



Parks Departments Arts & Culture Community Development



THE
TRUST
FOR
PUBLIC
LAND

Our mission is to create parks and protect land for people, ensuring healthy, livable communities for generations to come.

OUR MISSION

The Trust for Public Land creates parks and protects land for people, ensuring healthy, livable communities for generations to come.

WHAT we do OUR INITIATIVES

By 2025, we will directly engage more than 300 communities and improve quality of life for more than 85 million people.



LANDS

We will generate more than \$10 billion in funding for land protection and establish 500 protected places for public benefit, deploying innovative tools to advance community conservation goals.



PARKS

We will put a quality park within a 10-minute walk of five million people who currently lack access by creating new parks or transforming underutilized parks in the communities of greatest need and by activating local and national partnerships.



SCHOOLYARDS

We will grow our schoolyards program to expand park access for nearly 6 million people across the country and open green schoolyards in 20 underserved school districts.



TRAILS

We will connect more than 3 million people to 1,000 miles of local and national trails and greenways.

WHY we do it

OUR COMMITMENT TO COMMUNITIES



HEALTH

Everyone deserves healthy communities. We create opportunities for all people to experience the physical and mental health benefits nature provides, from close-to-home parks to awe-inspiring outdoor experiences.



COMMUNITIES

CLIMATE

Everyone deserves climate-smart communities. The parks we create and the lands we protect safeguard people from extreme heat, poor air and water quality, flooding, and sea level rise, making communities more resilient and prepared for change.

EQUITY

Everyone deserves access to the benefits of nature. Working hand in hand with communities, we support the efforts of historically marginalized groups to create access to the outdoors by delivering park and green space solutions that energize their efforts and address wide-ranging challenges.

HOW we do it OUR TOOL KIT



PUBLIC LAND FOR PUBLIC GOOD

We help communities protect lands and waterways to benefit everyone.



PARK CREATION AND TRANSFORMATION

We help communities create and transform parks to reflect local interests, cultures, heritage, and aspirations.



DATA AND INSIGHT

We help communities prioritize investments in public land, using data-driven mapping technology and insights to pinpoint where nature is most needed.



ADVOCACY

We mobilize support for critical bills and policies to advance the use of public land for societal good.

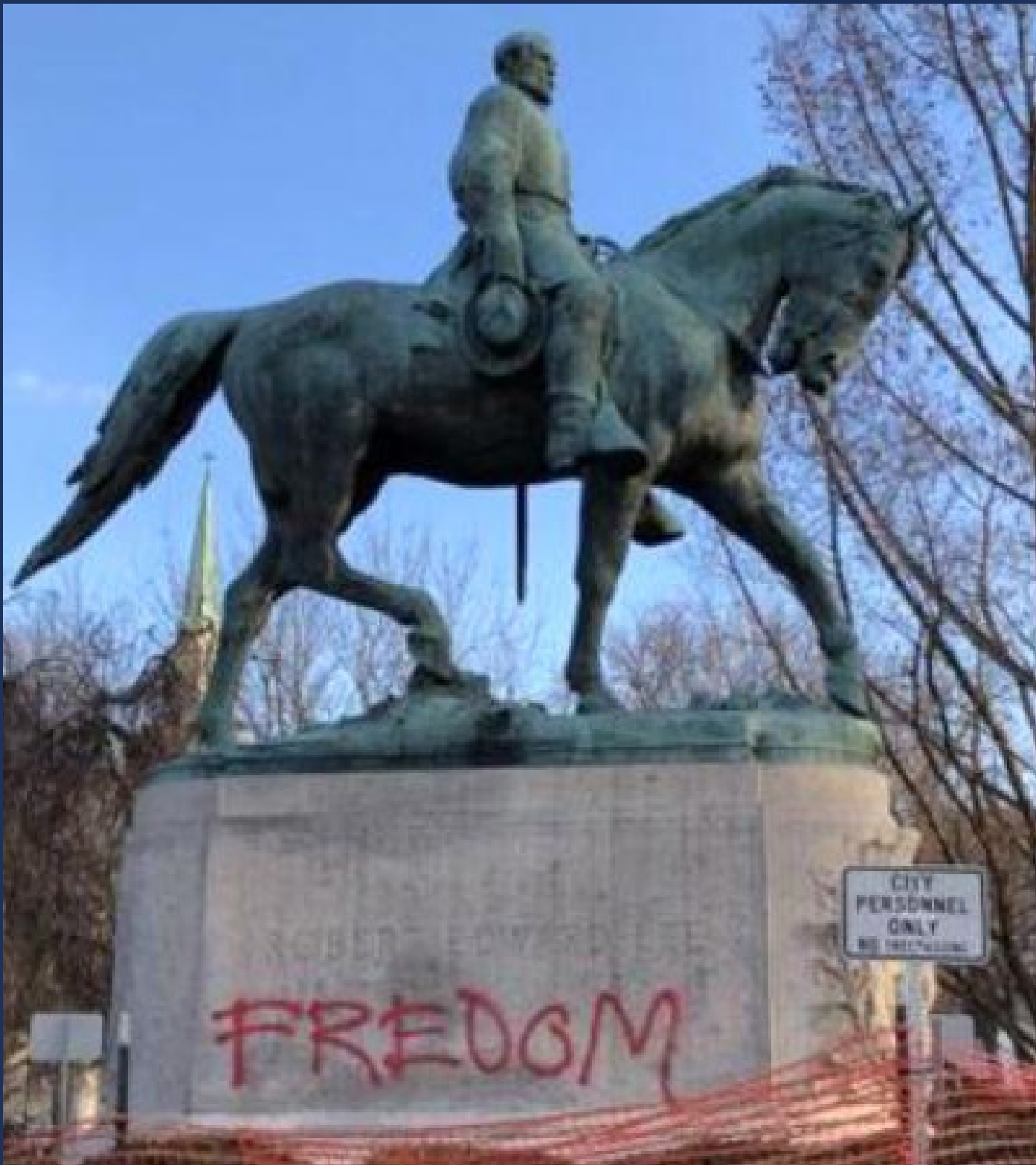


FUNDING AND LEVERAGE

We help communities generate public funding for parks and open space, leveraging donations to achieve a return of \$2,000 in public funds for every \$1 donated.



Paper Monuments
New Orleans



Robert E. Lee Statue
Charlottesville

What are the true impacts that arts have on parks and, thereby, our communities?

Methodology:

- 1| Literature review
- 2| Survey 100 Parks Departments
- 3| Five Case Studies

Case Studies:

Chicago

Kansas City

Lexington

Long Beach

St. Paul

Finding 1:

Parks departments are taking greater roles in equitable community development and using arts and cultural practices to accomplish this role

**Does your agency use arts
in this process?**

Percent answered yes

Programming

99%

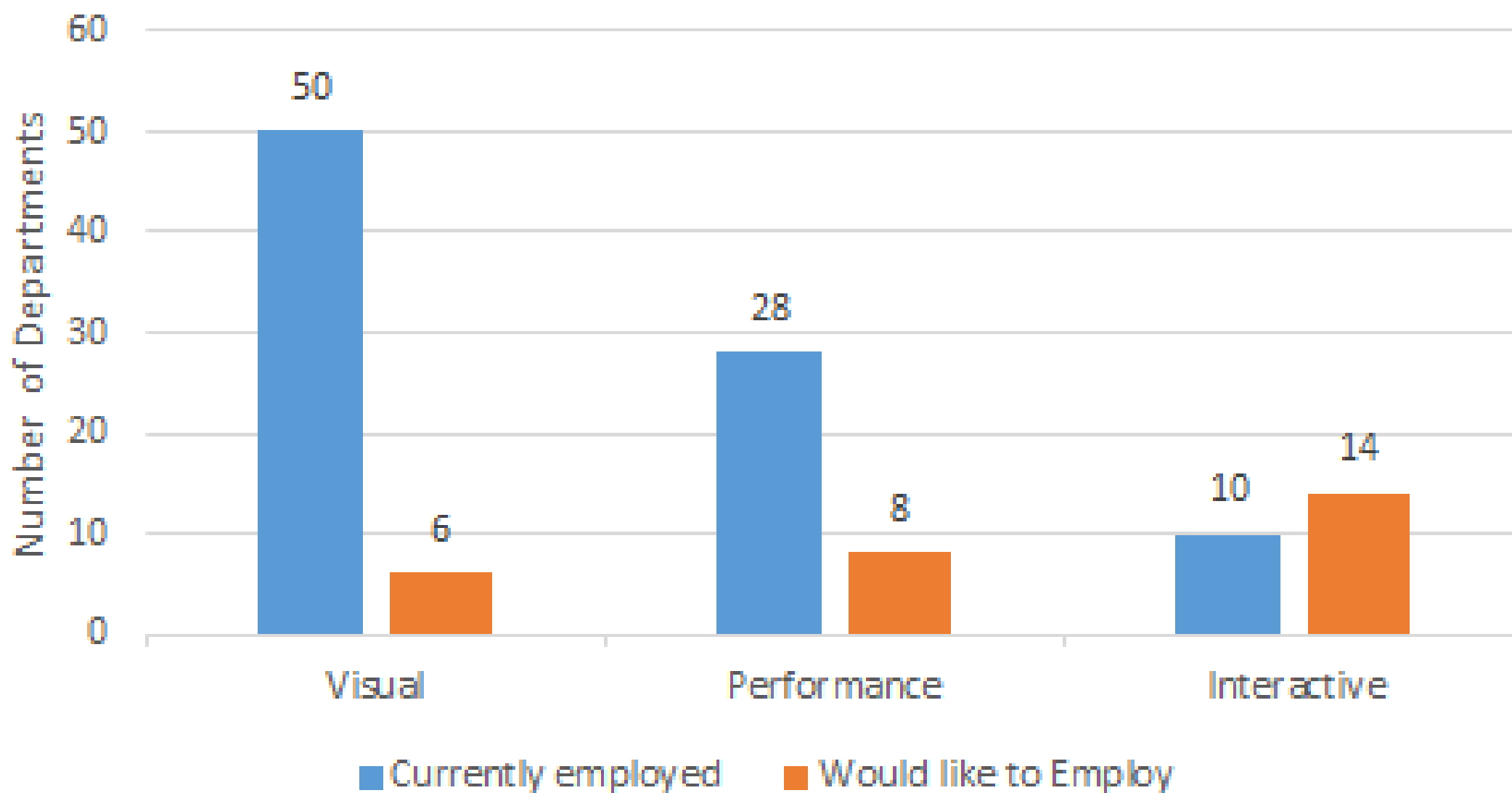
Design and planning

72%

Community engagement

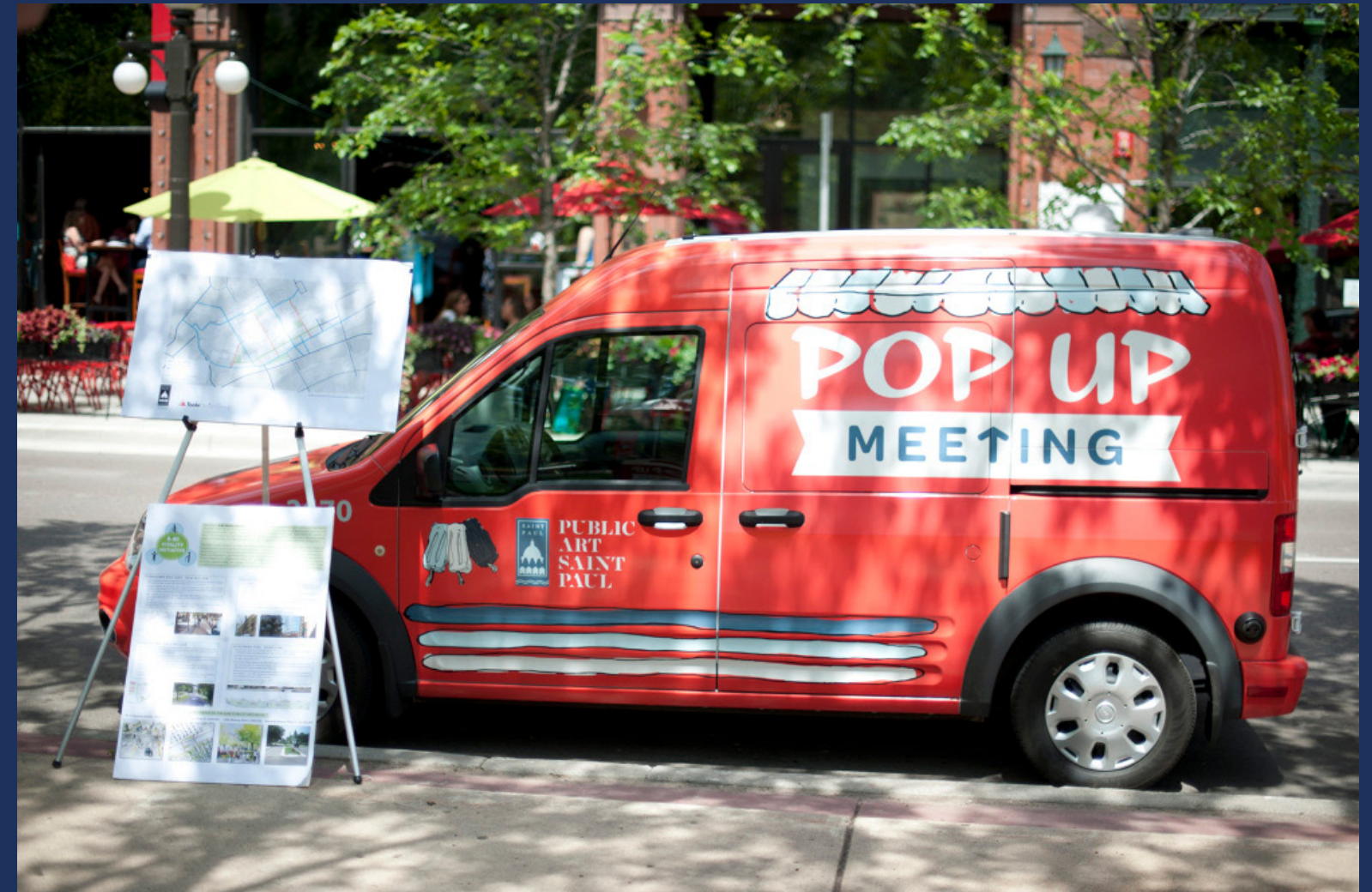
12%

Art Types



“The whole idea of going to where people are is standard but the detail and thoughtfulness is what made it a piece of art. That concept was a whole system and wasn't just harvesting data, it was giving something back.”

Aaron Dysart
Artist-in-Residence
City of St. Paul



Amanda Lovelee's Pop Up Meeting

Finding 2:

Parks departments organizations consistently play leadership roles in their arts and culture community.

Is your department responsible for:

Percent answered yes

Siting and construction of public art

71%

Management of public art in your facilities

59%

Creative placemaking projects

57%

Case studies thought of their teams a “nonprofit” (Chicago) or a “design firm” (St. Paul), responsible for “translating” and “bridge building” (Long Beach) between communities and artists with the rest of the department.

“There is very little we do on our own.”

Monica Conrad
Director
Lexington Parks Department

Kansas City understands
“how creative placemaking
strategies could be used to build
collaboration across city agencies
and improve civic engagement in
the public planning process.”

City Parks Alliance



Kansas City Museum

Finding 3:

There is a need among cities of all capacities for formalized policies that streamline and amplify the many values of arts and culture for community development.

Policy Questions

Percent answered yes

Has an arts master plan been done for the city in the past 10 years?

43%

If yes, does it include parks related recommendations?

38%

Does your department have a Percent-for-Art program?

25%

“City leaders are always so supportive and encouraging of arts, which is rare in a parks department and allows us to flourish.”

Amber Luallen
Cultural Arts Director
City of Lexington

“We are cobbling together the money to do this work constantly.”

Peggy Stewart
Director of Nature & Culture
Chicago Parks Department



CPD's Project Re:Center

“Community members, artists, and park staff work together to envision Chicagoans as sustained cultural stewards of our public parks.”

Doreen O'Donnell
Deputy Director of Planning and Development
Chicago Park District

Question

How would you promote equitable public spaces that are reflective of the cultures and communities that enjoy them?



the toolkit for health, arts, parks, and equity

THE
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NACCHO

National Association of County & City Health Officials

The Toolkit for Health, Arts, Parks, and Equity (The Toolkit) led by The Trust for Public Land (TPL) and the National Association of City and County Health Officials (NACCHO) will identify impactful ways to embed place-based arts practices within local public health agencies. The past decade has seen robust research connection between health, place, arts & culture, and public space. This evidence points to the value of creative placemaking as a strong driver for health equity. This project will focus on distilling that body of work into an actionable roadmap for every public health agency in the country.

Goal:

To support the achievement of health equity for all communities in America.



health equity

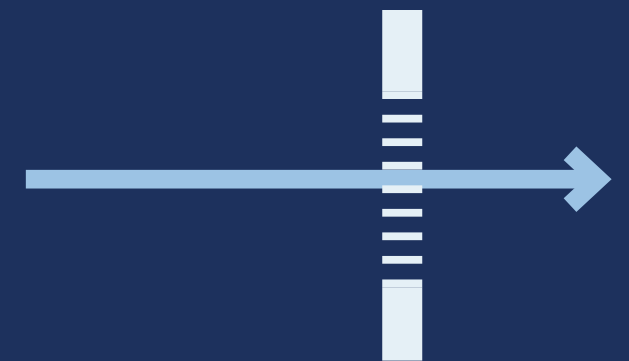
Health equity means that everyone has a **fair and just opportunity to be as healthy as possible.**



health equity

Health equity means that everyone has a **fair and just opportunity to be as healthy as possible.**

This requires **removing obstacles** to health such as poverty, discrimination, and their consequences, including powerlessness and lack of access to good jobs with fair pay, quality education and housing, safe environments, and health care.



Health Equity is Place-Based

"Your **zip code** is a better predictor of your health than your genetic code."¹

"In America, one's life expectancy can vary **block by block**."²

"Only 20% of clinical care has an impact on health factors. The remaining **80%** are health behaviors, socioeconomic factors, and physical environment."³

1 - The Case for Healthy Places: Improving Health Outcomes by Placemaking. <https://www.pps.org/article/pps-releases-new-report-the-case-for-healthy-places-how-to-improve-health-through-placemaking>

2 - <https://www.rwjf.org/en/library/interactives/whereyoulive-affectshowlongyoulive.html>

3 - <https://www.countyhealthrankings.org/explore-health-rankings/measures-data-sources>

Building health equity
requires us to think
about **place**.

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Why?

Health Inequity¹

Health Inequity

Medical Conditions

Heart Disease

Cerebrovascular

Diabetes Mellitus

Malignant Neoplasms

**Chronic Lower Respiratory
Disease**

Unintentional Injury

Suicide

Homicide

HIV

Infant mortality

Liver disease

Nephritis

**Mental health conditions and
trauma**

Occupational exposures

Drug/substance use and abuse

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Infant mortality
Liver disease
Nephritis
Mental health conditions and
trauma
Occupational exposures
Drug/substance use and abuse

Exposure and Behaviors

Tobacco/smoking
Excessive alcohol consumption
Diet/Nutrition
Physical activity
Chemical exposures and air
pollution
Sexual behaviors
Infections, pollens, dust
Automobiles
Falls
Poisoning
Weapons
Violence
Drug use and abuse
Trauma and adverse experiences

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Structural Drivers

1. Inequitable
distribution of
power, money,
opportunity and
resources

2. Disempowered
people

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1. Inequitable distribution of power, money, opportunity and resources

2. Disempowered people

Community Determinants

Social-cultural environment (people cluster)
Social networks & trust
Participation & willingness to act for the common good
Norms & culture

Physical/built environment (place cluster)
What's sold & how it's promoted
Look, feel & safety
Parks & open space
Getting around
Housing
Air, water & soil
Arts & cultural expression

Economic environment (equitable opportunity cluster)
Education
Living wages & local wealth

Quality healthcare

Health Equity

Places with strong people,
strong physical environment,
and strong economic
opportunity, **thrive**, and build
health equity.

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Parks & open space

Arts & cultural expression

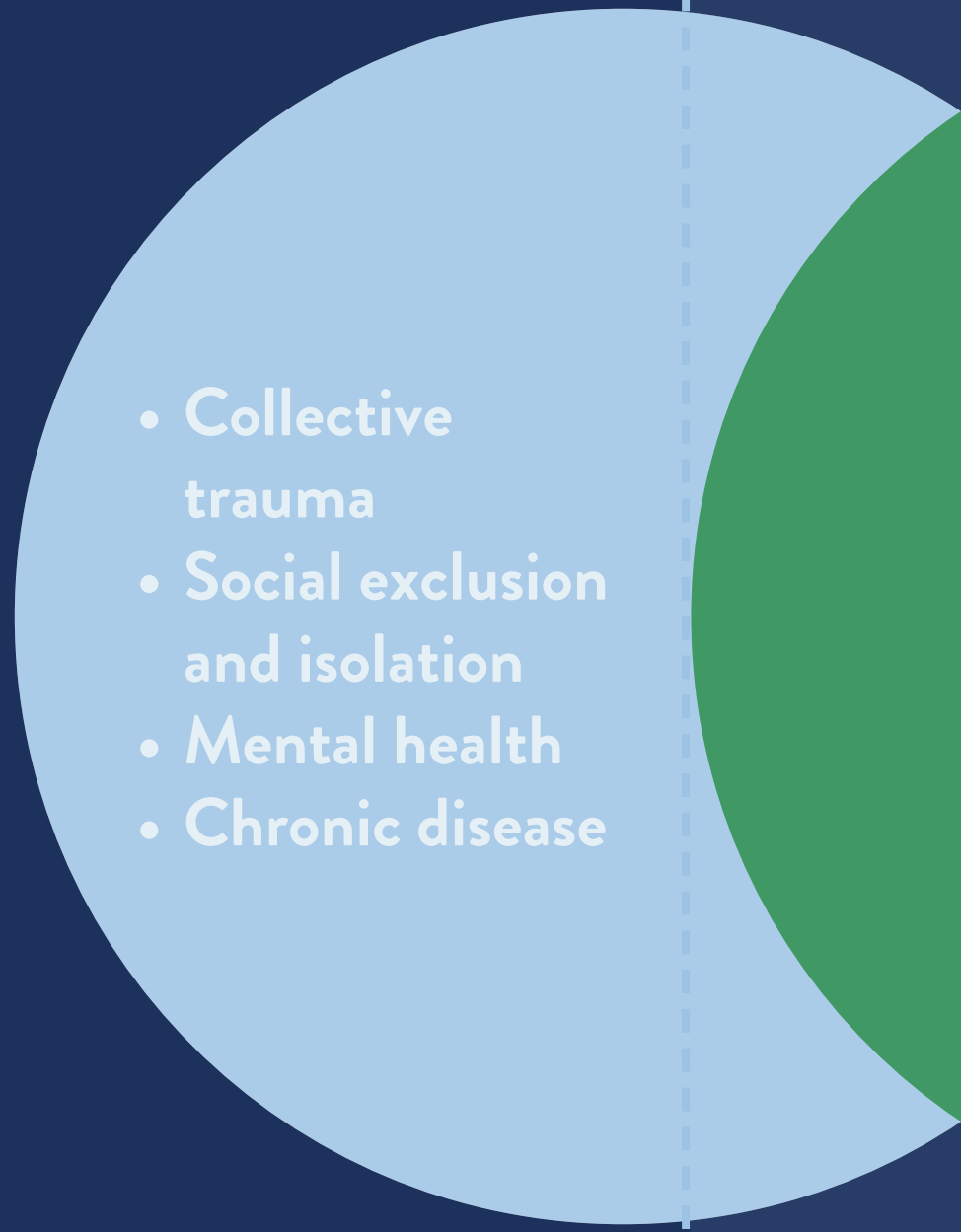
- Collective trauma
- Social exclusion and isolation
- Mental health
- Chronic disease



- Mental health
- Active recreation
- Social exclusion and isolation
- Chronic disease

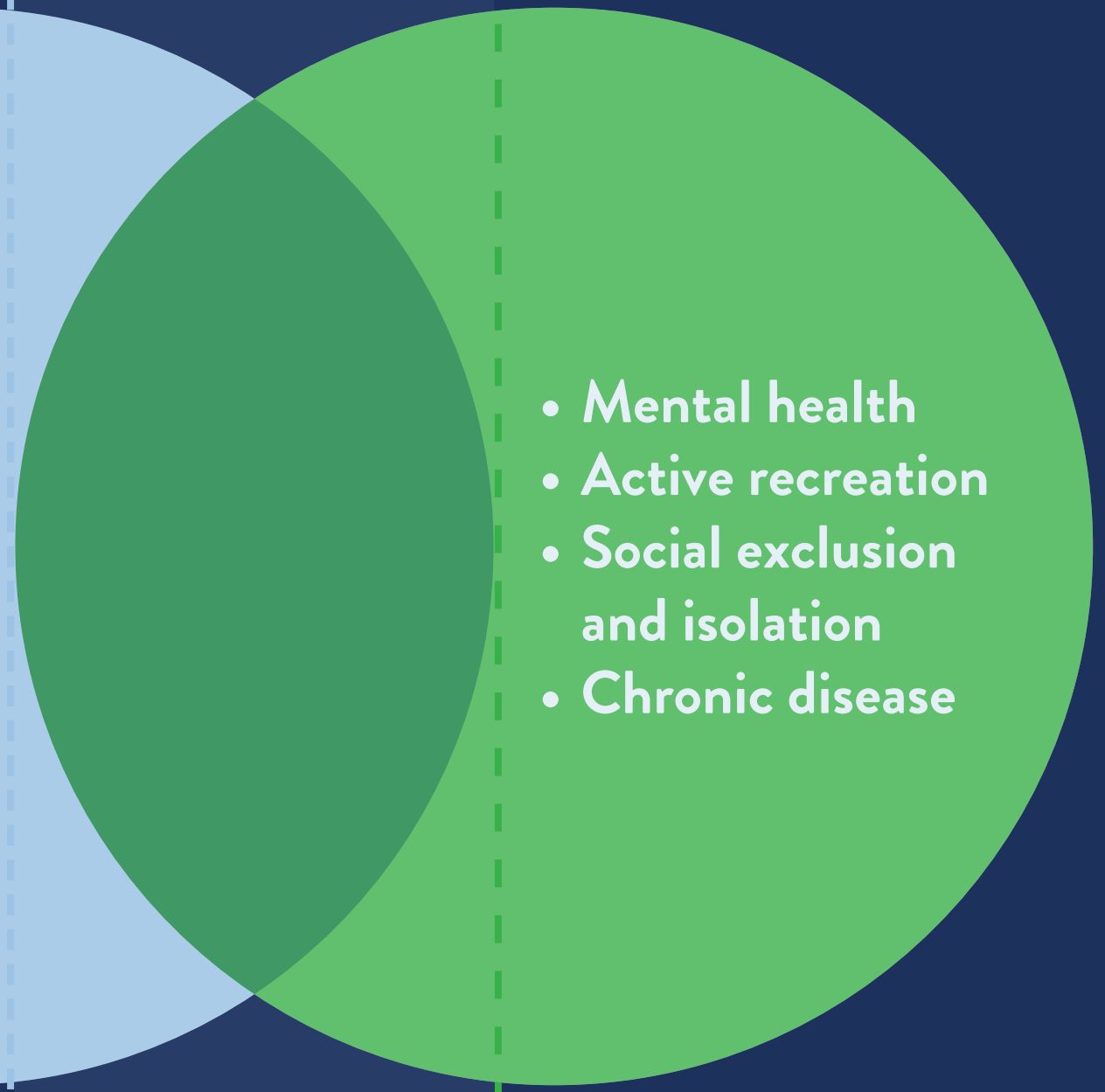
Parks & open space

Arts & cultural expression



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Parks & open space

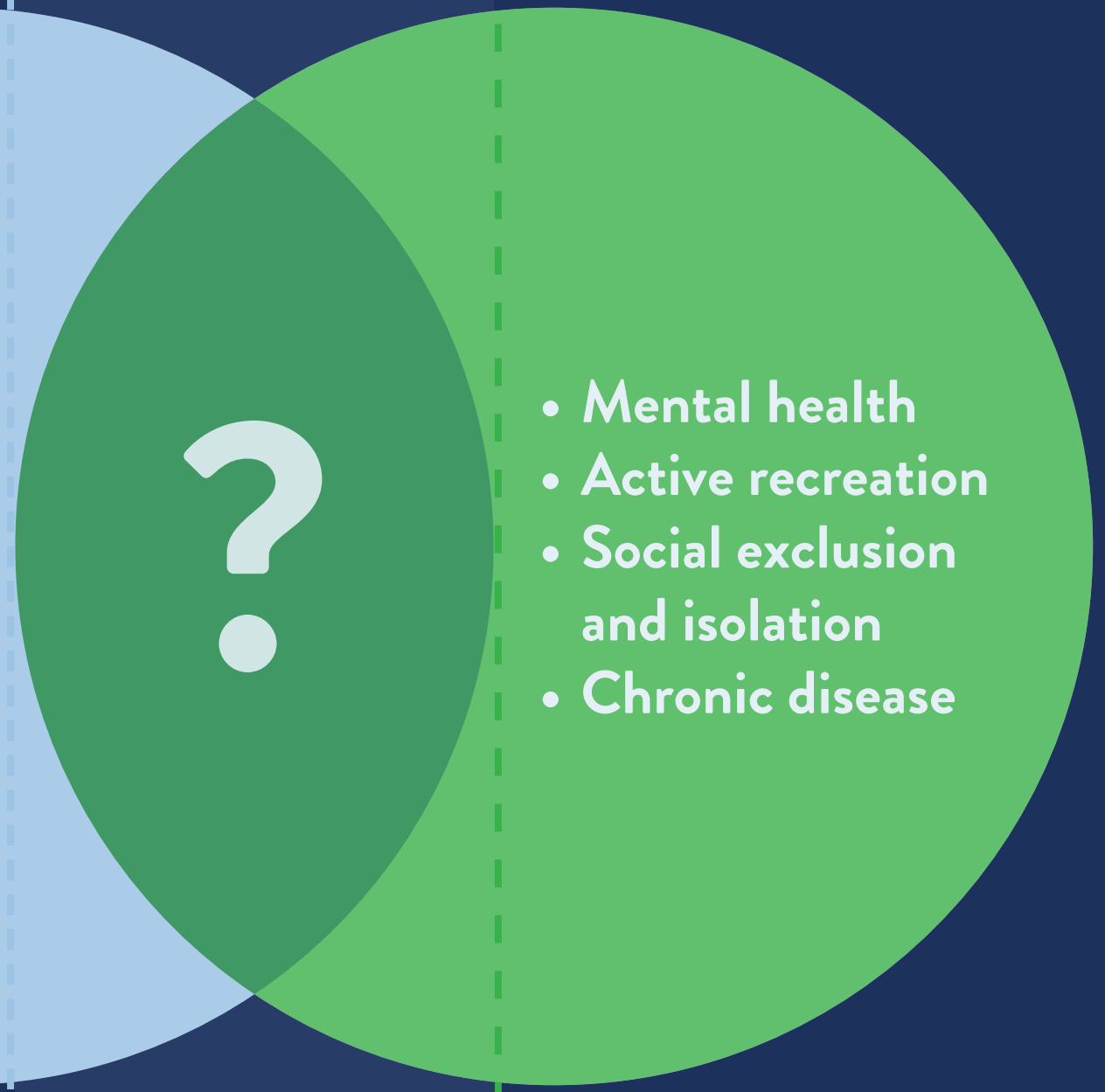


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Arts & cultural expression

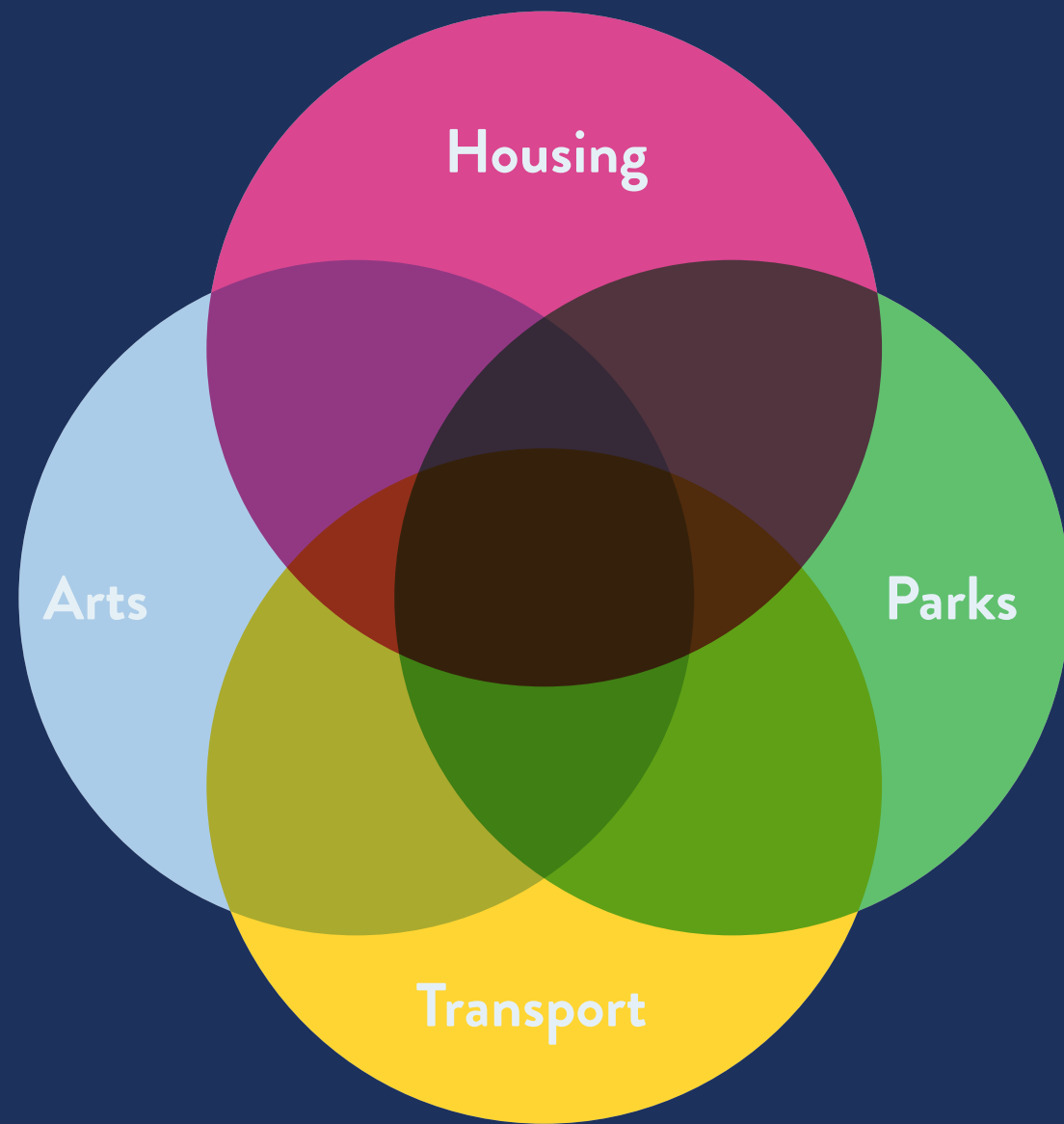


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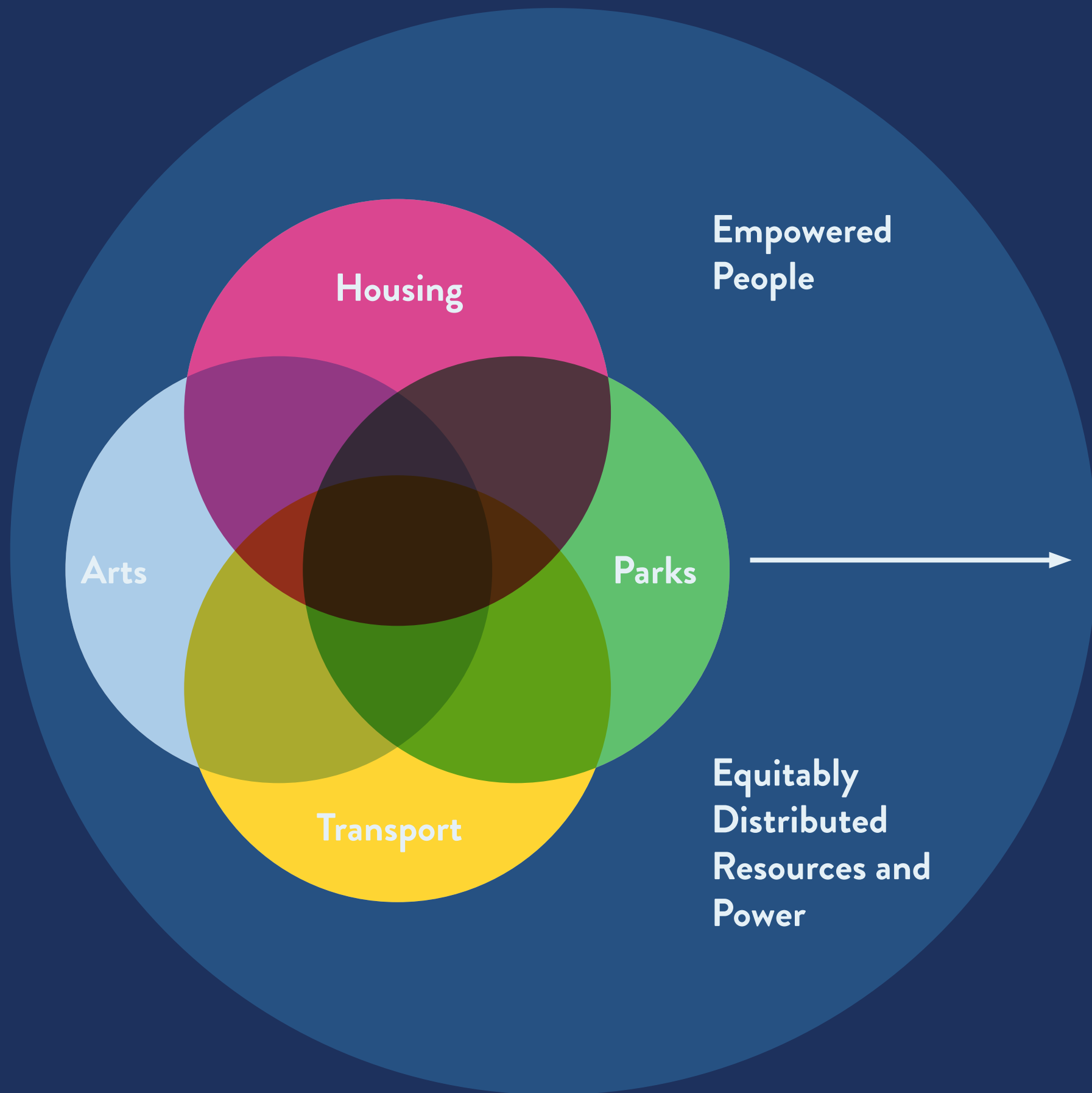


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Parks & open space



The presence of strong community determinants—like arts and parks—**is not sufficient** to build health equity.

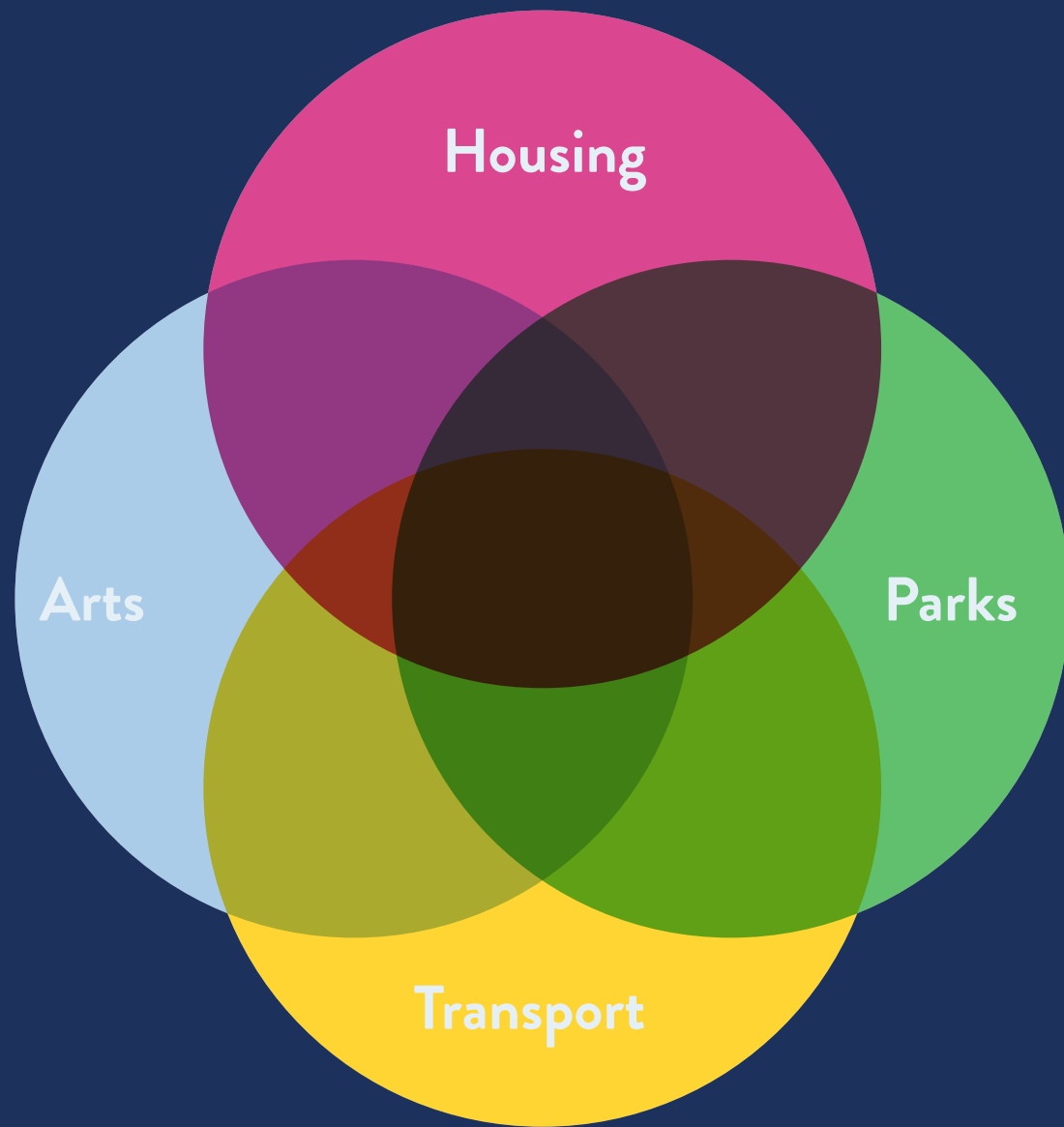


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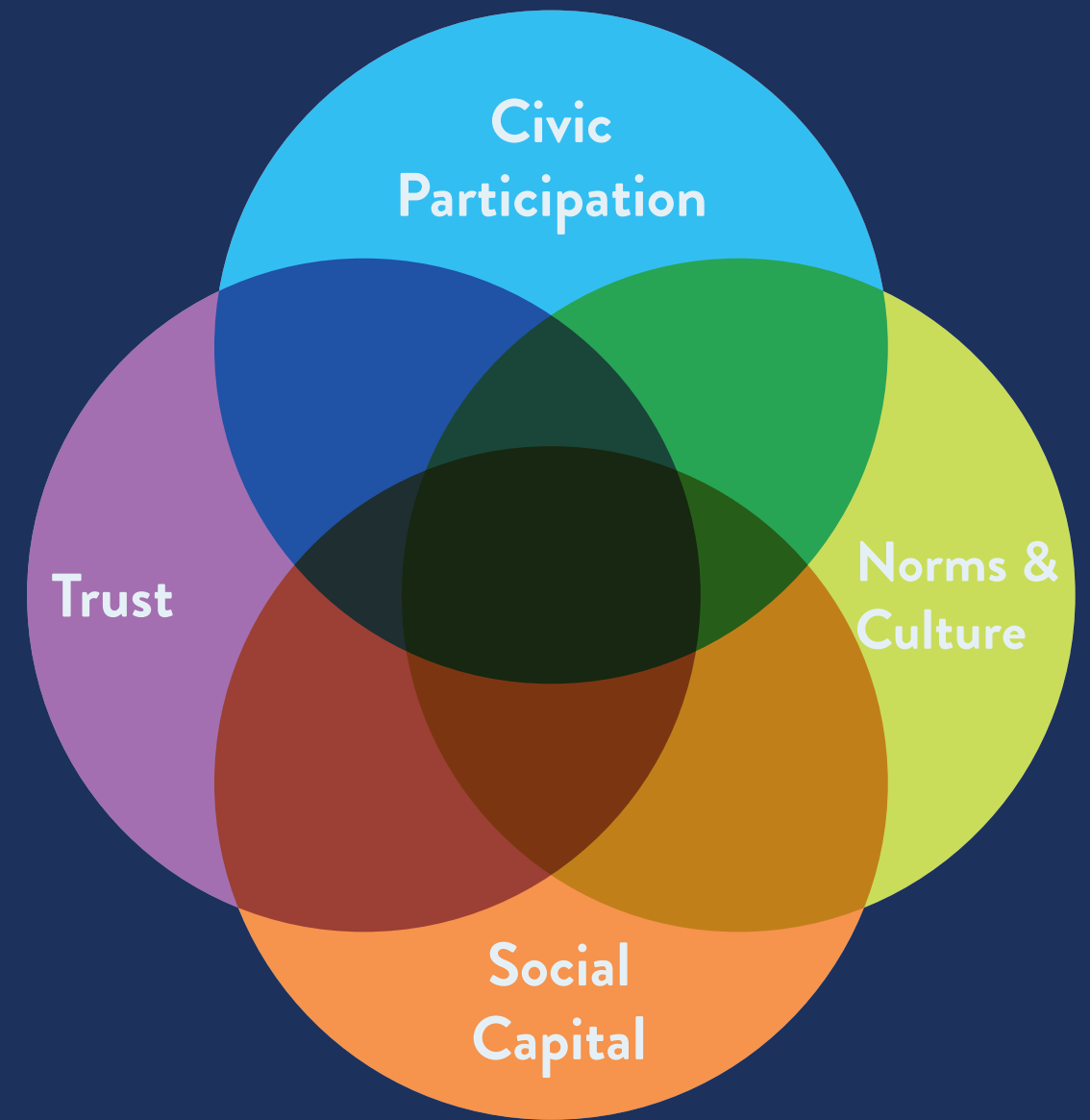
Communities need **empowered people** and they need **equitably distributed resources and power**.

How?

Place Determinants



People Determinants



Community Determinants



Health equity requires place determinants to be in equal measure with the **people power** that builds lasting, structural change.

	Evidence-based direct impacts	Capacities and benefits	Community health equity
Arts & cultural expression	<ul style="list-style-type: none">• Collective trauma• Social exclusion and isolation• Mental health• Chronic disease	<p><u>The Conduit</u></p> <ul style="list-style-type: none">• Shift perspectives and generate meaning• Improve health communication• Advance community-generated health practices• Organize and mobilize	<ul style="list-style-type: none">• Build of collective efficacy, empowered communities, and equitable distribution of resources, therefore:• Health equity, therefore:• Long term, structural change.
Parks & open space	<ul style="list-style-type: none">• Mental health• Active recreation• Social exclusion and isolation• Chronic disease	<p><u>The Space</u></p> <ul style="list-style-type: none">• Foundation for community advocacy and decision-making• Promotes healthy activities and exposures• Public amenity for shared experiences	

What does this **look** like?

Case Studies

Example: **Parks After Dark**
Where: **Los Angeles, CA**
Determinant: **Public Safety**
Who: **Los Angeles County Parks and Recreation with multiple other public agencies, including health.**



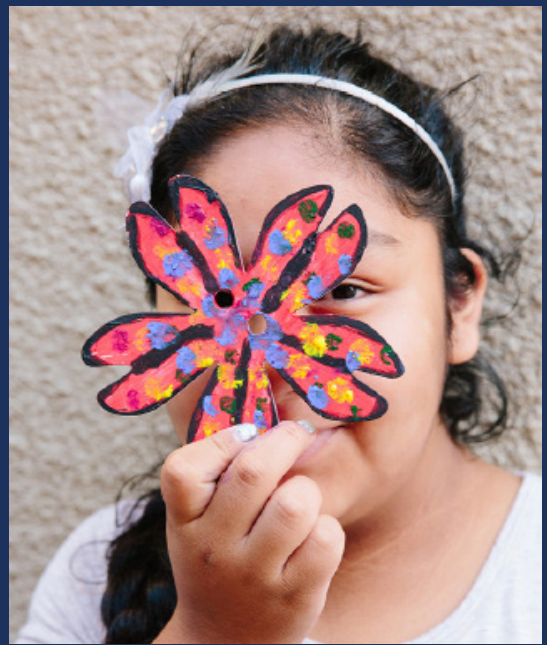
Case Studies

Example: **Kiwanis-Methow Park**

Where: **Wenatchee, WA**

Determinant: **Social Cohesion**

Who: **The Trust for Public Land, City of Wenatchee and numerous non-profits.**



Case Studies

Example: **Porchlight**
Where: **Philadelphia, PA**
Determinant: **Mental Health**
Who: **City of Philadelphia's**
Department of Behavioral Health and
Intellectual disAbility Services and
MuralArts



Building a Path Forward

The Toolkit

A textual document that frames research, provides key findings, and clearly describes a step-by-step process for undertaking this work.

Case Studies

7 case studies will be developed to provide clear narratives about how this work looks in the field. These case studies will be closely related to The Toolkit in its structure and in key themes.

Certification Module

A small curriculum will be developed with the resources and research and will be available on-line. Professionals can take the module and receive a certification for their participation.

Pilot Projects

The toolkit will include funding for several pilot projects around the country to adopt the best practices described in the Guidebook. These pilot projects would become part of a designed evaluation process to further insights on impacts and methods.

Schedule

Research Inputs

Toolkit Development



2019 NACCHO Conference

2020 NACCHO Conference

