**Eat Smart in Parks**

**Assessment Tool**

**SECTION ONE**

|  |  |
| --- | --- |
| **1. Park Name** |  |
| **2. Park Director/Staff** |  |
| **3. Park staff contact information** |  |
| **4. Assessment done by** |  |
| **5. Date** |  |
| **6. Time** |  |

**SECTION TWO**

**7. Location and type of food service operations in this park**

|  |  |
| --- | --- |
| **Type of facility**  | **Number of food service operations** |
| **Vending machines** | **Concession stands/trailers/ mobile carts** | **Food Trucks** | **Other (specify)** |
| Indoor recreation center(check applicable) Pool Weight room Cardio equip  Sport courts  Other |  |  |  |  |
| Baseball/softball fields/complex number |  |  |  |  |
| Outdoor pool |  |  |  |  |
| Multi-use or single sport fields (ie. Football, soccer, lacrosse)  number  |  |  |  |  |
| Ice rink  |  |  |  |  |
| Lake- boating, swimming etc |  |  |  |  |
| Theatre  |  |  |  |  |
| Other (specify) |  |  |  |  |

**SECTION THREE**

8. Facility within the park that is being assessed (ie. Softball field, recreation center etc.) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

9. When are food service operations open?

 • Months:

 • Hours:

10. When are the food service operations the most busy?

• Season:

• Days of the week:

• Times:

\_\_\_\_\_\_\_\_\_

YES

11. Is there a playground on the premises, near the concession stand? YES NO

12. # of service windows available \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

13. # of service windows typically open for service during operation hours\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

14. Customers

 • Who are the main customers at this food service operation?

 • Gender:

 • Age group:

Pre-school age children

Elementary/Middle School-age children

High school age youth

Adults

15. When do patrons register for sports programs/activities for this park? How do they register?

16. Pricing/Sales

• Who sets the menu/vending prices?

• How are prices set?

• Have pricing strategies been used to encourage sales of certain items (ie. Increase price of unhealthy, decrease price of healthy items)?

• What are the most popular items?

• Have healthy items been tried before? If so, what went well/what didn’t? Were any promotions conducted?

• How are sales tracked? (ie. cash box, POS cashiering, inventory)

• Does the park permit patrons to bring in foods/beverages purchased outside of the park?

• What type of food service competition is around the park?

• Do people leave the park to get food close by? If so, who are those competitors and what are people buying or bringing back into the park?

• *Accepts ATM/Credit cards*

• *Accepts EBT?*

• Are concession revenues critical to park operations, such as program or infrastructure support?

17. Purchasing

• Where are foods/beverages purchased? (specify names of businesses)

• Local grocer

• Buying club (i.e. Sams, Costco)

• Food service distributor

• Beverage company

• Other

• Does the park have any contracts with food or beverages?

• How long are the contracts?

• What incentives does the park receive from the contract (ie. signs, equipment etc.)

• Which of these sources supply the most food?

18. Staffing

• Who is responsible for setting the menu/selecting the types of items served?

• Who staffs the concession stands?

• What training does concession stand staff receive?

• Does the health department require concession stand staff to have a food handler’s certification?

• Does health department permit staff to prepare healthy options (salads, single servings of fruit etc.)?

19. Equipment

|  |  |  |
| --- | --- | --- |
| **Equipment type** | **Description/Notes** | **Quantity** |
| Hand washing sink |  |  |
| 3 compartment sink |  |  |
| Microwave |  |  |
| Grill/griddle |  |  |
| Fryer |  |  |
| Warmer/ warm food holding units (ie. pretzels)  |  |  |
| Stove top |  |  |
| Oven |  |  |
| Popcorn machine |  |  |
| Nacho cheese machine |  |  |
| Refrigerator  |  |  |
| Freezer  |  |  |
| Ice machine |  |  |
| Soda dispenser |  |  |
| Crock pots |  |  |
| Dry storage |  |  |
| Other(specify) |  |  |

20. How much space is devoted to (indicate number of aisles, endcaps, shelves, wireracks and refridgerators/freezers).

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |
| Food type | # of coolers | # of locations/shelves (visible to customers outside) | # of wireracks | # of shelves | Food type |
| Candy |  |  |  |  |  |
| Chips |  |  |  |  |  |
| Soda |  |  |  |  |  |
| Ice cream |  |  |  |  |  |
| Fresh produce |  |  |  |  |  |
|  |  |  |  |  |  |

14. Is there room for ESIP signage on shelves? YES NO

15. Is there space on walls for ESIP signage outside or on doors? YES NO

|  |  |  |
| --- | --- | --- |
| 21. ADVERTISING |  |  |
| **Item** | **Healthy** | **Other** | **Comments** |
| Food advertisements visible outside building (on building) |  |  |  |
| Food advertisements visible around park (on fences, etc.) |  |  |  |
| Food advertisements placed at eyelevel |  |  |  |
| Food advertisements visible to kids on playground, playing fields or while seated in stands |  |  |  |

• How are the concessions promoted?

• Any signage considerations (advertising?) Any limitations?

• Are concession menus posted on social media or park website?

• Have coupons or other incentives been used to promote sales?

|  |  |  |
| --- | --- | --- |
| 22. MENUS |  |  |
| **Item** | **Y/N, Count** | **Comments** |
| Menus and type easily visible from 20 ft. |  |  |
| Menu posted inside the window/concession  |  |  |
| Menu posted outside the window/concession area |  |  |
| Healthy items denoted on menu |  |  |
| Food photos on menu |  |  |
| Menu includes product or company promotion  |  |  |
| Nutritional information displayed or available |  |  |
| Healthy items priced at same or lower than less healthy items (e.g., water less or same price as soda) |  |  |

23. Please take PHOTOS *(ideas, front to see what customer will see) take photo of the items as they get closer (what they see? Cookies?)*

• *Additional comments (what’s at eye-level?)*

• Were photos taken inside and out? YES NO

• Where are the pictures saved/shared?

24. Healthy Foods

|  |  |  |  |
| --- | --- | --- | --- |
| Item | Healthy | Other | Comments |
| Items placed at eyelevel |  |  |  |
| Items with signage (shelf talkers etc.) |  |  |  |
| Items in high visibility areas (windows etc.) |  |  |  |

25. Healthy Drinks

(Please remember to take pictures, especially if you are running short on time and need to record this data later.)

|  |  |  |  |
| --- | --- | --- | --- |
| Item (specify) | # of types | Price per item (lb, size, bag, etc) | Brand |
| Bottled water |  | $\_\_\_\_\_\_\_\_\_ per \_\_\_\_\_\_\_\_\_ (oz\_ container |  |
| Low fat milk (1% or skim) |  |  |  |
| 100% juice (Kind: \_\_\_\_\_\_\_\_) |  |  |  |
| Unsweet tea |  |  |  |
| Carbonated water (no sugar added) |  |  |  |

26. Additional observations (freely available drinking fountains, etc?)

27. How does this park define success?

28. What does the director/park operator want to achieve in offering healthier concessions?

**Don’t forget:**

* Include a copy of the menu or a photo of the menu.
* Take pictures of the concession stand from the outside (as the customer sees the window/food), and from the inside for inventory purposes.