

NATIONAL DEMONSTRATION SITE NETWORK



Congratulations!

Thank you for your commitment to advancing play and recreation and turning research into practice.

WELCOME!

Congratulations on becoming a PlayCore National Demonstration Site! Let's talk about your benefits!

PlayCore's Center for Outreach, Research, and Education (CORE), in collaboration with leaders and scholars, is committed to turning research into practice by researching, sharing knowledge, and advocating for the positive impact of play and recreation on a community's vitality.

CORE provides communities with evidence-based best practices to design and implement high-quality play and recreation destinations - National Demonstration Sites (NDS.) The NDS program uniquely allows data collection and translation opportunities that document and demonstrate NDS outcomes aligned to the 7 Indicators of Community Vitality. As part of your commitment to advancing play and recreation, CORE is thrilled to recognize your project as a National Demonstration Site and share the many benefits that NDS network members receive:

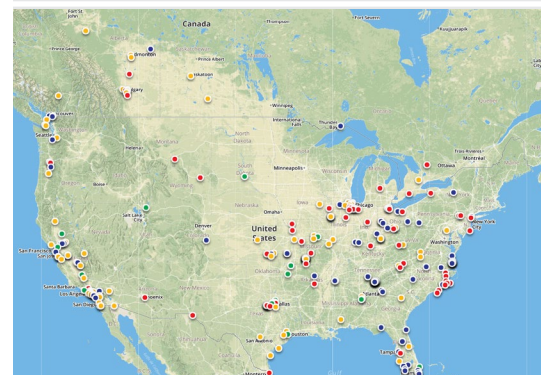
RECOGNITION & ADVOCACY

- Your NDS also receives **recognition on the NDS Map** (www.playcore.com/NDS/map), an online resource to help others find meaningful play and recreation spaces in their community.
- Your organization receives a National Demonstration Site **project of excellence award** for display.
- We've included a **Marketing Toolkit** full of ideas to help you promote your site and data collection.

DATA COLLECTION AND OUTCOMES SHARING

- Complimentary **on-site signage** with a research QR Code will promote your commitment to best practices and **direct visitors to share their experiences** and report Community Vitality outcomes.
- CORE's Data Service Lab will **aggregate local and site-collected data to prepare complimentary reports** (see page 4) to demonstrate site impact, engagement, and park user sentiment. Each report aligns to the 7 indicators of Community Vitality to provide a holistic view of the health and wellness outcomes your site contributes to the community.
- The CORE Data Service Lab will create a **dedicated portal** for your community's site-specific NDS **tools and reports**.

Learn more about CORE and the CORE Data Service Lab on the last page.



See the entire NDS Network at www.playcore.com/NDS/map

YOUR REPORTS & STEPS FOR DATA COLLECTION SUCCESS

What reports do we receive?

As a National Demonstration Site, you have access to up to three complimentary site-specific NDS Reports to provide rich data-driven insights and outcomes for the investment you have made. By varying the reporting periods and data sets, you are able to share and showcase your benefits on an ongoing basis.

Where do I access our reports?

Access your **complimentary NDS reports** by logging in to your NDS Portal at app.coredataservicelab.com.

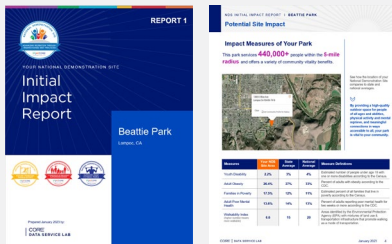
Activate your portal using the link you received in your Welcome to the NDS Network email.

Can't find it? Contact us at support@coredataservicelab.com.

1

Initial Impact Report

Receive before opening



Learn WHO the site impacts.

Local data points in the report describe the impact your NDS will have on the area drawing population.

We automatically upload your Initial Impact Report to the NDS Portal after your NDS is ordered through your local representative.

2

Baseline Outcomes Report

Request 60+ days post-opening



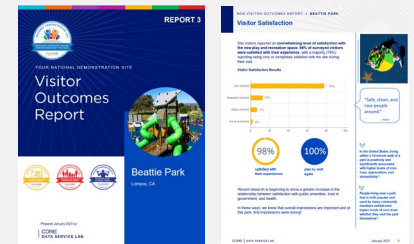
Discover WHAT is happening at the site. This report will describe pre and post usage outcomes and estimated health savings.

Request your Baseline Outcomes Report at least 60+ days after your grand opening by submitting a request through your NDS Portal. Once we hear from you, we will upload it to your Portal's Share File.

3

Visitor Outcomes Report

Receive after 50+ scans and/or visitor survey completions



Learn HOW park users are responding. Data sets in this report will summarize users' self-reported sentiments and usage outcomes.

We automatically upload your Visitor Outcomes Report to your NDS Portal once 50+ surveys have been completed using either onsite signage or through the provided survey link.

How can we collect more data from park visitors?

To maximize the data you receive and increase visitor sentiments, use the strategies outlined in your NDS Marketing Toolkit, found on the following pages, to promote user scans of the QR code located on the sign on site installed at the site and through your community engagement and marketing campaigns.



YOUR MARKETING TOOLKIT

Utilizing the marketing ideas below with templates available at your portal to promote your National Demonstration Site is a great way to share your dedication to supporting community health and wellness, encourage scans of your onsite Research collection sign, and share outcomes from your reports! Here are a few easy ideas to try!

Press Release: Feel free to use templates to announce to your community your participation in this unique initiative and commitment to health and wellness.

Email: Connect with your community with an email blast to subscribers..

Social Media: Use these sample posts (or create your own!).

Help us collect data about our new [playground / adult fitness space] located at _____. Scan the QR code on the sign by the entrance to the space and make your opinion count!

You can be part of a national initiative on the community value of play & recreation! Scan the code on the sign by the [playground / adult fitness space] at _____ and share your thoughts!

What does the new [playground / adult fitness space] at _____ mean to you? Your participation in research told us that _____.

Can you guess the top three reasons our community visits the [playground / adult fitness space]. Reply below, and we'll post the responses on [date]!

Our community is part of a nationwide data collection project on the value of play and recreation! Here is what we've learned!

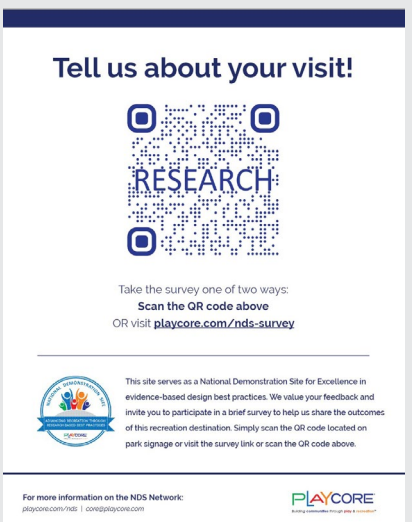
Posters: Request an editable flyer to add your site name and information and spread it around the community to promote your NDS and the Data Collection opportunity!

Broadcast: Do you create videos, podcasts, offer webinars, or host community events? All of these are great opportunities to share updates, research reports, and encourage sign scans!

Link to the survey: Use any of the above to share a link to the research survey connected to the sign's QR Code to encourage previous visitors to participate (available in English and Spanish): <https://www.playcore.com/user-reflection-survey>

Resources

All of these resources are available to download at your NDS Portal at app.coredataservicelab.com. Activate your portal using the link you received in your Welcome to the NDS Network email. Can't find it? Contact us at support@coredataservicelab.com.



Tell us about your visit!

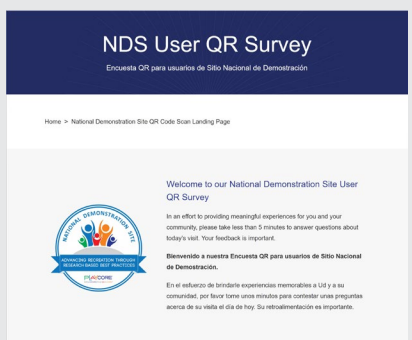
RESEARCH

Take the survey one of two ways:
Scan the QR code above
OR visit playcore.com/nds-survey

This site serves as a National Demonstration Site for Excellence in evidence-based design best practices. We value your feedback and invite you to participate in a brief survey to help us share the outcomes of this recreation destination. Simply scan the QR code located on park signage or visit the survey link or scan the QR code above.

For more information on the NDS Network:
playcore.com/nds | coredataservicelab.com

PLAYCORE
Evidencia. Quebramos la barrera entre el juego y el bienestar.



NDS User QR Survey
Encuesta QR para usuarios de Sitio Nacional de Demostración

Home > National Demonstration Site QR Code Scan Landing Page

Welcome to our National Demonstration Site User QR Survey

In an effort to providing meaningful experiences for you and your community, please take less than 5 minutes to answer questions about today's visit. Your feedback is important.

Bienvenido a nuestra Encuesta QR para usuarios de Sitio Nacional de Demostración.

En el esfuerzo de brindarle experiencias memorables a Ud y a su comunidad, por favor tome unos minutos para contestar unas preguntas acerca de su visita el día de hoy. Su retroalimentación es importante.

YOUR MARKETING TOOLKIT

Plan a grand opening: Invite the community to be a part of a ribbon cutting and explore the park through a fun celebration of the space.

Host a healthy play city employee day: Invite city employees to bring their families to the playground (or have a field day with adult employees at the fitness space) with instructions to complete the QR survey.

Promote Event Rentals: If the National Demonstration Site is available for event rental, include instructions on how to scan the QR Code/ provide data in the rental agreement. Utilize the flyer at playcore.com/NDS-Files (or create your own!) to send to area schools, daycares, family fun centers (for playgrounds) or gyms, businesses, and community centers (for adult fitness sites) to increase awareness of event rental and participation in the survey.

Ask about programming for your NDS: Both the 7 Principles of Inclusive Playground Design and Play On! Youth Physical Activity Designations have evidence-based programming that aligns to your NDS design. Consider recruiting your park program leaders or local naturalists, fitness instructors or similarly qualified professionals to host special events at the site to promote usage and healthy activity, and sign scans!

Get great photos for marketing: Do you want some quality photos of your site? Capture engaging photos of users enjoying the site by coordinating a photo shoot to celebrate the new space and bring your community together. Be sure to get photo releases signed! (And share your photography with PlayCore so we can include the best images on the NDS map!) *Learn more about photo releases and build one for your park:* <https://legaltemplates.net/form/photo-release-form/>

Stay Connected: As part of the National Demonstration Site Network, we want to help you maximize data collection at your NDS. Sign up for emails at playcore.com/connect and follow us on social media! We are @playcorenews on Facebook, Instagram, LinkedIn, and Twitter.

Questions?

For NDS questions contact core@playcore.com

For Report or Portal questions contact support@coredataservicelab.com



The CORE Data Service Lab's Community Vitality Framework is an evidence-based perspective, grounded in comprehensive and validated research, that provides a holistic approach to understand and implement the seven evidence-based indicators of a vital community. This framework is an innovative and powerful resource for validating the critical role you play in community vitality. It can help you organize and frame a multitude of purpose and data-driven stories to make your case in meaningful ways.

Grounded in Evidence

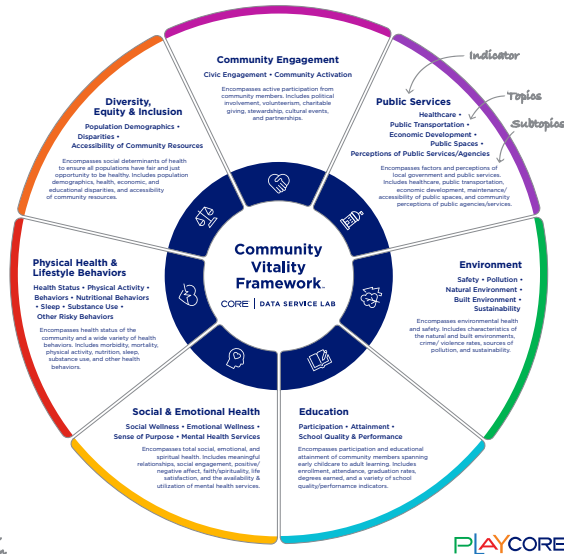
Developing a validated community vitality framework

FORMULATED FROM:
139 Topic Areas
856 Descriptors
using 17 measurement tools

VALIDATED BY:
44 Leading Experts
across the indicators

RESULTING IN:
7 Unique Indicators
that elevate critical areas of focus
28 Topics
that help narrow the focus area
71 Subtopics
that further clarify data measures

evidence-based information that you own, turn into action.



PLAYCORE

The CORE Data Service Lab aligns research-based data to the Community Vitality Framework to help you effectively identify areas of need, guide community decision making, promote priorities, and track outcomes by translating data into actionable and personalized recommendation and support.

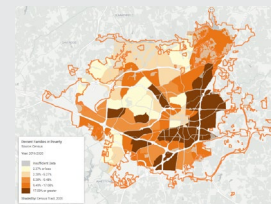
From assessment and planning to implementation and measuring results, this data maximizes positive impact for communities and empowers them to strengthen their community's vitality.

Learn more about the CORE Data Service Lab's comprehensive suite of research-based data tools, to provide insight and data translation to help you make efficient, data-driven decisions, translate your data, and support case making for positive community impact.

National Demonstration Sites are just one of the CORE Data Service Lab's data-centric tools! The CORE Data Service Lab Subscription includes resources that can:



Connect your local data to the Framework to highlight strengths & opportunities and help shape a roadmap for telling your unique data story.



Provide 1200+ curated metrics with the ability to build and overlay custom mapping visualizations to support your goals.

Oakland County Recreation Grants
\$100,000,000
5/4/2022 MICHIGAN, US
The OCP Grant Programs were created to assist local communities with planning, preliminary engineering/design ...

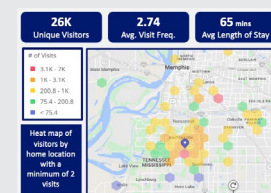
Offer a robust database of bonds and funds aligned to the framework to help you align to a Funder's "why."

\$185,369
Annual Total Health Savings

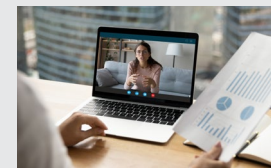
\$109,844
Annual Physical Health Savings

\$75,525
Annual Mental Health Savings

Calculate the impact of your local outdoor settings to demonstrate how investments in infrastructure contribute to annual health savings.



Track usage analysis at your sites to help you measure and share utilization trends and community impact.



Provide personalized training sessions with a data coach.

Additional services include strategies to develop a data driven culture and explore custom data projects. Learn more by contacting support@coredataservicelab.com