



Connecting everyone to the outdoors™

# Community of Practice 2.0

Community Engagement Close out – July 14, 2023





# Opening poll

In my city, I see community engagement playing an essential role in how we plan for our parks system and programming.

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree

Share why you agree or disagree.

<https://pollev.com/christinajan159>

# Today's Agenda

## Goals:

- Reflect on a meaningful year!
- Bond across geographies
- Co-create CoP 3.0 and related outputs

01

Looking  
back on CoP  
2.0

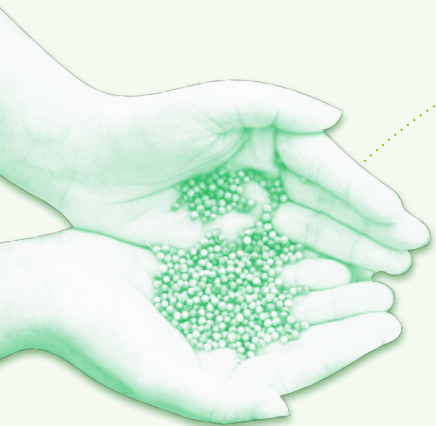
02

Break out  
discussions

03

Looking  
forward to  
CoP 3.0

# We've covered a lot of ground this year!



What is authentic community engagement?

Where to begin? Initial outreach

Community relationships & intergroup social contact

Community Identity & green gentrification

Community Power & civic participation

You're here!  
Looking back to look towards the future

CoP 3.0!

# Resource: Community Engagement for Lasting Impact

Policy

## Recommendations

- 1) Community engagement standards
- 2) Funding and staffing requirements
- 3) Park equity frameworks

Engagement  
Strategies

Engagement strategies and tactics that build towards community *Relationships, Identity, and Power*

Stories from  
the Network

How are city parks agencies implementing strategies and policies in their local contexts?

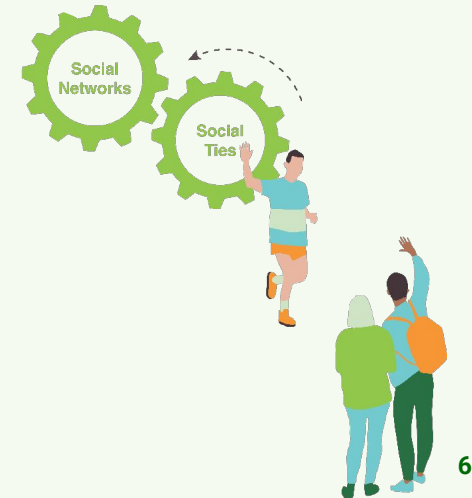
## Community relationships

- ✓ Hire **community organizers**
- ✓ Spend time at existing **community events**
- ✓ Build **trust with residents** who have close ties to the community
- ✓ Communicate in **accessible languages**

## Park Listeners Chattanooga



Building community power **starts** with every day relationships.



## Community identity

- ✓ Activate the site with **consistent programming**
- ✓ Identify and invest in **community skills and assets**
- ✓ Intentionally organize around **arts and culture**

# India Basin San Francisco



Relationships and identity **form the foundation** for changes in the community power landscape.





# Community power

- ✓ Include community members in strategic **decision-making**
- ✓ Support the establishment of park **stewardship groups**
- ✓ **Transfer knowledge** on navigating public processes

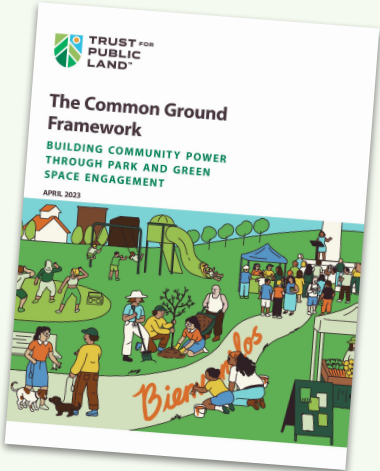
# United Parks as One Newark





# A model for social change in our parks

Community **relationships** facilitate the development of community **identity**, which is a foundation for building community **power**.



The Common Ground Framework

Community Power

Community Identity

Community Relationships



# Thank you for a BIG year!



# Breakout Discussion Questions

**1.** Reflecting on the last year, where do you feel you started with community engagement and how have things changed?

a) What have you learned about your community?

b) Have you seen your community grow?

c) What were you anxious about a year ago and how do you feel now?

**2.** Looking ahead, what question about community engagement would you really love to have a strong answer to?

Examples:

What's your definition of community engagement? How can we mitigate gentrification? How can we untap community power?

**3.** Understanding your needs and next steps: "I have...I need" exercise



# Welcome Back!

## Closing Poll (<https://pollev.com/christinajan159>)

If you had a magic wand and could have one of the following resources today, what would it be?

- Best practices and evidence for community engagement
- Evaluation standards for community engagement
- Seed funding for implementing community engagement strategies
- Community engagement policy recommendations
- Professional development curriculum and certification for community engagement

# Coming this Fall

Community of Practice track exploring...

“How can parks agencies build **community power** through their community engagement policies and strategies?”

**Share your thoughts in the exit survey!**

01

How can we equitably compensate communities for their expertise?

02

How can we mitigate the squeaky wheel effect to prioritize underrepresented voices?

03

How can we embed community voices in parks funding and budgeting?





# Stay in touch!

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Trust for Public Land  
Senior Program Manager of Technical Assistance  
10-Minute Walk

