PROFESSIONAL AND CONTINUING EDUCATION CREDITS

For CPRE/CPRP licensure - Please submit your CEU tracking form to the room monitor prior to the start of the session and pick it up at the end of the session.

For all credits (CEU, PDH and CM) - To receive credits for this session, you must complete the Session Survey in the mobile app.

- From the home page, select schedule
- Go to today’s date and find the title of this session and tap
- In the middle of the page, tap General Session Survey
- Fill out the Session Survey

Your responses will be shared with the accrediting agency.
PROTECTING PARKS THROUGH ADVOCACY

Hayley Mortimer
Vice President of Regional Operations, National Parks Conservation Association

Tina Sullivan
Executive Director, Overton Park Conservancy

Juanita Irizarry
Executive Director, Friends of the Parks
To achieve great things, two things are needed; a plan, and not quite enough time.

Leonard Bernstein
TAKING BACK THE GREENSWARD

How Careful Communications During a Multi-Year Crisis Led to Improbable Fundraising Success
THE CONTEXT

Original Park Plan by George Kessler - 1902.
STATUS QUO = OVERFLOW PARKING
2014: RENOVATED PARK DRAWS NEW ADVOCATES

GET OFF
OUR LAWN

www.savethegreensward.org

SAVE THE GREENSWARD
savethegreensward.org
ESCALATING PROBLEM AND ESCALATING PROTESTS
“It is fairly evident, at least to us, that the City did not ever intend to grant OPC any right, power or authority over that portion of the Greensward that had been previously assigned to and under the control of [Memphis Zoological Society] for decades before the OPS [sic] Agreement was executed.

If the OPC disagrees, then we recommend that the most expeditious path is for the City to terminate the OPC Agreement and then, if anyone is interested, negotiate and execute a new agreement for management of those portions of Overton Park not already under contract to others.”

- Legal opinion of Memphis City Council attorney issued on 1/1/16
2016: A STRATEGY IS BORN

Keep a cool booty!
PLAY THE LONG GAME
CULTIVATE KEY PLAYERS
BRING CONSTITUENTS ALONG WITH YOU
2016: A PLAN COMES TOGETHER

Overton Park Proposal

1. Reconfiguration of both existing Zoo lots (main and Prentiss Place) to net another ~200 spaces.
2. Berm-protected additional parking added to Zoo main lot where a tree-lined swale currently exists, gaining ~100 spaces.
3. Street parking along North Parkway, gaining ~200 spaces. A new entrance will be created to help activate these spaces.
4. East Parkway Lot on part of site of current General Services facility to provide hundreds of spaces. Shuttles will transport patrons to Zoo entrance on peak usage days.

Also, a technology solution will aid with the efficient loading and use of all existing parking spaces.
2017: ANOTHER SURPRISE OBSTACLE
TAKE BACK THE GREENSWARD CAMPAIGN

• Social media, e-mail, newsletter, direct mail
• 50-state campaign – donors from every state except South Dakota
• Constituent-created fundraising events
• Media relationships gave a big assist

Final result: $1.2 million raised
Construction kicks off soon!
KEY LESSONS LEARNED

• Begin with the end in mind; develop a strategy and rules for engagement
• Stick to those rules and stay relentlessly and positively focused on the end game
• Cultivate relationships with key players early and often
• Bring constituents along with you through proactive, responsive, and transparent communication
• KEEP A COOL BOOTY
THANK YOU!
Friends of the Parks
FRIENDS OF THE PARKS

WHO WE ARE

• a 44-year old 501(c)(3) non-profit

• MISSION: Friends of the Parks *inspires, equips, and mobilizes* a diverse Chicago
to ensure an equitable park system for a healthy Chicago.
FRIENDS OF THE PARKS

OUR WORK

We do 4 different types of programming

Neighborhood Parks

Environmental Stewardship

Environmental Education

Advocacy and Public Policy
FRIENDS OF THE PARKS

OUR WORK

- Laid the foundation for a growing system of 200 PACs
- Provide hands-on environmental education to 850 CPS students
- Protected 200+ acres of lakefront parkland
FRIENDS OF THE PARKS

3 DIFFERENT APPROACHES

BAD COP
LEGAL
STRATEGY

GOOD COP
PUBLIC CRITIQUE
NEGOTIATING
ENGAGING COMMUNITY

COALITION
BUILDING
MAINTAINING
MOMENTUM LONG-TERM
OUR ADVOCACY WORK

Protecting the Lakefront

We have preserved the proposed lakefront site, which is protected under Public Trust Laws and the Lakefront Protection Ordinance.
We are thrilled the Obama Presidential Center is coming to Chicago. However, we believe it should not be built at the cost of parkland for the public.
With Haitian American and African American community leaders, we are working to ensure that Harold Washington’s vision for DuSable Park comes to fruition.
FRIENDS OF THE PARKS
LESSONS LEARNED

• Invest in organizational capacity
• Develop much deeper base in the community
• Seriously engage issues of racial equity
OUR ADVOCACY WORK

The Last Four Miles

Ensuring continuous, public access along the last 4 miles of Chicago’s 30-mile lakefront
OUR ADVOCACY WORK

North Branch Park Preserve

Working with local elected officials, neighbors, and businesses, we are fighting to create a major new park on in an old industrial corridor.

https://issuu.com/rawilsOn/docs/north_branch_park_preserve
Thank you for joining us today!

General Contact Info:

www.fotp.org
info@fotp.org
https://www.facebook.com/friendsoftheparks
(312) 857-2757
MEMBERSHIP

Your connection to information and expertise on new urban park models, practices, and innovative partnerships.

Members have access to a suite of highly-curated resources specifically designed for the parks community including:

- Webinars
- Online resource library
- Urban park study tours
- Advocacy tools
- Discounted registration to Greater & Greener

Join City Parks Alliance today! To learn more, visit our membership table in the exhibition hall or go to cityparksalliance.org/membership.

#greatergreener