**POSP Recommended Strategies Discussion**

**Long Range Planning**

**December 18, 2024**

The current Table of Contents for the POSP includes both Recommended Strategies and Recommendations in Chapter 6 as shown below.

| | |
|---|---|
| 6.1 | Recommended Strategies |
| 6.2 | Acquisitions |
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| 6.5 | Park Facilities |

The Long Range Planning Subcommittee will do a deep dive into the Recommended Strategies section of the POSP at the December 18, 2024 meeting. In preparation for that meeting please review the following documents:

- Imagine Madison: Seven Elements of the City's Comprehensive Plan include:
  - Land Use & Transportation
  - Neighborhoods and Housing
  - Economy and Opportunity
  - Culture & Character
  - Green & Resilient
  - Effective Government
  - Health & Safety
- Recommended Strategies from the 2018-2023 POSP
- Accomplishments Since the 2018-2023 POSP (reviewed by LRP in September 18, 2024 LRP meeting)
- Public Comments & Public Engagement:
  - UW Survey Results (Reviewed in July 2024 by LRP)
  - Draft Engagement Summary (Reviewed by LRP in October 2024 by LRP)

As you review this information, please consider the following:

- Do these reflect areas we should be focusing on?
- What's working?
- What's Not- What do we need to do better?
- Is anything irrelevant?
- Are any redundant?
- What are our Dreams?
- Is the strategy cross-cutting?

# Chapter Nine: Recommended Strategies

The following list includes recommended strategies for the City of Madison park system. The recommendations and analysis discussed in this plan relate to park development, management of core facilities, and broad concepts in park system planning. These strategies reflect values, opportunities, and concerns identified in this planning document. This plan uses information from the engagement process and outdoor recreation needs assessment, relevant planning documents and park analyses and using data-driven supported research on equity, public health, sustainability, and adaptability, to develop data- and information-driven strategies. Each recommended strategy below includes a guiding lens symbol. The symbols and corresponding definitions identified in Chapter Two are provided here to help orient readers regarding the guiding lens that influenced each strategy. The predominant guiding lens addressed by the strategy is boxed.

Equity: The inherent worth of each individual in Madison should be esteemed and fostered, enabling them to reach full potential.

Sustainability: Management of resources to promote welfare and equity for current and future generations.

Public Health: The access and contribution to mental and physical health of a community.

Adaptability: Preparedness and ability to respond to and recover from hazards and threats with minimal damage to safety, health, security, and the economy.

STRATEGY: IMPROVE PUBLIC ACCESS TO LAKES.

- Connect the community to water by designing areas for increased water access on public lands, including access for low income populations.
- Provide opportunities for water recreation.
- Support efforts to improve water quality in Madison's lakes and waterways.

STRATEGY: DESIGN PARK FACILITIES TO ACCOMMODATE DIVERSE ACTIVITIES AND POPULATIONS.

- Provide flexible spaces that can respond to changing recreational trends.
- Incorporate spaces and facilities appropriate for different cultures, age groups, and abilities.
- Provide sufficient fields and courts to accommodate tournaments and other multiple field or court competitions.

STRATEGY: PROTECT AND ENHANCE NATURAL AND CULTURAL RESOURCES.

- Manage invasive species in high quality natural areas.
- Continue to acquire conservation parkland to preserve unique habitats.
- Develop native plant habitats and ecosystems within parks, increasing biodiversity.
- Continue to recognize, preserve, and enhance historic parks.
- Preserve landmark vistas from public access areas.
- Respect and protect tribal sacred sites.

STRATEGY: ACQUIRE PARKLAND TO REDUCE PARKLAND DEFICIENCIES AND ADDRESS INCREASING RESIDENTIAL DENSITY.

- Review and revise parkland dedication and park impact fees every ten years to maintain funding to support future population and density demands.
- In areas of high residential density, preserve undeveloped land for open space or acquire new parkland on existing developed property, where feasible.
- Ensure that Neighborhood Development Plans identify adequate parkland for proposed residential density.
- Where there is no walkable access to mini, neighborhood, conservation, or community parkland, but there are other public recreation spaces that provide outdoor recreation amenities, partner with these groups to enhance outdoor recreation for the surrounding community.

STRATEGY: ENSURE THAT NEW PARK DEVELOPMENT OCCURS IN A FISCALLY SUSTAINABLE MANNER.

- Minimize the number of mini parks along the City's periphery by requiring dedication of larger, minimum five-acre parks for new residential developments.
- Investigate opportunities to expand existing parkland.
- Ensure adequate funding is available to provide necessary infrastructure improvements for parks acquired by the City through intergovernmental agreements.
- Seek out and utilize innovative sources of support to enhance parkland and amenities.

STRATEGY: ENSURE THAT EXISTING LEVELS OF SERVICE ARE MAINTAINED AND SUPPORTED THROUGH THE PARK SYSTEM AND ARE INCREASED AS NEW PARKS AND FACILITIES ARE DEVELOPED.

- Seek adequate funding for the Parks Division through the budget process.
- Pursue grant opportunities and other funding sources to support programs and park maintenance.
- Evaluate operational resources including staffing and location of operational facilities to optimize resources for new city facilities.
- Evaluate operational resources for park and street use events to ensure sustainable and equitable opportunities for building and promoting community.
- Provide technical and administrative support to volunteers whose work supplements park maintenance and improvements to foster and encourage volunteer efforts in parks.

STRATEGY: CREATE EQUITABLE ACCESS AND FUNDING FOR PARKS.

- Remove barriers to engagement.
- Identify and develop parkland and amenities that create inclusive park experiences.
- Incorporate public engagement methods and partnerships during the park planning process to help ensure all members of the Madison community are represented.
- Ensure funding is allocated equitably for development of new facilities, upgrading of existing infrastructure, and acquisition of new parkland.

STRATEGY: IMPROVE THE PARK SYSTEM'S CAPACITY TO WITHSTAND FUTURE ENVIRONMENTAL CHANGES.

- Improve the Parks Division's capacity to analyze and plan for the impacts of climate change and other environmental pressures.
- Ensure best management practices for stormwater runoff and infiltration to reduce impacts of increasing storm severity.
- Ensure park design and amenities are flexible to accommodate dynamic climate patterns.
- Design and support opportunities for winter activities that are less impacted by climate change.

STRATEGY: INCREASE CONNECTIVITY BETWEEN PARKS TO ENHANCE ACCESS.

- Work with other city agencies as well as Dane County and neighboring communities to create a comprehensive system of greenspace connections by means of pedestrian, biking, and water trails through parks.
- Connect parks with other city amenities through trails and public transportation.

STRATEGY: DEVELOP A HEALTHY AND DIVERSE URBAN TREE CANOPY WITHIN PARKS.

- Improve the City's resiliency through increasing tree canopy diversity.
- Recognize environmental and public health benefits of trees by promoting and expanding the urban tree canopy.

STRATEGY: INCREASE ENGAGEMENT WITH GROUPS AND ORGANIZATIONS AND DEVELOP NEW ONES.

- Strengthen opportunities and partnerships dedicated to engaging diverse communities in parks.
- Improve existing partnerships to ensure efforts are equitably distributed across geographic regions of the City and that efforts are aligned with identified land management strategies and master plans.
- Encourage engagement within parks through Friends Groups and other volunteer groups, support the efforts of such groups, and recognize their contributions to the park system in development and maintenance of park facilities.
- Develop joint-use agreements with organizations that provide recreational amenities that can fill recreation demands.

STRATEGY: PURSUE REGIONAL SOLUTIONS TO REGIONAL ISSUES.

- Where possible, enhance or develop regional recreation facilities identified by the Wisconsin SCORP for the Southern Gateways Region to address supply shortages.
- Continue joint planning efforts with Dane County to implement recommendations of the Dane County Park and Open Space Plan on property within the City of Madison.
- Collaborate with park advocacy organizations to meet park and recreation demands.

Accomplishments Since 2018

The 2018 to 2023 Park and Open Space Plan provided twelve strategies for the Parks Division to pursue. The strategies reflected the values, opportunities and concerns identified in the previous planning process. They have provided an excellent guide for staff, Board of Park Commissioners and various subcommittees as day-to-day decisions are made to improve the park system. This section provides an overview of accomplishments related to each of the twelve strategies.

Strategy: Improve public access to lakes

Since 2018, the City of Madison Parks Division has implemented several measures to enhance public access to the city's lakes. These efforts include:

- Acquisition of multiple separate lake shore properties, including the parcel and the new Parks Administration building at 330 East Lakeside, 346 and 354 Lakeside Street, and 16 Lakeshore Court.
- Installation of two beach mats, one at Bernie's Beach and another at Vilas Park Beach, to improve accessibility, in partnership with Madison Parks Foundation.
- Installation of two ADA-compliant fishing piers, one at Vilas and another at the Warner lagoon near the main shelter, in partnership with the Madison Parks Foundation.
- Construction of new beach shelters with restrooms and sheltered picnic table area at Tenney Park and Warner Park.

Strategy: Design park facilities to accommodate diverse activities and populations

Since the Parks Division set this strategy in 2018 many projects have led to improvements that can serve very diverse uses and populations. Some examples are as follows:

- Collaboration with the cricket community to add a full-size cricket field at Elver Park and to improve the practice field used by the women’s league at Haen Family Park.
- Installation of gaga ball pits to three locations, Penn Park and Olbrich Park and Olive Jones Park in partnership with Randall School.
- Incorporation of dual striping on sport courts to allow both tennis and pickleball when courts are resurfaced.
- Construction of recreational biking facilities and features at Aldo Leopold, Sycamore and Sandburg Parks.
- Renovation of The Glen Golf Park and subsequent creation of The Glen Golf Park Programming Plan to accommodate mixed use recreation at the golf course.
- Construction of the first futsal court in the system at Penn Park, with more planned in the future.
- Collaboration with organizers from Disability Pride, Madtown Mommas and Disability Advocates to review sprayground and inclusive playground proposals, as well as on-street handicapped parking layouts.

Strategy: Protect and enhance natural and cultural resources

Over the past decade, Madison Parks has continued ongoing preservation and maintenance of parkland and has shifted more resources towards the management of natural areas within parks. Examples of this work include:

- Creation of the Conservation Technician Trainee position in the 2022 Operating Budget.
- Reallocation of Parks resources to create the Parks Ecology Team in 2022, consisting of five staff dedicated working in community, neighborhood, and mini parks with a focus on improving and maintaining natural areas in the system to create a more sustainable and climate-resilient landscape.
- Investment of $1 Million of capital improvement funds into Madison's Conservation Parks over the past five years to restore and maintain sensitive habitats.
- Historic Preservation efforts at facilities such as Breese Stevens Field, Gates of Heaven, Brittingham Boat House, Hoover Boat House, Normal Hall.
- Historic Preservation of landscapes such as Tenney Park, Hoyt Park, and Forest Hill Cemetery.
- Adoption of the Burial Mound Policy by the Board of Parks Commissioners in 2019, which was updated under the guidance of representatives of the Ho-Chunk nation and provides procedures and guidelines to assure that the mounds are treated with the utmost respect and responsibly managed in a manner that protects the integrity of the mounds.

Strategy: Acquire parkland to reduce parkland deficiencies and address increasing population density

Since 2018, the Parks Division has acquired a total of 245 acres of land to address parkland deficiencies and address increasing population density city-wide.

- Acquisition of east side parkland, including expansion of OB Sherry and Zeier Park.
- Acquisition of north side parkland, including Hartmeyer Roth Park, Tilton Park, and Whitetail Ridge Expansion.
- Acquisition of south side parkland, including a portion of 1802 and 1804 South Park Street for a new park, and 330 East Lakeside Street, along with three residential properties, for the expansion of Olin Park.
- Acquisition of west side parkland, including Moraine Woods and 7250 Mid Town Road for the expansion of Elver Park.
- Acquisition of downtown parkland located at 305 S. Bedford Street for the expansion of Brittingham Park.
- Reclassification and redevelopment of two downtown City owned properties to parks to address parkland deficiencies in the downtown. Properties include the Madison Senior Center Courtyard located at 333 W. Dayton Street, completed in 2024. The Crowley Station Water Utility Surface located at East Wilson Street and South Hancock Street became Lakefront Porch Park in 2023.
- Dedication of multiple parks city-wide to address increasing populations with new developments, including Kestrel, Eagle Trace, and Canter Parks.

- Attachment of three former Town of Madison Parks, including Fraust Park, Heifetz Park, and Harvey Schmidt Park.
- Disposal of 231.55 acres of parkland to address broader public needs, including a portion of Yahara Hills Golf Course to Dane County for purposes of Landfill expansion (231.28 acres) and Hughes Park for redevelopment of Centro Hispano (.27 acres).

Strategy: Ensure that new park development occurs in a fiscally sustainable way

The Madison Parks system continues to grow and develop. As this happens, the Parks Division has worked to adapt to changing recreational trends while utilizing existing park infrastructure and leveraging strategic partnerships.

- Reconstruction of The Glen Golf Park through a Donation and Development agreement, utilizing private funding and resources to create a high-quality golfing experience and expansion of types of uses of the Golf Park.
- Utilization of plastic tiles as a surfacing solution for courts with damaged pavement to extend the life of individual courts at lower cost options.
- Volunteer-led construction of "All-Wheel Spots" on underutilized paved areas to address needs of the skateboarding community and beyond.
- Reinvestment of land sale proceeds at Yahara Hills Golf Course to support the capital needs of the Golf Enterprise Program.
- Redevelopment of the Crowley Water Utility Surface to Lakefront Porch Park through a Donation and Development agreement, utilizing private funding to enhance the decking, community garden planters, furniture, and overall welcoming feel of the space.
- Development and establishment of a Cooperative Agreement with the Madison LakeWay Partners who will be the primary philanthropic partner for the Madison LakeWay.

Strategy: Ensure that existing levels of service are maintained and supported through the park system and are increased as new parks and facilities are developed.

- Adherence to the benchmark of 95% of Madison residents live within a 10-minute walk of a park, and through careful planning, Parks is maintaining that standard as new neighborhoods are built.
- Madison Parks has continued to stay on-track with a playground renewal program. The program sets out to ensure that Madison Parks playgrounds are no more than 25 years old.

Strategy: Create equitable access and funding for parks.

Implementation of the Parks Division's Equity Action Plan has been and will continue to be a priority for Madison Parks. The Parks Division has created work groups that focus on four key areas: Health and Safety; Public Participation; Strategic Plansand Budgets; Employment; and Training and Learning . Key accomplishments in this area since 2018 include:

- Implementation and growth of the Parks Alive program that focuses on community building and connection in the city's most underrepresented communities.
- Sustained growth of the Kids Need Opportunities at Warner (KNOW) Program in partnership with Madison Parks Foundation to create positive experiences for the community's north-side youth.

- Continuation of the Goodman Pool Scholarship program in partnership with the Goodman Foundation and Madison Parks Foundation to reduce barriers to entry.
- Growth and evolution of the Parks Worker Program and other green career pathways to reduce barriers for entry into the workforce.
- Utilization of the Equitable Hiring Tool in many recruitments in efforts to diversify the workforce.
- Utilization of the City's Equity Analysis tool on major programs, projects, and policies.

Strategy: Improve the park system's capacity to withstand future environmental changes

The planning and maintenance approach of the Parks Division has evolved over the last decade to significantly improve the climate resiliency of the current and future park system. Key examples of this work are as follows:

- Adoption of the updated Land Management Plan in 2023, which specifically addresses strategies to adapt operations to climate change, proactively manage the urban forest, and increase resilience of natural areas.
- Creation of the Parks Ecology Team, which leads the effort to diversify park natural areas, landscape beds, and urban forest canopy.
- Increased use of existing alternative land management practices, including prescribed burning, prescribed grazing, and the flea beetle predator pilot program.
- Collaboration with City Forestry and residents on spongy moth control during the latest population peak during 2023.
- Modification of winter recreation facilities such as the use of "Nice Rink" style ice skating rinks. This technology is intended to reduce water consumption and lessen the impacts of temperature fluctuations on the skating program.
- Increased use of green infrastructure in construction to reduce carbon footprint and mitigate watershed impacts. This includes following the LEED design principles, such as energy-conscious mechanical controls, use of solar panels, and conversion to LED lights.
- Focused conversion of fossil-fuel equipment to electric where possible. Park has added over 100 pieces of electric handheld equipment since 2018. Parks also has 21 EV Fleet vehicles including trucks, cars, riding lawn mowers, forklifts and UTVs.

Strategy: Increase connectivity between parks to enhance access

Connection between parks is critical to healthy neighborhoods. Since 2018, the Parks Division has increased the connectivity between parks across the city in the following ways:

- Madison Bicycle Adventure Trail plan was completed to provide a feasible way to connect parks across the city using existing bicycle infrastructure and park and open spaces. Recent accomplishments include new biking facilities in Aldo Leopold Park, Cannonball bike path, and Sycamore Park.
- Starkweather Creek Bike path connects OB Sherry Park with Olbrich Park, and will serve to connect Starkweather Park in the future.
- Construction of the Autumn Ridge Bike path for connectivity on the east side, including Heistand Park.

Strategy: Develop a healthy and diverse urban tree canopy within parks

Madison Parks has worked to improve urban tree canopy within parks through a variety of strategies as follows:

- Investment in Treekeeper tree inventory software in partnership with City Forestry, which now provides records of the species and number of trees in the park system. Work continues to inventory trees on all park properties.
- Acquisition of properties with healthy, mature canopies, including more than 50 acres of mature forest land. This includes the addition of 20 acres of woods to Whitetail Ridge and another 20 acres at Moraine Woods.
- Implementation of the woodland tier system and initial broadscale restoration efforts based on the adopted 2023 Land Management Plan.

Strategy: Increase engagement with groups and organizations and develop new ones

In recent years, the Parks Division has grown its partnership base considerably.

- The Parks Alive program is possible due to the collaboration and participation of a variety of City agencies, including the Department of Civil Rights, the Neighborhood Resource Teams, Community Development Division, Public Health Madison Dane County, and more. Parks Alive is building relationships and capacity of neighborhood residents to take leadership in developing Parks Alive events.

- The Madison LakeWay Partners, formerly the Friends of Nolen Waterfront, were established and grew to support the Design Competition and development of the Lake Monona Waterfront Master Plan. The Madison LakeWay Partners is a new affiliate organization of the City with the mission of supporting the Madison LakeWay redevelopment of the Lake Monona shoreline.
- Ride the Drive returned in 2024. This event was reimagined and planned with a Community Steering Committee that was comprised of various City agencies and community partners, such as the Madison Parks Foundation, Madison Bikes, Madison Boats, MSCR, Public Health Madison Dane County, Community Development Division, and the Madison Sports Commission.
- Worked collaboratively with the Madison Public Library and Engineering Division to design the Imagination Center at Reindahl Park.
- Worked with community organizations and small businesses to expand programming at the Glen Golf Park.
- Established a new partnership with the Black Men Coalition of Dane County to bring baseball to Elver Park.
- Renegotiated the agreement with Madison Mallards to bring the Madison Night Mares, a women's collegiate softball team, to Warner Ball Park in 2024. The agreement included the installation a new turf infield at the Warner Ball Park, with no initial capital investment from the City.
- Renegotiated the Cooperative Agreement with the Madison Parks Foundation, building on the strong partnership and establishing stronger communication and collaboration between the Parks Division, the Madison Parks Foundation, and the Board of Park Commissioners.

Strategy: Pursue regional solutions to regional issues

- Communication and collaboration with Dane County and State of WI officials during several emergency response situations, including 2018 Floods and COVID-19 Pandemic response.

- Collaboration with Dane County, Town of Verona, City of Verona and Ice Age Trail Alliance to purchase Moraine Woods expansion and explore additional acquisitions for Ice Age Trail Connection.
- Collaboration with Dane County to sell a portion of Yahara Hills Golf Course for use as landfill expansion and proposed sustainability campus that will serve the future waste management needs of the entire Dane County area.
- Acquisition of Marty Farm in collaboration with multiple City Agencies to expand Elver Park and address stormwater and transportation infrastructure needs of the far west side.

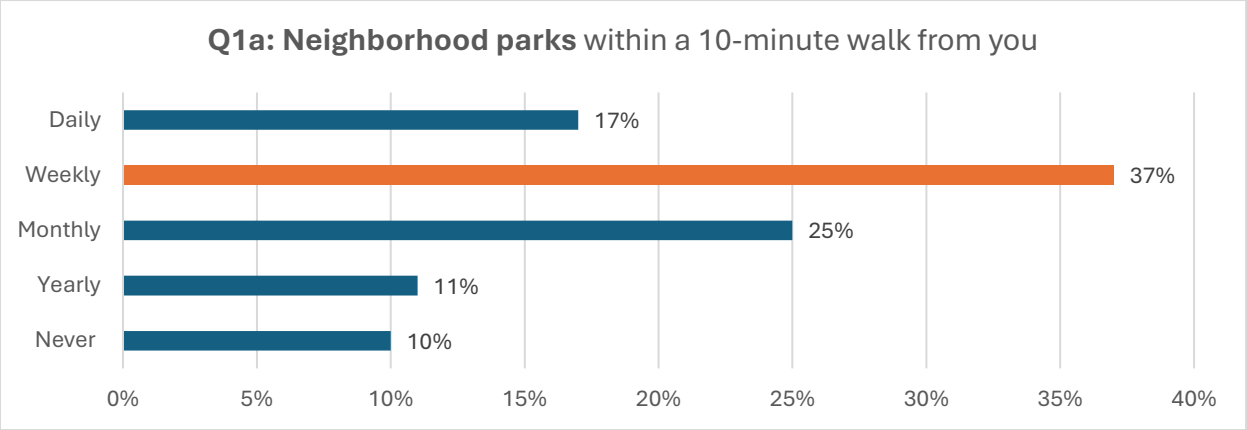
# Madison Parks & Open Space Plan 2025-2030
# Community Engagement Activities and Outcomes

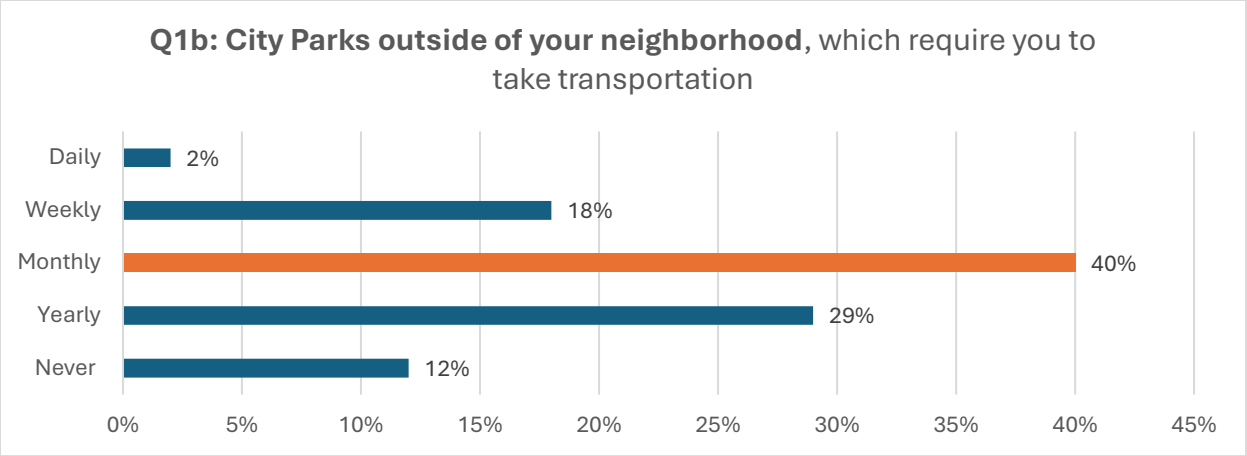
## UW Survey Summary

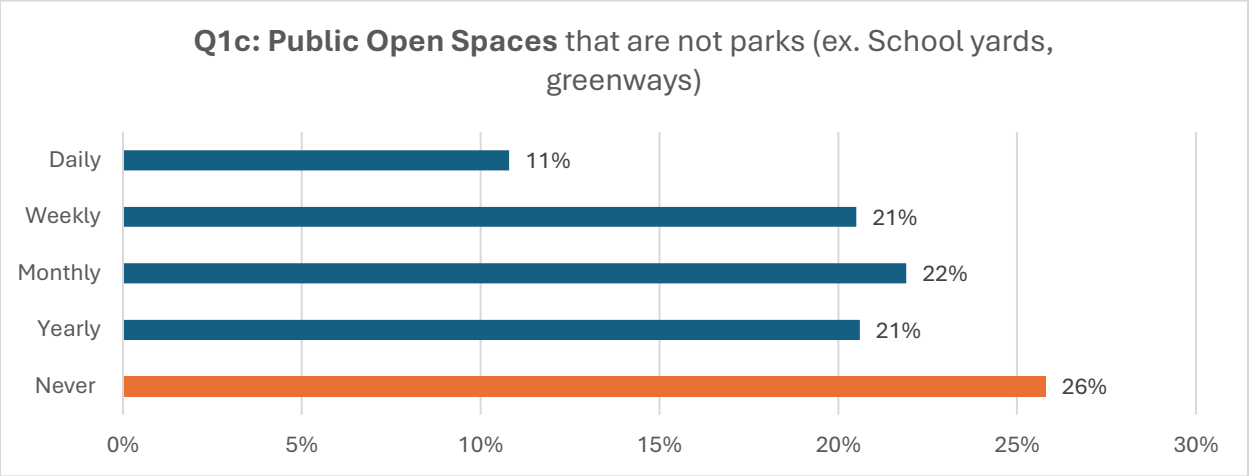
In the fall of 2023, the Madison Parks Division hired the UW Survey Center to assist in the development and administration of a large-scale survey. The intent of the survey was to gauge satisfaction with the City's park and recreation amenities and learn more about how residents use those facilities. 5,000 Madison addresses were randomly selected and mailed the survey; 898 households completed it (18% response rate). The following is quantitative summary of each survey question's results. The three open ended, qualitative questions asked through the survey are summarized at the end of this section.

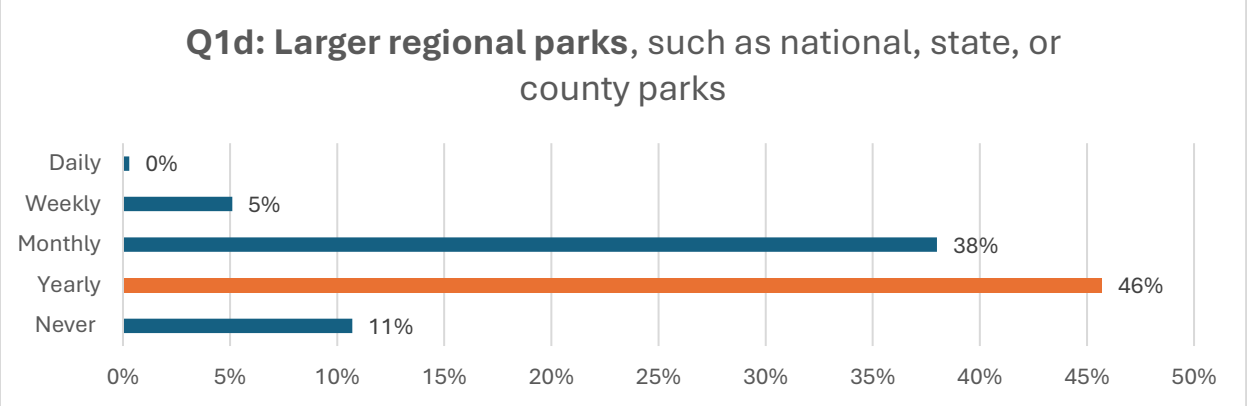
**Q1: In the past 12 months, how often did you use each the following types of parks or park-like spaces in Madison?**

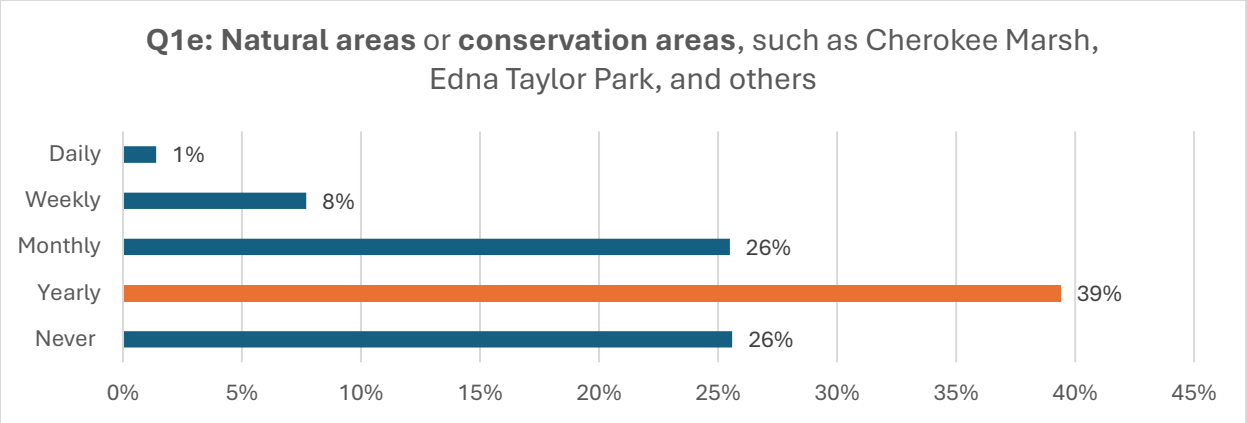
- The majority of respondents visit neighborhood parks within a 10-minute walk of their residence on a weekly or daily basis (54%). For parks that require transportation outside one's neighborhood, more than half of respondents report visiting monthly or yearly.
- For other types of parks—including larger regional parks, natural or conservation areas, and special facilities—most respondents visit annually.

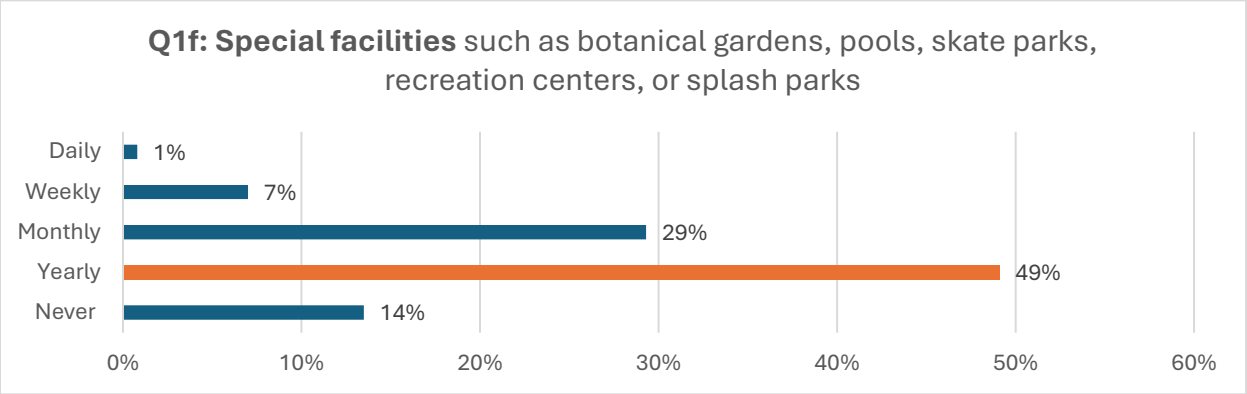



Q1b: City Parks outside of your neighborhood, which require you to take transportation
Daily
Weekly
Monthly
Yearly
Never
2%
18%
40%
29%
12%
0%
5%
10%
15%
20%
25%
30%
35%
40%
45%


Q1c: Public Open Spaces that are not parks (ex. School yards, greenways)
Daily
Weekly
Monthly
Yearly
Never
11%
21%
22%
21%
26%
0%
5%
10%
15%
20%
25%
30%

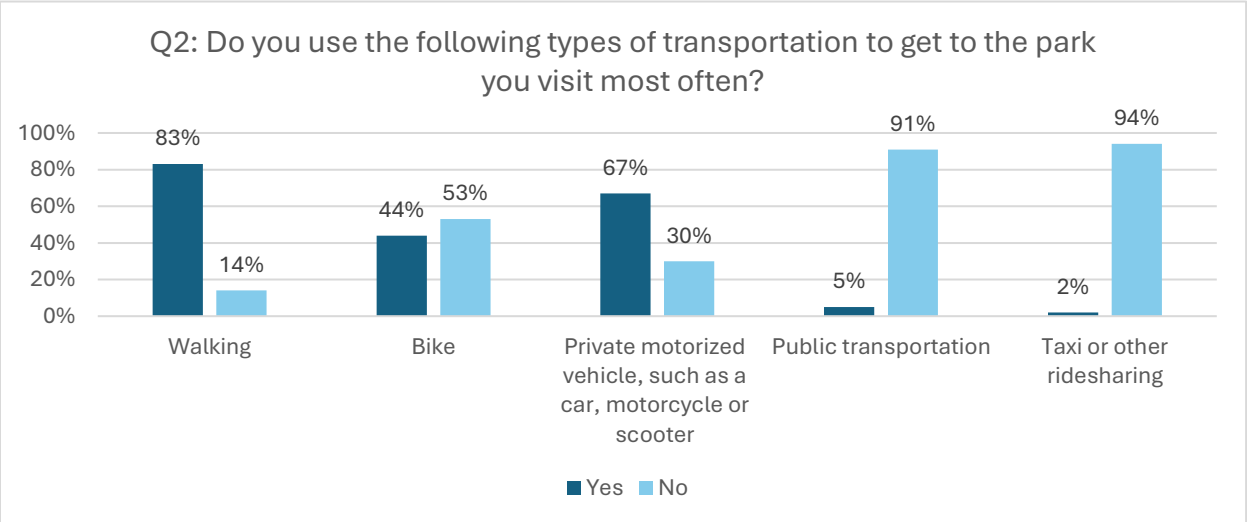

Q1d: Larger regional parks, such as national, state, or county parks
Daily
Weekly
Monthly
Yearly
Never
0%
5%
38%
46%
11%
0%
5%
10%
15%
20%
25%
30%
35%
40%
45%
50%



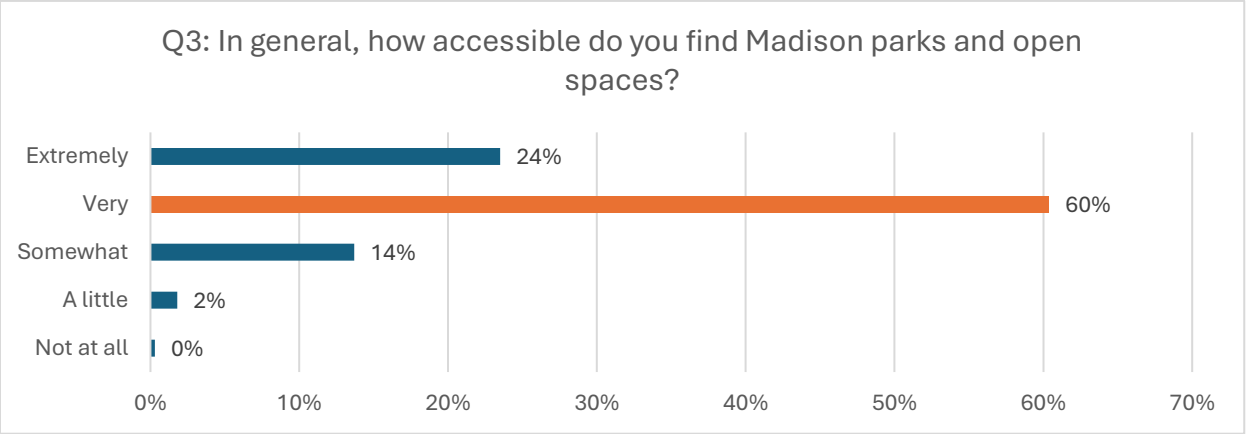

**Q2: For this question, think about the park you visit or use <u>most often</u>. Do you use the following types of transportation to get to the park you visit most often?**

- Walking and private motorized vehicles are the primary modes of transportation identified by survey participants. Public transit and ridesharing are minimally utilized.



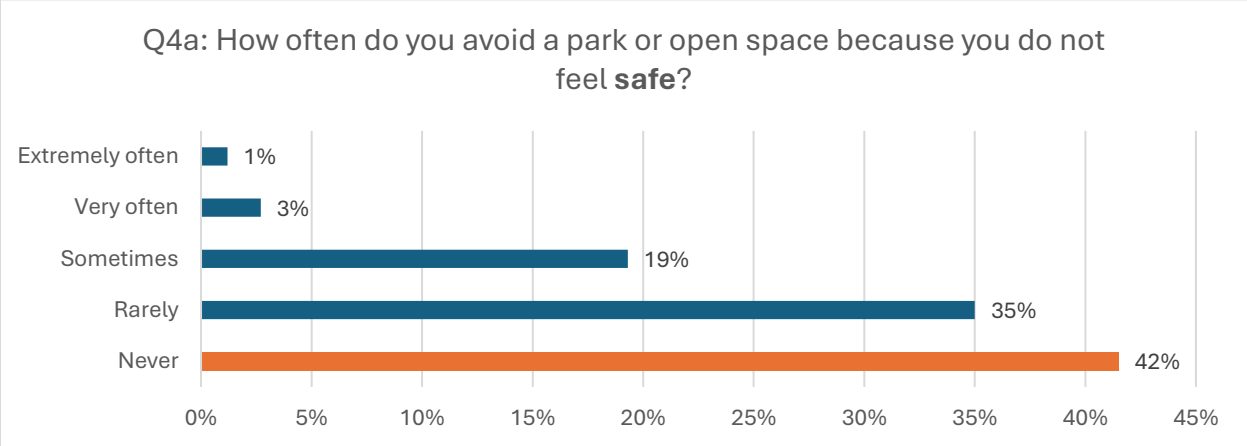
**Q3: In general, how accessible do you find Madison parks and open spaces?**

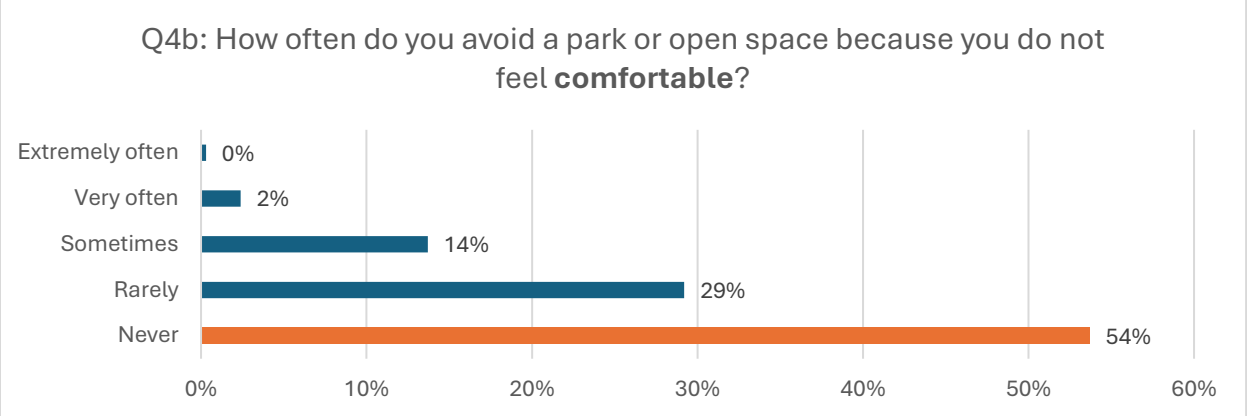
- Most respondents find Madison parks and open spaces to be very or extremely accessible.

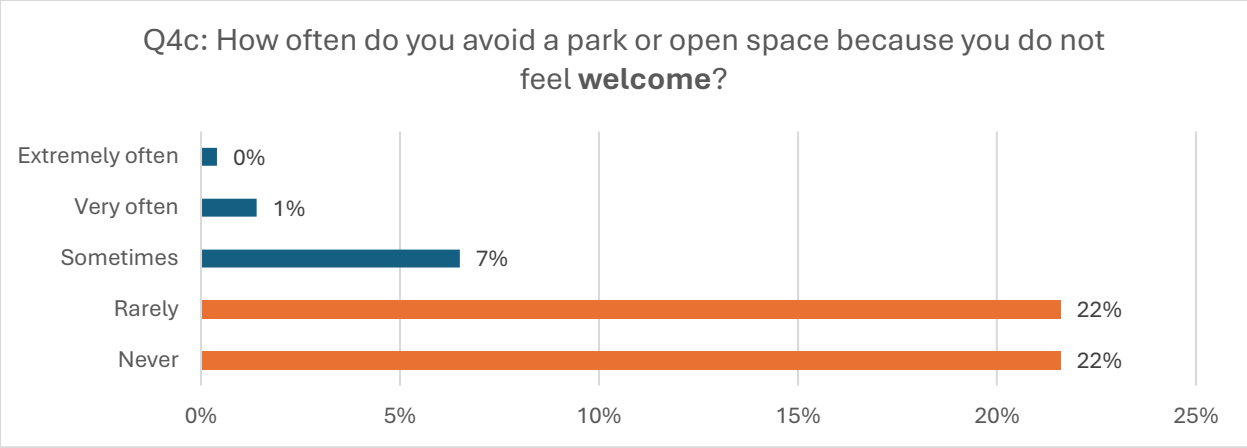



**Q4: How often do you avoid a park or open space because you do not feel safe, comfortable, or welcome?**

- Most people (>50%) rarely or never avoid Madison parks or open space because they do not feel safe, comfortable, or welcome.



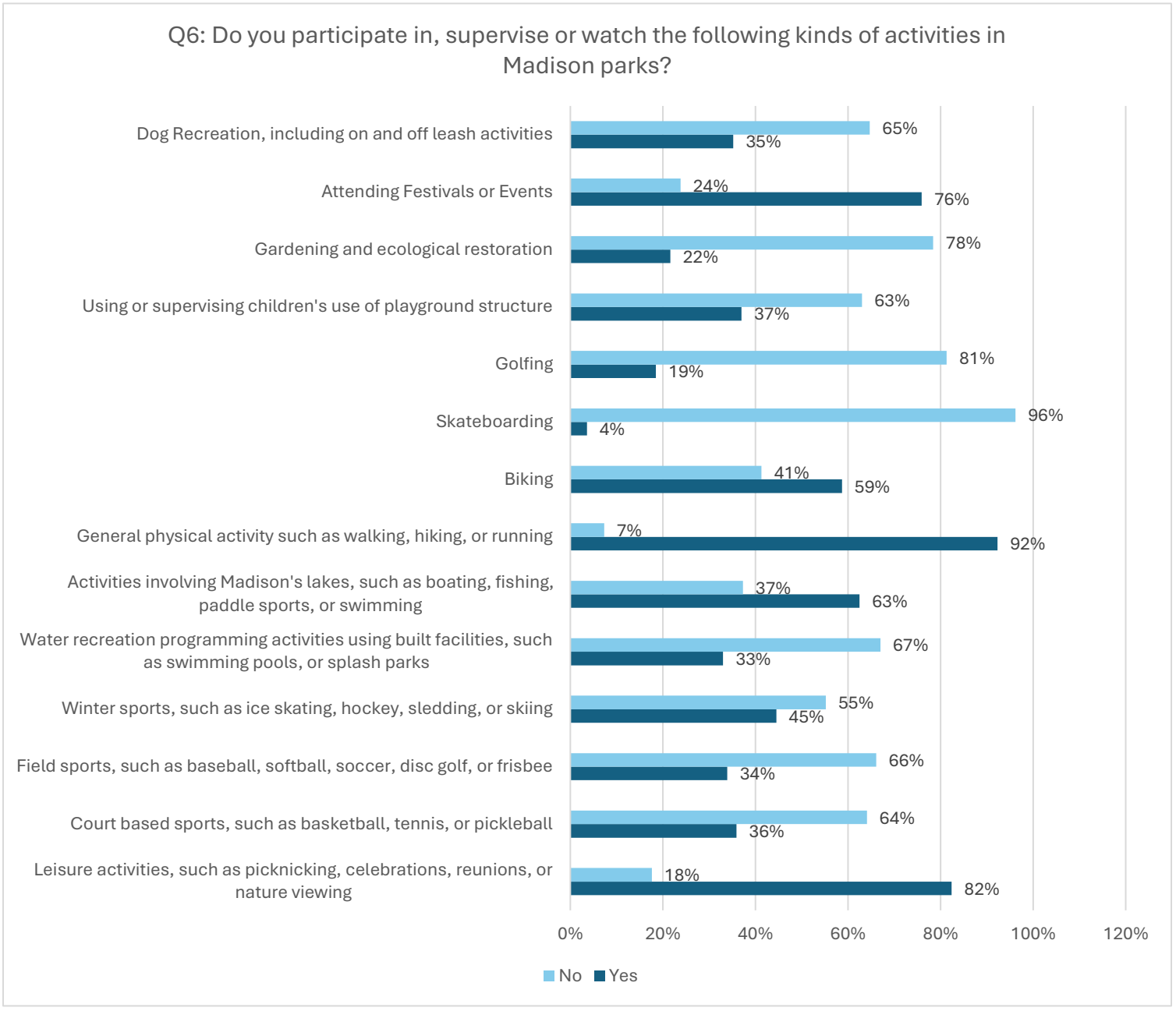




Q4c: How often do you avoid a park or open space because you do not feel **welcome**?
Extremely often
0%
Very often
1%
Sometimes
7%
Rarely
22%
Never
22%
0%
5%
10%
15%
20%
25%

**Q6: Activities someone might participate in at Madison parks include playing, supervising children, or watching activities, such as a baseball or basketball game.**

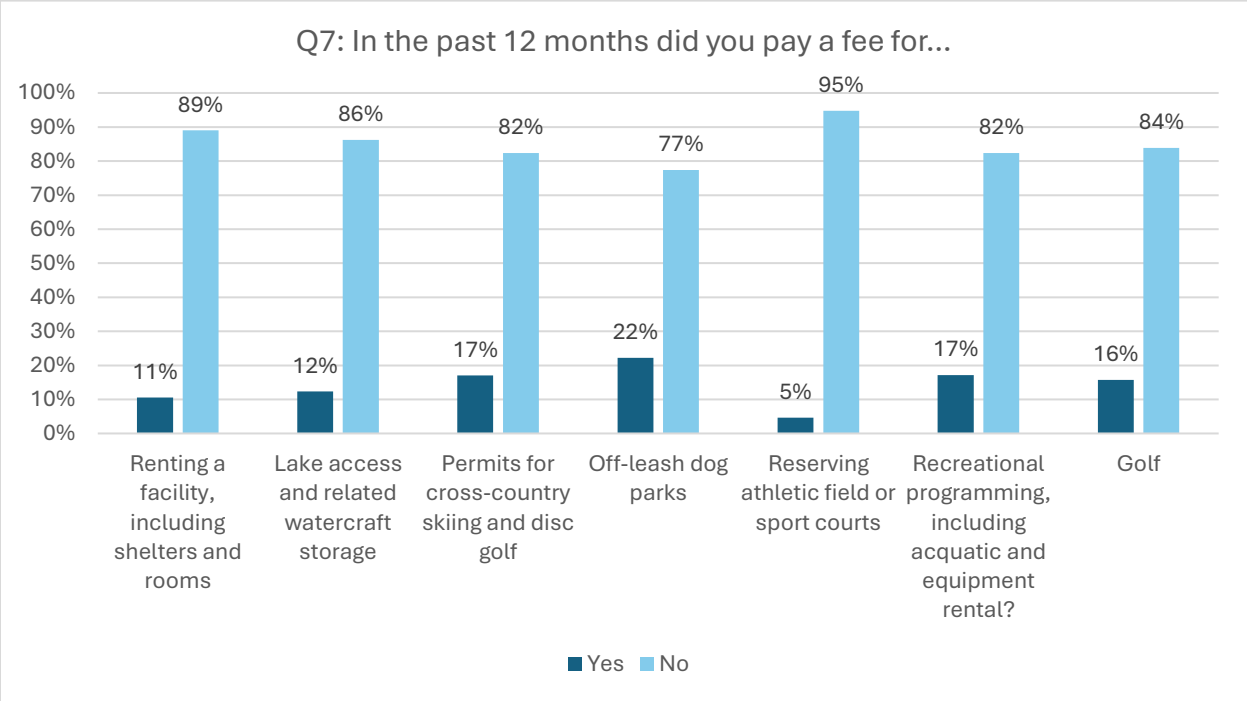
**Do you participate in, supervise, or watch the following kinds of activities in Madison parks?**

- The most common activities in Madison Parks among survey respondents are general physical activities, leisure activities, and attending festivals or events.



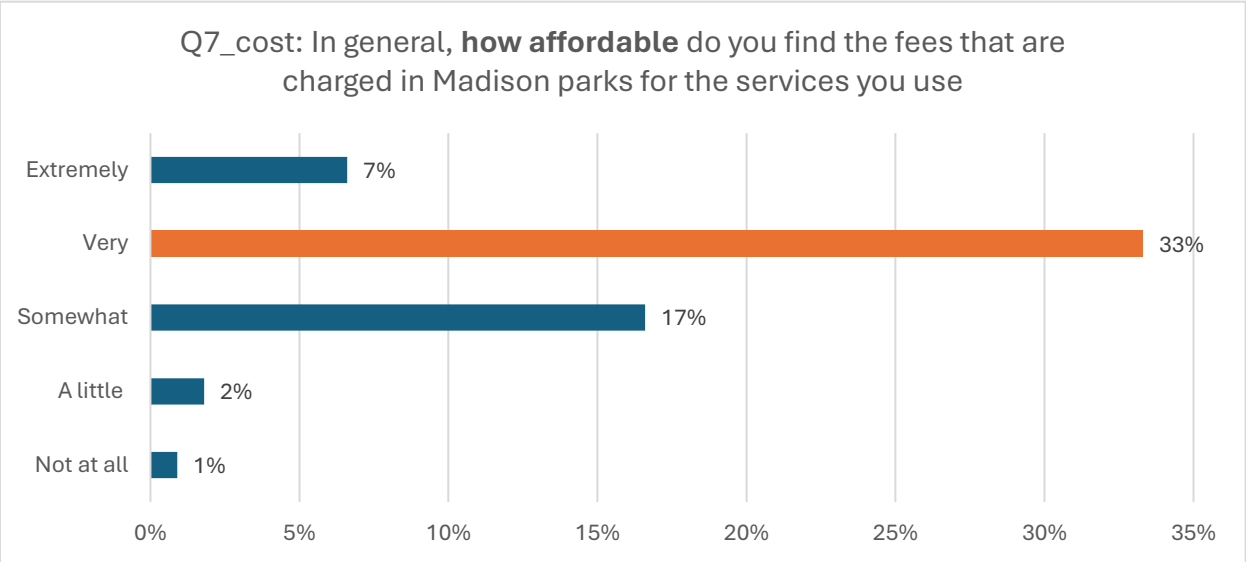
**Q7: Still thinking about your use of Madison Parks, in the past 12 months did you pay a fee for…**

- Most respondents had not paid a fee for any of the park amenities listed.
- On average between the different amenities, 14% of park users paid a park fee in the previous 12 months. The most common fee paid was for off-leash dog parks, and the least common was reservations for athletic fields or courts.



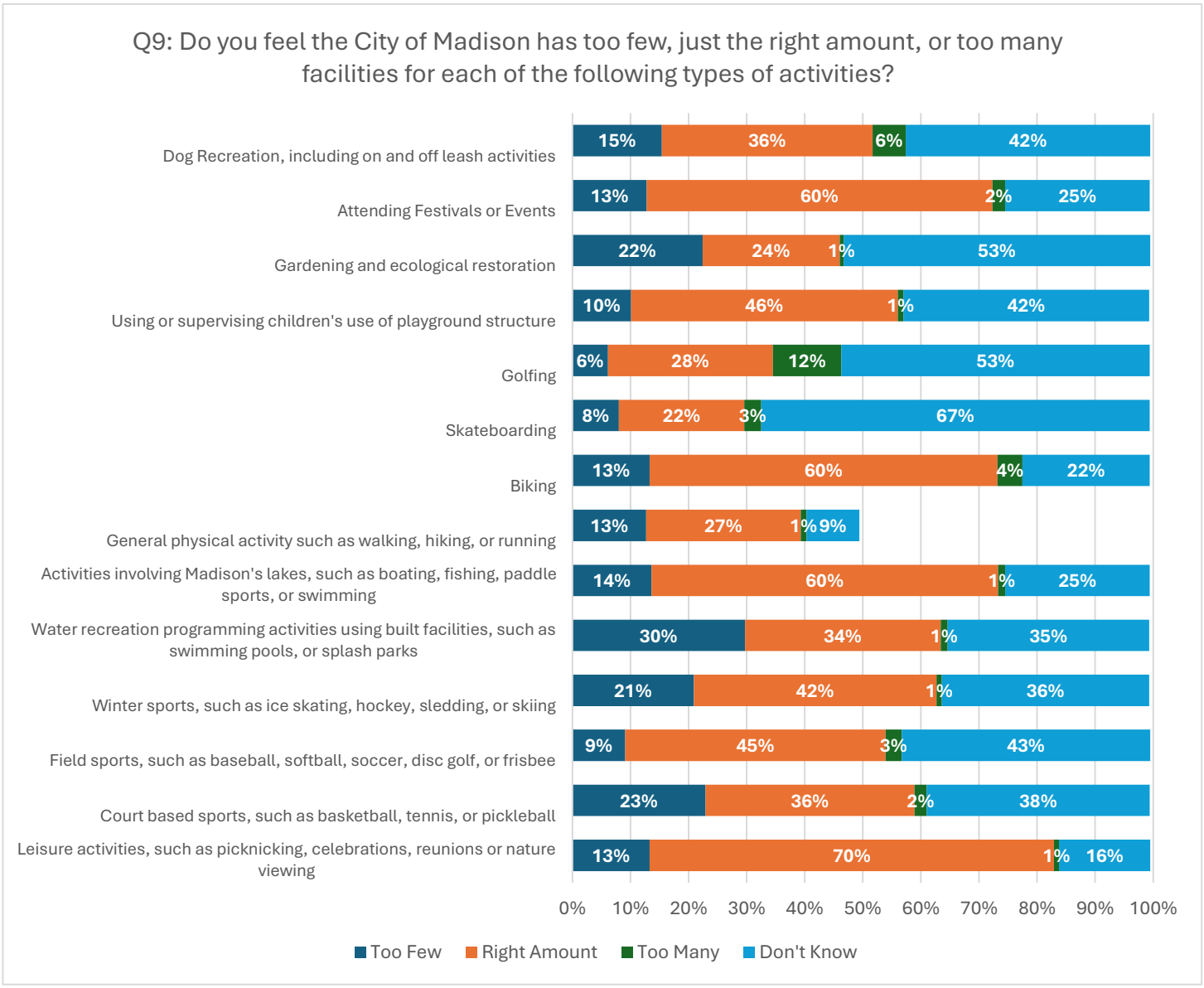
**Q7_cost: In general, how affordable do you find the fees that are charged in Madison parks for the services you use.**

- Most people found the fees charged at Madison parks to be very affordable.



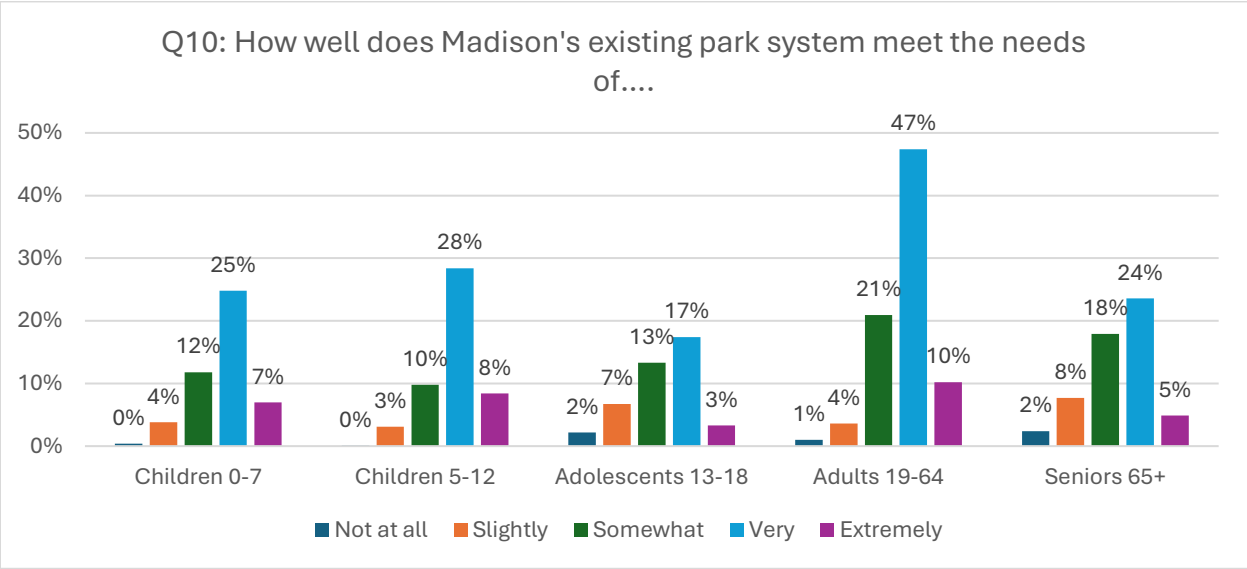
**Q9: Do you feel the City of Madison has too few, just the right amount, or too many facilities for each of the following types of activities?**

- Of the facilities presented, water-based recreation activities had the highest amount of need.
- Very few people found that Madison Parks had too many of any of the facilities presented.



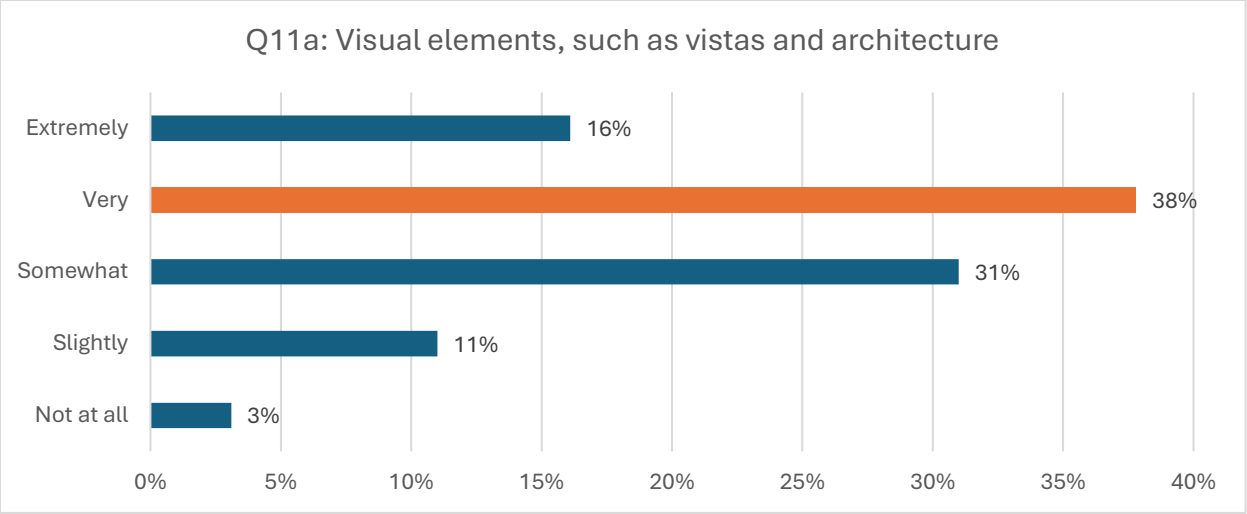
**Q10: How <u>well</u> do you feel Madison's existing park system meets the needs of the following age groups?**

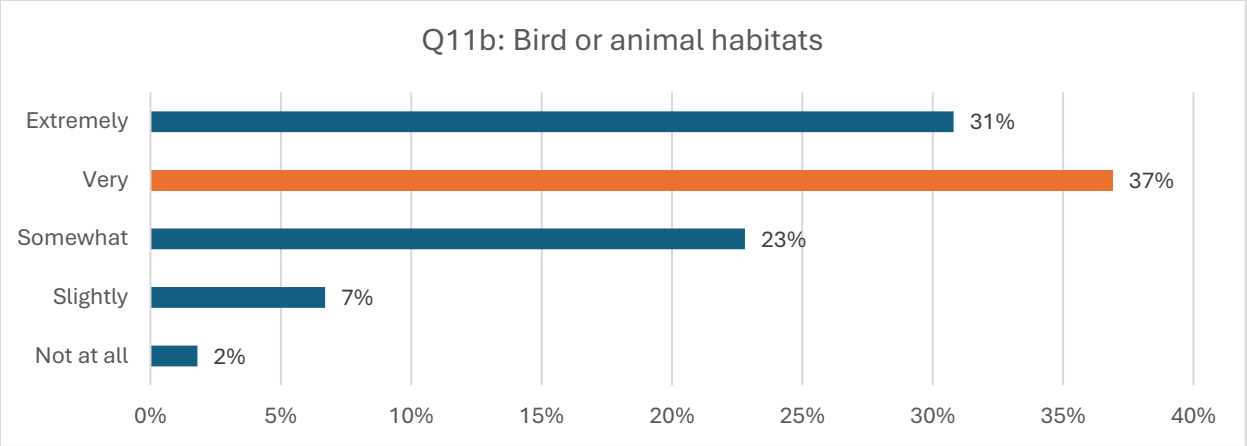
- For those that chose an option other than 'don't know', most age groups feel their needs "very" met. Of the age groups, people found adolescents and seniors to be the most in need of additional focus.

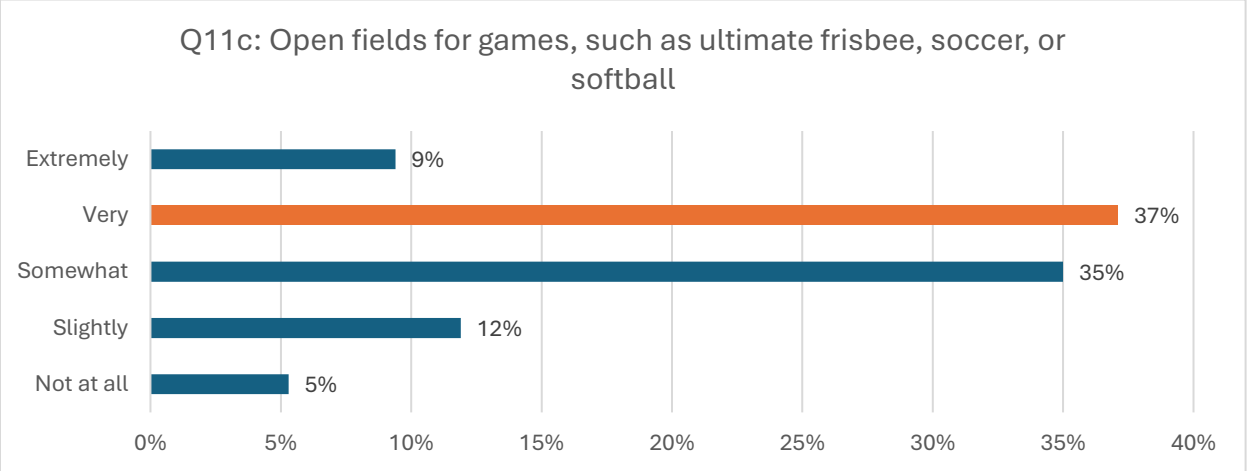


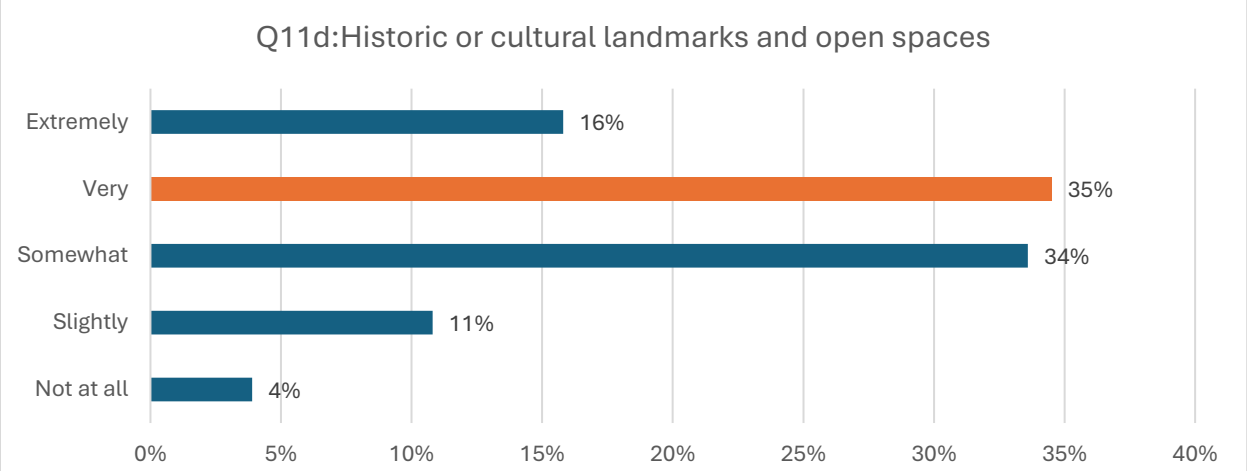

**Q11: How valuable do you find each of the following feature in the City of Madison park system?**

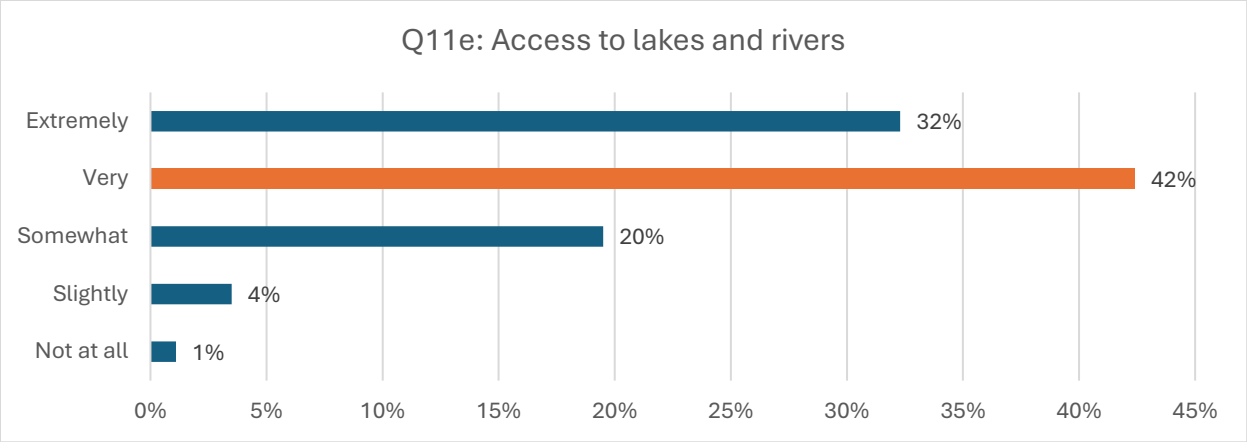
- The majority of respondents found all of the features highlighted in this survey to be very important.

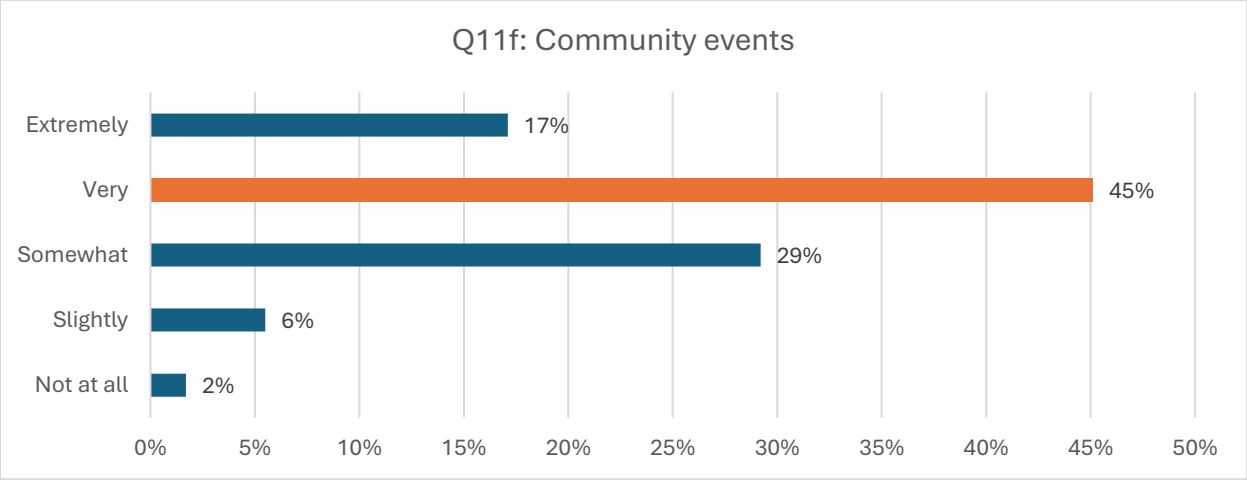


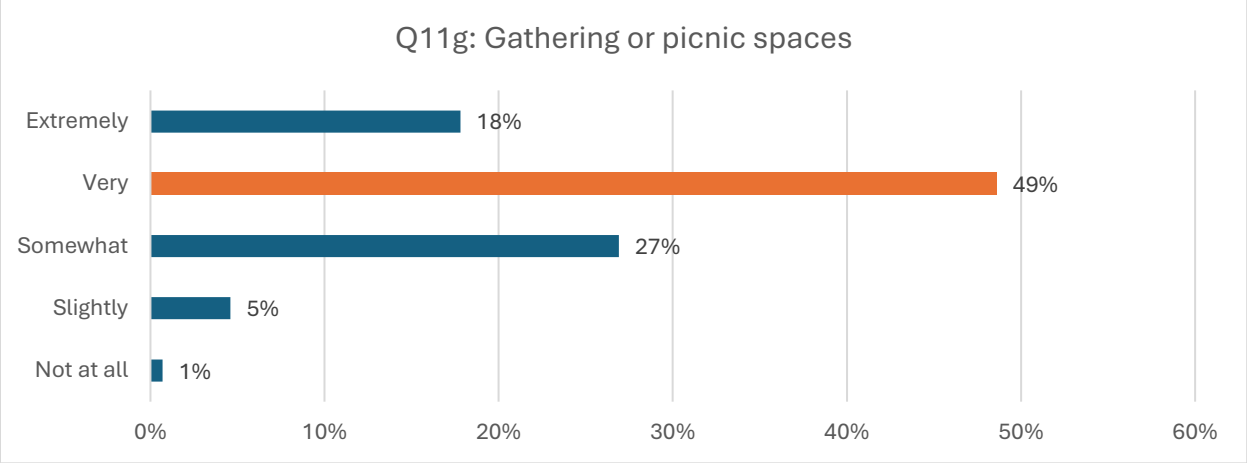

Q11b: Bird or animal habitats
Extremely
Very
Somewhat
Slightly
Not at all
31%
37%
23%
7%
2%
0%
5%
10%
15%
20%
25%
30%
35%
40%

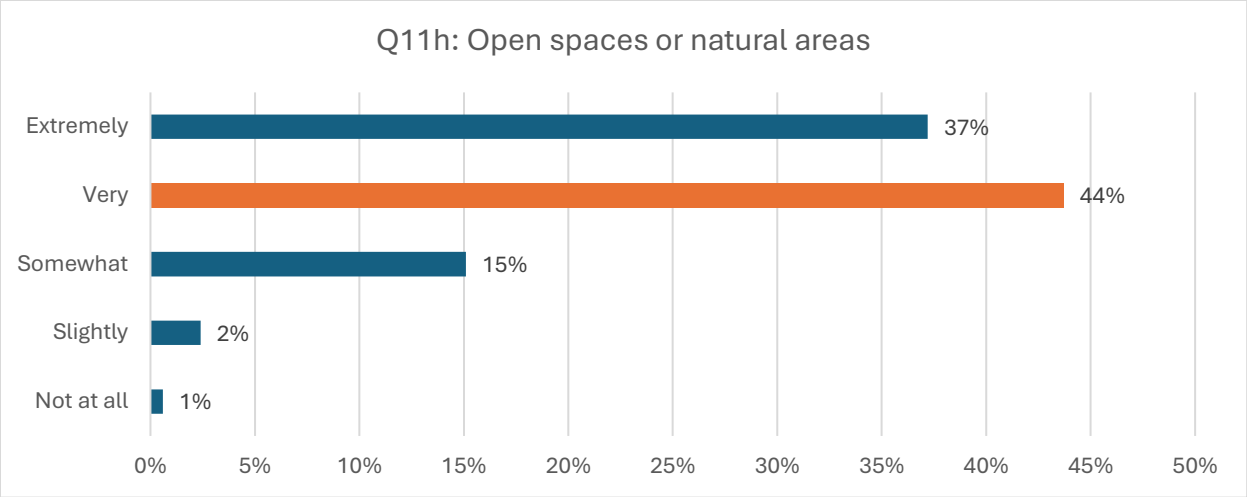

Q11c: Open fields for games, such as ultimate frisbee, soccer, or softball
Extremely
Very
Somewhat
Slightly
Not at all
9%
37%
35%
12%
5%
0%
5%
10%
15%
20%
25%
30%
35%
40%

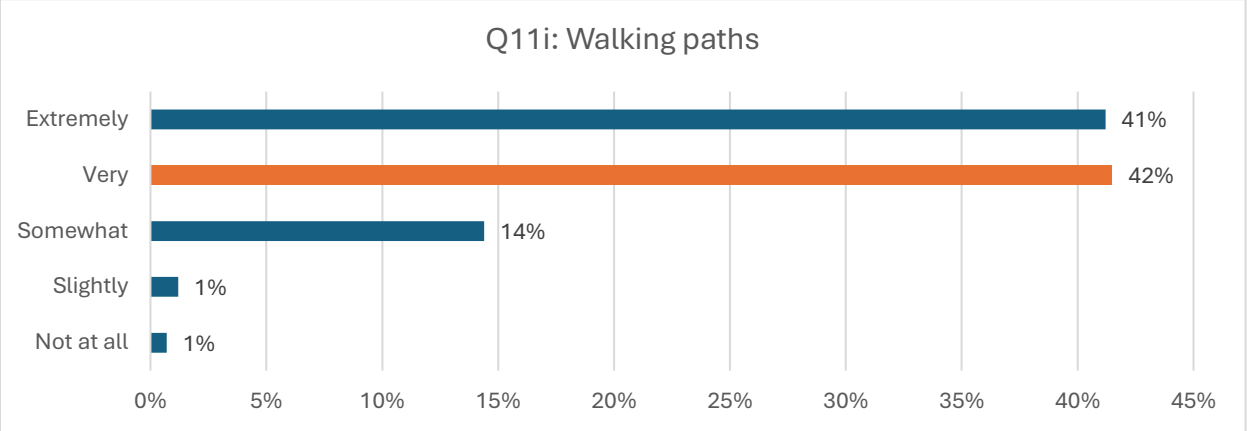

Q11d:Historic or cultural landmarks and open spaces
Extremely
Very
Somewhat
Slightly
Not at all
16%
35%
34%
11%
4%
0%
5%
10%
15%
20%
25%
30%
35%
40%

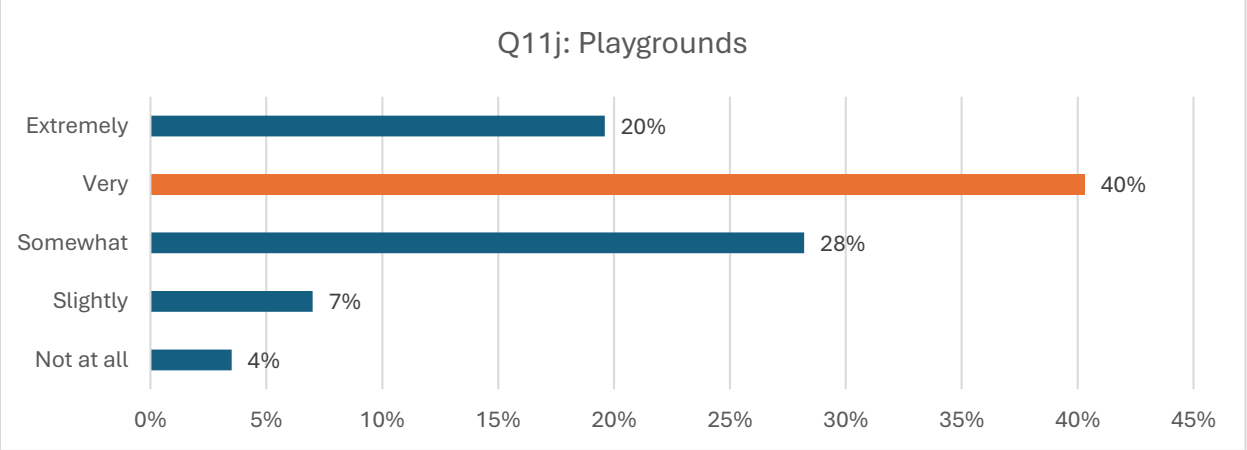

Q11e: Access to lakes and rivers
Extremely
Very
Somewhat
Slightly
Not at all
32%
42%
20%
4%
1%
0%
5%
10%
15%
20%
25%
30%
35%
40%
45%


Q11f: Community events
Extremely
Very
Somewhat
Slightly
Not at all
17%
45%
29%
6%
2%
0%
5%
10%
15%
20%
25%
30%
35%
40%
45%
50%


Q11g: Gathering or picnic spaces
Extremely
Very
Somewhat
Slightly
Not at all
18%
49%
27%
5%
1%
0%
10%
20%
30%
40%
50%
60%

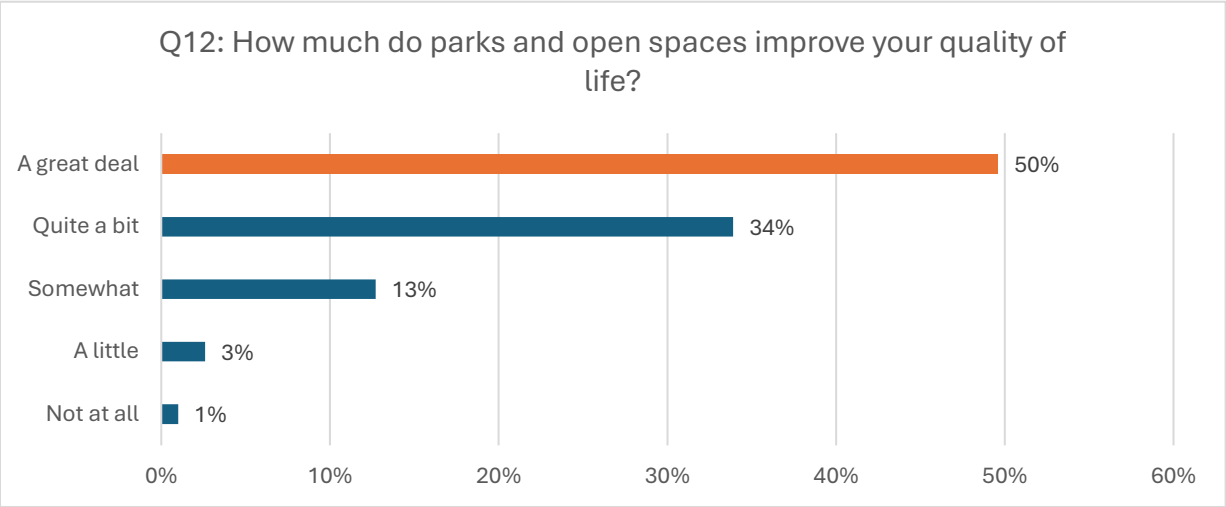

Q11h: Open spaces or natural areas
Extremely
Very
Somewhat
Slightly
Not at all
37%
44%
15%
2%
1%
0%
5%
10%
15%
20%
25%
30%
35%
40%
45%
50%


Q11i: Walking paths
Extremely
Very
Somewhat
Slightly
Not at all
41%
42%
14%
1%
1%
0%
5%
10%
15%
20%
25%
30%
35%
40%
45%


Q11j: Playgrounds
Extremely
Very
Somewhat
Slightly
Not at all
20%
40%
28%
7%
4%
0%
5%
10%
15%
20%
25%
30%
35%
40%
45%

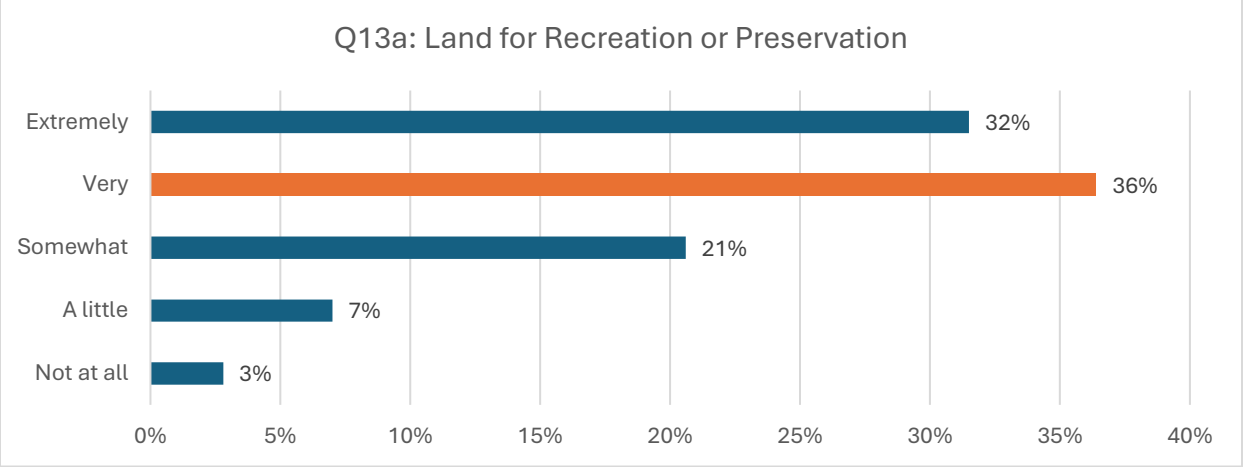
**Q12: How much do parks and open spaces improve your quality of life?**

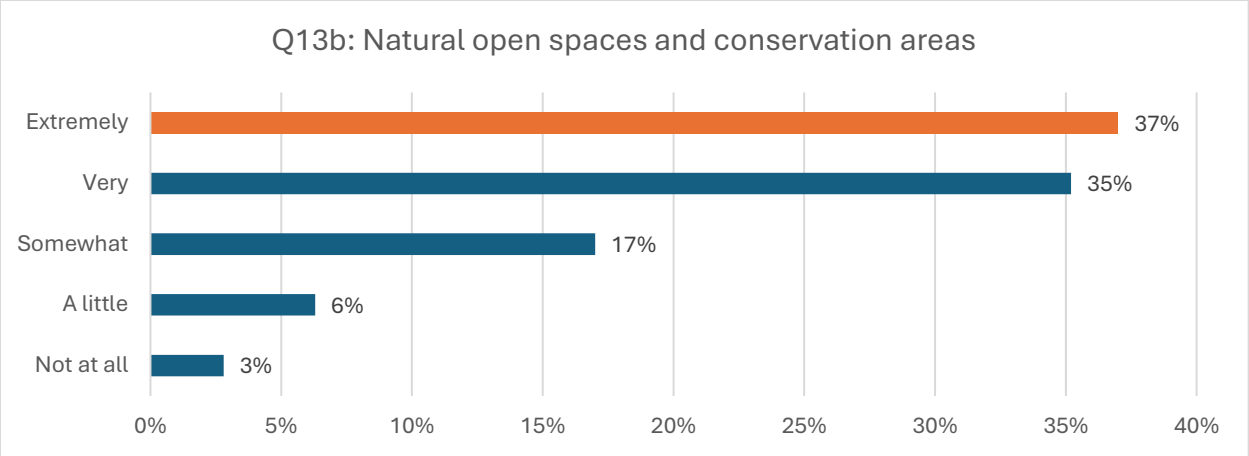
- Parks and open space play a vital role in the lives of many; 84% of respondents say that parks and open space improve their quality of life 'quite a bit' or 'a great deal'.

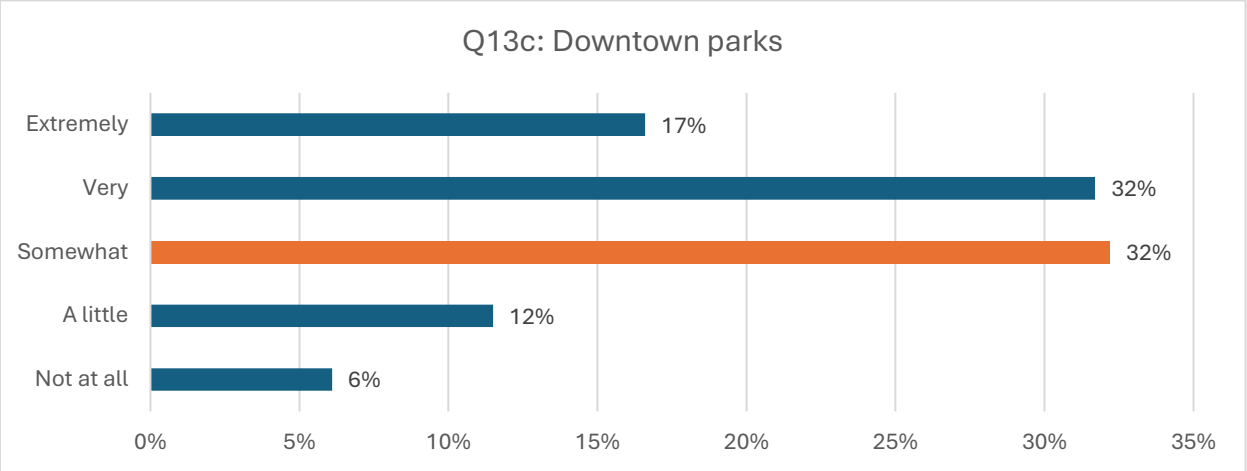


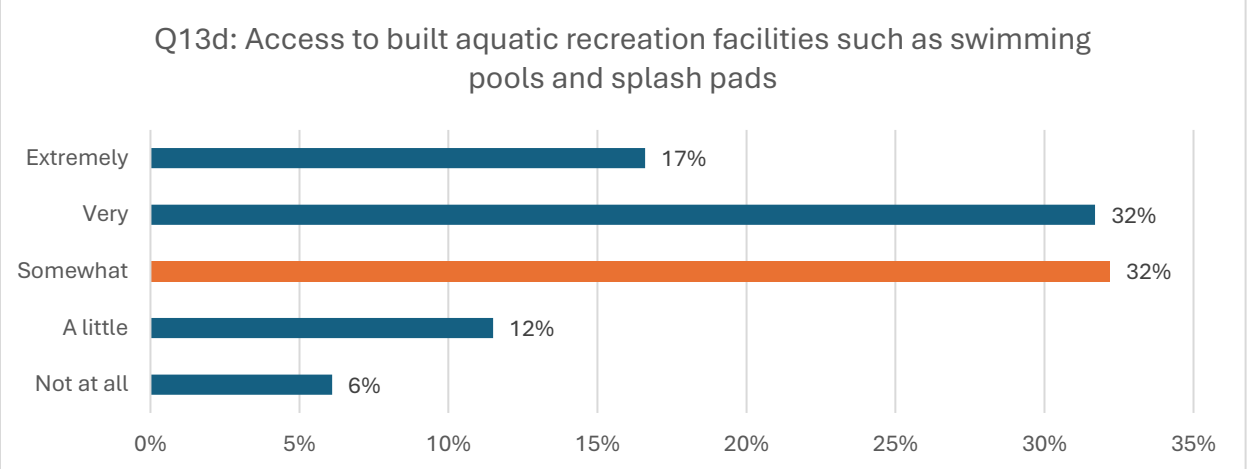

**Q13: How important is it for the City to have each of the following facilities or amenities?**

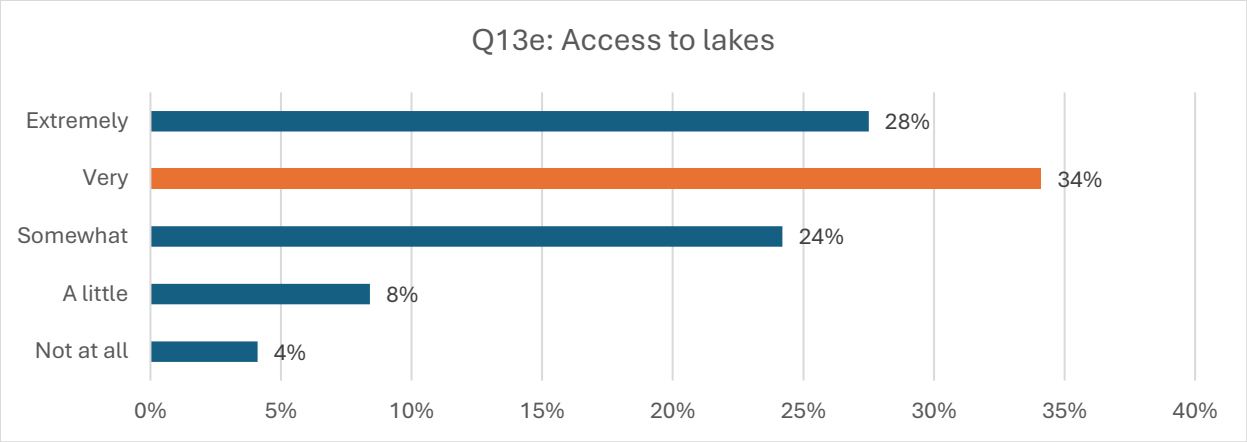
- Of the categories listed, roughly 30-36% of respondents believed downtown parks, access to aquatic facilities, fields for sports activities, recreational programming, and dog parks were "somewhat" important facilities for the City to include in its parks system.

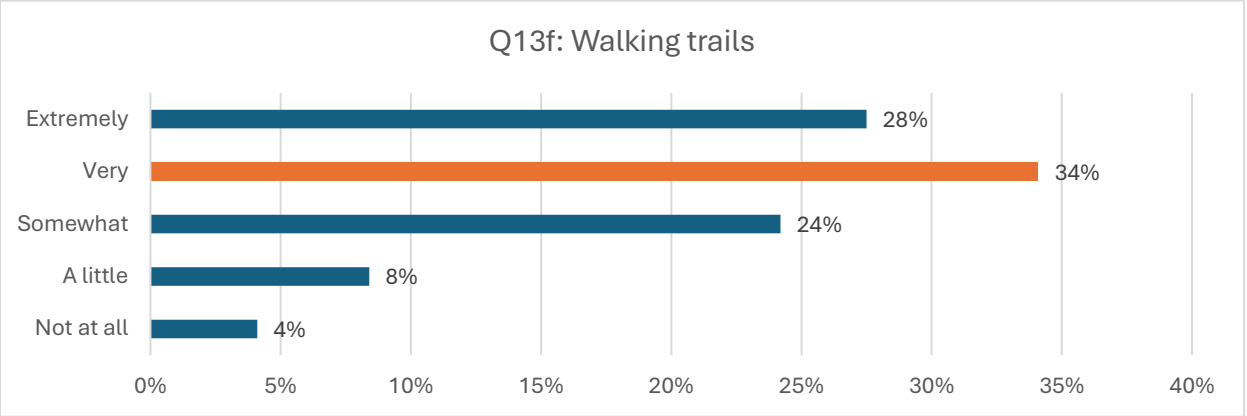


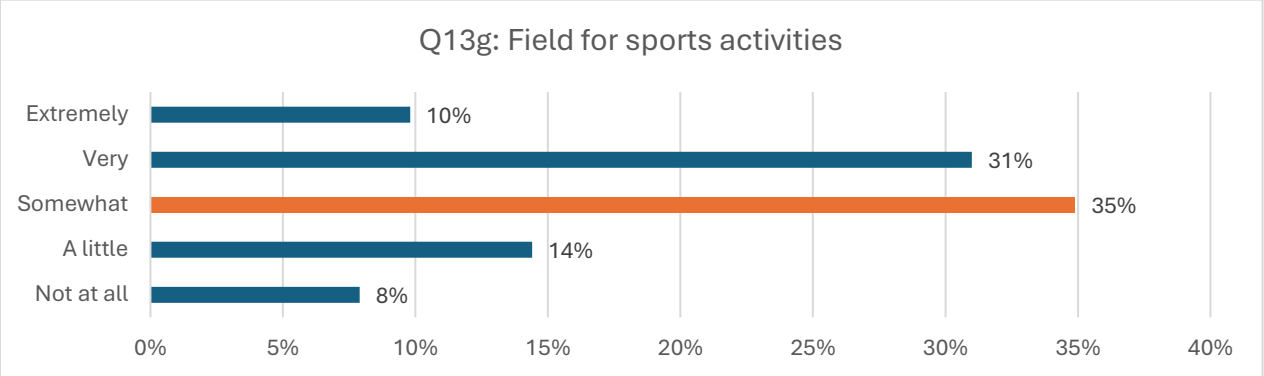

Q13b: Natural open spaces and conservation areas
Extremely
Very
Somewhat
A little
Not at all
37%
35%
17%
6%
3%
0%
5%
10%
15%
20%
25%
30%
35%
40%

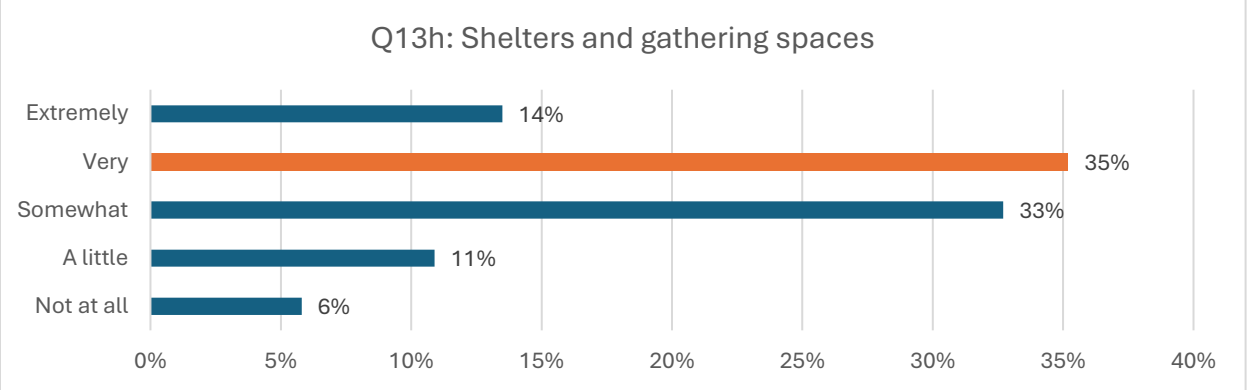

Q13c: Downtown parks
Extremely
Very
Somewhat
A little
Not at all
17%
32%
32%
12%
6%
0%
5%
10%
15%
20%
25%
30%
35%

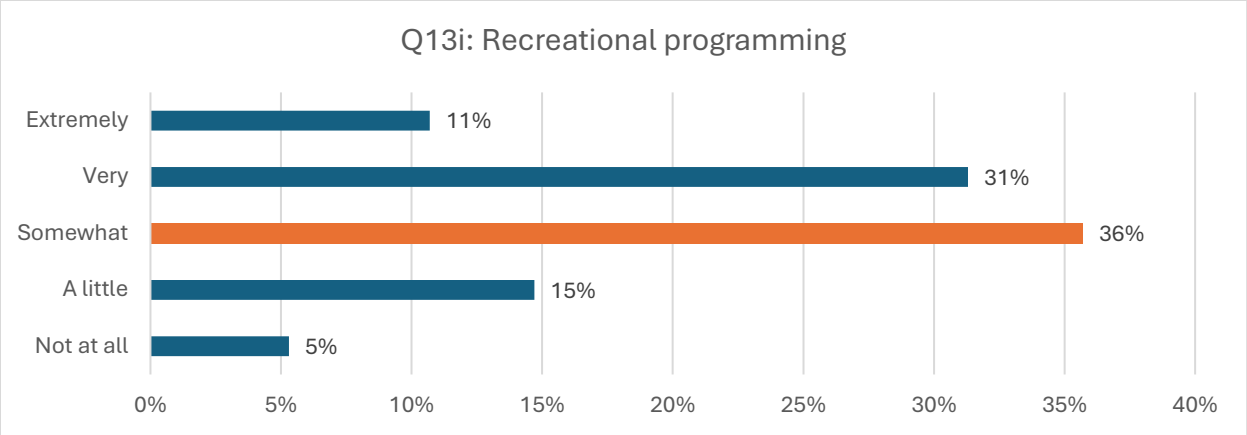

Q13d: Access to built aquatic recreation facilities such as swimming pools and splash pads
Extremely
Very
Somewhat
A little
Not at all
17%
32%
32%
12%
6%
0%
5%
10%
15%
20%
25%
30%
35%

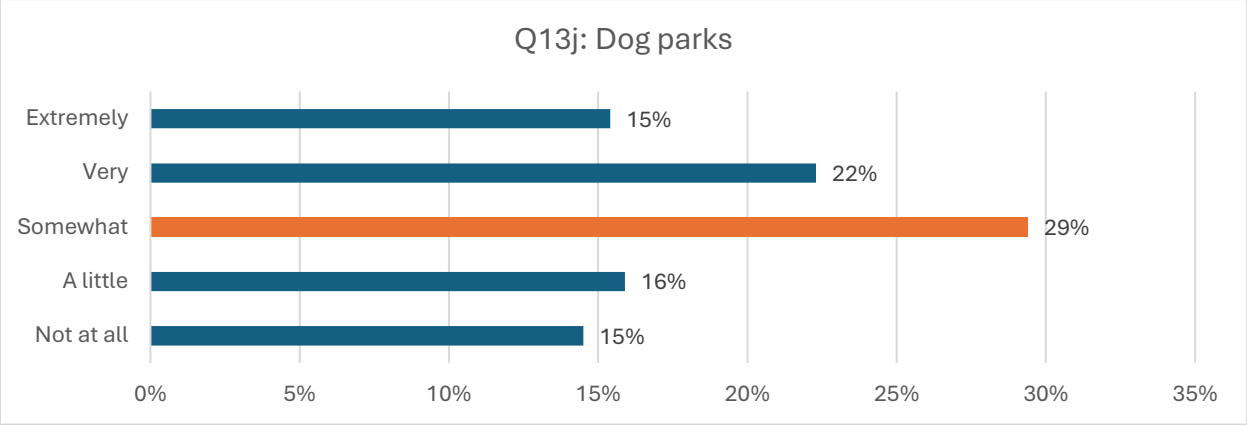

Q13e: Access to lakes
Extremely
Very
Somewhat
A little
Not at all
28%
34%
24%
8%
4%
0%
5%
10%
15%
20%
25%
30%
35%
40%

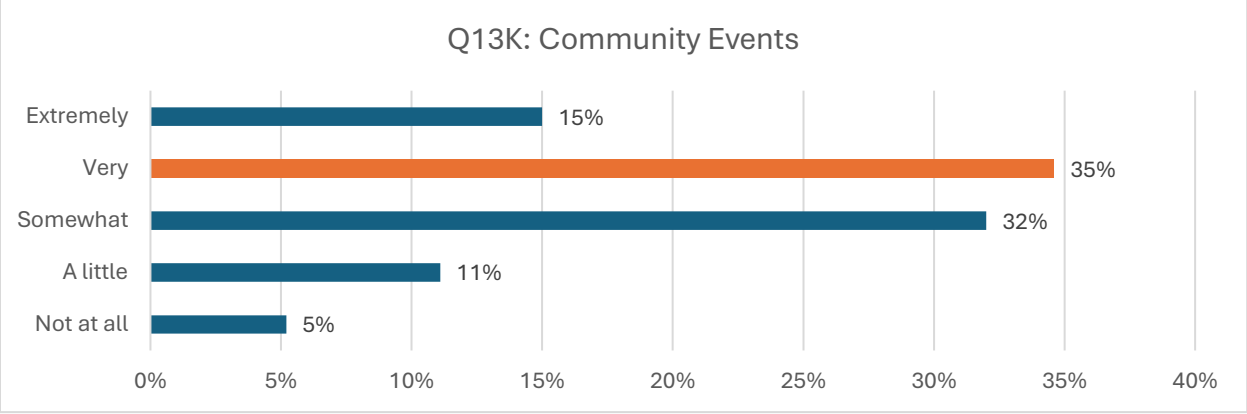

Q13f: Walking trails
Extremely
Very
Somewhat
A little
Not at all
28%
34%
24%
8%
4%
0%
5%
10%
15%
20%
25%
30%
35%
40%


Q13g: Field for sports activities
Extremely
Very
Somewhat
A little
Not at all
10%
31%
35%
14%
8%
0%
5%
10%
15%
20%
25%
30%
35%
40%


Q13h: Shelters and gathering spaces
Extremely
Very
Somewhat
A little
Not at all
14%
35%
33%
11%
6%
0%
5%
10%
15%
20%
25%
30%
35%
40%

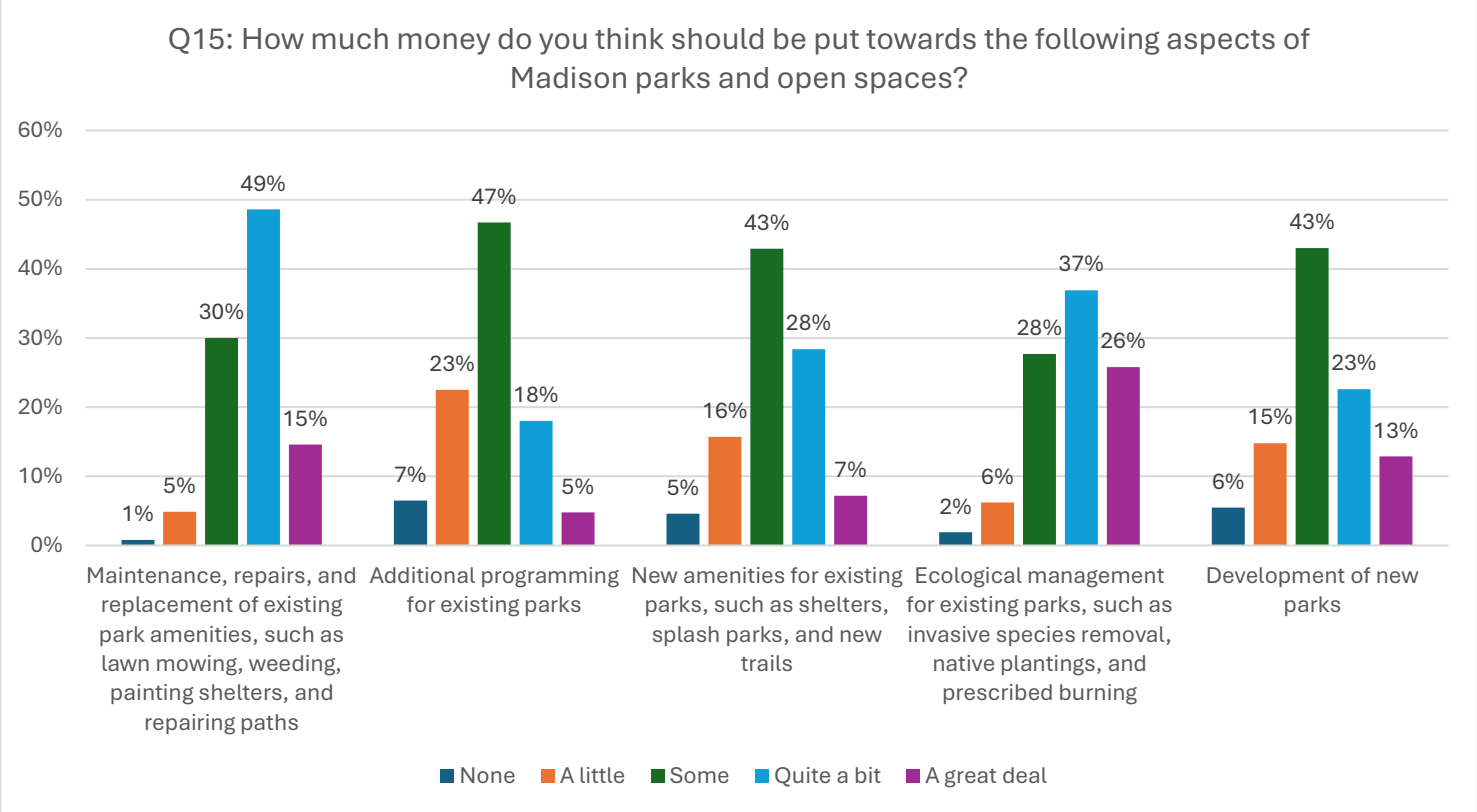

Q13i: Recreational programming
Extremely
Very
Somewhat
A little
Not at all
11%
31%
36%
15%
5%
0%
5%
10%
15%
20%
25%
30%
35%
40%


Q13j: Dog parks
Extremely
Very
Somewhat
A little
Not at all
15%
22%
29%
16%
15%
0%
5%
10%
15%
20%
25%
30%
35%


Q13K: Community Events
Extremely
Very
Somewhat
A little
Not at all
15%
35%
32%
11%
5%
0%
5%
10%
15%
20%
25%
30%
35%
40%

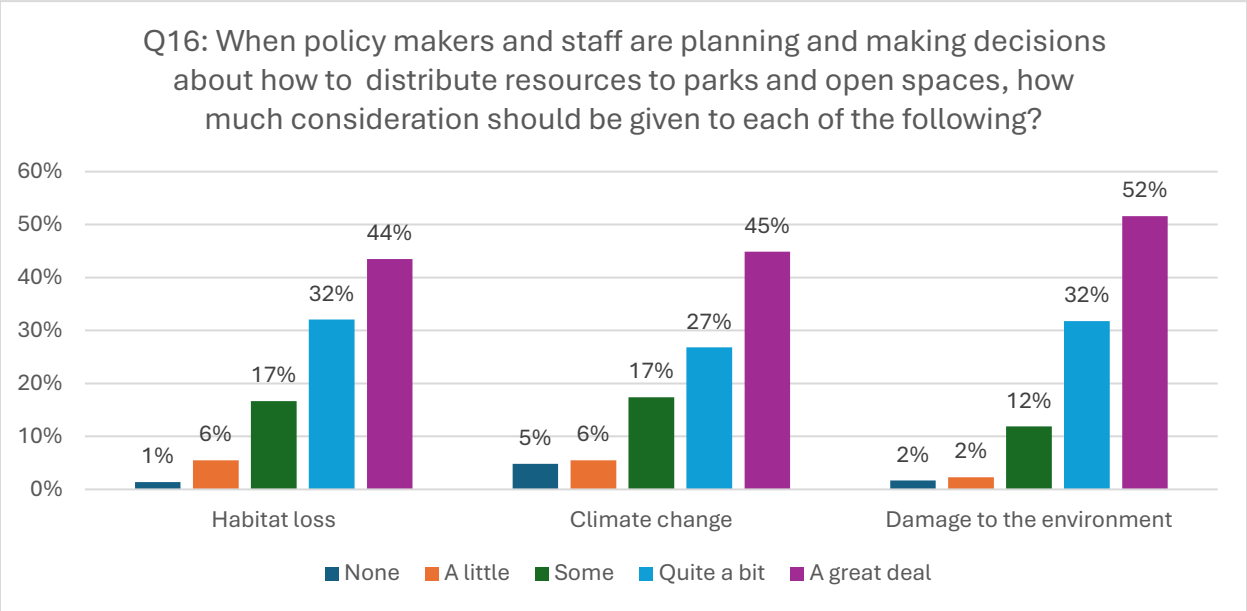
**Q15: How much money do you think should be put towards the following aspects of Madison parks and open spaces?**

- When asked where money should be distributed amongst aspects of Madison parks and open spaces, the greatest support was for maintenance and repairs, and ecological management. Additional programming received the least amount of support.



**Q16: When policy makers and staff are planning and making decisions about how to distribute resources to parks and open spaces, how much consideration should be given to each of the following?**

- Trends between each of the considerations –habitat loss, climate change, damage to the environment—show clearly that all three are high priorities for Madison communities.




**<u>Open Ended Questions:</u>**

**Q4: Please tell us about barriers you may have faced in accessing Madison parks and suggestions you have for improving access**

**Example Comments:**

- *"Of everywhere I've lived, Madison has the most accessible parks that I want to go to. No issues here."*
- *"I do not feel all parks have good seating spots for people like me that are disabled"*
- *"I do not have a car, so I have to rely on walking or public transportation. The bus routes are not always helpful and often take much longer than I feel is necessary to get to a green space."*
- *"Better online bicycle path maps and kayak launch maps. Better boat launch markings visible from the water. Have had difficulty finding my start point"*
- *"Need better plowing of sidewalks and entrances in the winter"*

**Q5: How often do you avoid a park or open space because you do not feel safe, comfortable, or welcome?**

**When asked to elaborate, comments included:**

- *"Sometimes people have dogs off leash and that concerns me."*
- *"Some of the parks are not as well lit in the evenings."*

- *"I may not feel safe because of the group or individual using the park at that time."*

**Q8: Do you feel the City of Madison has too few, just the right amount, or too many facilities for each of the following types of activities?**

**Additional activities, programming, and facilities residents would like to see more of included:**

- Indigenous peoples cultural education, and other similar educational programming
- Volleyball
- Skateboarding
- Sky gazing, birdwatching, and other passive recreational activities
- Festivals, live music, and other events

**Q14: Is there another facility or amenity you would like to see <u>more</u> of in Madison Parks that was not listed? If so, please tell us:**

**Additional amenities included:**

- Pools and splash pads
- Connected biking and walking trails
- Pickle ball courts
- Public restrooms

**Q23: Please tell us your favorite thing about Madison Parks and open spaces:**

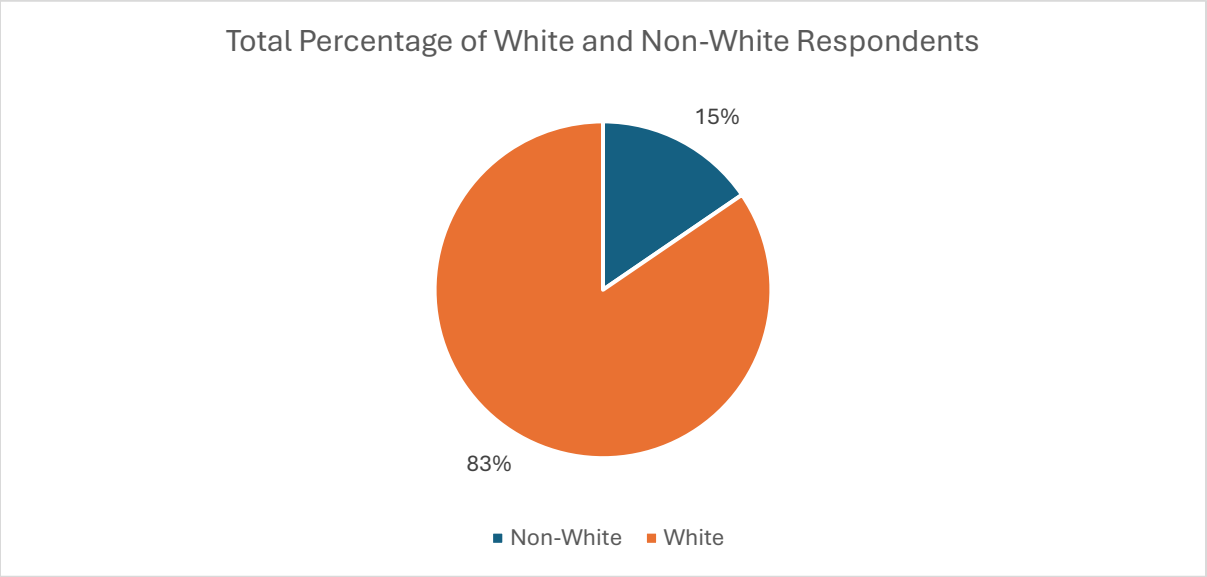
**Example Comments:**

- *"I love my city and the access to parks is an enormous part of that. It's shared community space and the parks service does a lot to make it accessible and that there are a variety of activities available for the variety of the populace."*
- *"I like the access to more natural environments and green spaces within the city."*
- *"They invite me to be outside more and to share the beautiful parts of Madison with others. Madison parks make it easier to host community events than other spaces."*
- *"The number and variety are great! I love that so many embrace the lakes."*

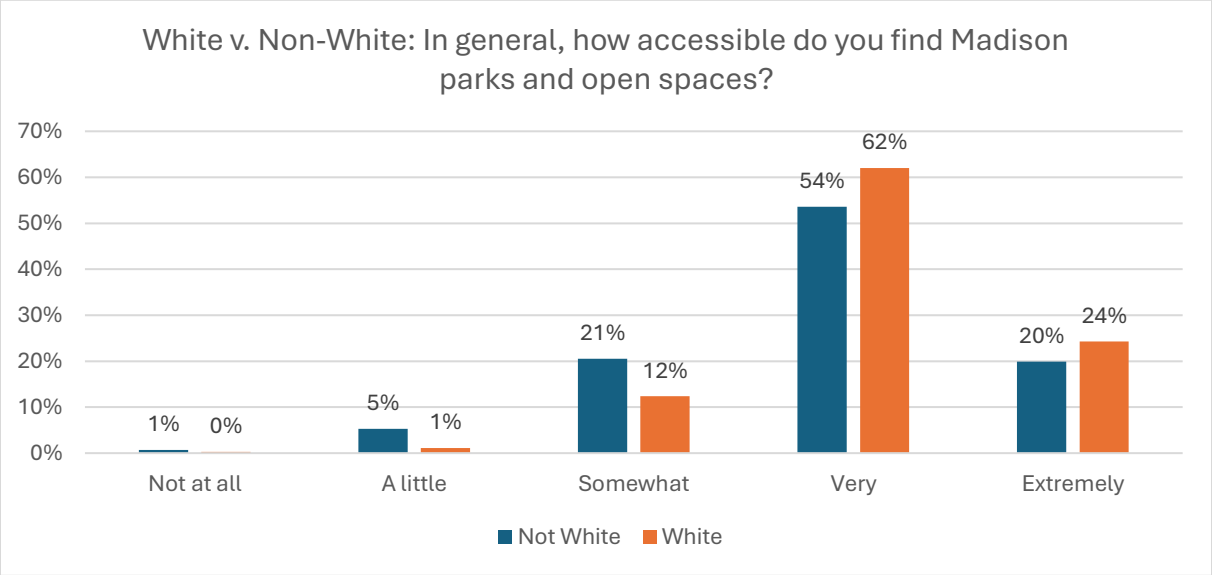
## Cross Tabulated Data Summary

At the end of the survey, respondents were asked to answer several demographic questions to gauge who responded to the survey. This data was then cross tabulated against a selection of key questions throughout the survey to evaluate if and how responses varied based on **race**, **income**, **housing tenue**, or **ability**. The following is a summary of the cross-tabulated data.

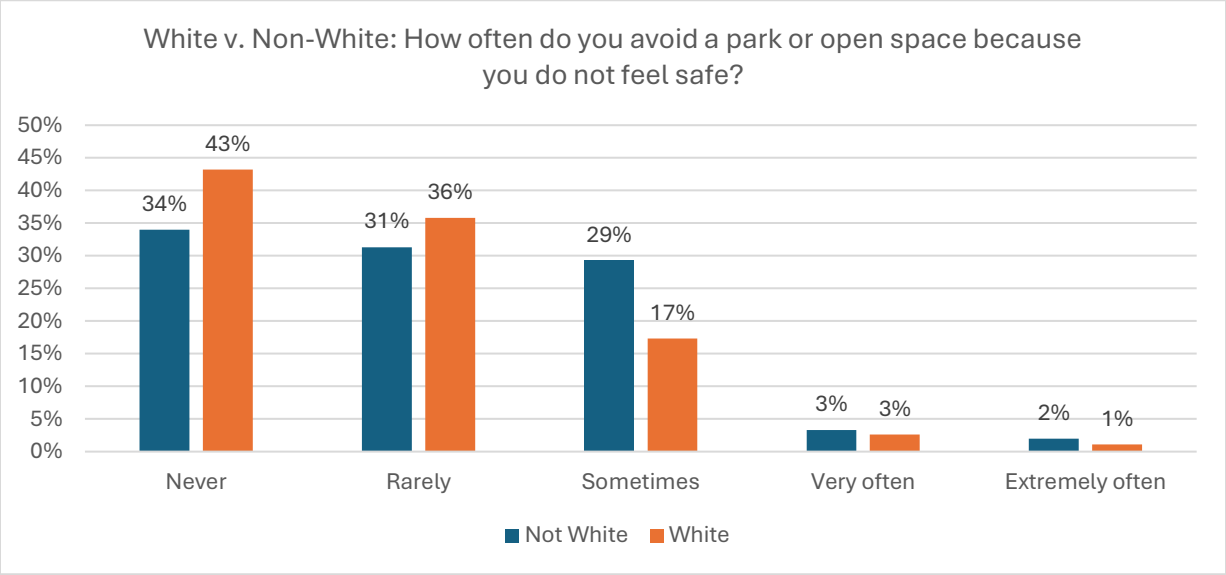
**Race**



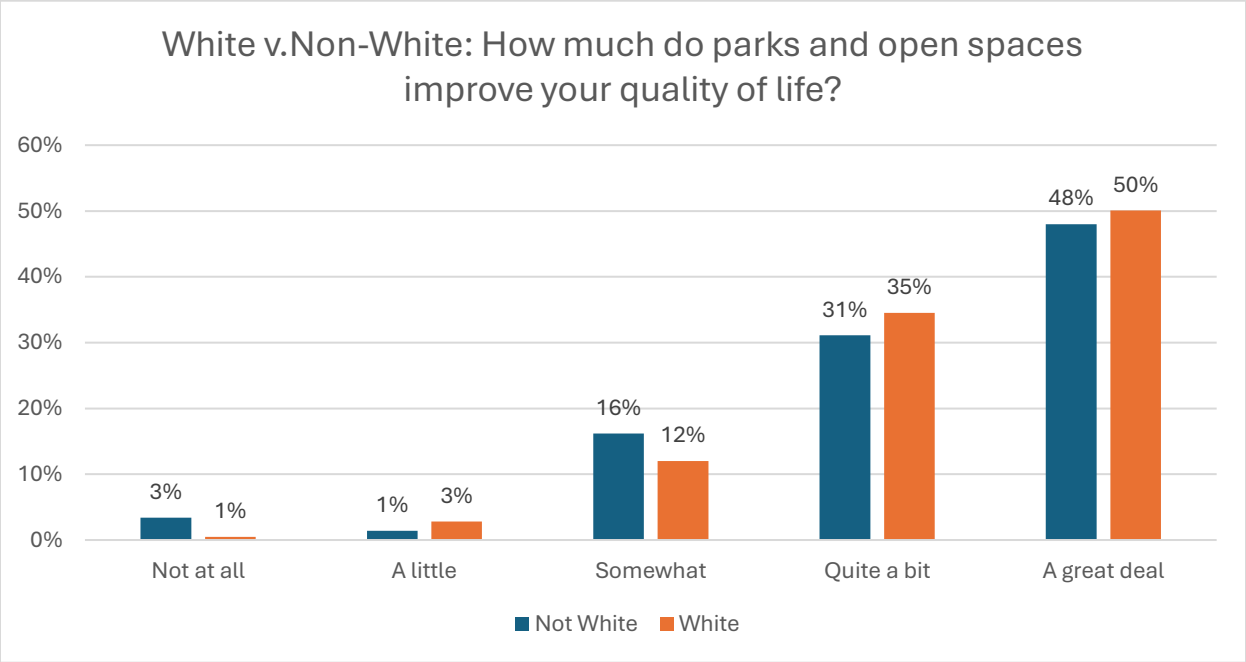

In total, 15% of survey respondents were non-white, compared to 83% of white respondents; 11% skipped this question. This survey broke down categories for race into 18 discrete categories that include multiple races. These categories were consolidated for analysis. Of the survey respondents who identified as non-white, 29% identify as Asian, 15% as Black, and 13% as other.



Overall, both white and non-white participants find Madison parks and open spaces to be very or extremely accessible, however white participants felt more strongly favorable than non-white participants.

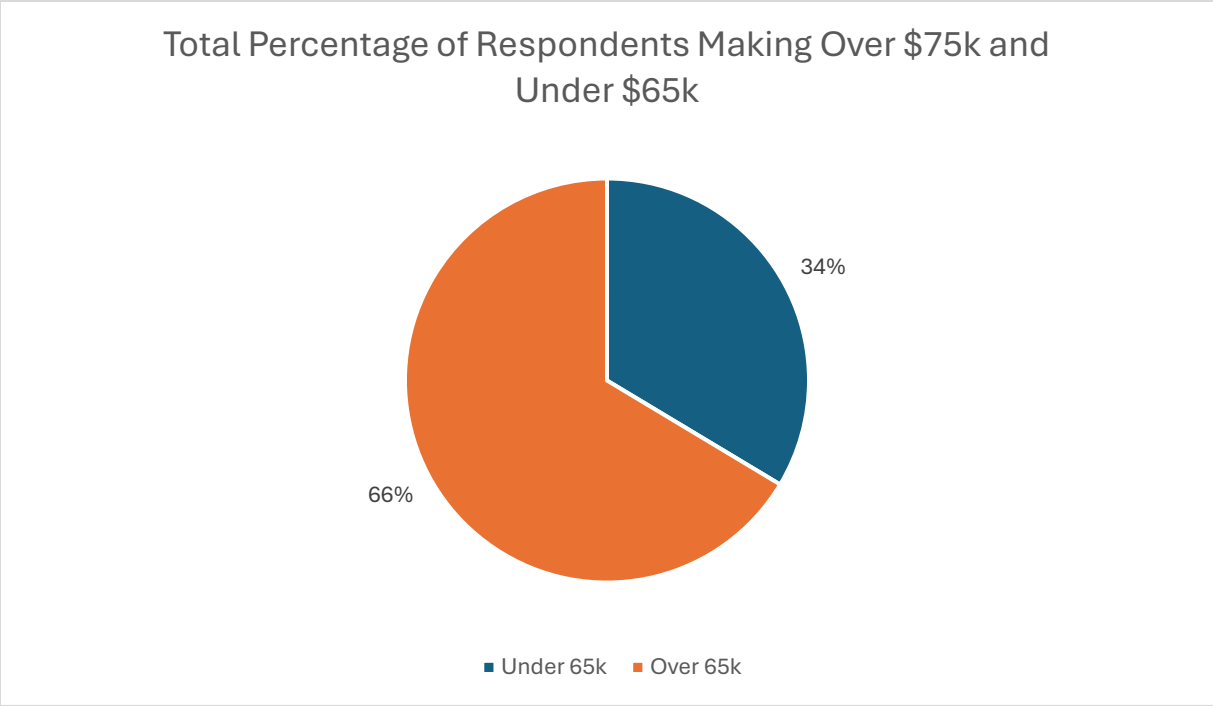



While only 17% of those identifying as white said they sometimes avoid parks and open space due to safety, nearly 30% of non-white respondents chose sometimes. Overall, the majority of both white and non-white respondents rarely or never avoid parks and open spaces due to safety.

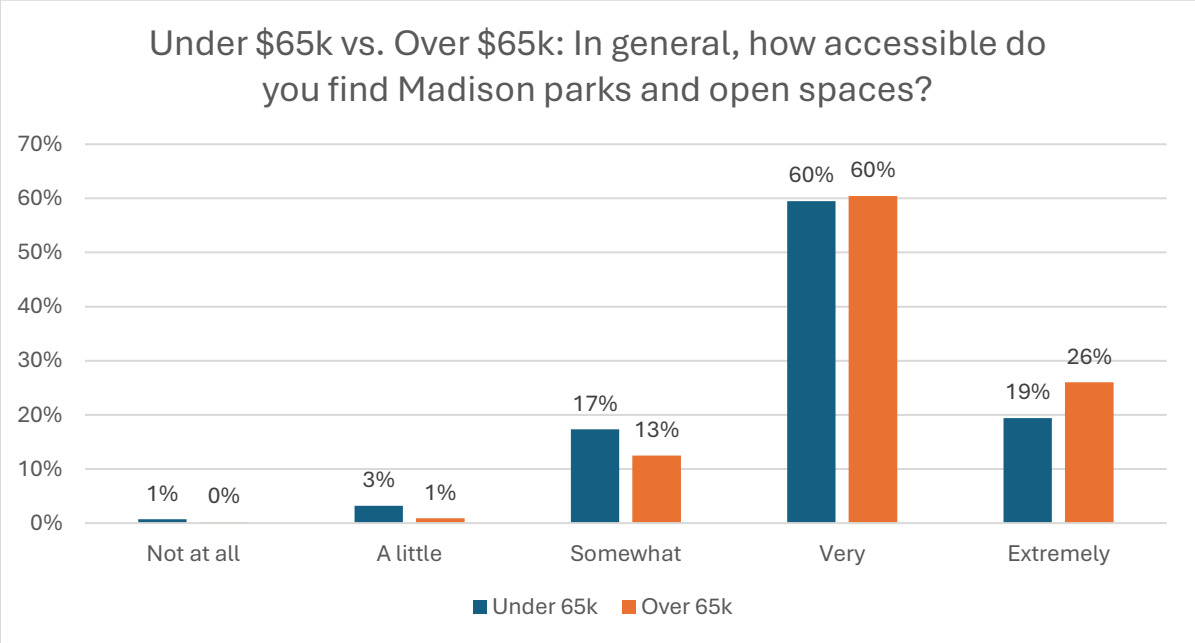



Both white and non-white participants overarchingly identified parks and open spaces as improving quality of life either quite a bit or a great deal.

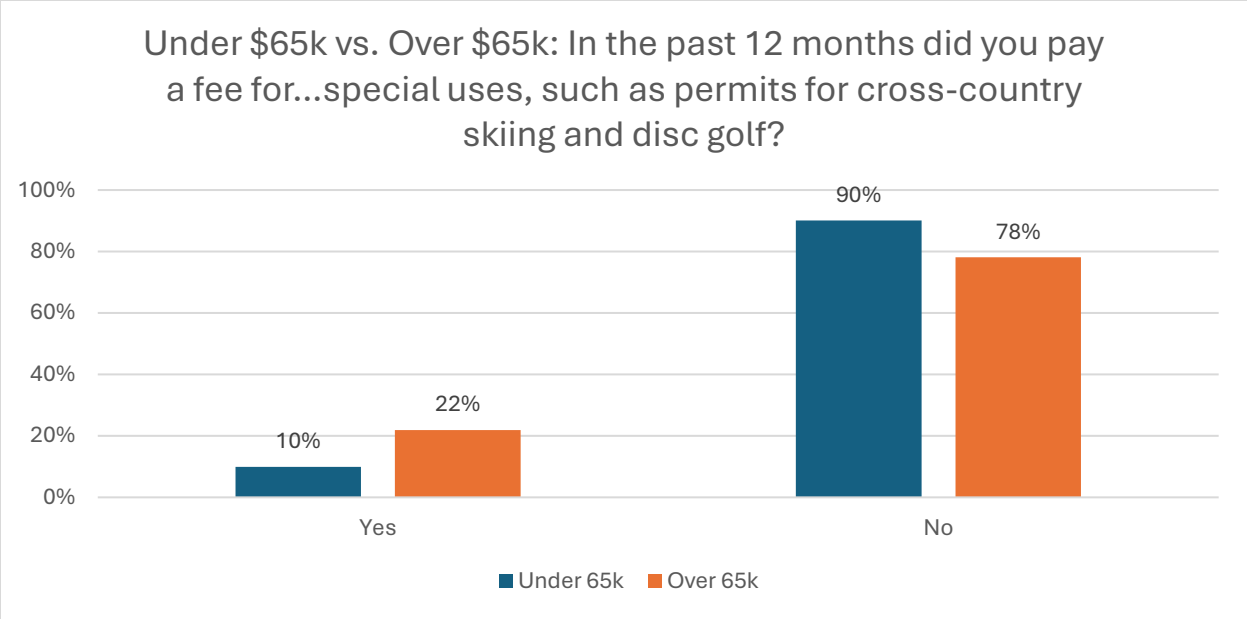
**Income**




Of those who responded to the survey, 66% make over $75k a year and 34% make under $65k a year. This question erroneously omitted an option for those who make between $65,000 and $75,001.

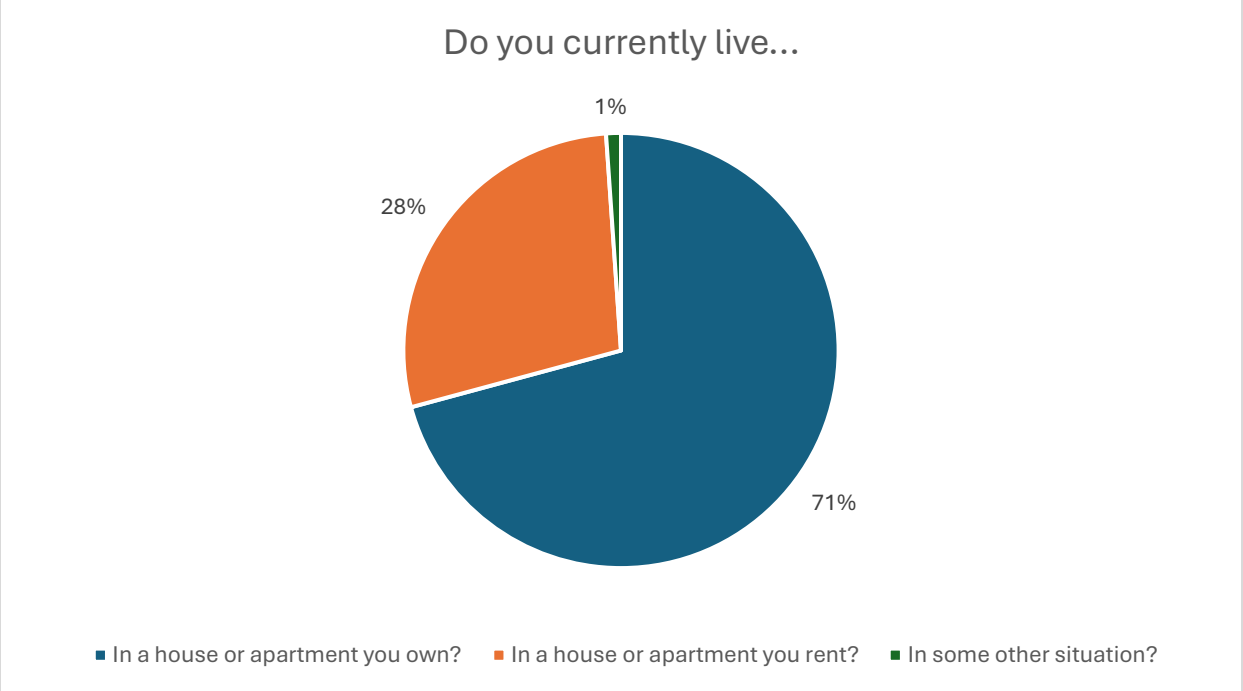



Although those with income above $65k responded slightly more positively, the majority of both income groups identified Madison parks and open spaces as very accessible.

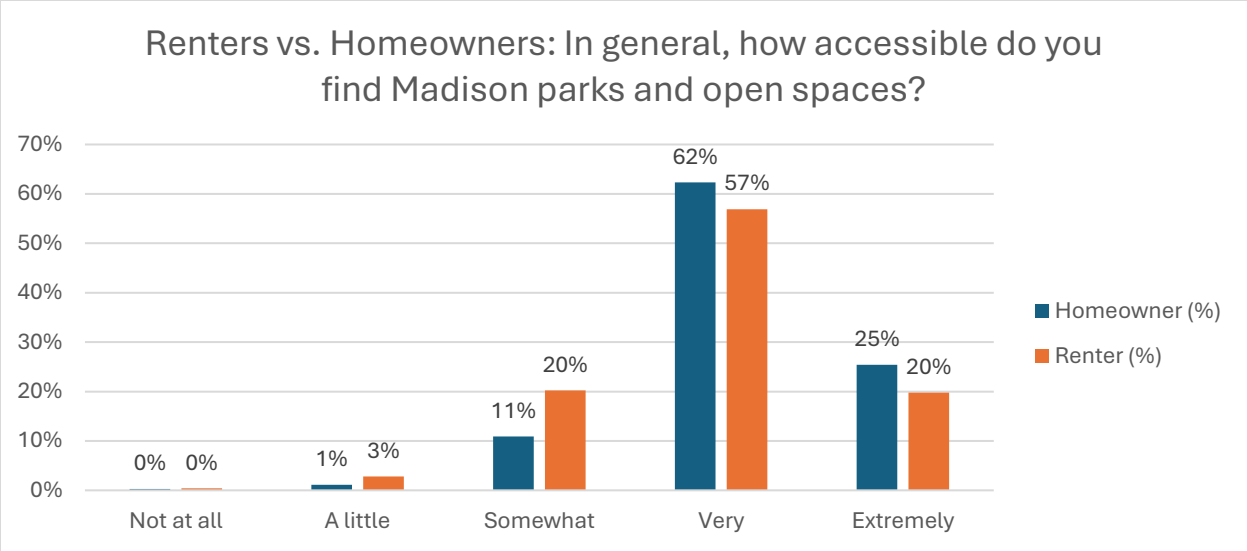



Those who made over $65k pay for special uses at a slightly higher rate than those who make under $65k.

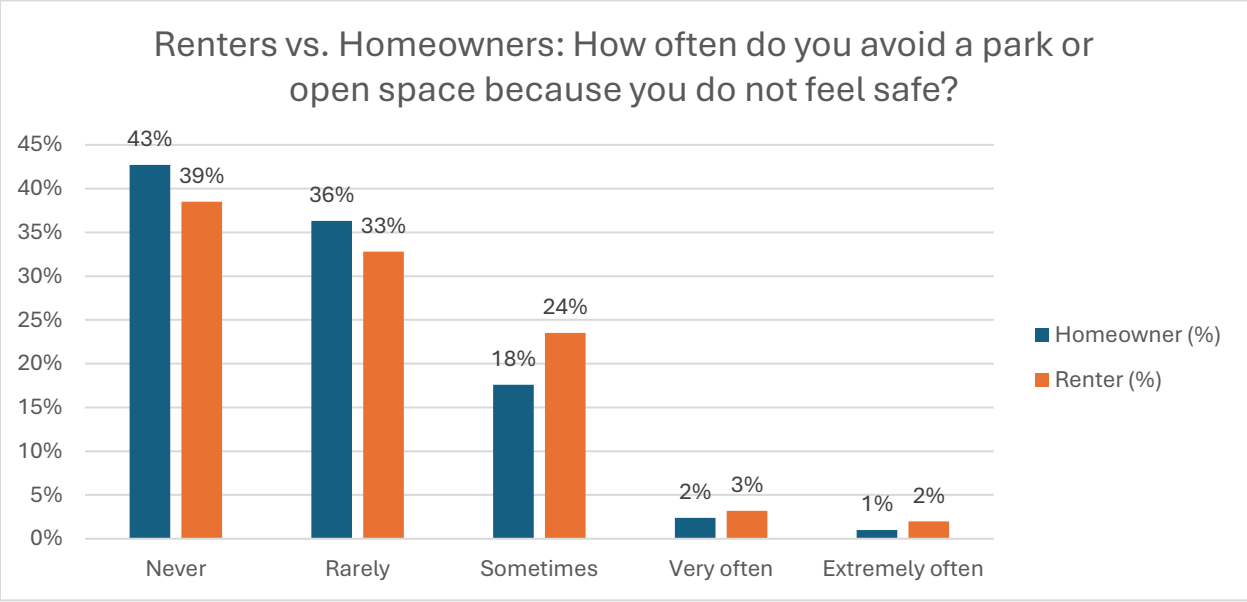
**Housing**



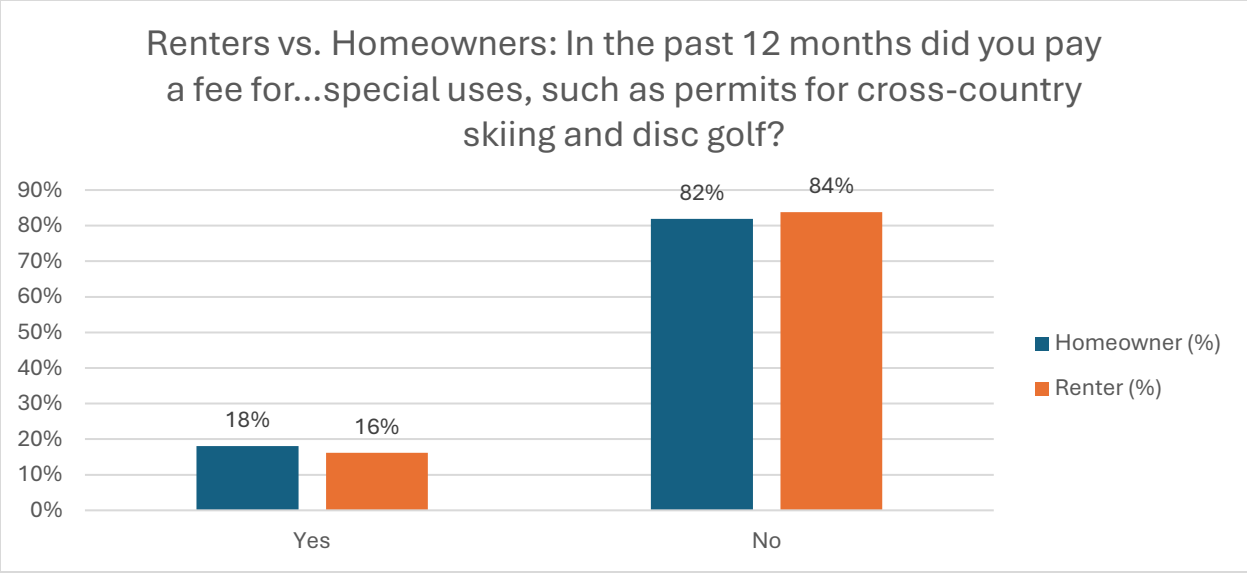

Data was cross tabulated to compare the responses between those who identified as renters and those who identified as homeowners. 71% of respondents identified as homeowners, compared to 28% of renters.




In comparison to homeowners, renters had a slightly less positive response to the accessibility of Madison parks and open spaces. While only 11% of homeowners found the parks and open spaces only somewhat accessible, 20% of renters identified the parks as only somewhat accessible.

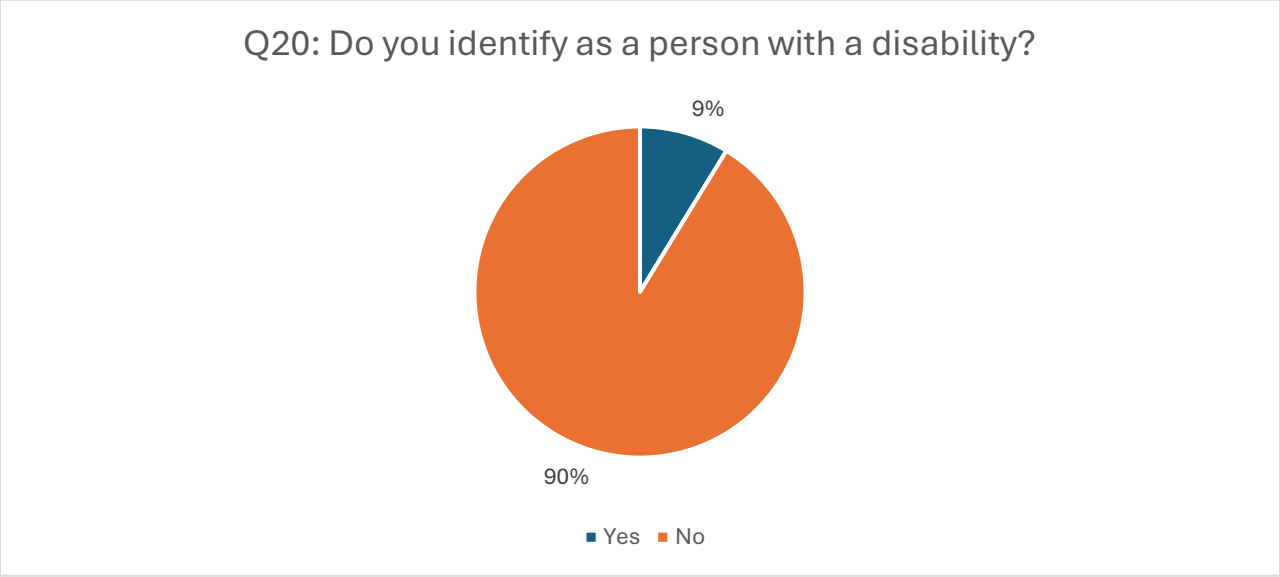



Although the majority of both renters and homeowners both either never or rarely avoid parks and open spaces due to safety, renters trended slightly less positive, with 18% of homeowners saying they sometimes don't feel safe, compared to 24% of renters.

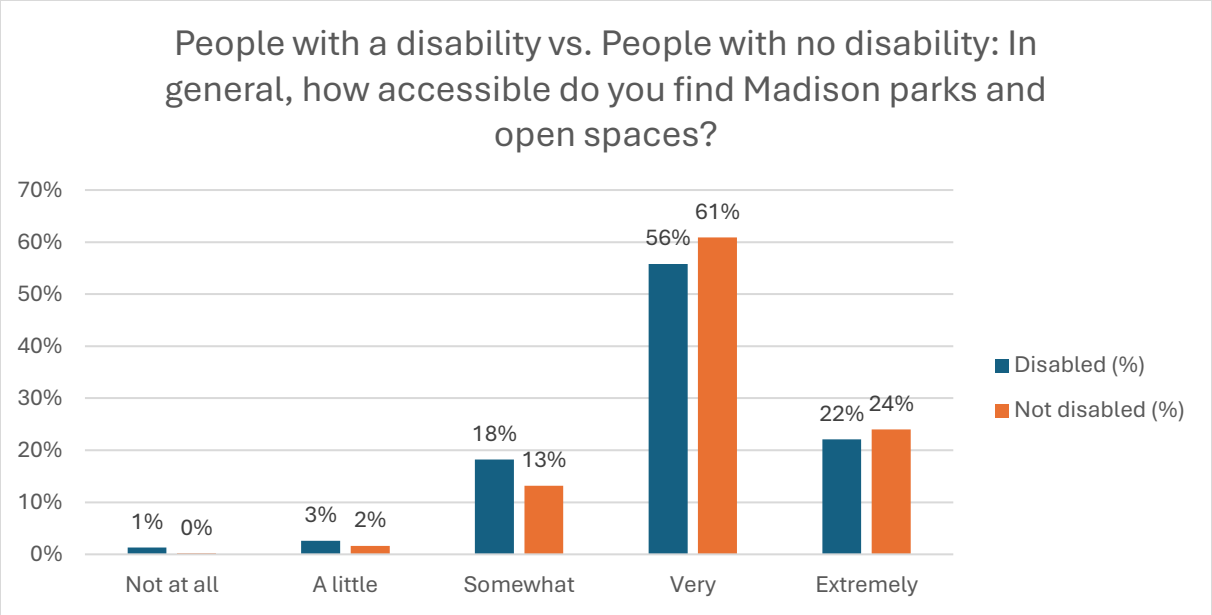



Comparing renters and homeowners, there is almost no difference in the percent of survey participants who have paid a park fee in the previous 12 months and the percent who have not paid a park fee.

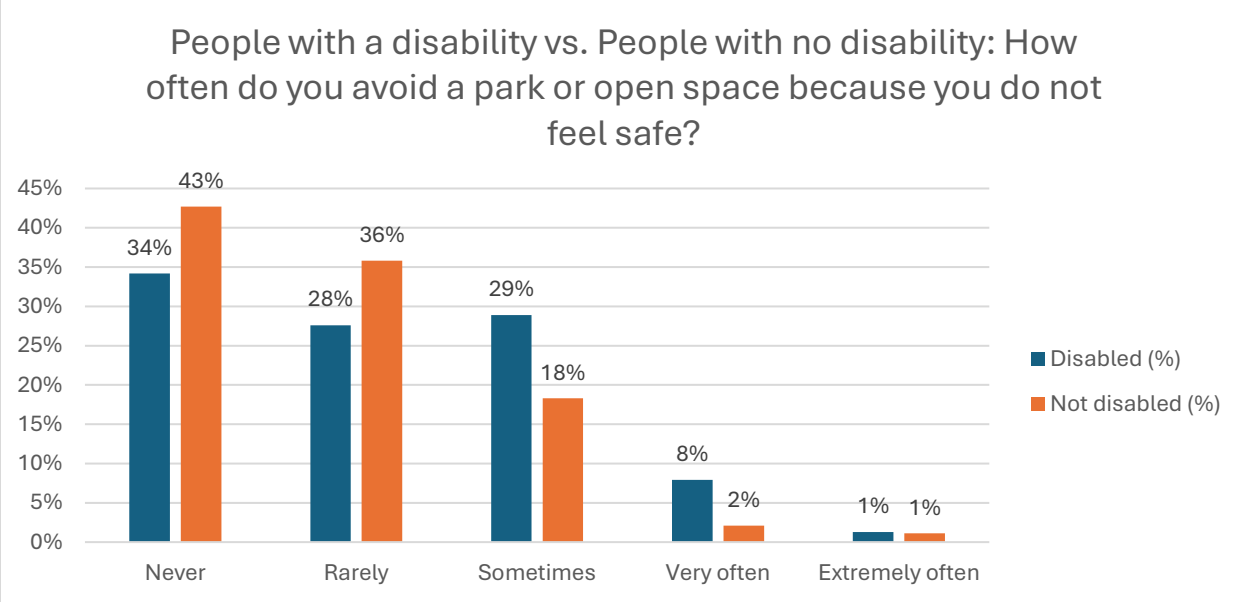
**Ability**



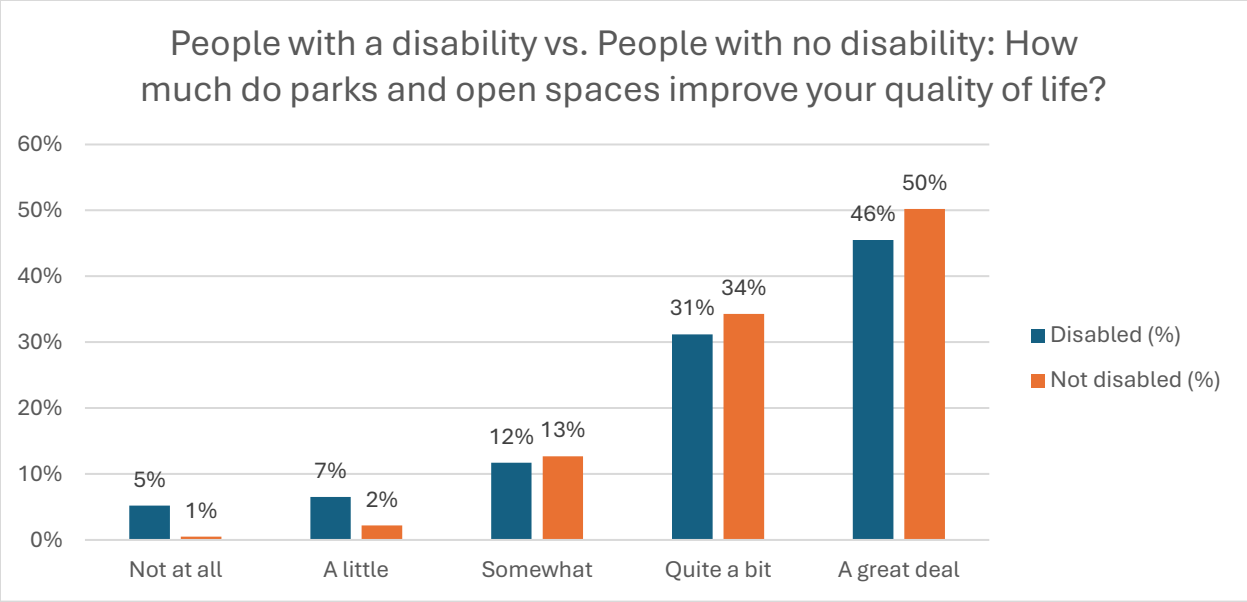

Of those who responded to the survey, about 90% identified as not having a disability and 9% identified as a person with a disability.




The majority of both disabled and not disabled survey participants find Madison parks and open spaces to be very or extremely accessible. However, those who identified as disabled overall responded slightly less positively to accessibility than those without a disability.




Compared to those without a disability, over a third of survey participants who identified as disabled said they avoided parks or open spaces due to safety either sometimes or very often. However, more than half still said rarely or never for both disabled and not disabled respondents.




When asked about quality-of-life improvement, both disabled and not disabled participants said parks and open spaces improved their quality of life a great deal or quite a bit. Compared to those who identified as not disabled, disabled respondents voted less favorably overall to improved quality-of-life.

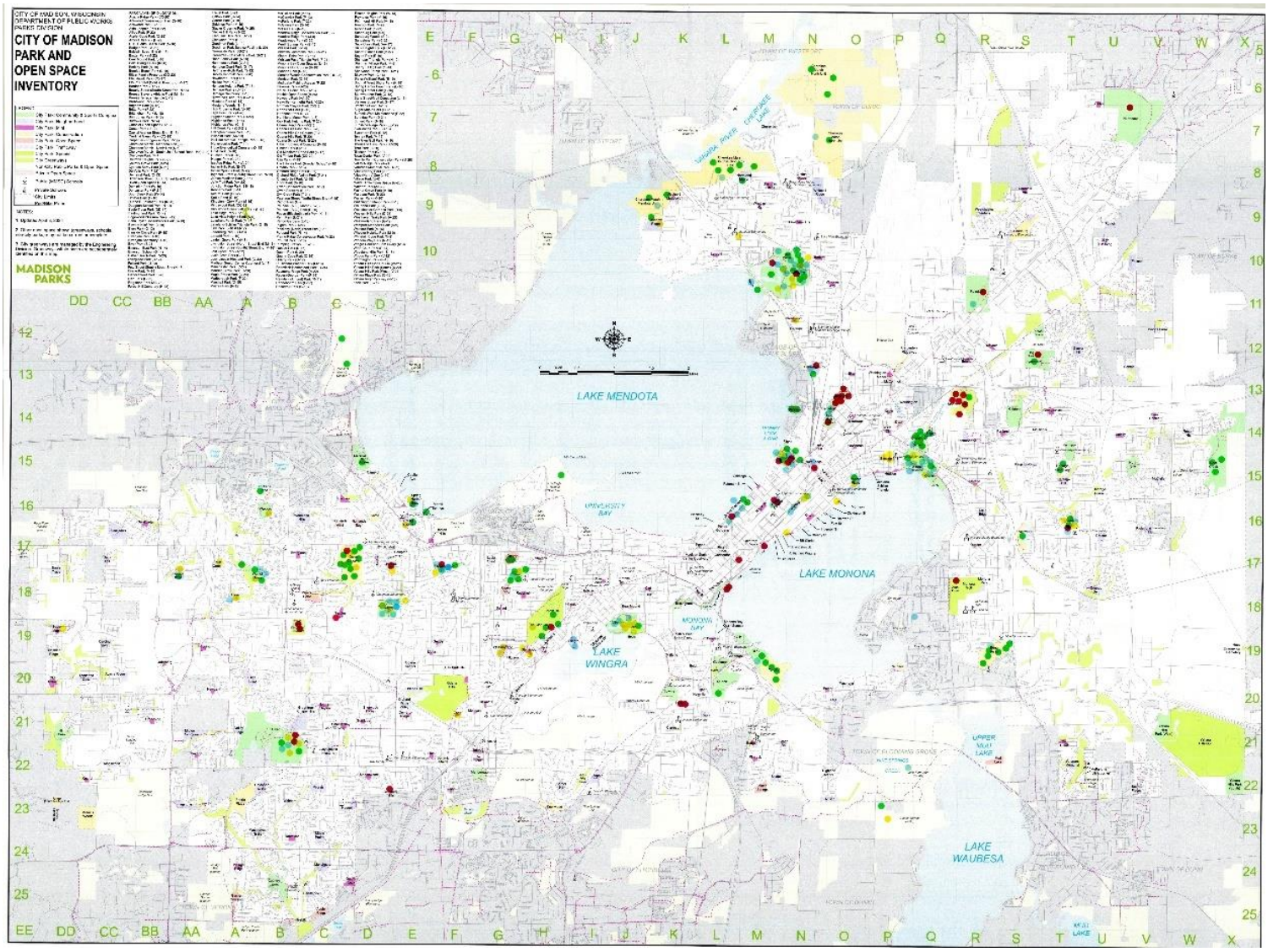
## Public Input Meetings (PIMs)

Madison Parks and MSA Professional Services, Inc. held a total of four Public Input Meetings (PIMs) around Madison to gather input on the POSP update. The PIMs dates were as follows:

1. April 4th at Vel Phillips Memorial High School
2. April 25th at Warner Park Community Recreation Center
3. May 2nd at Olbrich Botanical Gardens Atrium
4. May 9th at the Madison Parks Office (Olin Park)

These meetings were intended to be open-house style, with a small presentation at the top of the meeting. Residents were asked to participate in a series of activities designed to gauge resident's priorities.

**Mapping Madison:**



- KEY:
    - Green Dots: Your favorite park to enjoy nature
    - Red Dots: Park you think is most in need of improvement
    - Blue Dots: Your favorite park to go to with children
    - Yellow Dots: the park you think is best for group activites

| Park | Green | Blue | Red | Yellow | Total |
|---|---|---|---|---|---|
| Olbrich | 9 | 11 | | 2 | 22 |
| **Vilas** | 1 | 3 | | 5 | 9 |
| **Garner** | 1 | 6 | | 2 | 9 |
| **Edna Taylor** | 6 | 1 | | | 7 |
| **Cherokee Marsh S** | 5 | 1 | | | 6 |
| **Olin Turville** | 5 | 1 | | | 6 |
| **Hoyt** | 4 | 1 | | 1 | 6 |
| **Walnut Grove** | 3 | 2 | | 1 | 6 |
| **Cherokee Marsh N** | 4 | 1 | | | 5 |
| **McPike** | | 3 | | 2 | 5 |
| **Yahara Place** | 1 | 2 | | 1 | 4 |
| **Burrows** | 3 | | | | 3 |
| **Door Creek** | 3 | | | | 3 |
| **Elmside** | | | | 3 | 3 |
| **Spring Harbor Beach** | 1 | 1 | | 1 | 3 |
| **Cherokee Marsh Mendota** | 1 | 1 | | | 2 |
| **Meadow Ridge** | 1 | | | 1 | 2 |
| **Reindahl** | | 1 | | 1 | 2 |
| **Heritage Sanctuary** | 2 | | | | 2 |
| **Quarry** | 2 | | | | 2 |
| **Wingra** | | 2 | | | 2 |
| **Glenwood** | | | | 2 | 2 |
| **Westmorland** | | | | 2 | 2 |
| **Spring Harbor** | 1 | | | 1 | 2 |
| **Pheasant Branch Cons.** | 2 | | | | 2 |
| **Junction Ridge** | 1 | | | 1 | 2 |
| **Haen** | | 1 | | 1 | 2 |
| **Capital Springs** | 1 | | | 1 | 2 |
| **Westport Meadows** | 1 | | | | 1 |
| **Northland Manor** | 1 | | | | 1 |
| **Mendota Elementary** | | | | 1 | 1 |
| **Brentwood** | | | | 1 | 1 |
| **Acewood** | 1 | | | | 1 |
| **Morrison** | | | | 1 | 1 |
| **BB Clark** | | | | 1 | 1 |

| | | | | | |
|---|---|---|---|---|---|
| **Quann** | 1 | | | | 1 |
| **Eagle Heights** | 1 | | | | 1 |
| **Merrill Springs** | 1 | | | | 1 |
| **Marshall N Estates** | 1 | | | | 1 |
| **Wexford** | | | | 1 | 1 |
| **Strickers Pond** | 1 | | | | 1 |
| **Sauk Creek** | | | | 1 | 1 |
| **Zook** | | | | 1 | 1 |
| **Sugar Maple** | | | | 1 | 1 |
| **Lake Farm** | | 1 | | | 1 |
| **Monona United Methodist Church** | | 1 | | | 1 |
| **Warner** | 11 | 11 | 2 | 5 | 29 |
| **Owen Cons.** | 10 | | 1 | 2 | 13 |
| **Elvehjem** | 2 | 2 | 1 | 3 | 8 |
| **James Madison** | 2 | 4 | 1 | | 7 |
| **Rennebohm** | 1 | 4 | 1 | 1 | 7 |
| **Forest Hill** | 4 | | 1 | 1 | 6 |
| **Tenney** | 3 | 6 | 3 | 2 | 14 |
| **Elver** | 2 | 2 | 2 | 3 | 9 |
| **Hartmeyer-Roth** | 1 | 1 | 1 | | 3 |
| **Breese Stevens** | | 2 | 2 | | 4 |
| **Dog Park Sycamore** | 1 | | 1 | | 2 |
| **Burr Jones** | | 1 | 1 | | 2 |
| **Glen Oak** | | | 1 | 1 | 2 |
| **Demetral** | | 2 | 7 | | 9 |
| **Starkweather** | 1 | | 6 | | 7 |
| **Brittingham** | | | 2 | | 2 |
| **Heifetz** | | | 2 | | 2 |
| **West Towne Detention** | | | 2 | | 2 |
| **Northeast** | | | 1 | | 1 |
| **Law** | | | 1 | | 1 |
| **Monona Terrace** | | | 1 | | 1 |
| **Nautilus Point** | | | 1 | | 1 |
| **Western Hills** | | | 1 | | 1 |
| **Monona Golf** | | | 1 | | 1 |
| **Total** | **103** | **75** | **43** | **54** | **275** |

In total, 275 dots were placed on the map by participants cumulatively across all of the meetings. Warner Park received the most dots, with 29, followed by Olbrich Park, with 22 dots. In both parks, the majority of dots were blue and green. The parks that received the most red dots were Demetral and Starkweather, with 7 and 6 red dots, respectively. Green dots were the most assigned category, with 103

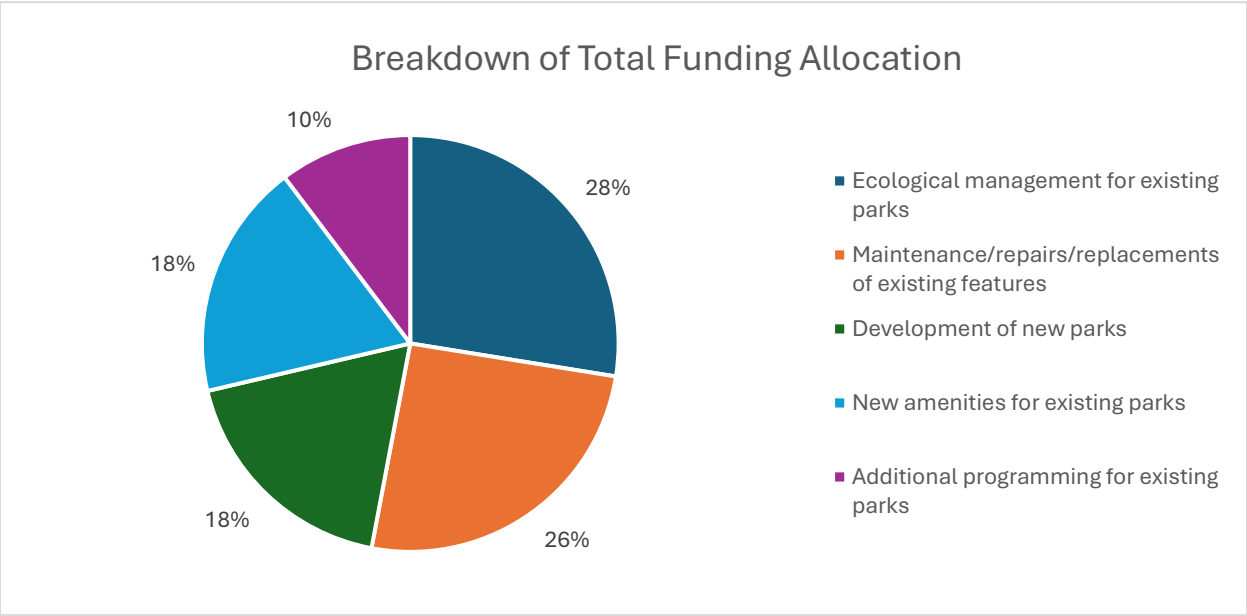
dots out of 275 total dots. The parks along the Isthmus and in the Near East side received the most votes, with the rest of the votes scattered throughout the West Side. The majority of negative votes, or red dots, were located in the parks on the Near East side. The votes for each park tended to skew very positive or very negative, and only a few of the parks fell in the middle.

**Balance the Budget:** Over 60 participants through the course of the meetings participated in this activity. Participants were asked how they would allocate a Parks budget of $100 amongst five different spending categories using colorful pom-pom. Participants were given 10 pom-poms each, with each one representing $10 dollars. The funding categories included:

1. Development of new parks
2. Additional programming for existing parks
3. Maintenance/repairs/replacements of existing features
4. New amenities for existing parks
5. Ecological management for existing parks

**Total pom-pom counts per meeting:**

| Category | Development of new parks | Additional programming for existing parks | Maintenance/repairs/ replacements of existing features | New amenities for existing parks | Ecological management for existing parks |
|---|---|---|---|---|---|
| **Meeting 1** | 50 | 25 | 55 | 37 | 51 |
| **Meeting 2** | 37 | 24 | 40 | 20 | 44 |
| **Meeting 3** | 6 | 3 | 28 | 31 | 34 |
| **Meeting 4** | 21 | 12 | 35 | 26 | 42 |
| **Total** | 114 | 64 | 158 | 114 | 171 |



**Issue Boards:**

Participants were asked to comment on a series of issues which are highlighted in the plan, including:

1. Climate Resilience – 33 Comments
2. Volunteers in Parks – 24 Comments
3. Golf – 32 Comments
4. Activating Parks – 42 Comments
5. Recreational Biking – Recreational Biking
6. Lame Monona Waterfront – 27 Comments

Total: 152 Comments

- **Climate Resilience**
    - The overarching themes from comments provided were support for maintaining natural areas, preservation of the tree canopy, reduction of hard surfaces, and special attention to habitats for pollinators and birds. Additionally, participants were interested in additional educational resources and opportunities for the public.
    - *"Park planning should take the ecological and social impacts of climate change into consideration e.g. think about what parks could do to help people adapt (more gardens, etc.)."*
- **Volunteers in Parks**
    - On the topic of volunteering, community participants often cited a number of potential opportunities for improvement, which included improved access to information, stronger inter-organizational participants, and more tailored participation opportunities for specific groups of people. More broadly, PIM participants seek volunteering efforts which are rooted in the needs, wants, and ideas of the prospective and active volunteers.
- **Golf**
    - Participants express both excitement and concerns about the future of golf in Madison Parks. Some expressed concern about ecological health, limited usage, and financial costs and benefits. However, some residents also note the financial accessibility of an otherwise costly spot, and the potential for economic sustainability of the Parks Department due to the popularity of the sport.
    - *"Need outreach programs to encourage young golfers, build a more diverse clientele."*
- **Activating Parks**
    - Common interests from engagement participants for park activation include skateboarding, pickleball, and dog parks. Additionally, there was community interest for cultural events, and ensuring that Madison Parks are a hub for cultural celebrations for the diverse residents, and education for the public.
- **Recreational Biking**
    - Participants showed interest in an interconnected system of bike paths through Madison and extending into the surrounding municipalities. However, some emphasized the importance of being environmentally sensitive to the natural habitats throughout Madison Parks.

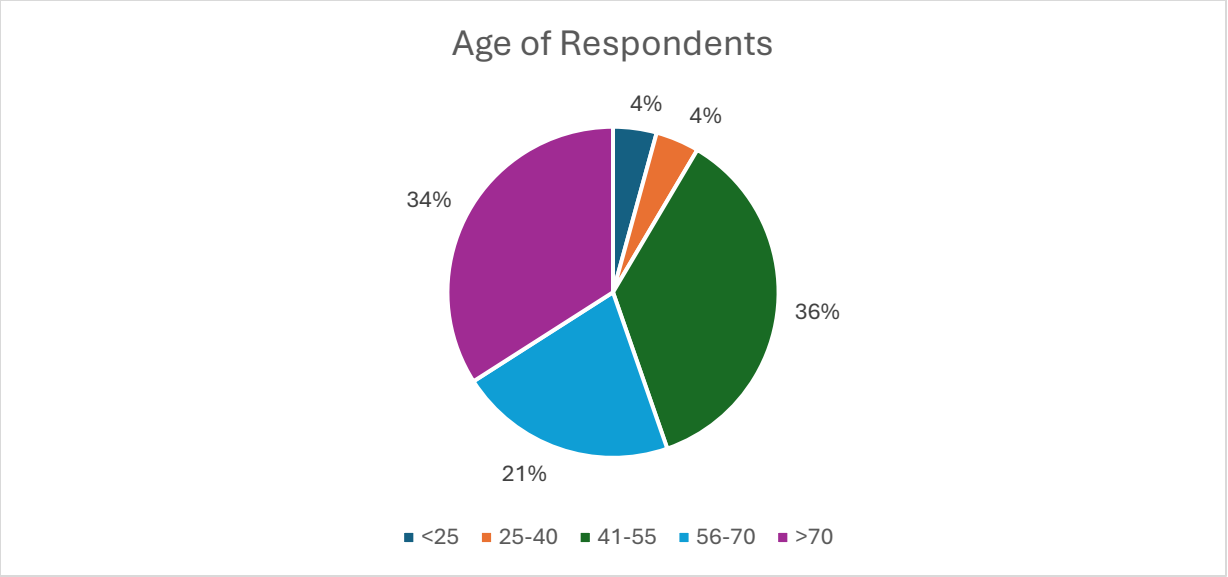
- *“Madison's bike community is large and vibrant and growing. I'd personally love more infrastructure for both recreation and transportation.“*

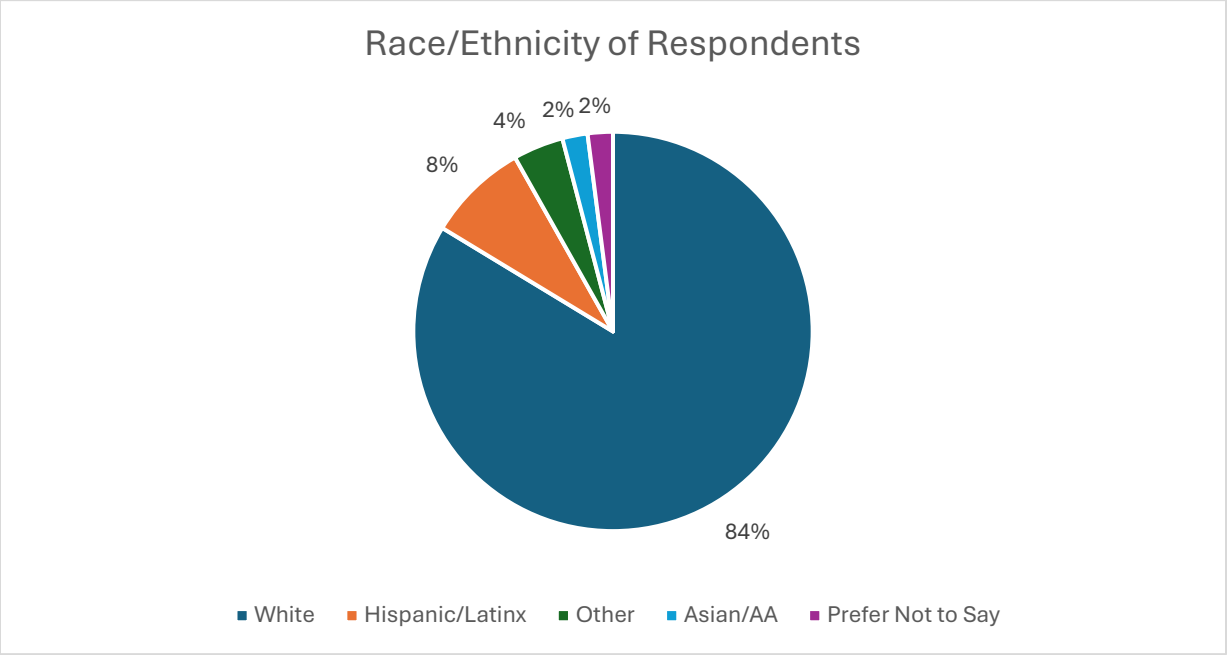
- **Lake Monona Waterfront**
  - With upcoming changes planned for the Lake Monona waterfront, community comments focused on protection of natural and ecological health and quality communication between the City and residents.
  - *“Everyone should be comfortable along our lakefront, being in an automobile shouldn’t give one priority over others.”*

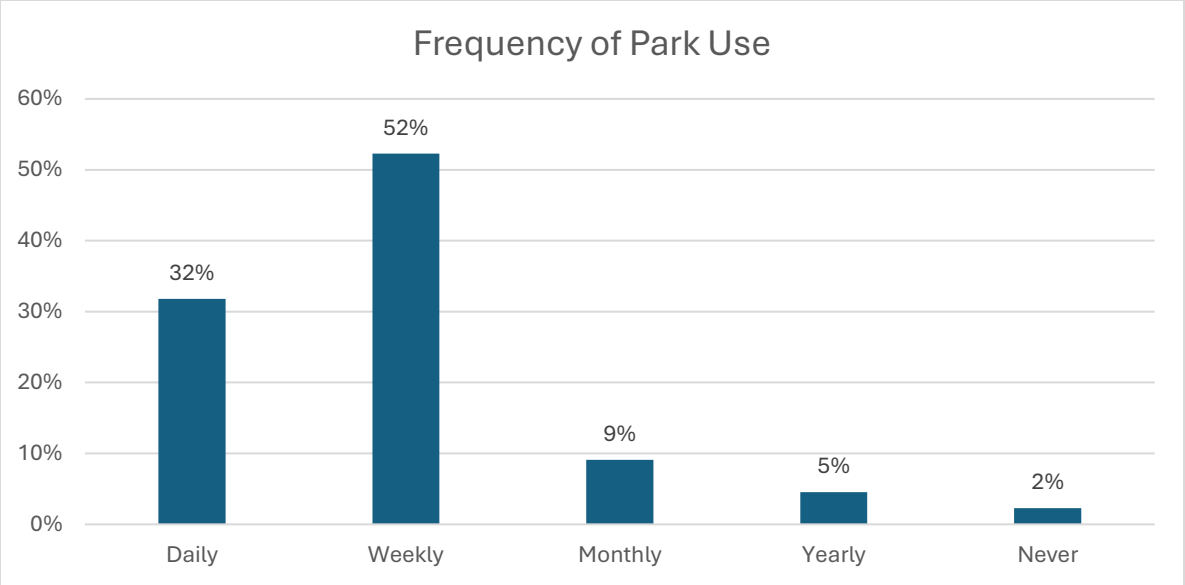
**Facility Board:** Participants were asked to place stickers on the board corresponding to the facilities/activities that a member of their household has participate in/utilized in the last 12 month. Of the options presented, leisure activities were the most popular, and golfing was the least popular.

**PIM Attendees Demographics**

At the start of each meeting, the Madison Parks Department presented a short summary of the plan, and included a Mentimeter survey with demographic information. It is important to note that the open-house style of the meetings mean that not all of those who attended the meetings participated in the demographic survey. Of those who participated in the Mentimeter survey, results are summarized below:


Age of Respondents
4%
4%
34%
36%
21%
<25
25-40
41-55
56-70
>70


Race/Ethnicity of Respondents
4%
2%
2%
8%
84%
White
Hispanic/Latinx
Other
Asian/AA
Prefer Not to Say


Frequency of Park Use
60%
50%
40%
30%
20%
10%
0%
32%
52%
9%
5%
2%
Daily
Weekly
Monthly
Yearly
Never

## 4.4 Engagement Strategies and Outcomes

A two-part engagement strategy was utilized for this planning process: city-wide engagement, and Black, Indigenous, and People of Color (BIPOC) and youth focused engagement. Historically, in Madison and across the U.S., BIPOC communities are often marginalized or left out in planning processes due to the legacies of racism. Therefore, special focus and intentionality was given to engaging with Madison's Black and brown communities, as well as young people given, they are a core demographic of park user. All Together, a creative agency based out of Chicago that specializes in equitable public engagement, was hired to design and implement engagement activities specifically intended to welcome BIPOC and youth voices into the planning process.

Overall, the engagement activities for this POSP update included:

- A city-wide survey conducted through the University of Wisconsin Survey Center
- Four Public Input Meetings (PIMs) open to the general public
- Four Youth-focused "Pop-Ups" held at City-run Parks Alive Events
- 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

A detailed accounting of all the engagement activities and their results can be found in **Appendix X.**

**City-Wide Survey**

A survey was mailed to 5,000 randomly selected Madison addressed in early 2024; 898 households completed it, representing an 18% response rate. Survey respondents reported visiting Madison parks regularly, with 54% visiting neighborhood parks with a 10-minute walk of their homes on a weekly or daily basis. Walking and private vehicles were the primary modes of transportation for visiting Madison parks at 83% and 67%, respectively. The most popular activities survey respondents participated in or supervised others doing were leisure activities like picnicking, celebrations, or nature viewing; general physical fitness such as walking, hiking, or running; and attending festivals or events. The majority of respondents felt that the City was providing the right mix of facilities and activities, with the exceptions being swimming pools and splash pads (30% felt there were 'too few') and golfing (12% felt there were 'too many'). Nearly 50% of survey respondents felt that the recreational needs of adults 19-64 were being met 'very well;' by comparison, only 17% felt the same for adolescents aged 13-18.

An additional analysis was conducted to evaluate how perceptions differed across different demographic categories, including race and ethnicity, housing tenure, income, and self reported disability status. Overall, 83% of survey respondents identified as white and 15% identified as either Asian, Black, Hispanic/Latino, or other. Non-white respondents were more likely than their white peers to find Madison's park and open spaces only "somewhat" accessible (21% versus 12%). Additionally, 29% of non-white respondents 'sometimes' avoided a park because they felt unsafe in comparison to 17% for white respondents; 43% of white respondents 'never' avoided a park because they felt unsafe,

while 34% of non-white respondents felt the same. Please refer Appendix X to review the full survey results.

**Public Input Meetings**

Between April and May 2024 four public input meetings were held to solicit feedback from the Madison community and provide an overview of the planning process. Attendees participated in a number of activities, including a mapping exercise to identify different parks or areas of the city they enjoyed visiting versus those they felt were in need of improvement, and voting exercise to identify which budget categories should receive more or less funding , and comment boards connected to the different issues discussed in Chapter 5 of this report. For the mapping exercise, the majority of red dots (parks/areas in need of improvement) were concentrated in Demetral Park and Starkweather Park. Warner Park and Olbrich Park received the most dots overall, with the majority being green and blue (favorite place to enjoy nature and favorite place to take children to, respectively). For the funding exercise, attendees felt that more funding should be allocated to ecological management and maintenance, repair, or replacement of facilities in existing parks as opposed to additional programming.

152 comments relating to the topics discussed in Chapter 5 were collected across the 4 meetings. A summary of the comments for each board are as follows:

- **Climate Resilience:** support for maintaining natural areas, preservation of the tree canopy, reduction of hard surfaces, and special attention to habitats for pollinators and birds. Additionally, participants were interested in additional educational resources and opportunities for the public.
- **Volunteers in Parks:** participants cited a number of potential opportunities for improvement, including improved access to information, stronger inter-organizational communication, and more tailored opportunities for specific groups. More broadly, PIM participants desired volunteering efforts which are rooted in the needs, wants, and ideas of the prospective and active volunteers.
- **Golf:** Participants expressed both excitement and concerns about the future of golf in Madison Parks. Some expressed concern about ecological health, limited usage, and financial costs and benefits. However, some residents also note the financial accessibility of an otherwise costly spot, and the potential for economic sustainability of the Parks Department due to the popularity of the sport.
- **Activating Parks:** participants were eager for more skateboarding, pickleball, and dog parks. Additionally, there was community interest for cultural events, and ensuring that Madison Parks are a hub for cultural celebrations for the diverse residents, and education for the public.
- **Recreational Biking:** Participants showed interest in an interconnected system of bike paths through Madison and extending into the surrounding municipalities. However, some emphasized the importance of being environmentally sensitive to the natural habitats throughout Madison Parks.
- **Lake Monona Waterfront:** With upcoming changes planned for the Lake Monona waterfront, community comments focused on protection of natural and ecological health and quality communication between the city and residents.

**BIPOC and Youth Engagement**

Focus Groups

Madison Parks, MSA Professional Services, and All Together held a total of 3 focus groups, 2 virtual and 1 in-person, to collect feedback from community members that often are left out of community planning processes. These focus groups were designed to engage underrepresented voices, including Hmong residents, BIPOC advocacy groups, and youth. Participants provided valuable insights on their experiences, needs, and aspirations for Madison's parks, helping to shape a more inclusive and responsive park system for the entire community.

Across the focus groups, participants felt that the biggest things missing from the park system were additional shelters with clean restrooms and more seating; they noted that some of the current facilities couldn't accommodate large gatherings. They also noted the need for better communication and information with the Parks Division on how to rent park shelters, suggesting the information could provided via posters or QR codes in the shelters themselves. In the youth focus group specifically, some participants noted a need for better lighting for evening use and the need for more facilities geared specifically for teenagers.

Pop-Ups & Wish Boxes

An estimated 144 kids engaged with the Parks Division's pop-up booth across four Parks Alive events held over the summer of 2024. Kids were asked to write their favorite things to do in the parks as well as their "wishes" for making the parks a better place. The most popular activities amongst the kids were swings and slides, with 35 and 23 mentioned each. Amongst the 'wish boxes,' from both the pop-ups and those distributed to libraries and communities centers, people expressed a desire for more accessible playground features for those with disabilities; additional sports courts and fields; more shade structures and trees; wildlife and habitat protection; open space preservation; more drinking fountains and restrooms; and additional pool and splash pad facilities.

Online Survey

62 folks took the additional online survey promoted at the pop-ups events and wish box stations. This survey was designed intentionally to be short, simple, and easier for teenagers to take. In comparison to the city-wide survey, 45% of the online survey takers identified as Black or African American and an additional 21% identified as Hispanic or Latino, Asian or Asian American, Native American, or another race of combination; nearly 50% were between the ages of 14-18 years old. 14.5% of these survey respondents reported feeling unwelcome at a park, and when asked to explain why, expressed they felt judged or stared at or didn't feel safe. These survey takers also believed adding more shade and places to sit, fun events, and more bathrooms would help improve Madison parks. The full results of this survey are available in Appendix X.

**Key Takeaways**

Overall, Madisonians place great value on their park system and the important role it plays in their day to day lives. They are passionate about protecting parks and open spaces and see them as integral to the city's character. At times, the desire for environmental protection is at odds with developing more facilities and amenities, especially additional bike paths and sport courts. Across the different engagement activities, residents expressed a desire for more basic park facilities such as benches, picnic

tables, shade and shelters, drinking fountains, and clean restrooms. There were also many calls for additional water-based facilities such as pools and splash pads.

From the BIPOC and youth focused engagement, it is clear that there is still work to do to ensure all Madisonians feel comfortable, safe, and welcome within the parks. This can be addressed in part through improved communication regarding park polices, especially regarding sound/music and shelter reservations. There is also a need for more faculties and events geared specially for the teenage age cohort, who generally lack free, safe, and accessible spaces to gather and recreate.