



PARKS



MADISON, WI

ALIVE

BUILDING STRONG NEIGHBORHOODS

PROGRAM OVERVIEW 2024

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 and has continued annually
- The city recognized the interconnected role between community activation and violence prevention

This program was:

- Advocated for by NRTs
- Supported by Mayor Satya Rhodes-Conway
- Aimed at addressing social isolation and enhancing neighborhood-based violence prevention
- Integrated the City of Madison's violence prevention initiatives through Public Health Madison Dane County Violence Prevention Roadmap



What is Parks Alive?



Critical Context

Targeted Neighborhoods

- Focus on areas with Neighborhood Resource Teams (NRTs)
- Aims to elevate the needs and issues of residents in these areas

Resource Allocation

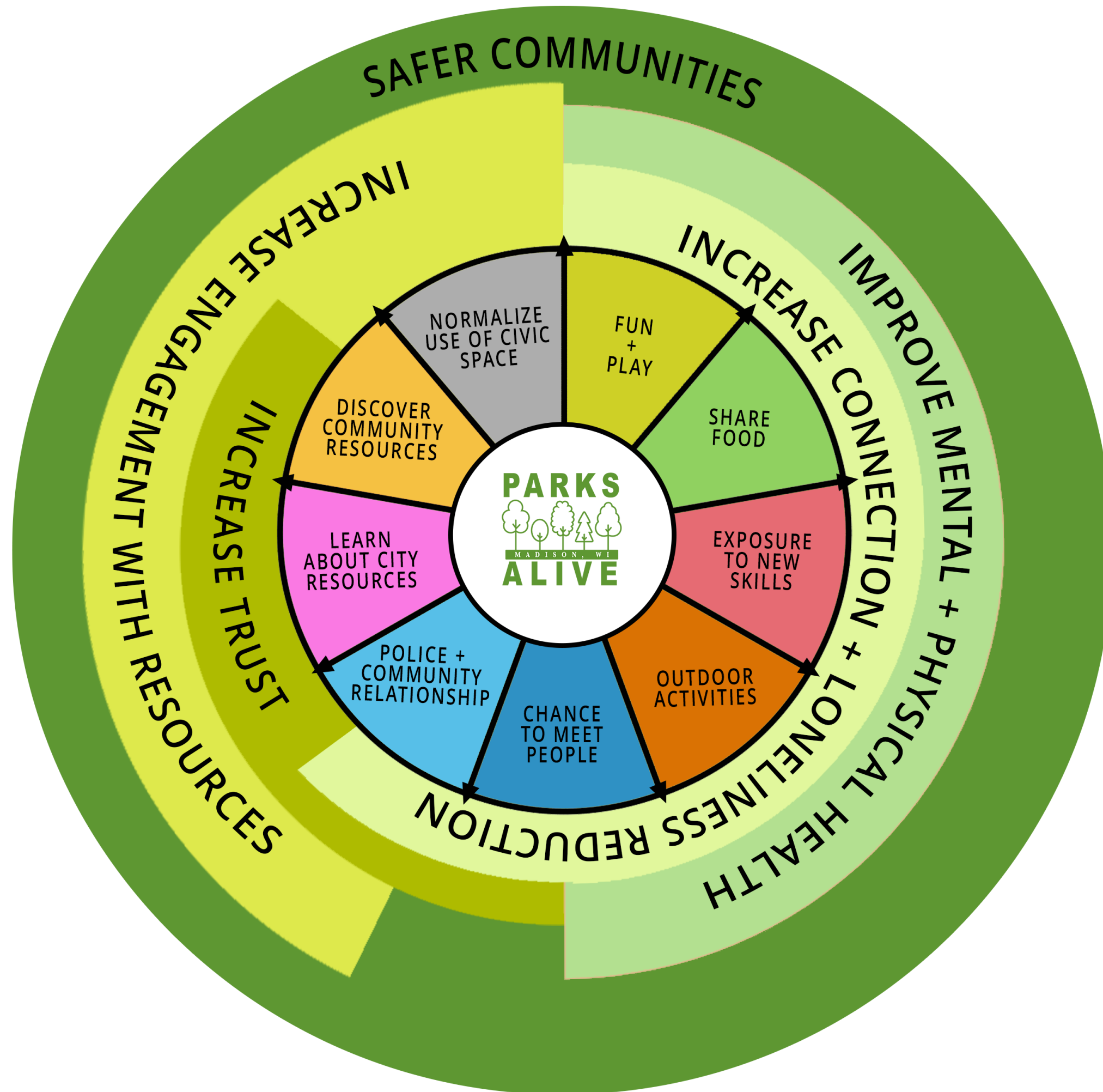
- Microtargeting to ensure resources reach intended populations
- Designed as a positive countermeasure for neighborhoods experiencing high violence

Collaborative Effort

- Involves multiple City and County departments
- Engages residents, community-based stakeholders, and mobile resources

Partnerships

- Collaborates with non-profits, neighborhood groups, and community centers
- Provides recreational, educational, and interactive events



Parks Alive 2024

By Numbers

- 1 Grant from Madison Arts Commission
- 6 Café Coda performances
- 9 parks
- 12 food trucks
- 14 Sina Davis Movies in the Park
- 15 Madison Circus teaching artist engagements
- 20 donations of Ice cream from Chocolate Shoppe
- 36 total events



- 55 partner organizations
- 60 on-site support volunteers*
- 115 average participants per event
- < 90% indicated satisfied / very satisfied on surveys
- < 96% expressed interest in expanded offerings at events
- 3300 total average participants





What's next?

- Connect with existing partners to deepen engagement
- Identify untapped resources in neighborhoods both organizations and individuals
- Create more opportunities for seasonal engagement
- Prep for Parks Alive 2025



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Thank You!
Questions?
Comments?