

**COUNTY OF MILWAUKEE**  
Inter-Office Communication

Date: June 24, 2021

To: Marcelia Nicholson, Chairwoman, Milwaukee County Board of Supervisors

From: Guy Smith, Executive Director, Milwaukee County Parks

Subject: Parks Capital Engagement Website

File Type: Informational Report

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**REQUEST**

Informational report to share an update regarding ongoing work by the Planning, Marketing, and Engagement teams to provide a publicly accessible online tool that tracks Park projects from start to finish. Most importantly, each project page has an opportunity for public input.

**POLICY**

Milwaukee County's Framework and strategic objectives to achieve the county's vision includes the objective of customer focused design.

Milwaukee County Code of General Ordinances:	108.03(c)
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**BACKGROUND**

The Planning, Marketing, and Engagement teams have collaborated to create a new publicly accessible project tracking website with opportunity for public input. The new website, called [Your Parks, Your Voice](#) was created via the Bang the Table software. This software was chosen due to its simple layout for project pages and for its various public input gathering tools.

Each project page includes a title, a summary, a map, a before photo (eventually an after photo), and an indication of what stage it is in. Currently, about 40 projects are published at various project stages. Each project includes the following stages:

1. Plan - During the planning stage we complete site surveys, feasibility studies, and gather additional information to develop project goals, outcomes, and budgets.
2. Envision - With community input, we develop potential project solutions, identify funding sources, and make budget requests.
3. Design - The design stage can include several phases, including concepts, iterations, final design, and engineering design plans. Once design is complete, we develop technical renderings and construction plan documents.

4. Construction Ready - During this stage requests for bids are issued and contractors are selected. Sometimes projects may wait in this stage until construction funding is secured.
5. Construction - Construction is underway and will follow the construction plan - which may include several phases. During this stage facility and road closures may be needed.
6. Close Out - Construction has ended and final reviews are underway.
7. In Use - The project is open to the public for use.

Projects can be searched via their filter tags. Each project has been assigned their respective district number. Using the tags dropdown, you can select a district number to find all projects within a particular district. Projects have also been tagged by project type. Other tags listed include Area of Concern, Golf, Historically Significant, Infrastructure, Natural Areas, Playground, Trails, and Waterway Restoration, for example.

Depending on the level of community engagement of a project, certain public input tools are used. For example, the Future of Doyne Park page includes a map where park users can drop a pin with their comment within the park and share ideas on what they'd like to see in the park. The Vogel Playground page uses a survey tool to get park users' opinion on where the playground should be located.

If a user would like to stay informed about a project, they can register an account and subscribe to specific projects. They will then receive an email alerting them whenever the project moves on to the next project stage.

The Your Parks, Your Voice website will help increase transparency of Parks Department projects as well as help staff understand any issues or opportunities from the public.

Related File No's:	21-91
Previous Action Date(s):	1/26/2021

**ALIGNMENT TO STRATEGIC PLAN**

2A: Determine what, where, and how we deliver services to advance health equity.

**FISCAL EFFECT**

This project was previously budgeted for, and no additional costs are anticipated other than internal staff time.

**VIRTUAL MEETING INVITES**

Jeremy Lucas, Planning & Admin Director, Parks  
Sarah Toomsen, Manager of Planning & Development, Parks  
Ian Everett, Marketing & Communications Manager, Parks  
Tony Giron, Engagement Manager, Parks

**PREPARED BY:**

Tony Giron, Engagement Manager, Milwaukee County Parks

**APPROVED BY:**

Guy Smith, Parks Executive Director, Milwaukee County Parks



**ATTACHMENTS:**

None

**CC:**

David Crowley, County Executive  
Mary Jo Meyers, Chief of Staff, County Executive's Office  
Sheldon Wasserman, Supervisor District 3, PEEC Chair  
Steven Shea, Supervisor District 8, PEEC Vice Chair  
Felicia Martin, Supervisor District 7, PEEC Member  
Juan Miguel Martinez, Supervisor District 12, PEEC Member  
Steve Taylor, Supervisor District 17, PEEC Member  
Kelly Bablitch, Chief of Staff, Milwaukee County Board of Supervisors  
Janelle M. Jensen, Legislative Services Division Mgr, Office of the County Clerk  
Aaron Hertzberg, Director, Department of Administrative Services  
Joseph Lamers, Fiscal & Budget Director, DAS  
Vince Masterson, Fiscal & Strategic Asset Coordinator, DAS  
Pamela Bryant, Capital Finance Manager, Comptroller's Office  
Justin Rodriguez, Capital Finance Analyst, Comptroller's Office  
Kelsey Evans, Committee Coordinator, Office of the County Clerk  
Ciara Miller, Research & Policy Analyst, Office of the Comptroller  
Anthony Rux, Budget & Management Analyst, DAS-PSB