

GP RED Year in Review

Great Outcomes from Good Work

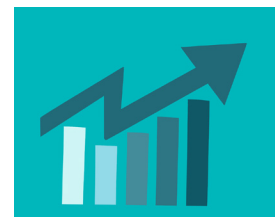


GP RED rose above challenges and became the premiere organization that fills the gaps and translates research knowledge into practice for parks and recreation (P&R), land management, preventive public health, related educators, and other allied professionals. Our platform serves as the catalytic engine that drives innovative solutions across our vast diverse network of over 19,000 allied professionals who help communities thrive.

While other organizations scrambled in 2020-2021, GP RED strived forward with prosperous ambitions. Our Operating and Advisory Boards set clear guidelines to bring this eleven-year-old organization into financial sustainability, reach vast new professionals, and build fruitful alliances now and beyond. Our nimble yet vibrant and versatile staff brought several new additions into the fold, and adapted brilliantly to ever evolving situations. This profound year marks the start of a new style and commitment to **connect, convene, and collaborate**.

CONNECT our partners in the field to valuable research impacting their decisions and programming.

- GP RED's visibility expanded, with our international list growing from reaching about 6,000 to over 19,000 allied professionals (growing over 300%). GP RED further built information sharing with over 25 active alliances with other non-profits, associations, universities, and businesses.



- GP RED invested in professional part-time social media staff with good results. On Facebook reach grew by 161%, engagement went up by 118%, and RED gained 54 new followers. On LinkedIn, RED gain 87 new followers, increased impressions by 120% (from an average of 897 in January to an average of 2,516 in November), and improved engagement by 6,000% (from an average of 12 in January to 736 in November). Performance on Twitter also improved, with the number of impressions during 2021 hitting a total of 42,000 people, with number of engaged followers increasing by 40.
- The *Economic Impact Committee* piloted the *Rapid Response Survey* to help communities identify priorities for post-pandemic programs and revenue, with successful pilot in Salem, NH.
- GP RED produced five translational Research Briefs, including #12 - “What is a Park”, #13 (a 3-volume series, A-C) – “*Measuring Parks, Trails And Other Public Greenspace Areas*” and #14 – “*State Of Education Committee Findings: The Status of Education Needs for Parks, Recreation, and Related Professionals*”.
- GP RED staff and Board Members taught at over 30 state, national, and international conferences, often as keynote, workshop leaders, or guest lecturers on diverse topics such as the outdoor economy, online virtual engagement, cost recovery, public-non-profit partnerships, essentiality of P&R, diversity, access to nature, innovations, emerging technologies, communications, planning, leadership, and other topics.
- Dr. Teresa Penbrooke, Director of GP RED’s *Healthy Communities Research Group*, authored or co-authored four peer-reviewed articles for the *Journal of Parks and Recreation Administration*, the *Journal of Healthy Eating Active Living*, and the USDA Department of Agriculture’s “*Igniting Research for Outdoor Recreation: Linking Science, Policy, and Action*”.
- RED increased our focus on diversity, representation, and respect, through adoption of an Equity Pledge and additional board members, staff, and volunteers representing a variety of backgrounds, abilities, and orientations.

GP RED’S EQUITY PLEDGE



CONVENE thought leaders to tackle emerging problems and create valuable solutions

- The Biannual 2021 GP RED National Think Tank was held in December 2020, drawing 55 Thought Leaders and Topic Experts to discuss economic development and law enforcement partnerships for P&R, conservation, public health, access to nature, and innovations in research. As the traditional gathering necessarily converted to a virtual format, over 82% said they still enjoyed the new style and 85% of participants thought the time was worth their investment.
- GP RED hired a Research and Event Manager, Amanda Walker, and adopted organizational oversight for the Active Living Conference into our convening model. The Active Living Conference was successfully held online in February 2021, with over 70 presentations and 141 attendees. Charles Thomas, Executive Director for Outward Bound Adventures keynoted, and panelists included representatives from the World Health Organization., U.S. Centers for Disease Control and Prevention, and the American Heart Association. The diversity of panelists and participants reached across multiple disciplines, including research, practice, and policy makers.
- RED adopted organizational oversight for the SHIFT Summit in Spring 2021, which was held in a hybrid format in Grand Junction, CO in October 2021 with 80 in-person and 60 online attendees. The theme was The valuable Emerging Leader Program led by Dr. Morgan Green included 7 emerging professionals and 2 facilitators. Major



sponsorships grew, with a focus on emerging technologies and translation of research to practice. GP RED is committed to helping these organizations move forward swiftly, and staying in the forefront of professionals' minds.

- The State of Education (SOE) Committee led by Dr. Eric Legg from Arizona State University grew to include 48 interested educators and P&R professionals who advised, created, and launched a two national surveys to explore the topic - one of 64 P&R University program academic leaders, and one of 230 P&R professionals. The results were summarized in Research Brief #14, and shared in various conference presentations around the country.
- In response to the SOE findings, a new 15-month online accelerated program to help educate early P&R professionals who don't have bachelor's degrees in P&R - the Parks and Recreation Emerging Professionals Program (PREPP) – was co-created with University of Colorado -Denver School of Public Affairs, scheduled to launch in January 2022.
- GP RED Presents..., RED's new YouTube video channel, gained momentum with 11 new episodes, 117 subscribers, and over 1,800 viewers in the last year. Topics around the pandemic, diversity, increasing access to nature, and partnerships gained the most attention.
- The popular Let's Talk Parks podcast created by Becky Dunlap was integrated under a collaborative marketing agreement. The podcast has reached over 30,000 downloads since inception, with an average of 1,500 listens per month.



COLLABORATE with communities, associations and academics to promote GP RED's proprietary tools to communities and develop platforms for educational training dissemination.

- The Healthy Communities Research Group completed projects in Tulsa, OK and Fruita, CO, with a focus on integrating preventive health with P&R system planning methods. In addition, RED started a community assessment research project related to health and transport for Port Houston with the Center for Advancing Research in Transportation Emissions, Energy and Health (CARTEEH), Texas Transportation Institute, at Texas A&M University.
- The National Park Service funded the Trails Calculator Project which will compute the economic value of trails in communities.
- Strategic and collaborative marketing alliances were formalized with a variety of national and state associations and organizations, including:
 - AI Whoo
 - Americas for Conservation
 - Conservation Conexions
 - eCPAT – electronic Community Park Audit Tool
 - Health & Technology Partners
 - Let's Talk Parks
 - National Park Service
 - NatureQuant
 - National Recreation and Park Association
 - Park Rx America
 - University of Colorado – Denver, School of Public Affairs
 - And a variety of state-level associations and universities
- Access to Nature: RED continues to be a leader in this transdisciplinary research area, and introduced a Volunteer Medical Director, Suzanne Bartlett Hackemiller, and Sylvie Rokab, an award winning documentary producer, to advise and help better tell the story.



Your donation and support matters.

Moving forward in 2022, GP RED is committed to financial sustainability. Your donations and volunteer support can contribute to the following goals to:

- Increase the Executive Director position to .25 FTE (currently at .2 FTE)
- Fully cover funding for the Research and Education Manager at .5 FTE
- Fund the Administrator/HCRG position as a paid position at .4 FTE (currently volunteer) to allow for stronger alliances and increased development capacity
- Fully fund all administrative and marketing services.
- Convert the Fundraising Fellowship to a funded position (currently volunteer) at .2 FTE to better help identify grant opportunities, sponsorships, and philanthropic opportunities.
- Continue to meet goals for priority initiatives, including research for hire projects, successful convenings, and various educational, dissemination, and alliance offerings