THE HONOUR OF YOUR PRESENCE
IS REQUESTED AT THE MARRIAGE OF

You

AND

Parks and Recreation

ON SATURDAY, THE TWENTY-SEVENTH OF SEPTEMBER
TWO THOUSAND AND SEVENTEEN
AT HALF PAST TWO O'CLOCK IN THE AFTERNOON
NEW ORLEANS CONVENTION CENTER
900 CONVENTION CENTER BOULEVARD
NEW ORLEANS, LOUISANA

For Richer or For Poorer

Tori Spaugh Darensburg, MS, CPRP
Debbie Woodbury, CPM, CPRP

Ceremony Objectives

- To review and quantify current trends in urban and community settings and understand the implications for recreation and parks professionals.

- To examine socioeconomic barriers that plague communities and discuss how professionals can effectively address and alleviate these circumstances.

- To explore opportunities for potential partnerships that increase program offerings and expand resources.

Communal Agreement

- Sensitive topic
- Brave place
- Respect
- "I" statements
- Confidentiality
- Honesty

WARNING CHALLENGES AHEAD

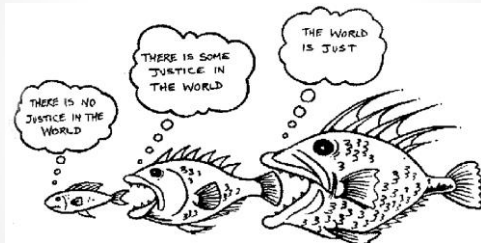(Goldbach, 2016)

For Better or Worse

Figure 1. Privilege v/s Benefit (Venkataraman, 2015).

What is Social Equity?

- "Ensuring all people have access to the benefits of local parks and recreation" (NRPA, 2017).

- "Our nation's public parks and recreation services should be equally accessible and available to all people regardless of income level, ethnicity, gender, ability, or age" (NRPA, 2017).
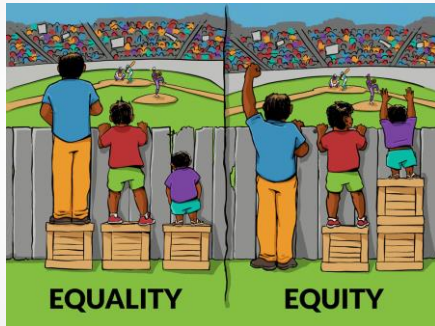

NRPA Social Equity Q&A

- Access to parks is a privilege.
  - **False**
- Recreation programs cultivate community ties.
  - **True**
- Parks and recreation services should not be equally accessible to everyone.
  - **False**

NRPA Social Equity Q&A

- Only people who work should have access to recreation.
  - **False**
- Resources and facilities should be provided to everyone regardless of income levels.
  - **True**
- Safety in public parks is solely the police department's responsibility.
  - **False**

Speak Now…

EQUALITY   EQUITY

Cross the Line Activity

- As a child, I owned books and was read to by a parent/guardian.

- Growing up, if I saw something advertised that I really wanted, I got it.

- During my childhood, my eyesight, smile, or general health was negatively affected by my household income.

- While attending grade school, I or someone I knew participated in the free or reduced lunch program.

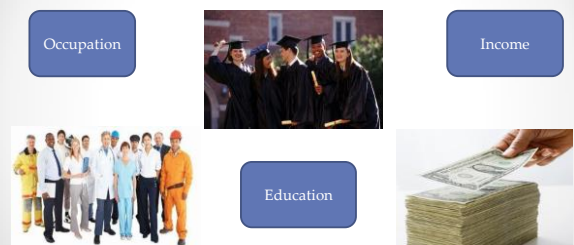- Growing up, college was a realistic goal financially.

(Killermann, 2014)

Cross the Line Activity

- I have never used a food bank.

- If I become sick, I can seek medical care immediately and not just "hope it goes away."

- I have never used a paycheck advance business.

- If I find myself in a legally perilous situation, I can hire an attorney to ensure my case is heard justly.

- I can walk around my neighborhood at night without legitimate concern for my safety.

(Killermann, 2014)

Socio-Economic Status Determinants

Occupation

Income

Education

(American Psychological Association, 2017)

For Richer

- The rich upper class earns $500k+ annually.
  - o 1% of the population

- The lower upper middle class earns $200k+ annually.
  - o 2% of the population

(Note: Adopted from Alhanati,, 2017; Boundless, 2016; UMN.edu, n.d.)

For Poorer

- The working class earns between $19k to $45k annually.
  - o 30% of the population

- The working poor, lower class, earns less than $18k annually.
  - o 27% of the population
    - 13% are working poor earning $9k to $18k annually
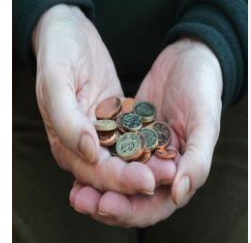   - 14% are lower class earning under $9k annually

Figure 2. Rich Poor Face (Express UK, 2017)

(Note: Adopted from Alhanati,, 2017; Boundless, 2016; UMN.edu, n.d.)

All Others

- The upper middle class annually earns $76k to $199k.
  - o 14% of the population

- The lower middle class annually earns $46k to $75k.
  - o 26% of the population.

Figure 3. Middle Class (Huffpost 2013).

(Note: Adopted from Alhanati,, 2017; Boundless, 2016; UMN.edu, n.d.)

Socio-economic Trends/ Urban Demographics

Demographic Shifts
America will become more racially and ethnically diverse.

Gentrification/ Revitalization
The transition of a neighborhood from a lower-income to a higher social class community.

Accelerating Urbanizations
82% of North Americans live in urban areas.

(Cohn et al, 2016)

Soul of the Community Study

https://vimeo.com/16755677

Soul of the Community Study Drivers

- Education systems
- Social offerings
- Openness
- Civic involvement
- Social capital
- Basic services
- Local economy
- Safety
- Leadership and elected officials
- Aesthetics

(Knight Foundation, 2017)

Breaking Barriers

- Socio-economic Barriers
- Organizational Barriers
- Communication Barriers
- Cultural Barriers
- Gender Barriers

(Everybody Active Information Sheet 4 , n.d.)

Socioeconomic Barriers

- Be creative in programming opportunities
- Offer FREE programs
- Develop partnerships
- Provide financial assistance
- Offer transportation alternatives

Organizational Barriers

- Evaluate your departmental policies, facilities, and financial resources. Make necessary changes.
- Be aware of program fees and equipment costs.

Communication Barriers

- Develop outreach strategies
- Facilitate community involvement
- Have forms in a simple language and easy to understand format
- Recruit personable staff

Cultural Barriers

- Welcome minorities with inclusive practices and programming efforts
- Learn your patron's culture
- Be accommodating
- Promote and execute diversity appreciation

Gender Barriers

- Offer equal programming opportunities for all
- Educate your team on gender bias
- Create "safe spaces"
- Be intentional in hiring gender balanced staff

Statement of Purpose

City of Oaks Foundation Give Play Program

- Financial aid provided to under-resourced children to attend outdoor summer camps and nature programs.

- Funding sources: grants, community partnerships

- The City of Oaks Foundation is a nonprofit conservation and youth development organization closely aligned with Raleigh Parks, Recreation and Cultural Resources Department.

(City of Raleigh, 2017)

Community Afterschool Program (CAPS)

- Free recreation based program offering
  - o Recreational games
  - o Arts and crafts
  - o Specialty activities
  - o Homework time
- Offered in 14 lower-socioeconomic areas targeted to grades kindergarten-6th
- Offered Monday-Friday for three hours afterschool
- Light snack offered daily

(City of Raleigh, 2017)

Sassafras All Children's Playground

- For children of all ages and developmental abilities
- 3.5 acre site
- $2.3 million project with $1 million from the 2014 Parks Bond
- Public-private partnership between the City of Raleigh, local businesses, community partners, and the Frankie Lemmon Foundation

(City of Raleigh, 2017)

Neighborhood Ecology Corps

- Free natural sciences based program
- Youth 6-8 grades
- Exposes underserved youth to the outdoors by offering place-based experimental learning
- Partnership with North Carolina State University, Center for Human Earth Restoration, and National Park Service
- Field Trips to local, state, and national parks in North Carolina
- Year-long program

(Center for Human Earth Restoration, 2017)

Raleigh Digital Connectors

- Free technology based program providing 12 competencies to promote leadership, financial literacy and professional development
- City of Raleigh residents ages 14-21
- Program Goal: To bring 21st century digital literacy training, leadership and life skills development
- Nine month program with 140 hours of classroom instruction

(City of Raleigh, 2017)

From this day forward…

- Insert your project idea here

Questions or Comments?

Advocacy
Efficiency
Justice
Cultural   Access
Equity Action
Racial
Equality
Economy
Fairness Inclusion
Accountability Competence
Effectiveness
Transparency

Exchange of Vows

"I, [*your name*], take you, Parks and Recreation, to be my decided upon career. I promise before all of my colleagues who are present here today, to be innovative, equitable, efficient, considerate, inclusive, and committed to this profession, and wherever this journey leads us. I will serve my community with respect, courage and dignity, for better or for worse, for richer, for poorer, while cherishing the community that we serve intentionally; from this day forward until equity is achieved by all. If you agree, answer by saying **I do**.

Figure 4. Just Married (Redbubble, 2017).

The Charge

"Our nation's public parks and recreation services should be equally accessible and available to all people regardless of income level, ethnicity, gender, ability, or age. Public parks, recreation services and recreation programs including the maintenance, safety, and accessibility of parks and facilities, should be provided on an equitable basis to all citizens of communities served by public agencies. Social equity is a critical responsibility borne by every public park and recreation agency and the professionals that operate them. It is a right, not just a privilege, for people nationwide to have safe healthful access to parks and recreation" (NRPA, 2017).

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