



2020 Year End Data Report

January 1, 2020 – December 31, 2020

*As of January 1, 2021

Note: Participants are able to continue registering the adventures they completed in previous years and therefore, these numbers are subject to increase.

Participants and Completed Adventures

To date, 9,160 participants from 5,447 families have completed 27,375 Kids in Parks adventures. In 2020, 2,021 participants from 1,141 families completed 5,831 adventures, an increase of 21.0% from 2019 completed adventures (Figure 1, Figure 2). On average, 2020 participants completed 2.9 adventures over the course of the year and this number continues to rise as the program expands its network of TRACK Trails (Figure 3). On average, 2020 participants were 7.2 years old and the average group size was 3.1 individuals, including the participant.

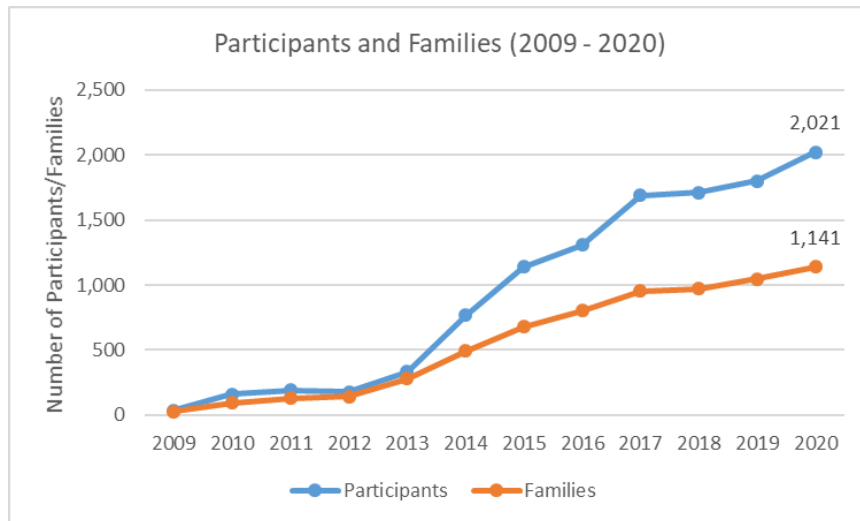


Figure 1. Number of participants and families who completed an adventure (2009 – 2020).



Figure 2. Number of adventures completed by participants (2009 – 2020).

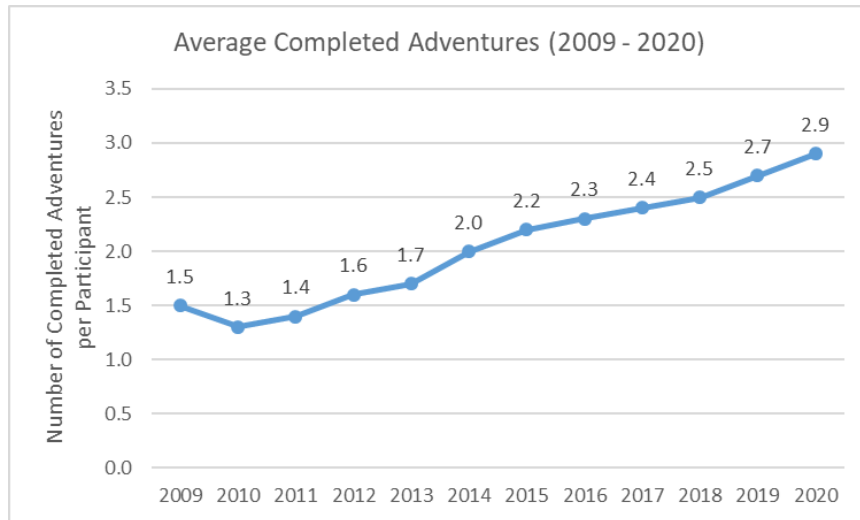


Figure 3. Average number of adventures completed by participants (2009 – 2020).

Kids in Parks participants submitted 6,019 registrations to the website in 2020: 5,831 registrations for adventures completed in 2020, 163 registrations for adventures completed in 2019, and 25 registrations for adventures completed in 2018.

As TRACK Trails are added in new locations, the number of new program participants continues to rise. In 2020, 1,562 new participants joined the Kids in Parks program (Figure 4) and accounted for 77.3% of the year’s participants (Table 1). Additionally, 18.3% of new participants completed a Backyard Adventure, e-Adventure, or a pediatrician adventure for their first program registration and 77.6% completed their first adventure at a hiking TRACK Trail (Figure 5). These first-time registrations were submitted at 147 different TRACK Trails.

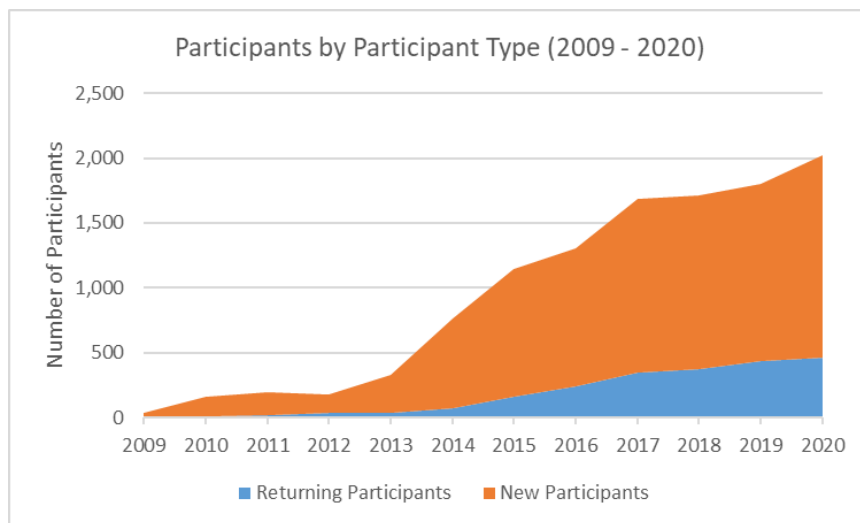


Figure 4. Number of new participants and returning participants (2009 – 2020).

Table 1. New and returning participants (2009 – 2020).

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Returning Participants	-	7	18	35	39	75	157	238	346	374	434	459
New Participants	36	155	175	142	292	692	984	1,070	1,343	1,340	1,369	1,562
New Participants (%)	-	95.7%	90.7%	80.2%	88.2%	90.2%	86.2%	81.8%	79.5%	78.2%	75.9%	77.3%

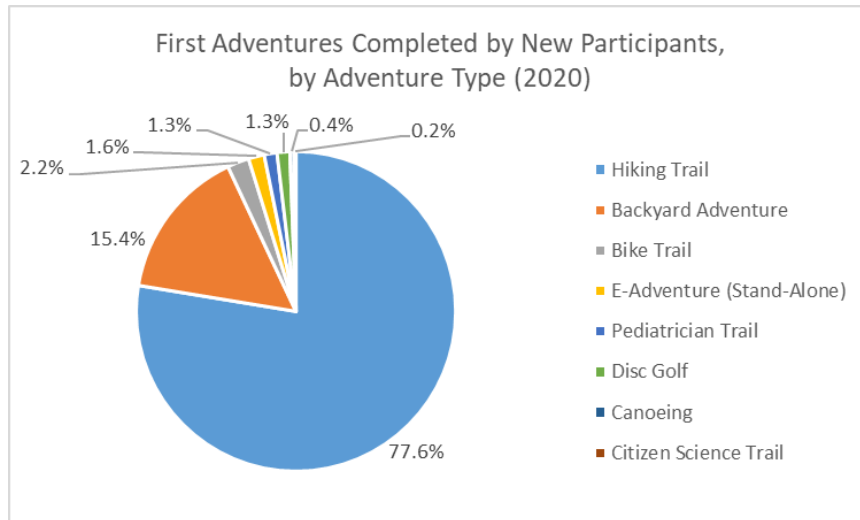


Figure 5. First adventures completed by new participants (%) by adventure type (2020).

Note: E-Adventures were launched on April 26, 2020. The e-Adventure value provided in Figure 5 does not include e-Adventures that were registered at TRACK Trails or as Backyard Adventures. These are represented in their primary adventure types (e.g. e-Adventures registered at a hiking TRACK Trail are counted in the Hiking category).

New participants who first visited a TRACK Trail location most frequently found out about the Kids in Parks program by chance (33.3% of new participants), followed most closely by the Kids in Parks website (27.4% of new participants) (Figure 6).

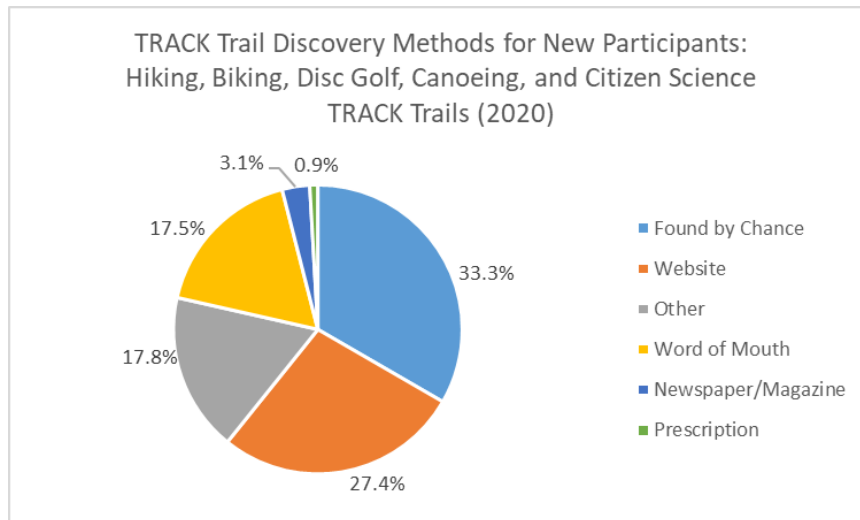


Figure 6. TRACK Trail discovery methods for new participants who completed adventures at hiking, biking, disc golf, canoeing, and citizen science TRACK Trails (2020).

Of participants who have completed more than one adventure since the program began, 39.0% have completed two adventures, 16.9% have completed three adventures, and 11.9% have completed four adventures (Figure 7). Approximately 3.3% of repeat participants, or 1.6% of all participants, have met or exceeded the 18 adventures needed to reach the end of the Kids in Parks prize structure.

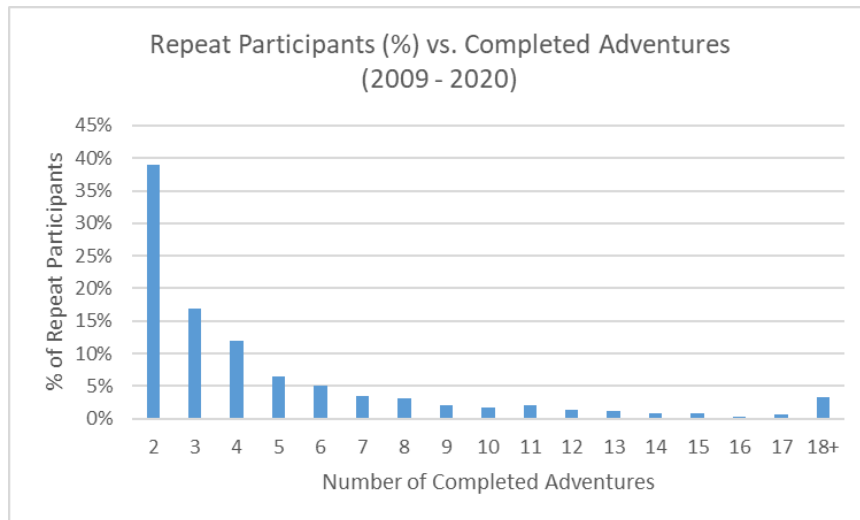


Figure 7. Repeat participants (%) by the number of adventures they have completed (2009 – 2020).

Health Outcomes

The health-based outcomes listed in Table 2 were calculated after duplicate registrations (i.e. kids who registered more than one brochure-led adventure at the same trail on the same day) were removed from the data set. The total number of registrations was estimated using the program’s registration rate (3%) that was obtained through an observational study conducted by the North Carolina Center for Health and Wellness at the University of North Carolina Asheville in June 2011. In order to obtain the health-based outcomes for the “group”, siblings and other registrants that registered adventures at the same trail on the same date were excluded.

Table 2. Children and group health outcomes.

Children Health Outcomes	2020	2009 - 2020
Registered Adventures	5,576	26,015
Estimated Adventures	185,867	867,167
Estimated Miles Hiked	188,190	832,480
Estimated Hours Spent Outdoors	94,095	416,240
Estimated Calories Burned	28,228,500	124,872,000

Group Health Outcomes	2020	2009 - 2020
Registered Group Adventures	3,113	15,488
Estimated Group Adventures	103,767	516,267
Estimated Adventures Completed by All People	320,639	1,708,843
Estimated Miles Hiked	324,647	1,640,489
Estimated Hours Spent Outdoors	162,323	820,244
Estimated Calories Burned	48,697,048	246,073,344

Average trail length (2020): 1.35 miles
 Average trail length (2009 – 2020): 1.28 miles
 Average group size (2020): 3.09 individuals
 Average group size (2009 – 2020): 3.31 individuals
 Hike completion rate: 75%

Visitation and Participant Feedback

Participants are asked a series of questions regarding their visit to the TRACK Trail when they register their adventure online (e.g. Did you intentionally visit to complete a TRACK Trail adventure?). The information below was taken from 2020 participant responses:

- When registering at a TRACK Trail that they had not previously submitted a registration for, 66.4% of Trail TRACKers said they were first time visitors to the park/location of the TRACK Trail (62.1% since the beginning of the program).
- 53.7% of first time visitors came intentionally to visit the TRACK Trail (49.4% since the beginning of the program).
- 76.7% of first time visitors said they would return for another brochure-led adventure (77.6% since the beginning of the program).
- 53.1% of all Trail TRACKers came intentionally to visit the TRACK Trail (49.9% since the beginning of the program).
- 85.1% of Trail TRACKers who came intentionally to visit the TRACK Trail said they would return for another brochure led adventure (85.5% since the beginning of the program).
- 78.6% of Trail TRACKers who did not come intentionally to visit the TRACK Trail said they would return for another brochure led adventure (80.6% since the beginning of the program).

Participants who completed an adventure in 2020 were most often from North Carolina (44.3% of participants), followed by Virginia (18.9% of participants), and South Carolina (6.7% of participants) (Table 3).

Table 3. Number of participants by resident state - Top 10 (2020).

State	Number of Participants
North Carolina	895 (44.3%)
Virginia	382 (18.9%)
South Carolina	136 (6.7%)
California	120 (5.9%)
Maryland	105 (5.2%)
South Dakota	86 (4.3%)
Pennsylvania	38 (1.9%)
Florida	23 (1.1%)
West Virginia	22 (1.1%)
Tennessee	19 (0.9%)

TRACK Trails

From the beginning of the program through the end of 2020, Kids in Parks installed 211 TRACK Trails around the country. These TRACK Trails are managed by city and county governments (37.0% of TRACK Trails), state parks (35.5%), national parks (16.1%), miscellaneous groups and agencies (4.3%), national forests (3.8%), schools (1.9%), and private entities (1.4%) (Figure 8). TRACK Trails managed by national parks had the greatest completed adventures per TRACK Trail with 38.7 adventures per TRACK Trail, followed most closely by state parks, which had 24.0 adventures per TRACK Trail (Figure 9).

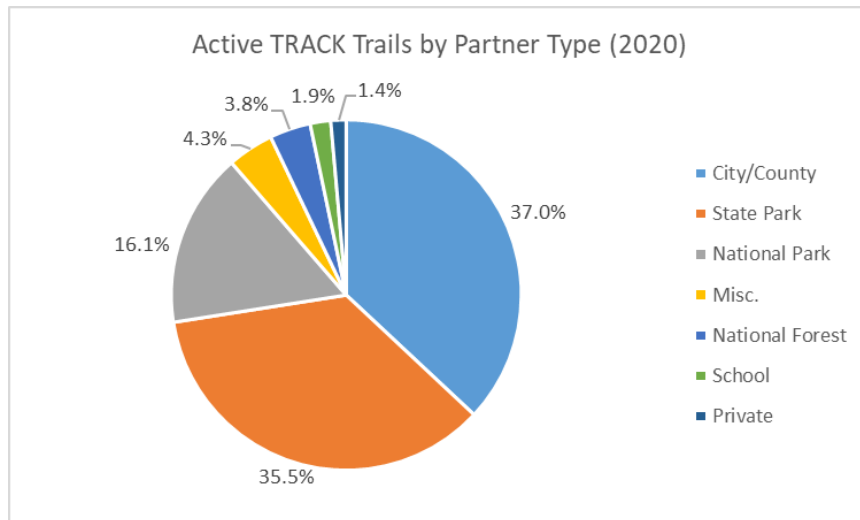


Figure 8. Active TRACK Trails (%) by partner type (2020).

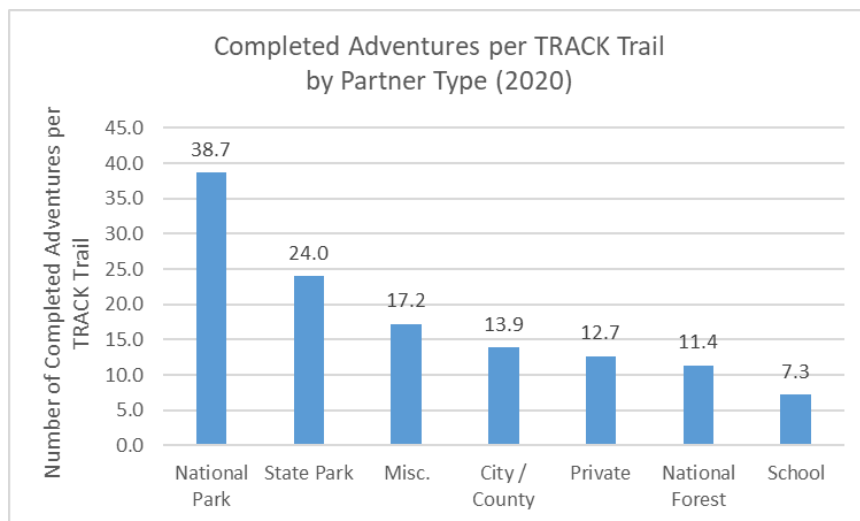


Figure 9. Number of completed adventures per TRACK Trail by partner type (2020).

With 184 locations, hiking TRACK Trails make up an overwhelming majority of active TRACK Trails (Figure 10). As of the end of 2020, 87.2% of TRACK Trails are hiking trails, 10.4% are disc golf trails, and 1.4% are biking trails. Kids in Parks also has one canoeing/paddling TRACK Trail and one citizen science TRACK Trail.

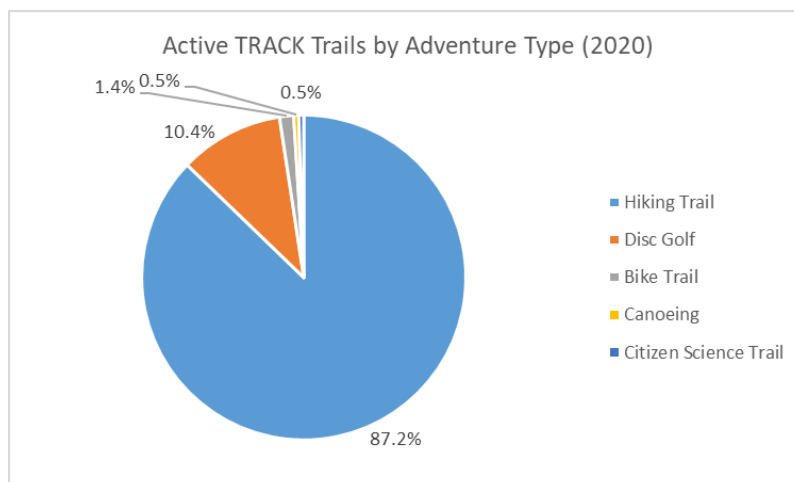


Figure 10. Active TRACK Trails (%) by adventure type (2020).

Participants completed 4,121 hiking adventures (70.7% of completed adventures), 1,018 Backyard Adventures (17.5%), 220 “stand-alone” e-Adventures (3.8%), 207 disc golf adventures (3.5%), and 137 bike adventures (2.3%) (Table 4, Figure 11).

Table 4. Number of completed adventures by adventure type (2020).

Adventure Type	Number of Completed Adventures
Hiking Trail	4,121
Backyard Adventure	1,018
E-Adventure (Stand-Alone)	220
Disc Golf	207
Bike Trail	137
Pediatrician Trail	80
Canoeing	31
Citizen Science Trail	17

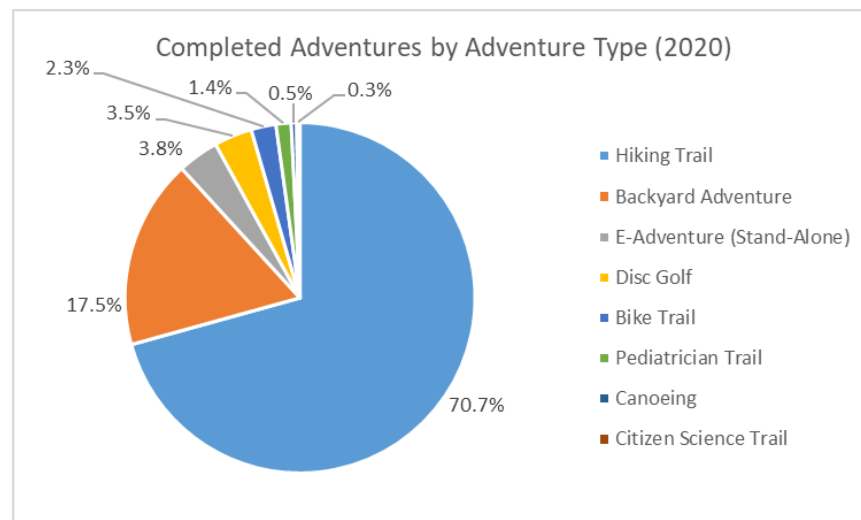


Figure 11. Completed adventures (%) by adventure type (2020).

In 2020, participants completed 4,516 adventures at TRACK Trail locations, an average of 21.4 adventures per TRACK Trail. This excludes completed Backyard Adventures, e-Adventures, and pediatrician adventures that did not take place at a physical TRACK Trail location. The average number of adventures for hiking, disc golf, and biking TRACK Trails were 22.4 adventures, 9.4 adventures, and 45.7 adventures respectively.

E-Adventures

Overall, 389 participants registered 669 e-Adventures since their launch in April 2020 (Table 5). Of these, participants registered 366 e-Adventures at 100 different TRACK Trail locations. The Nature’s Hide & Seek e-Adventure was the most popular choice among the various topics with 55.9% of the registrations (Table 6). This holds true for participants who completed a “stand-alone” e-Adventure, as opposed to an e-Adventure offered on a TRACK Trail’s webpage. Finally, participants from 24 states completed an e-Adventure in 2020.

Table 5. Number of completed e-Adventures by e-Adventure type (2020).

E-Adventure Type	Number Completed
Hiking Trail	366 (54.7%)
E-Adventure	303 (45.3%)

Table 6. Number of completed e-Adventures by e-Adventure topic (2020).

E-Adventures Topics	Number Completed
Nature's Hide & Seek	374 (55.9%)
Animal Athletes	106 (15.8%)
Bug Out	82 (12.3%)
Flower Power	56 (8.4%)
Forest Bathing	41 (6.1%)
Site-Specific	10 (1.5%)

COVID-19

During the first three months of the Covid-19 lockdown (March 15, 2020 - June 15, 2020), participants completed 1,316 adventures, a decrease of 14.1% from the same time period of 2019 (Figure 12). However, when compared to 2019, completed adventures for the remainder of the year increased 39.4% (Table 7).

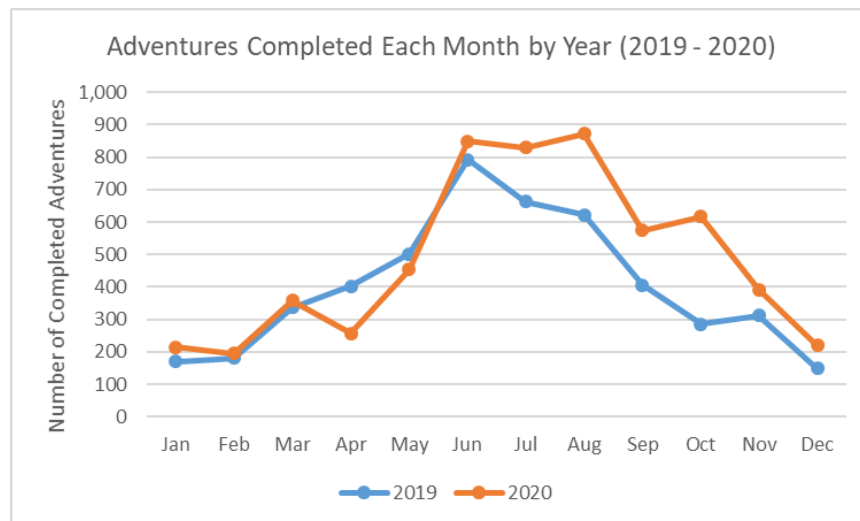


Figure 12. Number of adventures completed each month by year (2019 -2020).

Table 7. Adventures completed during each month of 2019 and 2020, along with percent difference.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2019	170	181	337	402	501	792	663	623	406	286	311	148
2020	214	195	358	256	454	850	830	872	574	617	392	219
% Difference	25.9%	7.7%	6.2%	-36.3%	-9.4%	7.3%	25.2%	40.0%	41.4%	115.7%	26.0%	48.0%

TRACK Rx

In 2020, Kids in Parks participants completed 80 TRACK Rx pediatrician adventures. Additionally, 36 participants who had received a TRACK Rx prescription from a doctor, either in 2020 or in years before, completed 94 adventures during the year. Prescriptions registered by participants in 2020 originated from 13 different TRACK Rx practices.