



# OPARD Performance Measures

Performance Measure	Why This Measure Matters
<b>Arts</b>	
Public Art Geographic Accessibility	A vibrant and livable community includes art that is accessible to all citizens. Ensuring public art is within a ½ mile of each resident helps make this a reality.
Quality of Arts Experiences	Arts experiences like Arts Walk are important to residents. This community treasure draws thousands of people to downtown twice a year and is a key indicator of engaging arts experiences in Olympia.
Annual Participation in Arts Program	Participation in arts events, programs and classes indicate a culture of community engagement and a helpful measure of success for programs and events.
City Investment in the Arts Based on Population	Benchmarking Olympia’s investment in the arts based on population sets a baseline from which to grow.
<b>Facilities</b>	
Number of Games on City Fields	The Facility Operations program is responsible for the scheduling and prepping of ballfields that helps promote active lifestyles and support community wellness.
Facilities Gross Revenue Generated	Facility use revenue plays a vital role to the success of OPARD, and helps strengthen community enrichment and the local economy.
Reserved Hours: TOC, Harbor House, Park Shelters	Reserved hours drives our revenue and tells us if the community feels they have affordable, safe and clean facility options for use.
<b>Park Maintenance</b>	
Developed Acres Per Full Time Maintenance Employee	This measure looks at developed acres, which require more resources, in relation to FTEs and FTE equivalents (seasonal and part-time) in the maintenance division.
Maintenance and Operations Cost per Acre	While not all park acres costs the same to maintain, this measure gives us a general idea of the expenses in relation to park acreage.
Maintenance Hours per Acre	Maintenance hours per acre is a measure that contributes to evaluating if the staffing levels are keeping pace with acquisition.

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<b>Park Stewardship</b>	
Park Stewardship Volunteer Hours	Through quality volunteer experiences, we create a culture of stewardship in Olympia to preserve our natural areas.
<b>Planning &amp; Design</b>	
Acres of Park Land per 1,000 Residents	Having adequate park land for residents helps prevent overcrowding, allows for a diversity of park and recreation uses, and facilitates easy access for all residents across the City.
Percent of Park Capital Projects Completed from 2022 Parks Plan	Completing the projects prioritized by the community in the 2022 Parks Plan demonstrates how the Department works toward implementing the community's vision.
Percentage of Developed vs. Undeveloped Park Acres	For many years, Olympia prioritized the acquisition of park land over the development of park spaces. With the most recent Parks Plan, more park development is occurring.
Facility Condition Index (FCI) Rating	Having a well-maintained park system keeps our facilities safe and open to the public; and, ensures that the infrastructure attains its design life.
Percentage of Land in Olympia Within ½ Mile of a Park or Open Space	Having a park or open space within close proximity to every residence allows Olympians to easily and frequently visit parks for health, social gathering and connection to nature purposes.
<b>Recreation</b>	
Recreation Gross Revenue Generated	We want to ensure the community has a variety of exceptional recreation opportunities with affordable rates.
Activity Quality Rating	Customer feedback ensures we're responsive to customer needs and shows the level of quality programming.
Customer Service Rating	The feedback we receive helps us gauge how best to train staff to ensure customer expectations are met if not exceeded. Excellent ratings equal repeat customers and great word of mouth!
Percent of Returning Registrants	Helps us gauge customer retention which is important for continued growth and a good indicator of valued programs.
Recreation Cost Recovery Percent	Allows us to see if we are offering sustainable programs that are valued by the Community.