

# Dix Park Equity Plan

A Park for Everyone, Built by Everyone

# What is an Equity Plan?

- An analysis into how Dix Park can inclusively and equitably support its community.
- Implementation document that outlines principles, strategies, and desired outcomes in areas of equity relevant to Raleigh.
- Mechanism for delivering upon our promise of “A Park for Everyone, Built by Everyone”

## Why an Equity Plan?

- To ensure the equitable distribution of the benefits and costs of creating a great, urban park
- Common theme identified by the community through the 22-month community engagement period
- Direct recommendation from Master Plan Advisory Committee

# Raleigh's Largest Park Looks at Equity as City Booms



ADINA SOLOMON APRIL 12, 2019



A rendering from the Dix Park master plan. (Image courtesy of the city of Raleigh; Michael Van Valkenburgh Associates, Inc.)

City officials have **approved a master plan** for the 308-acre Dorothea Dix Park, the largest park in the city. But the two-year process, which engaged 65,000 people to figure out how to turn the former psychiatric hospital into the city's version of Central Park, was the easy part.

## *The Neighborhood Is Mostly Black. The Home Buyers Are Mostly White.*

By EMILY BADGER, QUOCTRUNG BUI and ROBERT GEBELOFF APRIL 27, 2019

Nationwide, the arrival of white homeowners in places they've long avoided is jolting the economics of the land beneath everyone.



## New South Carolina Park Is Furthering Equitable Development in the Deep South



ELIZABETH PANDOLFI JUNE 11, 2019



(City of Greenville/MKSK)

# Work to Date

- Staff development of **Equity Plan Framework**, steering document for planning process
  - Includes recommendations for:
    - Process
    - Partners
    - Plan Content
- Coordination with relevant department/groups
  - **Health:** UNC School of Public Health
  - **Accessibility:** Mayors Committee for Person's with Disability, PRCR, Transportation Dept.
  - **Environment:** Office of Sustainability
  - **Economic Opportunity** and **Affordability:** Planning Dept., Economic Development, Housing and Neighborhoods Dept.

# Background Research

Internal & External



Working Draft- for input & discussion purposes only

## EQUITY FRAMEWORK

Climate change is a complex issue that affects everyone; however, not everyone is affected equally. The equity framework considers the exposure rates, sensitivity, and capacity for adaptation among different population groups to identify opportunities for collaborative efforts to develop a community-driven plan for addressing climate change and its effects.

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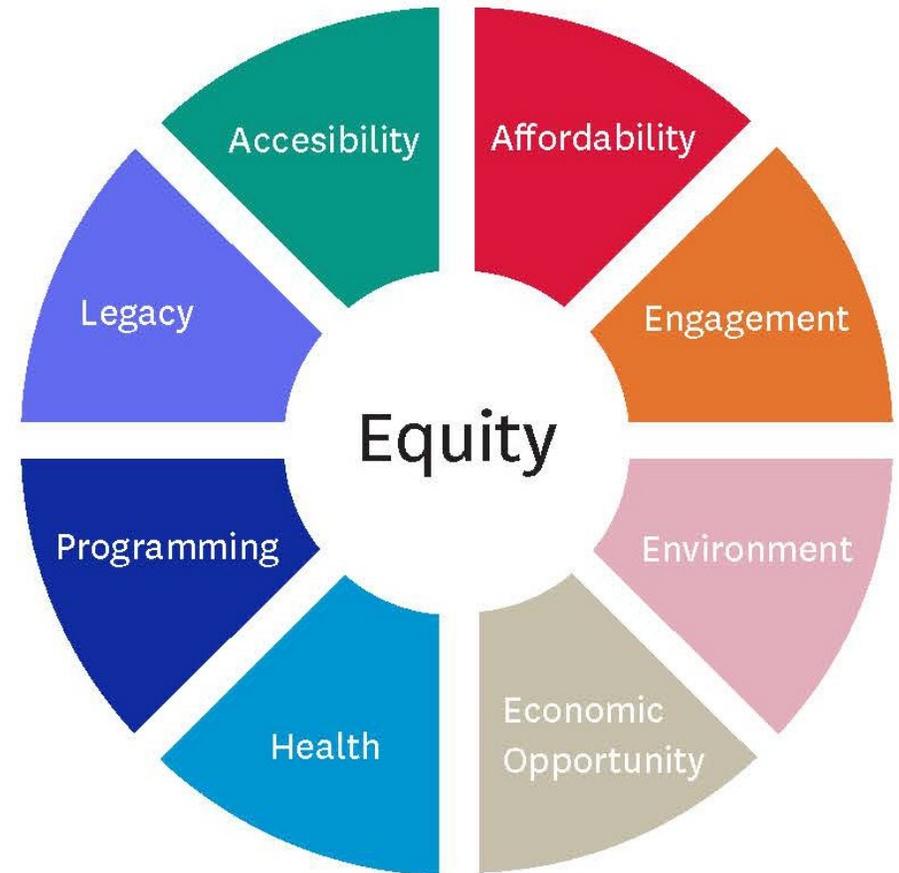
## 11th Street Bridge Park's Equitable Development Plan



# Equity Dimensions

**On-site:** What can we control within the park boundaries?

**Off-site:** What can we influence outside of the park boundaries?



# Accessibility

## **On-site Equity: The ability for all users to appropriately access, participate in, and enjoy park grounds, facilities, programs, and events.**

- The Dix Park Master plan proposes a plethora of programmatic uses and park spaces that span across many different interest areas and uses. As a “Park for Everyone”, Dix Park must meet this commitment through universal design and inclusions standards that consider the full range of abilities represented in the community.

## **Off-site Equity: The ability for all users to safely arrive at park grounds through a variety of modes and from a variety of directions.**

- As a community asset, external access to park grounds must be assured for the full range of potential park users. External Accessibility should be explored by transportation mode, direction of entrance, and ability of travel.

## **Recommendations**

1. **Develop a Universal Design Ambassador Committee:** To assure that all aspects of ability are represented in the park development process as well as park programs and events creation and execution, it is recommended that a committee be formed to provide insight and recommendation for equitable accessibility. With strong partners such as the Governor Morehead School located in such proximity, this committee can serve as a focus group that can be involved in pre-planning of design standards, as well as experiential review post-construction to assure realistic accessibility standards are met. This group should be formed in partnership with the Mayor’s Committee for Persons with Disabilities.

2. **Adopt Park Accessibility Standards:** While any park development will comply with city standards for accessibility that will automatically provide a high level of access to the park, exploration into higher standards of park accessibility are recommended. This work should be led by the Universal Design Ambassador Committee and could serve as a standard bearer for the next generation of park accessibility.

## **Potential Metrics**

- Percentage of the park that aligns with ADA requirements.
- Percentage of the population served by a bus route that arrives at Dix Park.

# Economic Opportunity

## **On-site Equity: The distribution of economic development opportunities through onsite development, programming, and events.**

- Throughout the full build out of Dix Park there is the potential for significant economic opportunity. This opportunity exists from pre-build to and through construction, as well as in the future daily experience of the park. Opportunity, across industry, should be shared equitably to distribute park benefits.

## **Resources**

1. **Healthy Development Guidelines.** A community-based planning partnership in Oakland developed “Healthy Development Guidelines” design so “city planners and developers can use to review all new development projects above a certain threshold to ensure that they meet community-identified priorities for health equity”.
2. **Community Benefits Toolkit.** The Partnership for Working Families has developed a toolkit on the basics of Equitable Development and Community Benefits and case studies and successful agreement examples from across the nation.
3. **Harnessing the Capital from Opportunity Zones Towards Equitable Development Goals.** This report from the North Carolina Justice Center provides an overview of the challenges and planning needed for areas designated as opportunity zones to have a positive impact and gives recommendations for minimizing harm and preventing community displacement.

## **Recommendations**

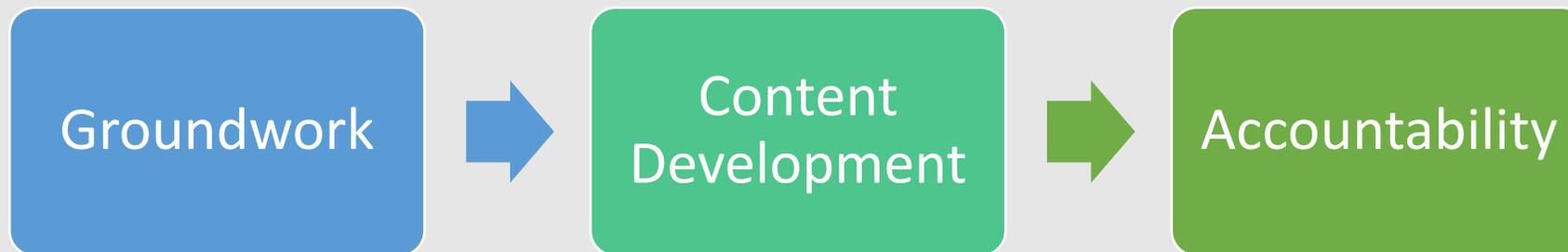
1. **Explore potential impacts of the Opportunity Zone designation** on the Lake Wheeler Edge. The recent designation of the Fuller Heights, Caraleigh neighborhoods as an Opportunity Zone opens the potential for more rapid development scenarios in these areas. City staff should be aware of the possibilities, and should be exploring opportunities for harnessing, or mitigating these designations, depending on the potential impacts.
2. **Develop a Community Benefits Agreement for Dix Park Projects.** In accordance with the Dix Park Master Plan, significant construction and development projects are intended for Dix Park. These projects will create incredible opportunity for community benefits to be built into development agreements in many areas, including employment, health, and recreation. The specifics built into any park related CBA should be in direct response to the Community Baseline Metrics and the established Equity Dimensions. This will assure the selection of the most critical and relevant benefits that will promote appropriate community improvement.
3. **Develop Park Development Guidelines** to guide park development and assure alignment with park principles. Establishing park-specific development guidelines, based on principles established in the Master Planning Process, but also supportive of park equity dimensions, will provide a mechanism for reviewing park projects on their applicability and appropriateness within the park context. The guidelines are intended to streamline project approval process and ensure consistency and longevity of park principles in the future of the park.

## **Potential Metrics**

- Percentage of contractors that are MWOB.
- Percentage of development partners that are based in Wake Co.

# Next Steps

- Seeking funding to support planning process
- Procurement process to hire a consultant
- Continued Groundwork collaboration
  - Ex. Edge Study with COR Planning Department
  - Ex. UNC Public School of Health



# Schedule

**Key:**  
 T= Task  
 AP= Advisor's Panel Meeting  
 PP= Project Partner's Meeting  
 CM= Community Meeting



## Phasing Overview



**Phase 1** Baseline Metric Assignment

- RFP/Q
- Staff Supporting Work
- Development of Baseline Metrics
- Consultant Selection
- Development of Baseline Metrics
- T: Development of Equity Advisors Panel
- T: Selection of Equity Plan Partners
- T: Study Area Established
- T: Start Baseline Community Needs Assessment
- Development of Baseline Metrics
- AP1: Onboarding, Charge, Responsibilities, Schedule
- PP: Onboarding, Charge, Resonsibilities, Schedule
- T: Complete Community Needs Assessment
- Development of Baseline Metrics
- Development of Baseline Metrics

**Phase 2**

- CM1: Defining Equity
- CM2: Establishing Equity Principles
- CM3: Adoption of Definition/Principles
- CM4: Equity Dimensions Discussion #1
- CM5: Equity Dimensions Discussion #2
- CM6: Equity Dimensions Discussion #3
- CM7: Outcomes, Strategies, Actions #1
- CM8: Outcomes, Strategies, Actions #2
- CM9: Outcomes, Strategies, Actions #3
- Development of Equity Plan
- T: Finalization of Equity Plan
- T: Present to Council for Adoption

**Phase 3**

- T: Development of Performance Metrics
- T: Establish Schedule for Plan Review and Updates

# Proposed Budget

## Consultant/Partner Fee and Expense Summary

Consultant/ Partner	Fees: Phase 1	Fees: Phase 2	Fees: Phase 3	Total Fees	Est. Expenses	TOTAL
<b>Prime</b>	<b>\$37,500</b>	<b>\$175,000</b>	<b>\$37,500</b>	<b>\$250,000</b>	<b>\$50,000*</b>	<b>\$300,000</b>
Plan Partner 1	\$2,500	\$5,000	\$0	\$7,500	\$5,000	\$12,500
Plan Partner 2	\$2,500	\$5,000	\$0	\$7,500	\$5,000	\$12,500
Plan Partner 3	\$2,500	\$5,000	\$0	\$7,500	\$5,000	\$12,500
Plan Partner 4	\$2,500	\$5,000	\$0	\$7,500	\$5,000	\$12,500
<b>TOTAL</b>	<b>\$47,500</b>	<b>\$195,000</b>	<b>\$37,500</b>	<b>\$280,000</b>	<b>\$70,000</b>	<b>\$350,000</b>

## \*Estimated Prime Expenses Breakdown

Item	Est. Expenses	Quantity	TOTAL FEES
Community Meetings	\$3,000	10	\$30,000
Advisors Panel Meeting	\$500	10	\$5,000
Marketing	\$8,000	n/a	\$8,000
Material Production	\$7,000	n/a	\$7,000
<b>TOTAL</b>			<b>\$50,000</b>