

Cook Park, GA

We partnered with the City of Atlanta and the community to transform 16 acres of flood prone land into a vibrant new city park.

Photo by: Alex Jackson



Park Qualities Incubator

Session V - Beyond Park Experiences
April 19, 2023



Connecting everyone to the outdoors™

Participant Poll

Does your parks agency or city use the following key metrics in a long-term monitoring program?

1. % of population within a 10 minute-walk of a park
2. Incorporate available amenities or natural areas
3. Park condition assessments
4. Park satisfaction rates
5. Measures of 'belonging' (e.g. % of city that has a favorite nearby park)





Park Qualities Incubator, Session V

Series Overview

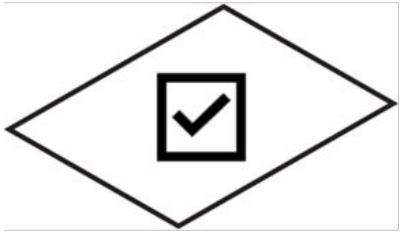
- **Nov 16:** Framework – Linking park experience types and health outcomes
- **Dec 14:** Framework – Translating concepts to metrics and action
- **Jan 18:** Workshop – Review new mapping approaches developed from the first two sessions
- **Mar 15:** Workshop – Review revised approaches and open review period for participants
- **Apr 19:** Beyond experiences – Exploring additional approaches to park quality metrics

Today's Agenda:

- Plenary:
 - Park Condition Assessment
 - Perception & Belonging in Parks
 - Park Experience Mapping
 - Panel Q&A
- Breakout groups (35min)
- Poll Results
- Series Closing Survey & Next steps

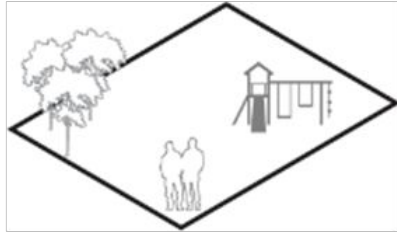
Different Measures of Qualities

'That's the **nearest** park'



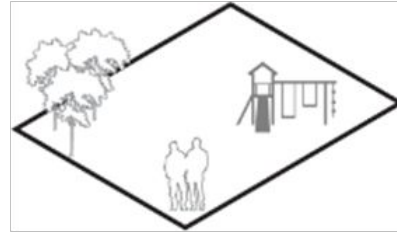
10 min walk
Acreage

'That's the **nicest** park'



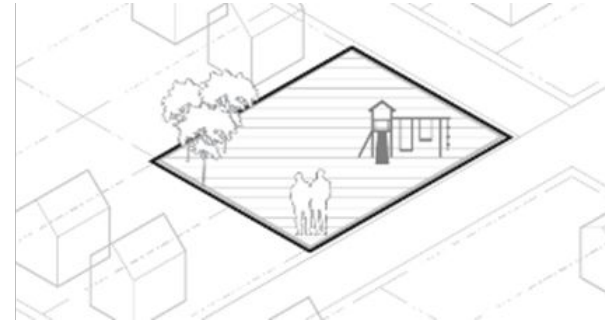
Experiences
Maintenance

'That's the park **everybody goes to**'



Visitation

'That's my **favorite** park'

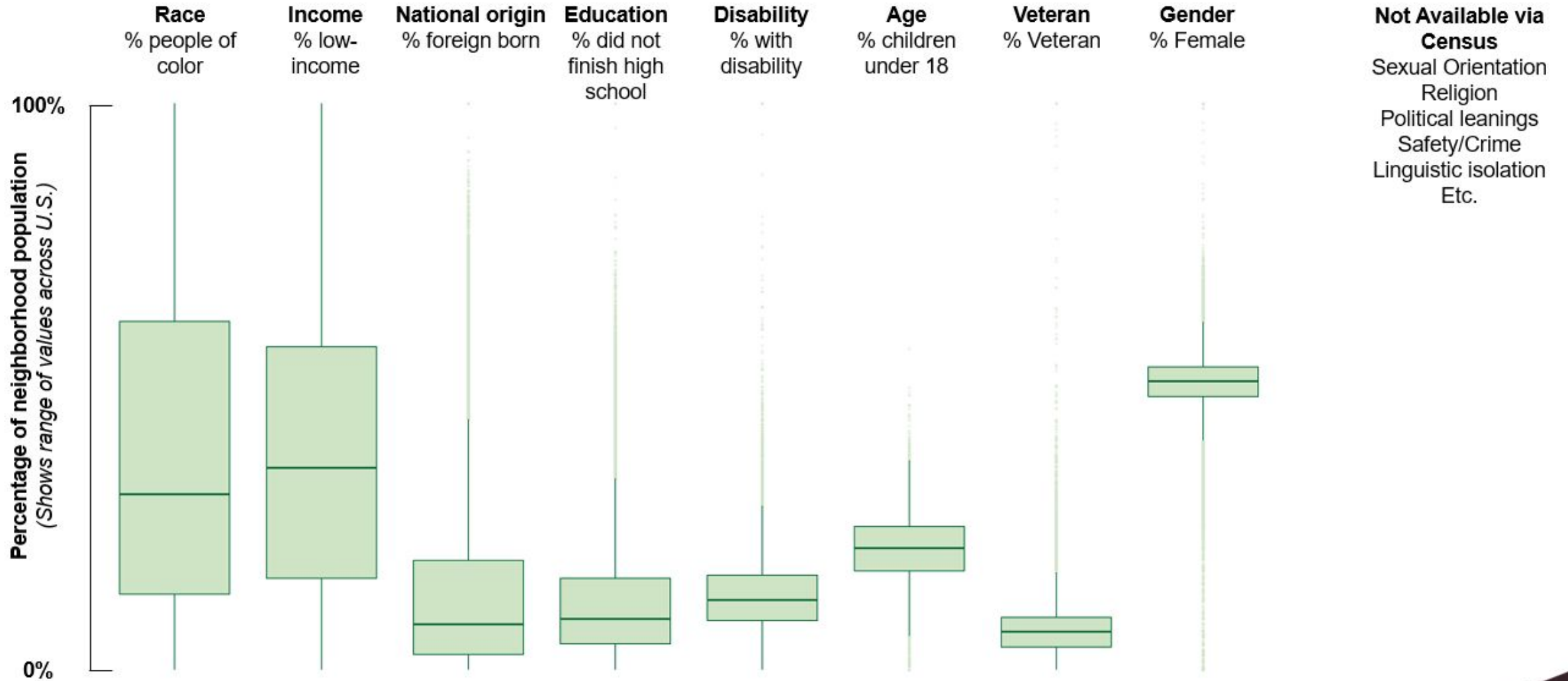


Perception

Physical Access

Social Access

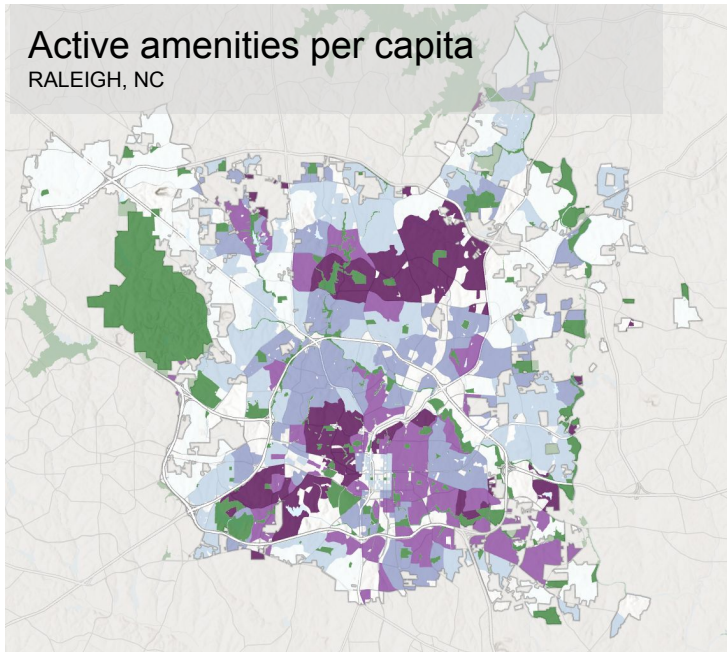
Measuring Equity - Spatial Considerations



Data source: American Community Survey, 2015 – 2019, all US census tracts

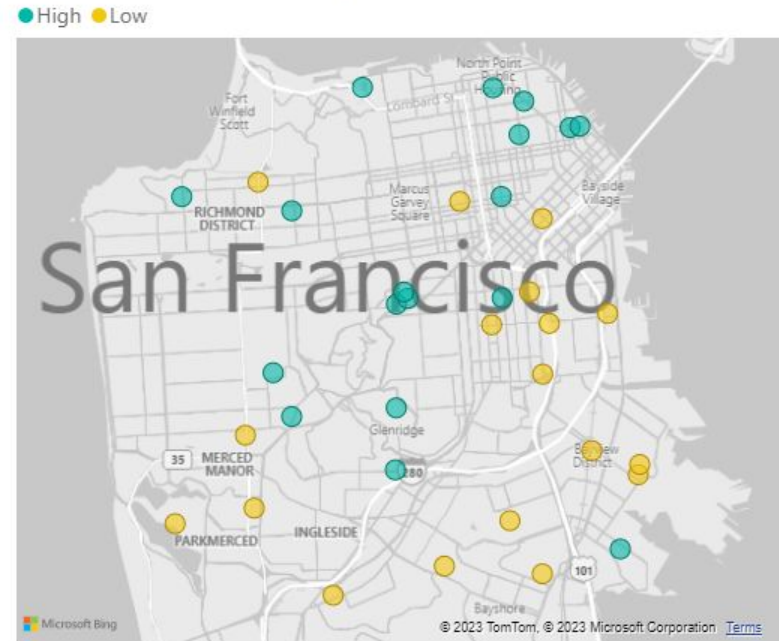
Today's Topics

Park Experiences



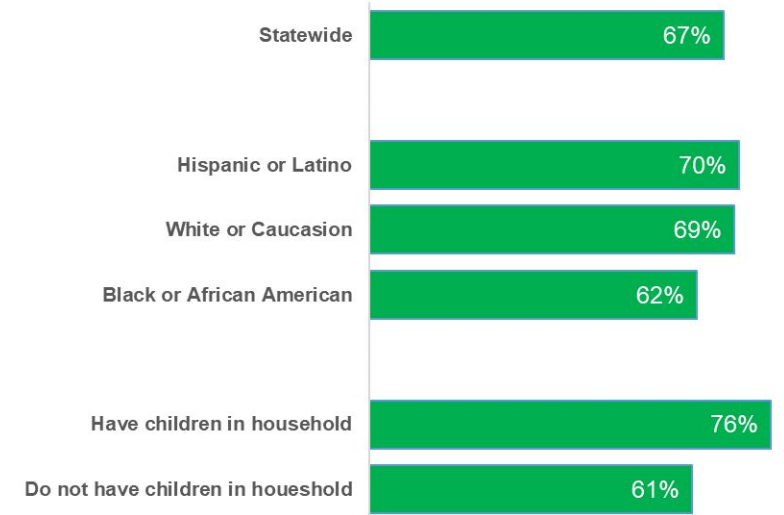
Park Condition

Highest- and Lowest-Scoring Parks in FY2022



Perception & Mobility

Do you have a favorite park or outdoor space in [State] that you are able to visit when you need or want to?





Connecting everyone to the outdoors™

Assessing access to park experiences

A framework for the spatial analysis of access to active recreation and nature

Process Overview:

Classify features into types

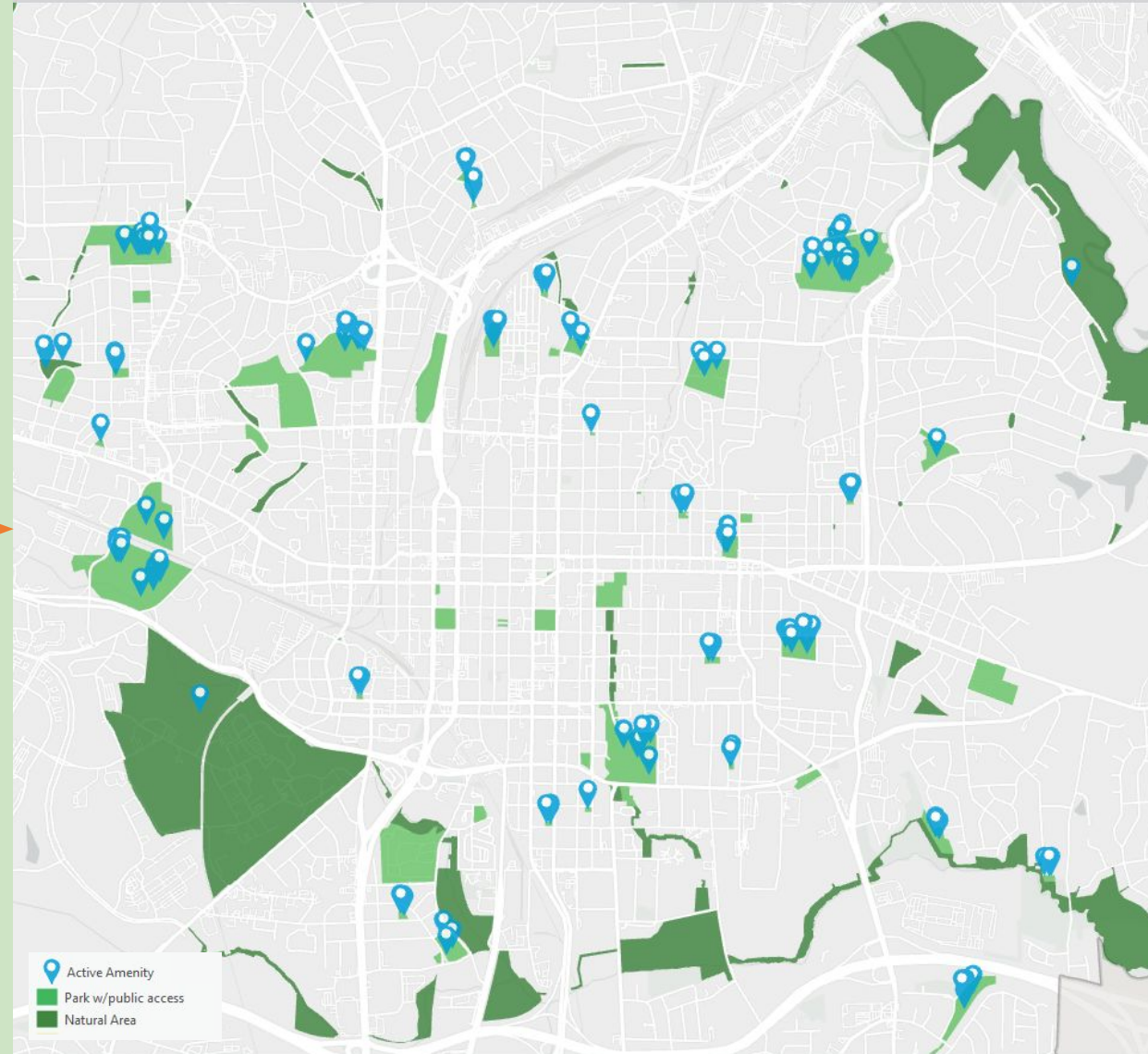
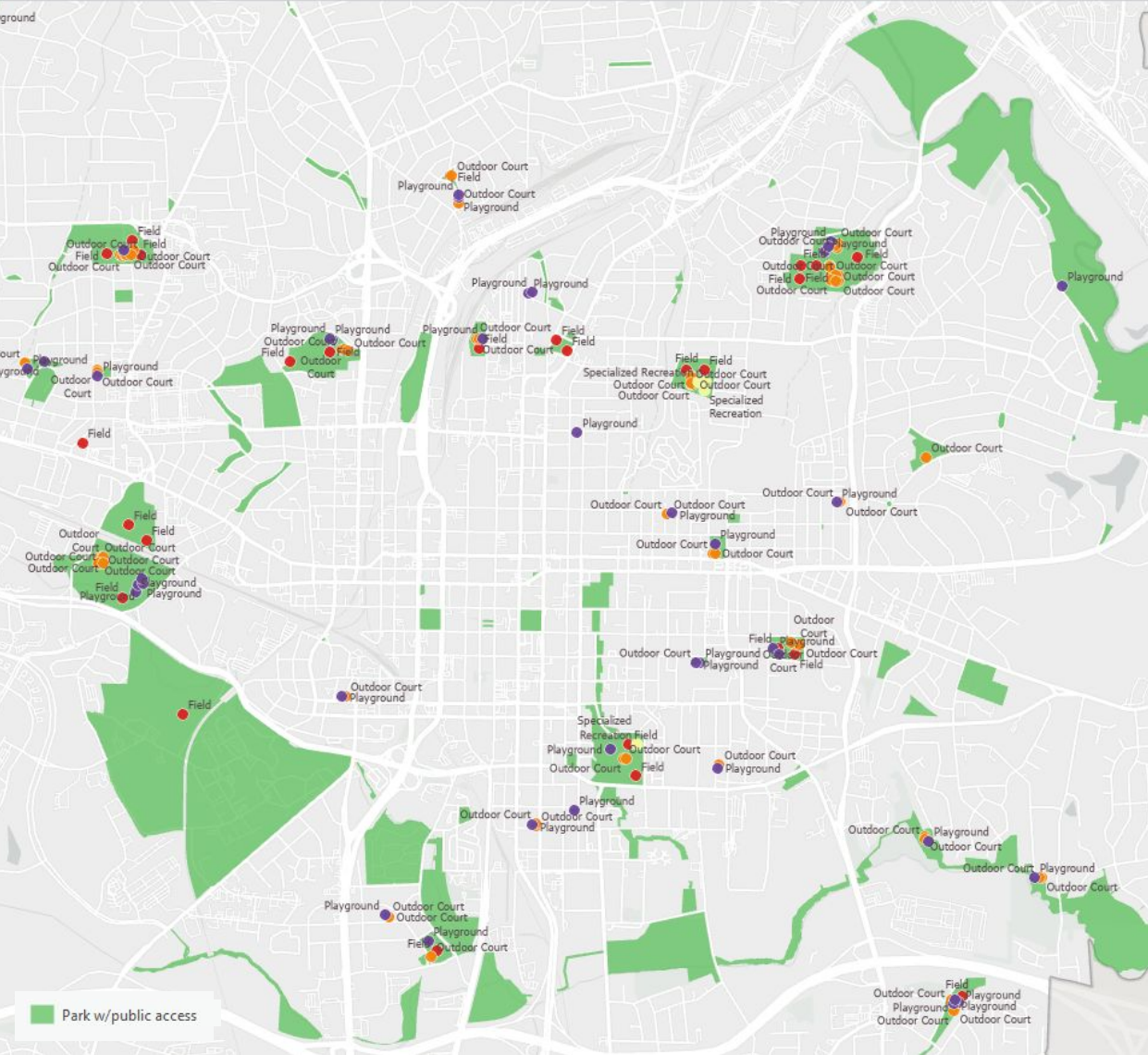
- Using a health framework as a guide, apply classification schema developed around key outcomes to parks, park features and amenities.

Assess access

- Analyze distribution of and access to distinct park experience types

Identify inequities & priorities

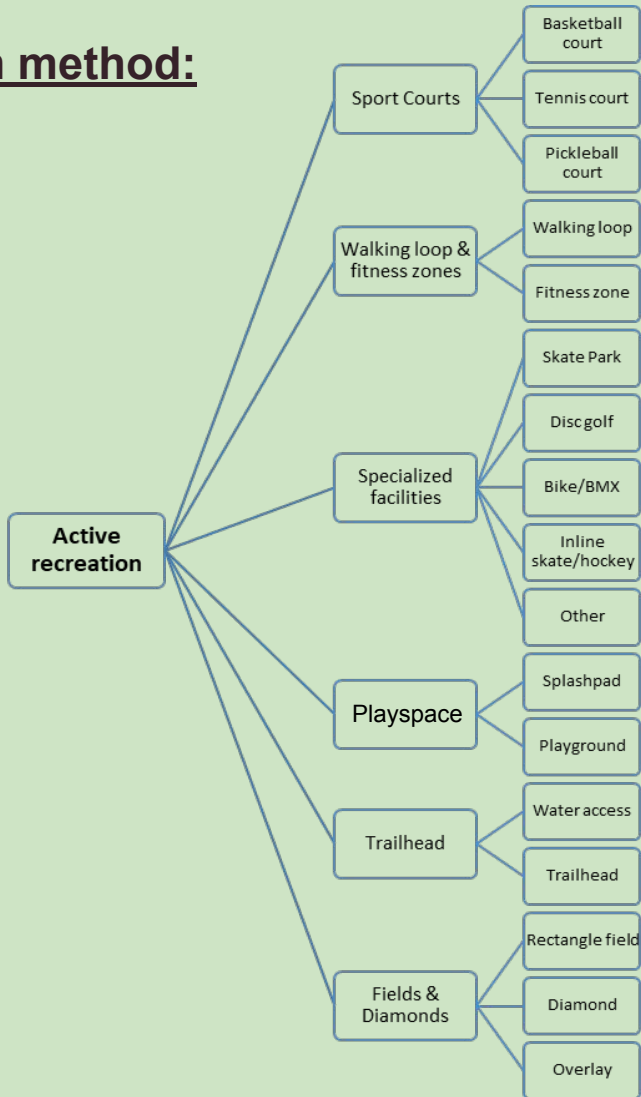
- Apply a health and equity framework to identify further disparities and prioritize areas of need



Applying a Classification Schema to Park Experiences

Park Amenity Classification Schema for Active Park Experiences

Classification method:



- Using standardized park amenity definitions that allows us to reclassify existing typologies
- Captures a variety of user types
- Can be adapted to suit other amenity inventories

Known limitations:

- Current example is structured around a replicable model and doesn't capture community input. (Portland's model is a good example of how to incorporate local needs)
- Does not factor in importance of undeveloped spaces
- Does not account for accessibility

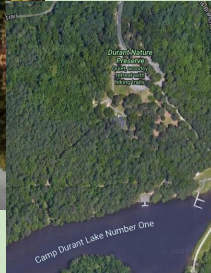
Natural Areas Classification Schema

Natural areas are...

1. Dedicated natural areas managed w/public access



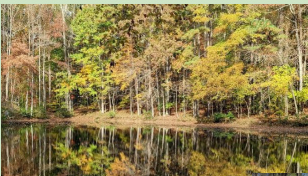
e.g. Durant Nature Preserve



Classification method:

→ **Park typology** - designated natural park types (e.g. nature preserve, community forest, greenway corridor)

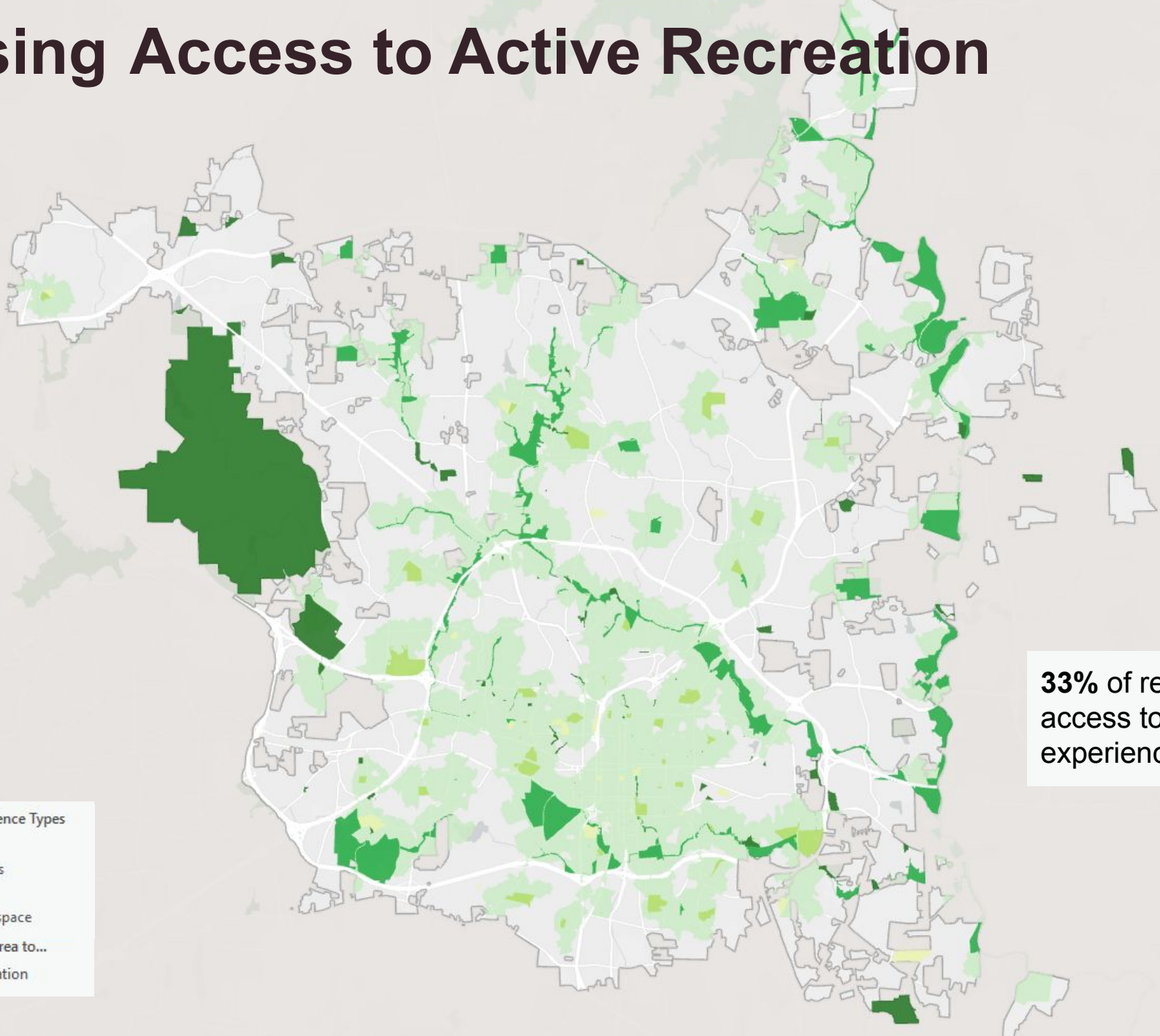
2. Park spaces with natural areas as features/amenities



e.g. Strickland Road Park - 99.9% permeable surface, 80.7% tree canopy, water feature, & trails

→ **Presence of natural features/amenities** - identified through permeable surface, canopy, and vegetation data combined with public access.

Assessing Access to Active Recreation



33% of residents in Raleigh, NC have access to a park with an active experience within a 10-minute walk

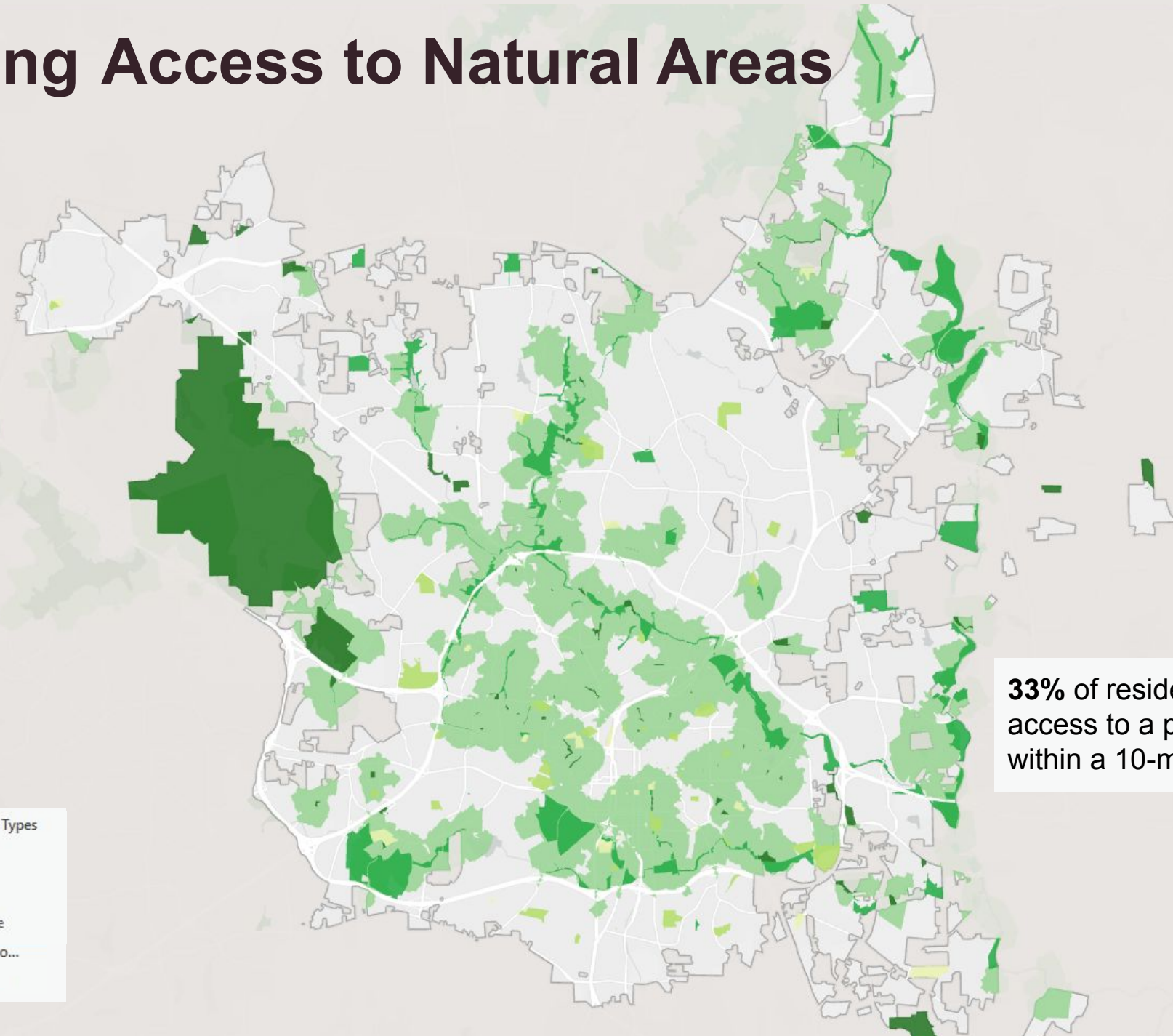
Parks by Available Experience Types

- Active
- Park w/public access
- Natural Area
- Other park or open space

10-minute walk service area to...

- park w/active recreation

Assessing Access to Natural Areas



Parks by Available Experience Types

- Active
- Park w/public access
- Natural Area
- Other park or open space

10-minute walk service area to...

- park w/natural area

33% of residents in Raleigh, NC have access to a park with a natural area within a 10-minute walk

Prioritizing gaps within a health framework - Active Park Experiences & CDC PLACES Data

Prevalence of Low Physical Activity

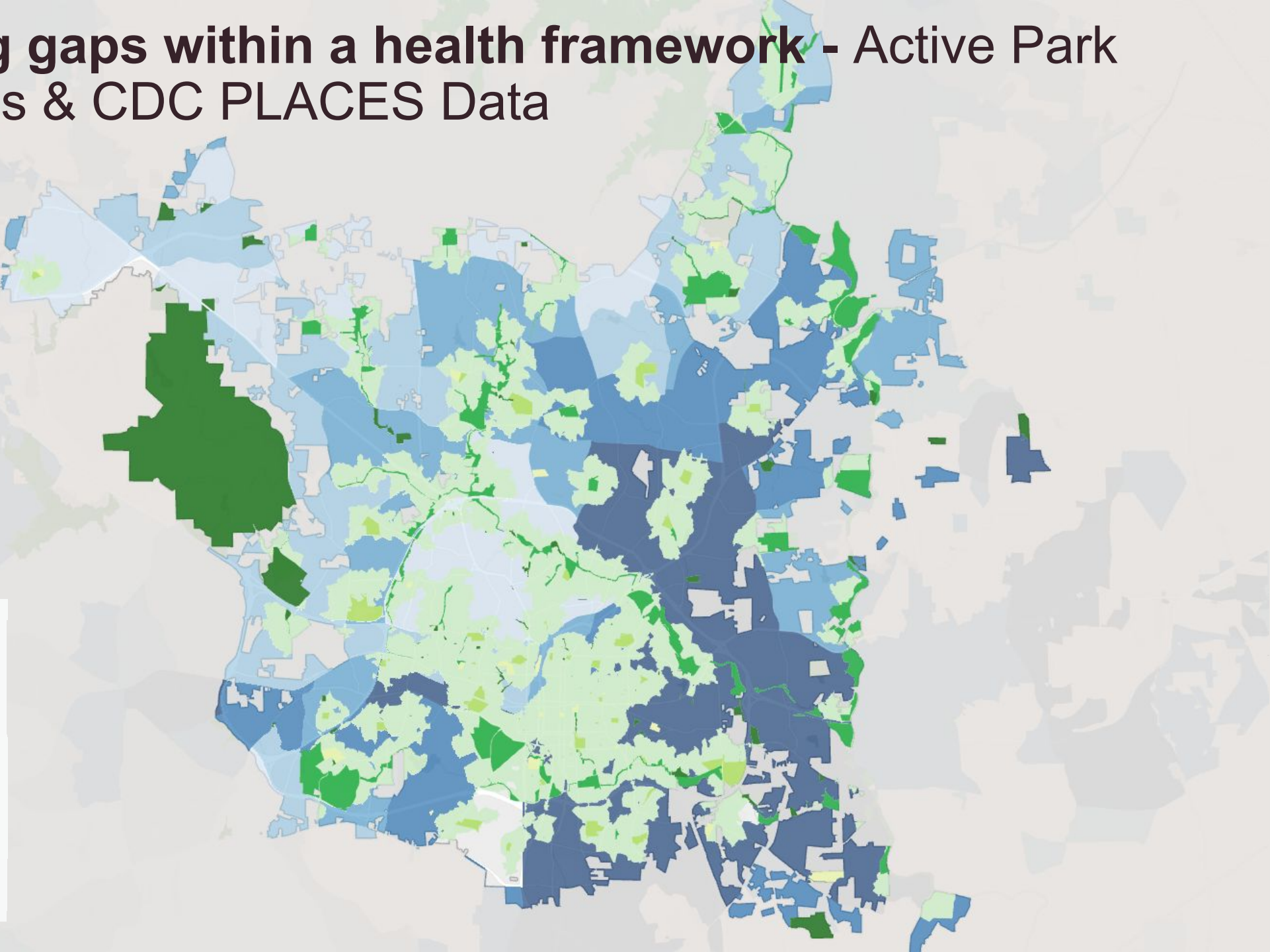
- Lowest
- Low
- Moderate
- High
- Highest

Parks by Available Experience Types

- Active
- Park w/public access
- Natural Area
- Other park or open space

10-minute walk service area to...

- park w/active recreation



Prioritizing gaps within a health framework - Natural Park Experiences & CDC PLACES Data

Prevalence of Poor Mental Health

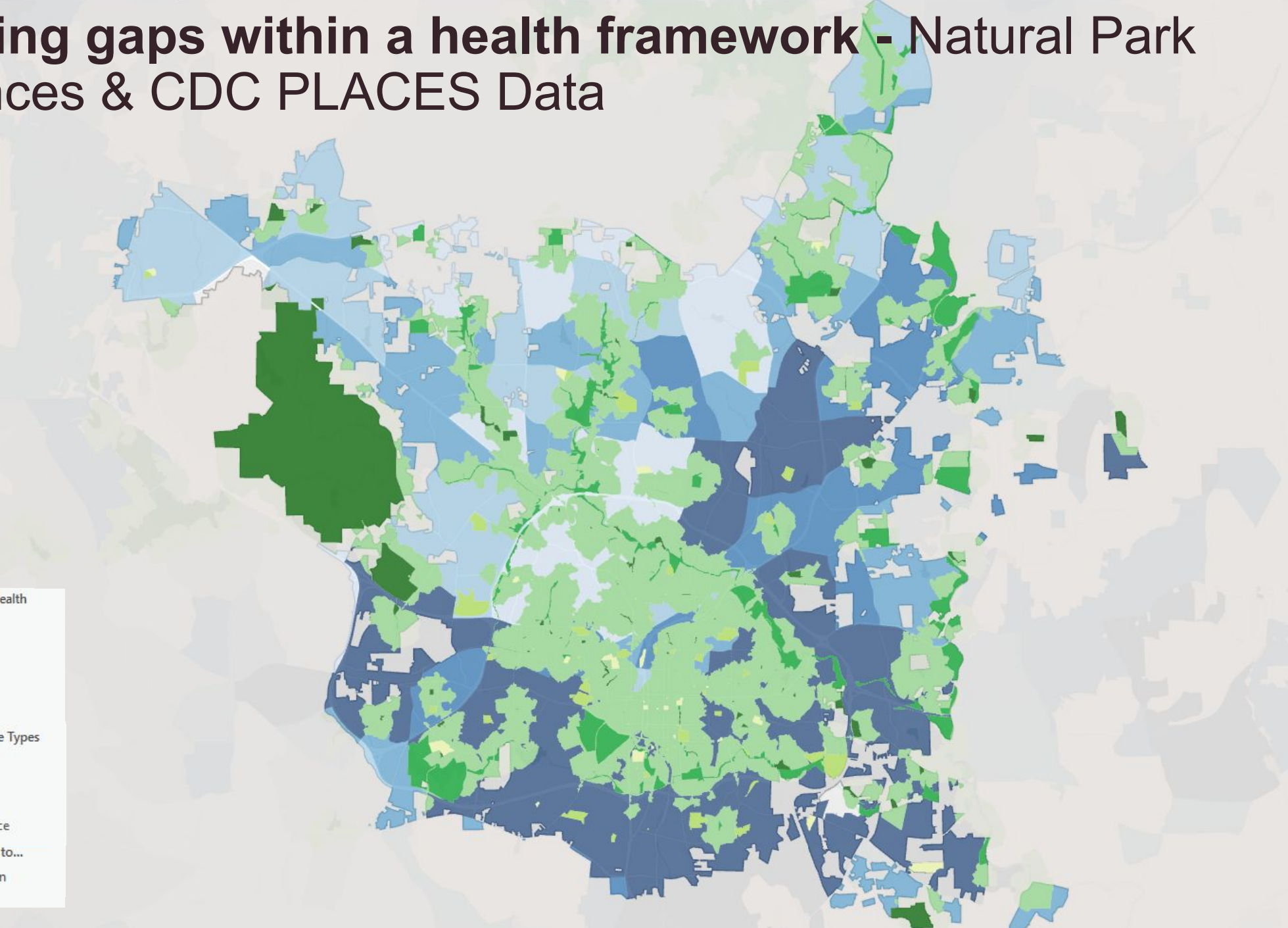
- Lowest
- Low
- Moderate
- High
- Highest

Parks by Available Experience Types

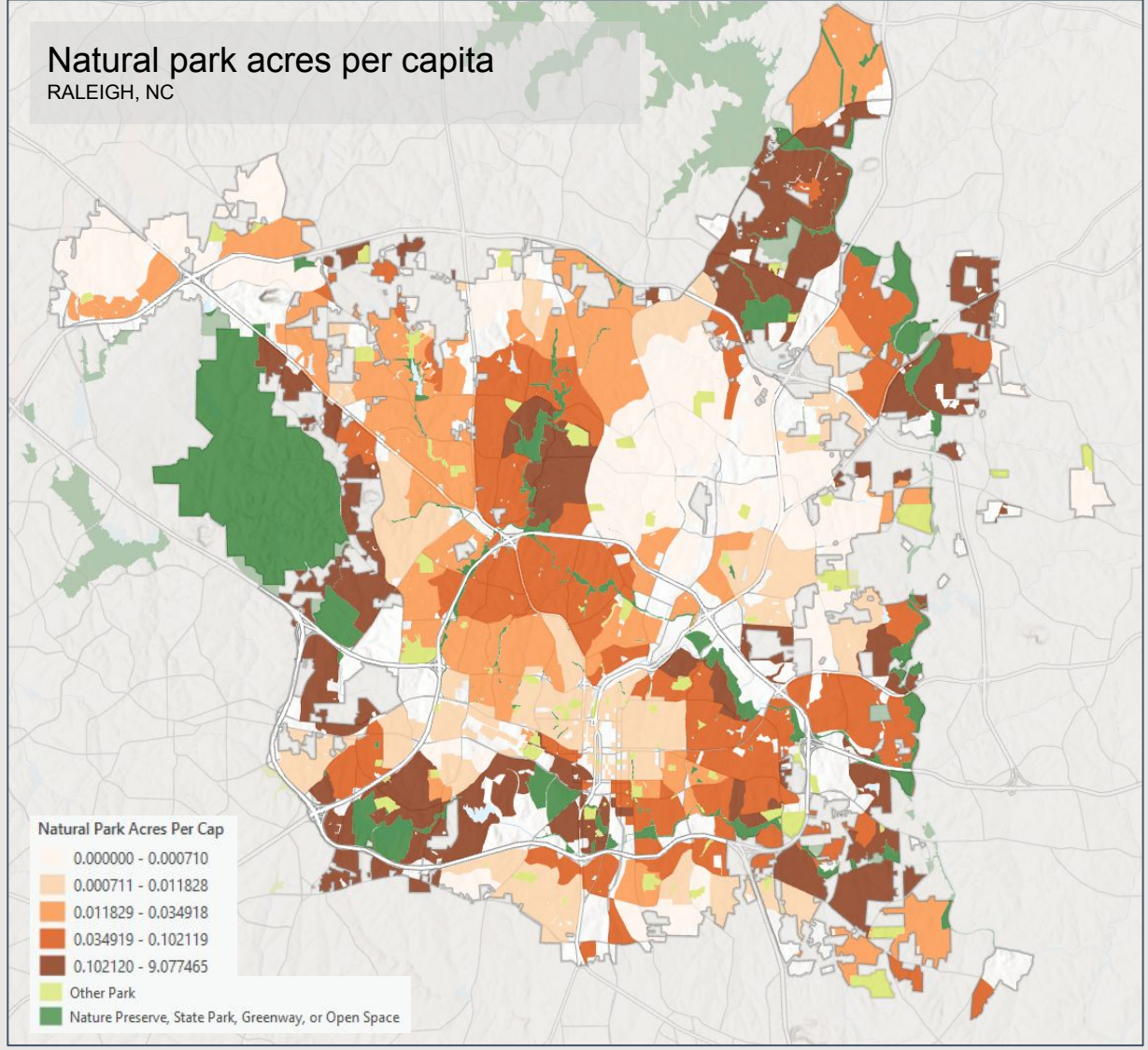
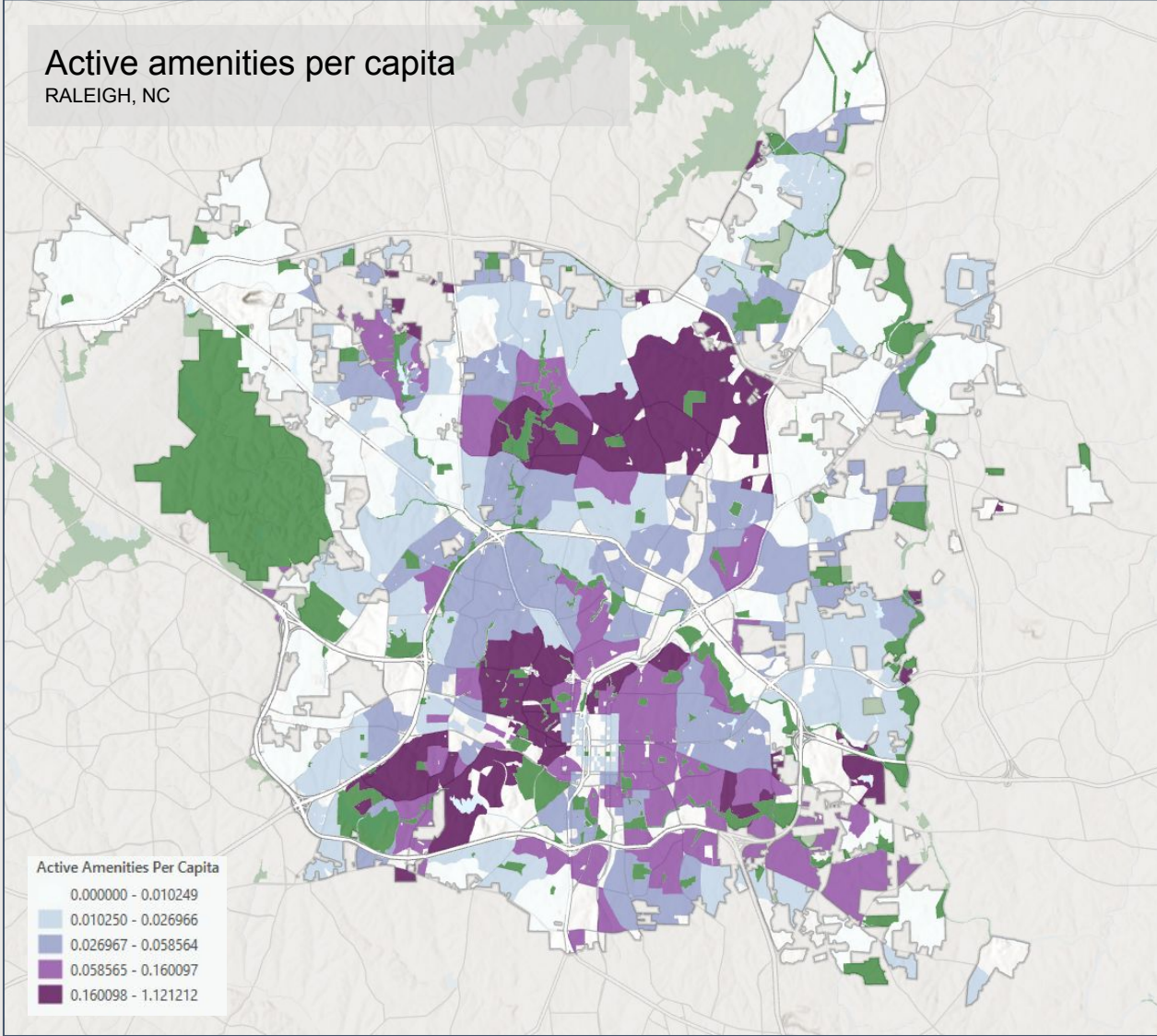
- Active
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10-minute walk service area to...

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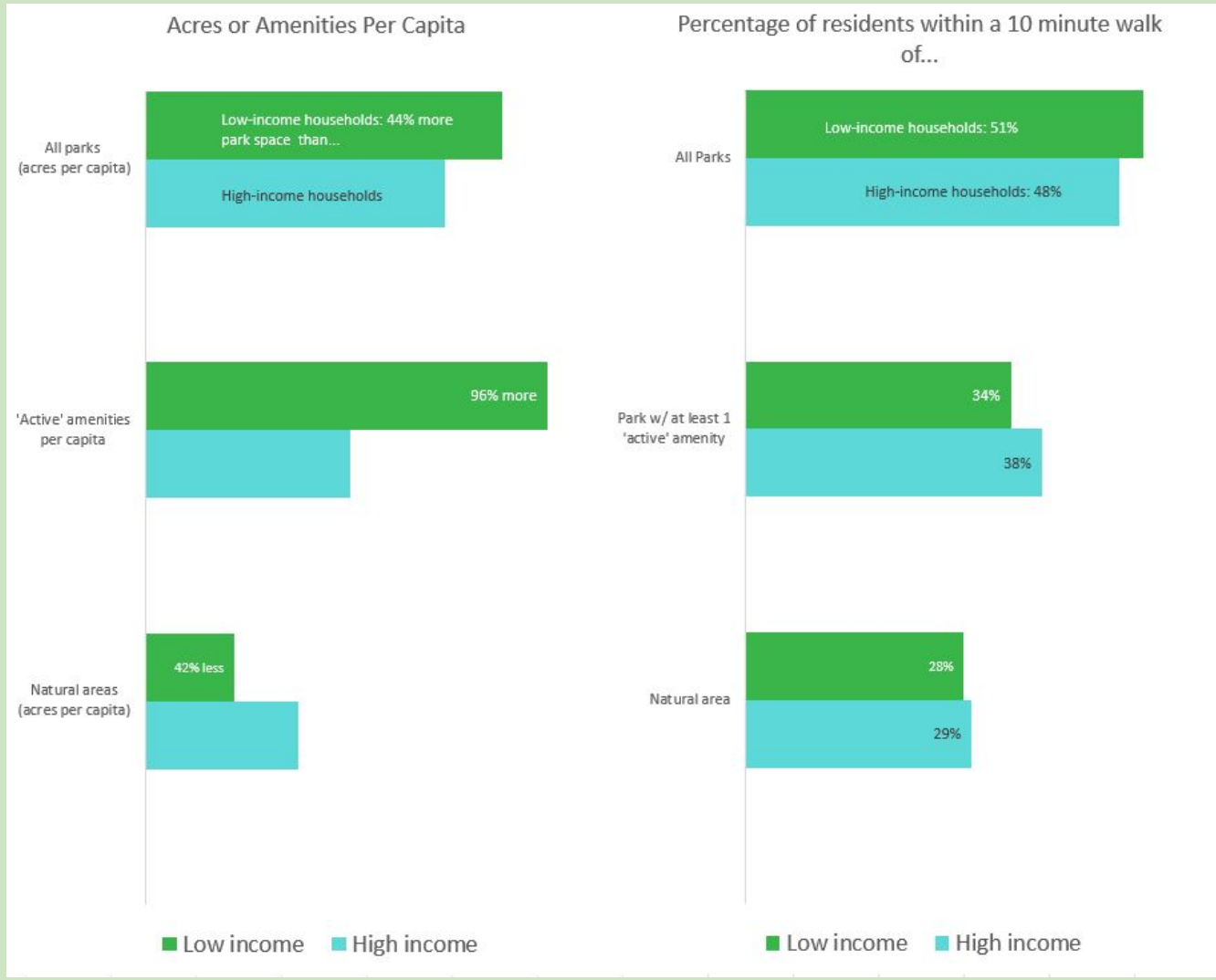


Assess needs based on relative distribution

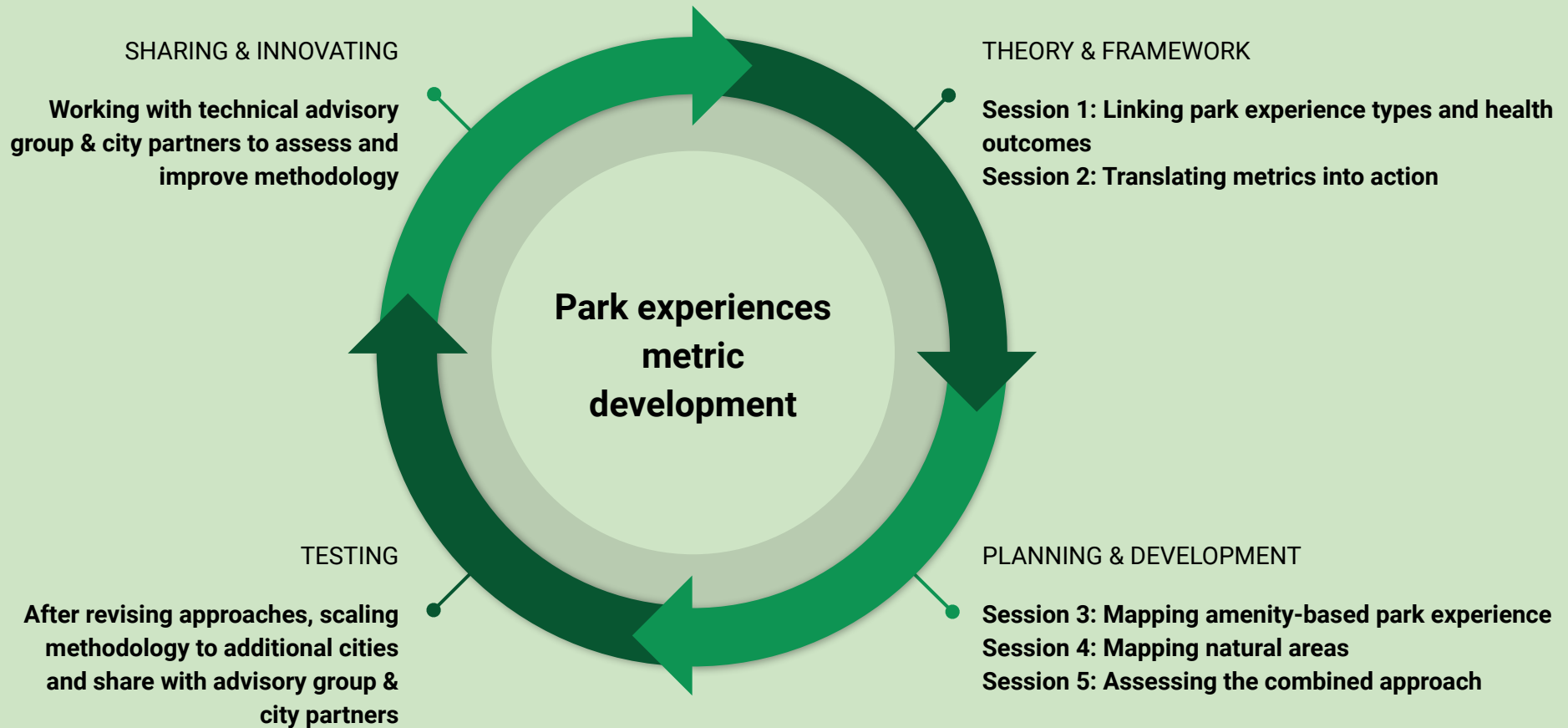


Prioritizing needs & equity goals:

By looking deeper into the distribution of park resources, we see different stories of access:



What's next?



Q&A Panel

Please enter your questions for any panelist in the chat or Q&A window.



Breakout Groups

For this session's breakout groups, we'll be breaking out into groups focused on 1 of the 3 approaches presented:

- **Condition: Systematic Park Condition Assessment (w/SF speakers)**
- **Perception: City-Wide Random Sample Surveys to Measure Perception & Belonging (w/RRC speakers)**
- **Experiences: Spatial Analysis of Park Amenities & Experiences (w/TPL)**

You will be prompted to select the breakout group topic to join the group*.

*If group sizes are uneven, we may move participants between groups of the same topic.

Following the close of the breakout groups, we will join the main room for poll results, the end of series survey, and next steps.

Series Wrap-Up & Next Steps

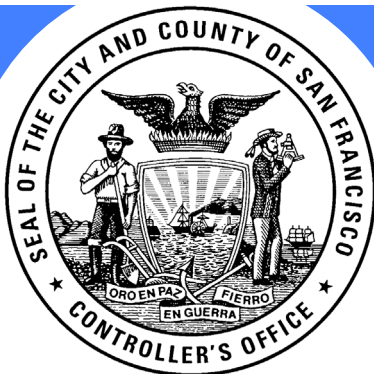
First, thank you to everyone for your participation!!

- **Stay tuned for:**
 - **Session summary** that synthesizes our work from sessions 3-5 (*we will also include summaries provided for sessions 1 & 2*)
 - **Updates** late summer on results and findings from applying the framework to additional cities

Please take a moment to complete our end of series survey. Thank you!

Park Maintenance Standards Evaluations

Uses and Methods



CITY & COUNTY OF SAN FRANCISCO

Office of the Controller
City Performance Unit

Sherman Luk | Craig Dermody

04.19.2023

Controller's Office

Sherman Luk

Project Manager

Sherman.Luk@sfgov.org

Craig Dermody

Performance Analyst

Craig.Dermody@sfgov.org

Recreation & Parks

Lydia Zaverukha

Asset Manager

Lydia.Zaverukha@sfgov.org

Benjamin Wan

Operations Analyst

Benjamin.Wan@sfgov.org

Taylor Emerson

Strategic Planning Manager

Taylor.Emerson@sfgov.org



"The Controller's Office works in cooperation with the Recreation and Parks Department to establish objective and measurable park maintenance standards, and to assess on an annual basis the extent to which the City's parks meet those standards."

Agenda

4

1. What is San Francisco's Park Maintenance Standards evaluation program?
2. How are evaluations collected, and how are they used?
3. What are the benefits for the Recreation and Parks department and the broader City?



San Francisco Voter Proposition C (2003) requires the City Performance Unit to conduct annual evaluations of San Francisco's **park system maintenance**.

1. CON and RPD established over 200 [park maintenance standards](#).
2. Maintenance standards designed to be as **objective as possible**.
Some examples include:
 1. *Peeling, chipped, or missing paint strip 4.5" long and 1" wide or larger.*
 2. *1 large pool of standing water (5' long or larger) or 2 smaller pools (each 3' long)*
3. Maintenance standards "hierarchy"
 1. Feature (e.g. Outdoor Courts)
 2. Element (e.g. Cleanliness)
 3. Standard (e.g. grime or spillage on seating, equipment, or court surface impedes its use)

Park Score

Average of Feature Scores

Feature Score

Average of Element Scores

Feature Score

Average of Element Scores

Element Score

100% or 0%

Element Score

100% or 0%

Element Score

100% or 0%

Element Score

100% or 0%

Maintenance
Standard

Pass/Fail

Maintenance
Standard

Pass/Fail

Maintenance
Standard

Pass/Fail

Maintenance
Standard

Pass/Fail

Maintenance
Standard

Pass/Fail

Maintenance
Standard

Pass/Fail

Maintenance
Standard

Pass/Fail

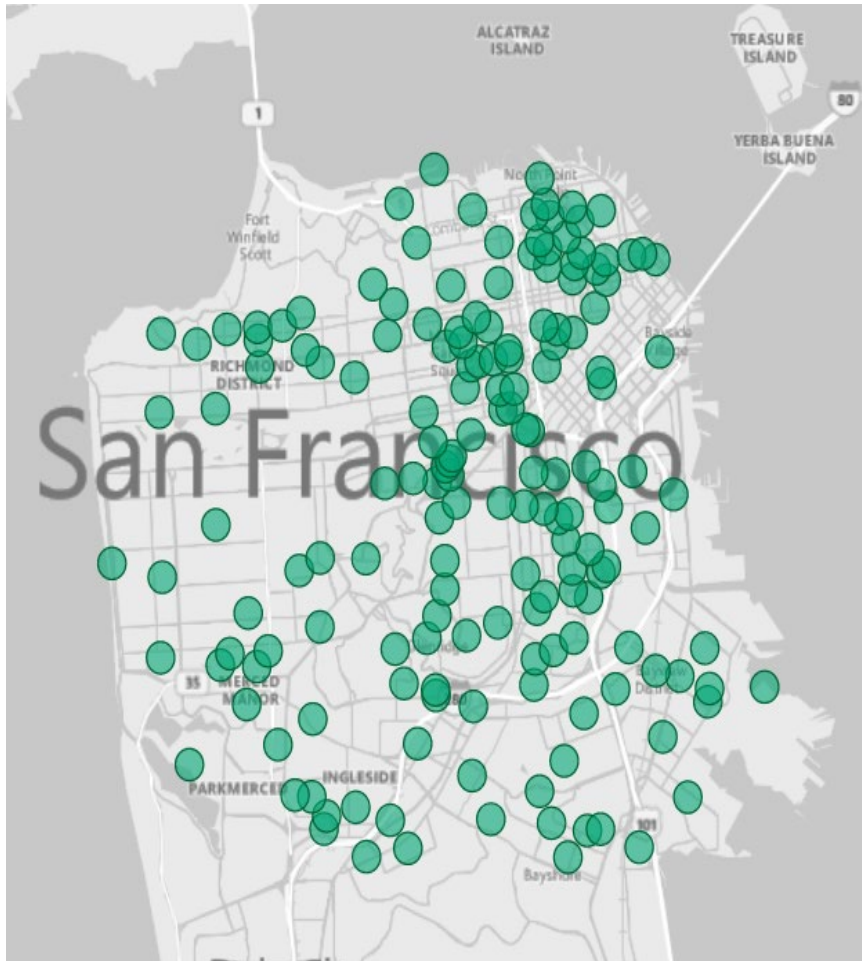
Maintenance
Standard

Pass/Fail

Park Maintenance Standards

7

166 parks are evaluated in the maintenance standards program. RPD and CON staff both conduct evaluations, and in FY2022 they conducted 675 evaluations.

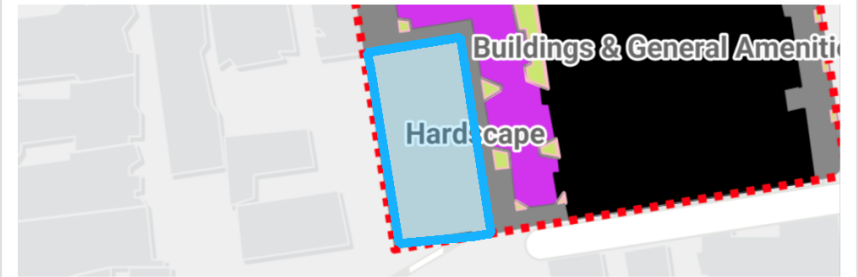


1. Evaluators use Esri's **ArcGIS Survey123 field evaluation app** to report on maintenance issues.
2. Survey123 includes maps of parks and features.
3. When a maintenance issue is identified, evaluators send a picture through Survey123.
4. Assignments are administered through ArcGIS Pro and Survey123 updates new assignments for evaluators.

Map Label
Basketball Court

Location

Area: 0.1 acres, Perimeter: 279 ft



Feature Status *

- Feature is fully closed
- Feature is open

Outdoor Courts

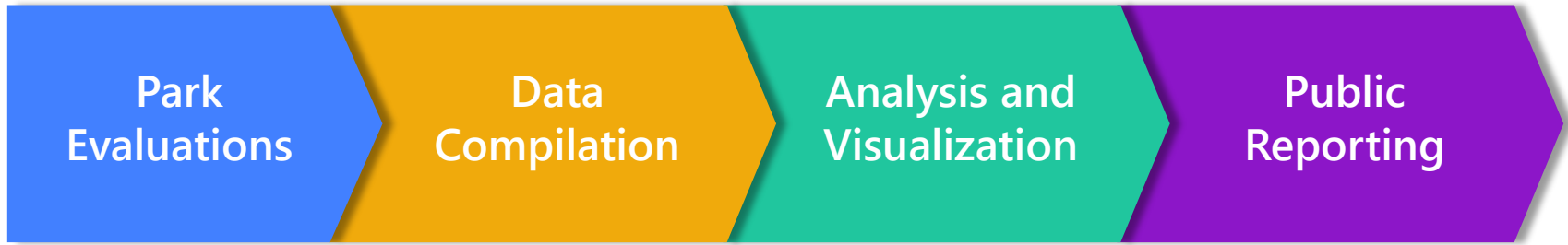
Cleanliness

Observed cleanliness issues: *

- grime or spillage** on seating, equipment, or court surface impedes its use
- hazardous litter:** hypodermic needle, condom, feces, or broken glass
- large abandoned item:** fallen trees or

From Evaluations to Reporting

9



Parks are randomly assigned to staff for evaluation through Survey123

Data from completed evaluations compiled through ArcGIS Pro

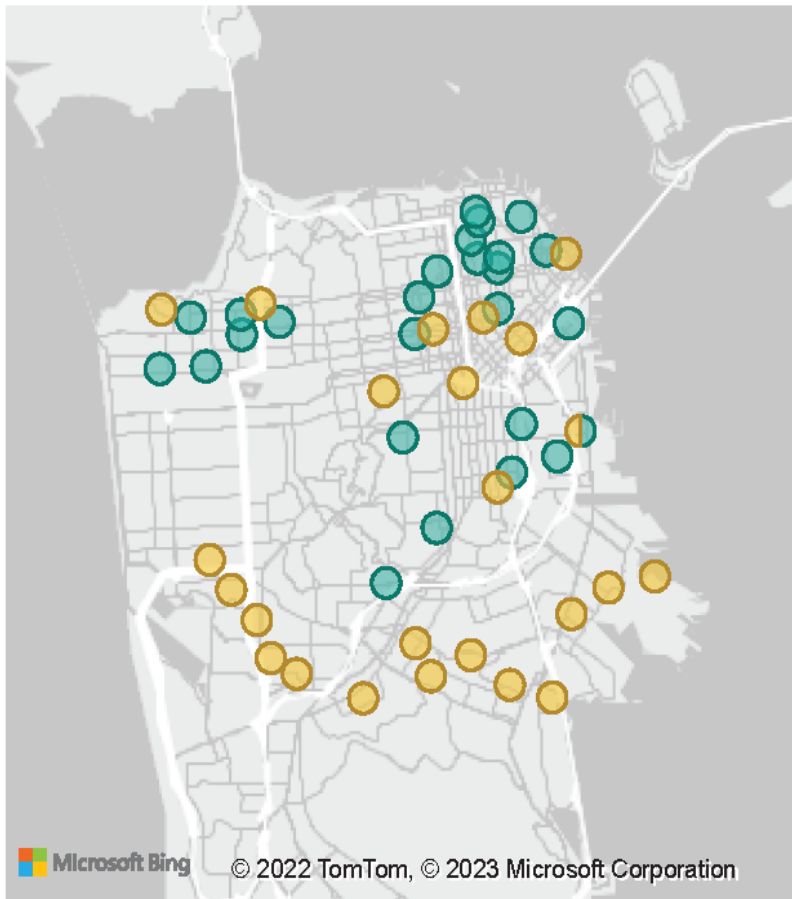
The data is cleaned, analyzed, and visualized in Power BI and ArcGIS Online

A [public-facing interactive dashboard](#) is updated and a [written report](#) is produced

Highest (teal) and lowest (yellow) scoring parks over time

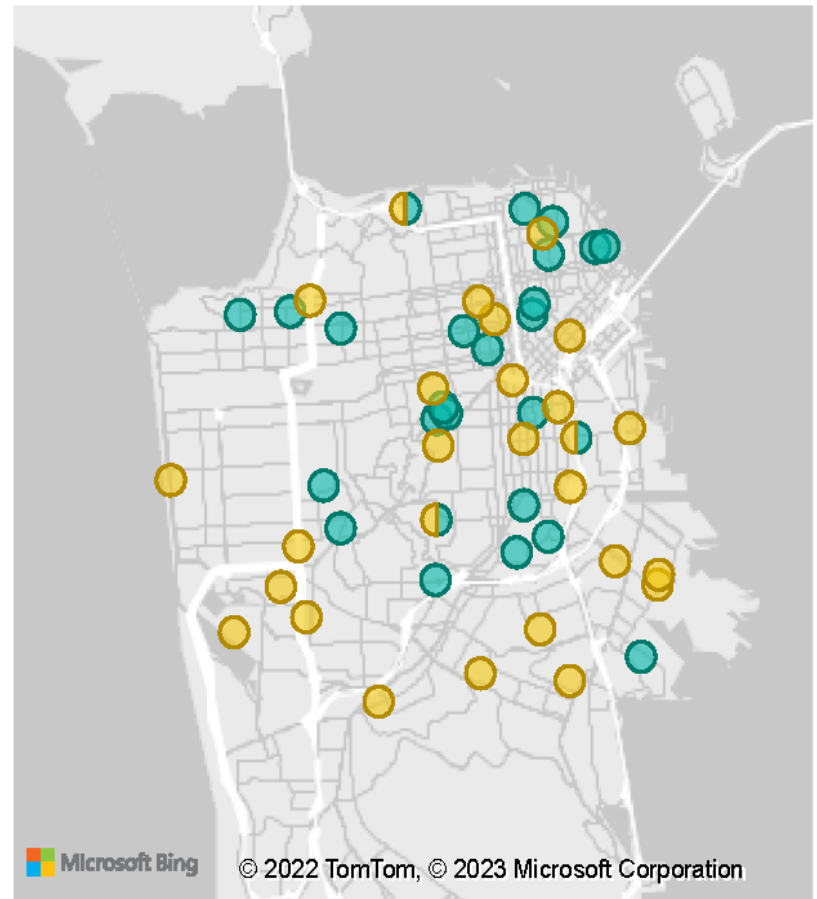
FY2015 to FY2019

Percentile ● High ● Low



FY2020 and FY2022

Percentile ● High ● Low



“Active recreation” features require more maintenance

Passive and active recreation feature scores

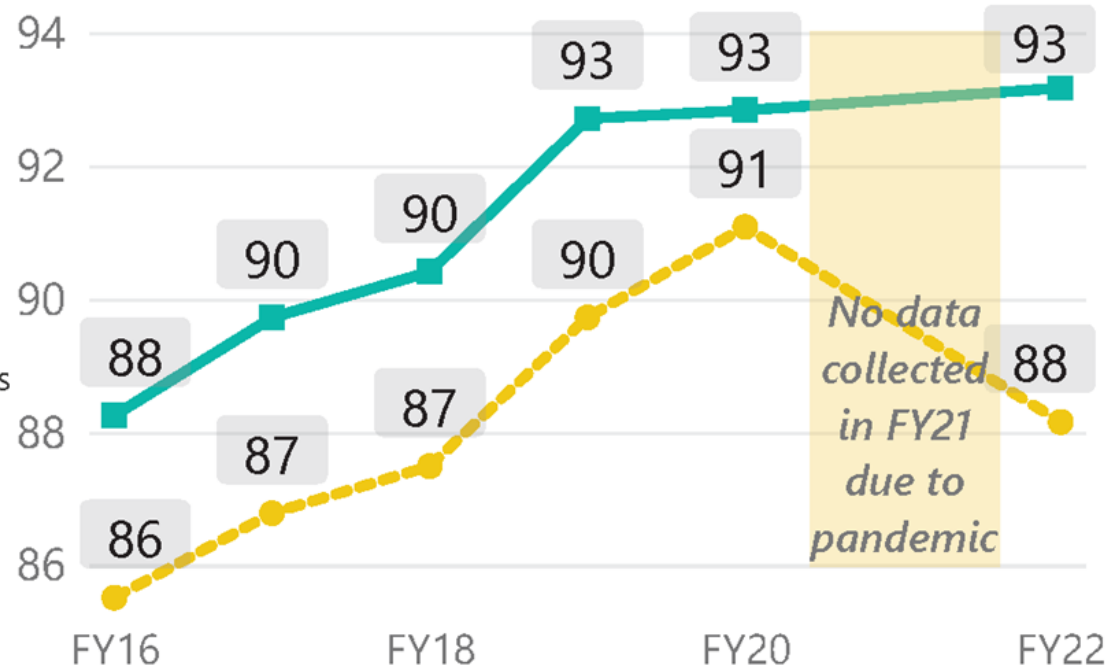
Passive Recreation

- Greenspace
- Hardscape
- Lawns
- Ornamental Beds
- Trees

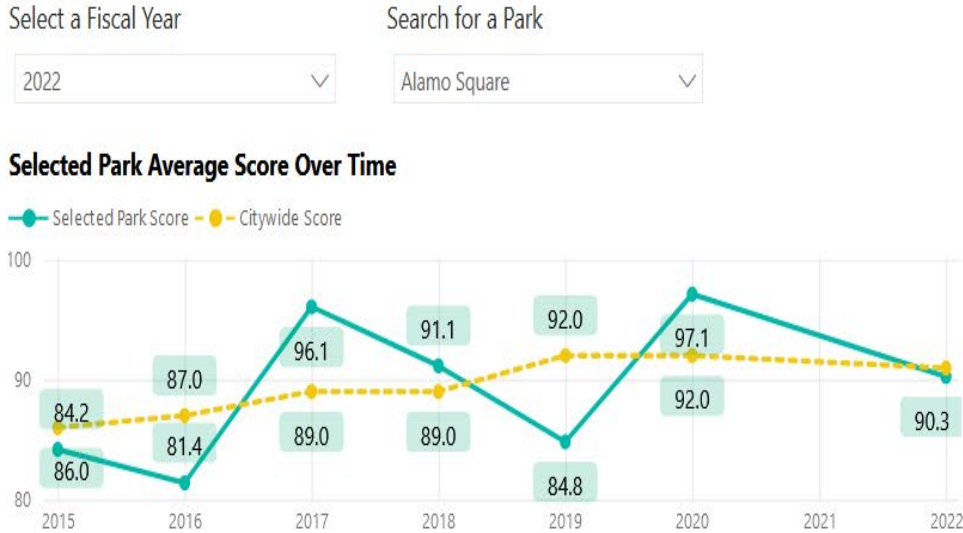
Active Recreation

- Athletic Fields
- Buildings & General Amenities
- Children's Play Areas
- Dog Play Areas
- Outdoor Courts
- Restrooms
- Table Seating Areas

—■ Passive Recreation —● Active Recreation

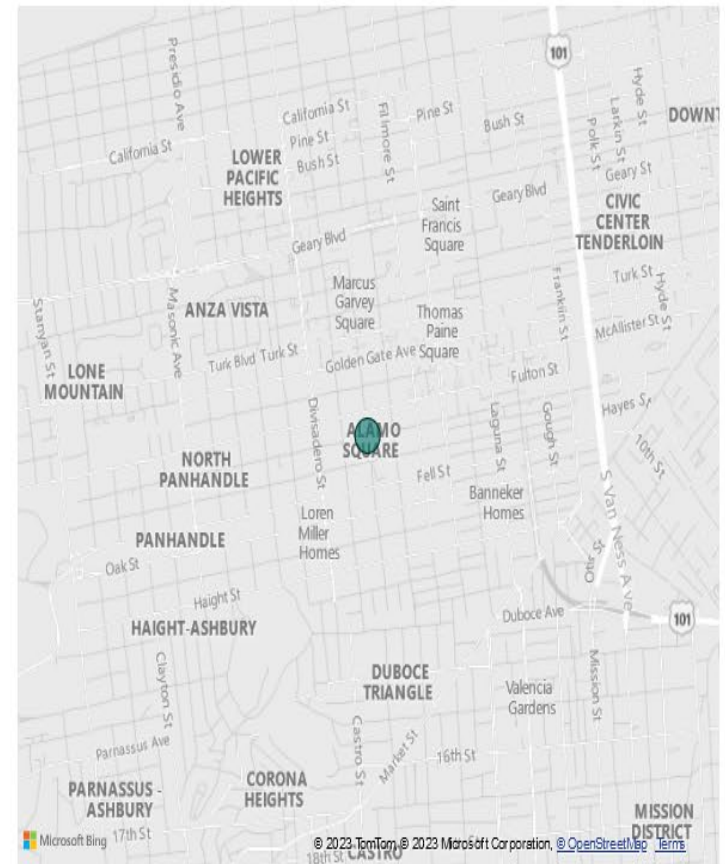


Immediate feedback on a park's maintenance needs



Selected Park-City Average Feature Score Comparison

Feature Name	Feature Score	Citywide Feature Average	Selected Park Score Difference
Buildings & General Amenities	91.7	87.58	4.09
Children's Play Areas	83.3	83.72	-0.39
Dog Play Areas	90.5	90.47	0.00
Hardscape	82.2	92.68	-10.53
Lawns	100.0	90.16	9.84
Ornamental Beds	100.0	94.53	5.47
Outdoor Courts	82.2	89.21	-6.99
Restrooms	87.7	91.14	-3.49
Table Seating Areas	91.7	90.00	1.71



The **San Francisco** Standard

Criminal Justice

Business

Housing

Transportation

Public Health

Community

Ar

PARKS & OUTDOORS

6 Perfect SF Parks You've Never Been to but Need to Visit

Written by **Maryann Jones Thompson**

Published Feb. 02, 2023 • 11:51am

[Live demo of the public dashboard.](#)

Thank you.

Any questions?



RRC

Park Perceptions and User Research



RRC

Social Science and Market Research Consulting

- **Founded in 1983 with a focus on recreation, tourism, and communities.**
- **Conducted hundreds of park and recreation studies for parks of all types and sizes.**
- **Custom, data-driven approaches to research design.**
- **Specialized expertise in parks and recreation, destination and resort management, and research.**



OKC PARKS



TRAVEL OREGON

City-wide Survey Methodologies

CITY OF CORONA PARKS AND RECREATION FACILITIES SURVEY

Help shape the future of your community! The City of Corona wants your feedback to assist in the planning and development of future park amenities and recreation opportunities.

- How long have you lived in the City of Corona? Please enter number: Years OR Check here if less than a year
- What voting district do you live in? (Use this link to look up your district: www.CoronaCA.gov/districts)
 - District 1
 - District 2
 - District 3
 - District 4
 - District 5
 - Don't know
- How familiar is your household with the parks, facilities, and recreation programs and services offered by the City of Corona?

NOT AT ALL FAMILIAR	1	2	3	4	5	VERY FAMILIAR
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

CURRENT USAGE

4. In the past 12 months, how frequently have you and/or a member of your household used or participated in any of the following programs or facilities provided by the City of Corona:

	ONCE A WEEK OR MORE	ONCE A MONTH	ONCE EVERY FEW MONTHS	ONCE A YEAR	DO NOT PARTICIPATE	DON'T KNOW
Athletic courts (tennis, basketball, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Athletic fields (baseball/softball, soccer, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
City Park/Auburndale Pools	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community/recreation centers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Neighborhood parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recreation programs/services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Special events (July 4 th , Holiday Lighting, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trails and pathways	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (specify _____)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- Which THREE parks, facilities, recreation programs, and/or services offered does your household use most frequently?
 - #1 Most Used _____
 - #2 Most Used _____
 - #3 Most Used _____

PARKS AND RECREATION LOCATION AND ACCESS

- If you and/or a member of your household were to walk to the closest park, community center and/or other recreation facility from your home, approximately how long would it take to get there (one direction)?
 - Minutes walking one way OR Mark this box if N/A
- When you and/or your household visit parks, community centers and/or recreation facilities, which mode(s) of transportation do you typically use? (CHECK ALL THAT APPLY)
 - Motor vehicle (e.g., car, motorcycle)
 - Public transportation
 - Bicycle
 - Walking/running
 - Other: _____
 - N/A - I don't use parks or recreation facilities
- From the list in the previous question, what is your most common mode of transportation? _____
- If additional trail connections, bike lanes/paths, pedestrian walkways and/or street crossings were developed, would you and/or your household walk or ride a bike to get to parks, neighborhood centers and/or recreation facilities more often?

DEFINITELY WOULD NOT	PROBABLY WOULD NOT	NEUTRAL/NO CHANGE	PROBABLY WOULD	DEFINITELY WOULD
1	2	3	4	5
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Mailed Survey



Evergreen Park & Recreation District 2023 Community Survey

Thanks for taking the time to fill out the Evergreen Park & Recreation District (EPRD) survey. The survey takes about 15 to 20 minutes to complete.

The purpose of this survey is to get your feedback on what you think EPRD should provide to the community during the next one to five years and into the future.

Before beginning the survey, we want to give you a brief overview of what EPRD now provides to the community.

EPRD serves approximately 22,000 people residing within the EPRD district boundaries. EPRD facilities are also used by residents from surrounding communities. Below is brief list of the recreation facilities and opportunities that EPRD provides.

- Two recreation centers with swimming pools and fitness facilities (Wulf and Buchanan)
- 10 community parks and athletic fields
- Year-round activities and events at Evergreen Lake
- Over 200,000 class, camp and facility visits provided to our patrons each year.

Online Survey



Intercept Survey

Social Science Trends in Park and Recreation

- **Municipal park and recreation departments go through stages in research experience.**

Stage 1: Public Input to Meet Planning Requirements



```
graph TD; S1[Stage 1: Public Input to Meet Planning Requirements] --> S2[Stage 2: Developed baselines and long-term monitoring of key metrics to support management]; S2 --> S3[Stage 3: Custom studies to address ongoing needs];
```

Stage 2: Developed baselines and long-term monitoring of key metrics to support management

Stage 3: Custom studies to address ongoing needs

Monitoring recreation trends and preferences

Baseline Information

- **Demographics**
- **User characteristics**

Advanced Topics

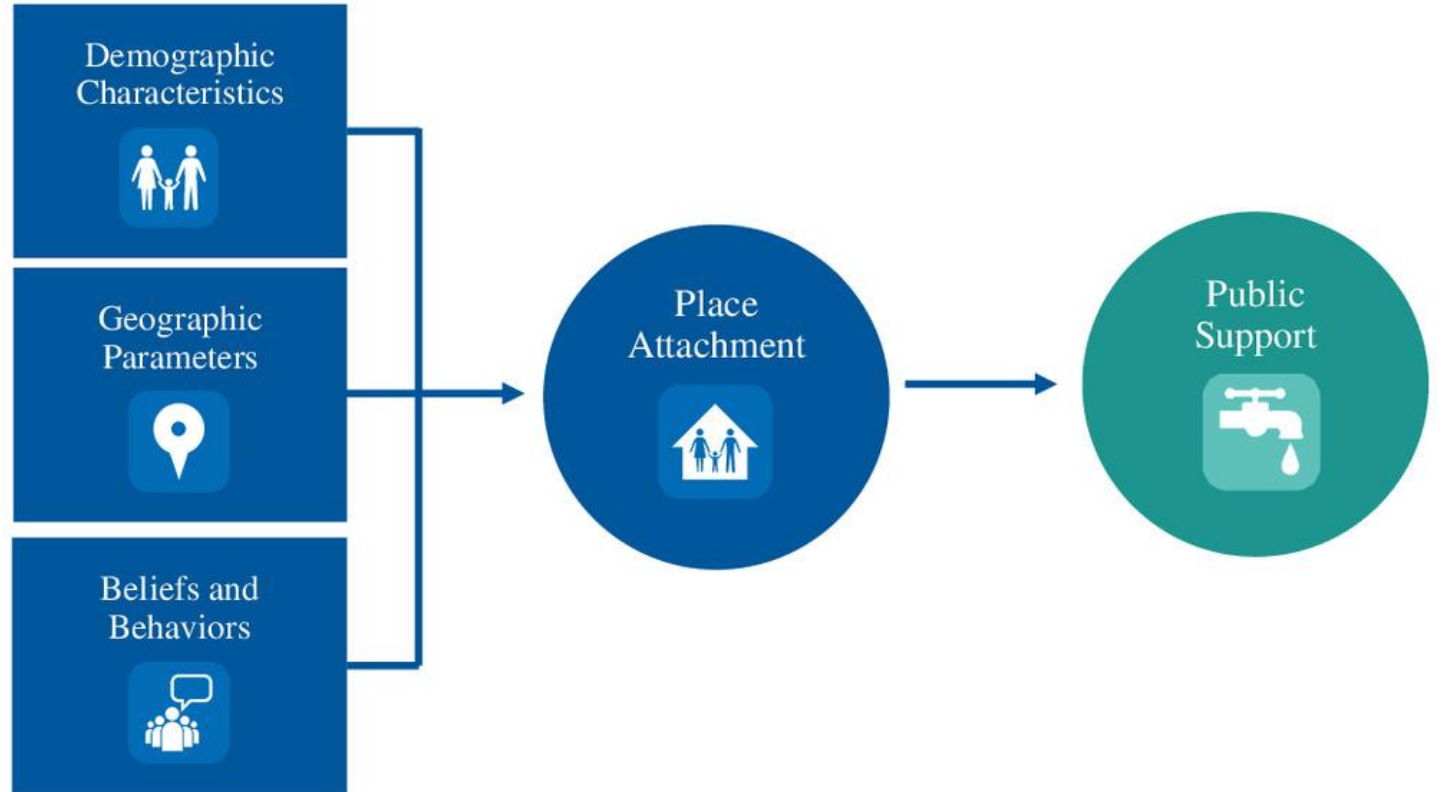
- **Importance / performance of facilities and services**
- **Acceptance of funding mechanisms (fee structures, mill levy)**

Specialized Topics

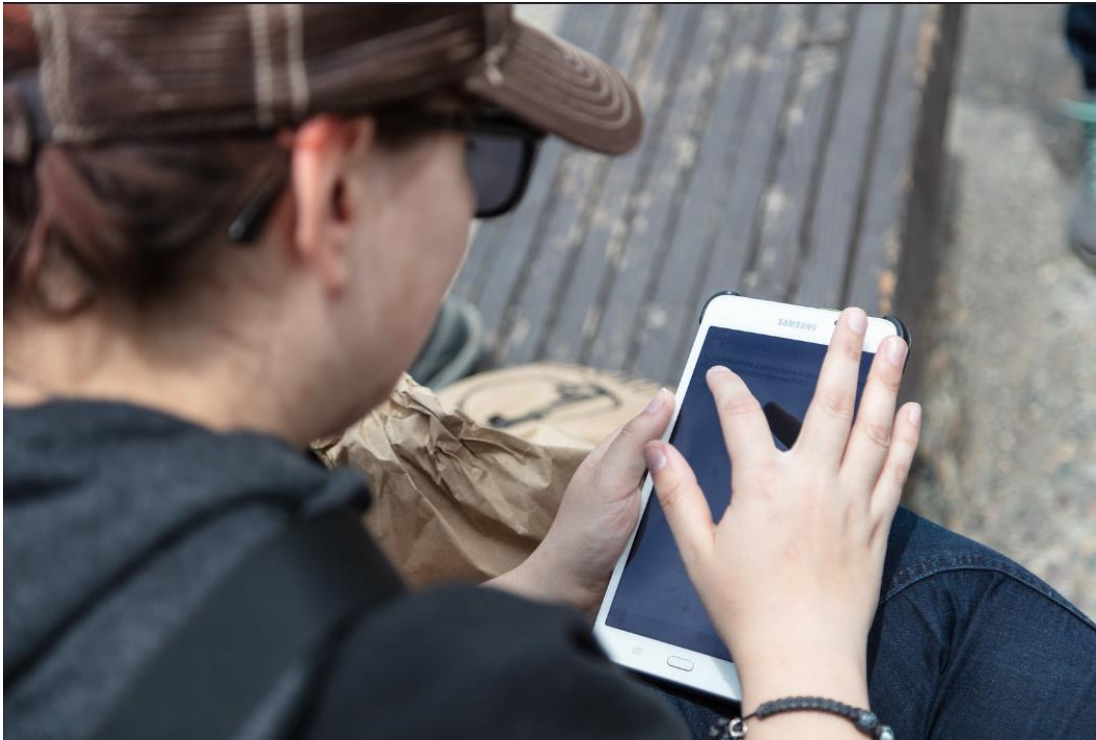
- **Belonging and place attachment**
- **Parks and quality of life**
- **In-depth visitor experiences**

Building Belonging and Attachment in Parks

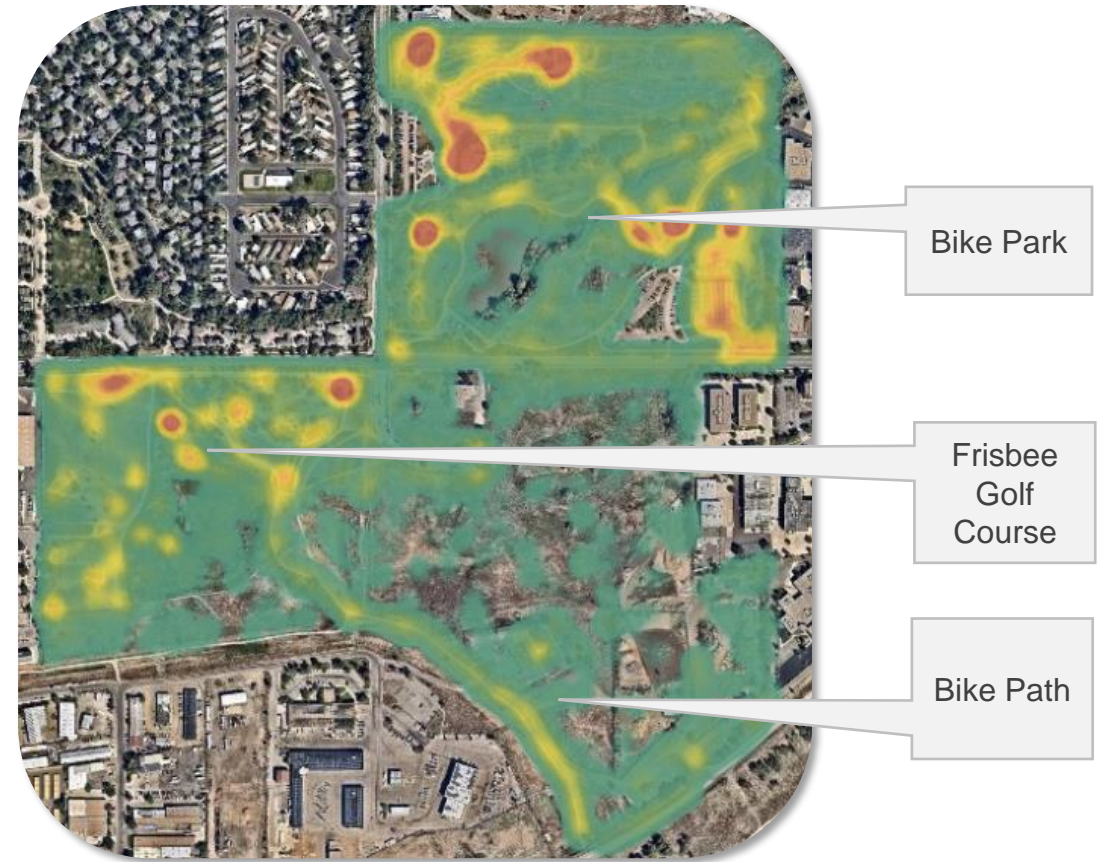
- Adding more nuance to studies to explore what drives support.
- Strongly correlated with support for parks.
- Long-term monitoring needs.



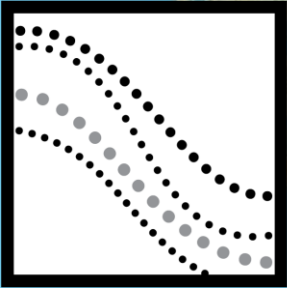
Blending Research Approaches for Long-Term Monitoring



**Survey data
for user perceptions**

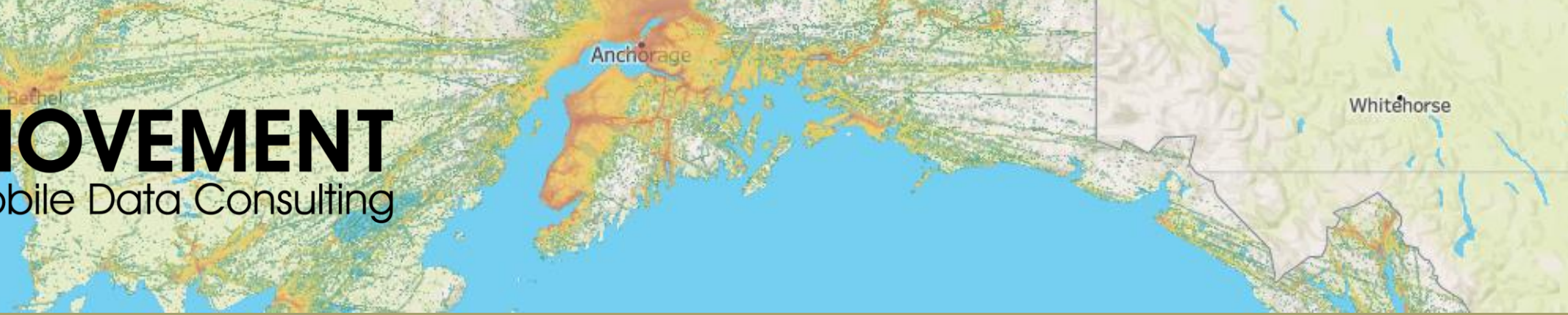


**Mobile location data for
monitoring use**



MOVEMENT

Mobile Data Consulting



About *Movement*

- **Founded in 2021.** Started development in 2019.
- Born out of a trend of mobility data analysis **lacking rigor and customization.**
- Built to be **fully customizable** and **flexible to answer new research questions.**



**GATEWAY ARCH PARK
FOUNDATION**



What is Mobility Data?

- Mobility data provided via roughly 250,000 apps allow us to create detailed profiles of users – **visitors, residents, employees.**
- We provide custom analysis and reporting in both interactive and static dashboards.
- Data can be acquired ad hoc with up to 4.5 years of historic data available.



Park Use Patterns

Purpose

- **Understand movement patterns to and within park and outdoor spaces**
 - Where/When do users enter and exit the system?
 - Are there areas that need more attention or funding to support use?
 - Are we attracting people from our key neighborhoods?

Management Applications

- **Identify use patterns across park systems and within individual parks.**
- **Safety**
- **Identification of underserved communities**
- **Parking and other infrastructure considerations**

General Conclusions

- **Effective for collecting actual usage data to translate from measures of accessibility, condition, or supply to demand characteristics.**

Dashboard Reporting: Alaska Parks

Chugach State Park

STATE OF ALASKA (DPOR) | STATE PARK



USE

RELATIVE TO STATEWIDE LOCATIONS OF INTEREST



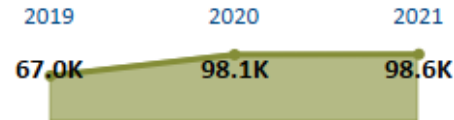
*Use is defined by cluster analysis

DISTRIBUTION OF USE



SAMPLE SIZE

ADJUSTED DEVICE DAYS BY YEAR

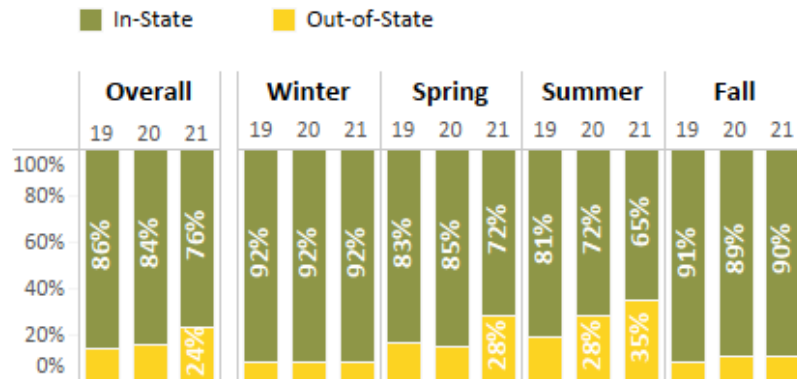


TOP 5 LOCATIONS OF INTEREST

- 1 Glenn Alps Parking
- 2 Eagle River Campground
- 3 Turnagain Arm Trail
- 4 McHugh Trailhead
- 5 Glenn Alps Anchorage Overlook

VISITOR ORIGINS

PERCENT OF DEVICE DAYS BY SEASON AND YEAR



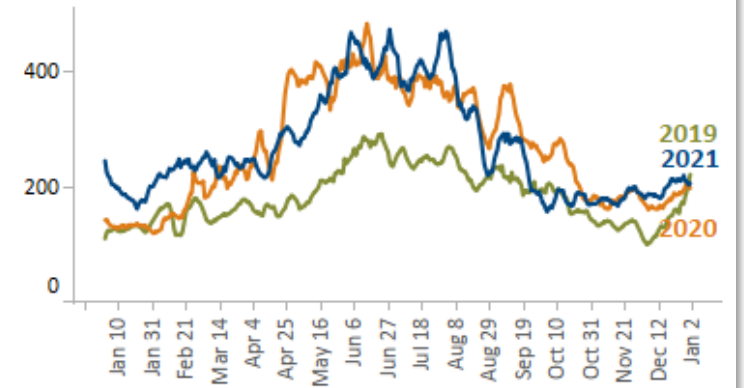
VISITOR ORIGINS

PERCENT OF DEVICE DAYS BY BOROUGH (TOP 5) AND YEAR

	2019	2020	2021
Anchorage Municipality	71%	70%	64%
Matanuska-Susitna Borough	7%	7%	6%
Kenai Peninsula Borough	4%	4%	3%
Fairbanks North Star Borough	1%	1%	1%
Valdez-Cordova Census Area	0%	0%	0%
Other Alaska	1%	1%	1%
Out of State/International	16%	18%	25%

PATTERNS OF USE

7-DAY MOVING AVERAGE OF DAILY DEVICE COUNTS





RRC

Social Science and Market Research Consulting



Jake Jorgenson, Ph.D.

Chief Operating Officer

jake@rrcassociates.com



Jeremy Sage, Ph.D.

Director of Economics and
Tourism Research

jeremy@rrcassociates.com



Colin Cares

Director of Data Innovation

colin@rrcassociates.com

Ask us about [Movement](#), RRC's custom mobile data consulting.



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Mobile Data Consulting



RRC Associates

4770 Baseline Road, Suite 355

Boulder, Colorado 80303

RRC Associates: 303-449-6558 | Fax: 303-449-6587

RRCAssociates.com



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