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# Resident-First Revitalization

Collaborating with Communities for Maximum Impact

# Inclusive decision-making strategies at different scales



## City-Wide

Philly Tree Plan



## Neighborhood

Green Vision Plan



## Block

Unity Park



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# Why Community Collaboration?



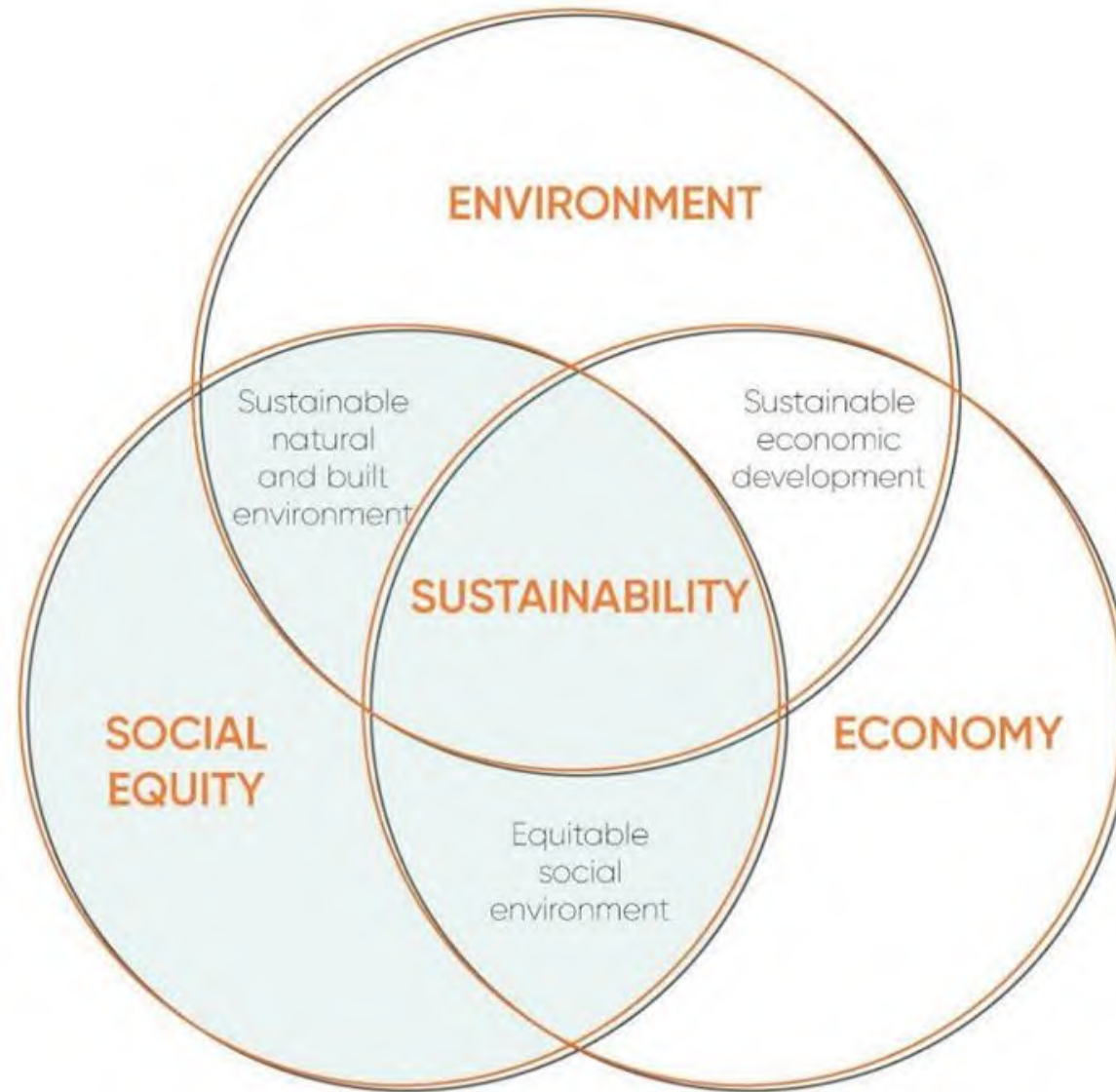
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**“Landscape architecture involves the planning, design, management, and nurturing of the built and natural environments. With their unique skill set, landscape architects work to improve human and environmental health in all communities. They plan and design parks, campuses, streetscapes, trails, plazas, residences, and other projects that strengthen communities.”**

<https://www.asla.org/aboutlandscapearchitecture>







# Professional Experience

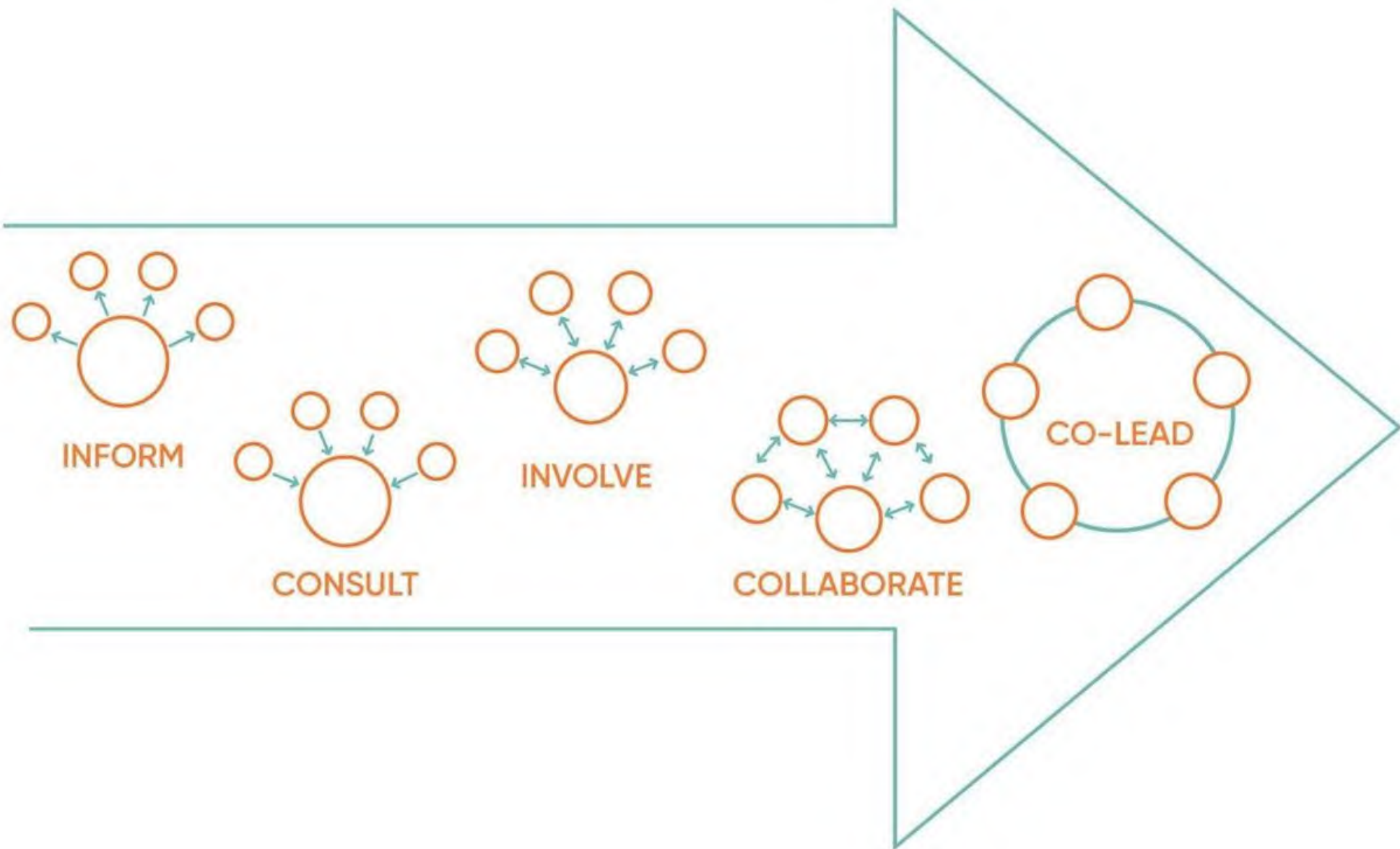


# Lived Experience











What is the **PURPOSE** of the engagement?

What level of involvement is there for  
**DECISION MAKING**?



What is the **TIMELINE**?



# Philly Tree Plan

Growing Our Urban Forest





# Philly Tree Plan

Growing Our Urban Forest



## Guiding values

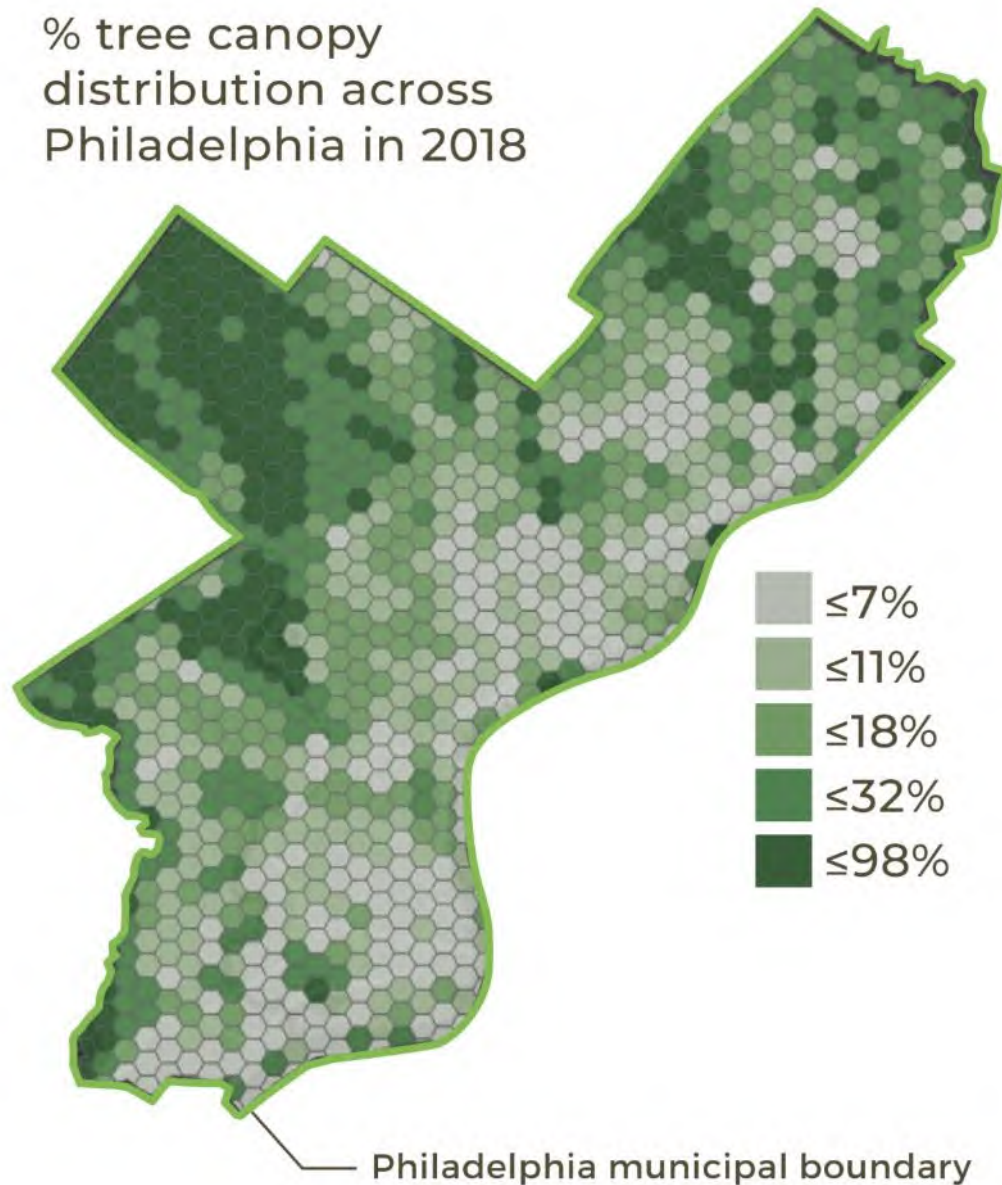
**Environmental Justice**

**Community Engagement**

**Sustainability**

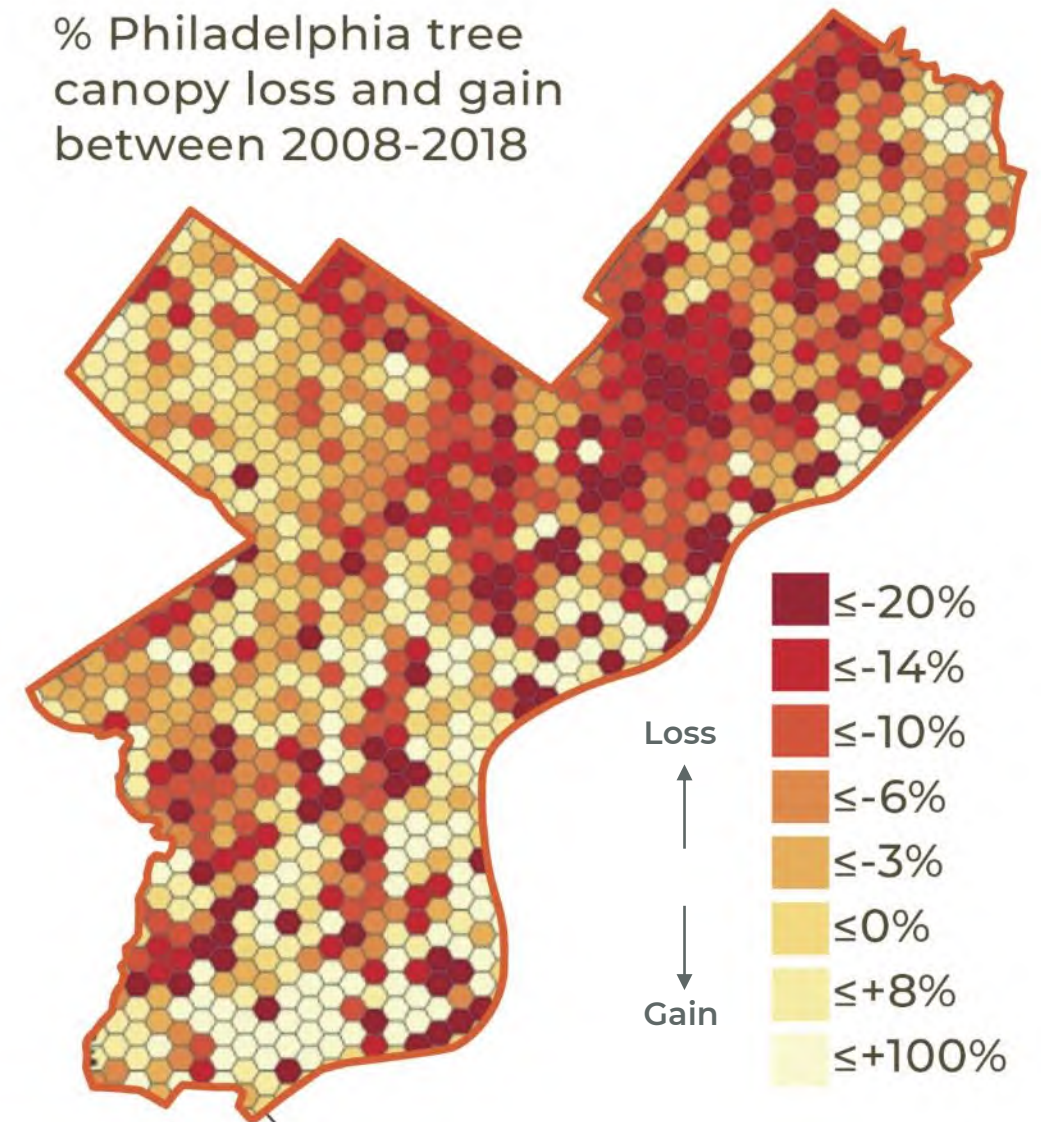
## 20% CANOPY COVER

% tree canopy  
distribution across  
Philadelphia in 2018



## 6% CANOPY LOSS

% Philadelphia tree  
canopy loss and gain  
between 2008-2018



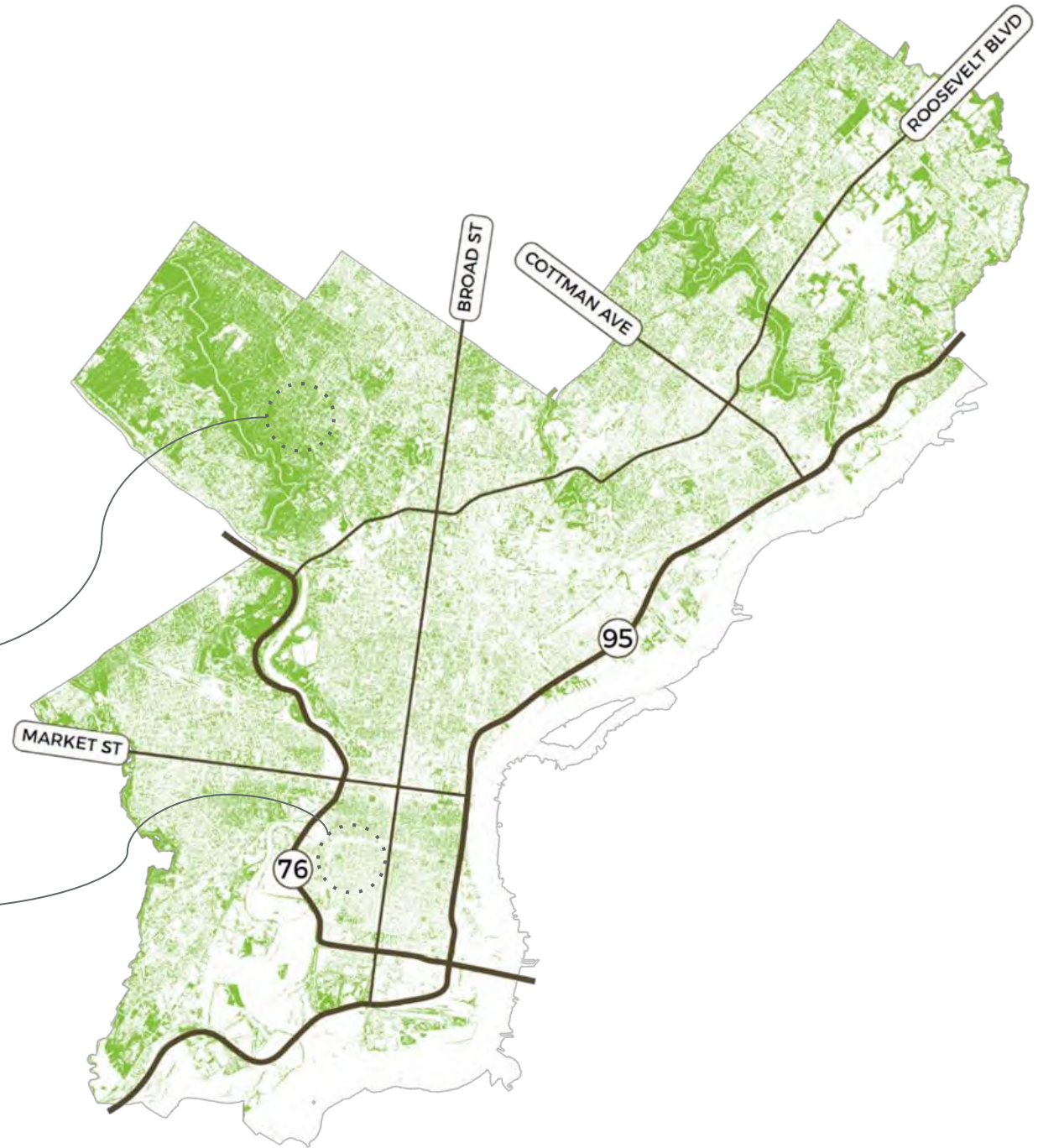


# Crisis of canopy equity



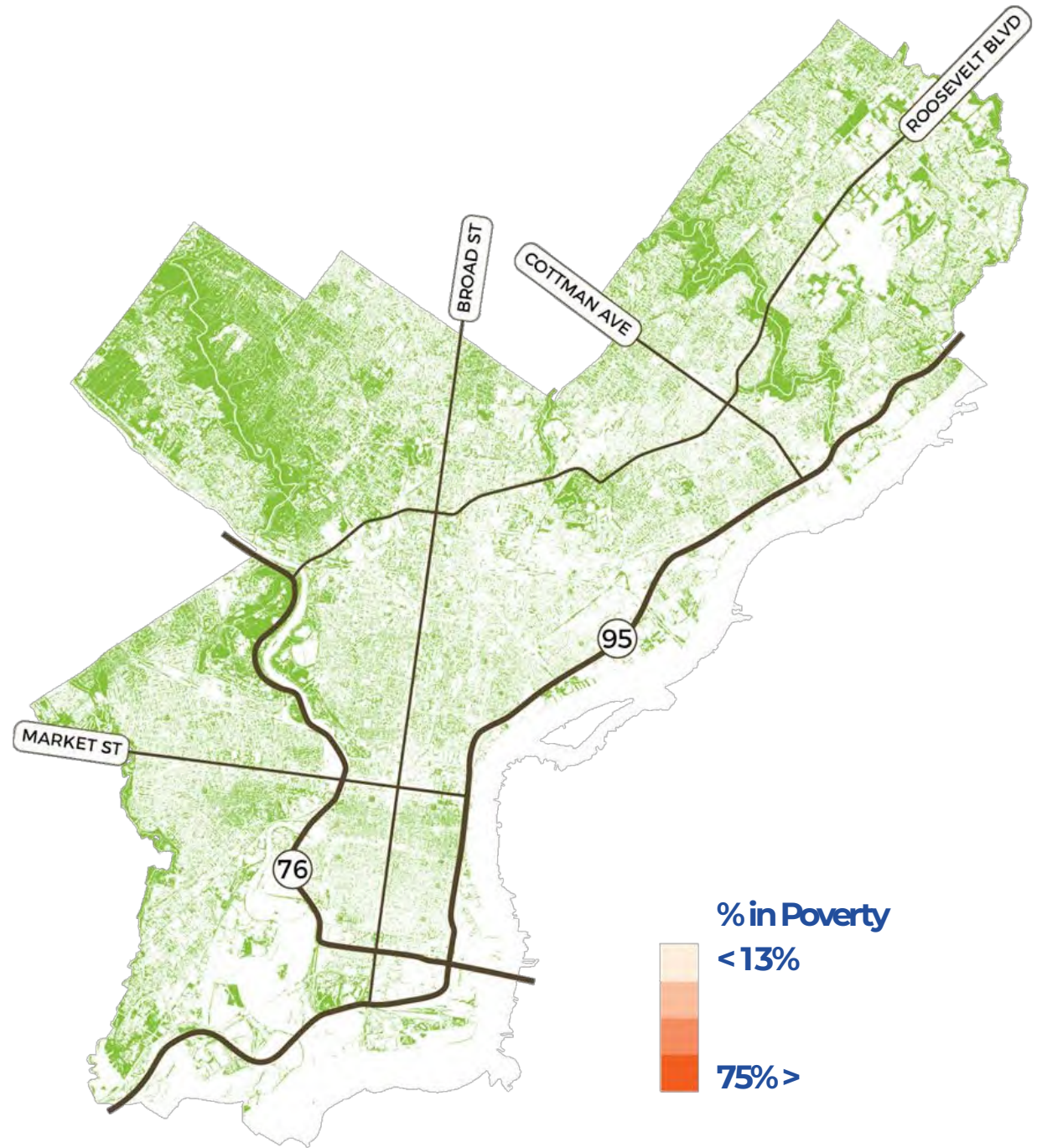
60%

6%

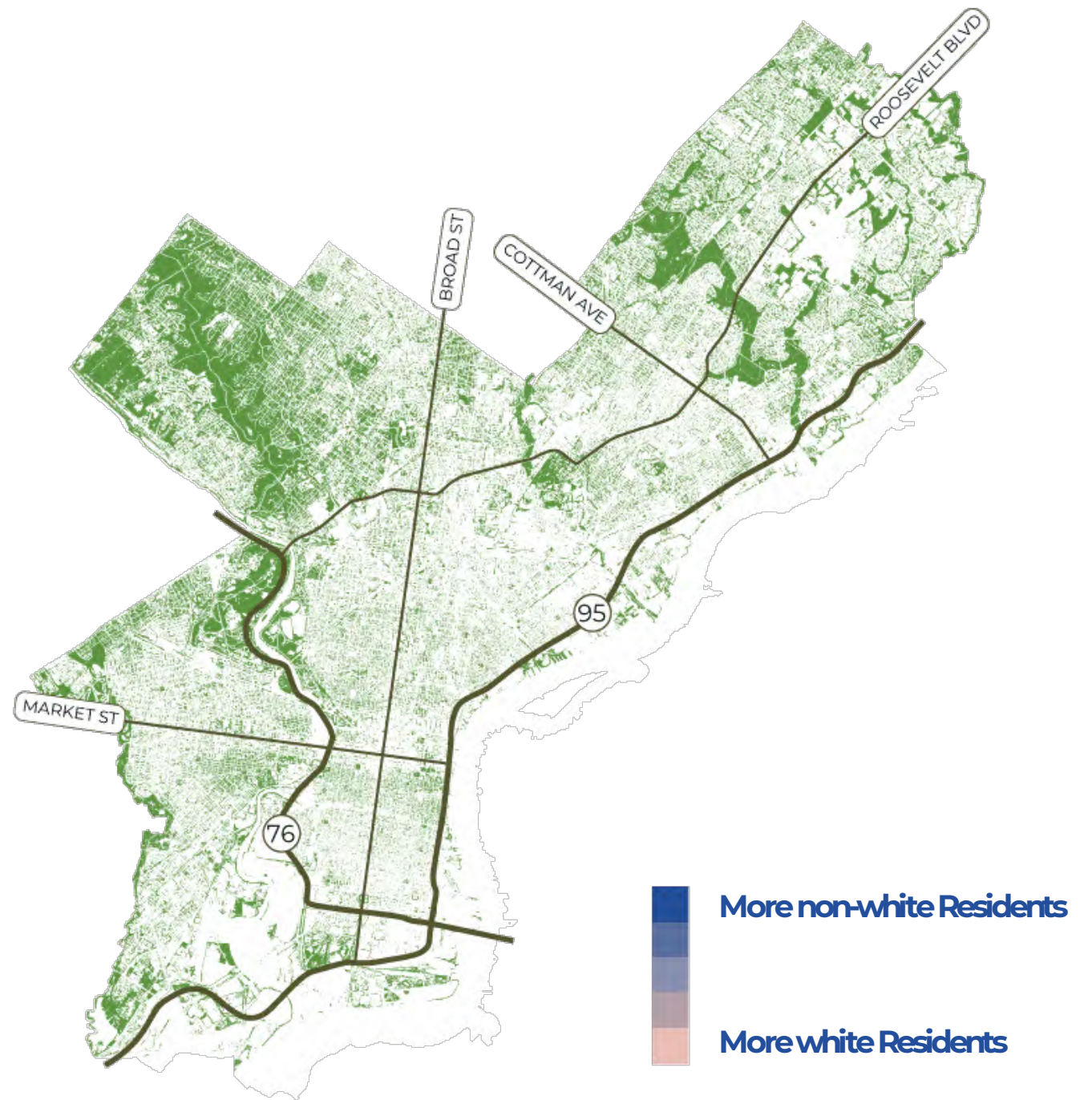




# Fewer trees in places with higher rates of poverty

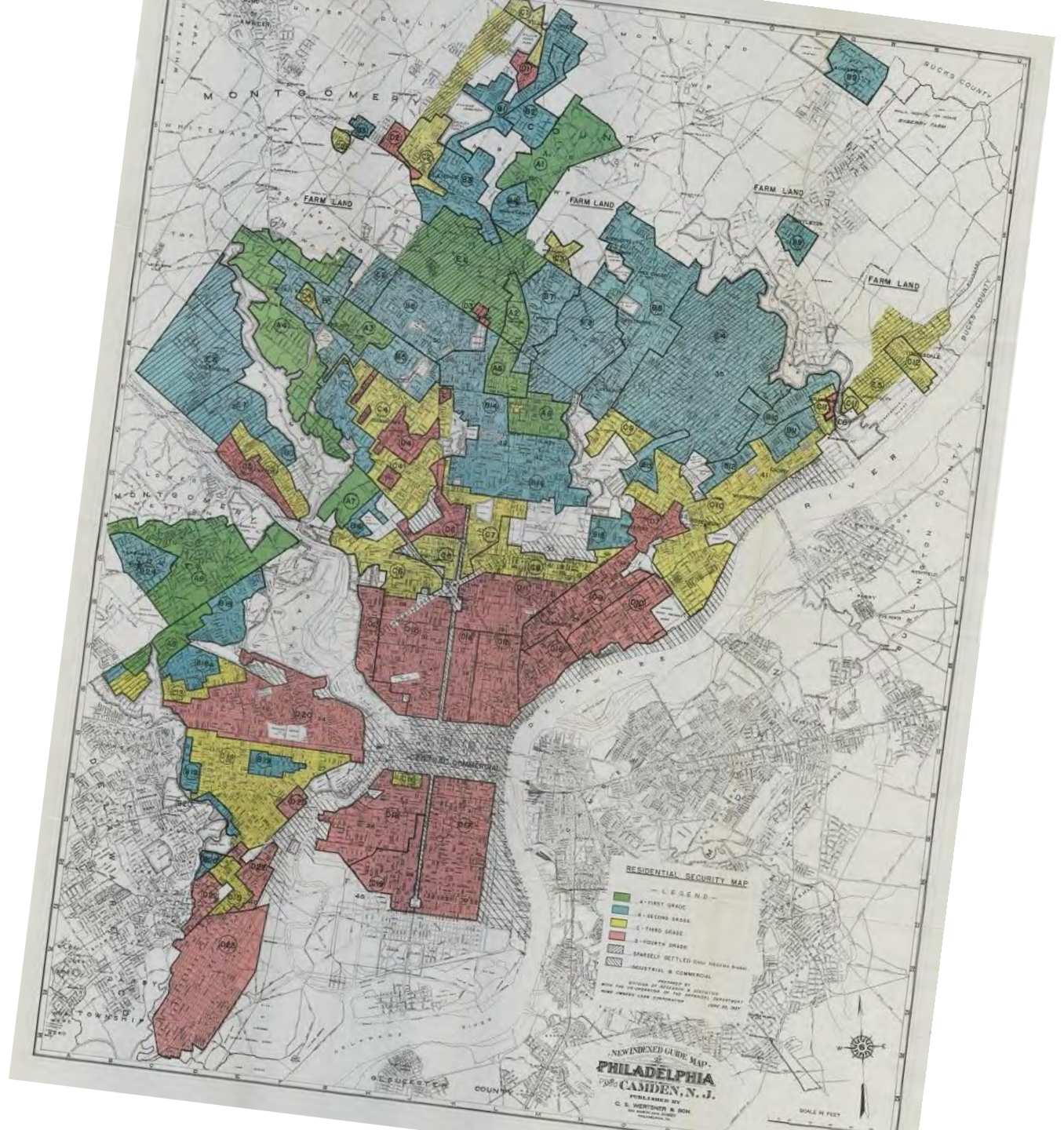


# Fewer trees in neighborhoods with more Black and Brown residents



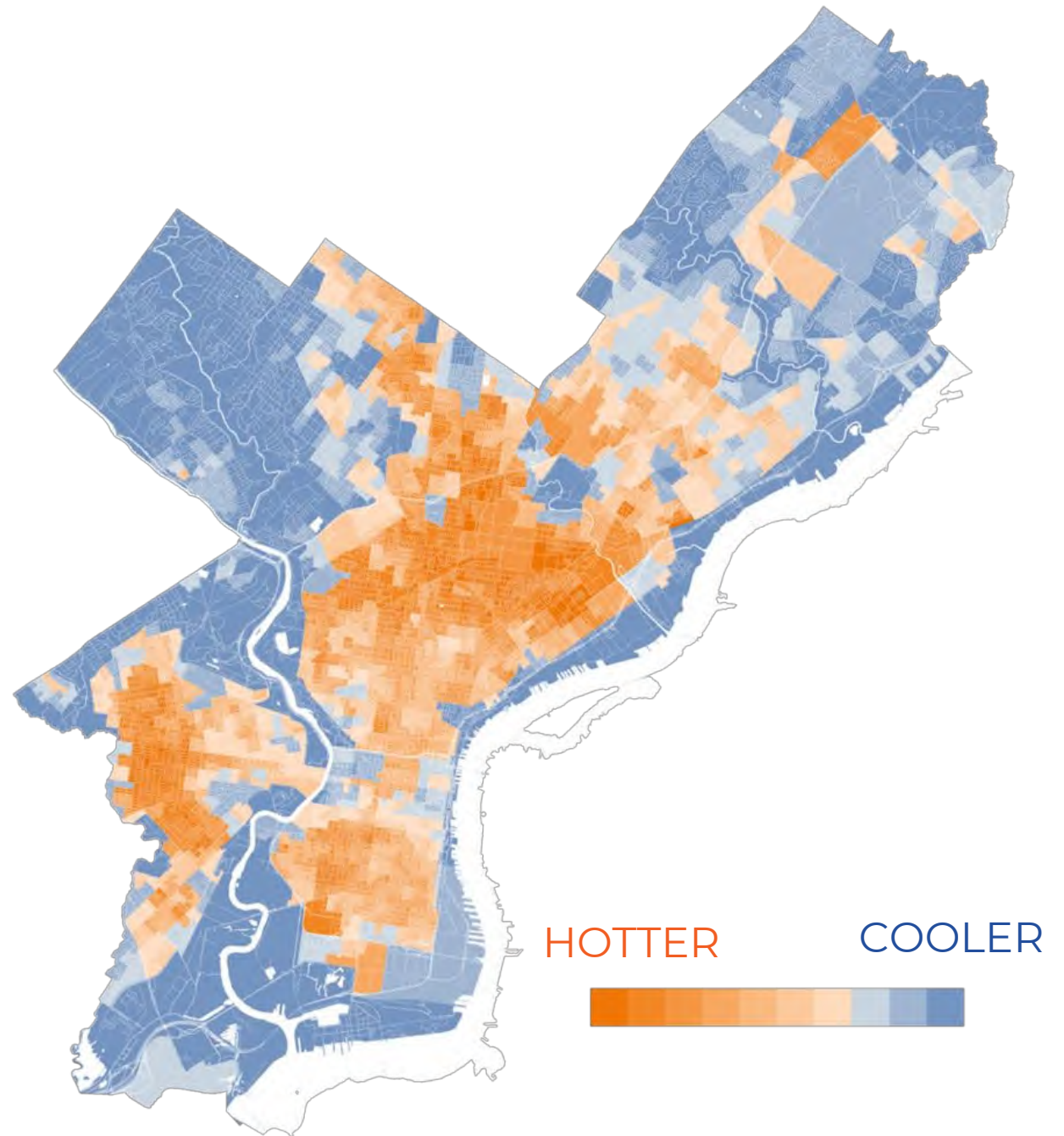


# How did we get here?

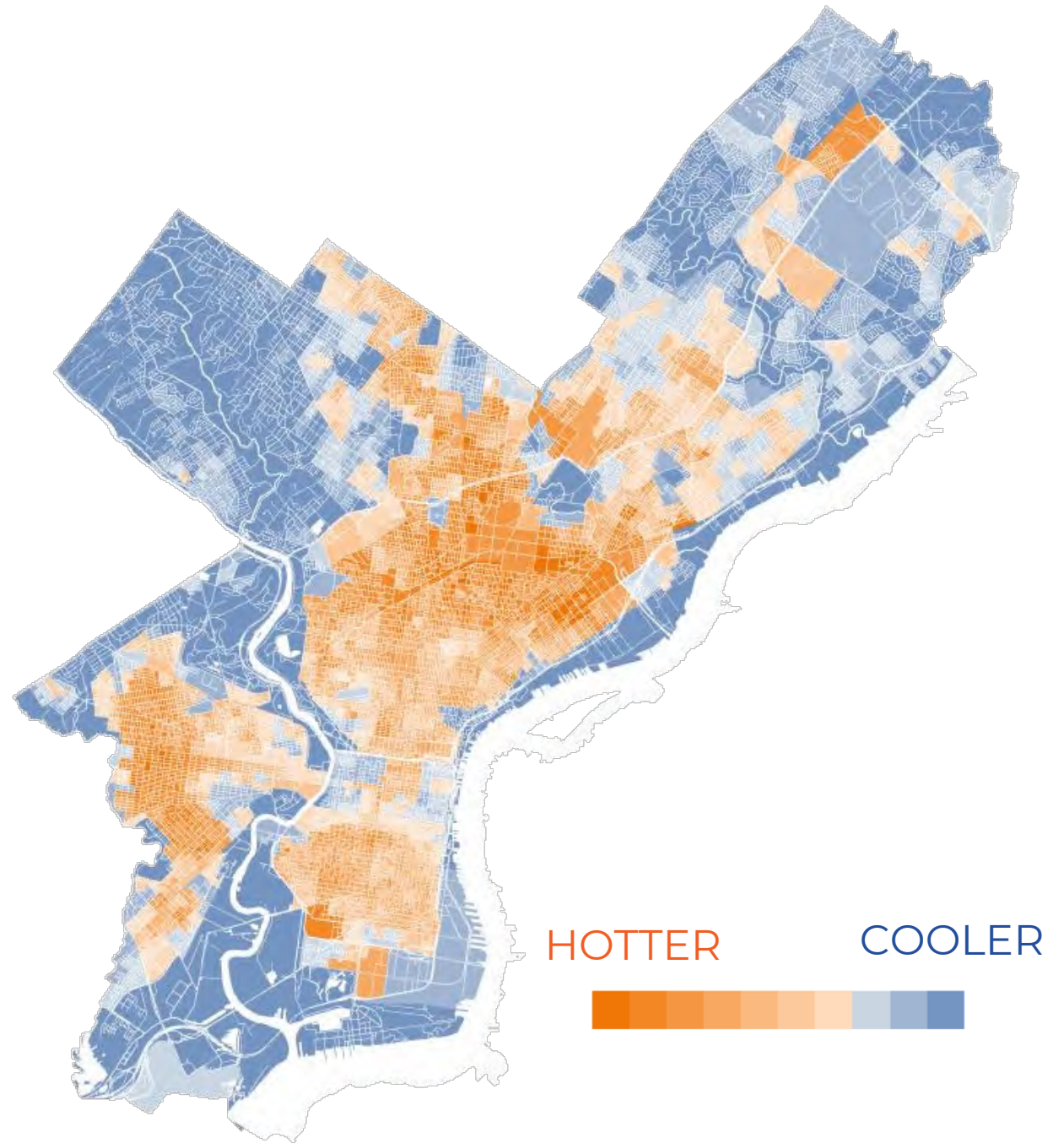




**There is a  
22 degree  
difference  
between the hottest  
and coolest places in  
the city**



**HOLC “**hazardous**”  
and “**declining**”  
designations aligns  
with heat pressures**







Philly  
Tree Plan  
Growing Our Urban Forest





# Planning for equity

- Community Voices Committee
- City-wide Survey
- Community Meeting Tour
- Stakeholder Workshops
- Virtual Open House & Engagement Hub
- Neighborhood Ambassadors
- Instagram Photo Challenge



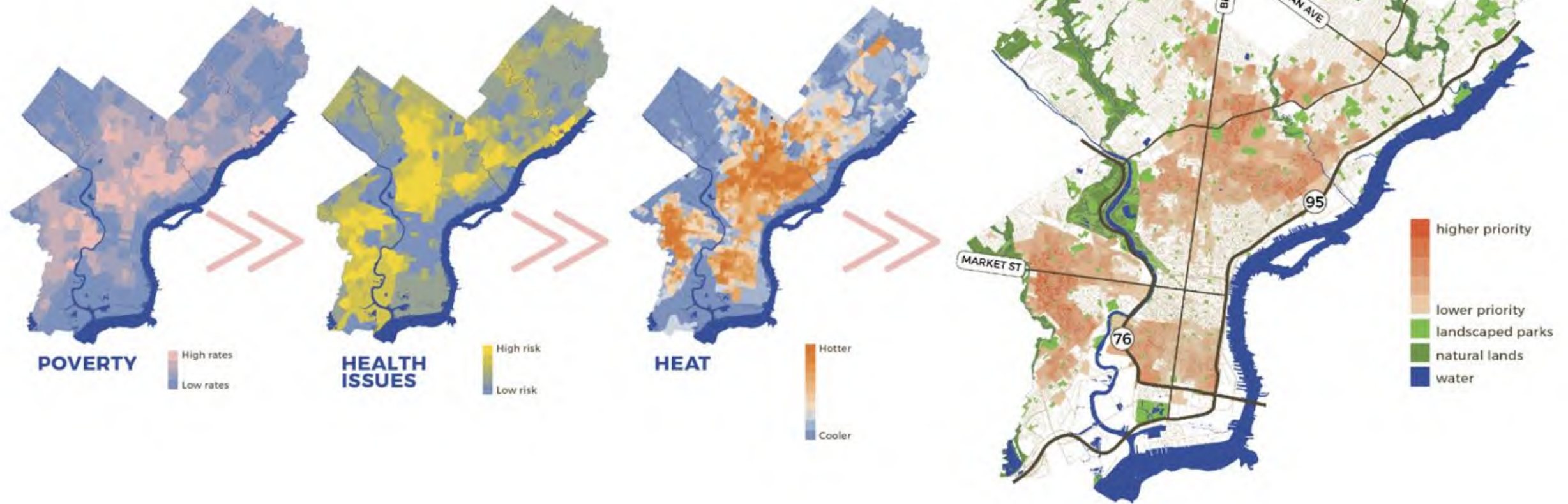
# Community Voices Steering Committee

- Branding
- Mapping
- Survey testing / outreach
- Engagement strategy review
- Ambassadors recruitment
- Plan review





# Reparative approach



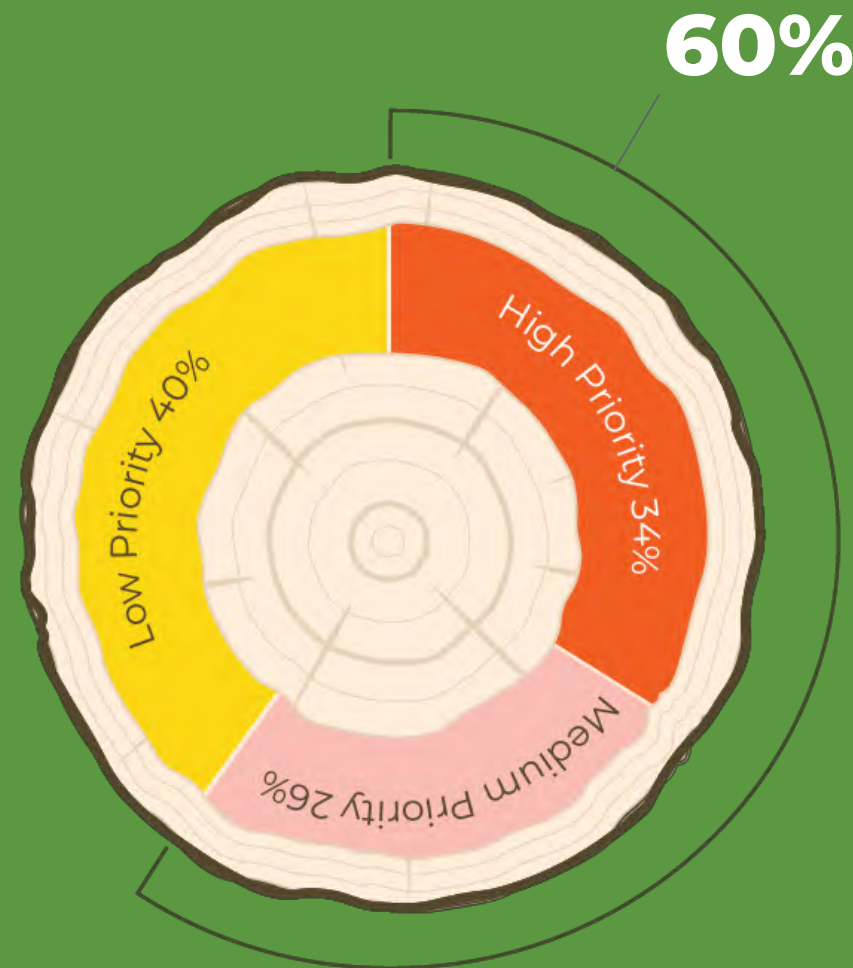




We received **7,046** survey responses in **8** different languages.

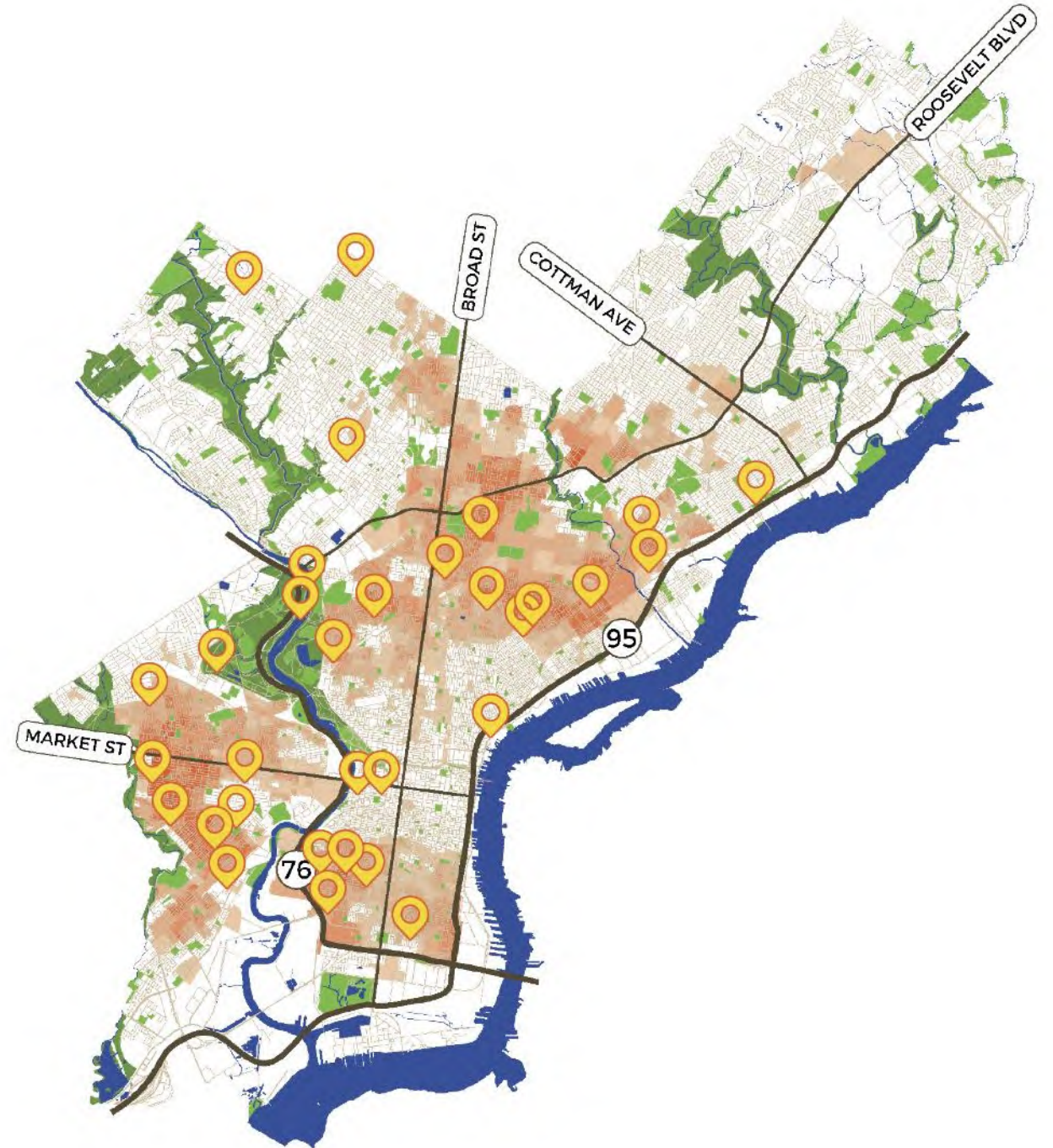


**10** paid community members made over **3,000** phone calls and sent **10,000** text messages to residents of priority areas.





**847** residents shared  
their thoughts during  
an open discussion at  
**32** separate  
community meetings.







Over **122** organizations  
participated in  
**7** stakeholder workshops.

**Allies & Advocates**

**Development**

**City Lands**

**Education**

**Natural Lands**

**City Core**

**Program Providers**



Start here to learn what the the urban forest is and why it is important.



An explanation of why the urban forest is not equally distributed.



What is the Philly Tree Plan and how will it support communities?

[www.tinyurl.com/phillytreeplanhub](http://www.tinyurl.com/phillytreeplanhub)





**22** ambassadors from  
**5** different neighborhoods  
participated, gathering  
**62** interviews with friends  
and neighbors about how  
trees impact their lives.













“

**Trees make people  
feel good about  
where they live.**

- Ambassador interview

**An ancient tree  
often carries  
the memories of  
several generations  
of a family.**

- Survey, 19113

**people without  
financial means  
cannot pay for  
safe and proper  
maintenance.**

- Survey, 19130

”

“

**Create living-  
wage jobs based  
on stewardship of  
trees.**

- Survey, 19147

**It doesn't seem like  
all the trees being  
planted are in the  
right conditions for  
them to thrive.**

- Survey, 19106

**Need to be able to  
have direct lines  
of communication  
between communities  
and the City.**

- Survey, 19149

”

“

**If you grew up with  
something, you know  
the value. If you didn't,  
or you weren't taught,  
you don't see; it's as  
simple as education.**

- Ambassador interview

**In Chinese culture, the  
Ginko tree is a symbol of  
scholarship and learning. I  
love to see Ginkgo trees in  
my neighborhood and near  
schools because they remind  
me of all the young scholars  
in our community.**

- Survey, 19130

”



**1** | **COORDINATE**  
support for trees

**2** | **PROTECT**  
the existing and future urban

**3** | **GROW**  
the urban forest equitably  
across the city

**4** | **REDUCE**  
the burden of trees on residents

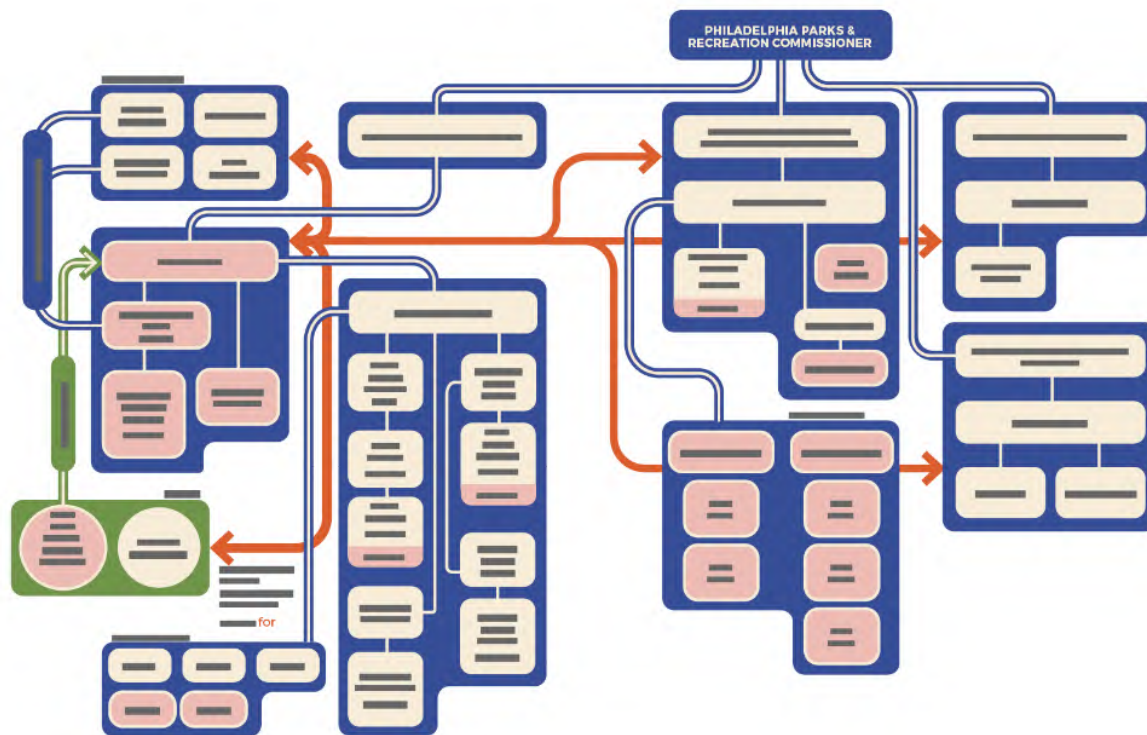
**5** | **INVEST**  
in people and communities

**6** | **COMMUNICATE**  
with residents and improve  
customer service

**7** | **ADVOCATE**  
for communities to benefit from  
the urban forest

**8** | **CELEBRATE**  
& support the ways communities  
are engaging with trees

## CITY: Improving coordination and staffing up



“  
You have to  
nurture the  
trees that  
exist before  
you can even  
think about  
adding more.

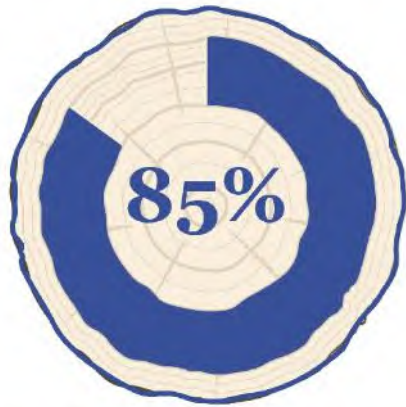
- Ambassador interview

”

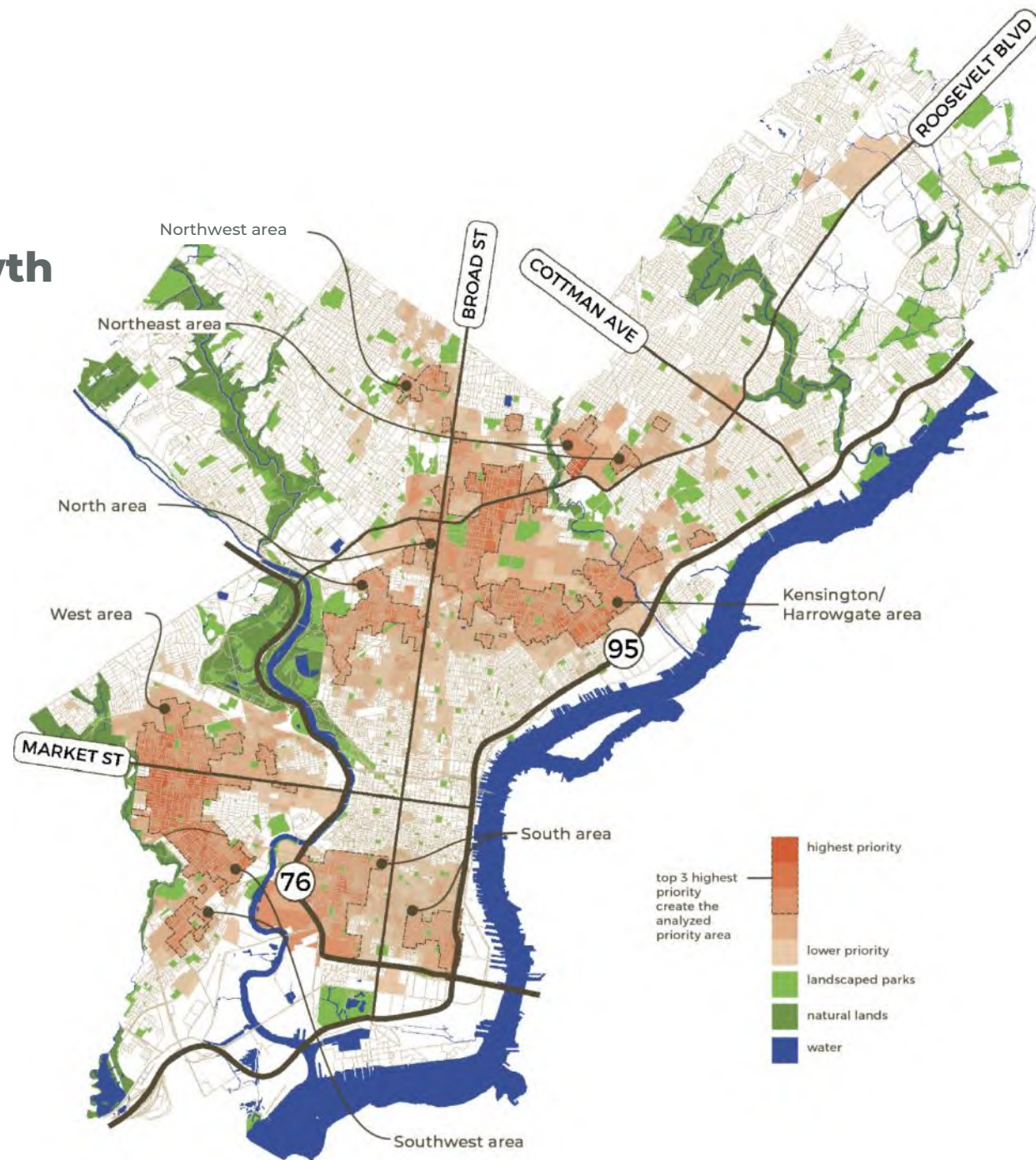


## PARTNER ORGANIZATIONS:

### Community-led canopy growth

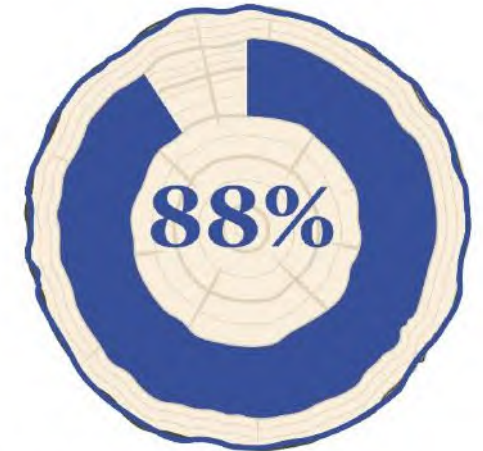


85% of survey responses  
**support direct payments to  
community groups** for tree  
maintenance and planting





## PARTNER ORGANIZATIONS: Environmental education & workforce development



88% of survey responses **support more green jobs** and job training for Philadelphia residents



## **COMMUNITY: Maintain community leadership**



**“**  
**Basing our work in environmental and climate justice brings people in and creates space for collaboration and coalition building.**

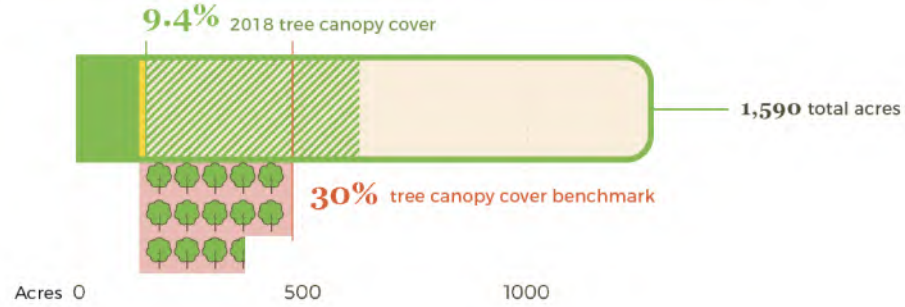
- Sharrieff Ali,  
Community Voices  
Committee member

**”**

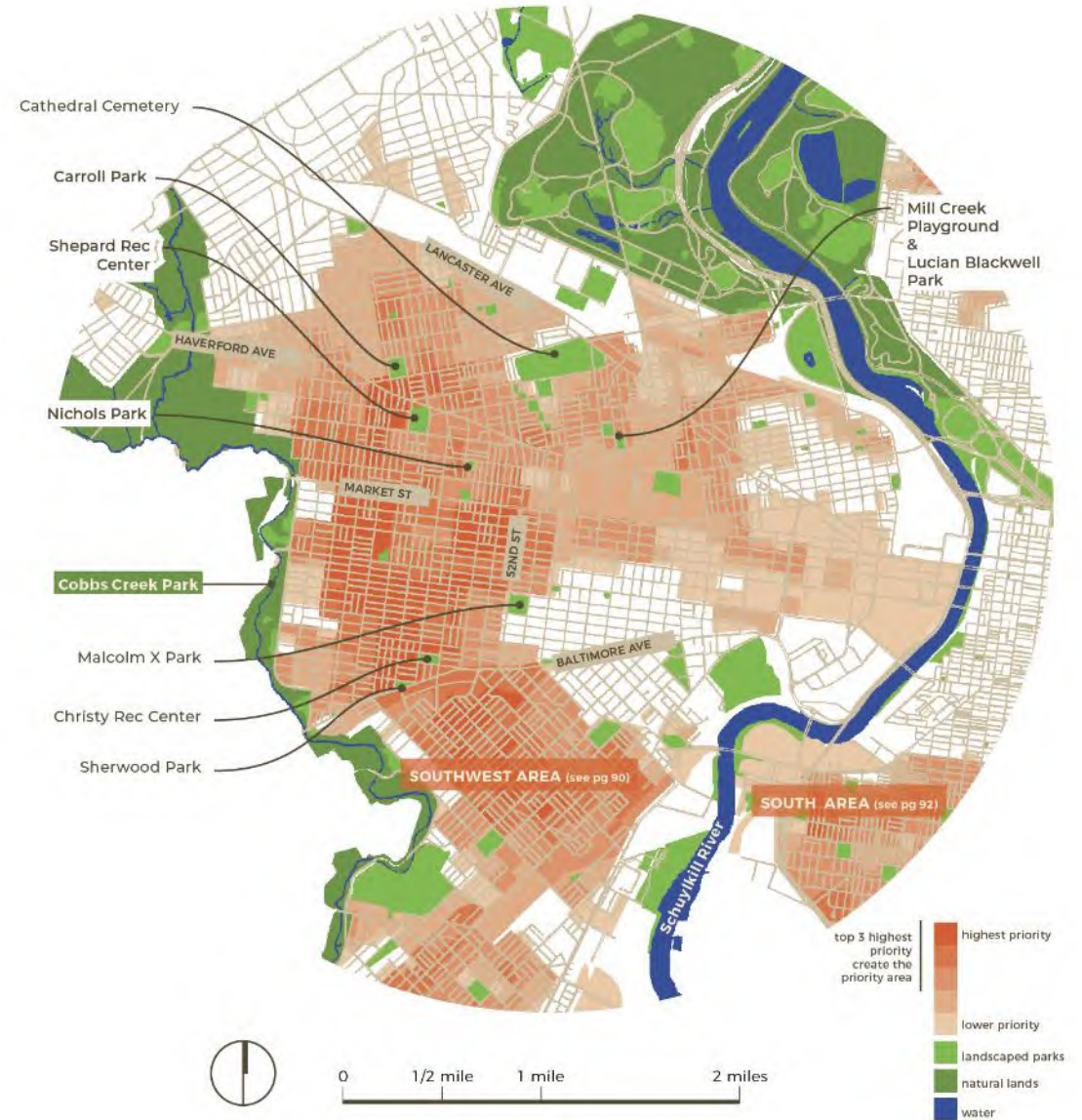
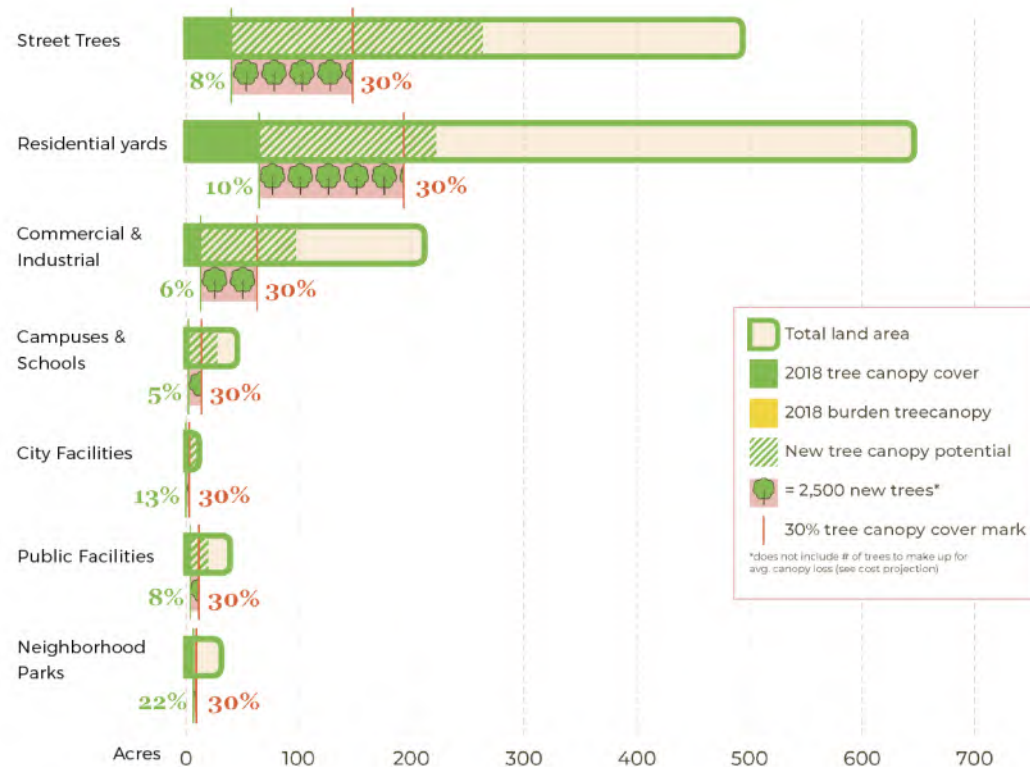


# Neighborhood level planning

## TOTAL CANOPY



## CANOPY BREAKDOWN







# Resilient Communities Stormwater Initiative



# Resilient Communities Stormwater Initiative

A William Penn Foundation funded grant project to amplify the impact of Green Stormwater Infrastructure (GSI) on quality of life issues in underserved communities.



# RCSI Partners

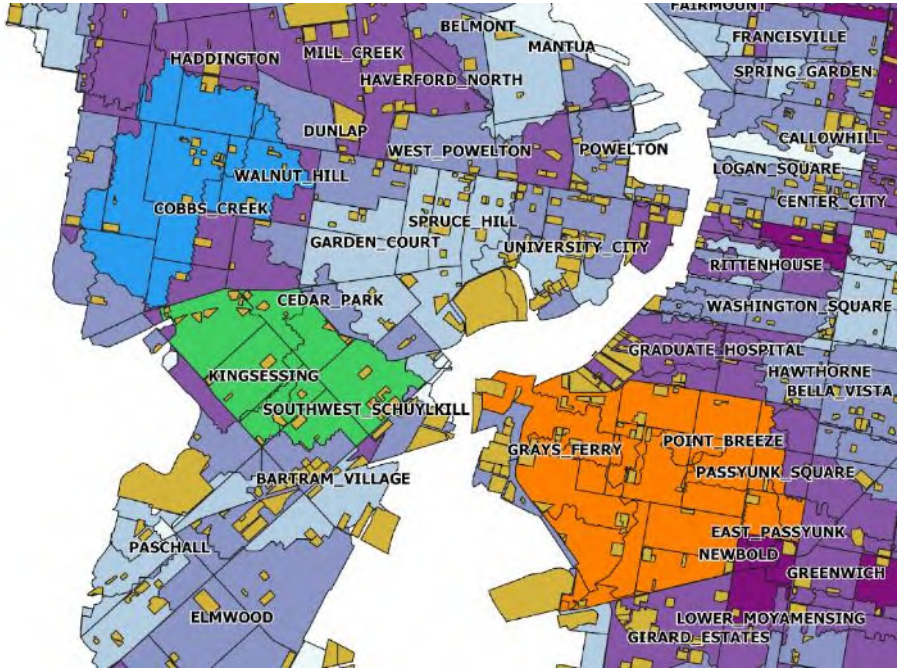
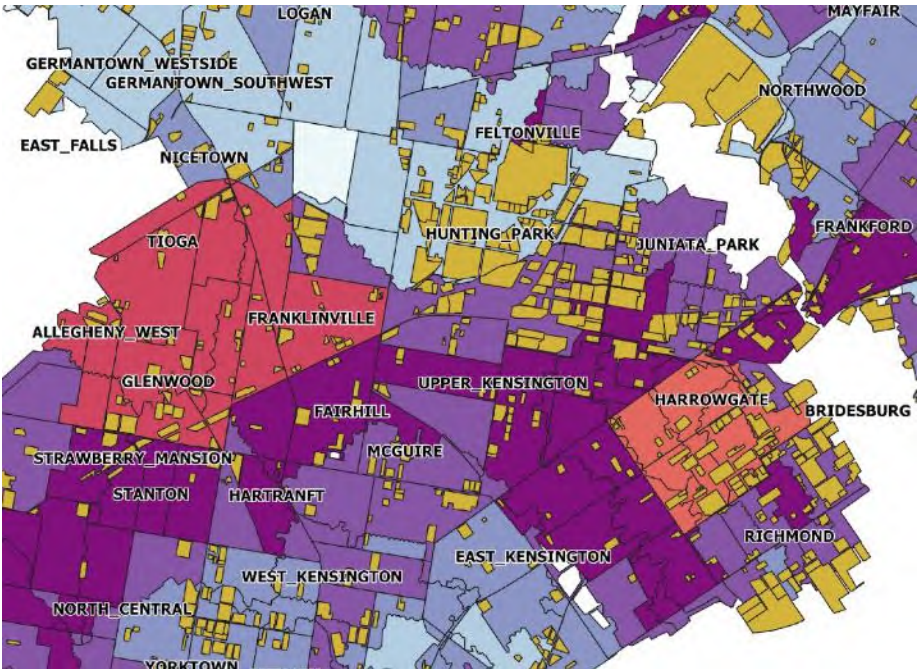
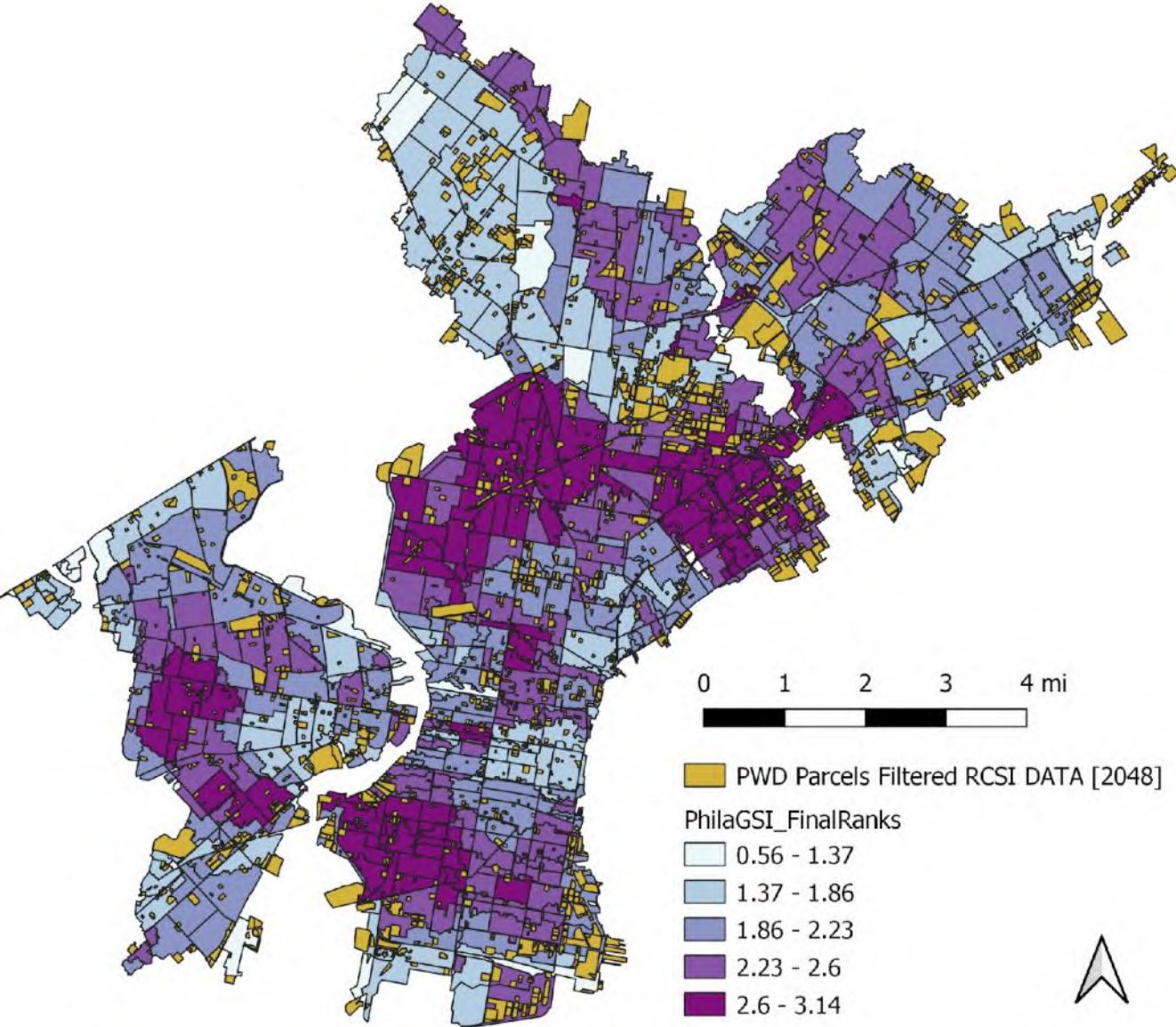
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- The Nature Conservancy
- The Academy of Natural Sciences
- Clean Water Action
- The Sustainable Water Resource Engineering Lab
- Peer Environmental
- Greenprint Partners
- Hinge Collective





# Identified GSI priority areas





# Five Focus Areas





**Shopping  
Center**



**School**



**Amplified impact of PWD  
GSI Grants**



**Shopping  
Center**



**PWD funded GSI on private  
land**

**School**



**Neighborhood Green Cluster =  
Amplified Impact**

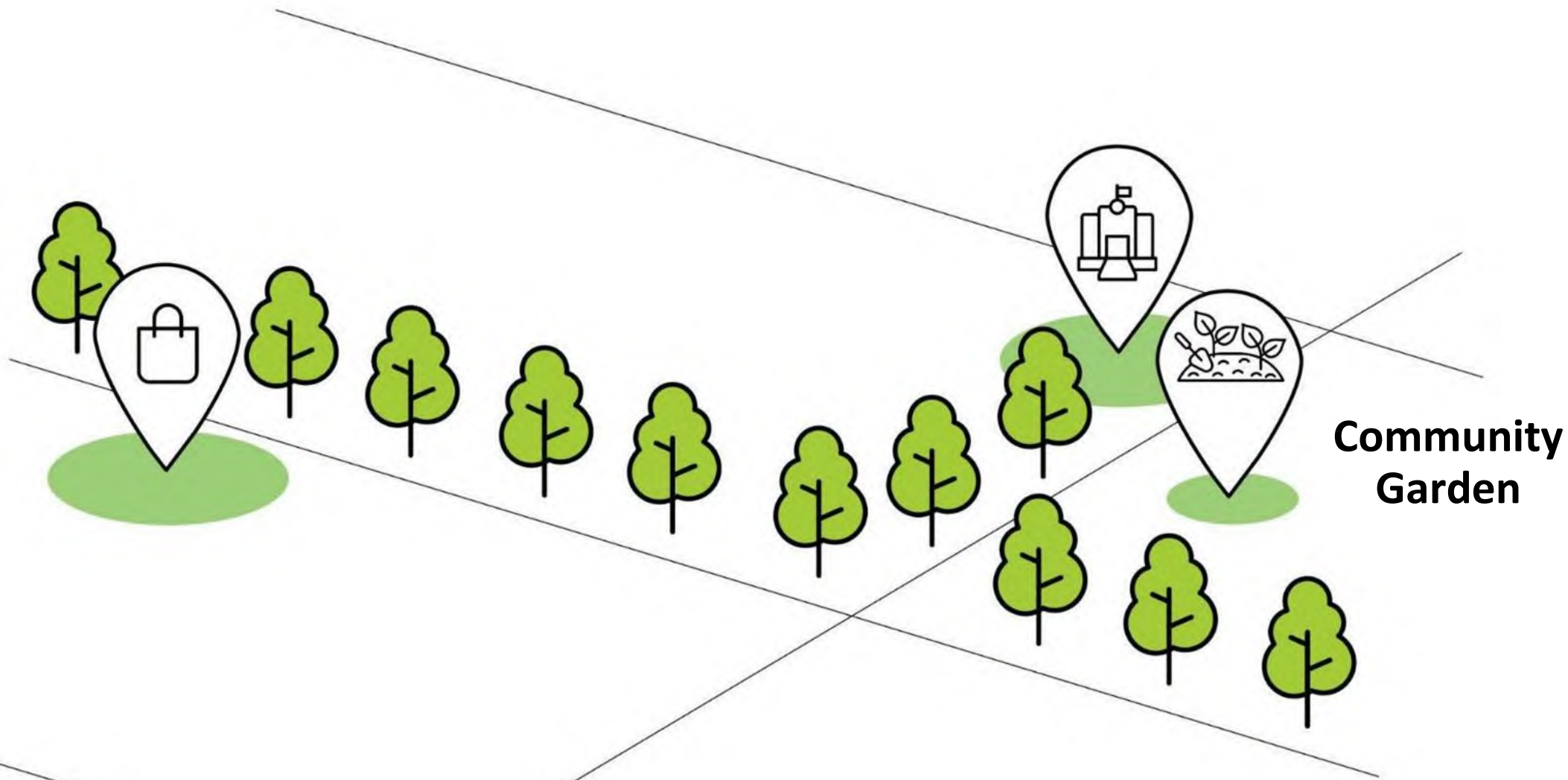


The diagram illustrates a neighborhood green cluster. It features a series of green trees arranged in a line, with two specific locations highlighted by map pins. The left pin contains a shopping bag icon, and the right pin contains a building icon. The text 'Green connections' is written in green above the trees. The entire scene is framed by two intersecting diagonal lines. At the bottom right, a bold black text box contains the statement: 'Neighborhood Green Cluster = Amplified Impact'.

Green connections

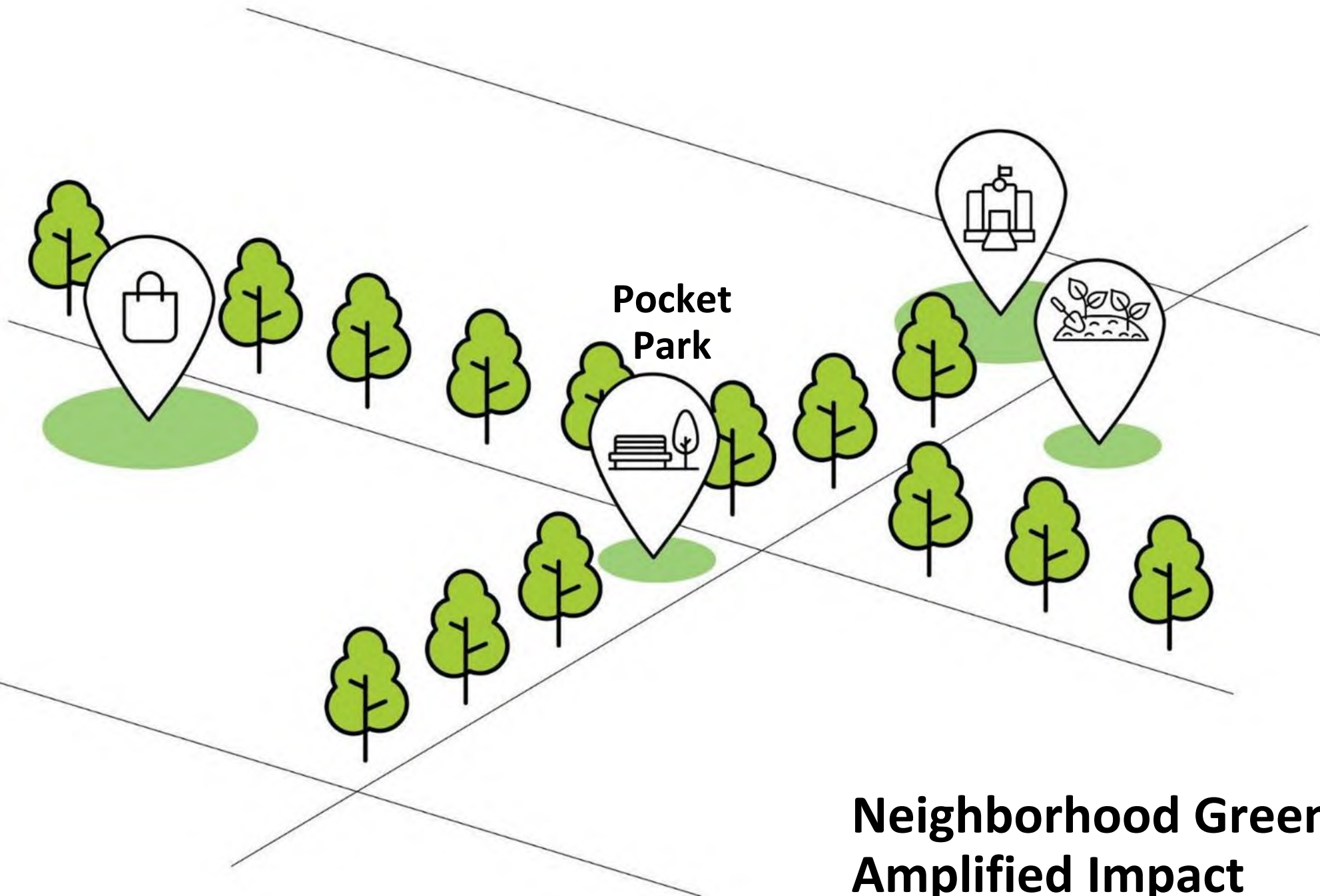
**Neighborhood Green Cluster =  
Amplified Impact**





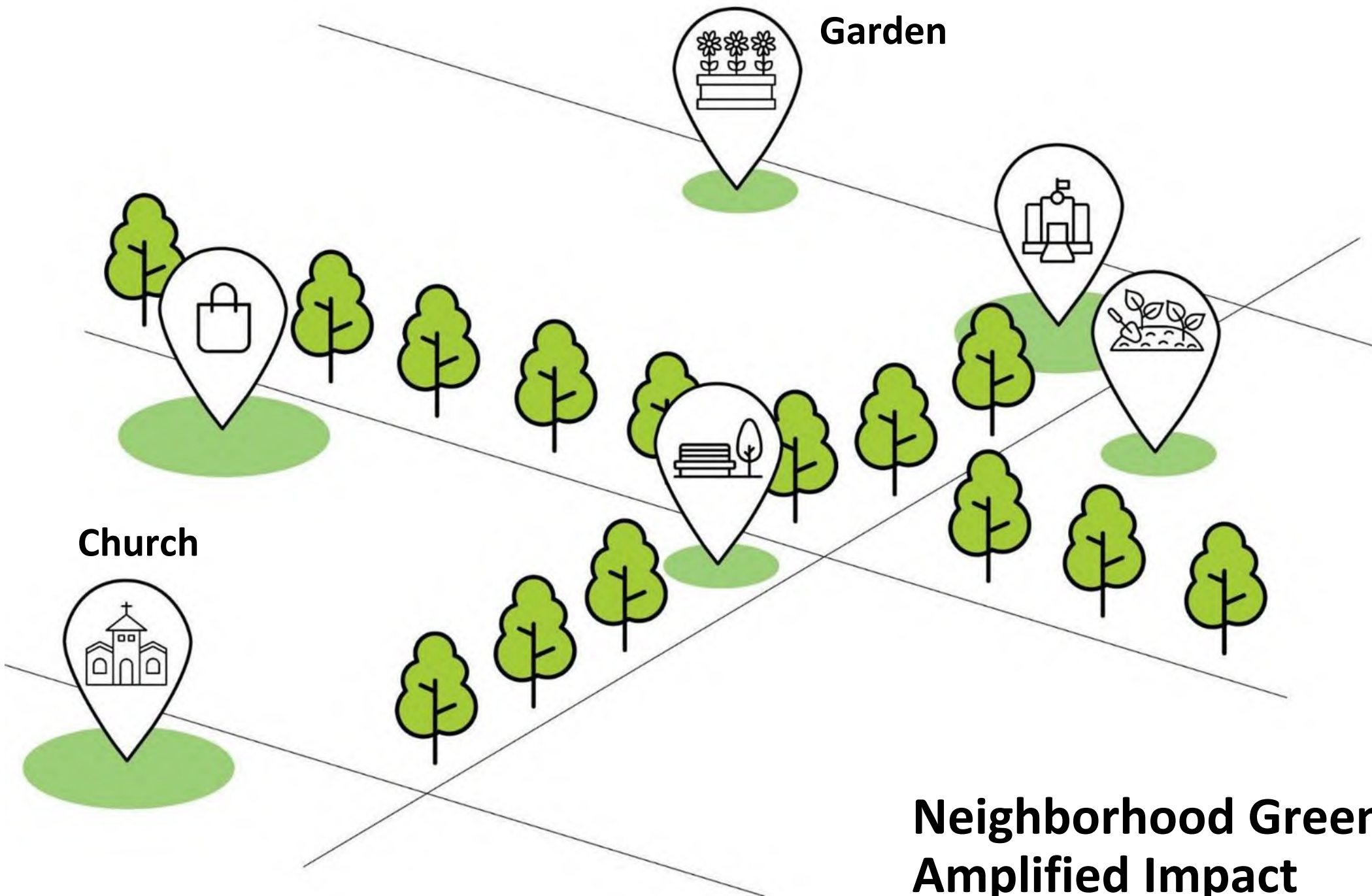
**Community  
Garden**

**Neighborhood Green Cluster =  
Amplified Impact**



**Neighborhood Green Cluster =  
Amplified Impact**





**Neighborhood Green Cluster =  
Amplified Impact**



# Convened Neighborhood Greening Roundtables





# Neighborhood Greening Roundtables



GSI Van Tour



Resource Provider  
Networking

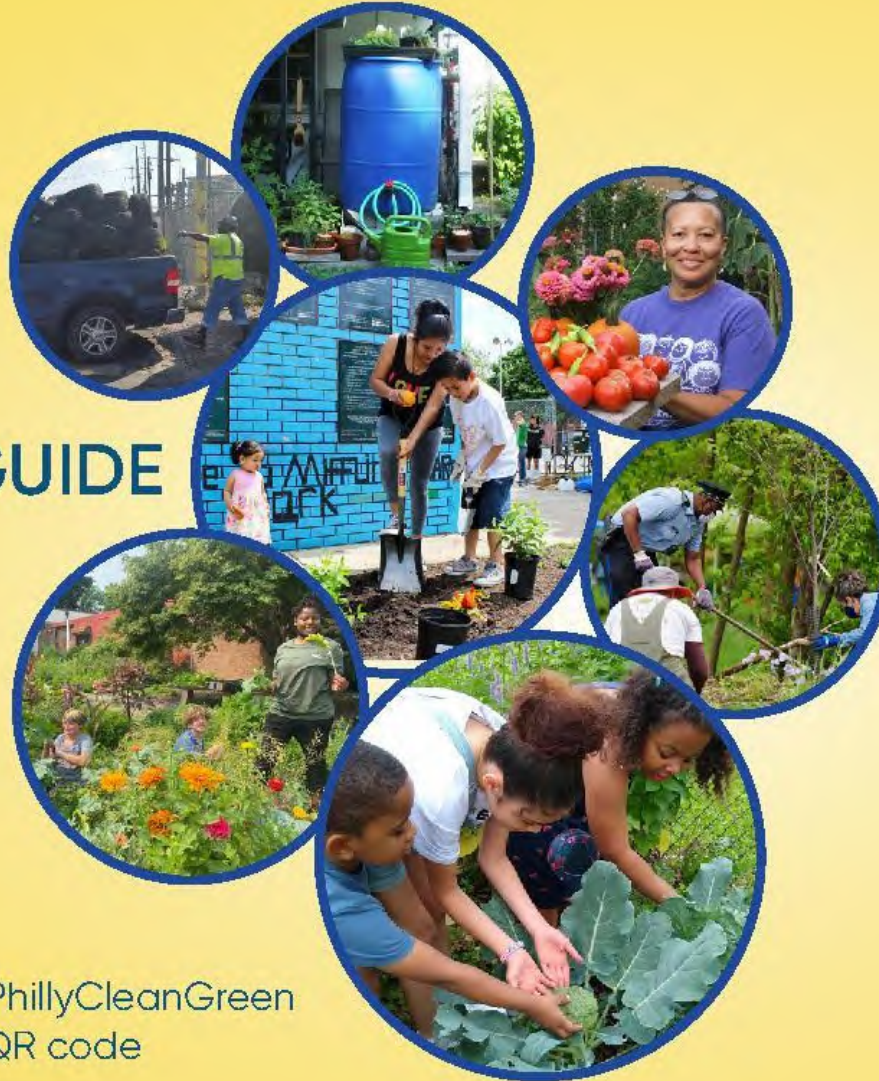


Greening  
Discussion



# Developed a free guide for residents

## *Get your* **Philadelphia CLEAN & GREEN** RESIDENT RESOURCE GUIDE



go to: [tinyurl.com/PhillyCleanGreen](https://tinyurl.com/PhillyCleanGreen)  
or scan the QR code



## PLANT A GARDEN

### Get an Affordable or Free Garden



**PHILADELPHIA YARDENS**  
(West + Southwest Philadelphia)  
Contact: Christopher Flounders, [info@yardens.life](mailto:info@yardens.life)  
<https://yardens.life/>

*Who is eligible: Residents of West and Southwest Philadelphia*

Philadelphia Yardens increases access to healthy food, builds community around food security and gardening, and rebuilds urban soils. They convert residential grass yards and ornamental spaces to beautiful food-productive gardens that support the urban ecosystem. Their services are rendered on a 'Pay-What-You-Can' sliding scale. No prospective clients will be turned down due to an inability to pay.

Two installation options are available:

1) **The In-Ground Philly Yarden:** This solution works best for folks who have a sizable yard (at least 50 sq ft) and for sites with soil suitable for food growth. The conversion process takes upwards of 1 year (to analyze, design, and install).

2) **The Container Philly Yarden:** If your space is not suited to an In-Ground Philly Yarden consider a container garden. The installation process is much quicker. Philadelphia Yardens often works with block captains or other neighborhood leaders to install containers in bulk on a given street.

### Get Free Compost + Mulch



**FAIRMOUNT PARK ORGANIC RECYCLING CENTER**  
The City of Philadelphia  
P: (215) 685-0108  
[tinyurl.com/FairmountPark-RecyclingCenter](http://tinyurl.com/FairmountPark-RecyclingCenter)  
Hours + Location  
3850 Ford Rd, Phila., PA 19131  
Mon-Fri: 8 a.m.-2:30 p.m.  
Sat: 8 a.m.-11:30 a.m.  
Closed Sun.

*Who is eligible: Anyone*

City residents can get up to 30 gallons of free organic materials per year. Residents who want more than 30 gallons can buy the extra material. Available items include screened leaf compost, mulch, wood chips and other organic materials.



Images courtesy of Philadelphia Yardens



Image courtesy of Philadelphia Parks & Recreation

### Get Your Soil Tested for Lead



**LEAD SOIL SAMPLING IN THE PHILADELPHIA REGION**  
Center of Excellence in Environmental Toxicology (CEET)  
University of Pennsylvania  
Program Contact: Adrian Wood, [adrian.wood@penmedicine.upenn.edu](mailto:adrian.wood@penmedicine.upenn.edu)  
P: (215) 898-6221  
<https://ceet.upenn.edu/leadsoilmap/>

*Who is eligible: Anyone*

Citizen scientists can submit soil samples for lead testing to CEET. This program is doing a systematic assessment of soil lead in Philadelphia. Visit the program website for more information about how to collect and submit a sample, and to see test results on the map.



**SOIL TESTING**  
Penn State Agricultural Analytical Services Laboratory  
Contact: [aaslab@psu.edu](mailto:aaslab@psu.edu)  
P: 814-863-0841  
<https://agsci.psu.edu/aasl/soil-testing>

*Who is eligible: Anyone*

Soil tests for lead and other contaminants are available to assist farmers, gardeners, municipalities and others to develop environmentally sound soil management programs.

### Minimize Exposure to Soil Contaminants



**GROWING SAFELY IN PHILADELPHIA'S URBAN SOIL (PUBLICATION)**  
Philadelphia Food Policy Advisory Council, Philadelphia Parks & Recreation  
Contact: [fpac@phila.gov](mailto:fpac@phila.gov)  
[tinyurl.com/growsafephilasoil](http://tinyurl.com/growsafephilasoil)

*Who is eligible: Anyone*

Urban gardening produces healthy and low-cost food for residents. This guide provides best practices for growing food safely in urban soil.





# Community Workshop Series

Understanding GSI priority areas and community needs





**Workshop #1: Mapping and Greening Priorities**





## Workshop #2: Neighborhood Tour & Walkshop









Children from all over the neighborhood walk down this sidewalk along Fifth Street.



# Kingessing **GREEN VISION PLAN**

A community-led plan for amplifying investment in the Kingessing neighborhood of Philadelphia to increase access to green space and support community-wide resilience.



Last updated on: 13 October 2023



# THE COMPONENTS OF THE GREEN VISION PLAN

## GREEN MAPS



## PROJECT PAGES

**CSJ ANCHOR SITES**

**B.B. Comegys Elementary School**

Location: 2100 Greenway Ave  
Owner: School District of Philadelphia  
RWQ team lead: The Nature Conservancy  
Estimated Greened Acres: 1.85-3.09

**WORKSHOP FINDINGS**

- The school is an important social hub, a haven for youth, and a high priority for greening. Schoolyard is being used actively with kids and families actively using it during non-school hours.
- Residents confirmed that the gate is usually open, making the yard accessible to the community after school hours.
- The playground structure was installed in 2012 in partnership with Lagas Playground Build, and there are existing community gardens on the corner of Upland and S. 50th St.
- More shade is needed. The school is well stocked with shade trees that will remain small due to the location under wires. Canopy trees in the schoolyard will provide a service to the surrounding community.
- There is a desire for outdoor space with educational value and covered seating areas for eating lunch.
- In addition to CSJ rain garden greening, the following amenities were most noted: benches, tables, trash cans, and lighting.
- Would like to see the garden expanded with additional resources to assist with maintenance.
- Safety is a concern, desire for additional lighting and speed bumps for improved safety.

**SUPPORT REQUESTS**

- ☐ Site Design & Planning
- ☐ Trees: Public Property or School District
- ☐ Site Furniture
- ☐ Plants: Flowers
- ☐ Plants: Run Canopy
- ☐ Traffic Calming
- ☐ Lighting
- ☐ Programming support
- ☐ Traffic cone

## SUPPORT REQUEST RESOURCE DIRECTORY

REQUEST	RESOURCE PROVIDER	WEBSITE	DESCRIPTION	ELIGIBILITY
<b>MAINTENANCE-STREET TREE</b>				
STREET TREE MAINTENANCE PROGRAM (RWQ)	PHILADELPHIA PARKS & RECREATION (PRR)		PRR prunes mature street trees and removes dead. Anyone can submit a request for care of trees in City owned neighborhood parks, recreation centers, playgrounds and streets.	Anyone
<b>MAINTENANCE-VOLUNTEER ASSISTANCE</b>				
PHILADELPHIA MORE BEAUTIFUL COMMITTEE (PMBC)	CITY OF PHILADELPHIA		Providing block captains with cleaning tools such as trash bags and drink bottles.	Block captains
<b>MANAGEMENT OF ILLEGAL DUMPING</b>				
COMMUNITY LIFE IMPROVEMENT PROGRAM (CLIP)	CITY OF PHILADELPHIA		Enforce the City's regulations to be cleaner vacant lots and sites. Land supplies and offer trash pickup for CLIP-operated cleanup.	Philadelphia residents & businesses
	PHILADELPHIA		LandCare's "Clean and Green" program targets vacant parcels in neighborhoods without open or green spaces. PHC then hires locals who clean and mow the lots twice per month from April through October.	Anyone
STREET & WALKWAYS EDUCATION ENFORCEMENT PROGRAM (SWEEP)	CITY OF PHILADELPHIA		Locate local businesses and apartment management about their responsibility in keeping their properties clean. Work with communities on cleanup efforts. Post drivers to enforce street laws, litter warnings and citations.	Anyone



# UNITY PARK



A FRANKLIN SQUARE COMMUNITY PARK













Safe Play

Cool ♡  
Splash  
Fun!!

Daily physical activity  
for center children

Aggressive / Creative  
Play Features

Water Feature  
<sup>Play</sup>

Seating  
groups + solo

Shade

Reading in  
the Park ♡  
♡

Multi-purpose space  
ie. - wall ball  
soccer  
kick ball

Running  
Space ♡

Back to  
♡ School ♡  
Fun Day!!

Happy  
Birthday!  
- - - - -

Special Event Space  
for community parties.

Community  
Engagement ♡

Fruit

Interactive Features  
(manipulatives)  
(Massage Foot Path)

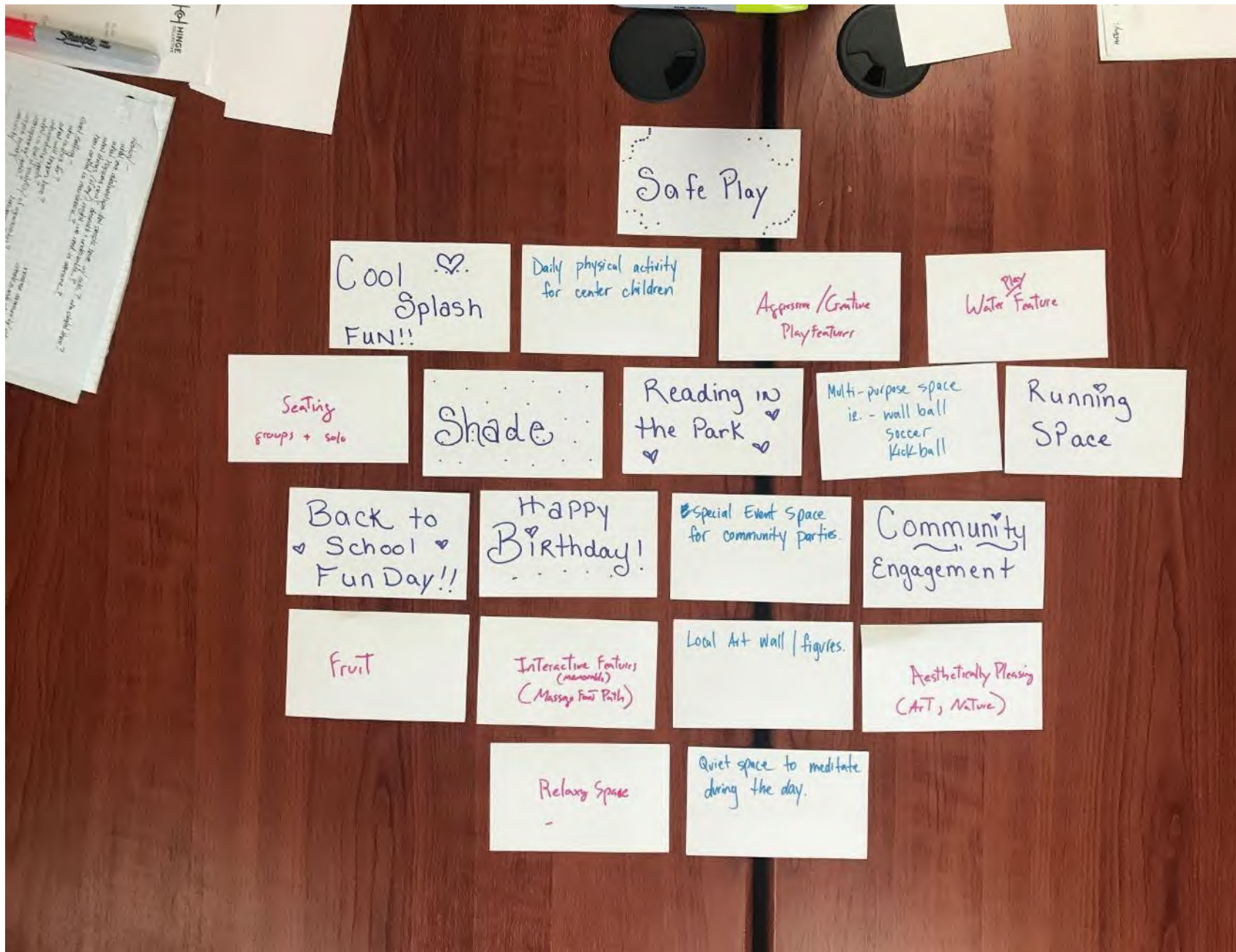
Local Art Wall / figures.

Aesthetically Pleasing  
(Art, Nature)

Relax Space  
-

Quiet space to meditate  
during the day.





To create a **safe place for children** to play in a variety of ways, where **caregivers feel comfortable and welcomed**, that is centered around a **water feature**, which is **free for all, beautiful, relaxing**, and can be used for all types of **community events**.











- ...ing sample questions to come up with your own.
- What makes you feel most at home in your neighborhood?
  - What are the things that you miss when you leave your neighborhood?
  - What are the things that make you feel like you belong in a place?
  - What are things that make you feel like you weren't welcome in a place, and why?
  - What is your favorite childhood memory of playing outside?
  - Where was your favorite place to be outdoors?
  - Tell me a story about an adventure or discovery.
  - Tell me about an experience from your childhood.
  - Tell me about a place outside where you have been.
  - When were you most proud to be from your neighborhood?
  - Tell me about a time that you visited a place in your neighborhood.
  - Tell a story about a place in the neighborhood.
  - Describe your favorite street in the neighborhood.
  - What was the most thrilling, or even dangerous, experience you had in your neighborhood?

What are the things that  
you miss when you leave  
your Neighborhood?

People I Know

South 15th Street, 15th Floor





















What would you like to DO in this park?

How would you like to FEEL in this park?

Who will you be with in this park?

Brother

Happy

Activities: Cool Off, BBQ, Movie Night, B-Day Party, Sports, Relax

What would you like to DO in this park?

How would you like to FEEL in this park?

Who will you be with in this park?

My Grand children & friends

Relax

Activities: Rest + Relax, Read a Book, Exercise, Eat Lunch, Enjoy Nature

What would you like to DO in this park?

How would you like to FEEL in this park?

Who will you be with in this park?

My Grand children

Very Safe

Activities: Sports, Enjoy Nature, Watch Night, Read a Book, Exercise

What would you like to DO in this park?

How would you like to FEEL in this park?

Who will you be with in this park?

Activities: Sports, Enjoy Nature, Watch Night, Read a Book, Exercise

What would you like to DO in this park?

How would you like to FEEL in this park?

Who will you be with in this park?

Activities: Sports, Enjoy Nature, Watch Night, Read a Book, Exercise

What would you like to DO in this park?

How would you like to FEEL in this park?

Who will you be with in this park?

Close Friend

Welcome Relax Comfortable

Activities: Rest + Relax, Group Meeting, Cool Off, Sports, Watch Movie, BBQ

What would you like to DO in this park?

How would you like to FEEL in this park?

Who will you be with in this park?

My Children

Relaxed

Activities: Rest + Relax, Movie Night, Meet Friends, Eat Lunch, BBQ

What would you like to DO in this park?

How would you like to FEEL in this park?

Who will you be with in this park?

Activities: Sports, Enjoy Nature, Watch Movie, Read a Book, Exercise

What would you like to DO in this park?

How would you like to FEEL in this park?

Who will you be with in this park?

Activities: Sports, Enjoy Nature, Watch Movie, Read a Book, Exercise

What would you like to DO in this park?

How would you like to FEEL in this park?

Who will you be with in this park?

Activities: Sports, Enjoy Nature, Watch Movie, Read a Book, Exercise

What would you like to DO in this park?

How would you like to FEEL in this park?

Who will you be with in this park?

Activities: Sports, Enjoy Nature, Watch Movie, Read a Book, Exercise



# MEMORY WALL

SHARE A STORY ABOUT A TIME YOU FELT CONNECTED TO A NEIGHBOR

The Neighborhood has  
gotten better over activities  
for all

4. Tons

I remember when my daughter  
she had a job when I had a  
draft she was 2 in the  
nub me

2. Get connected bring my children to Ben's Family child center and paying out any way I can.

I just need want this  
cash and my paper work  
my foot action

The time I felt  
connected to my  
neighbors is when  
I cut their grass

went I was  
broke didn't  
no more

I FELT GOOD  
ABOUT MYSELF  
Now, Jan 2000

I Start  
w/ my Healing  
Father in Heaven  
of Jesus in Sa-  
vior Bless  
Lord Jesus Amen  
Vernon Macye  
A

I feel connected to the neighborhood when we/they hold/have community events.

Kris

I feel I have lost more  
than I ever truly knew  
and now I get more help  
from my friends

### How you began

Halcyon 24  
C. ...  
They are ...

me and my friend  
didn't see him.

I'm 65 yrs old still love  
my neighborhood  
things we used to do still  
in the house

My organization is Total  
I have friends that's with  
the Play together.

2013/14

Why I'm coming  
to my neighbors  
is I babysit their  
kids. Thanks

When I can't  
bring all my  
bags in the house  
in my search for

Reise mit dem  
Schiff  
gefallen

When my neighbor  
called to  
check on me.

Come go and  
My Naylor to  
come to gather and  
try to make me feel  
good together

the end of the day

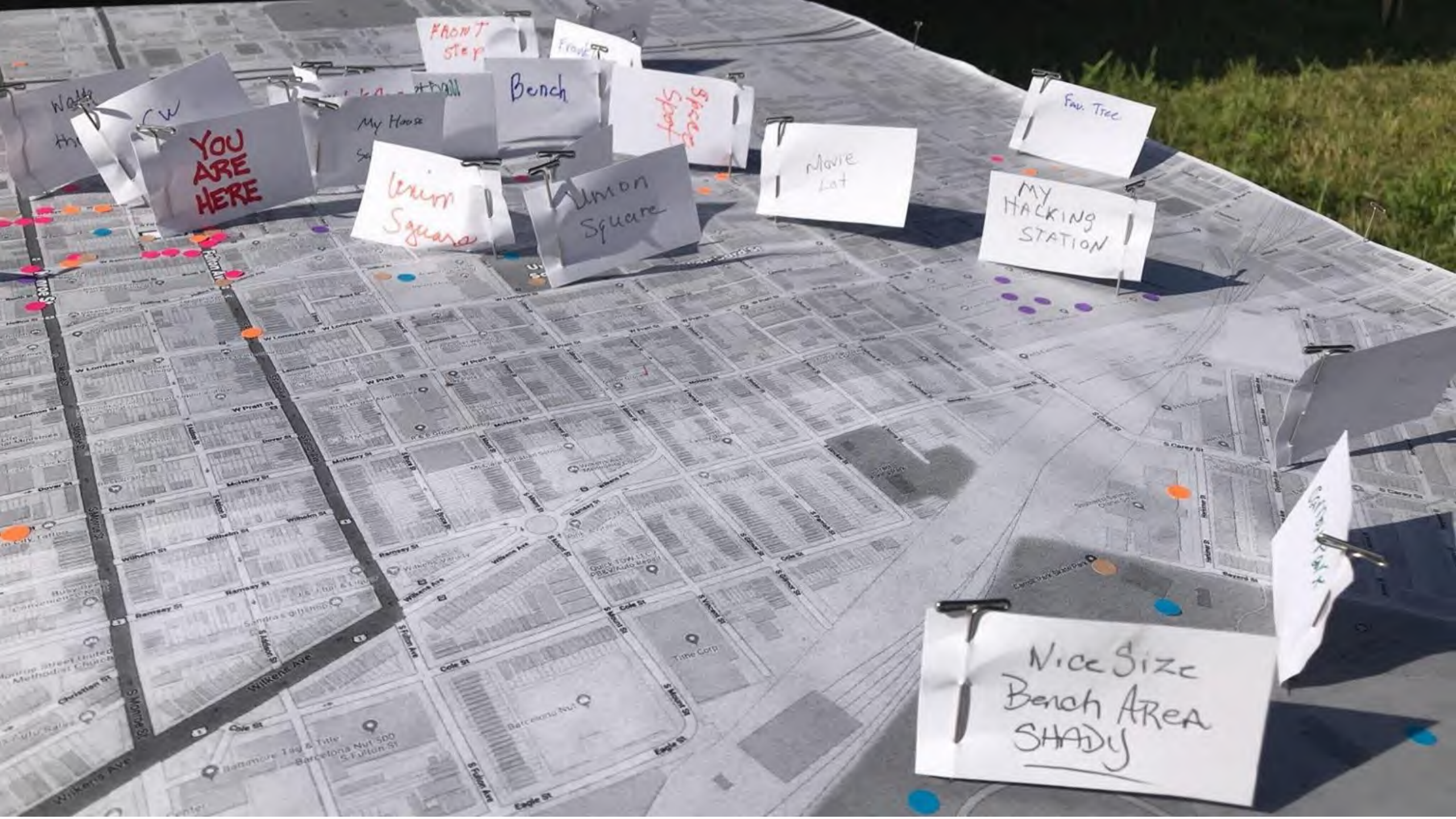
I feel connected  
when my  
manager  
encourages me to  
keep moving with my  
goals.

*[Faint handwritten notes on a pink sticky note]*

*[Handwritten note:]*

I have been thinking about you a lot lately. I hope you are well and happy. Love, Mom.





YOU ARE HERE

FRONT STOP

Bench

Spices Spot

Fav. Tree

Movie Lot

MY HACKING STATION

Union Square

Union Square

Nice Size Bench AREA SHADY

My House

WALK HERE

SW

Front

Ball

Spices Spot







### ***childhood memories***

Most people were long time residents of the neighborhood

Fond memories of playing on the block and being "raised by the whole block"

Fondest memories of spending time with grandparents, parents, uncles, aunts

Most exciting or fun childhood memories were with large peer groups

Older generations had more freedom to play outside.

All the same games: tin can alley, four square, hot butter beans

Younger generations played outside with friends even when they weren't supposed to.

Memories of playing outside year-round

Rec centers and playgrounds played an important role in supporting childhood freedom and activity.

### ***feeling welcome***

EVERYONE said they felt welcome when people said "hello"

Most people knew everyone, or almost everyone on their block

Most people missed their neighbors when leaving the neighborhood

### ***escaping stress***

Most people were relaxed in private spaces; porches, back yards, and houses

Going to local natural areas was also mentioned multiple times

### ***ways things can improve***

Everyone noted how the drug trade has had a huge effect on safety

Almost everyone talked about how neighbors used to spend more time outside together and be a more close-knit community

Everyone wanted more safe places for children to play

More opportunities for families to spend time together

Multiple mentions of wanting to bring back block parties

More cleanliness of the streets

More parental involvement in the lives of their children

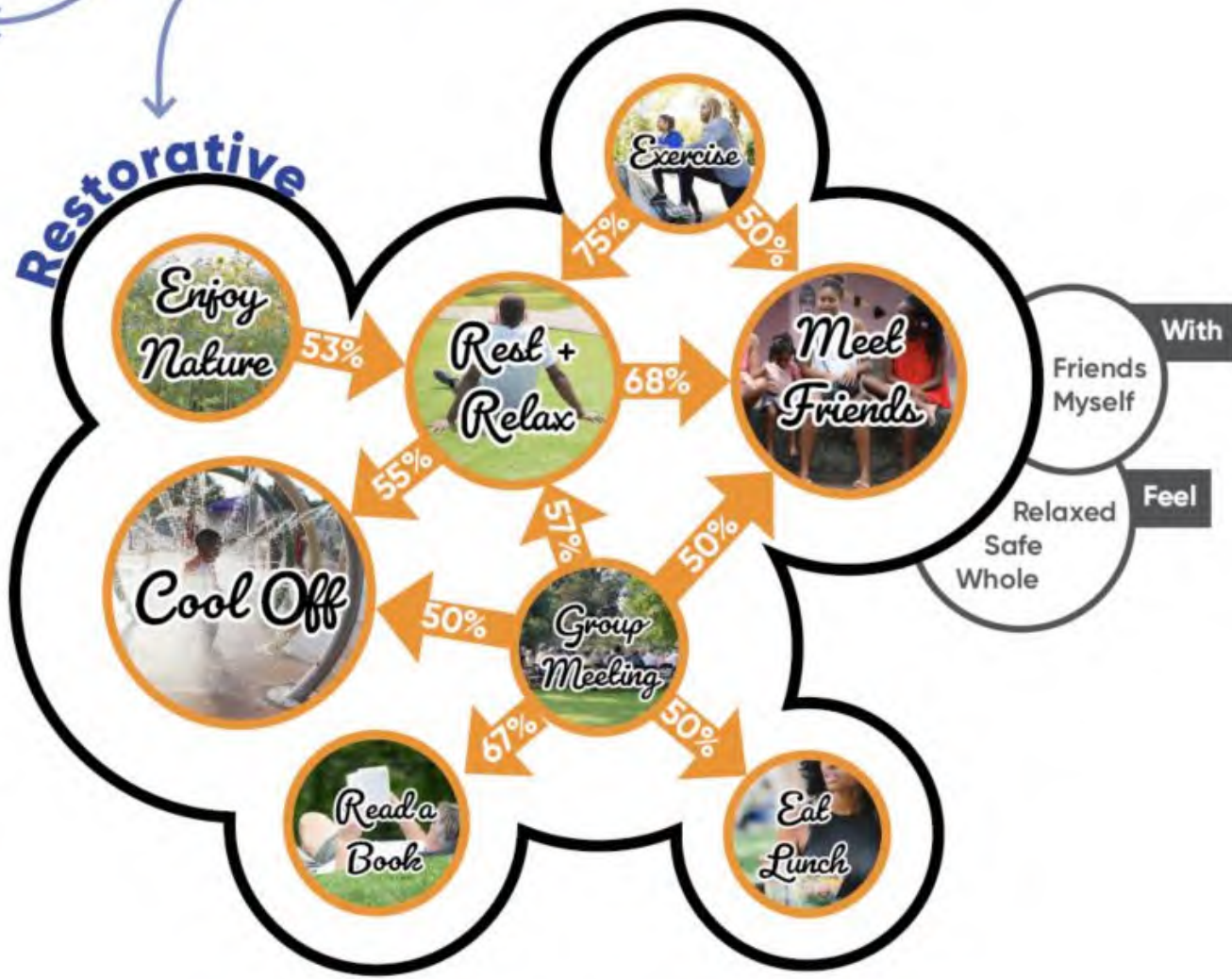
***"On Poppleton St everybody knew everybody. Everybody looked out for each other"***

***"If I could change anything about the playgrounds it would be to have the parents be there with their kids"***

***"We made our own block parties at the playground. No fighting just fun."***



The surveys were analyzed to identify correlations between activities and develop “user focus profiles”. These profiles were visualized below for use by the CDA cohort during the design process.









# It Takes a Village

## PARK GOALS

- Recreate a "village" atmosphere where community acts as a large family.
- Encourage interactions between generations.
- Provide a variety of comfortable spaces for caregivers to watch children.
- Invite community elders in with shaded places to sit and meet.
- Provide a place to regularly meet neighbors.

What do you think of this theme?

PH HERE



POST YOUR COMMENTS ON THE IMAGE ABOVE



## KEY DESIGN FEATURES

- Iconic entry pavilion
- Swinging benches
- Series of both tranquil and intense water play opportunities
- Central picnic area
- Rotating rope climber
- Many children can use play equipment at one time
- Relaxation garden with aromatic plants
- Meeting and gathering spaces for all ages

SHARE ADDITIONAL COMMENTS BELOW:

PH HERE



# Let the good times roll

## PARK GOALS

- Build a strong community by providing a place for frequent community led events and block parties to take place.
- Provide a flexible space that is comfortable and engaging for everyday use.
- Create a neighborhood icon
- Connect to the neighborhood with graphic pavement and open entryway.
- Support events of all sizes.

What do you think of this theme?

PH HERE



POST YOUR COMMENTS ON THE IMAGE ABOVE



## KEY DESIGN FEATURES

- Ground mural
- Grand open lawn
- Elevated stage with amphitheater seating
- Large picnic plaza
- Retractable shade canopy over stage and picnic plaza
- Custom net and platform climbing structure
- Rubber mounds for imaginative play
- Water spray loops
- Retain all existing trees

SHARE ADDITIONAL COMMENTS BELOW:

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# The Child in Everyone

## PARK GOALS

- Encourage caregivers to be involved with their children.
- Invite community in of all ages and abilities to play at their own comfort levels.
- Transition from relaxing front area to playful back area.
- Give everyone in the park permission to be playful.
- Accommodate small social gatherings.

What do you think of this theme?

PH HERE



POST YOUR COMMENTS ON THE IMAGE ABOVE



## KEY DESIGN FEATURES

- Flexible open lawn space
- Partially contained tot area with play steppers
- Flexible water jet area that can be used for street games during non-water activity times
- Pebble creek: slow-moving water play with benches
- Climbing rope tower
- Rubber mounds for imaginative play
- Central picnic area
- Swinging benches

SHARE ADDITIONAL COMMENTS BELOW:

PH HERE













# *It Takes a Village*

# *The Child in Everyone*

# *Let the good times roll*











PLAYGROUND

PLAY LOUNGE

WATER PLAY

WATER LOUNGE

NATURE SACRED BENCH  
AND STAGE

TOT LOT NATURE PLAY

SHADED PICNIC AREA

STORMWATER PLANTER  
AND PERIMETER BENCHES

THE LAWN

BENCHES AND GAME TABLES



FULTON AVE











# UNITY PARK

A FRANKLIN SQUARE COMMUNITY PARK







Photo credit: Sahar Coston-Hardy





Photo credit:Sahar Coston-Hardy





Photo credit: Sahar Coston-Hardy





Photo credit:Sahar Coston-Hardy









Photo credit:Sahar Coston-Hardy





Photo credit: Sahar Coston-Hardy





Photo credit:Sahar Coston-Hardy





Photo credit: Sahar Coston-Hardy





Photo credit:Sahar Coston-Hardy



## HOW WILL YOU ENGAGE WITH THE COMMUNITIES YOU SERVE?

What is the purpose of the engagement? Who is the audience you're trying to reach?

What level of involvement is there for decision making? What is the timeline?






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## Engagement Essentials

All forms of community engagement require significant time for developing an appropriate strategy, fostering community relationships, interim self-reflection, willingness to change course if necessary, follow-through, and transparency. But selecting the best engagement strategy for the project will allow the design team to leverage the knowledge, experience, and skills of the community members which will increase the impact of the project all while fostering resiliency in the community. This guide provides five of the essential elements of a quality engagement plan.

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## Alternatives to Public Meetings

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



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## Developing Effective Surveys

Surveys are often a vital way to reach a large audience to gather and share information. Whether they are administered digitally, physically, or through 1:1 conversations, the strategy for developing a survey that will get you the feedback you want remains the same. See the step by step guide below.

**BEFORE YOU START: SURVEYS ARE ONLY ONE PIECE OF THE PUZZLE!**

Survey data is only part of what you can do to identify and confirm project goals. A survey should never need to stand on its own. Be sure to talk to people for qualitative data to balance the quantitative survey data.







QUESTIONS