

# Recreation Programming

## Planning Information Base

### Identify Community Information – what are the trends?

- Environmental Scan
  1. What are the community demographics?
  2. Social Problems – anything we can respond to?
  3. Physical resources status and changes – i.e. K2 Building.
  4. Economic data.
  5. Technology – phone apps, adequate website, online registration software.
  6. Environmental quality – are our parks/facilities safe/adequate for programs?
- Community Inventory – identify programs and services in the community. Potential overlapping? Areas of insufficient activity? Areas of omission or inadequacy?
- What will our Community Niche be? We can't be all things to all people. Analyze our constituent groups served, the nature of existing programs and services, and our available facilities to determine our community niche.
- Assess our Constituency – demand, needs, and preferences through focus groups, questionnaires, surveys, etc.

### Comprehensive Recreation Plan

- Goals and Objectives
- Critical Issues – i.e. at-risk youth, racial integration, available labor force
- Basic Premises
- Operational Database – set up for cost analysis, attendance info, satisfaction survey, etc.
- Program Segmentation – by age, program field, facility, service.
- Program Master Plans – goals, objectives, etc for each program.
- Resources Needed for Implementation – human resources, physical resources, financial resources.
- Interagency Partnerships
- Program Prioritization and Timelines
- Comprehensive Plan Annual Review/Performance Evaluation