



PARKS WITH PURPOSE

Summary of Findings from the
Task Force Prioritization Workshop
April 2019 FINAL

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INTRODUCTION

THANK YOU

We would like to thank the many partners that enabled the students to work with the Walnut Creek Wetland Community Project (WCWCP) task force.

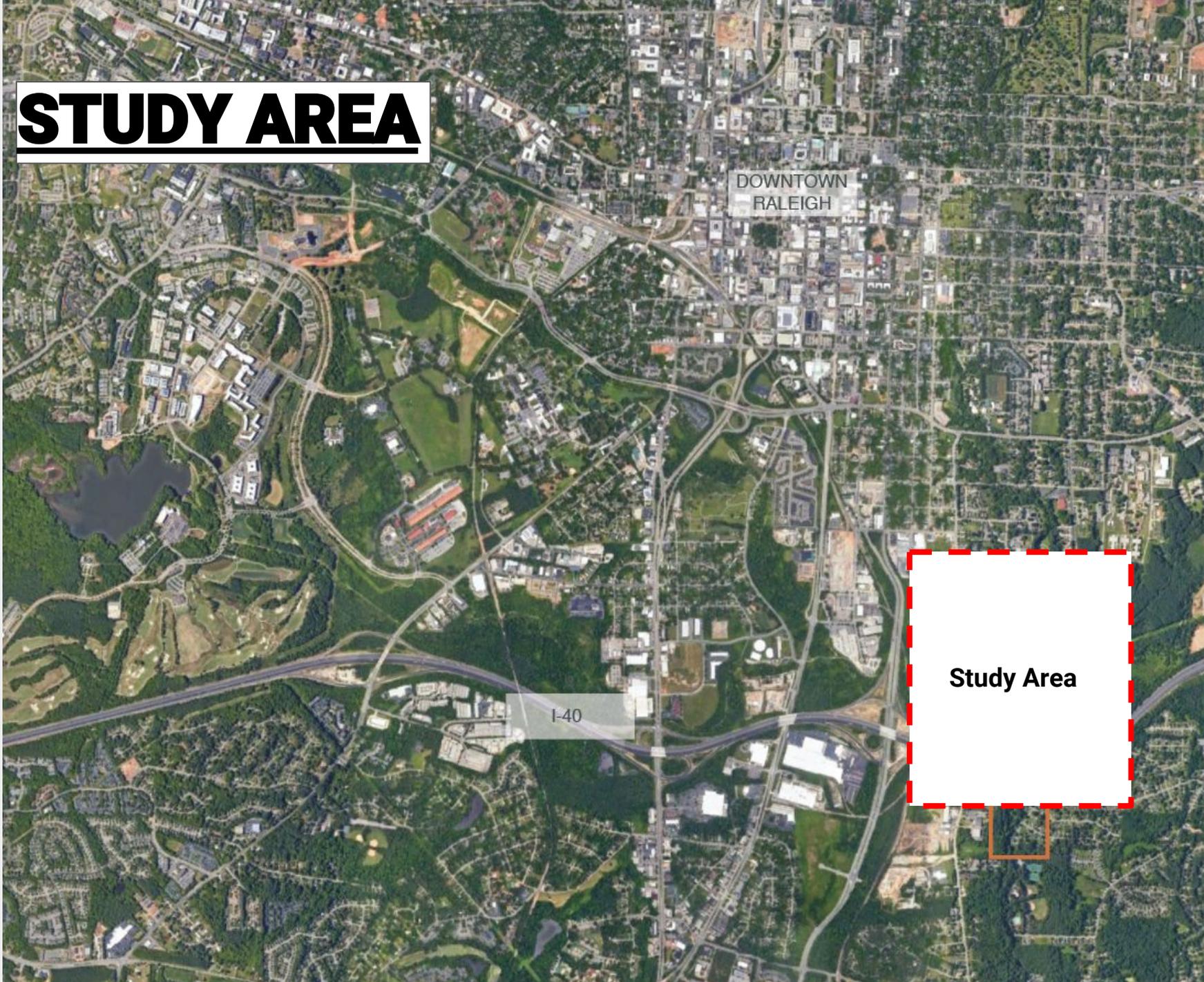
The WCWCP task force
Community residents

Stacia Turner, Urban Conservation Program Associate,
the Conservation Fund

Christy Perrin, WRRRI, NCSU
Louie Rivers, NCSU

Lora Greco, City of Raleigh
Stacie Hagwood, Director, WCWP
The Rev. Jemonde Taylor, St. Ambrose Episcopal Church

STUDY AREA

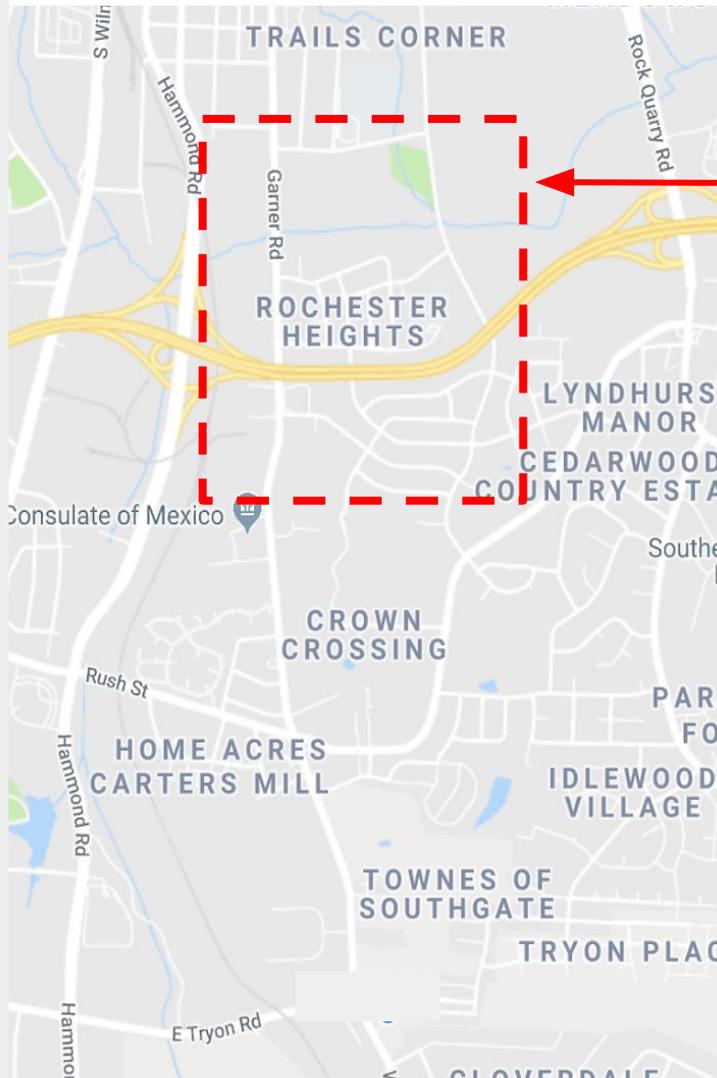


DOWNTOWN
RALEIGH

I-40

Study Area

STUDY AREA

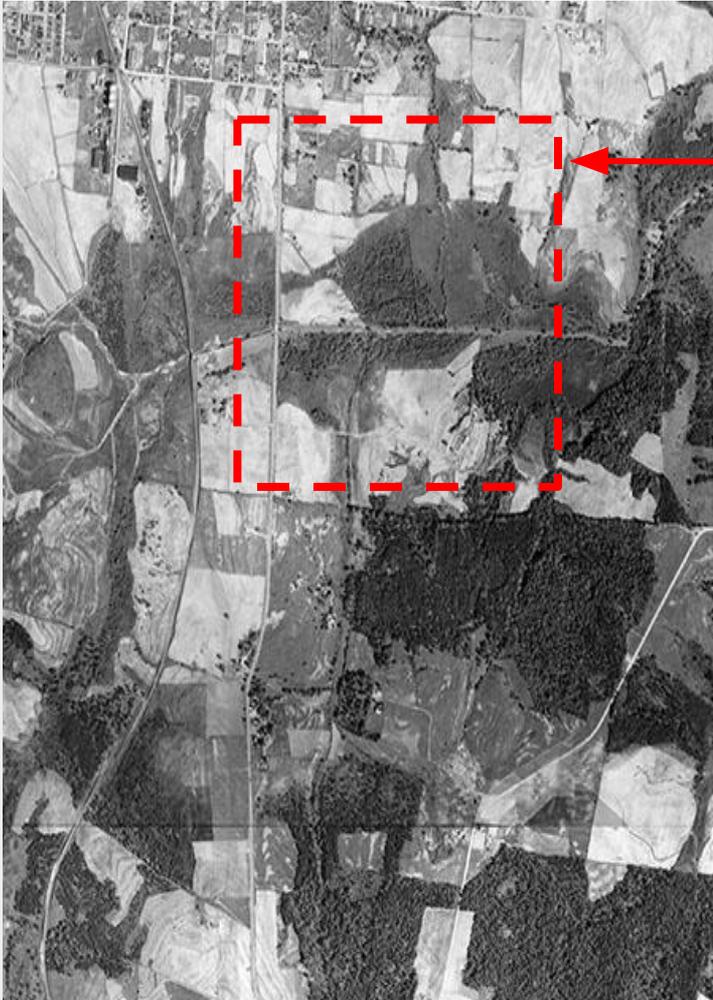


Study Area

Boundaries:

- North: Peterson Street
- East: State Street
- South: Newcombe Road
- West: Garner Road

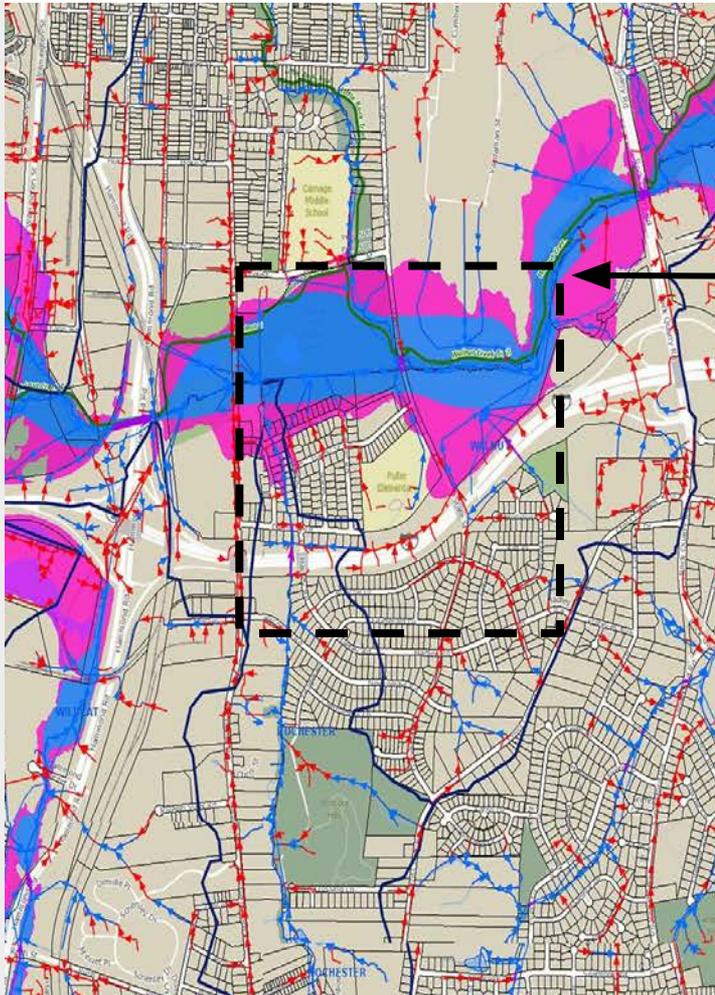
STUDY AREA



Study Area (Raleigh 1939)

- Historically African American and underserved community
- History of flooding
- Potential to leverage Wetland Center and coming investment in Wetland Park
- Previously rural land (First owned by Freedmen)
- Racialized topography (Race and elevation)
- Dr. Camp's analysis of urbanization and increased flood risk
- Future sites of Rochester Heights* and Biltmore Hills (First post-World War II suburban communities for African Americans)

STUDY AREA

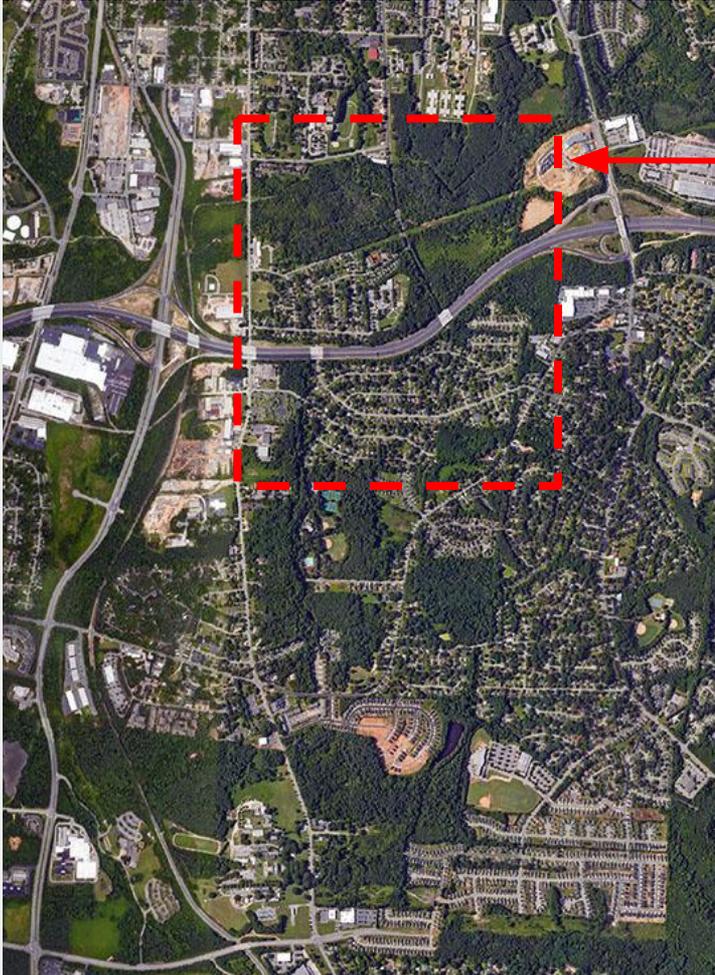


Study Area (Raleigh 2018)

- Study Area selected because:
- Historically African American and underserved community
- History of flooding
- Potential to leverage Wetland Center and coming investment in Wetland Park

- Proposal of Wetland Education Park (2000) and Wetland Education Center from PEJ
- FEMA buyouts of properties south of Wetland Park but no further action
- Community demand for more “connections” to the Wetland Park

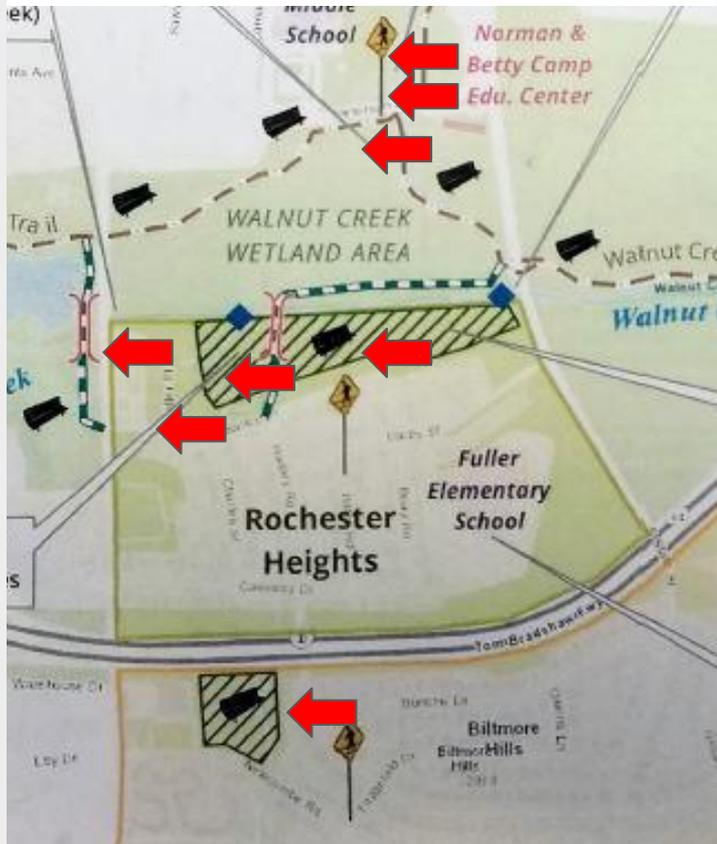
STUDY AREA



Study Area (Raleigh 2018)

- Historically African American and underserved community
- History of flooding
- Potential to leverage Wetland Center and coming investment in Wetland Park
- Hurricane Floyd (Lake Raleigh drained) flooded Rochester Heights. City of Raleigh fixed similar flooding problem in North Raleigh (wealthy and white) but wanted to assess Rochester Heights a fee to fix flooding there
- Birth of Episcopalians for Environmental Justice (later Partners for Environmental Justice)

STUDY AREA



Parks with Purpose Priority Sites

- 8 priority areas were selected from the overall priority projects map developed by the WCWCP task force (red arrows on this map).
- A design student was assigned to each site and charged with using the existing task force meeting notes to develop a site program and conceptual plan to assist in task force deliberations.

EXECUTIVE **SUMMARY**

Parks with Purpose

Parks with Purpose, a program sponsored by The Conservation Fund, works with communities to identify, protect and restore the very best land that creates safer places for children to play and families to gather. The program also supports projects that demonstrate how natural areas can filter, slow and clean floodwaters, grow healthy food and create green jobs.

Walnut Creek Wetland Community Project (WCWCP)

The WCWP Task Force is providing support and capacity building to local environmental non-profits and youth leaders committed to environmental science, stewardship, and advocacy. Organizations such as the Partnership for Environmental Justice and St. Ambrose Church have been active in the process. Historically African American, South East Raleigh still faces the economic and environmental challenges that are the legacy of racial inequities

EXECUTIVE **SUMMARY**

NCSU Landscape Description Studio

The studio worked with the WCWCP Task Force to visualize conceptual design alternatives and assist the task force in their determination of a priority location and project within the WCWCP study area. Part of the process included 8 visualizations were generated depicting a variety of places and programs derived from the ongoing WCWCP Task Force work. These visualizations were used by the seminar (below) to use in a Task Force workshop in March 2019.

NCSU Environmental Social Equity and Design Seminar

The seminar worked with the WCWCP Task Force to develop two events to engage community stakeholders in the deliberation process. The first was a “Family Fun Day” where people were invited to engage in participatory research efforts in an informal and entertaining setting. The second was a participatory workshop where people were invited to evaluate the 8 visualizations (above), re-examine their priorities, and brainstorm on other activities.

EXECUTIVE **SUMMARY**

FINDINGS

The “Family Fun Day” was moderately attended but did allow for the demonstration of community engagement techniques. The Participatory Workshop was well attended and produced the following findings:

1. Confirmation of project priorities-green infrastructure or racial equity emerged as the top priorities for the project.
2. Confirmation of project location-the most preferred site was south of Walnut Creek along Bailey Drive.
3. No visualization reflected BOTH key priorities-visualizations represented green infrastructure or racial equity, none were perceived to reflect both priorities.

Overall, there is evidence that the use of the visualizations did play a role in helping the WCWCP task force clarify their priorities and reach a consensus on the location of a priority project. The programming of the preferred site will require additional work to reflect the key priorities of the WCWCP task force. It is hoped that the findings can assist future work.

FAMILY FUN DAY

BACKGROUND

LIVE, LEARN AND THRIVE WITH WALNUT CREEK!

FAMILY FUN DAY

FREE FOOD, MUSIC, COMMUNITY-BUILDING AROUND PARKS

Saturday, Feb. 16
from 12-3 pm
St. Ambrose Episcopal Church
813 Darby Street

Hosted by:

*Music, Food & Activities!
Share & Learn About Local History!*

The Parks with Purpose Community Task Force seeks to create new and improved public outdoor spaces near Rochester Heights and Biltmore Hills that people can enjoy. Please come by and share your ideas-they matter!

go.ncsu.edu/walnutcreekwetlandpartners

INTENT

The mission of the Raleigh Parks with Purpose task force is to identify, protect, and restore land for a new park or greenspace that will provide a variety of benefits for the community. The task force must select a priority project to design.

“FAMILY FUN DAY” METHODS

There were four different activities employed at the February 16th “Family Fun Day”. The **Storytelling** Activity invited participants to share stories about the area, the creek, and their aspirations for a future open space. The **Mapping** Activity asked participants to identify issues and opportunities with stickers and notes on large aerial maps. The **Visual Preference** Activity engaged participants in a sorting exercise using images of places with qualities reflecting the task force priorities. Finally, the **Design Game** Activity asked participants to use images of people, activities, and park elements to compose scenes depicting their aspirations for future park space. “Family Fun Day” was held at St. Ambrose Episcopal Church and featured free food, music, games, and activities.

STORYTELLING

INTENT

The intent of the Storytelling activity was to document resident stories about their experiences with Walnut Creek, flooding, and other neighborhood reflections.

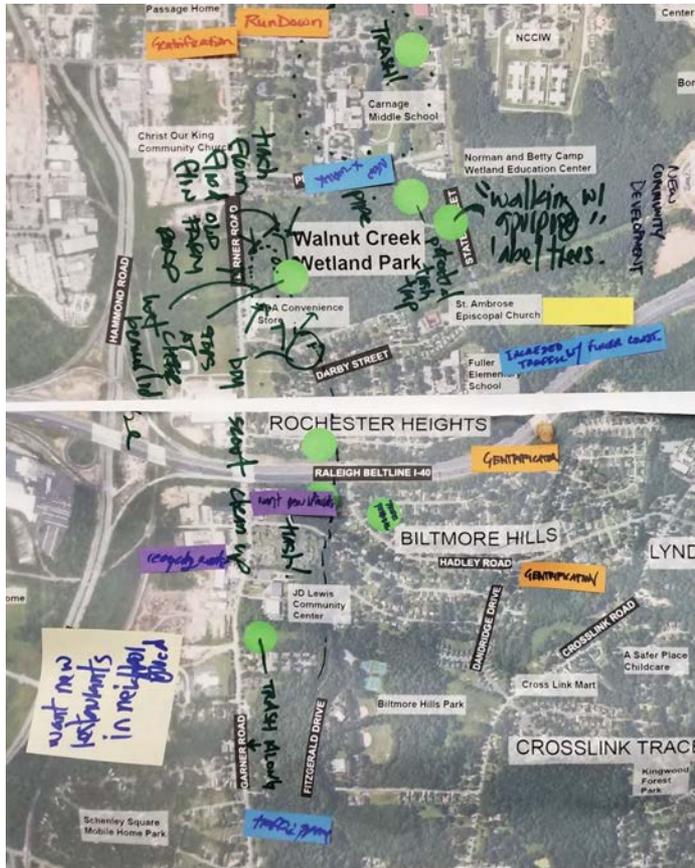
METHOD

Participants were invited by a student to share stories prompted by questions including, “What is a story you’d like to share about your experience with the creek?”, “What is a story you’d like to share about your experience with the flooding?”, and “What is a story you’d like to share about your experiences in the neighborhood?”. Participants were invited to speak and have their stories recorded on a digital audio device.

RESULTS

Unfortunately, no one chose to participate in this activity.

MAPPING



INTENT

The intent of the “Mapping” activity was to document participant perceptions of the study area. This activity had been done previously with the task force, but it was offered as an opportunity for non-task force members to share their observations.

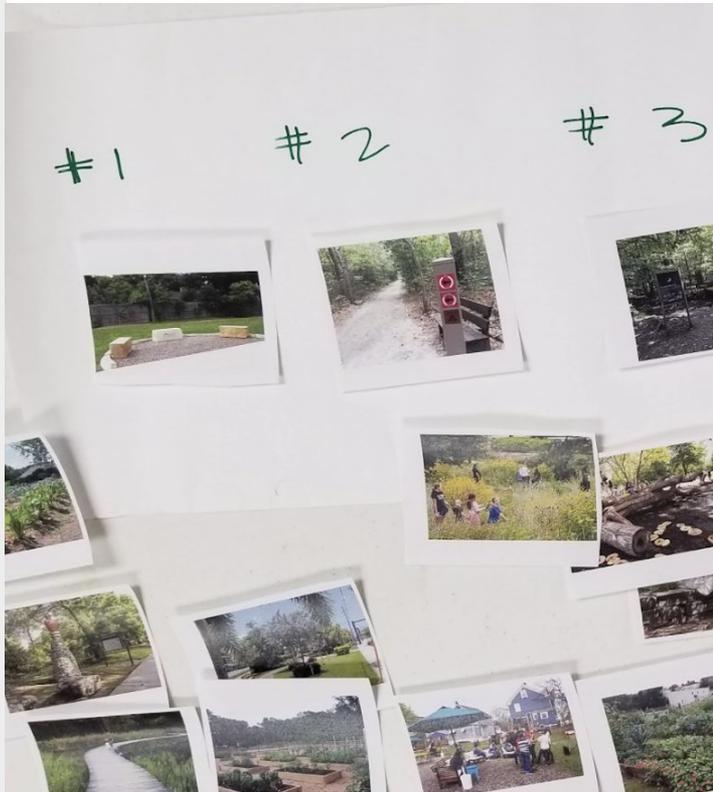
METHOD

Colored coded sticky notes, labels, and markers were used to mark a large aerial photograph of the area (circa 2018). The aerial was labeled with major street names, landmarks, and neighborhoods. Generally, the color red was used to mark “Issues and challenges”, and the color green was used to mark “Assets and opportunities”.

RESULTS

- Unmapped old farm road-an unmapped old farm road was identified near Garner Road. Participants suggested it may be serving as an unintentional dam, trapping trash and contributing to Walnut Creek pollution.
- Gentrification-participants mapped recent development around the community and expressed a concern about potentially being displaced.

VISUAL PREFERENCE



INTENT

The intent of the Visual Preference Activity was to engage participants in a sorting exercise to help prioritize their aesthetic and programmatic preferences.

METHOD

28 images of different green spaces were printed as 4x6 images. Participants were asked to select their top four (4) images in response to prompts including, “What place seems the safest?”, “What place is a place where you would like to walk?”, and “What place seems to be the best place to learn about nature?”. Once selected, a photo was taken of each sort. The selections were analyzed for patterns.

RESULTS (in progress)

- Safety-generally, preferences favored clear lines of sight and few obstructions to natural surveillance.
- Walking-no patterns were identified.
- Learning about nature-preferences favored immersion in/contact with natural features.

DESIGN GAME



INTENT

The intent of the Design Game activity was to engage participants to use images to communicate their visions of a future greenspace.

METHOD

Images of landscapes, people, seating, planting, and other elements were printed on transparencies. Participants were asked to use the images to create images representing their visions of possible green spaces.

RESULTS (in progress)

- Shelters and seating-all participants included seating and a shelter in their visions. These could be considered important programmatic elements.
- Meadow landscape-although they could have selected lawn, most participants chose meadow (grasses mixed with flowers, etc.) as their preferred ground plane.

PARTICIPATORY **WORKSHOP**

BACKGROUND

INTENT

The mission of the Raleigh Parks with Purpose task force is to identify, protect, and restore land for a new park or greenspace that will provide a variety of benefits for the community. The task force must select a priority project to design.

PARTICIPATORY WORKSHOP METHODS

There were three different activities employed at the March 18th Task Force Meeting. The **Decision Making** Activity allowed participants the opportunity to sort and rank already established group priorities. The **Shark Tank** Activity used high ranking priorities to evaluate student design proposals and the **StoryTelling** Activity provided an opportunity for participants to provide more context and background for their decisions throughout the evening.

The workshop was held at the Norman and Betty Camp Wetland Education Center in South East Raleigh, NC.

DECISION MAKING



INTENT

The intent of the “Decision Making” activity was to use sorting and ranking to help task force members narrow down previously identified priorities in order to assist them in evaluating design proposal options. The hope was that by engaging with the 22 existing priorities, synergies and preferences would emerge that would allow the focus of the group to narrow.

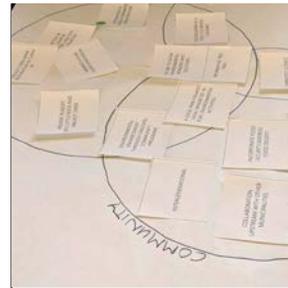
METHOD

Participants self-selected one of three identical tables where all 22 priorities were laid out on notecards. The notecards were placed within a large Venn Diagram with three circles - Environmental, Educational, and Community. Participants were invited to move the cards around, and self sort them into their own groups. Participants were then given a set of six colored dots to indicate their top priorities (green = top priority, pink = second priority, yellow = third priority). The weighted scores for each card were calculated in excel and then the top five priorities were used in the shark tank activity.

DECISION MAKING TOOLS



(Below) Three identical tables were set up with these tools for participants to begin to facilitate a discussion. Each table had markers for task force members to add their own ideas, stickers for voting, priorities written on cards, and one large venn diagram.



Venn Diagram: Each table had a Venn Diagram with notecards laid out in one of three categories: Environmental, Educational, and Community

BUILD CAPACITY OF LOCAL GROUPS	USE ART TO SHOW ENVIRONMENTAL PROBLEMS AND SOLUTIONS
WALNUT CREEK BANK RESTORATION & CLEAN-UP	INTEGRATION OF GREEN STORMWATER INFRASTRUCTURE
ENVIRONMENTAL	

Notecards: There were 22 notecards at each table with a list of priorities that had previously been determined by the Parks with Purpose Task Force.



Stickers: The dot stickers were numbered and distributed to allow individuals to express their independent priorities during group discussions at the tables.

“SHARK TANK”



INTENT

The intent of the “Shark Tank” group was to:

- Allow the community to review and gain a clear understanding of eight student projects (a companion class developed 8 design proposals that were displayed to help visualize possibilities).
- Make a connection between the chosen priorities from the “Decision Making” stage and the proposed projects
- Receive a ranking on which project(s) addressed the chosen priorities best
- Pinpoint the most preferable location for site development

METHOD

A ranking scorecard system by sticker voting with two colors, green and yellow, was created. Individuals were assigned a task to pick two projects that best fit the given five priorities. The top five priorities were determined in the first activity with the “Decision Making” group.

This allowed the community members to quickly pinpoint the two projects they believed best addressed the priorities. Once all scorecards were turned in, the results were tallied, with a point system, to find which projects and locations the community ranked the highest.

“SHARK TANK” TOOLS

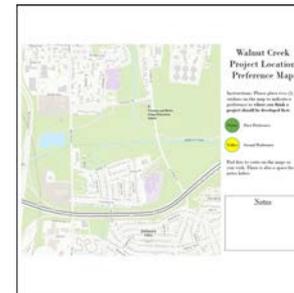


A **scorecard** ranking chart was created for community members to vote using **green and yellow stickers** for their preferred projects per priority. Also, a **blank map** was given to vote for their favorite locations to renovate first. A **reference map** was also posted on the wall to show the location of each student project proposal.



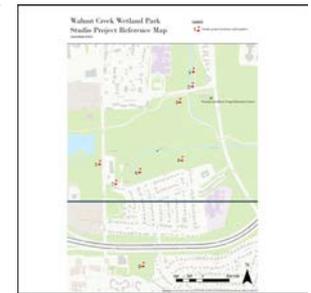
Scorecard and Stickers: The scorecard had eight student projects by column, and the five most preferred priorities by row. Individuals waited for the “Decision Making” group find the top five priorities and proceeded to write those priorities in the blank rows.

Green sticker= project that addressed a topic the best
Yellow sticker= project that addressed a topic the second best.



Blank Map: The map was for the community to vote for the locations they would want to see renovated first.

Green sticker= first location
Yellow sticker= second location



Reference Map: This referenced the eight locations of each student project in one map.

This allowed the community to quickly see which of the eight projects addressed which area.

“SHARK TANK”

ACTIVITY



Each member of the community received the following instructions:

1. Review all eight student projects by listening to presentations and asking questions.
2. On the scorecard, rank your first favorite (green sticker) and your second favorite (yellow sticker) projects that addressed each priority the best.
3. On a map given, rank your first favorite location (green sticker) and your second favorite location (yellow sticker) to renovate first.



DIORAMA



INTENT

The intent of the Diorama activity was to engage task force members to build their own park with game pieces of various design elements that we pulled from the student designs. The goals of this activity were to 1) have a **fun** activity that would facilitate discussion and put task force members in a different (less serious) frame of mind 2) promote creative thinking and 3) reveal preference trends of certain design elements.

METHOD

Participants were encouraged to choose about 5 game pieces (words and images) that they would like to see incorporated into the project design. The game pieces could be arranged anyway the participant wanted to onto the painted tri-fold meant to represent a generic park setting. Participants were then prompted to explain their reasoning for choosing certain game pieces. Interviewers engaged the participant with certain questions to prompt further discussion. Each conversation was recorded by a phone, and were complemented by notes from a listener. Photographs were taken of the participant and their park. The game pieces were numbered so that during later analyzation, we could notice trends among use of certain pieces.

DIORAMA TOOLS



The tools that were used for this activity include: diorama, games pieces, semi-structured questionnaire, interviewer, audio recorder, and camera.



Diorama: The diorama structure was constructed using two tri-folds. These were joined together to represent a “generic park setting” with grass (green) and sky (blue). The 3D design of the diorama provides a unique way through which participants could engage with the game pieces.

Game pieces: There were 36 game pieces. These pieces were developed based on common elements in park settings as well as elements present in park proposal plans. There were both silhouettes of figures and objects, as well as actual images, so that the participant could focus on either the individual object or a possible style and view.

Semi Structured Questionnaire: The semi-structured questionnaire was intended to be a guide by which interviewers could ask a set of consistent questions to participants while providing flexibility for the participant to guide the conversation in the way that they felt was most important.

DIORAMA ACTIVITY



1. Each participant was prompted to select game pieces that they believed were important for their perfect park.
2. Participants could arrange pieces on the diorama however they liked.
3. Interviewers engaged the participants to explain their reasoning for choosing certain pieces and how those selections related to the student design proposals.
4. Each conversation was audio recorded and handwritten notes were taken by a notetaker.
5. Photos were taken of the participant's diorama, and of the participant if they were interested in being in the photograph
6. Pieces were then returned for the next participant to use

RESULTS

DECISION MAKING **RESULTS**

Priorities	Scores
Integration of green stormwater infrastructure	31
A local park engages local minorities in play, environmental activities	30
Walnut creek bank restoration/clean up	21
Access to walnut creek, community events	20
Intergenerational	17

Priority Scores:

The table shows the top five priorities identified by task force members, as well as the total weighted scores.

Common Discussion Themes:

- Overlap among multiple priorities
- Combining broad and specific priorities that have the same goals
- The importance of choosing priorities that provide the most benefits

“SHARK TANK” RESULTS Pt. 1

Project - Preference Matrix Results

	Student Project Number							
	1	2	3	4	5	6	7	8
Green stormwater infrastructure	4	2	0	14	17	19	1	0
Local minority engagement, in play and environmental activities	6	9	13	5	4	5	8	9
walnut creek bank restoration	2	0	1	4	11	17	10	0
access to walnut creek community events	12	8	1	7	6	6	4	4
intergenerational	6	13	10	5	5	2	3	5
Totals	30	32	25	35	43	49	26	18

Overall Project Rank

The overall results show a ranked preference for project 6 (49 points), followed by project 5 (43 points) and project 4 (35 points).

Preference ranks within projects

The top two preferences based on the Decision Group, green stormwater and local minority engagement, were both highly preferred. However, both the top preferences were not highly ranked within the same project - projects 4, 5, and 6 ranked highly in stormwater infrastructure, but not in local minority engagement. The opposite was true for project 3. This suggests that the projects were preferred strongly for one aspect or another, but no project was sufficiently addressing both top ranked preferences.

“SHARK TANK”

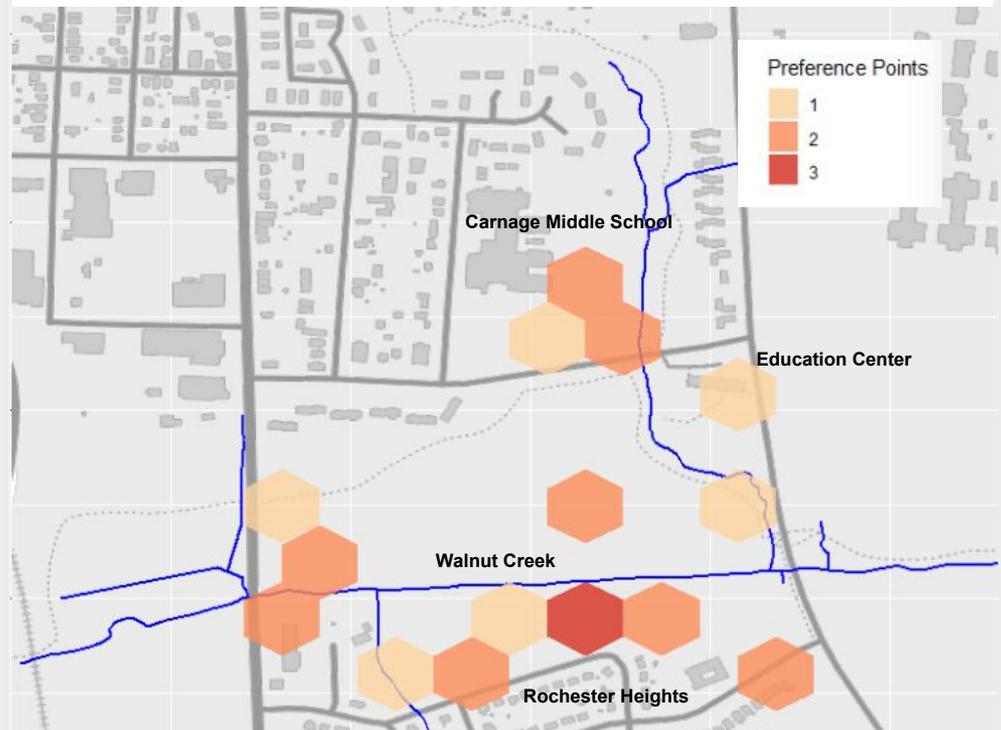
RESULTS Pt. 2

15 out of 18 participants filled out a project location preference map. A heat map was created to visualize the results for the top 3 preference points. 3 clusters were identified as popular project locations:

- 1) Walnut Creek / Rochester Heights Corridor
- 2) Adjacent to Carnage Middle School along Peterson St
- 3) Intersection of Walnut Creek and Garner Road

Based on map results, the corridor between Walnut Creek and Rochester Heights was the most popular project location. The area just of north of St. Ambrose Episcopal Church was the most popular choice within the corridor.

Project Location Preference Results



“SHARK TANK”

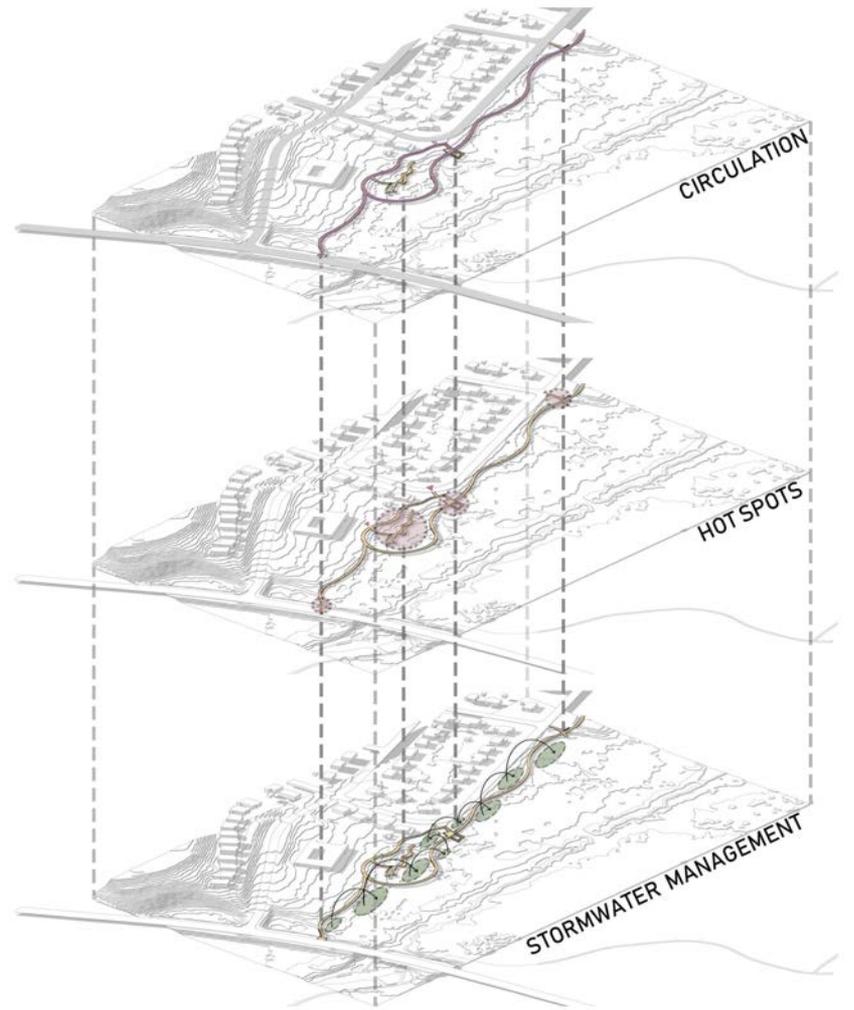
RESULTS Pt. 2

Student Project Four (4)



“SHARK TANK” RESULTS Pt. 2

Student Project Four (4)



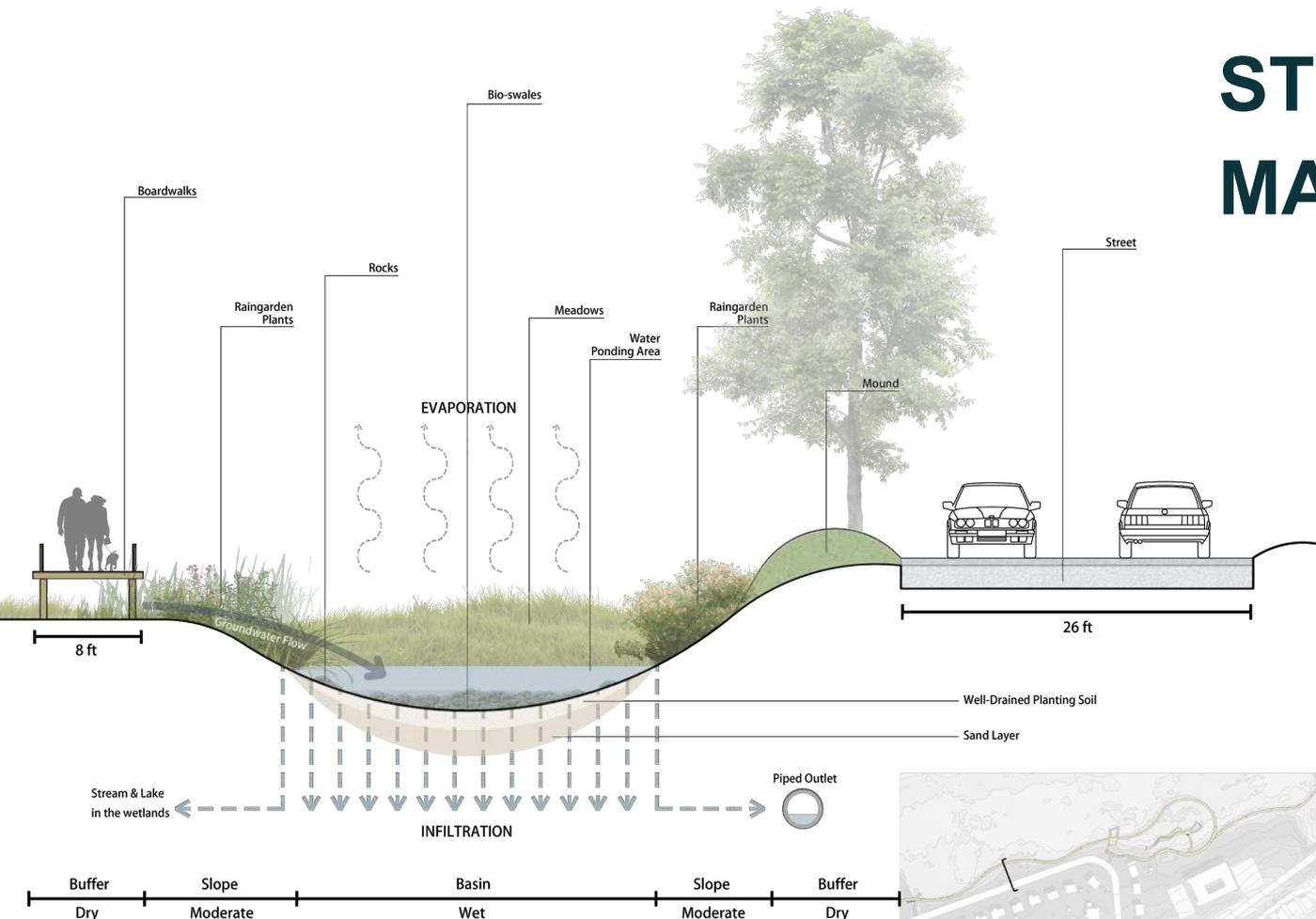
St Ambrose Episcopal Church



“SHARK TANK” RESULTS Pt. 2

Student Project Four (4)

STORMWATER MANAGEMENT



Bioswales:
Shallow
Covered with Vegetation
Guide Runoff
Slow the Flow
Reduce the Pollution

Retention Basins:
Low-lying
Layers: rock, sand, soil
Rainwater Garden Plants

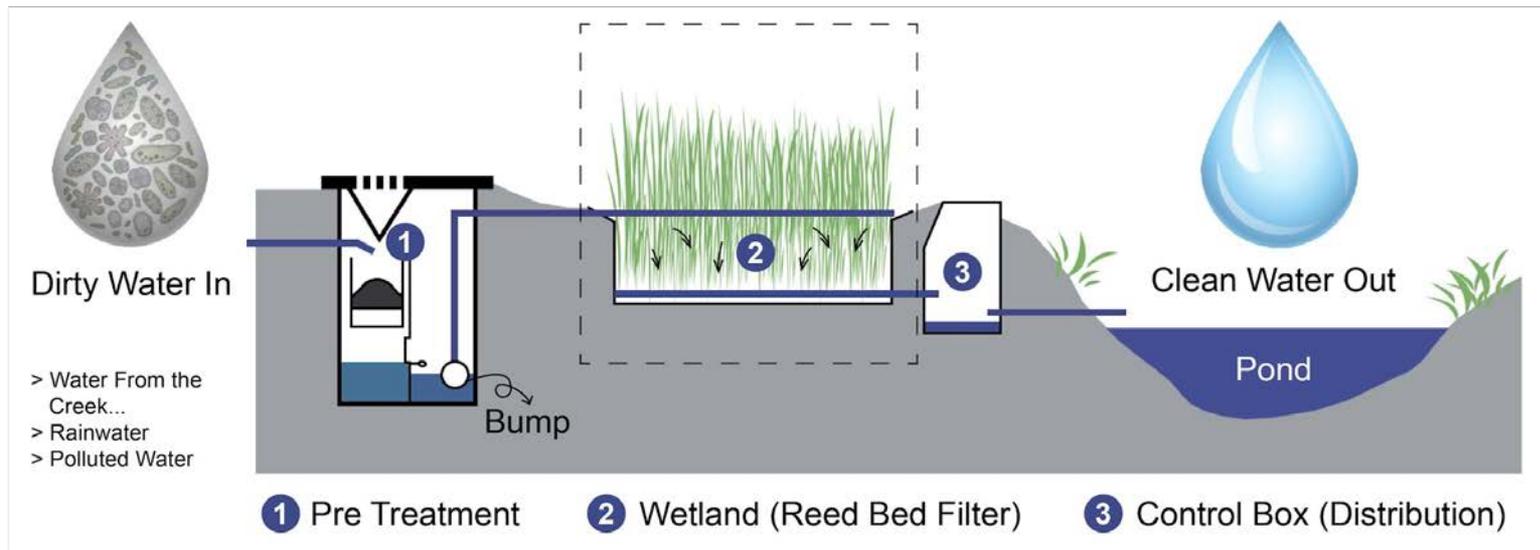
Collect Runoff
Infiltration
Go into Pipes
Remove the Pollution

“SHARK TANK”

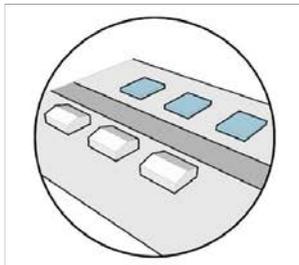
RESULTS Pt. 2

Student Project Six(6)

Water Quality



+



“Historical Building”



Education

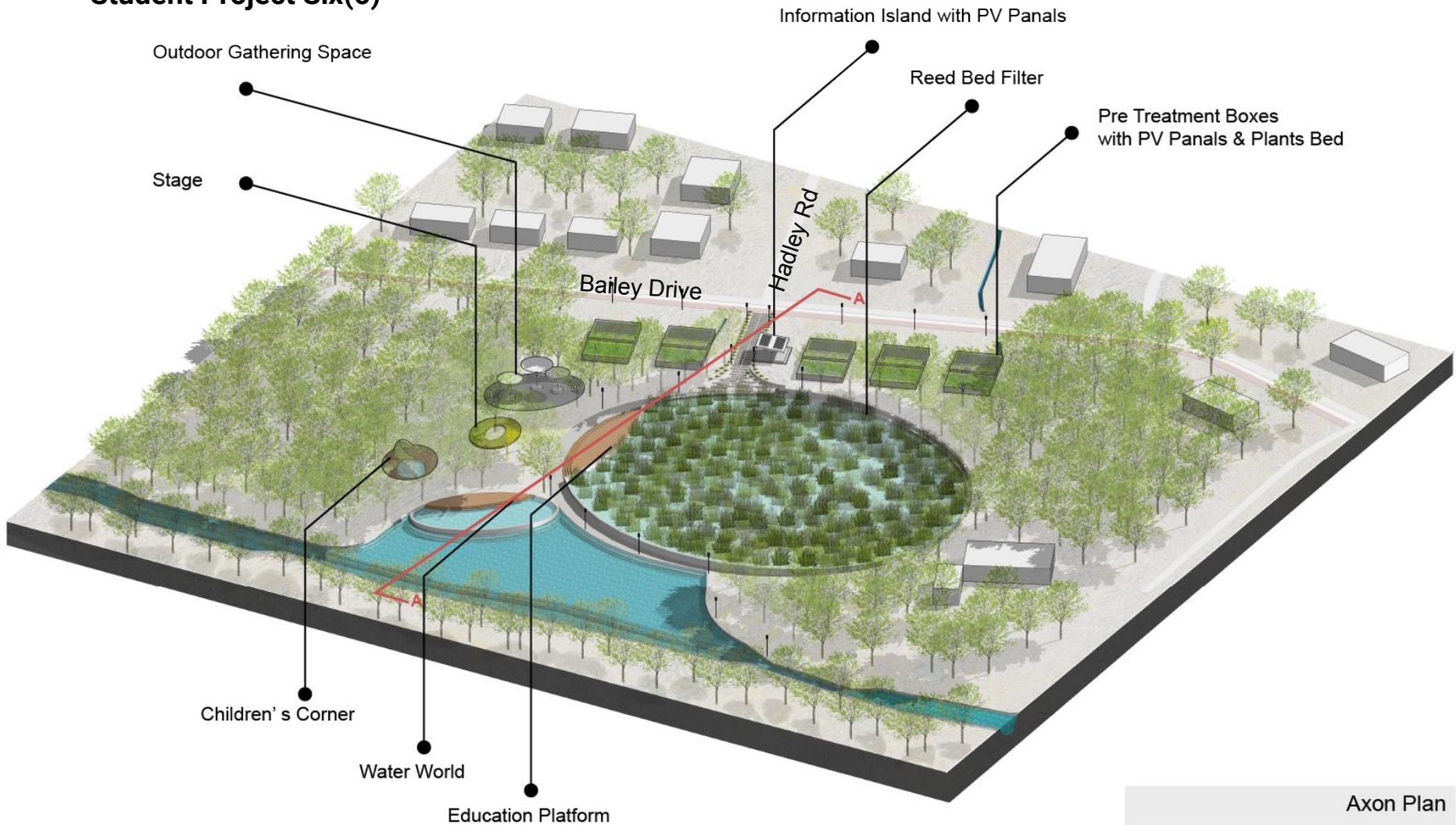


Nature Playground

“SHARK TANK”

RESULTS Pt. 2

Student Project Six(6)



“SHARK TANK” RESULTS Pt. 2

Student Project Six(6)



Entrance (Information Island)

DIORAMA RESULTS

Top Choices

Ecology, Community, Intergenerational



	Words							
	Education	Ecology	Community	Play	Intergenerational	Flood Awareness	Resiliency	
Person 1A	X				X			
Person 1B		X	X	X				X
Person 2A	X		X		X	X		
Person 2B		X			X			
Person 3A		X						
Person 3B			X	X	X			
Person 4A	X	X	X					
Person 4B		X	X		X		X	

Game Piece Legend

1 Family Picnic	19 Expression Tunnel
2 Street Rain Garden	20 Outdoor Exercise Machines
3 Flower Bed	21 Natural Play Area
4 Playground	22 Rain Garden
5 Tree	23 Dog
6 Splash Park	24 Walkway (aerial image)
7 Gazebo	25 Playing Soccer
8 Solar Panel	26 Man Biking
9 Trellis	27 Kids Playing
10 Boardwalk	28 Park Bench
11 Terraced Ampitheater	29 Lamp Post
12 Playground Set	30 Boardwalk with Flowers
13 Outdoor Class Room	31 Girl in Wooden Sculpture
14 Covered Pavilion	32 Man and Boy Walking
15 Water Play Zone	33 Woman Jogging
16 Walkway with Flowers	34 Picnic Table
17 Outdoor Play Area	35 Pond
18 Kids Climbing Tree	36 Outdoor Class Room Circle

Top Choices

Street Rain Garden, Tree, Boardwalk, Walkway with Flowers, Expression Tunnel, Pond



	Game Pieces																																					
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36		
Person 1A						X	X							X				X									X	X						X				
Person 1B	X				X											X										X			X	X	X				X			
Person 2A	X				X											X																						
Person 2B										X	X									X																X		
Person 3A												X				X														X	X							
Person 3B	X							X	X	X								X	X						X				X							X		
Person 4A	X				X					X						X																						
Person 4B	X														X		X		X				X	X														
Total	2	3	0	0	3	1	1	0	1	3	2	0	1	1	0	3	2	2	3	0	0	1	1	0	1	1	1	1	1	1	1	2	0	2	1	1	3	

DIORAMA

GAME PIECE

RESULTS



1. **MOST COMMONLY SELECTED WORDS:**
Ecology, Community, and Intergenerational.
2. **MOST FREQUENTLY USED GAME PIECES:**
Rain Garden, Tree, Boardwalk, Expression Tunnel, and Pond. Family Picnic, Terraced Amphitheater, Outdoor Play Area, Kids Climbing Tree, Boardwalk with Railing, Man+Boy Walking.



DIORAMA

INTERVIEW

RESULTS

1. Individuals want the project to have a natural aesthetic, to be able to feel immersed into nature. Structural components (places to sit, learn, observe) should effectively blend with nature.
2. Have an interactive component where local artists/residents are able to create and recreate elements of the park (e.g. freedom expression tunnel, murals, paintable-repaintable adirondacks/pianos)
3. The project should be a “show-stopper” with a “grand-entrance” that draws attention and motivates and inspires further development of the park.
4. The results show the community’s preference on bringing the south area forward, intergenerationality, and education.



RESOURCES

Links

Parks with Purpose

To learn more about the Parks with Purpose program visit this link

<https://www.conservationfund.org/type-of-place/parks-with-purpose>

WCWCP and Environmental Justice

To learn more about WCWCP and the legacy of Partners for Environmental Justice please visit this link

<https://wri.ncsu.edu/partnerships/cewm/walnut-creek-wetland-community-project/>

Visualizations

To view the student proposal presentations please visit this link

https://wri.ncsu.edu/wp-content/uploads/2019/03/LAR-Projects_-_Parks-with-Purpose-Presentation-2.27.2019.pdf

More about Landscape Architecture

For more about the NCSU Department of Landscape Architecture, please visit this link

<https://design.ncsu.edu/academics/landscape-architecture/#overview>

ACKNOWLEDGEMENTS

We would like to thank the students who worked tirelessly to plan and administer the participatory process.

LAR 502 Landscape Description Studio

Xinyu Li, Xinyi Liu, Eva Pratt, Hunter Williams, Shuang Wu, Tong Zhang, Quixuan Zhuang

LAR 582 Environmental Social Equity and Design Seminar

Margaret Allen, Keval Amin, Karla Bowling, Alyssa Dohler, Carmina Ferreras, Claire Hansen, Sarah Hefner, Nadia Jahanafroozi, Stephanie Kelly, Mara Lowry, Brigitta Mills, Chris Noel, Kelsey Peterson, Joshua Randall, Mike Roselli, Noah Sacks, Carolina Sarmiento Avila, Spencer Stone, Paige Thompson, Olivia Vila, Audrey Vogel, Dong-Jae Yi, Francesca Zito, Aline de Melo Nascimento

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