

Information Item:

Parks Unit proposed research:

Underutilization of the Regional Parks System among Communities of Color

Community Development Committee

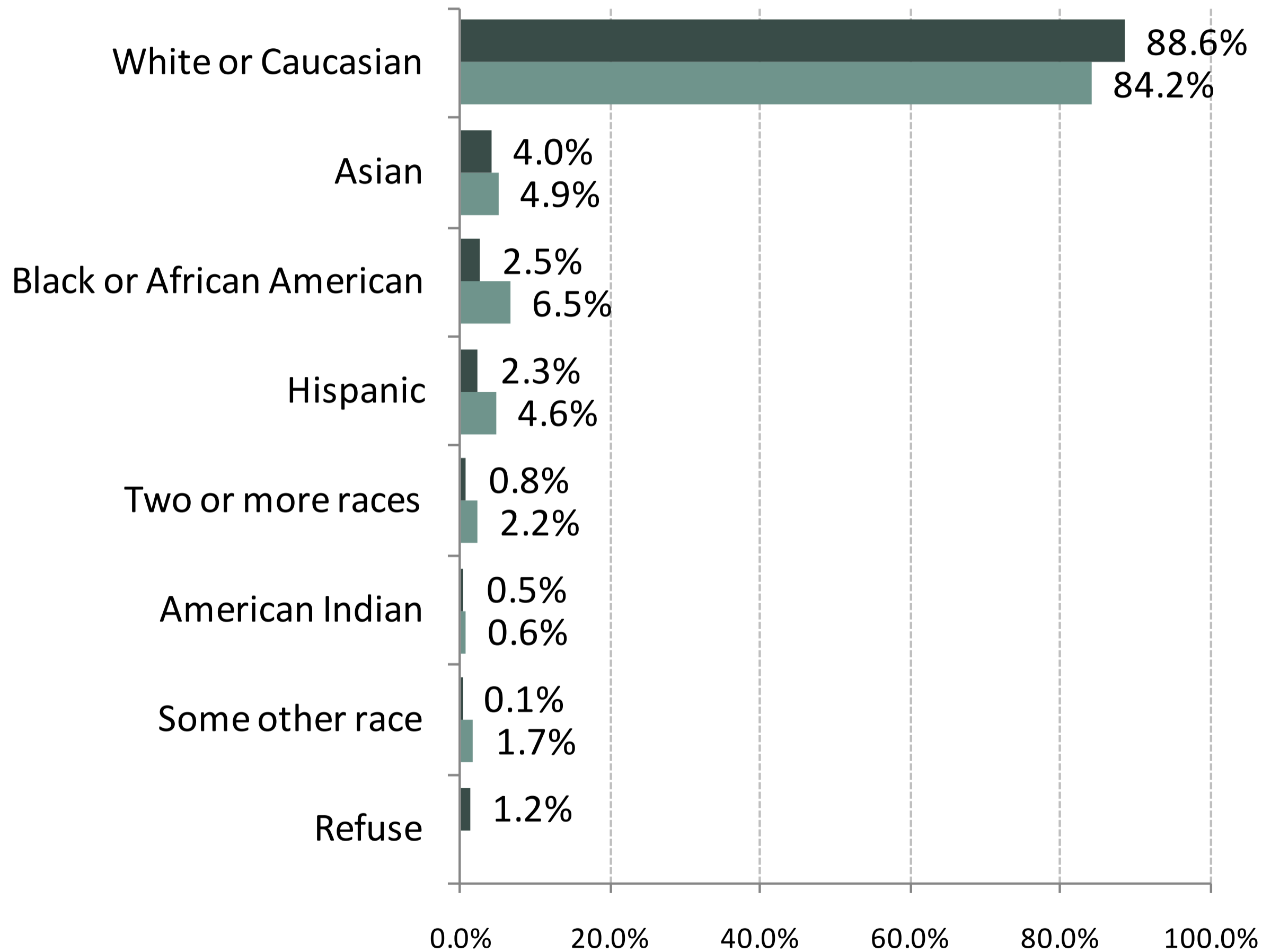
August 19, 2013



Overview

- Need for Study
 - 2008 Park Survey data
- Existing Literature
 - Theoretical frameworks
- Proposed Study
 - Methods
 - Timeline

2008 Park Survey



N = 7,245

May not equal 100 percent due to rounding

■ 2008 Park Survey

■ 2007 American Community Survey



Secondary Analysis of 2008 Data

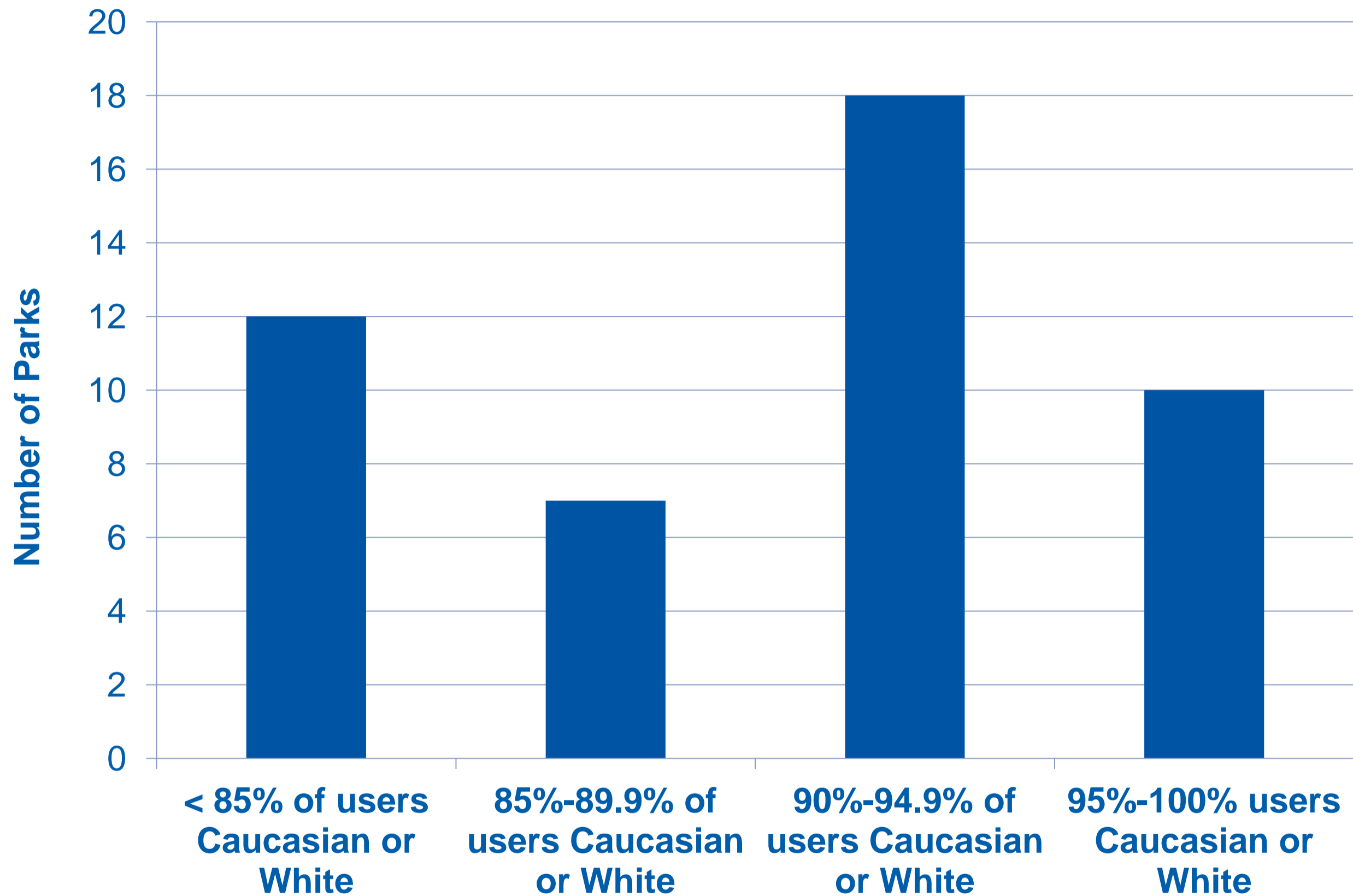
- System-wide study
- Park- or Trail-level data limitations
 - Sample size constraints
 - **Only 47 sites sampled had 50 or more respondents**

Secondary Data Analysis, cont.

Agency	# of Parks or Trails	White or Caucasian (Mean %)	Black or African American (Mean %)	American Indian (Mean %)	Asian (Mean %)	Hispanic (Mean %)	Two or more Races (Mean %)	Other Race (Mean %)	Refused (Mean %)
Anoka Cty	7	93.3	1.1	0.2	2.9	0.9	0.5	0.6	1.1
Bloomington	1	91.3	2.6	0.3	2.3	2.6	0.5	0.5	0.5
Carver Cty	3	90.4	1.7	0.0	0.7	5.9	0.8	0.0	0.4
Dakota Cty	5	90.3	2.7	0.4	2.6	2.6	0.1	0.0	1.5
MPRB	4	88.3	5.5	0.0	2.7	0.7	0.6	0.0	2.1
Ramsey Cty	8	82.4	3.0	0.6	9.9	2.0	0.8	0.0	1.3
St. Paul	6	73.1	3.8	1.0	17.4	1.4	1.5	0.4	1.5
Scott Cty	1	91.4	3.2	0.0	3.2	0.9	0.0	0.0	1.4
TRPD	8	91.1	1.2	0.3	3.4	1.7	1.3	0.3	0.8
Washington Cty	4	93.0	0.9	0.2	3.2	2.1	0.1	0.0	0.5

N=47 Regional parks and trails

Secondary Data Analysis, cont.



Note: N=47 regional parks and trails

Understanding Park Usage

- Extensive body of literature focused on various racial and ethnic groups
- Existing studies explore:
 - Preferences
 - Recreational activities
 - Park amenities and attributes
 - Motivations
 - Constraints
 - Differences among various racial and ethnic groups

Literature: Dominant Frameworks

1. Marginality Hypothesis

- Differences in representation due to socioeconomic factors and historical discrimination
 - Barriers or constraints

2. Ethnicity/Subculture Hypothesis

- Differences in cultural norms, value systems, and social practices
 - Influence recreational motivations and preferences

Dominant Frameworks, cont.

3. Cultural Assimilation or Acculturation Hypothesis

- Adapt and adopt mainstream values and behavior
 - Recreation patterns will mirror that of dominant society

4. Discrimination Hypothesis

- Links contemporary discrimination experienced by members of ethnic groups to the choices they make
 - Discrimination in parks influences:
 - where and when they recreate
 - what activities they participate in

Need for Study

- To date, no study has been conducted within the region
 - Underutilization of the Regional Parks System among distinct subpopulations within the region
 - Identify potential mechanisms to address equity
 - Inform development of 2040 Parks Policy Plan

Research Purpose

- Explore non-utilization of regional parks and trails among distinct subpopulations within the region. Specifically, the study will seek to explore:
 - Reasons why individuals do not utilize the Regional Parks System,
 - Perceived barriers that prevent use of the system,
 - Preferred outdoor recreational activities and desired amenities, and
 - Recommendations and suggestions to enhance visitation.

Methodological Overview

- Qualitative approach
 - Targeted focus groups
 - Six or more
 - Locations convenient to participants
 - Stipend or gift certificate
 - Digitally recorded
 - Transcribed
 - Third party
 - Content analyzed

Estimated Timeline

Major Task	Expected Date
Consultation/Collaboration: Identify Samples, Schedule Venues, Pre-focus group prep	August 1-Sept 25
Focus Groups (transcribing by outside venue in tandem)	October-Nov. 15
Data Analysis	Nov. 30-January 1
Write-Up Report and Findings	Jan. 1-Feb 15, 2014
Sharing/Discussion	Feb-March 2014

Questions?