

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

Sandi Funke
Chief of Interpretive and Recreation Services

Board Operations Committee
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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?

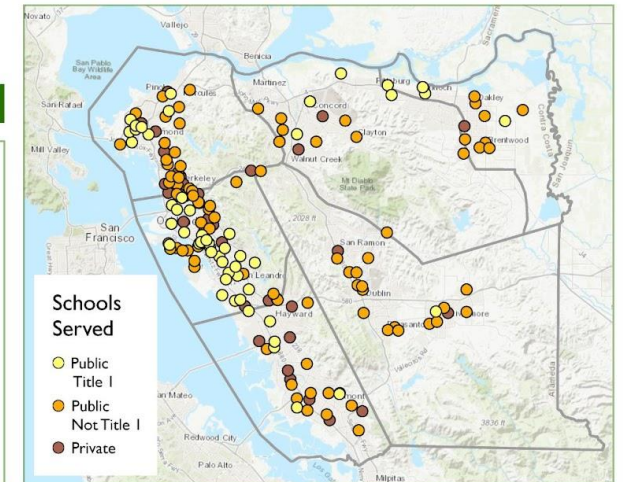
- Program and curriculum development
- Equitable park access and policy decision-making
- Staff hiring and allocation
- Communication with partners and donors
- Capital planning and design

DASHBOARDS

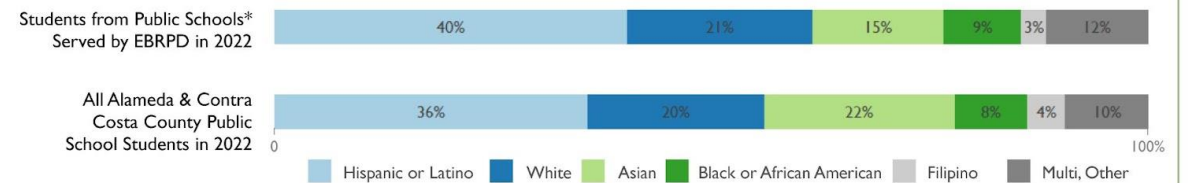
Metrics of K-12 Schools Served Alameda & Contra Costa Counties East Bay Regional Park District 2022

Schools Served

<u>Alameda & Contra Costa K-12 School Categories</u>	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%
Total	174		910



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

QUESTIONS?