PLAYGROUND DATA REPORT

ANONYMOUS PARK
CALIFORNIA, USA
AUGUST 2019

BIBA

COUNTDOWN TO THE NRPA CONFERENCE

This year's NRPA conference is just around the corner and we are looking forward to being a big part of the Baltimore event!

If you are going to be in attendance as well, we hope to see you there and encourage you to sign up for our first-ever data workshop: *Your data and you: what you DON'T know about local parks and playgrounds.* It takes place bright and early Monday morning at 8:30 in Room 317.

This is going to be a truly hands-on session, where our data science team unpacks what is going on in your community based on the millions of Biba minutes played. And we'll be moving at your pace: if you're new to data science, it will be an excellent overview. If you're ready to dive deep, that's where we will go.

When we last checked, space was filling up pretty quickly but there are a few seats still available. If you are interested in attending, clicking on the graphic below will take you to **the registration page**.

If you are interested in attending, but won't be in Baltimore this year, drop us a line at info@playbiba.com. We are hoping to offer a webinar based on the same material a little later on this year.

NRPA 2019
ANNUAL CONFERENCE

REGIONAL LOOK: PHYSICAL ACTIVITY COMPARISON

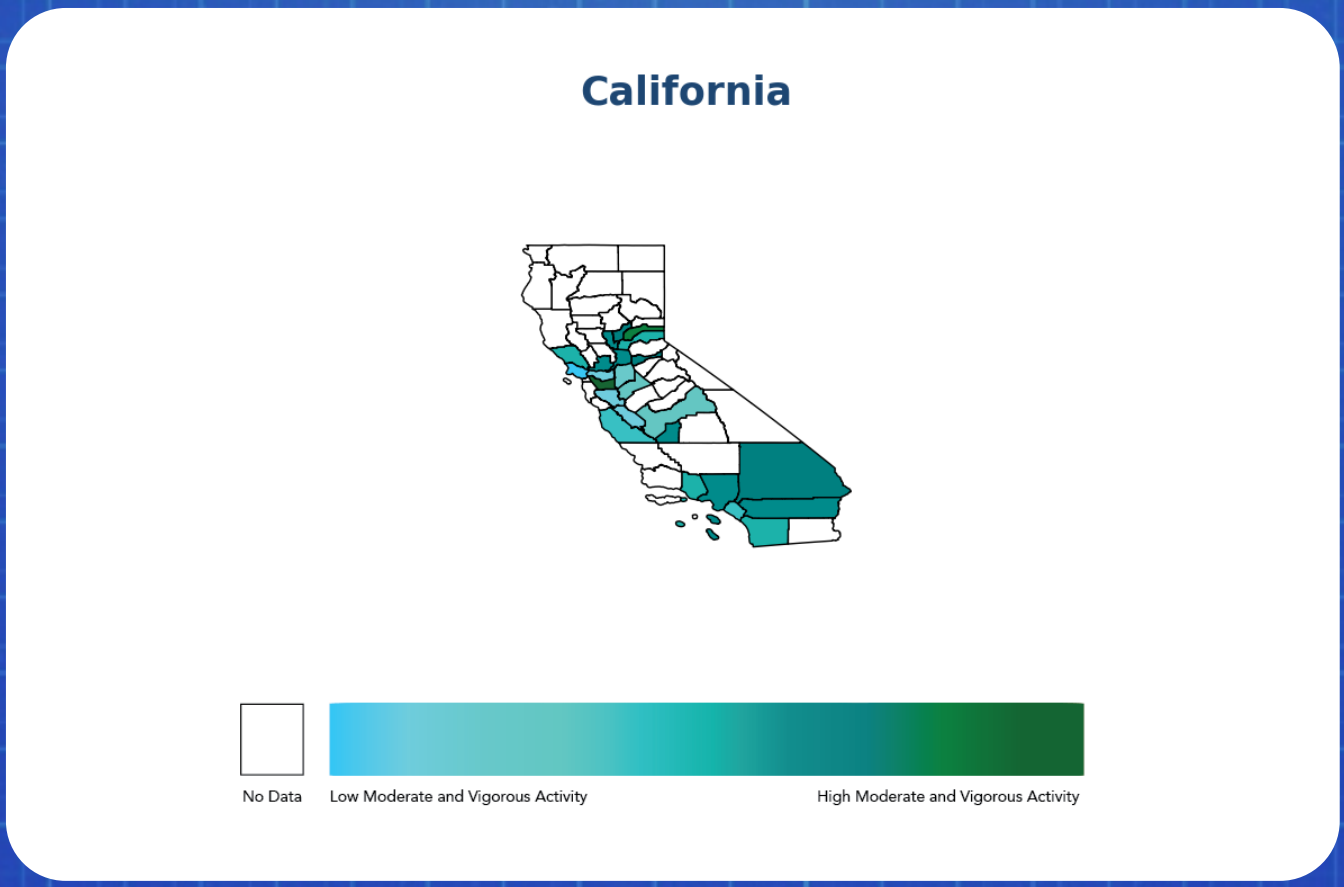
MEASURING MVPA SCORES

This month, we are introducing a new feature that lets you compare the intensity of activity in your community with neighbouring cities... at a glance.

What you are seeing is called a "heat map" that measures the average amount of **moderate-to-vigorous physical activity (MVPA)** per playground session. The darker the gradient, the more intense the game play. This data visualization technique is done regionally, but we can drill down to the city level or pan back up to take in the entire country.

This has been an interesting data experiment for our team and we're curious to see how it evolves over time. One thing you will notice is that there is still a lot of "white space" where there are no Biba data measurements (yet) - we are looking forward to providing regular updates that will show these areas filling in month over month.

We would be happy to hear your feedback on this new data visualization feature - drop us a line at info@playbiba.com! August 2019



Did you know: your state California is 21st in LMV!

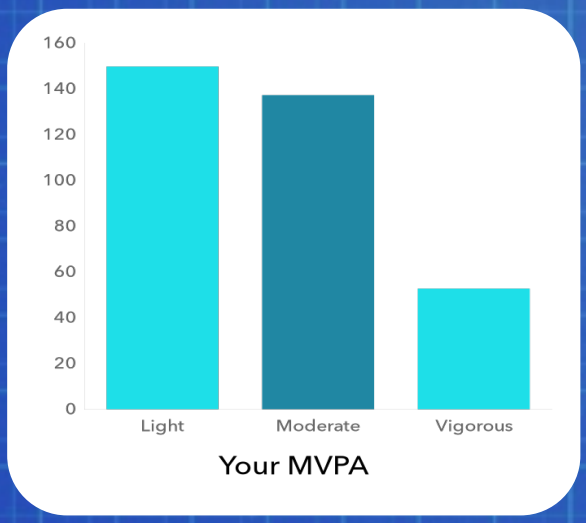
YOUR COMPARABLES

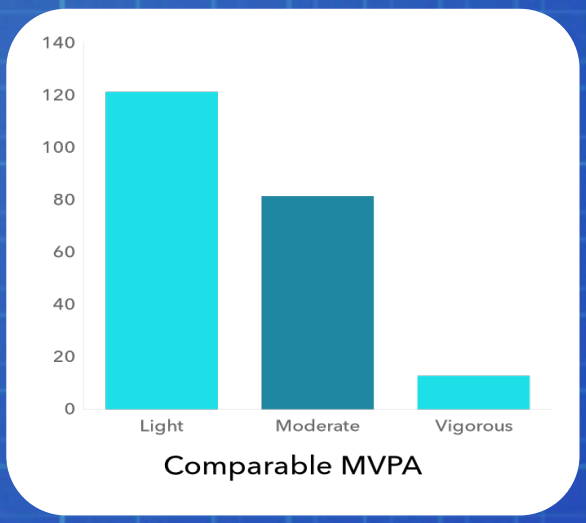
WHAT THIS CHART SHOWS

This page provides you with a classification of your playground that considers factors of local child density, local income levels and local climate. These levels are presented on the right as a series of rankings from low to high. Near the bottom of the page, we also show how you compare in a series of key metrics relative to similar cities.

HOW THIS IS USEFUL

This metric allows you to evaluate the performance of your playground relative to other similar playgrounds. This way, you can see if your playground is performing well for its climate, child density and socioeconomic region, providing a more accurate sense of its impact on your community.





AMT. OF MVPA

You Are In The

95TH

Percentile!

AVG. SESSION LENGTH/USER

You Are In The

92ND

Percentile!

AVG. AMT. OF EXERCISE/SESSION

You Are In The

89TH

Percentile!

SURVEY RESULTS

WHAT THIS CHART SHOWS

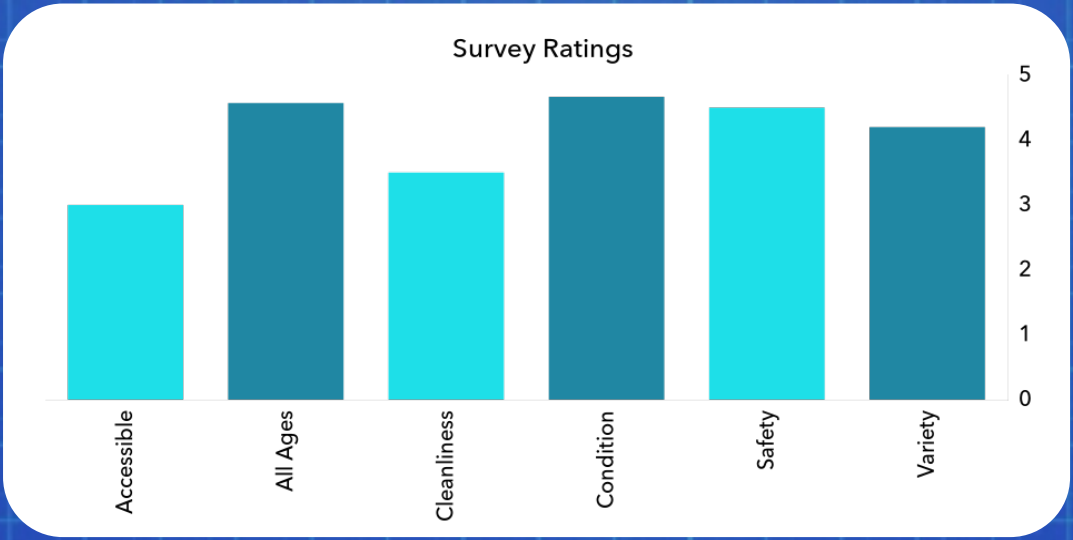
At the end of Biba gameplay sessions, families are offered the opportunity to answer a quick three-question survey about the playground they are at. Usually the questions ask families to answer a question with a ranking from 1-5. This page displays those survey responses.

HOW WE COLLECT IT

Biba games collect all responses from participating families who chose to answer the surveys when offered. We only offer this survey once per month, per playground location.

HOW YOU CAN USE THIS INFORMATION

The survey responses below can allow you to get a more qualitative grasp on various aspects of your playground. But a key benefit also lies in the ability to follow these survey results over time: tracking feedback on any changes you make/have made to the playground and its associated facilities over time.



IS THIS YOUR REGULAR PLAYGROUND?	WOULD YOU VISIT THIS PLAYGROUND AGAIN?	IS IT EASY TO TRAVEL TO THIS PLAYGROUND?
Yes / No	Yes (100%)	Yes / No

EQUIPMENT PREFERENCE

WHAT THIS CHART SHOWS

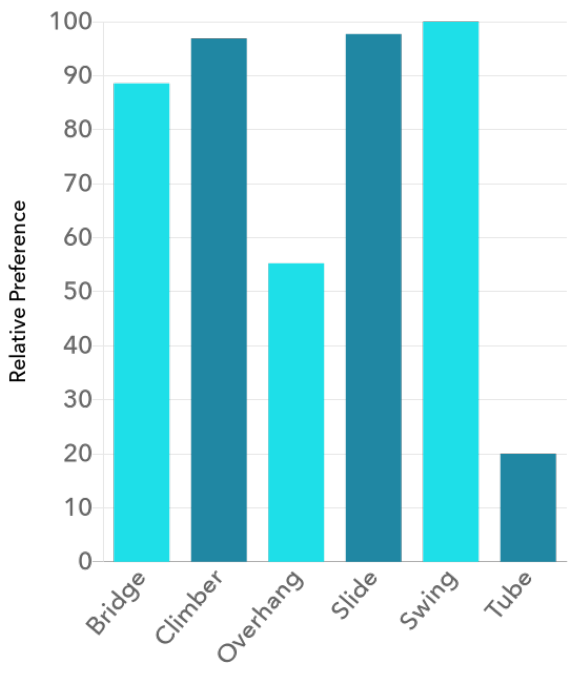
This page displays what equipment was most preferred by children while playing Biba games along with their preferred equipment sub-types.

HOW WE CALCULATE THIS

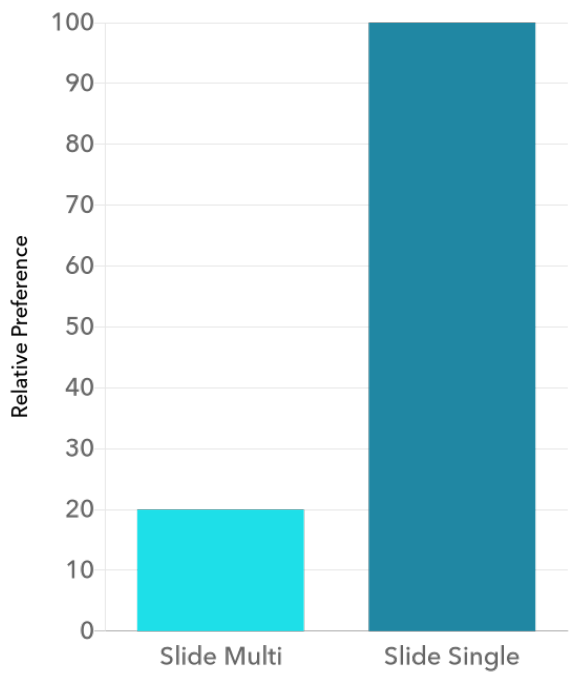
Biba games automatically request a parent to input what they see as present in terms of equipment at a playground, but equipment preferences are specifically derived from play choices made during Biba gameplay by players. We analyze all the choices children make between equipment during different points in gameplay to model which types of equipment are selected the most often. We can also determine the popularity of specific sub-types (e.g. spiral slides, curved tubes) this way.

HOW YOU CAN USE THIS INFORMATION

The chart below can assist in identifying choices for equipment purchases or upgrades, or at larger scale, can point to trends with regard to favorite equipment pieces in a region.



Equipment Category



Equipment Subtype

PEAK DAYS OF THE WEEK

WHAT THIS CHART SHOWS

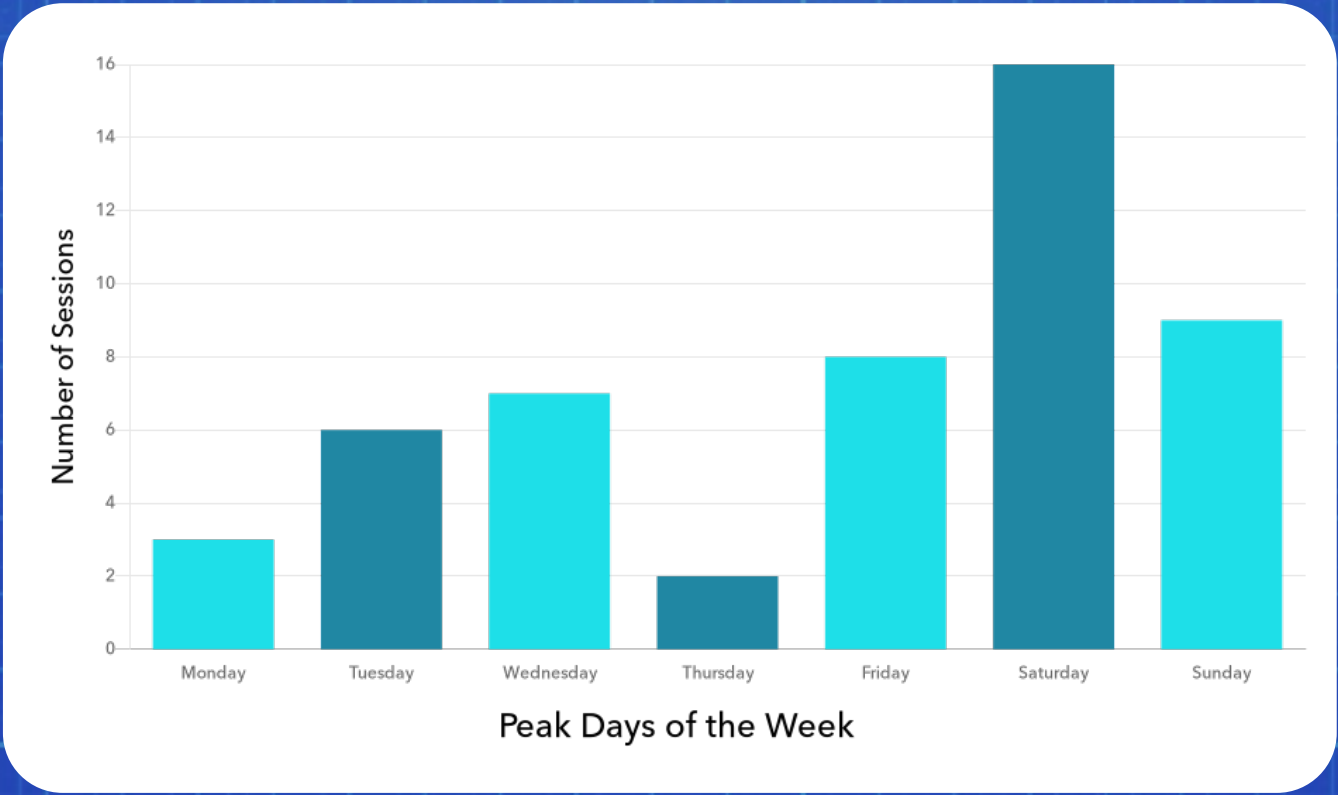
This graph lets you know on which days of the week families tend to spend the most time at your playground or play site.

HOW WE CALCULATE THIS

Biba games take simple time stamps that allow us to see what day of the week Biba sessions occur. As a sample of playground attendance, this provides us with a sense of your site's peak days.

HOW YOU CAN USE THIS INFORMATION

This information is useful in pointing out interesting trends for purposes of scheduling and program planning. We can also provide an array of these graphs across a year or dig into particular days on request if you're looking to schedule against more specific trend data, such as the impact of public holidays or school holidays.



PEAK HOURS OF THE DAY

WHAT THIS CHART SHOWS

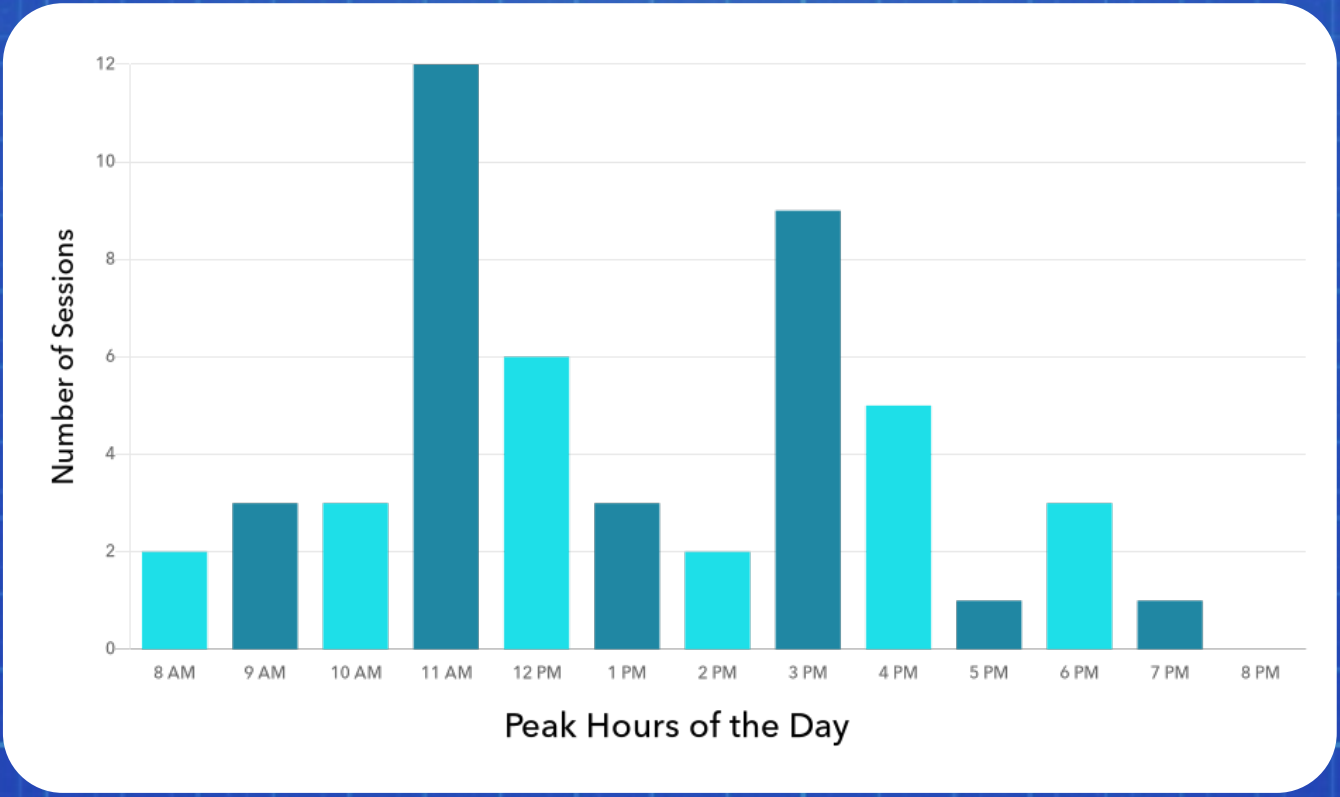
This graph lets you know which hours of the day families tend to spend the most time at your playground or play site.

HOW WE CALCULATE THIS

Biba games take simple time stamps that allow us to see what time of the day Biba sessions occur. As a sample of playground attendance, this provides us with a sense of your site's peak hours.

HOW YOU CAN USE THIS INFORMATION

This information is useful in pointing out interesting trends for purposes of scheduling and program planning. We can also provide an array of these graphs across a year to allow for things such as seasonal comparisons or the impact of external events like school vacations on timing.



ACTIVITY LEVELS

WHAT THIS CHART SHOWS

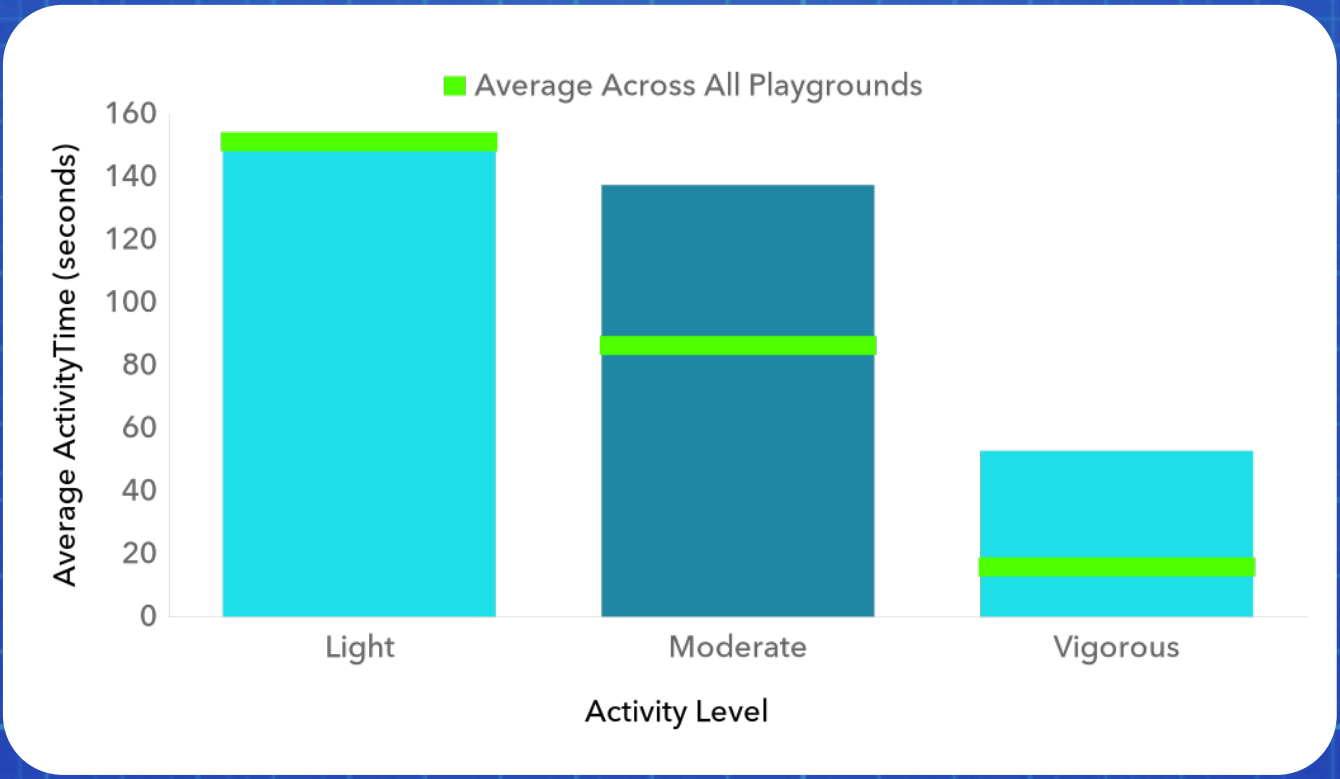
This lets you know how much light, moderate, and vigorous activity children engaged in during Biba gameplay. This is not only an indicator of the types of games they chose to play, but also how they chose to play them in terms of physical exertion.

HOW WE CALCULATE THIS

Biba games adopt the World Health Organization's rubric in distinguishing between moderate and vigorous activity levels during gameplay. We achieved this in partnership with Simon Fraser University Child Psychology researchers to provide each game with a profile that generates a strong inference as to how much physical activity is being conducted in each game. This lets you see which types of games and what level of exertion kids in your playground gravitate towards.

HOW YOU CAN USE THIS INFORMATION

This lets you get a sense of activity levels in your different communities, but also can provide you reinforcing data that helps make the case in grant proposals for health and activity initiatives and other related programming.



TEMPERATURE IMPACT

WHAT THIS CHART SHOWS

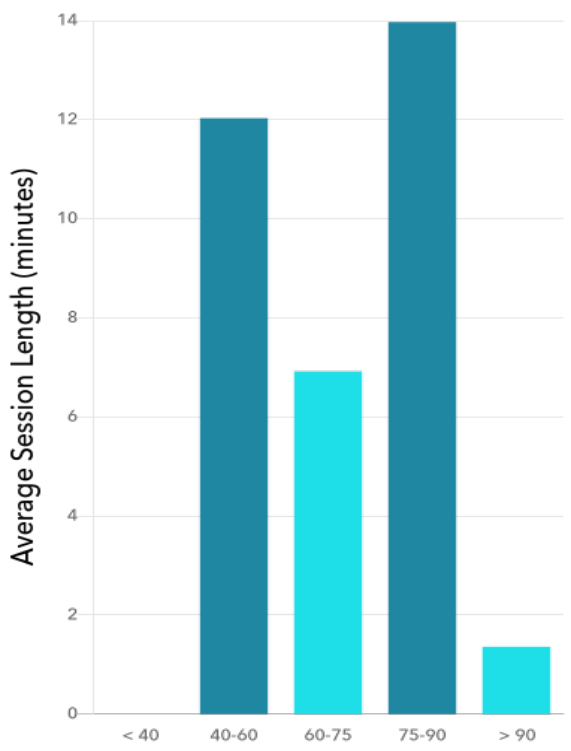
This page visualizes the relationship between different ranges of temperature and on-site sessions. This graph lets you know the relative impact of temperature on how long families play on-site (a good indicator of what temperature conditions a family is most likely to play through) and the relative impact of temperature on how much families play on-site (an indicator of the conditions during which a family is most likely to attend the playground).

HOW WE CALCULATE THIS

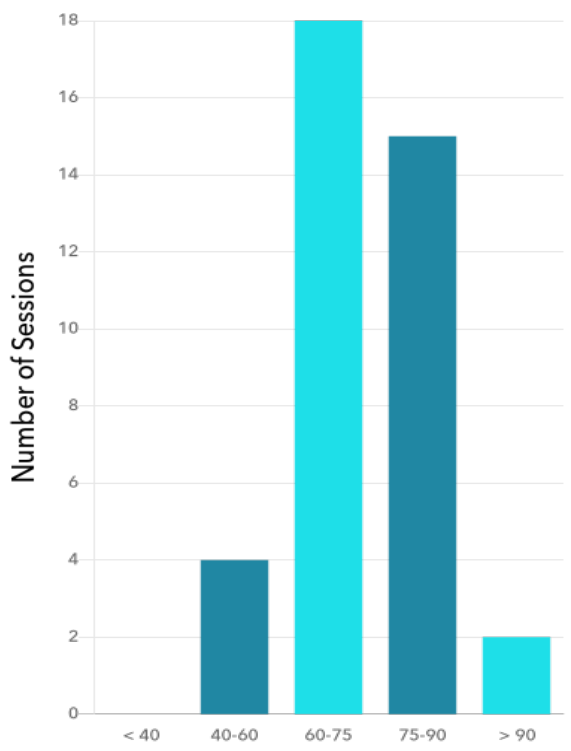
Biba games track the temperature and check it at regular intervals during gameplay. We compare the observed temperature at a particular site with the number and length of sessions at that site in order to see what play patterns emerge during different temperature conditions.

HOW YOU CAN USE THIS INFORMATION

This information is useful in terms of program planning for your community, but also helps inform decisions around the purchase of things such as shading for high-sun regions or other facilities that can help promote attendance during more frigid periods.



Temperature (F) vs Session Length



Temperature (F) vs Number of Sessions

WEATHER IMPACT

WHAT THIS CHART SHOWS

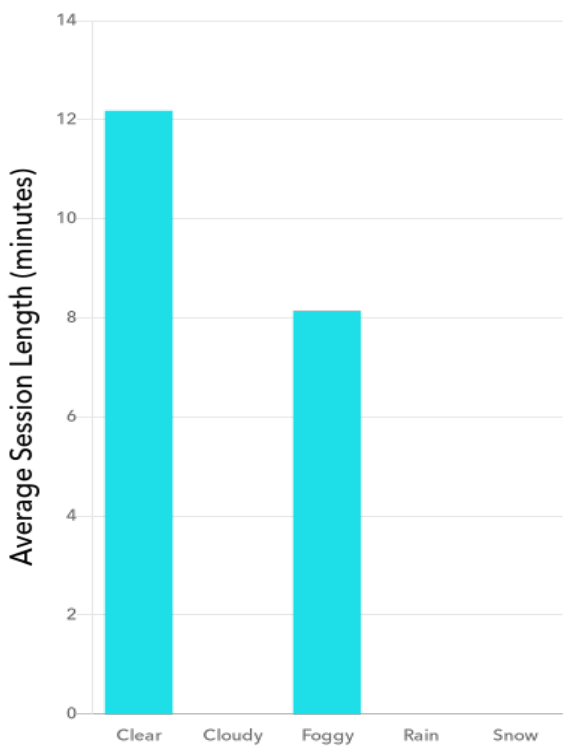
This page visualizes the relationship between different types of weather and on-site sessions. This graph lets you know the relative impact of weather on how long families play on-site (a good indicator of what weather conditions a family is most likely to play through) and the relative impact of weather on how much families play on-site (an indicator of the conditions during which a family is most likely to attend the playground).

HOW WE CALCULATE THIS

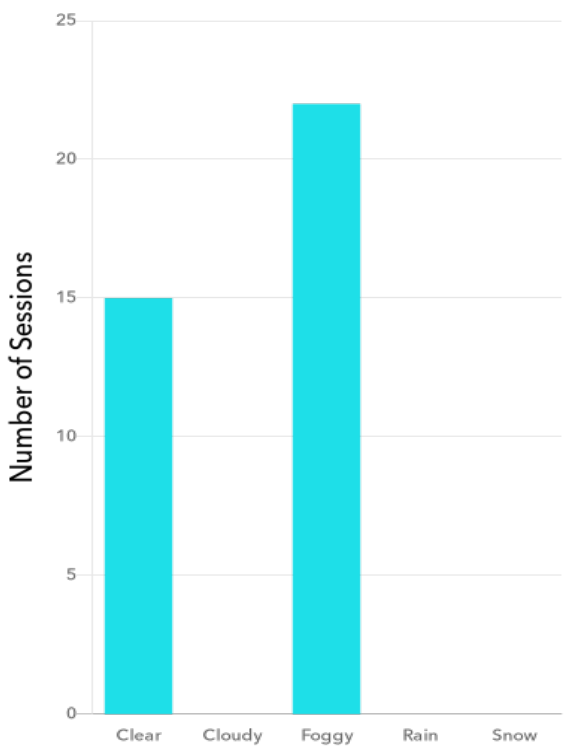
Biba games track the weather conditions and check them at regular intervals during gameplay. We compare the observed weather conditions at a particular site to how many sessions occurred and their length in order to see what play patterns emerge during different weather conditions.

HOW YOU CAN USE THIS INFORMATION

As with temperature, this information is useful in terms of program planning for your community. It can also help you determine which play sites maintain the highest attendance during particular conditions when making considerations for amenity upgrades.



Weather vs Session Length



Weather vs Number of Sessions

SESSIONS BY MONTH

WHAT THIS CHART SHOWS

This page displays up to the last 12 months in terms of sessions per month, allowing you to compare month-to-month session totals for that period.

HOW WE CALCULATE THIS

Biba games automatically track game sessions every time they happen. We tally these up in order to provide the monthly totals represented in the graph below.

HOW YOU CAN USE THIS INFORMATION

The chart shows the general activity trend of your playground over the year and can be used to garner a high-level sense of the traffic patterns at your play site.