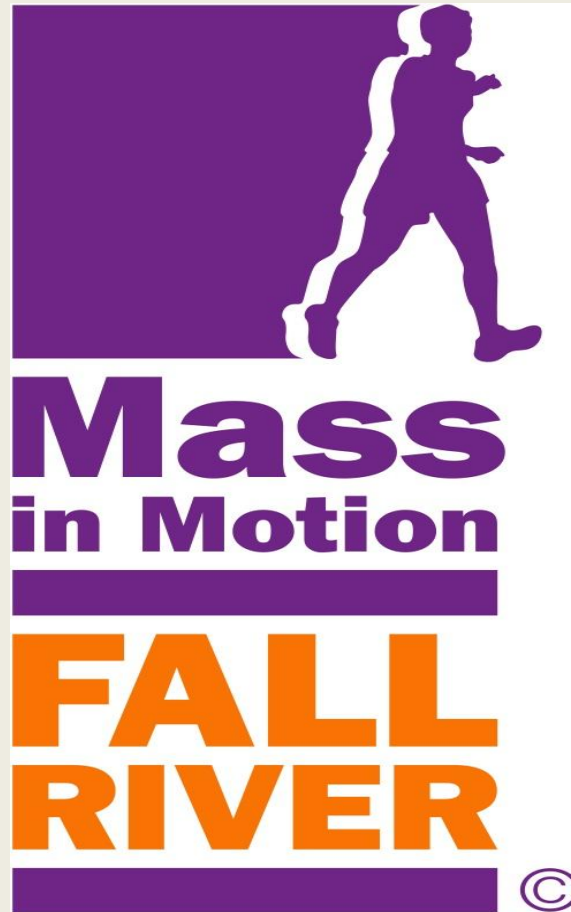


Place Making Essentials: Parks and Open Spaces



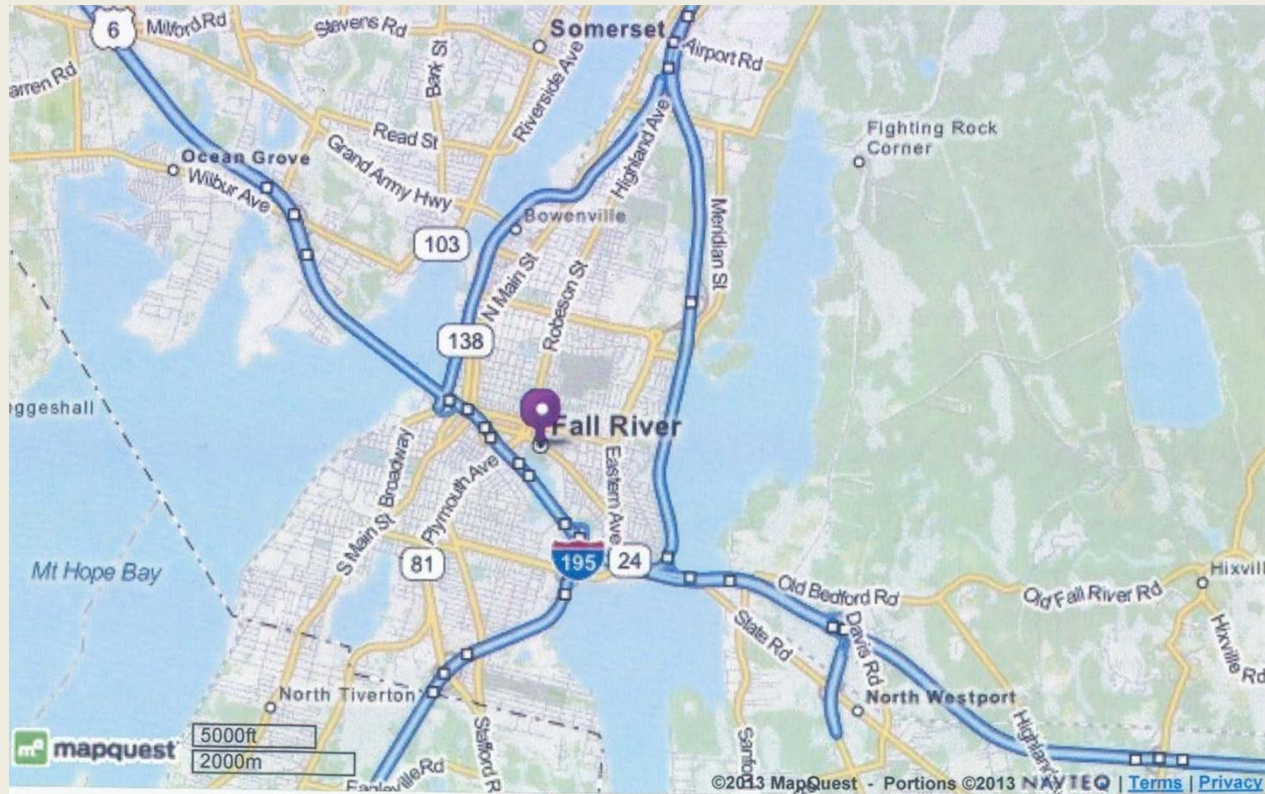
Julianne Kelly, Coordinator, Health Department, City of Fall River
jkelly@fallriverma.org/508-324-2405

CHALLENGES

Fall River's population
88,897

Demographics	MA	Fall River
Median Household Income (07-11)	\$65,981	\$34,789
Persons Living Below Poverty Line (07-11)	10.7%	21.4%
Unemployment	6.7%	12%
Smoking Rates	16.1%	26%
High School Completion Rate - Adults	88.9%	68%

The Asphalt Necklace



Abandoned Open Space



Parks In Disrepair



Engage the community



Urban Park Advocates

- Partnership with The Trustees for Reservations
- Fall River Park Advocates- established- 2010
 - Not to duplicate or replace standing initiatives
 - Rather communicate, collaborate, network across the state where TTOR has a presence
 - Face Book –Fall River Park Advocates has over 500 “friends”- used to publicize events and activities, and as a means of communication among partners



[Hundreds in Fall River volunteer to spruce up city parks](#)

Source: heraldnews.com

Annual City-Wide Park Clean-up 2010-2013



Adopt-A-Park established-
12 parks adopted.

[Charlton Memorial Hospital adopts North Park as
part of program](#)

Source: heraldnews.com

Advocates testify before City Council and at Community Development Block Grant Hearings- 2011 and 2013.



Fall River Bike Subcommittee formed- Bicycle Commission appointed



Engage City Administration



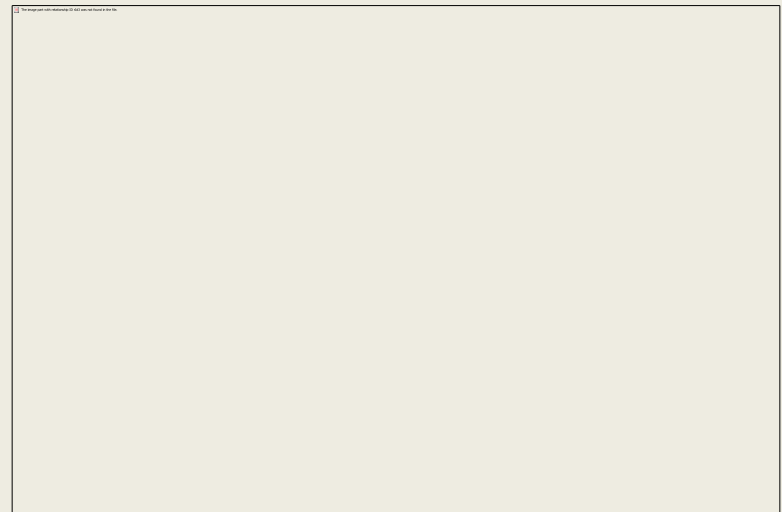
Urban Conservation Council tours the City with Planning and Parks Department



Key Municipal Partners

- Mayor William Flanagan
 - City Grantwriter
- Community Maintenance
 - DPW
 - Parks and Park Board
 - Traffic
- Planning Department
- Police Department
 - Special Operations
- Water Department

Mass in Motion Coordinator appointed Chair of Open Space and Recreation Plan



[illegible]

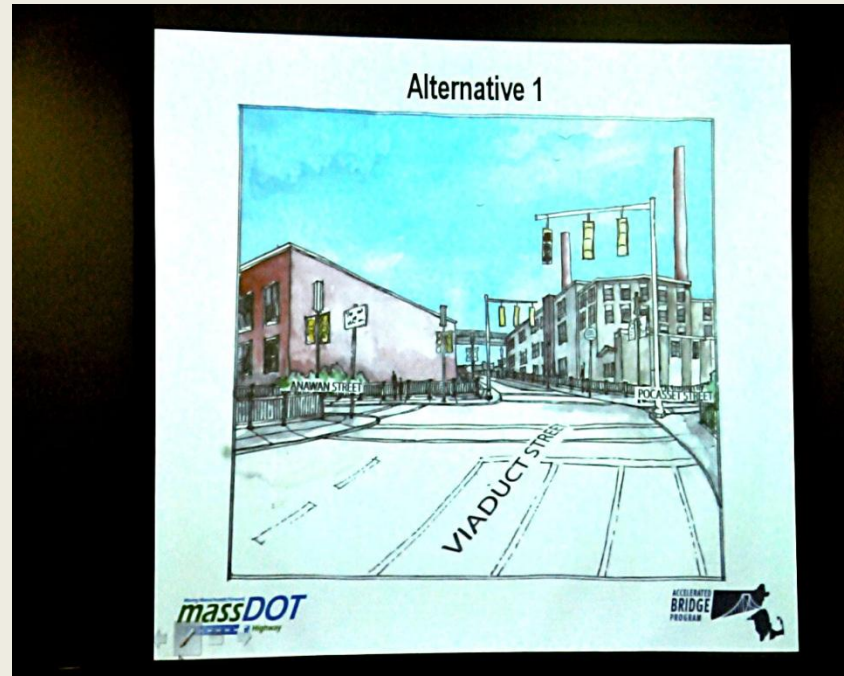


Project leaders present vision for Quequechan River bike trail

Source: [heraldnews.com](https://www.heraldnews.com)

More than 50 people, consisting of community leaders, biking enthusiasts and concerned citizens, gathered at Government Center last week to hear the specifics on the proposed Quequechan River Rail Trail project.

Pedestrian, bicycle access to waterfront



And Southeastern Massachusetts Bioreserve

Engage Partners

TTOR Youth Conservation Corps



Vision-Opportunity-Advocate



Fall River passes the CPA,
November 2012

