

New Bern Parks and Recreation Program and Service Statistics

EVALUATION

In addition to traditional input measurements, such as the department budget, New Bern Parks and Recreation uses output and outcome measures to gauge parks and recreation facility and service utilization as well as citizen satisfaction with parks and recreation facilities and services. Using this data, the department will develop valuable information concerning outputs (the degree of use of park facilities and services) and outcomes (what value was provided to citizens), both of which measures will assist in planning and reporting.

Seeking evaluations of programs and facilities is critical to revising existing programs and facilities or creating new ones. Evaluation also helps define the worth of parks and recreation facilities and services, in the minds of citizens. Reporting evaluations to the governing body helps quantify the impact of expenditures on parks and recreation facilities and services.

The Parks and Recreation Director is responsible for ensuring that New Bern Parks and Recreation personnel are trained in outcome measurement and for overseeing the integrity of the evaluation process.

REPORTING AND CONTINUOUS IMPROVEMENT

New Bern Parks and Recreation records statistics on recreation program participation, facility usage and customer satisfaction for evaluation, reporting and analysis for continuous improvement. These statistics, along with information on our programs, projects and achievements, are shared, in summary form, with the City Manager and Board of Alderman.

The compiled information for a given year will be used to refine the department's operations for the succeeding year, which drives development of the proposed Operating Budget and Capital Improvement Program.

FREQUENCY

- Program and facility statistics are updated monthly through the submission of Division reports.
- These reports are reviewed by the Management Team during their regular meetings.
- General program statistics are documented, with an update being provided during the week staff and Department meetings.