April 24, 2020 | 1:00-2:00 pm ET

PLANNING FOR THE SUMMER AND BEYOND IN OUR PARKS

**Moderator**
Caryn Ernst
Director of Strategic Initiatives
City Parks Alliance
cernst@cityparksalliance.org

**Justin Hellier**
Strategic Advisor
Seattle Parks and Recreation
justin.hellier@seattle.gov

**Dave Hutch**
Director of Planning and Park Development
Vancouver Board of Parks and Recreation
dave.hutch@vancouver.ca

**Allison Watkins**
Chief Strategy Officer
Austin Parks Foundation
allison@austinparks.org

**Lakema Bell**
Get Moving Initiative Strategic Advisor
Seattle Parks and Recreation
lakema.bell@seattle.gov

**Become a Member:**
cityparksalliance.org/join
A Conceptual Model for Re-Open

Spring 2020

Closure
- Community Centers
- Pools
- Programs

Emergency Services
- Homeless shelters
- Hygiene sites
- Emergency childcare
- ...and more!

Summer & Fall 2020

Re-Open

“Ramp-Up”

Winter 2021

“New Normal”
- Likely budget reductions
- Potential long-term public health restrictions
Planning for Summer 2020

How much of normal can we do?

vs

What are our essential functions for the summer?

**Normal Year:**
- Summer camps
- Lifeguarded beaches
- Wading pools
- Academic enrichment
- Supervised free lunch and activities
- Youth employment
- Community Center drop-in (pickleball, basketball)
- ...and more!
<table>
<thead>
<tr>
<th>Implementation Strategy</th>
<th>“Every Day”</th>
<th>6 ft Away</th>
<th>Virtual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logistics/Emergency Management/First Aid</td>
<td>Entry/Exit Control Liability notices</td>
<td>Mini Events Across City-Closed Streets</td>
<td>Internet Security/ health risk disclaimer</td>
</tr>
<tr>
<td>Marketing/Inclusive Outreach and Engagement</td>
<td>Community Engagement Ambassadors/door hangs translations etc.</td>
<td>Translated materials</td>
<td>Translated materials, and interpretations pre-recorded etc.</td>
</tr>
<tr>
<td>Vendors (food/wellness)</td>
<td>½ of usual (50) Healthy Org, Resources etc.</td>
<td>Food Trucks/ Farmers tents/ imperfect organic</td>
<td>Online fair, several booths timed slots etc.</td>
</tr>
<tr>
<td>Activities/Aquatics</td>
<td>Kayaking, Paddle Board</td>
<td>Rowing Machines, sprinkler obstacle course</td>
<td>Stream bathtub instruction/video segments</td>
</tr>
<tr>
<td>Photography &amp; Videography</td>
<td>On the grounds</td>
<td>On the grounds</td>
<td>Pics, posted by participants</td>
</tr>
<tr>
<td>Data Collection</td>
<td>IPAD/ Electronic &amp; paper Surveys- CEAs</td>
<td>Kiosks- Electronic Surveys Only</td>
<td>Instant Surveying/contest etc.</td>
</tr>
<tr>
<td>Access</td>
<td>Contemplation Room</td>
<td>Neighborhoods where disparities are prevalent</td>
<td>Digital Divide - Mitigate</td>
</tr>
<tr>
<td>Entertainment</td>
<td>Stage/ Performances</td>
<td>Video Sites/ Performances</td>
<td>Streaming Live/ Festival Artists/Instructors home</td>
</tr>
<tr>
<td>Funding/Sponsorship/Grants</td>
<td>Banners/marketing materials etc.</td>
<td>Sponsorship of Area, materials etc.</td>
<td>All pages, running ads under streaming etc.</td>
</tr>
<tr>
<td>Partnership/Collaboration</td>
<td>Collab with community orgs, city etc.</td>
<td>Collaboration w other city departments/ organizations</td>
<td>Collaboration w other city departments/ organizations</td>
</tr>
</tbody>
</table>
What We’re Doing - Externally

Education ◆ Connection ◆ Inspiration

www.austinparks.org

STAY CONNECTED TO AUSTIN'S PARKS

We’re here to help you stay connected to outdoor spaces during COVID-19:

STAYING SAFE IN PARKS

FIND A PARK NEAR YOU

BRINGING PARKS HOME

PARKS ARE OUR PURPOSE

Here’s how we make parks healthier, safer and more accessible for every Austinite:
What We’re Doing – Internally

• Weekly team meetings (Monday afternoons) and weekly leadership team meetings (Thursday afternoons)

• Start with something light - sharing exercise so we can hear and see from everyone (recipes being made, shows being watched, something new learned, etc.

• Collective agenda where every team shares – good news, important updates, areas for help/collaboration.

• Keeping traditions.
Budget Reforecasting & Scenario Planning

- Our finance team built budget scenarios early on and refined over the past few weeks. We are going to our board with a revised budget, focused on cutting unrestricted expenses.

- Currently undertaking scenario planning for all events and programs within our control in order to build out a best, middle and worst case plan.

- All scenarios include details about the event/program experience, major changes/shifts anticipated, changes to budget/projected revenues and a decision deadline.
Scenario Planning Example

**BEST CASE**
Start date: June 18th
Drop dead decision date: May 7th
Plan:
- Put in event applications as soon as COA announces events can continue
- Book titles as soon as movie vendor is back to work
- Publish full schedule, including titles if possible, to web, social, email and PR
- Book food trucks for every title as soon as COA announces events may continue
- Sponsor benefits remain the same

**MIDDLE CASE**
Start date: August 7th
Drop dead decision date: June 26th
Plan:
- Put in event application as soon as COA announces events can continue
- Book titles as soon as movie vendor is back to work
- Publish full schedule, including titles if possible, to web, social, email and PR
- Book food trucks for every title as soon as COA announces events may continue
- Cut to 4-5 showings
- If social distancing is still required - implement blanket squares and food truck line spaces 6ft apart with grass paint
- Sponsor benefits:
  - may need to cut sponsor on-site presence
  - offer pre-show videos/static ads
  - swag bags or coupons/discount codes for first X number of participants
  - Contest prizes from sponsors mentioned in all promos

**WORST CASE**
Start date: August and beyond
Drop dead decision date: as soon as we know case 2 will not move forward
Plan:
- Work on live stream platform
  - follow along with food & wine, and other festivals happening digitally to assess best options to include movie rights
  - OR decide to just do a tweet along with Netflix
- Book titles as soon as movie vendor is back to work
- Publish full schedule to web, social, email and PR with info about where to watch, RSVP instructions, and any pre-show activities, request all partners and sponsors share
- Compile delivery and pick up options featuring local restaurants
- Sponsor benefits
  - Branding: swag bags or coupons delivered/mailed to participants, pre-show videos/static ads, contest prizes from sponsors mentioned in all promos, add a MITP merch item for sale/donation (t-shirts/posters?) to include sponsor logos
  - Early-bird pricing, or early access to sponsor employees

Movies in the Park
## Risk Assessment Tool

### APF Risk Assessment Matrix

<table>
<thead>
<tr>
<th>Risk</th>
<th>Potential Areas of Impact (Assets, Departments, Partners)</th>
<th>Financial Impact</th>
<th>Risk Severity</th>
<th>Risk Likelihood</th>
<th>Risk Level</th>
<th>Mitigations/Warnings/Remedies</th>
<th>Party Responsible</th>
</tr>
</thead>
<tbody>
<tr>
<td>Example 1</td>
<td>Test</td>
<td>$150,000</td>
<td>Undesirable</td>
<td>Probable</td>
<td>High</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Risk Levels:
- Low
- Medium
- High
- Extreme
Communications

• We want to over-communicate with partners, donors, volunteers and constituents. Use different mediums!

• We want to come from a place of empathy/understanding & collaboration/partnership.

• Be up-front, honest and transparent with any significant changes – ex: Movies in the Park, Spring Grants.

• We want to listen.
Interesting Conversations

- The power of our park adopters.
- Supporting community gardens.
- The future of community engagement.
- The importance of advocacy.
Thank You!

www.austinparks.org

allison@austinparks.org
Parks Physical Distancing Data Collection Survey Response To COVID19

Vancouver Board of Parks and Recreation
PARK USE INCREASING

Source: Google mobility data

British Columbia

- **Retail & recreation**: -51% compared to baseline
- **Grocery & pharmacy**: -17% compared to baseline
- **Parks**: +21% compared to baseline
- **Transit stations**: -58% compared to baseline
- **Workplace**: -48% compared to baseline
- **Residential**: +15% compared to baseline
Population 630,000
Area 115km²
4% of Metro land area
24% of regional pop
230 parks
IMMEDIATE ACTIONS

• Park Champions
• Focused on known “hot spots”
  - Stanley Park
  - Seawall
  - Beaches
  - Destination Parks
• Closing high risk amenities
• Communication, signage
IMMEDIATE ACTIONS

• Opening roads to bikes and pedestrians to increase capacity.
  • Stanley Park – Car Free
  • Beach Avenue - fronting on downtown destination water front parks
WHAT ELSE IS GOING ON?

• Neighborhood parks – Keeping people close to home
• How do we prioritize effort - create a system?
• To keep open, follow health advice, keep people safe
PURPOSE OF THE DATA COLLECTION

• Emergency response:
  • Where are interventions required?
  • Are interventions working?
  • Tailored, nuanced response using all available tools (communication, ambassadors, amenity closures, rangers/enforcement)
  • Avoid further park and amenity closures
  • Designing and testing solutions/ideas with rapid implementation
  • Determining patterns
  • Balancing activities and access to “safe” amenities vs access to open space
PURPOSE OF THE DATA COLLECTION

- Bigger Picture:
  - Make the case for parks
  - Understanding carrying capacity of parks
  - Prioritizing investment (for recovery)
  - Informing design for major parks (looped walking trails - mode shift, integrate with road network)
  - Measuring demand for park space of various types
  - Finding less used parks
SURVEY APPROACH

Work undertaken in preparation of VanPlay – Parks and Recreation Services Master Plan provided structure and precedent:

• **SOPARC Study** of 24 parks (*System of Observing Play and Recreation in Communities: Dr. Deborah Cohen*)

• **Vancouver Park Provision Study** – allowed us to quickly identify parks most likely to be in high demand due to dense residential population nearby. Ha/1000 people within 10min walking distance

SURVEY APPROACH

• Daily observational “snap –shots” data gathering – once per day, alternating noon/early evening
• 50 parks across the city (those with the highest population density – not just hot spots)
• 18 staff surveying their local parks (within a short walk from home) during their daily walk
• Online survey/form to input data from cell phone
• Analysis using survey tool and via excel
• Summary of results sent the next morning
SURVEY APPROACH
Parks Social Distancing Survey

1. Which park are you at?
   (Choose a section of the park if that's easier - and submit multiple forms to cover additional areas)
   Park Name or Street Address

2. Date *

3. Time
   -- Please Select --

4. What is the weather like?
   -- Please Select --

5. How many people are in the park? (approximately) *

6. What percentage of people observed are social distancing? *

7. Are there any “pinch-points” causing people to come close together?
   ○ No
   ○ Yes - significant
   ○ Yes - minor

8. If yes, who is involved at the “pinch-points”?
   ○ Cyclists
   ○ Pedestrians
   ○ Cyclists v Pedestrians
   ○ Other - Write In

9. Notes on “pinch-point” - where, what, who, why

10. Do you see any off-leash dogs?
    ○ Yes - in the Off-Leash Area
    ○ Yes - outside of the Off-Leash Area
    ○ No
OUTCOMES

• Emergency response:
  • Prioritized, directing effort (operations, parks champions, communications, rangers/enforcement)
  • Able to keep parks open longer
  • Evidence based decisions
  • Creating new processes for decision making
OUTCOMES

• Long term/Bigger Picture:
  • Showing the value of good data/analysis: VanPlay Foundational Task  vancouver.ca/vanplay
  • Beyond crisis management
  • Well informed recovery efforts
  • Innovation with evidence (good for future ideas)
  • Data to inform future managed access/opening
  • Data to show that in a time of crisis parks where essential services
Average % Physical Distancing

Average hovering around 80%.

Mostly people are doing the right thing. Despite some hot spots.
OUTCOMES

• Groups are mostly young adults (70% or more)
• People are obviously attempting to distance when sitting in the park but are not quite sitting 2m apart
• Fields are very well used as passive open space
• Looped trails are incredibly valuable
• Big increase in people using parks for exercise
• We’ve been able to reduce “pinch-points” from being observed at 41% to 30% - within a week through direct action
CONTACT

Dave Hutch
Director – Park Planning and Development
Dave.hutch@vancouver.ca

Katherine Howard
Planner – Project Manager
Katherine.howard@vancouver.ca

vancouver.ca/parks
Twitter @ParkBoard
Instagram vanparkboard
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