

National Recreation and Park Association 3 Pillars: Impacting Communities

## **Impacting Communities**

- Park and Recreation is a gateway to healthy, prosperous and connected communities
- We tackle and offer solutions to some of the nation's toughest challenges such as obesity, the economy and environmental sustainability
- We are uniquely positioned to make significant contributions in these areas by providing critical front-line services and resources

### Conservation

- Parks are critical in the role of preserving natural resources that have real economic benefits for communities
- We are the leaders for protecting open space, connecting children to nature, and providing education and programming that helps communities engage in conservation practices
- Public parks and recreation are essential to the protection of natural resources such as land, water, trees, opens spaces and wildlife
- The annual economic value of outdoor recreation to the nation is estimated at \$730 billion, according to the Outdoor Industry Association

#### Conservation and Protection of Natural Resources



Arbor Day at Kiest Park

Royalty at White Rock Lake



Cox Lane Park

Missaya Lias
for 175

It's My Park Day

## Health and Wellness

- The nation's public parks and recreation are leaders in improving the overall health and wellness of the nation
- We are essential partners in combating some of the most complicated challenges our country faces —poor nutrition, hunger, obesity, and physical inactivity
- Help reduce obesity and incidence of chronic disease by providing opportunities to increase rigorous physical activity in a variety of forms
- Aid in reducing hunger and increase access to nutritious food options
- Foster overall wellness and healthful habits through engaging enrichment opportunities that add balance to life for all

## Health and Wellness



Myfi event at City Hall



Dallas 7k/4k runners at the finish line



Nutrition Class in the cooking classroom at Juanita J. Craft Recreation Center



**Archery lessons at the End of Summer Bash** 



# Social Equity

- True to the very philosophy of public parks and recreation is the idea that all people — no matter the color of their skin, age, income level or ability — has access to programs, facilities, places and spaces that make their lives and communities great
- Parks and recreation can aid in the improvement of mental and physical health by reducing the impacts of chronic diseases, especially in vulnerable populations
- Communities are viewed safer as a result of a wholesome atmosphere created by well-managed parks and recreation services through healthy activities and programming for all people

#### Dallas Park and Recreation



#### Conservation

- Jr Park Ambassador Program
- Citizen Forester Program
- Beautification Program
- It's My Park Day
- Stash Your Trash Program
- Recycling



#### Health & Wellness

- Mayor's Youth Fitness Initiative
- Texercise
- Fitness Centers
- Athletic Fields
- Fitness Programming
- Athletic Programs
- Hike and Bike Trails
- Aquatic Programs
- Nutrition

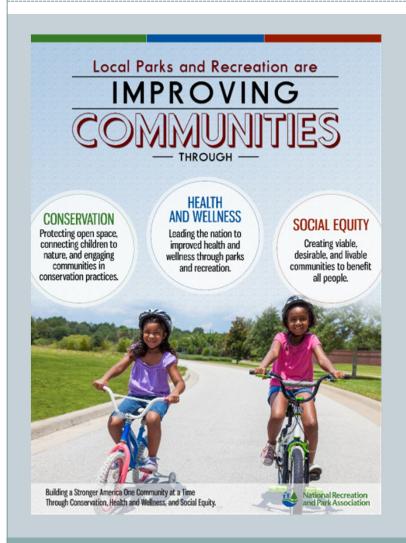


#### Social Equity

- Summer Camps
- After-school Programs
- Senior Focused Programming
- Cultural Inclusion
- Contract Fee Opportunities
- Volunteer/Employment Options
- Tiered Pricing

We Must Tell Our Story

# What's the Next Step



- Continue the Alignment with NRPA
- Continue to address service gaps
  - Capital Improvements
  - Programming
- Continue to tell our story
- CAPRA Certification