PRORAGIS

CASE STUDY: THE PLAYGROUND 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

Mario jumped when the phone rang. "Who would be calling the office on a Sunday?" he thought.

The lawyer on the other end of the line sounded nice, but Mario was nervous. "May I please speak with the park director?" he asked. "Speaking," said Mario.

"I'm calling to inform you that Mr. Rodriquez passed away last week," said the lawyer.

"I'm sorry to hear that, but to be honest I don't know anyone named Rodriquez," said Mario.

"Mr. Rodriquez owned a lot of land in the area and was a big fan of the local parks," said the lawyer. "He spent many weekends fishing, walking his dogs, and hiking. That being the case, in his will, Mr. Rodriquez has stipulated that at least half of his land be donated and used for parks," said the lawyer.

"That is very generous...and exciting," said Mario. "Of course there are a few hoops to jump through, but we will be more than happy to work with you. Let me round up our team and give you a call next week to talk through the details," he added.

With a smile on his face, Mario hung up. "You don't get calls like that every day," he thought. After getting all the legalities straightened away, Mario knew the next discussion would be about what they should do with the land. Over the past year, the agency had fielded a number of calls complaining about crowded playgrounds. "That's it, we'll build another playground," Mario said aloud.

While the agency did have a record of the complaints, and Mario knew that the population per playground was higher than most nearby communities, he also knew he needed more information and statistics if he was going to convince the city to build another playground.

That's when he thought of PRORAGIS.

THE PRORAGIS SOLUTION

Last year, Mario and his team had entered their data into PRORAGIS. Now it was time to put that data to work.

What Mario wanted to know was how his agency compared to others in the area when it came to population per playground, especially when demographics were included.

Mario logged into PRORAGIS and went directly to the Results tab. Once there, he wanted to compare his agency to the others in state. Clicking a couple of fields produced the report he needed. As he analyzed the results, he discovered that not only were there more people per playground in his agency's jurisdiction, but that his jurisdiction had the second highest percentage of people under age 18 in the state.

"This is just what I needed," thought Mario. "This will help us get the playground we need."

THE TIP

By comparing your data to others from around the state or the country, you can gather evidence and support to address the needs of your local population. And because PRORAGIS is comprehensive, there are almost limitless comparison points that can help you plan and operate more effectively.

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.

National Recreation and Park Association