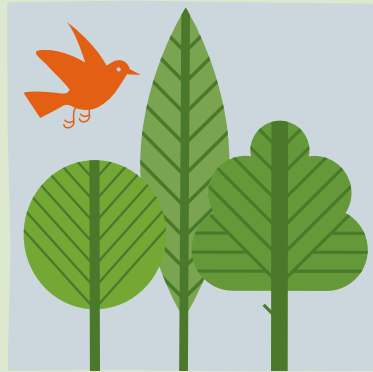


MARCH 21, 2016 | ATLANTA BOTANICAL GARDEN | PRESENTED BY



PARK PRIDE'S 15TH ANNUAL
**PARKS AND
GREENSPACE
CONFERENCE**

PARKS & PLAY



A CONVERSATION FOR ALL AGES

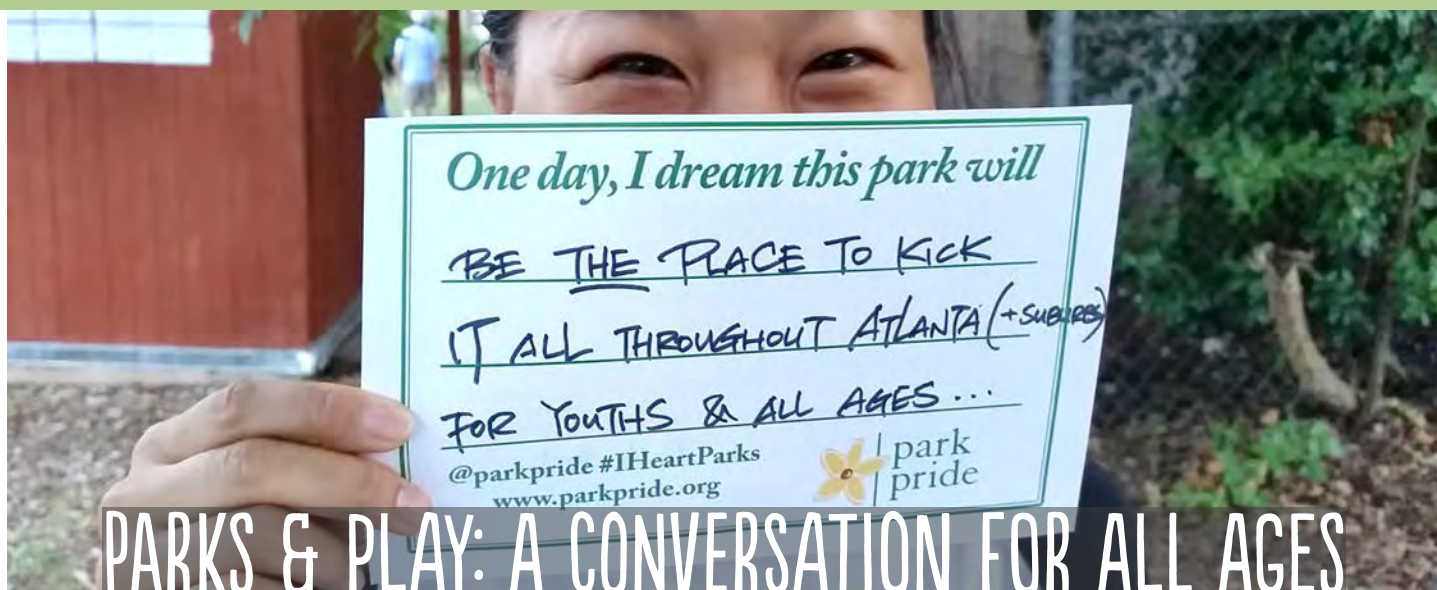
JOIN THE CONVERSATION ON TWITTER: #PARKPRIDE, @PARKPRIDE





impact

Cox Enterprises has a long history of being a good corporate citizen. Through Cox Conserves, we're making a positive impact on the environment through our operations and our community partnerships. It's the little steps we take together that can add up to a big difference. We're proud to be the presenting sponsor of Park Pride's 15th Annual Parks & Greenspace Conference.



PARKS & PLAY: A CONVERSATION FOR ALL AGES

Parks are the places where the community comes together to play. The 15th Annual Parks and Greenspace Conference explores perspectives on cultivating a strong relationship between parks, play and a community's well-being.

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PARK PRIDE'S 15TH ANNUAL
**PARKS AND
GREENSPACE
CONFERENCE**

PRESENTED BY



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SCHEDULE OVERVIEW

7:30 – 8:30 AM	Day Hall	Registration & Continental Breakfast
8:30 – 10:00 AM	Day Hall	Welcome & Opening Plenary Session
10:15 – 11:35 AM	Various Locations	Morning Breakout Sessions
11:35 AM – 12:25 PM	Day Hall	Lunch
12:25 – 1:35 PM	Day Hall	Mid-day Plenary Session
1:50 – 3:10 PM	Various Locations	Afternoon Breakout Sessions
3:25 – 5:00 PM	Day Hall	Closing Plenary Session & Remarks
5:00 PM	Mershon Hall	Reception / Networking

WELCOME TO THE PARKS AND GREENSPACE CONFERENCE



Michael Halicki, Executive Director

Hello and welcome! The focus of this year's Parks and Greenspace Conference is *Parks & Play: A Conversation for All Ages*. As our theme indicates, play is vital for the health and wellness of all people, of all ages and all abilities. Our discussion will stretch our understanding of **what play is** and **who it is for**, and we'll explore the ways in which our parks present opportunities for Atlanta to live up to its full potential as a playful city. As I see it, our parks are where the magic happens.

To be sure, today is a big day for play in Atlanta. However, it isn't the only day. In the weekend leading up to this year's conference, Park Pride hosted a "day of play" at the Davidson-Arabia Mountain Nature Preserve with DeKalb County and several nonprofit partners. We also joined the Chastain Park Conservancy in celebrating the grand opening of the Chastain Park Playground.

Today's conference further establishes 2016 as "the year of play" as we highlight opportunities to get playful in our parks in the days following the conference. Later this year, Park Pride will host two **Play Days** (see page 11) in partnership with Atlanta ContactPoint. The Atlanta BeltLine Partnership will also host Play Days at parks connected to the Atlanta BeltLine. Adding to the fun, the City of Atlanta's Office of Recreation's **Play Mobile** will take play to parks without recreation centers to encourage neighbors to get outside and move!

You received a schedule of these events with the materials you picked up this morning at registration. You can pick up extra schedules at the registration table in the Hardin Visitor Center to share with friends and family!

Of course, this schedule merely places a few markers on the field as we look to the multitude of play opportunities throughout the coming year. In fact, some of the most rewarding play activities occur with a level of spontaneity that elude our best efforts to pin them down to a printed schedule.

I encourage you to rediscover your own sense of parks and play, both today at the 15th Annual Parks and Greenspace Conference, and through playful exploration of our parks with friends and loved ones in the days following the conference. Atlanta is a beautiful city and our parks are amazing places for discovery and invention. Let's take advantage of them and get outside to play!

Playfully Yours,

Michael Halicki
Executive Director, Park Pride



The Friends of Lang-Carson Park host their first cornhole tournament.



Child enjoys self-directed play.



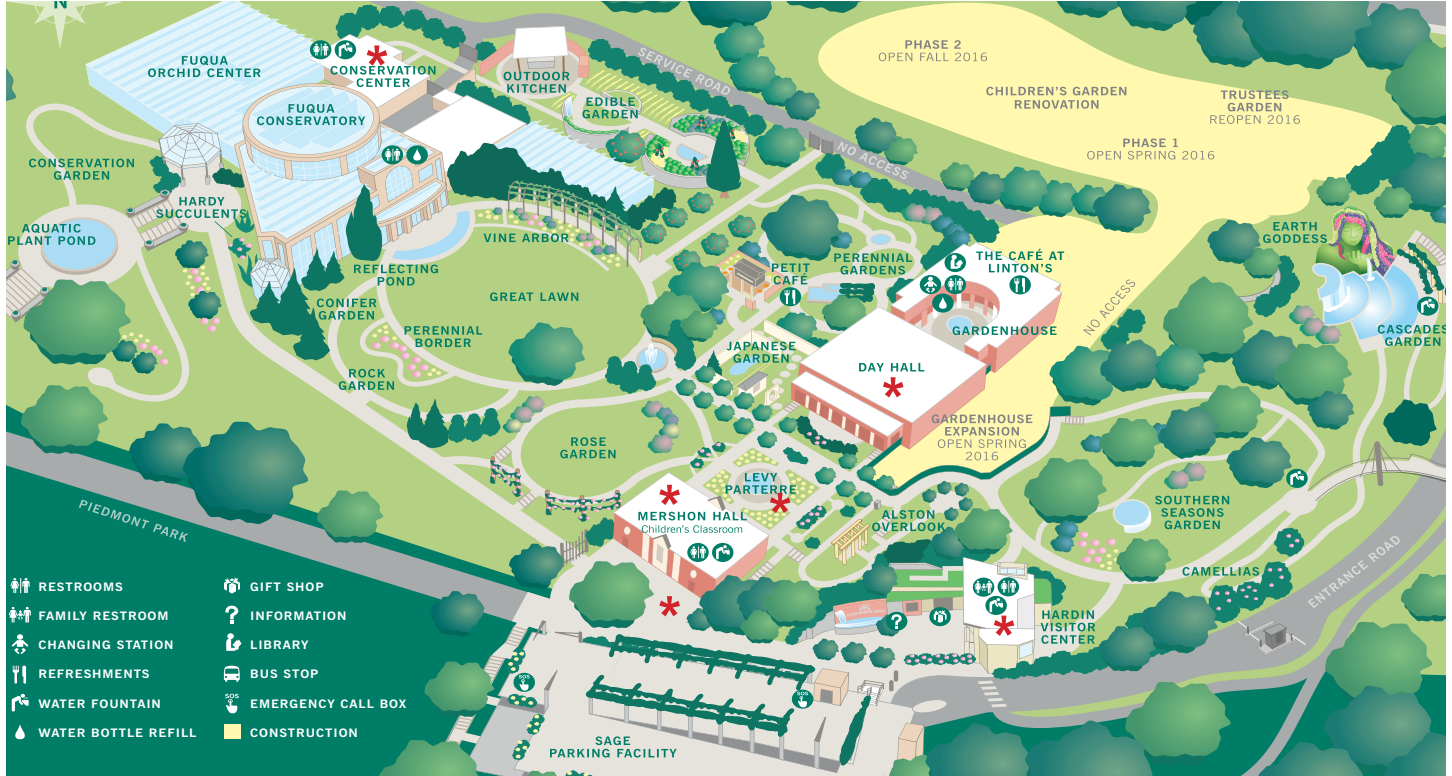
Spooky music accompanies the Halloween Walk at Constitution Lakes.

NAVIGATING THE CONFERENCE



VENUE MAP

* Indicates Breakout Session Location



RECYCLING

The Atlanta Botanical Garden uses a single-stream recycling program to sort, recycle and compost waste. For more information, contact the Atlanta Botanical Garden staff.

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JOIN THE CONVERSATION

Follow **@parkpride** on Twitter.

Use the event hashtag: **#PARKPRIDE**



Adelina H.'s favorite park activity is swinging on the monkey bars!



7:30 – 8:30 AM

Location:

Registration & Continental Breakfast

Breakfast and coffee served in Day Hall

8:30 – 10:00 AM

Location:

Sponsor:

Welcome & Opening Plenary Session

Day Hall

Cox Conserves / Cox Enterprises

8:45 AM

Playability: Reimagining Cities with Kids in Mind

FEATURED SPEAKER: James Siegal, CEO, KaBOOM!

Play is critical to the physical, social, emotional, cognitive and creative development of kids, but play is on the decline. As a result, many kids today are unhealthy, unhappy and falling behind academically. KaBOOM! CEO, James Siegal, will explore why cities need to create kid-friendly public space—at the park and beyond—in order to give kids the play-filled childhoods they deserve.

9:00 AM

Empowering Parks for the Future

KEYNOTE SPEAKER: Barbara Tulipane, President & CEO, National Recreation & Park Association (NRPA)

While the demographic make-up of America is ever changing, one thing remains constant: the importance of parks and play. It is vital that the parks of today meet the needs of *all* Americans and that *all* Americans have access to their benefits, such as opportunities for forging deep connections with nature and creating life-long healthy habits. Barbara Tulipane will discuss how the NRPA is addressing the challenges of a diversifying American population and what that means for the future of parks and recreation.

10:00 – 10:15 AM Transition to Breakout Sessions

Sessions take place in locations throughout the Atlanta Botanical Garden and will begin promptly. Please see the map on Page 3 for reference. Park Pride staff and volunteers will also be available to guide you.

10:15 – 11:35 AM Morning Breakout Sessions

• Breaking the Color Barrier in the Great Outdoors

Location: Georgia Pacific Classroom

Moderator: Evonne Blythers, Environmental Education Coordinator, West Atlanta Watershed Alliance

Panel: Carolyn Hartfield, Founder, Older People with Active Lifestyles

Stefan Moss, Educator, Outdoor Afro

Wandi Steward, Hikes/Outings Leader, Keeping It Wild

Come hear local nonprofit leaders as they share their insight for providing rewarding outdoor experiences for diverse populations of varying age, ethnicity and socioeconomic status. Panelists will also discuss how leveraging partnerships increases people's access to nature, resulting in a greater activation of parks.

• Atlanta: Designing the Country's Most Playful City

Location: Turner Theater at Hardin Visitor Center

Speakers: Cynthia Gentry, Founding Director, Play Atlanta

Jodi Lox Mansbach, Principal, Urban Design Matters

Jamie Simone, Chicago Urban Parks Program Director, The Trust for Public Land

Cities around the world are incorporating play into parks and urban spaces in innovative ways. In this session, learn about the challenges of the growing density of urban environments and how playful design increases a city's livability for all.

- **Pure Play: How Open-Ended Spaces Spark Interaction and Imagination**

Location: Mershon Hall

Speakers: Élise Cormier, Principal, Smart Landscapes
Julia Jamrozik, Assistant Professor at University at Buffalo, Department of Architecture



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From the perspective of architecture and landscape architecture, Julia Jamrozik and Élise Cormier make the case that open-ended spaces elevate engagement of all ages and abilities in recreation and play. From a theory-based perspective, Jamrozik celebrates the non-prescriptive nature of playspaces, ranging from "found conditions" of adventure playgrounds to the creative abstraction of historical and contemporary designs. Cormier will illustrate these theories through the case study of LaFayette, Alabama, a small town investing in city-wide recreation resources to increase the quality of life of residents.

- **Citizen-Driven Playful Partnerships**

Location: Hardin Visitor Center

Moderator: Angela Hill, Recreation Programs Manager, City of Memphis, Division of Parks & Neighborhoods

Panel: Rich Alvarez, Friends of Peachtree Hills Park
Rochelle Callender, Friends of Flat Shoals Park
John Ritger, Friends of Perkerson Park

Organized sports can present unique challenges and opportunities for parks. A panel of park enthusiasts will discuss how play was a catalyst for change in their neighborhood parks: softball and flag football at Peachtree Hills Park, tennis at Flat Shoals Park and disk golf in Perkerson Park. These case studies demonstrate how the positive activation of parks through play builds and strengthens communities.

- **Play: Beyond the Four Walls (A Morning AND Afternoon Session)**

Location: Outside lower Mershon Hall (access through building)

Speakers: Kevin Banks, City of Atlanta, Office of Recreation
Jada Berry, City of Atlanta, Office of Recreation
John Bryant, City of Atlanta, Office of Recreation
LaChandra Butler-Burks, Executive Director, City of Atlanta, Office of Recreation
Corliss Davenport, Program / Project Manager, City of Atlanta, Office of Recreation
Tahira Wilson, Recreation Program Supervisor, City of Atlanta, Office of Recreation

Many children suffer from a lack of structured, active, outdoor play. How are park and recreation agencies expected to answer the "call"? This session will introduce you to two programs designed and implemented by the City of Atlanta's Office of Recreation—Kids@Play and Play Mobile—that have brought recreation beyond the four walls of recreation centers. Learn how these programs have cultivated a safe and interactive atmosphere that encourages intergenerational play and gets people outside.

- **Hard Hat Tour* of the Children's Garden**

Location: Day Hall

Speakers: Art Fix, Chief Operating Officer, Atlanta Botanical Garden
Tracy McClendon, Vice President of Programs, Atlanta Botanical Garden

The Children's Garden at the Atlanta Botanical Garden combines plant education with fun! Hear the research that informed the garden's renovation and the design decisions meant to delight garden goers of all ages. As a bonus, attendees will enjoy a behind-the-scenes hard hat tour of the Children's Garden, scheduled to open in Summer 2016. **Due to the limited number of hard hats available, attendees participating in the tour portion of this session must have pre-registered.*

11:35 – 12:25 PM Picnic Lunch

Location:

Day Hall

12:25 – 1:35 PM Mid-Day Plenary Session

Location:

Day Hall

Sponsor:

Kaiser Permanente

12:25 PM

Inspiration Awards

Presenters:

Commissioner Amy Phuong, City of Atlanta, Department of Parks & Recreation
Director Roy Wilson, DeKalb County, Department of Recreation, Parks & Cultural Affairs

12:45 PM

Start With Building

KEYNOTE SPEAKER: **Alex Gilliam**, Founder, Public Workshop

Children discover the world around them by banging, building and knocking things down. If this is the fundamental way we learn to explore our environment, why is it that as we grow older, building “ends”? Alex Gilliam shares his insights about the incredible things that can happen when design and community planning processes ‘start with building’, and when youth take the lead with sledgehammers and circular saws.

1:35 – 1:50 PM Transition to Breakout Sessions

Sessions take place in locations throughout the Atlanta Botanical Garden and will begin promptly. Please see the map on Page 3 for reference. Park Pride staff and volunteers will also be available to guide you.

1:50 – 3:10 PM Afternoon Breakout Sessions

• Playful Spaces as Catalysts for Urban Transformation

Location: Mershon Hall

Moderator: **Candace Damon**, Partner, HR&A Advisors

Panel: **Carrie Sagel Burns**, President, Castleberry Hill Neighborhood Association
Connie Chung, Director, HR&A Advisors
Ken Edelstein, President, Candler Park Neighborhood Organization
James Siegal, CEO, KaBOOM!

Playful programming bridges the gaps between diverse communities and catalyzes the reinvention of neighborhood identities. Highlighting local examples from Castleberry Hill and Candler Park, in addition to national examples from cities such as Boston and Phoenix, this panel will explore the economic and community benefits—as well as the challenges—of implementing playful programming that is cross-culturally and intergenerationally engaging.

• Play Themed Parks

Location: Turner Theater at Hardin Visitor Center

Moderator: **Walt Ray**, Chief Park Designer, City of Atlanta, Office of Park Design

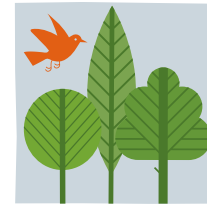
Panel: **Linda Bain**, Retired Executive Director, Sandy Springs Conservancy
Andrea Bozarth, Associate State Director, AARP Kansas
Rosa McHugh, Executive Director, Chastain Park Conservancy

Play takes many forms. This panel of park leaders, representing three very unique and playful park spaces, will discuss the ambitious plans and processes that led to the creation of Chastain Park’s new 40,000 square foot playground, Abernathy Greenway’s Playable Art Park, and Wichita’s Grandparents Park.

- **All Ages. All Abilities. All the Time.**

Location: Georgia-Pacific Classroom

Speakers: Ingrid M. Kanics, Occupational Therapist
John McConkey, Market Insights and Research
Manager, Landscape Structures



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Park designers face the challenge of creating environments where all visitors can feel safe, secure and fully engaged in play. In this presentation, attendees will discover how the principles of “universal design” contribute to creating parks where everyone can play, regardless of age or ability.

- **How to Make Your Vision of Play a Reality**

Location: Hardin Visitor Center

Moderator: Daniel Calvert, Urban Planner, City of Atlanta, Office of Park Design

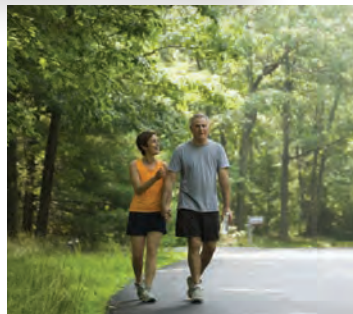
Panel: Judy Hammock, Friends of Lake Claire Park
Kimberly Kleiber, Friends of Ormond-Grant Park
Veronica Squires, Friends of Reverend James Orange Park

Using several local case studies, this *Friends of the Park* panel will share their successful strategies that led to the development of playful parks for visitors of all ages, from community engagement, negotiation and consensus building, to fundraising and leveraging dollars, plus much more. Apply their tactics to your own greenspace and bring your park vision to life!

PARK PRIDE SALUTES THE ATLANTA BOTANICAL GARDEN AND THE SPIRIT OF PLAY FOR ALL AGES THE GARDEN EMBODIES!



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Parks, playgrounds and other public
greenspaces have the ability to
enrich, engage and energize.

We salute Park
Pride's commitment
to the well-being of
our communities
through parks and
play – and wish
you success at
this year's
conference.



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- **Play WORKS!**

Location: Meet at the Chihuly sculpture in the Levy Parterre

Speaker: Danyel Crutcher, Georgia Program Manager and Certified Trainer, Playworks

Playworks is a national nonprofit leveraging the power of play to transform children's social and emotional health at school. Participants will learn about the physical, academic, social and emotional benefits of play and best practices for incorporating healthy play into programming at parks and recreation centers. This session will involve light running, plenty of laughter and countless takeaways!

- **Play: Beyond the Four Walls** (See Morning Breakout Session Description)

3:10 – 3:25 PM Transition to Closing Plenary Session

The closing session will begin promptly in Day Hall. Please see the map on page 3 for reference. Park Pride staff and volunteers will also be available to guide you.

3:25 – 5:00 PM Closing Plenary Session & Remarks

Location: Day Hall

3:25 PM Announcement of 2017 Conference Theme

3:35 PM PechaKucha: Get Out of the Way and Let the Children Play

FEATURED SPEAKER: Cynthia Gentry, Founding Director, Play Atlanta

There is a bounty of structured, adult-led play, but the real benefits of play come when it is child led and intrinsically motivated. Using the popular, fast-paced Japanese style of presentation—the PechaKucha, 20 slides with 20 seconds per slide—Atlanta's local play expert will share her thoughts on the importance of play and why it is vital for healthy child-development.

3:45 PM Greening Childhood by Design: A Neighborhood Park Imperative

KEYNOTE SPEAKER: Robin C. Moore, Director, The Natural Learning Initiative

Children need to be enticed outdoors for their good health. Equally, the natural world needs their engagement for *its* continuing health. Robin Moore will highlight several public spaces designed to provide experiences that produce nature-loving, conservation-minded citizens, support healthy people and foster a healthy planet.

4:40 PM PechaKucha: Creative Play and the Lovability of Public Space

FEATURED SPEAKER: Chantelle Rytter, Community Parade Artist

“When we lay down joyful shared memories in a place, it is a blessing on that place.” Civic play traditions can serve as powerful, creative placemaking, connecting people to people and people to place. Using the popular, fast-paced Japanese style of presentation—the PechaKucha, 20 slides with 20 seconds per slide—Chantelle Rytter will talk about the rise of the Atlanta BeltLine Lantern Parade and other examples of civic play.

4:50 PM Closing Remarks

5:00 PM Reception

Location: Mershon Hall

Sponsor: Ed Castro Landscape

Please join us to cap off the conference experience. All are welcome!

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FEATURED SPEAKERS



Cynthia Gentry, a self-identified children's play advocate, is the Founding Director of **Play Atlanta**, a nonprofit that works with cities and communities to envision and design play-friendly environments. Cynthia got her start in 2003 when she helped to fundraise for and led the community construction effort of the Cunard Memorial Playground in John Howell Park in Atlanta's Virginia-Highlands. She founded Play Atlanta in 2007, and helped the City of Atlanta win KaBOOM!'s "Playful Cities" designation. Today, Cynthia is one of 16 national advisors to KaBoom!, serving as a sounding board for new initiatives.



Alex Gilliam is the Founder of Philadelphia-based nonprofit, **Public Workshop**, an organization that redefines the way youth and communities participate as citizens and leaders in the design of their neighborhoods and cities. A "cheerleader of possibility," he believes great design, empowerment, innovation and having fun are not mutually exclusive. Uniquely combining his skills as a designer, teacher, expert builder and social entrepreneur, Alex has spent the past 17 years facilitating learning, engagement and collaboration with diverse communities around the United States through making and doing.



Robin Moore is the Director of **The Natural Learning Initiative** and author of *Nature Play & Learning Places*, a 2014 publication that provides: guidelines on how to plan, design, and create a place for nature play, tips on navigating risk, and site management challenges. With degrees in both architecture (London University) and urban planning (MIT), his research is focused on community-based built environment design and the behavioral needs of children and families. Robin is an international authority on the design of children's play and learning environments and participatory public open-space design.



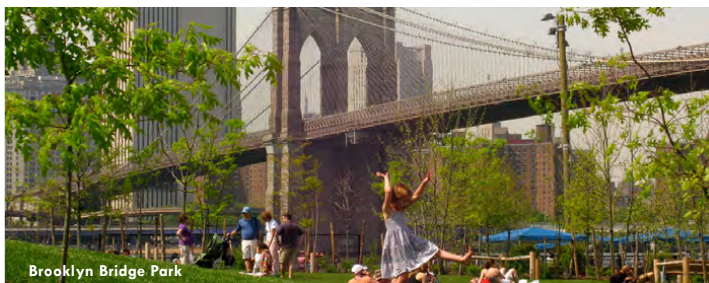
Chantelle Rytter is a **community parade artist** and has been a leader of civic play in Atlanta for over 20 years. Most popularly known locally as the Founder of the Atlanta BeltLine Lantern Parade, she believes that "civic play connects people to people and people to place." While living in New Orleans, she became fascinated with how parade arts and culture foster bonds between people and place and serve as a powerful medium of creative placemaking. Chantelle has also organized other popular community parades such as the annual Gnome March and the Grant Park Halloween Lantern Parade, and has been involved in Atlanta Streets Alive.



James Siegal is the CEO of **KaBOOM!**, the national nonprofit that seeks to help kids thrive by giving them childhoods filled with balanced and active play. James is passionate about the power that play has to benefit the whole child physically, mentally and emotionally. He believes that play helps children make friends, build bonds with adults, express creativity and develop the real-world skills of negotiation, collaboration and problem-solving. Not surprisingly, James and his wife enjoy spending time on the playground with their three young girls.



Barbara Tulipane is the President and CEO of the **National Recreation & Park Association (NRPA)**, the national voice for the protection and creation of public parks, harnessing the passion and power of its 50,000 members and the millions of individuals they serve. Barbara is responsible for developing strategic partnerships, building organizational capacity, and overseeing national policy and advocacy efforts related to parks, recreation and conservation. She devotes her time to understanding the many needs and challenges within the field and getting to know NRPA's diverse constituencies so that they can be better served.



Brooklyn Bridge Park



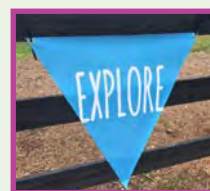
The Lawn on D

HR&A Advisors is an economic and real estate consulting firm at the leading edge of a movement to design, operate, program and fund the development of new and revitalized urban open spaces. We have more than three decades of experience contributing to the planning and development of parks, plazas, streetscapes, and other urban spaces. We view these spaces as both public amenities and catalysts of economic development. Our work helps communities develop these civic assets by making strategic connections among parks, other civic assets, and private business. We quantify the value of those connections using robust, data-driven analysis, and demonstrate how that new value can be used to fund open space revitalization, programming, and maintenance.

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June 18 | Rev. James Orange Park | 10am - 2pm

Sept. 24 | Collier Heights Park | 10am - 2pm

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PARK PRIDE'S 2016 INSPIRATION AWARDS



We know that great parks exist through the efforts of leaders who nurture and strengthen the bond between the parks and communities of which they are a part. Park Pride's Annual Inspiration Awards honor these leaders:

Linda Bain



Linda emerged as a champion of the Sandy Springs Conservancy in 2001 when she served as a founding board member and then later went on to serve as Executive

Director until her retirement in 2015. Her collaborative attitude has forged a cadre of friends and volunteers for the Conservancy and has made Linda the go-to person for counsel on greenspace in Sandy Springs for the media, land and homeowners, elected officials, schools and civic groups, and more. She is a hands-on leader, a trustworthy partner and an influential park advocate.

Dave Butler



Dave understands the benefits of natural greenspace and for years has been a tireless proponent of parks where *nature* is the playground. His ability to see beyond the conventional

definition of "playing in a park" has enabled parks such as Constitution Lakes, Johns' Homestead, and Clyde Shepard Nature Center to become integral parts of their communities. While Dave has retired from his position as DeKalb County's Greenspace Environment Manager, he will continue to serve the environment and community with his enthusiastic participation in various park projects.

Pauline Drake



Jennie Drake Park is the jewel of Collier Heights thanks to the leadership of Pauline Drake. Pauline worked tirelessly for years to bring her mother's dream for a park to

fruition. Organizing brick sales and hosting workdays out of her childhood home, Pauline's gumption transformed a collection of empty lots into a place where children now play in the creek and neighbors enjoy a quiet walk on a beautiful nature trail, creating a place where the community truly connects.

Cynthia Gentry



Atlanta's local play expert is a defender of children's right to play. After a terrible accident struck her neighborhood, Cynthia found her calling through her first project of raising funds for a memorial

playground. Since then, she's dedicated her life to researching play, encouraging play and playing with her grandkids. Cynthia is the Founding Director of Play Atlanta, a nonprofit that advocates for play, helps communities set a vision for a playful environment, advises developers on integrating play spaces throughout projects, educates about the importance of play, and much more.

Ronald Johnson



Ronald is a proven master when it comes to positive park activation. From the park to schools, he brings play and good, clean family fun to a community that is often under served. He is an outspoken advocate for current and future parks in the Ellenwood Community. Creating a space where children can safely play and teens can engage in sports instead of getting into trouble motivated him to continue a family tradition of organizing the 19th Annual County Line / Ellenwood Roundup.

Karl Schultz



At Frazier-Rowe Park, Karl Schultz's big idea is helping others achieve *their* big ideas. His magnetic, can-do attitude has made him an inspiration not just to his fellow *Friends of the*

Park members, but to the community's youth in particular. Karl has mentored four Eagle Scouts through the completion of projects in the park and motivated his daughter to build and install a "little free library" in the park as well. Karl is always the first to lend a hand during volunteer workdays, and in the case of the construction of the park's new entrance arbor and playground, a strong arm too!

Esther Stokes



Esther is a firm believer that all Atlantans in all neighborhoods should have access to quality parks, and she has relentlessly pursued her mission to see this vision through to fruition.

Her involvement in parks and greenspace spans 18 years, over which time she's served on the board and as board chair of both Park Pride and the Piedmont Park Conservancy, as well as on the boards of the Historic Fourth Ward Park Conservancy, the Georgia Advisory Board of the Trust for Public Land and the Atlanta Audubon Society.

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MARCH 21, 2016 | ATLANTA BOTANICAL GARDEN | 15

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The 15th Annual Parks and Greenspace Conference was made possible by our sponsors and a dedicated group of individuals committed to the belief that healthier and happier communities result from a stronger park system. We extend our special thanks to:

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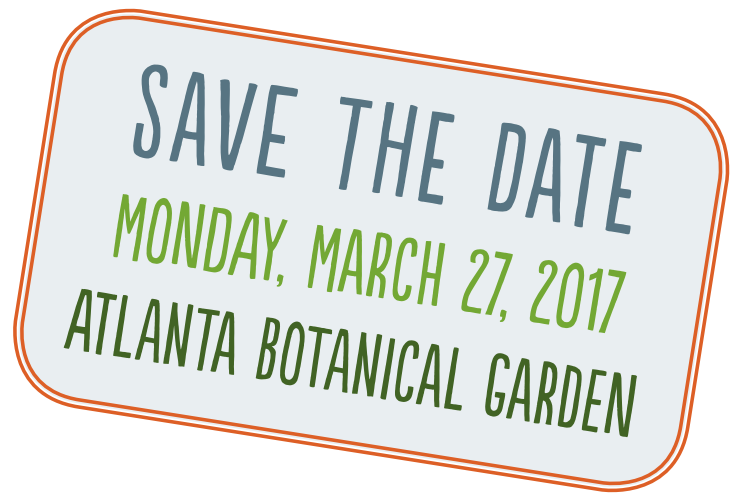
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16TH ANNUAL PARKS AND GREENSPACE CONFERENCE

CONNECTING WITH PARKS



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- **Getting from A to Z** – How do transportation corridors, green streets and pedestrian / bike-friendly streets interrelate to conversations about parks and greenspace?
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