

# INTERPRETIVE & RECREATION SERVICES DEPARTMENT 2023-2024 PROGRAM DEMOGRAPHICS METHODS DATA STUDY

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# OVERVIEW

## AGENDA

- Background
- Data Collection Methods
- Research Questions & Findings
- Conclusions



# BACKGROUND ON THE STUDY

San Francisco State University

Dr. Yoshino's Research Lab



# SCOPE

## INTERVIEWS & DOCUMENT ANALYSIS

Spreadsheets of participant demographic data

GIS dashboard reports and maps

Program registration websites/program registrations

Board meeting reports and presentations

Exit surveys

Evaluated software platforms utilized for registration





# RESEARCH QUESTION 1

*What are the current practices of gathering and using demographic data?*

# HOW ARE DEMOGRAPHIC DATA COLLECTED?

## SOURCES



Three reservation systems



Participant surveys



Census and other publicly available data



Cell phone data



# FINDINGS

## HOW ARE DATA USED?

- Bus transportation
- Relevant staff allocations
- Intentional community programming

## WHAT OTHER DATA COULD BE COLLECTED?

- **Language spoken at home**  
(this was the primary data requested by interviewees)

## WHAT WAYS COULD DATA BE USED?

- Program and curriculum development
- Equitable park access and policy decision-making
- Staff hiring and allocation
- Communication with partners and donors
- Capital planning and design

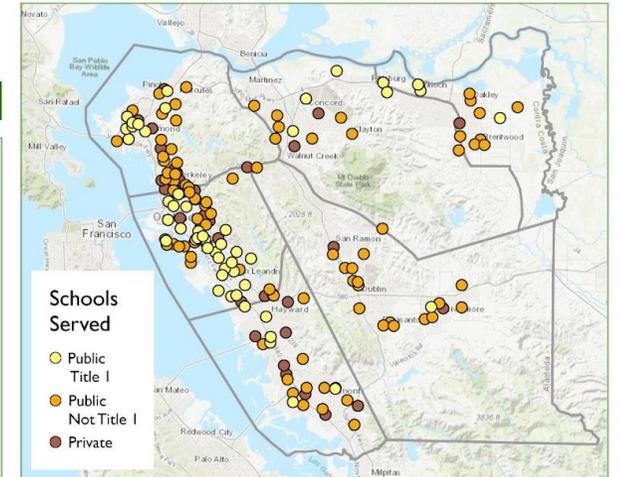
# DASHBOARDS

## Metrics of K-12 Schools Served Alameda & Contra Costa Counties

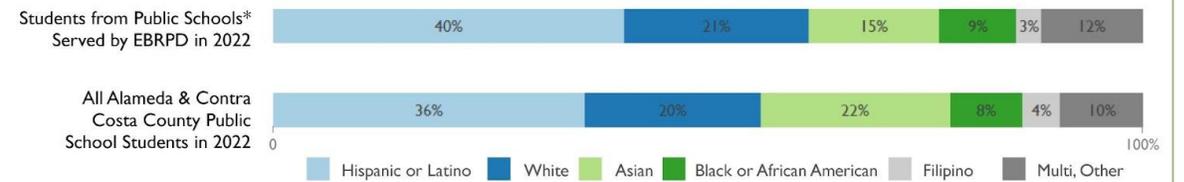
### East Bay Regional Park District 2022

#### Schools Served

Alameda & Contra Costa K-12 School Categories	Schools Served	% Schools Served	All Schools in Both Counties
Public - Title I	53	30%	31%
Public - not Title I	85	49%	40%
Private	36	21%	29%
<b>Total</b>	<b>174</b>		<b>910</b>



#### Diversity of Students from Public Schools Served by EBRPD



\*90% of all Students Served are from Public Schools. Students from Public Schools Served: 14,903.

Data Source: California Department of Education School Directory and the 2021-2022 School Year Census. Title I Schools are public schools where 50% or more of the students are eligible for free or reduced price meals. The ethnicity of students served is derived from the number of students served and the racial/ethnic distribution of each school served. By EBRPD GIS Services 03/2023.

# FINDINGS

## PARTICIPANT COUNTS

- Enrolled numbers via registration systems
- Head-counts  
(for drop-in and visitor center attendance)
- Estimates  
(for special events and roving encounters with members of the public)



# RESEARCH QUESTION 2

*What are the issues and opportunities of our current practice?*



# FINDINGS

## CONNECTING INFORMATION & GAPS

- Make existing information more available
- Collect qualitative data alongside quantitative



# FINDINGS

## BE MINDFUL OF CULTURAL SENSITIVITY

- Continue demographic information being optional
- Visual estimates beyond just counts are not recommended

# FINDINGS



## OPPORTUNITIES FOR DATABASE CONSOLIDATION

- Scattered data sets and multiple methods
- Need efficient, accurate, and timely updates from trusted sources
- Establish dashboard Standard Operating Procedures (SOP's)

# FINDINGS

## VALIDATION OF DATA

- Gather data from multiple sources to triangulate results
- Gather Qualitative Data



# CONCLUSION

- ❑ INVESTIGATE DATA/SOFTWARE CONSOLIDATION OPPORTUNITIES
- ❑ DEVELOP A CONSOLIDATED EVALUATION STRATEGY
- ❑ INCORPORATE GIS DASHBOARDS INTO GOAL SETTING
- ❑ ESTABLISH A COMMUNICATION STRATEGY FOR PROGRAM OUTCOMES
- ❑ PARTNER ON ESTABLISHING A DISTRICTWIDE CUSTOMER RELATIONSHIP MANAGEMENT SYSTEM





THANK YOU

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QUESTIONS?