

ICMA Benchmarking Project FY 2007 Data Report

Park and Recreation Department
October 2008



FY 2004 – 07 Data Comparison

- Areas of Strength

- Recreation Center Revenue Increases
- Increased Variety of Recreational Programs
- Increased Safety Initiatives – Lighting
- Initiated Aquatics Programming

- Areas of Weakness

- Recreation Center Staffing Levels
- City-wide Trail/Veloway/Bicycle Street Lane Development



Jurisdictions with 1 Million+ Population

| Data Compared | Dallas | Phoenix | Nassau County | San Antonio | Miami-Dade County | Fairfax County |
|------------------------------------|-----------|-----------|---------------|-------------|-------------------|----------------|
| Population | 1,280,500 | 1,514,369 | 1,325,662 | 1,312,286 | 2,451,850 | 1,090,216 |
| Square Miles Served | 387.9 | 516.8 | 286.7 | 503 | 1,964.2 | 413 |
| Park Acreage | 23,018 | 38,066.8 | 5,791 | 18,384 | 12,660.8 | 23,893 |
| # Playgrounds | 215 | 158 | 71 | 120 | 125 | 194 |
| # Recreation Centers | 47 | 37 | 2 | 32 | 64 | 45 |
| Miles of Trails | 86 | 300 | 35 | 70 | 137 | N/A |
| # Athletic Fields | 279 | 182 | 68 | 207 | 163 | 285 |
| Net Golf Revenue per capita | .70 | (.55) | N/A | .37 | .37 | 1.30 |
| # of 9-Hole Rounds Played | 479,398 | 63,040 | 367,624 | 438,396 | 552,936 | 510,741 |



Results of ICMA Benchmark Cities

Comparison of Jurisdictions showed increases in:

- Trail Miles
- Playgrounds

Comparison of Jurisdictions showed declines in:

- Golf Revenues
- # of Golf Rounds Played



Non-ICMA Benchmarking

- National Recreation and Park Association (NRPA) - maintenance standards
- American Zoological Association (AZA) – exhibit trends, education and research data
- Texas Recreation and Park Society (TRAPS) - programming innovations
- National Golf Association, National Golf Foundation, USGA, USTA – Market Trends
- Trust for Public Land – operating expenditures
- National Audubon Society – environmental programming
- International Association of Amusement Managers (IAAM) – Market Trends



Actions Completed in 2007

- Coordinated with Dallas Youth Commission and DISD to address youth community issues and held Multiple Rallies
- Interacted with National and Local organizations to evaluate service initiatives
- Recreation Center Staffing issue pending Recreation Master Plan recommendations
 - Increased contract fee-based programs



Proposed Actions

- Continue to partner with DISD to address youth community issues
- Conduct annual survey of organizations to evaluate service changes
- Conduct bi-annual customer survey

