



TRUST FOR
PUBLIC
LAND®

Playful and Practical: Maximizing Your Park Programming

April 9, 2026

Connecting everyone to the outdoors™

Welcome!

Introduce yourself in the chat. Share your **name** and **pronouns**, your **agency**, and your favorite thing about Spring.



¡Hola!

Hello!

Forest Ridge Park, Raleigh, North Carolina →

One of a series of activities hosted by Raleigh Parks to increase participation in recreation programs by under-resourced communities

Programming with Purpose

Playful and Practical Agenda

Webinar (1 hour)

- Case Study: Des Moines, IA, Park-N-Play Mobile Rec
- Case Study: Austin, TX, Community PARKnerships

Committed Cohort (30 minutes)

- Small group discussions: Stakeholder Analysis
- Report out
- Closing and next steps



Programming with Purpose

Path to
Participation

October 16

Bridging
Divides

February 12

Measure
What Matters

June 11



**First
Impressions**

December 11

Maximize
Programming

April 9

Bridging

Strategies

1 Establish **group norms** and **model** cooperation and respect.

3 Make activities **active** and **group-focused** instead of passive and individual.

2 Make sure people from different groups **engage as equals**

4 **Balance participation** of people from different groups



Community Engagement Programming

Who We Are



Amarre Negussie
Recreation Supervisor
AANegussie@dmgov.org



Janis Steele, CPRE
Recreation Manager
JRSteele@dmgov.org

- Adapted Programs
- After-School Programs
- Mobile Recreation – Park-N-Play

- Summer Camps
- Scholarships

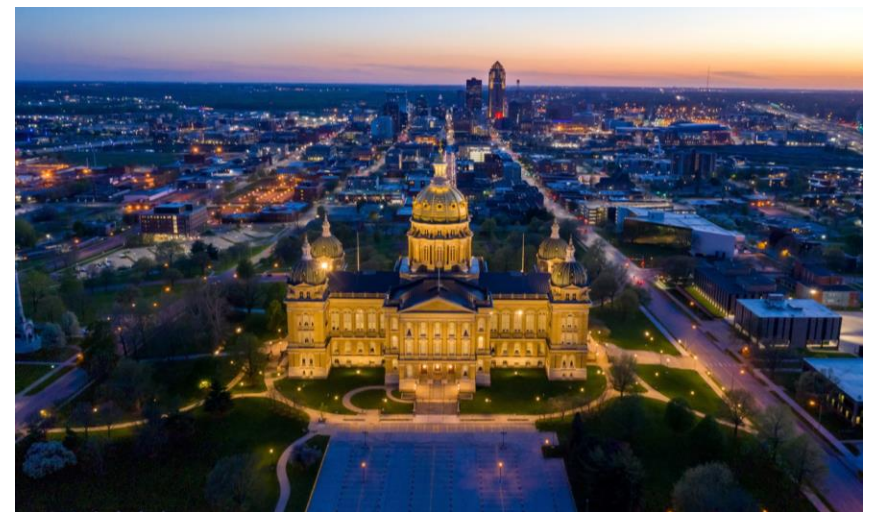
Reflecting the Communities We Serve



- Equity Based Programming
- Staff representation that mirrors local demographics
- Standing “on common ground” with communities

Overview

- Des Moines Parks & Recreation manages 92 parks, 4,000+ acres of land, 100+ miles of trails and 3 community recreation centers.
- The city operates 27 aquatic facilities, including pools and splash pads
- The system dates back to 1892 and has earned national recognition, including the 2022 National Gold Medal Award for Excellence in Park and Recreation Management from the NRPA.
- Des Moines is a city of approximately 214,000



Des Moines, Iowa – At a Glance



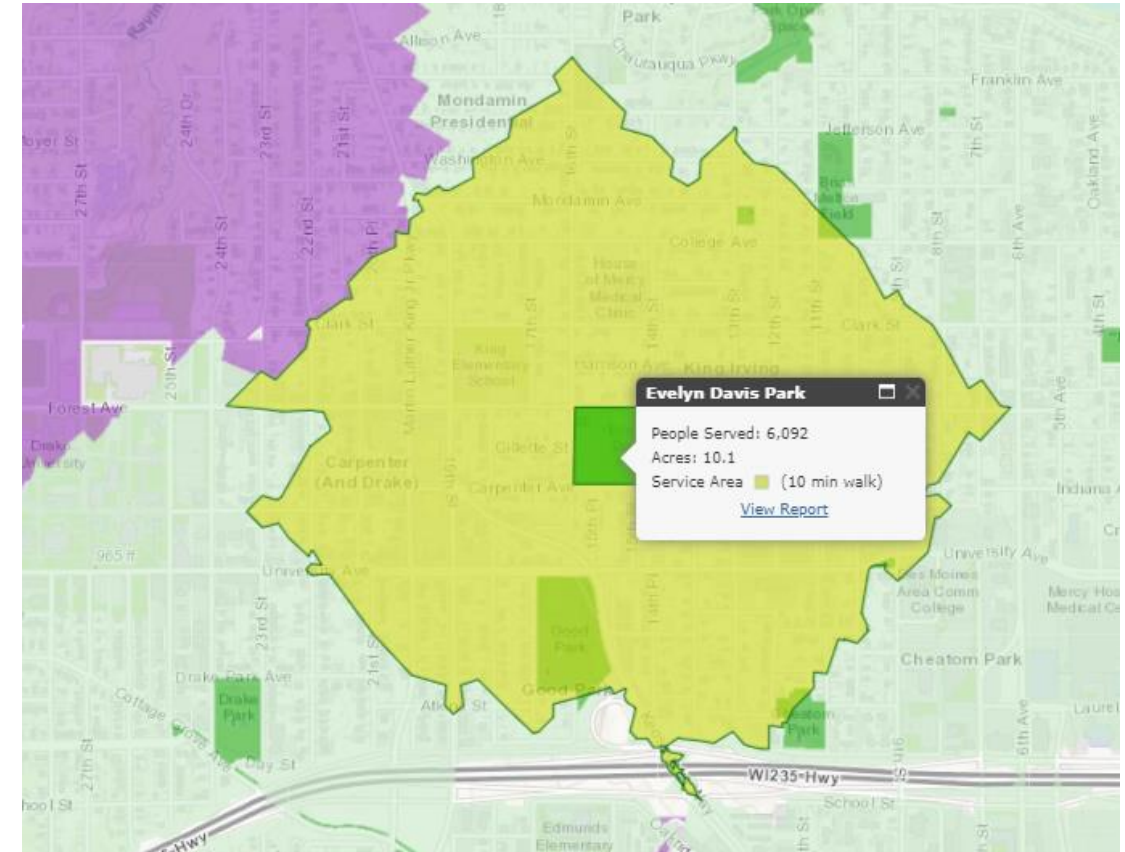
- Des Moines has a Diversity score of 78/100, making Des Moines more diverse than many U.S. cities
- 21.9% of residents age 5+ speak a language other than English at home
- Des Moines has the largest African American population of any city in Iowa
- 14.2% of residents are foreign-born
- Poverty rate: 16.1% (higher than state and national averages)
- Almost 75% of Des Moines Public School students qualify for financial assistance

Evelyn K. Davis Park: Ward 1

Programmed since 2010 and provided:

- Quality recreation programming at no cost
- Programs in spring, summer, and fall
- Partnerships with local non-profits and Neighborhood Associations that have enhanced events and activities at the park
- Significant investments in the park including mini-pitch courts and basketball court lights

- Population served: 2,907
- Acres: 6.0
- Amenities Include:
 - Restrooms, picnic tables, benches, charcoal grills, drinking fountain, off street parking, basketball courts, open space, playground, enclosed shelter, open shelter, splash pool and a walking/bike path



Evelyn K. Davis Park: Ward 1

Age	Served
Children (less than age 20)	2,014
Adults (age 20 to age 64)	3,581
Seniors (age 65 and up)	492

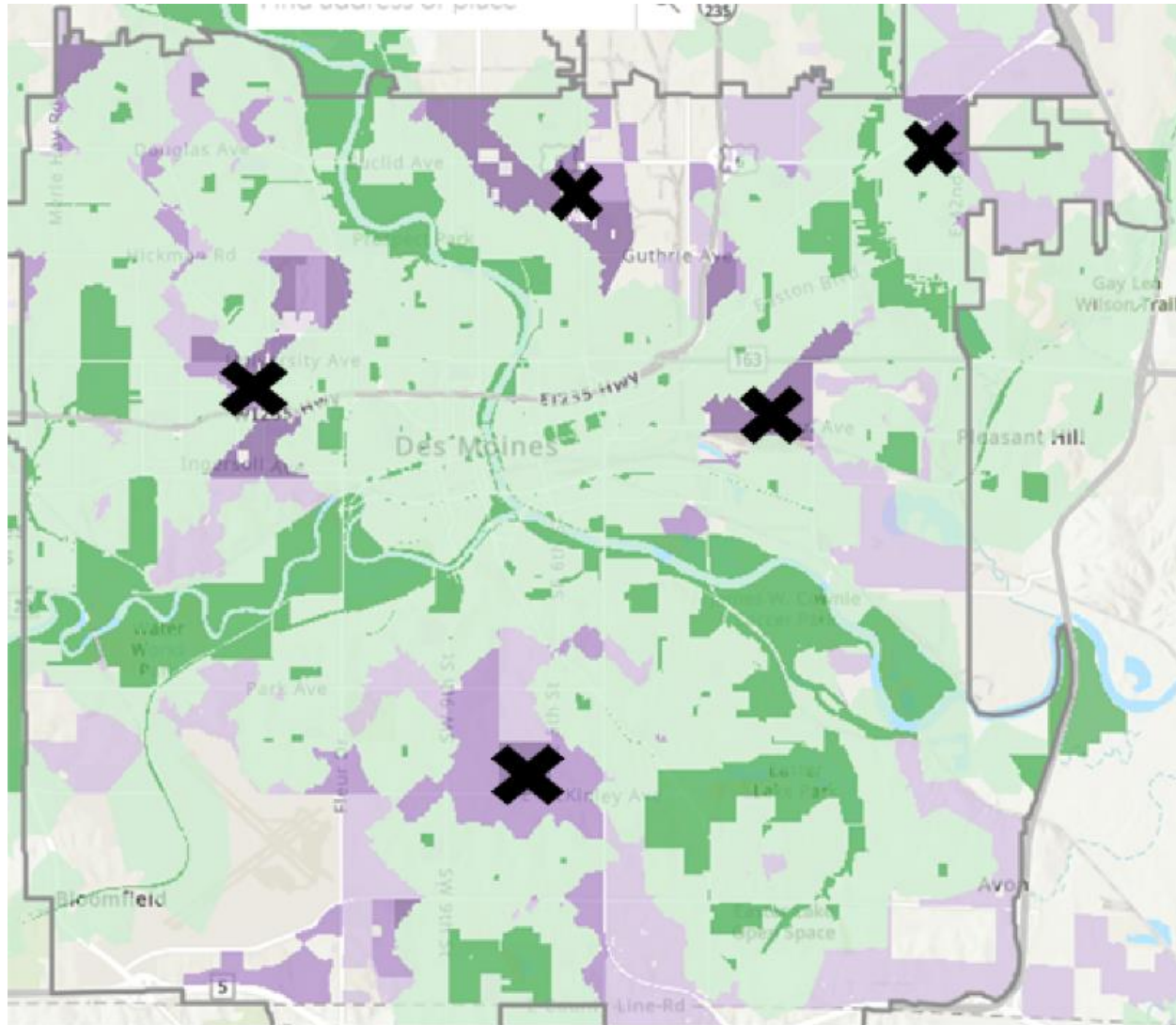
Household Income	Served
Low income	1,195
Middle income	289
High income	338

(Generated From Regional Median Incomes)

Race/Ethnicity	Served
White*	1,060
Black*	2,424
Asian*	739
Native American*	17
Pacific Islander*	5
Other Race*	18
Mixed Race*	254
Hispanic	1,535

* Excludes those that report Hispanic origin (which is captured separately from race by the U.S. Census)

Service Gaps for Parks and Recreation Programming



Addressing Service Gaps Through Mobile Recreation



Project Areas NEW - Project Area Report

All statistical results are aggregated for the listed project areas and their service areas. Service areas are based on 10-minute (1/2 mile) walk times from project access points defined for each project area and based upon the walkable network.

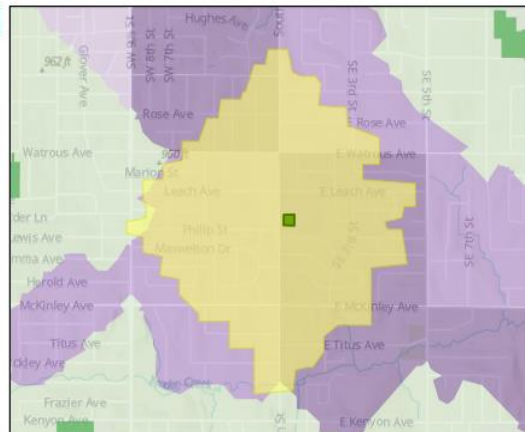
Population	Total pop. served	New pop. served*
Population served by new park:	3,271	3,241

*New population served is the number of people that will be served by this park alone, who otherwise do not live within a 10-minute walk to a park

City Statistics	Current City Statistics	Impact of new park
City:	Des Moines, IA	
Park Acres	7,125	
Total Population	218,824	
Served Population	159,069	162,310
Percent Served	72.7%	74.2%

Legend

- City Boundary
- Project Areas
- Project Service Areas
- Parks
- Service Areas
- Park Need**
 - Very high priority
 - High priority
 - Moderate priority



Age	Total pop. served	New pop. served*
Children (less than age 20)	898	891
Adults (age 20 to age 64)	1,918	1,899
Seniors (age 65 and up)	455	450

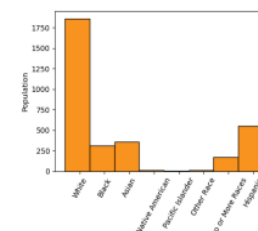
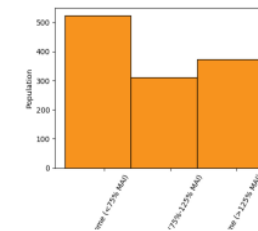
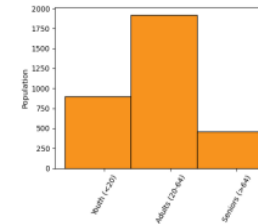
*New population served is the number of people that will be served by this park alone, who otherwise do not live within a 10-minute walk to a park

Households by Income	Total pop. served	New pop. served*
Low income	524	519
Middle income	312	308
High income	374	371

(Generated from urban area median income)

Race/Ethnicity	Total pop. served	New pop. served*
White**	1,859	1,839
Black**	312	310
Asian**	357	355
Native American**	10	10
Pacific Islander**	3	3
Other Race**	12	12
Two or More Races**	167	166
Hispanic	552	546

** Excludes those that report Hispanic origin (which is captured separately from race by the U.S. Census)



Funding: Capital Costs



- \$20,000 grant from TPL
“On Common Ground” Program
\$15,000 – Mobile Recreation equipment start up.
Sports equipment, games, supplies, etc.
(See equipment list)
- \$55,000 Mobile Recreation Van
– donated
- \$5,000 Branding and van wrap

Funding: Annual Operating Costs

- Staffing costs
- Vehicle maintenance and upkeep (gas, fluids, tires, etc.): \$5,000
- Insurance (vehicle and equipment): \$2,000
- Equipment replacement and upgrades: \$1,500/annually (estimated)



Program Partners

Partner	Type of Donation	Description	Estimated Value
Blank Park Zoo	Free Admissions	500 @ \$15 per person	\$7,500
Central Iowa Shelter & Services	Free Meals	250 meals/day × 5 days/week × 9 weeks = 11,250 meals @ \$10 per meal	\$112,500
Jester Park Nature Center	Free Programming	10 environmental education programs with a naturalist	\$5,000
North Shore Recreation Area	Free Programming	10 environmental education program dates	\$5,000
Greater Des Moines Botanical Garden	Free Admissions	500 free admissions @ \$9 per child	\$4,500
Iowa Gold Star Military Museum	Programming + Travel Support	1 onsite museum day + 5 offsite visits + \$250 bussing support	\$2,750
DMPSTransportation Division	Discounted Transportation	Bus service for 9 weeks at reduced cost (250/day vs. \$700-\$900/day)	\$40,500
Iowa Cubs	Free Admissions	250 donated game tickets @ \$15 per ticket	\$3,750
C-Corp / Blank Golf Course	Free Admissions	250 mini-golf admissions @ \$7 per child	\$1,750
Des Moines Parks & Rec – Aquatics	Free Programming	500 swim lessons @ \$30 per child	\$15,000
Des Moines Art Center	Free Programming & Admissions	5 onsite visits + 5 trips to the Art Center (with staff-led activities)	\$4,000
UnityPoint Health / Blank Children's Hospital	Health & Safety Education	5 educational visits + Fire Safety House visits	\$3,000

**Summer Camp 2025
In-Kind Donations
by Program
Partners
Total Estimated
In-Kind Value:
\$209,750**



Vision for Mobile Recreation Program

- Expanding access through equity and innovation
- Reaching underserved communities with existing resources
- Understanding community needs before designing programs



Equipment List

- Imagination Playground Blue Block Kit
- Bucket Golf
- Supersized Kickball Outdoor Sport Tailgate
- Backyard Beach Game Fun for All
- Yard Games Giant 4 Connect in a Row
- Spike Ball 3 Ball Kit
- Sport Squad End Zone Challenge
- Potato Sack Race Bags
- Elite Outdoor Games For Family
- Ring Toss Yard Games for Kids & Adults
- Twister Waterproof Blanket
- Inflatable 6' Beach Ball x4
- Slip and Slide with Dual Racer Lanes, Water-Spraying Channel, and Inflatable Crash Pad
- Sidewalk Chalk
- Water ballons
- Water Coolers x 2
- Gatorade jugs x 2 w/cups
- Cornhole boards
- Pinata making craft
- Mobile rec stickers
- Volleyball net w/balls
- Water toys
- Wahii Waterslide 75' x 12' - World's Biggest Backyard Lawn Water Slide
- Playground Balls 8.5
- Bounce Bean Bag Toss Game
- Tic, Tac Toe
- RHM Karaoke Machine, 2 Wireless Microphones
- Battery Rechargeable Speaker
- Portable PA Speaker System with Bluetooth/AUX/USB/SD
- Field Day Fun Easy Pack
- Portable Inflatable GaGa Pit with Blower Motor w/gaga balls
- Crawl Tunnels
- Parachutes 24'
- Archery Easy Pack - targets, bows, etc.
- Folding Utility Cart
- Portable Air pump
- 10'x10' EZ Pop-Tent Commercial w/ logo
- Board games
- Tables and chairs x 2 4x6
- Arts and crafts equipment
- Wiffle ball set
- Badminton set
- Portable pickleball set

Mobile Recreation in Action



Mobile Recreation in Action



Mobile Recreation in Action



Mobile Recreation in Action

Des Moines Parks and Recreation
PARK-N-PLAY
 SPRING SCHEDULE: 3/23 - 5/30

Mondays 3 - 5 PM Park Ave Elementary	Tuesdays 3 - 5 PM Studebaker Elementary	Wednesdays 3 - 5 PM Sheridan Park
Thursdays 3 - 5 PM Cattell Elementary	Saturdays 12 - 1:30 PM Evergreen Park 2:30 - 4 PM Cheatom Park	

FREE!
ALL AGES

*WEATHER PERMITTING
+ Special Appearances



VIEW FULL SCHEDULE:
DSM.City/ParkNPlay

CITY OF DES MOINES
 PARKS AND RECREATION

Des Moines Parks and Recreation
PARK-N-PLAY
 HORARIO DE PRIMAVERA: 3/23 - 5/30

Lunes 3 - 5 PM Escuela Primaria Park Ave	Martes 3 - 5 PM Escuela Primaria Studebaker	Miercoles 3 - 5 PM Parque Sheridan
Jueves 3 - 5 PM Escuela Primaria Cattell	Sabado 12 - 1:30 PM Parque Evergreen 2:30 - 4 PM Parque Cheatom	

¡ÚNETE A NOSOTROS!

*SI EL CLIMA LO PERMITE



VER EL HORARIO COMPLETO:
DSM.City/ParkNPlay

CITY OF DES MOINES
 PARKS AND RECREATION

Mobile Recreation in Action



**CITY OF DES MOINES
PARKS AND RECREATION**

PARK-N-PLAY

The Fun Starts Here!

Games, Athletics,
Crafts & Adventure

**FREE!
ALL
AGES**

FIND THE FUN
DSM.City/ParkNPlay

Summer Camp by the Numbers



- **250** children per session
- Over **10,000** meals served
- After School Arts Program (ASAP)
1 week for all camps.
- **50** visits from DMPL
Rosie the Reader
- Over **75** field trips in and
around the city
- **40** Staff members hired
and trained

Summer Camp in Action



Summer Camp in Action



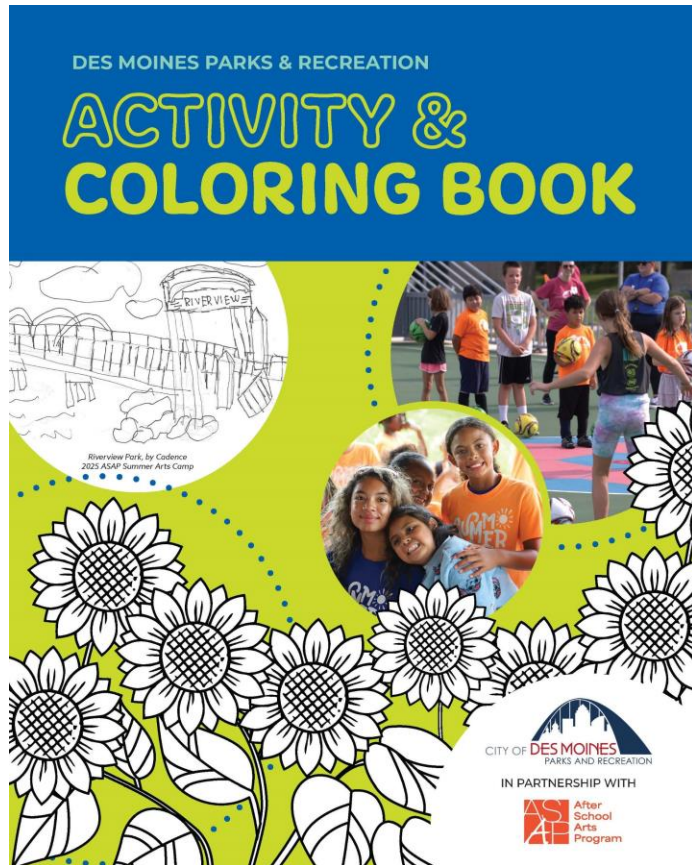
Summer Camp in Action



Summer Camp in Action



Recommendations



- Review current budget areas to look for savings
- Look for grants and sponsorships for the program (capital and operating expenses)
- Staff – $\frac{3}{4}$ permanent part time or better
- Look for community partners for both mobile recreation and camp
- Don't program 7-days/week
- Sustainable Programming



Thank you!



Austin Parks & Recreation Pop-Up Programming

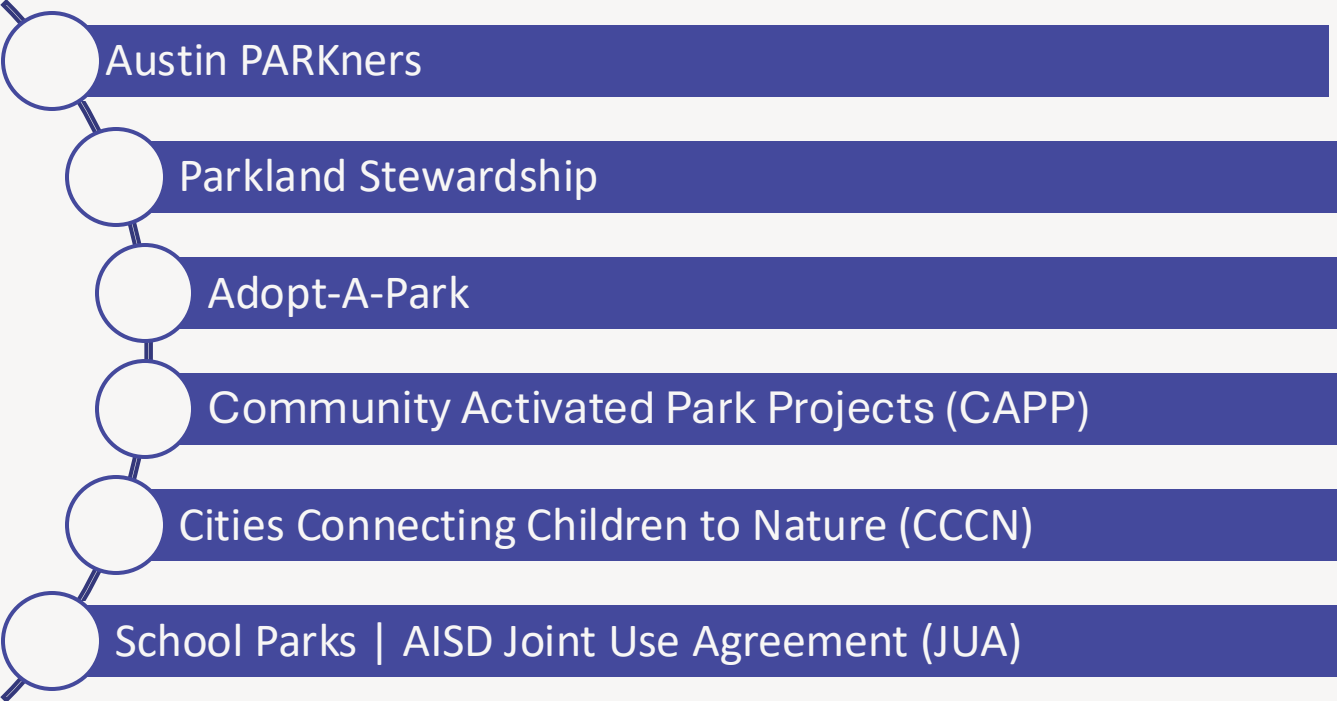
Who we are



Christine Chute Canul
(she/her)
Community
PARKnerships
Program Manager



Elizabeth Barnes
(she/her)
Community
PARKnerships Program
Coordinator



Austin

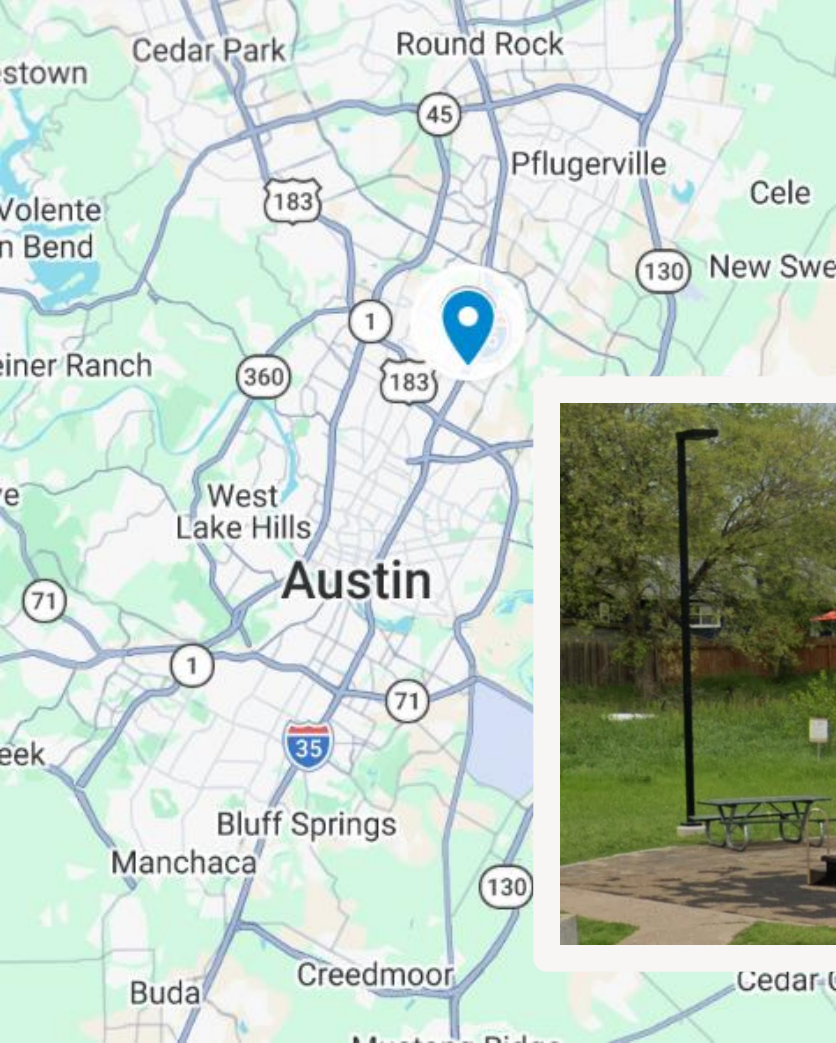
- Demographics
 - Capital of Texas, fourth largest city
 - Estimated population 1,035,000
 - 22% immigrants
 - 18% under age 18
 - 47% with low-moderate income
- Parks and Recreation
 - 382 parks
 - 20,790 acres
 - Organizational chart
 - Community Recreation, Recreation Services, & Natural Resources Programs
 - Community PARKnerships Program



Parks Pop-Up pilot | 2019 - 10 Min Walk Campaign



Why activate Brownie Park?



Why activate Brownie Park?



2020



2025

Why activate Brownie Park?



Marketing



Pick-up soccer
Fútbol improvisado
Thursday, March 20
jueves, 20 de marzo
5 - 7 p.m.

In partnership with
en asociación con
4ATX Foundation

austincityparks Following ...

austincityparks 54w
Welcome to Brownie Neighborhood Park!

Join us for FREE fun family activities to celebrate new park features, including a pavilion with picnic tables, a basketball court, a playground, fitness equipment, rain gardens, and more.

Pick-up Soccer
Thursday, March 20, 5 - 7 p.m.
In partnership with 4ATX Foundation

Bilingual Playdate in the Park & Bookmobile
Saturday, March 29, 10 - 11:30 a.m.
In partnership with @Creative Action, @Austin Parks Foundation, & @Austin Public Library

More fun coming soon!

10 1 3 4

March 20, 2025

Add a comment...



FAMILY FUN AT BROWNIE!
¡DIVERSIONES FAMILIARES EN BROWNIE!

ALL FREE!
¡TODO SIN COSTO!

Brownie Neighborhood Park
10000 Brownie Dr. Austin, TX 78753

Earth Month Celebration
Celebración del Mes de la Tierra
Saturday, April 12 | sábado 12 de abril
10 a.m. - 1 p.m.

Kids in Motion
Niños en movimiento
Tuesday, April 15 | martes, 15 de abril
3:30 - 5 p.m.

IN PARTNERSHIP WITH / EN ASOCIACIÓN CON

CITY OF AUSTIN
FOUNDED 1839

AUSTIN PARKS & RECREATION DEPARTMENT
community
PARKNERSHIPS

AUSTIN RESOURCE RECOVERY
A CITY OF AUSTIN SERVICE

PARK RANGER
AUSTIN PARKS & RECREATION DEPARTMENT

Safe Routes to School Program

Programming – Pick-Up Soccer



Programming – Pick-Up Soccer



Programming – Playdate in the Park



Programming – Earth Month Celebration



Programming – Kids in Motion



Austin
Transportation
and Public Works



Programming – Kids in Motion



Impact



Date & Time	Event	Partner(s)	Attendance	
			Children	Adults
3/20/25	Pick-Up Soccer	4ATX Verde Leaders	40	24
3/29/25	Playdate in the Park	Austin Parks Foundation, Austin Public Library, Creative Action	21	21
4/12/25	Earth Month Celebration	Austin Resource Recovery, Park Rangers	13	14
4/15/25	Kids on the Move	Safe Routes to School Program (Austin Transportation and Public Works)	100*	30*
			Totals	263

Recommendations

- Find partners that can bring existing programs to new sites
- Scheduling
 - Wait until any construction is complete
 - Consider current park busy times & audience
 - Consider aligning with larger efforts in the area
- Marketing
 - Advertise on site
 - Have partner support/amplify marketing
- Provide water & snacks
- Language Access
- Use as a community engagement opportunity
- Offer support for ongoing programming on site





Thank you!



Christine Chute Canul
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Elizabeth Barnes
Community
PARKnships Program
Coordinator
Elizabeth.Barnes@austintexas.gov

[AustinTexas.gov/parks/programs/Community-PARKnerships](https://austintexas.gov/parks/programs/Community-PARKnerships)

Q&A





Contact Information:

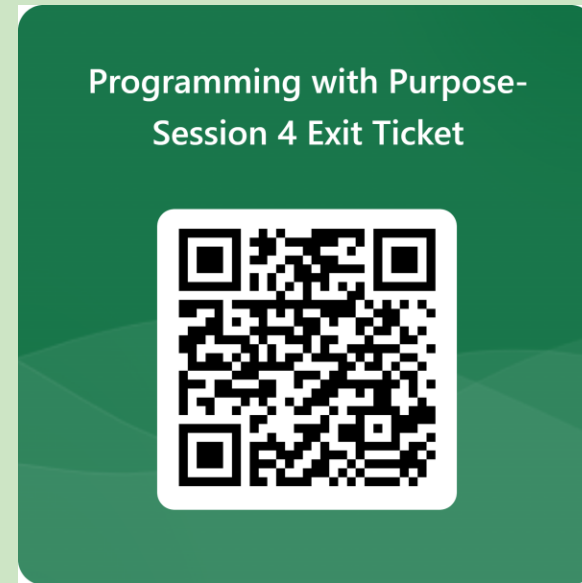
christina.jang@tpl.org

kate.gannon@tpl.org

Connecting everyone to the outdoors™

Thank you!

Please complete the exit ticket



Next and FINAL Session: **June 11**

Measure what Matters with [The Community Compass](#)

***If you're registered for the extended learning and exchange,
we'll get started with our breakout activities shortly!***

June 11
Measure
what Matters

Sign up for
our next
webinar!

Committed
Cohort

Stay on the
line
We will split into
peer discussion
groups shortly!

**If you want
to go fast,
go alone.
If you want
to go far,
go together.**



Stakeholder Analysis

- Helps identify strengths, opportunities and gaps in our existing partnership
- Informs outreach and engagement strategies
- Helps us be strategic about how we're focusing efforts



Stakeholder Analysis

- Make a copy of the Stakeholder Analysis
- Begin filling out columns A:E
- Debrief
 - Any partners you've identified with opportunity for a quick win?
 - Any partners that you want to cultivate more?
 - Who else on your team do you need to bring in to continue this stakeholder analysis?



Contact Information:

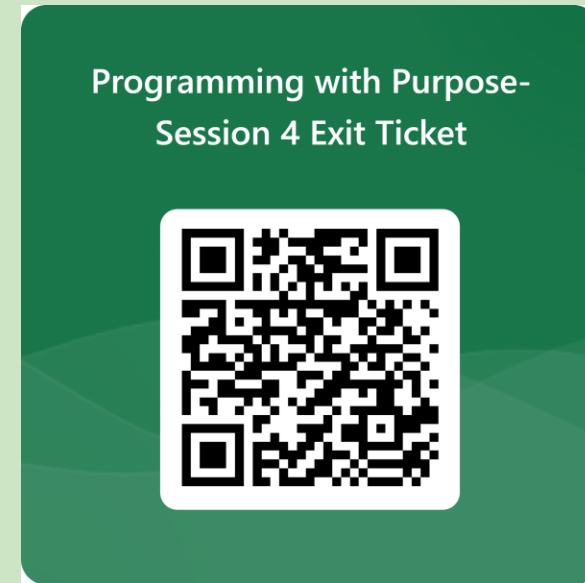
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