



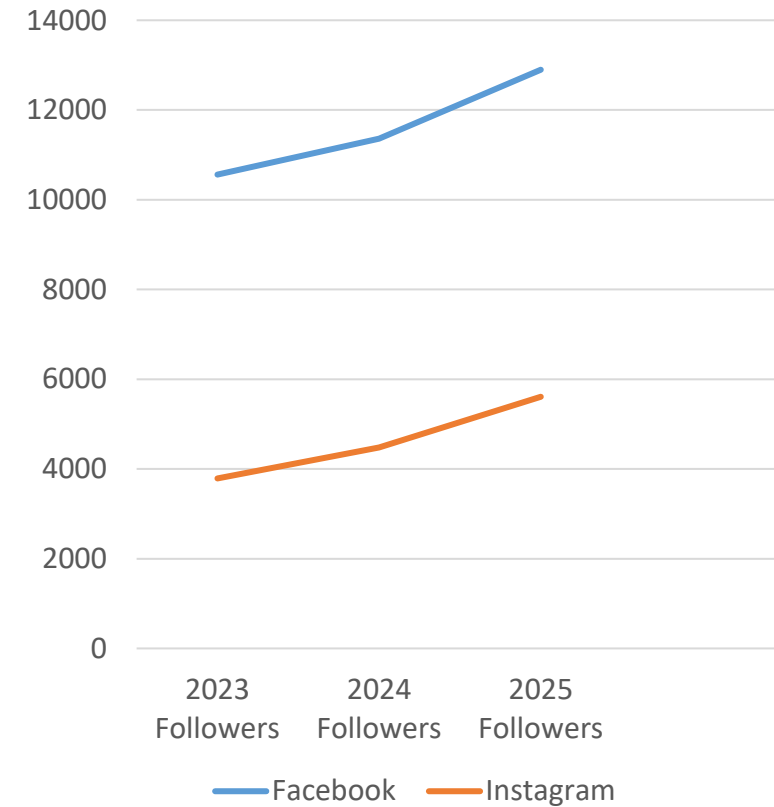
**MADISON  
PARKS**

**Board of Park Commissioners  
Office of Public Information Report**

Wednesday, March 12, 2025  
Presented by Ann Shea, Parks Public Information Officer

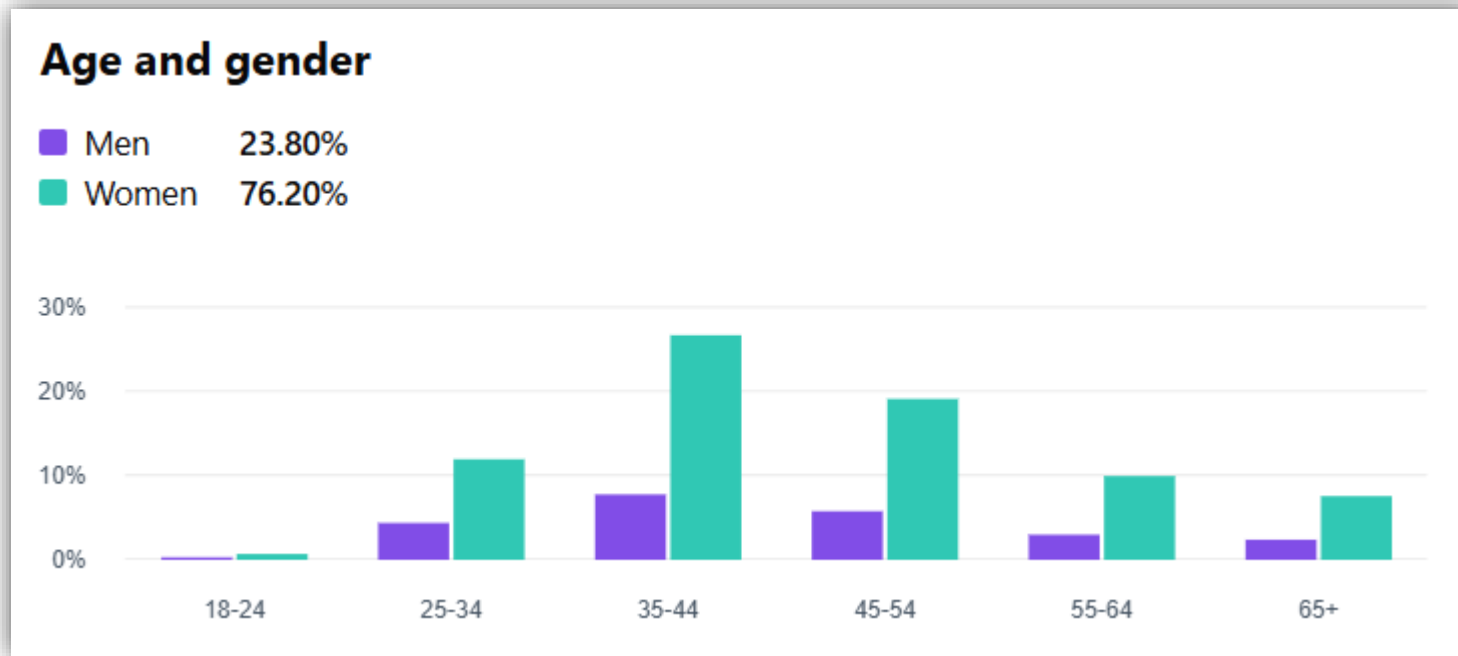
# Parks Social Media

| MADISON PARKS Social Media Platforms            | Followers as of February 2024 | Followers as of February 2025 |              |
|---|-------------------------------|-------------------------------|--------------|
| Facebook (est. January 2012)<br>@madisonparkswi | 11,362                        | 12,920                        | 14% increase |
| Instagram (est. August 2018)<br>@madisonparkswi | 4,480                         | 5,609                         | 25% increase |



# Facebook

12,920 Followers

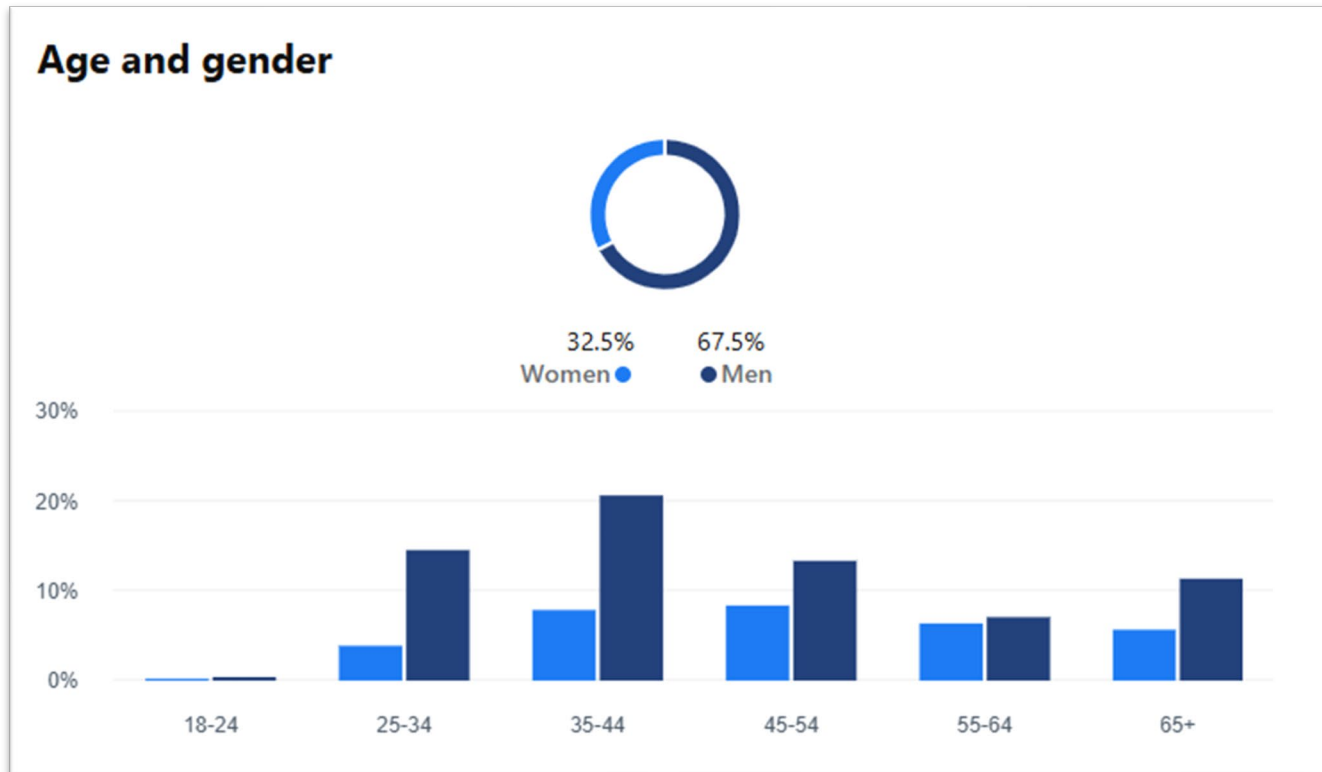


5,609 Instagram Followers



12,920 Facebook Followers

# Golf Facebook & Instagram



237 Instagram Followers



719 Facebook Followers

# Telling Our Story

## Prescribed Burns

### 18,278+ Audience Reach

#### 2025 PRESCRIBED BURNS

The City of Madison Parks and Engineering Divisions will conduct prescribed burns between March 1 and May 15 at:

- **49 Parks, including conservation parks and native plantings in other parks**
- **34 Engineering sites, including storm water basins and native plantings**

Burns are weather dependent and are conducted following strict safety protocols. Smoke and visible flames are normal during a burn, and the fire is controlled by trained Parks staff, ecological restoration contractors and trained volunteers with firefighting equipment.

The Madison Fire Department permits each burn and is notified before each burn begins. Please contact the Parks Division at 266-4711 if you have any questions.

Burning is necessary to maintain habitat for plants and animals that are native to our region. Fire removes dead vegetation, allows seeds to germinate, and controls certain invasive plant species. For more information on the specific locations of the prescribed burns, visit:

[cityofmadison.com/prescribedburns](https://cityofmadison.com/prescribedburns)

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- February 17 at 6:00 PM · 📷

After a burn or a brush clearing project the conservation and ecology crews will create seed mixes to put on the area. Putting down native seed and/or plugs will provide competition to the invasive species that there were before. The plants that they introduce also have benefits for the soil and the wildlife utilizes them for habitat and food. Making sure there are a variety of plants and animals (biodiversity) in an ecosystem has many benefits including different food sources, a large network of roots that can create healthier soils, better air quality, and an overall resistance to disturbances.

Photo 1- Seeding on burn scar at Cherokee Marsh Conservation Park, South boat launch

Photo 2 and 3- Seed Mixture that we spread

Photo 4- Prairie rose seed

Photo 5- Tall coreopsis seed

Photo 6- Compass Plant seed

Photo 7- Bergamot seed

Photo 8- Grey Headed coneflower seed

Images show different types of seed that we use in our mixes: Prairie Rose, Tall Coreopsis, Compass Plant, Bergamot, and Grey Headed Coneflower.

[cityofmadison.com/parkslandmanagement](https://cityofmadison.com/parkslandmanagement)



#### Prescribed Burns: Reducing Wildfire Risks & Protecting Habitats

February 16, 2025 8:20 AM

Prescribed burns are safe, cost-effective, and ecologically appropriate for maintaining populations of native species at their habitat. Burns are conducted by trained and experienced staff, contractors, and volunteers under a permit from the Madison Fire Department. Burns only occur within strict weather parameters that limit the intensity of the fire and prevent smoke from creating a hazard to the public.



Trained staff ignite fire, Nakoma Park

Many people may have concerns about the risk of wildfires in our area. Prescribed burning helps to reduce the amount of fuel (leaf litter, dead vegetation, and woody debris) available, thus limiting the possible severity of a wildfire. In addition, ongoing vegetation management in parks, along with roads, paths and lawns would help contain a wildfire, preventing its spread across a large area.

With the recent extreme wildfire activity in California, many people are turning their attention to wildfire preparedness and wondering about the risks we face here in Madison. Our city's natural areas—including conservancies, parks, and wetlands—are vegetated with woods and prairie, making them susceptible to fire. While fire has shaped Midwest habitats for thousands of years, excessive shrubs and dead wood from fire suppression increase fire intensity.

Unlike fire-prone regions like southern California, which have flammable chaparral and experience strong Santa Ana Winds, the Midwest's vegetation is less flammable due to air and soil moisture. While dead wood can burn, it requires "fine fuels" like grass or leaves to sustain flames. Our flat landscape is influenced by humid air masses that typically limit intense burning.

To mitigate wildfire risks, park management actively reduces fire fuels. Invasive shrubs are removed, woody debris is cleared, trails are maintained, and safe prescribed burns are conducted. These practices aim to contain wildfires, especially on dry, windy days. Fire behavior in our areas is variable, with topography and vegetation affecting flame height and speed. Notably, a green lawn can completely halt a fire.

Because burns are so weather-dependent, they cannot be scheduled in advance. Instead, staff select which sites to burn next based on the most current weather forecast. Subtle changes in wind direction or humidity determine our options on a given day, so we can only reliably plan out a few days in advance. Generally, a series of days with relative humidity below 50 % will bring us a window of opportunity. Then wind direction determines which sites we can burn with minimal direct impacts due to smoke. See the Parks and Engineering [2025 sites list](#), ready for a prescribed burn.



Prescribed fire training, Elver Park

# Coming Up

- 2024 Annual Report
- Website Sections Redesign
  - Golf – near completion
  - Goodman Pool – near completion
  - Volunteer
  - Parks: About, Reserve, Permits, Find-a-Park, Contact
  - WPCRC
  - Special Events
- Grand Opening Events

