



live more, play more
pgparks.com



Parks and QUEST Status Update

Daniel Ben-Or, Sarah D'Souza,
Sarah Noland, Deanna Yi

Agenda



Client Overview



Ideal Impact



Project Goals



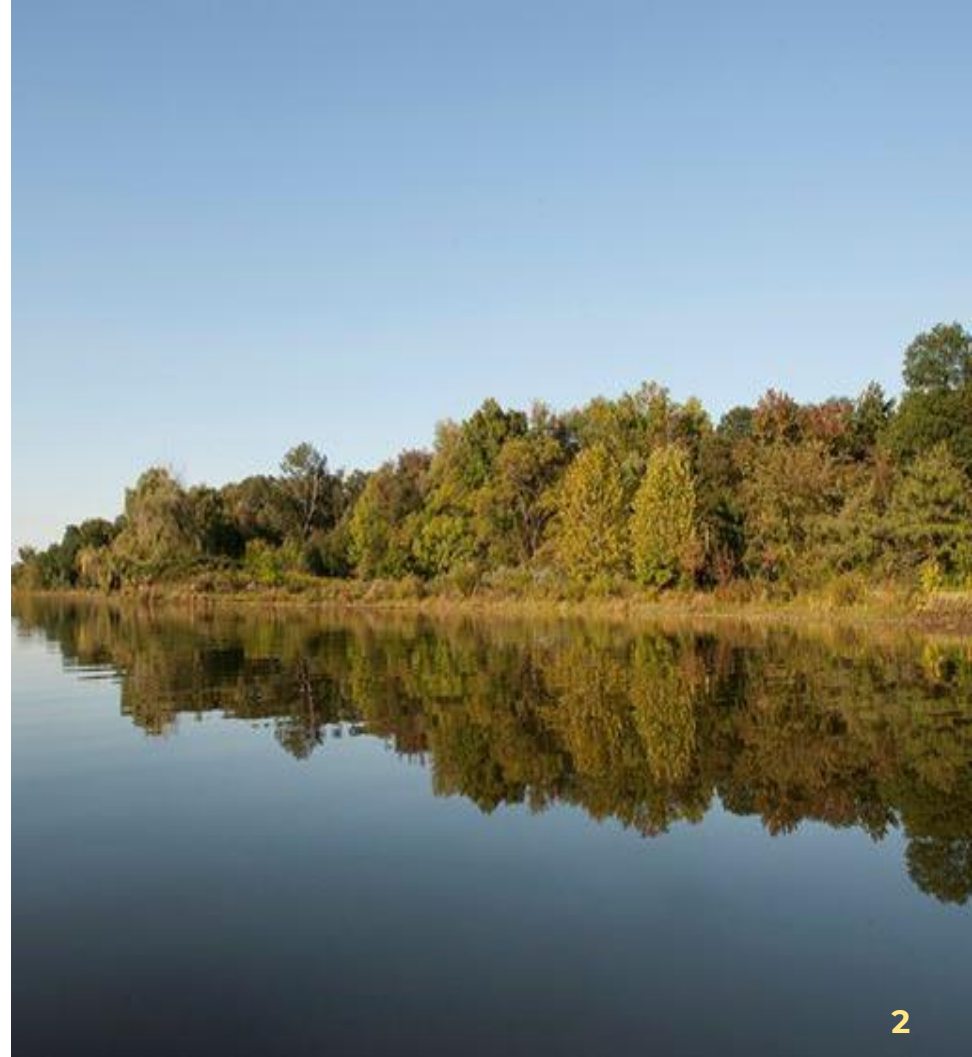
Discovery Process



Next Steps



Planned Deliverables



The Client

Client Overview

The Prince George's County Department of Parks & Recreation is a component of the of the M-NCPPC, a bi-county agency that oversees the planning and maintenance of over 27,000 acres of land across Prince George's and Montgomery Counties.

Responsible for maintenance, managing recreation programs, and facilitating community-building events

Partnership for Action Learning in Sustainability (PALS)



Eyes Have It (EHI)

Staff engagement program that enables employees to *submit their own ideas* about improving the parks

Part of a long-term cultural shift toward *continuous innovation and grass-roots ownership* of ideas

The *Innovation Task Force* leads all improvement programs and evaluates applications



Ideal Impact

Ideal Impact



Department-wide
employee
engagement

Culture of
Innovation &
Ownership



Project Goals

Goals

Improve

overall awareness
of Eyes Have It



Create

strategic
outreach plan for
less engaged
departments



Recommend

solutions to drive
lasting company
cultural change

Discovery Process

Qualtrics Engagement Survey

Survey Goals:



Quantify engagement and current awareness of employee-led innovation programs



Measure comfort levels and general attitudes among members of the department



Understand general demographic trends among groups of employees

12:29

UNIVERSITY OF MARYLAND

Have you heard of any programs within the department that encourage employee-led innovation projects?
Employee-led innovation projects are opportunities for staff to engage in the process of improving the local parks maintained by their department

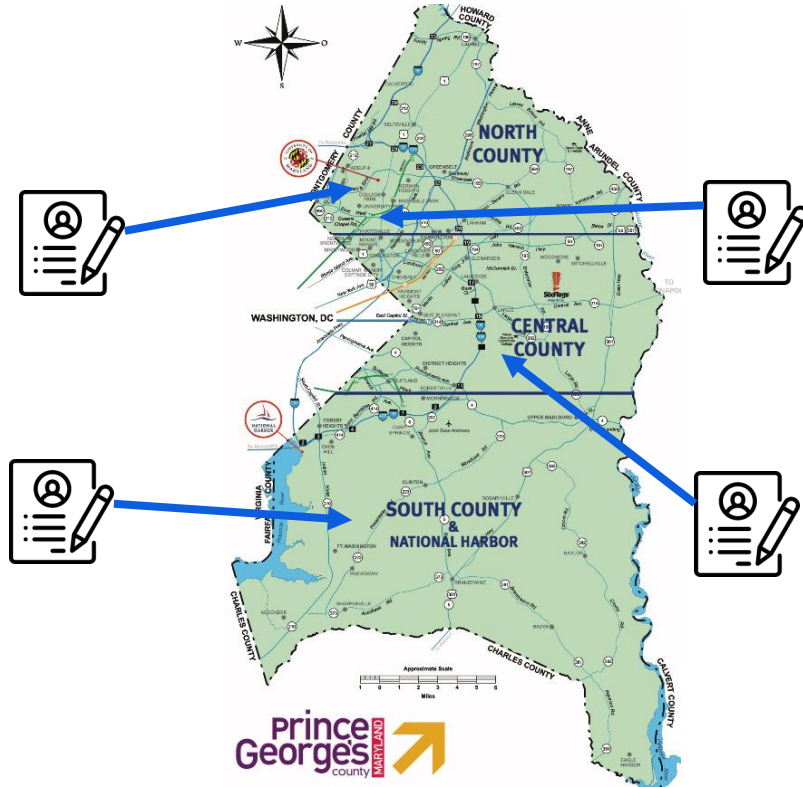
☐ Yes
☐ No

If yes, please list the names of the programs to the best of your knowledge.

→

Powered by Qualtrics

Holistic Review of Eyes Have It Applications



Backwards
mapping:

Identify cross-
sections of staff
most likely to apply
to EHI

Interviews



Parks Staff

In-person: individual
and focus groups



Innovation Task Force

Virtual: individual and
small groups



Management and Career Staff

Virtual: individual

Interview Insights



Disconnected perceptions
about maintenance staff



Supplementary support systems are essential for EHI success across regions



Clear and **purposeful marketing** is needed to attract the right projects



Project selection process and project management needs to be **continuously evaluated**

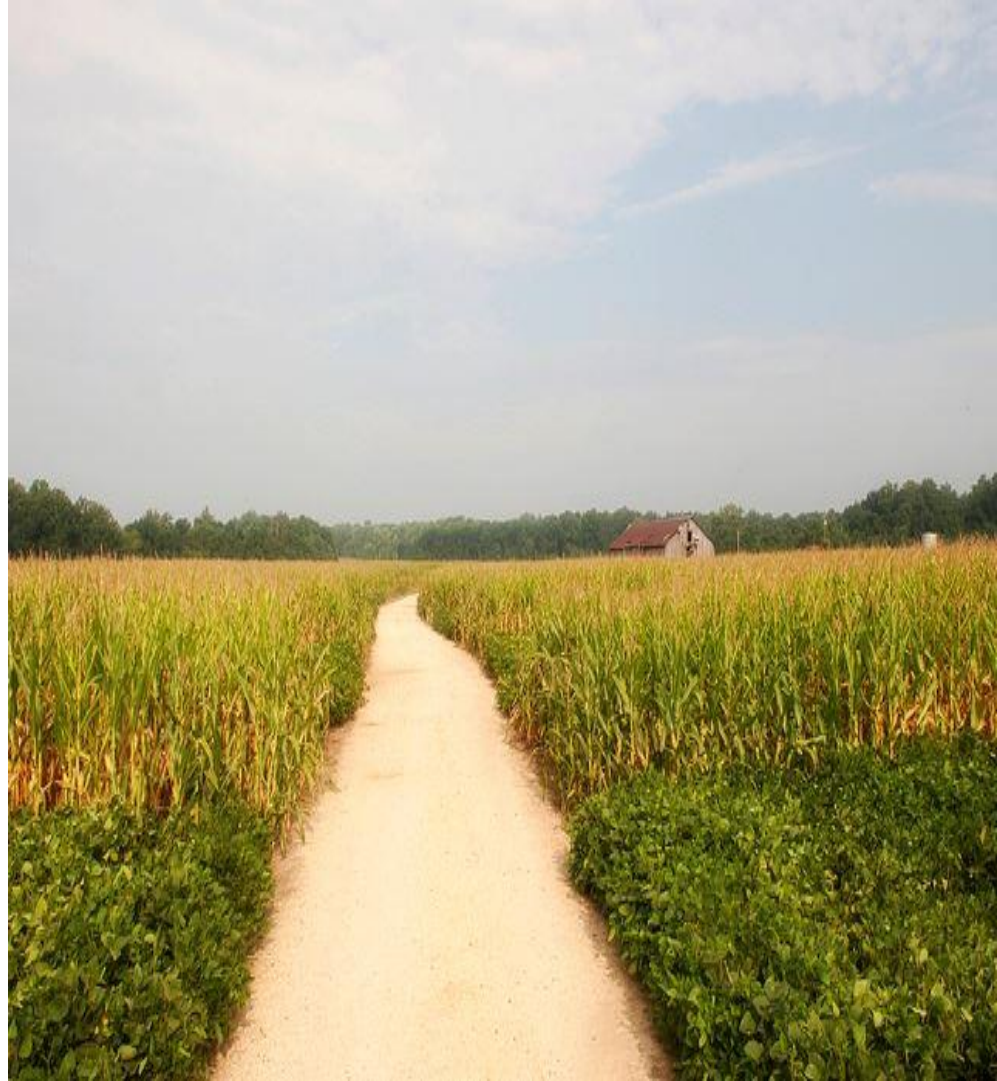
Expected Risks



Protecting respondents'
**confidentiality and
anonymity**

Understand concerns from
all levels of staff

Extraneous **systemic factors**



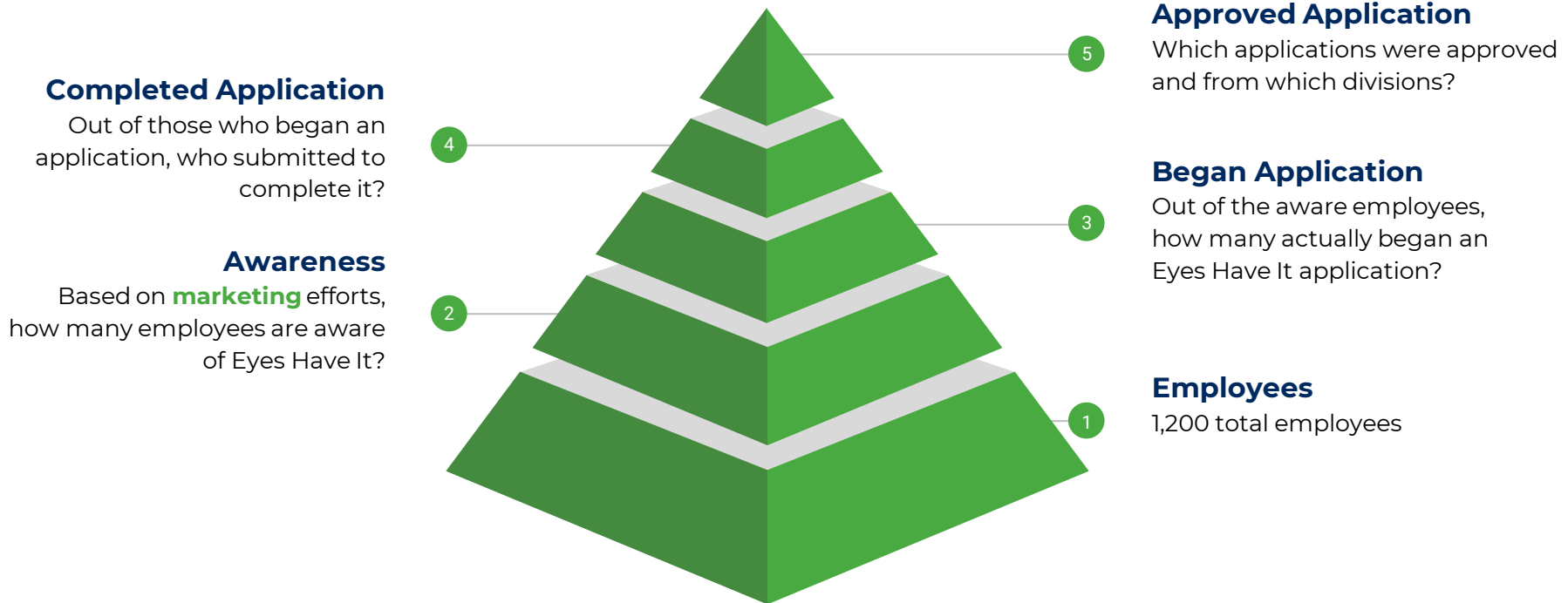
Next Steps

Next Steps



Planned Deliverables

Planned Deliverables



Thank You
Questions?