

# California Park & Recreation Society impact report



California Park & Recreation Society

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# California Park & Recreation Society

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## The Power of Parks.

### Introducing the Parks Impact Calculator: A Powerful Tool for California Park & Recreation Society Members

As a member of the California Park & Recreation Society (CPRS), you understand the profound impact parks and recreation services have on our communities. From fostering healthier lifestyles to enhancing environmental sustainability, parks are vital to our collective well-being. Yet, effectively communicating this value to community members and decision-makers can often be a challenging task. To bridge this gap, CPRS is proud to introduce the Parks Impact Calculator, an innovative tool designed exclusively for our members.

### Empowering Professionals to Showcase Park Value

The Parks Impact Calculator is crafted to empower park and recreation professionals like you to demonstrate the multifaceted benefits that parks bring to our communities. Whether you're preparing a presentation for a city council meeting or engaging with community stakeholders, this tool provides a clear and compelling way to quantify and articulate the positive impacts of parks.

### Enhancing Community and Decision-Maker Engagement

One of the primary goals of the Parks Impact Calculator is to support meaningful engagement with both the community and decision-makers. By translating complex data into understandable and impactful metrics, this tool helps you tell a persuasive story about the importance of parks. You can easily showcase how parks contribute to physical and mental health, social cohesion, environmental conservation, and economic vitality.

### A Simple and Impactful Communication Tool

In today's fast-paced world, simplicity and clarity are key to effective communication. The Parks Impact Calculator is designed with user-friendliness in mind, allowing you to generate impressive reports with just a few clicks. These reports can be used in a variety of contexts—from public meetings to social media campaigns—to increase public awareness and support for parks and recreation initiatives.

### A Membership Benefit for CPRS Members

We are delighted to offer the Parks Impact Calculator as a complimentary benefit to all CPRS members. This tool is part of our ongoing commitment to providing you with the resources needed to advocate for the parks and recreation sector. By leveraging this tool, you can strengthen your efforts in promoting the vital services that parks provide and securing the support needed for their continued success.

The Parks Impact Calculator is more than just a tool; it's a catalyst for change. We invite you to explore its features, utilize its insights, and join us in our mission to highlight the invaluable role of parks in our communities. Together, we can ensure that parks and recreation continue to thrive and enrich the lives of all Californians.



**Stephanie Stephens**

Stephanie Stephens  
Executive Director



## California Park & Recreation Society

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### Why Reports Matter.

Quantifying the value of a park or park system is crucial for effectively communicating the benefits of these spaces and programs. Parks and recreation agencies can define quantitative metrics through data collection and analysis, complemented by the qualitative benefits of park systems and programs.

Quantitative metrics include factors such as the number of visitors, programs, and facilities, as well as revenue and expenditures. Qualitative benefits encompass perceived improvements in mental and physical health, quality of life, and environmental conditions.

As Michelle Obama once said, "Parks and playgrounds are not just places for kids to play. They are also critical infrastructure that shapes the character of our communities, protects our environment, and brings people together." Accurate and meaningful data collection is essential to understanding the true value that parks provide within a community.

Traditional reporting methodologies often focus on easily collected data that may not fully capture the broader, substantial impacts that parks have on communities. If reports are too complex to create or lack relevance to the wider community context, they are less likely to be produced and even less likely to convey comprehensive meaning.

Demonstrating the societal value of parks—including their economic, environmental, and safety benefits—is crucial for agencies tasked with maintaining and developing local park assets. When key decision-makers and stakeholders lack information that highlights the inherent value of parks, the security and funding of these assets can be jeopardized.

Effective reports should illuminate the economic benefits, environmental enhancements, and safety improvements provided by parks and park systems. Specific, accurate, and evidence-based reports can showcase the financial impact of a single park or an entire park system in significant ways.

The Economic Impact Calculator is designed to utilize readily available user inputs combined with verified source data to quantify the often unseen impacts of parks. This tool generates meaningful reports that objectively articulate the value of parks, helping to justify the need for allocated resources.





# Property Values

Distance from parks and trails is known to influence residential property values. Nationwide research shows that the premium for proximity to these spaces can affect market values up to 2,000 feet by 20 percent or more.



**\$750,000**

Increased value of nearby homes based on the proximity effect

**\$92,250**

Incremental Property Tax Value



# Emergency Disaster Response

Wildfires are a natural part of many ecosystems and cause severe air pollution, loss of human life and damage/destruction to the built and natural environment. When fires burn more frequently and consume large areas, the plants that re-colonize burned areas may be less efficient at carbon uptake due to the years to return to maturity.



**-840**

**Reduction in Carbon Sequestration Capacity  
resulting from trees lost to wildfires, disaster, or mortality (in  
Metric Tons)**





# Impact on the Environment

Parks have been proven to positively impact the environment and reduce the cost of environmental impacts for communities related to storm water management, pollution mitigation, energy consumption, and other issues. This calculator utilizes currently published data to quantify the environmental impacts in terms of the appropriate unit measurement (i.e., Gallons of stormwater mitigated, opportunity for CO2 mitigation, CO2 sequestration, and ecosystem value for trails).



Greenhouse Gas & Emissions

**19.07**

Metric Tons Vehicle Carbon Emissions

Trees & Environmental Areas

**840.00**

Metric Tons of Carbon Sequestered

Water Conservation / Green  
Infrastructure

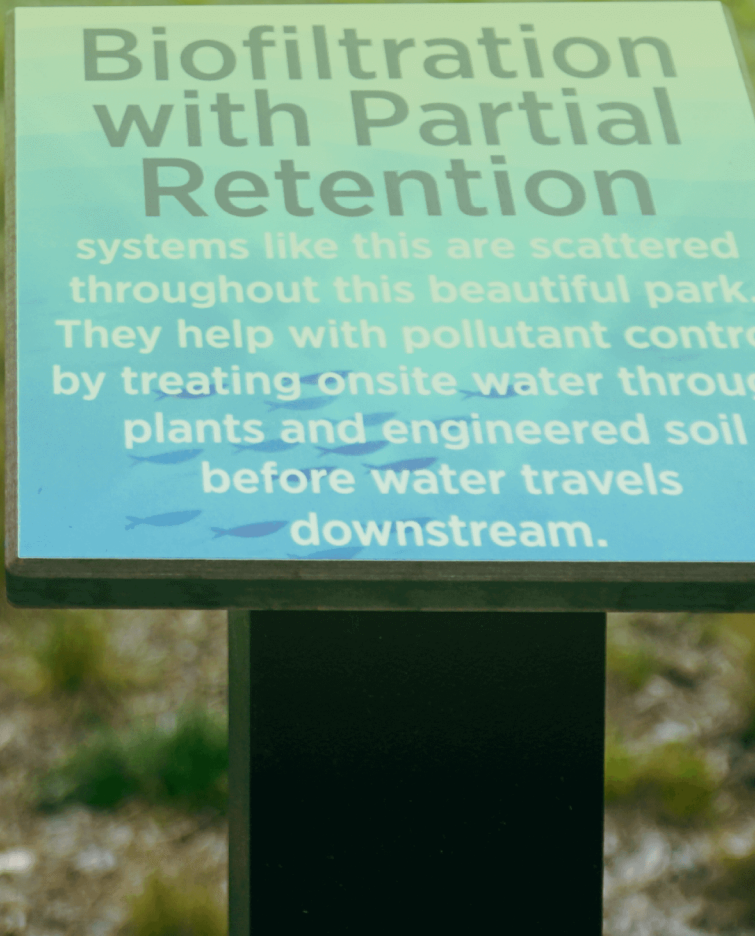
**\$25000.00**

Savings from Stormwater Mitigation

Ecosystems Value of Trails

**\$1642000.00**

Ecosystem Value of Trail





## Public Safety

Parks that offer spaces that are well-maintained, patrolled, and activated can have a positive impact on the public safety of the communities they are located in. Additionally, Parks that offer out-of-school time programming can help deter youth from engaging in risky behavior. Furthermore, Parks and Recreation is the leading provider of low-cost/free aquatics programming. These programs can help to lower drowning cases, which is one of leading causes of death for children ages one through four.



**1,000 youth**  
In Out-of-School Programming

**1,000 youth**  
In Swim Lessons and Water Safety Programs







# summary report

## OVERVIEW

Goals of this tool: Empower park and recreation professionals to demonstrate the value of their parks and park systems, support community and decision maker engagement around the importance of parks, provide a simple and impactful communication tool highlighting the benefits of green spaces, and increase public awareness of the impact parks and recreation have on a community

**\$750,000**

Increased value of nearby homes based on the proximity effect

**\$92,250**

Incremental Property Tax Value

**-840**

Reduction in Carbon Sequestration Capacity

**19.07**

Metric Tons Vehicle Carbon Emissions

**840.00**

Metric Tons of Carbon Sequestered

**\$25000.00**

Total Gallons of Stormwater Mitigated

**\$1642000.00**

Savings for Stormwater Mitigated by Trees

**NA**

Ecosystem Value of Trail

**1,000 youth**

Annual Spending Generated through Recreation and/or Events

**1,000 youth**

In Out-of-School Programming

In Swim Lessons and Water Safety Programs







## California Park & Recreation Society

The California Park & Recreation Society's mission is to advance the park & recreation profession. Serving over 4,000 members, CPRS is dedicated to building a strong community of professionals committed to enhancing the quality of life of all Californians through parks and recreation. The society promotes the advancement of the field through advocacy efforts and sharing the park and recreation story. By providing valuable resources, such as the Parks Impact Calculator, CPRS ensures its members have the tools needed to succeed. Through a focus on development, CPRS supports the continuous growth and innovation of its members, fostering environments that contribute to healthy, vibrant communities across California.

## THE SPORTS FACILITIES COMPANIES

### Sports Facilities Companies

The mission of Sports Facilities Companies is to dramatically improve the health and economic vitality of the communities we serve.

Our goal is to transform the decision making process for parks & recreation budgets, empowering parks professionals and advocates with data that elevates the conversation around the true value of parks. We believe that parks are a vital ingredient in a recipe for building a healthier society - providing opportunities for increased physical activity, access to sport and a community hub for social engagement.





# Property Values Calculations and Citations

The studies essentially used John L. Crompton's research on the Proximate Principle. The calculation involves estimating the market value of homes within 500 feet of a park and then using a very conservative multiplier to estimate the incremental value attributable to park proximity. The local tax rate was applied to the market value to estimate the incremental tax benefit as well.

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# Disaster Response Calculations and Citations

Wildfires are a natural part of many ecosystems and cause severe air pollution, loss of human life and damage/destruction to the built and natural environment. When fires burn more frequently and consume large areas, the plants that re-colonize burned areas may be less efficient at carbon uptake due to the years to return to maturity. The impact of loss of tree canopy, due to fire tree mortality, or another type of disaster, is significant and multifaceted, affecting climate, biodiversity, soil, water, and human health. Trees play a crucial role in regulating the Earth's climate by absorbing carbon dioxide (CO<sub>2</sub>) from the atmosphere and storing it in their leaves, branches, and trunks. The loss of tree canopy can lead to an increase in atmospheric CO<sub>2</sub> levels, which contributes to global warming and climate change.

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# Environmental Impact Calculations and Citations

Parks have been proven to positively impact the environment and reduce the cost of environmental impacts for communities related to storm water management, pollution mitigation, energy consumption, and other issues. The calculator strives to utilize currently published data to quantify the positive environmental impacts in terms of the appropriate unit measurement (i.e. Gallons of storm water mitigated) and the monetary value of these impacts. The two calculations consider the impacts in terms of number of trees as well as the number of acres of parkland.

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# Tourism Calculations and Citations

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# Public Safety Calculations and Citations

After-school care and park planning can have a significant impact on reducing crime in a community by providing positive activities and safe spaces for children and teenagers. After-school care programs can provide structured activities for children and teenagers during the hours when they are most likely to be unsupervised. Without positive activities to occupy their time, young people may be more likely to engage in risky behavior and get involved in criminal activities. Parks and other green spaces can serve as important community gathering places and provide opportunities for physical activity and socialization. Well-designed parks with good lighting and other safety features can also deter criminal activity.

Parks and green spaces can also help to reduce stress and promote mental health, which can have a positive impact on overall community well-being and reduce the likelihood of crime.


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