

The vision for a new nonprofit parks support organization for San Francisco

April 14, 2011



Neighborhood Parks Council
Revitalizing Communities, Park by Park.



SAN FRANCISCO
PARKS TRUST

The need for a city-wide organization is evident.



A lack of adequate public funding and the corresponding decline in park maintenance highlights a need for an organization to *facilitate a collaboration between residents and the City to raise the visibility of parks and recreation as a vital public service.*



A strong, independent partner is needed to *engage the City in on-going planning and policy development* related to public lands.



A city-wide organization would be the brain trust for best practices, both nationally and internationally for parks and open space. Through research the new organization would offer solutions to challenges facing our park system.



Snapshot: San Francisco Parks Trust



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SFPT is dedicated to civic engagement and philanthropy to enhance and protect the parks, open spaces, and recreational activities that are vital to the health and well being of our City's residents.

Founded: 1971

How: Through a \$50,000 grant from developer and philanthropist, Walter Shorenstein, San Francisco Parks Trust, formerly Friends of Recreation & Parks, began as an all-volunteer organization dedicated to supporting San Francisco parks.

Programs: Park Partners, Community Greening, Award Programs and Park Guides.



Snapshot: Neighborhood Parks Council



NPC advocates for a superior, equitable and sustainable park and recreation system. NPC provides leadership and support to park users through community-driven stewardship, education, planning and research.

Founded: 1996

How: Founded by Isabel Wade, NPC's focus was on helping community members connect to their park leaders to create change in their parks and open space.

Programs: Stewardship & Park Groups, Advocacy, Fiscal Sponsorship, Research & Policy, Parkscan.org, Playground Initiative, Playfield Stewardship, Blue Greenway, Open Space 2100



What are the main roles of a City-wide parks organization?

San Francisco's parks, green open spaces are deserving of a world-class, independent non-profit organization that holds three primary roles:

Holding a vision for our parks and open space.

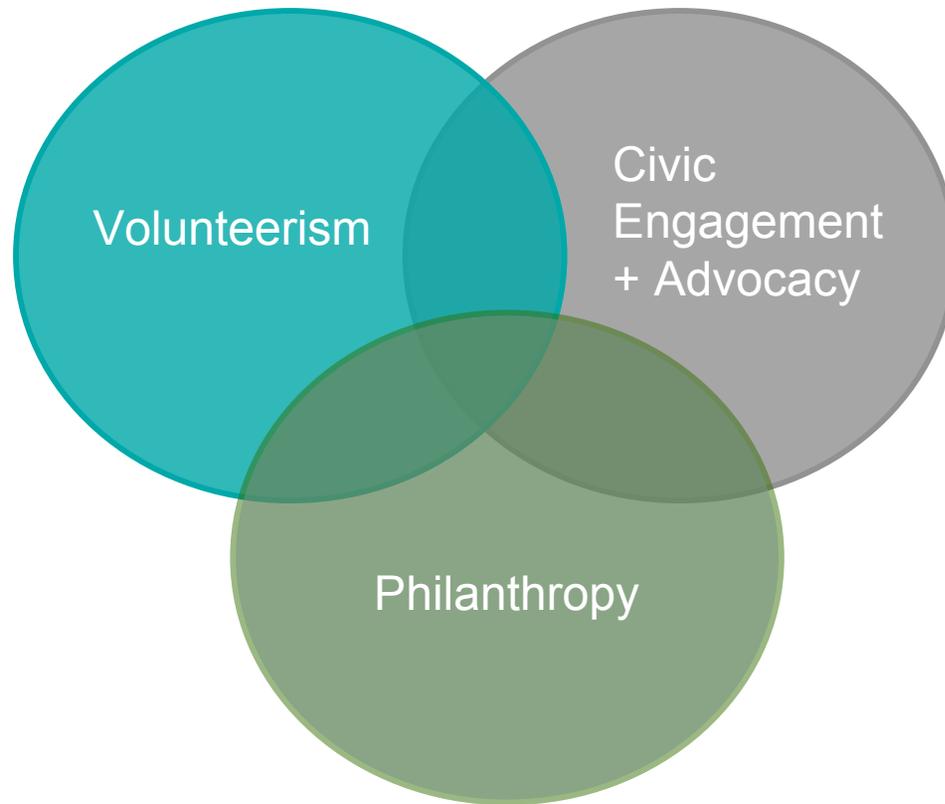
Aligning community needs and civic engagement with accountable City Government management.

Supporting park improvements through philanthropic investment.



The vision of a new organization

To more fully meet the City-wide needs of park and park users through the following:



This new organization can eliminate duplication of efforts and achieve economies of scale, working efficiently and with inspiration toward an enduring vision for SF Parkland for generations to come.



Goals of a new organization

Volunteerism

Promote the community building benefits of volunteerism + the economic benefits of parks in each neighborhood.

Civic Engagement + Advocacy

Lead advocacy efforts for parklands with a focus on promotion environmental and public health benefits of parks + recreation.

Work to ensure that RPD and other City Departments remain collaborative, transparent and accountable to the public.

Philanthropy

Maximize private resources for parklands by building strong relationships with foundations, corporations, individuals.

Link philanthropy to advocacy and ensure sustainable funders for our park system.



Core strategies - ADVOCACY

1. Work with all City agencies that manage land, including the Recreation & Park Department (RPD), Department of Public Works (DPW), Redevelopment Agency, Port Commission.
2. Develop a **Parks Policy Committee** to address the alignment of City policy, planning and operations, best practices, data analysis, and stakeholder input.

The committee will have broad representation with leaders of neighborhood park groups, districts, and activists.

The Committee will develop advocacy and policy directions, act as the link to other park advocates, park groups and general public. They will provide the organization grounded opinions on policy issues and advocacy priorities.



Core strategies - RESOURCE DEVELOPMENT.

1. Work with RPD and other City agencies to ensure that philanthropic goals align with community and parkland needs.
2. Bridge the gap between government funding and the growing capital and infrastructure needs of the park system by raising funds from private and public sources through:

Dues-paying members

Corporate donations and program underwriting

Earned income / fee-for-service programs, eg fiscal sponsorship

Foundations, both local and national



Next Steps and Feedback

NPC and SFPT request feedback from our community. The work we have done has been with you, park volunteers and leaders - and we hope you will share with us your hopes, concerns and questions as we work towards a unified park service organization.

More meetings like this will be scheduled as we continue our work.

Until then, submit feedback:

Via Email: Feedback@sfnpc.org

Via Mail: NPC

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Stay up-to-date by going to:

sfnpc.org/feedback - or -

sfpt.org/AboutUs/TheFutureofSFPTandNPC.aspx



Thank You.



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