The National Recreation and Park Association is the national not-for-profit organization dedicated to fostering healthy, sustainable and equitable communities through parks and recreation. NRPA has nearly 60,000 members who manage more than 105,000 park and recreation centers in communities in every state in the U.S. and beyond. Through our members and national efforts, NRPA encourages the promotion of healthy and active lifestyles, conservation initiatives and equitable access for all to parks and public space.
The Power to Create Positive Change

Local parks and recreation are an essential part of nearly every community. You can ask anyone to tell you a story about time spent in a park or on a playground and you’ll hear something that has in some way shaped their lives. We know parks have power and it’s our mission to harness that power for good.

The National Recreation and Park Association’s three-year strategic plan shows a roadmap of how we will make a positive change in the lives that need it most. With programs dedicated to enriching people through health and wellness, conservation and social equity, we will transform underserved communities throughout the United States.

Parks and recreation have the power to impact every person living in every community. NRPA is here to make that happen and share the results with the world.

Barbara Tulipane, CAE
President and CEO
National Recreation and Park Association
NRPA’s 2017-2019 Strategic Plan

**Health and Wellness**
- 1.5 million people with access to physical activity
- 3 million people with improved nutrition

**Conservation**
- 1 million people connected to nature through sustainable park practices

**Social Equity**
These programs will reach 4.5 million underserved people.

**How Members Will Benefit**
- Grant Funding
- Education
- Advocacy
- Community
- Research
- Case Studies and Best Practices
- National Promotion

**3-Year Goal**
More healthy, resilient and equitable communities.
CONSERVATION

Parks and recreation create sustainable and resilient communities, protect natural resources and open space, and connect people to the benefits of nature and the outdoors.

Three-Year Outcomes:
• 1 million people with greater connection to nature and the outdoors
• Improved resiliency in 1,000 communities through sustainable park practices

Year One Outcomes:
• 200,000 people with greater connection to nature and the outdoors
• Improved resiliency in 300 communities through sustainable park practices

HEALTH & WELLNESS

Parks and recreation improve the health of communities by increasing access to physical activity opportunities and improving access to healthy foods.

Three-Year Outcomes:
• 1.5 million people will have increased access to physical activity
• 3 million people will have improved nutrition

Year One Outcomes:
• 500,000 people will have increased access to physical activity
• 1 million people will have improved nutrition

SOCIAL EQUITY

People in underserved communities should have access to programs, facilities, places and spaces that make their lives and communities great. NRPA defines underserved communities as individuals of color and/or those living in poverty or near poverty.

Three-Year Outcomes:
• 4.5 million people in underserved communities will have improved park spaces and programs

Year One Outcomes:
• 1.5 million people in underserved communities will have improved park spaces and programs
Programs

**Climate Resilient Parks**: A multiyear effort to examine and elevate the critical role that park and recreation agencies play in building climate resilient communities and in addressing the local impacts of climate change.

**Commit to Health**: A national campaign to support the implementation of Health Eating and Physical Activity (HEPA) standards in 2,000 park and recreation sites.

*Three year budget: $2 million/One year budget: $670,000*

**Fighting Childhood Hunger**: An initiative that increases the number of healthy meals served through USDA meal programs.

*Three year budget: $4.2 million/One year budget: $1.4 million*

**Great Urban Parks Campaign**: A national initiative to maximize the social and environmental benefits of green infrastructure in parks in underserved communities.

*Three Year budget: $2.5 million*

**Healthy Aging in Parks**: An initiative to get older adults active in parks through expanded access to evidence-based programs and built environment changes.

*Three year budget: $3.3 million*

**Parks Build Community/Park and Playspace Improvements**: NRPA partners with donors to make improvements to activity spaces (i.e. natural playgrounds, soccer fields, basketball courts).

*Three year budget: $9.3 million/One year budget: $3.1 million*

**Parks for Monarchs**: An initiative that educates the public, promotes citizen science, and increases habitat conservation for the monarch butterfly.

*Three year budget: $180,000*

**Park Prescriptions**: A national initiative that links the health care system and local parks to improve individual health behavior.

*Three year budget: $2 million/One year budget: $670,000*

**10-Minute Walk**: A national campaign to significantly increase the number of people within a 10-minute walk of a quality park in 200 cities across the country over the next five years.

*Three year budget: $1 million/One year budget: $330,000*

**Wildlife Explorers**: A fun nature program for kids who do not have much experience with nature and the outdoors that is operated through recreation centers in underserved areas.

*Three year budget: $1.5 million*
Are you interested in supporting NRPA’s mission?

To learn more, please contact Barbara Tulipane at btulipane@nrpa.org or 703.858.2140.