

**MADISON
PARKS**



PARKS



MADISON, WI

ALIVE

BUILDING STRONG NEIGHBORHOODS

**Common Council Executive
Committee Meeting**

Debra Alleyne
Parks Alive Coordinator

Parks Alive Origins



- Parks Alive is a collaborative effort across 19 City and County departments involving 55 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
- The city recognized the interconnected role between community activation and violence prevention

This program is:

- Advocated for by NRTs
- Supported by Mayor Satya Rhodes-Conway
- Aimed at building strong neighborhoods and enhancing neighborhood-based violence prevention efforts
- Integrating violence prevention recommendations from:
 - Public Health Madison Dane County Violence Prevention Roadmap document
 - Madison Dane County Violence prevention Coalition
 - Trusted colleagues at the City of Madison



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

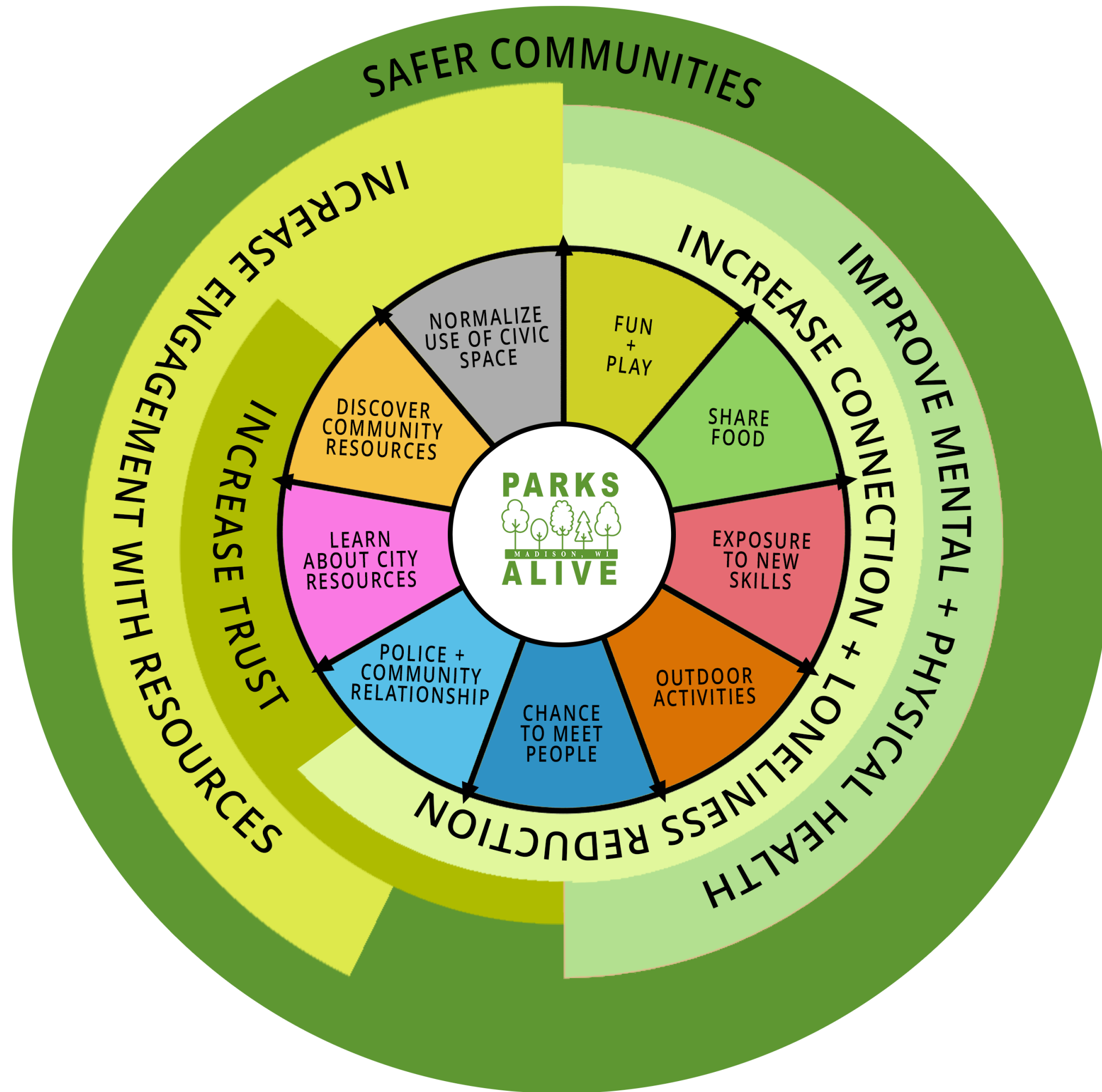
- Microtargeting to direct resources to intended populations
- Designed as a positive countermeasure for neighborhoods experiencing violence

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 options



Parks Alive Numbers

- **4230** total average participants
 - **11% increase**
- **141** average participants / event
 - **19% increase**
- **343** largest recorded attendance
- 82 on-site support volunteers*
- **< 90%** indicated satisfied / very satisfied on surveys
- **Countless smiles** 😊



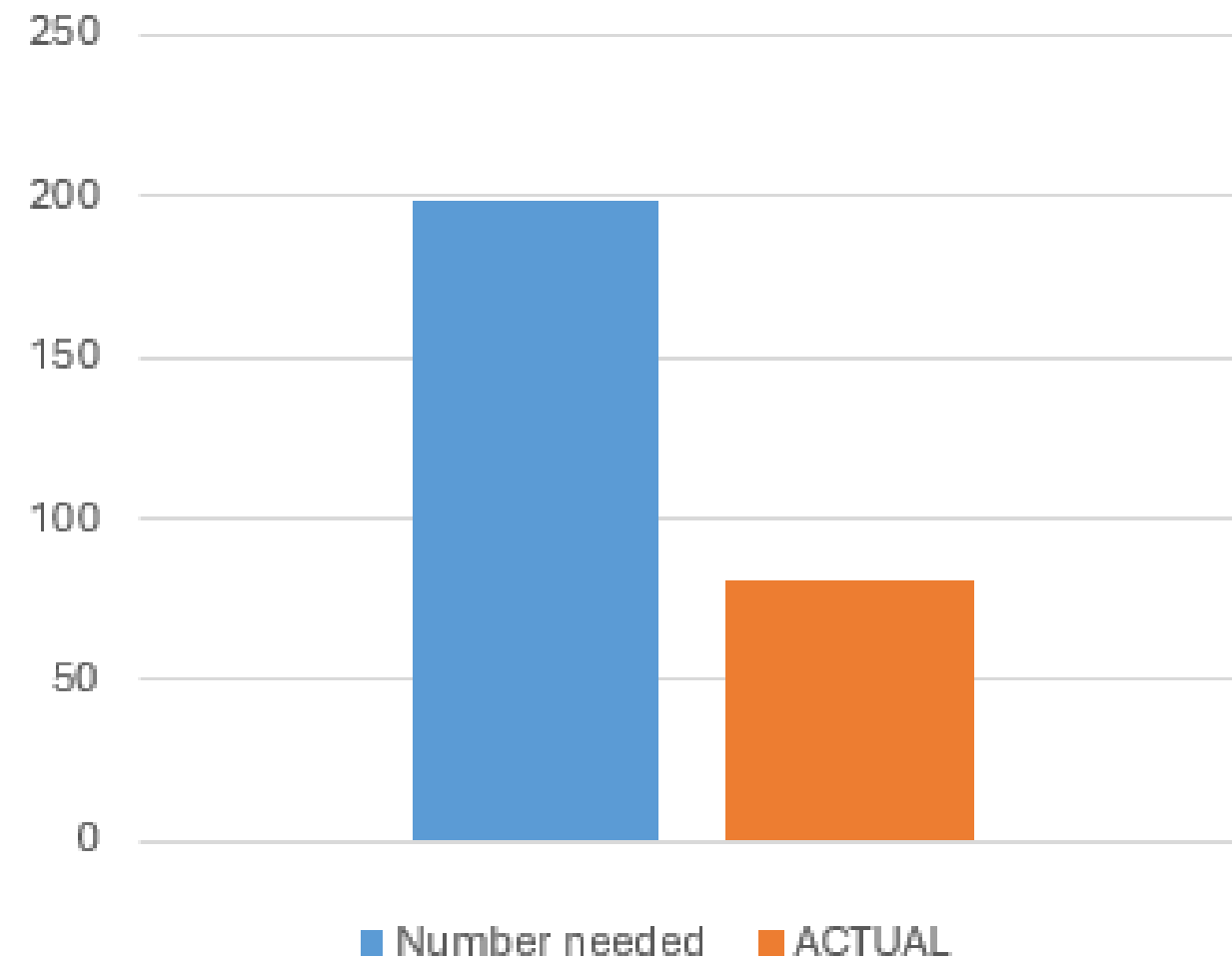
Parks Alive 2025

By Numbers

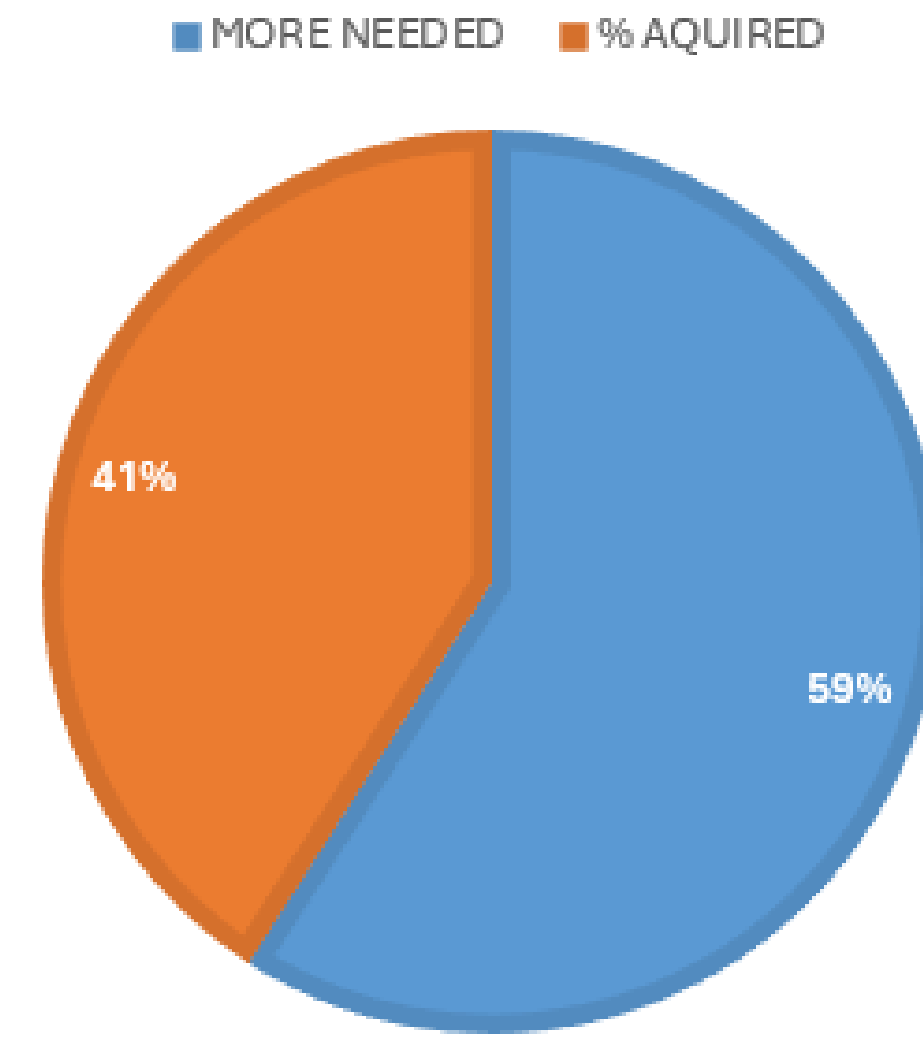
- 9 live music performances
- 11 parks
- 12 food trucks
- 14 Sina Davis Movies in the Park
- 33 donations of Ice cream from Chocolate Shoppe
- 33 total events
- 300 completed sports & games gauntlets played



ON-SITE SUPPORT NEEDS VS ACTUAL



% OF ON-SITE SUPPORT AQUIRED



- **198** total need (6/event)
- **81** signed up
- **40.9%** of what the need

Increased Staffing

Parks Alive reasons:

- Deliver high quality customer service
- Reduce wait times
- Share information on events of the day
- Increase person to person interactions
- Faster setup and breakdown
- Many hands make light work
- Creates a safer event environment
- Helps us to deliver on our mission
- Model environmental stewardship



Agency benefits

Capitalize on the facilitated engagement

There will be 33 opportunities to engage with sectors of the community that many department seek to have access to.

Creates a culture of collaboration

Participation promotes teamwork and belonging. Staff can model the same healthy, supportive relationships they are trying to bring to the community.

Deliver on our service promise

Showing up, being a consistent reliable presence helps the community to feel safe, respected, seen.





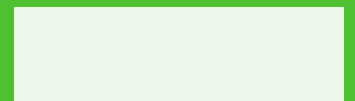
Current Staffing Sources

- 1 Parks Alive Coordinator
- 1 Parks Alive Intern
- 1 Wanda Fulmore intern
- Huge support form MFD & MPD
- AASPIRE internship partnership
- Sign up link is accessible to the public
- Purpose driven city staff



How can you help?

- Greeting/ General support
- Bi-lingual Support
- Food support (Ice Cream, popcorn, Pizza)
- Set/up- Clean up
- Flier distribution
- Data Collection
- Face painting
- Sports & Games Engagement



Parks Alive typical day



- Set up 4:30 pm
- Delivery of fliers 4:30- 5:30pm
- Event starts at 5:00 pm
- Org activities/community engagement 5:00 – 7:00 pm
- Event ends 7:00 pm
- Clean up 7:00 – 7:30 pm

How to can staff support Parks Alive?

- [Sign up through Parks Volunteer site](#)
- NRT staff sign up through meetings
- Trauma informed / empathy-based engagement

The screenshot shows the 'Parks Alive 2026' event page on the City of Madison website. The header features the City of Madison logo and the text 'Volunteer for the City of Madison!'. Below the header is a navigation menu with 'DASHBOARD', 'OPPORTUNITIES', 'PROGRAMS', and 'HIGHLIGHTED EVENT: RIDE THE DRIVE 2026'. The main content area is titled 'Parks Alive Event Support 2026 - Worthington Park' and includes a 'RESPOND' button. The description states: 'Parks Alive is back for its 5th year and we are expecting another packed summer of fun and activities. This is a fantastic opportunity for you to connect with residents and enjoy a great event. Thank you for rolling up your sleeves and supporting communities around Madison with Parks Alive! Whether you're helping with tasks or engaging with the community, we are depending on you to interact with everyone in a positive and engaging way.' It also lists 'On-site support roles' and provides contact information for the Site Supervisor, Debra Alleyne.

The screenshot shows the top navigation bar of the Madison Parks website. The logo 'MADISON PARKS Parks' is on the left. The navigation menu includes: Home, Find a Park, Events, Reserve, Permits, Projects, Golf, Volunteer (highlighted), Donate, About, and Contact.

Volunteer with Madison Parks



- [Earth Day Challenge](#)
- [Explore Volunteer Opportunities](#)
- [Friends of Madison Parks](#)
- [Create Volunteer Profile](#)
- [Dog Park Volunteer](#)

Turning green spaces into thriving places, one selfless hour at a time.



[Special Events](#)



[Conservation](#)



[Golf & Recreation](#)

Parks, Alders & NRTs

District 3

Derek Field

Galaxy Park

(East Milwaukee NRT)

District 10

Yannette Figueroa Cole

Allied Park , Meadowood Park

(Allied NRT), (Balsam-Russett NRT)

District 14

Noah Lieberman

Penn Park, Aldo Leopold

Park (Southside NRT) & (Leopold NRT)

District 16

Sean O'Brien

Owl Creek Park

(Owl Creek NRT)

District 15

Dina Nina Martinez-Rutherford

Worthington Park

(Darbo-Worthington NRT)

District 17

Sabrina Madison

Sandburg Park

(Sandburg NRT)

District 18

Julia Mathews

Warner Park

(Brentwood/Northport Corridor NRT)

District 20

Barbara Harrington-McKinney

Hammersley Park & Elver Park

(Hammersley-Theresa NRT &
(Park Edge-Park Ridge NRT)



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**Thank You for
your support!**

Questions? Comments?



Contact: Debra Alleyne
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