



Harold Simmons Park Community Engagement

Equity and Inclusion Report
January 2018 – February 2019

Volume I

Reimagine *Our River*

The Trinity Park Conservancy is a nonprofit dedicated to the stewardship of Dallas’ largest public green space, the 10,000 acres of the Trinity River. Believing that the Trinity River is the natural gathering place for all Dallas residents, the Conservancy is committed to bringing people together to share their ideas, learn more about the ecology, history, and potential of the Trinity River, and to create a public space with equitable access for all Dallas residents to this natural treasure.

Since 2004, the Conservancy has raised more than \$115 million in private philanthropy for projects that support the recreational use, community and economic development, and environmental stewardship of the River. In 2018, the Conservancy was selected by the Trinity River Corridor Local Government Corporation to design, construct and maintain the 200-acre Harold Simmons Park in a public-private partnership with the City of Dallas.

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Executive Summary

Trinity Park Conservancy (Conservancy) is committed to authentic and inclusive community engagement to shape the equitable planning, design, construction, and operations of Harold Simmons Park (Park). The Conservancy champions the transformation of the Trinity River to become the heart of Dallas. With the community, we are designing public spaces that unite us, enrich people’s lives through access to nature, create economic development opportunities, and inspire protection for the river ecosystems in this shared natural treasure.

Prepared for the Trinity River Corridor Local Government Corporation (LGC) and the general public, the Harold Simmons Community Engagement Report is comprised of a set of topics that engage a broad range of interest from the

public including equity and inclusion, ecology, public health, jobs etc. The report provides an account of the Conservancy’s community engagement activities:

- An **introduction** to the Conservancy’s goals, context and methodological approach for community engagement.
- An overview of the Conservancy’s **community engagement activities** from January 2018 through February 2019.
- A summary of **key priorities** for the Park identified through community engagement.
- The Conservancy’s **next steps** to continue successful community engagement through 2019 and beyond.

The Conservancy’s inclusive engagement process is foundational to the vision for Harold Simmons Park. For generations the Trinity River has divided Dallas; the Park will become an inclusive and welcoming gathering space that can begin to overcome historical barriers. This initial Park investment can unlock citywide recreational, social, cultural, and economic impacts. Inclusive dialogue with neighboring communities and all Dallas residents is essential to build a shared vision for a public space that brings us together and delivers equitable benefits.

The Conservancy amplifies community voices and builds capacity for partnered implementation through four complementary engagement strategies:

- **Cultivating relationships** with Park stakeholders, especially communities surrounding the Park.
- **Major events** to elevate, inform, and solicit citywide input on Harold Simmons Park.
- **Collaboration** with Park stakeholders to leverage community expertise for Park planning and support complementary community efforts.
- **Park programming** to build stewardship and enjoyment of the Park today.

“I want the Park to connect people – there is so much diversity in our city, but few natural environments that facilitate meaningful connections between different groups.”

-- Community Workshop Attendee

During 2018 and early 2019, community engagement activities revealed several key priorities for Harold Simmons Park:

- **Design that supports a range of uses or “park duality,”** connecting people to natural landscapes with local flora, fauna, and wildlife; while also offering the amenities of an urban park.
- A **safe experience** for all park users in order to ensure the community’s enjoyment of the entire Park landscape.
- **Connectivity** within the Park and to surrounding neighborhoods to overcome barriers to Park access and unite our city.
- **Equitable community development** that supports existing neighborhoods and residents.

The Conservancy will continue engagement activities through 2019, while deepening interaction and collaboration with Park users and stakeholders.

- We will **continue all four community engagement strategies launched in 2018** throughout 2019: cultivating relationships, major events, community collaboration, and Park programming.
- We will **expand stakeholder collaboration**, bringing insight from community leaders to improve the rigor and outcomes of Park and community planning.
- We will continue to provide opportunities to enjoy the Park today with **enhanced Park programming** in 2019 and 2020.

The Conservancy looks forward to continued community engagement as part of its civic mission and is committed to sharing community engagement progress with the LGC and residents of Dallas through periodic updates to this report.

Introduction

CONSERVANCY GOALS

The Equity and Inclusion report showcases how the Conservancy seeks to combat systemic inequities through investment in Harold Simmons Park, an inclusive gathering space at the heart of the city. Our vision for equity extends beyond the boundaries of the Park, and will include policies and investments in adjacent neighborhoods. Transformative investment in the Park will create citywide recreational, social, cultural, and economic benefits. The communities neighboring the Park will experience the most significant changes. Therefore, the Conservancy is working in close partnership with neighboring communities and all residents of Dallas to advance a vision for community development in which current residents and historically-marginalized communities can participate equitably in the Park’s benefits.

Broad community engagement is essential to the success of Harold Simmons Park. The Conservancy launched community engagement in December 2017, and is committed to ongoing engagement and dialogue throughout Park planning, design, construction, and operations. In May 2018, the Conservancy established the Community Engagement and Inclusive Development (CEID) Committee¹ to steward the public interest in Harold Simmons Park. Representing a cross-section of Dallas and a range of professional expertise, the CEID focuses on inclusive community development around the Park and a consistent commitment to equity in all aspects of Park planning and implementation. The CEID advises the Conservancy’s community engagement and community development activities, focused on reflecting the public interest.

1. *The CEID Committee is chaired by Darren James. Members include Cris Jordan, Ken Reese, Angela Faz, Marguerite Hoffman, James Armstrong, and Roy Lopez.*

CONTEXT

Our engagement approach builds on decades of community planning in the neighborhoods surrounding the Park. Since 1999, over 100 plans, reports, and policy documents were written for neighborhoods near Harold Simmons Park. These plans reflect thousands of hours of community input that have documented evolving resident priorities for each of the neighborhoods along the Park, as well as for topics from housing to culture that affect the city as a whole.

Two decades of planning demonstrate consistent priorities for some communities neighboring Harold Simmons Park, but not in Oak Cliff.

- West Dallas: Desires to preserve and enhance existing single family neighborhoods with aging homes rehabilitated. Describes new housing that is mixed-income, with new high-quality, high density development that contributes to the creation of new living-wage jobs and access to new services and amenities.
- Oak Cliff: None of the plans identify clear community priorities for Oak Cliff. However news coverage of public meetings related to the Oak Cliff Gateway rezoning case in 2015, indicates that residents want a walkable, transit-rich community with easy access to downtown. New development should be dense, mixed-income, and include a broad mix of housing types.
- The Bottom: Desires to preserve and enhance existing single family homes with aging homes rehabilitated. Seeks mixed

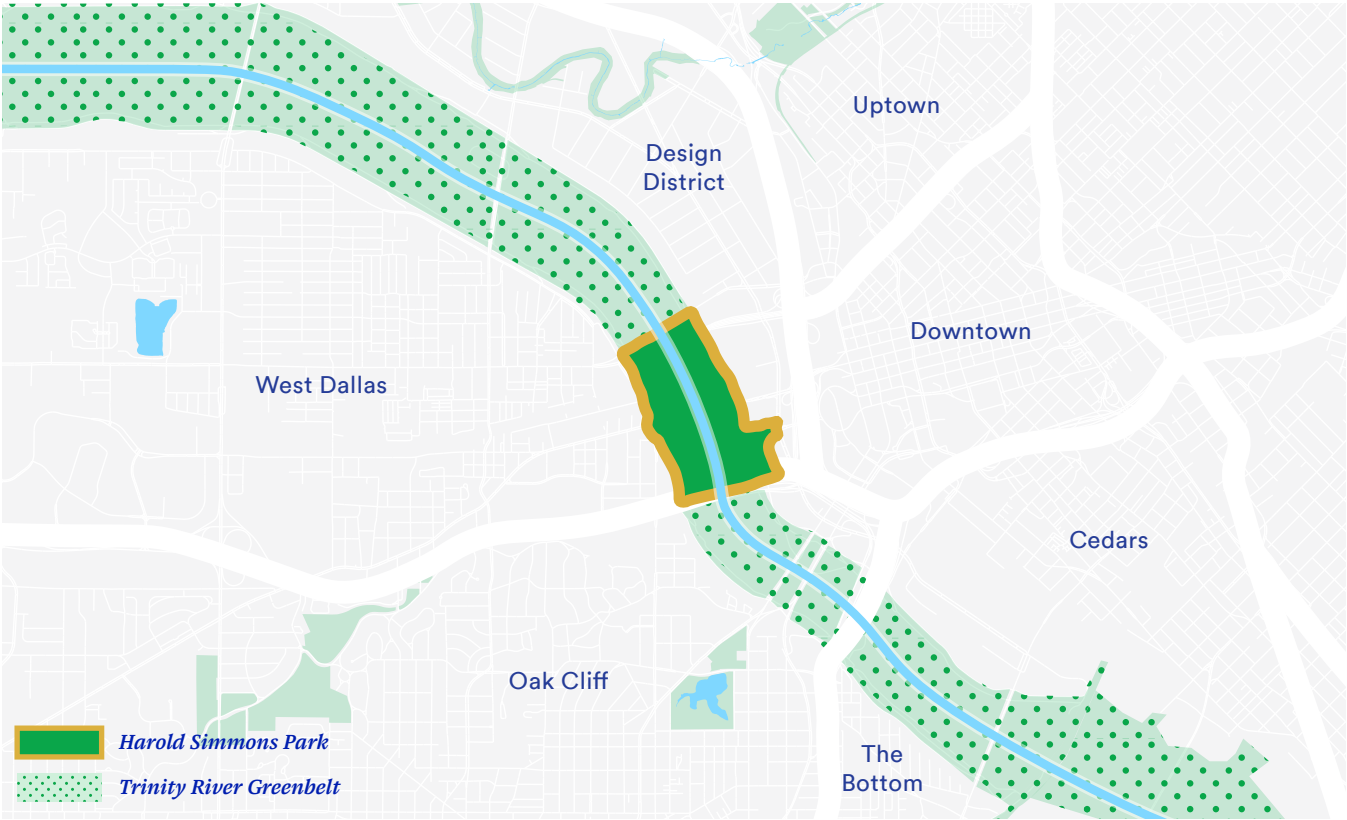
income, mixed-use redevelopment that builds on existing community assets.

- Greater Downtown: Including neighborhoods such as Uptown, Cedars, and the Design District, is enhancing the urban core with investments in parks, transit and a broad range of housing options. They seek to improve connections between the central business district and other neighborhoods in the urban core.

Implementation of community priorities in West Dallas and the Bottom lags behind Greater Downtown and Oak Cliff. In West Dallas, the City and private developers have invested in new high-quality housing and infrastructure improvements. Limited funding has been made available for rehabilitating existing single-family homes, expanding transit access, and providing living wage jobs. In The Bottom, no major investments have been made in infrastructure or in new or rehabilitated housing.

Differences in outcomes from community planning reflects deeper inequalities in Dallas.

Over the past 14 months, the Conservancy met and developed relationships with individuals, organizations, associations, and a variety of community stakeholders to listen and learn about their experiences with the Trinity River. These engagements reinforced how, for generations, the Trinity River has divided our city by race and economic opportunity. Despite Dallas’ progress addressing explicit discrimination, racial inequities continue to be deep, pervasive, and persistent.



Harold Simmons Park in Context

METHODOLOGY

Our engagement approach is grounded in local and national best practices, including:

- The **GARE Racial Equity Toolkit** to reduce racial inequities through community planning.² The Toolkit provides an essential first step “to integrate explicit consideration of racial equity in decisions.” Composed of questions related to a project’s desired results and outcomes the Toolkit evaluates processes and principles, then deconstructs them to understand what’s not working.³ This enables the Conservancy and its community partners to support what is working so thought processes and decision-making can shift, allowing people and environments the ability to heal and transform through equitable practices. We look forward to continuing this

critical dialogue in ongoing engagement efforts and to reporting findings from this discussion in the coming months.

- The Collaborative for Neighborhood Transformation **Asset-Based Community Development (ABCD) Toolkit**, which “builds on the assets that are already found in the community and mobilizes individuals, associations, and institutions to come together to build on their assets.” Understanding and attempting to dismantle the power dynamics in traditional development, the Conservancy prioritizes stakeholder perspectives to inform Park design and community development.

2. “When racial equity is not explicitly brought into operations and decision-making, racial inequities are likely to be perpetuated. Racial equity tools provide a structure for institutionalizing the consideration of racial equity.

For example, West Dallas currently has community assets “where active participation and empowerment (and the prevention of disempowerment) are the basis of practice.”⁴ The unique qualities of the neighborhood, skills of its residents, and strength of its history and institutions are assets not only to Harold Simmons Park but to the entire city. Through ongoing engagement with these individuals, associations, and institutions, we seek to enhance connections and social capital to improve neighborhood, Park, and city outcomes.⁵

Informed by these best practices, the Conservancy’s approach to community engagement is grounded in five related objectives:

- Acknowledging the **historical context** of the Trinity River and the adjacent communities.
- Understanding **community experiences in nature** and the associated barriers to nature, both physical and emotional.
- Creating an **authentic, shared vision** for Harold Simmons Park and related community development.
- **Building public trust** and generating interest through strategic initiatives that inform the Park’s design and programming.
- **Leveraging community expertise** to develop partnerships that are representative of the goals and needs of communities in the Park’s immediate proximity and beyond.

The Conservancy employs a tailored approach to community engagement based on unique neighborhood conditions:

- We invite and engage residents from **throughout the city** to shape the vision for Harold Simmons Park.
- We partner closely with **neighborhood organizations** that bring strong implementation capacity, notably Downtown Dallas, Inc. and West Dallas 1, to align community planning and engagement in their neighborhoods.

- We prioritize, **on the ground engagement** in neighborhoods adjacent to the Park that are historically underrepresented in park and neighborhood planning, with a focus in West Dallas.

“Racial equity means that race can’t be used to predict success, and we have successful systems and structure that work for all.”

-- GARE Racial Equity Toolkit

3. The Toolkit asks the following questions: What is the project under consideration and what are the desired outcomes? What’s the data and what does it tell us? How have communities been engaged and are there opportunities for additional engagement? Who will benefit or be burdened by the project and what strategies are used to advance equity and mitigate unintended consequences? What is the implementation plan? How will the results be shared to ensure accountability and evaluate results?

4. This portion of the ABCD strategy is directed towards sustainable, economic development that is community-driven.

5. Each community has a unique set of skills and capacities to channel for community development. ABCD categorizes asset inventories into five groups: individuals, associations, institutions, physical assets and connections. By treating relationships as assets, ABCD is a practical application of the concept of social capital.

Community Engagement Activities

The Conservancy amplifies community voices and builds capacity for partnered implementation through four engagement strategies:

- **Cultivating relationships** with Park stakeholders, especially neighborhoods surrounding the Park.
- **Major events** to elevate, inform, and solicit citywide input on Harold Simmons Park.
- **Collaboration** with Park stakeholders to leverage community expertise for Park planning and support complementary community efforts.
- **Park programming** to build stewardship and enjoyment of the Park today.

Our community engagement activities are supported by Conservancy marketing and communications initiatives. We extend beyond using our organizational presence and traditional media to include personalized stakeholder engagement, digital influence, and publicity partnerships.

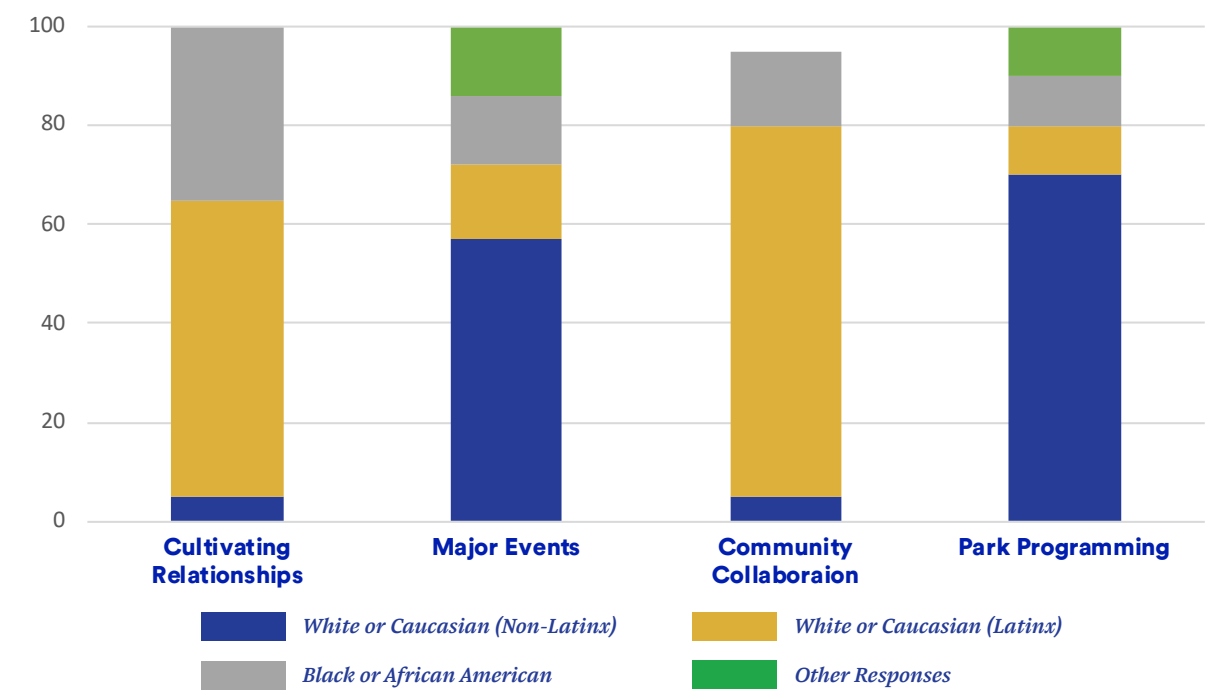
Our engagement approach allows for equitable and diverse opportunities for input.

The Conservancy understands that gaining authentic involvement from historically marginalized communities has been challenging. Despite sending more than 272,000 public workshop invitations to residents in 10 zip codes⁶ surrounding the Trinity River, only 276 people attended the public workshop series. Although attendees geographically represented areas surrounding the Park, the majority self-identified as White, Non-Hispanic. Less than 10% identified as Latinx of any race.

The Conservancy’s targeted, on-the-ground neighborhood outreach works toward engagement that equitably represents Dallas’ population and the communities surrounding the Park. Through partnerships with non-profit organizations and presentations at neighborhood events, the Conservancy was able to reach Latinx and African American populations that were not represented at the formalized workshop series, yet are representative of the neighborhoods in proximity to the Park.

6. 75208, 75211, 75203, 75235, 75212, 75207, 75202, 75201, 75215, 75219

Community Engagement Racial Demographics



CULTIVATING RELATIONSHIPS

Community relationships are the foundation of the Conservancy’s engagement strategy. Relationship-building was the first engagement activity launched by the Conservancy and continued consistently throughout 2018. Cultivating relationships builds community trust and allows for thoughtful listening and learning between communities and the Conservancy.

Stakeholder Meetings: Individual and small group meetings created space for feedback and listening. With a full-time staff person devoted to engagement, the Conservancy was able to meet 1,300 residents, non-profit leaders, activists, and other key stakeholders within the West Dallas, Oak Cliff, Greater Downtown, and Southern Dallas neighborhoods. These in-person conversations cultivated trust, transparency and

an understanding that community concerns are prioritized. Neighborhood leaders and stakeholders provided the Conservancy with valuable insights, introductions to other key stakeholders, and invitations to share information with larger audiences.

Group Presentations: As a byproduct of the stakeholder meetings, the Conservancy was invited to share our engagement strategy and Park updates through more than 70 group presentations to neighborhood associations, social clubs, and coalitions. This enabled the Conservancy to reach new and broader audiences, increasing the number and diversity of perspectives that inform Park planning.

Site Tours: The Conservancy hosted tours of the Trinity River, Harold Simmons Park, and

Community Engagement Activities Summary

Type of Engagement	Description	# Engaged	# Events
Cultivating Relationships	Through stakeholder meetings, group presentations, and site tours of the Park area.	1,300	187
Citywide Events	Events promoted to the entire city of Dallas including After Hours, public workshops, and a First Look of the Park design.	1,100	21
Collaborative Initiatives	Opportunities for co-creation and collaboration with community leaders and support of neighborhood initiatives like the Bataan Center press conference.	55	3
Park Programming	Volunteer opportunities and interim programming	395	25
Total		2850	236

surrounding neighborhoods to share information and learn about stakeholder interests. Leaders from chambers of commerce, non-profits, religious institutions, and neighborhood associations gathered and shared their hopes and concerns for the Park and its surrounding neighborhoods.

MAJOR EVENTS

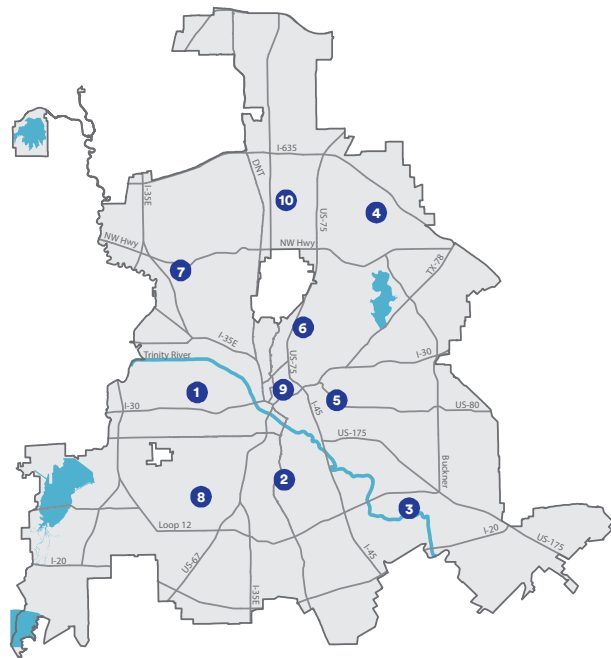
Major public events engage a citywide audience, allowing residents across Dallas to provide their perspectives and visions for the Park.

After Hours: This 2018 monthly event series informed the general public on topics directly related to the development of Harold Simmons Park. It included presentations from local environmentalists, ecological experts, and local and national experts in equitable park development, as well as an opportunity for residents to meet the Conservancy Board of Directors. The best-attended

events were: Gia Biagi (Studio Gang architects) on the equitable development vision for the Memphis Riverfront; Tim Dekker (LimnoTech hydrologists) on River science as the basis for the restoration of the Trinity; and a local panel on the intersectionality of race and opportunity within public spaces, featuring Jerry Hawkins of Dallas Truth, Racial Healing & Transformation, Lizzie MacWillie of buildingcommunity WORKSHOP, and Isaac Cohen of Studio Outside.

7. Workshops locations: West Dallas Multipurpose Center, Cedar Crest Golf Course, Trinity River Audubon Center, Lake Highlands High School, South Dallas Cultural Center, Solar Preparatory School for Girls, Bachman Recreation Center, Jimmie Tyler Brashear Elementary School, J. Erik Jonsson Central Library, and George Bannerman Dealey Montessori Vanguard and International Academy.

8. A full copy of buildingcommunityWORKSHOP’s report is available upon request.



Workshop Locations

Public Workshops: The Conservancy hosted ten public workshops across the city, from Cedar Crest to North Dallas.⁷ Together, these workshops engaged 276 individuals in order to (1) learn about the relationship Dallas residents have with the outdoors, specifically the Trinity River, and (2) envision a Park that supports the unique desires of its users.⁸

In collaboration with buildingcommunity WORKSHOP ([bc]), we presented five interactive activities at the workshops:

- **Accessing the Trinity:** A 22-foot map showcasing Harold Simmons Park and the surrounding Trinity Corridor allowed attendees to identify where and how they currently access the area, as well as opportunities to increase ease of access.

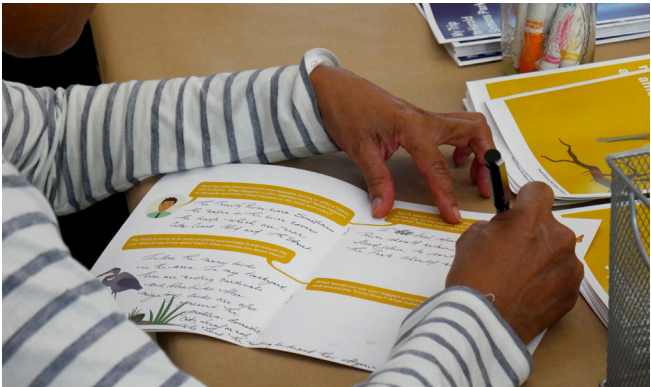


Accessing the Trinity Workshop Activity



Share your Story Workshop Activity

- **My Priorities:** This self-guided activity gathered individual perspective in Mad Lib-styled booklets describing a perfect day in the Park, the Park’s impact, and local ecology.
- **Share Your Stories:** One-on-one recorded interviews provided the opportunity for attendees to share their personal experiences in nature and aspirations for the Park.
- **Trinity Talk Cards:** In an effort to spark conversation around the Park’s impact, we created a word association activity on opportunities for the Park to support local and citywide initiatives, improve quality of life, and revitalize neighborhoods.
- **Meet the Conservancy:** This activity enabled participants to converse directly with Conservancy staff, Board members, and the design team.



My Priorities Workshop Activity



Meet the Conservancy Workshop Activity

Surveys: To supplement the public workshops, the Conservancy and [bc] created a bilingual survey, available in digital and analog form. This survey was accessible from September 13 - December 31, 2018, and attracted 425 unique individuals. The data collected from the survey aligned with the findings from the workshops. Of note was a continued emphasis on a public space that offers a range of uses, simplified access, and a safe experience for all visitors.

First Look: In December 2018, the Conservancy hosted a “First Look” event to share the Park design process with the public. Attendees were greeted by a 64-foot cross-section illustrating possible design elements for Harold Simmons Park. The event included presentations and discussion with Conservancy staff and the Park design team. The team described an initial Park design grounded



First Look



First Look

in community priorities and River ecology. This approach combines ecological restoration within the floodway with urban park overlooks outside the levees that embrace and engage the city; 93% of attendees responded positively, while the remaining 7% were undecided.

COMMUNITY COLLABORATION

The Conservancy recently launched deeper collaboration with community leaders to leverage local knowledge and support complementary, community-led initiatives.

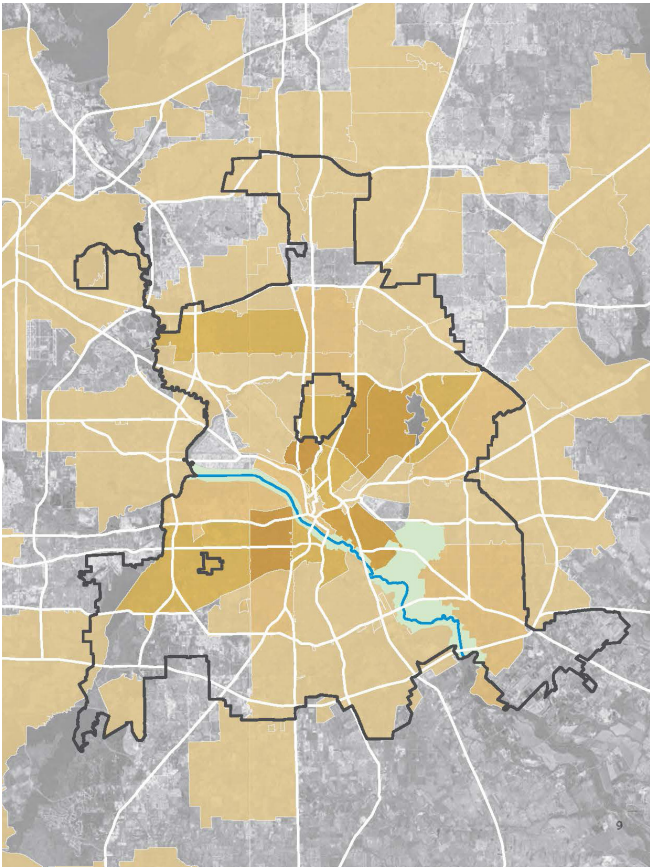
Civic Dinners: The Conservancy partnered with West Dallas residents to host a dinner conversation on community development and urban connectivity surrounding Harold Simmons Park. Participants described their current use of the floodway and



Neighborhood Social



Press Conference at Bataan Center



Survey Responses by Zip Code

childhood memories of the River. They defined their hopes for Park development: places to gather with friends and family, to explore nature, and to recreate safely. Their insight on Park access, perceptions of access, pedestrian safety, and vehicular congestion provided essential guidance to the Conservancy's Urban Design and Mobility Plan. With gratitude for the depth and quality of these stakeholders' insights, we look forward to hosting similar events over the coming year to guide other aspects of Park and community development.

Trinity Neighborhoods Social: While touring the Trinity River and Park area on a series of bus tours, the Conservancy observed a need to build stronger relationships between the neighborhoods along the Trinity River. In February 2019, we hosted a Trinity Neighborhoods Social for residents of

communities along both sides of the River to meet one another. The Conservancy hosted neighbors from La Bajada, East Kessler, the Cedars, Greenleaf Village, Downtown, Gilbert Emory, the Bottom, and Westmoreland Heights. Attendees met other residents and discussed initiatives and future goals for their communities.

Neighborhood Initiative Support: In addition to gathering input from communities, the Conservancy is actively pursuing opportunities to amplify and/or support community-led initiatives. In February, 2019 we provided encouragement and peer support as the West Dallas community rallied to reclaim ownership of the Bataan Center. We look forward to future collaborations on locally-led initiatives that advance a shared vision for vibrant and empowered communities surrounding the Park.



Corporate Day of Service



Youth Trash Pickup

PARK PROGRAMMING

Through programming and volunteer opportunities in the Trinity area, the Conservancy is building a corps of stewards and visitors to enjoy the Park today and support its long-term success.

Volunteer Opportunities: Volunteers support the Conservancy's mission of transforming the Trinity River to become the heart of Dallas through hands-on service projects. In April 2018, 185 volunteers joined our annual Corporate Day of Service. In partnership with the City of Dallas, participants planted 2,000 native grasses and 200 bulrush and aquatic sedges; installed 15 "no-mow" signs; and collected trash on land and by canoe to help promote a thriving ecosystem in the Pavaho Pre-Treatment Pond and mitigate flooding in the Los



Seasons at Simmons Canoe Trip



Seasons at Simmons Bike Ride

Altos community. Although the event targeted corporate volunteers, residents from Los Altos joined and provided neighborhood stewardship of the Park. In February 2019, more than 30 volunteers collected 300 pounds of trash starting from Trinity Overlook Park.

Seasons at Simmons: The Conservancy hosted a summer event series in 2018. Designed to encourage Dallas citizens to get out and enjoy the Trinity River and Park area, the inaugural season of programming ran from June to August of 2018, offering 22 free, family-friendly events. More than 160 participants enjoyed hiking, biking and canoeing adventures. The Conservancy wants to encourage Dallas residents to enjoy and learn more about the Trinity River through this program series.

Event Marketing & Communications Jan 2018 - Feb 2019	Total Messages Sent	Facebook Posts	Instagram Posts	Twitter Posts	LinkedIn Posts	YouTube Uploads	Total Social Media Reach	Facebook Reach	Instagram Reach	Twitter Impressions	LinkedIn impressions	Total Social Media Engagement	Facebook Engagements	Instagram Engagements	Twitter Engagements	LinkedIn Engagements
Total	509						268,270					21,913				
Summer at Simmons	177	82	47	47	1	0	54,616	23,836	15,973	14,654	153	2,247	846	1,250	141	10
HSP Workshops	161	67	41	52	1	0	47,920	12,064	13,395	22,350	111	3,232	1,524	1,487	215	6
Online HSP Survey	17	5	4	8	0	0	28,430	7,105	5,898	15,427	0	1,869	651	377	841	0
First Look	66	25	15	20	3	3	89,193	49,103	5,417	34,380	293	12,292	9,889	495	1,893	15
After Hours: The Memphis Riverfront Concept	22	10	3	7	2	0	4,974	694	2,349	1,653	278	848	203	615	23	7
After Hours: Dallas Trinity River: Past and Present Hydrology of an Urban Waterway	20	9	3	7	0	1	6,212	1,575	1,567	3,070	0	311	165	114	32	0
After Hours: Designing for Equity in Parks & Public Spaces	10	3	2	5	0	0	17,871	16,524	603	744	0	433	395	32	6	0
After Hours: The Trinity: The Intersectionality of Race, Opportunity, and Public Spaces	31	20	4	5	1	1	16,810	9,176	2,210	5,355	69	590	308	205	74	3
After Hours: Harold Simmons Park	5	2	1	2	0	0	2,244	1,325	317	602	0	91	57	26	8	0

MARKETING & COMMUNICATIONS

Our Community Engagement activities are supported by marketing and communications initiatives. In order to reach Park stakeholders and the community at large, the Conservancy is committed to a four-pronged marketing and communications strategy:

- **Stakeholder Outreach:** In order to reach Conservancy stakeholders with whom a relationship has been established, staff tailor personalized communication to share upcoming organizational happenings.
- **Conservancy Communications:** Utilizing the Conservancy brand through digital communication, we provide updates through newsletters and emails to more than 4,400

unique subscribers. Our social platforms target more than 4,800 individuals on Facebook, Instagram, Twitter, and LinkedIn.

- **Publicity Partnerships:** We established publicity partnerships to broaden our public reach. These connections allow the Conservancy to collaborate with other groups and organizations to promote our efforts. This occurs primarily through speaking opportunities; digital and paper fliers; and digital announcements via newsletters and social communities. In the March 2019 Community Development Forum, West Dallas 1, a coalition of residents and neighborhood associations, committed to provide support. The organization distributed fliers, emailed its

membership, and shared the event through social media. The most impactful aspect of this collaboration was their participation in the event's panel. It's our hope that this partnership increases awareness and attendance from West Dallas communities.

- **Traditional and Digital Media:** Traditional media distribution channels are used, including: press releases, event publication to online social calendars, and local print and broadcast media. We also target communities surrounding the Park with direct mail, including 272,000 individual mailings to promote our fall community workshops.

Key Community Priorities

Recent community engagement activities reveal several key priorities for Harold Simmons Park:

- **Design that supports a range of uses** (“park duality”), connecting people to natural landscapes with local flora, fauna, and wildlife; while also offering amenities of an urban park.
- A **safe experience** for all Park users in order to support the community’s enjoyment of the entire Park landscape.
- **Connectivity** within the Park and to surrounding neighborhoods that overcomes access barriers to the Park and unites our city.
- **Equitable community development** supporting existing neighborhoods and residents.

PARK DUALITY

Dallas residents desire a Park that can be a canvas for a range of activities, both places to gather together as a city and places to retreat into nature. Stakeholders envision a public space

that offers the serenity and natural flora and fauna of a nature preserve as well as the recreational amenities and programming of an urban park. The Conservancy and its design team seek to deliver on this vision with highly-programmed “Overlooks” outside the levees that offer playgrounds, performance spaces, food, and bathrooms, as well as a re-imagined riverine ecology inside the Trinity River Floodway.

Despite divergent priorities for Park design, community members shared common ideas for how they would use the Park. Participants at all ten workshops focused on spending time with loved ones; enjoying the outdoors; and walking, cycling, and running along trails. Neighborhood stakeholders identified additional local priorities: exhibits by local artists, dog parks specifically in Downtown and the Cedars, farmer’s markets offering fresh produce, and locations for family picnics and cultural celebrations in West Dallas.

Workshop Results: Desired Amenities

Nature Features	Active Recreation	Water Features	Support Facilities	Commerce	Play	Sports	Art / Culture
Community Garden	Bike Washing Station	Fish Food Machines	Drinking Fountains	Coffee Stand	All-Inclusive Park	Alpine Slide	Art Installations
Urban Lakes	Bike Paths / Trails	Water Park	Emergency Phones	Convenience Store	Dog Park	Basketball Court	Bandshell
Koi Pond	Dirt Bike Park	Beach	Grill Tables	Food Trucks	Jungle Gym	Climbing Wall	Sculptures
Garden	Gravel Roads	Boat Ramps	Lighting	Healthy Food	Playground	Skate Park	
Green Space	Green / Natural Trails	Gondola	Misters	Ice Cream Courts	Sandbox	Soccer Field	
Pond	Hiking Trails	Kayak Rental	Nursing Areas	Restaurants	Skate Park	Tennis Court	
Trees	Horse Trails	Pedal Boats	Paths / Sidewalks	Shops	Splash Park		
Natural Landscapes	Riding Trails	Pier by River	Shade / Canopies	Picnic Shelter	Swings		
Riparian Environment	Running Trails	Waterfall	Bathrooms				
	Walking Path		Benches / Seating				
			Kiosks				
			Parking				
			Picnic Area				
			Tables				
			Trash Cans / Recycling				
			Wayfinding Signage				

Urban Park

Both

Natural Park

Workshop Results: Desired Activities

Enjoy Nature	Water Features	Active Recreation	Art / Culture	Sports	Play	Passive Recreation
Cloud Watching	Canoeing	Pilates	Busking	Baseball	Family Gathering	Reading
Water	Kayaking	Walking Dog	Festivals	Bocce Ball	Flying Kites	Laying on a Blanket
Animals	Swimming	Yoga	Free Concerts	Football	Picnics	Napping
Birding	Tubing	Biking	Outdoor Movies	Frisbee		
Guided Hikes	Fishing	Dirt Bikes	Drawing	Cricket		
Nature Education		Hiking	Painting	Disc Golf		
Plants		Horseback Riding	Photography	Soccer		
		Mountain Biking	Videography	Tennis		
		Running				
		Walking				
		Workout				

Urban Park

Both

Natural Park

“I want a park that’s clean, comfortable green space with easy access, clean restrooms, pleasing landscaping, food trucks, and wide open spaces.”

-- Community Workshop Attendee

“I want a park with wide, well-maintained paths, but that allows you to explore nature in its, well, natural state.”

-- Community Workshop Attendee

PUBLIC SAFETY

Some workshop participants expressed concerns related to public safety. The Conservancy shares a vision for a safe Park where all feel welcome. Lighting was the most common priority for the Park’s design; “well lit” areas were mentioned frequently in workshop activities. Stakeholders also envisioned security call boxes and well-maintained facilities as part of a public space that looks and feels safe. Some participants mentioned park rangers or other security staff to prevent and/or mitigate criminal activity and to address challenges related to homelessness.

CONNECTIVITY

Ease of access is critical to overcoming the current physical and mental barriers to Park use. For many, the levees themselves are barriers

preventing access into the floodway; giving off the perception that they can’t be crossed and the area can’t be explored. For others who have previously traversed the levees, the new fences that now surround it act as a mental and physical barrier. Mitigating or removing these barriers can encourage use of the space.

Trails, pedestrian and vehicular connectivity were continually mentioned throughout the engagement process.

- Connecting existing, but disparate **trail systems** to improve access to the Park and support a regional trail network.
- Improving connections between the Park and **public transportation.**
- Using the Park to connect **between neighborhoods and across the River** to improve connectivity throughout central Dallas.

- **Reducing automobile congestion** and traffic in communities that neighbor the Park.
- Identifying areas for **public parking** to provide Park access and protect single family neighborhoods from automobile traffic.

Wayfinding and signage can support use of new and existing connections. Currently, the Park site lacks clear signage and wayfinding, limiting the understanding that the space is open and available for public use. Improved wayfinding and promotion

of Park activities can empower users to explore the Park.

EQUITABLE COMMUNITY DEVELOPMENT

Neighborhood residents expressed interest in equitable community investment and supporting established neighborhoods faced with residential and cultural displacement. Many homeowners in the Park area have already



Workshop Responses Informing Urban Design and Mobility Planning

experienced the negative impacts of gentrification, such as increased property taxes following new development and increased land values in West

“I’d like to see more signage in park spaces that provide value of natural resources and share information on the historical significance of the area.”

-- Community Workshop Attendee

Dallas. Many residents see benefits from the updates and changes attracting newcomers to their beloved neighborhoods; they oppose exclusionary planning and policies. Residents are concerned when their right to stay in their homes is ignored or curtailed due to increases in land value and property taxes. Homeownership is a source of pride, as many of the homes are

generational assets, but when financial constraints make necessary repairs or upgrades unattainable, it creates a cycle of disinvestment in existing housing. Residents also raised concerns about the erasure of cultural landmarks and the historical significance of their neighborhoods. As older generations pass and new development and higher living costs emerge, the past becomes a distant memory. Therefore, residents prioritized an approach for community development around the Park that celebrates current residents, cultural assets, and neighborhood history while mitigating displacement.

Improving quality of life for existing residents must extend beyond the Park boundaries. Many residents face daily economic, health, education, or social challenges, which are the focus of neighborhood advocacy. For example, many residents are focused on combating the environmental injustice West and Southern Dallas have experienced from industrial plants, slaughter houses and lead-infested soil. These challenges are often the legacy of discriminatory policies and disinvestment. For many residents, the Park is not a policy priority. Therefore, the Conservancy has committed to work with communities on opportunities to support quality of life through community development, planning and support for neighborhood initiatives.

Next Steps

The Conservancy is committed to ongoing community engagement throughout the visioning, development, and implementation of Harold Simmons Park. The Conservancy will continue to work towards an inclusive, welcoming gathering place, building upon the foundation of community awareness, engagement, and partnerships. We aspire for Harold Simmons Park to be a public space that unites communities and enriches people’s lives; this vision depends on continued partnership and engagement with Dallas residents. As we move forward with Park and community development, we will continue working with the community to surface concerns, elevate ideas, and disrupt entrenched patterns of exclusion and racial inequity.

The Conservancy will continue engagement activities through 2019, with expanded interaction and collaboration with Park users and stakeholders.

- We will **continue all community engagement strategies launched in 2018** throughout 2019: cultivating relationships, major events, community collaboration, and Park programming. This continuity of dialogue is essential to build trust with communities and that extends through the design and planning process.
- We will **expand stakeholder collaboration**, bringing insight from community leaders to improve the outcomes of Park design and community planning. In tandem with design and

Community Engagement Next Steps: March – December 2019

Type of Engagement	Description	# Engaged	# Events
Cultivating Relationships	Additional meetings, small and large presentations, and site tours will continue relationships with local stakeholders	1,300 - 1,800	Current Activities, 3-7 New Events
Citywide Events	A Community Development Forum and Designing Harold Simmons Park event will open the design and planning process to the public. Trinity Talks, will explore topics relevant to public space, including health, education, conservation, and equity	300 - 600	7-10
Collaborative Initiatives	Civic Dinners and Collaborations will bring community stakeholders together with national experts and Conservancy staff to develop actionable strategies around topics including education, equity, public health, and conservation	80 - 200	3-7
Park Programming	Continued volunteer opportunities and interim programming prior to Park opening	TBD	TBD
Total		1,680 - 2,600+	13 - 24+

planning, we will continue to seek opportunities to support neighborhood-led initiatives aligned with our organizational mission.

- We will continue to provide opportunities for residents to enjoy the Park today with **enhanced Park programming** in late 2019 and 2020.

Community relationships will remain the foundation of the Conservancy’s engagement strategy. After developing an initial understanding of the Park’s potential impact on neighboring communities, we will work with community members to develop measurable actions that can combat racial inequities and advance a vision for inclusive, new development. We will continue engaging groups large and small, deepening

existing relationships while also meeting new individuals.

The Conservancy will continue to host major public events, allowing residents across Dallas to provide their perspectives and aspirations for the Park. To reach broad audiences and spark conversation, we will host a series of public events in 2019, including:

- **All Out Trinity.** The Conservancy partnered with the City of Dallas to produce the recreational event on March 2, 2019. The day-long festival celebrated the Trinity River and attracted thousands of attendees to West Dallas to participate in runs, cycling, and yoga. In collaboration with the West Dallas Chamber

of Commerce and La Bajada Neighborhood Community Association, the Conservancy targeted local business and residents to participate in this city-wide event.

- **Community Development Forum** on March 21, 2019. The Conservancy shared initial recommendations to support equitable development and improved access and connectivity to Harold Simmons Park and its neighboring communities. We will refine these concepts and identify topics for further study through extended dialogue with attendees.
- A **Designing Harold Simmons Park** event on April 25, 2019, will showcase the process behind designing a park and reveal the most recent ideas for Harold Simmons Park. Dallas residents will continue to have an opportunity to influence the design through feedback at the event.
- **Quarterly Trinity Talks**, which will offer Dallas residents the opportunity to engage with local and national thought leaders on the topics of equity, education, conservation, and public health as they relate to public spaces.

The Conservancy will continue collaborating with community leaders.

- **Civic Dinners:** The Conservancy will host at least three dinners in partnership with community leaders. These events will enable a cross-section of Dallas to informally discuss key topics and themes related to Park planning, such as education, equity, public health, and conservation. Resident questions and priorities will inform subsequent Conservancy analysis and planning.

- **Community Collaboration Sessions:** The Conservancy will build upon the insight and input gathered at civic dinners in a series of at least three collaboration sessions. These sessions will be informed by the questions and discussion occurring in the Civic Dinners; ongoing community dialogue; detailed analysis emerging from the Park’s planning process and national expertise and best practices. These sessions will bring together 20-25 community stakeholders, local and national experts, and Conservancy staff and consultants to advance actionable strategies for the Park.

The Conservancy will continue offering interim Park programming in 2019 to enable Dallas residents to the enjoy the River now. We will continue all 2018 programs including our annual Corporate Day of Service and Seasons at Simmons. As we work to expand the available volunteer opportunities, the Conservancy is committed to creating neighborhood opportunities, specifically in West Dallas, through quarterly community cleanups in partnership with community groups and other local organizations.

The Conservancy looks forward to periodically sharing community engagement progress with the LGC and residents of Dallas. As we move forward continuing our engagement efforts, we will build upon current community awareness and partnerships, while also expanding community dialogue and engagement. In order to provide a transparent feedback loop that refines Park design, the Conservancy will provide the LGC with semi-annual updates on our community engagement activities and outcomes. These updates will be available to the general public via the Conservancy’s website and social channels.



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