Brooklyn Park Field Usage

Jessica, Luke, Steve, Mitch, and John
The project on which this presentation is based was completed in collaboration with the City of Brooklyn Park as part of the 2016–2017 Resilient Communities Project (RCP) partnership. RCP is a program at the University of Minnesota’s Center for Urban and Regional Affairs (CURA) that connects University faculty and students with Minnesota communities to address strategic projects that advance local resilience and sustainability.

The contents of this report represent the views of the authors, and do not reflect those of RCP, CURA, the Regents of the University of Minnesota, or the City of Brooklyn Park.
There are 30 parks that have athletic fields with more than 70 softball or baseball fields and 21 soccer fields in Brooklyn Park. These fields are owned and maintained by the City of Brooklyn Park and are available to rent for games and tournaments.

The most commonly rented locations are the Zane Sports Park and Noble Sports Park. Together, they offer the community 17 soccer fields, 5 baseball and 8 softball fields. Other parks also offer softball, baseball and soccer, as well as fields for lacrosse, football and cricket.
Project Experience

Goals/Objectives:

❖ Assess current use of athletic facilities by user groups specifically identified by the city contact.

❖ Project future demand for use of athletic facilities among those user groups.
Programs

Athletic Field Scheduling

❖ Athletic fields within the City of Brooklyn Park are provided for the leisure time pursuits of Brooklyn Park residents. Certain rules and regulations are needed to ensure the proper use and control of facilities so that high-quality fields exist for the players.

❖ Athletic fields are available for play beginning the middle of April through the end of October (depending on weather) from 8 a.m. until 10 p.m.

❖ Due to the limited number of fields and the high demand for field use, priority of use is given to community-based youth athletics. Permits are issued for the use of fields for games and tournaments only (fields are not scheduled for practice time and are available on a first-come, first-served basis).
### 10 Largest User Groups Ranked By Hours

<table>
<thead>
<tr>
<th>Group Name</th>
<th>Total Field Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BPAA Baseball</td>
<td>5801</td>
</tr>
<tr>
<td>BPAA Softball</td>
<td>2782</td>
</tr>
<tr>
<td>BPAA Football</td>
<td>2742.5</td>
</tr>
<tr>
<td>BPAA Soccer</td>
<td>2718</td>
</tr>
<tr>
<td>Babe Ruth Baseball</td>
<td>2370</td>
</tr>
<tr>
<td>Adult Softball</td>
<td>1720</td>
</tr>
<tr>
<td>MN Cricket</td>
<td>789</td>
</tr>
<tr>
<td>NW Kickers</td>
<td>687</td>
</tr>
<tr>
<td>Tater Daze</td>
<td>443</td>
</tr>
<tr>
<td>Courage Kenny Rehab Institute</td>
<td>389</td>
</tr>
</tbody>
</table>
Noble Soccer Fields vs. baseball & Softball Fields
(Measured as Percentage of Total Use Hours at Noble Sports Park)
Zane Soccer Fields vs. Baseball & Softball Fields
(Measured as Percentage of Total Use Hours at Zane Sports Park)
Trend in Soccer Permit Reservations
(Measured in Number of Reservations)
Quantitative Analysis

❖ The data that we extracted suggests that baseball and softball still make up a large portion of total use hours

❖ BPAA football has surpassed soccer, making it the third in field usage

❖ Although soccer may have been on the rise, it is now plateauing in popularity on these fields

❖ Champlin Park High School Cross Country, MN Teen Challenge, and BP Norsemen are among the lowest users of fields

❖ Rise in non-traditional sports like Cricket (making the top 10 list)
Questionnaire

1. What kind of program(s) do you run?
2. Which facilities/fields does your organization currently use?
3. How are you currently using the Brooklyn Park athletic fields?
   a. Are you satisfied with this current use?
   b. Do you find yourself in need of using the fields outside of scheduled time?
   c. Do you find yourself using different park facilities due to unavailability of Brooklyn Parks’ fields?
   d. How could your use be improved in other ways (such as quality and maintenance of the field, location/parking, etc)?
4. In the upcoming year, do you anticipate needing to use the facility/fields less time, the same amount of time, or more time than you currently schedule it? Describe the ideal if you answered less or more time.
5. Do you predict that your use will be increased, decreased, or about the same?
6. Are there facilities/fields that your group would like to use in the future that you are not using now? Which ones?
7. Is there enough availability for you to schedule the amount of time that your group needs throughout the year?
8. Are there any resources that you think could be better utilized?
9. Is there anything else that we need to know?
10. Is your program participation rate rising or declining in comparison to previous years, and if you know, why?
11. If available, how much field/facility use would you like to utilize in the future?
12. Do fees limit your use of the fields? How much more would you like to use the fields if fees were not used?
User Groups/Stakeholders

Organizations that Responded:

BPAA Park and Youth Recreation
Courage Kenny Adult and Youth Softball
Alternatives for people with autism
Babe Ruth Baseball
BPAA Baseball
BPAA Youth Slow Pitch Softball
BPAA Youth Soccer
BPAA Fast Pitch Softball
Champlin Park High School Cross Country
MN Team Challenge
MN Twin Stars Soccer Club
Park Center High School Baseball
Brooklyn Park Police Department
Rebels Youth Soccer Club
Woodland Elementary School

Organizations that did not Respond:

BP Norseman Adult Baseball team
BPAA Football
BPAA Adult Soccer
Champlin Park High School Baseball
Champlin Park Youth Lacrosse Association
Fergie’s Soccer Academy
Kickers Adult Soccer Team
MN Cricket Association (MCA)
Maranatha Christian Academy
Team Xtreme (girls slow pitch softball)
Boomers Baseball (senior men)
MN Senior Soccer League (MSSL)
NW Kickers Soccer Club
Origination of Liberian Men/Old timers Soccer Association of MN (OLM)
Tater Daze
Qualitative Analysis (based on 15 respondents)

❖ **Satisfaction of field use**
   All users stated they were either satisfied or very satisfied with the fields

❖ **Current need of fields outside of scheduled time/future needs**
   13/15 users stated they do not have a demand for fields outside of scheduled time

❖ **Usage of other fields due to lack of availability**
   13/15 users stated that they do not use other fields due to lack of availability
Qualitative Analysis Continued

❖ Improvements needed
   General consensus is that the needs of the users are being met, with the exception of some requests for more accessible parking

❖ How fees affect or don’t affect field usage
   Most users agree that fees do not affect usage of fields, and use supports the community
Project Experience

❖ Limitations: Time

❖ Working with Stakeholders: Response rate

❖ Logistics: Coordinating schedules

❖ Unknowns/Uncertainties: In the beginning, best approach to organizing data

❖ Possible Flawed Data: Items entered incorrectly, and no way to distinguish actual used permit days from rain days and field maintenance
Recommendations Based on Data and Analysis

❖ Establish ongoing communication with all user groups to stay well-informed about the status of customer satisfaction

❖ Incorporate more parking availability

❖ Keep fees for fields at their current rates or drop to encourage more scheduled field use

❖ Invest in non-traditional sports (Wheelchair sports, Cricket, etc.)
Project Experience Conclusion

“We truly value our partnership with the city of Brooklyn Park and Todd Anderson Field. This field is unlike any other in the Midwest and we appreciate the staff in the ease of scheduling and maintaining this field” - Cara Gulbronson (Wheelchair Program Coordinator)

❖ Our data combined with questionnaire feedback shows that non-traditional sports like Wheelchair sports and Cricket are on the rise, and accommodating them is a positive avenue for Brooklyn Park to invest in.

❖ In addition to these non-traditional sports, Brooklyn Park should continue to cater to the steady demand of traditional sports that are successfully running their programs on these fields.

❖ Users are very happy with Brooklyn Park fields and scheduling.
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Jessica Stevenson, Luke Schneider, Mitch Brown, Steve Lipovetsky, John Koch
REC 3281 - Tony Brown, PhD