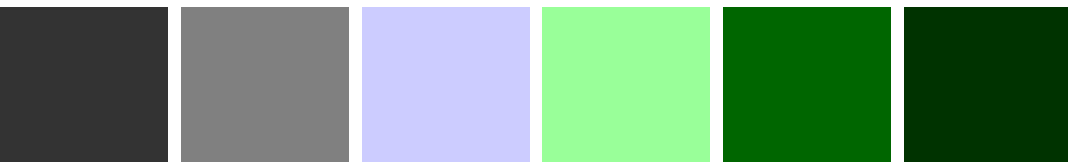




Residents' Lack of Knowledge of PARD Facilities: the impact on Participation Rates

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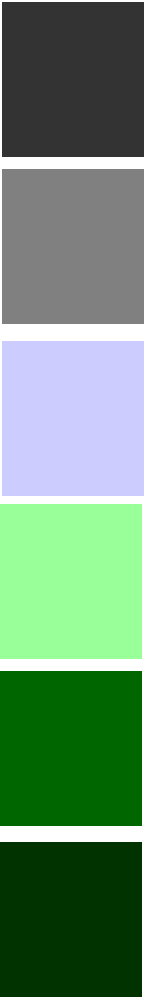


Objectives

- Review studies relating to citizens “with no knowledge” of parks and related park use
- Present two recent case studies
- Learn from each other
 - Design
 - Marketing / Communication
- Discuss ideas for increasing knowledge

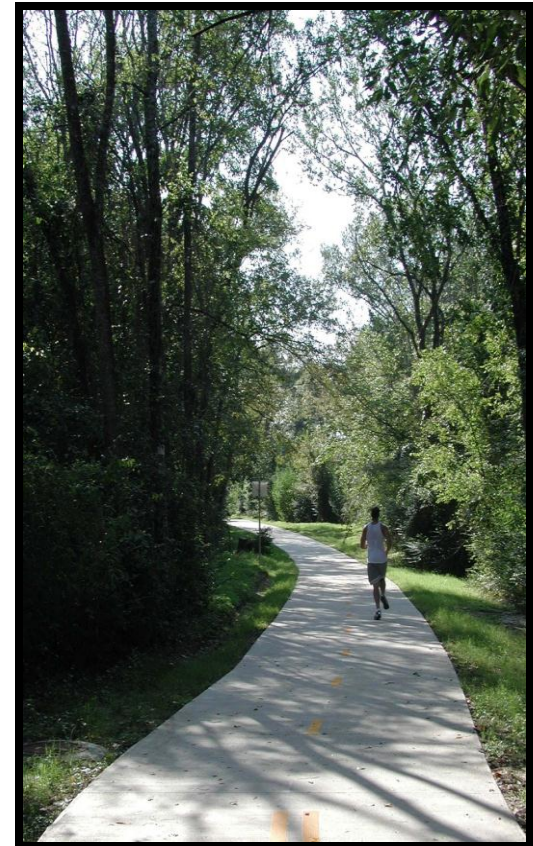


What do you know?



Background

- Level of Exercise is correlated with stock of knowledge.
 - The amount of time spent in a place influences the amount learned/represented (Devlin, Ann, 1976)



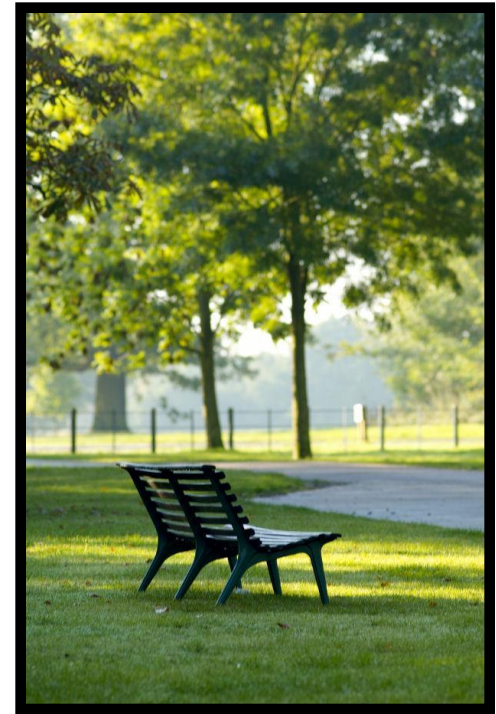
Background

- Participation in specific activities will enhance knowledge about specific amenities
 - Participant's goals or purposes influence what they see or select to organize and include in their image (Lynch, Kevin, 1960).



Background

- Parks that act as landmarks or regions may be known by all
 - Areas with distinct land uses or ground textures may create regions. Landmarks often stand out as prominent features (Kaplan and Kaplan, 1998).



Background

- One reason people did not use neighborhood parks was because they did not know where they were located (Hatry and Dunn, 1971).
 - Gabbard Park example
 - Katy Trail example



Background

- 15% of respondents did not use parks because they did not know enough about the site (Godbey, 1984).



Background

- People do not explore anymore (Outside Lies Magic (Harvard University)).



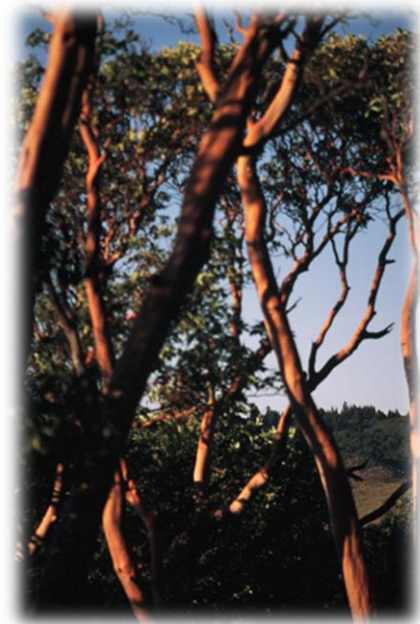


Background

- Respondents in three communities did not use parks because they had no knowledge of them (Crompton and Howard, 1984)
- Dade County , FL -- 22%
- Austin, TX -- 9%,
- Springfield, OR -- 26% percent
 - Subset of low income respondents, lack of knowledge was prominently cited as a constraint to park use.

Background

- A study of respondents' knowledge of 19 parks in Lansing Michigan, indicated that respondents were uncertain or had never heard of 7 parks (Spotts and Stynes, 1984).





Background

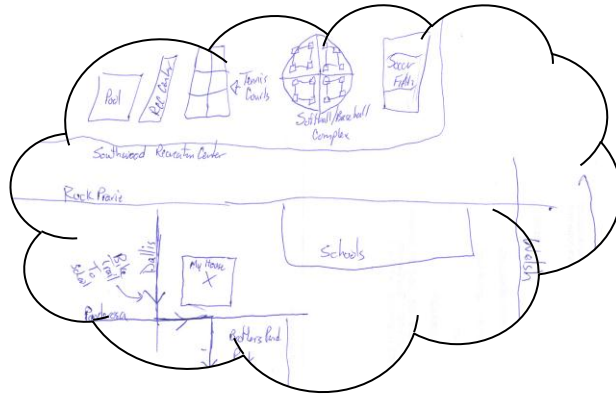
- Schroeder and Wiens (1986) studied nonuse of parks and recreation facilities in Tulsa, Oklahoma.
 - 524 participants who were randomly selected for telephone interviews
 - The primary causes of inhibiting use were:
 - lack of interest in offerings,
 - lack of information, and
 - lack of time

Background

- 70% of all nonusers and infrequent users in the Cleveland Metro Parks study indicated **they would increase their future park use** if they were better informed (Scott and Munson, 1994)



Case Studies



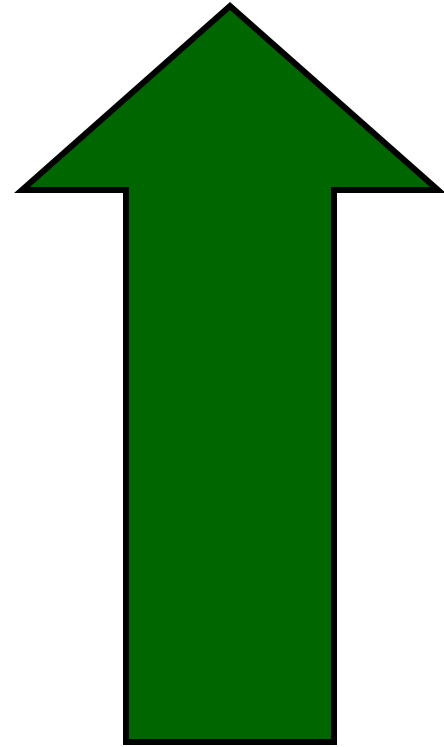
Participants were asked to “sketch a map of active recreation areas within an accessible distance from your home.”

Participants were then asked follow up questions:

1. How often do you use these places?
2. How do you get to them (by foot, bike, automobile)?
3. Are there places you use more often that are not on the map?
4. How active are you?
5. Did you indicate where you live on the map?
6. How long have you lived here?

Parks Mapped

- Neighborhood park with most amenities
- Parks people drove by on main roads
- Park people lived next to (small subset)
- 2 Parks were not included by any participants





Mapping Case Study

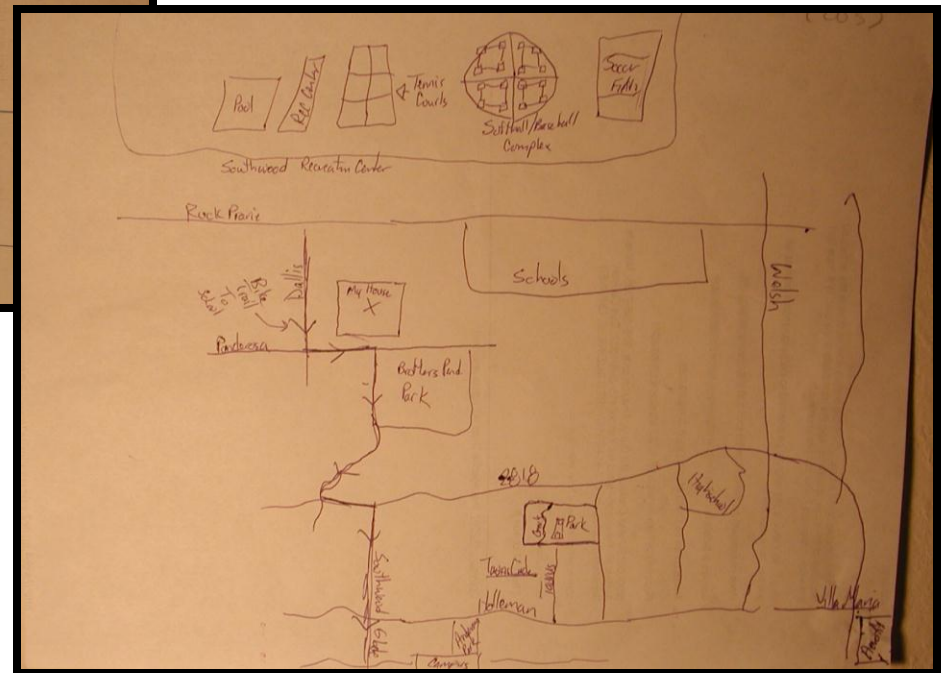
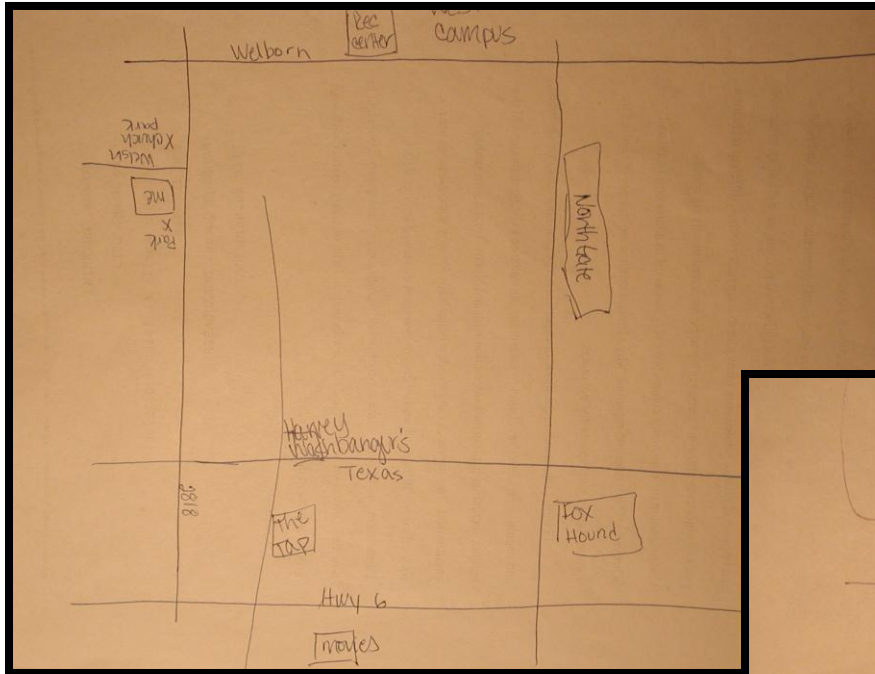
Sample

- Included park users and nonusers
- Participants who engaged in various levels of activity across range (high, medium, low)
- Neighborhood park with diverse amenities used by the most participants; the most often
- Other parks used sparingly or for specific reasons

Access

- Most accessed parks by foot, a few biked, and some only drove to parks
- All participants drive to some locations
- When asked to draw in an accessible distance- four participants asked if they could use their cars

Activity Rates and Knowledge

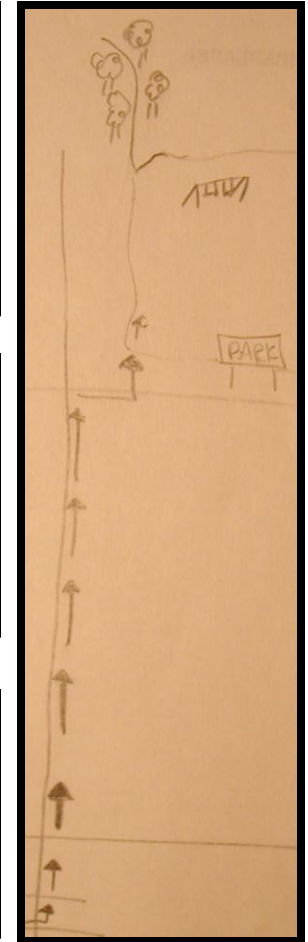
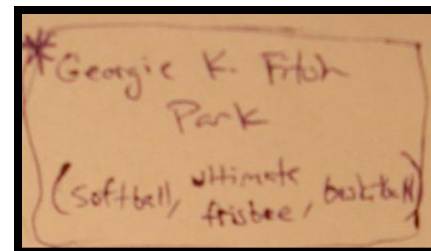
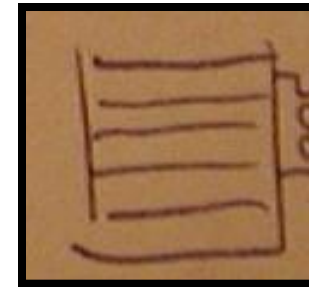
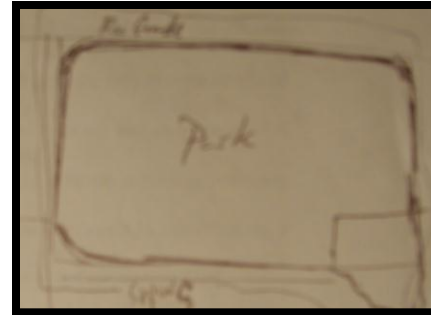


Knowledge

Activity Level

Activity Rates and Knowledge

- Participant who runs
 - Mapped trails around park
- Participant who plays soccer
 - Included fields on map
- Participant who swims
 - Drew pool with lanes in it
- Participant who rides to park and trail
 - Included path to park and trail
- Participant who swings
 - Mapped the swings
- Participant who plays homerun derby
 - Wrote baseball fields and homerun derby on map
- **Participants who were not active**
 - Drew basic maps with no detail



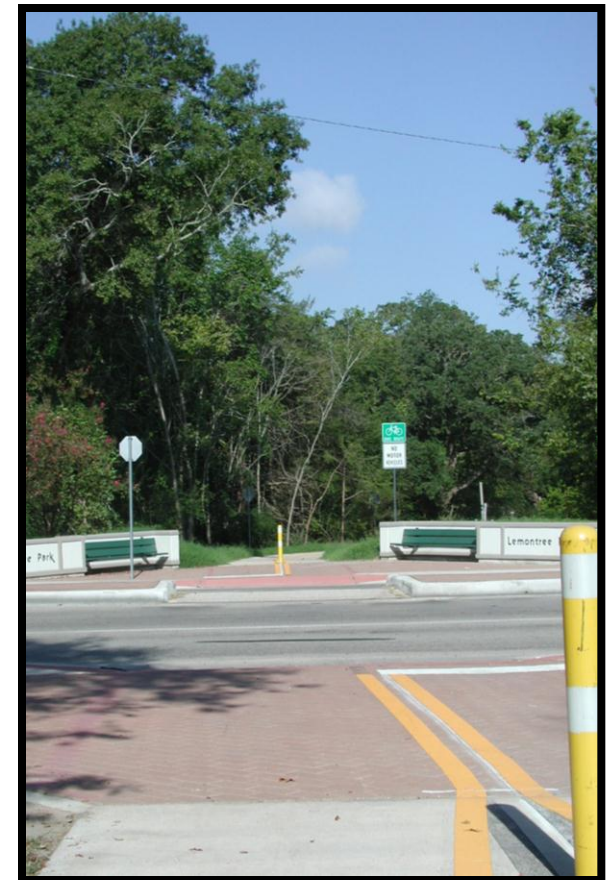
Additional Findings

- Knowledge affects use rates for participants – even some “high use” participants
 - One will not use park trail because he does not know where he ends up



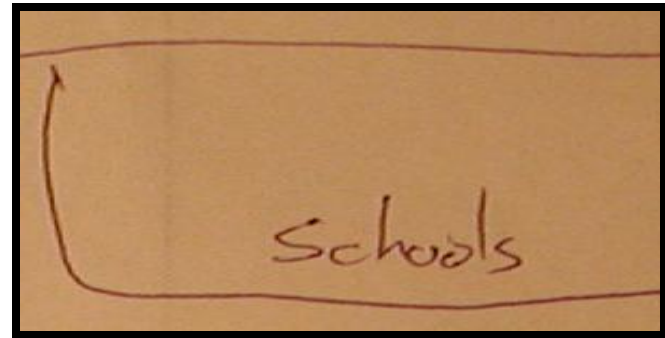
Additional Findings

- Comfort accessing places influenced use and use rates
 - Some participants discussed knowing where places are but did not feel they were accessible
 - Participants were not knowledgeable about what amenities are offered at larger or odd shaped parks



Additional Findings

- Schools and parks were sometimes clumped into one entity.
 - Participants labeled parks adjacent to schools as “schools”



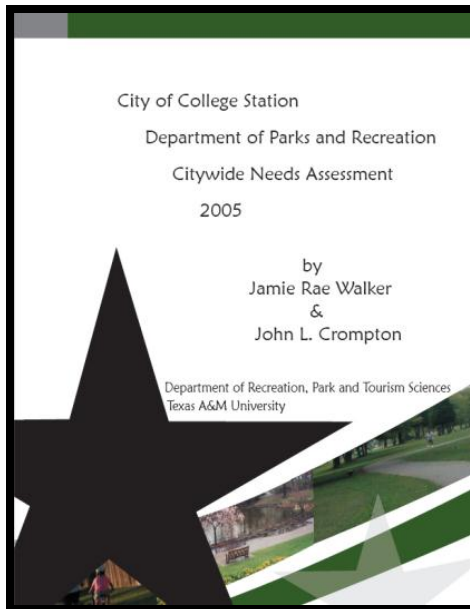
Additional Findings

- Landmarks / Regions:
 - Several people put large park on their maps even though only a few use it;
 - Many participants knew parks from driving by them; and
 - Several reference parks in the neighborhood when giving directions.



Case Studies

- Five hundred and forty-six (546) residents
 - 45.5% response rate
 - Stratified representation of community
 - demographically
 - geographically



Case Studies

- Use rates

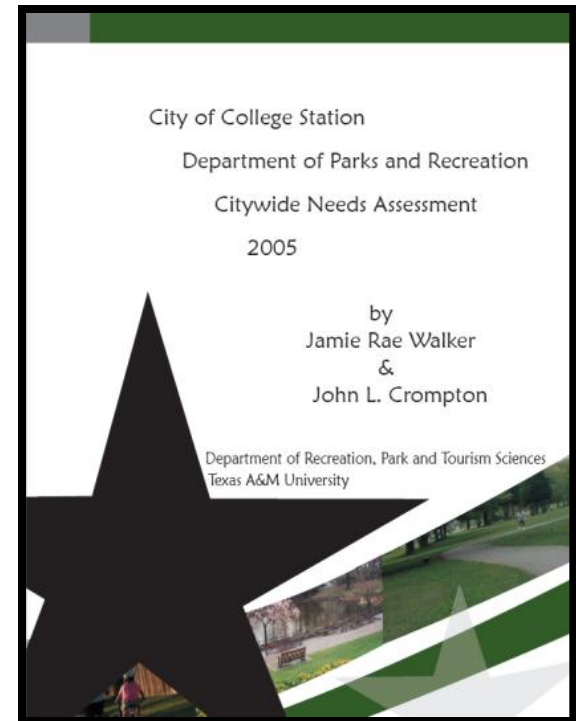
1. How often do you and/or someone in your household use each of the following College Station park facilities and recreation programs? (Circle one on each line)					
	<u>Almost Daily</u>	<u>About Once a Week</u>	<u>About Once a Month</u>	<u>A few Times a Year</u>	<u>Not at All</u>
Neighborhood/Community Parks..	D	W	M	Y	N

- Knowledge

	<u>Strongly Agree</u>	<u>Agree</u>	<u>I have no Knowledge</u>	<u>Disagree</u>	<u>Strongly Disagree</u>
I am well-informed about College Station's park facilities and recreation programs	SA	A	NK	D	SD
I can get to my favorite park facilities on foot or by bicycle	SA	A	NK	D	SD

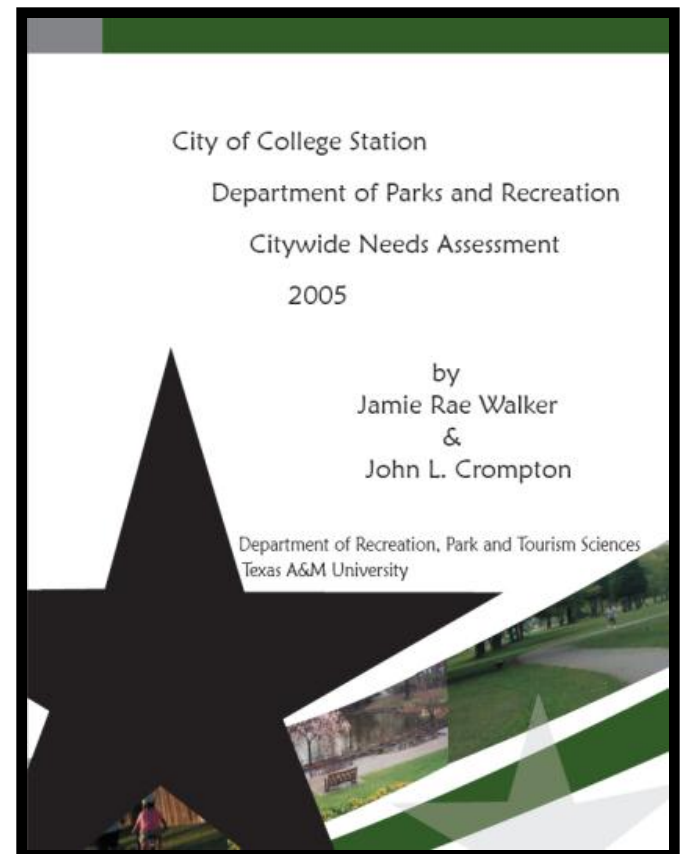
Case Studies

- What magnitude of difference in “more likely to use parks” occurs between respondents who perceive they can **access a park on foot or by bicycle**, and those who **have no knowledge** regarding accessing a park on foot or by bicycle?



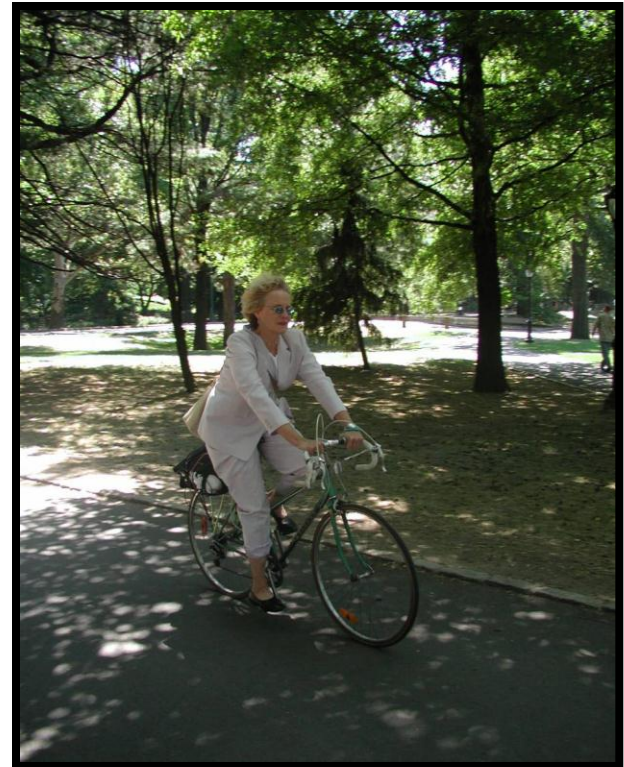
Case Studies

- What magnitude of difference in “more likely to use parks” occurs between respondents who perceive they are **well-informed** and respondents who do not perceive they are well-informed?



Findings

- Respondents who reported they had no knowledge were 43% less likely to use parks than those who agree they can access parks on foot or by bicycle (0.65 – 0.22).



Findings

- Respondents who agree they are well-informed about parks are **14% more likely** to use parks than those who disagree they are informed (0.65 – 0.51).



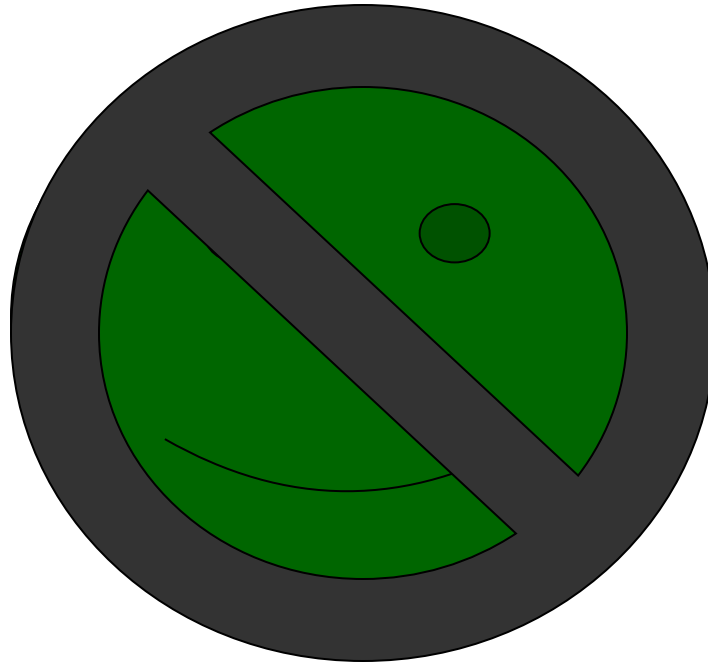


Why care...

- Park providers should concentrate efforts on factors over which they exercise some control (i.e. opportunities (Godbey).
 - Ability to change use rates for those lacking knowledge who want to participate
 - Compared to those wanting to participate but needing to mitigate a significant personal or structural constraint (e.g., transportation, no park to visit).

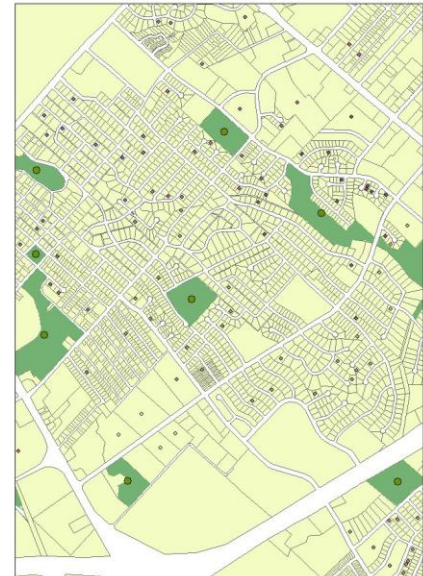
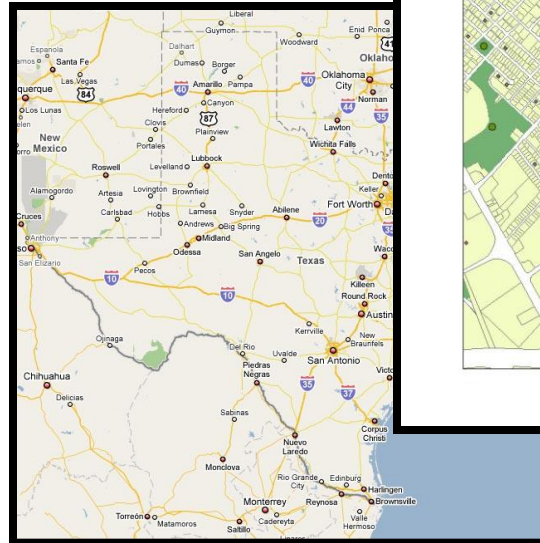
Getting the Word Out

- Lost the Utility Bill



Getting the Word Out

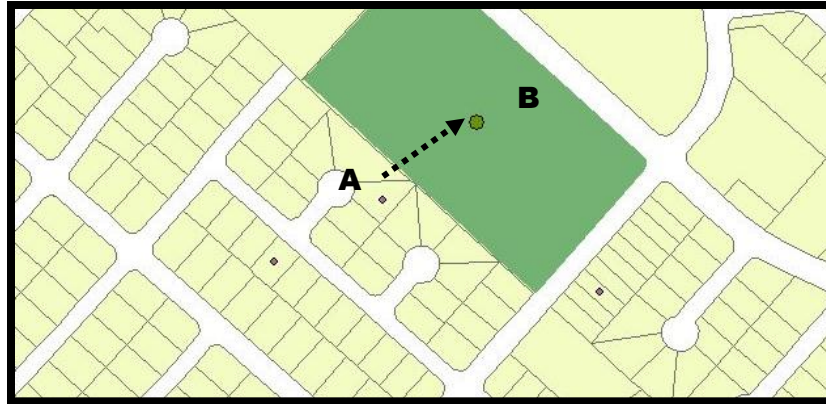
- Internet
- Facebook, Twitter
- RSS Feeds
- Google Maps



Getting the Word Out

- Walmart Ad?

Getting the Word Out



- News papers mapping
 - How correct were you
- Boy Scouts Girls Scouts
- Social Studies classes
- PTA
- Color sheets/ games at restaurants for kids and families!
Captive Audience!

Getting the Word Out

- Maps and Interactive (circle places you know)
- Why do you go here?
- Must be in neighborhood – make specific to neighborhood unless larger park marketing
 - Wal-Mart
 - Grocery Store
 - Post Office
 - Dry Cleaner
 - Popular Restaurants



Design Suggestions

- Signage and wayfinding can address some of the lack of knowledge issues by leading people into parks.
 - Can't be blocked by trees.
 - Needs to contain relevant information.
 - It is difficult to know what amenities exist- use universal signs like camp grounds to convey amenities.
 - Aid in orientation as well
 - (Carpman, J.R. and Grant, M.A., 1993).
- Should consider using amenity symbols into park entrance signs to inform people about what is at parks



Design Suggestions

- Standards/Policy
 - Incorporate park infrastructure in streets, utility easements, and creek corridors to increase access and opportunities.
 - Create paths and regions that people can recognize and use (Lynch, 1960)



Design Suggestions

- Developing distinct regions and readable environments might encourage or support use and may also assist in:
 - Creating supportive environments and
 - Influencing appraisals
- These are especially important when deficiencies in wayfinding may negatively impact the recreation or leisure experience.



Design Suggestions

- Sense of Control
 - Control conditions with cars especially for strollers, wheelchairs, elderly, and children.
 - Rely on self for access to and knowledge about amenities.
- Access to Social Support
 - Design parks and areas to foster social support
 - Put in sidewalks wide enough for two people to walk.
 - Place benches so that people can rest and socialize comfortably



What about you?





Thank you!