

PS 156 Waverly and LS 392 Brooklyn, NY
We saw these barren asphalt schoolyards and we recognized an amazing opportunity to reinvent them as vibrant city parks.

Photo by: Joe Martinez



Community Engagement for Lasting Impact

November 10, 2022



Connecting everyone to the outdoors™

Agenda

1. Welcome!

1. 10-Minute Walk Community of Practice
2. TPL Community Strategies

2. What does community engagement look like?

1. Case study: Wenatchee, WA
2. Findings from a national city park census

3. Break out discussions



Welcome!

Community Strategies



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10-Minute Walk



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Meet the team



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**What is a unique
community that you are a
part of?**

pollev.com/christinajan159



OUR COMMITMENTS



HEALTH

We create opportunities for everyone to experience the physical and mental health benefits nature provides, from close-to-home parks to awe inspiring outdoor experiences.



EQUITY

Everyone needs access to the benefits of nature. Working hand in hand with communities, we are closing the park equity gap by creating parks and protecting land where it's needed most.



CLIMATE

The parks we create and the lands we protect safeguard people from extreme heat, poor air and water quality, flooding, and sea level rise, making communities more resilient and prepared for change.



COMMUNITY

We work alongside community members and leaders to create, protect and advance the outdoor places and spaces that are essential to everyone's well-being.



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.

Today's Key Takeaways

Community Engagement for Equitable Decision Making

- Community engagement in the parks process can amplify community outcomes such as greater trust, civic participation, and social resiliency.
- Community engagement is most effective when it happens across all park stages
- Parks practitioners want to deepen their approach to community engagement as a means of delivering on commitments to equity





Trust for Public Land Community Strategies Program



TRUST FOR
PUBLIC
LAND™

Community Strategies Team and Program



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Washington



Geneva Vest
New York



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Tennessee



Antonnio Benton
Colorado



Pilot engagement strategies in the field



Train municipal staff and public land operators



Support grassroots leaders with effective tools



Strengthen the social capital evidence base



Embed best practices into industry standards



Advocate for policies that scale impact

A photograph of a woman with dark hair, wearing a white short-sleeved shirt with colorful floral embroidery, shaking hands with a man in a patterned short-sleeved shirt. They are both smiling. The background is blurred, showing other people and what appears to be an outdoor or semi-outdoor event space. The entire image has a green color overlay.

Parks are infrastructure for social connection

Hire local experts & organizers
Support existing cultural events
Conduct holistic asset mapping

Public Space Strategies

RELATIONSHIPS

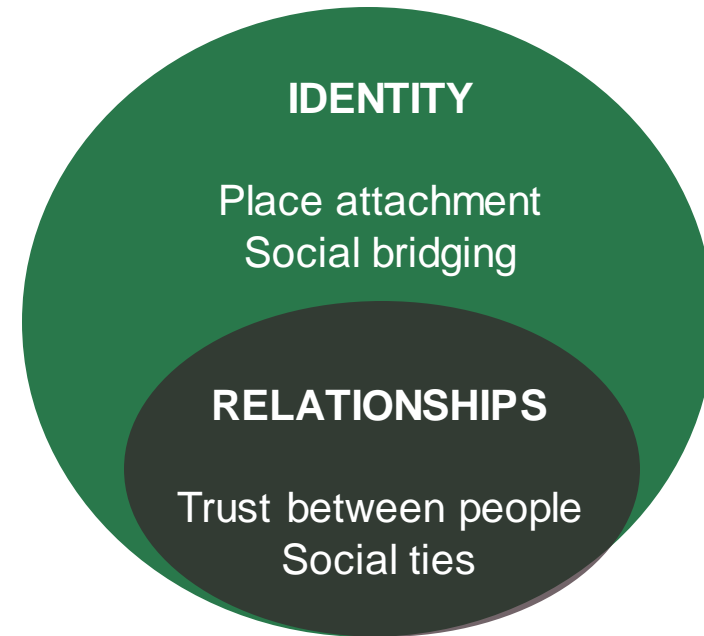
Trust between people
Social ties

Community Outcomes

Ensure representative leadership
Host creative planning events
Culturally relevant engagement

Hire local experts & organizers
Support existing cultural events
Conduct holistic asset mapping

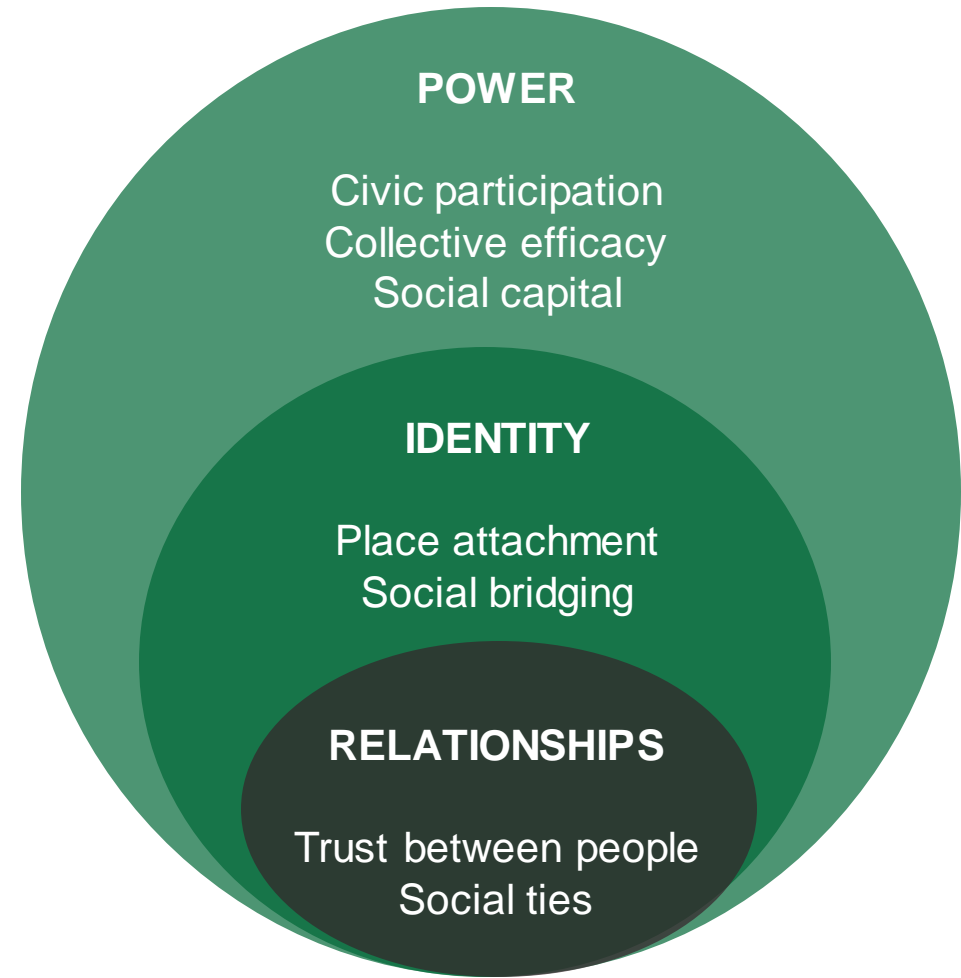
Public Space Strategies



Community Outcomes



**Public Space
Strategies**



**Community
Outcomes**



National perspective: CPF 2022

27 cities compensated community members directly

- ~\$45,000 annually
- ~50% were public agencies, ~50% CBOs

66 cities reported creative partnerships:

- Health
- Economic development
- Food security

Most common 'innovative' tactics

- *Cities*: technology shifts during COVID, sustaining community advisory councils
- *CBOs*: community art, partnerships
- *Both*: place-based programming

Informing TPL's community engagement initiatives with practitioner insight & expertise



Pilot engagement strategies in the field



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Strengthen the social capital evidence base

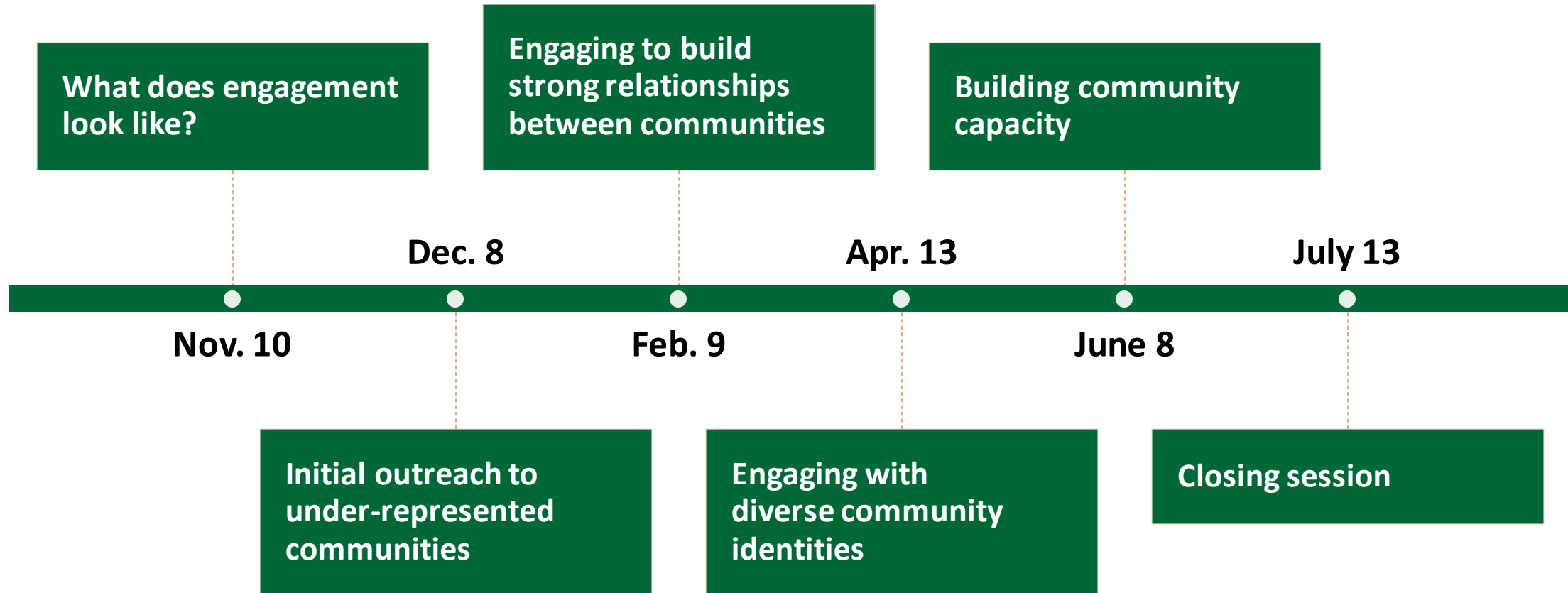


Embed best practices into industry standards



Advocate for policies that scale impact

Arch for Community Engagement CoP Track





**TRUST FOR
PUBLIC
LAND™**

Connecting everyone to the outdoors™

Case Study: Methow Park Wenatchee, WA











Neighborhood Safety & Opportunities For Kids

Spaces For Important Cultural Events

A Voice In Wenatchee's City Government

Mental Health (Isolation, Depression)





Claire Barnett



Narsiso Martinez



Marlin Peterson



Sofia Ibarra

Partnership with the National Endowment for the Arts





Artists informing construction
documentation & design











Methow Park and the building of a movement

Parque Padrinos

GODPARENTS OF THE PARK



Parque Padrinos

GET OUT THE VOTE!



Parque Padrinos

GROWING THE MOVEMENT



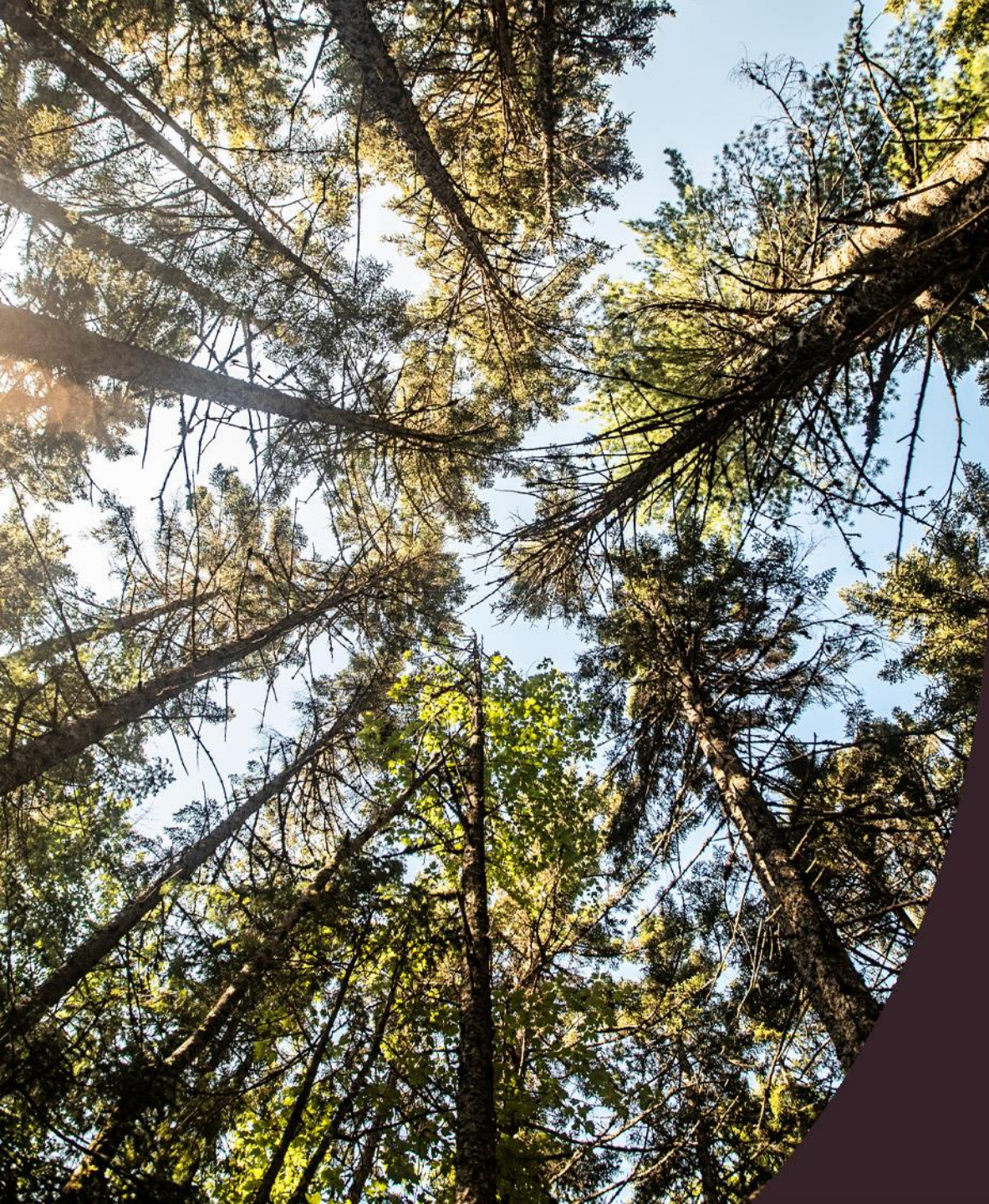
Parque Padrinos

Vaccine equity



*“It feels like the community that formed around the park renovation lifted me from the bottom of a well. In the past, I didn’t go anywhere—I really felt like I was in a well. **When I started going to the park, I communicated with more people. I’d tell new park visitors about what we were doing. I learned how to make piñatas at the park and I got so good at it that then I started teaching the piñata making class! I have also sold some of my piñatas and papel picado.**”*





Q&A with Cary



Break out Discussions





Upcoming

See you next month!

- **December 7, 2022- Initial outreach**
- February 9, 2023 - Building relationships between communities
- April 13, 2023- Engaging with diverse community identities
- June 8, 2023- Building community capacity
- July 13, 2023- Closing session

Exit Ticket

Please take 1 minute to share your thoughts on today's session!





Stay in touch!

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