



# Park Equity Policy Incubator

Session 3 - February 5, 2025

# Icebreaker in the Zoom Chat!

*Reflecting on the last session where we identified 'technical' and 'adaptive' challenges for each of your policy challenges, please share any 'aha' moments and/or reactions to the exercise.*



# Park Equity Policy Incubator Session Overview

SESSION 1  
Oct. 2

SESSION 2  
Dec. 4

SESSION 3  
Feb. 5

SESSION 4  
Apr. 2

SESSION 5  
Jun. 4

## REVIEW

*What is the 10-Minute Walk Policy Framework and Scan?*

## ASSESS

*What policy area do you want to advance locally?*

*What is a 'technical' vs. 'adaptive' challenge?*

*Present local policy challenge and workshop with peer city.*

## EXPLORE

*How can policy change serve as a collaborative model to advance park equity?*

*Case study on **park needs assessments and community engagement.***

**ACTIVITY:**  
**SWOT analysis with peer city on approaches to your policy area,**

## EXPLORE

*How can policy change serve as a collaborative model to advance park equity?*

*Case study on **public funding and land use.***

## APPLY

*How can you build your roadmap for policy change?*

# Park Equity Policy Incubator

## Session 3 Agenda - 2:00 to 3:30pm ET

1. Plenary Presentations on Policies for Park Needs Assessments and Community Engagement
  - a. Parks Needs - *Alisa O'Hanlon Regala, Parks Tacoma*
  - b. Community Engagement - *Blythe Bailey, Chattanooga Department of Parks and Outdoors & David Johnson, TPL Chattanooga*
2. Breakout Rooms - SWOT Analysis
3. Group Report Out & Closing





# **Policies for Park Needs Assessments & Community Engagement**

*Parks Tacoma*

*Chattanooga Department of Parks and Outdoors*



# Needs Assessment 2024



# Metropolitan Park District of Tacoma

- Created in 1907 by vote of people
- Five-member elected Board of Park Commissioners
- Services aligned in three mission areas:
  - Active Living and Community Wellness
  - Nature and Environment
  - Arts, Culture, and Heritage

# Needs Assessment Key Components

- Geospatial mapping
- Community-wide, random sample survey
- Community engagement – open houses, focus groups, Advisory Councils aligned with mission areas



# 10-minute Walksheds

## Walksheds

Park service areas show the areas that can be reached within a 10-minute walk of each park (**Figure 3**). These walksheds were created using the street grid, pedestrian access points to each park, topography, and other physical barriers.

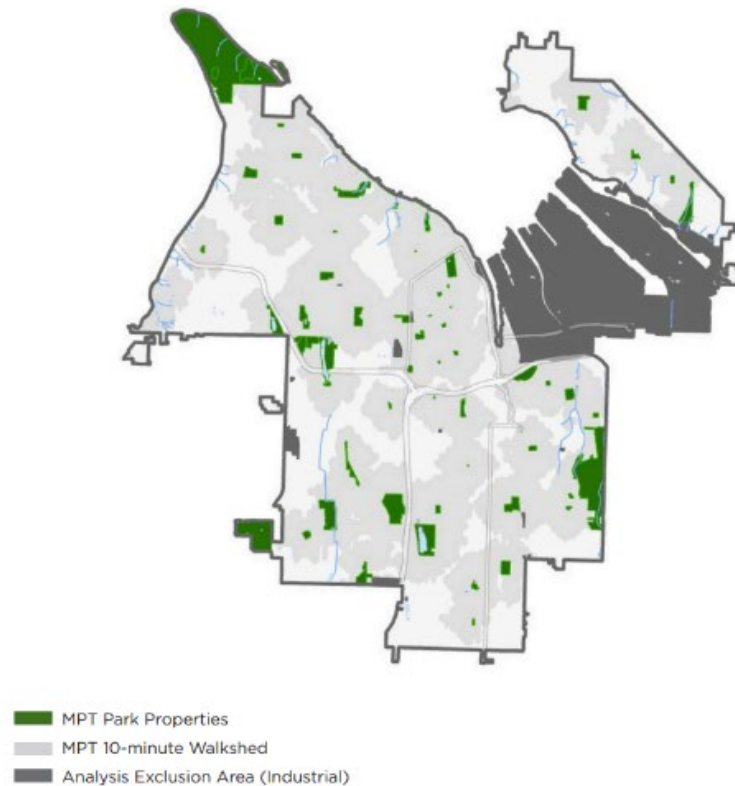


Figure 3: Walkshed Map

# Existing Park Access

## Existing Park Access

The existing park access heat map overlays these geospatial metrics:

- Walksheds
- Public Transit Access
- Recreational Amenities

Areas with darker colors indicate lower existing park access based on these metrics, and lighter colors indicate higher existing park access (**Figure 9**).

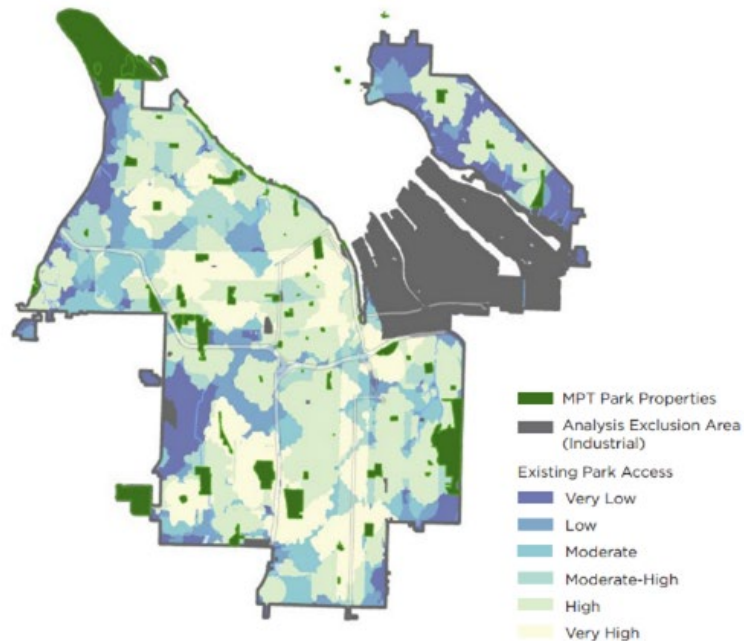


Figure 9: Tacoma Existing Park Access Map

## Tacoma Equity Index

Where residents have the most access to the opportunities necessary to satisfy their essential needs, advance their well-being and achieve their full potential

### Tacoma Equity Index

The Equity Index is a data-driven tool created by the City of Tacoma that is used to see where projects, policies, programs, or services can have the largest impact on addressing inequity. Very high scores are shown in darker colors and lower scores are shown in lighter colors (**Figure 8**). Very low scores are indicative of overall lower community conditions based on accessibility, livability, education, economy, and environmental considerations compared to very high scores.

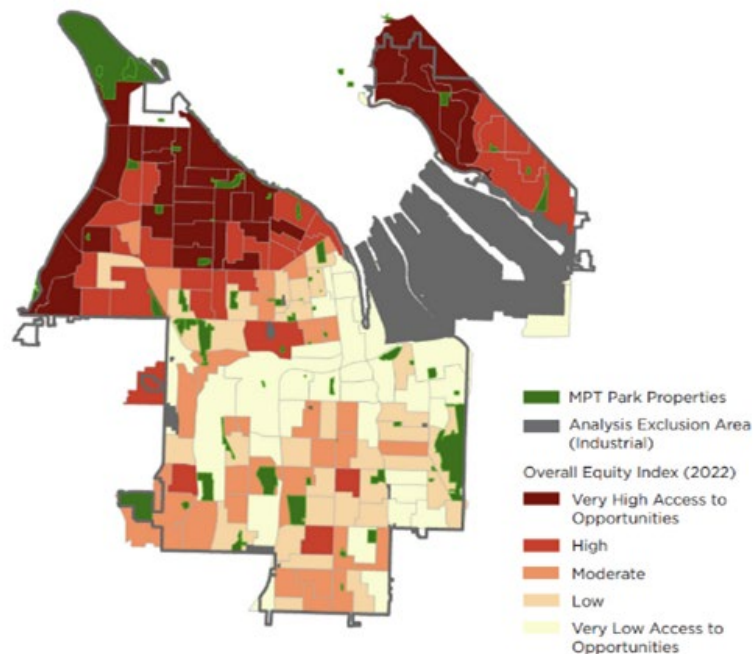


Figure 8: Tacoma Equity Index Map

# Park Need

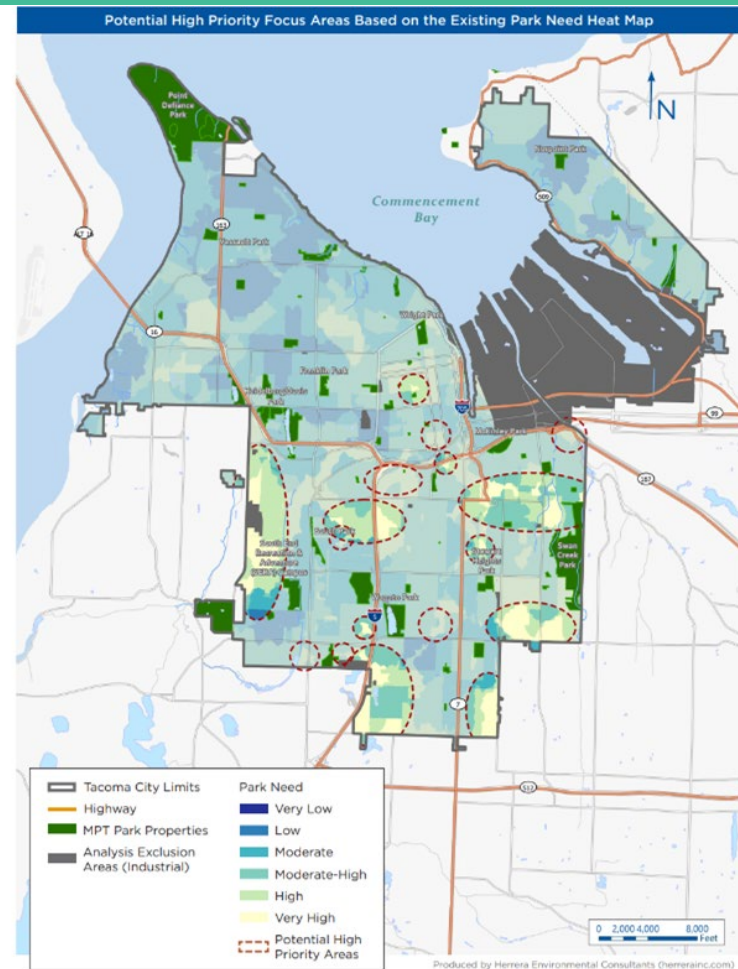


Figure 23: Overall Existing Park Need Heat Map

# Park Need per Growth Forecasts

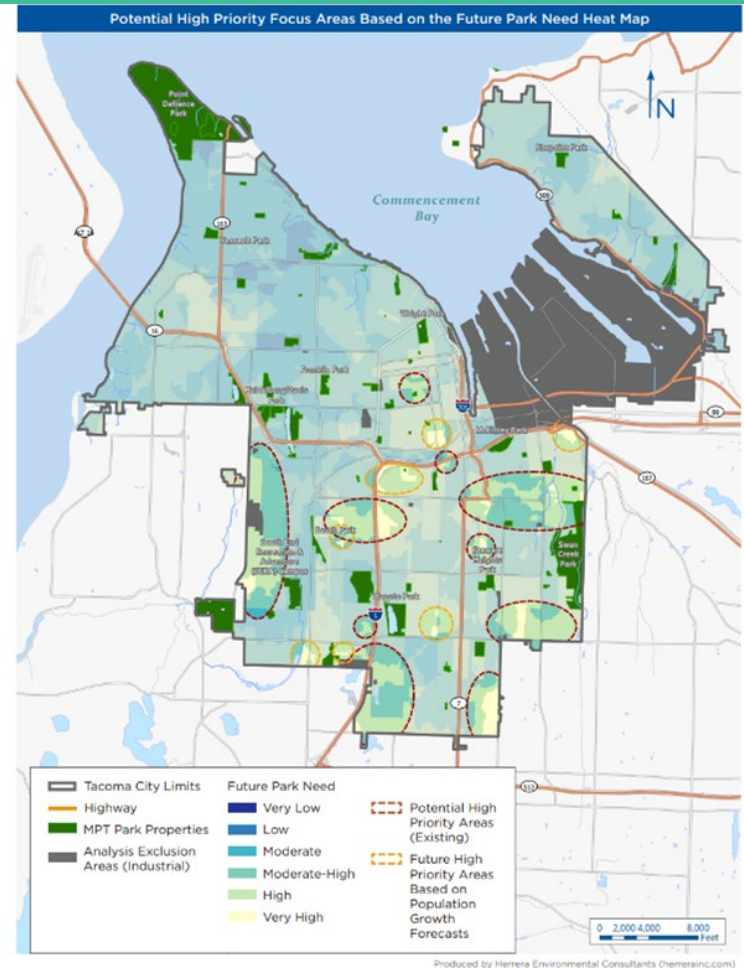










Figure 24: Overall Existing Park Need Heat Map Adjusted to Reflect Future Growth Projections

# Community-wide Random Sample Survey

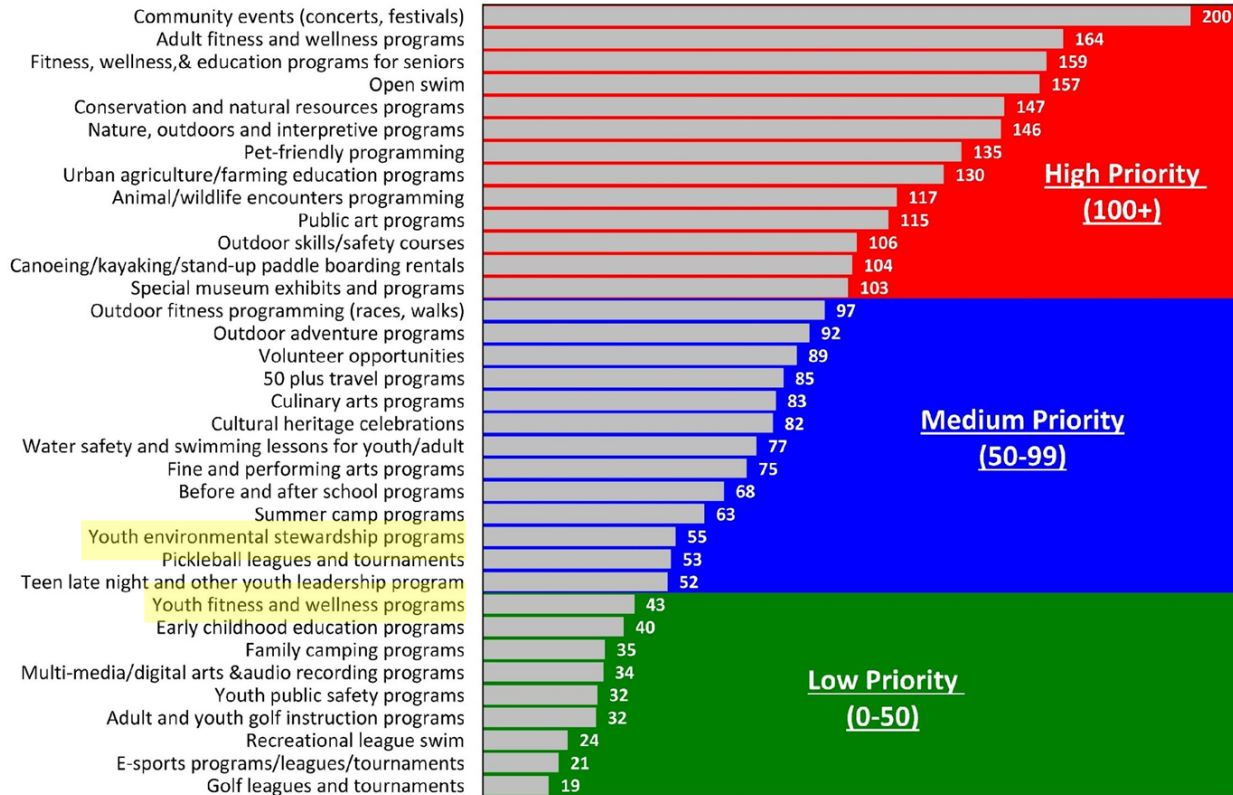
**Priority Investment Rating: Importance + Need = PIR**

Example: Ask a pre-schooler, what do you want for dinner?

Do you want?	Importance	Need	PIR Score
Ice cream 		Ate spoonful last month	High
Pizza 		Ate 3 pieces last week	Medium
Tacos 		Ate 2 last night	Medium
Carrots 		My dads made me eat 4 last night	Low



## Top Priorities for Investment for Programs Based on the Priority Investment Rating



# Strategic Directions

- **People:** How the organization and services align with the diversity and changing demographics of our community.
- **Program:** The services Parks Tacoma provides among its three mission areas and balancing those investments across community needs.
- **Places:** How community uses and participates in its park and recreation spaces.
- **Pathways:** Providing accessible amenities, facilities, programs, services and experiences reinforcing green infrastructure.

# Youth Pathways

**The Action Mapping Project** at University of Washington, Tacoma, conducts mapping and data collection with thousands of middle-school and high-school aged youth in Tacoma Public Schools producing maps and indicators of youth perceptions and experience.

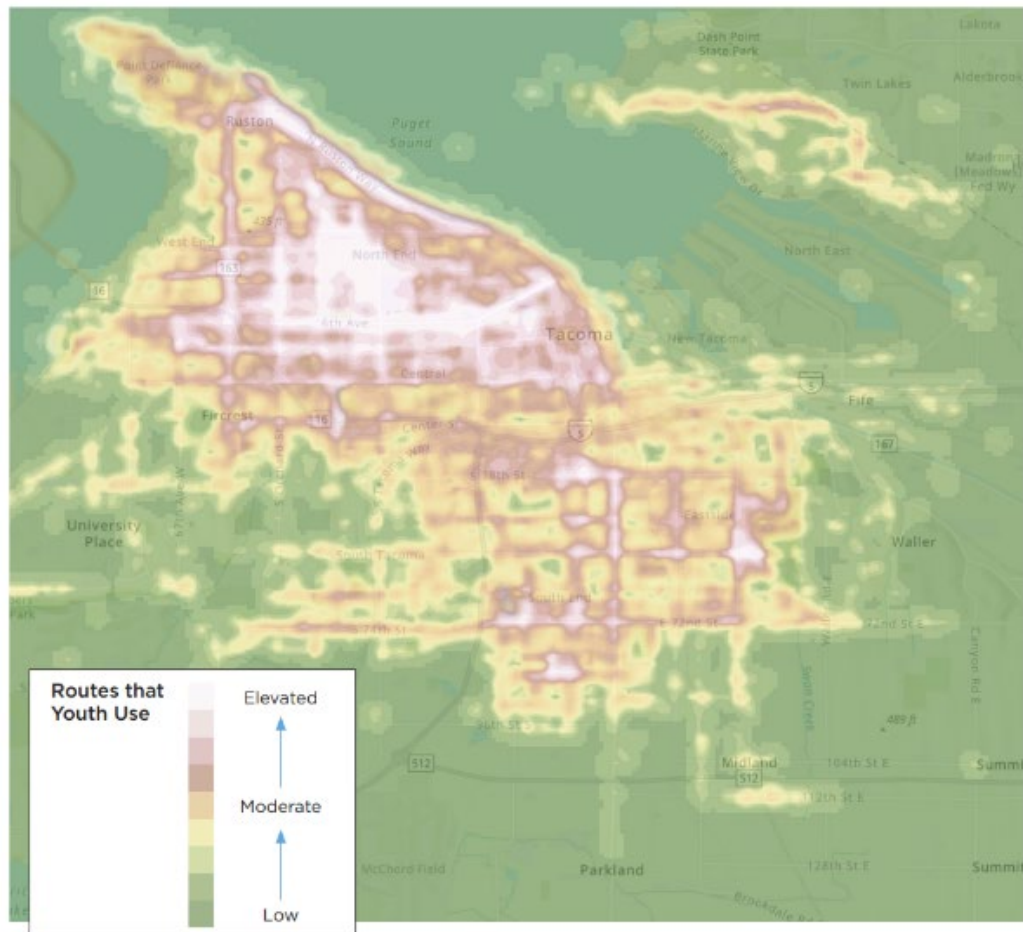


Figure 36: Tacoma Youth Used Pedestrian Routes

# Pathways

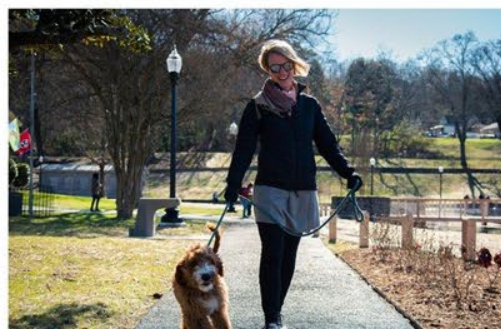
## Sample Strategic Actions

- Invest in streets and other public routes not only as conduits between destinations, but as intentional spaces for connection with fellow community members and the environment
- Advocate for and invest in trees, green infrastructure, and natural spaces with an urgency to rival the pace and depth of climate change and urbanization impacts.





# Chattanooga PARKS & OUTDOORS PLAN



5

STEERING COMMITTEE  
MEETINGS

225

JUNE COMMUNITY  
WORKSHOP ATTENDEES

1,400

ONLINE SURVEY  
RESPONSES

14

NEIGHBORHOOD  
MEETINGS & POP-UPS

3,500

SURVEYS MAILED TO  
HOUSEHOLDS

350

PARK LISTENER  
INTERVIEWS

12

FACILITATED  
FOCUS GROUPS

13,200

PAGE VIEWS ON POP  
WEBSITE & STORYMAP

>100

OCTOBER COMMUNITY  
WORKSHOP ATTENDEES

560

SURVEY No.2  
RESPONSES





If we wait for the governments, it'll be too little, too late; if we act as individuals, it'll be too little; but if we act as communities, it might just be enough, just in time.

— Rob Hopkins —

AZ QUOTES







**GREAT CITIES  
HAVE  
GREAT PARKS**





## Goals

1. Empowering voices | Ensuring participation among community members and stakeholders.)
2. Building and fostering trust between community and government.
3. Building the right project by identifying and addressing concerns,



Parks and Outdoors Advisory Committee

Planning to Implementation

Involving Practitioners

Policy Creation

Level of Engagement	Inform	Consult	Involve	Partner
<b>Engagement Goal</b>	Provide stakeholders with factual, accessible, balanced, and timely information to help them understand the project, program, or initiative.	Obtain stakeholder feedback on project, program or initiative analysis, alternatives, or decisions.	Work directly with stakeholders throughout the process to ensure perspectives are consistently understood, considered. and reflected in project, program, or initiative decisions.	Partner with stakeholders in each aspect of decision making to develop and implement collaborative project, program, or initiative solutions.
<b>Parks &amp; Outdoors Promise</b>	DPO Staff will keep you informed.	DPO Staff will keep you informed, listen to, and acknowledge feedback, work to integrate stakeholder feedback into the alternatives and provide feedback on how public input influenced the decision.	DPO Staff will work with stakeholders for advice and innovation in formulating solutions and incorporate recommendations to the extent possible.	DPO Staff and partner entity will be accountable to their roles as negotiated in the partnership and regularly evaluate the overall success of the partnership.
<b>Examples</b>	Repaving a parking lot, cutting down a tree, beach or swimming pool closures, ADA improvements, rehabilitation projects.	Approved master plan design implementation, city-wide program development or overhaul, public policy development, participatory project scoping to implement park master plans.	Master plans, any process that includes a formal public body making recommendations.	Jointly owned and/or operated facilities, co-creation, public/private partnership, community-led projects.





# BLACK GOLF COURSE AND HISTORY OF BUSH TOWN

TIME FRAME: NEWS PAPERS ARTICLES

PLEASE READ TIME FRAME AND  
ARTICLES

George E. Little  
(LITTLE MAN)



MARCH 30, 1949.

## NEGRO GOLF LINKS SPROUTING GRASS

City Course on East Third  
May Welcome Players at  
Latter Part of June

Grass is growing on the tees and greens of the new Negro golf course, on the site of the old Lincoln School building a block off East Third Street.

The nine-hole course will be 2,572 yards long. There will be seven par-4 holes and two par-3's.

All of the underbrush on the property has been cleared. The fairways have been leveled with a bulldozer until all have the proper drainage.

The tees and greens have been constructed. They are covered with good soil and are well fertilized. Ryegrass is now growing on them, that is to hold the soil until





MARCH 30. 1949.

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## A CITY OF NEGROES.

A TOWN COMPOSED ENTIRELY OF  
BLACKS NEAR THIS CITY.

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**The Novel Town That is Forming Near  
Chattanooga—Its Rapid Growth—The  
Town to be Incorporated in the  
Spring.**

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Hamilton county has an anomaly in the form of a town composed entirely of negroes. Some months ago the advance in real estate in the city forced a large number of negroes from the valuable hill tops, and they decided to locate on a strip of ground three-quarters of a mile due east of Citico furnace, about three-quarters of a mile west of Missionary Ridge. The land lies about one-quarter of a mile north of McCallie avenue, in a natural grove. They were soon joined by others, and the town is now growing on them. That is to hold the soil until

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MARCH 30, 1949.

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A CITY OF NEGROES

## BLACK MAN'S POCKETBOOK

It Grows to Big Proportions  
Here in Chattanooga.

SURPRISING FIGURES OF  
WEALTH OF NEGROES

Property Expert Estimates Their  
Holdings in Hamilton County at  
\$12,000,000—Have \$500,000 in  
the Banks.

A recent public statement concerning  
the money in local banks to the credit of  
negroes was a surprise to everybody and  
provoked a challenge from many as to

and vaingloriousness of the procedure, but  
despite all counsel, the average negro  
looks forward with fear but none the less  
pride to the last and best elaborate rites.

Returning to Tax Assessor Emil Wass-  
man's figures, that official gives \$145,000  
as the assessed valuation of Churchville  
property. Ninety per cent. of this is  
owned by negroes. In the Fourth ward,  
where many negroes own property, the  
assessed valuation is \$2,432,000. The as-  
sessor estimates that the title to between  
\$500,000 and \$700,000 is vested in ne-  
groes. Fully 50 per cent. of the Buck-  
town vicinity is owned by negroes. The  
official estimates the negro population of  
Hamilton county at 25,000. Nearly 6,000  
of this number, he concludes, are owners  
of realty.

Of the 245,018 acres of land in the  
county that is divided into farms, Mr.  
Wassman says negroes own about 1,500  
acres.

PASTOR JOS. H. SMITH

ON HIS RACE'S PROGRESS

Pastor J. H. Smith, of the Warren  
A. M. E. church, bears a relationship  
with his people somewhat similar to that  
of beloved Dr. Beckman with the whites.  
He has grown gray here in Chattanooga  
in pastoral service, enjoying the love of  
his own people and the respect and es-  
teem of the whites.

Pastor Smith participated in the Book-  
er Washington memorial service last Sun-  
day and was impressed, as were others,





MARCH 30, 1949.

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## PROSPEROUS COLORED MECHANICS

### Stove Foundry in Bushtown Making a Splendid Success.

The movement on the part of the union molders of this city to oust the negro molders from the local shops brings once more into prominence the stove foundry which a number of negroes built in Bush-town in 1897. This foundry, which is a small affair, with a capacity of about fifteen stoves daily, is owned and operated by a co-operative company of negroes, of which

A recent public statement concerning the money in local banks to the credit of negroes was a surprise to everybody and provoked a challenge from many as to

He has grown gray here in unobtrusive pastoral service, enjoying the love of his own people and the respect and esteem of the whites.

Pastor Smith participated in the Booker Washington memorial service last Sunday and was impressed, as were others,



MARCH 30, 1949.

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come.

## Carver Club to Meet

Members of the Carver Golf Club will meet tonight at 8 o'clock at the Lincoln Community Center to discuss the proposed Negro golf course, it was announced last night by Von G. Stears, president of the club.







MARCH 30. 1949.

NI

# BLACK GOLF COURSE AND HISTORY OF BUSH TOWN

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# SWOT Analysis

Break out rooms

# Peer Cities: Policy Categories & Local Challenges

## Benchmarking

*Honolulu, HI  
Oakland, CA*

### **PARK NEEDS & COMMUNITY ENGAGEMENT**

## Prioritization Schemes

*Atlanta, GA  
Boston, MA  
Detroit, MI*

## Funding and Developer Requirements

*Lexington, KY  
Mecklenburg County, NC*

### **LAND USE & PUBLIC FUNDING**

## Infill Development & Developer Requirements

*Lewisville, TX  
Tempe, AZ*

## Sustainability & Affordable Housing

*Denver, CO  
Missoula, MT*



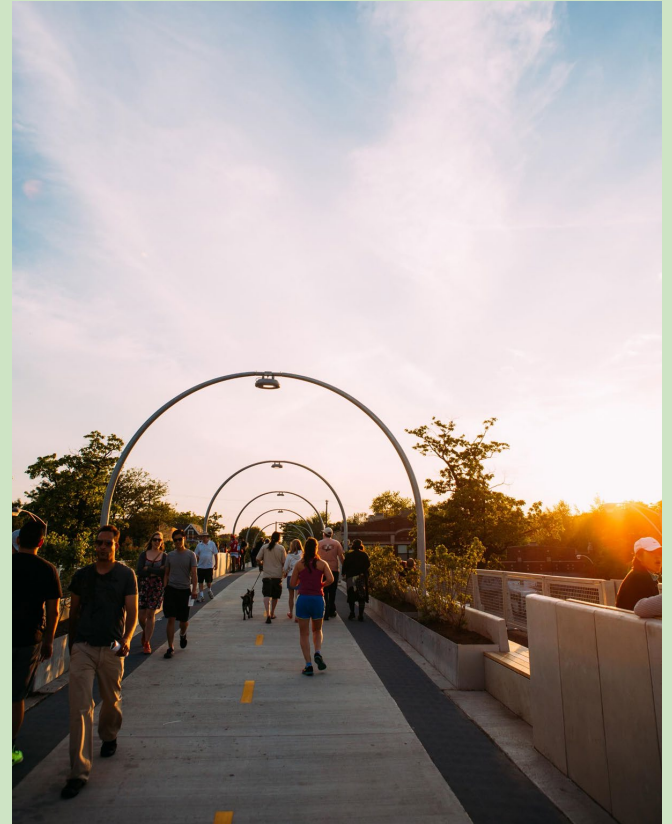
**Group report out**





# Sessions

- ❑ **Oct 2:** 10-Minute Walk Park Equity Policy Framework
- ❑ **Dec 4:** Local Policy Challenges
- ❑ **Feb 5:** Community Engagement for Park Needs
- ❑ **Apr. 2:** Levers for Funding and Land Use Policy
- ❑ **Jun. 4:** Roadmap for Policy Change



## Exit ticket

Please take a moment to share your feedback with us.





Since 1972, TPL has protected 4 million acres of public land; created 5,364 parks, trails, schoolyards, and iconic outdoor places; raised \$93 billion in public funding for parks and public lands; and connected nearly 9.4 million people to the outdoors.

To learn more, visit [tpl.org](https://tpl.org).

**Connecting everyone to the outdoors™**

# Thank you!

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**Christina Jang**  
[christina.jang@tpl.org](mailto:christina.jang@tpl.org)