



Initial outreach & demystifying “hard to reach” communities

10-Minute Walk Community of Practice

December 8, 2022

What is one intention that you have for the new year in your work life?

<https://pollev.com/christinajan159>



Agenda

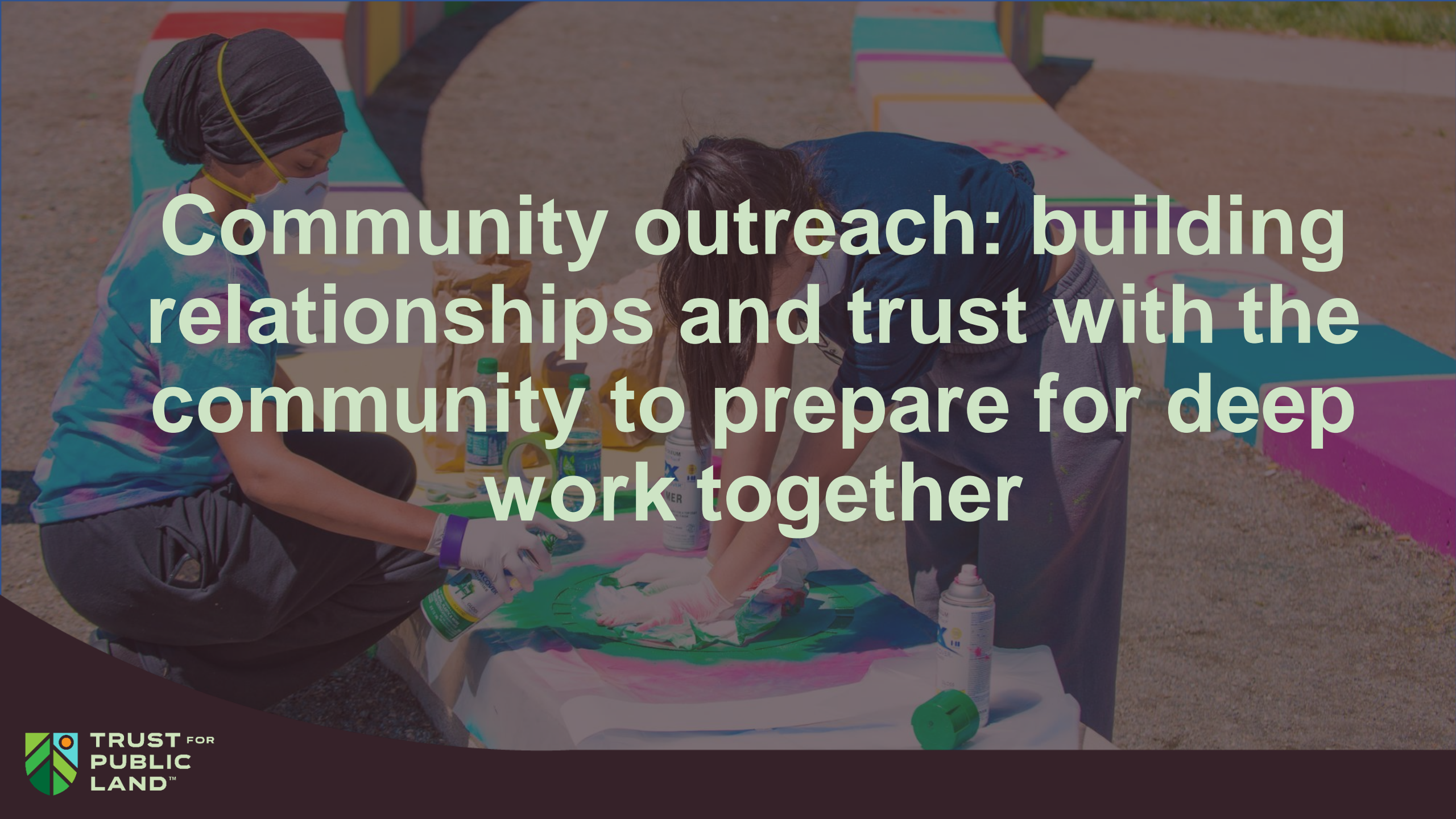
- 1. Framing:** What does community outreach mean?
- 2. Case Study:** Park Listeners Program
 1. Blythe Bailey
 2. Daniela Paz Peterson
 3. Faviana Gaspar
 4. Claribel Hernandez
- 3. Breakout groups (30 min)**



Highlights from CoP Kick-off

1. What is something you're proud of your agency for doing with community?
E.g. Returning land to tribal stewards; COVID response
2. What would you do to scale these practices to other communities?
E.g. partnership models; community compensation; evaluation
3. What policies have helped facilitate these practices?
E.g. dedicated community engagement teams



A photograph of two women participating in a community art project. They are kneeling on a white cloth on a paved surface, painting a colorful mural. The woman on the left is wearing a grey headscarf, a face mask, and a purple wristband. The woman on the right is wearing a blue long-sleeved shirt and grey pants. Various art supplies like paint cans and brushes are scattered around them. The background shows a partially completed mural with vibrant colors like teal, pink, and yellow.

Community outreach: building relationships and trust with the community to prepare for deep work together



Park Listeners Pilot Program

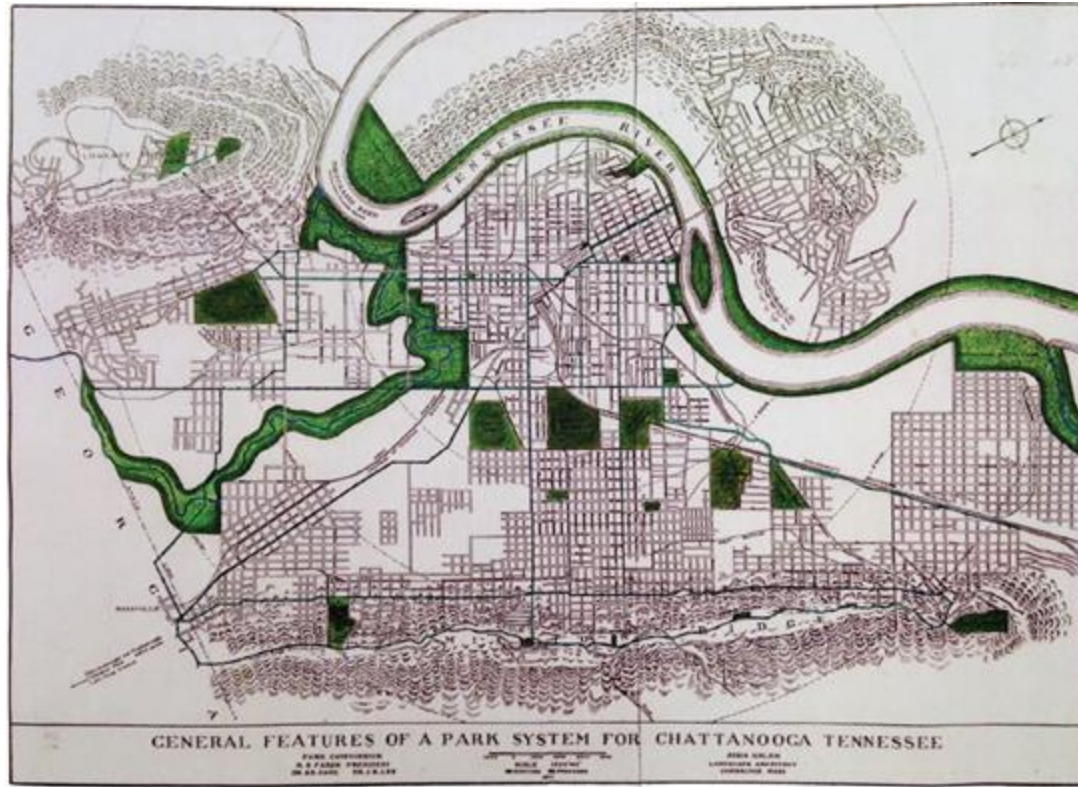
Chattanooga, TN



Connecting everyone to the outdoors™



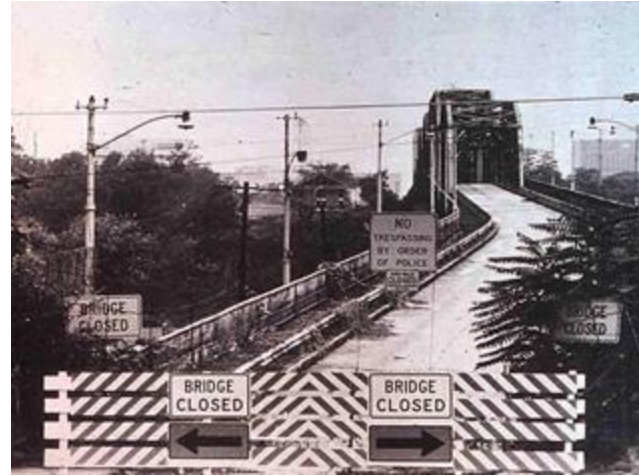
Chattanooga PARKS & OUTDOORS PLAN

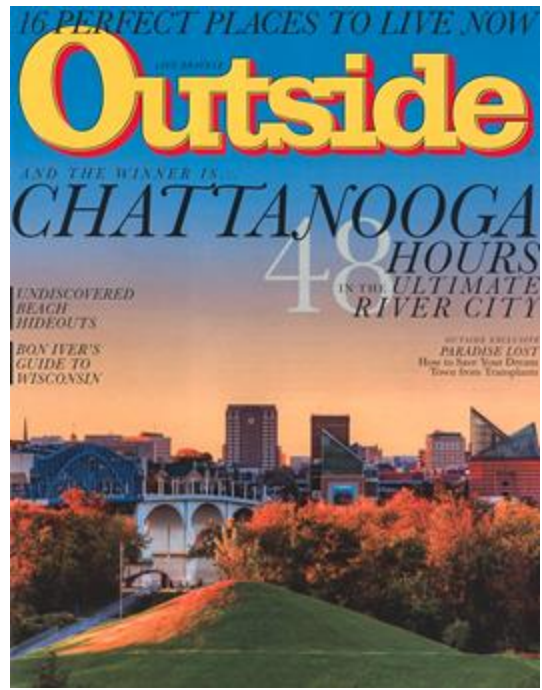




Our Story

In 1969, Walter Cronkite called Chattanooga the "dirtiest city in America."





BUT...

**SOMETHING'S
AMISS**



**PARK
LISTENERS**

Understand the lived experiences of park user's and residents in the Chattanooga area.

MAIN GOAL





TRUST FOR
PUBLIC
LAND™



Connecting everyone to the outdoors™

Deliverables

- Collect 385 surveys
- 5 Weeks of observations
- + 100 visits to local parks
- + 300 hours of observations
- Report with field observations





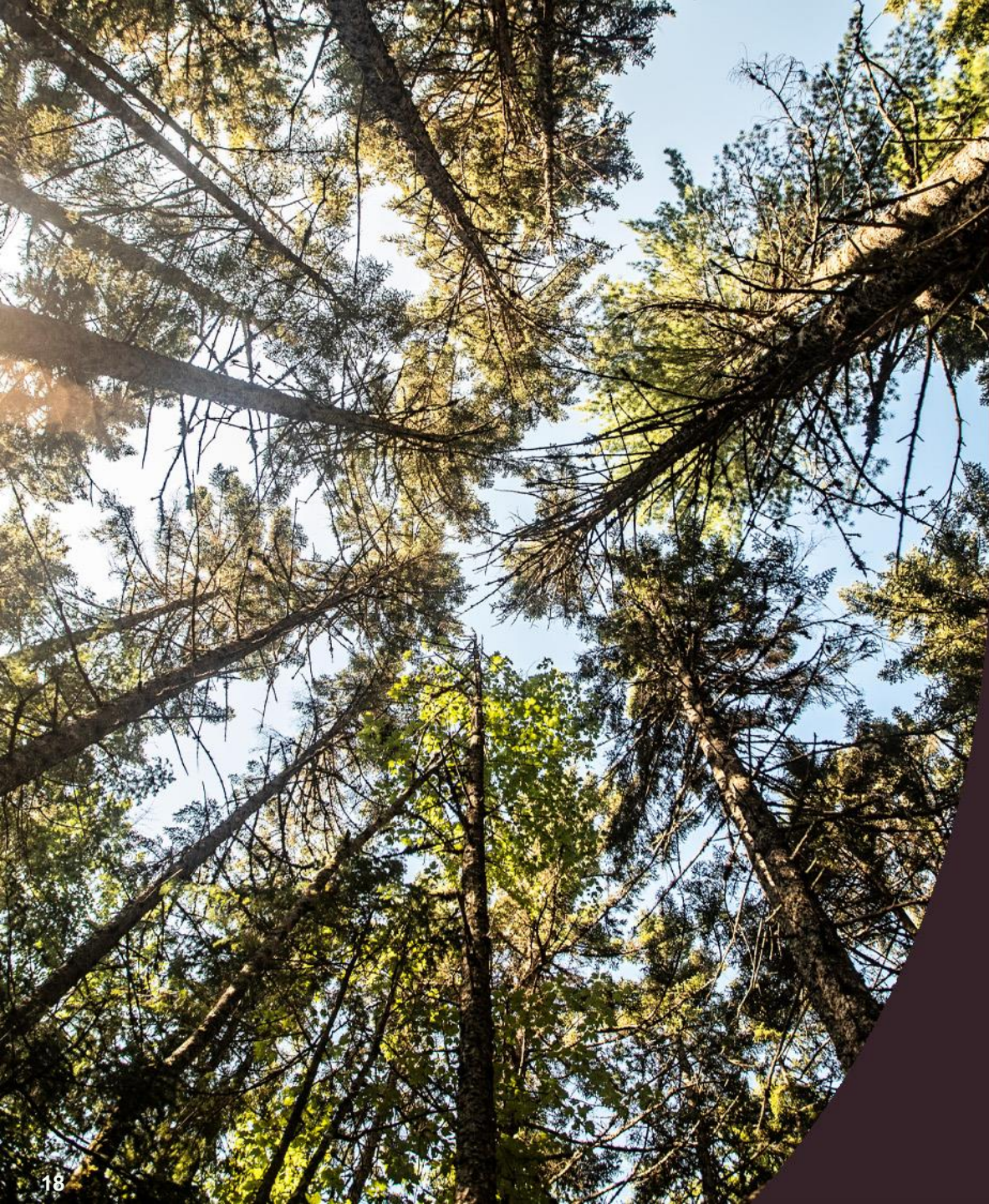
HERE
ESCUCAR



Girls day out







Q&A Park Listeners



Key Takeaways

- Work through partnerships
- Start with building trust
- Meet the community where they are, in every sense
- Respond to timely community needs
- Be non-transactional



Breakout Groups (30 minutes)

Groups split into the following topics...

- **Understand the baseline of the community-** How to conduct pre-outreach and assess a community?
- **Communications and marketing-** How to utilize a multi-pronged approach to spread the word?
- **Technology and surveys** - What are approaches, both innovative and traditional, to data collection?
- **In-person meetings-** How to host more effective, engaging, and inclusive in-person sessions?
- **Existing community touchpoints-** How to support partner- and community-led events and initiatives?
- **Identify park champions-** How to work with informal leaders and lift up community members to lead the process?

Each group will discuss...

1. What has worked well for you in this approach? If relevant, how to avoid the squeaky wheel effect? Is there a policy that supports this approach?
2. What are your biggest barriers in reaching communities that you haven't connected with?
3. What are your primary considerations to translate community feedback and data into action? How do you approach integrating them into park development, renovation, and programming?



Upcoming

See you in 2023!

- **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

We will be in touch...

- Report back- Notes from Session 1 and 2
- January- Optional Deep Dive session on Park Listeners

Exit Ticket

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





Stay in touch!

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10-Minute Walk

