

10.5.1 Response to Reviewer Comments:

The department actively tracks recreation and leisure trends to ensure programs, facilities, and services align with community needs and industry best practices. These trends analyses are embedded in various department master plans, which serve as guiding documents for strategic planning and decision-making. Staff regularly refer to these plans to assess trends and determine how to adapt offerings to meet evolving community interests.

The trends analyses within the Aquatics Master Plan (EOC 10), PARD Master Plan (EOC 6), and Trails Master Plan (EOC 11) were used as part of the data that informed the development of the department's Strategic Initiatives, Goals, and Objectives. These strategic components serve as the foundation for the department's annual work plans, ensuring that programming, facility improvements, and resource allocation align with identified trends and community needs. By incorporating trends analysis into these key planning documents, the department ensures that recreation services remain relevant and responsive to both community demand and evolving industry standards.

The Recreation Program Plan (EOC 12), page 20 further reinforces how staff apply trends data in decision-making and program development. Appendix C of the plan includes the Master Plan Trends Analysis for easy reference for programming staff.

Example of the Process

The following examples illustrate how trends analysis informs decision-making and implementation:

- EOC 6, page 3 of the Master Plan Trends Analysis displays a table showing the annual growth of sport participation, highlighting trends that influence programming.
- EOC 7, page 7 of the PARD Master Plan Initiatives identifies Initiative 2.1.24: Establish a pickleball program, demonstrating how trends analysis supports strategic goals.
- EOC 5 on the GarlandCAPRA website shows the annual work plan for establishing a pickleball program, providing a direct link between trends analysis and program implementation.
- EOC 2 and EOC 3 on the GarlandCAPRA website include flyers for the established pickleball program and open gym pickleball, showcasing the outcome of this planning process.
- EOC 8, Athletics Interest Survey identified community demand for additional athletic programming. As a result, the department launched a flag football program to expand youth sports opportunities.
- EOC 9, Flag Football Flyer provides documentation of program implementation.