



FRIENDS OF
DALLAS PARKS

Advocating for Dallas Park and
Recreation

December 7, 2017

Key Milestones :



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- 10/2016 Key Members Identified for Friends of Dallas Parks
Bond Program Talks begin
- 11/2016 DMN Op – ED
- 11/2016 Friends of Dallas Parks First meeting
call to action from FODP to citizens to call City Council Members to support parks
- 11/2016 Letter to Mayor and City Council to support a larger bond for parks
- 12/2016 Presence at Bond input meetings
- 12/2016 FODP Friends and Supporters Meeting
- 1/2017 Town Hall Meetings cancelled (bond election moved)
- 1/2017 FODP Friends and Supporters Meeting
- 3/2017 FODP Friends and Supporters Meeting
- 3/2017 Advocacy for Parks to city Council by attending Budget Town Hall Meetings
- 4/2017 FODP Friends and Supporters Meeting
- 5/2017 FODP Friends and Supporters Meeting
- FACEBOOK PRESENCE- Friends of Dallas Parks
- 5/2017 Letter to Council and Mayor -Advocating more Bond funding for parks
- 5/2017 Facebook Bond Money for Parks Campaign
- 6/2017 Briefing to Council
- 7/2017 Foundation Status begins
- 7/2017 Bond Town Hall Meetings
- 8/2017 Facebook Bond Money for Parks Campaign Continues
- 9/2017 \$312 M in Bonds approved by the City Council
- 10/2017 Reception for Past and Present Park Board members held by FODP
- 11/2017 \$312M in Bonds approved by City of Dallas Voters



Website/Facebook Page: Our website (www.SupportDallasParks.org) and Facebook page (www.Facebook.com/FriendsOfDallasParks) are up-and-running. If you haven't yet, please visit the website to sign our petition and "like" the Facebook page! Over the coming months, we will be using these sites to mobilize supporters.

1,538 Supporters on 11/2017

1,522 Likes on 11/2017



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FYI

Some of the messages to our FODP supporters:

Action items:

- **Calls to Councilmembers / Mayor:** The most important thing we can do at this point is to contact your councilmember and the Mayor and let them know that parks are important to you and your neighbors! The best way to do this is by calling them and following up with an email. We've attached a handy "Talking Points Memo" that will walk you through step-by-step everything you need to say.
- **Recruit Petition Signers:** The next most important thing we can do is to recruit friends and neighbors to join our cause. We're asking everyone who gets this email to recruit FIVE FRIENDS to "Like" our Facebook page and sign the petition on our website (www.SupportDallasParks.org). Attached is the template for an email you can send to your network—we encourage you to copy and paste it into an email and send out as soon as possible!



FRIENDS OF DALLAS PARKS

Letter to Mayor and Council

Date: June 20, 2017

To: Honorable Mayor Members of Dallas City Council

City Council T.C. Broadnax, City Manager

Re: Funding for Parks in the 2017 Capital Bond Program

Congratulations to you all for winning your elections to serve on the Dallas City Council. We believe that Dallas can be one of the best cities in the country to live, work, and raise a family, and through the proposed 2017 Capital Bond Program, this new City Council will shape Dallas for generations to come. It has been over ten years since Dallas' parks have received major funding from a bond program, and the system now has over \$2.3 billion in capital needs. Many of our city's parks, trails, and recreation centers are in need of critical repairs, and over 500,000 Dallas residents do not have access to a park within walking distance of their home. The 2017 Capital Bond Program is Dallas' opportunity to make critical repairs and strategic expansions to our city's park system, improving service and access for all Dallas residents.

Dallas has a long history of successful partnership with the philanthropic community, and many of our city's most successful parks are the result of such partnerships. This year is no exception, with private philanthropic donors offering over \$300 million in match funding for parks across the city. Through our network of "friends of" groups and our growing list of supporters, Friends of Dallas Parks is ready to support all funding for parks and recreation in the 2017 Capital Bond Program.

Dallas voters agree that funding parks should be a top priority. During the May 2017 bond town hall meetings, nearly 150 citizens spoke or wrote comments in favor of funding parks—more than any other proposition. Over 900 Dallas residents have signed our petition supporting increased parks funding, and a September 2016 poll found that two-thirds of Dallas voters would vote "yes" for a \$275 million parks-related proposition on the bond.

This year, you have the opportunity to make an investment in our parks, trails, and open spaces that will yield benefits to generations of Dallas residents. Thank you for supporting funding for parks in the 2017 Capital Bond Program.

Delia Jasso

Former City of Dallas Councilmember

Former Vice President, Dallas Park and Recreation Board

Tri-Chair of Friends of Dallas Parks

C.W. Whitaker

Former President, Dallas Park and Recreation Board

Tri-Chair of Friends of Dallas Parks

James P. Graham

Former President, Dallas Park and Recreation Board

Tri-Chair of Friends of Dallas Parks



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Letter to Supporters

Dear Friends of Dallas Parks,

This month, Dallas City Hall is putting the finishing touches on the 2017 Capital Bond Program, and parks are looking good! During their last meeting in June, City Council agreed to move forward with a \$1.025 billion bond package, that tentatively includes at least \$178 million for parks and an additional \$50 million for Fair Park. Once City Council returns from their July recess, they will finalize the bond program at the August 9 meeting and call for the election to occur on November 7, 2017.



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Letter to Supporters

Dear Friends of Dallas Parks,

As you may have heard, on Wednesday Dallas City Council finalized the November 2017 Bond Package. Out of the total \$1.05 billion in the package, our city's parks are set to receive \$262 million, with an additional \$50 million for Fair Park! The attached PDF describes the final allocation of funding, and the Dallas Morning News has a good story here about yesterday's vote.

Thank you to everyone who attended a townhall meeting, emailed/called/met with their councilmember, or posted online about why Dallas needs to #FundParks. It was less than a year ago that we were concerned parks might be left out of the bond program entirely—and now funding for Dallas' parks is set to make up nearly 30% of the total bond package. We could not have gotten here without YOU!

The fight isn't over yet—the residents of Dallas still have to go to the polls on Tuesday, November 7th and approve the bond package. We won't rest until the last vote is counted and we can claim victory for parks! Stay tuned to our Facebook page for more information about the "Vote Yes" campaign, and keep watching your email. We will be in touch!

Thank you again, and onwards to VOTE YES ON NOVEMBER 7TH!

Friends of Dallas Parks
Delia Jasso
CW Whitaker
Jim Graham



Quote from a Friends of Dallas Parks supporter:

“this is a true rabbit out of the hat miracle that was accomplished by a tremendous amount of hard work, great strategic thinking, persistent advocacy, and effective public involvement. Congratulations to The Friends of Dallas Parks, The Trust for Public Land, and all the others who helped make it happen. I'm sure Willis is deliriously happy!”



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Letter to Supporters

Dear Friends of Dallas Parks,

As you have undoubtedly heard by now, last Tuesday, voters in Dallas passed both Propositions B and C in the 2017 Capital Bond Program. Thanks to this electoral victory, Dallas will have access to over \$300 million to fund improvements and renovations to 100+ parks, trails, and recreation centers, as well as Fair Park. We are going to see a better park system—and a better city—that serves residents from downtown to the city limits. Read the full story here in the Dallas Morning News.

Our “Vote For Dallas Parks” Campaign performed remarkably well, securing 74% of the vote in favor of Proposition B, and 65% of the vote in favor of Proposition C. Thank you to everyone who volunteered for the campaign, joined us at an event, made phone calls, or shared our message with their networks. Our success would not have been possible without your support!

With the campaign behind us now, the REAL work can begin! Friends of Dallas Parks looks forward to partnering with each of you as we work to create new parks, improve our recreation centers, build new trails, and restore Fair Park. We will be there each step of the way!

Thank you again for your support. The next great era for Dallas Parks begins now!

Friends of Dallas Parks

Delia Jasso

CW Whitaker

Jim Graham

Robert Kent