Title: Baltimore park equity plan

Subtitle: An equity analysis to determine where to build more green space in Baltimore.

[Beginning] ===========================================

# Our community

## Strengths

[Family image]

Baltimore has diverse strengths that make it unique and resilient. Schools and parks provide spaces to build community, learn, and grow. Rich history and family ties have paved the way for strong social bonds and cultural heritage. These strengths not only connect us to one another but also motivate us toward community development and sustainable growth.

[Rowhouse image]

## Challenges

However, Baltimore also faces challenges that require our collective effort to overcome. Insufficient affordable housing, few safe spaces to walk and get physical activity, and economic disparity have created limited opportunities in some parts of the city. Despite historical inequalities, our community is resilient and committed to addressing these opportunities for development in an equitable way.

[Middle] ==============================================

# Equity data layers

* Historic Redlining Grades
* Median Household Income
* % Mental Health Distress

[Map with equity data layers]

# Equity criteria area

To determine which areas in the city would most benefit from additional green space, a spatial analysis was conducted to determine areas that were historically redlined, had a median household income below the poverty level, and had the highest rates of reported mental health distress.

[ Map showing the criteria areas for each of the equity data layers ]

# Possible park areas

This map shows where the criteria areas overlap. This represents the locations that will most benefit from additional parks and green space.

[ Map showing the final areas with possible park priority areas ]

# Survey results

The community was provided three options for building a new park based on the map analysis results. The option with the highest preference was to invest in a new park in the Upton area of Baltimore.

[Image of bar chart with survey response results]

[Embed the Explore options for new park locations Instant App]

[End] =======================================================

# Track equity goals

It is important that the feedback received on park location priority included members of the community who live in the area. This app compares the race and ethnicity of those who participated in a feedback survey to the makeup of the local community. This is one way to track how well those who participated in a survey reflect the community where the new park will be built.

[Embed Equity goal tracking Instant App]

# Call to action

## Contribute to the community feedback survey

Complete the survey and contribute your experiences and perspectives on walking to green spaces in your community.

[Embed the Park proposal community feedback form]

## Contact our representative!

Call or email Councilman John Smith of District 1 to support Measure A for more park funding in our community!

410-555-5555

Jsmith1@baltcity.gov

Consider using the following example script when you call:

Hello Councilman Smith. I am a resident of District 1 and I am calling to ask for you to support Measure A at the upcoming council meeting. This is an opportunity to build park equity in a community that has historically been underserved and neglected. Please support future generations and vote Yes for Measure A.

[Link to more information about Measure A]

## Data and organizations working for park equity in Baltimore

* <https://www.parksandpeople.org/>
* <https://baltimoregreenspace.org/>
* <https://www.tpl.org/city/baltimore-maryland>