

Community Services Report – Christopher Peguero

Customer Services (Front Desk) – Joanne Austin (Liz Levy, Interim Lead)

Permits (Disc Golf, Dog Park, Lake Access, Cross Country Ski)

Annual permit sales of all types continue to increase and this held true in 2021. 2022 Permits have been available for purchase since early November. There was a notable increase in annual sales and decrease in daily sales starting in 2020. This is likely attributed to factors arising from COVID-19, including closing the on-site kiosks and increased interest in outdoor activity in the parks. Patrons have become increasingly comfortable with purchasing their permits online, rather than leaving payments in our iron canisters in the parks. This has helped to streamline the process and customers are receiving their permits in a more timely manner than they did in years past.

Annual Permits Purchased	2017	2018	2019	2020	2021
Disc Golf	1,456	1,426	1,470	1,908	2,384
Dog (Park/Reg)	7,974	8,837	7,959	9,234	10,986
Lake Access	3,560	2,879	3,004	6,728	6,957
Ski Trail	1,325	1,277	1,474	1,501	3,632
Daily Permits Purchased	2017	2018	2019	2020	2021
Disc Golf	6,769	4,767	5,284	3,279	3,045
Dog (Park/Reg)	892	570	590	200	254
Lake Access	4,937	4,109	4,561	2,044	2,170
Ski Trail	500	830	967	1,017	1,150

Shelter Reservations

2022 shelter reservations are already being processed, with many of them being made online. Shelter reservations continue to be popular. Small picnic-size shelter reservations have more than doubled since 2019 – this is due both to an increase in summer camps and individual reservations.

Large Shelter Reservations

	2017	2018	2019	2020	2021
Brittingham	81	109	95	4	111
Burrows	58	77	74	8	145
Demetral	34	38	34	1	101
Elvehjem	27	21	13	0	19
Elver New	130	90	82	9	106
Elver Old	50	50	40	5	61
Garner Main	93	90	93	6	134
Garner Upper	45	48	53	0	68

Gates of Heaven	152	146	129	24	31
Highland Manor	83	100	123	37	104
Hoyt Large	88	93	82	9	173
Hoyt Roys	16	15	8	0	39
James Madison	55	65	58	0	47
Lake Edge	19	22	33	0	48
Marshall	42	50	45	3	122
Olin	110	88	93	8	83
Reindahl	59	45	40	1	1
Rennebohm	86	85	87	1	135
Tenney	96	80	98	10	119
Vilas	108	1	107	9	135
Warner	79	69	76	69	71
Westmorland	68	81	61	3	140

Total Picnic Shelter Reservations

2017	2018	2019	2020	2021
295	312	262	29	713

Top 5 Reserved Picnic Shelters in 2021

	2017	2018	2019	2020	2021
Penn	n/a	31	44	12	118
Orton	25	65	17	8	92
Esther Beach	n/a	16	26	2	69
Marlborough	54	10	5	0	66
Olbrich	n/a	n/a	n/a	n/a	64

Boards, Commissions and Committee (BCC) Meetings

In 2021, front staff provided administrative support for 31 meetings for 5 different BCCs, which included the following: Board of Park Commissioners, Parks Habitat Stewardship Subcommittee, Parks Golf Subcommittee, Parks Long Range Planning Subcommittee, and Parks Facilities Programs and Fees Subcommittee. Virtual meetings continue to go quite smoothly and each BCC is evaluating how they will conduct their meetings in the future, whether they remain virtual or go back to in-person. These meetings do not account for the Warner Park Community Recreation Center Advisory Board or the Olbrich Botanical Society meetings that other administrative support assist with.

Watercraft Storage (Canoe/Kayak)

The watercraft storage program continues to be popular and additional storage racks needed to be placed at various lakeside parks over the years. Each annual lease agreement is valid through March 31 and we'll soon be reaching out to current users to see if they wish to renew or open their space to others on the waitlist. There are currently 261 requests to be on our waitlist.

	# Watercraft Storage Locations	# Watercraft Storage Spaces
2021	17	426
2020	17	396
2019	17	396
2018	16	354
2017	13	301

Community Events (Kelly Post):

The big news in Community Events is that Kelli Lamberty has retired. Her last day of work was January 7, 2022. I would personally like to thank her for all her hard work with community events over the last 25 years! Kelli Lamberty has developed many policies, procedures, and permits over the years, while staying true to the City of Madison's and Madison Park's visions. She has shared her vast knowledge with me over the last 5 years and I will continue to permit events, with the public's safety, health and interests in mind, as the Interim Community Event Coordinator.

2021 Community Event permits (updated from October BPC quarterly report):

2021 Permitted Event Days Madison, WI															
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2021 totals	2020 totals	2019 totals
Street Use Events (77 permits)	0	0	0	0	7	12	27	57	43	33	4	2	185	18	364
Park Events (189 permits*)	0	2	29	13	23	39	63	92	61	29	34	31	416	122	357
Block Parties	0	0	0	1	3	6	20	15	25	9	0	0	79	9	88
Community Park Events *	0	0	2	4	12	16	23	16	21	14	2	2	112	4	48
Community Markets in Parks	0	0	0	0	0	0	3	8	5	0	0	0	16	-	-
Classes in Parks	0	0	0	2	24	36	42	33	12	0	0	0	149	-	-
Day Camps in Parks	0	0	0	0	5	64	176	95	0	0	0	0	340	-	279
DT Performance Spaces**	0	0	0	6	11	28	30	27	25	7	0	0	134	6	270
TOTAL	0	2	31	26	85	201	384	343	192	92	40	35	1431	159	1406
*Includes Community Park Events permits	Series Park Events # days														
**Includes BID programming	MMSD food pickup 31														
	JangoDX COVID testing 95														
	Eastside Farmer's Market 23														
2021 Data Analysis															
Street Use Events:	The substantial difference between the 2019 totals and this year's can be attributed to COVID restrictions in place prior to June 2nd and a number of "series events" - Farmers' Market, Concerts on the Square, King St. Live, etc. - that delayed their start date, relocated or were cancelled.														
Park Events:	While the number of event days in Madison Parks this year is similar to 2019, a significant number of these days were permitted through "Community Park Events" permits. This is related to neighborhood and community groups looking for outdoor space for gatherings and events.														
Community Park Events:	These three categories were heavily utilized by the public before and after COVID restrictions were lifted. "Day Camps" and "Classes" permits were introduced specifically to address the restrictions and assist in business recovery efforts. We will be recommending that some version of these permits be offered post-COVID.														
Classes in Parks:															
Day Camps in Parks:															

The Community Event team presented at the December 20, 2021 Facilities, Programs and Fees Subcommittee.

Summary of our presentation:

1. Informational, lessons learned from the COVID-19 pandemic. (Also included in the December Board of Park Commission's Superintendent Report.)
2. Proposed park event approval process and request to extend Day Camp/Care and Class permits for one year and make Open Space Permits permanent.

RECOMMENDED FOR APPROVAL FOR BOARD OF PARK COMMISSION

3. Review of Carts in Parks pilot program.

Community Events in 2022

While we are all still navigating the COVID-19 pandemic, we are certain the requests for events in our City of Madison outdoor spaces will continue to increase as they did in 2021. The Community Events Team will continue to be flexible and efficient with responses to new, old, and varied event requests.

The online Park Event Permit application is still on track to be ready in early 2022 for Park Event organizers. This online application option will make the Park Event permitting process easier and more accessible for applicants.

The Community Event team is also updating applications, permits, and event websites for the New Year.

Recreation Services (Tracey Hartley):

- Riley Berning, Winter Attendant Coordinator has been working very hard to prepare the locations to be ready for opening day! Anticipate opening Elver the weekend of Dec. 31, just in time for the New Year. Winter Recreation Rental locations open this winter season include: Elver, Tenney, and Vilas with limited hours and days open. Staffing the locations has been a challenge to find enough staff coverage and still working on finding coverage. Loaner skates will be available at Rennebohm, Westmorland, Warner, and Olbrich once open for the season. Information about winter fun can be located at cityofmadison.com/parks/winterfun. Hope you can get out this season to enjoy all that winter has to offer.
- Winter event plans are underway and we will be back to offerings the Groove & Glide events at five winter locations. Two Candlelit snowshoe hikes scheduled. Learn to Play Hockey & Curl are in the planning phase, and the Skate Cinema, movie, at Tenney will be on Sat. February 12 – Space Jam: A New Legacy. Follow the link, www.cityofmadison.com/parks/seasonal/winter/events for more details.
- Posting is out as of 12/28/2021 for the new Aquatics & Parks Program Coordinator position at Parks. Plan is to have person hired late February/early March 2022.

Aquatics/Goodman Pool – (Jon Landsverk):

The 2021 Aquatic season ended for the pool on August 29th and for the beaches and splash pads on September 6th.

- 143 scholarships were given out for the 2021 season
- 788 kids attended swim lessons for the 2021 season
- Planning has already begun for the 2022 season
- A complete resurfacing of the Goodman pool will be starting at the end of September

Rangers (Joanne Austin):

Although winter activities have not yet started in our Parks, that doesn't mean the work of Rangers has slowed down. On the contrary, with this unseasonably warm weather Rangers continue to patrol and make connections with park users all around the city. Throughout the year, Rangers educate park users about Park Rules and City Ordinances and then enforce when necessary. All permanent ranger positions will be filled by mid-January. The Team looks forward to a busy 2022 season in the parks.

Dog Parks:

Having had more than a full year of allowing leashed dogs in most parks, some users are still not aware that dogs must have both a valid license and Park Permit. The Board of Park Commissioners approved recent changes to the dog status at some parks at their November meeting. Immediately following the approval of this item, our website was updated, Rangers updated signs in parks and clearly marked the “dog-free” parks. Permits can easily be purchased online and signs with the web link, including QR readers for each type of permit, are provided at every off-leash dog park. For Parks that had recent changes, Rangers are educating dog owners through the month of December and will begin enforcement in January. In 2021 alone, Rangers made nearly 400 dog user contacts. Some of these resulted in warnings and others were issued citations.

Dog Free Park Signs



Kiosk Signs for purchasing permits



Lake Access Signs:

Adequate and useful signage for Lake Access parking and permit requirement clarity has been a work in progress for quite some time. Nearly 100 additional signs were made by Traffic Engineering and Rangers have been strategically placing them at our boat launch parking lots. These signs clarify the need for a valid permit and indicate where to appropriately park (single stalls and trailered stalls). We hope to have this project completed before spring when the launches are heavily used.

Homeless Contacts:

The TPE at Reindahl Park kept Rangers and other Parks staff busy throughout the summer, especially in the last few weeks when the TPE came to an end. With the amazing efforts of outreach resources and numerous City agencies (including Park Rangers and East Parks Operations), those temporarily staying at Reindahl were moved to alternate shelter locations. The Park shelter and athletic fields are expected to be heavily reserved in 2022 and Rangers look forward to providing a positive presence at Reindahl this summer. Although the TPE at Reindahl came to an end, there are still many who are experiencing homelessness throughout the parks system. Rangers will continue to show compassion with everyone. When communicating with any park user that is experiencing homelessness, Rangers will explain the park rules and will get contact information from them. All of these contacts will be shared with CDD and Catalyst for Change outreach resources. In 2021, Rangers made approximately 517 separate homeless contacts.

Warner Park Community Recreation Center (Terrence Thompson):

The WPCRC had an excellent 2021 after being closed for 10-months in 2020 to support the temporary men's shelter. After reopening on January 25, 2021, the WPCRC was one of the only public facilities in the City offering in-person recreational opportunities, including fitness center workouts, open gyms, facility rentals, and limited community programming at the time. Most notably, WPCRC staff were instrumental in providing programs and services to teens that had been significantly impacted across the City by COVID-19, with the community's focus on virtual support for students K-5. The KNOW Program partnership with the Madison Parks Foundation provided 1,075 hours of afterschool and out-of-school time programs and open gyms for 150 BIPOC teens. Additionally, the WPCRC provided 1,110 hours of adult open gym, providing adults opportunities to stay active and connect with their friends through recreational play.

WPCRC staff displayed an extraordinary commitment to public service in 2021, implementing multiple iterations of the Forward Dane order to ensure community safety during the pandemic without a single reported COVID-19 case. For their efforts, WPCRC staff were recognized by the Northside Planning Council as the 2021 High Impact Award recipient, recognizing significant community impacts for COVID-19 response. Additionally, Mayor Satya Rhodes-Conway selected WPCRC Maintenance Mechanic Chad Norquist to receive a #TeamCity Award on January 5, 2022. The #TeamCity Awards celebrates the great public servants of the City of Madison on a bimonthly basis, recognizing employees that go above and beyond the call of duty and embody the City's mission, vision, and values.