



TOWN BRANCH
PARK

Town Branch Park Inclusion Plan - 2019

FINAL REPORT & RECOMMENDATIONS



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WELCOME

Designed by MacArthur “Genius” Fellow Kate Orff of SCAPE, Town Branch Park will literally reconnect Lexington, Kentucky, to its geological, geographical, and cultural past. By peeling away acres of asphalt, Town Branch Park will turn the Manchester Street parking lot, adjacent to a renovated Rupp Arena and convention center, into an inviting, dynamic, fun, and uncommonly beautiful green space, reflecting the culture and spirit of Lexington.

The park is one of two key components of the Town Branch Commons project. The downtown portion of the Town Branch Trail is a new 3.2-mile trail system through the heart of downtown Lexington. The city is leading the trail portion of the project, which is fully funded through \$40 million in federal, state, and city grants, and construction is underway.

Upon completion of Town Branch Park, the full vision of Town Branch Commons will become a reality. To support this effort, a number of civic leaders and philanthropists joined together to create the nonprofit Town Branch Park.

As the private arm in the public-private partnership, Town Branch Park is overseeing park planning. We have assembled a team of internationally known

experts in park design, programming, operations, and inclusion. We’ve learned from other public-space projects around the world, studying their successes as well as their challenges. But, it will take the community working together to ensure the park’s success. Designing, building, and managing a world-class park at the level our residents deserve will require substantial private investment and meaningful community input.

We understand that exclusion of groups or individuals is often the result of unintended consequences due to lack of cultural understanding and intentionality. This is something the leadership of Town Branch Park is working hard to avoid by strategically and systematically examining park plans through the lens of equity, fairness, and inclusion. To this end, the leadership established the Town Branch Park Partners, a group of local leaders with diverse lived and professional experiences, to provide a road map as the park enters into the next phase of planning.

The Park Partners met several times in 2018, reviewed best practices in equitable placemaking, set a strategy to collect significant community input, and developed a series of recommendations with strategic areas for attention. **Town Branch Park Inclusion Plan: Final Report & Recommendations** is the culmination of the first year of work of the Park Partners and comes at a crucial time for the park. The Park Partners have

shed invaluable light on how the community is currently experiencing public spaces, as well as Lexingtonians’ hopes and expectations for an inclusive Town Branch Park. We are taking what we learned and embedding inclusion recommendations and strategies into all areas of park planning and specifically, the design, programming, and operations.

A special thank you to Jay Pitter, Karen Russell, and Jeff Fugate for their assistance in the development of this report and to the James Graham Brown Foundation, Blue Grass Community Foundation, and University of Kentucky Office of Community Engagement for supporting this important work.

The staff and board of Town Branch Park are committed to implementing this plan. Through our continued work with the Town Branch Park Partners and efforts to provide opportunity for community engagement around the project, we believe Town Branch Park will not only be an extraordinarily beautiful space, but also a community living room that contributes to the vitality of all of Lexington. The recommendations contained in this plan are a critical step in this direction!

Ann Bakhaus, Chair

Allison Lankford, Executive Director



TOWN BRANCH PARK PARTNERS

**Thank you to our Park Partners and the organizations they represented during the formulation of this report.*

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Carrie Butler, Lextran
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Terry Sweeney, Downtown Lexington Partnership
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Walt Gaffield, Neighborhood Council



OUR COMMUNITY'S LIVING ROOM

Just imagine a world-class community gathering space – a destination reflective of Lexington’s character, where residents, families, and visitors enjoy performances, art installations, educational programs, one-of-a-kind children’s play areas, interactive water features, a dog park, native plants and gardens, and local food and beverages – alongside the expanded and historic waters of Town Branch Creek.

Town Branch Park is envisioned as the community’s living room – a beautiful and dynamic space for

people of all ages, backgrounds, and experiences to interact in a comfortable and safe environment. Town Branch Park will connect the Legacy Trail and Town Branch Trail creating 22 miles of uninterrupted bike and pedestrian paths. It will be a crucial link knitting together our urban core to Lexington’s iconic countryside. But as important as that is – for our health, for our transportation, for our recreation – Town Branch Park will be connecting something even more meaningful – *our people*.



PRIOR COMMUNITY INPUT

This Park Inclusion Plan builds upon and expands earlier community input from Lexingtonians. From the beginning of the Town Branch Commons project, emphasis has been placed on developing a robust portfolio of community input to inform the eventual design and programming strategy for Town Branch Park. Creating more inclusive spaces that foster belonging are themes that have been echoed across local public space engagement processes like the Public Space Public Life Study and the On the Table conversations. Town Branch Park is taking advantage of this wealth of prior feedback by responding to what has been expressed.

2015

Lexington conducted a **Public Space Public Life Study** to observe and measure public life in Downtown Lexington. The study looked at how people were staying versus moving through the city; where they stay, for how long, and what were they doing; and ultimately asked what Lexingtonians want in the public realm. The top four criteria citizens valued most in public space were places to spend time, greenery and trees, family and kid-friendly activities, and opportunities for socialization and togetherness.

2016

A Knight Foundation-funded project called **Parking Lot Diaries** asked residents what they would like to see and do in a new park space. Over 600 citizens generated close to 1,000 ideas that were recorded in the Parking Lot Diaries and given to Town Branch Commons planners. Residents are excited about Town Branch Commons but want to make sure the new green spaces and connectivity it creates are both kid and senior friendly, consistently programmed, and accessible to all Lexingtonians.



“We heard loud and clear that Lexingtonians want more inclusive, accessible, and dynamic public spaces .”

**-Parking Lot Diaries Summary Report
(8-80 Cities)**

2016 (continued)

During the summers of 2016 and 2017, Lexington youth and families enjoyed **SplashJAM**, a pop-up spray ground in a forgotten neighborhood park. This pilot project, with the leadership of Blue Grass Community Foundation and the Knight Foundation, tested activation of space as a driver for social mixing and created programming in response to local demand. Project coordinators collected significant user data over the course of the summer that showed SplashJAM greatly increased usage of the park as well as invited a more diverse user group.

2017

Biederman Redevelopment Ventures, park management experts helping advise the park on programming and governance, met with dozens of nonprofits, stakeholder groups, young professionals, and civic leaders in focus groups to ask what people wanted to see and do in the new park space. This feedback was formally integrated into the draft programming plan now being used to guide park development.

Blue Grass Community Foundation hosted a civic engagement initiative called **On the Table**, bringing

together almost 12,000 citizens over the course of a single day to give input into city plans. People discussed issues impacting Lexington and quality of life in the city. Citizens highlighted the importance of parks and the need for cultural and youth programming.

Another Knight Foundation-funded project took place in Phoenix Park and the adjacent Central Library. **Phoenix Forward** tested the viability of public space amenities like a dog park, beer garden, and weekly children's activities to improve the overall use and diversity of visitors to a downtown park.



TOWN BRANCH PARK PARTNERS

The Town Branch Park Board of Directors formed the Town Branch Park Partners in January 2018 to support the mission of Town Branch Park and serve as advisors to the Park on issues related to their professional endeavors.

The Park Partners are a diverse group of Lexingtonians reflective of the wider community, including differences in generation, race, ability, and gender identity. In addition to having diverse lived experiences, the group possesses complementary professional expertise – local leaders working with the university, neighborhood groups, seniors, immigrants, and visitors, and on issues such as transit, urban design, safety, and sustainability.

First convened in early 2018, the Park Partners were tasked with the following:

1. Studying equity-based placemaking principles and case studies from around the country
2. Defining guiding principles for an inclusive Town Branch Park
3. Listening and engaging with fellow Lexingtonians
4. Recommending strategies for ensuring that the design, programming, and operations of Town Branch Park exemplify equity, fairness, and inclusion.

The Park Partners met seven times over the course of twelve months and hosted constituents at three gatherings mid-summer. The partners engaged Jay Pitter, a Toronto-based author and placemaker, to assist with the first three phases of work and Karen Russell of the ECU Center for Facilitation for the final phase.



“I joined the Town Branch Park Partners because it is important for groups like this to have diverse perspectives in order to reflect that same diversity in the people who will ultimately benefit. I want to see every group not only have input in the planning but also in the enjoyment of a great space for the entire community.”

**- Jason Jones
Town Branch Partner**

GUIDING PRINCIPLES

Planning for inclusive parks is an emerging field nationally. The National Recreation and Park Association (NRPA) recently launched its Parks for Inclusion initiative, and City Parks Alliance dedicated half of its 2018 webinar series to the topic. According to a recent report of the NRPA, only two in five parks even have policies on inclusion, much less are designed, programmed, and operated in a manner to encourage inclusion.

Because there is no well-trod path for the Town Branch Park to emulate, the work of the Park Partners is more challenging but no less important. To provide a foundation for their work, the Park Partners developed guiding principles for an inclusive Town Branch Park:

- Explicitly defining and facilitating a process that prioritizes meaningful resident engagement throughout the design and programming process.
- Exploring and recommending strategies for ensuring the park evolves into “downtown’s living room” and fosters relationships across Lexington.
- Collectively imagining a park that contributes to the vitality of all people and fosters a sense of belonging.
- Considering how design and programming of the park can help to increase civic participation of everyone.
- Acknowledging and celebrating the cultural heritage of the park, recognizing the African-American history and other under-told stories connected to the site.
- Piloting a local model for creating shared public spaces that takes into account beautiful and accessible design along with social equity.

The National Recreation and Park Association Inclusion Report defines inclusion as “removing barriers, both physical and theoretical, so that all people have an equal opportunity to enjoy the benefits of parks and recreation.” The NRPA report says while park agencies strive for greater inclusion, they face many challenges from limited financial and staffing resources to a lack of a clear understanding of the needs and desires of residents.

INCLUSIVE PARK SURVEY & GATHERINGS

The Park Partners launched the Inclusive Park Survey in May 2018 to examine how the community is currently experiencing public spaces and specifically explore Lexingtonians' hopes and expectations for an inclusive Town Branch Park. The goal was to better understand what elements influence whether people of diverse backgrounds feel welcome versus unwelcome in public spaces.

The survey was disseminated online through the network of the Park Partners, staff, and board of directors. The process of dissemination also specifically included several efforts to improve response rates from historically underrepresented communities, including:

- Providing interpreter services in the top seven languages spoken in Lexington
- Conducting in-person outreach to targeted populations with transportation challenges, such as persons experiencing homelessness and senior citizens
- Providing paper copies of the survey at all six public library branches
- Targeting media outreach using radio, television, and print



There were 2,077 responses to the survey, more than double the target response rate. The survey was a combination of open-ended responses and multiple-choice questions. To gather input at a deeper level than a survey is able to access, Park Partners also hosted tables at events held at three locations to provide the opportunity for conversation over a meal.

The vision of these gatherings was to prioritize input from diverse members of the community, including people historically less likely to participate in this type of civic dialogue. Attendees were identified and invited by Park Partners who served as table hosts to guide the conversations around the survey questions and document the discussion.

The meetings engaged over 300 people and were held at three different locations at three different times of day in an effort to gain the greatest representation. The conversations were documented and compiled for review by the Park Partners.

SURVEY RESPONSES COMPARED TO GENERAL POPULATION

Ethnicity/Heritage	Respondents	Census
White/Caucasian	66.2%	72.1%
Black	3.6%	14.5%
Hispanic	1.7%	6.8%
Multi-Racial	1.5%	3%
Asian	0.9%	3.5%
American Indian/Alaskan Native	0.5%	0.3%
Middle Eastern /Arab	0.3%	N/A
Native Hawaiian or Pacific	0%	0%
Self-Defined or Did Not Answer	25.3%	N/A

Age	Respondents	Census
Under 18	3%	24.7%
18-24	2.5%	10.8%
25-34	15.2%	15.8%
35-44	16.9%	13.2%
45-54	12.8%	12.5%
55-64	14.4%	11.4%
65+	13.5%	11.7%
Did Not Answer	21.6%	-

Source: U.S. Census-2017 Population Estimates



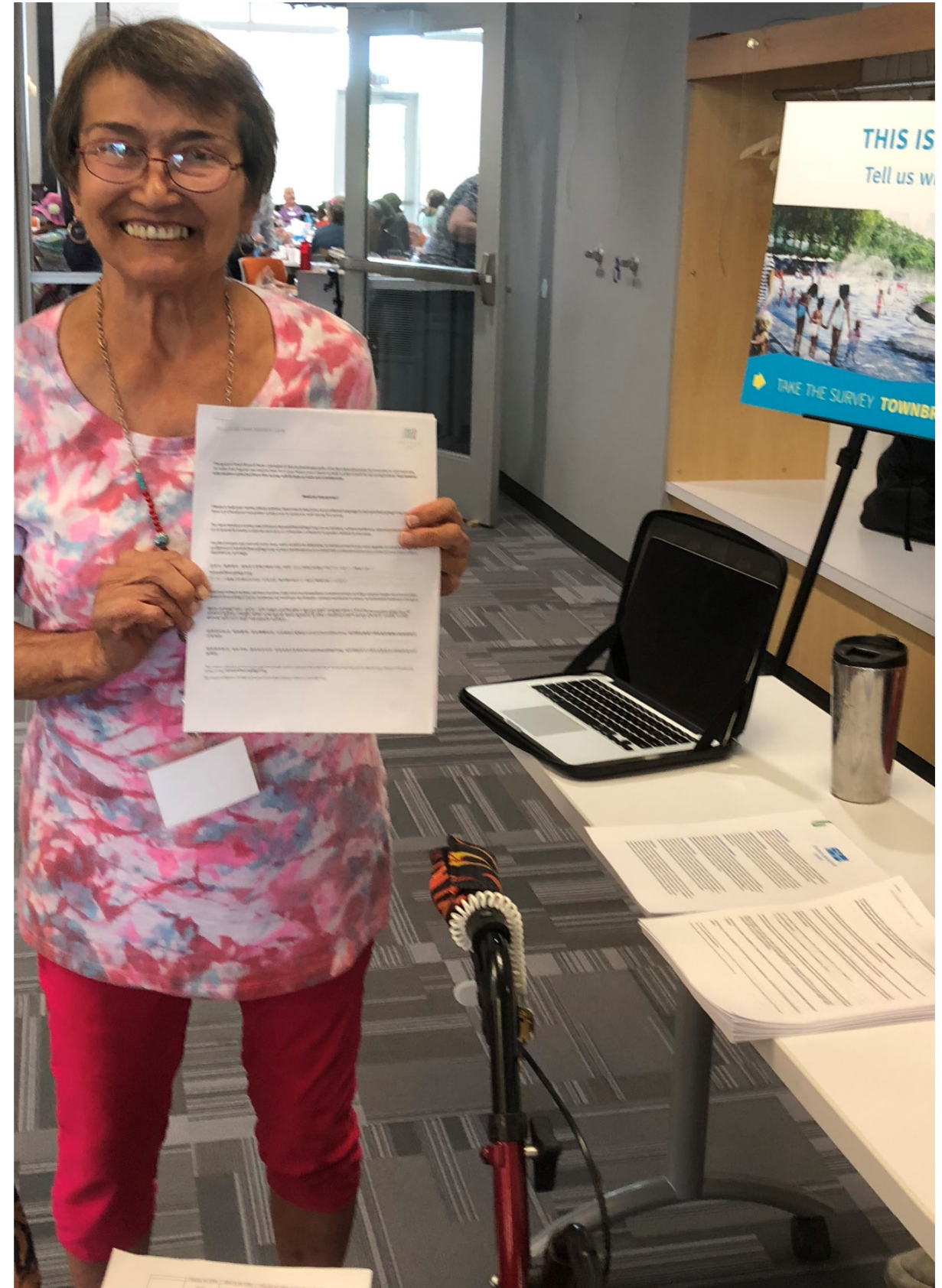
WHAT DID WE LEARN?

To plan a vibrant and beautiful park for everyone, it is important to understand why Lexingtonians visit public spaces like parks, libraries, and community centers.

Overall survey respondents reported they visit public space in Lexington for the following reasons (% of respondents):



The diversity of reasons for visiting public spaces establishes the need to be deliberate in designing and programming Town Branch Park in a way that allows for a variety of activities and creates invitations across interests.



SURVEY RESPONSES

Why do you visit public places in Lexington?

We found that the survey responses show more similarities across age and race than differences, though the survey did show some notable differences. We can use this information to help us better understand and plan for these audiences.

	Overall	Asian	Bi-Racial/ Multi-Racial	Black/African-American	Hispanic/Latino	White/Caucasian	Under 18	18-34	35-64	65+
Spending time with other people	58.51%	66.67%	58.06%	66.67%	74.29%	54.44%	76.19%	69.67%	55.86%	49.46%
Activities for children	32.13%	50.00%	48.39%	33.33%	37.14%	31.56%	17.46%	29.23%	37.90%	22.58%
Arts and cultural events	58.28%	50.00%	67.74%	45.33%	60.00%	59.97%	36.51%	56.83%	59.36%	63.80%
Physical activities like biking, walking	66.90%	61.11%	58.06%	49.33%	57.14%	70.05%	58.73%	73.50%	68.13%	59.14%
Health and/or personal wellness	47.36%	50.00%	49.39%	37.33%	42.86%	49.67%	17.46%	55.46%	48.30%	44.80%
Volunteering	10.80%	27.78%	22.58%	18.67%	14.29%	10.15%	25.40%	9.56%	10.30%	11.83%
Dog walking and/or play	30.63%	16.67%	29.03%	17.33%	22.86%	33.09%	31.75%	41.53%	29.46%	22.94%
Other	17.41%	11.11%	35.48%	16.00%	14.29%	17.02%	11.11%	13.11%	18.95%	21.51%

Note: Highlighted cells mark the response most often chosen by each demographic group.



SURVEY RESPONSES

What benefits and barriers do you experience in public places?

We sought to understand what *benefits* people experience in public spaces. The top three benefits reported by survey respondents are:

- Experiencing arts, music, and culture;
- Improved physical and mental health; and
- Learning something new.

Providing specific programming and design in these areas targeted toward minority groups may achieve more diversity in the park.

The survey also specifically asked what *barriers* were experienced and when/why do people feel unwelcome in public spaces. Key barriers include:

- Personal, emotional, and/or cultural safety concerns.
- Lack of family-friendly activities and amenities.
- Lack of physical accessibility.

Specifically addressing these barriers through design, programming, and effective communication will be critical to creating a welcoming park.

Benefits of visiting public spaces in Lexington	Overall	Asian	Bi-/Multi-Racial	Black/African-American	Hispanic/ Latino	White/Caucasian	Under 18	18-34	35-64	65+
Felt like I belonged and/or made me feel good about	46%	56%	30%	44%	43%	48%	58%	53%	44%	42%
Learned something new	49%	33%	50%	63%	55%	51%	53%	47%	50%	54%
Helped me build relationships	38%	44%	43%	41%	55%	37%	45%	50%	35%	31%
Experienced arts, music, and culture	77%	61%	73%	69%	73%	80%	68%	78%	78%	80%
Improved physical and mental health	75%	72%	63%	45%	55%	79%	61%	85%	76%	65%
Learned about different people, groups, and cultures	43%	50%	50%	48%	58%	44%	39%	47%	43%	45%
Contributed to my community	43%	39%	40%	42%	52%	45%	42%	48%	42%	43%
Other	7%	11%	20%	6%	9%	7%	0%	5%	8%	10%

Barriers of visiting public spaces in Lexington	Overall	Asian	Bi-/Multi-Racial	Black/African-American	Hispanic/ Latino	White/Caucasian	Under 18	18-34	35-64	65+
High cost and overall affordability	11%	14%	4%	13%	29%	11%	14%	14%	9%	12%
Lack of transportation	11%	14%	7%	21%	18%	11%	24%	17%	8%	14%
A lack of representation/diversity	16%	36%	36%	45%	32%	14%	20%	22%	15%	13%
Physical accessibility and/or conveniences	23%	29%	18%	11%	18%	24%	22%	26%	21%	25%
Lack of family-friendly activities and/or conveniences	28%	36%	25%	26%	32%	29%	31%	27%	31%	20%
Personal, emotional, and/or cultural safety concerns	49%	36%	43%	40%	43%	50%	57%	50%	46%	49%
Other	25%	7%	36%	21%	29%	25%	16%	20%	28%	30%

Note: Highlighted cells mark the response most often chosen by each demographic group.

SURVEY RESPONSES

What hopes and expectations do you have for Town Branch Park?

Data showed *all* hopes and expectations as listed on the survey were important to respondents with *only slight deviation* in value among any one statement. Below is the order in which they ranked, with the mean score shown in parenthesis. A score of five was high importance and a score of one was low importance.

1. The park has safety features that consider age, ability, gender, and culture. (mean = 4.37)
2. The park includes design features that encourage fitness activities across age/generation groups. (mean = 4.31)
3. The park includes design features that encourage play across age/generation groups. (mean = 4.2)
4. There are park features for people with physical and intellectual differences and disabilities. (mean = 4.18)
5. The park has guidelines that address discrimination, sexual harassment, bullying, etc. (mean = 4.12)
6. The park has features and programming that reflect the diversity of the community. (mean = 4.09)
7. Renting spaces in the park for special events is affordable to people living on low-incomes and/or non-profit organizations. (mean = 3.79)
8. The park has a plan for bringing people from different life experiences together. (mean = 3.19)



PARK PARTNER RECOMMENDATIONS



The Town Branch Park Partners and staff have carefully studied the community input and considered ways to meaningfully translate it into recommendations that can be used by Town Branch Park.

The Park Partners present the recommendations in this report as a deliberate step toward ensuring inclusion is considered throughout the varying dimensions of the Town Branch Park project as the project nears final design and implementation.

The recommendations are organized into three areas based upon the audiences who will implement these recommendations.

- Design
- Programming
- Operations

This Park Inclusion Plan has been adopted by the board of directors of Town Branch Park and will be used to inform the work of park leadership, staff, and consultants.

DESIGN RECOMMENDATIONS

Amenity investments in Town Branch Park will prioritize meeting the day-to-day needs of users from diverse backgrounds, including age, race, socio-economic status, gender, and ethnicity.

Strategies

- Plant seasonal shade to encourage longer stays, which increases opportunities for social interaction.
- Provide flexible seating options to accommodate groups and individuals, including table space to eat, work, or play.
- Design spaces that allow for participation and interaction by people with a variety of interests and abilities, including active recreation, passive recreation, observation, contemplation, research, education, and interpretation.
- Deliver flexible recreation areas in lieu of single-use ballfields or courts.
- Offer play, fitness, and recreation features that encourage participation across varying levels of mobility and age.
- Provide dedicated pedestrian-only accessible paths.
- Install gardens with sensory element for visually or hearing impaired.
- Ensure a maintenance plan through ecologically sensitive plantings.
- Ensure the play area is unique to Lexington to attract people from all neighborhoods.
- Endeavor to include art and symbolism in the park that is respectful and representative of multiple cultures and backgrounds.
- Include the design and construction of a segment of the Town Branch Trail through the park to improve connectivity of community assets and people.

Town Branch Park will be accessible to people of differing physical abilities including mobility restrictions, new and expecting parents, age, and visual or hearing impairment.

Strategies

- Provide vehicular drop-off space with easy access to amenities in the park. Anticipate buses or motor coaches.
- Identify and enhance public transit stops along the perimeter of park.
- Provide inclement weather shelter near the amphitheater with priority use by individuals with mobility-impairment during inclement weather.
- Include varying seating accommodations.
- Minimize the potential mobility hazards of curbs, storm-drain covers, and stairs through strategic placement and thoughtful design.
- Design surface areas and pathways that are safely usable by people with assistive equipment or mobility impairment.
- Utilize universal design throughout park, including play areas, amphitheater, and water features.



DESIGN RECOMMENDATIONS

Town Branch Park will have robust wayfinding that provides useful information in a format accessible by all.

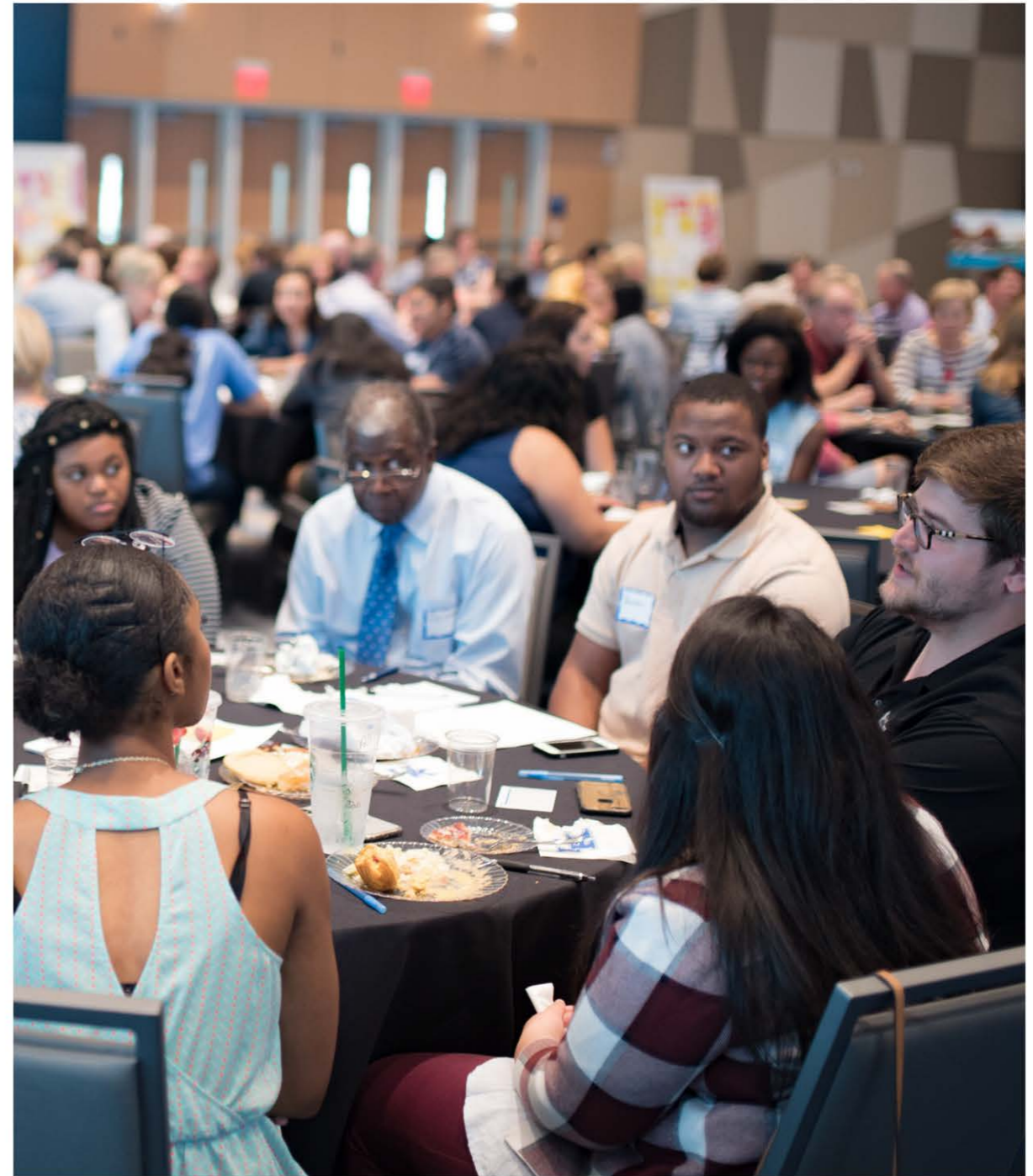
Strategies

- Provide clear and prominently located signage throughout the park.
- Utilize symbols, images, and maps where possible to eliminate reliance on language and multiple translations.
- Utilize Braille, sounds technology, and textured maps for the visually impaired.
- Incorporate technology where possible to provide translation in multiple languages and help reduce other barriers for wayfinding.
- Provide visual and physical connections to adjacent and nearby community amenities and assets to create a symbiotic relationship between the park and the surrounding community.

Town Branch park will address real and perceived safety for all patrons of the park through design.

Strategies

- Provide easily identified, visible, and well-lit entrances and exits from the park.
- Maintain sight-lines throughout the park.
- Reduce dark spots and shadows through smart lighting design.
- Install an emergency services notification system prominently located and clearly identified.



PROGRAMMING RECOMMENDATIONS

Regular programming will provide something of interest to a broad audience across culture and age.

Strategies

- Regularly and systematically seek programming ideas, whether self-produced or with outside partners, from diverse and new voices in the community.
- Partner with community organizations to offer programming and activities specifically geared toward multicultural, racial, immigrant, varied ethnic communities, varied ages, and individuals with varying physical and cognitive abilities.
- Provide multi-lingual programming.
- Avoid single-use fields and courts, allowing instead for flexible, informal recreational use.
- Work closely with third-party programming partners to ensure scheduled activities are inclusive.
- Encourage regular and predictable programming to invite greater attendance and social interaction.
- Provide various equipment and recreational gear to meet the needs of those who might not otherwise have access.
- Develop educational outdoor classroom curriculum that aligns with state and district instructional standards.

Special events at Town Branch Park will prioritize broad audiences and limit displacement of non-event users of the park.

Strategies

- Establish a policy on how much of the park (both in terms of area and time) can be set aside for special events, particularly ticketed or private events.
- Establish a policy on unacceptable symbols and activities.
- Give deference to existing downtown cultural events before launching new events.
- Provide a two-way feedback mechanism to listen to and share any concerns from the community about events.



PROGRAMMING RECOMMENDATIONS

Programming will be developed and scheduled to encourage positive activity and greater use, corresponding to an increase in actual and perceived safety.

Strategies

- Locate programmed activities near the park perimeter, beside entrances, and along main pedestrian paths.
- Ensure human presence in the park during operating hours.
- Schedule programming to encourage use of the park during evening hours and winter months

Park concessions will meet the needs of a wide range of visitors, providing for varied economic circumstances, family status, dietary needs, and cultural background. Further, concessions should be representative of Lexington's local food offerings.

Strategies

- Provide multiple price-points for food concessions.
- Encourage international, vegan, and healthy food options.
- Use beverage concessions to create areas of diverse activities that work for a variety of age groups.
- Promote minority-, veteran-, and woman-owned vendors.
- Support locally-owned businesses.



OPERATIONS RECOMMENDATIONS

Town Branch Park will establish internal policies and standards of practice through a lens of inclusion.

Strategies

- Create and implement a formal Inclusion Policy to maintain consistent guidelines of operation, clearly identifying activities that do not meet the spirit of inclusion and are not allowed in the park.
- Write park mission statement to reflect a commitment to serve people of all ages, abilities, and cultural backgrounds.
- Include a staff position with stated responsibility to ensure inclusion efforts are implemented across the organization and to serve as a point person to address needs and questions about accommodations and services.
- Undertake regular honest assessment of diversity among board, staff, and volunteers; address as needed.
- Undertake regular trainings for staff and volunteers on inclusion and disability awareness.
- Establish clear policies on rental and special events.
- Establish clear vendor policies to ensure fair application of prohibitions and opportunities.
- Involve minority members of the community and people of all ages and abilities in planning programming activities.

- Establish an advisory committee reflective of the community that will regularly review and evaluate inclusion efforts, including the review of community input and feedback received by the park related to such efforts.
- Advocate for and support the formulation of a comprehensive plan related to development opportunities adjacent or near the overall Town Branch Commons project that will promote equity, connectivity, innovation, and quality, jointly benefitting the park and the overall community.

Town Branch Park will adopt rules that promote safety and maintain a welcoming environment for users without unduly burdening specific groups with restrictions.

Strategies

- Establish rules concerning inappropriate activities in the park to ensure a positive atmosphere, specifically addressing discrimination, harassment, and bullying.
- Communicate and equally enforce park rules – noting that behaviors are undesirable, not people.
- Offer early and extended hours on certain days to accommodate various schedules.
- Account for religious or cultural modesty requirements related to water-play.

OPERATIONS RECOMMENDATIONS

To ensure the park is a destination of choice for all users, Town Branch Park will develop and execute a maintenance plan, adhering to the highest standards of safety, beauty, and financial sustainability.

Strategies

- Establish an endowment fund at BGCF to ensure that the park has dedicated funds to supplement its revenue stream and ensure the highest standards in operations are maintained in perpetuity.
- Maintain public restrooms in the park to the highest standard of cleanliness.
- Prioritize ongoing maintenance to send a message of excellence to park users including prompt removal of graffiti, vandalism, and litter.
- Maintain presence of park staff and ambassadors during operating hours and security 24/7.
- Establish a safety audit process based on participation and feedback from users of the park to identify safety concerns and provide an inventory of design, operational, and programming solutions to make the park safer.



Town Branch Park will establish a meaningful and ongoing communications strategy to inform and engage the community.

Strategies

- Establish regular communication with neighbors and neighboring institutions.
- Institute process for receiving, hearing, and responding to recommendations, concerns, or criticisms.
- Make leadership available to the community on a regular basis.
- Share news about the park and its activities through a variety of media and modalities of communications to reach a broad audience, specifically targeting populations that otherwise may be underserved.
- Build a broad constituency of volunteers to both serve at the park and share testimonial with their communities.
- Include images of diverse users (cultural, age, abilities) in materials.



This report made possible through the generous support of:

- Blue Grass Community Foundation
- James Graham Brown Foundation
- University of Kentucky Office of Community Engagement

And our hosts:

- Kentucky Eagle, Inc.
- Lextran
- Lexington Legends
- Lexington Public Library
- Lexington Senior Center
- UK HealthCare

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