



Shining bright for
75
years!

FRPA
FLORIDA RECREATION
& PARK ASSOCIATION

Welcome to the 2017 FRPA Conference!

Measuring the Impact of Parks and Recreation

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Learning Objectives

- Identify 3 metrics you can use to demonstrate the impact of recreation and parks.
- Understand the difference between outcome measures and simply counting things.
- Create a story with data to creatively present a topic of interest to leaders and community.



Why we are here today

- › Advance our cause and use data to do so.
- › Track or find what data is really important.
- › Learn to tell our parks and recreation story with *outcome-based* data.
- › Elevate the image and importance of our field - *gain support!*



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Today's Agenda

- › Embracing data
- › Finding data
- › Organizing data
- › Your scorecard
- › Your infographic
- › Your story - *Communicating Outcomes*



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Famous Quotations...

*"With more than 260 park and recreation agencies in the state of Florida, as an industry we already have the single largest impact on healthy living through physical activity. By simply adding programmatic structure and health outcome measurements to the delivery of our services, we can produce the data that will demonstrate to the public, health insurers, philanthropic organizations and private enterprises the **Power of Parks. Most importantly, it will demonstrate to our local governments just how vital parks are to the quality of life in our communities.**"*

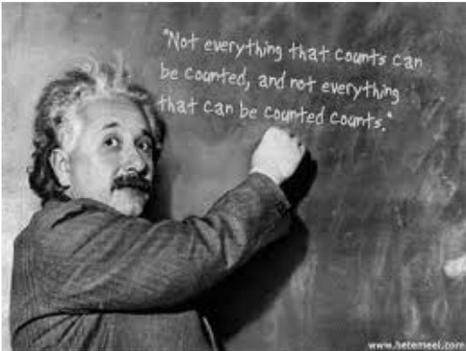
- Jack Kardys; FRPA President

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Raise your hand for data!

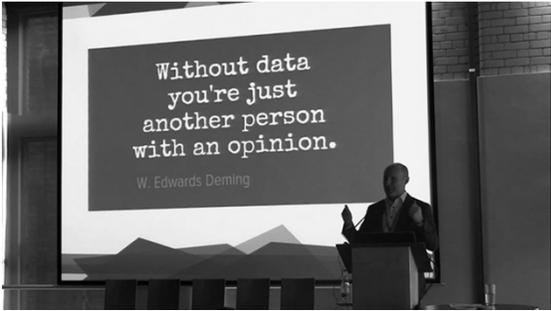
Data Denial	Data Indifferent	Data Informed	Data Driven
You distrust data and avoid using it	You don't care about data and have no need for it	You use it only when it supports your opinions or decisions	You use it to shape and inform all your decisions

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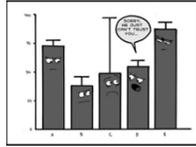
The father of the *Quality Evolution*

TQM

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Group Activity

What data are we currently collecting?



What data are we currently using to manage?

What data are we using to tell our story?



Program Level Data

How many participants?

How much revenue?

How much utilization?

Others?



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Community Level Data

High School Graduation Rate

Teen Pregnancy Rate

Teen Suicide Rate

Others?



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Defining our impact on community outcomes!

FRPA
FLORIDA RECREATION PARKS ASSOCIATION

Mission: To establish parks and recreation as a cornerstone of health, economic development, environmental sustainability and community throughout Florida.

COMMUNITY BUILDING	HEALTH	ENVIRONMENT	ECONOMIC IMPACT
ESTABLISH LEADERSHIP IN COMMUNITY BUILDING AND DEVELOPMENT OF THE PUBLIC REALM	LEVERAGE AND CONNECT PARKS AND RECREATION TO COMMUNITY HEALTH	DEMONSTRATE LEADERSHIP IN PARK STEWARDSHIP AND ENVIRONMENTAL SUSTAINABILITY	PROMOTE THE ECONOMIC IMPACT OF PARKS AND RECREATION

Vision: An empowered and engaged network of members, advocates and partners equipped to advance parks and recreation.

Engage Engage local, regional and national organizations and agencies to develop strategic partnerships	Educate Provide training opportunities to influence and shape national and global audiences	Advocate Advocate and influence state, state and federal legislation aligned with the Strategic Plan	Sustain Attract best practices and sustainable models to maintain the growth of parks and recreation
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Through the pillars...

As a group, think of measures for

1. Community Building
2. Health
3. Environment
4. Economic Impact

Worksheet No 2
10 minutes then report out



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Finding Data

► *Where do you obtain data?*



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Finding Data

- › Local Planning Department
- › Local Health Department
- › Local Health Planning Agency
- › Census/American Fact Finder (demographics)
- › NRPA website
- › Florida Charts
- › City/County Annual Reports
- › Tourist Tax Receipts



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NRPA Publications

- › **The Economic Impact of Local Parks**
- › **Relevant Research for Practice – 2015**
- › **NRPA's 2016 Field Report**
- › **Americans' Broad-Based Support for Local Recreation and Park Services**
- › **Active Transportation and Parks and Recreation**
- › **Safe Routes to Parks: Improving Access to Parks through Walkability**
- › **Quantifying the Contribution of Public Parks to Physical Activity and Health**
- › **Let's Go to the Park Today: The Role of Parks in Obesity Prevention and Improving the Public's Health**
- › **Parks Build Healthy Communities: Success Stories**
- › **Parks and Recreation in Underserved Areas: A Public Health Perspective**

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NRPA

PRORAGIS DATA IN ACTION

HOW THE POWER OF PRORAGIS CAN HELP YOUR AGENCY SOLVE CRITICAL ISSUES



Our agency needs more volunteers!

I need demographic data for my area!

<https://www.nrpa.org/PRORAGIS/>

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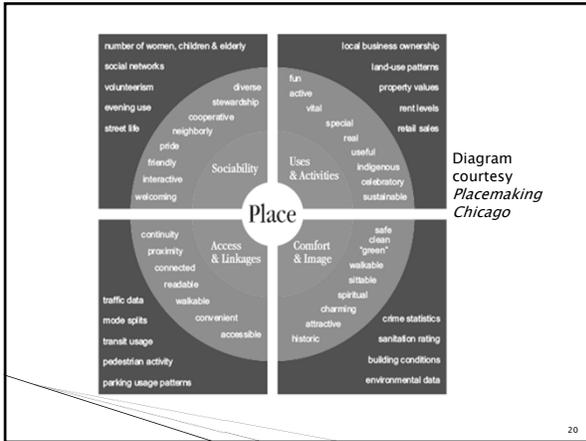
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NRPA



<https://www.nrpa.org/PRORAGIS/>

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Types of Data

- › What data are we currently collecting?
- › What data are we using to manage?
- › What data are we using to tell our story?



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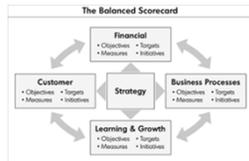
Organizing our Data

- ▶ Balanced Scorecard (*Kaplan and Norton*)
- ▶ Results Based Accountability (*Results Leadership Group*)
- ▶ GIS Based Solutions - *ArInfo Community Analyst*

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Balanced Scorecard

- ▶ *Learning and Growth*
- ▶ *Process Improvement*
- ▶ *Customer Perspective*
- ▶ *Financial Perspective*



Program level or community level? 23

Results Based Accountability

- ▶ *Start with the end in mind*
- ▶ *Stakeholder/Community Input*
- ▶ *Indicator criteria*
 - *Reliably Available*
 - *Easily Understood*
 - *Proxy Power*
- ▶ *Goal is to turn the curve*



Program level or community level?

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GIS Based Systems

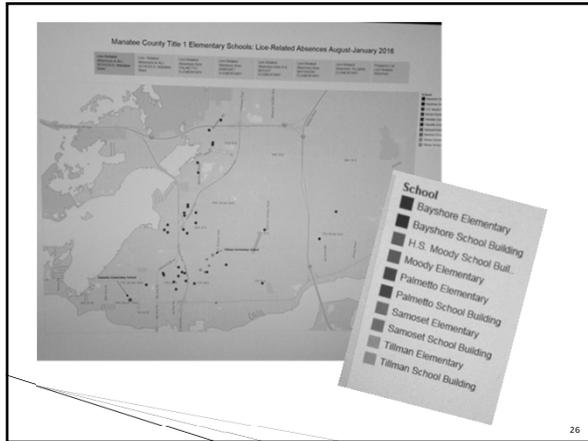
- ▶ *Tableau Public*
- ▶ *“Place – based” data*
- ▶ *Combine factors to find causes*



Title 1 elem & Lice & Public Housing

Program level or community level?

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NRPA's 3 Pillars



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How do they compare?



FRPA Mission: To establish parks and recreation as a cornerstone of health, economic development, environmental sustainability and community throughout Florida.

FRPA Vision: An empowered and engaged network of members, advocates and partners equipped to advance parks and recreation.

FRPA Core Values: Engage, Educate, Advocate, Sustain.

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Measuring outcomes and impact

- › How are you improving the community?
- › What metric would show the change?
- › Where do we find the data?

How do we use the data to tell our story?

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Where will I find the data I need?

Worksheet No 3

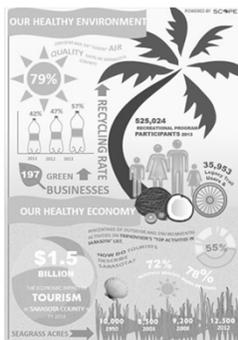
- ▶ What type of data do I need
- ▶ Where will I find it?
- ▶ Who can help me use it?

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Infographic gallery tour



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Telling your story...

...by focusing on *outcomes*...

- ▶ Each year too many children drown in Florida.
- ▶ By teaching kids to swim, we can prevent drownings and enhance enjoyment.
- ▶ By sponsoring our *"swim like a fish"* program you help make our community safer for children and families.

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What's your park story?

- ▶ How do you describe the value of your parks with the community?
- ▶ What is your role in changing perceptions about parks? from *"just fun"* to *"essential"*
- ▶ How can you inspire others such as staff, volunteers to understand the real value?
- ▶ If history really does repeat itself, **Florida's Future** is in your hands...



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Telling your story...

...by focusing on *outcomes*...

- ▶ Too many kids today never spend time in nature.
- ▶ In our "*Children Grow on Trees*" nature programs children have a new learning platform and a chance to get out in the fresh air.
- ▶ By funding our nature programs the lives of children are enriched.

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Telling your story...

...by focusing on *outcomes*...

- ▶ Too many children end up in trouble as juvenile delinquents.
- ▶ Incarceration of our youth costs the community \$\$ in criminal justice costs.
- ▶ Our "*straight out of the streets*" youth sports program helps keep kids engaged. *Isn't that a great investment?*

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So what's your outcome-based story?

- ▶ Think about a compelling *outcome-based* story for one of your initiatives
- ▶ What data will convince your listener
- ▶ What personal story will be remembered?

10 minutes then we will tell some stories

Worksheet No 5



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Our roles are essential



- ▶ History shows that the development of parks has paralleled the development of civilization
- ▶ 1000 people move to Florida each day!
- ▶ Population growth demands more parks



"Parks and Recreation is the best antidote we have for Florida's expected growth"
Annon E. Moose

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Concluding remarks

- ▶ Parks role in the community
- ▶ Your role in shaping the future
- ▶ Your park story



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Learning objectives

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For more information about the Florida Recreation and Park Association visit www.frpa.org.
