Developing Equitable Parks and Open Spaces Workshop
April 15-16, 2019
Welcome
Rachel MacCleery, Urban Land Institute
Sara Hammerschmidt, Urban Land Institute
Leveraging the power of ULI’s global networks to shape projects and places in ways that improve the health of people and communities.
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)
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.

www.10minutewalk.org
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

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<tr>
<th>Time</th>
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<tr>
<td>2:00 – 2:30 pm</td>
<td>Welcome and Introductions 10-Minute Walk Campaign Workshop Goals Agenda and Logistics</td>
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<tr>
<td>2:30 – 3:15 pm</td>
<td>Grounding the Field in Equity</td>
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<td>3:15 – 3:30 pm</td>
<td>Break</td>
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<td>3:30 – 4:30 pm</td>
<td>Tour of Afrazan Park</td>
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<td>4:30 – 4:45 pm</td>
<td>Day One Closing Session</td>
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<td>4:45 pm</td>
<td>Load Bus – Return to 21C Hotel</td>
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<td>5:00 – 6:30 pm</td>
<td>Reception at 21C Hotel</td>
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Grounding the Field in Equity
Rachel Banner, National Recreation and Park Association
Sasha Forbes, Natural Resources Defense Council
Park Equity

Sasha Forbes, Natural Resourced Defense Council
ULI: Park Equity Workshop
April 14, 2019
Everyone has equal access to nature.
Community engagement is essential to developing a great park or open space project.
I believe we can end racial inequality.
History Matters: Transportation

I-5 was built through Seattle’s oldest blue-collar community despite residents’ concerns of being isolated from the city.

The construction of the Century Expressway in Los Angeles led to decay in African-American and Latino communities.

In 1973, I-345 cut through important historic, cultural, and commercial areas in the heart of Dallas, TX, including historic immigrant and African-American neighborhoods.

In 1984, I-81 in downtown Syracuse displaced nearly 1,300 residents from the city’s 19th Ward and devastated a historic African-American community. Since then, neighborhoods have deteriorated, there has been a glut of surface parking lots, and citywide population has dropped.

I-35 in Des Moines cut through dozens of farms just south of the city, separating farmers from their land.

They call the Staten Island Expressway the Mason-Dixon Line.

In 1964, two historic African-American neighborhoods were destroyed in the construction of I-375. This highway separates important neighborhoods in Detroit, including Greektown and Bricktown to the west from Lafayette Park and Eastern Market on the east.

A West Baltimore community known as Harlem Park, was destroyed before construction stopped. Now it is literally a “Highway to Nowhere.”

To build a new runway in St Louis, officials purchased land in Kinloch—a well-populated African-American community. Many of these people moved to Ferguson.

I-95 cut the heart out of Overtown, a thriving black community in Miami.

The Clairborne Expressway put an overpass in what used to be a green space that ran right through the well-known Treme neighborhood in New Orleans.
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 Redlining Council of Greater Boston
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.
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
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?
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?
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?
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.
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

**Equality**

**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

- 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