OUR COMMITMENT: CREATE A BRIGHT, GREEN FUTURE WITH A MORE INCLUSIVE AND INNOVATIVE PARK SYSTEM

NYC Parks’ *Framework for an Equitable Future* is a comprehensive and dynamic set of immediate steps and long-term initiatives to build NYC’s 21st Century park system, and to create thriving public places for all New Yorkers.
The Community Parks Initiative engages New Yorkers in transforming local parks, and will dedicate resources to make these parks great public places.

NYC Parks will spend $285 million to upgrade parks in communities that need resources most.
NYC Parks currently has over 400 active capital projects, across all five boroughs, totaling over $740M of investment.

NYC Parks spent ~ $5.7 billion on capital improvements over the past two decades.

215 parks across the city received minimal capital investment—less than $250,000 over 20 years.

Total capital need for these 215 parks is about $1 billion (estimate).

Note: The mapped data excludes PlaNYC Schoolyards-to-Playgrounds project sites; projects funded by other agencies; sites run by a concessionaire; and sites in design, procurement or construction.
IDENTIFYING SCREENING CRITERIA

- Above-Average Population Growth (2.8-25%)
- High Population Growth (Over 25%)
- Population Density 110 People Per Acre or More
- Individuals Below Federal Poverty Line 20% or More
Alignment of underlying demographics and under-resourced parks helped identify communities in which to focus investment.

This map shows overlap of poverty, density and growth criteria – the more priority characteristics, the darker the area on the map.

*Red dots exclude community gardens; buildings; historic house parks; cemeteries; park strips; malls; parkways; undeveloped natural areas; sites that cannot be developed; any site smaller than 0.15 acres; and triangles/plazas smaller than 0.5 acres.

REFINING OUR PROGRAM SCOPE

Under-Resourced Parks Meeting CPI Demographic Criteria
Fieldwork, Establishing Capital Investment Priorities:

NYC Parks surveyed potential CPI parks to determine which have high need for improvement, have promising potential local partners, and provide programming opportunities. Certain parks and communities—CPI Zones—emerged as priorities.
Announced Sites for Investment

- We’ve announced ~45 sites for investment.
- We have funding for ~70 sites.

Complete Park Renovations

- Fully renovate each park
- Design to budget
- Deliver projects on time
CPI leverages straightforward capital investment and physical improvement projects through coordinated, parallel work at capital project sites and within the surrounding communities to:

- **Partnerships:** Initiate long-term outreach and community organizing
- **Programming:** Expand our capacity to bring recreational programming to communities that the CPI capital program sites serve
- **Maintenance:** Take a more targeted approach to maintaining CPI parks and parkland within CPI communities as the program moves forward
Outreach and Building Relationships

- Community asset mapping, intensive flyering, phone calls, e-blasts, social media, public announcements at community/agency meetings, local and citywide advertising and press engagement

“Friends of” Group for Every Park

- Provide ongoing resources to communities to develop stewardship groups at each capital project site
- Target capacity-building resources, such as seed grants and trainings, to groups
**PROGRAMMING: ACTIVATING OUR PARKS**

**Increased Staff**
- NYC Parks will increased recreational programming and maintenance staff for CPI communities and support more than 70 new NYC Parks hires

**Recreational Programming**
- Expanded youth and adult sports and fitness programming, and support local partners to develop new programs, activate parks, and serve communities
- Promoted place-making and encourage physical activity, before and after capital investment, in CPI communities
**TARGETED IMPROVEMENTS**

**Immediate Physical Improvements**

NYC Parks has carried out smaller-scale physical improvement projects that can be completed on a faster schedule and bring immediate results:

- Repainting/repairing play equipment
- Repainting handball courts and multi-purpose play area lines
- Repainting/repairing benches
- Improving horticultural areas and lawn restoration
- Sports coating work
- 60 projects completed in 2015
- 25 scheduled for 2016
PROGRAM IMPACTS
**FUNDING CPI**

<table>
<thead>
<tr>
<th>Capital</th>
<th>Partnerships</th>
<th>Programming &amp; Maintenance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Invest $285 M in up to 70 capital projects in densely populated, growing, and high-poverty communities</td>
<td>CPI capital projects and communities will be supported by a PfP outreach coordinator to build long-term local stewardship</td>
<td>Create immediate impacts with targeted improvements at 60 parks in Phase 1, with $335k annual funding for future projects</td>
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<tr>
<td>$36 M in DEP funding in 2015 for stormwater management on CPI capital project sites, and commitment to future funding</td>
<td>70 Playground Associates will activate parks in all CPI communities</td>
<td>101 new maintenance and gardening staff to CPI zones</td>
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*NYC Parks*
*Community Parks Initiative | Park Poor No More? February 2016 | Alyssa Cobb Konon*
Program Results

• Capital projects, programming, partnership and maintenance efforts reach communities in every borough

• First 35 capital projects:
  • Provide improved parks amenities and access to approximately 220,000 New Yorkers who live within a ¼-mile walk of these parks
  • Improve 42 acres of urban parkland through capital projects

• All ongoing and future capital projects:
  • Will reach 23 Community Districts with a total population of more than 3 million people
    • 32.1% live below the federal poverty line
    • 23.4% are under age 18
Community Engagement:
• Engaged 1,130 community stakeholders citywide
• Piloted a new online form for additional feedback
• Public input meetings adopted as standard practice for NYC Parks capital projects
• Engaged volunteers at 522 projects in CPI program neighborhoods – working with nearly 14,000 volunteers!

Programming and Maintenance:
• Promoted placemaking and encouraged physical activity
• Held all new programs for kids at 70 parks – with just under 500,000 kids participating
• Held 158 adult fitness classes at 86 sites in CPI program neighborhoods
QUESTIONS?