



**Research, Education, and Development
for Health, Recreation, and Land Agencies**



Outcomes Report 2016-2019

Helping the Professionals Who
Help Communities Thrive



GP RED'S MISSION

(UPDATED 2018)

GP RED'S mission is to fill the gaps in Research, Education and Development for recreation, land management, health, and allied professionals, by providing innovative and practical management strategies and knowledge.





Letter from the Operating Board



November 2019

Dear Colleagues and Friends:

GP RED's commitment to its mission is evident in the diversity of the projects, initiatives, research, and focus that the organization has engaged in and the recognition it has received for the efforts. Whether it is providing research educational offerings, or our various projects, GP RED is driven by its mission.

GP RED has continued to grow and positively impact communities and the professionals who serve them by building on the foundation of organizational leadership that started with our inception over eleven years ago. GP RED expands best practices within parks and recreation (P&R), land management, transportation and health arenas. We continue to specifically focus on effectively increasing active living and translational research. GP RED's projects and partnerships around the country have made substantial strides in helping communities achieve these goals.

Over the past three years, GP RED has continued to strengthen our capacity to identify and measure strategies that help communities while reinforcing our effectiveness to reach out to people throughout the nation who benefit from our collective experience, diverse expertise and creativity. GP RED's priority focus has been on translating research and knowledge to practice, innovative partnerships, creative approaches for communities, and identifying new tools and methodologies for analysis and evaluation. GP RED develops partnerships with organizations whose work is focused on delivering strategic, cost effective results to parks and recreation professionals, city leaders, design professionals, and other passionate supporters of great communities.

GP RED has been very active since our last report, and we look forward to the future with enthusiasm. We welcome you to join us in support and collaboration to continue!

Chris Cares, President
Teresa L. Penbrooke, PhD, CPRE, Secretary
Robby Layton, PhD, CPRP, Treasurer
Steve Blackburn
Lora Polowczuk
Linda Smith, CPRP
Donna Kuethe, CPRP, Executive Director

GP RED'S BACKGROUND

GP RED is an intentional not-for-profit 501 (c)(3) organization with a focus on filling the gaps in Research, Education, and Development for recreation, health, land management professionals, and organizations.

GP RED was originally conceptualized, created, and funded in 2008 by the managing staff of GreenPlay, LLC, a for profit firm that works nationally to provide management consulting for parks, recreation and related quality of life agencies.

GP RED maintains a key alliance with GreenPlay for specific management consulting and contracted administration needs, as well as Memorandums of Understanding for strategic alliances and collaborative marketing with a variety of other organizations and individuals.

Some of these organizations include: RRC Associates, Design Concepts, East Carolina University, the Safe Routes to Play National Partnership, Park Rx America, SHIFT, Active Living Coalition, Bloomberg Public Health Initiative, and various parks and recreation associations.

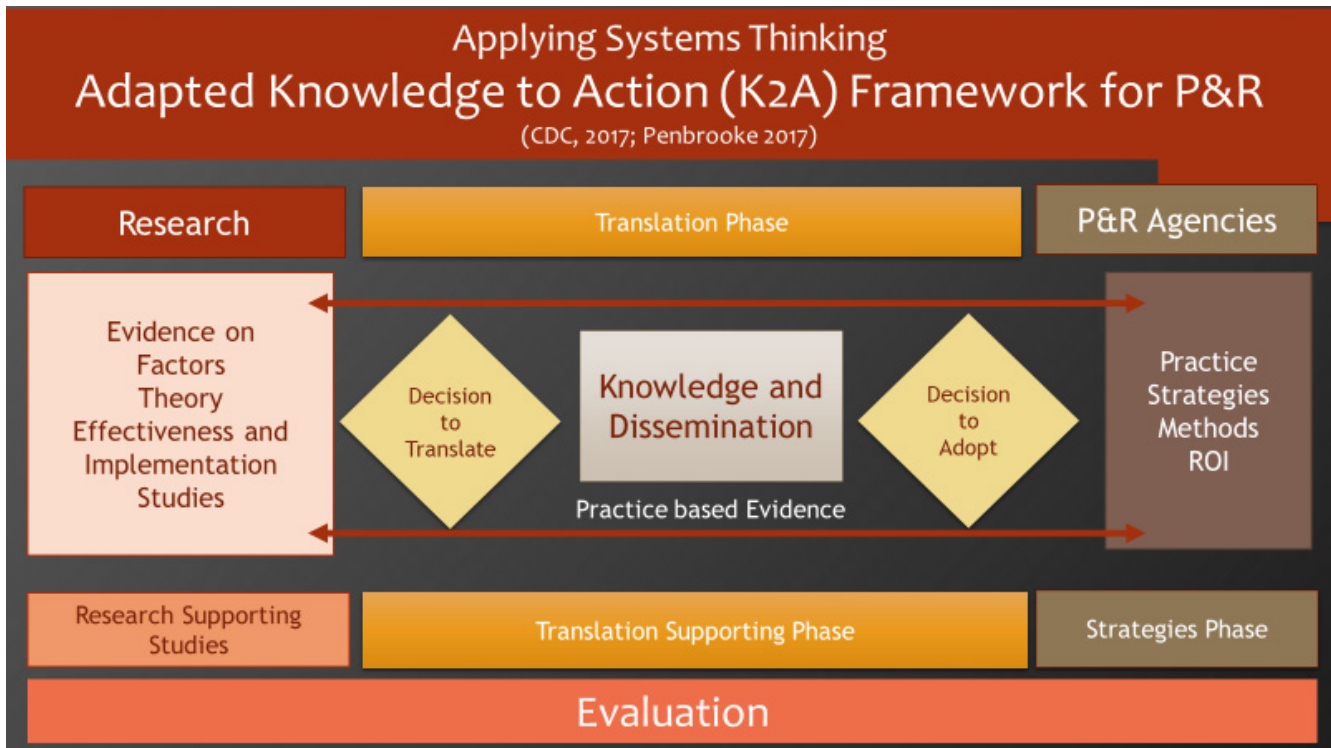


Photo by Caleb Oquendo from Pexels

GP RED HELPS CONNECT AND FILL THE GAPS BETWEEN DISCIPLINES



GP RED PROVIDES TRANSLATION OF KNOWLEDGE TO PRACTICE



HIGHLIGHTS AND OUTCOMES OF INITIATIVES, RESEARCH, AND PROJECTS 2016-2019

KEY INITIATIVES

GP RED has established flexible infrastructure and relationships that allow for procurement and successful completion of various types of projects. Often these are performed as “fee for service” contracts, and/or collaborations. As the mission is purposefully broad, this allows for unique and innovative projects to be brought to RED, and staffed through board members, other researchers, sub-consultants, and additional alliance organizations as needed. Some examples include:

THE HEALTHY COMMUNITIES RESEARCH GROUP (HCRG)

Since 2009 the Healthy Communities Research Group has been working with Alpha and Beta test agencies around the country to develop the Healthy Communities Surveillance and Management Toolkit™ (SMT). This initiative was initially developed with Dr. David Compton while he was at Indiana University-Bloomington, and then brought to RED with he retired. Since then, it has been used in Bloomington and South Bend, IN; Liberty, MO; and Arlington Heights, IL. The Youth Activities and Nutrition Survey (YANS) was also used in Halifax County, NC. GP RED has updated the SMT through national research (Penbrooke 2017) and invites agencies to use the proven process, methods, and strategies to address preventative health in communities. The Toolkit is designed to be a community and agency systems approach and resource for a catalytic increases in active living. The process includes data collection templates and step by step instructions for implementing the five key factors necessary to reposition parks and recreation agencies as primary community preventive health providers.

SHIFT Award Selection – In July of 2019 GP RED was an Official Selection for a SHIFT Award for The Healthy Communities Toolkit. SHIFT Awards recognize initiatives, organizations, and individuals that leverage outdoor recreation for conservation and health gains. www.shiftjh.org

Outcomes Example

Hutchinson Kansas Healthy Communities Master Plan

This was a joint project with the City of Hutchinson, Kansas, with GP RED and GreenPlay, LLC. GP RED provided Healthy Communities systems analysis, and GreenPlay provided the community Parks and Recreation Master Plan process.

“Right from the beginning there was great communication. I appreciated the cooperative approach and the ability to work to help us meet the grant requirements for our funders, Blue Cross Blue Shield of Kansas. I was always aware of where we were in the process, and they met the scheduled timeframe to complete the work. We were able to identify key priorities for focus to go forward. I would definitely recommend GP RED to other communities for similar projects.”

Tony Finlay, Executive Director, Hutchinson, KS Recreation Commission



Photo credit: Hutchinson Recreation Commission

TRUCKER HEALTH SURVEY FOR TEXAS A&M, TEXAS TRANSPORTATION INSTITUTE

In 2018, GP RED was contracted by the Texas Transportation Institute to conduct a literature review and to help design and test an intercept survey instrument to help identify how truckers can be seen as an important transient local community which forms each night in hundreds of locations. The project investigated which determinants may be a priority for large scale truck stops to address to help improve health for this community and methods to best do so.



OPERATION RECREATION RESPONSE (ORR)

ORR is a multi-phased approach for parks and recreation agencies to help prepare for, respond to, and recover from natural disasters. The phases include but are not limited to: 1) Emergency preparedness and resiliency for Park and Recreation Agencies 2) Providing assistance to Park and Recreation Agencies affected by disaster 3) Ensuring recreation services continue to be offered in the immediate aftermath of disaster, including where applicable, shelter situations 4) Providing assistance to rebuild and repair park and recreation facilities after a disaster.



Outcomes Example

Lumberton Floodprint

GP RED staff researchers Dr. Robby Layton and Dr. Teresa Penbrooke served on the team of academics and professionals led by Andy Fox and other members of the North Carolina State University's Coastal Dynamics Design Lab to help the city of Lumberton, North Carolina not only recover from the devastating effects of two hurricanes in rapid succession, but also develop a proactive strategy to increase the community's resilience to future disasters.



The project was initiated in the aftermath of 2016's Hurricane Matthew, but was interrupted by another hurricane (Florence) in 2018. The team analyzed a number of variables, such as identifying flood-prone lands, development patterns, and population trends to propose short, mid, and long-range planning recommendations tied to existing community assets, county and regional recovery plans, and existing recreational programs. A focus on community engagement activities to support equitable design and implementation was a key feature of the study.

The Lumberton Floodprint project received the Award of Excellence from the American Society of Landscape Architects (ASLA) during the Southwest Regional Conference.

THE NRPA PARKS PROXIMITY & AWARENESS PROJECT

GP RED conducted a research project for the National Recreation and Park Association (NRPA) under contract in 2018 to look at exploring how the aspects of proximity to and awareness of parks and recreation components are perceived, and how they potentially affect of our community Park and Recreation Systems. The research included a comprehensive literature review, aggregated survey and data analysis from 119 communities around the country. In addition, the work explored both objective proximity (actual measured distances from ones home to a park); perceptions of proximity (how far they think they are from a park), along with awareness of availability (do they know or can they find out where the parks and facilities are. Recommendations were included for how public agencies can address these factors going forward.



AWARENESS AND THE USE OF PARKS



REDLINE SURVEYS AND REPORTS

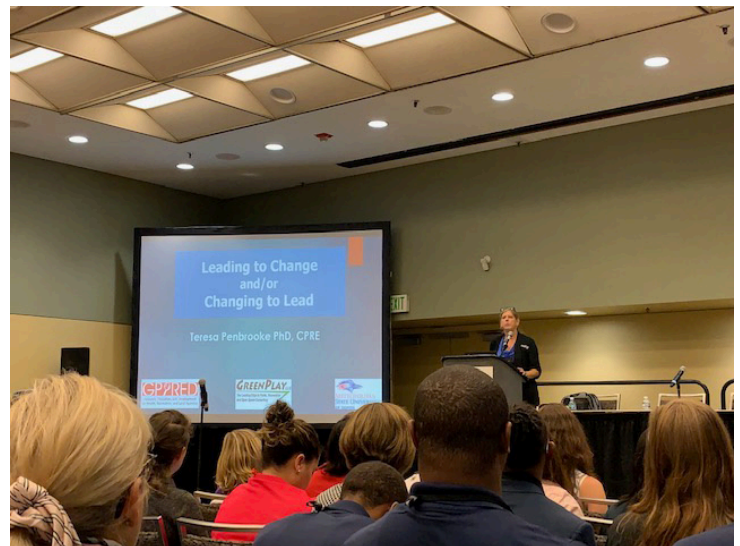
The REDLine Survey is created and released in alliance with RRC Associates as a trends-oriented e-survey for practitioners and related professionals and academics around the country on hot topics such as management strategies, facility use and design, succession planning, user fees, measuring park carrying capacity, trends in technology and homelessness, etc. All results from the eight national surveys can be found at www.gpred.org and are shared in summary reports.

EDUCATIONAL OFFERINGS

GP RED has determined that rather than duplicating educational offerings that others are doing, we focus on providing strong translational content and research that helps fills the gaps between disciplines for others. In this vein, we provide speakers who are topic experts, and can provide offerings for a variety of formats.

EDUCATIONAL SESSIONS, WEBINARS, WORKSHOPS, AND TRAININGS

GP RED Faculty and volunteers provide educational content and work with local, state, national, and international associations and universities to deliver education programs reaching thousands of professionals annually in conservation, parks and recreation, planning, management, leadership, transportation, education, public health and urban design annually. These sessions range from brief to full-days in length, and provide in-depth detailed, working interactive sessions, or high energy full-conference keynotes. GP RED has presented at more than 30 state-level and local parks and recreation associations in the last few years, and can easily adapt knowledge and content to be relevant at a regional and local level. Interested speakers are welcome to submit to become part of the GP RED Educational Portfolio.



RESEARCH BRIEFS

GP RED publishes Research Briefs that are journalistic summaries of the current state of research and/or methods as they relate to promoting health in community settings. A series of Research Briefs highlight and present overviews of significant studies, programs, and policies using evidence-based approaches. They are aimed at practitioners as a summary of a single study that may or may not have been previously published, or a synopsis/review of research relative to a topic with an emphasis on what research means and how to use it in the management of services. Let us know if you have a topic to share!

GP RED THINK TANKS

Since 2008 GP RED Think Tanks have provided one type of gathering that is an opportunity to engage with national Thought Leaders in the fields of parks, recreation, conservation, trails, land management, public health, tourism, alternative transportation, and the related associations and educators that support and serve them. The Think Tank is not a conference, it's an in-depth conversation about the most pressing issues facing the field of parks, recreation and health and provides a forum for invited Thought Leaders to network with some of the best in the field and to connect, inspire, and motivate.



Previous Think Tanks

2008 – Louisville, CO
2012 – Denver, CO
2014 – Estes Park, CO
2016 – Annapolis, MD
2018 – Irvine, CA

The 2020 Think Tank will be held November 18-20 in Raleigh, North Carolina, in alliance with the North Carolina Park and Recreation Association. If you would like to join the organizing committee, facilitate as a Topic Expert, and/or be included in the invitation list, please email DonnaK@gpred.org.

SAFE ROUTES TO PLAY (SRTP) – This child- centered transportation planning process helps communities assess the potential to create non-motorized connectivity between neighborhoods and parks, playgrounds, trails and natural areas for children and their families. As an established educational pre-cursor to NRPA's Safe Route to Parks initiative, SRTP focuses on facilitated validated methods for assessment and training to help identify priorities for focus in a community.

Some Summary Comments from the 2018 Think Tank

“Smaller size was great as it was easy to meet other attendees”

“Excellent presenters and a good mix of ‘thought leaders’ attendees. Nice selection of topics”

“Really enjoyed the experience”

“Great job. Thank you!”

DEVELOPMENT

GP RED supports other organizations whose goals align with our mission. This support can manifest itself in many ways from endorsements to financial assistance in the form of Fiscal Agency for organizations with limited resources.

Example

GP RED has been proud to support Untold International as a fiscal agent to complete a new Literacy Center in Ghana, Africa. Contributors, Funders, and Partners – 2016 to 2019



THANK YOU FOR YOUR SUPPORT!

GP RED is grateful to the following contributors and project partners who support our work. They have contributed financial support and in-kind donations at various levels including funding, support for continuing education, and general operating donations and services.

KEY SPONSORS

GreenPlay, LLC

RRC Associates

Design Concepts, Landscape Architects



DESIGN
CONCEPTS

KEY ALLIANCES AND PARTNERS

East Carolina University

Institute for Public Health Innovation

Get Outdoors Colorado

Safe Routes to Schools – National Partnership

Let's Go with Dr. Mo

U.S. Forest Service, Dept. of Agriculture

Children's Environmental Research Group

International Mountain Bicycling Association

SHIFT – Jackson Hole

Active Living Coalition

Park Rx America

**Additional alliances, projects, and partnerships are always welcome.
What would you like to achieve?**

OPERATING BOARD, ADVISORY BOARD AND LEADERSHIP

GP RED is fortunate to have volunteer board governance and involvement from a variety of notable experts from around the country.

OPERATING BOARD

The Operating Board meets monthly to govern and oversee the organization, policies, funding, operations and direction. The Operating Board also may act as faculty and review GP RED activities and research.

Chris Cares – President; RRC Associates

Dr. Teresa Penbrooke, CPRE – Secretary; CEO and Founder GreenPlay LLC & Affiliate Faculty, Metro State University-Denver

Dr. Robby Layton, FASLA, CPRP – Treasurer – Founder; Design Concepts & Affiliate Faculty, Metro State University-Denver

Steve Blackburn – Architect and LEED Accredited Professional

Lora Polowczuk – Business, Public Health and Program Management

Linda Smith, CPRP – Assistant Director, Parks and Recreation; Chapel Hill, NC

Lisa Wolff, MSL, CPRP – Project Manager GreenPlay, LLC

OPERATING BOARD EMERITUS

Karla Henderson, PhD

Betsy Jacobsen

Cindy Heath

Gretchen Armijo

Dirk Richwine

Jamie Sabbach

Karen Palus

Chris Dropinski

Jessica Osborne

ADVISORY BOARD

The Advisory Board meets quarterly. Advisory Board members contribute industry expertise and opportunities and may act as faculty along with being reviewers of activities and research.

Janet Bartnik, Executive Director, Mountain Recreation Metropolitan District – Eagle, CO area

Daniel Betts, Director of Recreation, Cincinnati Recreation Commission – Cincinnati, OH

Dr. Kelly Bricker Professor and Director of Parks, Recreation, and Tourism – University of Utah, College of Health

Dr. David Compton, Professor Emeritus, Dept. of Recreation, Park and Tourism Studies – Indiana University

Justin Cutler, MPA, CPRE, Recreation Division Director, Seattle Parks and Recreation – Seattle, WA

Dr. Maureen Dougherty – Trainer, Instructor – “Let’s Go with Dr. Mo”

Chris Dropinski, CPRE – Senior Principal and Managing Member GreenPlay, LLC

Charles A. Flink – FASLA, President, Greenways Incorporated

Leslie Fritz, CPRP, Director of Education, California Park and Recreation Society

John Henderson, J.D., CPRE, Executive Director, Parks Rx America

Ximena Ilabaca-Somoza, M.D., MPH, Clay County Public Health, MO

Patrick Larkin, Recreation Superintendent, Cosumnes community Service District, El Grove, CA

Dr. Eric Legg, CPRP, Asst. Professor – School of Community Resources of Development and Global Sport Institute – Affiliate Faculty, Arizona State University

Darin Loughrey, Parks and Recreation Manager (retired), City of Irvine, CA

Dirk Richwine, Board of Directors, National Recreation and Park Association

CONTRACTED STAFF FOR GP RED

Donna Kuethe, CPRP, Executive Director

John Rainey, Web Design and Graphic Design

Caylon Vielehr, Geo-Spatial Analysis and Analytics

Becky Dunlap, Web Design and Social Media

Dr. Teresa Penbrooke CPRE, Administration, Principal Investigator, Research, and Faculty

Cindy Heath, CPRP, Research Associate

Jana West, Accounting and Office Management

Dr. Robby Layton, CPRP, Senior Research Associate

Alaina Brandenburger, Promotion and Document Design

Dr. David M. Compton, MPH, Senior Research Associate

SUPPORT GP RED

Since 2008, GP RED has been able to provide relevant strategies, training, and information to hundreds of professionals, introducing tools to create healthy communities. Our workshops have helped land management and quality of life professionals understand the connection between their work and public health. As our programs have gained in popularity and effectiveness, we have realized the need to reach out to the broader community to build our capacity. We cannot do this work alone or rely solely on the generosity of the donors who founded the organization. In order to insure that our efforts will continue to make a difference, we need your help.



By supporting GP RED and our initiatives, you are helping to further research, education, and development programs that in turn support health, recreation, and land management agencies and the communities they serve. Supporters share our vision for building healthy communities with a level of funding that allows us to bring innovative research and planning tools, active transportation initiatives, and leadership training directly to state and local agencies and community building organizations. We are open to developing creative partnerships that result in lasting and sustainable achievements.

For more information, go to our support page on the GP RED website: <https://www.gpred.org/support/donor/>

GP RED was founded in 2008 by GreenPlay, LLC, a leading national recreation and parks consulting firm, and is supported by other industry business leaders. GP RED is a 501(c)(3) tax-exempt organization. Your contribution is fully tax-deductible to the extent allowable by law.



**RESEARCH, EDUCATION
AND DEVELOPMENT
FOR HEALTH, RECREATION
AND LAND AGENCIES**

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