



WELCOME TO
THE 2019 FRPA
CONFERENCE!

LEARNING OBJECTIVES



- Recognize the 2019-2020 FRPA Community Building Challenge elements and how to apply them to their agency for greater community building, social equity accessibility and connectivity.
- Identify success story examples of community building to utilize as inspiration for the 2019-2020 Challenge.
- Gather tool kit resources and action plan to complete the 2019-2020 FRPA Community Building Challenge.

The Community Building Challenge

Step Up in 2019-2020



Community Building Strategic Pillar Team –
Panel Discussion



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City of Boca Raton
Deputy Recreation Services Director

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The Community Building Challenge

Step Up in 2019-2020

Step 1.

Become A Community Connector

@ Conference



The Community Building Challenge

Step Up in 2019-2020



Step ONE

TODAY

Become a Community Connector

- Find someone at the conference you do not know and introduce yourself.
- Learn something about their talents or interests that you cannot see.
- Introduce them to someone else at conference with common interests or that could benefit from their skills or abilities.
- Make listening and learning about talents and being a Community Connector a habit.
- For more information on the importance of Community Connectors, read *The Abundant Community* by John McKnight and Peter Block.

Step TWO

NEXT MONTH

Practice the Art of Neighboring

- Meet at least one neighbor of your chosen park or facility that you don't yet know that well.
- Stop by and say "hi" and learn something about their talents or interests that you cannot see.
- Offer information about yourself too, with no other agenda than to meet them.
- Remember them by name next time you see them.
- For more information read *The Art of Neighboring: Building Genuine Relationships Right Outside Your Door* by Jay Pahak, Dave Runyon, et al.

Step THREE

SIX MONTHS

Safe Routes to Parks

- Choose a park or facility to conduct a Safe Routes to Parks community assessment using the toolkit at the link below.
- Identify community partners to help with the assessment.
- Develop an action plan to address assessment findings.
www.saferoutespartnership.org/healthy-communities/saferoutesto-parks

Final CHALLENGE

JULY 2020

Community Blitz Challenge

- Gather your team and any promotional materials you may have for your department and choose a 'Blitz Day'.
- Identify your chosen park neighbors (schools, faith organizations, public safety stations, etc).
- On your chosen day go out in your community and visit these places. Divide your team into smaller groups, if necessary (no less than 3 people).
- Share your story with each organization you visit. Use the *It Starts in Parks* messaging to help with your conversation. (frpa.org/isip)



Make the Commitment

Community Building CHALLENGE

Commit to the building of your community at home and at your parks and facilities by creating opportunities to connect with neighbors. Equip yourself with the *It Starts in Parks* messaging and your specific department's uniqueness. In many cases your neighbors may not even realize what you have to offer! Your final step is to sign the pledge to continue your outreach efforts.

**VISIT FRPA.ORG/STRATEGICPLAN/COMMUNITYBUILDING TO LOG YOUR CHALLENGES
FILL OUT THE FORM BELOW FOR AN EMAIL INVITATION**



Become a Community Connector Activity



Robert C. Mattes, CPRP

Village of Pinecrest
Parks and Recreation Director

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305.284.0900



The Community Building Challenge

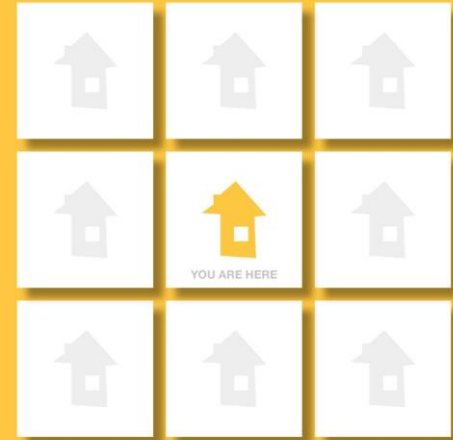
Step Up in 2019-2020

Step 2.

Practice the Art of Neighboring
Next Month



WHO IS MY NEIGHBOR?



“There are a lot of issues that face our community, but the majority of them could be drastically reduced if we would just become a community of neighbors”
~Bob Frie – Mayor, Arvada, Colorado

What happens when we don't know our neighbors?

- Isolation
- Fear
- Misunderstanding



Be bold, take the first step, be the neighbor we were meant to be.

When connecting with your community keep in mind the following:

- How big of a net do you want to cast (10-minute walk)?
- Relationships take time to build – don't be discouraged
- Ultimate Motive vs: Ulterior Motive
- Be available to enter into meaningful conversations
- Practice, practice, practice





The goal is to bring the community together. Not everyone will care to be a part of that and that is ok.

How to decide who to connect with:

1. Become acquainted with everyone. Learn names
2. Stop by their business or better yet, throw a party and invite them (Community Day). Invite everyone, no strings attached.
3. Be intentional about who you spend your time on. Focus on a few people who show interest in building community relationships. Investing in people who are “just not that into you” will waste a lot of energy, resources, and time that could be better invested into those who want to build the community up.

“Neighboring is something that both changes the people around us and changes us as well” ~Dave Runyon



Bob Hamilton

Director, Planning, Research and Development

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The Community Building Challenge

Step Up in 2019-2020

Step 3.

Safe Routes to Parks
Within 6 Months



PROCESSES TO IDENTIFY AND ACHIEVE SAFE CONNECTIONS

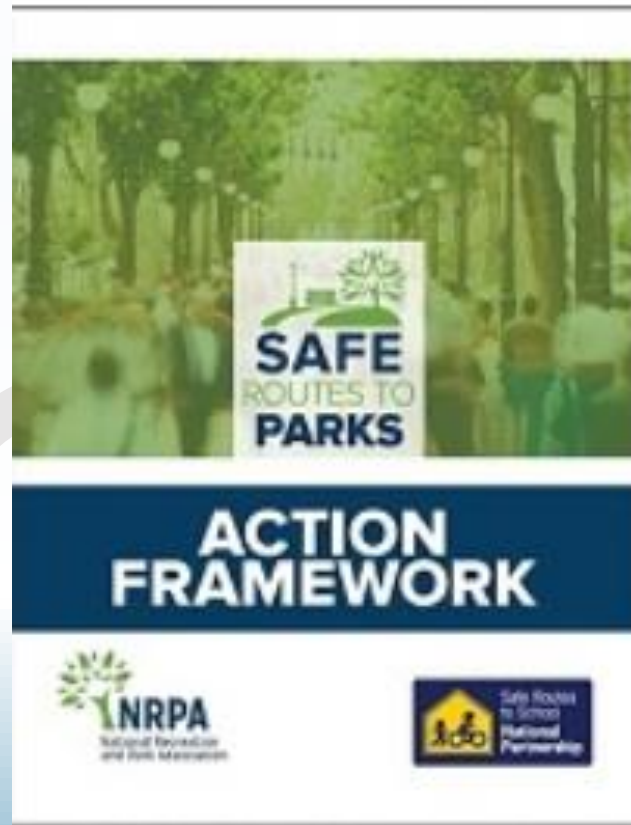


- Safe Routes to Schools (SRTS)
- Safe Routes to Play (GP RED)
<https://www.youtube.com/watch?v=k9f1nyyt6S8&feature=youtu.be>
- Safe Routes to Parks (NRPA)

THE SAFE ROUTES TO PARKS ACTION FRAMEWORK

“Intended to provide local governments with critical evidence- and practice-based guidance on Safe Routes to Parks best practices that are backed by research and supported by national organizations...”

<https://www.nrpa.org/Safe-Routes-To-Parks/>

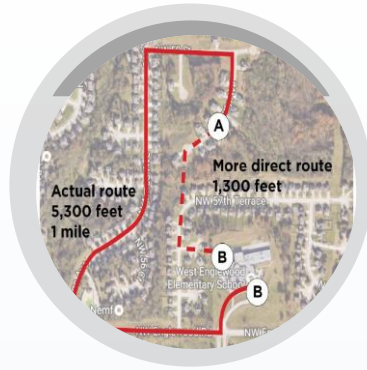


FOUR ELEMENTS OF THE SRTP ACTION FRAMEWORK



ASSESS

Understand community priorities based on data and community input.



PLAN

Develop priority areas, set goals and specific actions, identify policy improvements, and integrate into agency and jurisdiction plans and policies.



IMPLEMENT

Put plans into action and ensure that those actions are based on best practices in engineering, design and programming.



SUSTAIN

Ensure that efforts are continued, integrated into agency functions and are positively affecting the community.

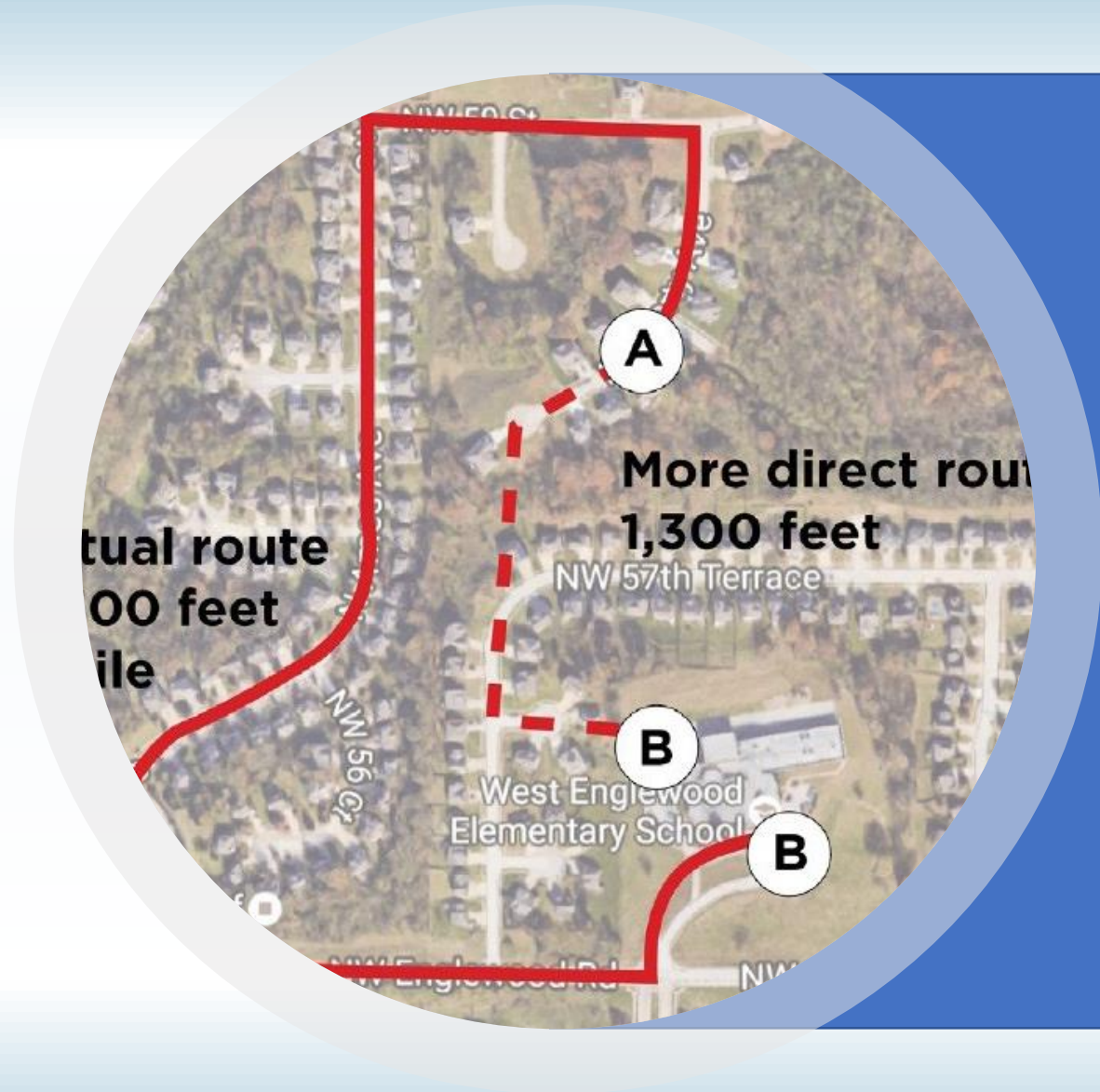
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BEST PRACTICES &
LESSONS LEARNED

BY THOSE WHO'VE
WORKED THROUGH
THIS PROCESS

Safe Routes to Parks Activity



Miami-Dade County
Parks, Recreation
& Open Spaces
Department



Fanny Navarro

Miami EcoAdventures Coordinator & Community Engagement
Manager

Miami-Dade Parks, Recreation & Open Spaces Department

E.C.O. DIVISION Education, Conservation & Outreach

Inspiring & educating the community to become passionate about experiencing and protecting their environment.



305-666-5885 @ AD Barnes Park Nature Center

Fanny@miamidade.gov

www.miamidade.gov/parks



@miamidadeparks #liveaparklife

OUR COMMUNITIES...

WHERE RESIDENTS WANT **TO LIVE**

EMPLOYERS WANT **TO DO BUSINESS**

WHERE WE WANT **TO INVEST**

WHERE TOURIST **WANT TO VISIT**



The Community Building Challenge

Step Up in 2019-2020



**COMMUNITY
BUILDING**

Community Blitz – July 2020



COMMUNITY BLITZ

Boots on the ground, grass-root, face-to-face marketing & communications through community engagement

What is the Blitz?

- Face-to-Face marketing focused on grasping the attention of the public in more personal and memorable level and having a community conversation.
- **Goal:** To take our residents by surprise to make a big lasting impression and create a buzz about our brand & services we are marketing (Get out and Get Active/Parks and Recreation).
- Neighborhood Blitz is done exclusively on the streets or other public places, such as shopping centers, churches, schools, and businesses or even in our own parks.

...Community Engagement!

- Grassroots efforts to increase community wellness by identifying and mobilizing assets from within the community, connecting them with the park system and one another.

IT STARTS IN
PARKS
Coaching. Connecting. Community.



**COMMUNITY
BUILDING**

***Coming together is a
beginning;
Staying together is
progress;
Working together is
success!***

- Henry Ford, Industrialist



PLANNING THE BLITZ

1. Commit to the Blitz
3. Identify Staff Lead & Community
5. Create Visitation Plan & Agenda



2. Select Date **JULY 2020**
4. Create Blitz Team & Tool Kit & Messages
6. Schedule Publicity Network

Sample **AGENDA**

9:30-10:00 a.m.- Blitz team gathers at a central location, reviews messages, plan and transportation/lunch

10:00am-1:00 p.m.- Visit Schools and Preschools

- Meet Administrators to discuss the positive ways the youth of our community can spend their spare time, through organized recreation, programs and events
- Share and exchange information, ask if they can make announcements, see if you can return as a guest speaker at PTA meetings/ career days.

1:00-2:00 p.m.- Regroup for Lunch @ a near by local business

2:00 – 3:30 p.m. – Visit Churches

- Speak with church directors, priests or pastors of the church to discuss, share and promote our programs during the congregations

3:30-5:30 p.m.- Visit Local Businesses

- Ask to promote our programs (put up posters in staff room , community board or counter)
- Give promotional items

SAMPLE VISITATION PLAN

| Park Community | Local Schools | Pre-Schools | Local Business | Local Churches |
|---|--|--|---|---|
| <p><u>Babcock Park</u></p>  <p>MESSAGES</p> | <p>Hialeah Elementary 550 East 8th Street Hialeah, FL 33010</p> <p>St. John the Apostle 475 East 4th Street Hialeah, FL 33010</p> <p>Champagnat Catholic School 369 East 10th Street Hialeah, FL 33010</p> <p>Lincoln-Marti School 1750 East 4th Avenue Hialeah, FL 33010</p> <p>South Hialeah Elementary 265 East 5th Street Hialeah, FL 33010</p> <p>CAREER DAY FIELDTRIPS AFTERSCHOOL/CAMPS</p> | <p>Second Home Daycare & School 118 West 7th Street Hialeah, FL 33010</p> <p>Tiny Treasures Daycare Center 543 East 9th Street Hialeah, FL 33010</p> <p>Happy Babies 11 East 12th Street Hialeah, FL 33010</p> <p>La Scala Pre-School 499 East 21st Street Hialeah, FL 33010</p> <p>LEARN2SWIM & OUTREACHES</p> | <p>Aqua Air Manufacturing</p> <p>Superior Hospitality Designs</p> <p>Amerikooler Inc</p> <p>ADOPT-A-PARK CORPORATE & VOLUNTEERS EVENT SPONSORS</p> | <p>First Baptist Church 631 East 1st Avenue Hialeah, FL 33010</p> <p>St. John the Apostle 475 East 4th Street, Hialeah, FL 33010</p> <p>Hialeah Church of the Nazarene 310 East 5th Street, Hialeah, FL 33010</p> <p>Faith Lutheran Church 293 Hialeah Drive, Hialeah, FL 33010</p> <p>Iglesia Methodista Unidad 1098 East 1st Avenue, Hialeah, FL 33010</p> <p>Universal Church 500 Palm Avenue, Hialeah, FL 33010</p> <p>ADOPT-A-PARK CORPORATE & VOLUNTEERS EVENT SPONSORS FACILITY USE/RENTALS</p> |





TOOL KIT

| Item | | Comments/Condition |
|-------|---------------------------------|---|
| | Crate Hand Cart | Recommend a rolling cart |
| | Team Instructions | Provide a checklist |
| | Visitation Plan & Schedule | Laminate or Sheet Protector |
| | Area Map | |
| | Table Cloth | Optional – use for tabling events, but good to have for events |
| | Speaking Points | Messages and Department Priorities for the year |
| | Collateral | Handouts |
| | Give-a-ways | Optional |
| | Messages | Parks & Recreation Month, Learn2Swim-Drowning Preventions, Meet the Park Managers |
| | Nametags & Umbrellas | Highly recommended, along with business cards |
| | Attire: Shirts / Polos / Shorts | Agency branding |
| | Water | Stay hydrated / Cooler in transportation vehicle |
| | Snacks | Just in case |
| | Reporting Results/Selfie | Capture a name and title to each engagement / Social media is always a plus |
| | Debriefing/Next Steps | |
| Name: | | Signature: Date: |

TIMEFRAME TO JULY 2020



| Timeframe | Task | Action | Comments | Completed Date |
|--------------------------|--|--|---|--|
| July 2019 | Attend FRPA Community Building Sessions | Regional Session Local workshops of engagement | On-Going community engagement | August 2019 – FRPA Annual Conference |
| September – October 2019 | Present initiative to agency team & leadership | Debrief from FRPA conference session, reach out to speakers and review blitz needs | PowerPoint Available | |
| January 2020 | Identify agency team lead, targeted community and Blitz Team | Per Designated Community/Park Range | Team no more than (7) member | February 15th |
| February – April 2020 | Identify Messaging Community Research Create Visitation Plan Staff Training | Department Priorities Meetings Training Session | | May 1 st |
| May - June 2020 | Finalize Tool Kit Give-a-ways / collaterals Staff Training | Branding, Messages, Marketing & Communications | Finalize all needs to Blitz, include a debrief with agency leadership | June 1 st |
| July 2020 | FRPA 2020 Community Blitz | Annual Conference Initiative | | |
| August - September | Debrief/Strategy Review Attend FRPA 2020 conference | On-going planning for agency mini-blitz | Annually, Quarterly, Seasonal (Summer, Winter, Fall) | Incorporate into agency marketing plan/business plan |



COMMUNITY
BUILDING

SESSIONS
NEVER END
WE TAKE IT
WITH US.



Thank you!





FOR MORE INFORMATION ABOUT THE FLORIDA RECREATION AND PARK ASSOCIATION VISIT FRPA.ORG