The State of Play in American Communities
KaBOOM!

- Powerful champion for play for the past 18 years.
- Built, improved, and opened 15,439 playgrounds.
- Engaged 1,143,200 volunteers.
- Served 6,697,800 children.
- And counting…
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- Our presence and impact have grown, so have the problems facing our nation’s children.
Play is Disappearing

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

- Play is on the decline.
Our Kids are in Trouble

• Kids are missing out on the childhood they deserve.
• America’s children are increasingly unhappy, unhealthy and falling behind.

• 1 in 3 are obese or overweight
• 1 in 5 have a mental illness
• The US ranks #30 internationally in math scores
Play is a Solution

• Research confirms that play—physically active, imaginative, and interactive play—is a powerful solution to these problems because play benefits the whole child. We support children getting a balance of various types of play every day including active play.

• Play can transform children—from sedentary to physically active, bored to mentally active and solitary to socially active.
Our bold goal drives us toward play as a solution.

- **All** children get the balanced and active play they need...to grow up to become healthy and successful adults.

- Particularly the 16 million children growing up in poverty.
Play Desert Mapping Initiative

- Engage grasstop 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.
- Better understand state of play in their communities and how to prioritize resources for the greatest impact.
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
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

Use Your Words
Hi Liz! Cute! Tell us about Embarcadero Park

Fans
Love this space? Join the club.
Become a fan
Service Area Analysis
Service Area Analysis

- Remove highways and other barriers to walking.
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- Remove highways and other barriers to walking.
- Create network dataset from feature dataset.
Service Area Analysis
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- Remove highways and other barriers to walking.
- Create network dataset from feature dataset.
- Create service areas using Network Analyst extension.
Playspace Entrance Data
Raster Analysis
Percentage Served
Finalized Maps: ArcGIS Online
Finalized Maps: ArcGIS Online
Ottawa, KS State of Play
Future of Play Desert Maps

- New partnerships?
- New datasets?
- Play everywhere
When We Are Successful…

• All children get the childhood they deserve
• Their lives will be filled with the joy of play
• They will grow up to be healthy and successful adults.