

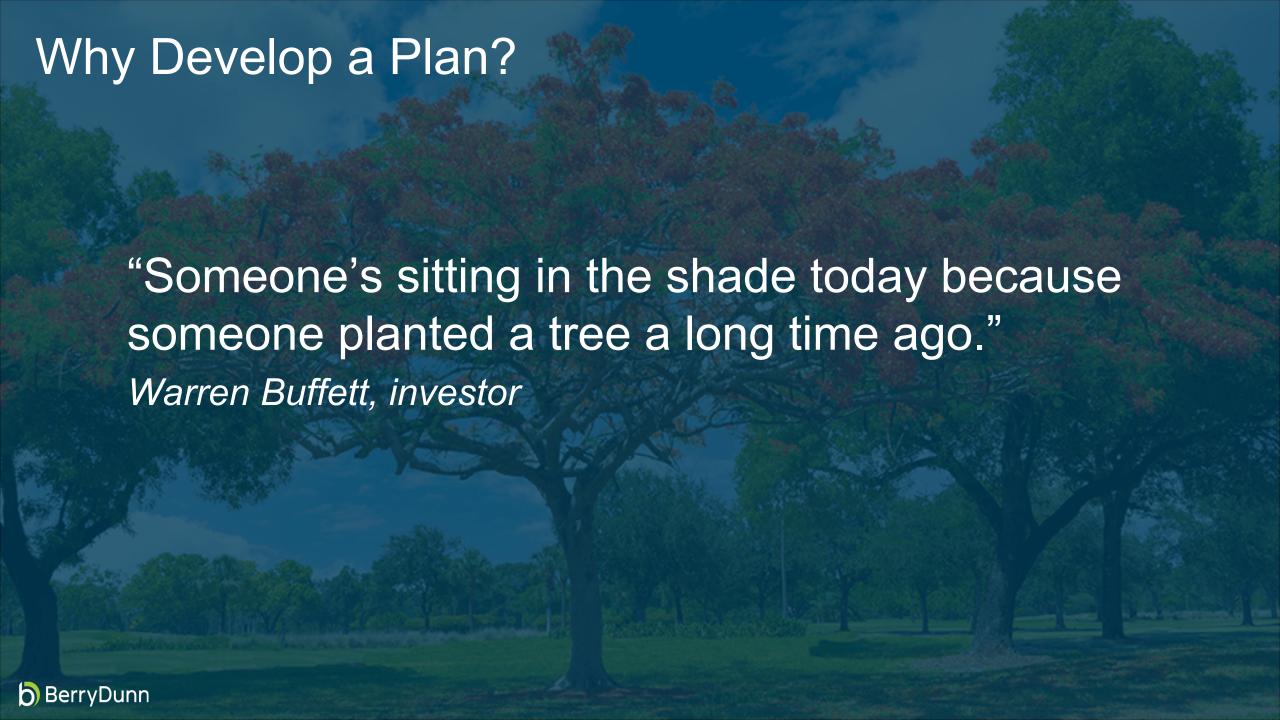


FRPA AGENCY SUMMIT

Leveraging Technology, Partners, and People to Create Innovative and Equity Based Systems Plans

Intended Outcomes

- Identify advanced technology platforms that provide multi-dimensional information about your system to drive management decisions
- Define new ways to engage your community and stakeholders through partnerships and creative outreach approaches
- Expand understanding of system equity to allocate your resources effectively



Things might've been different...

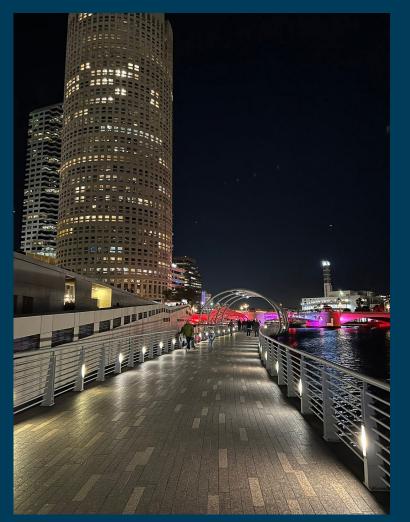


Things might've been different...

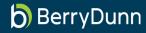




Things might've been different...







Why Develop a Plan?

- Comprehensive process
- Guidance and policy direction
- Engages stakeholders and garners public input
- Provides a foundation for understanding and responding to the parks and recreation needs of a community
- Examines a community's vision about existing and future needs
 - Community services
 - Facilities
 - Resources
- Blueprint for the future





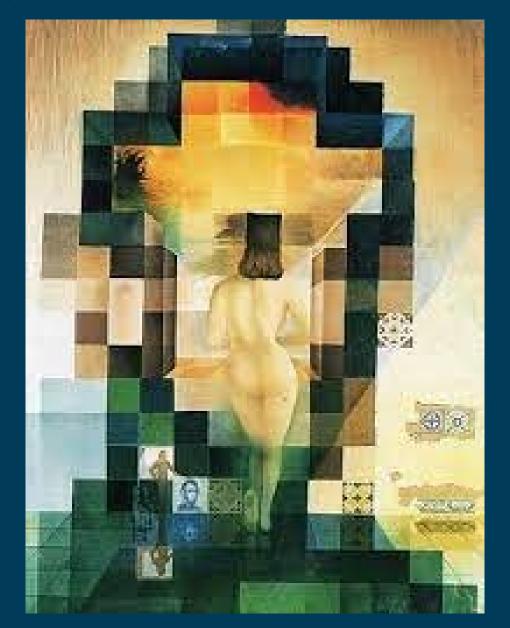
Telling Your Story

- Beginning, middle, end
- All perspectives





Telling Your Story





What's your story?

- Pick one element of your system (facility, division, service)
- Describe the current state
- Describe what you envision it to be

What information do you need to make this happen?





Typical Elements of a Master Plan

- Asset Mapping
- Facilities Assessment
- Gap/Needs Assessment
- Operational Assessment
- Organizational Assessment
- Level of Service Assessment

- Recreation Program and Services Assessment
- Benchmark Analysis
- Trends Analysis
- Demographics
- Best Practices Analysis
- Cost Recovery/Cost of Service Analysis
- Market/Similar Provider Assessment
- Strategic Plan*



Outcomes of a Master Plan

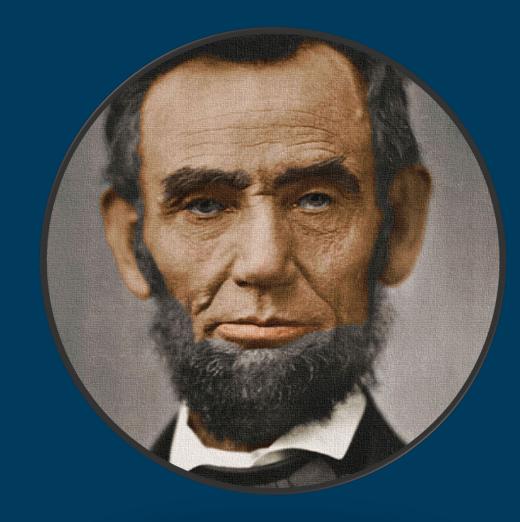
- Resource allocation
- Capital project prioritization
- Bond, millage or referendum data
- Operational resource allocation prioritization
- More in depth studies including:
 - Feasibility
 - Organizational
 - Compensation
 - DEI







"Give me six hours to chop down a tree and I will spend the first four sharpening the axe."





Running an organization without a strategic plan is like driving across the world blindfolded without a map





Planning for the Plan

Before you write the RFP/Q



Who are we? (mission, vision, values)

What do we want to be?

Why are we doing this?

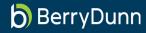
Can we operationalize?



The RFP Process

- Include your team prior to the RFP development – communicate with them every step of the way
- Form a core team to help with process
- Same team throughout project
- Listen to the fingertips of your organization
- Assign a leader, but don't allow that person to be a bottleneck for progress
- Establish reasonable expectations





The RFP Process

Yes!

- Know what you really want
- Be explicit
- Use consistent language
- Provide background
- Allow enough time for all stages
- Make sure to add implementation stage
- Include a clause about bandwidth of consulting team
- Be realistic with expectations
- Provide a budget



The RFP Process

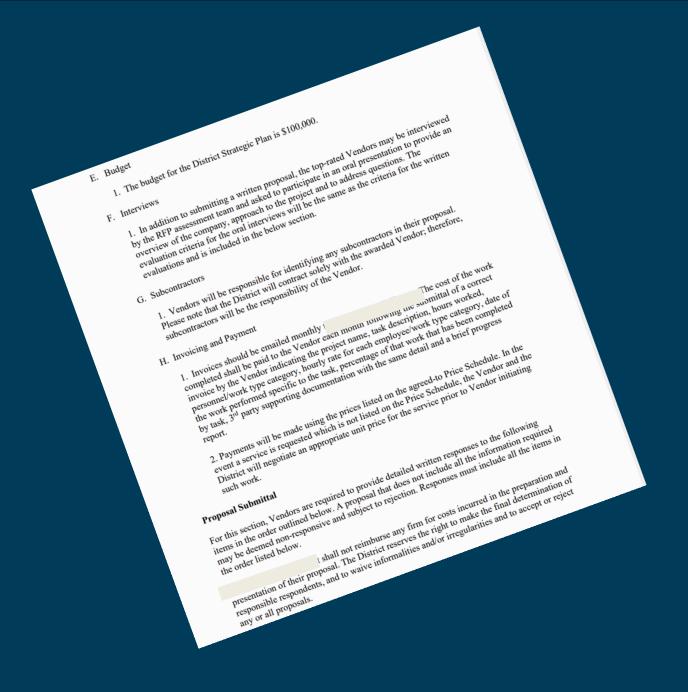
Avoid

- Cut and paste... (NRPA Connect)
- Neglecting internal stakeholder input
- Legal/purchasing surprises
- Bottlenecks (process and people)
- Funding shortages (planning and implementation)



Case Study

Hmmmm....





Share your experience (good and not so good) with pre plan efforts.



How do we inform the elements of the plan?

Technology

- GIS Mapping
- Artificial Intelligence
- Online platforms

People

- Internal (staff, electeds, stakeholder groups)
- External (your community)

Partnerships

- Outreach
- Implementation





Information we might want to know

Who uses our facilities and why?

Are we staffed according to community needs?

2 Are we providing equitable access to services and facilities?

What are the gaps in service delivery?

Who is not using our facilities and why?

6 How do we create efficiencies to save time and money?



Gathering the data - asset mapping

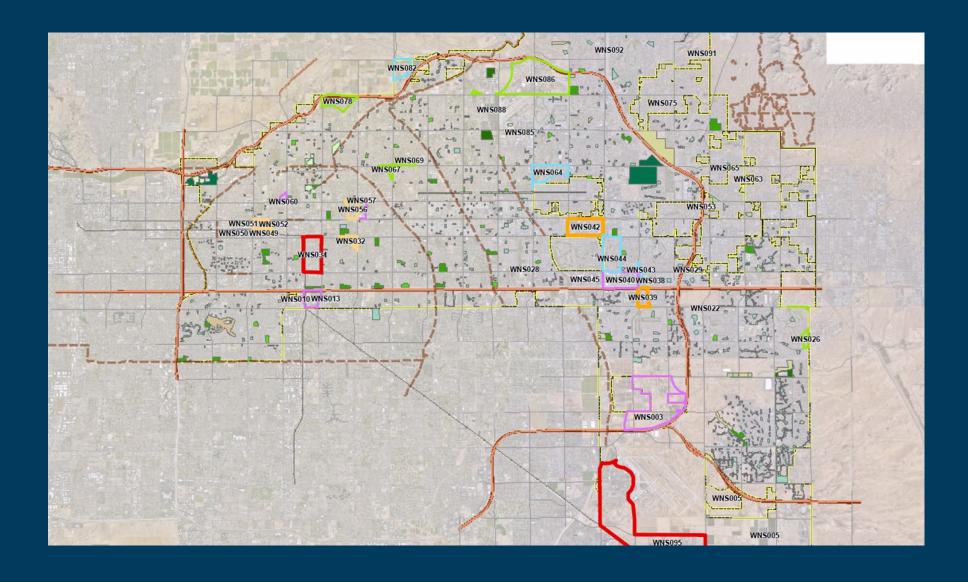
Level of Service Priority Data

					Priority								
Area	Service			Priority	Index							Future	
Label N01	No Service	Initial Priority High	An established central Nampa neighborhood with no parks, schools, or HOAs. There is a stream/creek that runs thru and possible undeveloped or underdeveloped properties in area. Borders NO7	Sort 1	x/5 4	Population 3960	%gro 1%	\$ 39,942	Diversity 67.2	Crime	PedZone PZ094	Population 4018	Acres 403
	No		Southcentral Nampa neighborhood. Seperated from Liberty and Skyview Parks by ped barriers. Might be some underdeveloped or undeveloped areas within. Stream bisects the area and also a couple islands of outside of										
N02	Service No	High	City limits Lots of commercial on north and east sides. Mobile home park. Elijah Drain. Large church with open area in NW corner and maybe a couple other under or undeveloped parcels.	1	4	3382	17%	48,601	68.3	74	PZ034	3941	269
N03	Service No	High	Borders N08 An established central Nampa neighborhood with no parks, schools, or HOAs. West Park is just west but would be beyond walkable for	1	4	2245	2%	41,909 \$	80.1	154	PZ072	2286	252
N07	Service	High	most residents. Borders NO1 An established central Nampa neighborhood with no parks, schools, or HOAs. East Side Park is seperated by ped barrier. Most of residents would be within 10 min. Deal with possible ped barrier of Roosevelt near the	1	4	1426	2%	44,939	62.4	151	PZ095	1452	133
N04	Service	High	park. Borders N06 East central border of city limit. Very industrial area north of the airport. Mobile/manufactured housing in area. Maybe some under or undeveloped properties. Large apt complex with its own amenities. There also appears to	1	3	1904	2%	41,537 \$	68.6	64	PZ100	1937	179
N05	Service No	High	be an unidentified HOA park in area An established central Nampa neighborhood with no parks, or HOAs. NNU occupies most of southern half of this area. East Side Park would be beyond walking distance. Borders	1	3	1854	2%	42,065 \$	78	88	PZ075	1885	197
N06	Service	High	N04 An established central Nampa neighborhood with no parks, or HOAs. NE is very commercial. Lions Park is to the south and would be partially walkable to some of this area. Orchard Ave ped barrier. A couple of	1	3	1604	1%	30,872	51.9	142	PZ090	1623	188



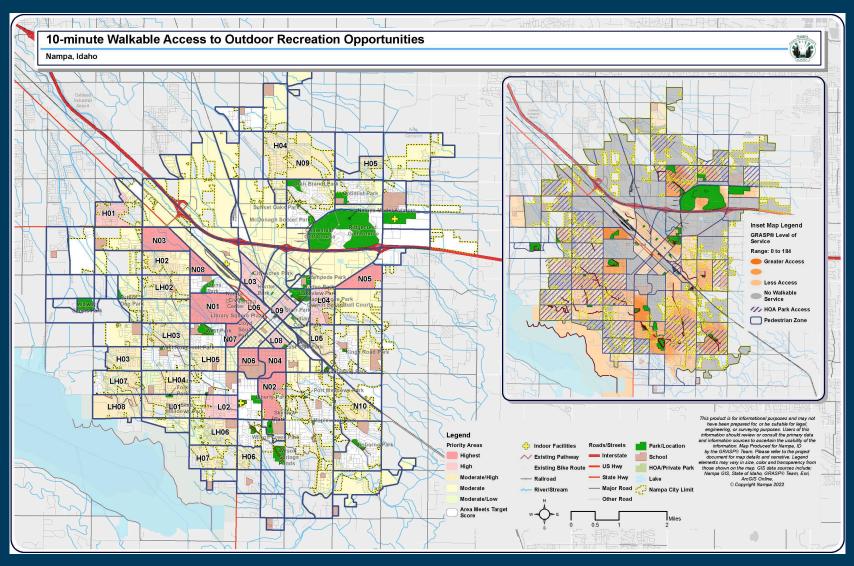
Gathering the data — asset mapping

Level of Service Recommendati ons Map





Gathering the data – asset mapping



Trust for Public Land (TPL)
NRPA Park Metrics



System amenities

East Cooper

East Cooper features a day park, nature park, and two waterfront parks. However, staff have mentioned the underutilization of older parks like Palmetto Islands and the potential of undeveloped parks like Laurel Hill.



Recreation Amenities

Tower Boardwalks Picnic areas/ shelters Playgrounds Dog park Multipurpose field

Trail Amenities

10 trail miles

Water Access

Fishing pier Boat landing Beach park Waterpark



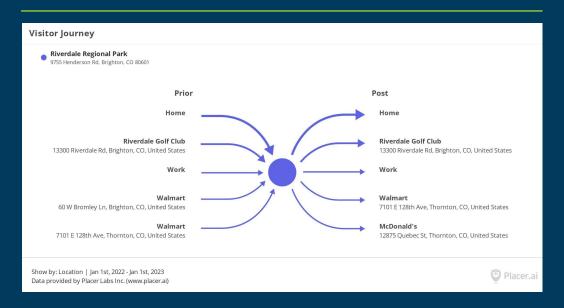
Gathering the Data - Artificial Intelligence

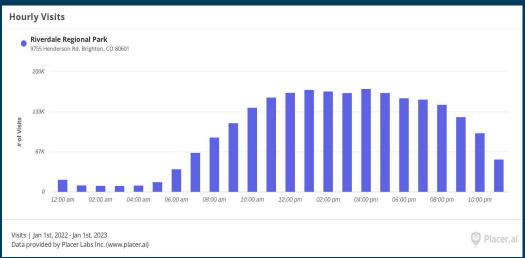
- Al as the "disruptor"
- Mobile location data
- Visits analysis
- Trends
- Customer journey
- Placer.ai

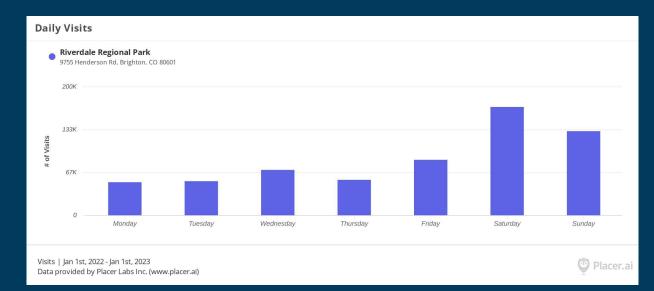


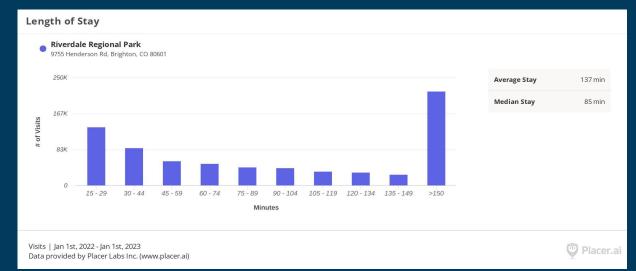


Gathering the Data - case Study Adams County



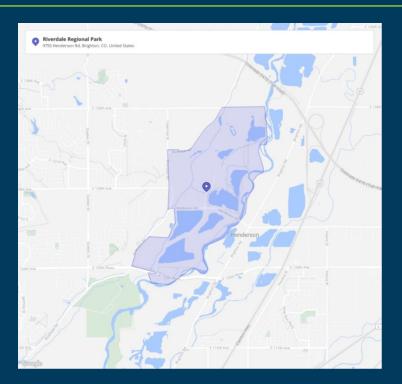


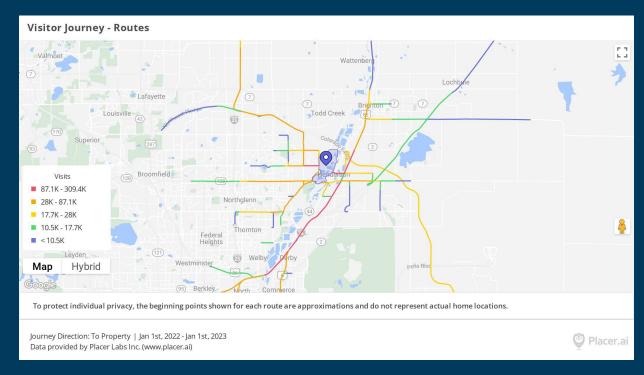






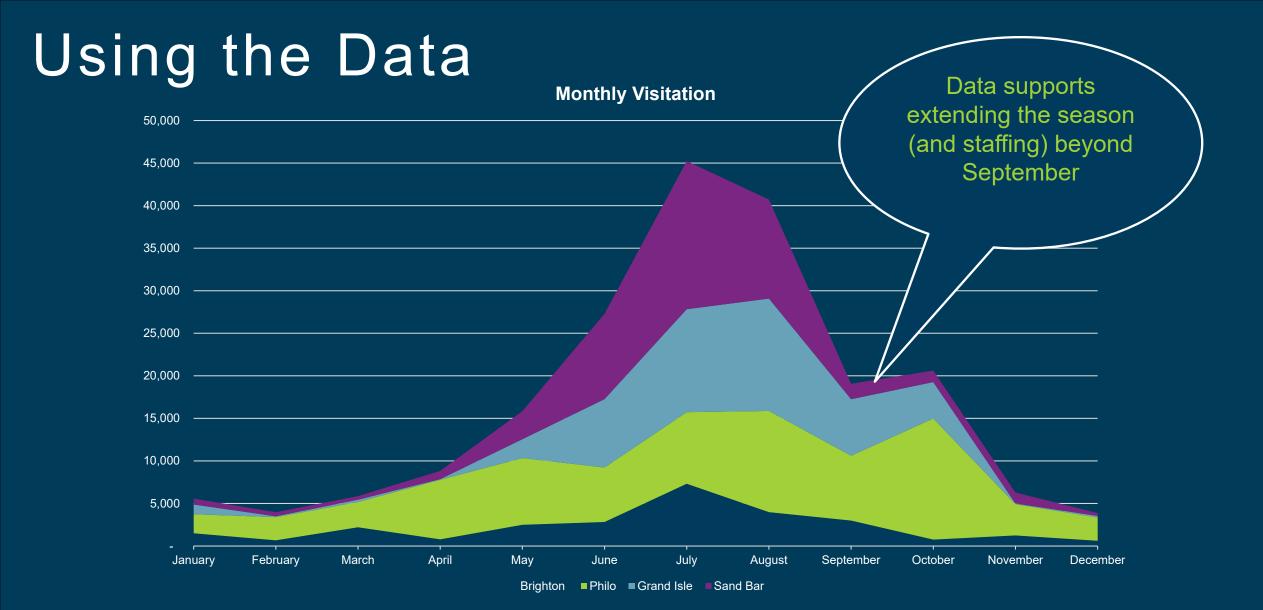
Gathering the Data — Case Study Adams County



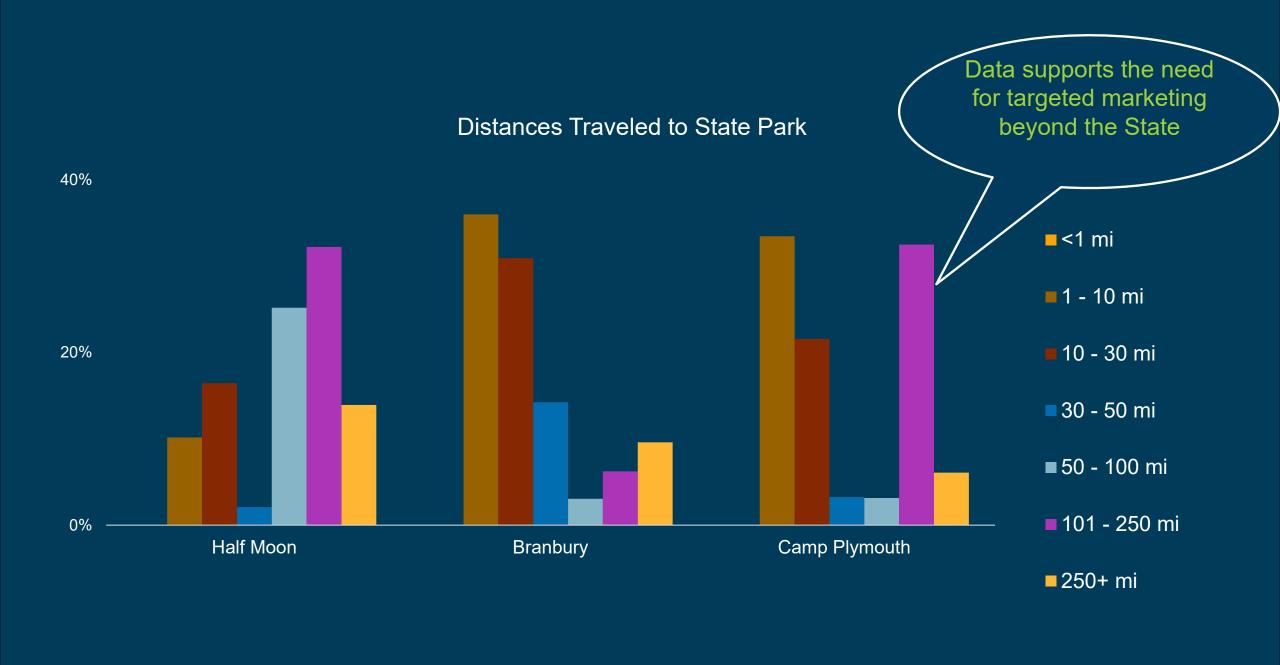


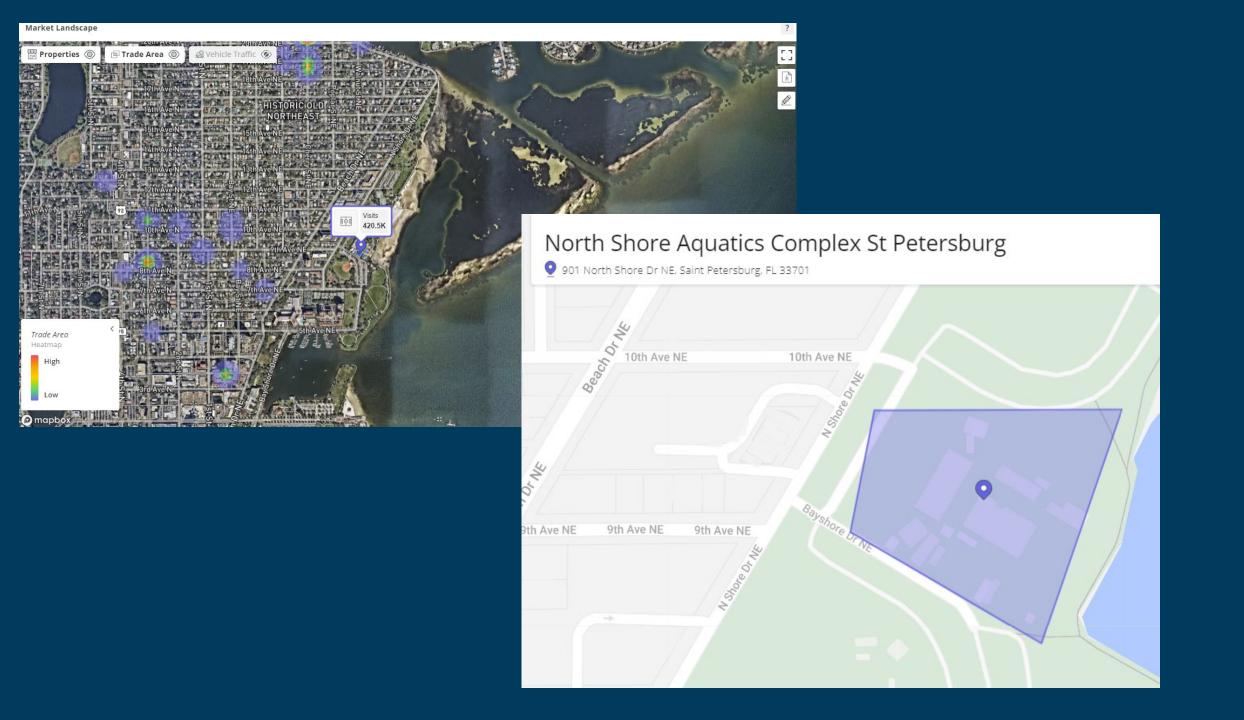


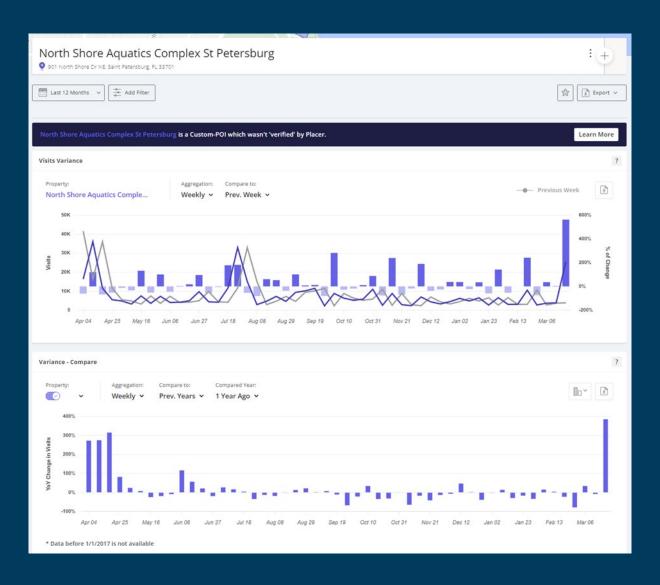




Vermont State Parks operating season is June through Labor Day (some parks open through Indigenous People's Day). Mobile data shows that even when the parks are closed, visitors are enjoying the parks.













Gathering the Data — Tech Platforms

Eco Counter - Trail Counters

www.Eco-Counter.com

- Count and classify pedestrians and cyclists
 - Paved and unpaved
 - Real time display

"I can't believe all systems don't use this tool for parks and trails. We used them here to make important decisions about trail expansion and maintenance. We had 150 miles of trails that we can't cover with our rangers. This type of technology is instrumental in decision making." JG Westminster, CO

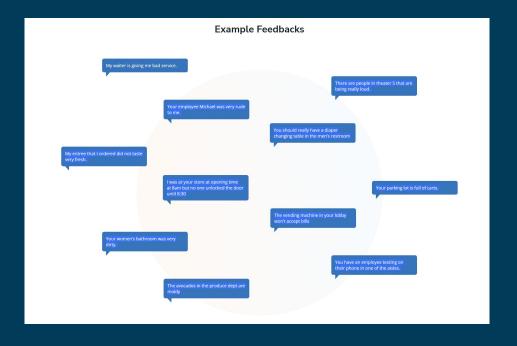




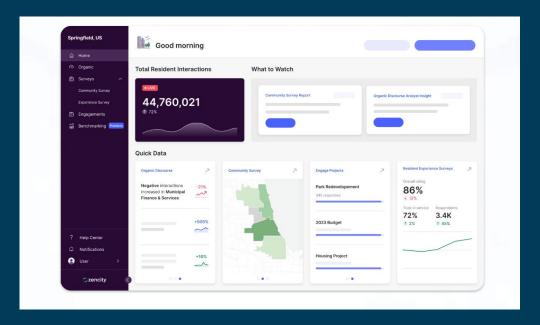


Gathering the Data — Tech Platforms

https://www.realtimefeedback.com/



Community Engagement Platform for Local Governments | Zencity





Which tools might be useful for your system?



Gathering the data - People

Engagement



Engagement Strategy

Develop an Engagement Strategy with the District and discuss both virtual and in-person options



Social Pinpoint

Create a virtual engagement platform where citizens can share their input



Internal Engagement

Interviews and meetings with the Agency Board of Directors/Commission, staff, and volunteers



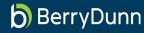
Public Input Sessions

Stakeholder meetings with community leaders as well as in-person focus groups



Statistically Valid Survey

Develop and distribute a community statistically valid survey to residents in the agency's service area



Gathering the data - People

Branding and Visibility









A Transparent & Inclusive Process

- Tactical
- Collaborative
- Data-driven
- Interactive
 - Equity focus groups
 - Pop up events
 - Local businesses
 - Information where people can see it



Gilbert AZ Social Pinpoint Site





Engagement Methodology/DEI



愿景

这家图书馆是这个群体的重要 受到充满活力、欣欣向荣 的蒙特利公园的每一个人的认可

公园布鲁格迈尔图书馆 立联系,在蒙特利公园推动各个 方面的文化水平的进步。



图书馆价值观

我们的实践和运营的指导原则。它们描绘了我们如何



在每一次互动中, 我们都提供热情、个人



我们为所有居民消除障碍, 使他们能够使 用我们的服务,并为代表和反映我们所服 务的这个多元化的群体而努力工作。



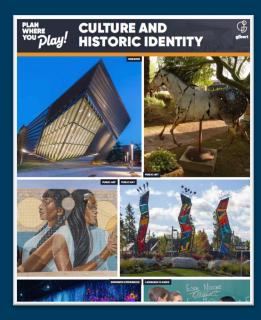
我们大胆而创造性地引领方向, 适应我



我们的项目、收藏和服务都是受我们这个



我们与其他为我们社群服务的组织合





- Language
- Faith based organizations
- Multiple touch points
- Live and in person
- Meet people where they will be



Case Study – Pflugerville TX

- Internal emgagement
- 33,000 + engaged
- 12 events
- Social media campaign
 - "Cameos"
 - Facebook, Insta, TicToc
- Local business campaign
- 10,000 postcards mailed
- Unique collateral
- 6,500 unique website visits
- Friday Night Lights



- Momentum
- Urgency
- Feasibility study for Recreation Center
- Dedicated future funding for master plan priorities
- Staff buy-in



Community Engagement



Parks and Recreation, Town of Colonial Beach

A brief comment on how impressive the turnout and engagement has been this week for our Parks and Rec Master Plan process. It brought together folks from all walks of life, demographics, and political perspectives with one goal: to play a part in what our Parks and Rec department AND parks and open spaces will look like heading into the future. Special "Thank You!" to Sally and our new friends from Berry Dunn, James and Hibah! Incredible team effort! Looking forward to seeing the Plan come to reality. We can't thank you ALL enough!







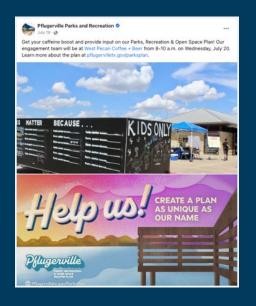








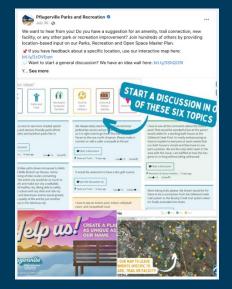
Community Engagement





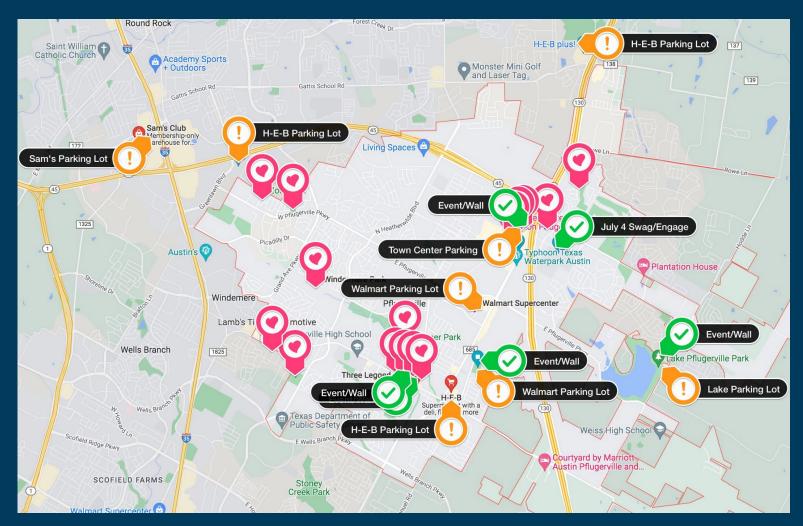


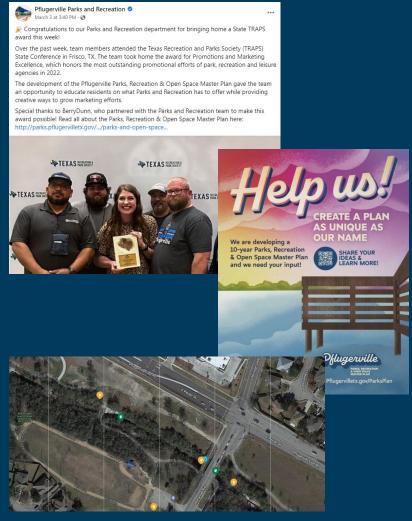






Sampling of Engagement Touchpoints

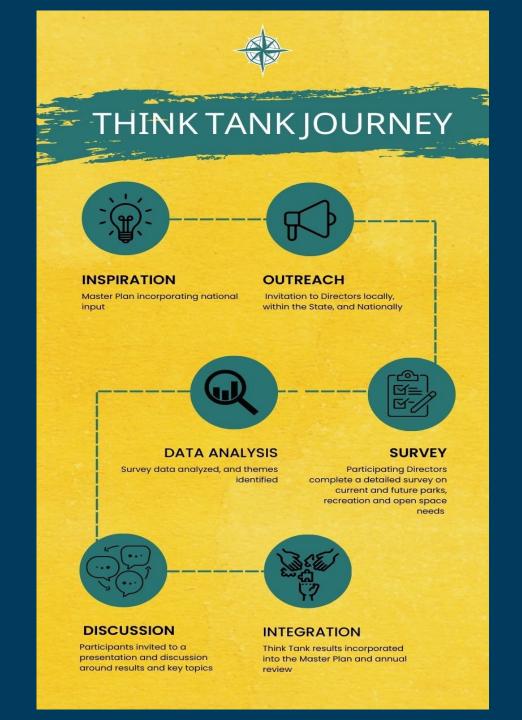








Think Tanks



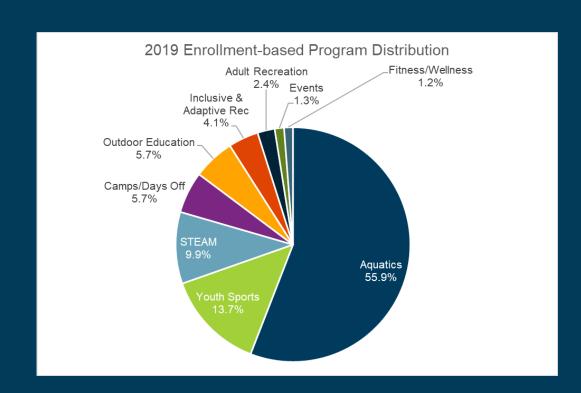


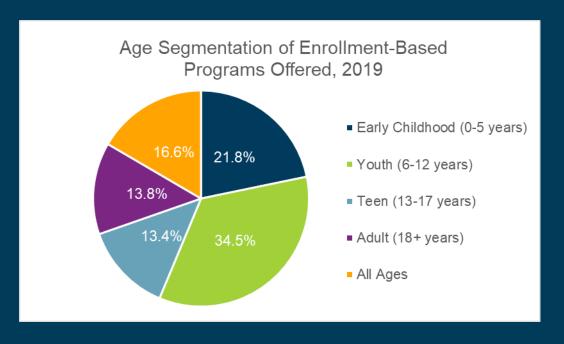
Recreation Program Assessment

- SWOT Analysis
- Inventory: Type and Age Segmentation
- Core Programs Life Cycle
- Demand
- Compare Demographics with Offerings
- Outcomes Assessment
- Alignment of Programs with Community Needs

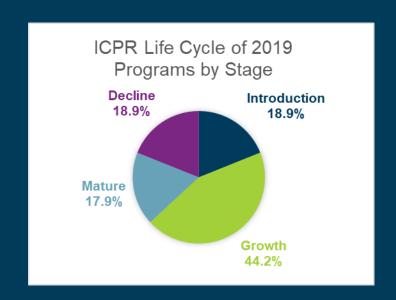


Recreation Program Assessment

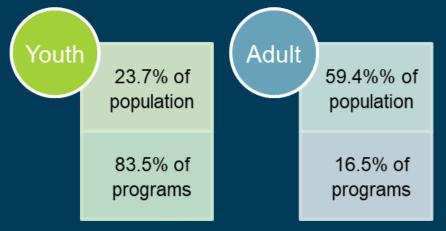


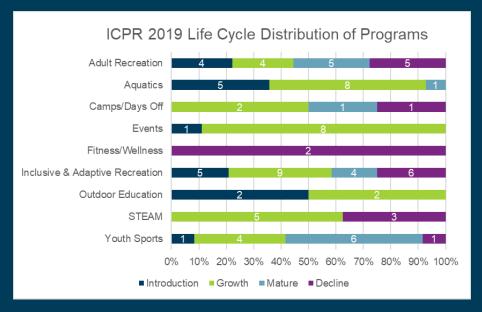






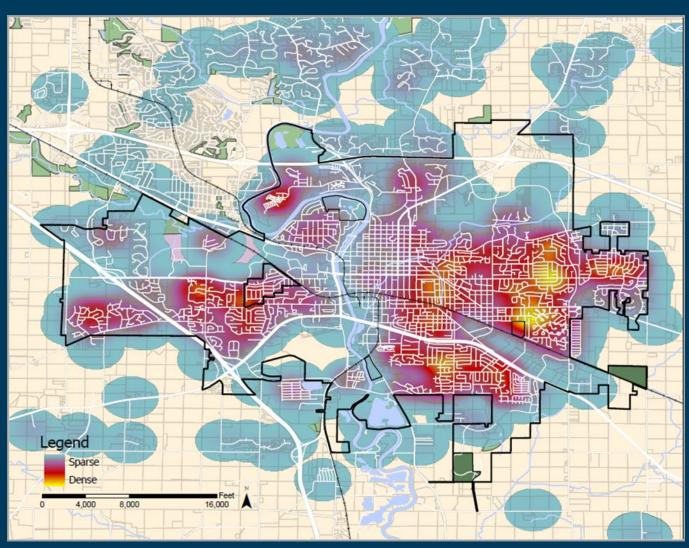
Recreation Program Assessment







Gathering the data – participant mapping



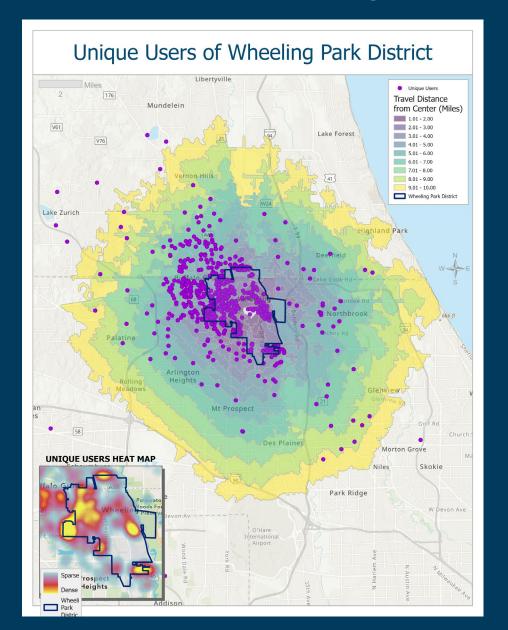
Participant Reach Heat Map

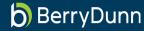
The yellow color represents the highest concentration of participant households, whereas blue is the lowest concentration. Blue circles in areas of high population density represent an opportunity to attract new participants

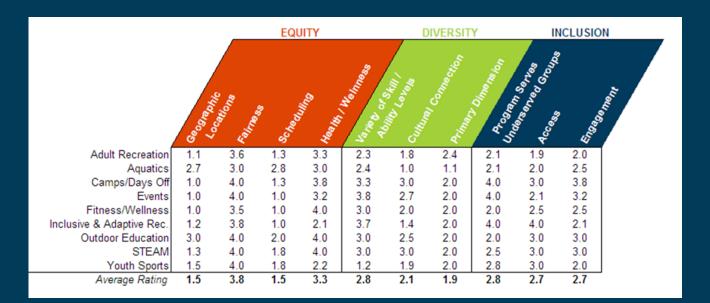


Gathering the data - participant mapping

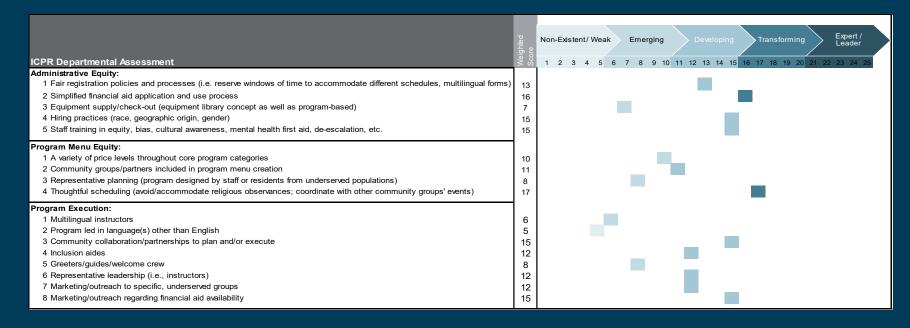
Participant Reach Heat Map







Recreation Program Assessment - DEI





Implementing Equity

Partnerships



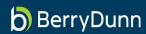
Mishawaka, IN - The Parks department partnered with the school district to create augmented reality walks in local parks. Visitors use an app to scan stations across the park.

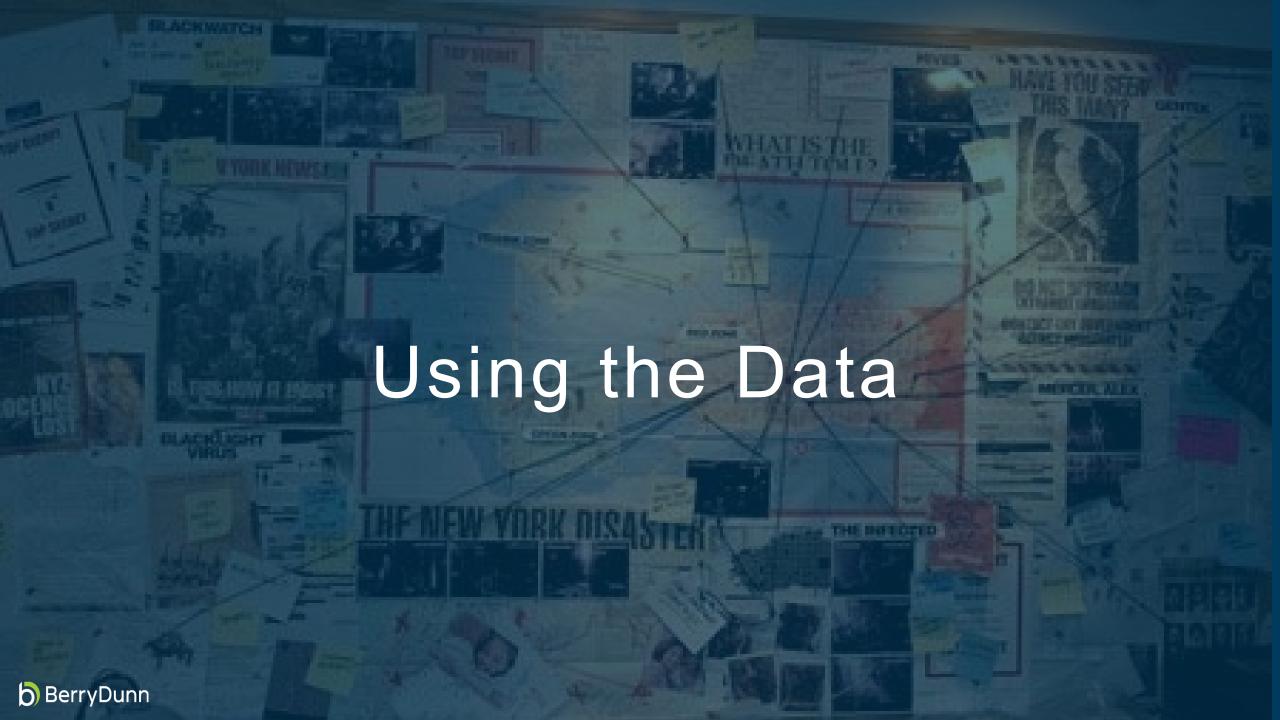
Everything from dinosaurs to insects can be viewed in 3D – allowing families to combine fitness and education into one exciting outdoor experience.



City of Hialeah FL partnered with professional baseball team,

the **Miami Marlins**, and J.P. Morgan to offer a free youth baseball and softball training.





Implementing Equity

November 2022

- 1. Having one-on-one conversations with officials and providing them with tours of facilities or programs
- 2. Providing compelling evidence with data on use, resident opinions, economic impact and facility quality

Advocating for Consistent Funding: A Two-Pronged Approach October 20, 2022, Department, by Dr. Andrew Mowen, Dr. Sammie Powers, Dr. Nicholas Pitas and Asia Simms



For an enhanced digital experience, read this story in the exine. Local government officials consider parks and recreation to be important to their compunity, but so too are many other community services that compete for limited community, but so too are many other community services that compete for innited resources. When funds are tight, park and recreation agencies often face the most resources, writen turnos are ugin, park and recreation agencies orient race the timos drastic budget cuts. However, when there is a budgetary surplus, these funds are arastic budget cuts. However, when there is a budgetary surpus, these runus are typically re-established. Communicating how services address community priorities is Syptianty re-established. Communicating flow services address community phonoes is important, so what are effective ways to advocate officials for investing in parks and

A recent study conducted by the Pennsylvania Recreation and Park Society (PRPS) and the Pennsylvania State University surveyed park directors opinions regarding and the Pernoyayan in State University Surveyed thank directors opinions regarding funding and effective advocacy strategies. This study examined the impact of the coronavirus (COVID-19) Pandemic on agencies' operations and their effective coronavirus (LUVID-IS) pandemic on agencies operations and their effective advocacy on behalf of their parks. Researchers also polled local officials to assess what factors corresponded to the importance they placed upon parks and recreation. Wirst sectors corresponded to the importance diey placed upon pains and recession from the director survey suggested strong support for a two-pronged

- 1. Having one-on-one conversations with officials and providing them with tours of

Any time you can get an official in to see your facilities, services and constituent use is worthwhile, especially in partnership with compelling data that augment the Case for investing further to support community need. Local officials perceive park and recreation services as more important Any time you can get an official in to see your facilities, services and constituent use is worthwhile, especially in partnership with compelling data that augment the case for investing further to support community need. Local officials perceive park and recreation services as more important when officials have a good working relationship with park that augment the case for investing further to support community need. Local officials perceive park and recreation services as more important staff, and when they or their family personally use local park and recreation facilities and services. State and local park and recreation agencies have generated support using these strategies. In Pennsylvania, PRPS successfully utilized this research to secure funding on both the statewide and local levels. Pennsylvania's 2022-2023 budget contains the largest investment for Pennsylvania's State and local park and recreation agencies have generated support using these strategies. In Pennsylvania, PRPS successfully utilized this reservation, parks and recreation systems in the past 20 years — nearly \$700 million. An additional \$100 million in federal American Rescue p.

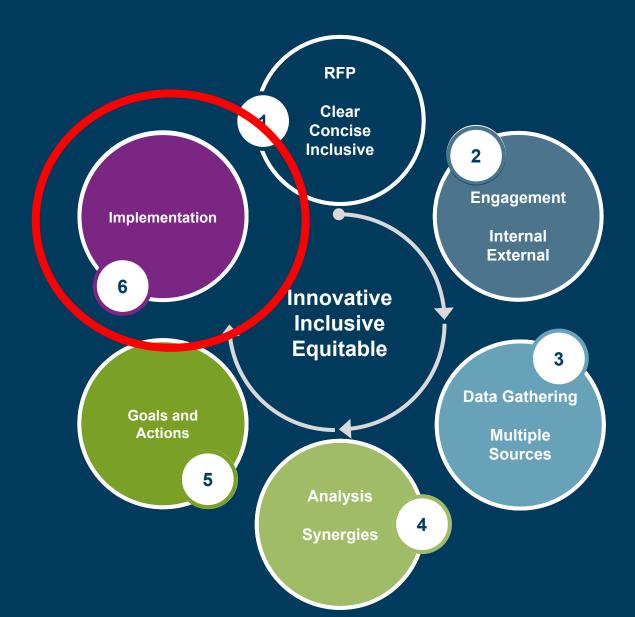
to secure funding on both the statewide and local levels. Pennsylvania's 2022-2023 budget contains the largest investment for Pennsylvania's conservation, parks and recreation systems in the past 20 years — nearly \$700 million. An additional \$100 million in federal American Rescue Plan (state park and state forest infrastructure. community parks and preparation) Conservation, parks and recreation systems in the past 20 years — nearly \$700 million. An additional \$100 million in federal American Rescue Plan centers, trails, and Greenways, fipartan buffers, and other purposes. "We're always glad for the opportunity to work with Dr. Mowen and his colleagues [at Pennsylvania State University] to identify valuable new insights into industry trends and perceptions," says Tim Herd. CEO of PRPS. "The fresh data helps our recreation and park providers become more than the providers become the providers become the providers become the providers becom "We're always glad for the opportunity to work with Dr. Mowen and his colleagues (at Pennsylvania State University) to identify valuable new adept community leaders in the Issues that enrich the lives of all Pennsylvanians."

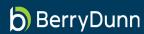
adept community leaders in the issues that enrich the lives of all Pennsylvanians.*

As you are planning ways to generate support for your agencies, remember that you are not alone, and there are valuable resources at your disposal.

These tactics, when employed in advocating for funding support, have tangible benefits. Put these valuable insights to work for you and the As you are planning ways to generate support for your agencies, remember that you are not alone, and there are valuable resources at your discommunities you serve, and don't forget to share the strategies that work for you with NRPA and others. These factics, when employed in advocating for funding support, have tangible benefits. Fut these valuables communities you serve, and don't forget to share the strategies that work for you with NRPA and others. Dr. Andrew Mowen is a Professor in the Recreation, Park and Tourism Management Department at The Pennsylvania State University. Dr. Sammie Dr. Andrew Mowen is a Professor in the Recreation, Park and Tourism Management Department at The Pennsylvania State University. Dr. Sar Recreation, Sport and Tourism Department at the University of Illinois Urbana-Champaian. Asia Simms is the Park Champoins Specialist Inte Powers is an Assistant Professor of Recreation Management at George Mason University. Dr. Nicholas Pitas is an Assistant Professor in the Recreation, Sport and Tourism Department at the University of Illinois Urbana-Champaign. Asia Simms is the Park Champions Specialist Intern at

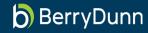
Using the Data





"attraction-selection-attrition model" - Benjamin Schneider

People are drawn to organizations with *characteristics similar to their own*; organizations are more likely to select individuals who *seem to "fit in"*; and over time those *who don't fit in tend to leave*. Thus culture becomes a *self-reinforcing* social pattern that grows increasingly *resistant to change and outside influences.*



"Culture eats strategy for breakfast." Peter Drucker



