



Best Practices

The Florida Recreation and Park Association adopted a comprehensive Strategic Plan in 2015. That Plan is based on four foundational pillars – Health, Community Building, Environmental Sustainability and Resiliency, and Economic Impact/Development.

The Association is in search of Best Practices in each of these four areas, which can serve as a resource for parks and recreation professionals. We realize that “Best Practice” can be broadly applied and the meaning varies depending on the environment and industry one works within.

For the purposes of the FRPA Strategic Plan, the Association’s Board of Directors has adopted and will apply the following definition:

FRPA Strategic Best Practices – Methods, professional guidance, benchmarks and technical expertise centered around a FRPA strategic pillar (Health, Environment, Community Building, Economic Impact) that are evidence-based or proven through experience to support positive results and may be replicated or utilized by other parks and recreation agencies toward achieving a similar desired outcome.

“Evidence-based or proven through experience” indicates that the best practice has had some research, or long term monitoring conducted to show that the practice is having a positive outcome when applied. For example: When applying the best practice of mowing and over-seeding in this manner, for a period of one year, we have been able to extend the life of our turf by 6 months thus reducing expenses \$X; OR When integrating physical activity and nutrition education in our after school programming, we partnered with the University of XYZ to measure increased health of participants, and have shown a 24% reduction in BMI of participants.

We realize that there may be a plethora of “success stories” that are not evidence based, but have produced positive results for an agency, and may also have value as a shared resource.

Submissions will be evaluated by the Best Practice Workgroup to determine if the submission meets the criteria of “Best Practice” as we have defined, or if it should be catalogued as a “success story”.



Best Practice Submission

Agency: City of Hialeah Department of Parks and Recreation

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Area of Best Practice: ECONOMIC IMPACT PILLAR:

Using social media to improve park engagement and economic impact

Summary of Best Practice: (include description of the practice, reason for adopting/implementing best practice, measurement of effectiveness of the practice, what is your evidence that the practice is working, etc.)

- Our efforts here in the City of Hialeah in regards to marketing our programs and events have always been a grassroots focused effort. In recent years we have implemented social media in a way to enhance our grassroots efforts. This includes Facebook, Twitter, Youtube, and Instagram (@CityofHialeah and #MyPrideHialeah). In addition, we use our own cable channel (Ch. 77) to broadcast programming and event information in our City. We have also partnered up with the Miami-Dade County Parks and Recreation in joining their Park305 social media campaign (<http://gisweb.miamidade.gov/parks305/>).

Frequency Best Practice is Applied: (daily, weekly, monthly, quarterly, bi-annually, annually)

- Daily

Who Performs the Best Practice Function within your Agency: (contracted, in-house parks staff, in-house recreation staff, citizens, etc.)

- These services are provided by City of Hialeah Special Events Department in conjunction with the Department of Parks and Recreation staff.

Positive Outcome of the Best Practice (please summarize the evidence based benefit that has been derived by the agency from the best practice):

- Through the efforts above, we have increased our presence and participation in our programs and special events are at an all-time high. Social media has changed the way we get our information out to the community.

Awards/Recognitions/Designations Received as a Result of the Best Practice (please share any awards or designations received, or publications that have featured this best practice):

- N/A

Grants or Funding Received (if any):

- N/A

What other Best Practices would you suggest we collect?

- N/A

Submit this Form electronically to charla@frpa.org

Type directly onto this document, and submit as a Word Document. Please DO NOT pdf the form.