



Dallas Park & Recreation
Park Maintenance Community
Engagement Briefing



**Park and Recreation Board
August 18, 2022**

Purpose

To brief the Park and Recreation Board on Park Maintenance Initiatives: partnership development, community engagement, and signature events

Overview

- The Role of the Marketing and Public Relations Specialist - CPC
- Partnership Development
- Beautification Agreements
- Volunteer Engagement
- Events & Programming
- Signature Events
- Next Steps

The Role of the Marketing and Public Relations Specialist

- Works as the liaison with the community, departments, and park stakeholders
- Markets parks and trails as programmatic spaces
- Coordinates and executes special events – ground-breakings, grand openings/ribbon cutting ceremonies, It's My Park Day and tree plantings
- Develop partnerships through park beautification projects and agreements
- Engage volunteers/donors with park projects and funding amenities

The Role of a Marketing and Public Relations Specialist



	Service Area 1		Service Area 2		Service Area 3	
Parks	50	58	82	63	57	70
Trails	18	22	16	23	24	31
Park Districts	1	2	3	4	5	6
Council Districts	2,7,9,10,14	2,5,7,8	2,3,4,7,8,14	1,3,4,6,8	2,3,5,6,11,13,14	9,10,11,12,13,14

Partnership Development

- Types of Partners
 - Homeowner's & Neighborhood Associations
 - Public Improvement Districts
 - Friend's groups
 - Local business
 - Community groups
 - Sororities and fraternities
 - Park advocacy groups
 - Schools
- Types of Agreements
 - Beautification: 96
 - Maintenance: 8
 - Multi-year - 5 – 10 years
 - Donations: \$95,500
 - Benches, picnic tables, garbage cans, trees, pet waste stations, etc.

Beautification Agreements

- Administrative Action
- Scope of Work
- Map of project
- Risk Assessment
- Submitted for approvals and execution
 - Approval process:
 - DIVISION AD → BUSINESS MGR → FINANCE MGR → SR. PROG MGR → DIRECTOR → ACM → CAO → CSO to assign AA# → CAO for Final Signature & Approval

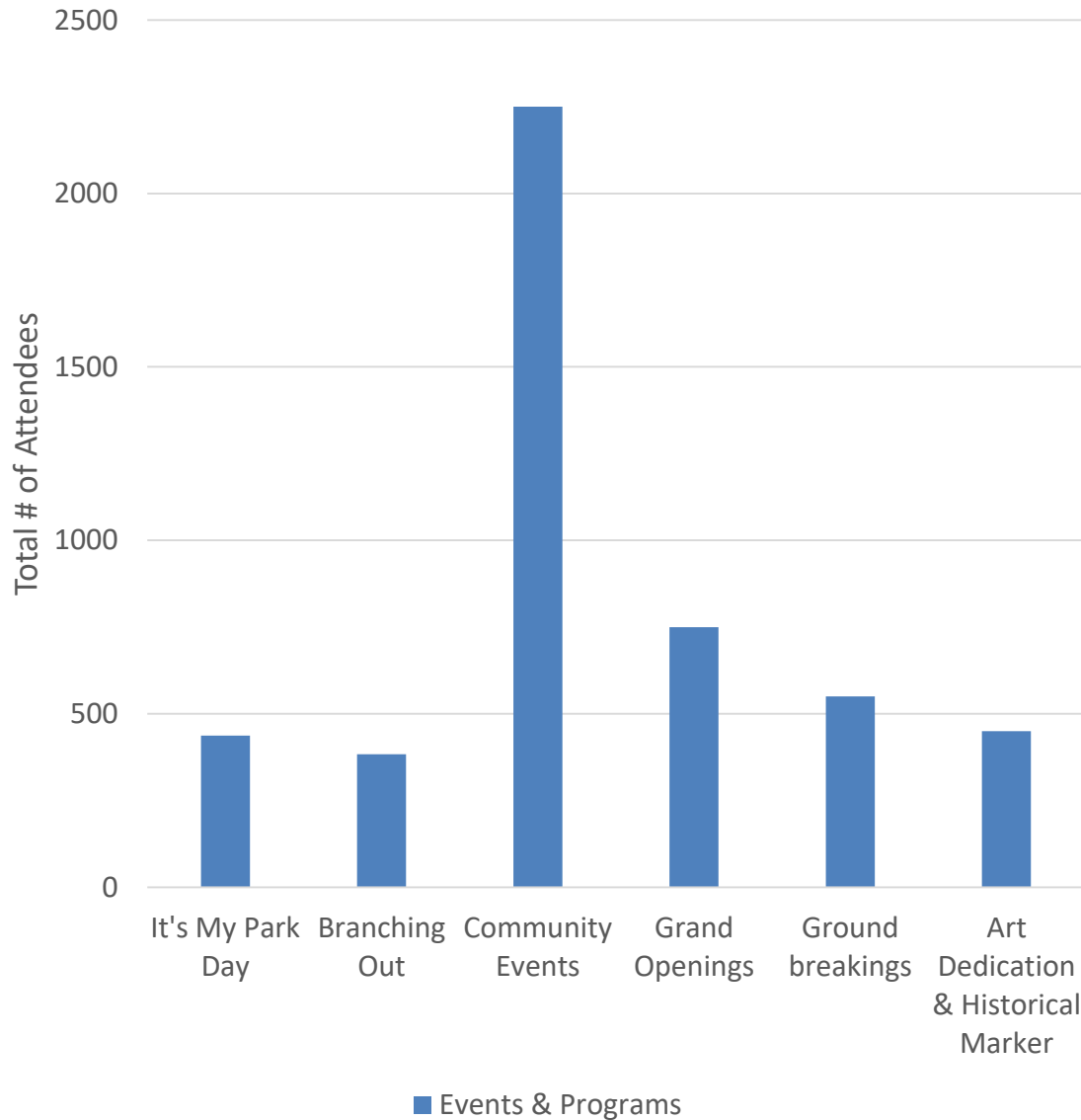
Volunteer Engagement

January – June 2022

- 15,487 reported volunteer hours
- Sweat equity of \$388,896
- Total groups: 64
- Litter/Debris events: 86



Events & Programming










- It's My Park Day: 14 Parks
- Branching Out: 12 Parks
- Community events: 30+
- Grand Openings: 13 events
- Ground Breakings: 3 events
- Art Dedications & Historical Events: 3 events

Signature Events

Santos Rodriguez Sculpture Dedication

- Coordinated efforts with several departments including the OAC, Mayor's Office, Council District 2 and DPD
- Provided logistics for safe shuttle route with the usage of our Marshals unit
- Developed a site plan for ceremony to include warming stations
- Organized full event set-up and tear down with PMO District 5 staff
- Worked with Marketing manger to coordinate communication with the press and promote event across social media channels



-  PKR WHITE BANNERS (2)
-  PKR Tents (2)
Set up tents over tables
-  Cones/Caution (10)
Block off VIP Parking—any open spots close to Park
-  PODIUM
Set up on concrete—Front right of statue
-  Tables (4)
-  75 Chairs
-  Garbage



**SHUTTLE
DROP OFF/PICK-UP**

Shuttle Route:

From Parking Garage:

- Drive north on Harwood towards Wolf Street, take a left on left at Wolf Street, take a left at Harry Hines Blvd.
- Drop off/Pick up at front North gate on Harry Hines.

From Pike Park:

- Drive south on Harry Hines, turn left at Payne St. (2nd left), turn left on Harwood St (1st intersection).
- Drop off/Pick up on Harwood before intersection of Randall St.

Signature Events

Reverchon Roundup

- In partnership with Friends of Reverchon Park, Scottish Rite for Children and Plains Capital Bank
- 250 volunteers participated in park beautification projects
- Coordinated logistics with PMO staff regarding tool count, materials, and # of volunteers necessary for each task.



23rd Annual

REVERCHON



ROUNDUP



Zone 1-4: Spread mulch around tree wells, tree groves and bushes
Requires 10 volunteers per zone

Zone 5: Planting in the Iris Garden
Requires 20 volunteers

Zone 6: Spread wood chips on playground
Requires 15 volunteers

Zone 7: Level sand in volleyball court
Requires 15 volunteers

Zone 8: Baseball field prep; zip tie windscreen on fence and grandstand
Requires 20+ volunteers

Zones A-C: Litter removal
Requires 20+ volunteers per zone

Zones D-E: Remove underbrush, debris and litter (*Heavy lifting required)
Requires 20+ volunteers per zone

Total Number of Volunteers Required: 210+

Signature Events

Judge Charles Rose Groundbreaking

- Coordinated with Council Member Tennell Atkins Office and The Trust for Public Land (TPL) and
- Collaborated with partners to provide logistics, transportation, security and site preparation
- Worked with Marketing and Communications Team to leverage promotion and marketing of the event
- The park sits on 40.4 acres of greenspace that falls under the Five Mile Creek Greenbelt master plan.



Signature Events

White Rock Hills Park Grand Opening

- Partnership with Ferguson Road Initiative
- Coordinated logistics, site preparation, parking, MAC coordination, and attended pre-meetings with partners
- Assisted with site plan that included Vendor fair participants: City of Dallas Code Compliance, Uplift Education, City Hospital@ White Rock, Chicana in Nature, YMCA, Lone Star Credit Union, and White Rock Hills Library



Next Steps

- **Develop** more beautification agreements with community groups to leverage the maintenance of horticulture beds
- **Expand** partnerships with businesses and donation efforts for improved park amenities
- **Increase** volunteer engagement through targeted park beautification projects and litter clean-ups
- **Create** a larger digital footprint of parks and PMO programs on social media



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