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PRORAGIS

CASE STUDY: THE GIS 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

Phillip was very happy as he strolled up the walkway to his office building. It was his birthday and his coworkers had just taken him out to lunch at his favorite Indian restaurant. He smiled thinking about the crazy gag gifts he had received.

When he got back in front of his computer, he noticed an email thread containing 26 messages. "Oh, no," he thought. "What could this be about?"

It turns out that the agency director had just learned that the city manager wanted to explore some future scenarios at that night's city council meeting. He was asking Phillip if they could provide some statistics, trends and ideas from the park and recreation perspective.

Phillip thought it would be useful to show the council not only where the city parks were, but how they corresponded to the city's changing demographics. He knew the engineering department had mapped all the parks so he logged into the system to look at the GIS data.

While there was a lot of detail on the parks and trails, there was key demographic information about the city's population that was missing. A quick call to engineering revealed that adding a demographic overlay would cost \$2,000 and take about two weeks to complete.

Phillip had neither the time nor the budget. He needed a faster, and definitely cheaper, way to get this information.

That's when he remembered PRORAGIS.

THE PRORAGIS SOLUTION

Just last month, Phillip had asked the engineering department to upload the entire agency's GIS data into PRORAGIS. Thankfully that task had been completed.

Phillip logged into PRORAGIS and within a couple of clicks he was looking at a map of his agency's parks, buildings and trails. After adding a census data overlay of the latest age-based demographic information and the household income dispersion for the city, he had a better idea of the spatial relationship between the citizens and their parks.

With this information, the agency director could show the agency's footprint in relation to the age of residents and their household income. Using that, along with a report from 10 years earlier that Phillip found, would show where the city was heading. This information would help open the discussion about changes and opportunities the agency was exploring.

Phillip then utilized the print function within PRORAGIS to create a map that he could share with the council, and even explored some other overlays within PRORAGIS. He was excited about the upcoming meeting and grateful he had the resource he needed.

THE TIP

The GIS component of PRORAGIS is a dynamic system that includes numerous data overlays as well as links to additional research and data sources. By uploading your GIS data into PRORAGIS, your agency has access to all of these tools, saving you time and money.

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

