Resolution 2015-108

Resolution Approving a License Agreement with the Trust for Public Land for Beta Use of ParkScore Park Access Evaluator and ParkScore Park Optimizer Model

Whereas, The Minneapolis Park & Recreation Board is the steward of Minneapolis Parks;

Whereas, The MPRB is authorized to contract with public and private entities;

Whereas, The Trust for Public Land is in the process of developing tools to assist with park access evaluation and is seeking agencies to beta test these tools;

Whereas, MPRB staff have seen a preliminary presentation of these new software tools and believe they could be a worthwhile resource for the MPRB; and

Whereas, This resolution is supported by the MPRB 2007-2020 Comprehensive Plan, which envisions “Dynamic parks that shape city character and meet diverse community needs”;

RESOLVED, That the Board of Commissioners approve a License Agreement with the Trust for Public Land for Beta Use of ParkScore Park Access Evaluator and ParkScore Park Optimizer Model; and

RESOLVED, That the President of the Board and Secretary to the Board are authorized to take all necessary administrative actions to implement this resolution.

TO: Administration & Finance Committee

FROM: Michael Schroeder,

DATE: January 21, 2015

SUBJECT: Resolution Approving a License Agreement with the Trust for Public Land for Beta Use of ParkScore Park Access Evaluator and ParkScore Park Optimizer Model

BACKGROUND

This resolution would allow the Minneapolis Park and Recreation Board to become a beta testing site for a pair of new digital tools for evaluation of park access. There is no fee associated with this license agreement.

The Trust for Public Land (TPL) is a national nonprofit focused on ensuring (per its own website) "that everyone enjoys close-to-home access to a park, playground, or natural area." It is perhaps best known for its ParkScore® Index, on which MPRB has achieved the top national rating for the past two years. TPL is currently developing two Geographic Information Systems-based digital tools designed to help park agencies better evaluate and assess their own systems:

- ParkScore® Park Access Evaluator™ is a web-based analysis tool that can create maps and graphics showing how park planners could site new parks to provide greatest service impact for citizens.
- ParkScore® Park Optimizer™ Model allows park planners to view real-world walking distances to parks and to modify park access parameters to see how real-world changes could impact park access.

Both tools use existing demographic data, so results can be generated for a variety of demographic characteristics.

Several MPRB Planning staff participated in an introductory webinar last fall and saw a demonstration of these two tools. By becoming beta testing site, MPRB can choose 10 individuals within the organization who will have free access to these digital tools through May 15, 2015. MPRB's responsibility to TPL includes:

- Alerting TPL of any major bugs, crashes, and faults as they occur in real time
- Providing general feedback at the conclusion of the beta test period

These tools could immediately benefit current MPRB projects by allowing more robust evaluation of park access—geographically and by a variety of demographic factors. In particular, the two Service Area Master Plans could utilize these tools to evaluate current

service levels and test possible future scenarios. In addition, MPRB will have the opportunity to help improve these new tools, thereby potentially assisting many other communities that might use them.

MPRB is under no obligation to continue use of these tools once they are rolled out in their full versions, presumably for a fee.

RECOMMENDATION

Staff recommends approval of a license agreement with the Trust for Public Land for beta use of ParkScore Park Access Evaluator and ParkScore Park Optimizer Model.

This action is supported by the following vision and goal statements in the MPRB 2007-2020 Comprehensive Plan.

Vision Theme 2: Dynamic parks that shape city character and meet diverse community needs.

Goal: Parks shape an evolving city.

Goal: Park facility renewal and development respects history and focuses on sustainability, accessibility, flexibility, and beauty.

HISTORY:

01/07/15	**Administration & Finance Committee**	**ADOPTED**

ATTACHMENTS:

- 121214 Minneapolis Park Recreation Board TPL Park Evaluator Tool License (DOCX)

Prepared By: Adam Arvidson,, Strategic Planning

Review:

Adam Arvidson	Completed	12/17/2014 11:34 AM
Michael Schroeder	Completed	12/17/2014 12:03 PM
Jayne Miller	Completed	12/27/2014 10:25 AM
Administration & Finance Committee	Completed	01/07/2015 5:10 PM
Minneapolis Park and Recreation Board	Pending	01/21/2015 5:00 PM