



City of Dallas

Community Connectors

**Parks, Trails and
Environment Committee
March 4, 2024**

M. Renee' Johnson, Assistant Director
Park and Recreation Department
City of Dallas

Presentation Overview



- Purpose
- Background/Core Functions
- Park Maintenance and
- Operations District Map
- Beautification Categories in Parks
- Agreement Process
- Community Engagement Events
- Next Steps



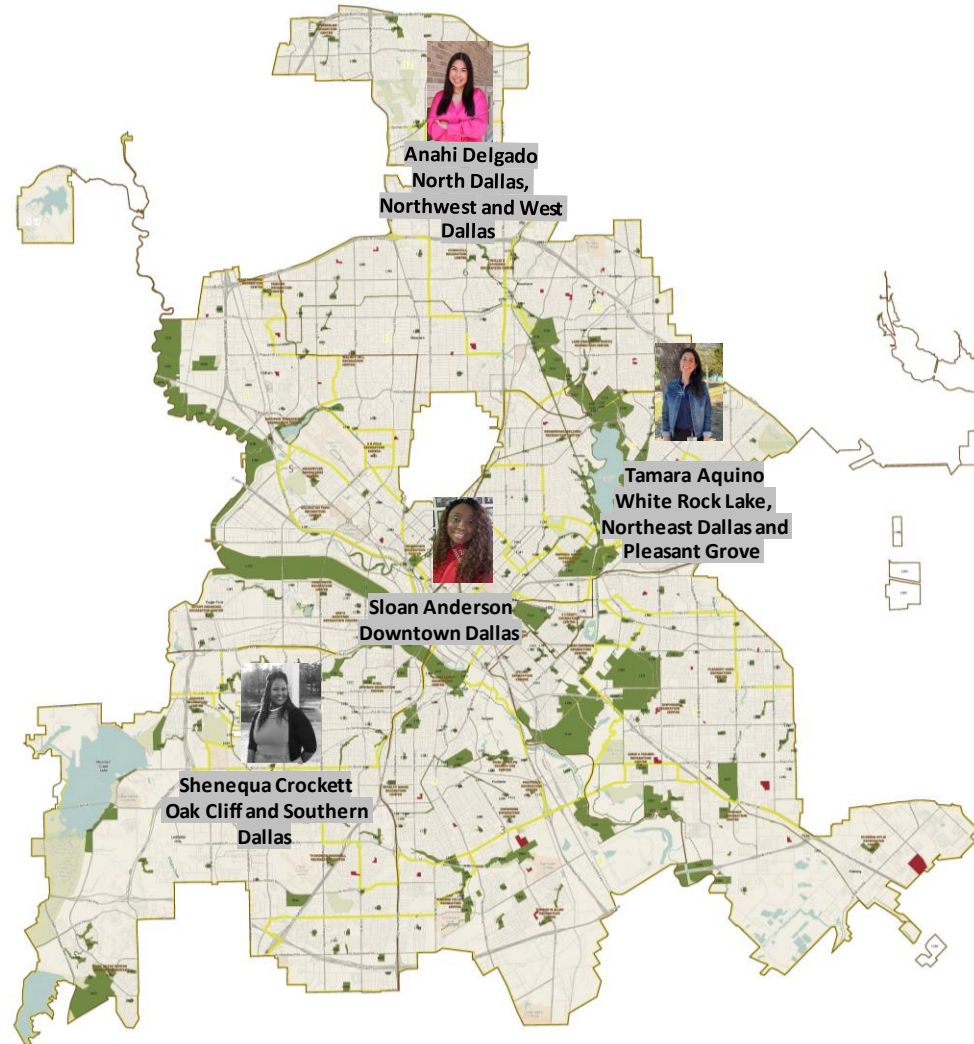
Background/History



To showcase the community engagement projects and programs that bring communities together



Park Maintenance and Operations District Map



Core Functions



Community Engagement: Supports special events with partners, attend community meetings and facilitates beautification projects

Marketing Strategy: Collaborates with Marketing And Communications (MAC) group to create promotional and informational material and social media content to bring awareness to individuals and organizations

Logistics: Coordinates logistics for volunteer maintenance initiatives including employee programs, work order requests, site plans, and communication with vendors/volunteers



Park Activation Strategy: Executes strategy through special events, partnership agreements and beautification projects

Agreements/Contracts/MOUs: Creates and initiates new agreements and the renewal of agreements through the Agreement Process.

Department Liaison: Acts as the liaison for the Mayor-Council Office, Park Board, Park Divisions and community organizations



Beautification Categories in Parks



South Oak Cliff Alumni
Bearcave
Deerpath



Dallas Classic Baseball
Jamestown Baseball Field



White Rock Lake Foundation
White Rock Lake @ Winfrey Point



Northaven Trail
Butterfly Garden



Friends of Exall Park
Holiday in the Park @ Exall

Park Enhancements and Improvements

Dallas Classic Baseball @ Jamestown, Churchill, and Winfrey Point
(Fund amenities, fund enhanced maintenance, fund irrigation improvements)

Litter and Debris Pick up

South Oak Cliff Alumni Bearcave @ Deerpath

Donations

White Rock Lake Foundation, Winfrey Point Renovation

Horticulture

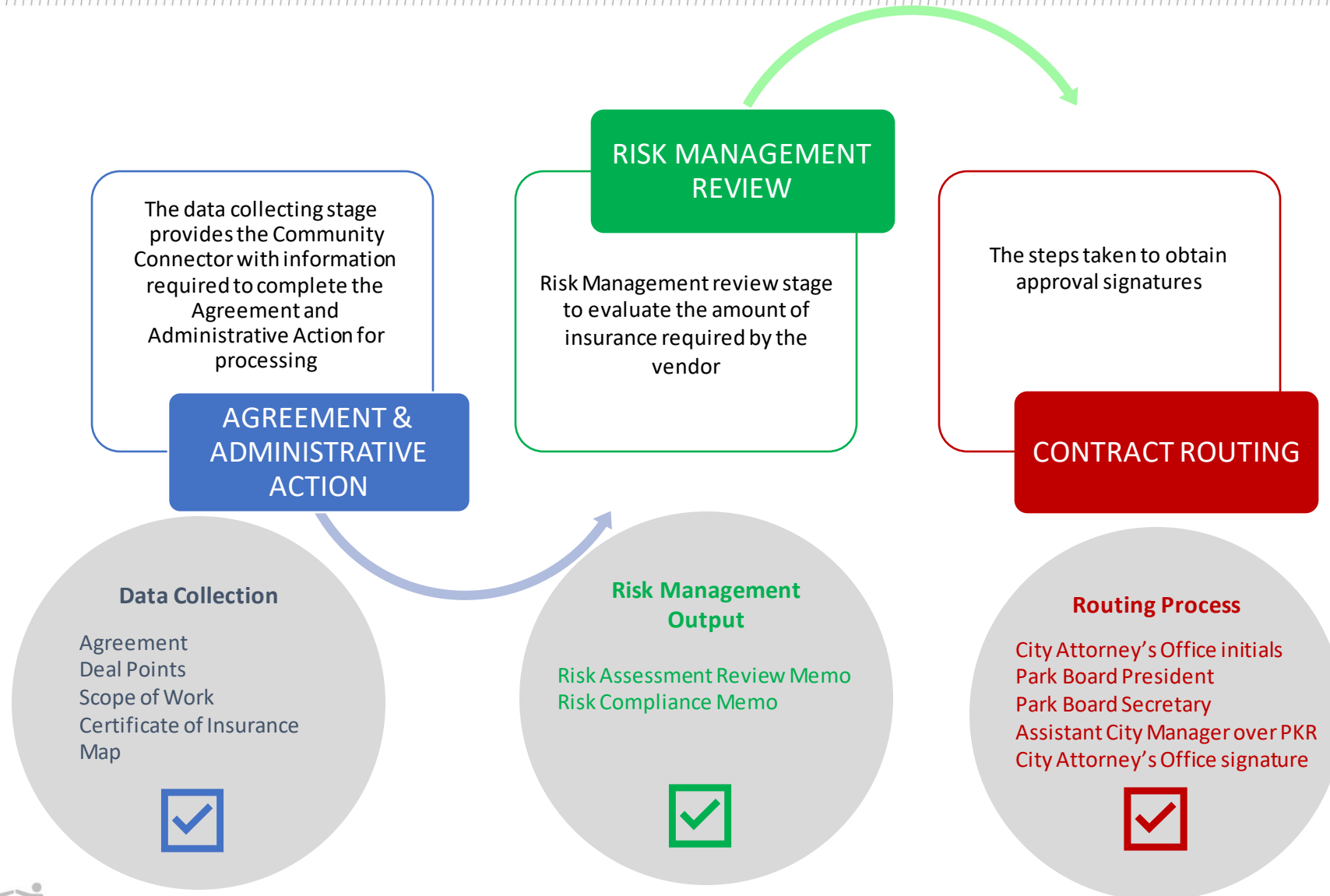
Northaven Trail - Butterfly Garden

Special Events -

Exall Park – Holiday in the Park.



Agreement Process



Community Engagement Events



Park Renaming Irene H. Trigg Prosperity Park March 15, 2023

- Renaming of Kimble Park through a monetary donation of \$50,000
- Kirk Myers (June 25, 1968 - April 4, 2023), the Park Naming Applicant and donor, renamed the park after his mother to fund park improvements



Community Engagement Events



NCAA Legacy Project/Basketball Court Ribbon-Cutting Nash Davis Park March 29, 2023

- The Final Four Legacy Court is part of the NCAA's Legacy Project initiative
- Funding granted to Dallas as one of the host cities of the women's basketball tournament



Community Engagement Events



Little Egypt Historical Marker Unveiling Paul D. Dyer Administration Building May 20, 2023

- The historical marker plaque honors African Americans who settled 30 acres in that area after the Civil War and raised families there until they were displaced in 1962
- Little Egypt family descendants attended the ceremony



Community Engagement Events



Future Farmers of America July 10 & 11, 2023

Two days of a Citywide service day at 13 Park sites, with over 1300 volunteers:

- Bachman
- Cedar Crest Trails
- Ferris
- Honey Springs
- Kidd Springs
- Kiest
- Lake Cliff
- Oak Cliff Founders
- Pioneer Plaza
- The Kay Bailey Hutchinson Convention Center
- Timberglen
- White Rock Lake
- William Blair

Services Included:

- Weeding
- Mulching
- Planting
- Painting
- Litter and Debris Clean up

Volunteer Hours valued at \$ 296,816



Community Engagement Events



Inaugural Hispanic Heritage Celebration Kiest Park September 17, 2023

- The festival included live music, food, a classic car show, & musical performances by recording artists Monica Saldivar & Mike Gonzalez & The Iconiczz.
- Event Co-sponsored by the Huerta Family Foundation, Dallas Lowrider's and Dallas Youth Sports.



Community Engagement Events



NRPA Day of Service Lake Cliff Park Tree Planting October 9, 2023

- During the National Recreation and Parks Association Conference
- 210 Volunteers planted 125 Trees
- NRPA funded irrigation replacement of \$15,000
- Volunteer hours valued at \$17,980



Community Engagement Events



William Allen Taylor Historical Marker Dedication Trinity River Corridor November 4, 2023

- The dedication ceremony commemorated the memory of William Allen Taylor, a victim of lynching along the Trinity River in 1884
- In Partnership with the Office of Arts and Culture, Dallas Water Utilities, and Park and Recreation departments along with City leadership, the Dallas County Justice Initiative and Remembering Black Dallas, Inc.



Community Engagement Events



Cadillac Heights Roland G. Parrish Park Renaming Event November 14, 2023

The park is currently in the project design phase

Amenities will include:

- Athletic Field and Running Track
- Basketball Courts Pavilion
- Lighted Loop Trail
- Picnic Areas
- Playground
- Pavilion
- Open Green Space



Community Engagement Events



Northaven Trail Bridge Ribbon-Cutting December 2, 2023

- Bridge connection between existing bicycle/pedestrian trails in Dallas across the US 75 (Central Expressway) corridor just north of Royal Lane
- This new segment joins multiple regional trail connections together, including the Northaven Trail on the west side of US 75 directly to the Cottonwood Creek Trail and the White Rock Creek Trail on the east side



Community Engagement Events



Volunteers are an essential part of our Dallas Parks System. Their support and contributions help to carry out the Department's Mission:

The Dallas Park and Recreation Department's mission is to champion lifelong recreation and serve as responsible stewards of the city's parks, trails, and open spaces.



Next Steps



- Work to increase Beautification Agreements 10% annually, to grow partnerships, through beautification collaborations
- Collaborate with other departments to leverage community involvement and maximize partnership engagement
- Improve special event performance through training of maintenance staff on best execution processes
- Elevate community service projects through strategic publicity campaigns, utilizing various media platforms to elevate awareness and participation
- Increase marketing campaign in collaboration with the MAC group





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