



NRPA National Recreation and Park Association

Because everyone deserves a park

STRATEGIC PLAN



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.



A handwritten signature in blue ink that reads "Barbara Tulipane". The signature is fluid and cursive, with a long horizontal line extending from the end of the name.

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



**PHYSICAL ACTIVITY
PROGRAMS**



**NUTRITION
PROGRAMS**



**BUILT
ENVIRONMENT**



CONSERVATION

1 million people
connected to nature

Improving resiliency in
1,000 communities
through sustainable park
practices



**NATURE
PROGRAMMING**



**GREEN
INFRASTRUCTURE**



**HABITAT
PRESERVATION**



SOCIAL EQUITY



These programs will
reach 4.5 million
underserved people.



HOW MEMBERS WILL BENEFIT



GRANT FUNDING



EDUCATION



ADVOCACY



COMMUNITY



DATA



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.

22377 Belmont Ridge Rd
Ashburn, VA 20148
800.626.NRPA (6772)
www.nrpa.org

