

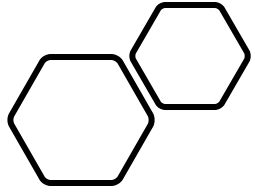
The background of the slide is a repeating pattern of blue line-art illustrations of various flowers and leaves. The patterns are intricate, showing detailed petals, stems, and foliage. The overall style is clean and modern.

Park Pride Check-In Results

Marylyn Chen

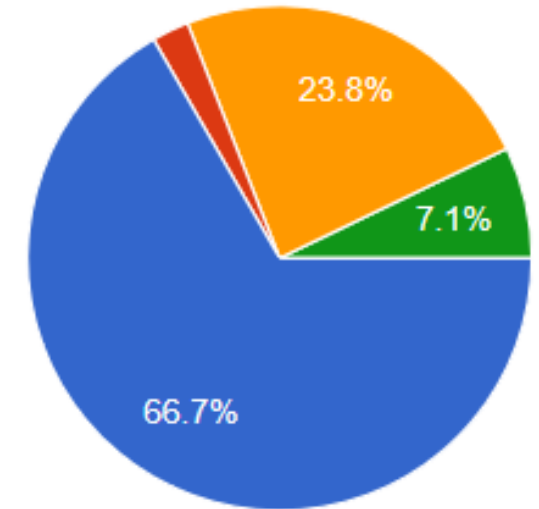
Introduction





Who Responded?

- **41** total responses – **27%**
 - **27** from the city of Atlanta – **33%**
 - **10** from unincorporated DeKalb county – **20%**
 - **3** from the city of Tucker – **33%**
 - **1** from the city of Brookhaven – **9%**



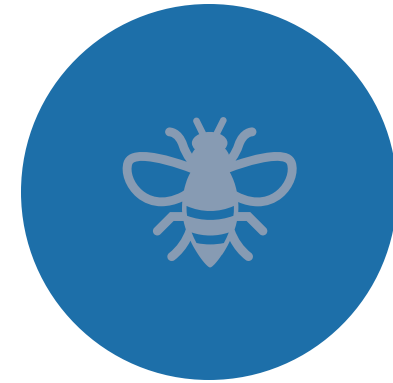
General Themes



IMPACTING
COMMUNITY



IMPROVEMENT &
MAINTENANCE



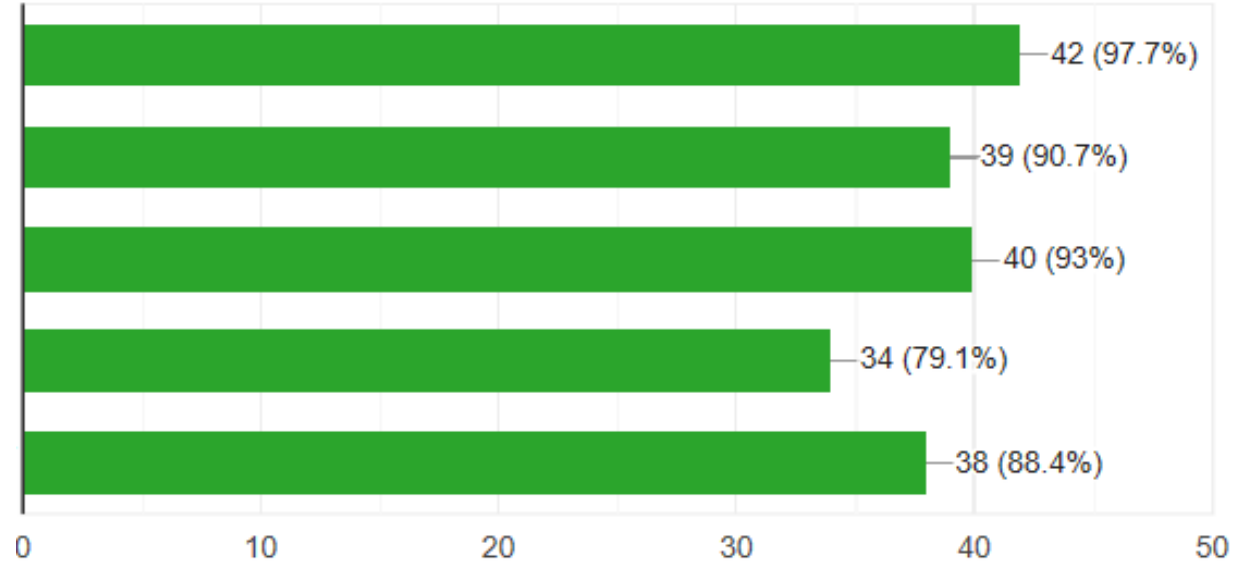
ENGAGING PUBLIC
OFFICIALS

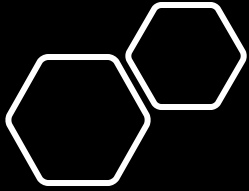
In-Depth Analysis



Which of the following activities does your group do?

- Maintenance
- Capital Improvements
- Advocacy & Civic Engagement
- Park Activation
- Fundraising

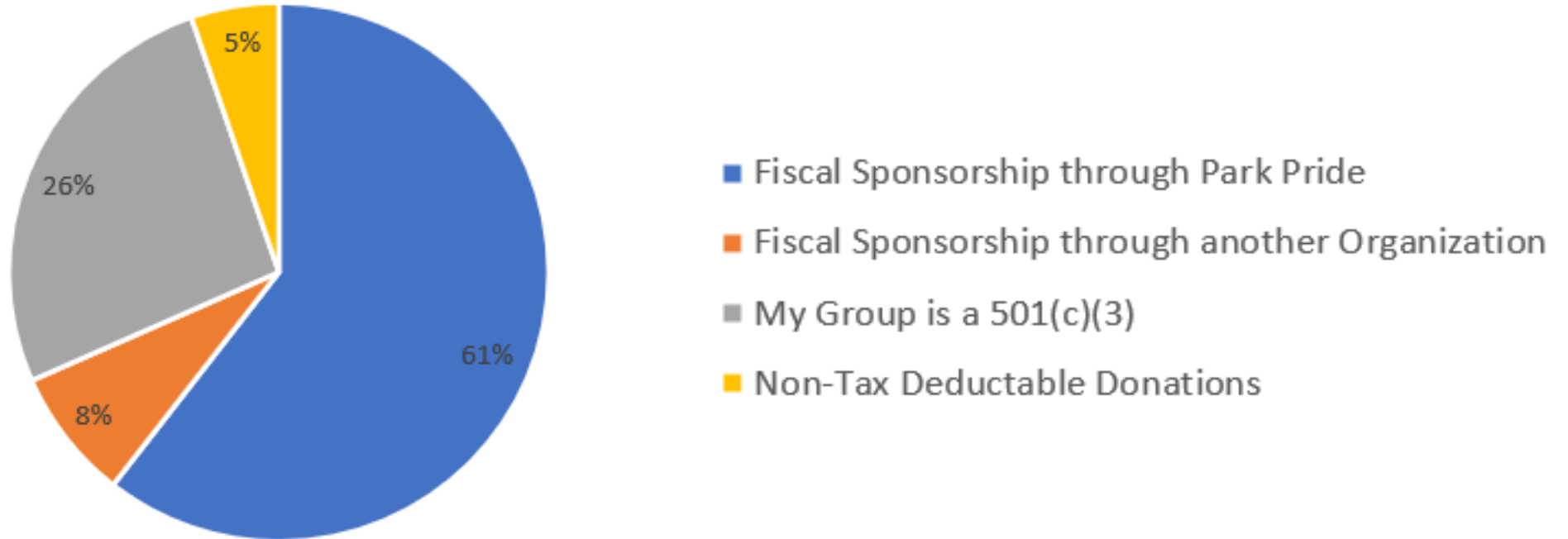




Which advocacy and civic engagement strategies are effective?

- Communicating with Public Officials – **74%**
 - Parks Department
 - City Council Representatives
 - NPU/Neighborhood Associations
- Social Media Campaigns – **51%**
 - Email list
 - Facebook
 - NextDoor
 - Neighborhood newspaper
- Engaging the Community and Other Parks – **28%**
 - Hosting park events
 - Meetings with other parks

How does your group accept funds?



Follow-Up Question: If you selected “Fiscal Sponsorship through another Organization”, which organization were you referring to?

How has your group impacted the park and community?

Park: neutral (2.4%) to positive (97.6%) impact

- Volunteer work (removing invasive species, overgrowth, litter, planting trees)
- Programs and events (fundraising and community events)
- Physical improvements (trails, benches, playground)

Community: neutral (2.4%) to positive (97.6%) impact

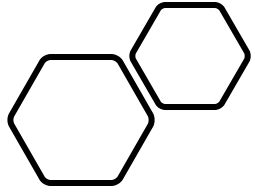
- Increased awareness and engagement in the park overall
- Increased engagement from different groups (youth, seniors, those with disabilities)
- Increased quality of experience for those who use the park

Quotes

“...10 years ago, it was a closed, overgrown park. Our group of volunteers helped open it up [by] adding parking, benches, tables, kiosks, etc.”

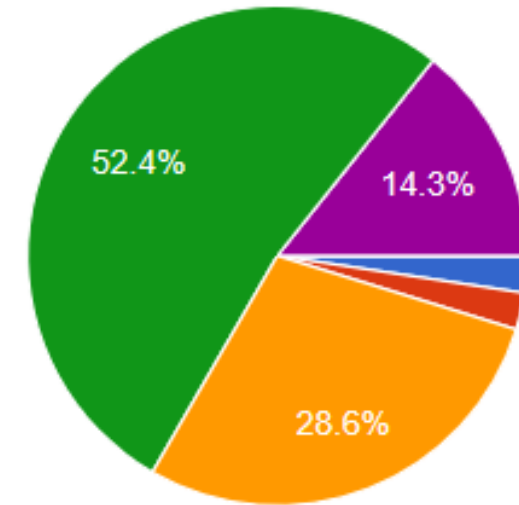
“With Park Pride's help, we have transformed the park in many ways, from moving a playground subject to sewage overflows to creating sidewalks and nature trails, allowing visitors to connect with one another and other parks. We have also worked with other organizations such as the Atlanta Audubon Society and the Chattahoochee Riverkeeper to improve the water quality and wildlife habitat within the park...”

“[We made] a significant impact on the park's environmental health by removing invasive species, marking and removing debris from trails, educated the community about invasive species...”



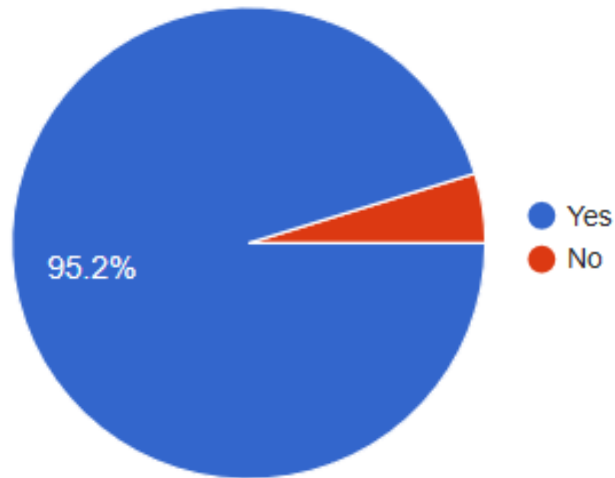
COVID-19 Impacts

- Cancelled volunteer days (or allowed social distanced volunteering recently), fundraising events, and meetings (or made meetings virtual)
- More people are using the park overall

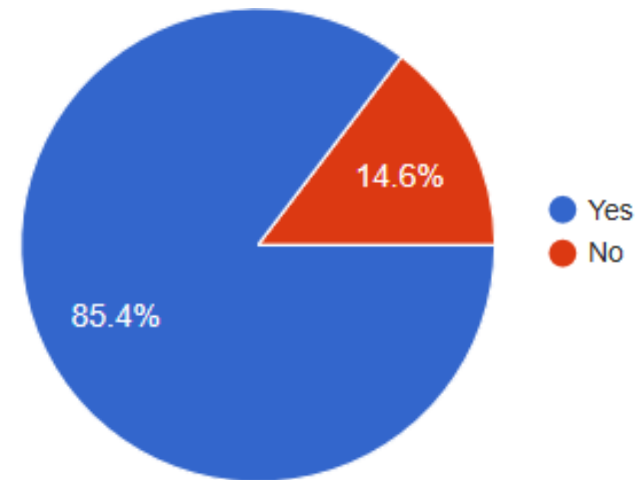


Connections to other FOP Groups

- Do you know at least one other FOP person?



- Have you been impacted by other FOP groups?



How have you
been
impacted by
other FOP
Groups?



Collaborated on projects and
visioning



Exchanged ideas, resources, and
contacts



Introduced to ideas regarding
fundraising, park improvements,
and increasing efficiency

How has Park Pride impacted your work?

Positive

- Grants
- Volunteer Program
- Workshops
- Providing Tools
- Networking
- Fiscal Sponsorship
- Support

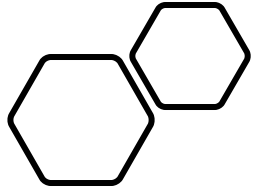
Insufficient

- Unable to obtain support from the county or city

How can I connect with public officials?

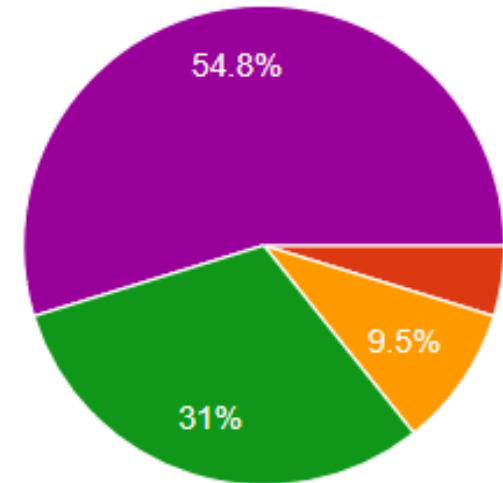
- Try to form a direct relationship with them
 - Ask for their phone numbers, personal emails, or any other form of direct communication
 - Keep in frequent contact about your park and efforts, not only when you have questions or need assistance
- If possible, try to attend any public or local government meetings
 - Many NPUs hold public meetings
 - [Link for NPU meetings in Atlanta](#)





How satisfied are you with Park Pride?

- 1 - not at all satisfied
- 2 - somewhat satisfied
- 3 - satisfied
- 4 - very satisfied
- 5 - completely satisfied



- *“Park Pride made it much easier for us to get volunteers for the park, funded two projects with small-change grants, and makes the county approval process for projects smoother by facilitating it.”*
- *“We wouldn’t be here without Park Pride! Park Pride provides vast amounts of resources, reliable support and employees, and helped us through the visioning program.”*

What do you need to fulfill your vision of your park?



The county and city to respond to requests to build new physical improvements quickly, complete their end of grant projects, and maintain the park more – **36%**



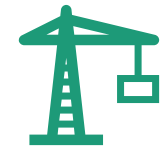
More grants, fundraising opportunities, and information regarding outside grants – **36%**




Contacts of those who can help complete specific projects, other FOP groups, or company contacts to receive funding – **19%**



More information and resources regarding park design, fundraising and programming ideas, and how to better serve the community – **17%**



More or consistent volunteers for workdays and projects – **14%**



Please tell us
anything else
you'd like to
share.

- It's a joy working with Park Pride! We are grateful for the support we've received.
- *"We are appreciative of all that Park Pride does for us. We would like to see more DeKalb-focused sessions."*
- "We love Park Pride! Having dedicated volunteer coordinators was very helpful so it'd be nice to have that role fulfilled again in the future."

Conclusion



Popular Park Pride Programs and Events

Grant
program

Visioning
program

Volunteer
Program

Tool Shed

Monthly
Park Meeting

Greenspace
Conference

Workshops

Thank you for attending!

