MEMO

TO: **Park Board**

FROM: **Greg Vitale, Director of Parks and Recreation**

Date: **February 16, 2016**

Re: **National Recreation and Park Association Study**

Back in 1992, NRPA commissioned a nationwide study to better understand the benefits of and value of local park and recreation services as perceived by the American public. At the time, the majority of Americans felt that they or their communities benefitted from their local park and recreation services. Over the last 25 years, demographics, technology, marketing, and financial strategies have all changed. Therefore, NRPA conducted a follow-up study. Below are a few of the results:

- 83% of Americans personally benefit from local parks
- 92% of Americans say their communities benefit from local parks
- 4 in 5 agree that local parks are worth the average annual spending of $70 per person
- 76% of respondents say that household members use local park areas
- 80% of non-park users say that local park areas provide benefits to their communities
- Americans overwhelmingly agree with NRPA's 3 priorities: conservation, health & wellness, social equity

The full-report is included in the board packet. The board and staff are encouraged to read it at their convenience.