

MADISON PARKS

Public Information Office

Board of Park Commissioners Presentation

Wednesday, November 4, 2020



Joint Information Center

- Began July 2020
- City's COVID-19 update newsletter
- COVID-19 website updates

Last updated: 09/25/2020 9:18 am

Public Health Updates

Get the latest health updates on COVID-19, including [social distancing recommendations](#) and [what to do if you are sick or exposed](#), from Public Health Madison & Dane County.

Public Health announced Dane County announced an updated order effective July 13, 2020. Read the [press release](#) and [full order PDF](#). On August 24, Emergency Order #9 took effect. Read the [press release](#) and [full order PDF](#) for details.

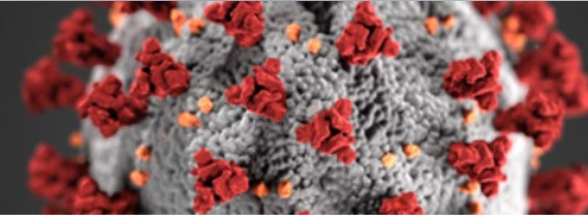
A [free community testing site](#) is available at the Alliant Energy Center. No appointments are necessary.

PUBLIC HEALTH UPDATES

View Public Health's [data dashboard](#) for the latest information on COVID-19 cases.

City Service Updates

- Most public buildings are closed until further notice. Many City services are available online or by mail. View [service updates](#), or contact the agency with any questions.
- All [Madison Public Libraries](#) are closed to the public but offering limited services, including curbside pickup.



Coronavirus (COVID-19) Updates

The City of Madison is committed to keeping you informed of updates, services, and resources available for residents during its response to COVID-19. Sign up to receive text message updates.

[Get COVID-19 Texts](#)

Parks Coronavirus Response & Updates

- Website
 - Dedicated Page: [Coronavirus \(COVID-19\) Updates](#)
 - Individual Amenity Pages

Coronavirus (COVID-19) Updates

Parks are open. View adjustments, precautions, and closures.

Restrooms



CLOSING (*beginning October 7*): Restrooms throughout the park system are beginning to close in preparation for winter and due to limited staff resources to ensure enhanced cleaning due to COVID-19.

Large Shelters



OPEN, Limited Reservations (*update 09/10/2020*): Following the [Forward Dane](#) plan, gatherings are allowed with restrictions. We are currently taking reservations at select shelter locations. Shelters may also be available on a first-come, first-served basis with the same restrictions. Please call (608) 266-4711 for more information and inquire about a reservation.

- Outdoor gatherings are limited to no more than 25 people.
- Indoor gatherings are limited to no more than 10 people.

Coronavirus (COVID-19) Updates

All Madison Parks are open with some adjustments and closures in place until further notice. We continue to evaluate the best way to safely open park amenities. This page will be updated as new information is received and decisions are made. (*Updated 10/16/2020*)

NOTE: Due to limited staffing resources, visitors may see a service level disruption. We appreciate your patience and understanding, as we allocate the limited resources as best as we are able. We recognize these difficult decisions related to services impact our community and they are not easy to make.

PRECAUTIONS & RECOMMENDATIONS

Now more... open by fo...
Parks and open spaces play a critical role in our mental and physical wellbeing. Help us keep parks safe and open spaces open by following the [PRECAUTIONS & RECOMMENDATIONS](#) under the OPEN section and select the provided links for more information.

OPEN

The following park facilities and amenities are **open with adjustments and precautions**. Follow guidelines as outlined under **PRECAUTIONS & RECOMMENDATIONS** above and posted onsite including physical distancing from people outside of your household, and avoiding direct contact with common touchpoints.

[SHELTERS](#) (*updated 09/10/2020*)

OPEN, Limited Reservations. Following the [Forward Dane](#) plan, gatherings are allowed with restrictions. We are currently taking reservations at select shelter locations. Shelters may also be available on a first-come, first-served basis with the same restrictions. Please call (608) 266-4711 for more information and inquire about a reservation.

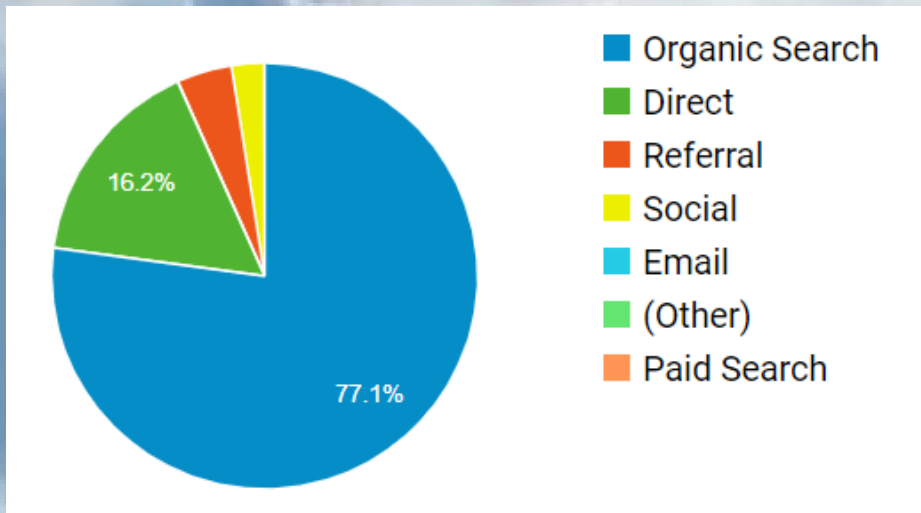
CLOSED

As we head into the

- **Drinking Fountains** - **CLOSED**
- **Field Reservations and Contact Sports** - under the Forward Dane Plan Phase 2 medium and high-risk contact field sport games are not allowed, practices with modifications are permitted with a reservation. See [Sports - Phase 2 PDF](#) for clarifications. Contact parksathletics@cityofmadison.com with questions.

Website Analytics

- August 1 – October 27, 2020
 - 100,764 Users
 - 2,596 Social
 - 2,083 Facebook
 - 228 Thursday, September 3



Performance for Your Post		
3076 People Reached		
116 Likes, Comments & Shares		
663 Post Clicks		
98 Photo Views	18 Link Clicks	547 Other Clicks
NEGATIVE FEEDBACK		
0 Hide All Posts	0 Hide Post	
0 Report as Spam	0 Unlike Page	
116 Likes, Comments & Shares		
BRANDED CONTENT DISTRIBUTION		
View Breakdown		
3076 Total Reach	3076 Organic Reach	0 Paid Reach
3462 Total Impressions	3462 Organic Impressions	0 Paid Impressions

Project Communication

Madison Biking Adventure Trail

- Meeting with Planning
- Communication plan created
- Revamped Biking landing page
- Created MadBAT webpage
- Added highlight feature
- Conducted interviews
- Timed with public meetings
 - News release
 - Social media campaign
 - Media
- Final meeting
 - Another social media push

WISCONSIN STATE UNIVERSITY
Madison
October 1
There's still time for engagement meetings on this project. Be sure to provide feedback at tonight's meeting. <https://www.cityofmadison.com>

Trail



Chris Hubbard

Great deer trails through the woods.

"To me, that was freedom."

Now Repyak wants kind of exhilaration that he got from

A landscape architect

(IMBA), Repyak is working with the network of off-road trails throughout the area. Opportunities for off-road adventure.

More Info

Madison Parks
October 15 at 8:15 AM · Public

Who is your biking inspiration? If you're a recreational biker, you know you still own your first mountain bike. What if there were connecting trails in your neighborhood? Would you give the Madison Biking Adventure a long-term project designed to inspire biking. Learn more about the project and provide feedback at tonight's meeting. <https://www.cityofmadison.com>

#biking #mountainbiking #hiking #moretrails closetohome



Madison Parks
Published by Aaron Shea · 9h · Instagram · Public

When Amy Schultz was hired as a Trail Coordinator for the Bureau of Land Management in Oregon she had no trail riding experience. Through twists and turns, Amy not only accepted the challenge but also pushed herself to try mountain biking. Months after guidance from an expert in the field proved to be too much, she decided to give mountain biking another try. At her own pace, she loved it.

"I love the feel of riding on these multi-use trails, where I could see more and cover more ground in the same amount of time while hiking," boasted Amy in an interview earlier this year.

When she moved to Madison in 2013, she began as a biking commuter and picked up a commuter bike from craigslist. She began to bike everywhere seeing how accessible biking is in Madison. Through the encouragement of a friend she tried cyclocross, where

madisonparkswi

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"I love the feel of riding on these multi-use trails, where I could see more and cover more ground in the same amount of time while hiking," boasted Amy in an interview earlier this year.

Liked by madisonwisports and 32 others

Boost Post

552 People Reached 39 Engagements

10

1 Share

Liked by naturinginmadison and 20 others
SEPTEMBER 25





New Designs

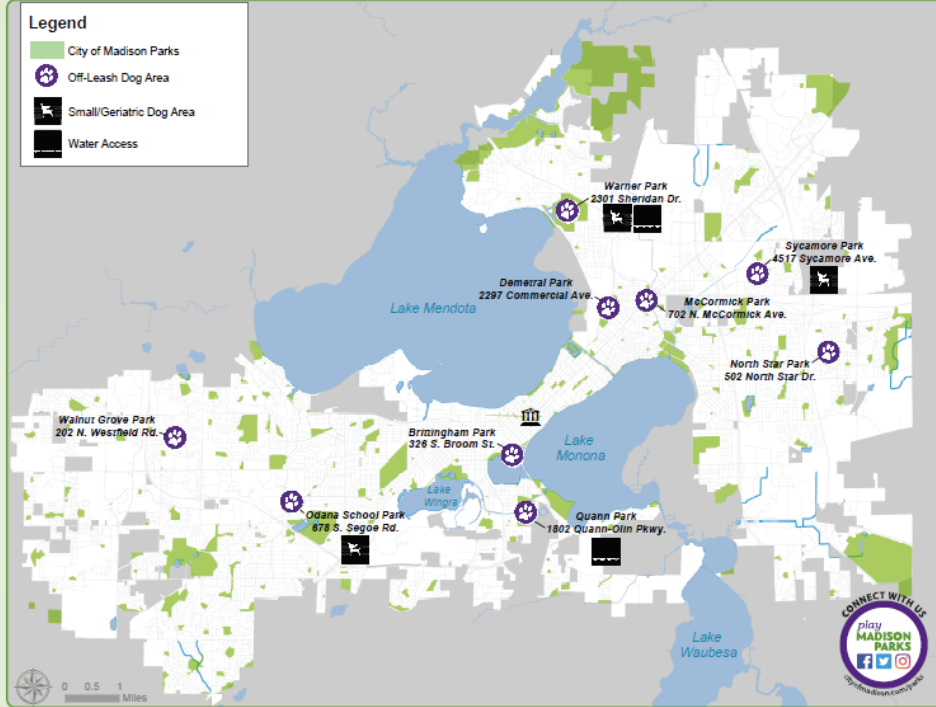
BRITTINGHAM DOG PARK

DOG PARK RULES

-  **Liability** – Dog owners are legally and financially liable for injuries or damages caused by their dogs(s).
-  **Permit** – Dog(s) must wear (4) tags: municipal license, vaccination, owner contact, and dog park permit (or daily/annual receipt).
-  **Control** – Owner/handler must be in control of dog(s). Dog(s) must be within view and under voice control.
-  **Waste** – Dog waste must be cleaned up and placed in proper receptacle.
-  **3 Dog Limit** – No more than 3 dogs per owner/handler.
-  **Leash** – Dog(s) must be leashed when entering and leaving the dog park.
-  **Children** – Must be closely supervised by an adult. It is advised that young children not be brought in the off-leash area.
-  **Treats** – Do not distribute treats to dogs other than your own.
-  **Aggressive Dogs** – Any dogs exhibiting aggressive behavior must be removed immediately from the park.
-  **In Season** – Female dogs in season (heat) are not allowed in dog parks.
-  **Park Hours** – 4 a.m. to 10 p.m.

Legend

-  City of Madison Parks
-  Off-Leash Dog Area
-  Small/Geriatric Dog Area
-  Water Access



326 SOUTH BROOM STREET

PERMIT

Purchase your *Annual or Daily Dog Park Permit* online:
cityofmadison.com/parks/permits

Leashed and licensed dogs are allowed in most Madison parks.

Visit *Dogs in Parks* to learn more.



DOGS IN PARKS

As of 2020, a revised City ordinance allows licensed and leashed dogs in most Madison parks with a Dog Park Permit. Dogs are prohibited in specific parks and locations, including all conservation parks, near playgrounds and designated Dog Free Parks.

Visit *Dogs in Parks* to learn more:
cityofmadison.com/dogsInParks

CONTACTS

- TO REPORT ANIMAL BITES, CALL**
 Non-Emergency Police (608) 255-2345
- FOR OTHER DOG PARK ISSUES, CALL**
 Park Ranger (608) 235-0448
 On-Call Parks Manager (608) 239-7187
 Madison Parks Office parks@cityofmadison.com, (608) 266-4711
- FOR DOG LICENSING, CALL**
 City of Madison Treasurer's Office (608) 266-4771
 City of Middleton (608) 821-8350
 City of Sun Prairie (608) 837-2511
 Dane County Humane Society (608) 838-0413



Elber Park

Photograph by Kitz Van Handel



Warner Park Boat Launch

Photograph courtesy of Madison Parks



Yahara Hills Disc Golf Course

Photograph by Peter Castro



Madison Parks Calendar

- 125+ images submitted
- New online voting – 52 responses



Strategic Messaging & Future Projects

- Telling our story
 - Flea beetle
 - Pollinator gardens
- Winter recreation
 - Promoting accessible activities in a pandemic
 - Hiking/snowshoeing map