

GP RED Year in Review

2021 Outcomes Summary

GP RED rose above challenges in 2021 and became the premier organization that fills gaps and translates research knowledge into practice for parks and recreation (P&R), land management, public health, educators, and other allied professionals. Our platform serves as the catalytic engine that drives innovative solutions across our extensive and diverse network of over 19,000 allied professionals who help communities thrive.

While other organizations scrambled in 2020-2021, GP RED progressed rapidly with notable achievements and realized ambitions. Our Operating and Advisory Boards set clear guidelines to bring this 12-year-old organization into financial sustainability, reach new professionals, and build fruitful alliances now and beyond. Our nimble and versatile staff brought several new additions into the fold and adapted brilliantly to ever evolving situations. This 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 contact list growing 300% to over 19,000 professionals. GP RED further built information sharing with over 25 active alliances with other non-profits, associations, universities, and businesses.
- The Economic Impact Committee successfully piloted the Rapid Response Survey in Salem, NH to identify priorities for post-pandemic programs and revenue.
- GP RED produced five translational Research Briefs including: “What is a Park,” “Measuring Parks, Trails and Other Public Greenspace Areas,” “State of Education Committee Findings: The Status of Education Needs for Parks, Recreation, and Related Professionals.”
- Our staff and Board Members keynoted, led workshops, and taught at over 30 state, national, and international conferences 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.
- Four peer-reviewed articles were published in the Journal of Parks and Recreation Administration, the Journal of Healthy Eating Active Living, and the U.S. Department of Agriculture’s “Igniting Research for Outdoor Recreation: Linking Science, Policy, and Action.”

CONVENE thought leaders to tackle emerging problems and create valuable solutions.

- The Biannual GP RED National Think Tank held in December 2020 drew 55 Thought Leaders discussing emerging solutions in economic development and law enforcement partnerships for P&R, conservation, public health, access to nature, and innovations in research. While virtual, over 82% reported through our survey that they still enjoyed the new style, and 85% thought the time was worth their investment.
- GP RED hired a Research and Event Manager, Amanda Walker, and accepted organizational oversight for the Active Living Conference. The Conference was held successfully online in February 2021 included 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. Panelists and participants reached across multiple disciplines, including research, practice, and policy makers.

- GP RED adopted organizational oversight for the SHIFT Summit and held a hybrid format conference in Grand Junction, CO in October 2021 with 80 in-person and 60 online attendees. The theme was *Ensuring Access to Nature – For Human Health and the Environment*. The Emerging Leader Program, led by Dr. Morgan Green, included seven emerging professionals and two facilitators. Sponsorships were procured, 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.
- GP RED's State of Education Committee identified that our field lost vital educational programs, and reduced workforce, and the demand to fill positions grew rapidly. GP RED co-created the Parks and Recreation Emerging Professionals Program (PREPP) with University of Colorado Denver School of Public Affairs. This online 15-month accelerated program taught by key leaders in our field offers a flexible training opportunity for people with varied backgrounds and resources. Our first cohort starts Winter 2022.
- *GP RED Presents...*our YouTube channel gained momentum with 11 new episodes 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 integrated into GP RED via under a collaborative marketing agreement. The podcast 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* integrated preventive health with P&R system planning methods in Tulsa, OK and Fruita, CO to help prioritize community P&R investments. Another community assessment research project relates to health and transport for Port Houston collaborating 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.
- *Access to Nature*: GP RED leads the transdisciplinary research in this 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 going forward.

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:

- Identify funding for Administrator/Healthy Communities Research Group Director, Emerging Leaders Director, and Fundraising Fellow so that capacity development and identification of grant, sponsorship and philanthropic opportunities continue.
- Increase hours for the Executive Director and Research Education Manager.
- Fully fund all administrative and marketing services.



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