

- Nearly 80% of Invite respondents have visited at least one BPRD recreation center in the past year, with over half having visited Juniper Swim & Fitness Center (57%) and/or Larkspur Community Center (53%).

Two-thirds of Invite respondents also indicate that they have signed up for some type of BPRD activity in the past year.

- There are also high levels of satisfaction with BPRD facilities and programs with an average of 4.4 for the Invite sample and 4.3 for the Open link on a scale of 1 to 5, with 5 being “very satisfied.”
- Survey respondents agree that the affordability/good value of BPRD programs and facilities and quality of facilities/equipment are the top reasons for participation in BPRD offerings.
- The highest demand is for fitness center/weight room access (72%), followed by swimming activities (71%) and group exercise/fitness classes (63%). These activities also ranked highly in community priorities.
- There is strong support for access to recreation programs for underserved communities. Providing scholarships and fee waivers received the highest support, averaging 4.0 out of 5.0 in both samples.

More than 700 people responded to the statistically valid survey, well above the number required to meet the desired margin of error. The open link survey was communicated through an e-mail sent to all households in the district registration system as well as promoted on the district website and in social media posts. The district received over 1,500 open link survey responses.

Locations data tool

BPRD contracted with a locations analytics company, Placer, to learn how people are using district parks and other key recreational areas around the community. The program uses data from hundreds of cell phones applications that people have opted to allow location services to be used. Placer uses anonymized location data to track foot traffic patterns without directly identifying individuals.

During the board work session, staff shared information about the Placer data platform, the types of data that the district has access to, how they have used the data thus far, and how they plan to use it in the future.

The program enables staff to query topics such as the number of visits to any given park in a chosen period, average length of visits, origin/destination of park users, and park user demographics. This information can be used for district planning purposes, grant applications, recreational programming and various other applications.

The next board meeting is April 1.