



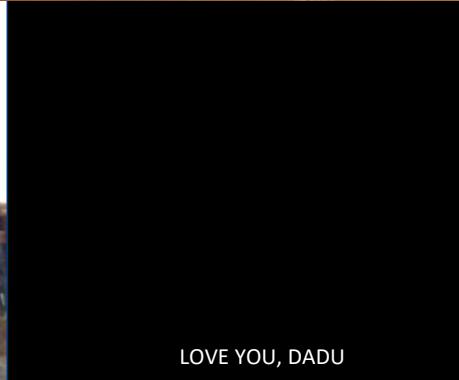
The Power of ONE

Neelay Bhatt

Principal, PROS Consulting, INC.



@neelaybhatt



The most
dangerous phrase
in the language is "we've
always done it this way."

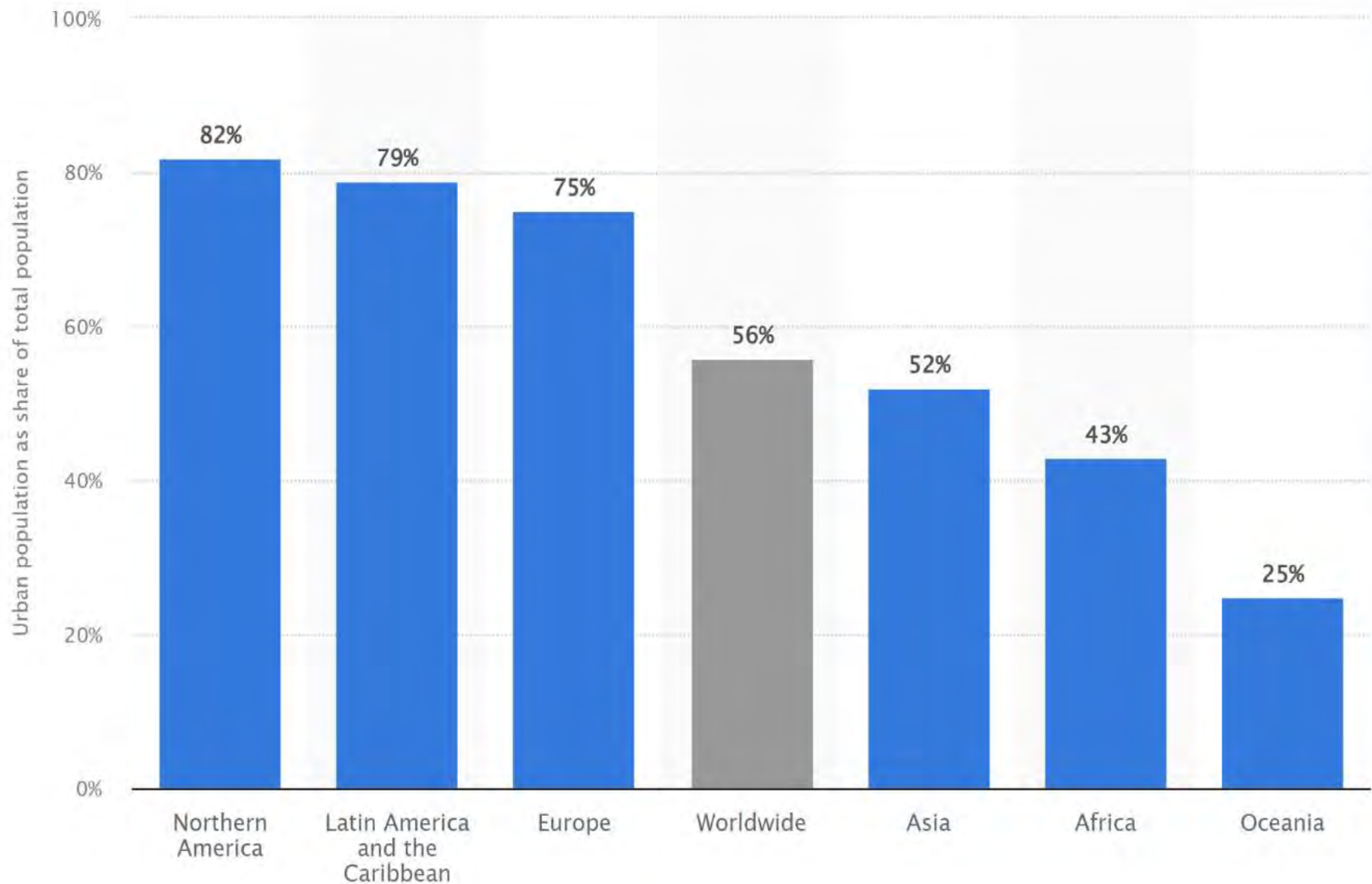


IT IS **NOT THE STRONGEST**
OF THE SPECIES THAT
SURVIVES, **NOR THE MOST**
INTELLIGENT THAT
SURVIVES. IT IS THE ONE
THAT IS THE MOST
ADAPTABLE
TO CHANGE

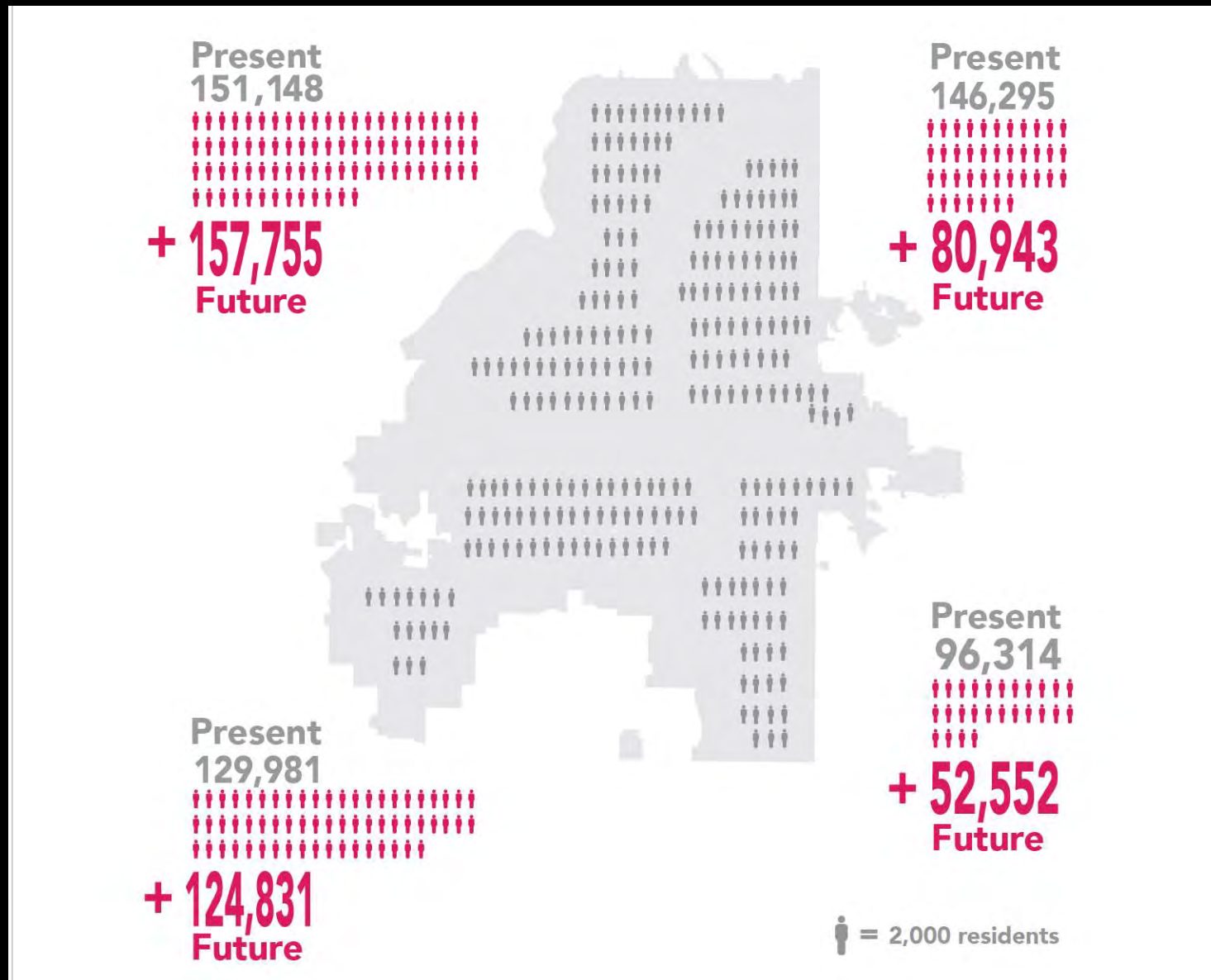
- CHARLES DARWIN

**Change
is
Coming...**

Share of urban population worldwide in 2021, by continent



400,000 more ppl -> 2050





The 4th leading risk factor for death worldwide: physical inactivity is an urgent public health priority

[HOME](#) / [NEWS & EVENTS](#) / [BLOG](#) / [THE 4TH LEADING RISK FACTOR FOR DEATH WORLDWIDE: PHYSICAL INACTIVITY IS AN URGENT PUBLIC HEALTH PRIORITY](#)

**We NEED
More
Parks!**

PARKS

**We Need
Now Are...**

1.

Places and Experiences

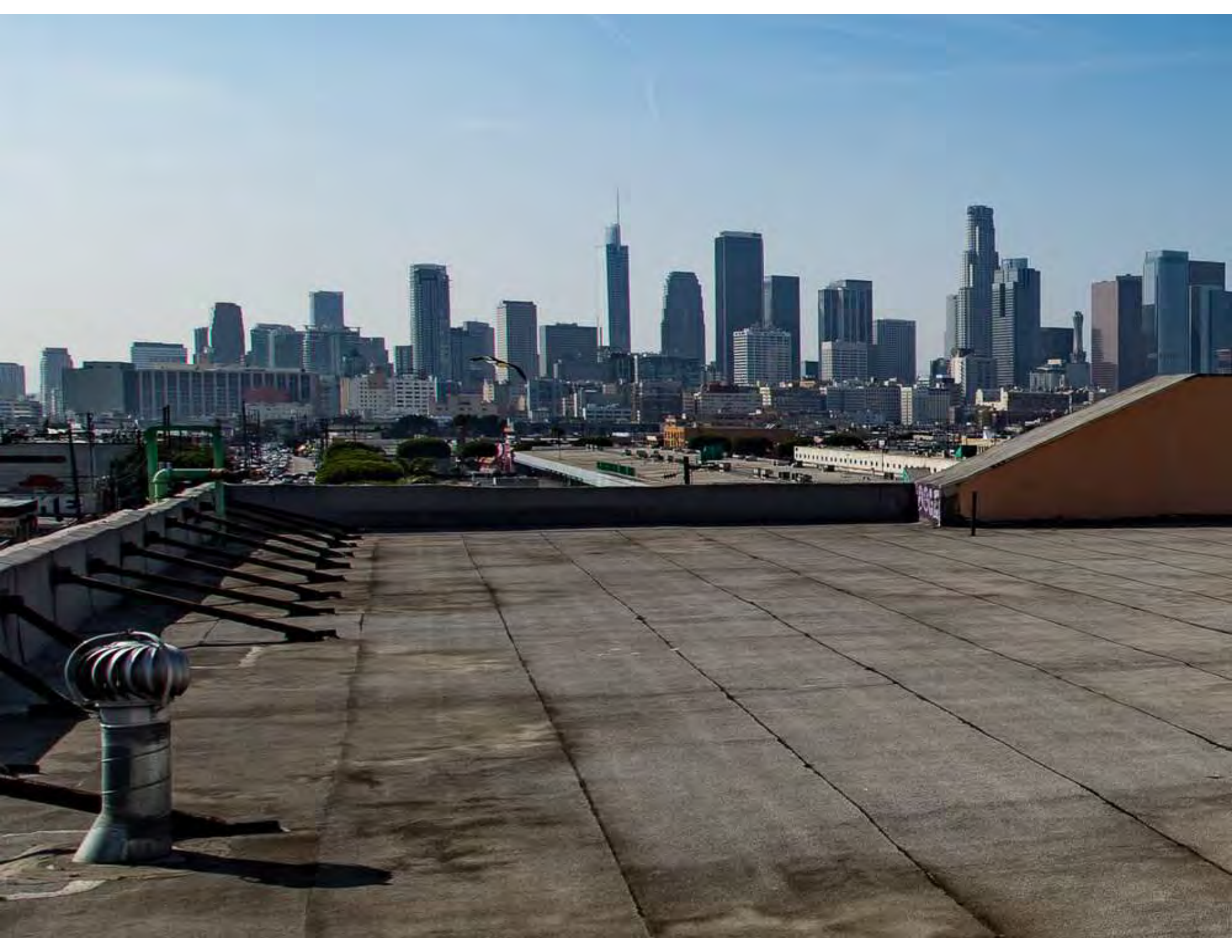


LOVE YOU, DADU











LOVE YOU, DADU



LOVE YOU, DADU



LOVE YOU, DADU

WHAT MAKES A GREAT PLACE?

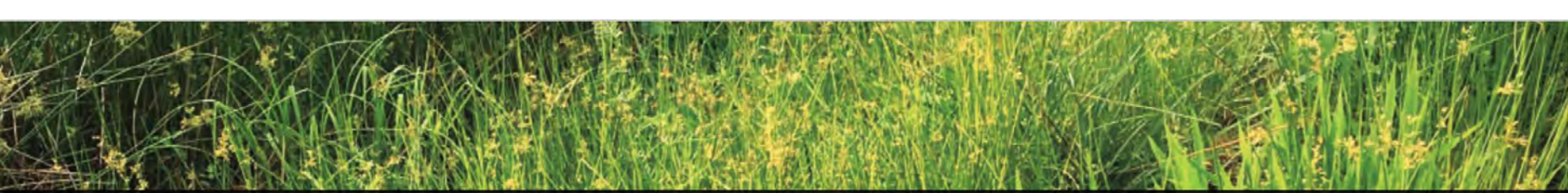


2.

Resilient



LOVE YOU, DADU



CITY OF ATLANTA

GREEN INFRASTRUCTURE STRATEGIC ACTION PLAN





ATLANTA MEMORIAL PARK
CONSERVANCY



3.

Inclusive



C



EVERY BODY PLAYS

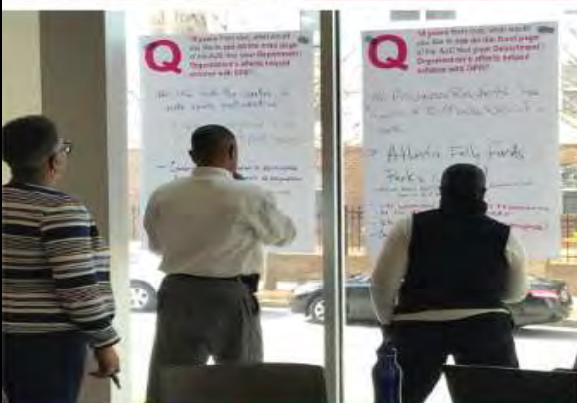
[VIEW SPRING 2021 TOOLKIT](#)[illegible]

4.

Data Driven



16
Virtual
Public
Meetings



250
Lawn
Signs in
Parks



1,227
Responses to
Statistically-
Valid Survey

57
Focus
Groups

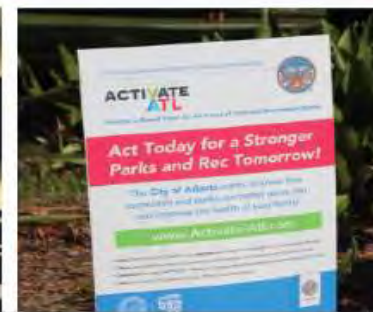


10,000+
Atlantans across every city ZIP code
weighed in on ActivateATL

6,608
Public Meeting
Engagements

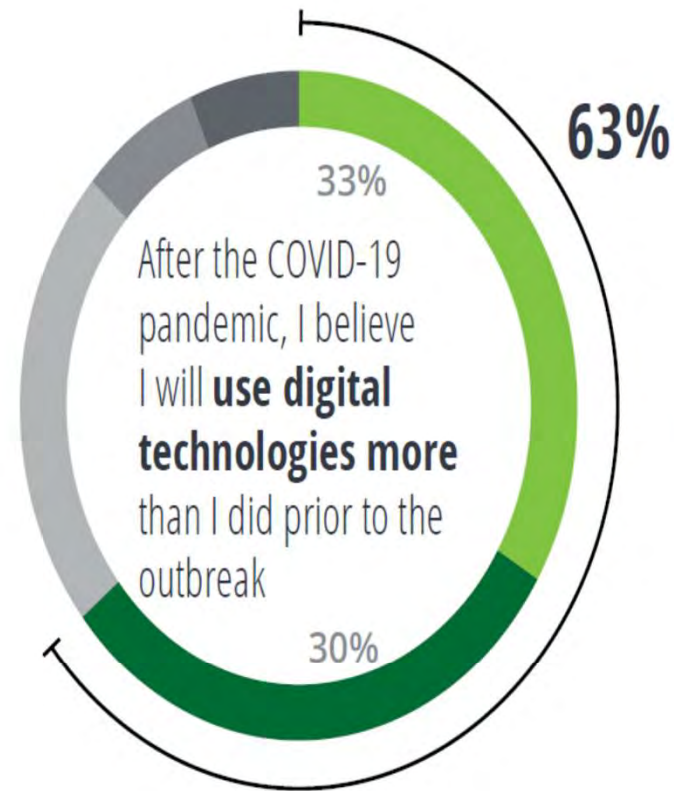
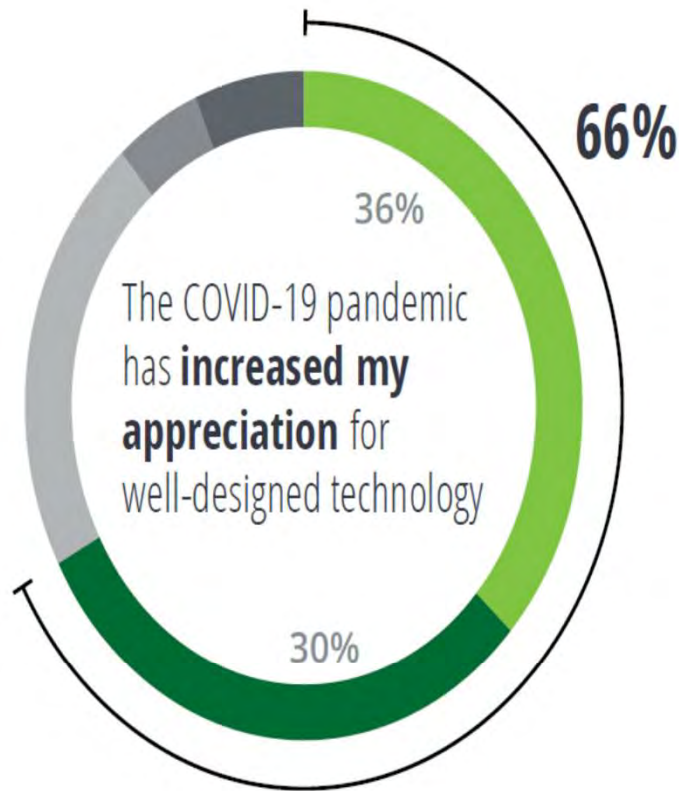


717
Virtual Public
Meeting Attendees



Consumer sentiment change toward digital technologies due to COVID-19

■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree



Source: Deloitte Global Marketing Trends Consumer Pulse Survey.

www.Activate-ATL.com



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The Master Plan is Here!

Thank YOU for your input.

[View the Plan Here](#) →



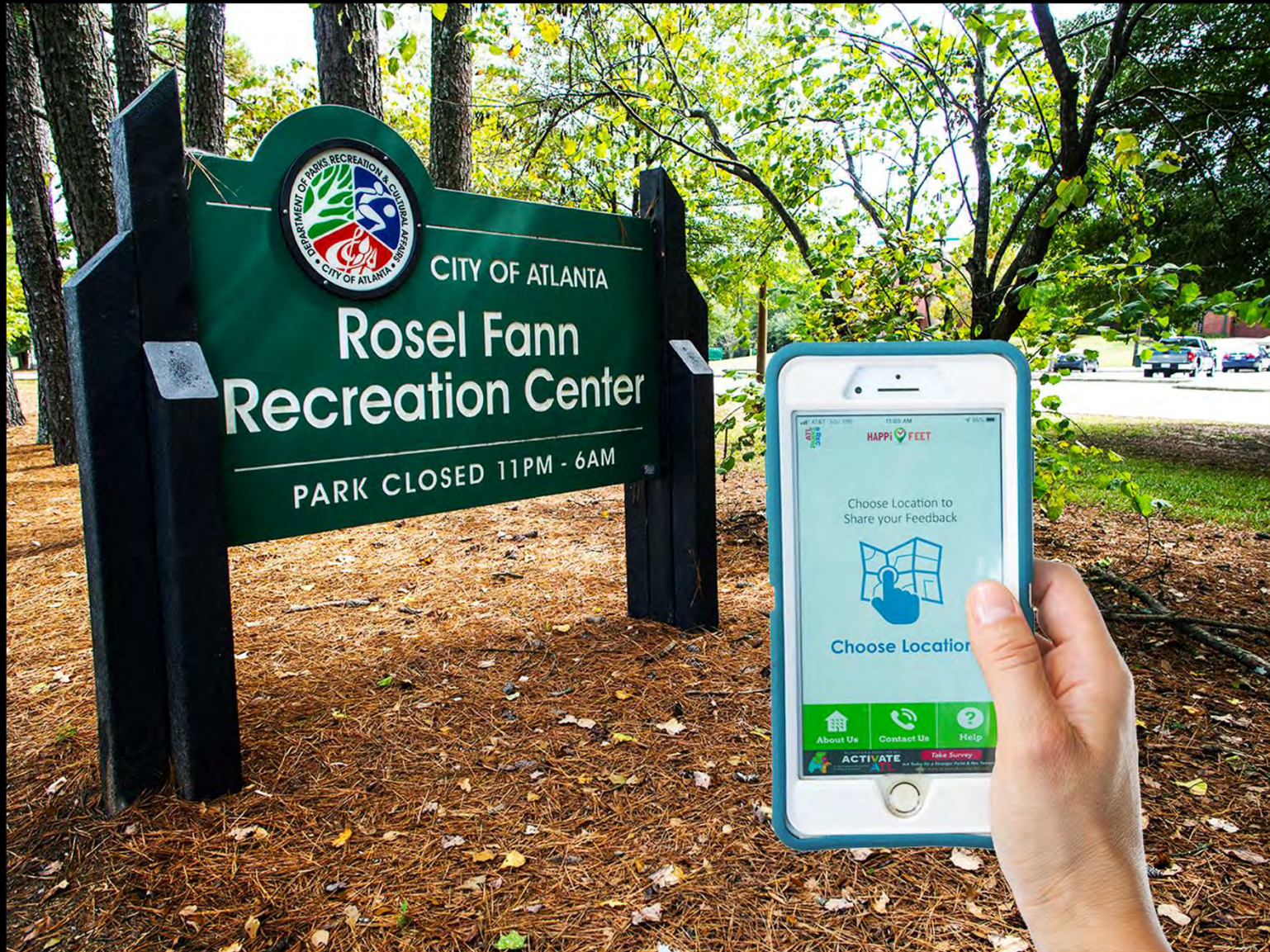
WE NEED YOU

Does Activate ATL's vision for parks and recreation capture your wants and needs for a great system? Email us at Activate-ATL@AtlantaGA.Gov to share your thoughts!



STAY CONNECTED

www.KeepHappiFeet.com





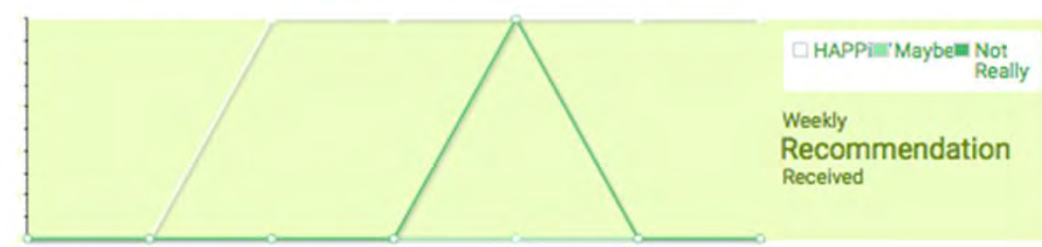
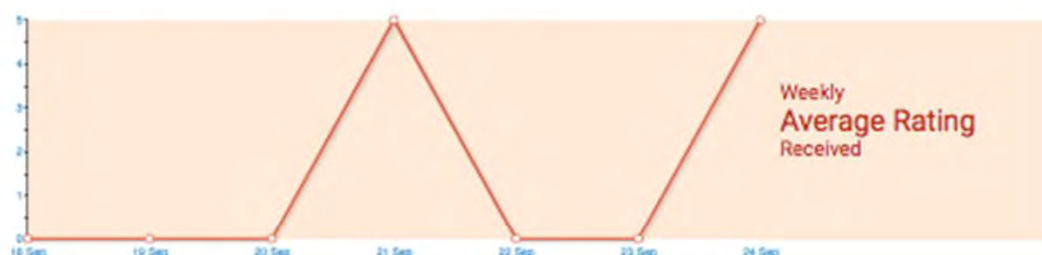
Location

Weekly

Monthly

Yearly

Total 8 Comments Received



Monon Community Center	19
Central Park	4
Central Park West Commons Playground & Splashpad	2
The Waterpark	2
Meadowlark Park	1
Hagan-Burke Trail	1
Lawrence W. Inlow Park	1

[View All](#)

Latest Comments

Test
★★★★★
HAPPILY
Central Park
1235

[View](#) [Resolve](#)

Neelay on Sep24 at 08:31

The men's restroom toilet stall latch did not wo...
★★★★★
HAPPILY
Central Park West Commons Playground & Splashpad
920 Central Park Drive West

[View](#) [Resolve](#)

on Sep23 at 07:11

There is a guy riding an ATV at high speeds on the...
★★★★★
Not Really
Meadowlark Park
450 Meadow Lane

[View](#) [Resolve](#)

on Sep22 at 13:24



LOVE YOU, DADU

User Feedback Details,

Location Name : Cascade Springs Nature Preserve

Share anonymously : No

Name : Susan Ross

Email Address : photogriot@mac.com

Tell us what made you HAPPi / SAD today? : Thanks to Atlanta Parks & Rec for fixing the broken board on the bridge at Cascade Springs Nature Preserve from the Nature Gurlz.



Send Updates Via Email : No

I have lived in ATL for 17 years and been to Piedmont park more times that I can count, but today I discovered a whole other side of the park that took my breath away! I saw a sign for the dog park and started to walk in that direction and discovered the clear water creek, the splash bad and the Monroe entrance area which was gorgeous! I also found hiking trails which I never knew about!

I had such a fun day of “discovering” Piedmont Park and can’t wait to return to show my 6yo and my husband!! – JUANITA



5.

Equitable



Atlanta's Parks and Recreation System

376 PARKS

27 INDOOR RECREATION CENTERS

PARK LAND & GREENSPACE

4,212 acres

of Fields, Forests,
Playgrounds, Pools,
Picnic spots, Art,
and More!

INDOOR RECREATION SPACE

562,277 sq ft

of Gyms, Aquatics,
Computer labs,
Classes, Courts,
and More!



ABOVE Opened in 2017, the Martin Luther King, Jr. Recreation and Aquatic Center replaced an aging natatorium. The new 64,000-square foot facility is a state-of-the-art, light-filled building that serves the nearby Sweet Auburn district, as well as residents across the city. Photo: Jonathan Hillyer

Atlanta wants to build first park with direct access to Chattahoochee River



◀ Caption

Credit: TOM WILSON

LOCAL NEWS

By [Wilborn P. Nobles III](#), The Atlanta Journal-Constitution

March 10, 2022

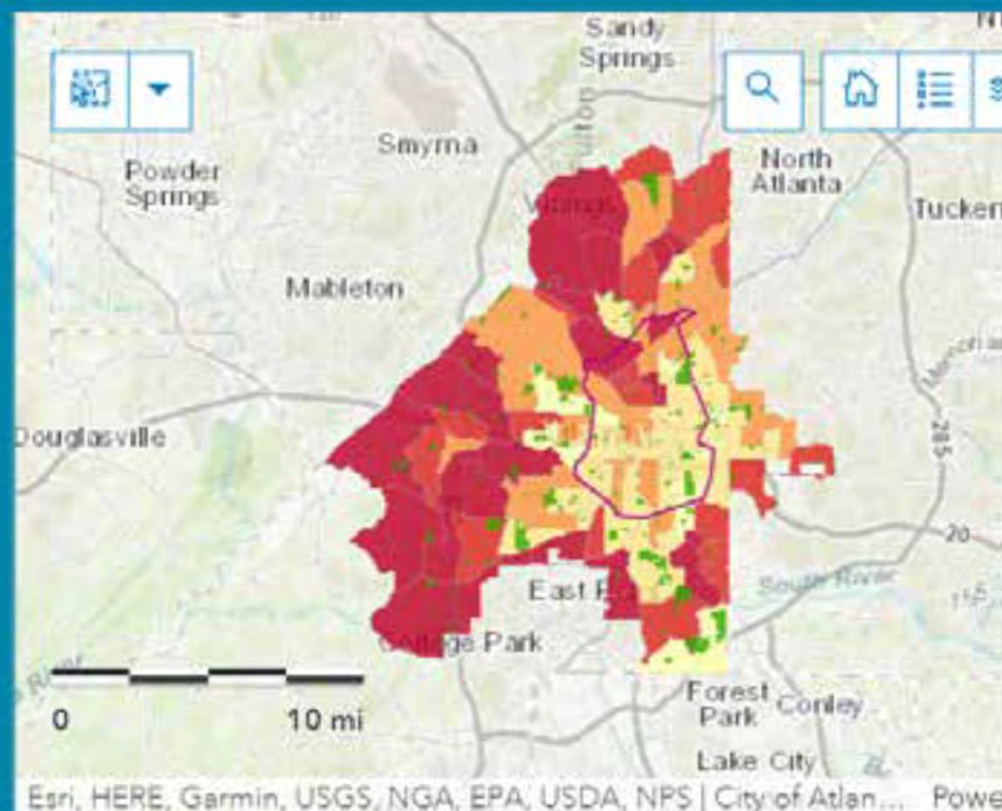


City of Atlanta Parks and Recreation Equity Data Tool

A Data-Driven Tool for Prioritizing Parks and Recreation Investments across the City of Atlanta

Piedmont Park

Park	26
Conditions & Funding	
Level of Service	30
Community Need	21
Community Perceptions	8.37
District	6



Parks

Rec Centers



Chicago Park District
Leadership & Customer Service Initiative

Take a listening breath

Remember **FFF** (**F**eel, **F**elt, **F**ound)

Provide Great Service Recovery

Treat others the way you want to be treated



LOVE YOU, DADU



DIVERSITY IS A FACT.

EQUITY IS A CHOICE.

INCLUSION IS AN ACTION.

BELONGING IS AN OUTCOME.

**Belonging doesn't
require us to change
who we are; it requires
us to BE who we are.**

Brené Brown

Organization	->	Diversify
Leader	->	Be inclusive
Manager	->	Empower
Colleague	->	Show Respect

SUMMARY

Places and experiences

Resilience in design

Inclusion is not optional

Data driven decisions required

Equity at the heart of everything

THE POWER OF **ONE**



Let's Connect



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@neelaybhatt

Neelay.bhatt@prosconsulting.com



LOVE YOU, DADU