this day was amazing... They were extremely knowledgeable, helpful and kind."

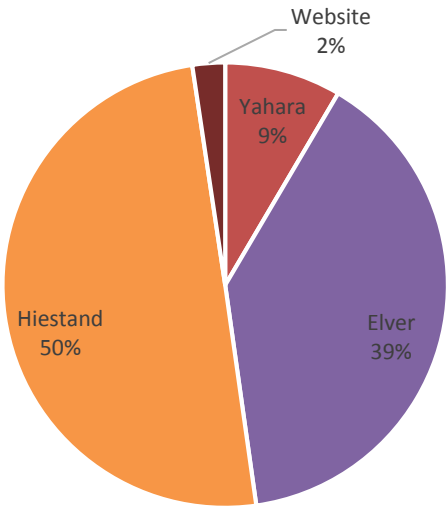
Suggestions for improvement included "Waiting until November to secure a wedding venue is kind of late. Would be great if lottery was earlier in the year... the time shifts for half-day rental made me rent park for full day when I really only needed for 4 pm wedding. Perhaps the morning shift could start earlier and end by 2pm or there could be another way to share a day with events that have unique times" and "Are you able to give priority to Madison residents? I would welcome that."

Annual and Daily Park Permits

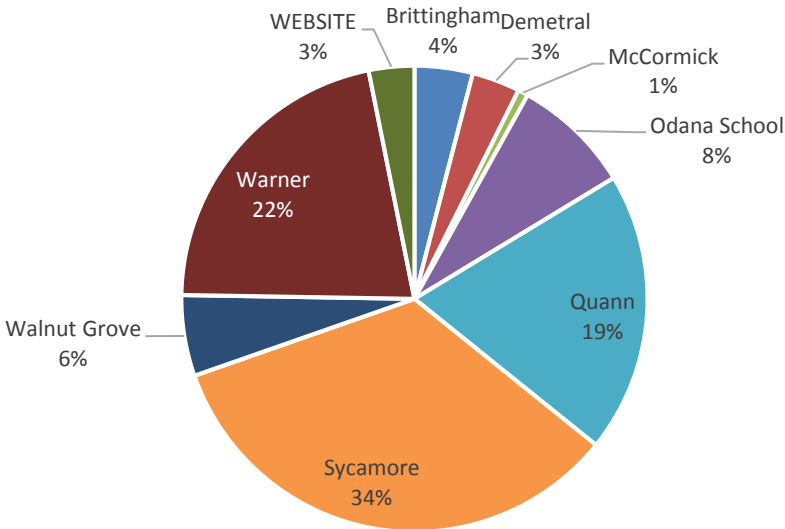
Annual permits are available to purchase in the Parks Admin office, at parks kiosks, online, or through various vendors. More than 50% of dog and ski permit holders, bought permits online. About 30% of lake and disc permit holders chose to purchase online. Park users bought daily permits almost exclusively on location. Below are pie charts showing the location of purchase for daily permits by type.

PERMIT GROUP	2016		2017		2018	
	Annual	Daily	Annual	Daily	Annual	Daily
Disc Golf	1,443	6,248	1,456	6,769	1,426	4,767
Dog Park	8,222	618	7,999	892	8,762	570
Lake Access	4,322	5,192	3,558	4,937	2,977	4,005
Ski Trail	1,318	489	1,325	500	1,277	830
Total	15,305	12,547	14,338	13,098	14,442	10,172

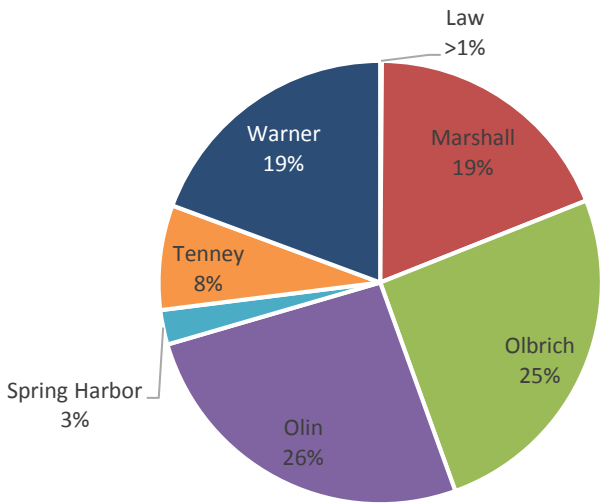
Daily Disc Golf Permits



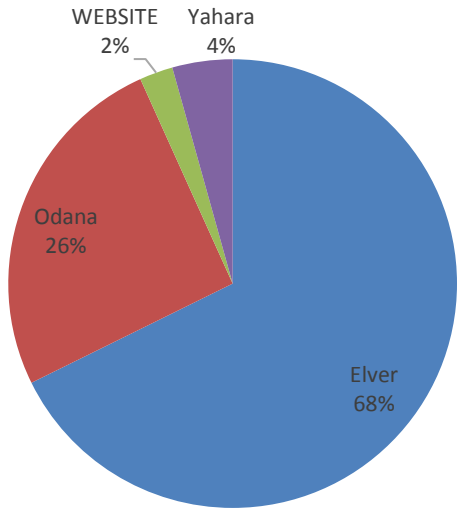
Daily Dog Park Permits



Daily Lake Access Permits



Daily XC Ski Permits



Athletic Survey Data

2018 is the second year that Parks has conducted an athletic survey. The survey was sent to 182 individuals or groups that made reservations in 2018, of which 46 responded. Question ratings were on a scale of 1 to 3 with 3 being "Most Satisfied", 2 being "Satisfied", and 1 being "Not Satisfied".

Service/Amenity	Percentages with 2 or 3 satisfaction ratings	
	2018	2017
Customer Service	93.02%	81.48%
Field Lining and Field Preparations	86.49%	83.72%
Grass Cut and Height	80.49%	73.47%
Lighting	89.66%	91.18%
Overall Appearance of the Park(s)	95.65%	94.64%
Overall Safety of the Park(s)	91.30%	98.18%
Parking	95.56%	96.08%
Quality of Fields (Terrain, Weeds, etc)	79.07%	75.47%
Rainout/Field Conditions Phone Line	78.95%	60.87%
Reservation Process/Application	91.30%	84.31%
Restrooms	79.49%	68.89%
Seating	84.62%	97.22%
Website Information	95.56%	68.00%

The highest improvements from 2017 to 2018 appeared in Website Information, Rainout/Field Conditions Phone Line, and Customer Service. Our new reservation system, GymDandy, allows users to view fields and field availability online, make reservations instantly, and receive field rainout updates via email. One comment that conveys this positive experience was "Nice upgrades since last year."

Overall Safety of Parks and Seating received lower ratings in 2018, which may be in part due to increased use of Warner Park softball diamonds. Comments such as the following explain further: "Warner Park remains fundamentally unsafe for softball spectators because of the small backstops, and unsafe and unfun for players because of the lack of fences- e.g.- balls flying into other active games, non-players wandering through the outfield of games in progress. Olbrich and Goodman diamonds are in good condition."

COMMUNITY EVENTS – Street Use and Park Event Permitting – Kelli Lamberty

Street Use Ordinance Amendments

Over the past few months, the proposed amendments to the Street Use Ordinance, MGO 10.056, (Legislative ID # [53818](#)) and the Downtown Event Zone policies (Legislative ID # [53991](#)) have been going through the legislative process. There has been public discussion of the proposed changes at the Downtown Coordinating Committee and the Street Use Staff Commission. Based on the public input, we are working on a substitute ordinance. The ordinance with changes will be on the February DCC agenda, the March Transportation Policy and Procedure agenda, one or two more Street Use Staff Commission agendas and then return to Common Council for adoption. We are working closely with street use organizers, particularly those impacted by the changes to the street use process. They are updated on the progress of the amendments and notified when the items are on the agendas of public meetings.

Street Use On-line Event Permitting

After the first full year offering on-line Street Use permit applications, we met with IT to review and edit a few areas on both the citizen and administrative side of the process. Example of the changes include incorporation of a legislative change to the Downtown Performance Space and adding the 500 block of N. Frances St location. There were name changes to two of the locations and an extension of the evening hours for amplification at three of the five locations. Overall, the online process is going very well and offers a significant service upgrade to event organizers.

Calendar of Events – Street Use and Park Permits

Below is the calendar of street use and park events for the first quarter of 2019. The expedited permitting process for park events worked well again this year. There have been a large number of new event applications submitted for 2019. We have already received 14 applications for new events – as opposed to approximately five for all of 2018 – and we are expecting at least three more applications in the next few weeks.

DATE	EVENT	LOCATION
JANUARY		
Tue. Jan. 8	MadNorSki Race Series	Elver Park
Tue. Jan. 15	MadNorSki Race Series	Elver Park
Sat. Jan. 19	Yahara Fishing Club Kid's Ice Fishing	Brittingham
Sat. Jan. 19	Womens Wave 2019	Capitol Square
Tue. Jan. 22	MadNorSki Race Series	Elver Park
Tue. Jan. 29	MadNorSki Race Series	Elver Park
FEBRUARY		
Fri. Feb. 1	Frozen Assets Bike Race	Law Park
Sat. Feb. 2	Grillin' 4 Peace	Vilas Beach
Sat. Feb. 2	Madison Winter Festival	Elver Park
Sun Feb. 3	Madison Winter Festival	Elver Park
Tue. Feb. 5	MadNorSki Race Series	Elver Park
Tue. Feb. 12	MadNorSki Race Series	Elver Park
Sat. Feb. 16	Polar Plunge for Special Olympics	Olin

MARCH				
Sat.	Mar.	2	Freeze for Food 5K/10K	Vilas
Sat.	Mar.	16	Shamrock Shuffle	Start - 400 State Street
Sun.	Mar.	17	St. Patrick's Day Parade	Capitol Square
APRIL				
Fri.	Apr.	5	Engineering Expo	Breese Terrace - parking
Sun.	Apr.	6	Wags for Wellness	Warner
Sat.	Apr.	13	Mad City 100K	Warner
Sat.	Apr.	13	Dane County Farmers' Market	Capitol Square
Sun.	Apr.	14	Pi Mile Run	Vilas
Wed.	Apr.	17	Dane County Farmers' Market	200 MLK
Wed.	Apr.	17	Ag Day on Campus	State Street Mall
Sat.	Apr.	20	Dane County Farmers' Market	Capitol Square
Sat.	Apr.	20	Monona Invite rowing Regatta	Vilas
Sun.	Apr.	21	One Walk Big Strides for Autism	Demetral
Tue.	Apr.	23	Eastside Farmers' Market	McPike
Wed.	Apr.	24	Chalk the Block	800 State St.
Wed.	Apr.	24	Dane County Farmers' Market	200 MLK
Thu.	Apr.	25	Take Our Children To Work Day	100 & 200 W. Mifflin
Fri.	Apr.	26	Lake Street Bash	600 block N. Lake/Mendota Ct.
Sat.	Apr.	27	Dane County Farmers' Market	Capitol Square
Sat.	Apr.	27	Shredfest	Warner
Sat.	Apr.	27	Crazylegs	State Street Mall/Langdon
Sun.	Apr.	28	Bird & Nature Festival	Warner
Tue.	Apr.	30	Eastside Farmers' Market	McPike
April 30 - Sept. 29		30	Summer in Your City	State St. - Various

RANGERS & AQUATICS – Josh Schmitt

RANGERS

In January of 2019, the number of Animal Complaints tripled from the number reported in January of 2018. Overall, the number of animal complaints in 2018 was about double the number of animal complaints in 2017. This is mostly due to a warning process that Ranger implemented. Rangers give a warning ticket (and document the ticket) prior to a formal citation. The increase in Information from 2017 to 2018 is from a change in internal reporting procedure. There are fewer Check Area totals in 2018 compared to 2017 due to vacant positions on the ranger team in 2018.

Incident	Jan 2019	Jan 2018	2018 Annual Total	2017 Annual Total
Animal Complaint	47	14	707	326
Assist Citizen	4	11	89	143
Assist Fire/ Police	1	0	18	21
Check Person	1	1	53	117
Check Area	663	633	9,484	12,589
Behavioral Ban	0	0	8	9
Damage to property	5	2	32	44
Drug Investigation	0	0	3	8
Graffiti complaint	0	3	38	34
Intoxicated Person	0	0	2	11
Information	197	78	1,517	900
Local Ordinance violation	1	0	2	14
No permanent Address issue	2	0	13	1
Noise complaint	0	0	20	13
Parking Complaint	10	4	189	120
Phone Call	0	0	9	11
Trespass	0	0	7	3
Total reports	931	746	11,377	13,874

AQUATICS

As we begin planning for the 2019 aquatics season, we want to provide a summary of the 2018 aquatics season. The 2018 season was unique in that it was significantly impacted due to the August flooding. Beach lifeguards collect hourly counts of beach patrons (among other information), during their assigned shifts. In 2018, beach counts totaled 54,568 patrons. Vilas and BB Clarke beach had the highest visits recorded. They also were staffed the highest number of days/hours. Below is a table showing the pool usage.

Pool Year	Pool Season pass visits	Pool Daily pass visits	Pool Total visits
2017	10,853	30,185	41,038
2018	8,810	33,858	42,668

Working with the Goodman Foundation, The Shelley Glover Foundation and the Madison Parks Foundation, Parks was fortunate to secure funding for admissions, swim lesson and swim and dive team scholarships. During the 2018 season, scholarships were provided for 8,994 pool admissions, 242 swim lessons (public), 258 swim lessons (Boys and Girls Club) and 37 athletes on the swim and dive teams. These scholarships make a huge difference in the lives of participants and ensure that future generations of Madisonians learn to swim and enjoy the water that surrounds our city.