

SPUR

Ideas + Action for a Better City

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#EquityInPublicSpace

Seema Kairam

Park Equity in Public Space

The Trust for Public Land --
Equitable Communities Senior Program Manager

Enterprise Community Partners --
Rose Architectural Fellow



Bruce Vento Nature Sanctuary, St. Paul

Our mission

LAND FOR PEOPLE

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



Wenatchee, WA

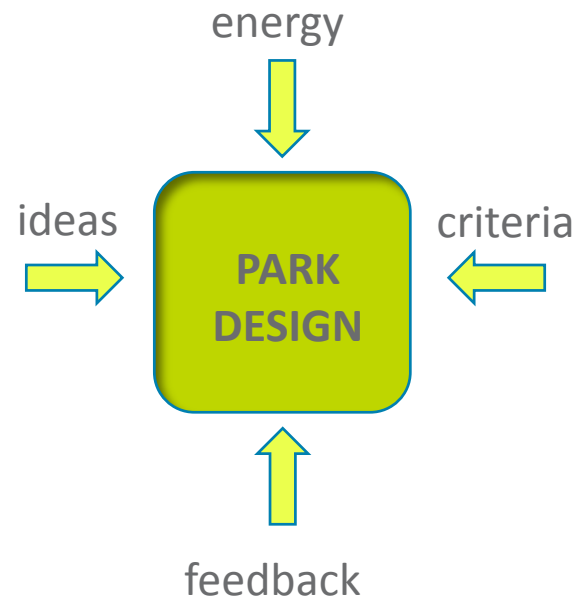
We believe

Everyone in America
deserves to have access
to a high quality park
within a 10-minute walk of
their home.



Community Engagement

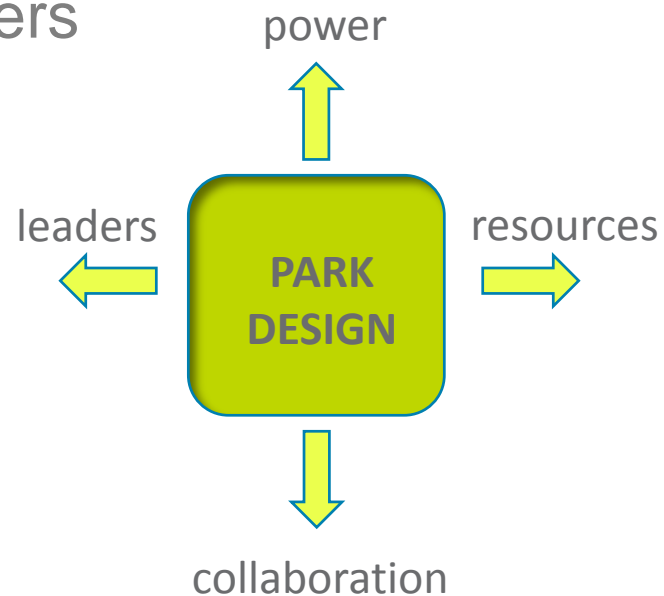
- Culturally relevant amenities
- Build agency and ownership
- Build community and social connections



Kennedy Park, CA

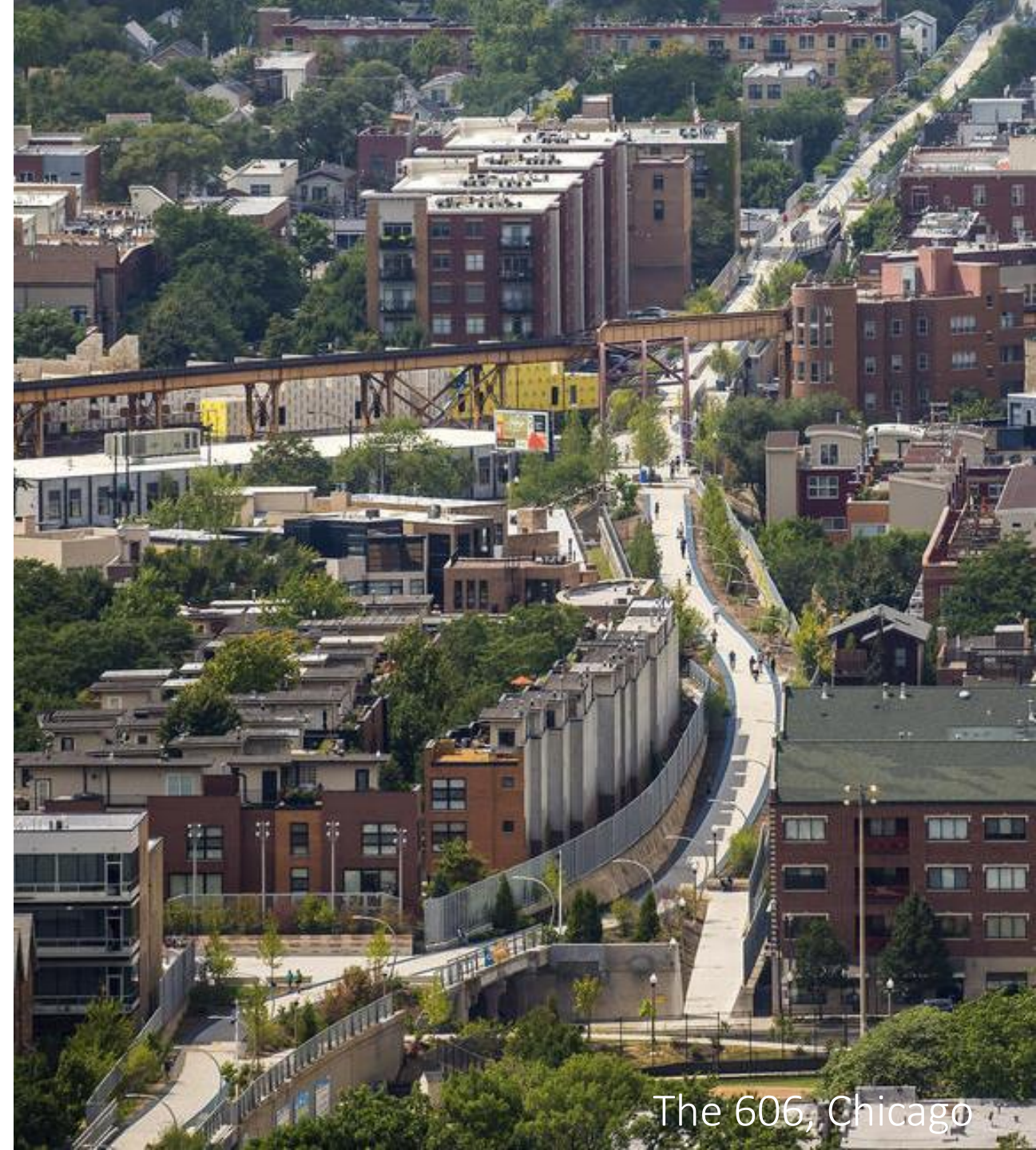
Community at the Center

- Build a stakeholder table
- Center resident experience
- Strengthen community institutions
- Empower leaders



Kiwanis Methow Park, WA

How do we make park investments in communities facing the pressures of gentrification?



A False Choice

Low-income neighborhoods and communities of color have already experienced the burden of systemic inequitable development.

Communities should not have to choose between high-quality amenities in their neighborhood and housing security or a sense of belonging.

We must make those investments better.



Runyon Canyon, CA

Re-Writing Who Benefits

We must find ways to make sure that all residents can participate in the economic growth that may be sparked by our investment, in the form of new housing, access to jobs and services and increased safety and vitality.

It will require building strong coalitions to address broad structural policies that protect residents and build wealth.



Lake Link Trail, OH

Policy + Community Development Strategies

Provide existing residents the opportunity to benefit from new, incoming investments.

- Tenant protections, rent control
- Increase affordable housing funding and building stock
- Economic and small business development
- Job training
- Wealth building
- Cooperative housing and/or business ownership
- Resources for education, public safety, childcare, food security
- Promote equitable development planning in private and public projects
- Value Capture Strategies



Eastside Rail Corridor, WA

Community at the Center

Park engagement process should focus on the design, but also bring community leaders, elected officials, agency partners, housing and economic development partners to the table to honestly address gentrification.

Whether facing disinvestment, gentrification, or other community issues, building stronger social connections, community leadership, and civic participation is the backbone to shifting power and implementing solutions that help communities thrive.



Equitable Parks Planning Roadmap:

1. Assess the risk – quantitative and qualitative
2. Engage and educate partners about the risk, build trust and develop shared goals.
3. Engage ‘backbone’ organizations with deep community knowledge. Build coalitions.
4. Ensure local government is engaged. Make sure those with the power to make change are at the table.
5. Develop equitable development strategy parallel to park development plan.



Watts Serenity Park, CA

India Basin

Park Design

Waterfront park in Bayview Hunters Point will serve 35,000 residents

Projects Partners:

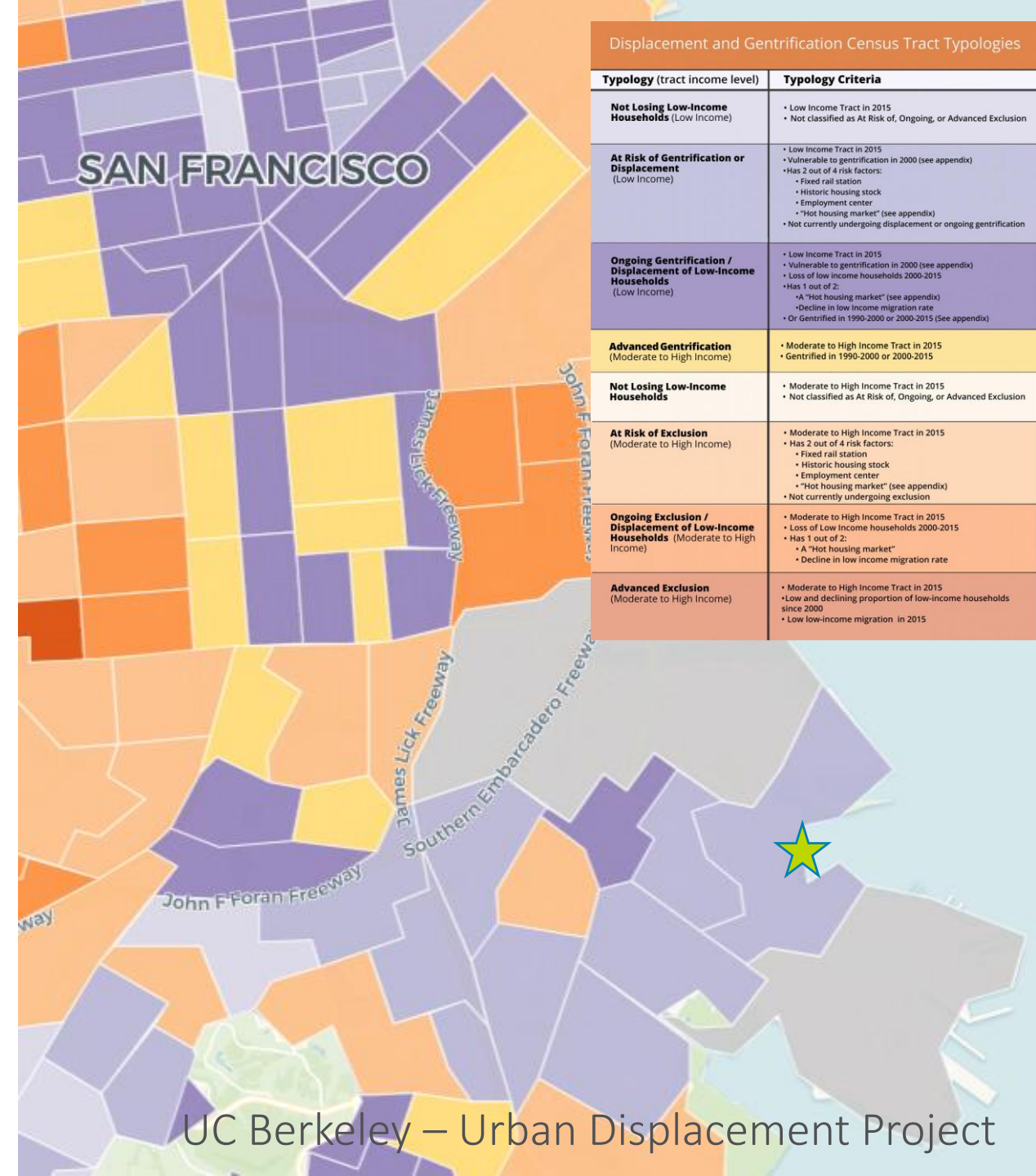
- A. Philip Randolph Institute
- The Trust for Public Land
- The City of San Francisco – Recreation and Parks Department
- San Francisco Parks Alliance



India Basin

Access the Risk

- Growing gentrification risk throughout San Francisco
- Lower-income population
- Affordable housing stock
- Proximity to economic opportunity
- Proximity to other gentrifying neighborhoods



India Basin

Engage Residents

- Design engagement began in 2015
- Concern around jobs and economic opportunity
- Concerns about access to affordable transit
- Fear that new economic and green investments won't be accessible to long term residents.



India Basin Engagement Event

India Basin

Build Coalitions

“The most significant unexpected benefit of the community engagement process has been the unique opportunity to envision a park plan that celebrates our diversity while honoring Black history. We have opened a conversation with our community that has empowered the voices of the folks that live and enjoy the space today. Together we are building a beautiful park for the future designed by the residents that live here now. It will be a joyous occasion to see the results.”

Jackie Flin

A. Philip Randolph Institute



India Basin

Engage Local Government

“This is the first time we have tried to engage in ‘off the park’ challenges related to displacement in a park project. This time we are developing this equitable development plan that has thoughts on how you strengthen homeownership and rental stability, how you celebrate the neighborhood’s culture, and how do you make sure that all of the jobs from hauling the dirt on the remediation site, to doing the construction, to managing and maintaining the park are for the local community.”

Philip Ginsburg

General Manager – San Francisco Rec and Park



Equitable Development Planning Session

India Basin

Make a Plan

- EDP process started in 2019, led by APRI
- Park development stakeholders
- Community residents and leaders
- Other Agencies
 - Workforce and Economic Development
 - Housing Department
 - Public Works
 - MTA
 - Planning



Call to Action

Engagement is crucial to a successful park design and development. But how are you putting community at the center of everything you do?

