



The SECAS Third Thursday Web Forum

Learn how to advocate for parks using the ParkServe® mapping application

6-15-2023



Agenda

- Introduction
- Monthly topic
- Q&A and discussion
- Preview of next webinar
- Staff updates



Learn how to advocate for parks using the ParkServe® mapping application

Kirsten Mickow and Kristen Weil with the Trust for Public Land

6-15-2023





TRUST FOR
PUBLIC
LAND™

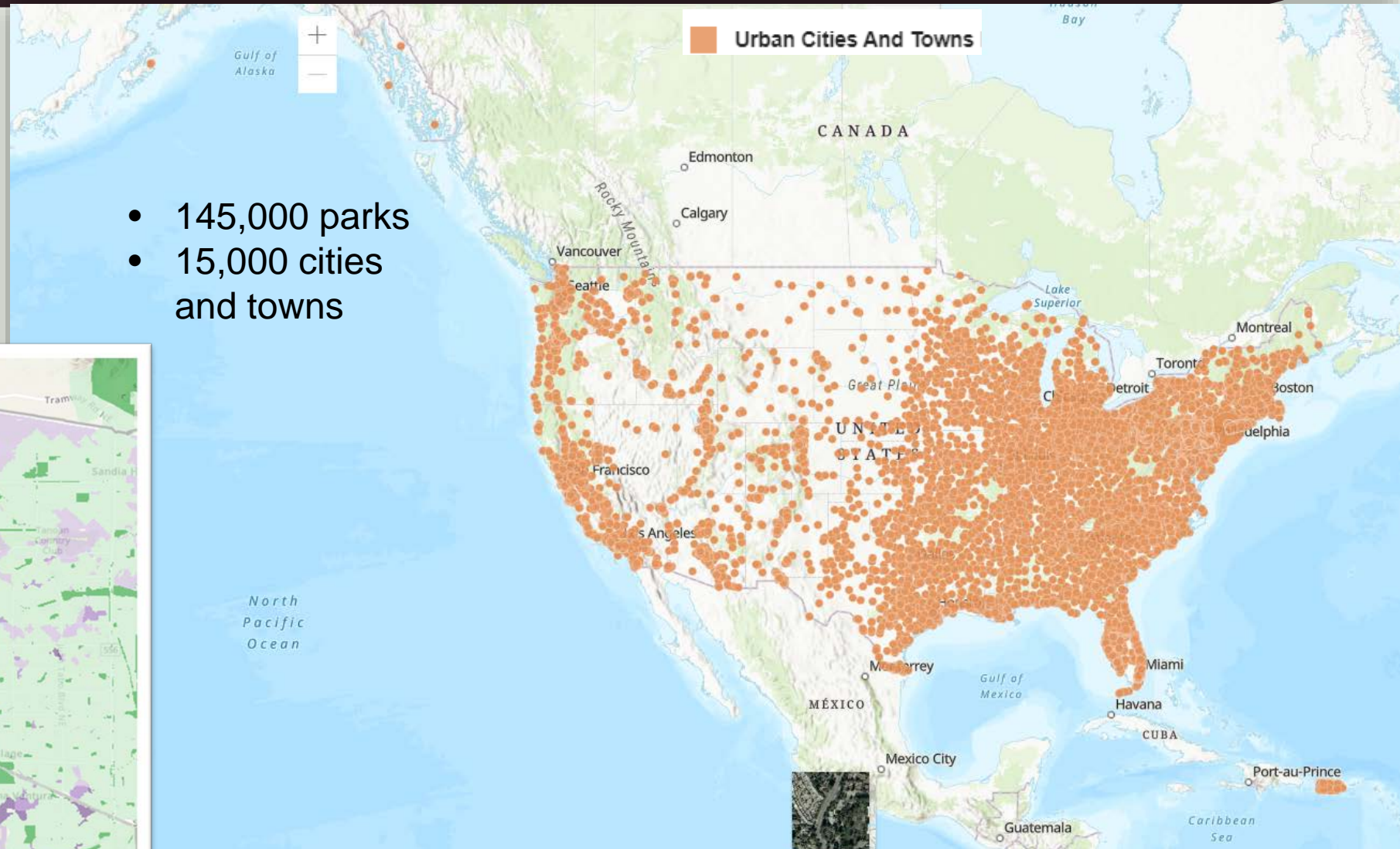
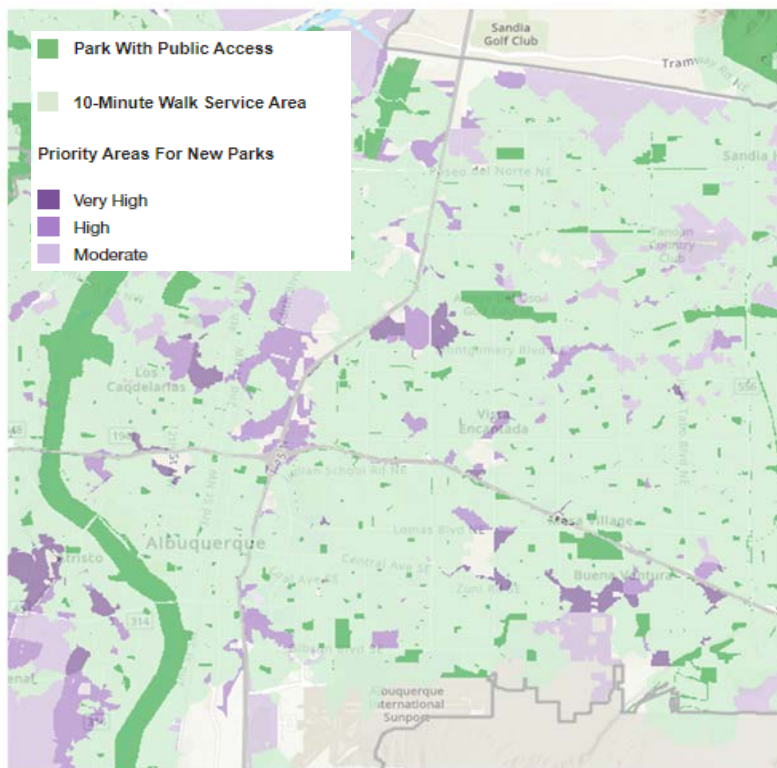


Connecting everyone to the outdoors™

ParkServe®!

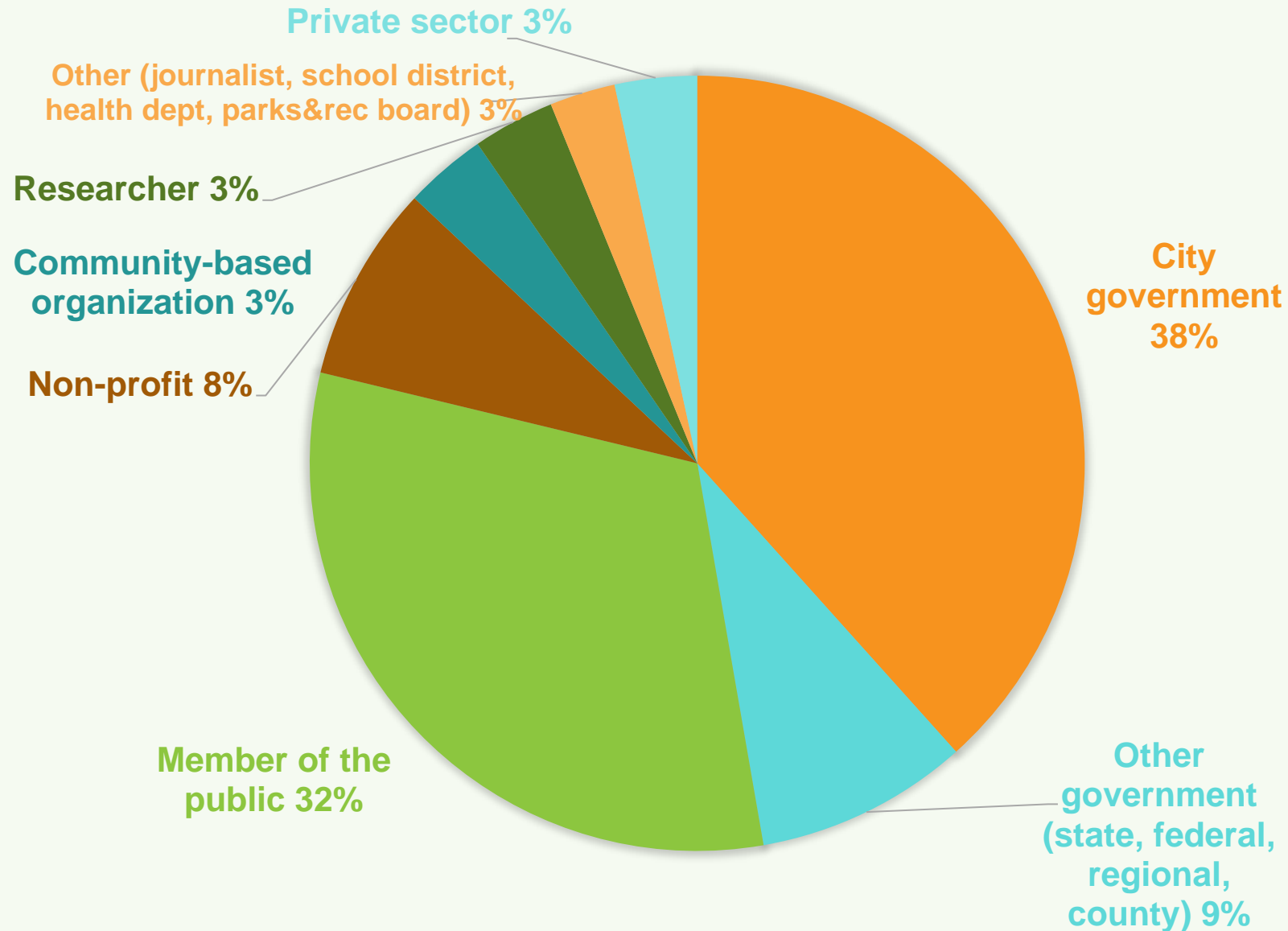
What is ParkServe?

- 145,000 parks
- 15,000 cities and towns



Read all about it here: <https://www.tpl.org/parkserve/about>

Who uses ParkServe?



And why? Direct quotes from users

Government

- To prioritize park master plan projects by need according to social equity
- We use ParkServe all the time! It is invaluable for informing parks and rec staff and leadership about the residents that are served by a park and for creating new parks.
- To inform certain environmental risks for people with chronic illnesses.

Member of the public

- To determine an advocacy topic to decrease obesity in the Latino population.
- To inform my local community about creating new public park spaces.
- I will share the information with my friends and family who are interested.
- Member of a small group that watches the governing body of our city parks.

And why? Direct quotes from users

Other

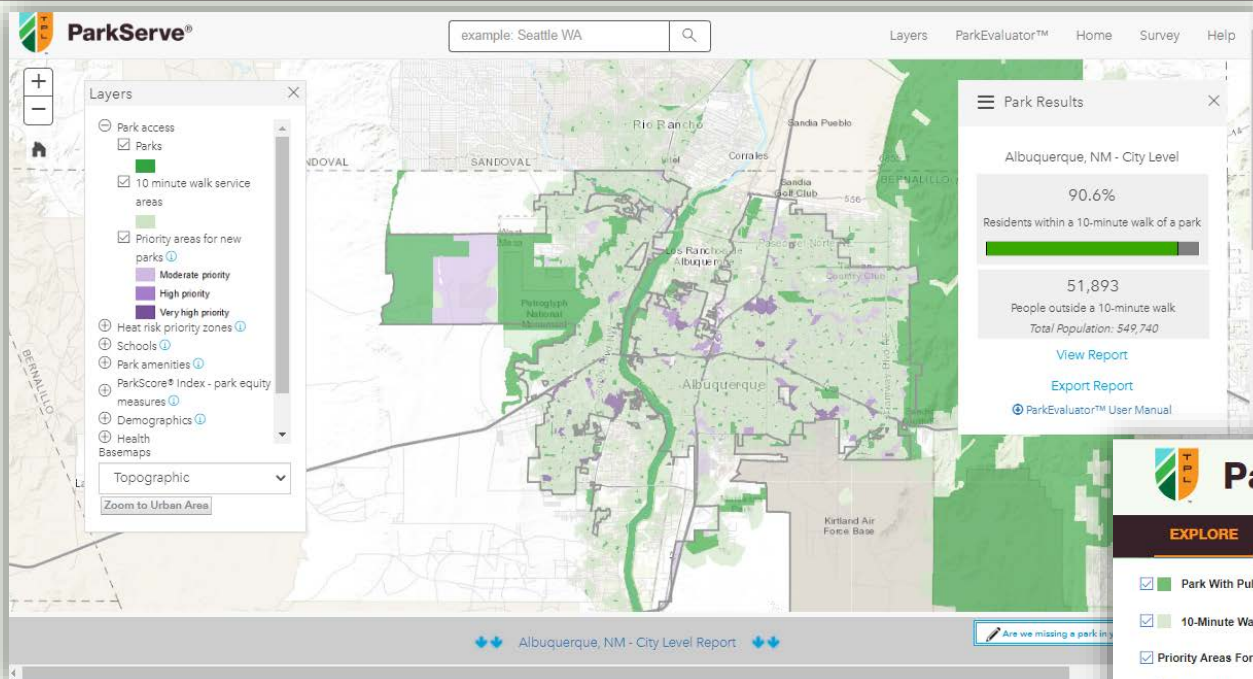
- To **educate elected officials** about their local parks; To guide **communication with City Officials**
- To know how to better **plan community events** involving surrounding parks & how to engage our neighbors.
- Helps me **understand park inequity** and access problems
- To **inform research questions** about parks
- To determine if more parks are needed with communities next to **public schools**.

Communication

and

Planning

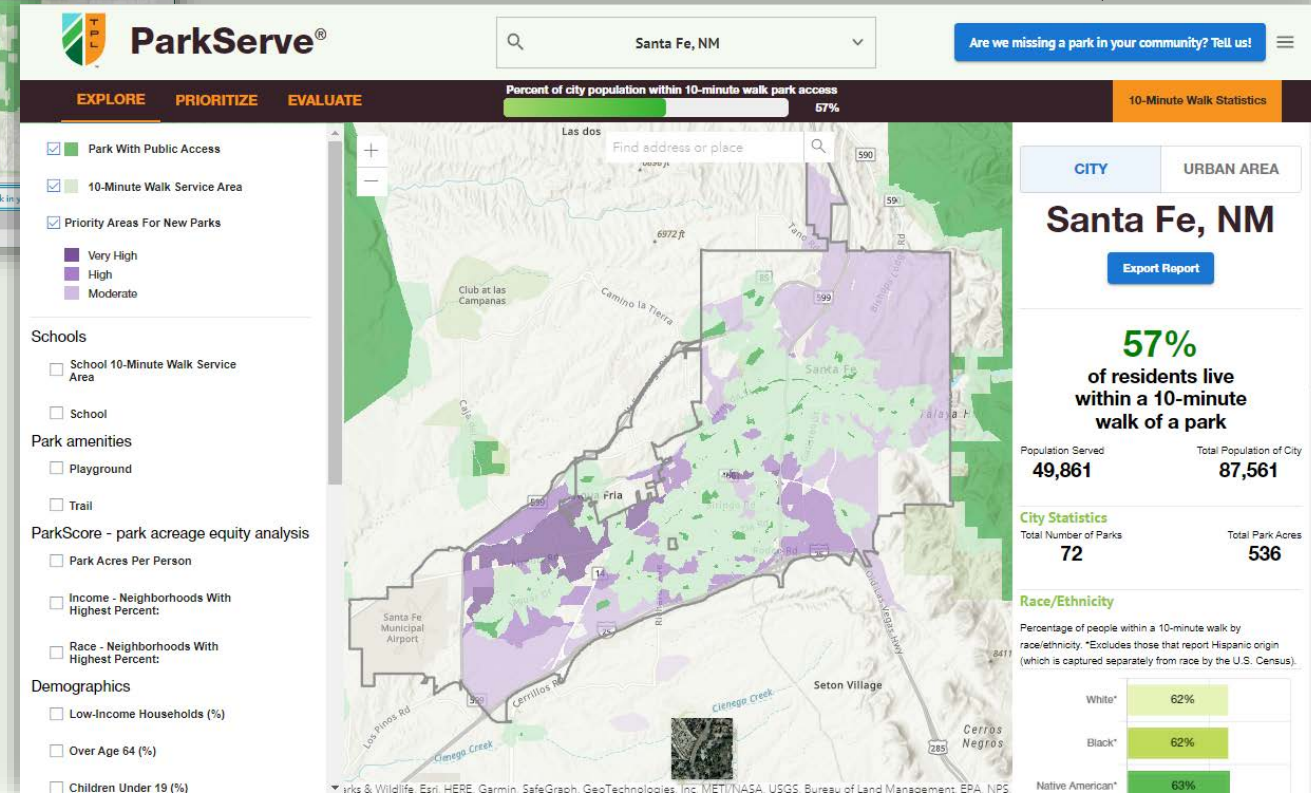
New site May 24



Old Application
Since 2018

Visit at tpl.org/ParkServe

New Application
May 24, 2023



Relevant Land and People Lab Research

Opportunities to enrich ParkServe

- Park quality – TPL has convened a Community of Practice around the question of park quality. Over 30 cities across the country are working with us to devise a robust framework that considers the distribution of amenities and natural park space, as well as assess methods for measuring park condition and perception.
- Park acreage – Our team began incorporating park acreage per capita in the 2020 ParkScore release. Nearby park space per person measures the available park space within a 10-minute walk of each census block group and compares across income and race/ethnicity to see park acreage disparities (see methods here <https://www.tpl.org/parkscore/about>). We found that neighborhoods where residents predominantly identify as people of color have access to an average of 44 percent less park acreage than predominantly white neighborhoods, and low-income neighborhoods also average 42 percent less park acreage per person than high-income neighborhoods. These data are available in ParkServe for the 100 largest cities, and will eventually be expanded to all cities and towns in ParkServe.
- Park usage – We are currently building dashboards for 4 cities that visualize park usage via anonymized cell phone mobility data. As we learn more about the data and how it can inform park planning, we will work towards scaling nationally as appropriate.

ParkScore[®] index

Using data from the ParkServe application and the annual city park survey, City Park Facts, Trust for Public Land developed the ParkScore index to measure how well the 100 most populous U.S. cities are meeting the need for parks.

Explore the Country's Top 12 Cities

1 Washington, D.C.

- 99% residents live near a park
- 24% city land is used for parks
- \$259 per capita park spending
- 683 parks and greenspaces



2 St. Paul, MN



3 Minneapolis, MN



4 Irvine, CA



5 Arlington, VA

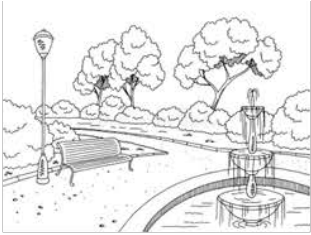


6 Cincinnati, OH

See how your city ranks: tpl.org/parkscore

Methodology: What are we measuring?

Cities are awarded points based on analysis of five important characteristics of an effective park system:



ACREAGE
20%

Are there large,
'destination' parks?



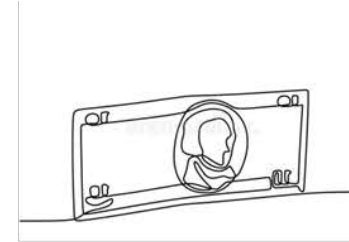
+ **ACCESS**
20%

Does everybody have
access to a nearby
park?



+ **EQUITY**
20%

Is there fairness in who
has access to nearby
parks and park space?



+ **INVESTMENT**
20%

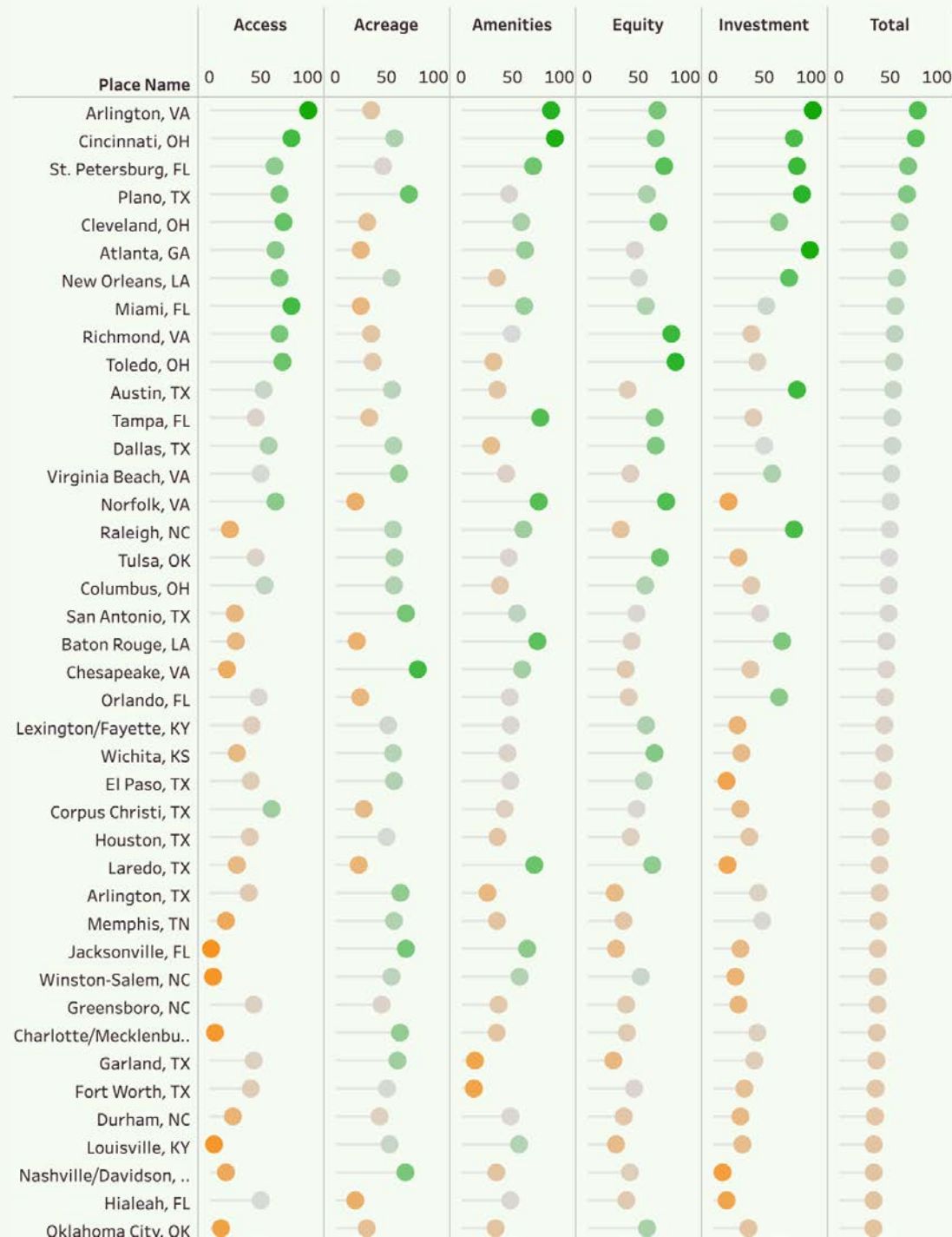
Is there sufficient
spending to maintain
quality parks?



+ **AMENITIES**
20%

Are there activities for
diverse user groups?

How Southeast cities rank:



Additional Resources: City Park Facts

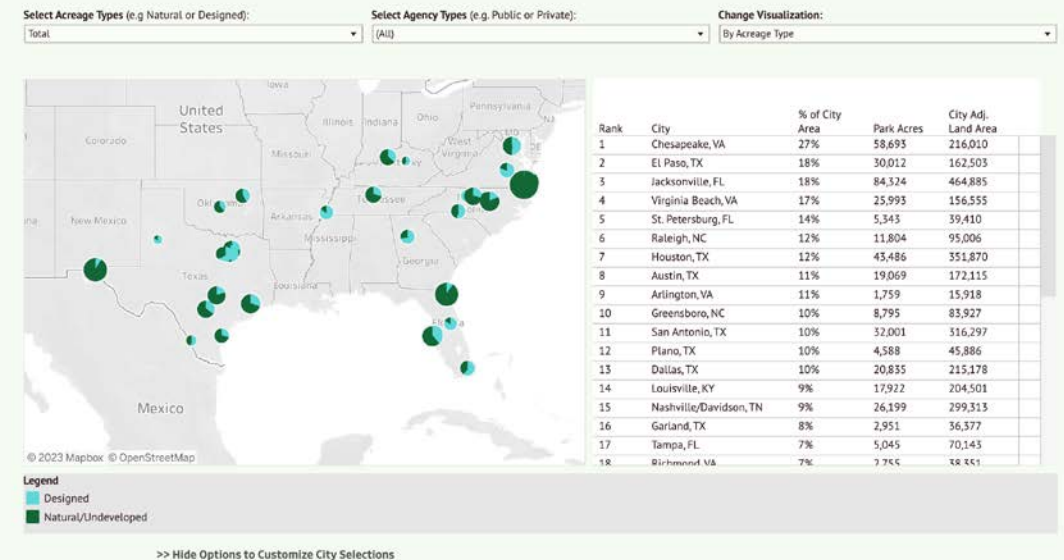
Which cities have the most pickleball courts (or other park activities)?

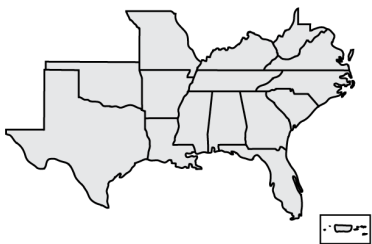
Skate parks are popular out west, while splashpads are popular among northeastern cities. Check out other popular park activities – playgrounds, dog parks – using the menu below.



How much land are cities dedicating for parks?

There are over 2 million acres of parks across the 100 most populous cities (yes, half of this is within Anchorage city limits). Which cities have the most natural areas? Use the filters below to find out.





Next Third Thursday
Web Forum

7-20-2023

10:00 am ET

Anna Petrasova

NC State University
Center for Geospatial
Analytics

Special co-hosted
webinar with the
Southeast Climate
Adaptation Science
Center!

secassoutheast.org

Scaling up urban growth projections with FUTURES





Staff updates

- Working on post-workshop Blueprint improvements

Working on post-workshop Blueprint improvements

- This is the stage of the process where staff try to fix everything we can before releasing the final Blueprint in the fall
- Anything we can't fix in this version will get documented as a “known issue” and we'll keep working to address it through future revisions

How to get involved in SECAS

- Sign up for the SECAS newsletter

secassoutheast.org

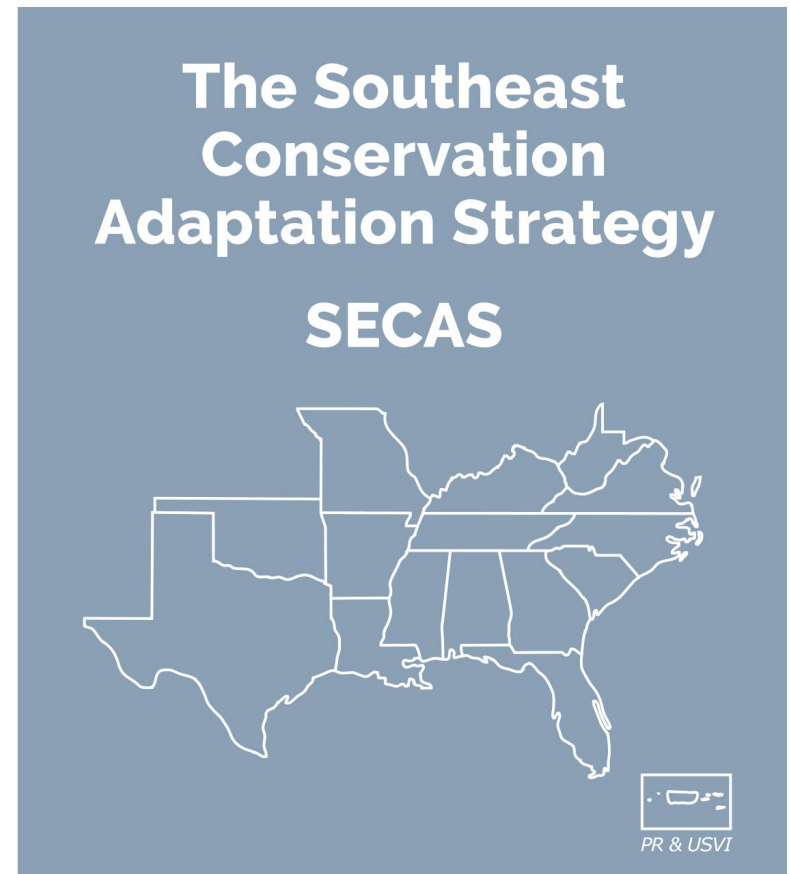
- Connect with SECAS staff or partners

secassoutheast.org/staff

secassoutheast.org/partners

- Explore the Southeast Conservation Blueprint

secassoutheast.org/blueprint



Questions?

