



MADISON PARKS

Park & Open Space Plan Status Update

Board of Park Commissioners

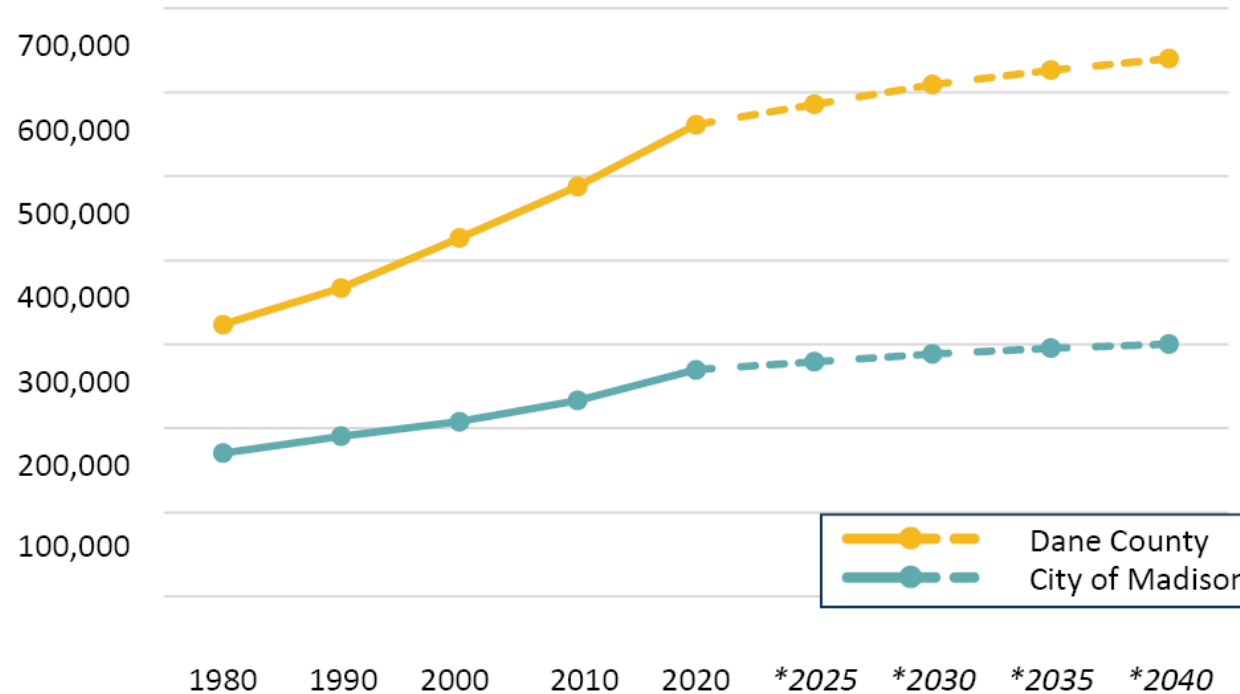
Purpose of POSP:

- Inform public policy and system-wide park facility decisions.
- Supports City Boards, Commissions, City agencies and staff, other government agencies, and interested residents and volunteers.
- Guides decision-making related to the following areas:
 - Park policies
 - Land acquisition
 - Development of parkland and facilities
 - City financing and operations.
- Updated every 5 years
- Required for participation in State & Federal Grants



Growth of the City

Figure 4.1 Population Growth and Projections in Madison and Dane County



Source: U.S. Census Bureau, 2020: DEC Redistricting Data (PL 94-171), P1: Race; U.S. Census Bureau, 2010: DEC Redistricting Data (PL 94-171), P1: Race; U.S. Census Bureau, 2000 Census of Population and Housing; 2013 Wisconsin's Future Population: Projections for the State, Its Counties and Municipalities, 2010 - 2040.

Madison is 2nd largest city in WI

Population expected to exceed 300,000 by 2040 (WI DOA)

71% of population identifies as white, 21% as BIPOC, 8% Latinx (U.S. Census Bureau)

Residents ages 20-34 account for 1/3 of the population (U.S. Census Bureau)

Residents ages 65-84 is expected to nearly double by 2040 (WI DOA, 2017)

Public Engagement Efforts

- A city-wide survey conducted through the University of Wisconsin Survey Center – 898 households completed
- Four Public Input Meetings (PIMs) open to the general public
- Four Youth-focused “Pop-Up” events held at City-run Parks Alive Events -- 144 kids participated
- Three BIPOC and Youth Focus Groups, held both virtually and in-person
- 13 ‘Wish Boxes’ distributed to libraries and community centers across Madison to gather comment cards
- A supplementary Youth and BIPOC-focused online survey, promoted via the wish boxes and po-up events (62 completed)

Top Park Uses:

1. Engaging in general physical fitness such as walking, hiking, or running
2. Participating in or supervising others doing leisure activities, such as picnicking, celebrations, or nature viewing
3. Attending festivals or events
4. Activities involving Madison's Lakes, such as boating, fishing, paddle sports or swimming
5. Biking

Community Voice

- Residents place great value in parks—integral to City’s character
- Residents passionate about protecting parks
- Most popular activity for Kids: Swings & Slides!
- Need to balance development with conserving environment
- Additional basic facilities (benches, picnic tables, shelters, drinking fountains & clean restrooms)
- Need for SAFE & WELCOMING spaces for all
- Lack of activities for teens
 - Per survey, only 17% respondents felt needs of youth age 13-18 are met

Recurring Themes in Public Comment

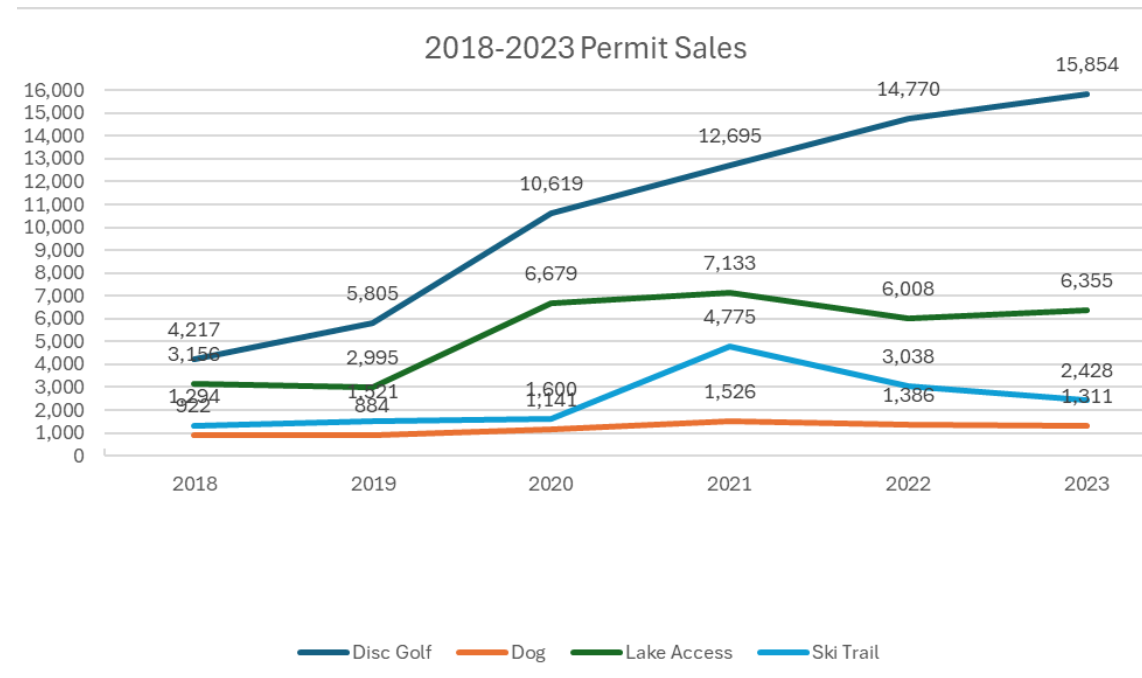
- Desire for greater variety of programming responsive to community needs.
- Increased Strategic partnerships
- Improved access to parks and amenities
- Increased specialty facilities-skate parks, pickleball, dog parks
- Better connection between parks, walking & biking trails

Use of Parks (in 2024)

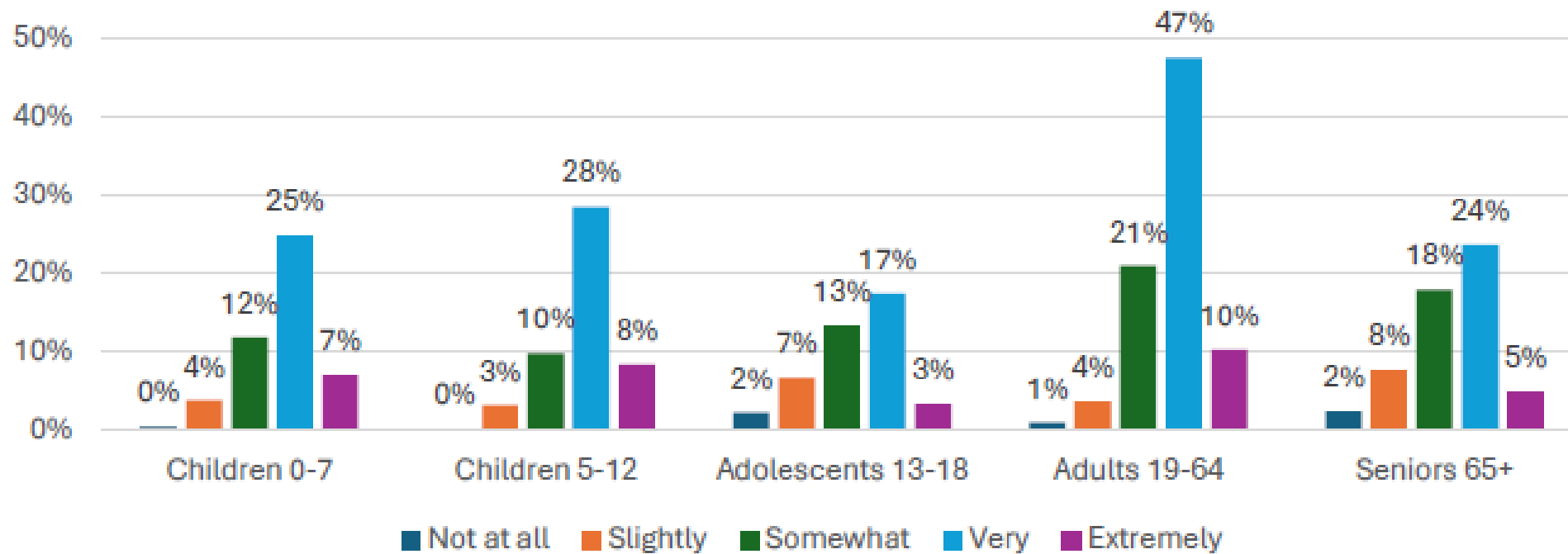
- Shelter Reservations:
 - More than 2,000 reservations
 - Most Reserved: Garner, Highland Manor & Brittingham

- Athletic Uses
 - Top 3 sports: soccer, pickleball & tennis
 - Top 3: Garner, Quann & Reindahl Parks

- 924 Park Events



Meeting the Needs of the Community



Results of UW Survey

Strategies from 2018-2023 POSP

- **Improve Public Access to Lakes**
- **Develop park facilities to accommodate diverse activities and populations**
- **Protect and enhance natural and cultural resources**
- **Acquire parkland to alleviate parkland deficiencies and address increasing residential density.**
- **Ensure that existing levels of service are maintained and supported through the park system and are increased as new parks and facilities are developed.**
- **Ensure that new park development occurs in a fiscally sustainable manner.**
- **Create equitable access and funding for parks**
- **Improve the park system's capacity to withstand future environmental changes**
- **Increase connectivity between parks to enhance access**
- **Develop a healthy and diverse urban tree canopy on street terraces and within parks**
- **Increase engagement with groups and organizations and develop new ones**
- **Pursue regional solutions to regional issues**

Issues & Opportunities

- Topics Include
 - Activating Parks
 - Madison Park Golf Program
 - Madison Park Sustainable Land Practices & Reduction of Carbon Footprint
 - Recreational Biking Program
 - The Madison LakeWay
 - Volunteers in Madison Parks
- New Content, significant time spent by staff and LRP to create
- Will be moved to Appendix

Overall Update

- Connecting the chapters to each other and the work of the Parks Division
- Ensuring we are incorporating Public Engagement feedback
- Finalizing content for review by LRP
 - Operational & Development Resources
 - Strategies/Recommendations
- Begin draft review after all content is compiled

Revised Timeline

- Original Target for Published Draft: Introduction to Council January 2025, with acceptance in 1st Quarter.
- Revised Timeline:
 - January:
 - LRP review outstanding content and continue discussion on strategies
 - Staff review of full content
 - February: LRP review Full Content Document and provide feedback
 - March: LRP Final Draft Review and possible recommendation to BPC
 - April: BPC Review of Document
- Legislative Process: 2nd quarter 2025
 - 1. Council: Introduction of Resolution
 - 2. Board of Public Works
 - 3. Plan Commission
 - 4. Board of Park Commissioners
 - 5. Council Adoption