

# Dog Park Program Self-Assessment



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Purpose	How it works
Use this quick assessment to gauge how ready your dog park program is for modern expectations around safety, equity, and revenue and to see where specialized tools like BarkPass can reduce manual work and risk.	<ul style="list-style-type: none"> <li>Answer each question on a 0–3 scale.</li> <li>Add your points for a total score (out of 42).</li> <li>Use the score bands at the end to identify next steps.</li> </ul>

Section A – Vision, Policy, Equity		
1	<b>Clear program goals:</b> Our dog park has written goals that connect to community priorities (safety, equity, public health, and budget)	<i>0 = No written goals</i> <i>1 = Goals exist but are dog-park specific only</i> <i>2 = Goals loosely align with broader plans</i> <i>3 = Clear, written goals explicitly tied to department and city plans</i>
2	<b>Equitable access model (freemium readiness):</b> Our access model balances free resident access with fair non-resident and premium options.	<i>0 = No fees; all users treated the same</i> <i>1 = Some fees but not structured</i> <i>2 = Resident vs non-resident pricing but not tied to strategy</i> <i>3 = Clear freemium model (free basic access with premium and non-resident pricing), applied consistently by our system</i>
3	<b>Policy clarity and enforcement:</b> Eligibility (vaccines, licenses), rules, and consequences are easy to find and consistently enforced.	<i>0 = Informal or inconsistent</i> <i>1 = Written but hard to find or rarely enforced</i> <i>2 = Visible, but enforcement varies by staff/location</i> <i>3 = Clear, visible rules plus documented, consistent enforcement steps</i>
Section B – Safety, Compliance, Risk		
4	<b>Vaccination and licensing compliance:</b> Access is tied to current vaccinations and pet licensing.	<i>0 = No requirements for access</i> <i>1 = Requirements exist but not verified</i> <i>2 = Staff verify manually (paper/email)</i> <i>3 = Requirements verified and recorded in a system, with expirations tracked automatically</i>
5	<b>Incident reporting and “troublemaker” tracking:</b> We consistently track incidents and manage repeat offenders.	<i>0 = No formal process</i> <i>1 = Paper or email notes, not centralized</i> <i>2 = Central log but hard to analyze or report</i> <i>3 = Digital incident reports with the ability to tag pets, apply restrictions/suspensions, and show history</i>
6	<b>Safety investments tied to use and revenue:</b> Our funding model supports ongoing safety and capital improvements.	<i>0 = No dedicated funding for improvements</i> <i>1 = Improvements funded only via general fund</i> <i>2 = Some revenue allocated, but not clearly tied to use</i> <i>3 = Pass and license revenue intentionally used for surfacing, lighting, fencing, and upgrades</i>
Section C – Revenue and Sustainability		
7	<b>Freemium revenue model in practice:</b> Our program uses dog park access to generate sustainable, politically defensible revenue	<i>0 = No revenue strategy</i> <i>1 = Fees exist but not connected to goals</i> <i>2 = Some differentiation (e.g., non-residents) but ad hoc</i> <i>3 = Clearly defined freemium tiers with transparent, configurable pricing (residency, spay/neuter, documents) and revenue goals</i>
8	<b>Revenue tracking and reporting:</b> We can quickly answer “How much revenue do our dog parks generate, and where does it go?”	<i>0 = Not tracked separately</i> <i>1 = Tracked manually; reporting is time-consuming</i> <i>2 = Finance can pull numbers but not easily usable by staff</i> <i>3 = Self-service dashboards/exports by program, pass type, residency, and time period</i>

9	<b>Political defensibility and storytelling:</b> We can clearly explain to residents and elected officials how fees support safety and equity without new taxes.	<i>0 = No shared narrative</i> <i>1 = Informal talking points</i> <i>2 = Some messaging but inconsistent</i> <i>3 = Consistent story used on web, signage, and in meetings (e.g., “Your dog park fees fund safer, cleaner parks without raising taxes.”)</i>	
<b>Section D – Operations and Technology</b>			
10	<b>Registration and pass management:</b> How dog park passes/permits are managed today.	<i>0 = No passes or registration required</i> <i>1 = Paper forms or spreadsheets</i> <i>2 = Generic payment system not built for dog parks</i> <i>3 = Dedicated platform built for dog park and pet licensing workflows (registration, approvals, payments, passes, access control)</i>	
11	<b>Staff workload and automation:</b> Our setup minimizes manual work like checking documents, printing passes, and chasing renewals.	<i>0 = Heavy manual workload</i> <i>1 = Some online pieces but still very staff intensive</i> <i>2 = Mostly online, but processes are fragmented</i> <i>3 = Registration, document verification, renewals, payments, and notifications largely automated in one system</i>	
12	<b>Data for decision-making:</b> We have timely dog park data for budget and policy conversations.	<i>0 = Mostly anecdotal feedback</i> <i>1 = Data exists, but requires manual compilation</i> <i>2 = Some reports, but not comprehensive or easy to customize</i> <i>3 = Single source of truth with quick exports and reports on usage, passes, incidents, and revenue</i>	
<b>Section E – Resident Experience</b>			
13	<b>Resident registration experience:</b> It is easy for residents to comply with requirements and access the dog park.	<i>0 = In-person only, limited hours</i> <i>1 = Basic online forms, but clunky or confusing</i> <i>2 = Mostly online, but requires staff intervention</i> <i>3 = Seamless, mobile-first experience where residents complete everything online and pay with modern options (card, wallet, etc.)</i>	
14	<b>Communication and education:</b> Residents understand the “why” behind rules and fees and can easily stay informed.	<i>0 = Information is scattered or outdated</i> <i>1 = Basic web page with limited detail</i> <i>2 = Good static content but little proactive outreach</i> <i>3 = Clear content plus targeted digital communication (email/SMS) to dog park users about renewals, closures, and updates</i>	
<b>Quick Scoring</b>		<b>Total score (0–42):</b>	

<b>0–14: Getting Started</b>	<b>15–28: Growing Program</b>	<b>29–42: Freemium Ready</b>
Dog parks may be managed informally or as a basic amenity; focus on clear policies, minimum safety standards, and a simple pass/permit structure that can be digitized quickly.	You have a solid foundation, but manual work and scattered systems make it harder to scale; a specialized platform that handles passes, documents, incidents, pricing, and reporting in one place can free staff and strengthen your case with leadership.	You are ready, or very close, to a fully professionalized, freemium dog park program that uses dynamic pricing, automated compliance checks, targeted communication, and robust reporting to fund safer, cleaner parks without new taxes.