

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 Man

District Map





Core Functions



<u>Community Engagement:</u> 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



Northaven Trail Butterfly Garden



Dallas Classic Baseball Jamestown Baseball Field



White Rock Lake Foundation White Rock Lake @ Winfrey Point



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



The data collecting stage provides the Community Connector with information required to complete the Agreement and Administrative Action for processing

AGREEMENT & ADMINISTRATIVE ACTION

RISK MANAGEMENT REVIEW

Risk Management review stage to evaluate the amount of insurance required by the vendor The steps taken to obtain approval signatures

CONTRACT ROUTING

Data Collection

Agreement
Deal Points
Scope of Work
Certificate of Insurance
Map



Risk Management Output

Risk Assessment Review Memo Risk Compliance Memo



Routing Process

City Attorney's Office initials Park Board President Park Board Secretary Assistant City Manager over PKR City Attorney's Office signature







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







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









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









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









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.









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









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.









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









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









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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