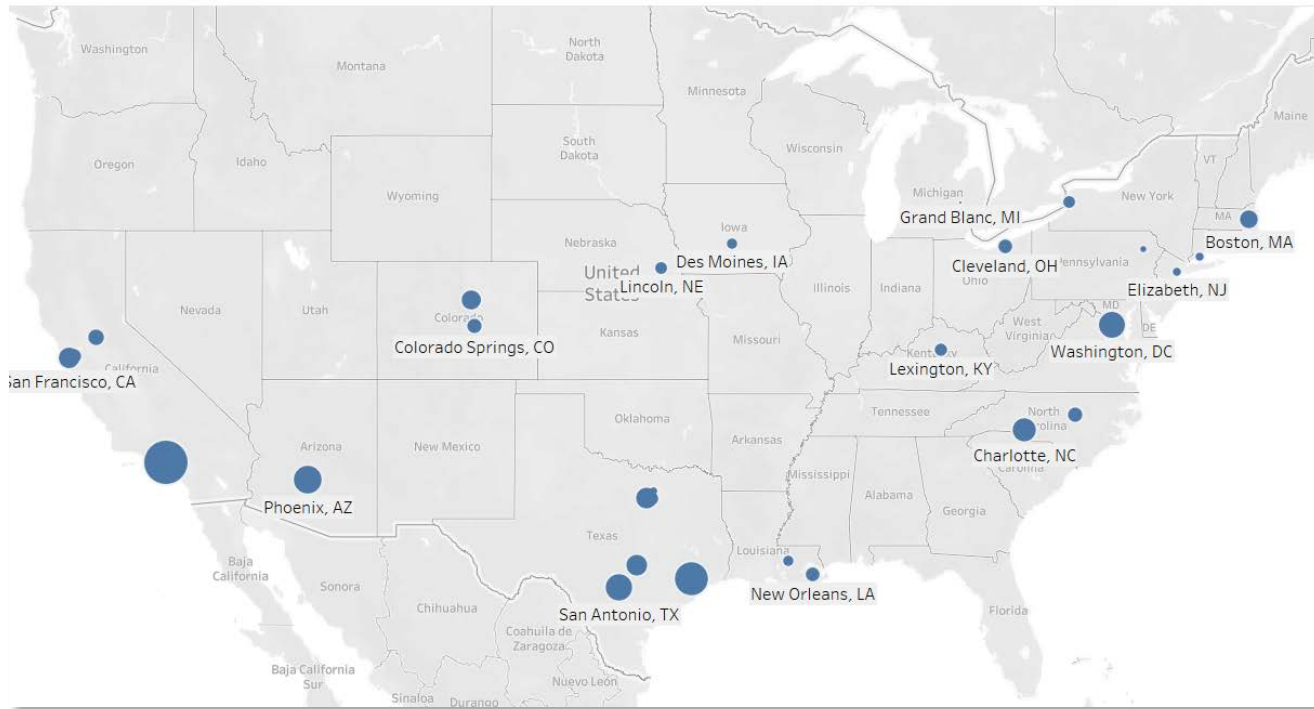


Welcome!

Who's in the room? <https://pollev.com/christinajan159>



We represent 33 cities and counties across the country

- *Smallest: Grand Blanc, MI (8,020 population)*
- *Biggest: Houston, TX (2.3M population)*



Connecting everyone to the outdoors™

Developer Park Partnership Strategies

2022 - 2023

Welcome! Meet the team.

Track Leads

Program



Christina Jang
Sr. Program Manager, Technical Assistance & Communities of Practice
Christina.jang@tpl.org

Facilitators



Bianca Shulaker
Parks Initiative Lead & Sr. Dir, 10-Minute Walk Program



Eliza Lawson
Associate Director, Partnerships & Resources



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Associate Director, Policy & Systems Change



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Content



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Sr. Program Manager, Urban Analytics



Sam Savin
Program Manager, Technical Assistance & Pilot Cities



Michael Schnell
Sr. Program Manager, Engagement & Outreach



Jen Clinton
Sr. Parks & Conservation Economist



About The 10-Minute Walk[®] Program

Trust for Public Land envisions a future where every community has safe, equitable access to a high-quality park within a 10-minute walk of home.

- In collaboration with cities and partners, we address pressing questions and challenges to park equity
- Launched in 10-Minute Walk Program launched in 2017 with partners National Recreation and Park Association and ULI, 10MW has been working to expand assistance, reach and focus
- The 10-Minute Walk Program is an award-winning national effort to improve safe, easy access to parks and green spaces

The 10-Minute Walk[®] Mission: Closing the Park Equity Gap

1 in 3 U.S. residents do not have a park or green space within a 10-minute walk of home.

We call on mayors to accelerate the creation of parks that drive equitable, healthy and thriving communities.



How We Work

The 10-Minute Walk Program helps cities expand access to quality parks and green spaces for everyone. We focus on:

- **Peer Learning & Networking**
 - Our [10-Minute Walk Community of Practice](#) provides a platform for cities to connect, workshop ideas, and learn from each other
- **Tailored Support**
 - Our [Park Equity Accelerator](#) brings resources and support to cities to test and share promising policies and practices that advance park equity
- **Policy Recommendations**
 - The [10-Minute Walk Policy Platform](#) will provide cities with high-impact policy recommendations to scale support and accelerate actions to close the park equity gap
- **City Leadership Engagement & Partnerships**
 - Our [Mayor Panels and engagement](#) work to make the case and amplify work to expanding park equity
 - Our partnerships amplify and accelerate actions to ensure residents in all U.S. cities have access to a close-to-home park



Impacts

- Over **300 cities** have made the 10-Minute Walk Commitment
- **50 cities** are participating in the first round of the Community of Practice
- **6 cities** are participating in the inaugural Park Equity Accelerator initiative
- **52 of the 100 most populous cities** have improved 10-minute walk park access in the past year
- **16 of the 100 most populous cities** have adopted policies that increase 10-minute walk access for all residents

Park Equity Communities of Practice

Cohort 1

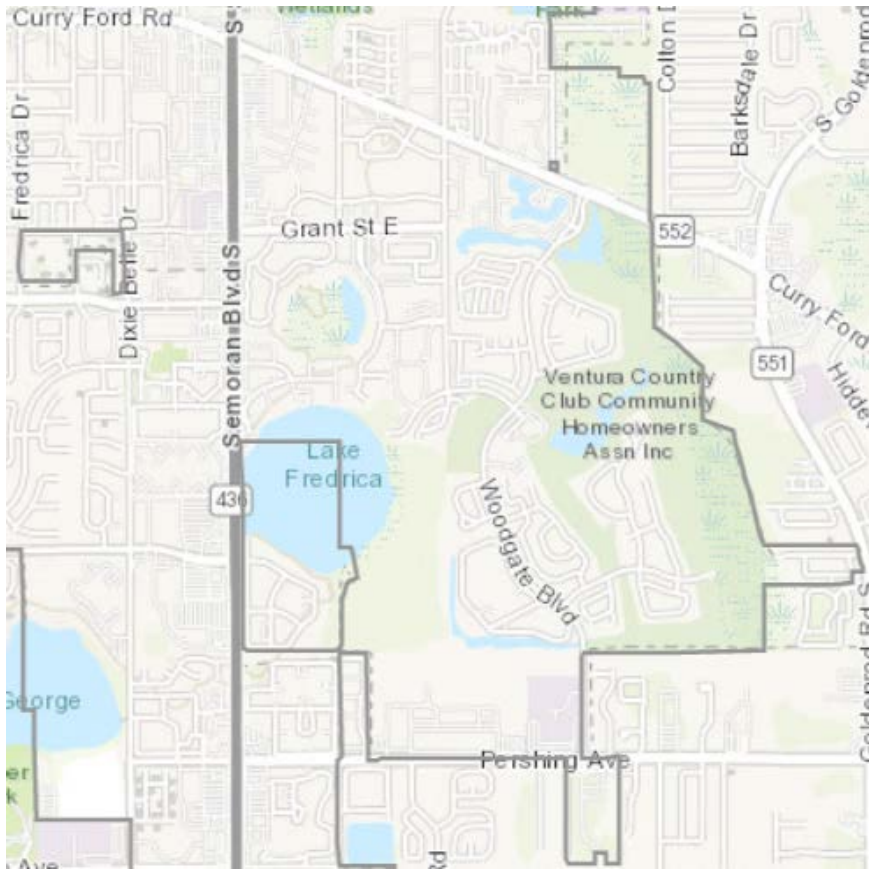
- 146 city practitioners from 52 cities
- Session topics:
 - Park Equity: Approaches and Measures
 - Incorporating Equity into Project Prioritization
 - Centering Community in Parks Decision-Making
 - Increasing “Access” through a Holistic Lens
 - The Power of Partnerships for Stronger Parks and Systems Changes
 - Healthy and Resilient Communities: Long-Term Park Impacts

Cohort 2

- 159 registrations from 62 cities
- Deep dive tracks
 - **Community Engagement for Lasting Impact-** Exchange best practices and opportunities for conducting meaningful, equitable community engagement and gain tools to apply in your community.
 - **Park Qualities Incubator: Mapping Park Experiences-** Discuss and co-develop new approaches to measuring park experience types as a next step towards building park quality attributes for use in equity and impact analyses.
 - **Developer Park Partnership Strategies-** Tackle hard questions related to the growing trend of parks being built by private developers.

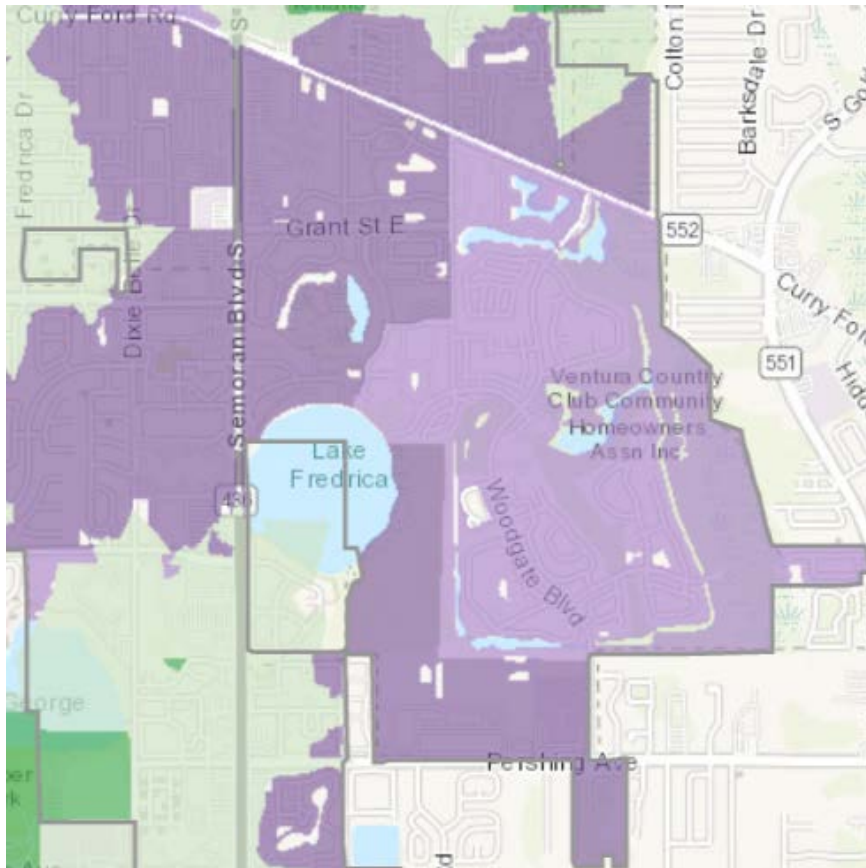
Why private parks?

1. Running into limitations with the 10MW metric



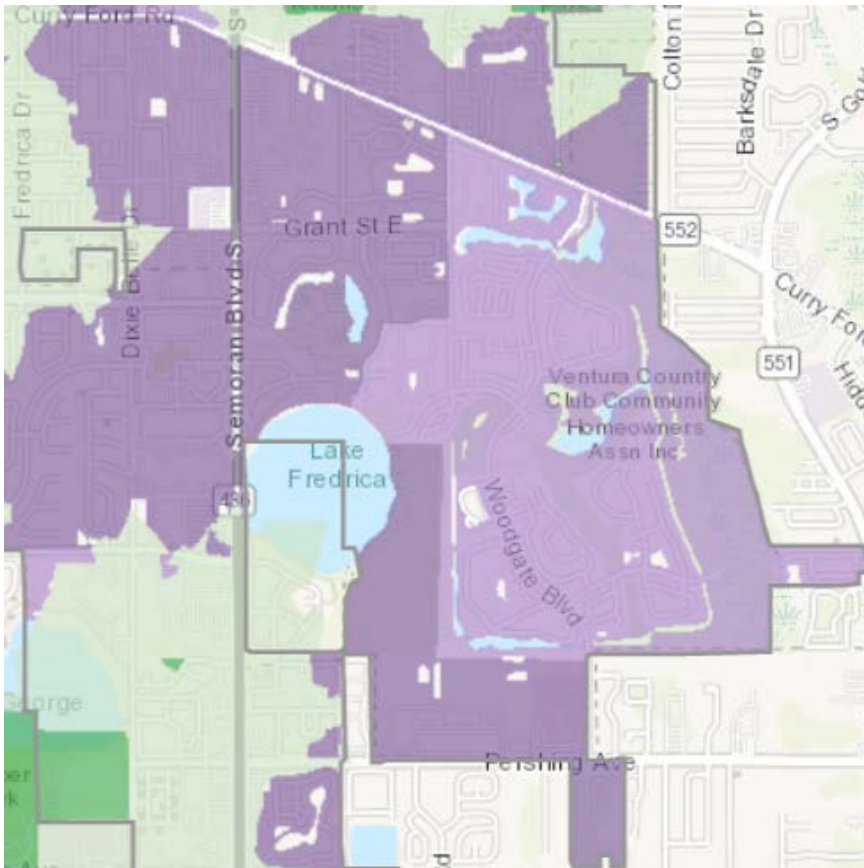
Why private parks?

1. Running into limitations with the 10MW metric



Why private parks?

1. Running into limitations with the 10MW metric



2. Rise in prevalence of private parks. Desire for insights on how to better manage

- In last year's Community of Practice, Henderson NV shared that 43% of their parks have been provided by developers over the last 10 years
- Anecdotally, we hear this from all of you and curiosity on what others are doing
- Not just subdivisions! Urban downtowns (POPS), too.

Session Topics

Nov 9: Common types of private parks

Jan 11: Design standards & public access criteria

Mar 8: Dedication requirements

May 10: Governance & funding models

July 12: Translating to advocacy and communication tools (e.g. 10MW metric)

After each session, we will email a summary of key insights and questions from the breakout groups

What are the types of private parks in your city?

Today (November 9)

What are the types of private parks in your city?

e.g. HOAs, BIDs, urban core

How do decisions around private park requirements and partnerships get made?

e.g. economic development staff, real estate conditions

Why do private parks exist in your city?

Are they a Plan A or Plan B?

Feedback on series agenda



When is a private park public?

January 11

Who do private parks serve and who feels welcome?

e.g. advertising, user restrictions

Are there differences in allowed uses between private parks and city parks?

e.g. holding events, first amendment

What are the trade-offs in terms of public access and use requirements?



Using dedication requirements to increase access

March 8

What are effective strategies for dedication requirements?

e.g. defining acreage/service levels, fee-in-lieu

How do parks compare against other developer requirements?

e.g. housing, green infrastructure

What about other related policy mechanisms?

e.g. Impact fees, development fee



Thriving over time: governance, funding, activation

May 10

5 years from now, what does a thriving private park look like?

In what ways, if any, does this differ from city parks?

What are effective operating models?

e.g. governance, funding, maintenance, programming

What's blocking your city from implementing more effective models?

Let's get more specific than 'no money'!



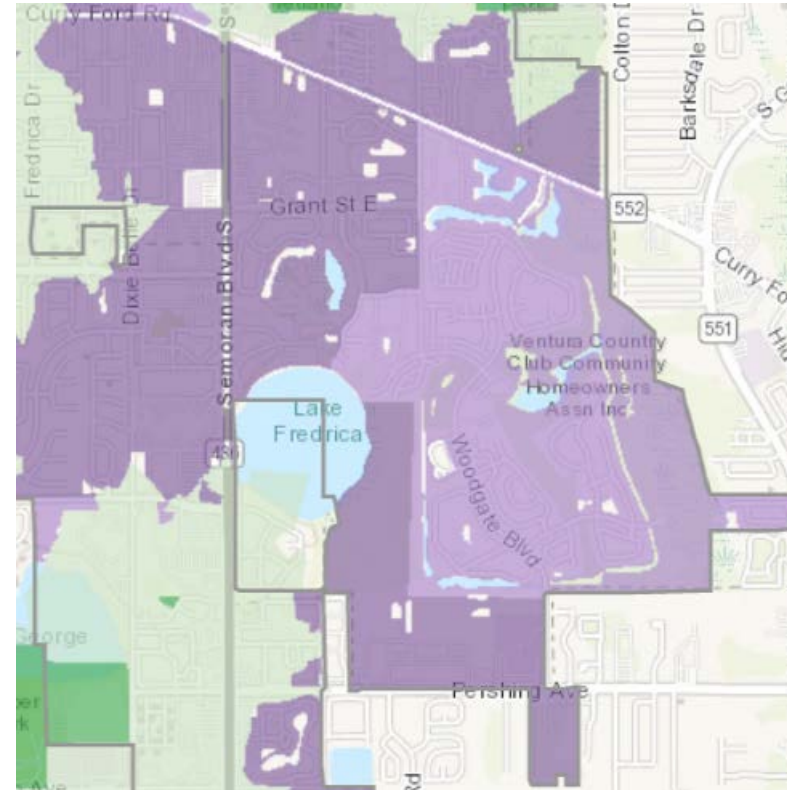
Communicating park access metrics

July 12

What is the action you'd like to drive?

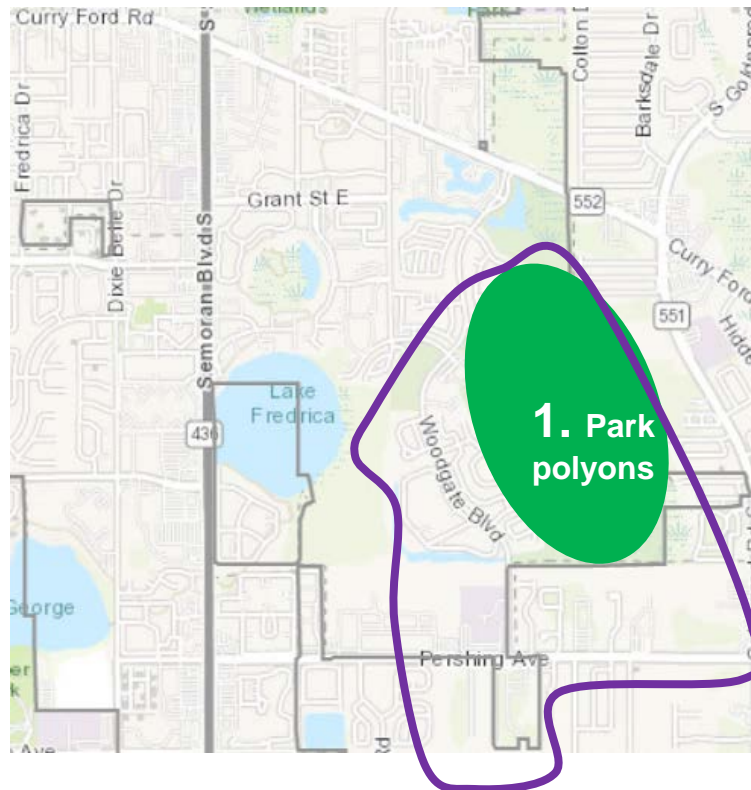
Which of the metric approaches best supports that goal?

Next Steps



Call for Volunteers: Spatial Analysis

- We are looking for volunteers who have, or can develop, spatial data of private parks in your city*
- We'd run two or three 10MW scenarios for your city and use that as basis for discussion in the final session.
- **If interested, reach out to Kirsten Mickow, Kirsten.Mickow@tpl.org by Thanksgiving**



*Requirements

1. Polygons of all private parks, including access or type attributes
2. For private parks with restricted geographic access, provide boundary (e.g. HOA boundary from tax records)

Today's Breakout

What are the types of private parks in your city?

e.g. HOAs, BIDs, POPS

How do decisions around private park requirements and partnerships get made?

e.g. economic development staff, real estate conditions

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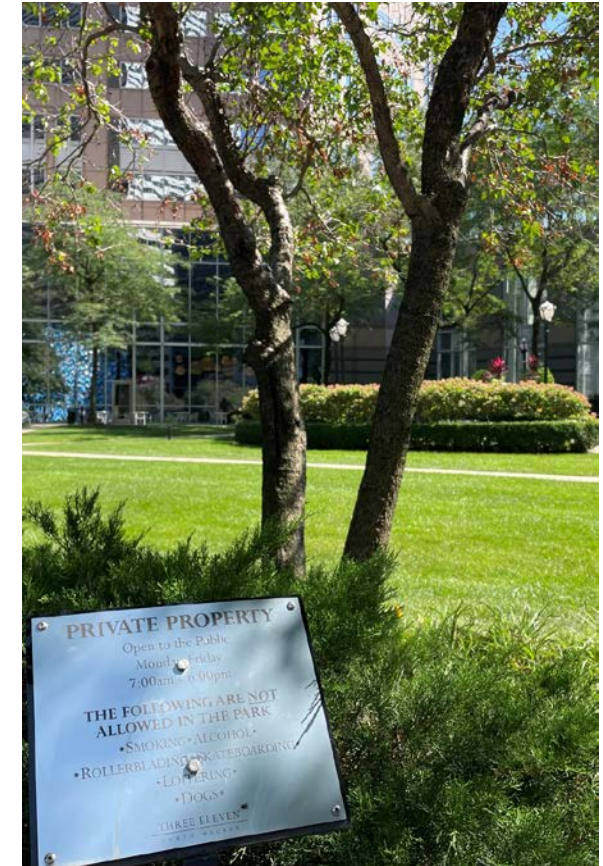
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Are they a Plan A or Plan B?

Feedback on series agenda



Thank you!

Next session: Wed, January 11th

Contacts:

- Program and registration: Christina.jang@tpl.org
- Developer track suggestions: william.klein@tpl.org
- Discussing spatial mapping of private parks: Kirsten.Mickow@tpl.org



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