



TOOL 11

Publicly Commit

TIME COMMITMENT

2–8 hours

PEOPLE

Park organization staff

SUPPLIES

Organization mission
and vision statements and
strategic plan

INTRODUCTION

How do you publicly communicate your values and goals?

Create a statement conveying what your organization is working toward, including the changes you hope to see in the community as a result of centering equity in your work.

Organizations should regularly and publicly communicate the values that guide them and the vision they are aspiring to, as well as the progress they are making over time. This creates accountability, transparency, and trust.



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TIPS FOR USING THIS TOOL

Avoid performative statements. If your organization decides to go public with an equitable impact statement, make sure you back that up with concrete actions and deliverables.

INSTRUCTIONS

Once you have a firm idea about the equitable impact your organization is working toward (Tool 5, Craft a Theory of Change), consider making your commitment public. First develop internal buy-in throughout your organization, and a shared understanding among all staff of the steps needed to activate such a statement.

1. Assemble a diverse group of staff, with representation from every department.
2. With this group, review your organization's mission, vision, and objectives. (Oftentimes, this content will be available in a strategic plan.) Ask yourself and the group if these statements and goals feel accurate. Do they feel you are on track to make these statements come to life?
3. Draft an initial statement together. Every member should go back to their departments, seeking feedback.
4. Before you go public, review the statement with staff and community partners. Once the statement is ready, share it on all your public communications channels.



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STATEMENT CREDITS

Courtesy of the
High Line Network

When the Network began conducting equity audits, it collected equity definitions and statements from all its members. This bank of definitions has served as inspiration for other members to think about what equity can mean for them. Here are some examples:

11th Street BridgePark

Ensure that the park is a driver of inclusive development—development that provides opportunities for all residents regardless of income and demography. By following a community-driven and vetted process, it is our hope that other cities can look to the Bridge Park as a prime example of how the public and private sectors can invest in and create world-class public space in an equitable manner.

Atlanta BeltLine Inc.

Operate with the notion that equity is a process and an outcome by which everybody has access to resources and opportunities they need to be successful and thrive.

Detroit Riverfront Conservancy

#bringeverybody

Golden Gate National Parks Conservancy

An approach based in fairness to ensuring everyone has access to the same opportunities and resources. In practice, it ensures everyone is given equal opportunity to thrive; this means that resources may be divided and shared unequally to make sure that each person can access an opportunity. Equity is therefore not the same thing as equality. Equity takes into account that people have different access to resources because of system of oppression and privilege. Equity seeks to balance that disparity.

Hemisfair

Hemisfair is the place where every San Antonian feels comfortable being themselves. The staff, board of directors, parks and programs at Hemisfair reflect the diversity of San Antonio, and prioritize racial justice, equity, inclusion and access for all, regardless of ethnicity, gender, ability, age or income level.

High Line

Diversity is the intentional building of awareness and appreciation of intersecting backgrounds, perspectives, and experiences. Grounded in diversity, **Inclusion** is the practice of seeking out, prioritizing, and implementing the expertise of diverse voices, recognizing that each is valid, valuable, and necessary. Grounded in diversity and inclusion, **Equity** is the just and fair allocation of power, resources, and opportunities. **Access** is the freedom from physical, cultural, communication, financial and legal barriers.

High Line Canal

Organizational equity: processes and decisions ensure all demographics are equally represented in and have access to programming, planning, implementation, decision-making and leadership.

External equity: Conservancy programs, planning and engagement are rooted in and accessible to the community where programs and improvements are taking place.

Canal equity: investing the necessary resources into communities along all 71 miles to ensure access, accessibility and a high quality of life and user experience for all Canal users.