



WELCOME TO
THE 2019 FRPA
CONFERENCE!
It Starts In Parks

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FRPA

FLORIDA RECREATION
& PARK ASSOCIATION

CHARLA LUCAS 



FLORIDA RECREATION AND PARK ASSOCIATION
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LEARNING OBJECTIVES



- ▲ Learn about the history and revamp of the “It Starts In Parks” initiative.
- ▲ Examine the impact that parks and recreation has on the areas of health, community building, the environment and economic impact.
- ▲ Discuss ways to communicate this important information to your citizens, boards and commissions.

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FRPA
**FLORIDA RECREATION
 & PARK ASSOCIATION**

What is FRPA?

Our **Why**

To inspire the heart of the professional so that we empower leaders to reach higher and achieve more for our communities.

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HISTORY ◀

**It Starts
in Parks**

Initial rollout 2006

IT STARTS IN
PARKS
Coaching. Connecting. Community.

Refresh 2012

5

IT STARTS IN PARKS

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Why “It Starts In Parks”?

FRPA Strategic Plan Pillars

- ▲ COMMUNITY BUILDING
- ▲ HEALTH
- ▲ ECONOMIC IMPACT
- ENVIRONMENTAL
- ▲ SUSTAINABILITY

WHY

8

Who influences your community's budget?

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Local Officials' Ranking of Important Issues Facing Their Communities

1. Attracting and Retaining Business
2. Preventing Youth Crime*
3. Community Quality of Life*
4. Growth Management
5. Community Health
6. Enhancing Real Estate Values
7. Environmental Stewardship
8. Social Equity/Social Justice

Local Government Officials' Perceptions of Parks and Recreation Report, NRPA, 2017

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What if 2008 happens again?

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What is “It Starts In Parks”?

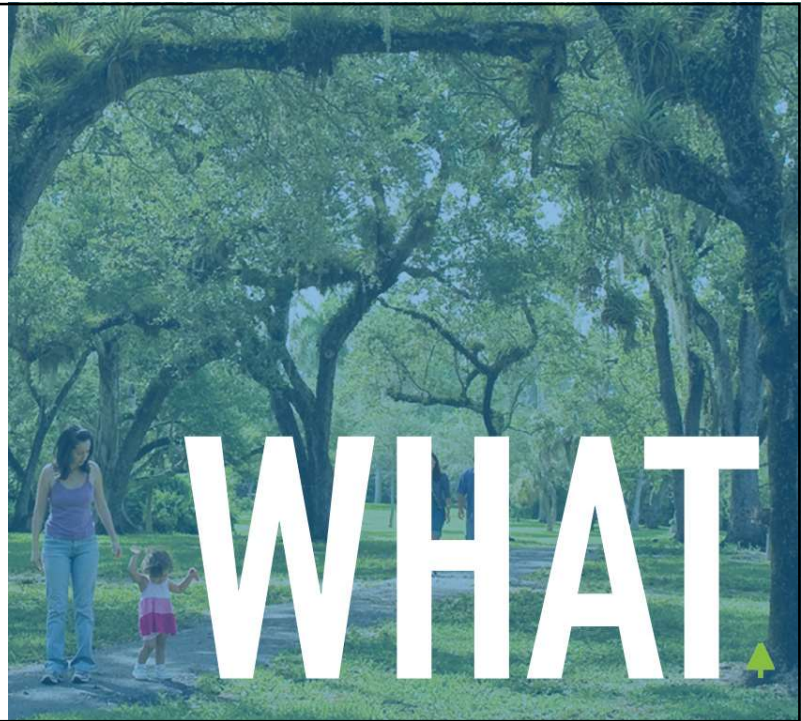
Healthy people **start in parks** by living active lifestyles.

The building of community **starts in parks** with each playground interaction.

Economic development through events and increases in property values **start in parks**.

Taking care of our environment for future generations to enjoy **starts in parks**.

In these and so many other ways, **It Starts In Parks**.



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These guys Started In Parks

- Lynn Swann
- Chris Evert
- Emmitt Smith
- “Rowdy” Gaines
- Ernie Sims
- Carrie Englert Zimmerman

IT STARTS IN
PARKS
HEALTH • COMMUNITY • ECONOMY • ENVIRONMENT

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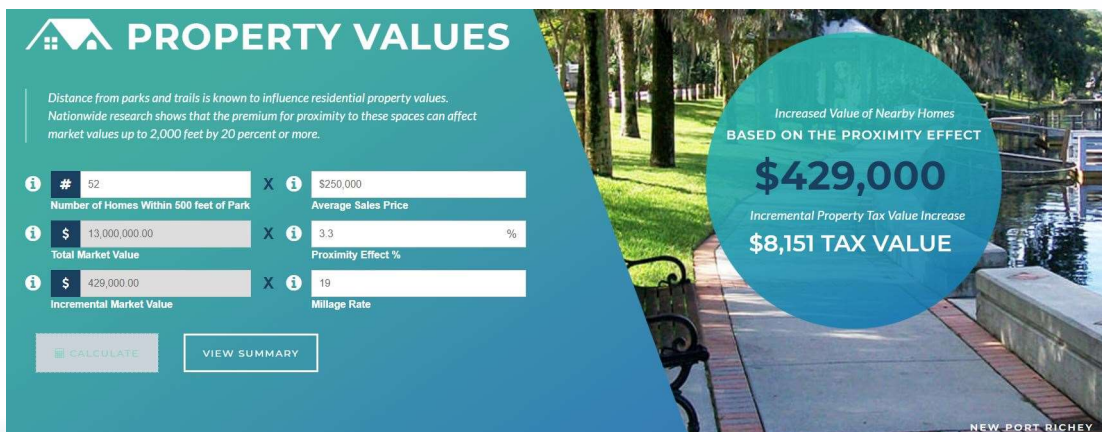
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Property Values



PROPERTY VALUES

Distance from parks and trails is known to influence residential property values. Nationwide research shows that the premium for proximity to these spaces can affect market values up to 2,000 feet by 20 percent or more.

# 52	X	\$250,000
Number of Homes Within 500 feet of Park		Average Sales Price
\$ 13,000,000.00	X	3.3 %
Total Market Value		Proximity Effect %
\$ 429,000.00	X	19
Incremental Market Value		Millage Rate

[CALCULATE](#) [VIEW SUMMARY](#)

Increased Value of Nearby Homes
BASED ON THE PROXIMITY EFFECT

\$429,000

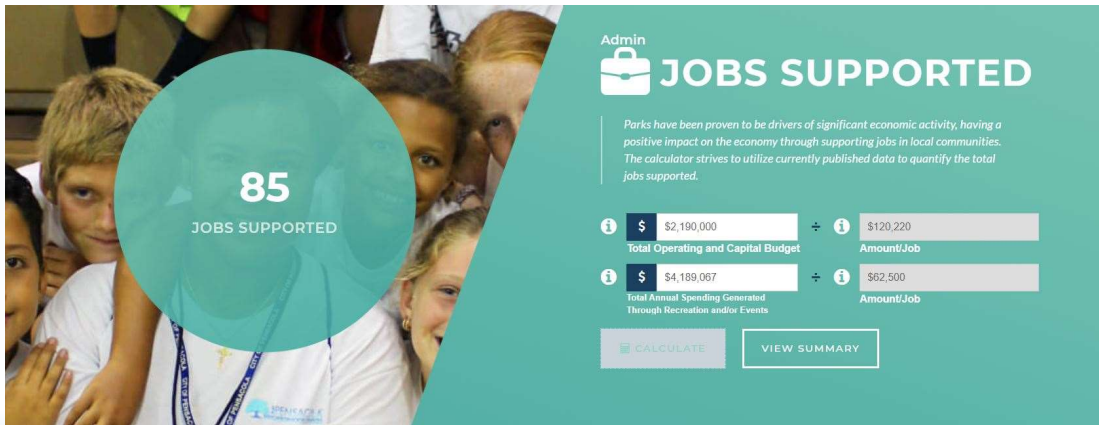
Incremental Property Tax Value Increase

\$8,151 TAX VALUE

NEW PORT RICHEY

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Jobs Created



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How do you use
“It Starts In
Parks”?

- **Style Guide**
- **#ItStartsInParks**

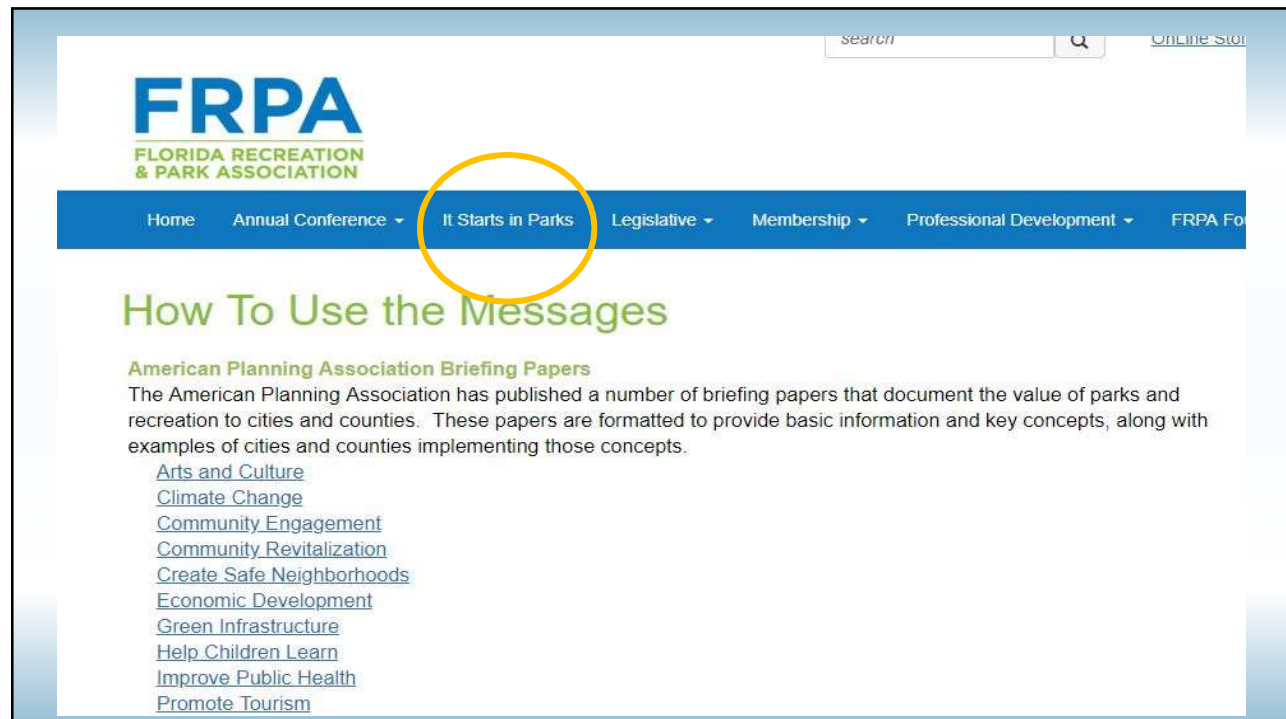


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Use external resources to shape your message around a close-to-home story.

IT STARTS IN
PARKS
HEALTH+COMMUNITY+ECONOMY+ENVIRONMENT
itstartsinparks.org

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The screenshot shows the FRPA (Florida Recreation & Park Association) website. The header includes the FRPA logo and a navigation bar with the following items: Home, Annual Conference, It Starts in Parks (circled in yellow), Legislative, Membership, Professional Development, and FRPA For. Below the navigation bar, the main content area features the heading "How To Use the Messages" in green. Under this heading, there is a section titled "American Planning Association Briefing Papers" which states: "The American Planning Association has published a number of briefing papers that document the value of parks and recreation to cities and counties. These papers are formatted to provide basic information and key concepts, along with examples of cities and counties implementing those concepts." Below this text is a list of links: Arts and Culture, Climate Change, Community Engagement, Community Revitalization, Create Safe Neighborhoods, Economic Development, Green Infrastructure, Help Children Learn, Improve Public Health, and Promote Tourism.

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Resources


- American Planning Association Whitepapers
 - Health
 - Community Building
 - Economic Impact
- Why America Needs More Parks
 - Environment

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FACT SHEET: Creating Spaces

Developers try to locate essential services like schools and stores closer to homes to encourage walking and provide green spaces for recreation.

- Shared Use of School Facilities** agreements allow schools to share their physical activity facilities (gyms, running and walking tracks, multi-purpose rooms) with the community for recreation and exercise opportunities.
- Transportation Enhancements** activities offer funding opportunities to help expand transportation choices in communities, including pedestrian and bicycle infrastructure and safety programs as well as conversion of abandoned railway corridors to trails.
- Recreational Trails Program (RTP)** provides funds to the states to develop and maintain recreational trails and trail-related facilities for both non-motorized and motorized recreational trail uses. Federal transportation funds benefit recreation including hiking, bicycling, in-line skating, equestrian use, and cross-country skiing.

FACTS

Creating Spaces

Changing the Built Environment to Promote Active Living

OVERVIEW

The U.S. is in the grips of a full-blown obesity epidemic.^{1,2} More than 35% of adults and almost 17% of children are obese.^{3,4} In 2013, no state had an obesity rate of less than 20%.⁵ If current trends continue, 51% of adults will be obese by 2030.⁶ In light of these dire statistics, it is imperative to find ways to increase physical activity opportunities and recreational spaces where people live, work, learn, and play, and to promote ways to become fit, stay more physically fit. Nearly 80% of U.S. adults and 75% of adolescents do not currently get the recommended amount of physical activity each week.⁷ Adherence to the national recommendations is associated with a nearly 20% lower all-cause mortality among adults without existing chronic conditions.^{8,9}

To compound the problem, traditional transportation and community planning often overlooks the effect on health. Community planning and health behavior research consistently shows that how communities are built influences whether or not people use public transport, drive, walk, or cycle to get to their destination.^{10,11}

Integrating health considerations within community design – known as the built environment – would support more active communities.¹² It is time to make our communities optimal for healthy living.

HEALTH IMPACT

Several studies have found that the way communities are designed and developed can have an effect on physical activity opportunities and obesity rates.^{13,14} Less walkable and safe, auto-dependent built environments have been correlated with obesity and cardiovascular disease.^{15,16,17}

We must make opportunities for physical activity more accessible. Physical inactivity is a major risk factor for cardiovascular disease.¹⁸

Investing in the built environment can facilitate economic development in communities.¹⁹ Research has shown that investing in the built environment increases property values.²⁰ Studies have also

shown that community gardens and walking/biking trails have a positive impact on increasing residential properties, by increasing rates of home ownership, fostering community engagement, and healthy youth development.^{21,22}

Addition research has found that building bike and pedestrian trails reduced health care costs associated with physical inactivity.²³ For every dollar invested in building these trails, nearly \$3 in medical cost savings may be achieved.²⁴ Further, the ability to walk or bike through a neighborhood is a strong factor in determining property values.²⁵

Additional research indicates that:

- People who have parks or recreational facilities nearby and live in communities with well-connected streets walked more than those who do not have easy access.²⁶
- Lower-income communities often have fewer resources to support active lifestyles and places to play and exercise.²⁷ Programs targeted to low-income, racially, and ethnically diverse children can increase active commuting and are associated with higher overall levels of moderate to vigorous physical activity throughout the day.²⁸
- Counties with pervasive poverty are less likely to invest in bike paths and pedestrian walkways.²⁹
- Community-based physical activity interventions are cost-effective, reducing new cases of many chronic diseases and improving quality of life.³⁰

WAYS TO CREATE ACTIVE COMMUNITIES

- Safe Routes to School** enables more children to safely walk and bike to school. Community leaders prioritize the safety of these routes and are working to reduce traffic congestion and improve health and the environment.
- Complete Streets** policies consider the needs of all users in all transportation projects incorporating walking, bicycling, public transportation, and driving.
- Smart Growth Design** communities are designed with active living as the focus. Communities are connected with street patterns that make it easy to walk or bike to destinations.

THE ASSOCIATION ADVOCATES

The American Heart Association supports initiatives that create more livable and active communities. Policy recommendations include:

- Provide robust funding for the **Transportation Alternatives Program (TAP)**, which includes **Safe Routes to School** and transportation enhancements projects. Ensure that this money is given directly to the localities – as intended – to help communities address their unique needs.
- Support sustained concentrated funding to assist communities in implementing active transportation networks.
- Require state departments of transportation, metropolitan planning organizations, and local municipalities to adopt complete streets policies to consider the needs of all users in all transportation projects – whether walking, bicycling, public transportation, or driving – to reduce the need to retrofit existing roads and paths.
- Provide tax incentives to support school construction and physical activity facilities.
- Incorporate health impact assessments into community planning.
- Integrate shared use agreements into the existing federal and state programs and statewide recreation plans (SCORPs).

American Heart Association • Advocacy Department • 1150 Connecticut Ave. NW • Suite 300 • Washington, DC 20036
Phone: (202) 775-7950 • Fax: (202) 775-7950 • www.heart.org/advocacy

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Who influences decisions made in your community?

Group One

business community – more business means more business, this should be space for another business.

Group Two

neighbors – there are a few condo buildings right near this space and right now there's nothing bad happening there because it's so overgrown but when you open it up...

Group Three

planning department/commission – why would we put public space here?

Group Four

public safety – we don't need ANOTHER place for crime.

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COMIENZA CON LOS PARQUES
SALUD • COMUNIDAD
ECONOMÍA • MEDIO AMBIENTE

SALUD
Los parques de la Florida incentivan estilos de vida saludables y activos, así como también el desarrollo social. Los cuerpos y mentes sanas necesitan actividad física y la posibilidad de experimentar el crecimiento personal. Los parques ofrecen esta oportunidad naturalmente.

COMUNIDAD
Los parques reúnen a las comunidades en un lugar común. Las restricciones de la vida diaria. Al conectarnos entre nosotros y con todo lo que nos rodea aprendemos a valorar nuestro medio ambiente, nuestra herencia y nuestro lugar en el mundo.

ECONOMÍA
Los parques de la Florida se han convertido en un componente integral para el desarrollo económico del estado. Los parques proporcionan una inversión en la infraestructura necesaria para acomodar los eventos y el turismo que generan ganancias, que por otra parte benefician la economía local y estatal. Además, los parques impactan positivamente el mercado de propiedades residenciales y comerciales.

MEDIO AMBIENTE
Los parques de la Florida son un elemento primordial para conservar los recursos naturales y culturales. Nuestra conciencia son nuestros tesoros naturales y culturales y poder conservarlos. Somos conscientes de nuestra responsabilidad de proteger y valorar estos recursos por medio de su administración y un modelo, aumentando el deseo de conservar lo que hoy disfrutamos para las generaciones futuras.

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LI KÒMANSE NAN PAK YO
SANTÉ • KOMINOTE • EKONOMI • ANVIWONMAN

SANTÉ
Pak Florid yo ankourajé vi an santé, aktif anansan ak devlopman sosyal. Kò ak lespri an santé bezwen aktivite fizik ak chans pou fè eksperyans kwansan pèsonel. Pak yo bay opòtinite sa a natirèlman.

KOMINOTE
Pak yo mete kominote yo ansanm nan yon kote komen san kontènt levi chak jou yo. Le nou konekte ak tout bagay ozanbou de nou epou youn ak lòt, nou apwam apwwe anvwonman nou, entaj nou ak plas nou nan mond lan.

EKONOMI
Pak Florid yo vin touren yon eleman entegral nan devlopman ekonomik eta a. Pak yo bay yon envestisman nan enfrastruktir ki nesesè pou akomode evènman ki pwodui revni ak touren ki anretou benefisyè ekonomik lokal. Ak eta a, anplis de sa, pak yo gen yon enpak pozitif sou touren ak embleyè kominotay yo.

ANVIWONMAN
Pak Florid yo enpozan nan konekte nou ak brezò natirèl ak estonk nou yo pou nou ka prezive yo. Nou gen plis konsyansasyon sou responsabite nou yo pou pwoteje ak pran swen bagay sa yo atravè responsabite ak bon itilizasyon. Ki ogmante desè nou pou konsève sa ke nou jwenn pou jenerasyon ki vin apre.

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The It Starts in Parks Initiative supports the four pillars of the Strategic Plan: Health, Community Building, Economic Impact, and Environmental Stewardship. Each pillar can be expanded to include the plethora of benefits provided by parks and recreation agencies throughout the State of Florida.

HEALTH
Florida's parks encourage healthy, active lifestyles as well as social development. Sound bodies and sound minds require physical activity and the chance to experience personal growth. Parks provide this opportunity naturally.

COMMUNITY
Parks bring communities together in a common place without the constraints of everyday life. Connecting to everything around us and each other, we learn to value our environment, our heritage and our place in the world.

ECONOMY
Florida's parks have become an integral component to investment in the infrastructure needed to accommodate revenue-generating events and tourism which in turn benefit the local and state economy. Additionally, parks positively impact housing and commercial real estate.

ENVIRONMENT
Florida's parks are key to connecting with our natural and historic treasures in order to preserve them. We cherish these things through stewardship and general use to protect and increasing our desire to conserve what we enjoy today for future generations.

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IT STARTS IN PARKS
COMIENZA CON PARQUES
SALUD • COMUNIDAD
ECONOMÍA • MEDIO AMBIENTE

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Los parques de la Florida son un elemento primordial para conectarlos con nuestros tesoros naturales e históricos y conservarlos. Somos conscientes de nuestra responsabilidad proteger y valorar estas cosas por medio de su administración moderada, aumentando el deseo de conservar lo que disfrutamos para las generaciones futuras.

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BRAND STYLE GUIDE

September 2018

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The Florida Recreation and Park Association | 411 Office Plaza Drive, Tallahassee, FL 32301 | frpa.org

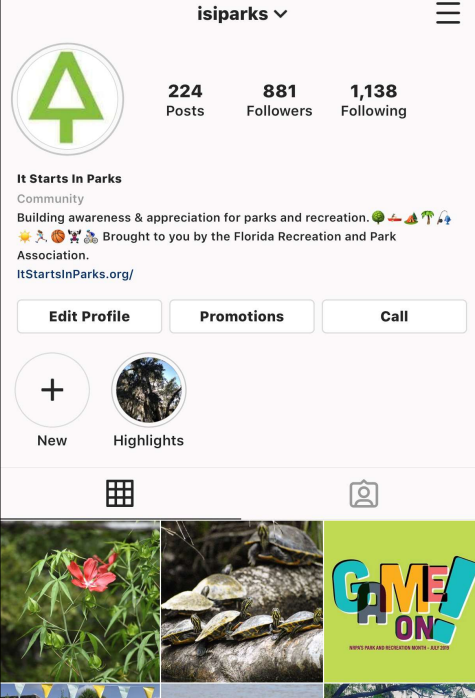
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It Starts In Parks
Community
Building awareness & appreciation for parks and recreation. 🌳🏞️🌊🌳🏞️🌊
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FRPA OUTREACH

SOCIAL MEDIA ACCOUNTS

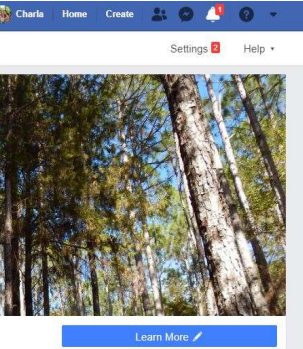
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CITY OF SUNRISE FLORIDA

HOME ABOUT US WHAT'S NEW **DEPARTMENTS & SERVICES** RESIDENTS BUSINESSES VISITORS QUICK LINKS

IT STARTS IN PARKS

The City of Sunrise Leisure Services Department is pleased to support the Florida Recreation and Park Association's **It Starts In Parks** initiative and its four pillars, which exemplify the benefits of parks and recreation amenities: Health, Community Building, Economic Impact, and Environmental Stewardship.

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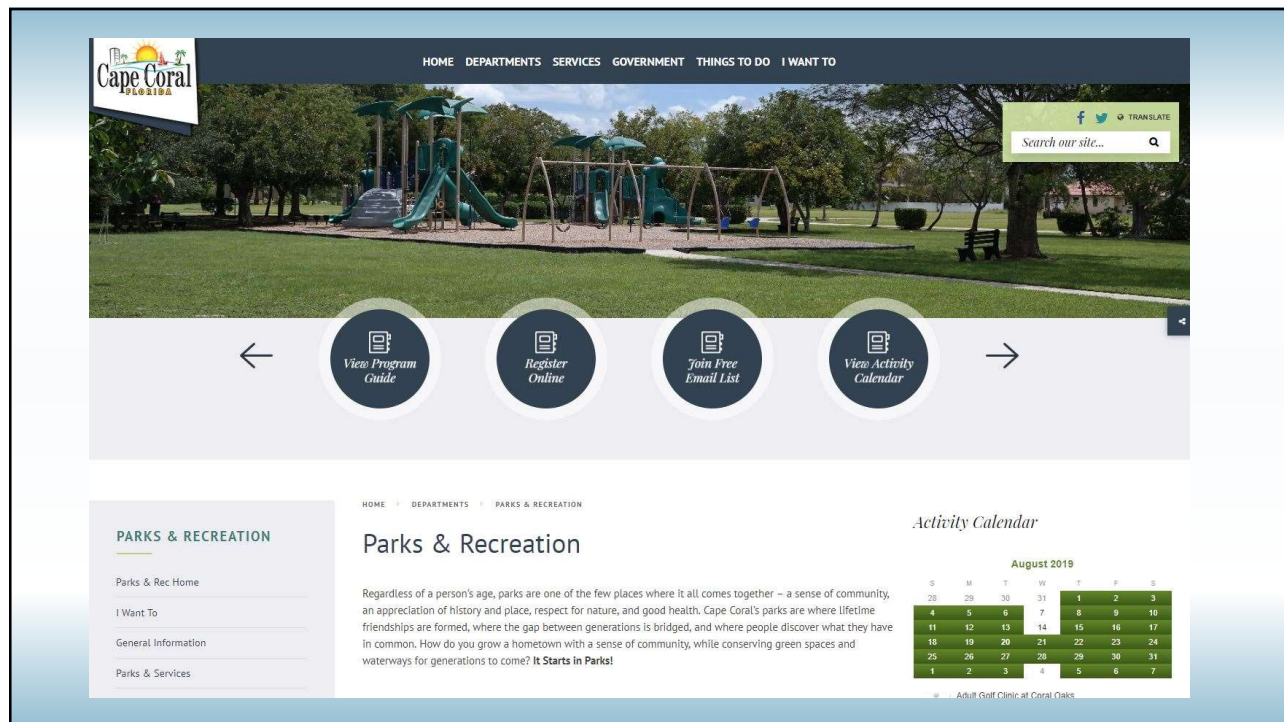
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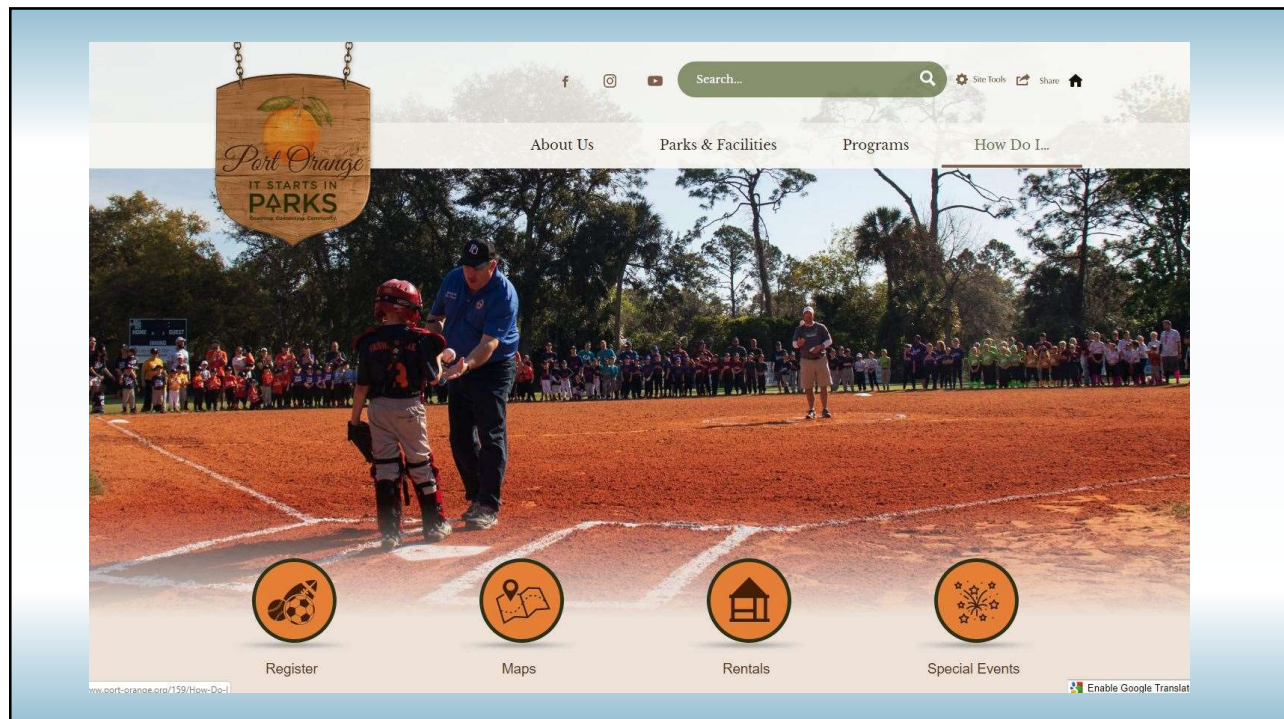
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Where have you seen "It Starts In Parks"?

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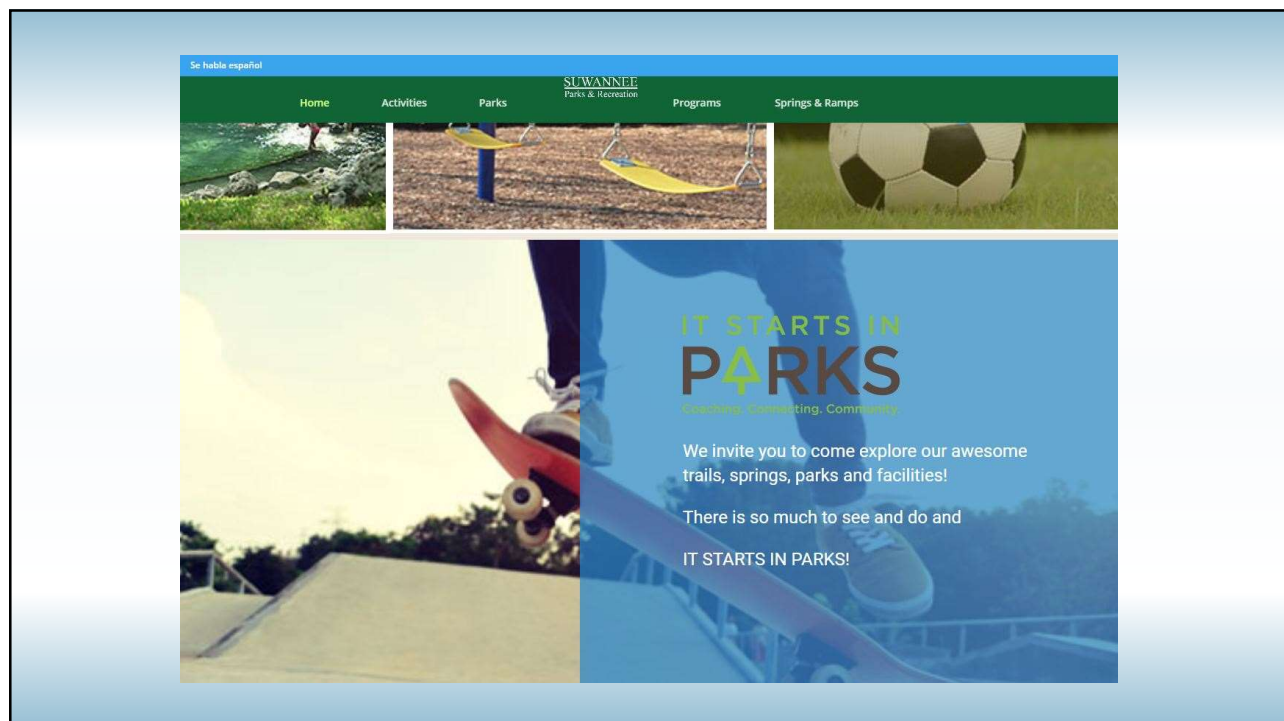
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Where have you seen "It Starts In Parks"?

Kevin Pickard, CPRE
 Deputy Director
 City of Sunrise Leisure Services
 Phone: 954-747-4655
 Email: KPickard@sunrisefl.gov
 Fax: 954-572-2476
 Website: <http://www.sunrisefl.gov>

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Your turn.

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To help your surrounding community realize the importance of parks and recreation in their lives, the workgroup for the Community Building Pillar of the Strategic Plan has come up with a series of challenges. These challenges are meant to give you new ideas on how to reach your citizens. The Community Building Challenge is intended for an individual or an agency to work through together.



visit frpa.org/CommunityBuildingChallenge

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Parks
and
Reconomics
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