

**EAST BAY REGIONAL PARK DISTRICT
BOARD OPERATIONS COMMITTEE
AGENDA STAFF REPORT**

DATE	October 16, 2024
TITLE	San Francisco State University Demography Study Update
DIVISION	Operations
FROM	Sandi Funke, Chief of Interpretive and Recreation Services Lisa Goorjian, Assistant General Manager of Operations
APPROVED	Sabrina Landreth, General Manager 

RECOMMENDATION

This is an informational item.

BACKGROUND

Over the last five years, the Interpretive and Recreation Services (I&R) department has focused on efforts designed to enhance Diversity, Equity, and Inclusion (DEI) in program delivery and attendance. The Board has also requested more detailed information on the demographics of whom I&R staff serve. In the absence of having the most up-to-date and valid demographic data, our decisions rely on historical assumptions, which may not appropriately consider historically underrepresented communities in outdoor spaces. For these reasons, staff determined it was time to conduct a study in how best to collect demographic information from our program participants.

In early 2024, the Park District contracted with Dr. Aiko Yoshino's research lab at San Francisco State University to conduct this study. The purpose of the study is to examine the current practice of demographic data gathered by the Park District that aims to understand I&R program participation and participant demographics. In this study, the I&R program participants are defined as the individuals who have participated in an in-person and/or online program/event that is primarily served by I&R department staff.

ANALYSIS

The Yoshino lab investigated the following two research questions: What are the current practices of gathering and using demographic data in the I&R program in the Park District? What are the issues and opportunities of their current practice? The study employed a mixed-method research design. Data for the study included interviews and existing data (e.g., participant surveys, reports). This data was analyzed to gain an understanding of the current processes and systems used to collect I&R program user data. Staff will present a summary of the study's findings along with recommendations for implementation.

ATTACHMENTS

None.