



Changing the Landscape: People, Parks, and Power

July 28, 2021 webinar

PREVENTION
INSTITUTE

Speakers



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Graphic Recording

Today, we're joined by Sam Bradd, a graphic facilitator from Drawing Change. His role is to **listen deeply**, and translate ideas into **visuals**.

Our clients make the world a better place – and we amplify their work by showing complexity as something joyful. Together, we're drawing change.

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Webinar Goals

- Share highlights from *Changing the Landscape* paper
 - ✓ Rationale for policy & systems change approach
- Update on the *People, Parks & Power* (P3) national funding initiative

An Unprecedented Opportunity



Strategic Building Blocks of the Initiative

- Lessons learned from public health success
- Proven power building strategies
- Green space equity track record and knowledge base



Benefits of Parks & Green Space

- Protect public health and promote wellbeing:
 - ✓ Physical activity
 - ✓ Time in nature
 - ✓ Social connection
 - ✓ Respite
- Climate Benefits
 - ✓ Cool temperatures
 - ✓ Filter air
 - ✓ Replenish groundwater



Inequitable Access to Green Space



Structural Drivers of Green Space Inequity



Selected Policies, Practices, and Procedures That Have Produced Inequities in Parks and Green Space. Adapted from: *Prevention Institute. Countering the Production of Health Inequities: An Emerging Systems Framework to Achieve an Equitable Culture of Health*

Contemporary Drivers of Inequities

- Shifting responsibility for public services
- Reduced ability of low-income cities to provide park and green space services
- Anti-tax movement

Pathways to Green Space Equity

- Research & ground-truth inequities
- Analyze root causes
- Co-develop winnable solutions
- Build power & wage effective campaigns
- Watchdog implementation & protect ground gained



Equity Framework

- Procedural – decision-making processes for all services, functions; provision of services & programming
- Distributional – distribution and accessibility of park infrastructure, facilities, amenities
- Structural – factors, conditions & policies that give rise to inequities

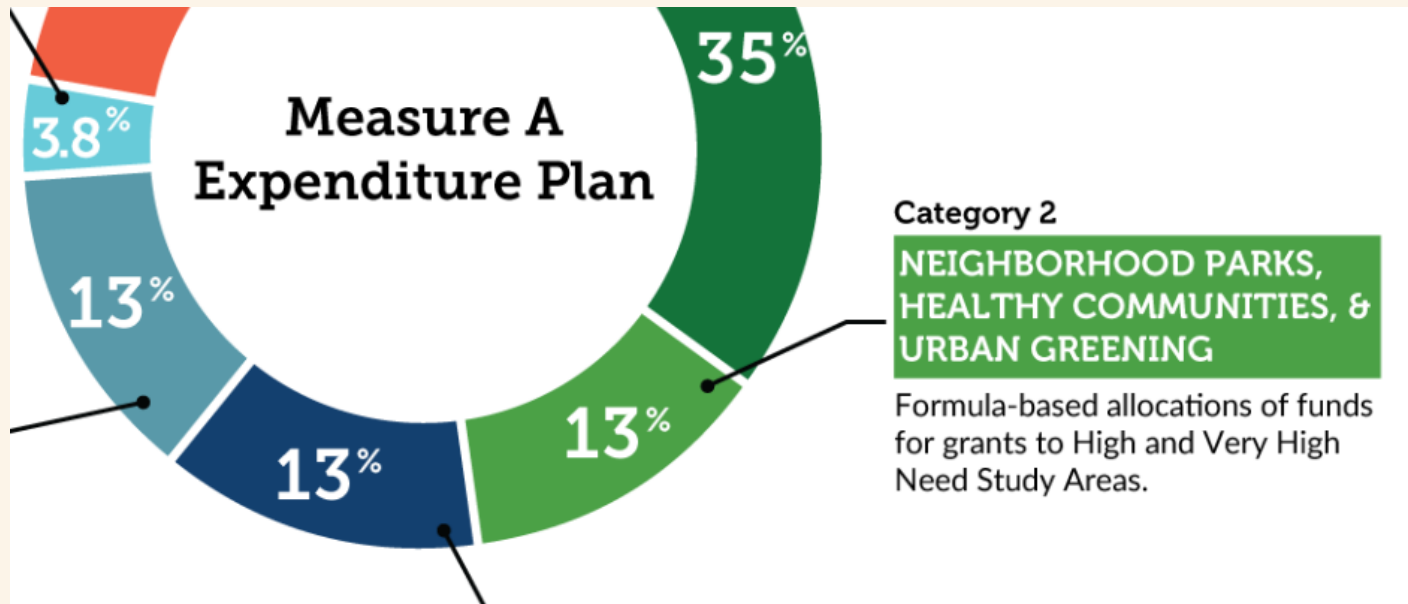
Procedural Equity

- Involves transparent, equitable, inclusive decision-making regarding:
 - Who participates
 - How they are engaged
 - How input is valued & applied
- Covers provision of services



Distributional Equity

- Fair distribution of resources, benefits, burdens
- Prioritizes resources for communities experiencing the greatest inequities



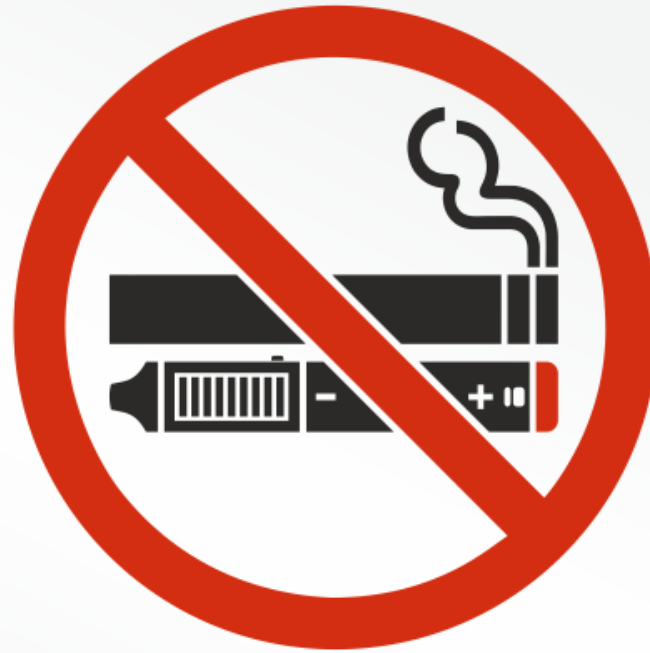
Structural Equity

- Addresses underlying structural factors and policies underlying inequities
- Commits to correcting past harms & preventing future unintended consequences



Minneapolis
Park & Recreation Board

2021 MPRB
Racial Equity Action Plan



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Policy and systems change for park and green space equity

Leaders	Activities Required	
<ul style="list-style-type: none"> • Advocates • Resident Leaders • Organizers • Political Strategists 	<ul style="list-style-type: none"> • Community Organizing • Leadership Development • Policy Development • Communications 	<ul style="list-style-type: none"> • Fund Development • Government Relations • Waging Political Campaigns • Coalition Building

Park and green space project development and renovation

Leaders	Activities Required	
<ul style="list-style-type: none"> • Planners • Designers • Government Agency • Nonprofit managers 	<ul style="list-style-type: none"> • Land Use • Real Estate • Fund Development • Landscape Architecture 	<ul style="list-style-type: none"> • Physical Project Management • Government Relations • Community Engagement • Recreational Programming

Brick & Mortar/Capital Projects

Eugene A. Obregon Park GREEN PILOT PROJECT




June 2009

Model Conservation Park Design



Collaborative Section Goals developed by:
Architecture & Design Section
Water & Conservation Planning Section





“We can be building, opening, and operating parks for 100 years and it’s not going to move the needle as much as through policy change and system change.”

—Green space advocate

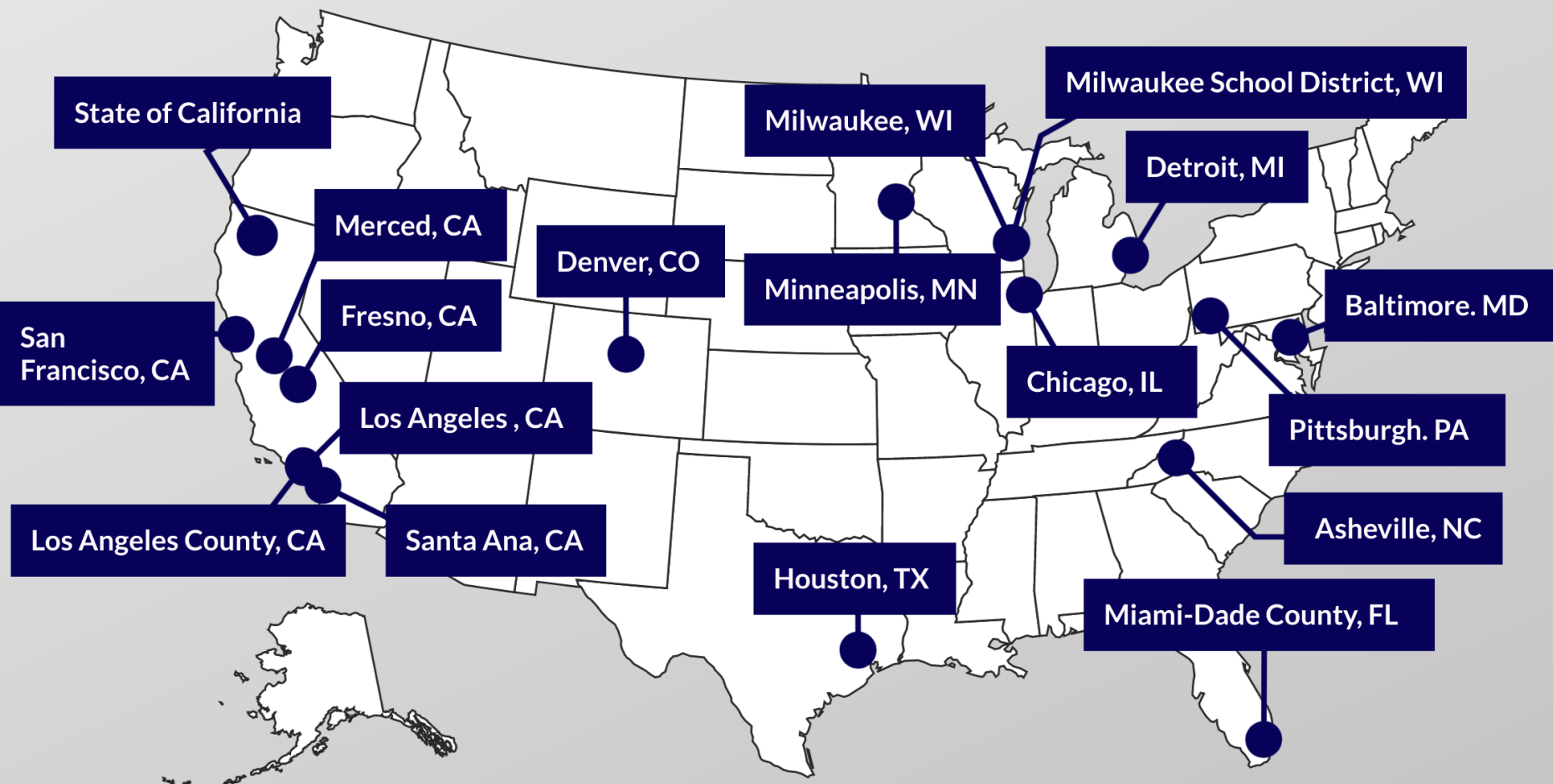
Rationale for Policy & Systems Approach



Increased Projects & Infrastructure: Key Outcomes of Policy & System Change



Promising Policy Options to Advance Green Space Equity



Typology of Green Space Equity Policies

- Public Finance
- Organizational Change
- Documentation of Needs and Inequities
- Joint Use
- Land Use
- Community Engagement
- Anti-Displacement

Fresno: 3/8-cent Sales Tax



CLEAN & SAFE NEIGHBORHOOD PARKS IN FRESNO

Minneapolis: Criteria to Close Funding Gaps

- PARK AND RECREATION BOARD CODE OF ORDINANCES

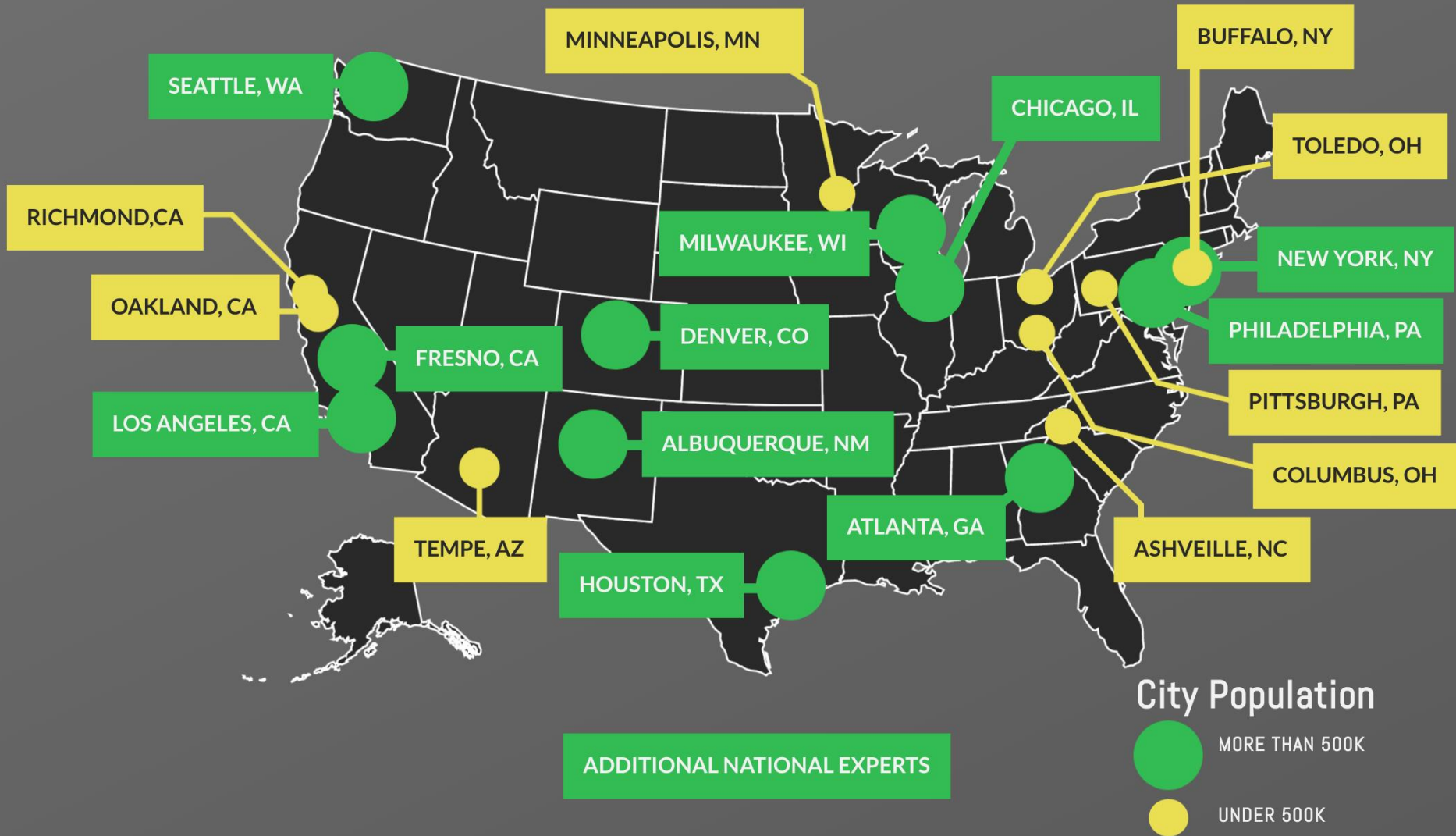
Chapter 17 CRITERIA BASED SYSTEM FOR CAPITAL AND REHABILITATION NEIGHBORHOOD PARK PROJECT SCHEDULING (IN CONJUNCTION WITH CHAPTER 16—20 YEAR NEIGHBORHOOD PARK PLAN)

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PB17-1. Purpose; interpretation; and application.

The City of Minneapolis and the Park and Recreation Board jointly enacted concurrent 20 Year Neighborhood Park Plan ordinances to achieve a shared goal of closing a neighborhood parks funding gap. An important element of the joint 20 Year Neighborhood Park Plan ordinances was a commitment to ensure that racial and economic equity criteria were utilized in determining the distribution of funds to neighborhood parks during the period of the Plan. PB17 is being adopted to implement the goals of the joint 20 Year Neighborhood Park Plan ordinances and establish objective criteria to assist the Park Board, the Park Board Superintendent and Park Board staff in evaluating the relative need of all neighborhood parks. PB17 is intended to be read in conjunction with PB16 and in furtherance of the goals outlined therein. (Pk. Bd. Ord. No. 2016-102 , § 1, 7-6-16)

SUBJECT MATTER EXPERTS MAP



P3 National Funding Initiative

- Focus is on upstream policy and systems change (not planning, building, or operating individual, on-the-ground projects)
- P3 will support 501c3 organizations (i.e., CBOs and base-building groups) working in urban, low-income communities of color across the U.S. to increase park equity through local policy and systems change

P3 Application Timeline: Key Dates

- September 8, 2021: Call for proposals released
- September 22, 2021: Applicant webinar
- October 28, 2021: Letter of intent (LOI) deadline





Thank You
and Q&A



Thank you!

Questions or Inquiries

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