

POWERED BY

PRORAGIS

CASE STUDY: THE CONSULTANT SCENARIO

PRORAGIS—the national recreation and parks database is your source for critical data designed to assist you in the effective management and planning of your resources and facilities. **PRORAGIS** is a comprehensive database that includes both key operating data and metrics that help measure your department's performance. In this series, NRPA illustrates how the power of **PRORAGIS** can address your most critical issues.

THE PREDICAMENT

Although Franklin had worked with dozens of park and recreation agencies over the years, he had never worked with the large, urban agency in his state.

Until now!

On his way back to the office from a lunch appointment, Franklin got an email accepting his master planning bid. He was ecstatic and wanted to do nothing but celebrate! Unfortunately, that would have to wait as the city wanted a preliminary meeting the next day.

Walking into the meeting, Franklin was confident he could deliver an effective, cutting-edge master plan. Four hours later as Franklin left, he was still confident but knew he had a lot of work to do.

Back in his office, Franklin stared at a list of data points he was given in the meeting. These included the latest budget numbers, a synopsis of facilities and staffing, and a preliminary budget for the next fiscal year.

In order to start the master planning process, Franklin knew he needed to put these numbers into some sort of perspective. He couldn't look to his previous clients because none had the scope of this project. It was at about that time that Franklin got an email from NRPA.

"PRORAGIS," he said aloud.

THE PRORAGIS SOLUTION

Even though Franklin's previous clients weren't comparable, he knew he could find similar agencies in PRORAGIS. After logging in, he quickly went to the reports tab. He wanted to look up national averages for the following data points:

1. Tax vs. nontax ratios
2. The average number of full-time maintenance employees
3. The average number and type of amenities

Franklin was excited that he was able to easily find these national averages. He was more excited when he discovered that in PRORAGIS he could narrow his search to only those agencies of similar staffing, budget or even acreage. Being able to do this provided Franklin with direct comparatives that provided an excellent start to his master planning process.

He was already looking forward to the next meeting.

THE TIP

PRORAGIS contains dozens of key data points that agencies can use in their budgeting, staffing and master planning processes. PRORAGIS provides national averages and allows users to customize how and what they compare. Whether you are looking for agencies of the same size, budget, staffing or other metric, PRORAGIS can show you how you compare.

Having this valuable information allows agencies to see how well they are operating as well as where they might need to direct some attention.

It all starts with the data. If your agency has completed a data set, start using the power of PRORAGIS. If you have yet to begin, visit www.nrpa.org/PRORAGIS and get started.

