



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



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



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

Dallas 7k/4k runners at the finish line



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