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.
SPEAKERS

Francisca Castillo, Director of Gender Equity Affairs & Vicki Israel, Assistant General Manager, City of Los Angeles, Department of Recreation and Parks

Terry Rynard, Director, & Roosevelt Lyons, Deputy Director of Operations, Kansas City, Missouri Parks and Recreation

Peggy Stewart, Assistant Director – Culture, Arts, and Nature, Chicago Park District

Jennifer Quinn Mahar, Senior Director of Civic Initiatives, Fairmount Park Conservancy

AJ Pearlman, Director of City Partnerships, KaBOOM!
TACKLING GENDER EQUITY IN YOUTH SPORTS
WHAT IS GENDER EQUITY?

Females in Sport = Under-represented Gender
GENDER EQUITY IN CALIFORNIA

- State Law (AB 2404)- Fair Play in Community Sports Act
- AB 2404 is related to Title IX (Federal Law)
- Mayor Garcetti’s Executive Directive 11 – Gender Equity in City Operations
- No need for a law or directive
2002
32 Recreation Centers
22% Female Participation
One Designated Full-Time Staff
Girls Only Sport Leagues
Sporting Events
Limited Training
Limited City Funds

2019
100 Recreation Centers
45% Female Participation
12 Designated Full-Time Staff, 50+ p.t. staff
Girls Only Sport Leagues & Fitness Classes
Sporting & Female Empowerment Events
Training: Staff, Coaches, Officials
Funding Sources: City, Partnerships, Grants

Fun Fact: Fortune 500 (2017)- 65% of the most powerful women in business played sports
GENDER EQUITY POLICY

FIVE OBJECTIVES:

• Track Gender

• Female Representation

• Barriers and Solutions (FEE SUBSIDIZATION)

• Opportunities and Access for Girls to Play

• Infuse Gender Equity into Your Department’s Policies and Procedures

Recreation Programs Creates Active Parks and Healthy Cities
GENDER EQUITY PLAY INITIATIVES

RESOURCES:

Girls Play Los Angeles Sports Day 2018
https://www.youtube.com/watch?v=-HVOzGC8Ue8

Fair Play For Girls In Sports Video
https://www.youtube.com/watch?v=grTsYjKTzrw

LA84 Foundation: Close The Play Equity Gap
https://www.youtube.com/watch?v=DHMMwXtTiLc

Mayor Eric Garcetti- City of LA Gender Equity Award
https://www.youtube.com/watch?v=1QzVidG_b9k

Fair Play for Girls Web Page
https://legalaidatwork.org/our-programs/fair-play-for-girls-in-sports/

Adidas- She Breaks Barriers: More Visibility. Bigger Dreams
https://www.youtube.com/watch?v=gfg2c-8eGU
Life X: A Case Study
Life X: The What

• Partnership with the City’s Health Department
• A placed based initiative focused on improving the perception of the quality of life of residents who live in the lowest life expectancy zip code
• 200 residents who live in 6 defined zip codes with the lowest life expectancy
• Free 2 year membership
  • Members surveyed regularly
  • Receive regular communication
  • Members must participate at least 4x a month

• Program Goals
  • Reduce social isolation among our most vulnerable residents
  • Increase participants self-reported perceptions of their health & wellness
  • Increase program participation
Life Expectancy by Zip Code, Kansas City, MO 2012-2016

Life Expectancy
- 70 - 72 Years
- 73 - 79 Years
- 80 - 84 Years
- Too Small Pop.*

*Too small population to calculate life expectancy

Indicates zip codes with decreasing life expectancy between 2002-2006 and 2012-2016 time frames.
Population Shifts

Life Expectancies for 64106

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<th>Year Range</th>
<th>Life Expectancy (Years)</th>
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<td>1990-1994</td>
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<td>2000-2004</td>
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Life Expectancies for 64123

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<td>1990-1994</td>
<td>75.7</td>
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<tr>
<td>2000-2004</td>
<td>72.5</td>
</tr>
<tr>
<td>2010-2014</td>
<td>72.5</td>
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Life X: How we got here

- Using census data the KCMO Health department identified 6 zip codes
  - 10-12 year discrepancy between highest and lowest
- The Health Dept held a summit 3 years ago with other City Departments to enlist help
- Deputy Director Terry Rynard in attendance
- Parks & Health began meeting regularly to plan a program
- Program kicked off Jan 2019 with a small cohort
- Applied for and received funding from the Health Forward Foundation
Life X: Where we are now

• Over 200 members in the Life X cohort
• We’ve received $106,000 grant from the Health Forward Foundation
• Members have participated in various activities
  • CPR/AED certificate
  • First Aid
  • Volunteering
  • Fitness Classes
• Members have reported an increase in perceptions of health
Life X: Where we are going

- Social equity built into everything we do
  - Deferred Maintenance
  - Programming
  - Capital Improvements
  - Park Maintenance
- Creation of a an index that includes equity as a major consideration
- Creating shared definition of equity
- Managing resources through a lens of equity
Lessons Learned

• Don’t be afraid to jump in
• Stay true to your goals
• Internal communication is important
• Don’t make assumptions about your population
• Tell your story
Night Out in the Parks
Communities are introduced to the Arts in their own backyard - the parks.
Artists discovering parks as a place to create.
Provides an opportunity to showcase ongoing programs.
Connect to unique spaces and natural areas.
Timeline

• Call for Proposals
  November 4- December 14, 2018

• Call Backs
  February 2019

• Contacts Finalized
  March 8, 2019

• Schedule Confirmed
  mid-March 2019

• Partner Orientation
  Saturday, April 27, 2019
Building Community.
NIGHT OUT IN THE PARKS
PENDLETON PARK

TSUKASA TAIKO IN THE PARK
ASIAN IMPROV ARTS MIDWEST
FRI. AUG. 9 • 5:30 PM-6:30 PM
Sponsored by Vocalo 91.1 FM

Find free events for every season. Download the My Chi Parks™ app now!

This program is presented as part of the Chicago Park District's Night Out in the Parks. Arts programming in neighborhoods across the city advances the goals of the Chicago Park District and the Chicago Cultural Plan. Learn more at:
www.nightoutintheparks.com

For more information about your Chicago Park District, visit
www.chicagoparkdistrict.com or call 312.742.7529 or 312.747.2001 (TTY).
Thanks to cross-departmental collaboration-
Winner of the National Recreation and Parks Social Equity award in 2018.
Philadelphia’s park system is one of the largest urban park systems in the world and includes some of the region’s most famous attractions.
We exist to champion Philadelphia’s parks. Our mission is to work as a collaborative partner to lead and support efforts that preserve and improve the parks and recreation system in order to enhance the quality of life and stimulate economic development of the Greater Philadelphia Region.
WALK YOUR WAY TO A HEALTHIER YOU!

Join your neighbors for a walk in the park

Every week We Walk PHL brings over 400 people together at 10 different parks throughout Philadelphia.
FREE NEIGHBORHOOD WALKING GROUPS

2019 SEASON

Check out PhillyPowered.org or the We Walk PHL Facebook group for schedule updates and more information!

wewalkphl@gmail.com

Program Overview

• Program Partners:
  ○ Fairmount Park Conservancy
  ○ Philadelphia Department of Public Health
  ○ Philadelphia Parks & Recreation

• We Walk PHL locations range from large, watershed parks to smaller community parks.

• There is always a Walk Leader at the front and ‘on the caboose’ to make sure no one is ever left behind.

Clark Park
43rd and Chester
Monday 8:30 a.m.
Friday 8:30 a.m.

East Fairmount Park
Tuesday 6 p.m. at picnic tables at corner of 33rd and Diamond
Friday 6 p.m. at Kelly Drive (1 Boatouse Row)

FDR Park
The Boathouse
Tuesday 8:30 a.m.
Thursday 8:30 a.m.
Saturday 8:30 a.m.

Hunting Park
Hunting Park Rec Center
Tuesday 8:30 a.m.
Thursday 8:30 a.m.
Saturday 8 a.m.

Lanier Playground
29th and Morris
Monday 7 a.m.
Wednesday 7 a.m.
Friday 7 a.m.

Rose Playground
On the track (1300 N. 75th St)
Saturday 8 a.m.
Sunday 8 a.m.
Monday 8 a.m.

Tacony Creek Park
Monday 9 a.m. at Bingham Street Gateway
Saturday 10 a.m. at Whittaker Avenue Gateway

Vernon Park
5800 Germantown Ave.
Wednesday 8 a.m.
Saturday 9 a.m.

West Fairmount Park
Centennial Commons (41st and Parkside Ave.)
Thursday 6:30 p.m.
Sunday 2 p.m.

The Woodlands
4000 Woodland Ave.
Wednesday 5:30 p.m.
In addition to improved physical health, We Walkers often talk about how the program has reduced depression and social isolation.
Park Hopper Challenge

• Connects We Walkers to each other

• Walkers explore parks in other neighborhoods

• Walkers win fabulous prizes for visiting four We Walk PHL sites, attending an event or volunteering in a park
The Power of Social Media

- **Function**: Program updates, changes, weather cancellations
- **Social Connections**: Sharing successes and encouraging each other across neighborhoods
- **Free Promotion**: Genuine posts from We Walkers shows the true heart of the program. Showing ‘the fun’ and inclusivity increases participation
What’s Next…
• Connecting We Walk PHL to 5k walks and runs
• Connecting We Walk PHL to our Park Stewardship Program
• ‘Train the Trainer’ – educate We Walk PHL leaders on park ecology, history, arts and culture so that they can share more about our amazing park system
SPEAKER CONTACT INFO

Francisca Castillo, Los Angeles Recreation and Parks: Francisca.Castillo@lacity.org

Vicki Israel, Los Angeles Recreation and Parks: Vicki.Israel@lacity.org

Terry Rynard, Kansas City, Missouri Parks: Terry.Rynard@kcmo.org

Roosevelt Lyons, Kansas City, Missouri Parks: Roosevelt.Lyons@kcmo.org

Jennifer Quinn Mahar, Fairmount Park Conservancy: jmahar@myphillypark.org

Peggy Stewart, Chicago Park District: Peggy.Stewart@chicagoparkdistrict.com

AJ Pearlman, KaBOOM!: apearlman@kaboom.org
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