



Park Champion Initiative

**NASORLO Conference
Little Rock, AR**

10/19/17



Park Champions



Bringing Capitol Hill to a Park Near You!

www.nrpa.org/park-champions



The Making of a Park Champion



Why be a Park Champion?

Learn critical advocacy skills

Demonstrate the importance
of your work

Encourage LWCF and other investments in your
parks, programs and facilities

Strengthen volunteer support
through advocacy

Understand how federal funding
affects you



NRPA's Policy Platform

Social Equity



Infrastructure Bill

Active Transportation like
Safe Routes to Schools

Community Development
Block Grants (CDBG)

TIGER Grants

Conservation



Land and Water
Conservation Fund (LWCF)
(State Assistance Fund and
Outdoor Recreation Legacy
Program)

Environmental Education

STEM education, tutoring,
after-school programs

Health/Wellness



Child Nutrition
Reauthorization
(USDA Summer and after-school
meals)

PHIT Act

Prevention and Public
Health Grants

CDC Funding

Why Advocacy Matters

THE NATION'S LOCAL AND REGIONAL PARKS
CREATE NEARLY

\$140 BILLION
in economic activity per year

AND SUPPORT ALMOST

1 MILLION
jobs in the United States



National Recreation
and Park Association

*Findings from a national economic impact study conducted for the National Recreation and Park Association by the Center for Regional Analysis at George Mason University. Study findings based on data from 2013.

www.nrpa.org/ParkEconReport

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Having Your Voice Heard

Method	When?	Effectiveness
Form Emails	Long or short-term requests	Fine – helpful when many people communicate
Phone Calls	Short-term urgent requests	Fine – helpful when many people communicate
Social Media	Long or short-term requests / relationship-building	Good! Especially when paired with in-person meetings/events
Personalized Emails	Frequently – making asks, providing information, building a relationship	Great! Especially when paired with in-person meetings/events

Having Your Voice Heard: Meetings/Events

Method	When?	Effectiveness
Town Hall Meetings	Periodically – in coordination with legislative initiatives and action	Good! Chance for some quick one-on-one face time.
In-District Meetings	Periodically – in coordination with legislative actions and initiatives	Great! Chance to talk in-depth about policy issues
Park Champion Events	Often, especially during Congressional recesses	AMAZING! Connects policy issues to needs/concerns of real constituents

What's a Park Champion event?



Any event attended by your member of Congress (U.S. representatives and senators) or their staff



Park dedications



Program kick-offs or visits



Project groundbreakings



Special events



Park Champions



NASORLO Member Role

- **Tell Jayni about upcoming events (whether a member of Congress has been invited or not)**
- **Work with grantees to ensure they're inviting their members of Congress**
- **Attend events and help grantees educate members of Congress**

Planning a Park Champion Event

www.nrpa.org/park-champions

Park Champion Advocacy Toolkit



Thank you for stepping up to be a Park Champion. As a Park Champion, you know effective advocacy begins with establishing a relationship with your members of Congress. The best way to begin or to build on a relationship is to meet with your members of Congress and/or their staff in person. Hosting an event is a great way to initiate this meeting and to leave a lasting impression, all while highlighting your park and recreation agency, facilities, and programs.

[Pledge To Be A Park Champion](#)

This year, NRPA's goal is to have at least one Park Champion event in all 50 states! Help us meet this goal by hosting a Park Champion event by using this toolkit.

We're Here For You

If you ever have questions, need help reaching a Congressional office, or just want to brainstorm ideas, reach out to the Park Champion initiative coordinator, Jayni Rasmussen, at jramussen@nrpa.org.



STEP ONE

Choosing events

- LWCF project openings
- Tours or events at LWCF projects
 - High attendance
 - State/local officials attending
 - Speaking, participation and photo opportunities
 - Interaction with community



STEP ONE Cont'd

Research your members of Congress



As a Park Champion, you know how important parks and recreation is to the community you serve. We need your help to share that story with your members of Congress to ensure they continue to support parks and recreation.

Once you've [signed the Park Champion pledge](#), use the Park Champion Advocacy Toolkit below to learn how you can engage your members of Congress. This easy-to-use toolkit will walk you through how to invite your members of Congress to an event, such as a park dedication or community celebration, that highlights your parks and programs.

Host a Park Champion event by August 31, 2017 to be eligible for prizes and recognition at NRPA's Annual Conference in New Orleans.

Thank you for stepping up to be a Park Champion!

Find Your Elected Officials

You may search by ZIP code, full address, or official's name.

Search



Find Your Elected Officials

You may search by ZIP code, full address, or official's name.

Search



Donald Trump
President



Mike Pence
Vice President



Rob Portman
Senator for Ohio, Republican



Sherrod Brown
Senator for Ohio, Democrat



Bob Gibbs
Representative for Ohio, Republican, OH-07



Sen. Sherrod Brown (D-OH)

Senator for Ohio, Democrat

<http://brown.senate.gov>

Our Notes About This Official

Scheduler: Ms. Diana Baron

Email: scheduling@brown.senate.gov

Committees

Agriculture, Nutrition and Forestry
Commodities, Risk Management and Trade
Nutrition, Agricultural Research, and Specialty Crops
Rural Development and Energy

Banking, Housing, and Urban Affairs

Finance
Health Care
Social Security, Pensions, and Family Policy

Veterans' Affairs

Offices

Washington, D.C. Office:
713 Hart Senate Office Building
Washington, DC 20510
Phone: (202) 224-2315
Fax: (202) 228-6321

Cleveland Office:
801 West Superior Ave., Suite 1400
Cleveland, OH 44113
Phone: (216) 522-7272
Fax: (216) 522-2239

Cincinnati Office:
425 Walnut Street, Suite 2310
Cincinnati, OH 45202
Phone: (513) 684-1021
Fax: (513) 684-1029

Columbus Office:
200 North High Street, Room 614
Columbus, OH 43215
Phone: (614) 469-2083
Fax: (614) 469-2171

Lorain Office:
200 West Erie Avenue, Suite 312
Lorain, OH 44052
Phone: (440) 242-4100
Fax: (440) 242-4108



LWCF: Committees

- **House Committee on Natural Resources**



Chair:
Rep. Rob
Bishop (UT-01)



Ranking
Rep. Raul
Grijalva (AZ-03)

- **Senate Committee on Energy and Natural Resources**



Chair:
Sen. Lisa
Murkowski (AK)



Ranking:
Sen. Maria
Cantwell (WA)

LWCF: Committees

- **House Committee on Appropriations: Interior Subcommittee**



Chair:
Rep. Ken
Calvert (CA-42)



Ranking:
Rep. Betty
McCollum (MN-04)

- **Senate Committee on Appropriations: Interior Subcommittee**



Chair:
Sen. Lisa
Murkowski (AK)



Ranking:
Sen. Tom Udall (NM)



What you want to know	Platform	Link
Who are your members of Congress? Party, committees, contact information	Park Champion Advocacy Toolkit	http://www.nrpa.org/our-work/advocacy/Park-Champions/park-champion-advocacy-toolkit/
Interests, positions, opinions, event attendance	Facebook	https://www.facebook.com/sherrod/
Interests, positions, opinions, event attendance	Twitter	https://twitter.com/SenSherrodBrown
What's motivating them?	Open secrets	http://www.opensecrets.org/members-of-congress/summary?cid=N0003535
Positions	Website	http://brown.senate.gov
Vote history	Govtrack	https://www.govtrack.us/congress/members/sherrod_brown/400050

What Matters to Your Members of Congress



STEP TWO: Congressional Calendar

■ HOUSE AND SENATE IN SESSION
 ■ SENATE IN SESSION ONLY
 ■ HOUSE IN SESSION ONLY
 ■ FEDERAL HOLIDAY

OCTOBER

SUN	MON	TUES	WED	THUR	FRI	SAT
1	2 Rosh Hashanah Begins	3	4 Rosh Hashanah Ends	5	6	7
8	9 Columbus Day	10	11 Yom Kippur Begins	12 Yom Kippur Ends	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

NOVEMBER

SUN	MON	TUES	WED	THUR	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11 Veterans Day
12	13	14	15	16	17	18
19	20	21	22	23 Thanksgiving	24	25
26	27	28	29	30		

DECEMBER

SUN	MON	TUES	WED	THUR	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
Hanukkah Begins Christmas Eve 24 New Year's Eve 31	25 Christmas	26	27	28	29	30



STEP THREE: Invites

Edit draft invitation

(Draft invitation included in Toolkit)

Copy and paste into email

Email to office scheduler

(Email addresses included in Toolkit)

Follow up!



STEP THREE: Invites Cont'd

Leverage relationships

Write for your audience

Work with NRPA

Follow up!



STEP FOUR: Prep

Confirm attendance

Create event agenda

Plan ways for the visiting official to participate in the event

Draft and send press release
(Draft press release included in Toolkit)



STEP FIVE: During The Event

Welcome and introduce member of Congress

Share how LWCF has benefited the community

Capture quotes and comments made

Take plenty of photos!

Social media!

- Facebook, Twitter, Instagram, etc.
 - Use #ParkChampion
 - Tag the member of Congress
 - Tag @NRPA_News



Making the Ask

Members

- Will you support LWCF permanent reauthorization?
- Where do you stand on LWCF?
- I saw you supported legislation on [XYZ]
- I noticed on Facebook that you [met with such-and-such group, etc.]

Staff

- Will your boss support LWCF permanent reauthorization?
- Where does your boss stand on LWCF?
- I saw your boss supported legislation on [XYZ]
- I noticed on Facebook that your boss [met with such-and-such group, etc.]

Working With Staff

- **Young people are running the Hill**
- **Staff are very important!**
- **Staff rely on constituents like you to understand issues**
- **Be a resource**

STEP SIX: Keep In Touch!

Send thank you notes to all attending officials and staff



Continue to share on social media

Send photos, quotes, and takeaways to NRPA

Keep in touch with Congressional offices – and invite them to future events!



In-District Meetings

- Foster the relationship
- Work with volunteers and friends groups
- Encourage attendance at future events



Town Halls and Community Forums

- **Host at LWCF projects**
- **Foster the relationship**
- **Work with volunteers and friends groups**
- **Encourage attendance at future events**

Example

Bangor, Maine

Senior Little League World Series (July 2016)



Storybanking

Albums > NRPA Park Champ...

NRPA Park Champions

118 Photos · Updated about a month ago

Do you have an exciting event coming up on your calendar? Make it a Park Champion event by inviting your members of Congress to join in on the fun. Get started today with NRPA's Park Champion Advocacy Toolkit: <http://ow.ly/faCI30btIGM>



ABOUT MEMBERSHIP NRPA CONNECT STORE

Search

OUR WORK CAREERS & EDUCATION CERTIFICATION EVENTS PUBLICATIONS & RESEARCH

Parks and Recreation Success Stories



Real Parks, Real People, Real Stories

Read More

Visual storybank

- Park Champion photo album

External storybank: testimonials

- Compelling first-person accounts through written stories, videos, etc.

Internal story bank

- Additional story and storyteller details / contact information

Collecting Stories

Designate staff
+
Build a culture

Create
storybanking
tools

Know your storytellers
+
Know your audience

Designate staff + Build a culture

- **Designate a staff member**
 - Full-time, year-round
- **Engage all staff members in story collection**
 - Explain why it's important
- **Provide guidance on when and how to collect a story**



Creating storybanking tools

- **Web form for photo/text submissions**
 - Survey Gizmo
- **Promo materials: Paper forms and fact sheets**
 - “Tell us your story!”
- **Consent forms**
- **In-person events**
 - Town halls, community forums, volunteer meetings
 - Storybanking parties!

Know your storytellers + Know your audience

- **Who is your audience, and what do you want them to know?**
 - Example: Collect information on a specific park/program/facility
- **Make it easy!**
 - Provide leads and examples
 - Clear questions = clear answers
 - Balance – avoid too many/too few questions
- **Word limit**
- **Follow-up**
 - Set expectations: how will their story be used?



Park Champions Initiative: Event Survey

Have you already hosted a Park Champion event? Fill out this form to tell us about it!

1. Full Name *

2. Agency Name *

3. Date of Event *



4. Event Topic or Title *

5. City *

6. State *



2018 Park Champion of the Year Award



Recognition at NRPA's Annual Conference in
Indianapolis



Features in NRPA's Parks and Recreation magazine
and Open Space blog



Roundtrip flights and lodging for two in your
agency to come to Washington, D.C., in spring
2019!



HOW TO ENTER: Submit your event
details and photos on the Park
Champion Advocacy Toolkit page by
August 31st, 2018!



Resources: NRPA Connect

www.nrpaconnect.org

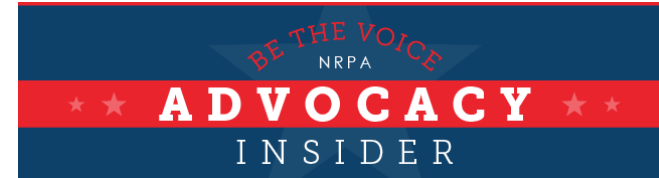


Resources: Newsletters



[NRPA.org/park-champions](https://nrpa.org/park-champions)

- Monthly updates and tips
- Action alerts and resources



[NRPA.org/advocacyinsider](https://nrpa.org/advocacyinsider)

- Quarterly insight on Capitol Hill
- Curated for parks and rec professionals

Resources: Fact Sheets

NRPA.org/our-work/advocacy

PARK AND RECREATION FACT SHEET

**LAND AND WATER CONSERVATION FUND (LWCF)
STATE AND LOCAL ASSISTANCE PROGRAM**

NRPA POLICY POSITION

- Support the reauthorization of the LWCF, including full and permanent funding.
- Protect the interests of states and local communities by providing fair and equitable treatment for the State Assistance Program of no less than 40% guaranteed funding for formula grants to the states for active outdoor recreation. This is the same amount required by law to be allocated to the LWCF Federal land acquisition program.
- In absence of authorizing legislation, exercise discretionary appropriations authority to allocate at least 40 percent of the total LWCF funding FY15 to the State Assistance Program, with a dedicated amount being provided to the "Outdoor Recreation Legacy Partnership" competitive grant initiative.

BACKGROUND

In 1965, the Land and Water Conservation Fund (LWCF) was enacted to help preserve, develop and restore access to outdoor recreation facilities for the purpose of strengthening the health of U.S. citizens.

Congress created LWCF to meet the nation's growing need for access to clean-to-serve outdoor recreation. The money for the fund comes not from taxes, but primarily from oil and gas lease revenues derived from federal lands. This helps balance the environmental impacts associated with resource extraction by ensuring that new parks and open spaces are accessible to all Americans.


Leading Impact on Land Economics and Quality of Life

The LWCF State Assistance Program requires states and local communities to match the federal investment dollar-for-dollar. Since 1965, the LWCF State Assistance Program has:

- Provided over \$4 billion to states, territories and local communities. Combined with the local match, LWCF State Assistance funds have yielded a total investment of more than \$8 billion.
- Funded more than 42,000 local and state projects in every state in America.

The Continued Impact An A-Plus

- LWCF funding to states and local communities has steadily increased from \$75 million in 1979 to \$45 million in FY14.
- From 1965-1976, 60 percent of LWCF appropriations went to the State Assistance Program.
- Since 1980, only 13 percent of LWCF appropriations have gone to the State Assistance Program.


Advocacy@nrpa.org | 800.626.NRPA | www.nrpa.org/Advocacy

PARK AND RECREATION FACT SHEET

FEDERAL TRANSPORTATION POLICY

NRPA POLICY POSITION

- Support dedicated funding for Active Transportation systems, including trails and pedestrian projects primarily through the Transportation Alternatives Program (TA), Safe Routes to Schools and the Recreational Trails Program (RT). Combined, these programs, located in the federal surface transportation bill "FAST", provide approximately \$800 million annually for walking and biking projects to promote pedestrian and bicycling safety in local communities. MAP-21 is due to expire in September 2014.
- Co-sponsor a bill introduced by Rep. Steve Daines (R-MT, 2013): New Opportunities for Bicycling and Pedestrian Infrastructure Financing Act. This bipartisan legislation would provide local communities with low-cost loans to build safe and accessible networks of sidewalks, bike lanes and paths as part of the federal transportation financing program known as TRTA. Twenty-five percent of the loan financing for this program must be used to help low-income communities.

BACKGROUND

Since 1992, funding for biking and pedestrian projects has been provided through three main transportation programs: 1) the Recreational Trails Program (RT), 2) the Transportation Enhancements Program (TE), and 3) the Safe Routes to Schools Program (SRS), with dedicated funding provided for each. Under the former transportation law, states were required to provide a specific amount of their federal surface transportation dollars to bike and pedestrian projects.

In 2012, the Moving Ahead for Progress in the 21st Century Act (MAP-21) was signed into law and significantly changed the way which funding is provided for these projects. MAP-21 eliminated consolidated state programs and used more discretionary authority and flexibility in the states. The result was a new consolidated program, Transportation Alternatives, with less overall funding, more states to which states can transfer funds to other purposes, and more competition for the limited dollars.

Specifically, MAP-21 eliminated the TE and the SRS Programs as dedicated funding programs and consolidated them, along with many others, under the new Transportation Alternatives Program (TA). The RTT is included as its own account under TA. Funding for TA is 33 percent less than the funding previously provided for the TE and SRS programs.

The transportation law expires in September 2014 and Congressional leaders are meeting to discuss the components of the next surface transportation bill. The biggest challenge facing Congress is actually how to pay for it. The Highway Trust Fund – revenue from the federal gas tax – which historically has provided the dollars to fund the federal surface transportation program, is scheduled to run out of funding before the current law even expires.


WHY CONGRESS SHOULD ACT

A February 2014 report from the Congressional Budget Office (CBO) reports the following bad news: The Highway Trust Fund is likely to become insolvent before the end of September 2014 and the cost to simply maintain existing funding levels for MAP-21 will come to roughly half that cost by the end of the year. September is projected to require an additional \$19 billion.

The bottom line: Congress doesn't act sometime before October, nearly all of the federal transportation programs, including the walking, biking and safety projects funded through it, will come to grinding halt later this year, leaving hundreds of thousands of well-paying jobs at risk.

Even with all the discussion about funding, it's important to note that currently, just 13 percent of federal transportation spending goes to build sidewalks, trails and bikeways. Meanwhile, federal Highway Administration (FHWA) data reports biking and walking make up 12 percent of all trips, and bicyclists and pedestrians represent 4 percent of all traffic fatalities. Strengthening the percentage of funding for biking and walking projects may lessen the existing discrepancy between funding, safety, and number of trips made by foot and bike.

Available funding for bike and pedestrian projects has gone from \$1.2 billion to approximately \$800 million, and this funding is no longer specifically dedicated to bike and pedestrian projects. Not only is there less funding, there is increased competition for the funding as more projects are now eligible to receive it.


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PARK AND RECREATION FACT SHEET

CHILD NUTRITION REAUTHORIZATION

NRPA POLICY POSITION

- Support passage of the Reauthorization of the Child Nutrition Act/Healthy, Hunger-Free Kids Act, which would continue funding for Summer Food Service Program (SFP) and Child and Adult Care Food Program (CACFP) initiatives managed by the United States Department of Agriculture (USDA). These programs provide free meals to low-income children while school is out of session.
- Park and recreation agencies serve approximately 560 million meals per year making them the largest public provider of meals and snacks outside of schools.

BACKGROUND

Summer Food Service Program (SFP)
SFP provides free meals and snacks to low-income children ages 18 and under when school is not in session. Local park and recreation agencies can use the program to provide healthy meals and snacks to children who might otherwise go hungry in the summer months. When children are served healthy meals, park and recreation agencies are not only helping to address the immediate need of hunger, but are also helping their children to learn educational and enrichment activities. Many local park and recreation agencies can use the SFP to serve meals to children enrolled in summer camps and other programming at their facilities. Participating park and recreation agencies receive about 3 million meals each summer and operate "Microsites" in conjunction with the meal program. "Microsites" are small, residential centers that are located in traffic corridors between 10 a.m. and 6 p.m. Food is delivered to the site by the meal program.

Child and Adult Care Food Program (CACFP)
CACFP pays for nutritious meals and snacks for eligible children who are enrolled in after-school programs at local park and recreation agencies. It also requires the agencies provide enrichment activities for children who receive meals and snacks through the program. Local park and recreation agencies are ideally suited to provide this service, as they are accessible and located within the community and have the facilities, facilities and staff after the enrichment programs. These enrichment components include a wide variety of options, such as healthy cooking classes, sensory gardening, outdoor physical activity opportunities, homework assistance, arts and crafts, Reading Time and Homework Department. These offers by After School Enrichment Programs free of charge to children between the ages of 6 and 12. Children registered in the program take part in a broad range of activities during


after-school hours under the guidance of park staff at community centers across the city. These activities include arts and crafts, sports, nature instruction, games and cultural and special events. Registered children also receive a snack and homework assistance.

WHY CONGRESS SHOULD ACT

Park and recreation agencies are located in almost every community across the country and serve as a gateway for USDA meal and snack programs, providing healthy food to children during out-of-school times. Park and recreation agencies are trusted community organizations and fall in line with the need for resources to individuals with the greatest need. It is vital to these communities to have NRPA supporting funding for the Summer Food Service Program and Child and Adult Care Food Program in the reauthorization of the Child Nutrition Act.

THE FACTS

- 16.2 million kids in the U.S. face hunger.
- 568 million meals served by park and recreation agencies annually.
- 59% of park and recreation summer camps offer meal programs.
- 59% of park and recreation agencies offer before or after-school meal programs.


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Resources: Take Action



NRPA.org/advocacy-engage



ABOUT | MEMBERSHIP | NRPA CONNECT | STORE

OUR WORK | CAREERS & EDUCATION | CERTIFICATION | EVENTS

HOME | OUR WORK | ADVOCACY | TAKE ACTION

Take Action

Tell Congress: Hands Off the Prevention Fund!

Urge your member of Congress to vote NO on cuts to the Prevention and Public Health Fund!

Today, NRPA is standing with health advocates, community-based organizations, and millions of Americans suffering from chronic diseases including asthma, cancer, arthritis, obesity, and diabetes against Congress' latest attempt to steal dedicated funding from the Prevention and Public Health Fund (PPHF).

During last minute dealmaking in the House of Representatives, lawmakers in Congress took \$3.5 billion dollars from one of NRPA's top priorities - the Prevention and Public Health Fund - to wrangle enough money and support for the 21st Century Cures Act, which is slated to receive a vote this Wednesday.

Although supporters of the 21st Century Cures Act claim that the bill will fund some prevention

Message 1 - Rob Portman, She...

* Message Subject:

Please Vote NO on Defunding the Prevention and Public Health Fund

Dear [Recipients],

* Your Message:

I am one of 52,000 park and recreation professionals around the country who believes that the Prevention and Public Health Fund (PPHF) shouldn't be used to pay for Congress' pet priorities. When Congress created the Prevention and Public Health Fund, it was intended to support investments in nutrition education, diabetes prevention, smoking cessation, and cancer prevention & #9210; among other public health initiatives.

Park and recreation agencies across the nation have benefited from projects funded by the Prevention and Public Health Fund, and millions of Americans of all backgrounds, races, religions, and incomes are healthier have seen positive health benefits from public health investments made by the Prevention Fund.

As Congress moves forward with a vote on the 21st Century Cures Act, I urge you to oppose any effort to take money away from the Prevention and Public Health Fund. I stand with health advocates across the nation who believe that every American deserves a chance to live a healthy and fulfilling life that, and park and recreation agencies are doing their part to make this a reality. The important investments in public health, prevention, and physical activity made by the Prevention and Public Health Fund will pay dividends for decades to come, but only if Congress leaves its funding intact.

I respectfully ask that you vote NO on any effort to rob the Prevention Fund.

* Your Closing

Sincerely,

* Your Name

Recipients

U.S. Senate

Sen. Rob Portman (R-OH)

Sen. Sherrod Brown (D-OH)

U.S. House of Representatives

Rep. Bob Gibbs (R-OH)

Instructions

* Prefix

* First Name

* Last Name

* Address Line 1

Address Line 2

* City

* State

* ZIP Code

* Email Address

Phone Number

Remember Me

Email Opt-in

SUBMIT



Resources: Your NRPA Public Policy Team!



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