Parks Division Roadmap

September 2023

If you don't know where you're going, any road will do

Parks Division Roadmap
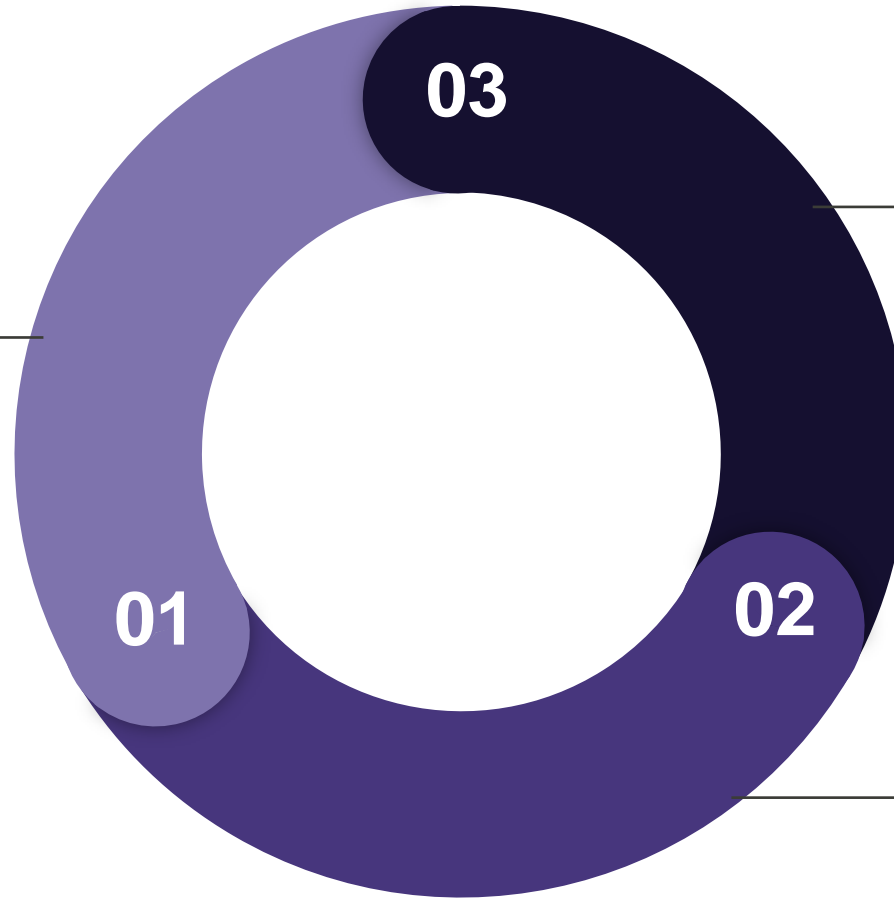
Objectives	Initiatives					
Exceptional system of safe, accessible, well-planned and maintained parks, facilities, public cemetery, natural areas, and public shorelines.	✓	✓	✓	✓	✓	✓
Provide affordable opportunities for recreational and educational experiences.	✓	✓	✓	✓	✓	
Preserve and expand our urban forest resources through a well-planned and systematic approach to tree maintenance, plating, and natural area management.	✓	✓	✓			
Preserve and promote City of Madison parks' historic and future legacies.	✓	✓	✓	✓		
Provide opportunities for cultural interaction by facilitating community events and through the display of public art.	✓	✓	✓	✓	✓	
Strategic Support	✓	✓	✓	✓	✓	

Division Roadmap

Change Initiatives

6 Service Areas
56 Activities

Business as Usual

WHY Roadmaps?

03

FOCUS

Communicate clearly and deliver on what we commit to doing.

PRIORITIZE

Understand what's most important and urgent to work on.

01

02

DEFLECT

Say "hold-on" to new projects and interruptions.

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Higher ⟵ Priority ⟶ Lower

We'll score each initiative across these four Attributes:

Community Value

- How equitable is the initiative? Who is benefitting? Who is burdened? What neighborhoods?
- What is the relative value to the community and how does it contribute? How many people are served?
- Is this serving marginalized communities? Is it intersectional? Are there higher order positive impacts?
- What is the magnitude of impact/change and change to the efficiency or effectiveness of service?
- Resource: [City of Madison Neighborhood Indicators](#)

Opportunity Enablement / Risk Mitigation

- Would failure open the community up to risk for human, material, economic, or environmental losses?
- Does this serve an at-risk population? What is the risk within certain neighborhoods in the City?
- How reimbursable is this? Does this bring in tax revenue?
- Does this initiative pave the way for others which need this to come first?
- How likely is not completing the initiative to cause litigation against the organization?

Time Criticality

- How susceptible is the community to impact in the short-term? In the long-term?
- How important is it that this initiative gets done quickly?
- Is there no other solution? Are other partners better at providing the solution?
- Is there another external funding source to move on to? Are they eligible for another solution?
- Does the community value diminish over time if we wait, especially for marginalized communities?

Job Duration

- How long will the initiative take to execute?
- How complex and how many unknowns does the initiative have?
- How many dependencies are outside of our control? How controversial is the initiative?
- How difficult is the relationship with the partner? How political is the relationship?
- How much staff time and effort will this take?

City of Madison - Parks Division Roadmap 2023

Mission

Mission	Higher Priority → Lower								
Exceptional system of safe, accessible, well-planned and maintained **parks, facilities, public cemetery, natural areas, and public shorelines.**	Public Works Laborer 2023 Transition GG	Town of Madison Integration EK	POSP Update AF	Madison Parks Foundation Agreement LL/CJR	Equity Action Plan Implementation TT	Park System Expansion LL			
Provide affordable opportunities for **recreational and educational experiences.**	Stand up Parks Alive! TT	Host All City Swim TT	Door Creek Shelter and Activation TT	Create Imagination Center CJR	Golf Course Task Force Implementation LL	Expand Recreational Biking AF			
Preserve and expand our urban forest resources through a well-planned and systematic approach to **tree maintenance, planting, and natural area management.**	Ecological Restoration Approach GG	Integrate Climate Change Resilience into Planning and Operations - GG							
Preserve and promote City of Madison parks' **historic and future legacies.**	Historical Site Renovations and Preservation GG	Coordination with Planning Department on Area Plans AF	Park Development Plans Process Enhancements AF	Lake Monona Waterfront Redesign CJR					
Provide **opportunities for cultural interaction** by facilitating **community events** and through the display of **public art.**	WPCRC Expansion TT	Stand Up Volunteer Management System TT	Cities Connecting Children to Nature TZ	Olbrich Park and Gardens Improvements TZ					
Strategic Support	Onboarding Alders and BCC Members CJR	Emergency Plan COOP Update GG	Impact Fee Needs Assessment Update AF	Employee Development JV	Information Technology Investments JV	City Works Implementation CJR	Performance Management System CJR	New Parks Logo and Branding AS	Modernize MGO EK

← Higher ——————— Priority ——————— Lower →