



SBStat

VPA

Q3 | September 19, 2019

Park Health Dashboard

Progress & Updates

- Business Analytics worked with Facilities & Grounds to create processes to maintain Park Health Dashboard info in SharePoint
 - Existing platform
 - Live data tracking
 - Mobile entry
 - Data integrity
- Facilities & Grounds have kept the data up to date and accurate

Public-Facing Dashboard

- Goals
 - Sharing our work with the community
 - Creating opportunity for dialogue around parks
- Civic user testing
 - Feedback on dashboard – both the information and how it's displayed

Pre-Feedback Dashboard

- [Dashboard](#)
- Out of the information we have, what do people care about? What will people understand?
- How can we present this information in a way that that makes sense to someone who doesn't work at VPA?
- Less "in the weeds" on parks operations

Feedback Survey

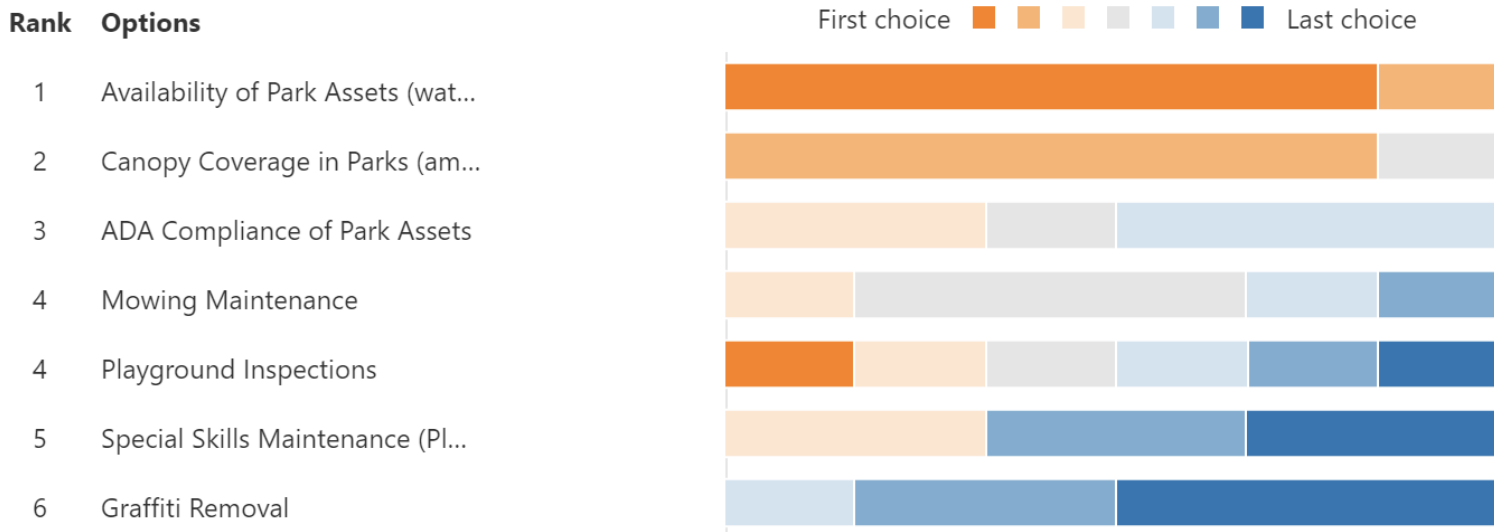
- [Survey](#)
- Pre-dashboard
 - Familiarity & interest in operations
- Post-survey
 - Was the information useful? Did the information make sense?
 - Was it easy to use? Would you look at this?

Survey Results – Initial Responses

- 7 responses
 - Friends – fairly narrow demographics, but all interested/engaged with the City and community
- Insights
 - Purpose and audience of dashboard is not clear
 - Some language is not user-friendly
 - Some visualizations don't make sense or are hard to read

Survey Results – Initial Responses

- Feedback on Park Health Dashboard - [Dashboard](#)



Updated Dashboard

- [DASHBOARD](#)
- Using the initial feedback to update dashboard
 - Added information
 - Added more context to calculation of park score
 - Added ability to see park score by park type
 - Updated
 - Updated confusing data visualizations and language
 - Corrected Skilled Trades and Graffiti data
 - Removed
 - Decreased detail in Skilled Trades, Parks Maintenance
 - Removed data that does not apply to pocket parks from pocket park page
 - Removed Specialty Parks as we don't have as much control over those
- Left to do
 - Add more context about the use of the dashboard

Continuing Feedback

- Feedback in public meetings, focus groups
- Share feedback link whenever dashboard is shared
 - Link to feedback on the dashboard itself

Next Steps

Public Park Health Dashboard

- Public Release
 - Announcement
 - Home on website
 - Civic user testing project – first formalized project completed in the City
- Feedback & Updates
 - Continuing feedback

Public Park Health Dashboard

- Release periodic updates – Trails 365
 - Project-level dashboard
 - Baseline Metrics – Mowing Score, Maintenance Score, Planning Checklist
 - Additional Metrics – River Window Maintenance Indicator, Safety Indicator
- Potential expansions
 - Parks - branching out from just operations
 - Venues dashboard
 - Riverfront dashboard

Timeline

- September 2019
 - Initial feedback, development of feedback form
- October, November, December 2019
 - Continued feedback - friends, family, public meetings, events
 - Continued iteration on dashboard – finalizing visualization structure, language
- December, January 2019-2020
 - Possible addition of new data
- February 2020
 - Plan for launch – home on website, advertising plan, etc.
- March 2020
 - Final version of public dashboard, approved by VPA
- April 2020
 - Launch of public dashboard
- May 2020 and beyond
 - Continued improvements, additional information

Other Projects

- Boomer Analysis
 - Looking back on first summer of Boomer
 - Gathering data in the future – SMS feedback at events
- Calculating Economic Impact
 - Economic impact from events
 - Development related to parks
 - Impact of My SB Parks & Trails

Celebrating Our Values

Celebrating Our Values

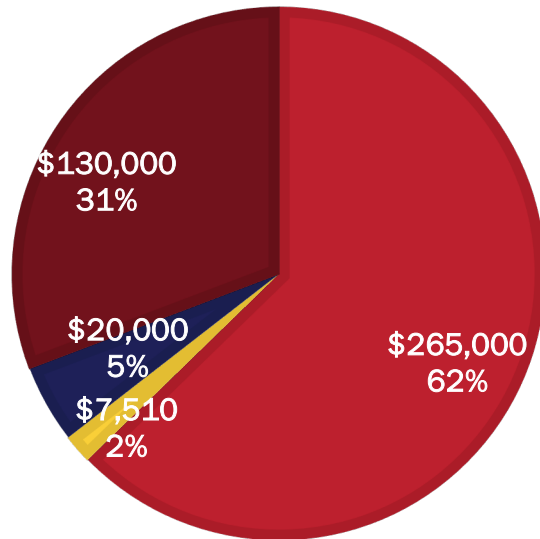
- Improvements in 17 Neighborhood Parks!
 - ~\$2 million
 - Single largest investment we've made in our neighborhood parks at one time
 - Adding restrooms, playground improvement, facilities improved



Howard Park Fundraising Progress

TOTAL RAISED: \$422,510

■ Naming Rights ■ Commemorative
■ Major Donations ■ Grants



- **Naming Rights Sold:**
 - Zamboni
 - Interactive Water Feature
 - Community Room (1 of 3)
 - Fire Pits (2 of 2)
 - North Event Lawn
- **Naming Rights Pending:**
 - South Event Lawn
 - Howard Park Commons
 - Community Rooms
 - Playground Mural
 - Renaturalized Area
- **Upcoming:**
 - Second City Fundraiser – 10/22/19
 - Skate-it-Forward Day of Giving – 10/16/2019
 - Two outstanding potential grant awards