

Welcome to the 2018 FRPA Conference!

Learning Objectives

- What is CAPRA
 - Benefits to public and agency
 - How it helped us focus on data
- Types of Data
- How are we collecting and using data



A little about me...



What is CAPRA?

The Commission for Accreditation of Park and Recreation Agencies (CAPRA) program accredits agencies for excellence in operation and service.

- Provide 10 areas of standards (151 individual standards) for the evaluation of the agencies
- Enhance the performance of park and recreation services
- Assist an agency to serve more efficiently and effectively the citizens by providing quality facilities and programs

Benefits – for the Public

- Quality assurance of well-administered public services in accordance with industries best practices
- Potential for external financial support and savings to the public
- External recognition of a quality governmental service
- Holds an agency accountable to the public and ensures responsiveness to meet their needs
- Improves customer and quality services

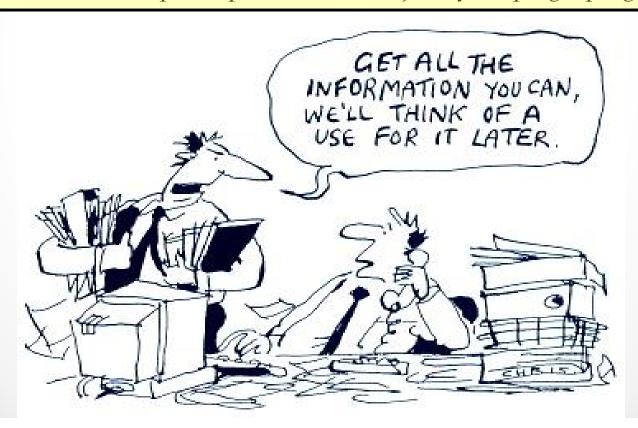
Benefits – for the Agency

- Increased efficiency and evidence of accountability
- Identifies areas for improvement
- Enhances staff teamwork and pride by engaging all staff in the process
- Creates an environment for regular review of operations, policies and procedures, and promotes continual improvement
- Requires written documentation of policies and procedures

How CAPRA helped us focus on data

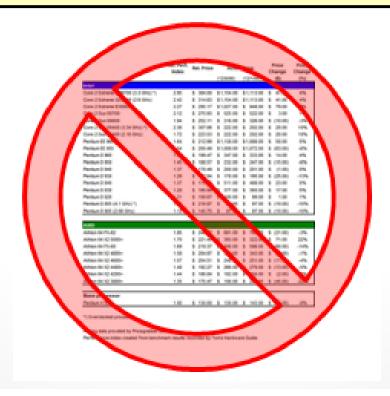
 In the past, we didn't use data as well as we could to help us make decisions

- Number of participants needed to justify keeping a program



How CAPRA helped us focus on data

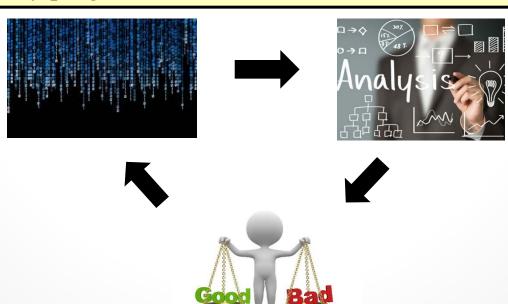
- During the economic downturn, we still collected data, but we went away from analyzing it to help make decisions
 - We might still collected data, but we didn't use it to make any decisions



How CAPRA helped us focus on data

 CAPRA has helped us determining which data is important to collect and how to utilize it to make better decisions

> Now we determine goals for each program, then we collect data and analyze to measure our performance, and after a program we evaluate what improvements we can make to deliver a better quality program



Data...what kind are we collecting?

Fast Data

- Data that comes in fast, but its usefulness will decline over time
 - Twitter feeds, Facebook posts, real time responses by customers

Slow Data

- Data that comes in slower, and requires less analysis
 - A trail counter on a environmental park trail



Data...what kind are we collecting?



Small Data

- Collected on a smaller scale
 - Electronic door counters
 - Membership cards to access parts of facilities

Big Data

- Large data sets, used to identify patterns or trends of human activity or interactions
 - Impacts of traffic patterns on facilities usage
 - Community satisfaction surveys

Data...what kind are we collecting?

Dirty Data

- Data that contains incorrect information
 - Duplication of information by same person
 - Misleading or skewed information

Dark Data

- Data that is collected, but never used
 - Data is only as good as your ability and willingness to analyze it and use that information to impact decision making



How are we using data now?

- 1. About our Customers
- 2. On our programs
- 3. To help our staff
- 4. For our Elected Officials & Citizens

Needs Assessments

- Local Universities to establish base-line needs of community
- Created inventory of programs, facilities, external service provider agencies
- Developed better knowledge of underserved populations

How we use data

- Incorporated into our Parks & Recreation Master Plan outcomes for delivery of services
- Developed into short term (5 years), mid-term (5 to 10 years) and long-term (10-35 years) goals to meet needs

Needs Assessments

- Ongoing collection of information
 - Preforming quarterly "Public Meetings"
 - Ongoing surveys for citizens to provide feedback
 - Non-user survey

How we use data

- Constant feedback loops allow us to address customer concerns and programming gaps
- See emerging trends and how it effects our community
- Allow staff to make adjustments to programming and service delivery

Neighborhood Associations/Districts

Part 1: Input on current activities, facilities, amenities and services

A. Assessment of current situation and immediate people

Facilities: Overall grade B

- · Like what we have but need more
- Bayshore Live Oak Park is a gem
- Tennis courts, basketball and playgr
 Age appropriate facility for teenager
- Outstanding fields at Carmalita Park
- Nice playground at Ann Dever Mem
- All facilities need to be used more ex
- Enhance McGuire and Lake Betty P
- Kayak launch areas are needed esp
- Tie-in need of fresh water recreation Blueways (Parkside)
- · Pocket parks are needed especially

Services: Overall grade B

Water park

- Land designated for children's group
- Skateboard park at Ann Dever Region
- Need more environmental education
- · More community pools
- · Remove the insurance requirement
- Improper trimming performed by cor

Partnerships: Overall grade B

- High level of satisfaction with Charle
- · Need to involve schools more
- Continue to involve Parkside in desi groups
- Involve non-profit organizations sucl

What other p services would y expanded? Se



Part 2: Input on future needs including activities, facilities, amenities and services

Multi-modal transportation needed to get to the parks

- · Create more pocket neighborhood parks with sidewalks/cart paths
- Pocket neighborhood parks need to match the neighborhood so acquire land before parcels are all developed
- · More kayak and canoe launches; portage for canoes and kayaks
- More citizen involvement in Parks and engineering planning
- Accommodate mobility challenged citizens
- wore trees for snade

Public Meeting Documentation of Questions

Date: Tuesday, 11/28/17

Location: HAP (6:30 - 7:30 pm)

Total Number of Participants = 8

After the video, we'll ask the following questions:

- How many of you have ever attended one of the programs, events or services offered at our recreational facilities?
- How many of you have ever been to one of our recreation facilities? 6
- . How many of you visit one of our recreation facilities on a daily basis? 2
- How many of you visit one of our recreation facilities at least once a week? 1
- How many of you visit our recreation facilities at least once a month? 3
- How many of you have children or grandchildren that have participated in our youth athletic leagues?
- How many of you have children or grandchildren that have participated in our swim
 lessons?
- How many of you have children or grandchildren that participate in our summer camp or break camp programs?
- How many of you have participated in our adult athletic leagues? 0
- How many of you have ever attended a Spring Training Game at the Charlotte Sports Park?
- How many of you have ever attended a Charlotte Stone Crabs Game at the Charlotte Sports Park?
- How many of you follow Charlotte County Parks and Recreation on our Facebook Page?
- How many of you are familiar with The Guide which is a full listing of all Community Services programs, events, services and facilities?

After the above questions, we'll ask the participants about programs or events that they might be looking for that we don't currently offer?

Provide adult special needs programs/ sports

- 2. Provide more areas for hiking/walking, emphasis on installing more sidewalks
- 3. Concern re: pool maintenance (i.e.: heat pump)
- 4. Community Garden promotion and group events
- 5. Dring back bailroom dance instruction programs and other dance instruction
- 6. Provide more youth programming in Englewood area
- 7. Install additional kayak launches along Peace River
- 8. Target more events/programs to people who work (available evenings & weekends)

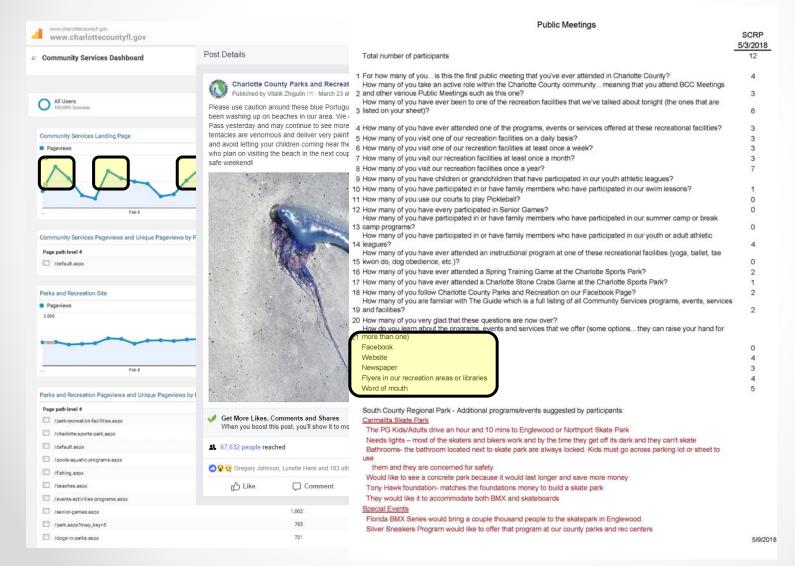
Communication & Marketing Plans

- CAPRA requires a written plan with goals/methods/strategies to help disseminate information
- Created feedback loops to determine how customers are learning of programs and effectiveness of plan

How we use data

- We now have data on our customers: demographics, analytics on website & social media and we gather customer feedback
- We measure to our Communication & Marketing plans on achievement of goals & strategies
- We adjust our programming & marketing efforts based upon results of our Communication & Marketing plans

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Collection and use of data – on our programs

Programs

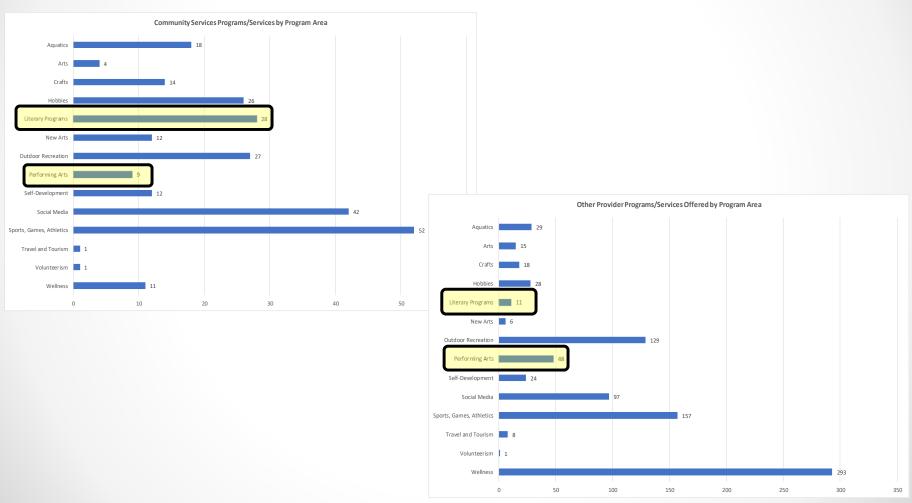
- Created an inventory of services & service providers in our community
- We develop a Programming Planning Plan tool with goals & objectives for each program

How we use data

- Eliminated duplication of services, that other agencies or providers were offering
- Identified areas where we need to offer programs or opportunities for our citizens
- Evaluated programming based upon goal & objectives established in planning tool, allowed us to make changes to our programs

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Collection and use of data – on our programs



Collection and use of data – on our programs

COMMUNITY SERVICES PROGRAM PLANNER

Program Planner Instructions: All items in the Planner must be completed. The Financial Section will populate the Summary and Final Evaluation Sections. Select as many Goals, Objectives, etc. from the drop down lists as you deem relevant to the program offering. Any sections not relevant to this Program should note NVA for not applicable.

			SUMMARY				
Planner Date	Friday, Aug	ust 25, 2017	7				
Name of Planner	Padmini So	oknanan					
Name of Program	Trick or Tre	at Down Sp	ooky Street				
Date(s) of Program	21-Oct-17			Time(s) o	f Program	5:00pm-7:	00pm
Location/Facility	Tringali Par	k Communit	y Center				
Address of Program	3460 N Acc	ess Rd; Enç	glewood FL	34224			
Target Population(s)	Youth	Teen	Adult	Senior	Family	(Highlight	all that apply)
Inclusionary Provisions	n/a	Explain How					
Service to Underserved Population(s)?	n/a	Explain How					
Recommendations from Previous Planner	n/a						
Safety/Emergency Plan Prepared?	Yes	If No, Explain					
Program Participant Survey Created?	Yes	If No, Explain					
Projected Expenses	\$ 200	Projected	Revenue	\$ 200	Projected	Attendance	9 30
Program Description	organizatio	ns while in a	a safe enviro	munity. Allow nment. Loca ertise their bu	l organizati		
	Water Re	esources	100	& Effective rnment	Qualit	ty of Life	
BCC Focus Area(s)	Fiscal/F Plan	inancial ining	Growth Ma	anagement	Public	c Safety	(Highlight a that apply)
		omic opment	Human	Services	Infras	tructure	
BCC Values	Inte	grity	Custome	er Service	Parti	nership	
DOC values	Innov	ation	Stewa	ardship	(H	ighlight all that	annly)

COMMUNITY SERVICES PROGRAM PLANNER

		Fir	nal Evaluatio	on					
Evaluator			Pa		Sookn	anan			
Evaluation Date(s)				30-	Oct-17				
Brief Summary of Program/Evaluation	organizatio	ns while in	for local com a safe enviro nity and adve	nmer	nt. Loca	I organizatio			unity
Would You Repeat this Program? Explain Why or Why Not	Yes								
Projected Expense	\$ 250		d Revenue	\$	200	Project	ted Net	\$	(50)
Actual Eupanea	6 466		Revenue	\$	150	Actua	al Net	\$	(16)
Projected Attendance	300	Actual A	ttendance						
Staffing Levels Adequate?		If No, Explain	Staffing wa	s ade	quate				
Program Surveys Completed?	No Surveys we		lo, Explain V out.	/hy or	Provid	e Summary	of Surveys	s Below	
Pictures/Video Posted to RECREATION folder	Yes			If No	, Explai	n Why Belo	W		
Evaluator's Recommended Changes		nsider chan	ging time to	6p to	8p. Blo	ck off part of	f parking k	t, for saf	fe
Were Program Goals Met?	Yes This progra	m has beco	me annually			low Below families of o	our commu	ınity.	
Program Objectives Me?			developed v service in o					ss. Allow	ing ar
Program Determinants Met?	Yes This event p	orovided a r	ecreational e			low Below r all attendir	ng.		
Program Benefits Met?	Yes It is expecte increasing a		by communi			low Below awareness	has increa	ised due	to
Specific Highlights	Theme of deach year w		have change	d yea	r to yea	ar, some con	ne excited	to see w	hat
Supervisor's Recommendation	Continue pr	ogram				Supervisor Name	Mik	e Norton	1
Revisions or Explanation for Discontinuation									

Training

 Established a training matrix, to define required training by job classification

How we use data

- Defined the training each positions needs by their job function
- Ongoing tracking ensures our compliance with the training matrix
- Received a 2018 NACo Achievement Award for this training program

GENERAL TRAINING MODULE	FREQUENCY	Division Manager	Rec Program	Senior Program	Aquatic Coordinator	Maintenance Coordinator	Recreation Specialist	Maintenance Worker	Lifeguard	Program Assistant	Camp Supervisor	Camp Asst. Supervisor	2007055-000	Counselor in Training	Event Specialist
			Supervisor	Coordinator			-,			,					Coordinator
New Employee Orientation	At hire	X	Х	Х	Х	X	Х	X	Х	Х	Х	Х	Х	Х	Х
Customer Service (TB)	Annual	X	Х	X	X	X	Х	X	Х	X	Ü				X
Financial/Cash Handling (TB)	Annual	Х	Х	X	X	Х	Х		Х	Х					
	One-Time			i i	*			i i		1	ľ.	1			
	or Based														
	Upon														
ACTIVE Training (Lacey)	Updates	X	Х	×	x	x	Х	x	Х	х					
Sexual Harassment	Annual	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х
Workplace Bullying	At hire	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х
Drug Awareness	At hire	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х
Evaluation of Programs and															
Services (Marc)	Annual	Х	Х	х	х	х	Х	Х	Х	Х					
CCSO In-service Training (Marc)	Annual	Х	Х	Х	Х	Х	Х	Х	Х	Х					
	One-Time														
	or Based														
Facility Cleaning (per instruction in	Upon														
Operations Manual) (Mike M)	Updates	Х	Х	Х	Х	х	Х	х	Х	X			Х		

SAFETY TRAINING MODULE	FREQUENCY	Division Manager	Rec Program Supervisor	Senior Program Coordinator	Aquatic Coordinator	Maintenance Coordinator	Recreation Specialist	Maintenance Worker	Lifeguard	Program Assistant		Camp Asst. Supervisor		Counselor in Training	Specialist
Strain and Back Injury Prevention	Annual					х		Х	х	х					
Bloodborne Pathogens	Annual	X	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х
Decision Driving	At hire	х	х	Х	х	×	х	×	х	x					Х
Fire Safety/Fire Extinguisher	Every 3														
Training	years	Х	Х	Х	Х	Х	Х	Х	Х	Х					
Crisis Management Plan (Marc)	Annual	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х
Hurricane Preparedness Plan (Marc)	Annual	х	х	х	х	х	х	×	х	х					
First Aid/CPR/AED	Every 2 years	х	х	Х	х	Х	х	Х	х	х					
	One-Time or Based														
Facility Safety Checklist Training (ill)	Upon Updates	х	х	х	х	х	х	х	x	х					

Maintenance

- Parks & Recreation Master Plan identifies amenity levels in parks
- Developed written park maintenance standards and perform various maintenance inspections
- Developed preventative maintenance plan

How we use data

- Track amenities at parks and built a tracking tool to measure if we are meeting these standards
- Maintenance inspections enable us to track where we are having increased maintenance and safety issues
- Preventative maintenance plan allows us to budget for repair & replacement cycle of equipment

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Accessibility. Designed to offer access to all ages and physical conditions. Sufficient parking, transit, and regional trail connectivity are vital to handle peak traffic during short periods of organized programming.

Amenities. Amenities are based on community

fountains, bike racks, benches). Must meet 3.5 points for amenities to be counted towards LOS.

Development Costs. \$2,500,000-\$20,000,000+

3.9.4 Multipurpose Trails

Multipurpose trails are primarily off-the-road

Park Name: Ann & Chuck Dever Regional Park

Park Classification: Regional Reduced Service Park: No Park Acerage: 178

Development Standard Activity	Playground	Sport Co	ourt*/Lighte	ed Courts			<u>Spo</u>	rt Field*/M	ultiField/Lig	<u>hted</u>		<u>Pav</u>	<u>rilion</u>	<u>Restroom</u>
LOS Component	Playground/Fitness Trail/Disc Golf	Shuffleboard/Bocce/ Horseshoes/Volleyball Sports Lighting (Court)/ Walkway Lighting	Remote Control Car Track/Boat Basin	Inline Hockey Rink/ Skatepark	Basketball/Tennis/Mul tipurpose Court	Sports Lighting (Ballfield)	Horse Arena	Concession Building	Football Fields/ Soccer Fields	Baseball/Softball Fields	Multipurpose Field	Single Picnic Shelter	Group Pavilion/ Amphitheater	Restroom
Number onsite	1	1		1	4	3		1	3		1		î	2
Component LOS Score														
LOS Component NEEDS														

Parking**	1	3	3	N/A	N/A	
Open Space***	0.5	80	40	1	40	
Trails^	1	1.5	1.5	3	17	
Lighted Fields	6	N/A	N/A	4	24	
Lighted Courts	5	N/A	N/A	2	10	
Trail Connector	1	N/A	N/A	5	5	
		Total Acreage				
		(rounded)	80		280	14

* Most fields and courts are expected to be li

** Assumes 4 cars per acre

*** Rule of thumb is that open space is ½ of park acreage

^ Minimum of 1 mile trail (1 mi=1.5 acre) @ 3 points per LF

Form Completed By: STANLEY E, HUTT			1/15/2017
Park Component/Comment	Pass	Fail-	Action Needed
Emergency lighting - in good working condition	4	- Address believe	
Walkways/pads - no cracks, sinking or lifting; free from trip hazards		X	SIDE WALKS CRA
Boardwalks free from tripping and slip hazards	V		FISHING BEAS
Vegetation trimmed away from signs and buildings	1		I STING TIERS
Trails, clear and free of obstructions or vegetation	/		
Pest Control - ants, hornets/bees, wild animals	1		
Fencing gates in good working condition	1		
Fencing in good condition - no openings or damage	V		
Outdoor electrial outlets properly covered	-	X	HOME LESS BREAK CO
Tables in good condition, no splinters or broken hardware	/	1	THINE LESS BRIEAN CO
Benches and bike racks good condition, no hazardous protusions or sharp edges	/		
Trash cans - adequate supply and conveinently located thoughout park	/		RE-LID ALL
Ater fountains funtional and in good condition	V		
Parking lot surface - potholes, wash out	V		
Parking lot stops - not broken or missing pins	V		
Courts - Surface condition/free of cracks/vandelism	8		
Court nets - in good working conditions			
Bleachers are secure with no loose bolts or fasteners, guardrails n place, end caps secture		,	
Playground Equipment - in good condition	V		
tiers and boardwalk hand rails secure and in good condition	/	. 1	FISHING PIERS KAYAK LAUNICH
oat ramps free of debris and in good condition WA	/		KAYAK CAULTH
oofs - no leaks, protusions, rips (fabric shades)	V		
tormwater/drainage issues	V	,	
Aaintenance Yard - Fire extinghusers in good working conditions not expired)			EXPIRE JAN/ 2017
faintenance Yard - Chemicals clearly labeled and stored securly	V		

Additional Comments:



Preventative Maintenance Plan

The Preventative Maintenance Plan is formatted to focus on specific park features and to direct maintenance using the four (4) maintenance categories. This plan is a general procedure manual. Specific standards and criteria for all features are addressed in associated checklists and the Recreation Division and Parks & Natural Resources Division Operations Manual. Park features are broken into eight (8) categories:

- Amenities
- Aquatic Facilities
- Athletic Fields
- · Boardwalks, Boat Ramps and Piers
- Buildings
- General Park Features and Recreation Facilities
- Playgrounds
- Vehicles and Equipment

Amenities

- Routine Maintenance: Examples include straightening signs, tightening bolts on picnic tables, and clearing sand from shower pads.
- Preventative Maintenance: Examples include water fountain, sports court (Appendix B) and climbing wall inspections.
- Emergency Maintenance: Examples include a broken water fountain line or damaged picnic table.
- Lifecycle Maintenance: An example is inspection and regular replacement cycle of park benches.

Aquatic Facilities

- Routine Maintenance: Examples include brushing wheel chair ramps, cleaning gutter grates, and clearing deck of trash and debris.
- Preventative Maintenance: Examples include cleaning stainless steel, unraveling pool vacuum cord, and rinsing lifejackets (Appendix C).
- Emergency Maintenance: An example is a chlorination pump failure.
- Lifecycle Maintenance: Examples include pumps, diving boards and lifeguard stands.

Athletic Fields

- Routine Maintenance: Examples include working up clay fields, blowing off courts, minor fencing repairs, and spot treatment of weeds in athletic turf.
- Preventative Maintenance: Examples are scheduled ballfield (Appendix D) and bleacher (Appendix E) inspections.
- . Emergency Maintenance: An example is a broken irrigation line on a baseball field.
- Lifecycle Maintenance: Court resurfacing and large sod replacement projects are examples.

Collection and use of data – for Elected Officials & Citizens

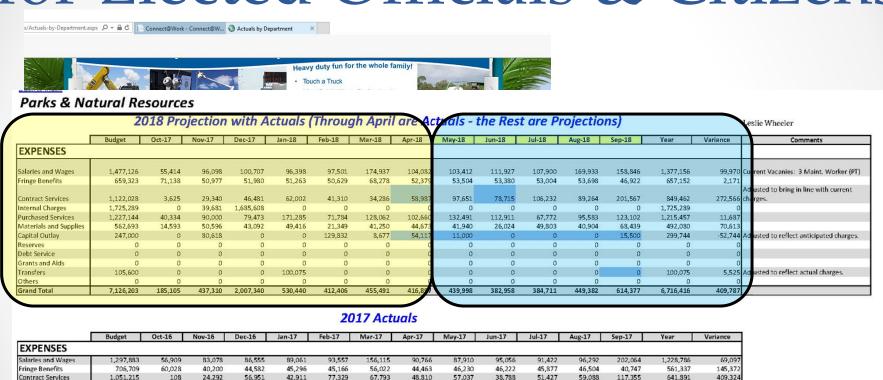
Budget

- We develop a Bi-annual budget using past budget data and current needs to develop
- We produce 'Monthly reports' to update our elected officials and staff
- We utilize a software program (PublicStuff) to allow citizens to 'crowd-source' issues in the community

How we use data

- We use data on our budget to citizens information, to be transparent and to keep our citizens informed
- Our managers review our 'Monthly Reports' to identify trends in spending and take corrective action when needed
- PublicStuff allows citizens to inform us of issues, provide contact
 - information, track updates by staff

Collection and use of data – for Elected Officials & Citizens



45,525

37,493

15,501

18,418

44,028

33,538



Internal Charges

Capital Outlay

Reserves Debt Service Grants and Alds

Transfers Others Grand Tota

Purchased Services

Materials and Supplies

1,125,140

1.125.647

455,200

131,736

46.250

1,122,040

120.297

43,466

33,167

44,786

39,494

3.100

60.346

40.552

24,342

1,125,140

1.310.946

460,379

102 290

100.075

-5.179

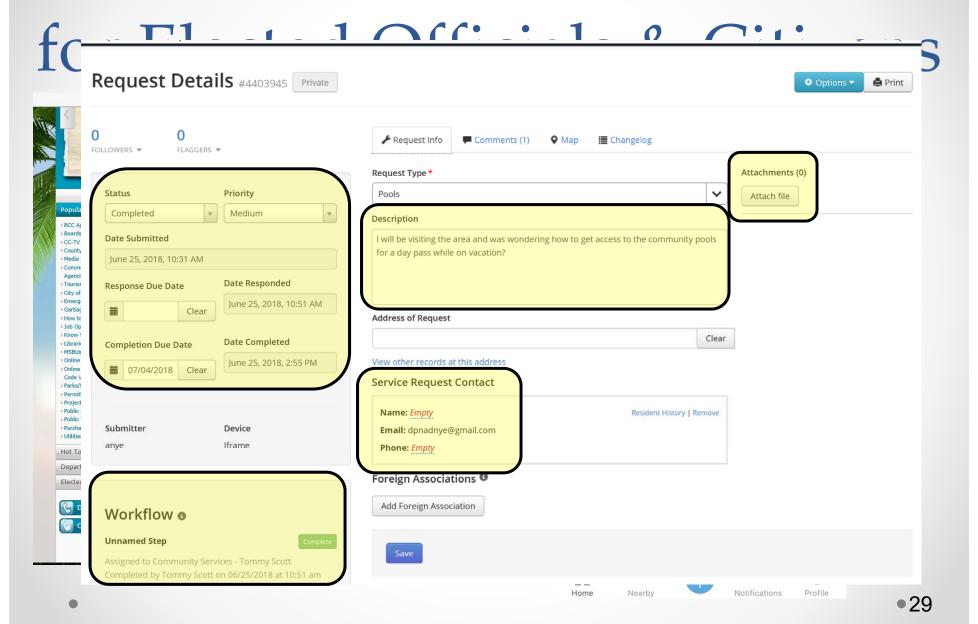
-56.040

31,661

55,568

71,605

Collection and use of data –



Final Thought

@ MARK ANDERSON

WWW.ANDERTOONS.COM



"So things are good, stuff is OK, and I reiterate my request for more specific data."



"Before I write my name on the board, I'll need to know how you're planning to use that data."

Questions



Thank you for attending today's session

Tommy Scott Community Services Director Charlotte County

Tommy.Scott@CharlotteCountyfl.gov 941-235-5000





For more information about the Florida Recreation and Park Association visit www.frpa.org.