James Madison Park Master Plan







Racial Equity and Social Justice Initiative

WHO IS IMPACTED? WHO BENEFITS? WHO IS BURDENED?

- Impacted: All park users.
- Benefit:
 - People who historically are involved in engaging in a park master plan.
 - Who are vocal.
 - Familiar with city processes and know how to use them to their advantage.
- Burdened:
 - People who historically feel they are excluded from engaging in the park master plan.
 - Unable to attend meetings.
 - Don't have access to email or internet.
 - May not fee comfortable contacting their city.
 - May not feel comfortable speaking up against the demographic majority.

~ 20,000 INTERACTIONS

Postcards: ~ 8,000 residents

Email notifications: ~ 700 email

Phase III

Plan Approvals

Phase II Plan Development

October

September

August

July

June

May

April

March

February

2018 January

2017 December

Phase I Data Gathering & Public Engagement

Installed 3 signs at parks

Posted Flyers: 41 locations

Posters/letters mailed: >100 community organizations

Social Media and Website: > 10,000 contacts

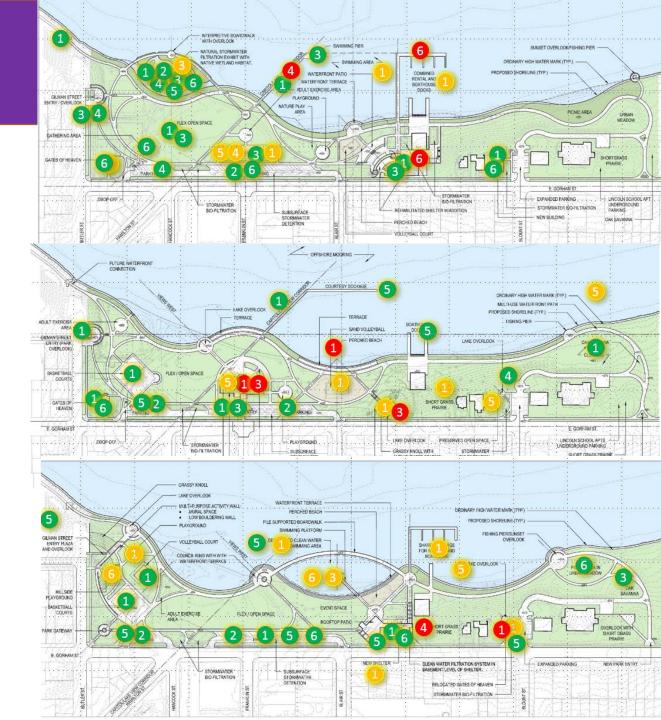
- Comment Cards
- Stakeholder Meetings
- Focus Group Meetings
- Public Input Meetings
- Online Survey

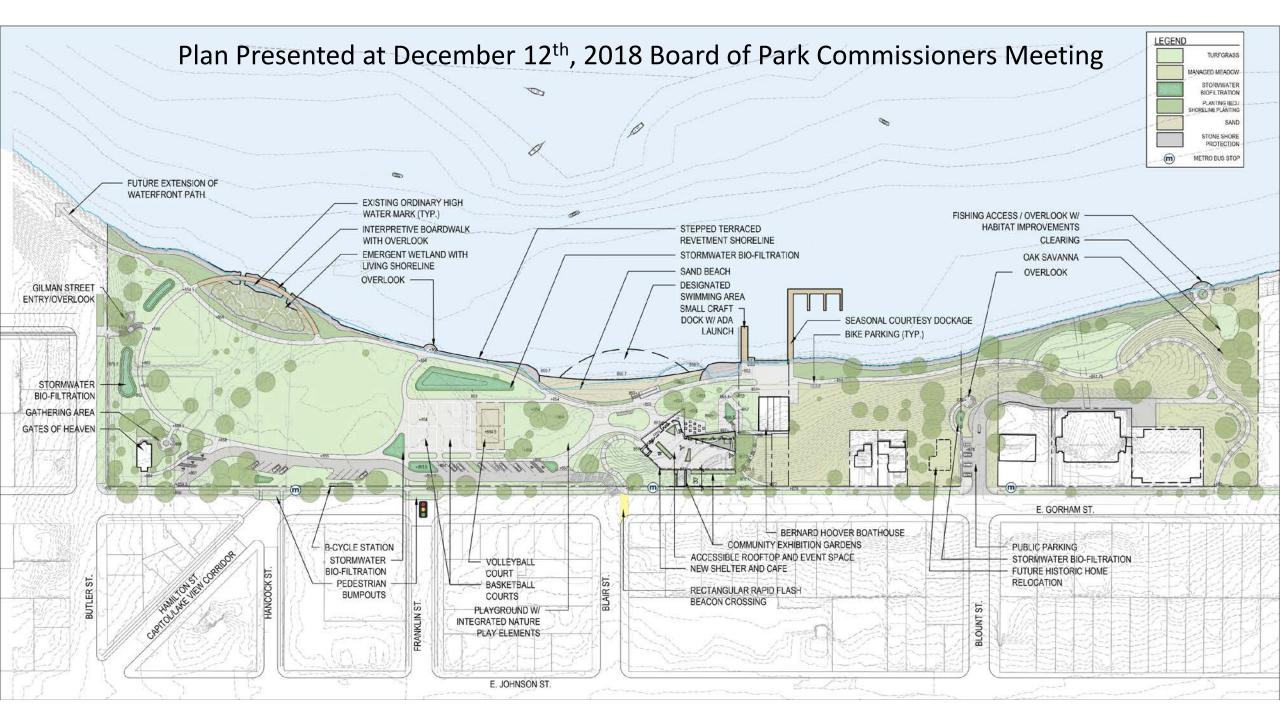
Published in Parks Newsletter: Winter 2018 **Landmarks Commission Urban Design Commission** Tenney Lapham Neighborhood Association Meeting Public Meeting #4 Published in Parks Newsletter: Fall 2018 Stakeholder Meeting #5 Stakeholder Meeting #4 Park Observations and Intercept Interviews Pop-Up Engagement Public Meeting #3 Park Observations and Intercept Interviews Park Observations Stakeholder Meeting #3 Park Observations and Intercept Interviews Focus Group Meeting #6 Published in Parks Newsletter: Spring 2018 Stakeholder Meeting #2 Focus Group Meeting #5 Focus Group Meeting #4 Focus Group Meeting #3 Focus Group Meeting #2 Park Observations Public Meeting #2 Focus Group Meeting #1 Public Meeting #1 **Park Observations** Stakeholder Meeting #1 Postcards Mailed to 8,000 Residents City News Release Flyers Posted at 12 Kiosks and 26 Businesses Letter Mailed to > 100 RESJI Identified Community Organizations Informational Park Signs Installed at Park Brocuhure Boxes Installed at Park with Flyer Park Observations and Intercept Interview

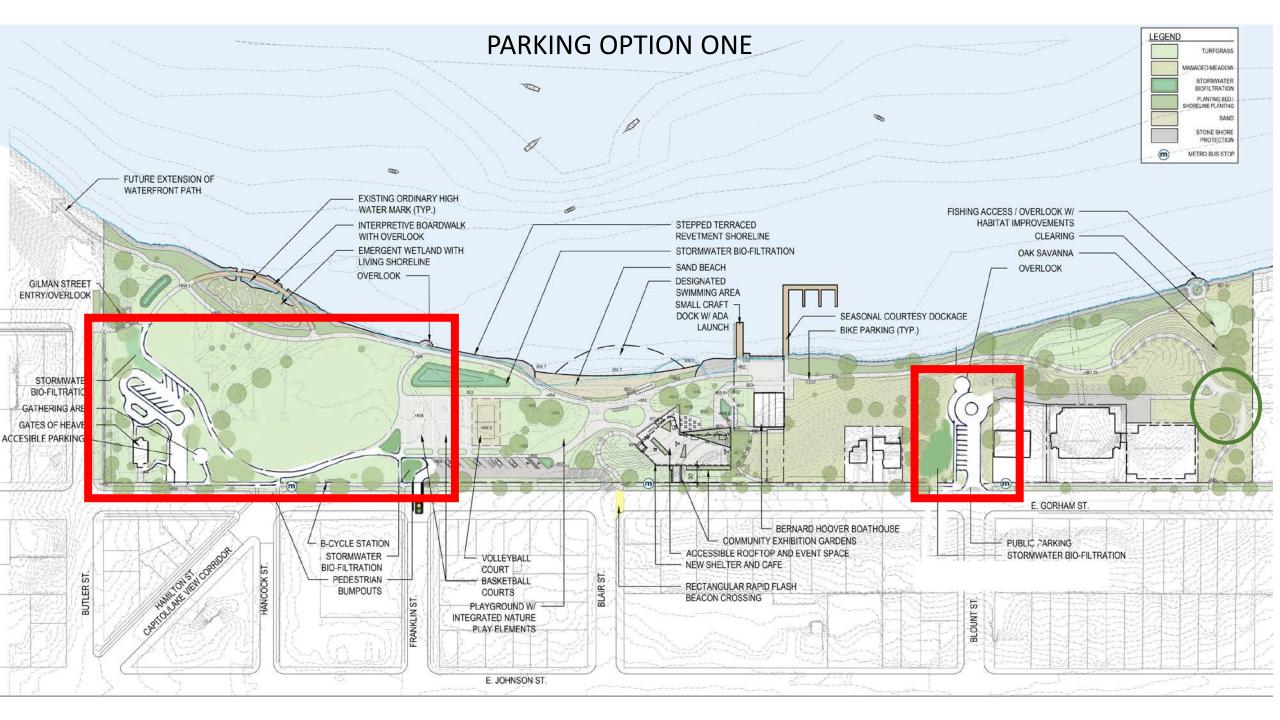
Plan Development

- Public Input Meeting #3, May 14, 2018 –
 Schematic Plans
- Public Input Meeting #4 September 24, 2018 –
 Draft Plan

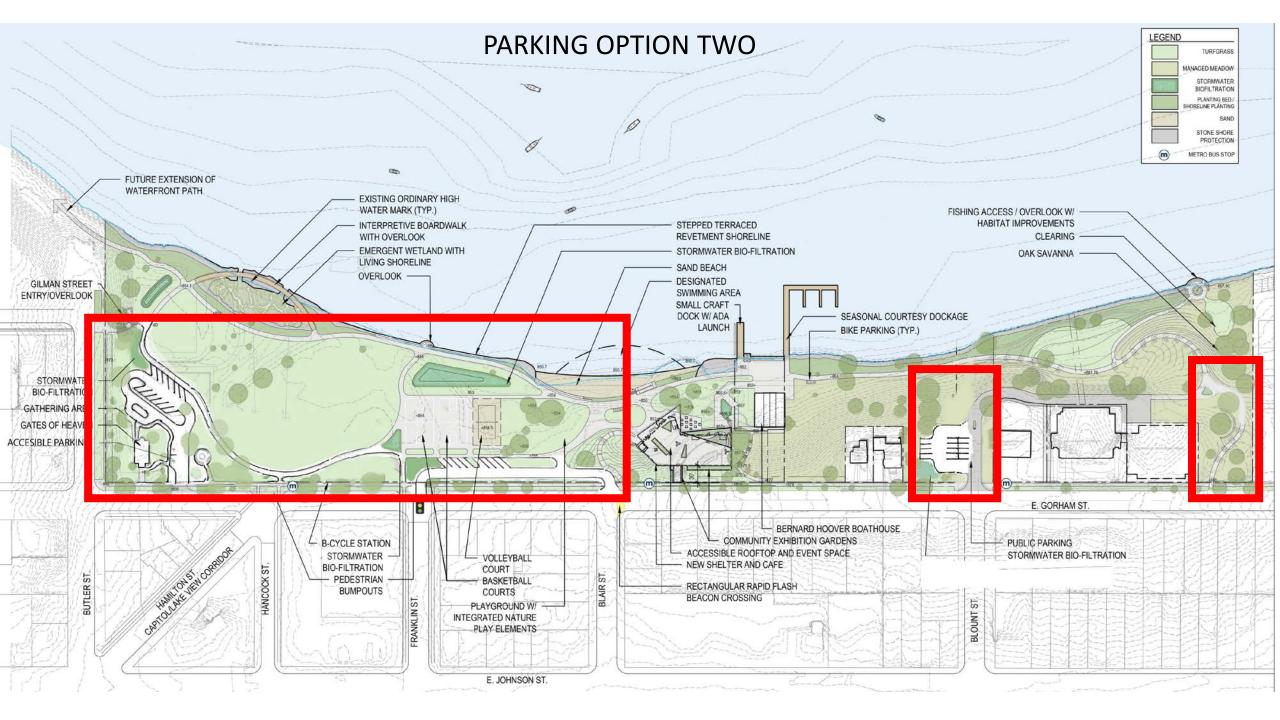




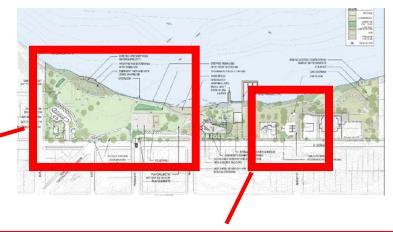




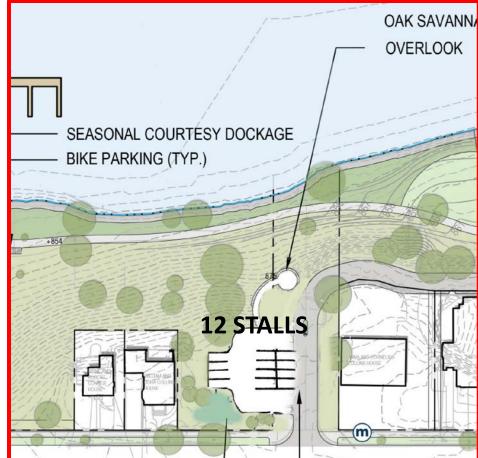
PARKING OPTION ONE **EMERGENT WETLAND WITH** LIVING SHORELINE FISHING ACCESS / OVERLOOK W/ OVERLOOK -HABITAT IMPROVEMENTS CLEARING OAK SAVANNA **OVERLOOK** SEASONAL COURTESY DOCKAGE BIKE PARKING (TYP.) 12 STALLS 8 STALLS 14 STALLS m E. GORHAM ST. RNARD HOOVER BOATHOUSE IBITION GARDENS PUBLIC PARKING D EVENT SPACE STORMWATER BIO-FILTRATION



PARKING OPTION TWO







The Madison Parks System Vision: Everyone shall have access to an ideal system of parks, natural resources, and recreational opportunities that enhance the quality of life for residents and visitors.

- IMPROVE PUBLIC ACCESS TO LAKES
- DESIGN PARK FACILITIES TO ACCOMMODATE DIVERSE ACTIVITIES AND POPULATIONS
- PROTECT AND ENHANCE CULTURAL RESOURCES
- CREATE EQUITABLE ACCESS AND FUNDING FOR PARKS
- IMPROVE THE PARK SYSTEM'S CAPACITY TO WITHSTAND FUTURE ENVIRONMENTAL CHANGES
- PROVIDES REGIONAL SOLUTIONS TO REGIONAL PROBLEMS

EQUITY

PUBLIC HEALTH

SUSTAINABILITY

ADAPTABILITY







