

Community Services, Claire Oleksiak

Front Staff/Customer Service, Joanne Austin

Large Shelter Reservations

There were nearly 1,600 reservations at large shelters in 2018. Approximately 1/3 of these were made by customers using our online reservation system and the rest were in person or over the phone by the customer service staff team. 'Lottery Day', November 13, 2018, is the first day we will begin processing reservations for 2019.

Shelter Usage in 2018 (Includes private reservations, special events, elections, contracted use, etc.)

	% Rsvd Fri-Sun †	% Rsvd Mon-Thurs †	% Rsvd All Days †	# of Rsvs Fri-Sun	# of Rsvs Mon-Thurs	Total Reservations
Brittingham	73.53%	25.89%	40.80%	69	40	133
Burrows	69.61%	12.50%	30.37%	71	28	99
Demetral	47.17%	1.71%	15.88%	50	4	54
Elvehjem	22.64%	4.70%	10.29%	24	11	35
Elver New	66.43%	16.23%	32.15%	95	50	145
Elver Old	65.14%	15.16%	30.59%	71	37	108
Garner Main	73.21%	20.63%	36.81%	82	52	134
Garner Upper	41.07%	15.48%	23.35%	46	39	85
Gates of Heaven	n/a	n/a	n/a	126.5 hours*	590 hours*	716.5 hours*
Highland Manor	90.48%	2.79%	24.78%	152	14	166
Hoyt Large	75.49%	20.09%	37.42%	77	45	122
Hoyt Roys	17.65%	1.34%	6.44%	18	3	21
James Madison	59.43%	8.55%	24.41%	63	20	83
John Wall	67.86%	27.59%	40.70%	76	64	140
Lake Edge	22.73%	0.82%	7.63%	25	2	27
Marshall	64.71%	24.11%	36.81%	66	54	120
Olin	72.66%	22.70%	38.29%	93	64	157
Reindahl	40.57%	9.40%	19.12%	43	22	65
Rennenbohm	64.42%	21.24%	34.85%	67	48	115
Warner	45.95%	8.49%	20.39%	68	27	95
Westmorland	66.98%	14.96%	31.18%	71	35	106
Total (GOH not included)				1,327	659	2,010

Half days are counted as 1 'reservation', full days are counted as 2 'reservations'

GOH is reported as hours, not reservations

% Reserved is based on available dates and times a shelter is open for reservations (in most cases mid-April through Mid-Oct. and two reservations per day).

Summary of Large Shelter Usage in 2018

- Shelters were used for many popular repeat community events including Anji Play, the Marshall Boats summer camp, summer meals program, UW continuing studies art camp, FOOT events, NESCO summer concert series, Capitol Band Concert Series, and Madison Contra dance.
- Highland Manor, Olin and Elver New had the highest number of total reservations.

- The popularity of the Highland Manor shelter continues to increase. It is the only Madison Parks shelter open 365 days per year. 90% of Fridays, Saturdays and Sundays were booked in 2018. Having an affordable, year-round shelter has proven to be an important asset to the Madison community.
- Due to unexpected flooding, the John Wall Pavillion at Tenney Park was closed 8/20-10/13. Some reservations moved to alternate shelter locations suggested by staff.

Shelter Reservation Quarterly Surveys

In 2018, we began sending quarterly surveys to reservation customers. The 2nd quarter survey covered reservations from May-June. 103 people completed the survey, which was a response rate of 18%.

- 90% of respondents would recommend reserving a Madison shelter to a friend or colleague and 82% of respondents were highly satisfied with the friendliness and competency of Parks staff (customer service).
- 75% of respondents were highly satisfied with safety of park, 67% were highly satisfied with the appearance of shelter and 66% were highly satisfied with the cleanliness of the park. An area for improvement is restroom cleanliness, which only received 47% of respondents stating that they were highly satisfied.
- Recommendations included improving the online reservation system, making the key return process easier, for new shelters to have bathroom entrances from the outside so people in the park do not walk through a reservation to get to a restroom, replace chairs at GOH that squeak, send a reminder email with park rules prior to the reservation.

Picnic Shelter Usage

(Includes private reservations, special events, elections, contracted use, etc.)

Picnic shelter reservations remain a popular amenity for our customers, with 293 reservations in 2018. All picnic shelter reservations were processed by staff, either over the phone or in person. Picnic shelters with amenities such as lights, electricity, and some with restrooms generally had higher rates of reservations. Penn Park and Esther Beach were particularly popular, as these locations offer a lower cost alternative with many of the amenities as large shelters. Orton had the highest number of reservations due to Big Oak Child Care (65) that uses this space daily during the summer, second was Aldo Leopold (41) due to the Summer Meals program and Penn Park (32) was third highest with multiple Southside Raiders football program reservations.

Athletic Reservations

2018 has been a busy area for our athletic scheduler and our athletic field staff. Our new online reservation system, GymDandy, has worked well for both our scheduler and our customers. Large user groups, such as Madison School Community Recreation (MSCR) softball, Madison Ultimate Frisbee Associations (MUFA), Madison Area Youth Soccer Association (MAYSA) and Madison Sports and Social Club, account for many of the reoccurring athletic reservations.

	Bookings	Events Occurred	Events Cancelled	% Cancelled
April	1276	555	721	56.50%
May	1733	1226	507	29.26%
June	1381	1231	150	10.86%
July	1146	1114	32	2.79%
August	1318	1016	302	22.91%
August 1 - 19	816	732	84	10.29%
August 20-31	502	284	218	43.43%
September	1329	1210	119	8.95%

Canoe/Kayak Storage

- All 354 current spaces were rented for the 2018-2019 season.
- Our wait list is 80 customers. The list is generally 100-120 customers by March.
- Typical annual customer renewal rate is ~75%.
- Parks plans to replace 17 old racks with new ones that are lower and sturdier.
- Madison Parks anticipates adding racks, providing 20-40 additional spaces in 2019.

Annual and Daily Park Permits

Annual permits for four types of areas may be purchased online, in person at the Parks office, through a vendor or at a park kiosk. Customer service staff process and issue these permits.

PERMIT GROUP	2017		2018	
	Annual <i>(online purchase)</i>	Daily <i>(online purchase)</i>	Annual <i>(online purchase)</i>	Daily <i>(online purchase)</i>
Disc Golf	1,456 <i>(503)</i>	6,769 <i>(59)</i>	1,411 <i>(480)</i>	4,397 <i>(109)</i>
Dog Park	7,990 <i>(4,451)</i>	892 <i>(13)</i>	7,867 <i>(4,060)</i>	474 <i>(12)</i>
Lake Access	3,558 <i>(1,425)</i>	4,937 <i>(N/A)</i>	2,844 <i>(936)</i>	3,839 <i>(N/A)</i>
Ski Trail	1,325 <i>(744)</i>	500 <i>(14)</i>	1,277 <i>(663)</i>	830 <i>(20)</i>
Total Permits	14,329	13,098	13,399	9,540

Daily lake access permit numbers in September 2018 declined due to the August 20, 2018 flooding. A contributing factor of lower permit numbers for disc and lake is that vendor partners that sell permits have not yet provided numbers and funds to Parks. 2019 Permits will all be available for purchase starting November 15, 2018.

Ranger Violations (Administrative Support)

Front staff provides administrative support for the ranger violation program. This includes entering ticket information, tracking, following up with outstanding violations and processing payments.

Permit Type	# of Violations
DISABLED STALL WITHOUT A PERMIT	37
EXCEEDING 3 HOUR LIMIT	168
MULTIPLE STALLS	11
NO BUS PARKING	2
NO DISC GOLF PERMIT	9
NO DOG PARK PERMIT	26
NO LAKE ACCESS PERMIT	278
NO MOORING PERMIT	3
NO PARKING ZONE	55
ON GRASS	61
OUTSIDE DESIGNATED AREA	146
PAST 10PM	82
SINGLE VEHICLE IN TRAILER STALL	335
Grand Total	1218

Rangers, Josh Schmitt

Number of animal complaints, providing of information, noise complaints and parking complaints are higher in 2018 than in 2017 at the same point in the year. Rangers have fewer check areas due to vacant positions.

2018 Parks Ranger Incidents

Month	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	2018 Year to date	2017 Annual Total
Animal Complaint	14	37	82	57	76	46	67	54	71				504	326
Assist Citizen	11	5	6	5	2	21	11	17	5				83	143
Assist Fire/ Police		1	2	3	2	2	0	2	5				17	21
Check Person	1	3	2	6	6	7	9	7	2				43	117
Check Area	633	575	630	690	1017	940	1271	1204	914				7874	12589
Behavioral Ban	0	0	0	1	1	2	2	2	0				8	9
Damage to property	2	1	3	2	7	5	3	3	2				28	44
Drug Investigation	0	0	0	0	1	0	1	1	0				3	8
Graffiti complaint	3	1	3	8	3	4	5	1	3				31	34
Intoxicated Person	0	0	0	2	0	0	0	0	0				2	11
Information	78	96	92	96	112	119	173	216	134				1116	900
Liquor Law Violation	0	0	0	0	0	0	0	2	0				2	14
No permanent Address issue	0	0	0	0	0	0	0	0	0				0	1
Noise complaint	0	0	0	3	2	1	5	2	7				20	13
Parking Complaint	4	7	9	10	5	18	51	41	27				172	120
Phone Call	0	0	0	0	1	2	3	2	0				8	11
Trespass	0	1	2	0	1	1	1	0	0				6	3
Total reports	746	727	831	883	1236	1168	1602	1554	1170				9313	13874

Ranger Surveys of Park Patrons

Starting in November 2017, rangers began a pilot project to survey park patrons while on patrol. The goal was to gather information from park users and for rangers to increase non-enforcement interactions with park users. Survey respondents were asked how frequently they visit that park, what activities they most often engage in at that park, seven statement questions and optional demographic questions. Rangers visited 86 parks and collected 331 surveys. The ten most surveyed parks were James Madison, Warner, Tenney, Brittingham, Odana School, Walnut Grove, McPike, Olbrich, Elver and Quann.

Statement	Disagree	Agree	Strongly agree
I feel safe in this park	1.82%	17.33%	80.85%
I feel safe in Madison parks	1.84%	34.97%	63.19%
Signage in this park communicates the rules	4.92%	32.31%	62.77%
Park rules are fair	1.56%	27.19%	71.25%
This park is cleaned and maintained well	3.16%	24.21%	72.63%
Madison parks are cleaned and maintained well	1.07%	36.30%	62.63%
I am satisfied w/ offerings in Madison parks	3.17%	28.17%	68.66%

Additional comments were provided by 104 survey respondents. Comments included 54 with a request; 47 had positive feedback; and 11 had negative feedback. The only topic with a consistently high amount of comments was around dogs in parks.

Positive Comment Themes:

General praise of parks (28)	Praise of Parks staff (3)	Beauty of parks (2)
Cleanliness of parks (2)	Kid-friendly aspects (2)	Playgrounds (2)
Golf (1)	Conservation (1)	Volunteer programs (1)
Rec center (1)	Snow removal (1)	Restrooms at Olin (1)
Beaches (1)	Groomed ski trails (1)	

Requests:

Skate park – keep lights on later, more handrails, off street parking	More trash cans – 2 (Brittingham, Odana School)
Restroom/Port-a-Potty – 3 (Waunona, Edna Taylor, Lucia Crest)	A shelter – 2 (Odana School, Door Creek)
Lights- 2 (Demetral, Walnut Grove)	Power outlet – 2 (Cherokee, Lucia Crest)
Water fountain – 1 (Demetral)	Bigger basketball courts – 1 (Woodland Hills)
Add parking – 2 (McPike, and parks in general)	Security cameras – 1 (James Madison)

Negative and Other Comments:

Ice rinks (2)	People not picking up after dogs
Add more disc courses (3)	Allow slackline/hammock (2)
Keep parks open later hours (2)	More community activities (3)
Bird/goose excrement (1)	Bring back Elver fireworks (2)
Unable to be in park and in lots after 10 PM	Enforce rules more (3)
Didn't know dog rules that couldn't walk	No more rubber pieces at playgrounds (2)
See dogs off leash	

Warner Park Community Recreation Center, Terrence Thompson

- WPCRC Advisory Subcommittee Update
 - Last meeting-Thursdays October 4, 2018
 - Ali Trevino-Murphy from the YWCA presented on Restorative Justice.
 - Discussed volunteer opportunities, Restorative Justice Policy, and ideas for fundraising.
- Next Meeting - Thursday, November 29

WPCRC Facility News

- Received quotes from Direct Fitness Solutions for exercise room equipment replace.

WPCRC Programs & Events

- Teen Night- 1st Friday each month the WPCRC transforms into safe place for Northside teens to participate in a variety sports, creative arts, interactive workshops, live music, and performances while hanging out with friends.
 - October 5-26 participants
- Family Fun Night- 2nd Friday each month families enjoy a night of bouncy houses, art and pottery projects, bingo, and movie screenings and more.
 - September 14-142 participants
 - October 12-178 participants
- Wisco Wave Fashion Show- On October 13, 2018, WPCRC hosted the Wisco Wave Fall Fashion Show. The event was a collaboration with Anafits and Parris Sunae, and featured fall collections from some of the best urban designers from Madison and Milwaukee.

WPCRC Facility Usage Report - 2018

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	YTD	2017	2016
Facility Rentals	368	375	370	433	394	345	317	250	236				3,088	5,007	5,711
Pass Visits															
Exercise Room	2705	1549	2605	2460	1957	1680	1666	1352	1708				17,682	26,993	32,539
Game Room	241	236	258	209	196	234	202	150	251				1,977	2,187	1,864
Gymnasium	382	325	341	308	237	217	160	121	319				2,410	2,820	4,186

June/July numbers do not include gym usage by the MSCR Summer Camp (approx. 1200 visitors per month)

Game room numbers do not include multiple youth groups and organizations that use the area

Also doesn't include members that check into one area, then use another area during the same visit

Park and Street Use Event Permitting, Kelli Lamberty

In 2018, we implemented an expedited permitting process that allow events that had no significant changes from one year to the next and had no concerns from staff on the operation of the event to complete a “short form” application. We had a good response from the organizers, and the process allowed us to process a number of applications in our “down time” so they were ready to go when the events “high season” came around.

We have had on-line applications for neighborhood block parties for a couple of years. The process has been well received by applicants and the approval and issuing process is extremely efficient. 2018 was the first complete year for on-line street use event applications.

2018 Permitted Event Days														
Madison, WI														
	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	2018 Totals	2017 Totals
Street Use Events	0	2	5	17	40	40	51	76	43	37	7	2	320	349
Park Events	5	6	2	8	25	63	63	50	26	20	23	33	324	383
Block Parties	0	1	0	0	1	11	18	18	32	9	0	0	90	89
NA Events	0	0	0	0	6	11	19	5	4	7	0	1	53	57
Camps**	0	0	0	16	27	41	73	48	25	41	17	0	288	NA
DT Perf Space*	0	1	0	4	21	35	34	36	28	6	1	0	166	103
Total	5	10	7	45	120	201	258	233	158	120	48	36	1241	981
* includes "Summer In Your City" BID programming														
**Camps - Tinkergarten, Big Oak, MSCR at Marlborough, Elvehjem and Hoyt														

2018 Permits	PA 1 Permit (6-hr)	PA 2 Permit (6-hr)	Add'l hour PA	Temp Struct Permit with shelter	Temp Struct Permit w/o shelter	Beer/Wine Sales	add'l day beer sales	*Vending Permits	add'l day vending
		50	41	43	109	12	11	14	294

* This reflects all vending permits with varied fees.

Parks with the largest number of permitted event days

2018			2017		
Park	Days	Largest Single Event	Park	Days	
Olin	80	(Fantasy in Lights)	Olin	70	
McPike	44	(Eastside FM)	Central	44	
Warner	31		Warner	31	
Olbrich	31	(Let's Eat Out!)	Vilas	10	
Elver	30	(Elver FM)			

Recreation Services, Tracey Hartley

In 2018, approximately 19,269 people participated in 80 Madison Parks' produced programs and events. This included some of the following:

- **“Learn To” Series** – Twenty (20) Learn To events with 520 participants overall. Most events had around 20-30 people. Learn to Fish at Wingra Park had the highest attendance with 122 participants. Thanks to the Madison Parks Foundation, all Learn To events were free to attend.
- **Snow Glow (Elver) and Groove & Glides (Westmorland, Tenney, Elver & Vilas)** – 1,755 participants. Snow Glow was produced in partnership with the Parks Foundation.
- **Daddy Daughter Dance (WPCRC)** – 248 participants.
- **Movies with Madison Parks (All NRT neighborhoods & various other parks)** – 18 movie nights with a total of 1,337 participants.
- **Pickleball Lessons (Garner)** – Three lesson series and 63 participants.
- **Dinner & A Swim (Goodman Pool)** – Two dates and 387 participants. Sponsorship from Magic 98 and partnership with six food carts.
- **Anji Play (Brittingham, Haen & Reindahl)** – Weekly series for nine weeks during the summer at each park in partnership with the Madison Library. 2,466 participants.
- **Summer Meals Program (Elver & Aldo Leopold)** – Weekly program at each park in partnership with REAP Food Program. 3,419 participants.
- **Special Events**
 - **Bird & Nature Festival (Warner)** – 157 participants
 - **Ride the Drive (Brittingham, Law & Olin)** – 6,000 participants
 - **Westfest (Elver)** – 1,000 participants
 - **Trucks & Treasures (Reindahl)** – 1,900 participants
 - **Halloween Hayrides (Capitol Square)** – 500 participants

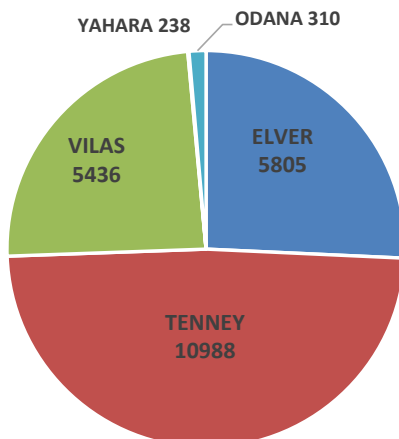
Volunteers

In 2017, Parks had 1,554 volunteers who contributed 7,496 hours. Parks hosted a Volunteer Celebration the past two years at the Mallards Stadium. Some of volunteer programs include: Adopt Ice, Madison Friends of Urban Nature, Dog Park Cleanup, Earth Day Challenge, Flower Garden, Photography Contest and Pickleball Lessons.

Winter Operations

Parks manages five winter recreation locations at Tenney (skate), Elver (skate, ski, sled, snowshoe), Vilas (skate), Yahara (ski, disc golf) and Odana (ski, golf simulators). The earliest operations started on 12/22/17 and the last close date was 2/28/18. In the 2017-2018 season, we rented 7,511 adult skates, 4009 youth skates, 1320 hockey sticks, 680 adult ski, 263 youth ski and 177 sleds.

ATTENDANCE BY LOCATION



HOT CHOCOLATE SALES BY LOCATION

