

## Community Services Quarterly Report—Lisa Laschinger, Assistant Parks Superintendent

### Warner Park Community Recreation Center (WPCRC)—Terrence Thompson:

On December 7, 2019, the WPCRC hosted the 20<sup>th</sup> Annual Holiday Fest Arts and Craft Show. Over 80 vendors sold their homemade goods, including a variety of jewelry, lotions, balms, baked goods, knitwear, paintings, home décor, and more. The event attracted 1,526 shoppers to kick off the holiday season. WPCRC will host Spring Fest on Saturday, April 4, 2020.

The Kids Need Opportunities at Warner (KNOW) program is off to a great start this year. We look forward to being able to enrich the programming for the coming year. For January, Teen Night had 32 participants, and Family Fun Night had 177 participants. The 3ON3 Basketball Tournament Series is scheduled for Friday nights from April 17 through May 22. In order to support this important programming, we are excited to begin the recruitment process for the newly created Program Coordinator position. The Program Coordinator position was introduced in Mayor Satya Rhodes-Conway's 2020 Operating Budget to support the increase in facility usage by teens and advance the great work of the KNOW program focusing on creating programs, collaborations, and special events for teens and families at the WPCRC.

The chart below shows a comparison of facility usage over the past three years. We have seen a dramatic increase in the number of users in the gymnasium, primarily due to the KNOW programming.

WPCRC Facility Usage Report Comparison			
Type of Use	2019	2018	2017
Facility Rentals	4,574	4,883	5,007
<b>Pass Visits</b>			
Exercise Room	21,806	23,808	26,993
Game Room	2,740	2,831	2,187
Gymnasium	7,078	4,152	2,820
<b>Total Pass Visits</b>	<b>31,624</b>	<b>30,791</b>	<b>32,000</b>

### Recreation Services—Tracey Hartley:

Winter Operations continue to ride the weather roller coaster. Thanks to our partnerships with CXC and MadNorSki have been open since December 4, closing only two days since due to weather. Despite a slow start, we were able to open many nature-dependent facilities over Martin Luther King Holiday weekend and are now in full swing. All natural cross country ski trails were open 19 days in January, including Yahara, which has been open 23 days to-date this year compared to 13 days open this time last year. On average, ice rinks were open 16 days in January.



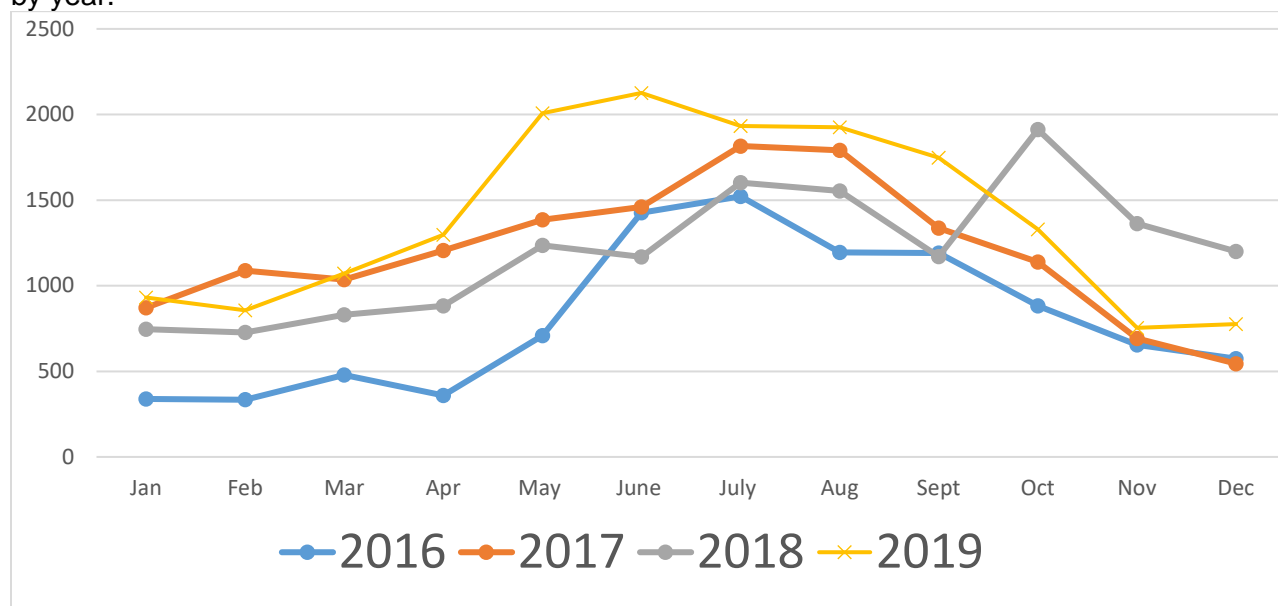
Despite the slow start, we have still had many opportunities for the community to get out and enjoy what winter has to offer in Madison. We hosted a Meet & Greet at Vilas with the UW Women's Badger Hockey team where 112 fans were able to meet their favorite players and get posters

signed even when the ice wasn't ready yet. Over 80 participants came out to Groove & Glide at Westmorland. We partnered with CXC and Winter Fest to provide winter fun at Elver recently, including a Groove & Glide and Learn-To Cross Country ski with 84 participants presented by Madison Parks Foundation also in conjunction with REI, MadNorSki. In addition, our annual Candlelit Snowshoe Hike at Aldo Leopold Nature Center was well attended with over 900 participants. In addition, the newly reimagined Winter Prom at WPCRC had 115 participants, who came to dance the night away.

We're hoping there is still plenty of winter yet to come! We're looking forward to Skate Cinema at Tenney Park and hoping for another Groove and Glide at Warner. For more information about upcoming events, please be sure to check out our [Winter Fun Website](#). Bring on the fun!

### Park Rangers, Disc Golf and Aquatics—Josh Schmitt

Park Rangers have wrapped up another year of promoting responsible public enjoyment of the Madison Park System. A major program focus is supporting recreational opportunities in the parks and this time of year that means ice-skating and cross-country skiing. If you have been out skiing this season, chances are you have seen the Ranger out checking permits. Rangers have an opportunity over winter months to review training manuals and work on planning for the summer season. It is also a time that we reflect on the previous year and how call volume relates to previous years. In 2019, Rangers conducted nearly twice as many park patrol as they did in 2016. These are proactive park checks, which is a major goal of the Park Ranger Program. The number of animal complaints received in 2019 has more than doubled from 2016, as this remains a major source of calls for service from the public. The graph below represents out monthly call volume by year.



The mild start to winter allowed an extended work season on the Disc Golf Course. Yahara Hills Winter Disc Golf Course opened in November and the Summer Courses closed in Early December. The Disc Golf Ranger, with the support of volunteers, has been working on erosion control and beautification projects this winter. The largest projects have been reworking a retaining wall on Hiestand Disc Golf course and repairing a walkway that continues to wash out at Elver Disc Golf Course. On January 25, 2020 the fourth annual Yahara Charity Disc Golf Tournament brought 120 competitors out to the Winter Course and raised over \$6000 for the River Food Pantry.

In Madison Parks Aquatics we are in the planning stages for another great summer season. We are currently recruiting for Swimming Lessons Instructors and have completed our move to providing Red Cross lessons, which will allow us to provide a better experience for our customers. Swimming lesson planning is complete and registration opened Feb 1<sup>st</sup>. Pool Scholarships will again be available for the 2020 season thanks to the generosity and funding from our community partners. Scholarships are set to open March 1<sup>st</sup>.

Park and Street Use Events—Kelli Lamberty:

In 2019, we saw an increase of 13% in total street use and park events over 2018, of note, this makes an increase of approximately 59% since 2016. As our number of events grow, we refine our processes and policies related to them. The Community Events team attended the Municipal Special Event Summit in Reno, NV in January, where review of many relevant special event topics provided an opportunity for them learn how other Municipalities are dealing or have dealt with same issues we are facing.

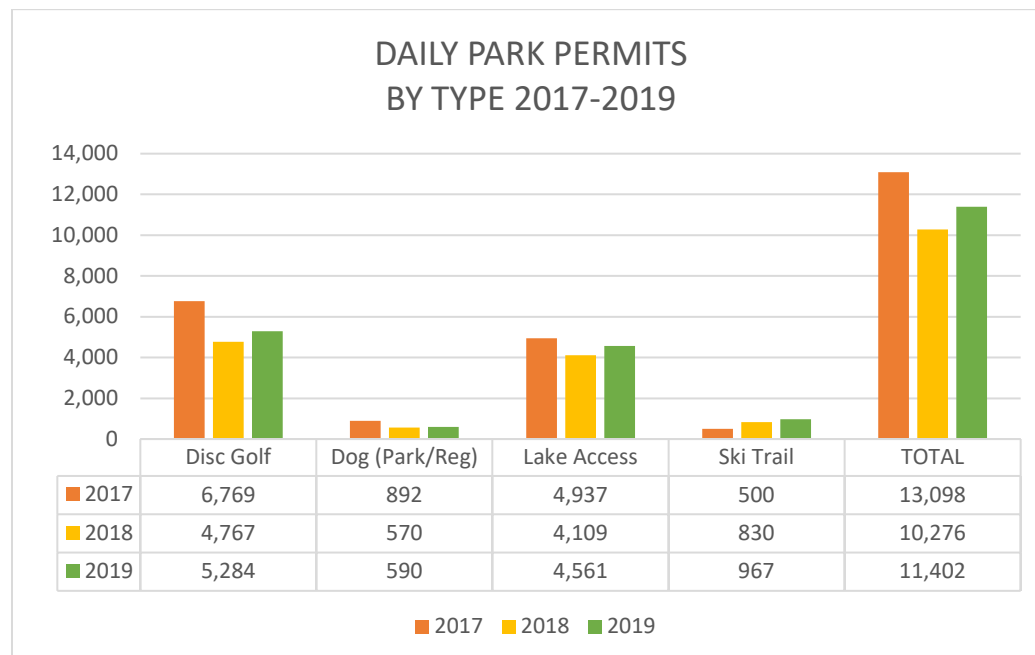
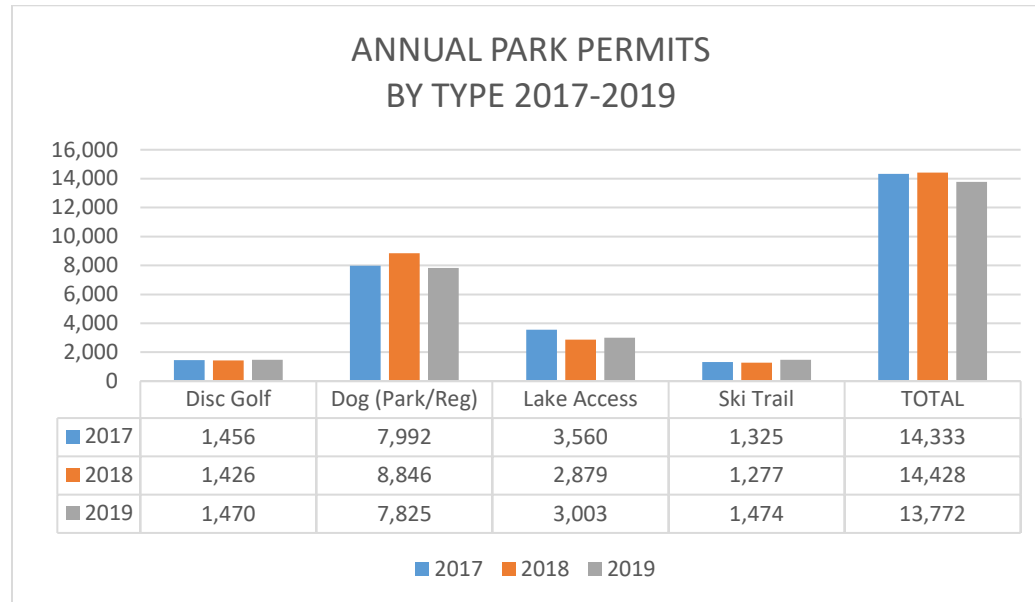
Events staff have been busy planning and preparing for the 2020 event season by processing both new and returning events. Staff developed and is working to refine parks and street use event tracking forms that we use to (what else?) keep track of where events are in the permitting process. We have found these tools to be critical to managing the volume of events that we process each year. Staff review and administratively approve many returning events that have not had condition violations in the past, and as part of the expedited permitting process for park events. Notices went out to organizers and we continue to review the tracker and follow up with event organizers as needed to coordinate this year's events. Street Use Staff Commission meetings have started with the usual full agendas. The information we collect for Street Use Events is similar. A significant number of street use events have "legacy" status – meaning they are included on the annual calendar of events as a matter of course as part of the tracking and permitting process.

In addition to preparing for 2020 events, there are a number of event policies under review and development. There continues to be work on First Amendment gatherings and what, if any costs are appropriate for these events. A political rally policy – similar to the Park policy adopted in January – is being finalized for Street Use events. Work is also being done on a "Park Event" ordinance. There are a number of pieces related to park events in MGO 8.15, 8.17, 8.18, 8. 24, etc., but we are looking to have an ordinance that provides detailed regulations to have an event in Madison Parks.

We continue to work to ensure parks and events are accessible to all and have recently partnered with the Department of Civil Rights and Public Health to develop conditions around accessibility and water quality. We are also working on developing condition enforcement for both street use and park events. Currently, we do not have a tremendous amount of leverage when events violate the conditions of their permit. We are determining appropriate immediate consequences – lower amplification, remove unlicensed vendors – and additional requirements for future events. We have had or scheduled meetings with a number of park events that had issues in 2019. A report of the discussion will be prepared for the BPC to review when the 2020 applications for these event are considered.

## Customer Services – Front Staff – Joanne Austin

Park Permits: Front staff process daily and annual disc golf, dog park, lake access and cross-country ski permits purchased at various City of Madison parks throughout the year. Requests are received in person, by phone, at parks kiosk sites and online. As with other permits, daily lake access permits may now be purchased online. This is new and exciting for everyone. Lake access users will be able to conveniently purchase a single day permit in advance and will eliminate the need to fill out the form and envelope at the launch site. The below information compares annual and daily permits purchased in 2017-2019. Note: Dog park data includes permits sold through the Treasurer's office.



Watercraft Storage - Current lease agreements will end March 31 and staff are beginning the watercraft storage renewal process. This involves contacting users and processing renewals for nearly 400 storage spaces, 60-75% of which are typically renewed. Staff hope to make the process more convenient for customers by implementing an online renewal system. Online renewals were piloted in 2019 with great success.

Commissions, Committees and Subcommittees – Staff continuously provides administrative assistance throughout the year for various committees, including the Board of Park Commissioners; Parks Long Range Planning Subcommittee; Golf Subcommittee; Facilities, Programs and Fees Subcommittee; Task Force on Municipal Golf in Madison Parks; and has started providing support to the Habitat Stewardship Subcommittee. The Urban Forestry Task Force's final meeting was held on December 19, 2019. Support includes managing agendas, coordinating schedules, entering minutes and providing communication among members.