Chapter 9
Special Events
CAPRA Agency Accreditation Standards

1.0 PROGRAMS AND SERVICES MANAGEMENT

1.3 Program and Service Delivery

**Standard:** Programs and Services shall be delivered in a variety of ways.

**Commentary:** To appropriately service the community, it is essential that programs and services be made available through various program formats and delivery approaches, including:
- Leader-Directed
- Self-Directed;
- Facilitated; and
- Fee Based.

**Suggested Evidence of Compliance:** Provide examples of how the agency delivers its programs and services in a variety of ways, including how the program and service information is made available to the community.

1.3.0 Self-Directed Programs and Services

**Standard:** The agency should offer self-directed recreation opportunities.

**Commentary:** Self-directed programs and services provide for recreation opportunities where there is only general supervision, including picnic facilities, tennis courts, roadways in scenic areas, bridle trails, self-guiding nature trails, and open playgrounds. These self-directed areas, facilities, and equipment should be provided to give an opportunity for individuals and groups to participate without leadership, under only general supervision.

**Suggested Evidence of Compliance:** Provide examples of how the agency provides self-directed recreation opportunities, including a list of such opportunities.

1.3.1 Leader-Directed Programs and Services

**Standard:** The agency should offer leader-directed recreation opportunities.

**Commentary:** Leader-directed programs and services provide recreation opportunities where participant involvement is directed by a leader, including skills instruction classes, such as tennis, crafts, dance; synchronized swimming performance; creative dramatics for children.

**Suggested Evidence of Compliance:** Provide examples of how the agency provides leader-directed recreation opportunities, including a list of such opportunities.

1.3.2 Facilitated Programs and Services

**Standard:** The agency should offer facilitated recreation opportunities.
Commentary: Facilitated programs and services provided recreation opportunities where individuals and groups of individuals are encouraged and assisted to operate independently of the agency. An example of facilitated programs and services would be an individual or group that wishes to start a community theater organization; the city may help initially by providing a meeting place, some administrative help in publicity, and "seed money" if needed; eventually the organization may become self-sustaining. Demonstration projects may be utilized for this purpose.

Suggested Evidence of Compliance: Provide examples of how the agency provides facilitated recreation opportunities, including a list of such opportunities.

1.3.3 Fee-Based Programs and Services
Standard: The agency should offer programs and services for a fee.

Commentary: Not all programs and services can be offered without charge. To offer some programs and services for a fee can greatly augment the recreational opportunities. Services for a fee may include the rental of picnic pavilions, ice skates and skis, boats, videos, safety equipment. Programs for a fee may include instruction, trips, and theater productions.

Suggested Evidence of Compliance: Provide a listing of the fee-based programs and services within the agency.

1.8 Types of Participation
Standard: Provide a wide range of recreational opportunities.

Commentary: Various recreational opportunities should be provided including self-directed participation as well as small and large groups. Various types of participation may be described as vigorous physical activity, intellectual concentration, and spectator viewing. Participation may also involve various degrees of ability. Examples of this include beginner, intermediate, advanced, expert or professional skill levels or classes. Types of participation also include groups, programs, workshops, sessions, clubs, leagues, tournaments, and informal gatherings as part of the offerings an Agency should provide.

Types of participation involve two dimensions: (1) the degree of involvement, and (2) the type of involvement. Examples describing the degree of involvement refer to the amount of effort required for the activity. Examples describing the type of involvement refer to the nature of the activity, whether it is physical, intellectual, social, or creative. Some recreational opportunities or activities involve little responsibility on the part of the participant while other opportunities may involve a higher level of involvement.

Suggested Evidence of Compliance: Provide a listing that reflects a wide range of recreational opportunities and types of participation.

1.9 Community Education for Leisure
Standard: The agency should have a function to educate the community on the benefits, values, and impacts of leisure services.
**Commentary:** Education of leisure should be continuous and operational in nature. It should directly educate the residents about the benefits, value, and impacts of the leisure services provided by the agency, and the positive impacts that parks and recreation can have on society.

As practitioners, a program should be developed that educates the public about the sometimes subtle and intrinsic benefits that leisure time, and participation the recreation activities provide. Examples may include:

- Working with local schools to develop a class, or create a class within the agency’s program regarding the benefits.
- Developing community presentations regarding the benefits and present at community functions.
- Creating a “benefits” video to air on the agency’s cable TV channel.
- Organizing and categorizing Agency publications according to the benefits associated with the programs.
- Changing program descriptions to include benefit statements so that the consumer would see how they would gain from participating in the program.
- Including the question of “How have you benefited from his program” in participant evaluations, causing the participant to reflect up on the benefits of the program.
- Including the benefits of the departments’ programs and services in press releases and public service announcements that are broadcast to the public through various media channels.
- Conducting benefits-based program studies or demonstration projects.

Education of leisure services should occur in the practice of parks and recreation services. Measurement of the efficacy of education efforts may be difficult, but a program should be in place to supply this educational information to the public.

**Suggested Evidence of Compliance:** Provide examples of the agency educates the community on the value, benefits, and impact of leisure services.

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6.10 Program and Service Statistics

**Standard:** The agency should collect statistics on its programs and services for evaluation and future program and service development.

**Commentary:** Statistical data should be collected that is useful to the agency, such as proportion of constituents receiving services, number of participants registered and attending, number of groups and sessions; demographics of the participants such as the age, sex, cultural background, marital status, parental status, educational level, occupation, and length of time in community.

**Suggested Evidence of Compliance:** Provide examples of statistics collected and how the agency utilizes the data.

10.4 Quality Assurance

**Standard:** The agency should monitor and evaluate the quality of its programs, services, areas and facilities from the user's perspective.
**Commentary:** Today's park and recreation users are increasingly discerning in terms of facility, program, and service quality. Failure to provide this quality will damage relationships with customers and stakeholders, reduce potential revenues and increase long-term operating costs.

Park and recreation agencies must be sensitive to the issue of quality assurance and customer relations. Customer relations and hospitality training are important elements of quality assurance, but are not enough, by themselves, to guarantee quality recreation experiences. There must be total quality management. It takes consistency of effort and time to realize and continually improve quality. Quality assurance requires focused organizational decision-making, processes, and employee efforts toward meeting, and where possible exceeding, customer expectations.

The quality assurance program should include (a) objectives for improving the quality of specific facilities, programs, and services, (b) quality standards for facilities and service, (c) and employee education.

A quality assurance program should be the responsibility of the administrator or designated personnel.

**Suggested Evidence of Compliance:** Describe procedures for monitoring and evaluating quality assurance within the agency.

10.5 Analysis of Operations  
**Standard:** There should be a semiannual analysis of operational activities, which includes the following: type of activity, location, time, date, and is disseminated to affected organizational units.

**Commentary:** There should be periodic analyses of operations activities to facilitate accurate and timely decision making in the allocation or deployment of agency resources. The opportunity for beneficial changes in the use of agency resources is facilitated by the dissemination of studies and information.

**Suggested Evidence of Compliance:** Provide the last two semiannual analyses and indicate to whom they were disseminated.