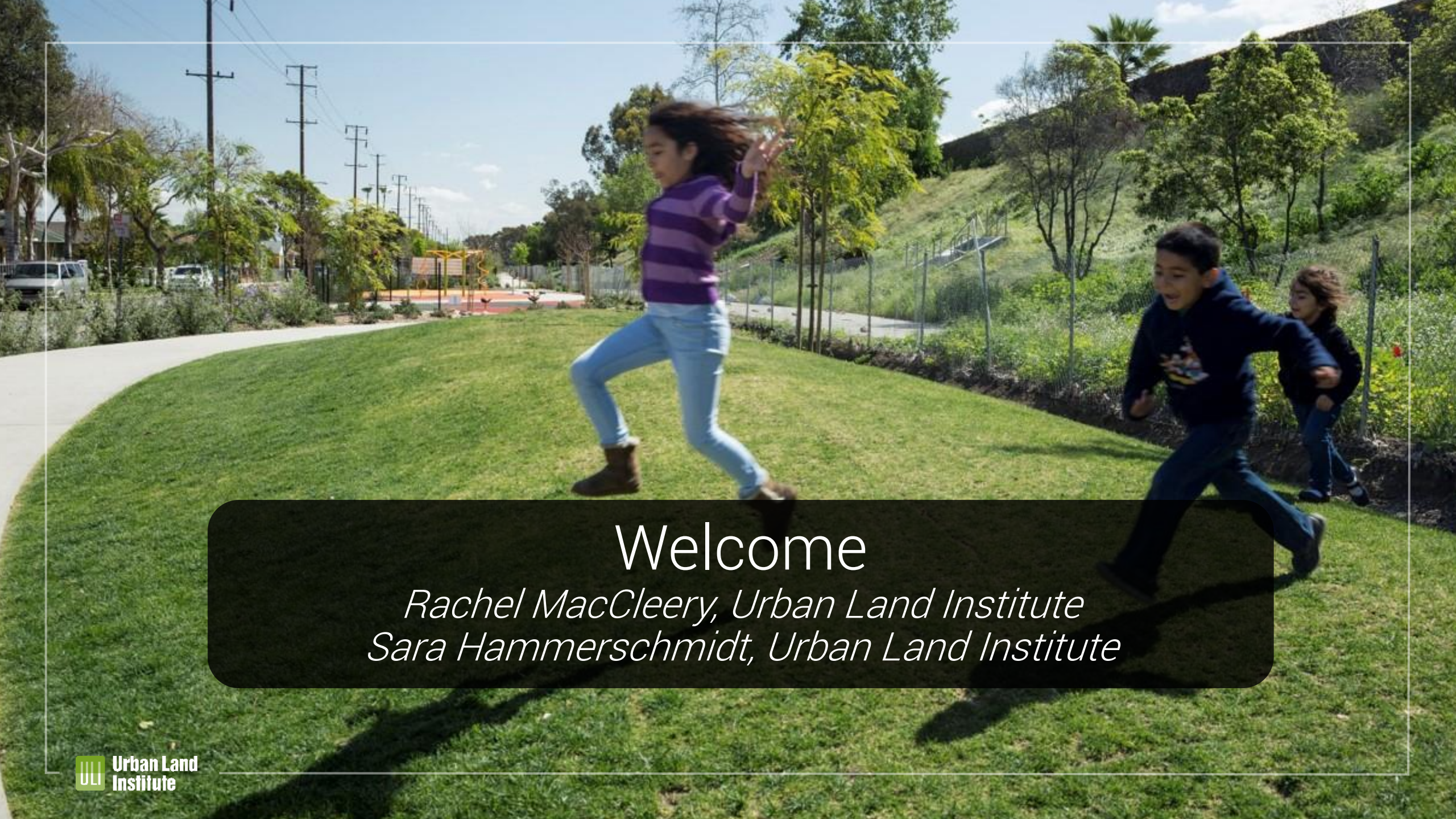




Developing Equitable Parks and Open Spaces Workshop

April 15-16, 2019



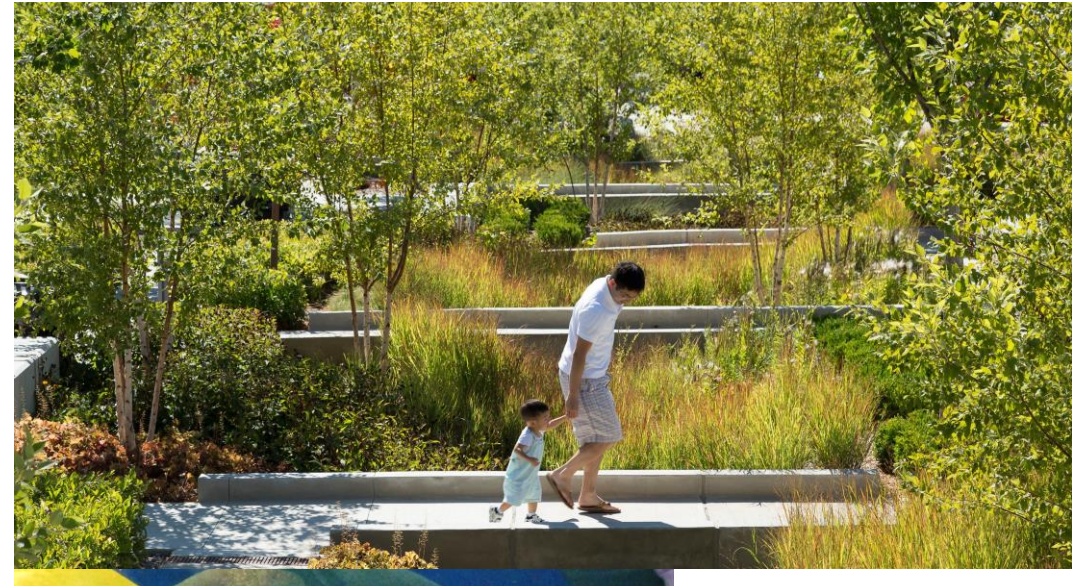


Welcome

Rachel MacCleery, Urban Land Institute
Sara Hammerschmidt, Urban Land Institute

ULI BUILDING HEALTHY PLACES INITIATIVE

Leveraging the power of ULI's global networks to shape projects and places in ways that improve the health of people and communities





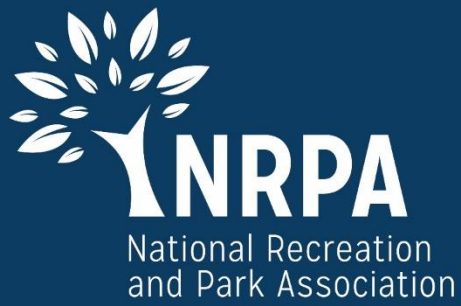
URBAN LAND INSTITUTE

Mission: Provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide

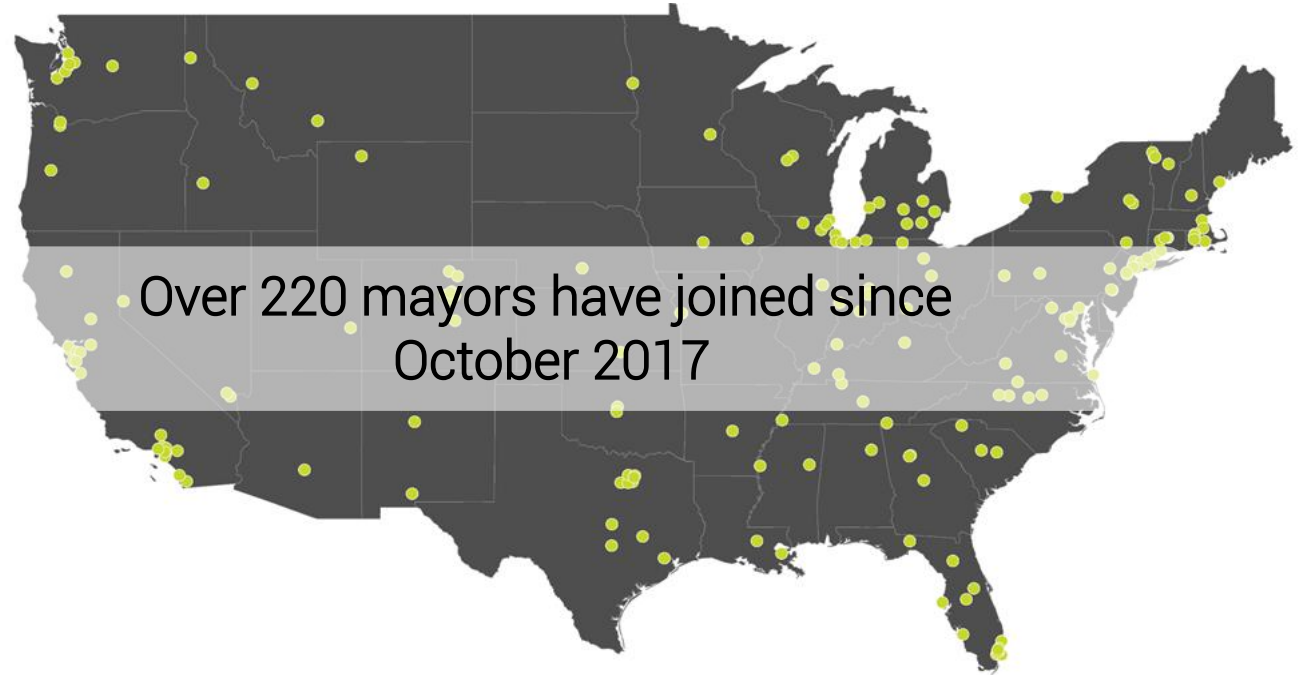
Membership: Over 42,000 members globally, comprised of land use professionals (developers, designers, financial services, public sector)



Convenings | Research | Best Practices | Education



10 MINUTE WALK™



Everyone, in every neighborhood, in every city in America has a high-quality park or public green space within a 10-minute walk of home.



Why the 10-Minute
Walk?

PARKS HAVE ENVIRONMENTAL POWER



1 ACRE OF TREES
absorbs the carbon dioxide produced by
DRIVING A CAR 11,000 MILES.

PARKS HAVE HEALTH POWER



Increased access to places
for physical activity leads to a
25% increase
in people exercising
3 or more days a week.

PARKS HAVE SAFETY POWER

In Macon, GA, a revitalized park
that included new programming
and beautification efforts
reduced incidents of
crime and violence by
50%.

Parks have the power to strengthen
communities, transform lives, and
protect the future.

**Parks are the most powerful
aspect of every community.**

Park Workshop Goals



Outline the **components of a high-quality park** and lay the foundation for a resource that local agencies and land use professionals can use to ensure access and quality of parks in areas that need them most.



Understand **how diverse parks professionals can best form successful partnerships** that promote equitable development and bring meaningful community impact.



Promote learning, awareness, and knowledge among a cross-sector group of professionals by discussing critical challenges and identifying effective strategies for equitable park development.



Elicit feedback on **additional examples of successful and innovative park projects** that leveraged strategic and effective partnerships.

Workshop Agenda

Day One – April 15

2:00 – 2:30 pm	Welcome and Introductions 10-Minute Walk Campaign Workshop Goals Agenda and Logistics
2:30 – 3:15 pm	Grounding the Field in Equity
3:15 – 3:30 pm	Break
3:30 – 4:30 pm	Tour of Afrazan Park
4:30 – 4:45 pm	Day One Closing Session
4:45 pm	Load Bus – Return to 21C Hotel
5:00 – 6:30 pm	Reception at 21C Hotel



Grounding the Field in Equity

Rachel Banner, National Recreation and Park Association
Sasha Forbes, Natural Resources Defense Council



Park Equity

Sasha Forbes, Natural Resources Defense Council

ULI: Park Equity Workshop

April 14, 2019



Walk the Line

- Adapted from *RaceForward*

Everyone has equal access to nature.

Walk the Line

- Adapted from RaceForward

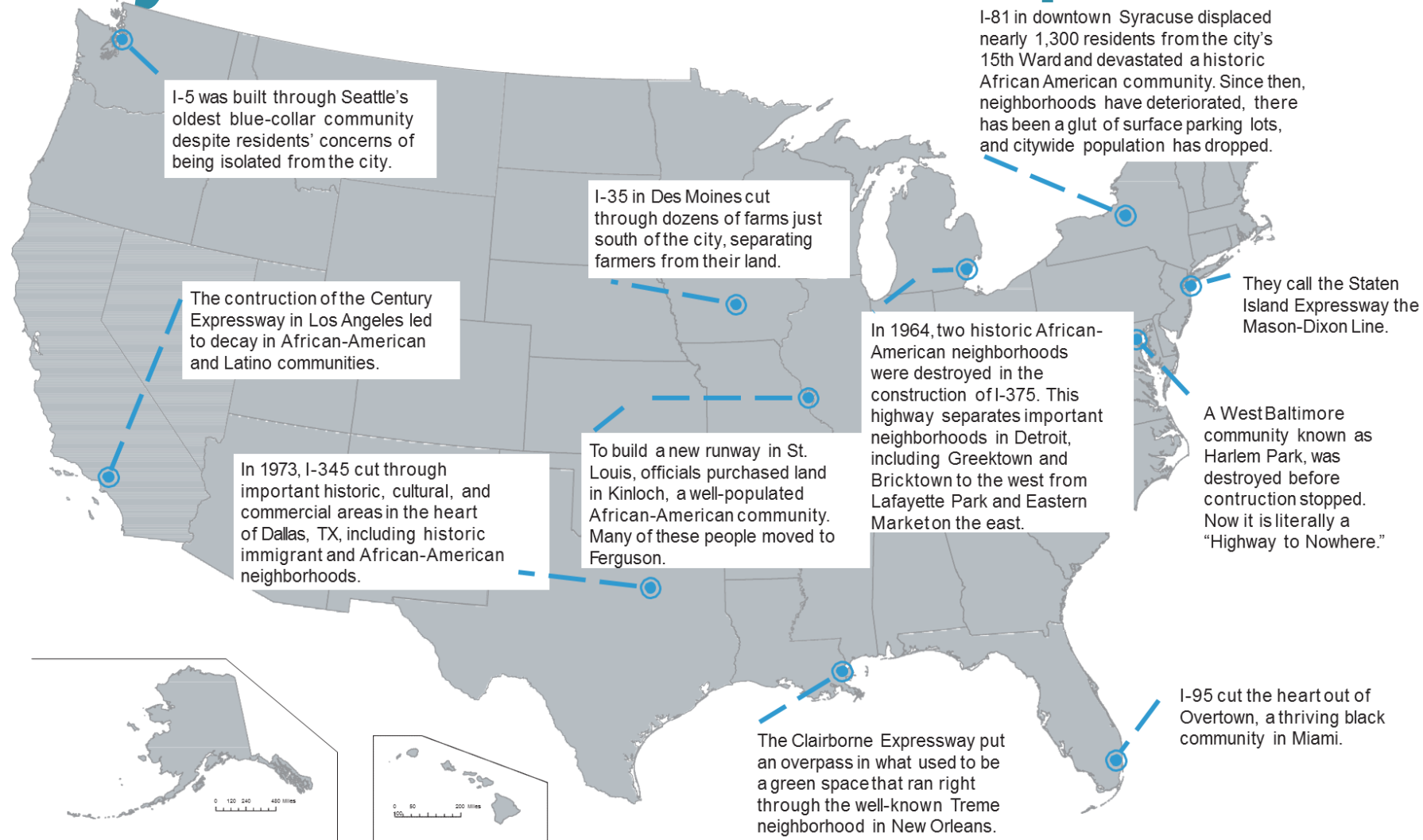
Community engagement is essential to developing a great park or open space project.

Walk the Line

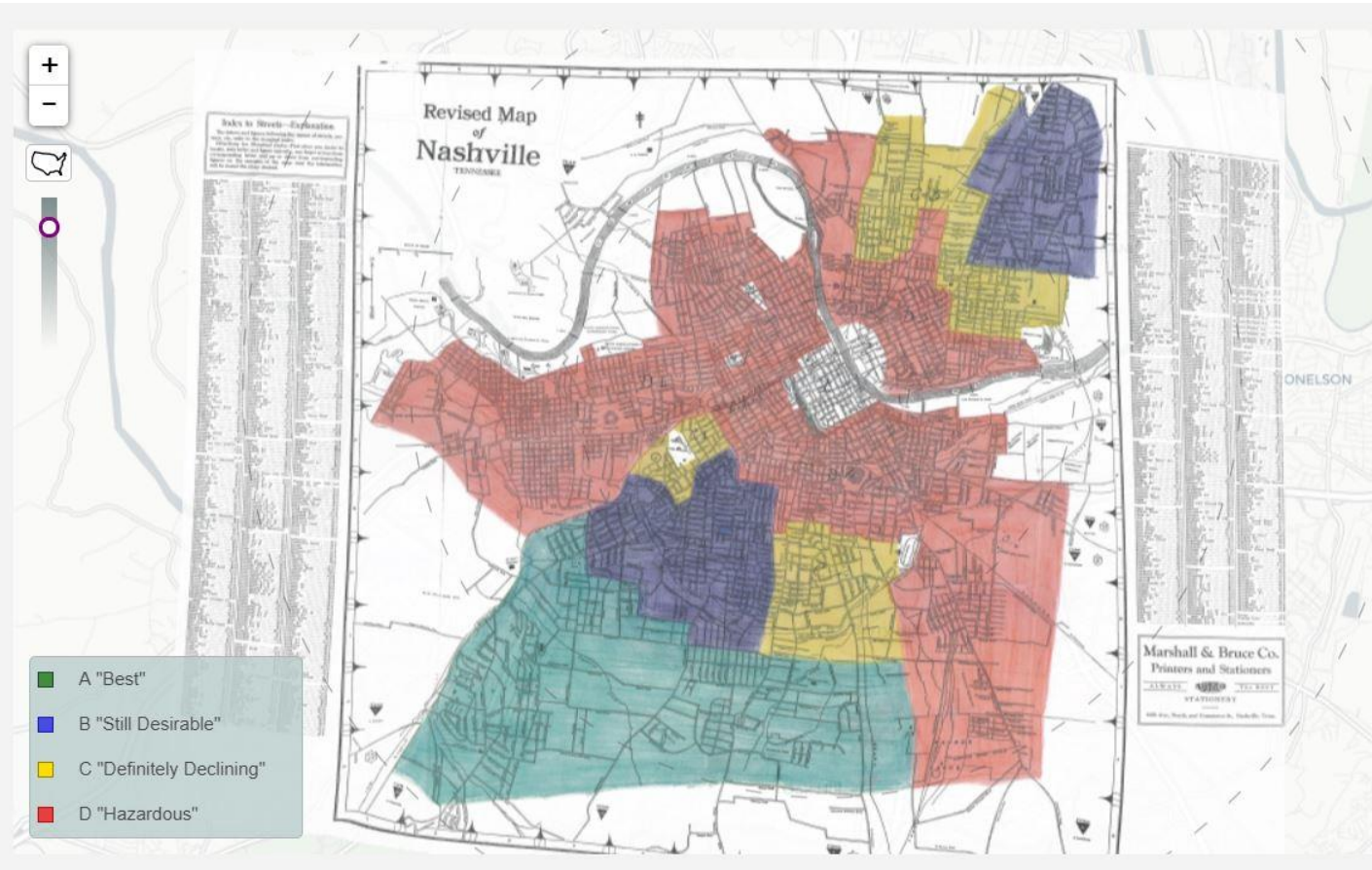
- Adapted from RaceForward

I believe we can end racial inequality.

History Matters: Transportation



History Matters: Housing



REDLINING: 1930'S TO 1970

- The FHA explicitly practiced a policy of "redlining" when determining which neighborhoods to approve mortgages in. Redlining is the practice of denying or limiting financial services to certain neighborhoods based on racial or ethnic composition without regard to the residents' qualifications or creditworthiness. The term "redlining" refers to the practice of using a red line on a map to delineate the area where financial institutions would not invest.

—The Real Housing Crisis of Obvious Bias



URBAN INSTITUTE
FOR THE BUREAU OF ECONOMIC ANALYSIS

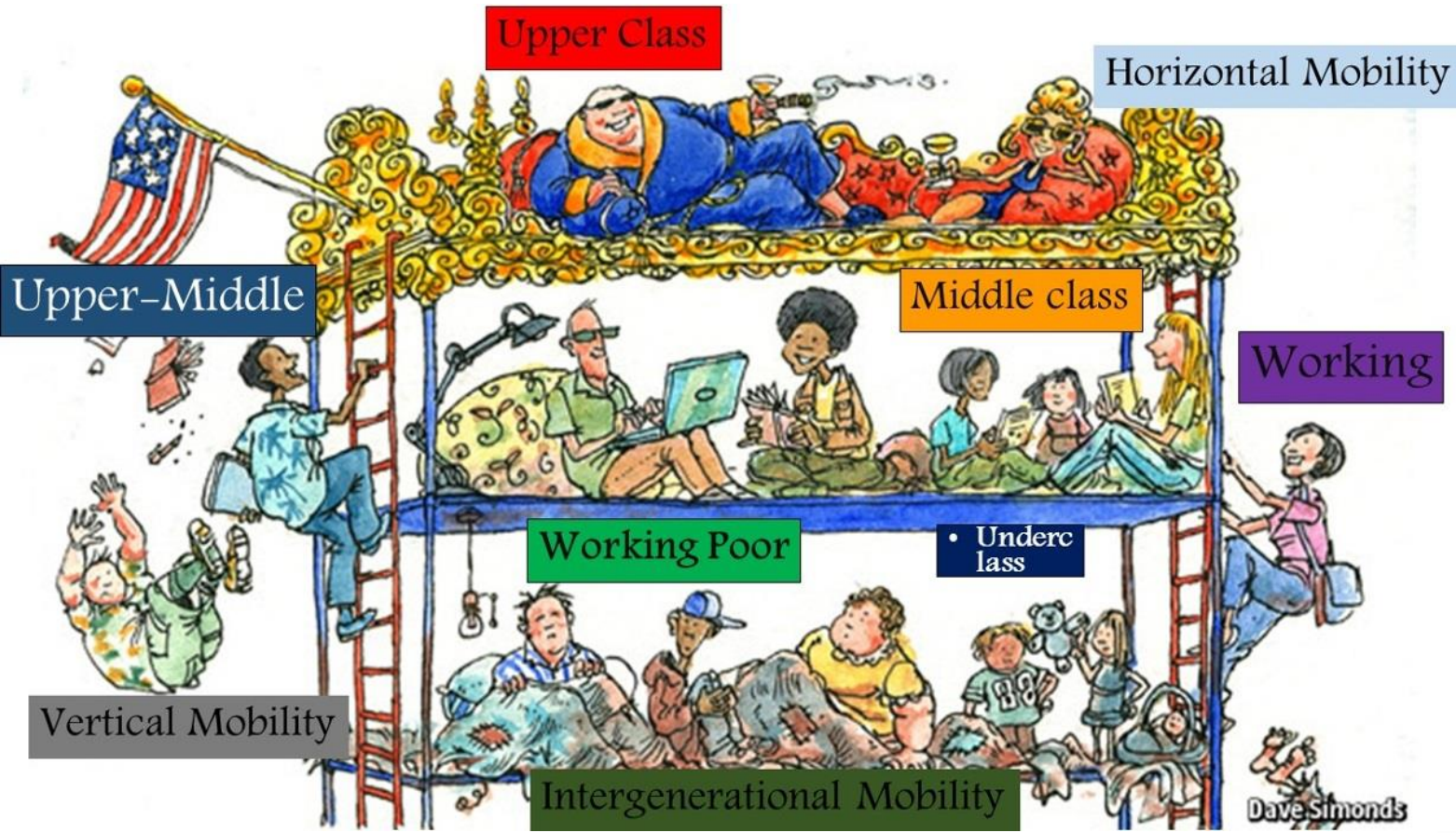
THE HOUSING CRISIS OF OBVIOUS BIAS
A REPORT FOR THE U.S. DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT

History Matters: Environment

- *“Hispanics on average breathe in 63% more of the pollution that leads to heart and breathing deaths than they make.”*
- *“There are far more mostly minority schools within 500 feet of major highways than mostly white schools.”*
- *African-Americans are 79 percent more likely than whites to live where industrial pollution is highest, with people of color overrepresented near Superfund sites and oil refineries.*



History Matters: Economic Mobility



We live in a society of interconnected systems, structured by the “norms” of an America built on class and race.





“

We must acknowledge
the cultural and historic
legacy of a community

”

SPARCC: Strong Prosperous and Resilient Communities Challenge

RACE: The built environment has been shaped by a legacy of racially discriminatory policies and investments, resulting in deep disparities between communities.

CLIMATE & HEALTH: The damaging impacts of climate change, and the critical social determinants of health, are also distributed unequally, further exacerbating disparities for these same communities.

CATALYTIC MOMENT: Current real estate investment practices and public policy often fall short of dramatically improving life outcomes for low-income people and communities of color. When not authentically community-driven, efforts have undermined existing cultural networks and led to displacement.

SPARCC'S GOAL

Influence the institutions, practices and policies that shape our cities and regions to create more just economic, health and environmental outcomes.



SPARCC IN ACTION

30 million

Total people reached

\$90 million

Invested

252

Local partners

6

Regions



Atlanta

TransFormation Alliance



Chicago

Elevated Chicago



Denver

Mile High Connects



Los Angeles

LA THRIVES, ACT-LA, & California Community Foundation



Memphis

Neighborhood Collaborative for Resilience



San Francisco Bay Area

Bay Area for All

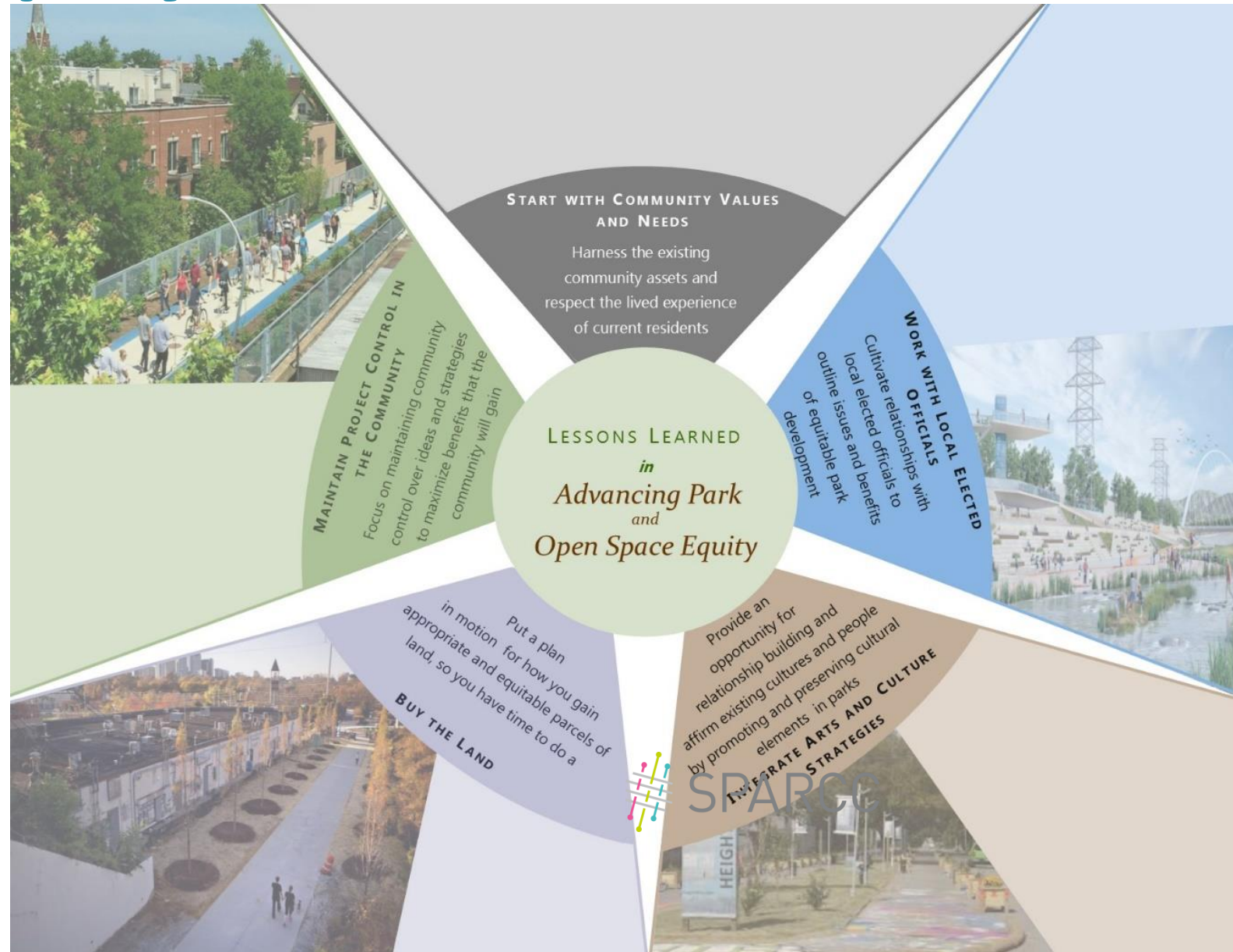
Park Equity

LA – LA River Restoration

Chicago – The 606 Trail

Memphis – The Heights Line

Atlanta - BeltLine



Lessons Learned

- Start with the community values and needs: Memphis, Heights Line activation of site
- Maintain project control in the community: Chicago
- Work with local elected officials: Los Angeles
- Integrate Arts and Culture Strategies: Atlanta, Soccer in the Streets
- Buy the Land.



Spotlight: Understanding Impacts



Measure A: Parks Bond

Advocacy:
Anti-Displacement
Measure in Parks

Lesson:

- Shift in policy and funding to ensure everyone can benefit from the improvements
- Standardize engagement

• Questions to Consider...

How are **you co-creating** and integrating equity considerations into your projects, plans, process?

- Have you engaged the appropriate community voice?
- Have you ensured that neighbors and others who might be impacted and/or influential in the process or project included?

Create the Space

—• Questions to Consider...

What is the impact of your proposal: **who benefits and who is burdened** by your investment?

- Can the burden be decreased to increase shared benefits?
- What groups or ideas are left out in favor of others?
- What are the potential unintended consequences?

Create the Space

—• Questions to Consider...

In what ways are YOU actively working to **combat privilege** and the system of inequity?

Are you sufficiently using your power and privilege to

- advance racial and economic equity?
- Improve health outcomes?
- Increase sustainability?

Create the Space



Things You Can Do

1. Incorporate equity & inclusion in your process
2. Advocate for greater housing affordability policies & funding
3. Understand and acknowledge the cultural legacy of a Community
4. Support existing community leaders

 Do it for him.



Contact: **Sasha Forbes**
Healthy People Thriving Communities

sforbes@nrdc.org

Sparcchub.org

#WeAllThriveFu

● Parts of Equity and Justice

- *Procedural equity* – inclusive, accessible, authentic engagement and representation in process to develop or implement sustainability programs or policies
- *Distributional Equity* – sustainability programs and policies result in fair distribution of benefits and burdens across all segments of a community, prioritizing those with highest need
- *Structural Equity* – sustainability decision-makers institutionalize accountability; decisions are made with recognition of historical, cultural and institutional dynamics and structures that have routinely advantaged privileged groups in society and resulted in chronic, cumulative disadvantage for subordinated groups.
- *Transgenerational Equity* – sustainability decisions consider generational impacts and don't result in unfair burdens on future generations. Urban Sustainability Directors Network, Equity in Sustainability Report
- *Transformational Equity* – the distinct notion that communities (internally) have the indigenous capacity to govern and sustain themselves and that communities (externally) have voice, influence and agency in regional, state and/or national affairs. ~ Dr. Omowale Satterwhite

PolicyLink Equity Manifesto

It begins by joining together, believing in the potency of inclusion, and building from a common bond.

It embraces complexity as cause for collaboration, accepting that our fates are inextricable.

It recognizes local leaders as national leaders, nurturing the wisdom and creativity within every community as essential to solving the nation's problems.

PolicyLink Equity Manifesto

It demands honesty and forthrightness, calling out racism and oppression, both overt and systemic.

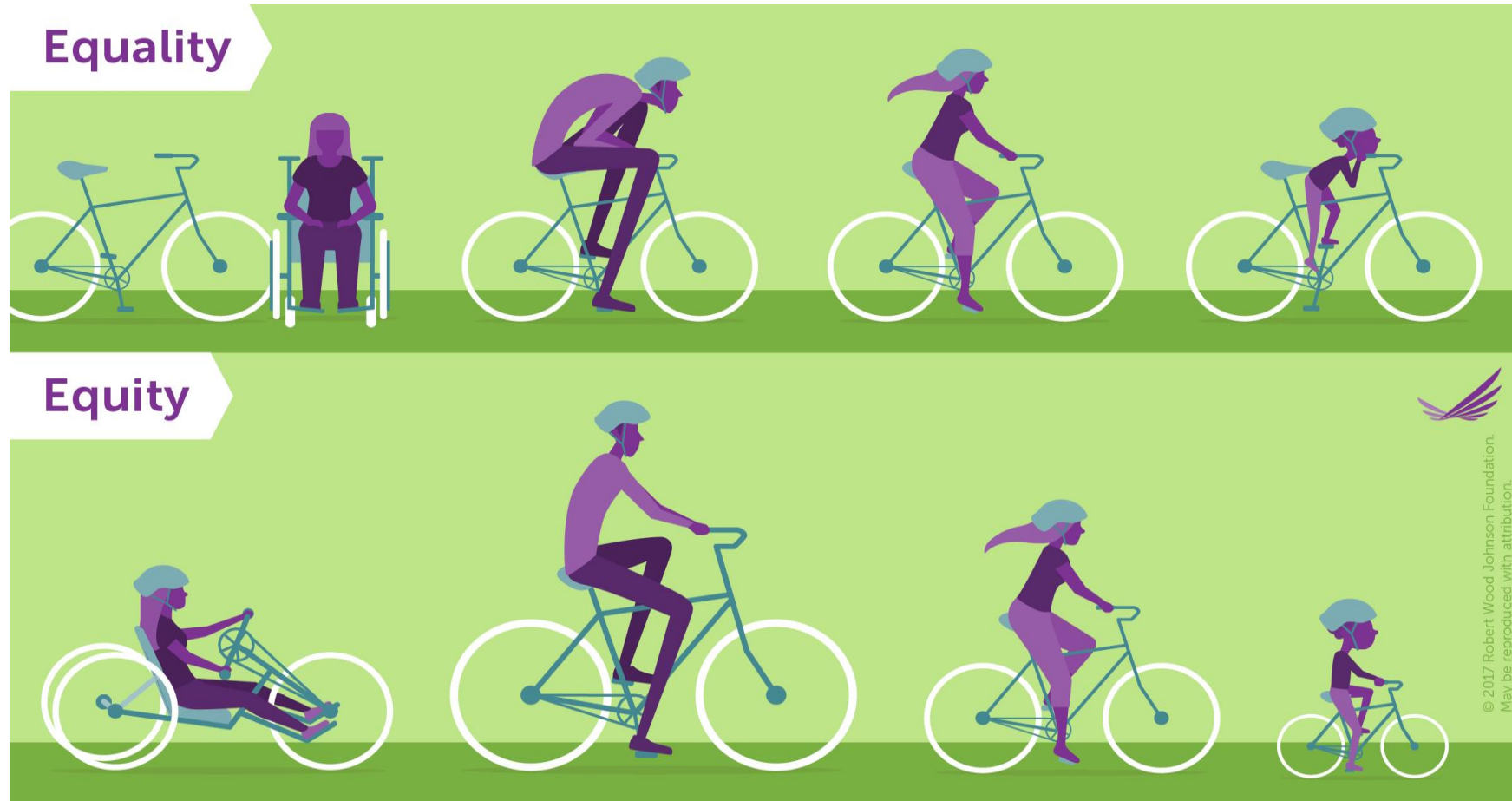
It strives for the power to realize our goals while summoning the grace to sustain them.

It requires that we understand the past, without being trapped in it; embrace the present, without being constrained by it; and look to the future, guided by the hopes and courage of those who have fought before and beside us.

PolicyLink Equity Manifesto

This is equity: just and fair inclusion into a society in which all can participate, prosper, and reach their full potential. Unlocking the promise of the nation by unleashing the promise in us all.

Robert Wood Johnson Foundation: Health Equity



Key Action Steps to Equity

- **Name:** What groups or populations should we be addressing?
- **Measure:** How are inequalities operating? And what outcomes are we striving for?
- **Address:** Organize and strategize with others to address inequalities
- An ongoing continual process

Identifying Groups or Populations



PARKS FOR
INCLUSION

- Racial & Ethnic Minority
- Physical & Cognitive Disability
- LGBTQ
- New American
- Others

Understanding Inequities

- History of Park Usage & Access
 - Segregation & Jim Crow
 - Household Income
 - Housing/Neighborhood Development

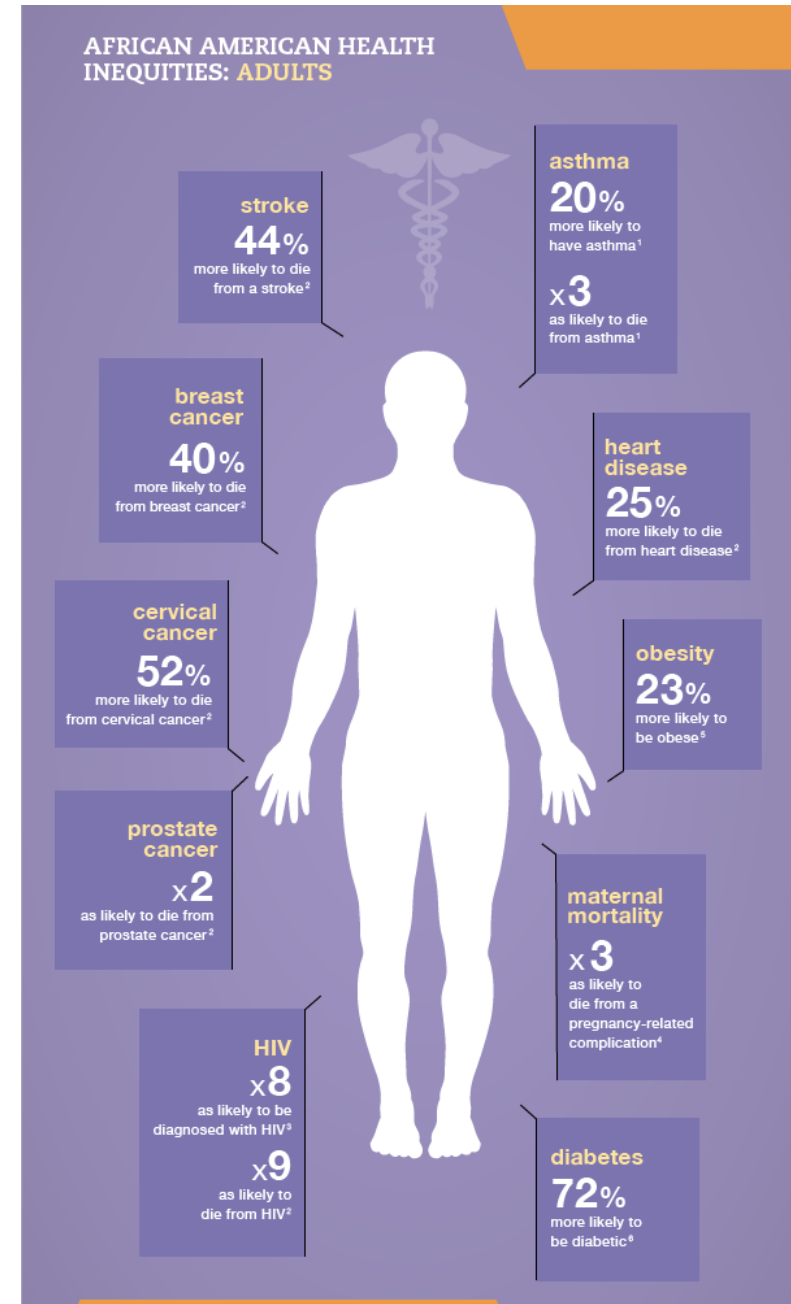
“Many of the adults I spoke with were raised by parents who experienced discriminatory Jim Crow laws which prevented or discouraged African Americans from visiting public parks... Park attendance in America is culturally embedded, meaning children who are raised going to parks will grow up to take their children. Many African Americans do not go to parks because their parents and grandparents could not take their children.” – KangJae Lee



Measuring Outcomes

Inequities Influence Outcomes

- Health Disparities
- Air & Water Quality
- Crime & Violence
- Economic Opportunity
- Social Cohesion



Addressing Inequities

- Use Data
- Empower Communities
- Don't go it alone!
- Be Transparent



Questions for Discussion

- **Past Land Development** - As an urban land professional, who have been the people to control land either in your profession or cities more broadly? How has this shaped development and perception of parks?
- **Current/Future Land Development** - How can you/we better honor the history of the land and people in your city or cities and move toward a society in which all can participate, prosper, and reach their full potential through parks?
- **Questions and Directions for Research** - What questions do you have in order to better answer the questions above? How can research help answer these questions and who should be included in the research?
- **What are some hopes you have around equity?**



Afrazan Park

Andrea Aguirre-Solis, Conexión Américas

