Parks and Recreation Department
Facility Visits/Pass System
City Hall, CMO Meeting
May 2, 2017

Presented by

Kimberly McNeeley, CPRP, Acting Director & Lucas Massie, M. ED, CPRP, Acting Assistant Director

Austin Parks and Recreation Department

Department Mission Statement
Inspire Austin to learn, play, protect and connect by creating diverse programs and experiences in sustainable natural spaces and public places.

Explain PARD Resource Allocation Audit findings that impacted data/ attendance collection methodologies (PASS System)

Audit Background

- In FY16, the Office of the City Auditor audited the Parks and Recreation Department (PARD).

- The objective was to determine:
  - How our Department allocates resources for PARD Programs and Maintenance
  - Evaluate the equity of the Departments processes

- Scope:
  - Review of PARDs use of FY14- FY15 Resources for all programming and maintenance

What the Audit Revealed

▸ The data collection tools used weren't effective. Resulting in inaccurate and incomplete program information

▸ Program data couldn't be aggregated for the purpose of Department wide program comparisons- negatively impacting strategic department-wide decision making

"Due to various internal and external factors, PARD may be unable to continue to provide services at the level expected by the community and decisions about curtailing services or expanding funding will need to be made to ensure the long-term sustainability of PARD." – Office of the City Auditor

Program Related Recommendations

The Parks and Recreation Department Should:

- Implement a comprehensive program management system to systematically track data
    - Attendance
    - Costs and fees paid
    - Usage demographics
    - Type of usage

- Determine how to offer an appropriate balance of services with our given funding and adjust accordingly

- Adjust fees to recover costs of operating programs and services without eliminating financial assistance to those who qualify.

- Ensure all participants are registered and pay for program offerings (where fees are charged)

Programs Related Department Response

The Parks and Recreation Department Will:

▸ Utilize RecTrac in a manner that permits the Department to collect data

▸ Continue standard established program registration

▸ Begin data collection for self-directed activities; like weight room, computer lab usage, or lobby games

About the new PASS System

RecTrac's PASS system is utilized by PARD currently to keep track of customers participating in self-instructed programs, drop-in activities, and some re-occurring membership programs.

Pilot Program:

- PARD asks that customers provide basic information to get signed up for a PASS. A physical PARD ID will be produced for the customer if they so choose. A physical ID is not required as part of the process.
  - Name
  - Address, including Zip Code
  - Contact info
  - Emergency Contact (recommended but optional)

- Alternate Check in – PARD has also designed an accommodation for single time visitors or visitors who are not comfortable providing information.

- PASS - Check in process after data collection

  - Customer arrives at the facility and goes to front desk
  - Presents physical PARD ID or provide name to attendant
  - Select appropriate activity and proceeds on to activity

- Alternate Check in process

  - Customer arrives at facility and goes to front desk
  - Staff will check-in customer under a generic visit
  - Customer proceeds to activity

Desired Outcomes

▸ The recommended process will generate additional data for PARD to:

  ▸ Make staffing level decisions

  ▸ Better understand current target markets

  ▸ Design programs that target underserved markets

  ▸ Make decisions in long-range program/space planning

  ▸ Refine program offerings

  ▸ Become more efficient in utilizing resources