

# Milwaukee County Parks

2024 Annual Report to the Milwaukee County  
Board of Supervisors



# Strategic Plan

MILWAUKEE COUNTY PARKS

## 3-YEAR STRATEGIC PLAN : KEY PERFORMANCE INDICATORS



### STRATEGIC PLAN

01

EQUITABLY BALANCE  
THE PARKS SYSTEM TO  
BE SUSTAINABLE

02

ADVANCE RACIAL  
EQUITY AND ENHANCE  
ACCESSIBILITY

03

INVIGORATE  
COMMUNITY HEALTH  
AND WELLNESS  
TO HEIGHTEN  
QUALITY OF LIFE

04

ACTIVELY ENGAGE  
COMMUNITY AND  
CULTIVATE CREATIVE  
PARTNERSHIPS AND  
VOLUNTEERISM

05

GROW AND RETAIN A  
DIVERSE WORKFORCE

### KEY PERFORMANCE INDICATORS

- ✓ Completed Parks Facility Action Plan (Capital Project)
- ✓ Complete long-range plans for 3 identified parks
- ✓ Reduce actively maintained building space by 5% on per square footage basis
- ✓ Identify \$500,000 in cost savings based on smart portfolio management
- ✓ Reduce actively managed lands by 100 acres and increase designated Natural Areas by 100 acres
- ✓ Increase tree plantings above existing planned amounts by 1,350

- ✓ Increase free picnic sites and fields by 8-10 in each region
- ✓ Complete equity review of processes
- ✓ Remove at least 3 user barriers
- ✓ Foster 3 collaborations between friends groups to support high equity need parks
- ✓ Create 1 fully accessible playground
- ✓ Upgrade or replace 3 facilities or amenities with full accessibility
- ✓ Create a multi-lingual signage plan (Spanish and Hmong)

- ✓ Complete Trail comprehensive plan
- ✓ Increase trail system by 10 miles
- ✓ Establish a baseline of trail usage
- ✓ Create 3 pickleball court sites with one in each region
- ✓ Improve the condition of 20 basketball courts and construct 1 new marquee court
- ✓ Implement 3 recommendations from the Aquatics facility plan

- ✓ Hire 3 full-time engagement staff
- ✓ Increase active friends groups by 20%
- ✓ Leverage \$300,000 annually from philanthropy (Milwaukee Parks Foundation) with at least \$100,000 addressing deferred maintenance
- ✓ Increase number of volunteers and hours served from 900 and 16,000 to 1,350 and 24,000

- ✓ Identify current baseline of diversity among workforce and track progress
- ✓ Increased number of diverse applicants to better reflect county demographics
- ✓ Increase mentorship, training, and development opportunities for staff
- ✓ Create discrete, measurable career path with competencies by area or position
- ✓ Increase rate of conversion of seasonal staff to full-time
- ✓ Reduce at least 3 barriers to hiring

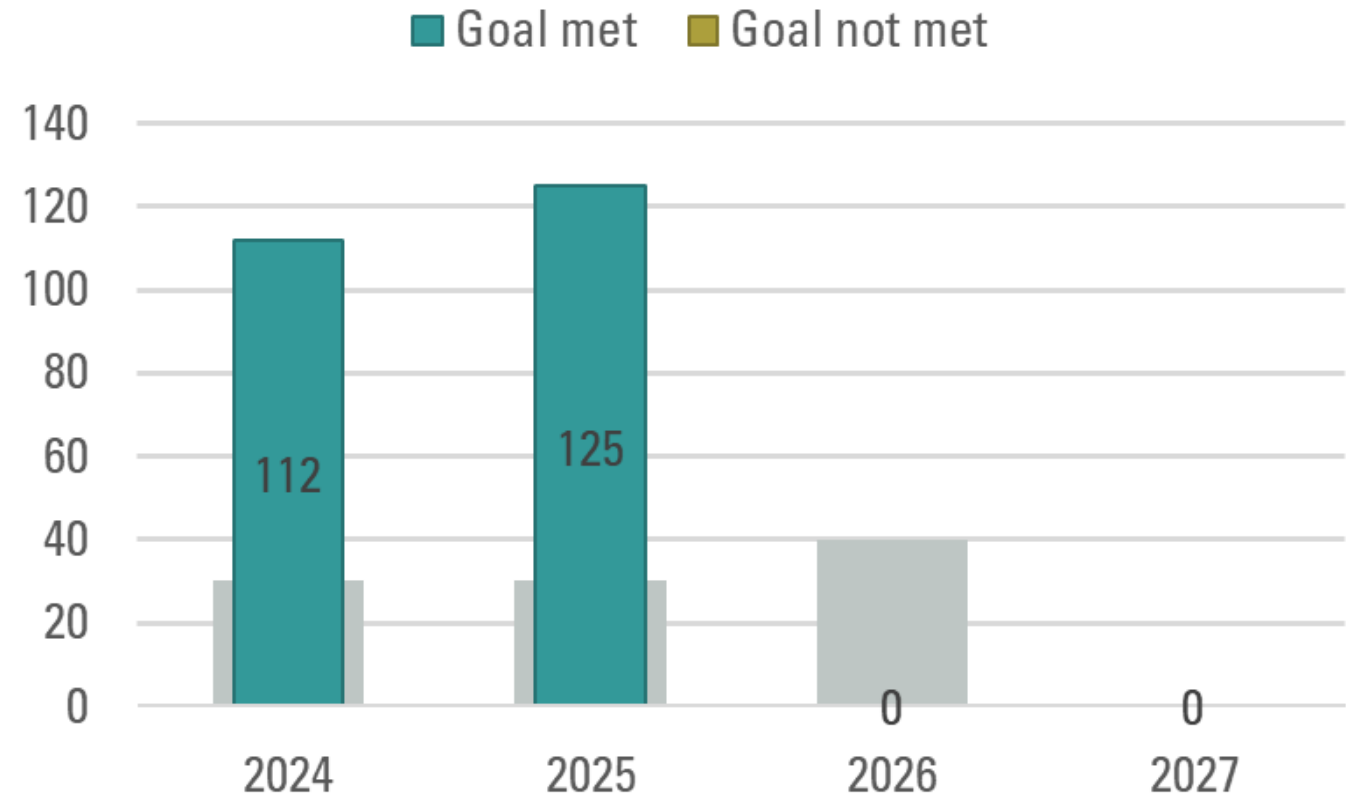


# Goal 1

*Transition to more natural areas - reinvest in forestry, tree canopy, and non-maintained areas; use environmentally sustainable techniques*

*Increase acres of natural areas*

## Increase acres of natural areas

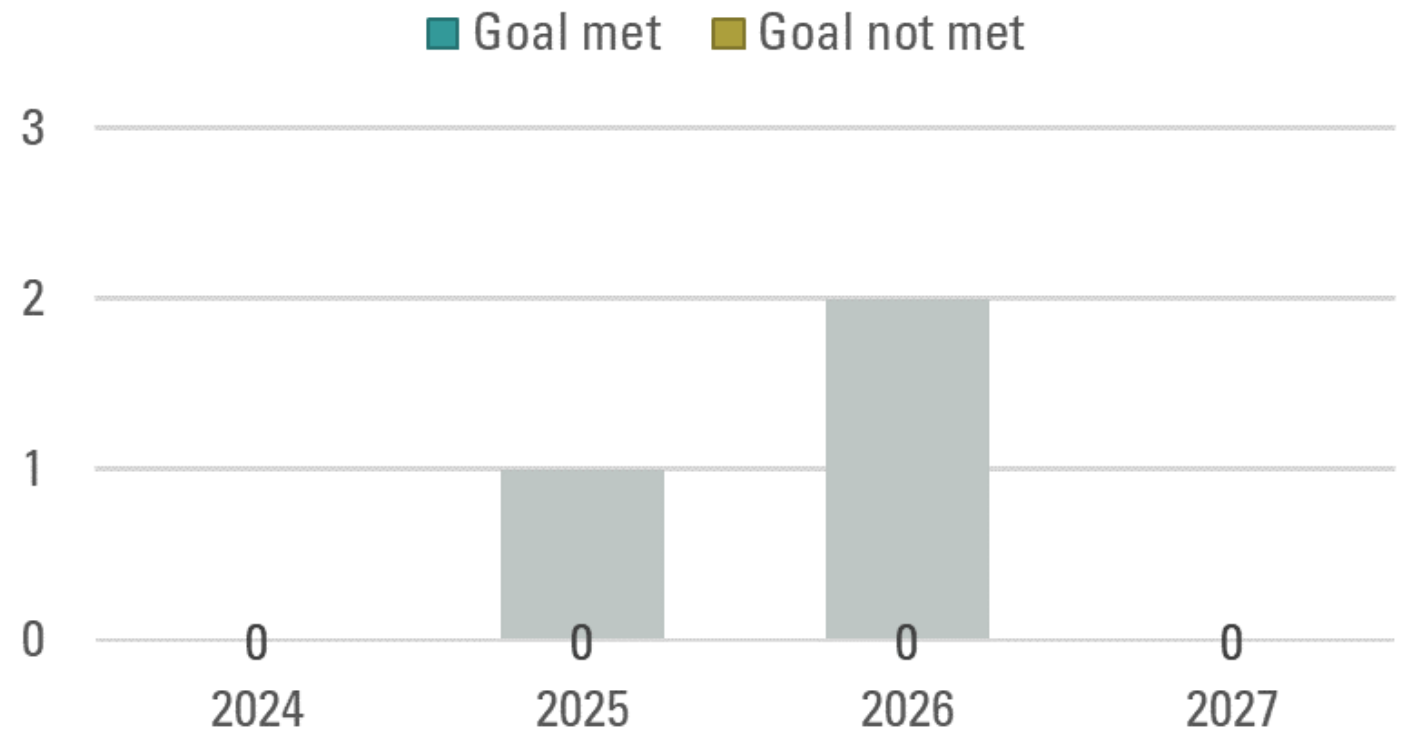


## Goal 2

*Prioritize healthy activity through our capital planning and investments*

*Implement three recommendations from the Aquatics facility plan*

### Implement three recommendations from the Aquatics facility plan

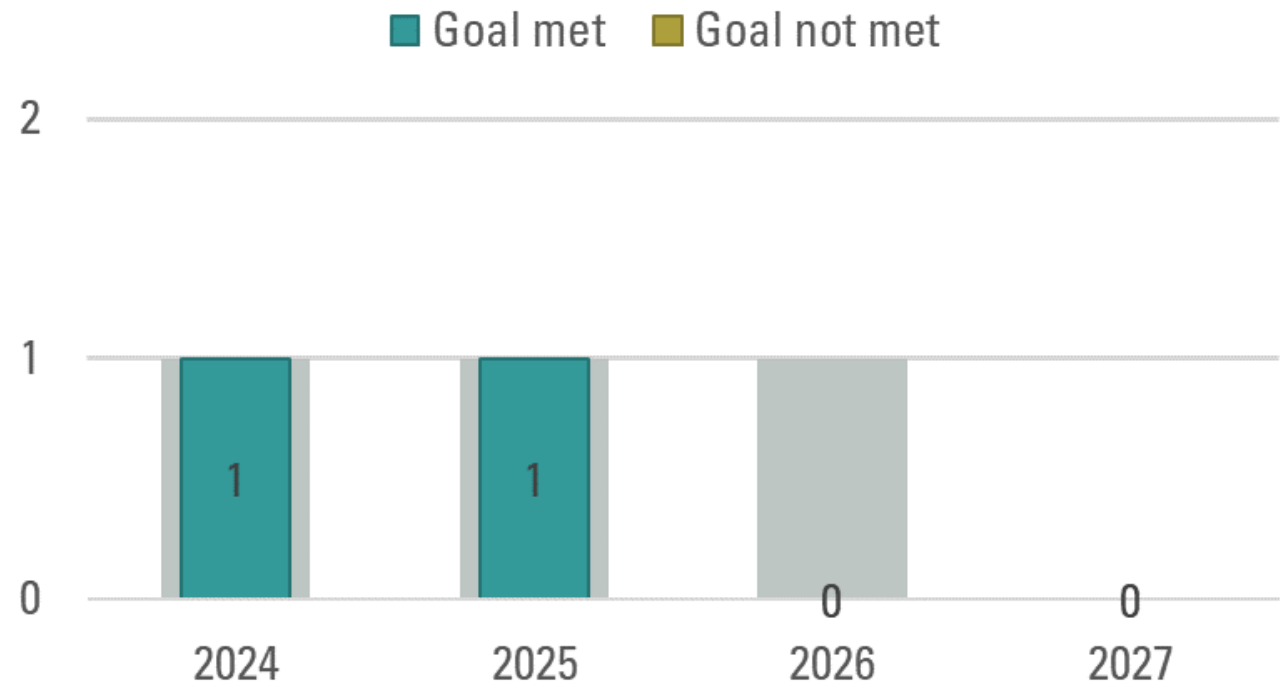


## Goal 3

*Transform less used recreational spaces and experiences based on user demand and preferences*

*Create three pickleball court sites with one in each region (North, Central, South)*

### Create three pickleball court sites with one in each region

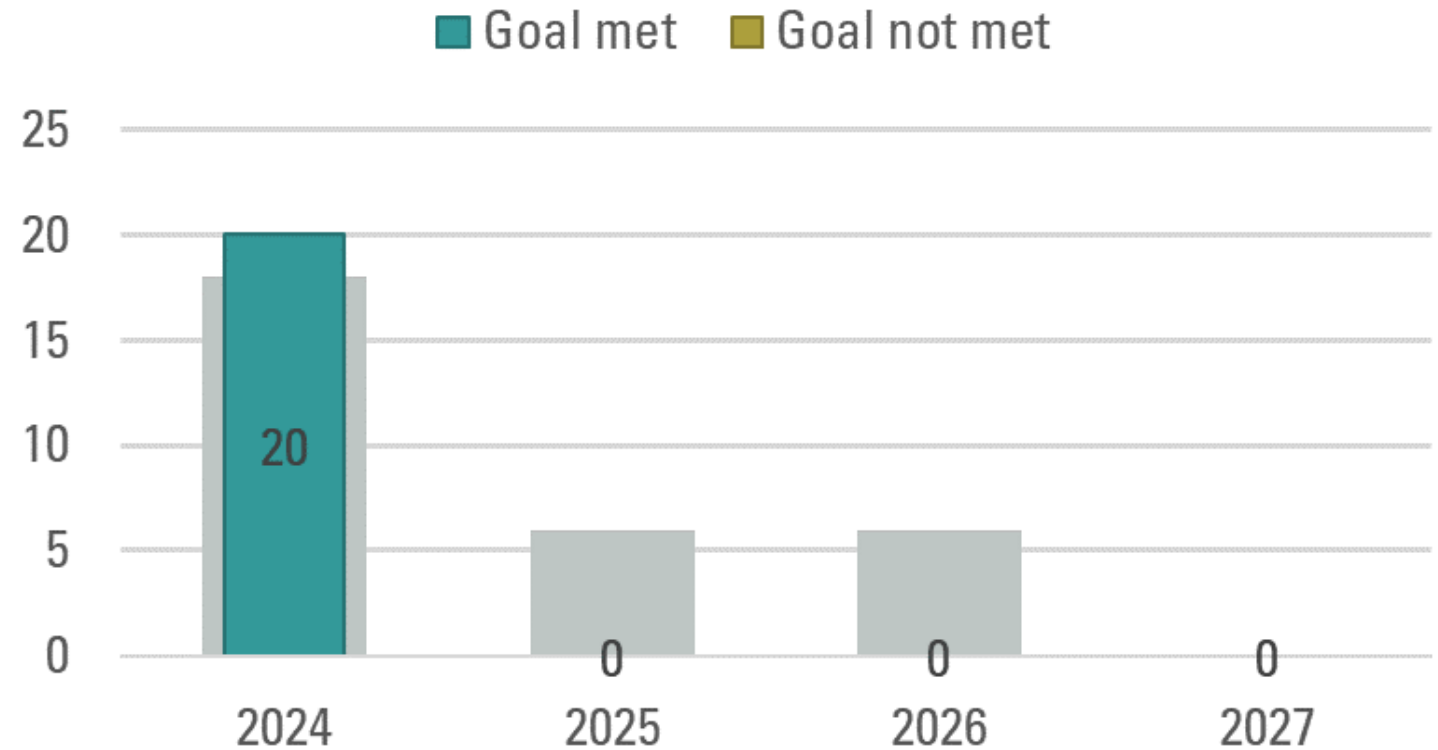


## Goal 4

*Assess and reduce barriers for different users through an equity review; identify changes to make processes more accessible*

*Increase free picnic sites and fields by 8-10 in each region*

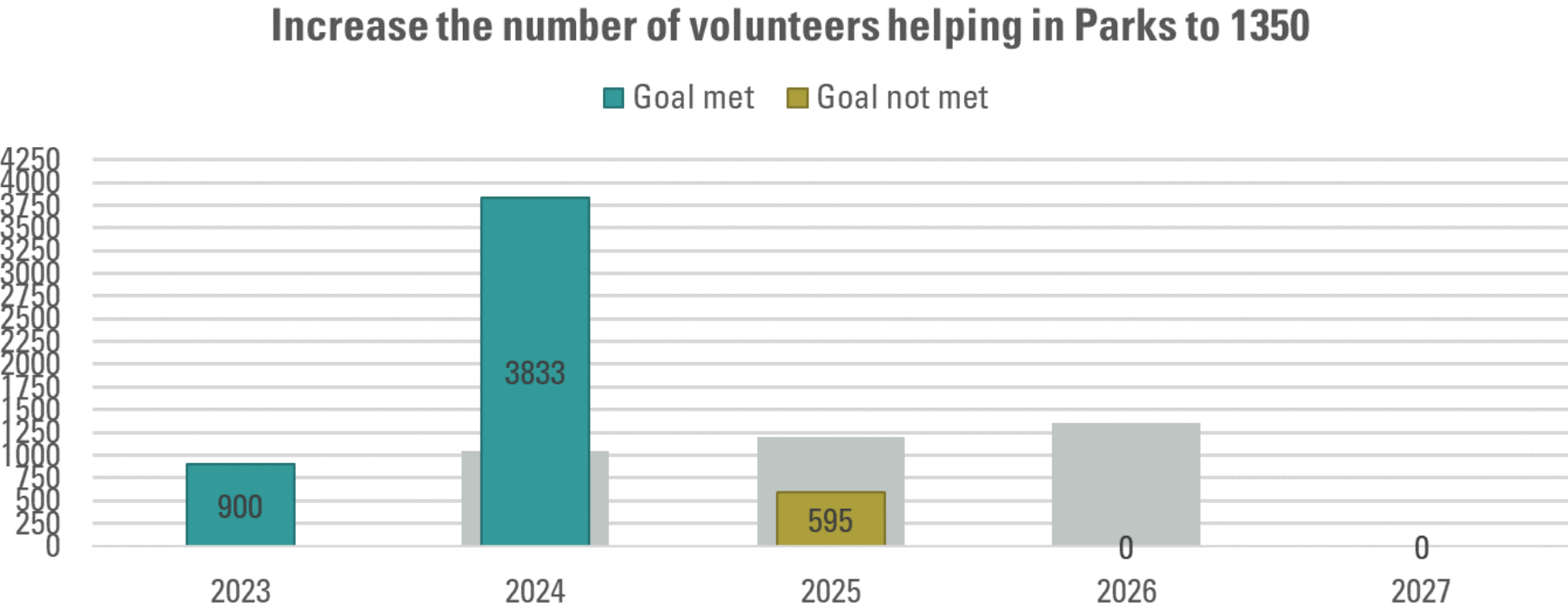
### Increase free picnic sites and fields by 8-10 in each region



# Goal 5

*Increase the number of volunteers helping with specific and meaningful improvements (invasive species removal, trail maintenance, park clean-ups)*

*Increase the number of volunteers helping in Parks to 1350*



# Other highlights from 2024

In addition to the 5 Key Performance Indicators that are included in the Scorecard, Milwaukee County Parks made significant progress on the following goals in 2024 –

- Identify \$500,000 in cost savings based on smart portfolio management
- Increase tree plantings above existing planned amount by 1,350
- Hire 3 full-time engagement staff
- Leverage \$300,000 annually from philanthropy
- Identify current baseline of diversity among workforce and track progress





# Looking forward to 2025

- Completion of Aquatics Facility Plan
- Request for 2026 capital projects in service of the Strategic Plan
  - Implementation of Aquatics Facility Plan
  - Expansion of trail system
  - Improving basketball courts
- Trail Network Plan – planning work begins
- Complete long-range plans for Parks
- Create 1 fully accessible playground (Moss Universal Park)
- Create discrete career pathways





**MILWAUKEE  
COUNTY**