



# Transforming Manual Processes to “Effortlessly Easy” operations in Waukee, IA

## Background

As the very first community to implement [BarkPass](#), the [City of Waukee](#) and its [Trailside Dog Park](#) serve as a premier example of how modern SaaS solutions can transform municipal park management. With pet ownership rising, cities like Waukee are facing skyrocketing demand for safe, off-leash spaces.

## The Challenge

Before BarkPass, the Waukee Parks and Recreation team struggled with a manual system that was, in their own words, "exhausting."

- **Manual Record-Keeping:** Staff used general recreation software and complex spreadsheets to track pet data.
- **Time-Intensive Verification:** Reviewing a single application took a **minimum of 10 minutes**.
- **Communication Bottlenecks:** When documents were outdated, staff spent hours in back-and-forth communication with residents.
- **Constituent Friction:** The city received complaints almost daily regarding how difficult it was to purchase a dog park pass.

## The Solution: “Set It & Forget It” Workflows

Waukee partnered with BarkPass to build a web-based management system tailored to these specific municipal challenges.

- **Effortlessly Easy Transition:** Once the initial needs were defined, the system became intuitive for both staff and residents.
- **No IT Burden:** With limited IT resources, the setup was seamless. The IT department only needed to review security for credit card processing before the city was "off and running."

- **Mobile-First Design:** The platform allows residents to apply for annual or day passes directly from their phones, providing a modern convenience residents expect.

## The Impact: Safety, Compliance, and Community

BarkPass shifted the focus from administrative hurdles to community safety and engagement.

- **Vaccine Verification:** This "huge asset" ensures all dogs in the park are up-to-date on vaccinations without manual staff intervention.
- **"Troublemaker Tracking":** Digital incident reporting allows the city to maintain a safe environment and resolve issues quickly.
- **Seamless Communication:** The team uses custom email and SMS announcements to keep residents informed about maintenance, rule reminders, and park cleanliness.
- **Legal Compliance:** Integration of digital waivers ensures all users provide informed consent before entering the facility

## The Results: Measurable ROI & Constituent Satisfaction

The shift to BarkPass delivered immediate, measurable results for Waukee’s "City Council" and "Parks and Rec" personas:

- **Hundreds of Hours Saved:** Administrative staff now spend a fraction of the time they previously dedicated to park passes, freeing them for high-priority municipal projects.
- **Zero Complaints:** Since implementing BarkPass, the city has had **zero complaints** regarding the pass system in several years of operation.
- **Improved Public Perception:** By replacing a daily source of frustration with a "Mobile-First" solution, the city has significantly boosted constituent satisfaction.

*"BarkPass has provides another level of excellence and innovation. They listen, they're invested, and they want to improve BarkPass for the customer."*

-The City of Waukee

Visit: [www.barkpass.com](http://www.barkpass.com) to schedule a no-pressure consultation and/or demo.