



Fiscal Year 2018 Annual Report
Great people make great parks

Letter from the Executive Director



A family playing in Devoe Park in the Bronx

With the myriad of challenges facing the world today, protecting our city's parks and open spaces is more important than ever. These are the spaces that allow communities to come together, celebrate culture, exercise, relax, play, experience nature, and engage civically.

New Yorkers for Parks (NY4P) brings together local advocates and park enthusiasts from across the city to work towards safe, equitable, and well-maintained parks and open spaces citywide. During fiscal year 2018, NY4P expanded our team to increase our capacity, collaborated with elected officials, launched a redesigned website, and brought more people together through new initiatives and events. This work reflects our vision for greater parks equity in NYC: that all residents, in all neighborhoods, have access to quality parks and open spaces.

What makes NY4P unique, and what we find important to recognize, is that our impact is greater than the sum of our parts. **The success of our initiatives, both longstanding and new, is a testament to the love that New Yorkers have for their parks and open spaces.**

We are honored to work with incredible partners, from nascent community groups and individuals to large conservancies, to ensure that local spaces remain treasured for years to come. It is dedicated volunteers, hardworking peer organizations, and generous supporters who are the true parks champions. With the help of all of these partners, we have expanded our programming and reach. Our new Open Space Dialogues panel series brought together over 300 industry experts and community advocates to discuss open space challenges. Our advocate network reached out to 70% of the City Council this summer to save 150 essential park workers and gardener positions that would have been cut from the City budget. The Daffodil Project, celebrating its 16th year, saw a record number of registrations and brought over 450,000 free bulbs to individuals and community groups in all five boroughs.

In an ever-evolving city, we know the importance of being agile and responsive to change, which is why we embarked on a comprehensive business planning process. The resulting Five Year Business Plan reflects the input of a variety of stakeholders and focuses

our efforts in three main areas: research and policy, convening, and community engagement. The groundwork and early implementation of the Business Plan in Fiscal Year 2018 set the stage for NY4P to broaden our reach and deepen our impact to ensure meaningful, lasting change.

From pocket parks to athletic fields and playgrounds, public plazas to street tree beds and community gardens: parks and open spaces are the soul of our city. In an ever-densifying urban metropolis, these spaces are essential to the thriving, vibrant city we all know and love.

Thank you to all of the parks supporters who are with us in this work.

Go parks!

Sincerely,
Lynn B. Kelly





WE SHARED

our data and resources with
17,000+
New Yorkers



WE GREW

1,700
more people got to know
us this year



WE EDUCATED

Over 900
people came to our
workshops, trainings,
and webinars



WE EMPOWERED

more than
26,000
Daffodil Project volunteers
across all five boroughs



WE ENGAGED

17,000+
kids participated in
daffodil plantings citywide



WE UNITED

Special thanks to our
50+
partner organizations

We shared our data and resources with New Yorkers



DATA-DRIVEN RESEARCH remains a staple of our support of parks and open spaces for all neighborhoods. By developing engaging, informative reports and resources, both in print and online, NY4P ensures that all New Yorkers have the **ACCESS AND UNDERSTANDING TO APPLY THIS DATA** to their communities.

New Reports Analyzed Open Space in Brownsville & the South Bronx

We released two new Open Space Index reports simultaneously for the first time in the history of the Open Space Index. These reports, produced by NY4P since 2010, paint a picture of current open space conditions at the neighborhood level and pose recommendations to improve conditions in the future. Each report measures a neighborhood's status on 14 New York City-specific goals. We concluded that the neighborhoods of Brownsville in Brooklyn and the parts of the Bronx covered by the Southern Boulevard neighborhood study area have insufficient parkland and unacceptable park conditions. After months of collecting data, collaborating with community groups, and conducting on-the-ground research and outreach, we found that Brownsville failed 10 of the 14 open space goals, while Southern Boulevard failed 11 of the 14 goals. When Crotona Park, a 127-acre park located at the northwestern point of the study area, is included, Southern Boulevard still fails 8 goals. The reports offer actionable recommendations about how local advocates, elected officials,



and agencies might increase and improve open space in these communities. The recommendations reflect needs voiced by each local community: supporting the community's plan for changes to local expressways in Southern Boulevard, and increasing active programming in parks in Brownsville, among others.

Providing Training and Sharing our Knowledge

We presented research and shared resources with larger and broader audiences at several events in partnership with national organizations. In July of 2017, Executive Director Lynn Kelly spoke on a panel at the City Parks Alliance's "Greener & Greater" conference in Minneapolis, sharing how to create parks advocacy organizations with an international audience of parks advocates and professionals. In February we participated in the Bronx Parks Speak Up, holding a workshop to train and guide groups to record their own park usage data. Our staff reached conference attendees and advocates at this and other local events throughout the year, including the annual Making Brooklyn Bloom and NYCHA Grows With Its Gardeners Conference, and presented at workshops convened by Partnerships for Parks. In June, our Director of Outreach and Programs moderated a City Parks Alliance webinar on budget advocacy for park maintenance. We are also regularly invited by various community groups to provide trainings on our materials and data collection methods, including The Point CDC and the Southern Bronx River Watershed Alliance.



Boro x Boro Meeting at Brooklyn Borough Hall, April 2018

Through new convening and community engagement initiatives, **WE ARE BROADENING OUR REACH AND EMPOWERING MORE NEW YORKERS TO BECOME PARKS AND OPEN SPACE ADVOCATES.**



Open Space Dialogues: A New Perspective on Delivery, February 2018

We united park and open space advocates in all boroughs

The Public Realm Bill of Rights for New York City NY4P: Boro x Boro 2018

From February through May, we held our third annual NY4P: Boro x Boro series, bringing together over 190 community groups and individuals representing all corners of the city. This year, each borough's meeting focused on turning park improvement ideas into action steps, centered around the articles of our [Public Realm Bill of Rights for New York City](#). We also provided time for networking and getting to know fellow neighborhood park advocates. The series culminated in our annual citywide meeting, which brought together advocates from all five boroughs to listen to the keynote speaker, City Council Member Barry Grodenchik, Chair of the Parks Committee. We reflected on our action steps and identified the roles our local elected officials can play in assisting us. We compiled and shared [Boro x Boro At-A-Glance](#), articulating a vision of what's most important to New York park advocates from the individuals and community groups who participated.

2017 Election Campaign

We organized a Parks Policy Platform for the 2017 City Council and Mayoral elections based on our Public Realm Bill of Rights to build a more uniform voice in support of NYC's diverse inventory of parks and open spaces. Working with a campaign consulting firm, we developed a detailed campaign roadmap for the 2017 City Council and Mayoral elections and created a framework for future campaigns to ensure that parks and open spaces are on the agendas of elected officials and candidates. The campaign structure allowed us to reach across districts and help bring parks and open space issues into the conversation during the election. As part of our campaign, we inquired of candidates' commitments to parks and open space issues with questionnaires in August and October 2017 which received dozens of responses, including many candidates for City Council, Comptroller, and Mayor. Because we reached out to every candidate, the campaign helped NY4P leverage existing connections to gain more attention from City Council members as the go-to-organization for parks and open space data and networking.

Open Space Dialogues

NY4P launched the Open Space Dialogues series with support from The Rockefeller Foundation, bringing industry and community experts together in panel discussions from October 2017 through April 2018. We sought to raise the bar on the conversation around parks and open spaces as they pertain to rezonings across the city. The four-panel series included discussions on the value of open space, as well as how it relates to the design and development process, implementation, and delivery. The panels featured varied perspectives, from parks conservancies, government officials, real estate developers, and community advocates, as well as other industry professionals. With a reach of over 300 participants in-person and online, the series grew in popularity over time. To cap off the project in June, in collaboration with our project partner, WXY architecture + urban design, NY4P released [Open Space Dialogues: A New Perspective](#), a public-facing document summarizing the findings and next steps from this panel series.



Bronx youth at SWALE in Concrete Plant Park

We engaged elected officials

We facilitate communication between elected officials and local parks advocates, a critical piece of our work **ADVOCATING AND INFORMING ABOUT PARKS AND OPEN SPACES** in New York City.

Council Member Meetings

To affect change and profoundly shape policy around NYC's parks and open spaces, we set out to meet with as many New York City Council members as possible to improve our ability to do this work. We met with 12 Council Members representing New York City's five boroughs, including the majority of the members of the Parks Committee. We shared data and strengthened relationships to inform the Council members of the parks and open space challenges and initiatives in their district. These new relationships resulted in collaborations for our events and programs, with multiple Council Members planning to host Daffodil Project distribution sites in fall 2018. Additionally, Council Member Barry Grodenchik, Chair of the Parks Committee, often called on us directly for data and information relating to current parks issues. Through this direct line to the Parks Committee Chair we connected more local advocates with his office and more effectively shared our resources on timely issues.

Standing Side by Side with Park Advocates

Marx Brothers Playground in East Harlem

Jointly Operated Playgrounds (JOPs) represent 37% of all current NYC Parks playgrounds, and have become essential open space assets in the five boroughs. However, the City has assigned Marx Brothers Playground transferrable development rights as part of a project led by the State's Educational Construction Fund. This is unprecedented for parkland and is worrisome for the other 267 JOPs citywide. NY4P collaborated with the Municipal Art Society and the Trust for Public Land to submit letters to Governor Cuomo urging him to veto the alienation. The decision is currently being reviewed by the State, and we continue to closely monitor this issue.

Sheridan Expressway Ramps in the South Bronx

The Hunts Point Interstate Access Improvement Project proposes a reconfiguration of a truck access ramp, which community members believe will impede park access and endanger local pedestrians. NYS DOT has refused to evaluate the community-proposed alternative ramp location in the Draft Environmental Impact Study (DEIS).

NY4P has gone on the record multiple times requesting that NYS DOT study the community-based ramp location in their DEIS.

SAVING 150 CITY PARK WORKERS AND GARDENERS POSITIONS

In June 2018 we urged our network to write directly to their City Council members to preserve 150 essential park workers and gardener positions for the coming fiscal year that were in danger of being cut from the City's budget. Our network reached 70% of all City Council members, resulting in the Council's approval of the \$9.6 million required to fund these positions for another year.



NY4P Director of Research and Policy encourages review of community ramp proposal for Sheridan Expressway ramps at a press conference in March 2018

We empowered more than 26,000 Daffodil Project volunteers across all five boroughs

THE DAFFODIL PROJECT CELEBRATED 16 YEARS of providing free bulbs to volunteers and community groups – cultivating new park stewards and beautifying communities.



Daffodil Project distribution at Union Square

16 Years of The Daffodil Project

Founded in 2001 as a living memorial to the lives lost on September 11th, The Daffodil Project remains one of the largest volunteer efforts in the city’s history. The 2017 Daffodil Project season had a record number of bulb requests, and we distributed 450,000 daffodil bulbs to individuals and community groups in all five boroughs. To date, we have brought over 7 million daffodils to public spaces across New York City, with the help of over 100,000 volunteers, from young students to corporate groups. This year we launched a new partnership with New York Edge, an organization providing after-school activities for underprivileged students. Through this collaboration we held plantings at five different schools – one in each borough – engaging more than 80 students in planting over 1,000 bulbs in their schoolyards and gardens.



“Here at P.S. 59 we are grateful for the Daffodil Project because it has allowed our students to not just plant a bulb on school grounds and beautify our green spaces – it has allowed them to connect to a larger group of volunteers.”

FRIZZI-LILIAN LINCK,
P.S. 59 Harborview School PTA

2018 DAFFODIL BREAKFAST HONOREES

*The Lynden B. Miller
Citywide Award Recipient
New York Edge (formerly Sports
and Arts in Schools Foundation)*

BOROUGH DAFFODIL AWARD RECIPIENTS

Bronx: Friends of Soundview Park

Brooklyn: Friends of Carroll Park

*Manhattan: The Friends of the Adam
Clayton Powell, Jr. Boulevard Malls*

Queens: Astoria Park Alliance

*Staten Island: PS59 PTA The Harbor-
view School: The Harbor Learning
Garden/Green Thumb Committee*



2018 Daffodil Breakfast Honorees and their guests



Con Edison volunteers planted hundreds of daffodil bulbs at Sara D. Roosevelt Park on the Lower East Side

We expanded our resources and partnerships

New Website Design

In an effort to make our resources more accessible, we launched a new website in the winter of 2018. The new, mobile-friendly design ensures that our growing network can easily access our resources in a simplified, visual and engaging way. Since the launch, we average 300 more visitors per month. Here's some of what our new website has to offer:

- **Improve Your Park** – find all of our advocacy tools in one easy to access place, including webinars
- **Translated content** – learn more about parks advocacy in your native language: English, Spanish and simplified Chinese
- **Interactive Research Library** – personalize the filters to sort through NY4P's more than 85 reports and resources for areas in all five boroughs

A SPECIAL THANKS TO OUR MANY PARTNER ORGANIZATIONS THIS YEAR!

- Banana Kelly CIA
- The Battery
- Berlin Rosen
- BIG Reuse
- Backspace
- BJH Advisors
- Brooklyn Borough President's Office
- Brooklyn Public Library
- Bronx Community Health Network
- Bronx River Alliance
- Brownsville Community Justice Center
- B. Sessions Law
- City Parks Alliance
- Clinton Housing Development Corporation
- Design Trust for Public Space
- Downtown Alliance
- El Puente
- Friends of Brownsville Parks
- GreenThumb
- Grow to Learn NYC
- Hudson River Park Trust
- Mathews Nielsen Landscape Architects
- Mothers Out Front
- The Municipal Art Society of New York
- Natural Areas Conservancy
- National Parks of New York Harbor
- Neighborhood Plaza Partnership
- New York City Council
- New York City Community Garden Coalition
- NYC & Company
- NYC Department of City Planning
- NYC Department of Transportation
- New York City Economic Development Corporation
- New York Edge
- New York City Housing Authority
- NYC Parks
- New York Law School
- New York League of Conservation Voters
- New York Restoration Project
- North Brooklyn Parks Alliance
- The Participatory Budgeting Project
- Partnerships for Parks
- The Point CDC
- Red Hook Conservancy
- Rockaway Waterfront Alliance
- South Bronx Unite
- The Southern Bronx River Watershed Alliance
- Times Square Alliance
- Transportation Alternatives
- The Trust for Public Land
- Urby
- Waterfront Alliance
- We Run Brownsville
- WXY architecture + urban design
- The Whelan Group
- ...and many more!



We're evolving to meet the needs of an ever-changing city



Crotana Park, the Bronx

NY4P has exciting initiatives lined up for fiscal year 2019. Here's a sneak peak of what's on the horizon:

Leon Levy Fellows for Great Parks

With the generous support of the Leon Levy Foundation, we are excited to launch a new fellowship program: the Leon Levy Fellows for Great Parks. This nine-month fellowship program is designed to spur the development of young adults interested in parks and environment-related careers. It will provide hands-on field experience as well as mentoring and career-building opportunities for young professionals, while simultaneously growing our capacity as an organization. In its inaugural year we have hired one Research & Policy fellow, and hope to expand the program in the years ahead.

Fight for Light Initiative

In summer 2018, we partnered with the Municipal Art Society to develop a citywide Fight for Light Initiative, ensuring that strong safeguards are put in place to protect the light and air that is so essential to the vitality and health of New York City's open spaces and streets. This multi-year initiative will establish a framework for new policies for New York City, make specific recommendations, and launch a campaign to have them enacted, informed by a task force of experts from many disciplines and areas of focus.

Park Peers Meetings

Building on the success and increased interest in our convening projects, we will host a series of Park Peers Meetings from winter 2018 through spring 2019. Made possible by the Ford Foundation, this new set of convenings will provide a fresh approach to coalition-building within and across the five boroughs, based on specific tiers of groups working within the larger parks equity conversation: from small hyper-local stewardship groups, to newly-formed borough-wide organizations and alliances, nascent local parks advocate organizations, and more tenured conservancies and alliances.

Open Space Dialogues Continues

After the success of our first year of Open Space Dialogues that saw more than 300 participants in-person and online, we are launching a second series in partnership with New York Law School. This series will feature five panels from October 2018 through April 2019, free for a live audience and accompanied by livestreams and recorded video available online. Future topics may include a variety of issues, such as the intersection of parks and transportation; the creation of non-

traditional public spaces and parks; active uses and recreation in parks; and open space access in communities of color.

Open Space Index Reports in Three Neighborhoods

Building on our recent research, we plan to complete Open Space Index summary reports for three new neighborhoods: Bushwick, Brooklyn; Long Island City, Queens; and the Bay Street Corridor of Staten Island. Each of these neighborhoods is at a critical stage in its potential redevelopment where our data and expertise can have a strong impact in shaping policy on local parks and open spaces. Committed to pushing back early and often with good data, NY4P is accelerating the release of these three reports in order to meet the increasing demand from local advocates for quality data and technical support.

Big News Coming Soon

NY4P is collaborating on a multi-year parks budget advocacy campaign for 2019...stay tuned!



We are grateful for our generous supporters

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Gifts made July 1, 2017 – June 30, 2018

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Above left: 2017 Party 4 Parks: Lynn Kelly with our Honoree, Doug Blonsky

Above: NY4P Bronx Ambassador Nilka Martell gives remarks at the 2017 Party 4 Parks

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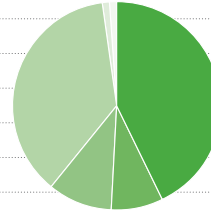
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New Yorkers for Parks FY2018 Operating Report

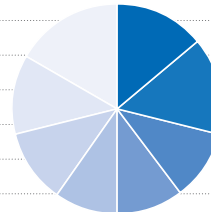
FY 2018 OPERATING REVENUE

	Total	Percentage
● Foundations	\$ 542,926	43%
● Corporations	95,557	8%
● Individuals/Family Foundations	133,523	10%
● Special Events (net)	464,887	37%
● Organizations	17,091	1%
● Government	500	0%
● Other	\$ 13,933	1%



FY 2018 OPERATING EXPENSES

	Total	Percentage
● Community Outreach and Advocacy	\$ 201,676	14%
● Research and Planning	214,438	15%
● Rezoning Analysis and Engagement	154,383	11%
● Daffodil Project	147,528	10%
● Public Information and Communication	139,362	10%
● Business Plan	160,412	11%
● Management & General	177,864	13%
● Fundraising	\$ 234,945	16%



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recognize the following former
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As of December 5, 2018

“New Yorkers for Parks speaks our language, knowing that street by street, block by block, community garden by community garden, park by park – we all work together for the same common purpose, which is to preserve open space.”

AZIZ DEHKAN, *Executive Director, New York City Community Garden Coalition*