

FOR IMMEDIATE RELEASE: May 16th, 2007

**Contact: Wolfram Alderson, Deputy Director, Neighborhood Parks Council,
(415) 621-3260**

Park Advocates Harness Web to Empower Volunteers

Neighborhood Parks Council Unveils New Website with Web 2.0 Features; www.sfnpc.org Is the Go-To Site for City Park Information

San Francisco, CA—As part of an ongoing effort to provide leadership and advocacy on behalf of volunteer park groups across San Francisco, the nonprofit Neighborhood Parks Council has unveiled their new website (www.sfnpc.org), powered by the open source content management platform, Drupal. The site features dynamic Web 2.0 tools such as interactive polls, blogs, forums, and park maps.

“NPC is leading an increasing trend of nonprofits harnessing the power of open source technologies, in order to communicate with a wider, and possibly younger audience,” says the site’s designer, Erika Jones-Clary, of MsJones Design (www.msjones.com.) “NPC is now able to maintain their own site, and they are offering these collaborative products to their users,” she adds.

In addition to providing a rich menu of information and resources about parks and open space in San Francisco, the core appeal of the new site is its interactivity and the possibility for members to contribute their own content. The public is invited to communicate personal opinions about city parks through creating web logs (or “blogs.”) Users can also create new forums, or respond to existing forums, to discuss park-related questions with others. Current forums (<http://www.sfnpc.org/forum>) range from what to do about park vandalism and restroom conditions, to the future management of the city’s public golf courses. Through the website, users can also access [ParkScan.org](http://www.sfnpc.org/parkscan), a web-based software that enables citizens to report and monitor conditions in their parks.

A Hub For Park Information

The website continues to be a go-to site for park users looking for critical information such as the schedule of upcoming park workdays (<http://sfnpc.org/currentworkdays>), contact information for local park groups (<http://sfnpc.org/parkgroups>), RPD gardeners’ schedules (<http://www.sfnpc.org/rpdinfo#gardenerschedules>) and RPD park inspection ratings (<http://sfnpc.org/rpdinfo#RPDinspections>), as well as current park-related action alerts (<http://www.sfnpc.org/advocacy>). The site also has maps of all city-owned parks, powered by Google (<http://sfnpc.org/googlemaps>), which provide directions to any city park, as well as satellite views of the parks. Users can also keep up with current news stories about city parks via RSS media feeds.

“Given that free WIFI Internet access is coming to San Francisco, the web based information tools that NPC provides will enable citizens to engage with park issues citywide, in real time, even while working from a laptop in the park. More citizen involvement translates into better parks,” states Daniel Homsey, Director of the Mayor’s Office of Neighborhood Services.

About Neighborhood Parks Council

Neighborhood Parks Council (NPC) advocates for a superior, equitable and sustainable park and recreation system in San Francisco. NPC provides leadership and support to park users through community-driven stewardship, education, planning and research.

NPC is a coalition of community-based park groups actively involved in improving neighborhood parks throughout San Francisco. Since 1996, NPC has grown to include 120+ park groups and 4,000 park volunteers, establishing itself as San Francisco's premier park advocacy group.