



play matters for all kids

The State of Play in American Communities







6,697,800 children served



Play is Disappearing

- Currently, only one in four children gets 60 minutes of physical activity or active play every day.





Play is a Solution

- Research confirms that play is a powerful solution to these problems because play benefits the whole child.
- Play can transform children.
- **All** children should get the balanced and active play they need.





Play Desert Mapping Initiative

- Engage grassroots leaders in cities to take city-wide action in support of play.
- Playful City USA partnerships.
- Maps identify high concentrations of low-income children who do not have access to play.

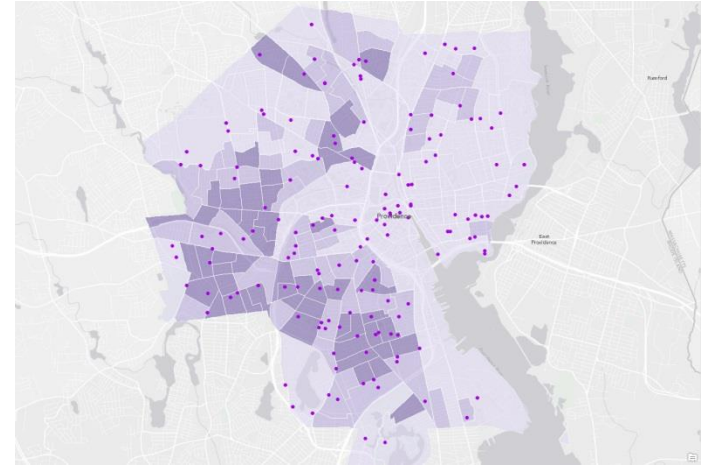




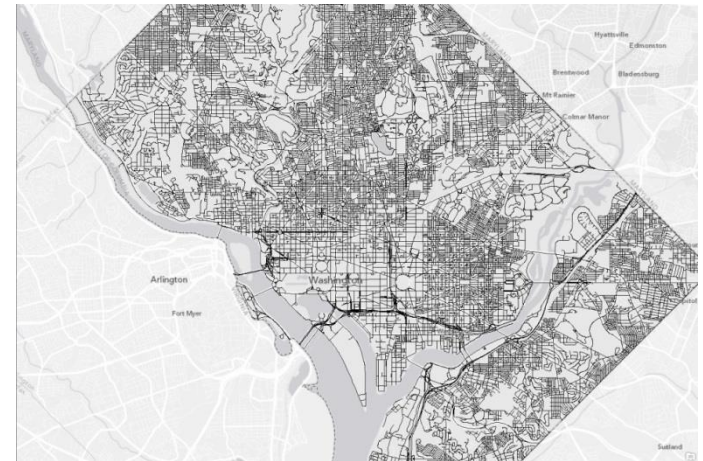
Datasets

- Esri 2012 Demographic Data
 - Income
 - Population by Single Year Age and Sex
- Municipal Data
 - Street
 - City Boundary
- Crowdsourced Playground and Playspace Data
 - Mapofplay.org

Density of Age Data



Municipal Street Data





Map of Play

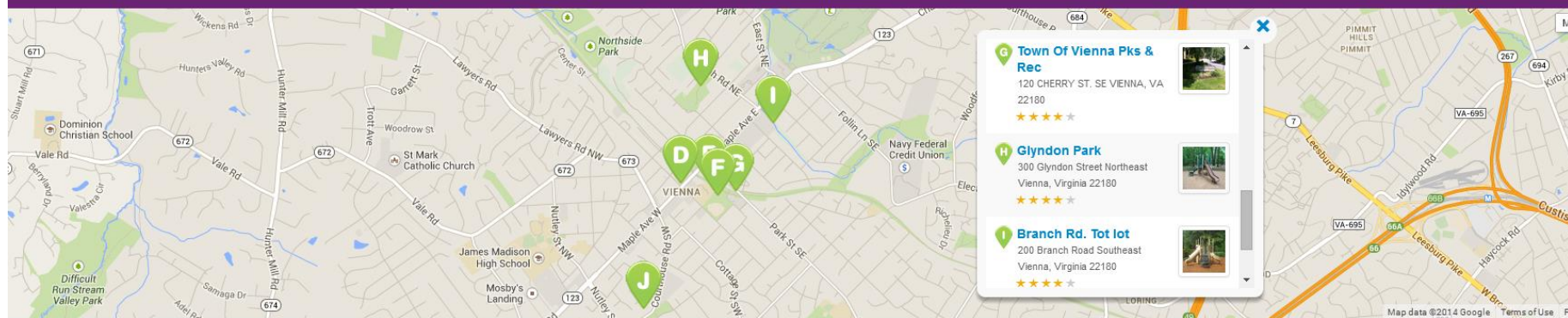
Twitter Facebook Logout Liz Dow

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Find a great place to play near you

Enter City and State OR Zip



ADD

a new playspace

TAKE ACTION

get involved

WIN

prizes and rewards

Featured Playspaces



Lozziwurm - Carnegie Museum of Art
An incredible, unique play experience at the Carnegie Museum of Art! The Lozziwurm is a huge tunnel kids can climb in, on, and over.



Jamison Square
The focal point of the park is a fountain which simulates a shallow tidal pool...



BCPL Storyville
Storyville is a place where books and purposeful play come together to provide valuable experiences that nurture young children...



Forest Park
Forest Park home to multiple animal exhibits

Community Spotlight

We're excited to announce our four Grand Prize Winners from our Summer Challenge, who each get a trip for two to Washington, DC and will join us at our annual Play Academy to share their playground adventures.



Alex Nguyen, Seattle, Wa.
"I lost 9 lbs doing the Playground Challenge, and that doing nothing special except being outside and chasing after my kids!"



Dana Wheatley, Calgary, A.B.
"You can do something great for your community, while having a blast with your kids and learning about your city all at the same time!"



The CarMax Foundation is a KaBOOM! National Partner and supports the non-profit's vision of a great place to play within walking distance of every child in America.





Map of Play

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Find a great place to play near you

Enter City and State OR Zip



Embarcadero Park

683 Convention Way [San Diego, CA, 92101](#)

★ ★ ★ ☆ ☆ Your Rating: 3, Average Rating: 3.0 (1 rating)

Nature Area or Park, Park, Public, Free



[Tweet](#) [Facebook](#)



[Add a Photo](#)

[Edit Playspace Location](#)

[Edit Playspace Details](#)

[Take Action!](#)

[Flag](#)

Use Your Words

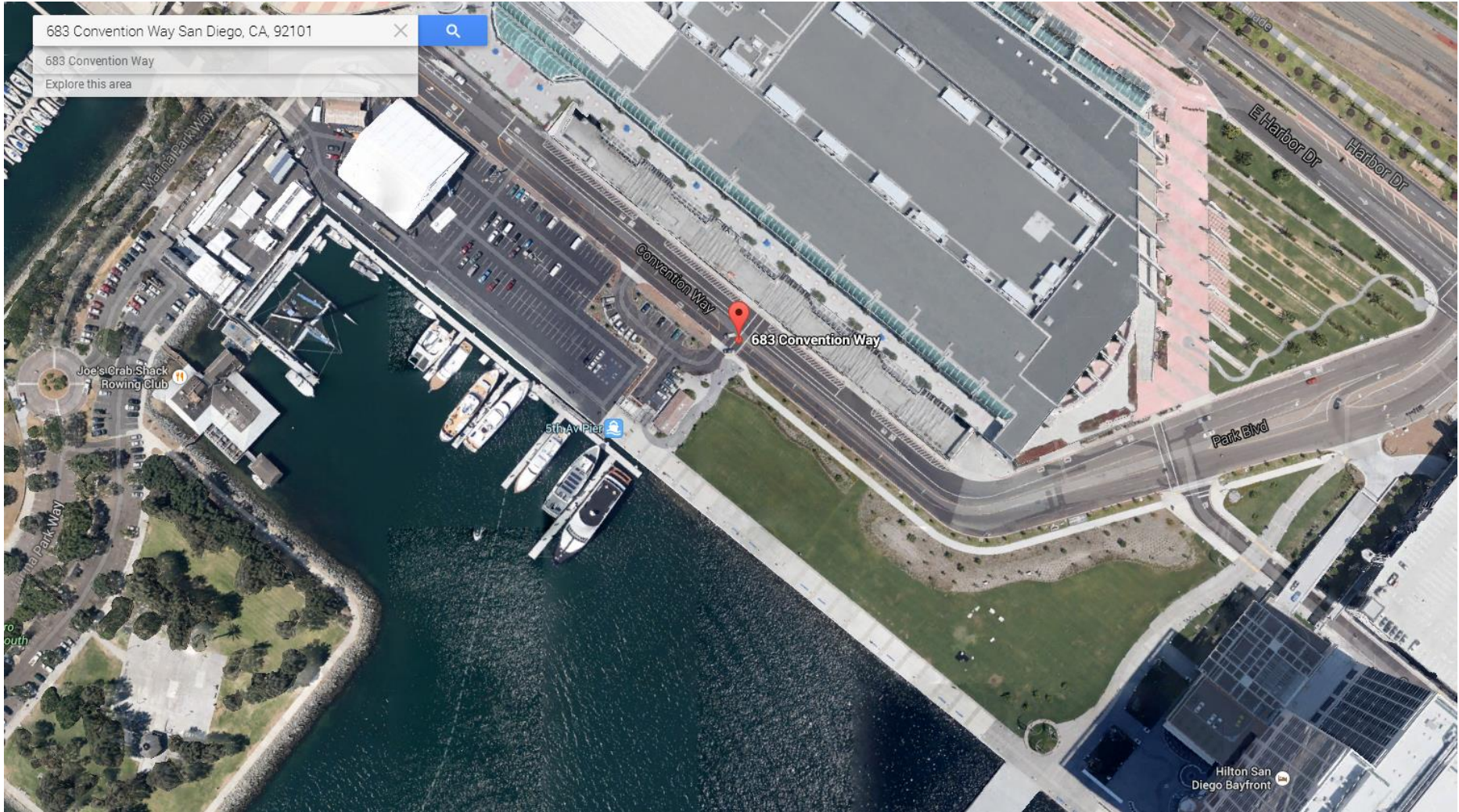


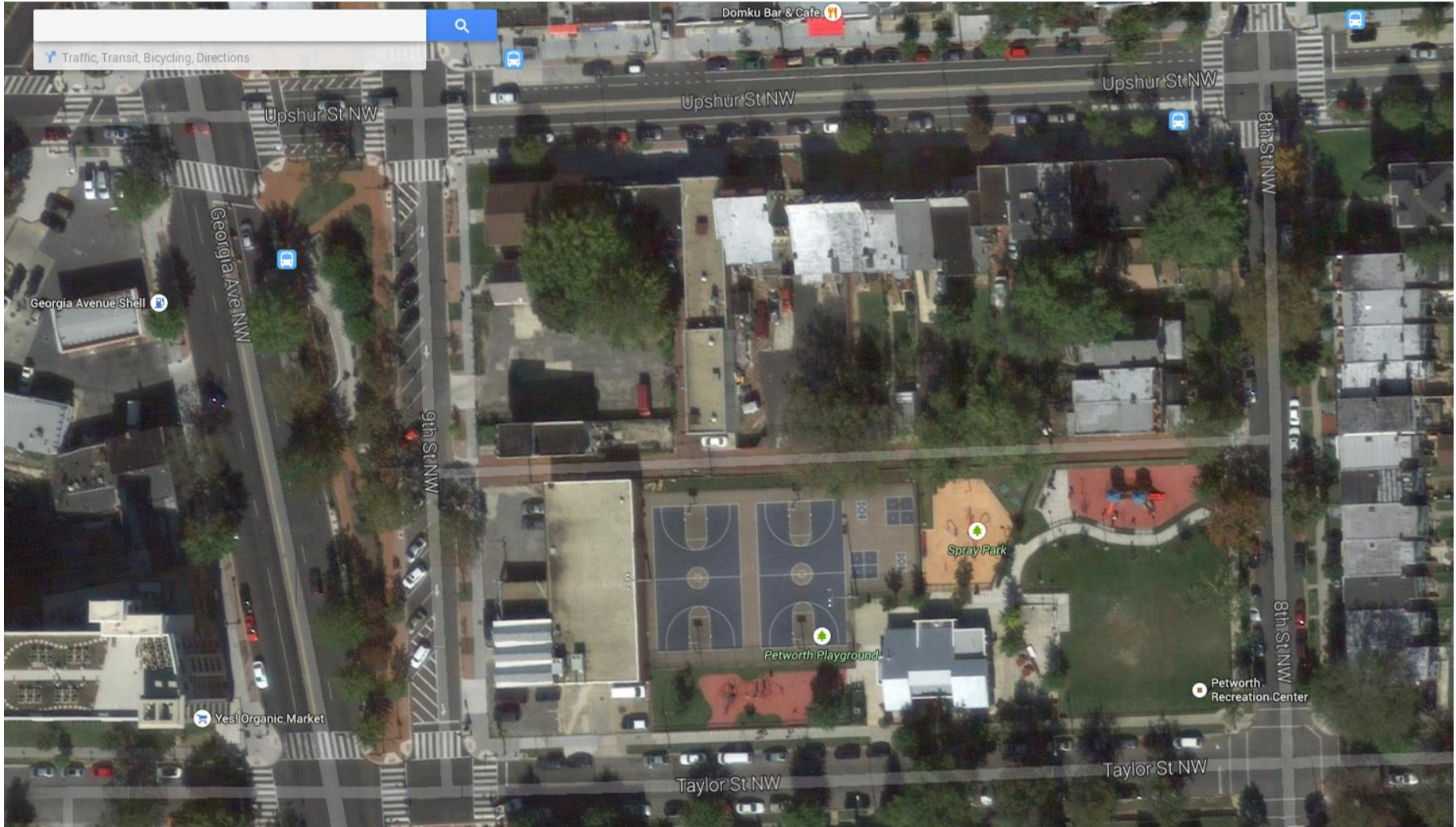
Hi Liz Dow! Tell us about Embarcadero Park

Fans

Love this space? Join the club.

[Become a fan](#)



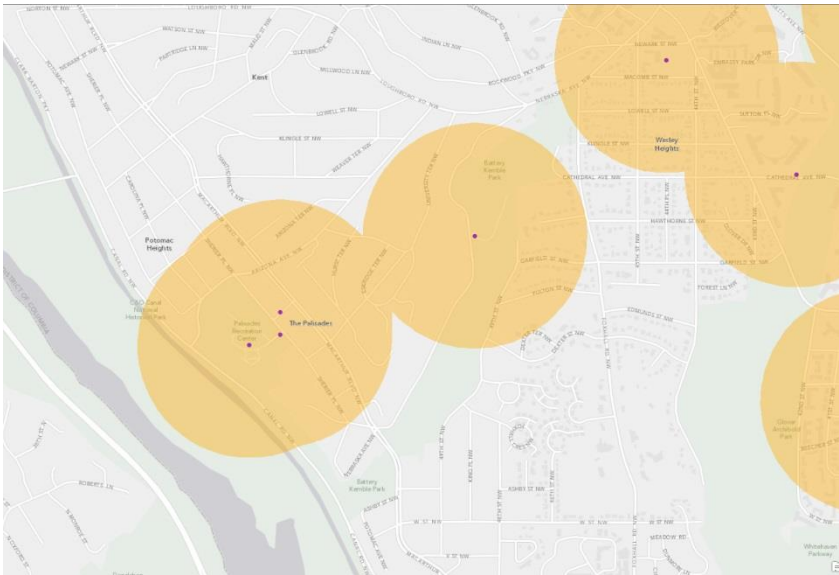




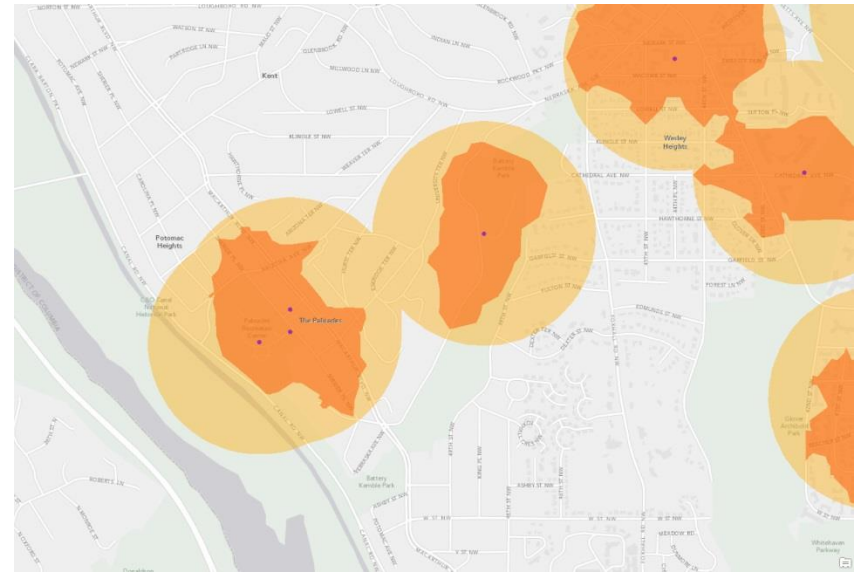


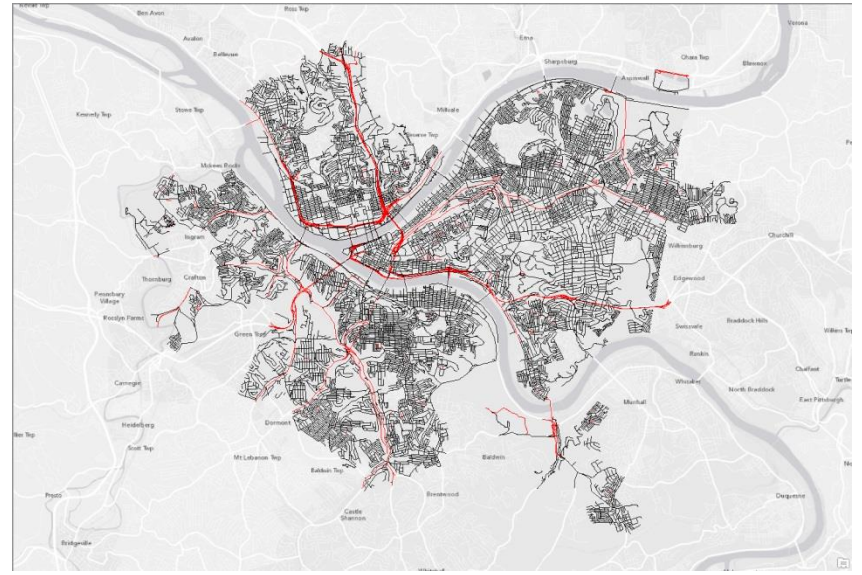
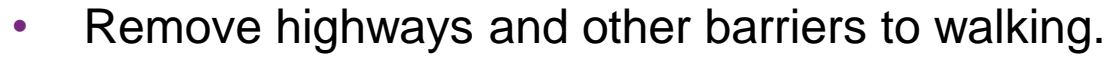
Service Area Analysis

Buffer Analysis



Service Area Analysis







- Create network dataset from feature dataset.

New Network Dataset

Do you want to model turns in this network?

☒ No

☐ Yes

Turn Sources:

☒ <Global Turns>

< Back Next > Cancel

New Network Dataset

Specify the attributes for the network dataset:

| ! | Name | Usage | Units | Data Type |
|---|--------|-------|--------|-----------|
| + | Length | Cost | Meters | Double |

Add...

Remove

Remove All

Rename

Duplicate

Ranges...

Parameters...

Evaluations...

< Back Next > Cancel

New Network Dataset

Do you want to establish driving directions settings for this network dataset?

☒ No

☐ Yes

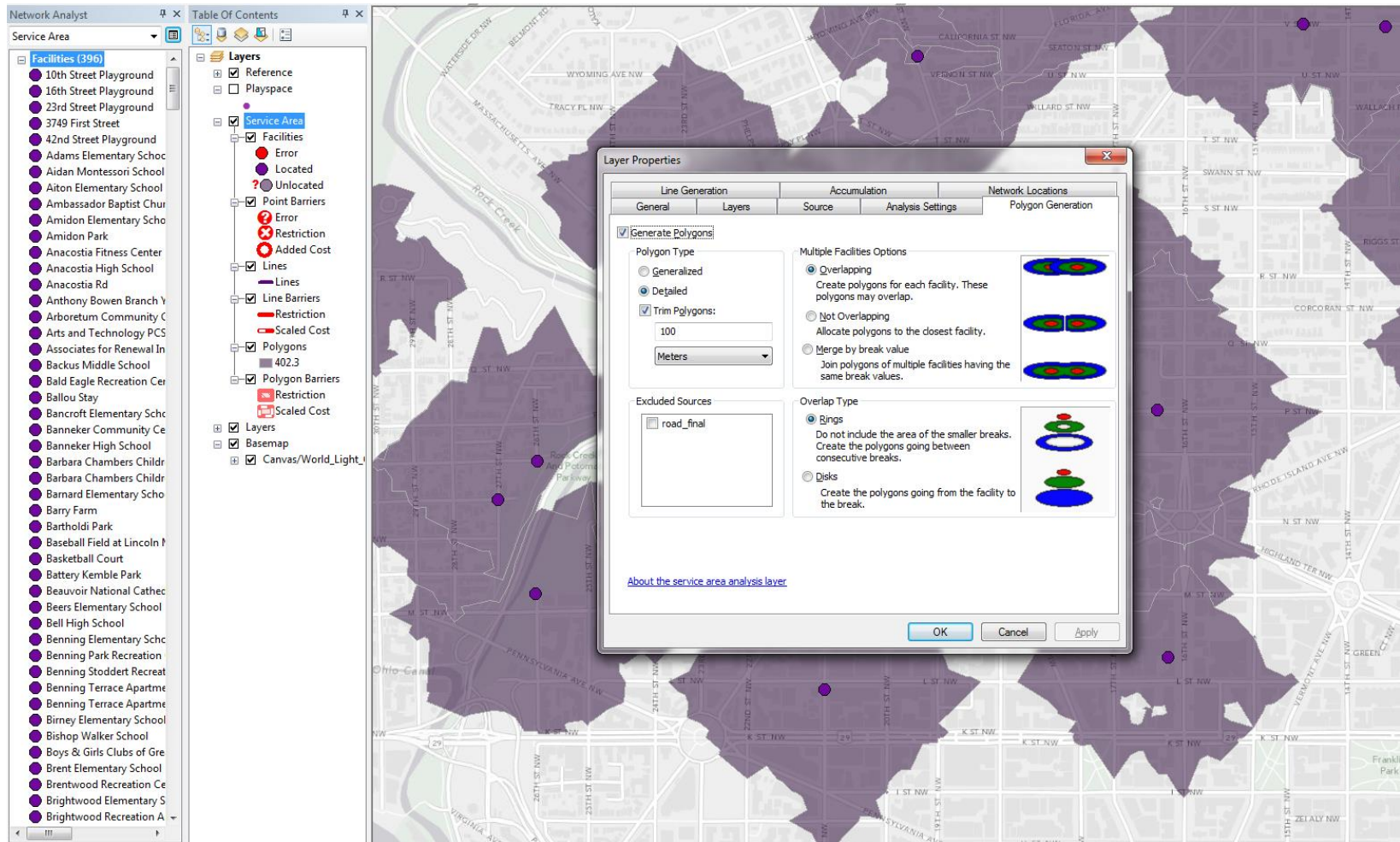
You can use the default Directions settings or you can click the Directions button below to specify the settings. You can change the direction settings now, or you can change them after the network dataset has been created.

Directions...

< Back Next > Cancel

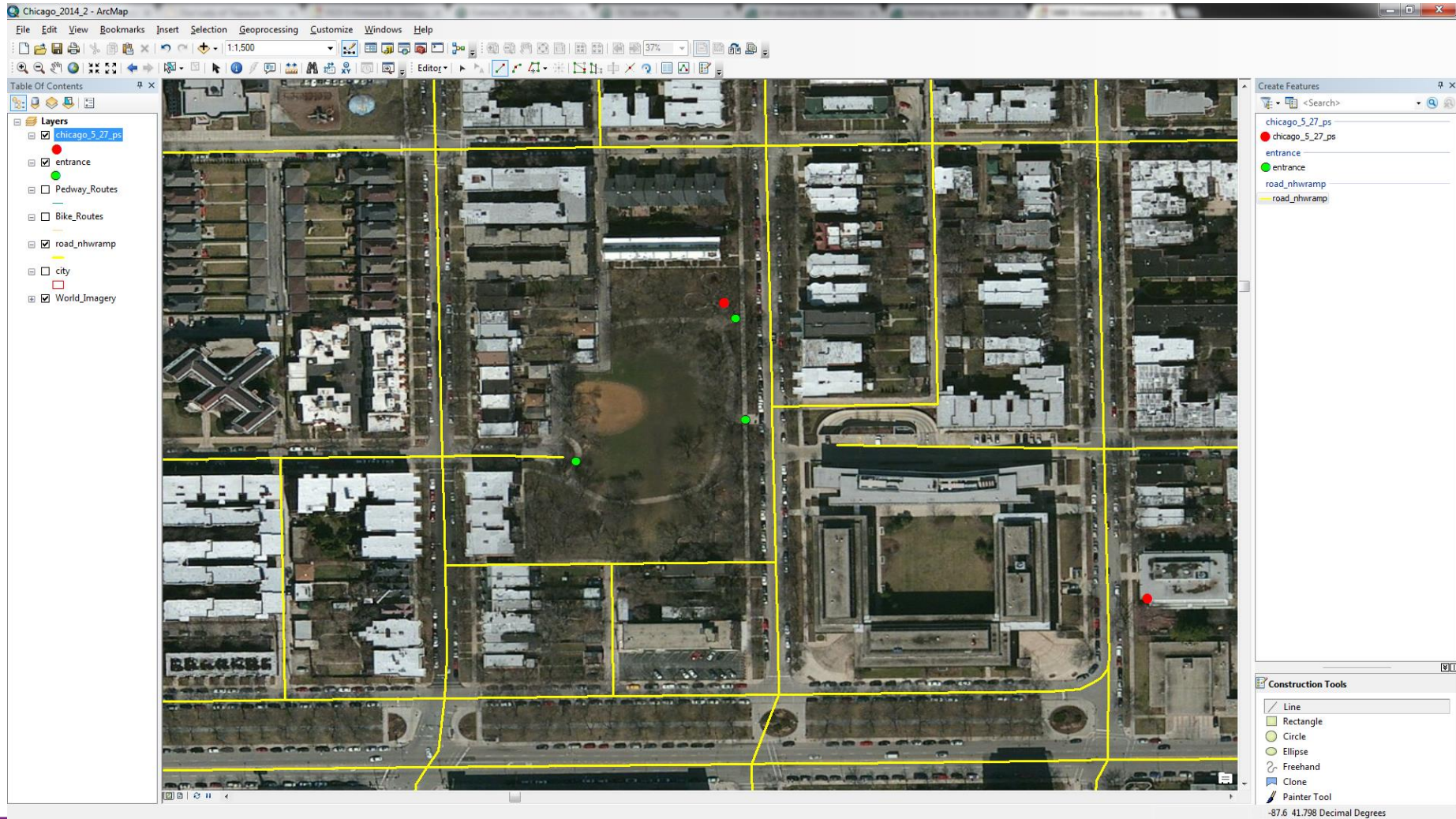


- Create service areas using Network Analyst extension.



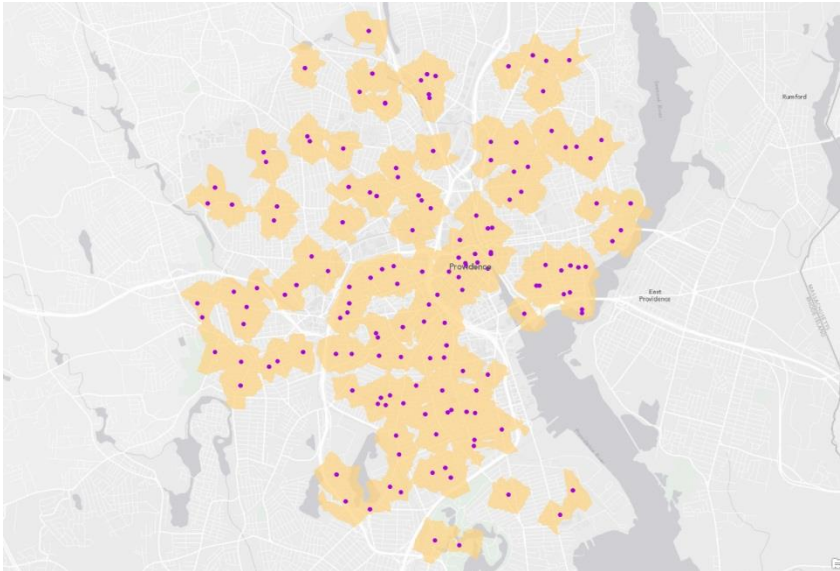


- Incorporating Entrance Data

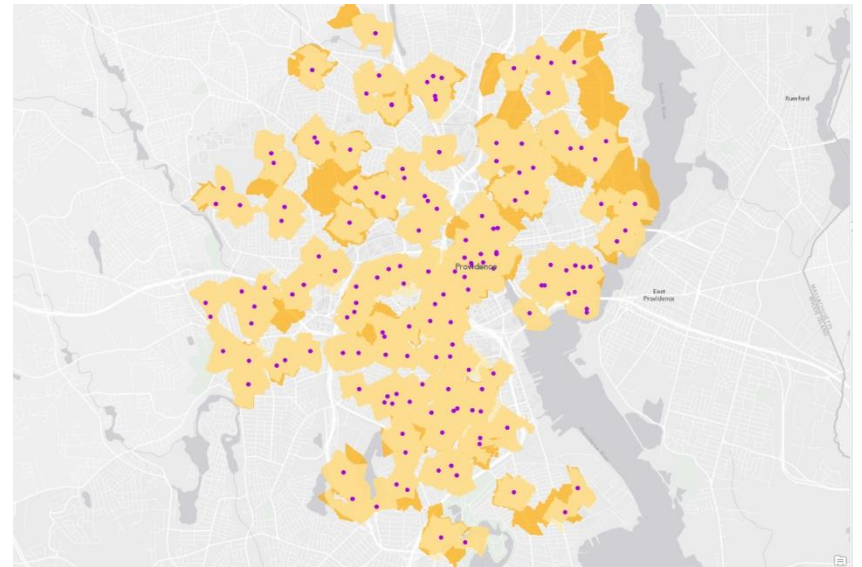




Single Playspace Point

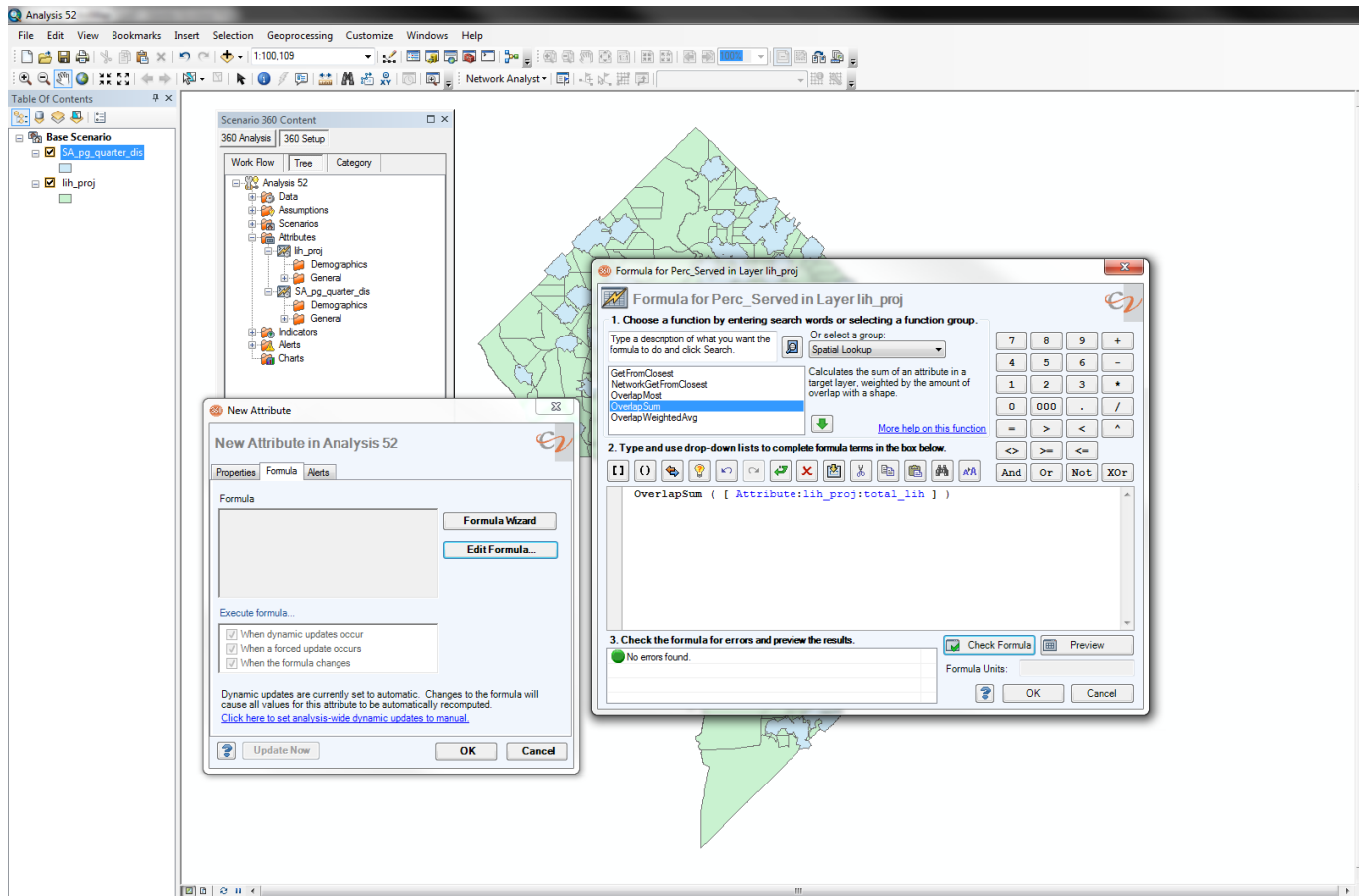


Playspace Entrance Points





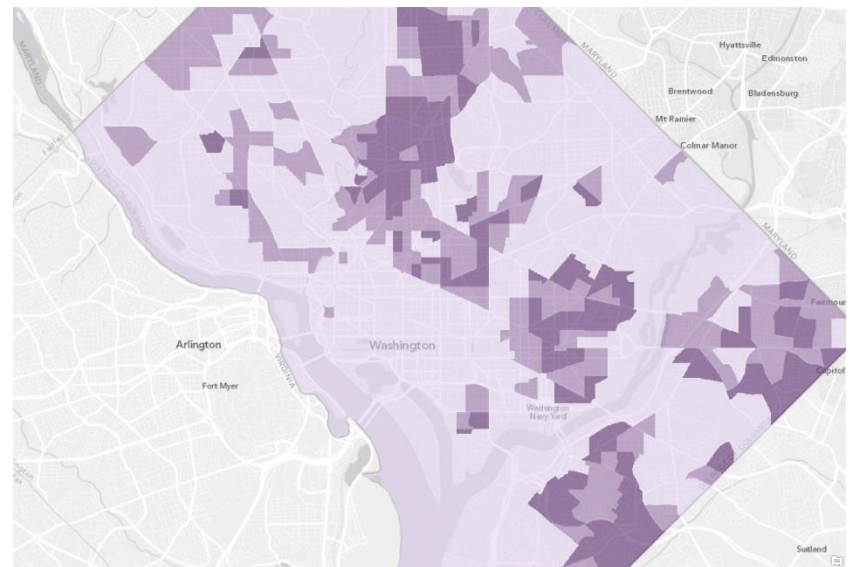
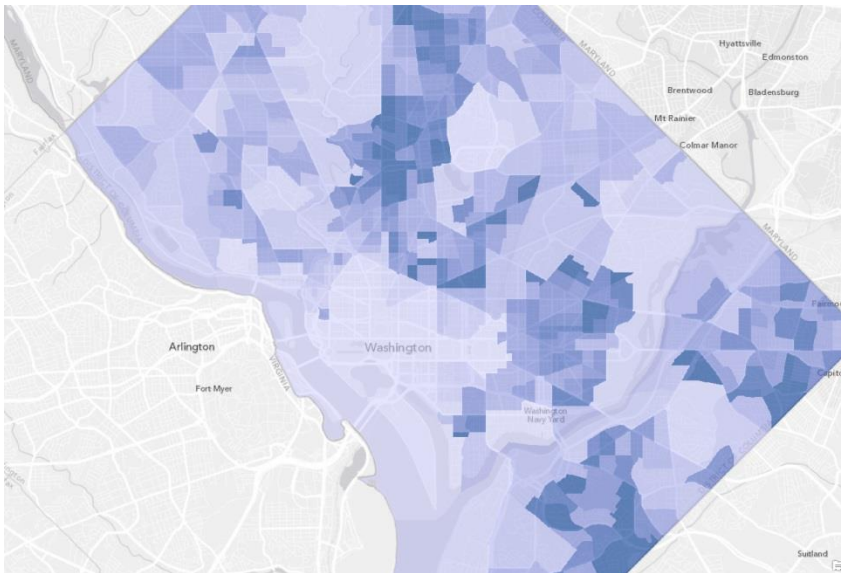
Percentage Served





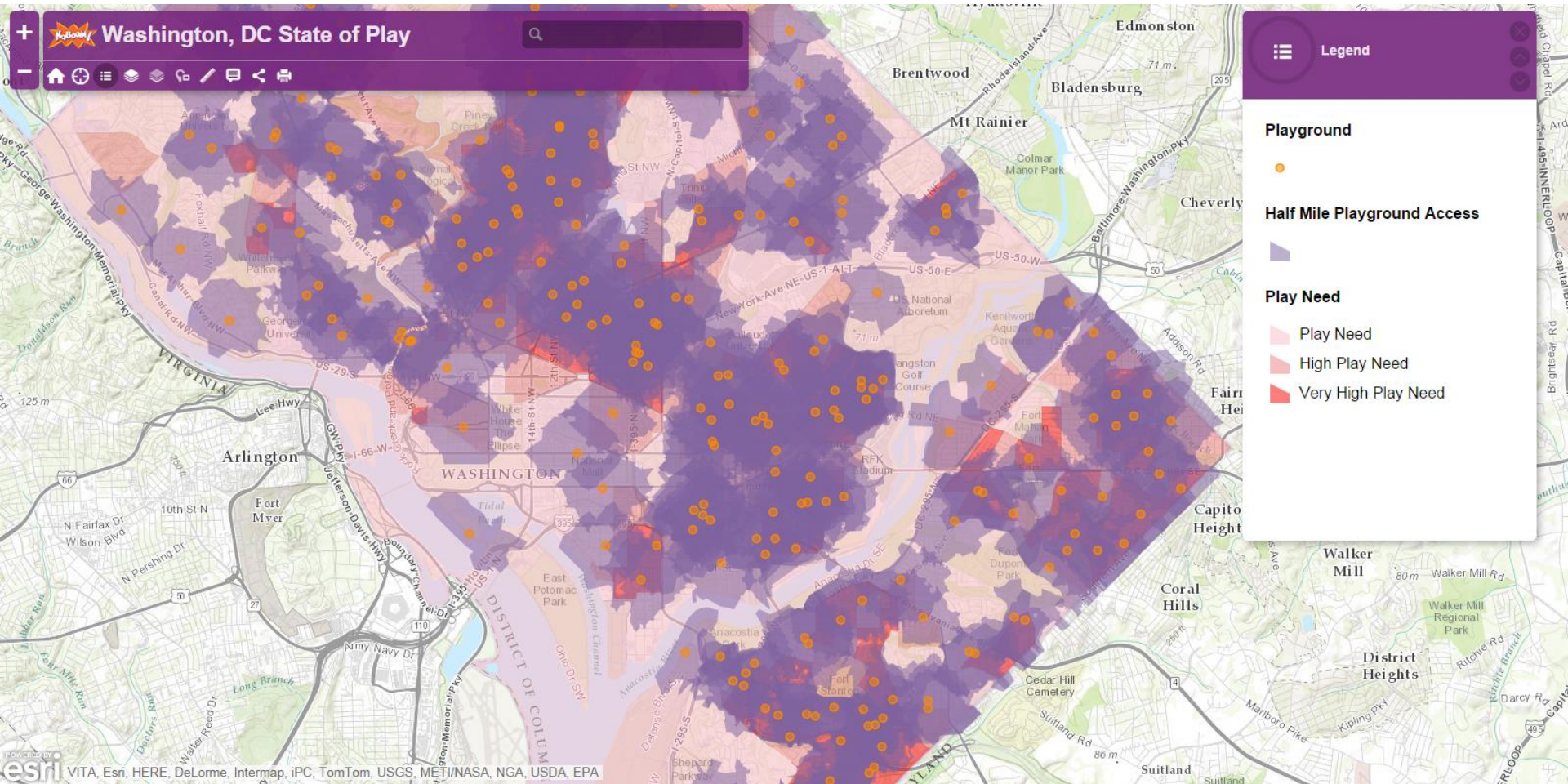
Raster Analysis

- Weighted overlay analysis to identify target demographics



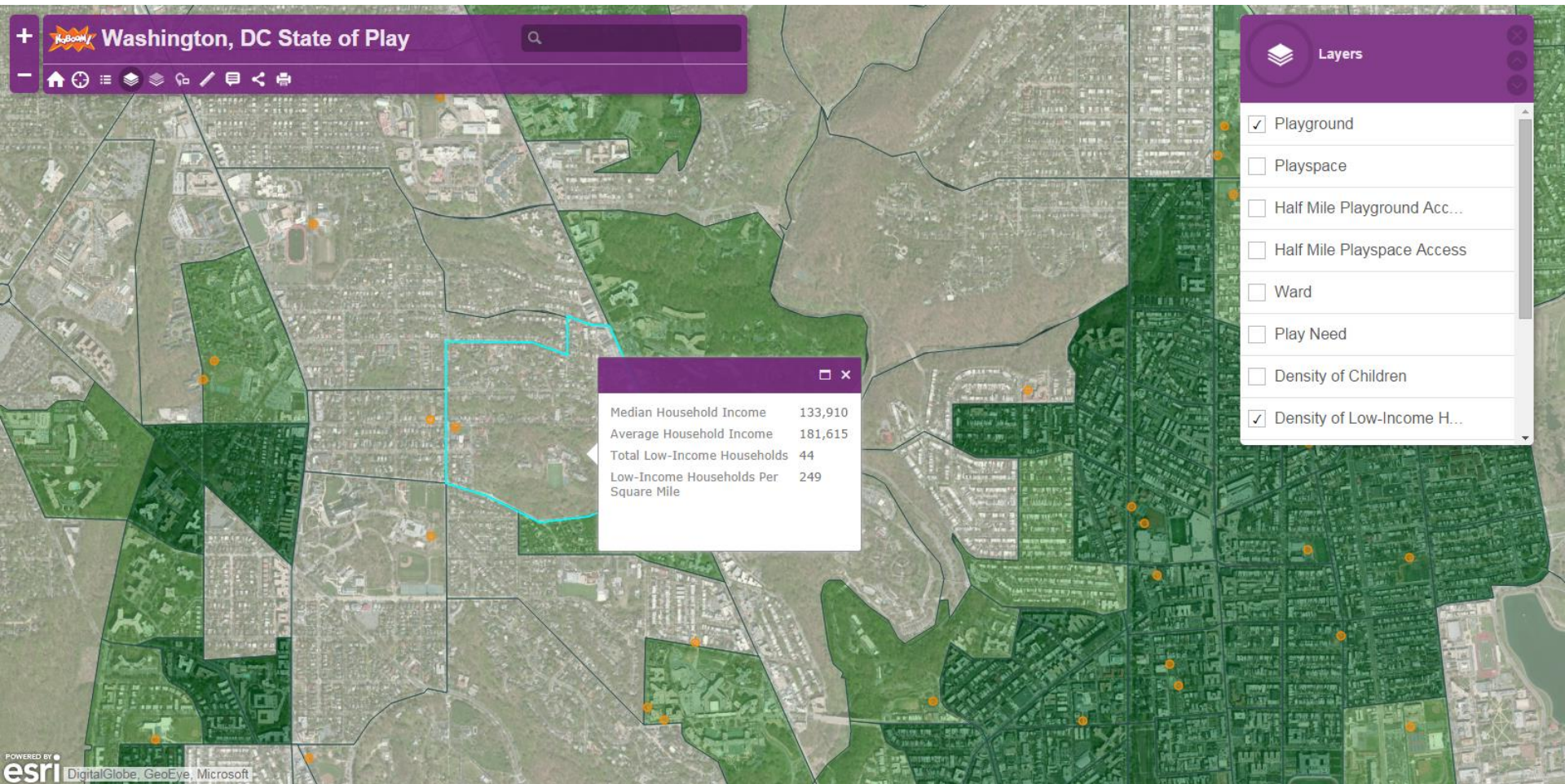


Finalized Maps: ArcGIS Online





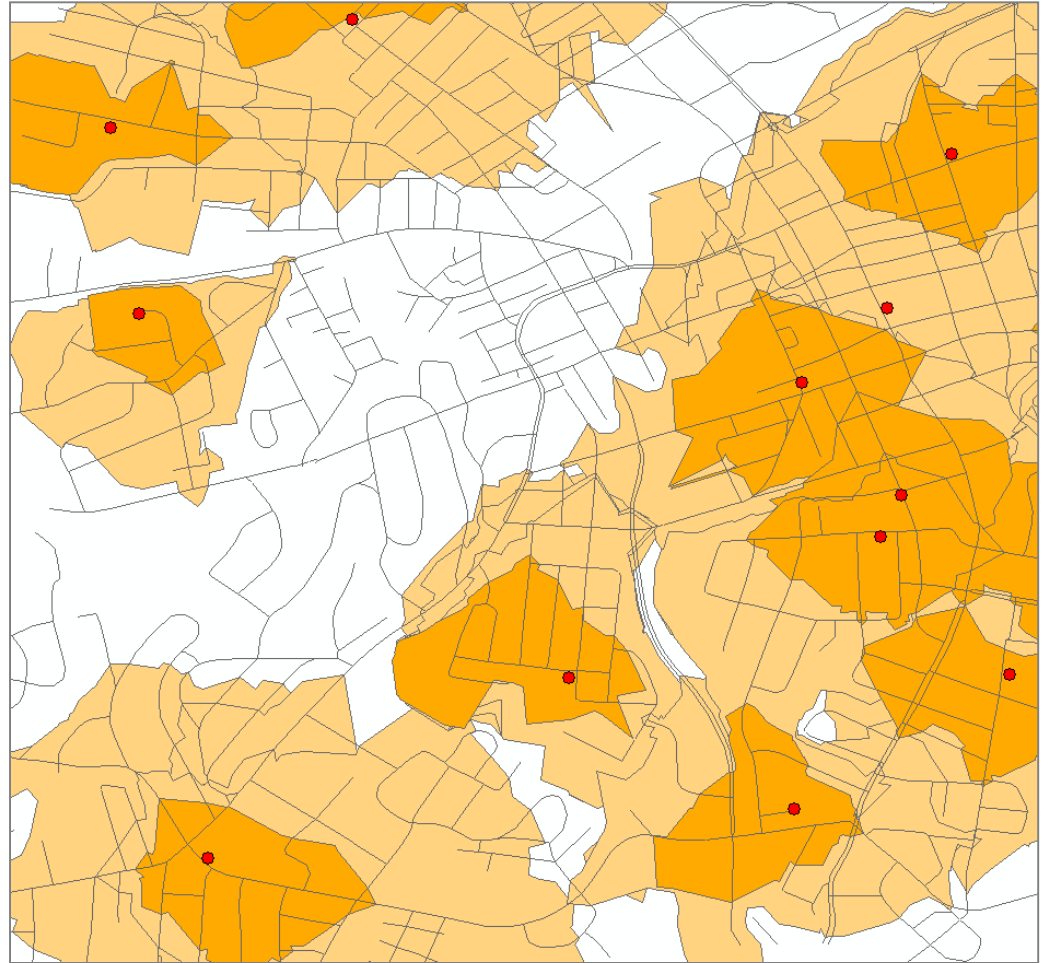
Finalized Maps: ArcGIS Online





Key Challenges

- Data quality
- Walkability distance
- City buy-in
- Play desert factors

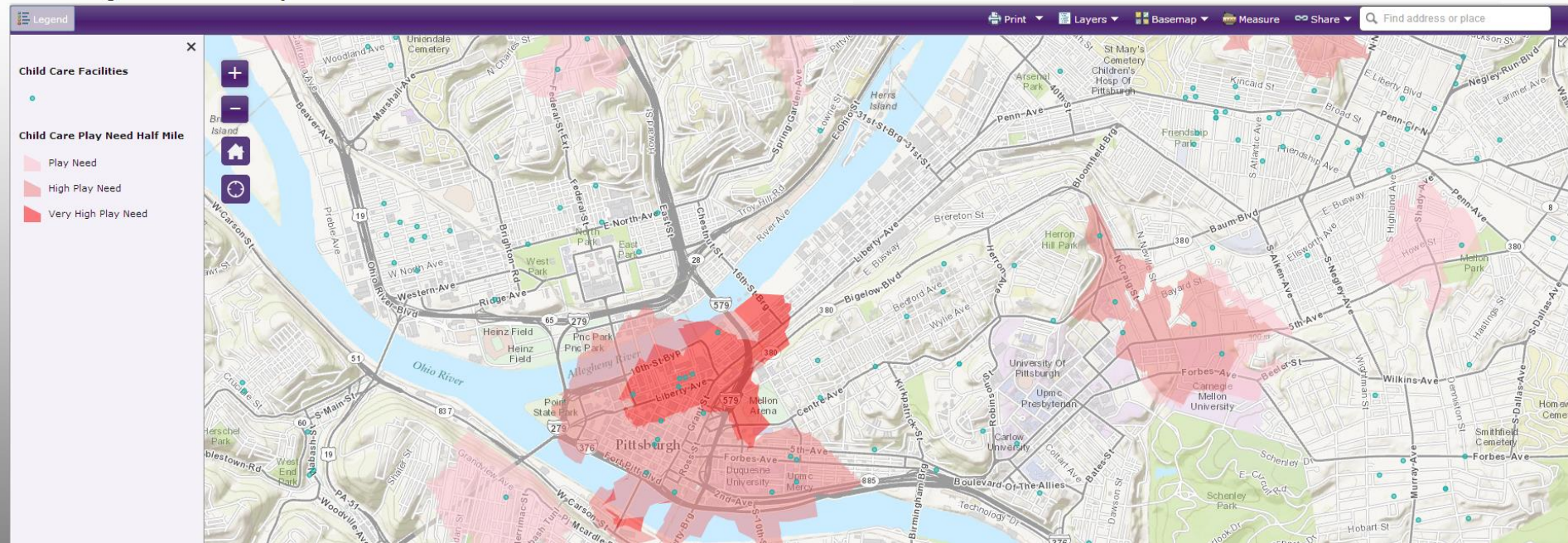




Future of Play Desert Maps

- New partnerships?
- New datasets?
- Playability

Pittsburgh State of Play









City leadership in support of play leads to...

- All children getting the childhood they deserve
- Their lives are filled with the joy of play
- They grow up to be healthy and successful adults.





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