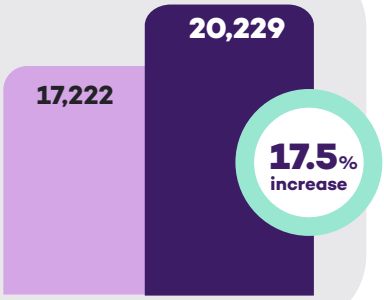
KABOOM!

New Playgrounds Lead to Increased Use in Uvalde

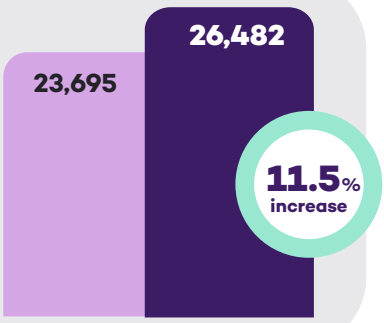
Cell phone data gathered from two parks demonstrates that more kids and families are playing in Uvalde, TX.

KABOOM! partnered with CityData.ai to estimate the number of people using the playgrounds at DeLeon Park and Esperanze Park using cell phone data. We collected this data for the 12-month period before and after each playground was built.

DeLeon Park



Esperanza Park

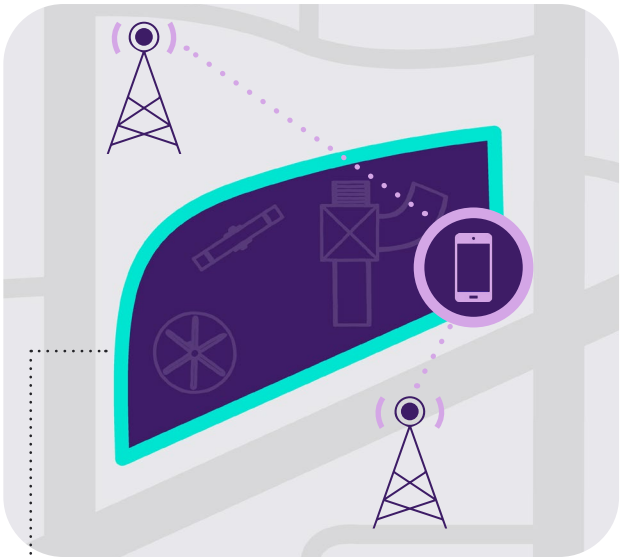


Methodology

KABOOM! places an electronic boundary – known as a ***geofence*** – around each playground footprint.

Every cell phone uses geolocation services to estimate its location by pinging the closest cell tower. Typically, the location of a cell phone can be estimated within 10 feet. CityData.ai obtains, cleans, and aggregates the cell phone data for each geofenced location to estimate the number of playground and park users.

Comparing data over a 12-month period helps to control for a variety of factors such as temperature, precipitation, and large community events.



Geofences are artificial boundaries drawn around a geographic area of interest.

Does shade matter?

This study also found that people spent, on average, 10% more time at Esparanza Park — which has more shade — than at DeLeon Park. While KABOOM! can't claim causation from this single data point it does seem clear that shade could be a factor in families' play experience.large community events.