

City of Brooklyn Park Field Usage Report

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This study was conducted by students in SMGT 3881



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Project Goal

The purpose of this project is to define the issues in regards to scheduling, the dissemination of information communicated to groups and residents of Brooklyn Park, and present ideas of ways to combat these problems that the residents and users of the fields have described. We hope that in the future other parks can look to our work as an example of how to resolve similar park and recreation issues.



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Background Information:



- 60 Parks and 90 Athletic Fields in Park system
 - Sport fields/facilities include: Cricket, Soccer, Baseball, Lacrosse, Football, Softball & Rugby
 - 1,350 acres of park
- Fields used by:
 - Brooklyn Park Athletic Association (BPAA), MN Cricket Association, & Courage Kenny Association
 - Surrounding cities high school recreation programs & traveling leagues
- Population: 79,000
 - ½ are people of color
 - ⅓ are born outside of the us
 - ¼ are not native English speakers
 - 1/10 are Liberian

Key Questions Addressed:



1. Have you ever reserved a field and or a facility in Brooklyn Park?
2. Would you change the process?
3. Does the priority order make sense to you?
4. Rate the communication process.

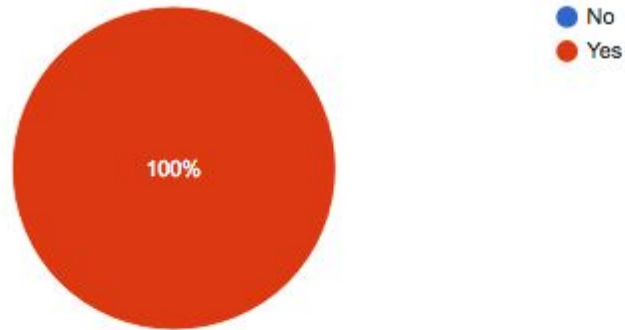
Methods:



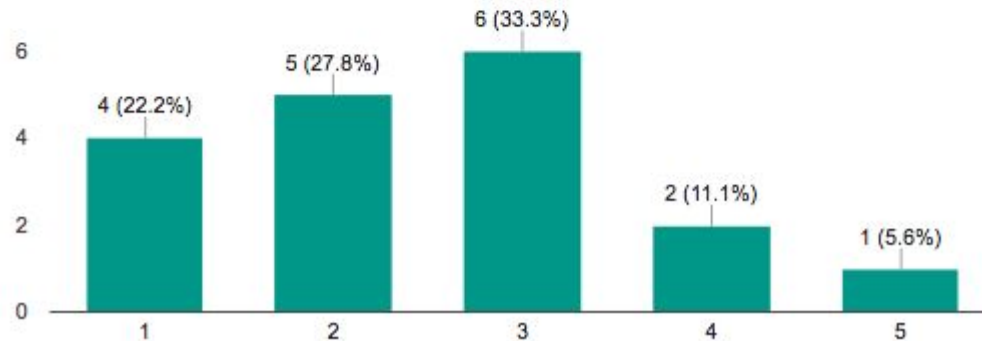
- **Interviews** (Via Conference Call & In-Person Meetings) with:
 - City of Brooklyn Park Administration (Parks & Facilities Manager, Director, Resilient Communities Project, Parks Maintenance, Program Supervisor, Business Development Coordinator)
 - Various Outside Park District's (Superintendent of Parks and Superintendent of Recreation -- Berwyn, IL) / (Parks and Recreation Coordinator - Cadott, WI) / (Administrative Coordinator - Fridley, MN)
- **Survey:**
 - Posted in various Facebook groups related to city of BP residents
 - Sent through emails to existing users and known park user groups from park management
- **Emails:**
 - Sent to current park users/leagues & organizations to ask about their experience
- **Research on Park Use**
 - Online (Various City Park Websites)

Questionnaire Results:

Have you ever reserved a field and or a facility in Brooklyn Park? (18 responses)

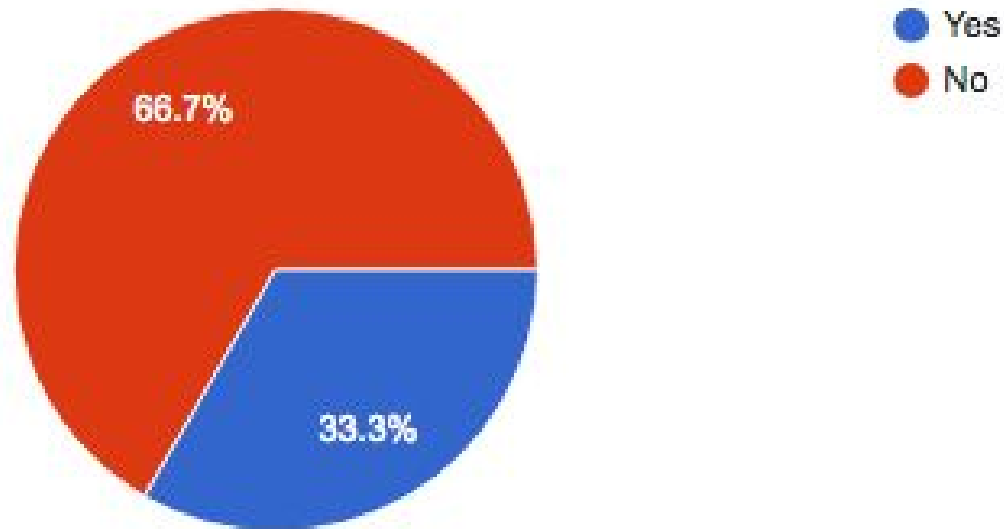


How easy was it to do? (18 responses)



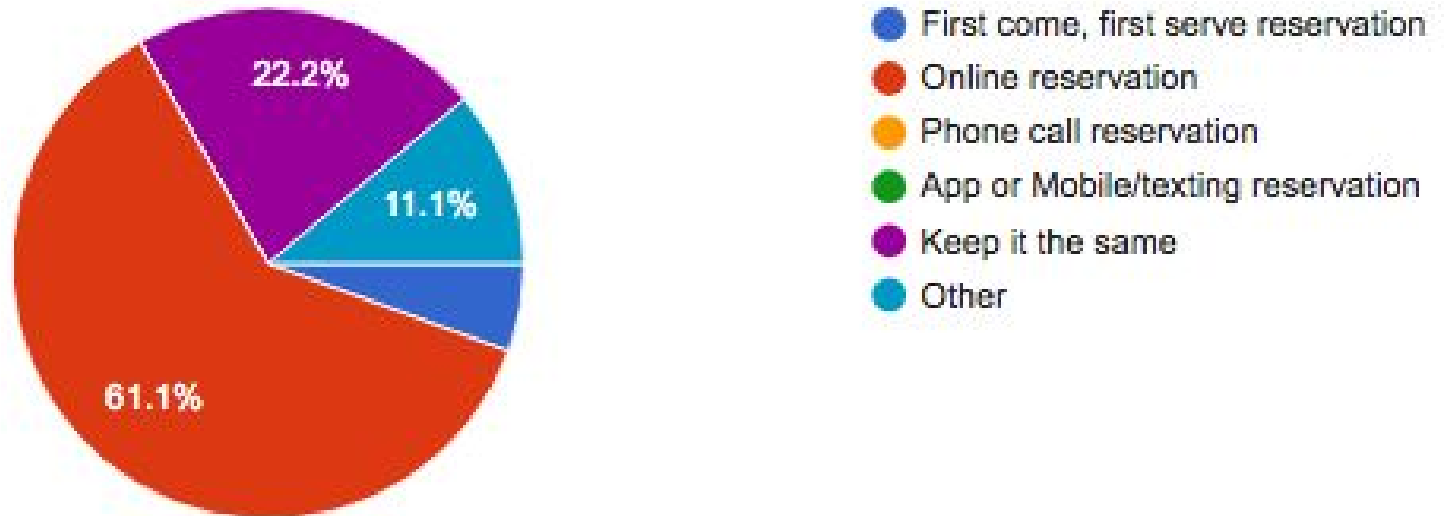
Questionnaire Results Cont.

Would you change the process? (18 responses)



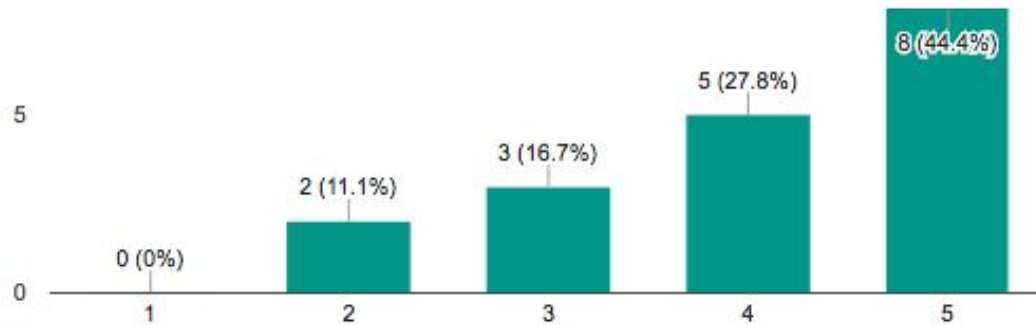
Questionnaire Results Cont.

Would you rather have the reservation process be: (18 responses)

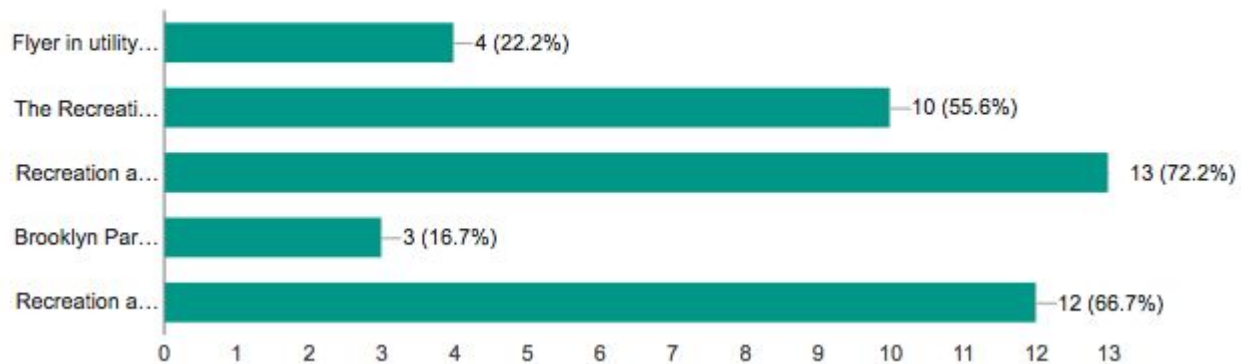


Questionnaire Results Cont.

Rate the Communication Process (18 responses)



Check all that apply, do you read: (18 responses)



Limitations of Survey

- Communication
- Only taken by Field users
- Small sample size
(estimated at N= 1000)
- Limited amount of time
Survey was live April 12- April 30



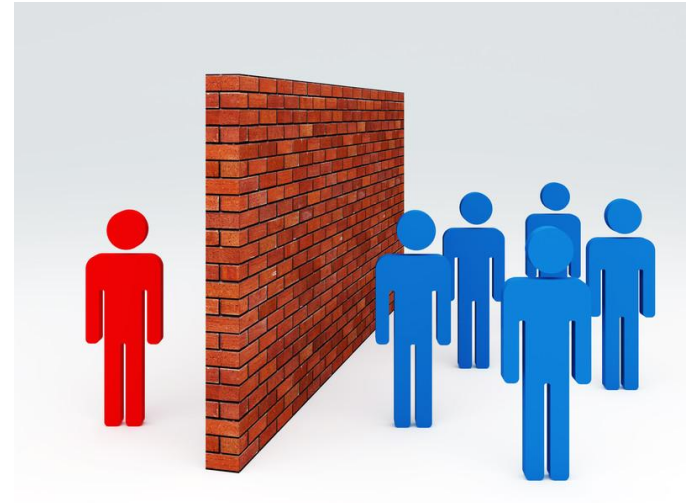
Findings:

Barriers

- Language Barriers
- Demographic Barrier

Improve on

- Education about the Parks
- Reservation for Fields Process



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Evaluation of Results:



Increase in number of:

- Field/facility registrations and reservations
- Registered field users
- People accessing the website
- Resident/User feedback
- Revenue created

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Our Recommendations:

{Short-Term}

- Update website and online processes
- Switch to electronic paperwork for reservations
- Stronger community involvement and awareness

{Long-Term}

- Addition/modifications of fields



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Our Group Experience:



- Data Analysis
 - Response rate?
 -  Narrow the communication gap 
- 2 groups
 - Which group targets what problem?
- Working with RCP & City of Brooklyn Park
 - Availability? = Good
 - Access to residents? = Difficult

Thank You!

Questions?



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