

Where Should Taxpayer Dollars Go? How IPAs Help Get The Truth Out



University of
New Hampshire

Lizzy Parent, Nate Trauntvein & Bob Barcelona

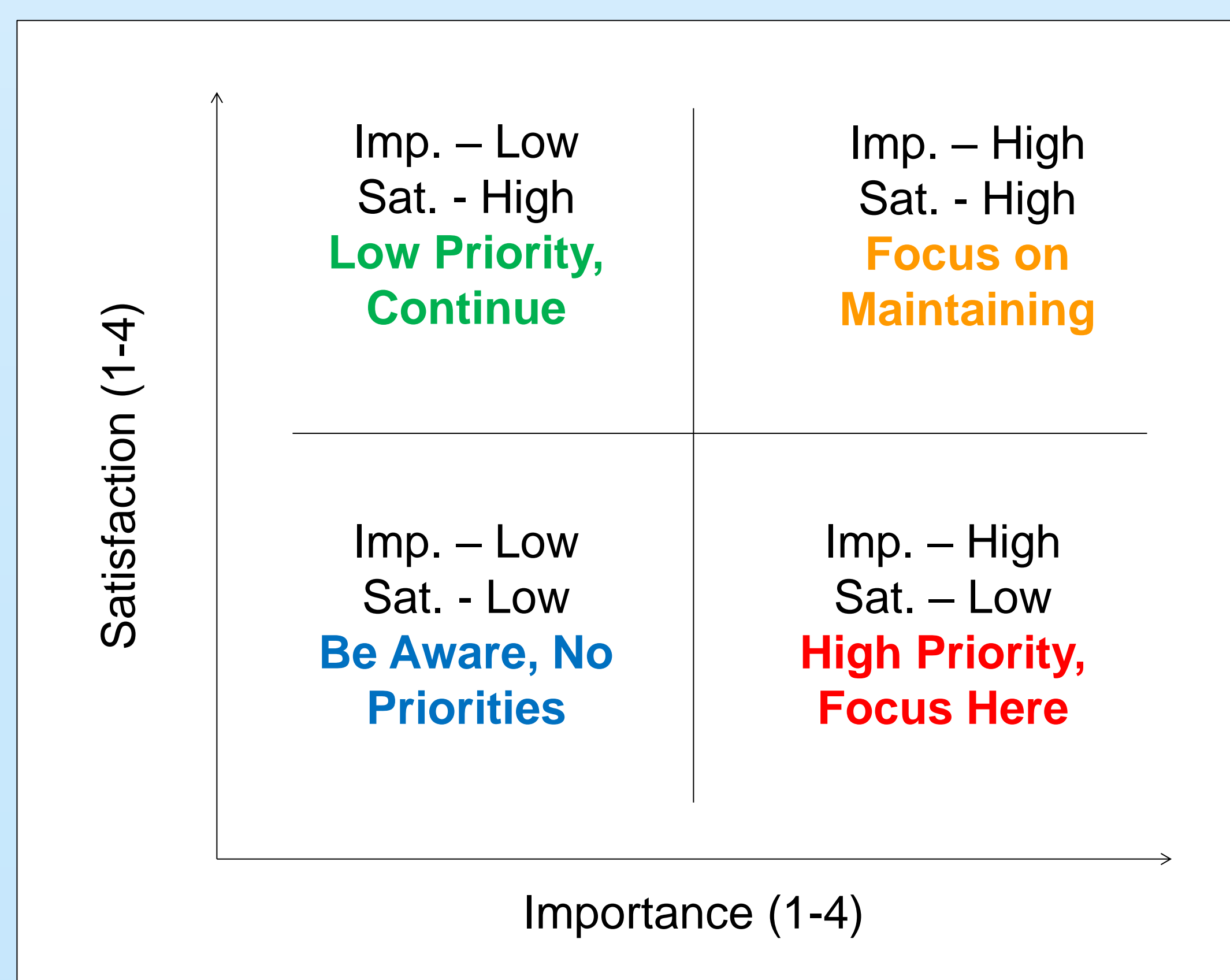
Department of Recreation Management & Policy, University of New Hampshire

Introduction

- **Community Needs Assessment Process** – Examine needs identified by community / stakeholders, determine which needs are priorities, develop recommendations that allow Towns to meet those needs.
- Danvers, MA Recreation Division Needs Assessment (2016 – 2017)
- **Importance Performance Analysis (IPA)** – Measures levels of satisfaction and importance of features/facilities.
- IPA completed on Endicott Park and Danvers Harbor locations.

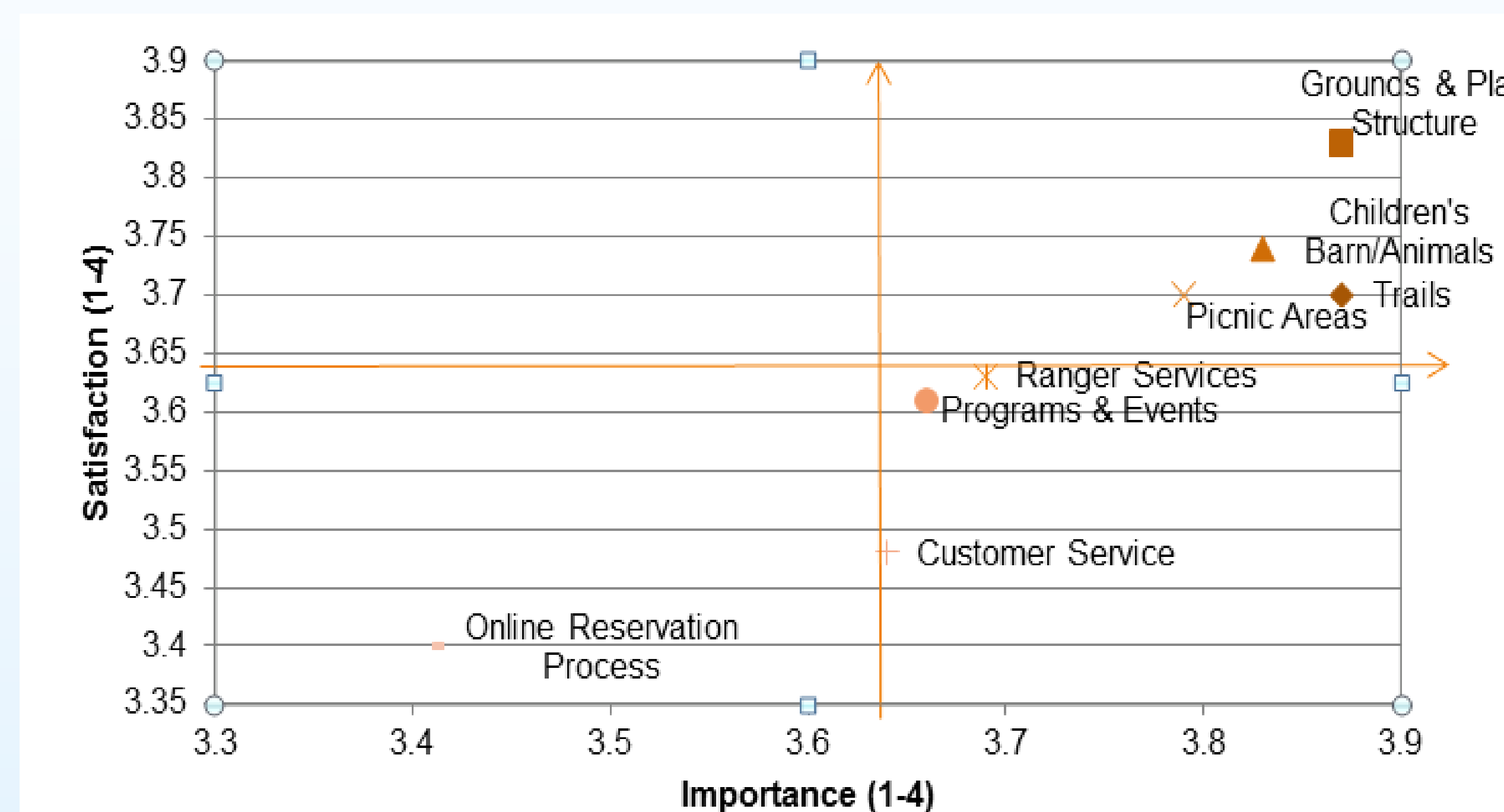
Methods

- **Endicott Park** – 404 respondents
 - Only users who reported “frequently,” “regularly,” or “occasionally” using Endicott Park
- **Danvers Harbor** – 195 respondents
 - Only users who reported “frequently,” “regularly,” or “occasionally” using Crane’s River Marina / Pope’s Landing Park and Facility
- **Finding IPAs**
 - Take mean difference of importance and satisfaction scores, place on grid
 - Positive score = Performing above expectations
 - Negative score = Room for improvement



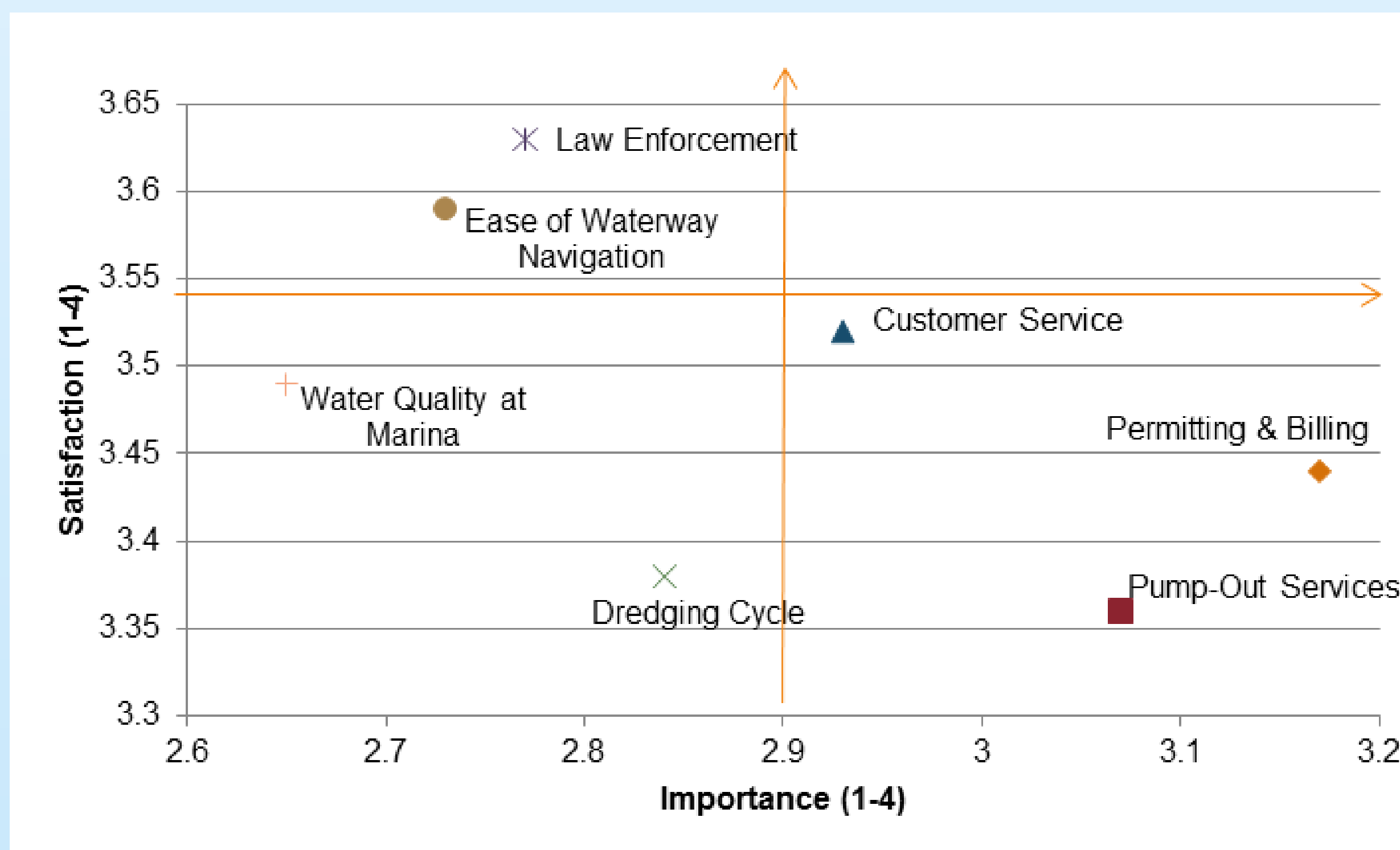
Results

Figure 1 – Endicott Park Importance Performance Analysis Results



- **Endicott Park’s Areas of Concern / Need:**
 - Customer Service
 - Ranger Services
 - Programs & Events

Figure 2 – Danvers Harbor Importance Performance Analysis Results



- **Danvers Harbor’s Areas of Concern / Need:**
 - Low importance and average satisfaction for all items
 - Scale zoomed in to identify “priorities”
 - Permitting & Billing
 - Pump-Out Services
 - Customer Service
 - Suggestions from open-ended questions in survey utilized to help establish priorities

Discussion

Endicott Park Recommendations

- **High Priority, Focus Here**
 - Explore areas of lacking customer service
 - Adequate field/building maintenance
 - Enforce user rules
 - Expand program offerings
 - Improve marketing, increase awareness
- **Focus on Maintaining**
 - Add/Maintain water fountains, shade structures, restrooms
 - Consider adding water feature & annual parking passes
 - Continue barn maintenance
 - Maintain number of animals
 - Repair/purchase new picnic tables
 - Increase carry-in/carry-out & trail signage
 - Maintain trails, supply adequate information
- **Be Aware, No Priorities**
 - Online reservation process



Danvers Harbor Recommendations

- **High Priority, Focus Here**
 - Dredge and widen channel, schedule preventative maintenance
 - Increase signage, solar lighting & access points
 - Replace old docks, add additional side ramps
 - Construct Rip Rap behind Marina
 - Increase harbormaster presence – monitor ramp operation, enforce parking rules
 - Utilize cameras to monitor no-wake zones
 - Increase pump-out services
- **Focus on Maintaining**
 - Clean up Sandy Beach, add water feature, construct launch site
 - Keep river and Marina clear of debris and trash
 - Parking plan for adjacent John George Park
- **Low Priority, Continue**
 - Educate community on appropriate water quality levels