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 Identity & green gentrification

Community relationships & intergroup social contact

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 everyday 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

Community engagement is the driving force to build community power.
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
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
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!

Cary.Simmons@tpl.org
Trust for Public Land
Director of Community Strategies

Geneva.Vest@tpl.org
Trust for Public Land
Program Manager of Community Strategies

Christina.Jang@tpl.org
Trust for Public Land
Senior Program Manager of Technical Assistance
10-Minute Walk