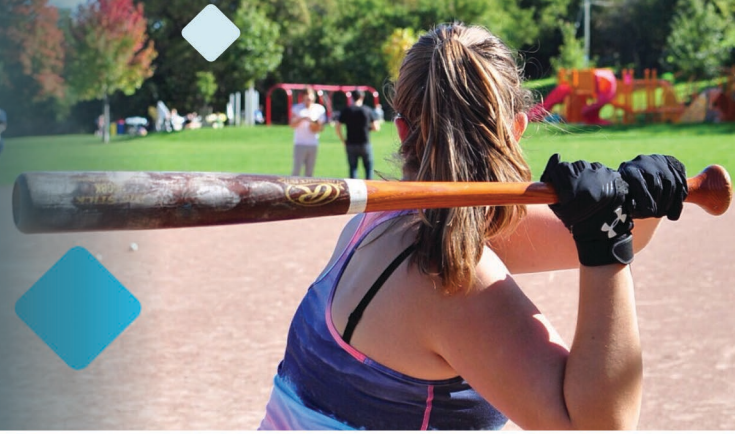




Madison Parks Division

Achieves 2% Cancellation Rate After
Adopting Automation



Background

Athletic Scheduler, Mark Crosby, and the rest of the City of Madison Parks Division (CPD) faced a crucial dilemma – *how can we improve the lives of our community members while reducing the current strain on our internal operations and leadership team?*

Though the department used an existing parks and recreation reservation system, it yearned for a more intuitive solution that allowed community members to make their own reservations, ultimately reducing the strain on operation-focused internal team members and allowing them to prioritize user experience and important community updates.

Could Spotz offer the automated functionality needed to champion community members throughout Madison, WI?



"We faced constant challenges with the functionality of that system and the lack of ability for end users to enter their own reservations. Every process was incredibly time consuming for both internal and external efforts."

Mark Crosby, Athletic Scheduler at City of Madison, WI

Challenges

Madison's existing parks and recreation management system featured an unintuitive user interface (UI) and user experience (UX), making the system difficult to adopt into daily workflows and technically unstable. Despite its expensive price tag, the limited system forced the CPD staff to process paper reservation requests, review voice messages, and communicate weather updates and cancellations manually and individually.

With no way to collect consistent data about individual field closings versus complete park shutdowns, operations-based team members found themselves scrambling to keep up with constant requests from community members, **ultimately resulting in blanket communications and a 40% cancellation rate on space reservations.**





The Spotz Solution

The City of Madison Parks Division turned to Spotz to empower community members and internal staff alike.

Here's how it worked:

Spotz provided community members an easy, direct way to rent spaces on their own time. Rather than interrupt their days by visiting the parks department in person or waiting on the phone during work hours, community members can now use Spotz to find and rent spaces in a fraction of the time they had previously experienced. Plus, the automated capabilities of Spotz provided community members with the access they needed to effectively communicate updates to their group members in real-time.

Spotz streamlined the reservation timeline for internal CMPD members by automating the paperwork and payment collection processes. Instead of spending hours handling manual reservations and communicating updates, the team was able to allocate their precious time toward creating great user experiences at all of their locations.

"Spotz has allowed us to free up time and resources that can be redirected at improving other systems, parks, spaces, and experiences. Our internal workflow has improved significantly and communication efforts have been streamlined. With hundreds of thousands of park users each year, our new online reservation system provided by Spotz allows us to reach more users and provide a modern and effortless experience."

Mark Crosby, Athletic Scheduler at City of Madison, WI

Business Impact

Migrating to Spotz allowed the department to cut its cancellation rate from 40% to 2% as it no longer needed to push out blanket cancellations without concrete data. Field teams can now more accurately provide detailed updates on field conditions, which Spotz renters can easily access and share with their group members. Ultimately, this has allowed more people to enjoy spaces throughout Madison.

Quick Facts

State	Wisconsin	City population	277,746
2020 National ParkScore®	#13	Median age	31.7
10 min. walk of a park	95%	Median household income	\$65,332
City land used for parks	11%		
Number of parks	284		

"We can now automate certain pieces of the process. We can approve requests more effectively, manage locations better, and create an improved overall experience for the support teams, field crews, and the greater community."

Mark Crosby, Athletic Scheduler at City of Madison, WI