

ATTACHMENT C

CENTER CITY PARKS TASK FORCE FOLLOW-UP COMMITTEE RECOMMENDATIONS

SUMMARY

<p>Summary of 2006 Downtown Parks and Public Spaces Task Force Recommendations</p>	<p>New recommendations from the Center City Parks Task Force Follow-up Committee - 2010</p>
<p>PROMOTION AND MARKETING OF EVENTS AND SPACES</p> <ul style="list-style-type: none"> • Create exciting activities in the parks and publicize and market them. • Managing Special Events, including the design and management of new events. • Promoting small-scale activity, such as entertainers and craft carts that rove from park to park. • Providing help to organizations and individuals with the events permitting process, including coordination with the permitting agencies. • Working with City staff to reinvent the existing Special Events Handbook as an attractive, user-friendly resource. 	<p>PROMOTION AND MARKETING OF EVENTS AND SPACES</p> <ul style="list-style-type: none"> ○ Continue to strengthen DSA/Parks partnership for parks activation and marketing. ○ Work to develop signature programming that reflects the character of the individual parks. ○ With Parks taking the lead in scheduling, permitting, maintenance, equipment support, etc., encourage other organizations to improve the effort through sponsorship development, marketing, development of new programs, and volunteer recruitment.
<p>PARTNERSHIPS</p> <ul style="list-style-type: none"> • Enhancing relationships with existing park-specific advocacy groups and building relationships with new ones. • Organizing and building community support for neighborhood focused parks. • Engaging with the surrounding downtown community, including organizing volunteers, developing new partnerships, relationships and sponsorships. • Advocating for downtown parks, including new parks. • Rejuvenating the adopt-a-park program and 	<p>PARTNERSHIPS</p> <ul style="list-style-type: none"> ○ Create a Phase I “Umbrella Coalition” that would bring together existing “Friends of” organizations that represent Center City parks (see attached details). ○ Continue to expand volunteer opportunities and partnerships in Phase II (see attached report). ○ Pursue changes to the Sign Code to allow sponsorship recognition in parks. ○ Continue to advance discussions on amending the rules to allow longer-term permits for vendors. ○ Look for opportunities to integrate private enterprise into

<p>coordinating with adjacent businesses.</p>	<p>public parks while being sensitive to public requirements and expectations.</p>
<p>MAINTENANCE AND FUNDING</p> <ul style="list-style-type: none"> • Developing a long-range downtown parks plan and updating the parks component of the City’s Comprehensive Plan for Downtown. • Develop a multi-year funding plan for investments in park improvements and operations. • Coordinating downtown parks maintenance across agencies. • Fundraising to support capital improvements and identified maintenance needs. • Advocate for downtown parks, including new parks. • Fundraising to support capital improvements and identified maintenance needs. 	<p>MAINTENANCE AND FUNDING</p> <ul style="list-style-type: none"> ○ Facilitate opportunities for other agencies to help maintain parks. ○ Create a Capital Improvement Program (CIP) list for Downtown Parks. ○ Establish a sustainable and consistent process to ensure that parks will have proper operations and maintenance funding to meet the public’s expectations. ○ Promote use of the Downtown Neighborhood Matching Fund awards program.
<p>PUBLICIZING PUBLIC SPACES</p> <ul style="list-style-type: none"> • Integrate publicly and privately owned open spaces with Parks to create a downtown public spaces network. • Create a downtown parks and public spaces wayfinding system. • Work with building owners and managers to improve and publicize the city’s privately owned by open-to-the-public spaces. 	<p>PUBLICIZING PUBLIC SPACES</p> <ul style="list-style-type: none"> ○ Clearly identify public spaces by establishing a coordinated program to activate these spaces and developing a common theme to make the spaces more identifiable. ○ Link the DPD website to Park’s website and run quarterly tours to spotlight the privately owned but publicly accessible spaces. ○ Create iPhone- and Droid-based applications to allow mobile identification of these sites and parks.
<p>SECURITY AND SAFETY</p> <ul style="list-style-type: none"> • Amend Parks policies and procedures to increase park use and enjoyment, • Improve security in the parks and implement legislative changes to regulations that impede parks revitalization. 	<p>SECURITY AND SAFETY</p> <ul style="list-style-type: none"> ○ Continue to evaluate Park Ranger and SPD effectiveness in Center City parks and identify new enforcement tools to help them be more effective. ○ Support legislative changes that give SPD and Park Rangers more-effective means to create safe, vibrant, and welcoming

	<p>Center City parks.</p> <ul style="list-style-type: none"> ○ Identify and support web-based and mobile technology opportunities and practical applications to make resource information more available to the public. ○ Improve communications and organize collaborative efforts between the Human Services Department and the Rangers.
<p>MANAGEMENT</p> <ul style="list-style-type: none"> ● Implement a new management approach. ● Designate a staff member in the Mayor’s Office to coordinate across Departments. ● Implement a collaborative effort to provide Human Services Assistance in downtown parks. ● Address interdepartmental parks governance issues. 	<p>MANAGEMENT</p> <ul style="list-style-type: none"> ○ Create in the long-term a Center City parks focused Business Improvement Area (BIA) or not-for-profit organization to manage Center City parks. ○ Establish close coordination between the Center City Parks unit and the umbrella coalition. ○ Advocate for continuation and enhancement of the Public Realm Committee. ○ Create a better mechanism for working with SDOT on governance issues, to include transferring governance of Westlake Park from SDOT to Parks. ○ Begin to implement the attached recommendations for Park Management Models created by the subcommittee on Management of Center City Parks.