



- Identify the city's existing ability to fund current and projected capital needs
- Identify multiple and specific funding strategies to close the gap between the system's needs and PP&R's current ability to meet them

Capital projects will be given priority in a first five-year increment, a second five-year increment, and a third ten-year increment. Costs will be developed for each project, although they will become more generalized in the outer years, and funding methods will be identified to implement capital improvements. The infrastructure master plan will be dynamic; it will be updated annually through the bureau's 5-year capital plan and biennial budget.

#### DEVELOP A COMPREHENSIVE MARKETING AND COMMUNITY INVOLVEMENT PLAN

Because the park system is so diverse, many people know only a fraction of the services available. Developing an integrated marketing and community involvement plan will help address the lack of awareness of the scope and diversity of the system as well as the challenges and opportunities within the parks system. It will illustrate the essential role of parks and recreation in our lives and generate support for it.

The plan will address 'brand' recognition through strategies such as signage standards, improved outreach efforts and information distribution, and improved public involvement. Marketing and communication experts in addition to PP&R staff will ensure that the plan is responsive, efficient, and communicates as intended. Results will be analyzed regularly to assess progress and problems, and to improve products and performance.

“It is one thing to plan the future, but quite another to see it carried out. A great deal of courage, perseverance, and energy will be required to see that this bold plan becomes a reality.”

Worth Caldwell,  
SW Portland resident &  
Vision Team member

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Wednesday, 12 March 2008

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 Community (2)  
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 Media & Tech (4)  
 Casinos V. Citizen-driven planning (12)

##### Archives

January 2008 (2)  
 July 2007 (1)  
 March 2007 (3)  
 February 2007 (6)  
 January 2007 (1)  
 December 2006 (6)  
 November 2006 (13)  
 October 2006 (14)  
 September 2006 (9)  
 August 2006 (5)



Support Casino Free Philadelphia

#### Right Now in Philly

**GreenPlan South Philly Meeting**  
 November 15th, 2006

I attended the South Philly GreenPlan meeting last night. I was very impressed with the process set up by the GreenPlan team. It was a refreshingly dynamic and engaging community meeting, one of the best I've ever been to, and lately I've been to plenty. The community meetings are designated for the planning areas drawn up by the Planning Commission. So people from different neighborhoods end up coming to discuss topics important to the whole group, as well as more specific neighborhood related open space issues. We were encouraged by Robert Allen, assistant director of The Managing Director's Office, to think as creatively as possible about the future of green, open space in the city.

Neighbors then got to work, discussing their smaller areas (though still rather large- my table encompassed FDR Park to Washington Ave., Broad St. to the riverfront) and trying to prioritize their hopes for the future. While litter and safety problems came up, people at my table agreed on three or four basic issues for our area: we wish to preserve the open spaces we already have, and figure out how to add to them; their maintenance needs to be funded, perhaps by requiring developer fees go to open space projects; we need to make the entire area more pedestrian-friendly and build connections to the river; there needs to be continuous community input and education on a variety of issues.

Yes, it's a tall order, and I have nothing but respect for the folks who are running the meetings. Last night's meeting was facilitated by people from a variety of city agencies and organizations, including the Pennsylvania Horticultural Society, Neighborhood Transformation Initiative, the Office of Housing and Community Development, the City Planning Commission's Office of Strategic Planning, the Fairmount Park Commission's Office of Volunteer Services and the Office of the Managing Director. It's a hard thing they're doing, trying to listen to the cacophony of individual community voices and find the major themes. But it's a hard thing they're doing well. Their model is good, one that other city plans would do well to adopt.

If you haven't been able to attend a GreenPlan meeting, take the time to fill out their online survey- the issue of preserving open spaces in Philadelphia could not be more important. GreenPlan is evolving a comprehensive view of the city that involves us, the people. That's a first, folks. Don't squander the opportunity to give your thoughtful two cents about the future of open, green spaces in Philadelphia. If you want to read more about the plan, check out my article.

Finally, if your civic association would like to conduct a more comprehensive GreenPlan meeting for smaller neighborhood areas, contact the project via info@greenplanphiladelphia.com. The Pennsylvania Horticultural Society has prepared kits so neighborhood groups can conduct meetings and become even more involved. Do it soon, though, because they plan to start collating the information over the winter months.

This entry was posted on Wednesday, November 15th, 2006 at 4:07 pm and is filed under Philadelphia, Growth & Public Policy. You can leave a response, or trackback from your own site.

#### 2 Responses to "GreenPlan South Philly Meeting" EXHIBIT

1. *caryn* Says:  
 November 15th, 2006 at 4:44 pm

P.S. The next GreenPlan meeting is for North/North Philly on November 18th. Another for Center City is set for November 30th. Check [www.GreenPlanPhiladelphia.com](http://www.GreenPlanPhiladelphia.com) for more info.

2. *Colleen McDonough* Says:  
 March 4th, 2007 at 7:18 pm

I am part of the start up of a neighborhood group called that will encompass Snyder to Oregon and Broad to ?. One of our main concerns is greening. We actually have no green space within our anticipated area. I would appreciate it if you could tell me how to add my name to a list for announcements of meeting such as the one in the "GreenPlan South Philly Meeting" article written on 11/15/06. thank you.

Colleen McDonough

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