



# **Pilot Programming Summary Report**

Summary Findings of the Indianapolis Greenways Partnership's One-Year Pilot Program to Develop, Facilitate, and Measure Programming on Indy Greenways

August 23, 2019





# **Acknowledgements & Cast of Characters**

There are many people and organizations who have contributed to the Indianapolis Greenways Partnership's efforts over the last year. We would like to express a special thank you to each of these people and organizations for their efforts.

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**Reconnecting to our Waterways** 

**Devonshire III & VI Civic Association** 

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Tosca Carranza, Artist

The DaVinci Pursuit

Nine 13 Sports

Pirate Cat

Santa Claus (St. Nick)



The Indianapolis Greenways Partnership will develop and provide creative programming that broadens user engagement with Indy Greenways, builds support for the system, and catalyzes further investment in Indy Greenways.







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# **Forward**

It all started as a curious observation. Over 3 million people have used Indy Greenways, but only a very small percentage of them are seniors. Similarly, only a small percentage of users indicated that they use the greenways as a family. We know that the largest percentage of users are joggers and cyclists and that Indy Greenways is a more passive-use system. But both observations were a surprise. This data was collected as part of the Indy Greenways Full Circle Master Plan process in 2014.

In late 2014, a research fellowship was awarded that explored how other communities had broadened user engagement and expanded their base of users. The fellowship outlined potential steps to provide programming on the greenways that would help engage seniors and families. This work was the basis for the creation of the Indianapolis Greenways Partnership, a public-private partnership to explore program opportunities on the Indy Greenways. The Partnership's efforts are based upon the premise that providing broad opportunities for residents to engage with the greenways helps to build lifelong advocates, support, and demand for continued investment in the greenway system.

With generous funding from the Lilly Endowment, the Indianapolis Greenways Partnership has provided 22 different programs over the past year that has provided meaningful engagement opportunities for users of all ages, incomes, and demographic types. These programs, in turn, have helped to demonstrate a wider value and the greater opportunity that Indy Greenways brings to residents of Indianapolis.

And it all started with a curious observation.







# **Executive Summary- Overview of the Pilot Project**

In 2018, the Indianapolis Parks Foundation created the Indianapolis Greenways Partnership, a public-private partnership to explore program opportunities on the Indy Greenways. Based upon the outcomes of a 2014 study, the Partnership has created preliminary programming that provides opportunities for users of all ages to engage with Indy Greenways. The Partnership's efforts are based upon the premise that providing broad opportunities for residents to engage with the greenways helps to build lifelong advocates, support, and demand for continued investment in the greenway system.

The Greenways Partnership is a collaboration between the Indianapolis Parks Foundation, the City of Indianapolis, and Taylor Siefker Williams Design Group, a private firm providing program development and facilitation. Programs have been developed in the areas of:

- Health, Fitness and Wellbeing
- Cultural Enrichment & Community Engagement
- **Education & Awareness**
- **Commercial Programming**

The Indianapolis Greenways Partnership also includes several Community Partners including the Arts Council of Indianapolis, Jump In for Healthy Kids, CICOA Aging and In-home Solutions, the Marion County Health Department, and other community groups and organizations whose



FIGURE 1-Total Leveraged Dollars from the 12-month pilot program.



FIGURE 2: Overall Program Distribution Costs.



FIGURE 3: Overall program distribution by program type and percentage.



FIGURE 4: Overall program distribution by program type and dollars.

missions align with the greenways programming objectives. Programming partners include several local and national organizations.

#### 12-month Pilot Project

The Greenways Partnership was intended to establish (jump start) programming on Indy Greenways and organize a one-year pilot program to develop, facilitate, and measure programming on the greenways. The 12-month pilot project began on August 1, 2018 with the authorization of funds and the signing of the contract between the Indianapolis Parks Foundation and Taylor Siefker Williams Design Group. Over the course of the 12-month pilot project, over 22 programs were developed and facilitated under the Indianapolis Greenways Partnership banner.

#### **Goals and Objectives**

The goals of the pilot project included:

- Establish ("jump start") immediate program development that attracts broader targeted engagement with Indy Greenways.
- Develop and create the appropriate organizational structure for the continued provision of programming.
- Establish and document the requirements for this level of programming using this contract term to establish baseline requirements and expected return on investment.
- Demonstrate how programming can be used to attract a broader range of user types yearround.
- Ultimately, demonstrate how all of Indy's greenways can be used for different types
  of programming to foster further demand and priority for greenway development in
  Indianapolis.

# Overview of the Programming Effort

Over the course of the 12 month pilot project, 22 direct programs were facilitated by the Greenways Partnership and six additional ancillary programs included the Indianapolis Greenways Partnership as a program partner. Originally scoped to include 15 programs, the Partnership found ways to exceed and modify the scope to include additional programming in the pilot project. Some of this was done through repeat programming and some was the result of partners including the Partnership in their organization's programming.

#### **Overall Cost Breakdown**

The overall grant for the programming effort was \$100,000, but the total expenditures for all programming capped out at \$118,258. This amount included additional labor contributed to the partnership's efforts from our private-sector partner, estimated costs for volunteer leaders for several of the programs, as well as additional estimated costs of Indy Parks and IPF staff and labor contributions (see Part 2 Cost Determination).

In addition, the funding was further leveraged by the use of a reduced staff fee for program development labor resulting in more overall hours available within the pilot project. The reduced hourly fees contributed an additional \$37,530 in labor fees.

In all, the execution of this programming contract leveraged an additional \$55,788 resulting in a total programming cost of \$155,788. Figure 1 illustrates this breakdown. Please note that the reduced fee, while real tangible costs, aren't included in the total roll up of the program costs.

## **Distribution of Grant Funding**

The costs for the programming effort was divided and tracked in two general categories. The first category was *General Program Administration* tasks which included tasks for the ongoing

operation and communication of the Partnership and program development. These costs applied to the overall programming effort as a whole and not the individual project development. The second category included **Programming Costs**, which are costs specific to a certain program or program development efforts.

For the 12-month pilot project, \$48,178 was used for General Program Administration costs, accounting for nearly 40% of the overall costs. Programming Costs totalled \$70,080 accounting for 60% of the overall programming dollars. This breakdown was expected given the type of organization and administration being put into place to develop and facilitate this level of programming and closely mirrors the preliminary budget established for the Indianapolis Greenways Partnership in 2018.

#### Program Distribution by Program Type.

Programs were developed across the four different program types listed previously: Health Fitness & Wellbeing; Cultural Awareness & Community Engagement; Education & Awareness; and Retail Programming. A concerted effort was made during the 12 month pilot project to provide a somewhat equitable allotment of dollars to each of these categories. Ultimately, nearly 31% (\$21,116) of programming dollars were spent on Education & Awareness programming, followed by nearly 30% (\$20,790) spent across 8 programs in the Health, Fitness & Wellbeing category. For the seven programs in the Cultural Enrichment & Community Engagement category, just under 27% (\$18,817) was spent, followed by 12% (\$8,856) of program dollars spent on Retail Programs.

Individual Programs	Development	Partnership	Facilitation	Expenses	Other	Program Cost			
Health, Fitness & Wellbeing - \$20,790.50 spent at 29.6% of total programming costs									
Pogues Run Health Walks	\$975.00	\$950.00	\$858.20	\$9.65	\$580.00	\$3,372.85			
Winter Family Hike at Skiles Test	\$800.00	\$0.00	\$1,672.59	\$149.08	\$760.00	\$3,381.67			
Walk With a Doc-Eagle Creek	\$2,000.00	\$700.00	\$300.00	\$629.86	\$460.00	\$4,089.86			
5-2-1-0 and the Outdoors: A Family Walk	\$2,000.00	\$0.00	\$700.00	\$300.00	\$40.00	\$3,040.00			
CICCA Walk With a Dietition	\$504.10	\$0.00	\$1,071.22	\$16.70	\$340.00	\$1,932.02			
Walk With a Doc at White River Greenway	\$550.00	\$0.00	\$604.10	\$0.00	\$340.00	\$1,494.10			
Walk With a Docat Monon Trail	\$600.00	\$0.00	\$800.00	\$0.00	\$340.00	\$1,740.00			
Fall Creek Family Bike Ride	\$1,000.00	\$0.00	\$700.00	\$0.00	\$40.00	\$1,740.00			
Cultural Enrichment & Community Engagement - \$18,817.09 spent at 26.9% of total programming costs									
Art on the Greenways at Pogues Run Art Tour	\$1,364.71	\$850.00	\$286.98	\$2.98	\$760.00	\$3,264.67			
Walk With Santa on Reasant Run Greenway	\$1,336.98	\$50.00	\$955.47	\$0.00	\$1,110.67	\$3,453.12			
Winter Solstice Celebration of Lights	\$2,118.49	\$0.00	\$1,255.18	\$628.15	\$220.00	\$4,221.82			
Art on the Greenway at Monon Trail	\$684.24	\$200.00	\$405.47	\$0.00	\$340.00	\$1,629.71			
Art on the Greenways at White River Greenway	\$1,050.00	\$0.00	\$805.47	\$0.00	\$340.00	\$2,195.47			
Art on the Greenways at Monon Trail	\$800.00	\$0.00	\$792.45	\$0.00	\$340.00	\$1,932.45			
Pogues Run Photography Comp	\$1,019.85	\$200.00	\$400.00	\$500.00	\$0.00	\$2,119.85			
Education & Awareness - \$21,616.38	spent at 30.9%	of total progra	amming costs	3					
Pogues Run Park Design Tour	\$725.00	\$200.00	\$218.49	\$0.00	\$640.00	\$1,783.49			
Eagle Creek Pollinator Tour	\$300.00	\$100.00	\$702.73	\$37.96	\$640.00	\$1,780.69			
Girl and BoyScout Program	\$8,483.00	\$650.00	\$2,350.00	\$300.94	\$0.00	\$11,783.94			
Passport Program	\$6,268.26	\$0.00	\$0.00	\$0.00	\$0.00	\$6,268.26			
Retail Programs - \$8,856.19 spent at 12.6% of total programming cost									
Monon Trail T-shirt Sales	\$5,969.74	\$0.00	\$1,600.00	\$1,286.45	\$0.00	\$8,856.19			
Total Cost of Programs						\$70,080.16			

FIGURE 5: Cost breakdown of individual programs in the 12-month pilot project.

#### **Individual Program Costs**

Individual program costs are included with the program descriptions and analysis for each individual program. Each program includes a breakdown of the costs by dollars and percentages, based upon tracking of tasks for program development, partnership development, and program facilitation. Information is also included on what percentage of overall program dollars was spent on each specific program. This is intended to help provide a guide for future budgeting as well as a metric for financial performance for future iterations of the same program.

#### **General Outcomes and Recommendations**

In many ways, the 12-month pilot project provided a test for many of the questions concerning programming on the greenways. Through the pilot project's 22 programs, we were able to test not only the value, popularity and demand for certain types of programs, but also other factors for future program planning. Several general findings can be concluded from an analysis of the programming results. Some of the general conclusions are identified below, along with the some suggested explanations for each particular finding.

#### **General Findings**

- Most programming was held on Saturdays simply because for a majority of the year, weekends
  are the time that most people have availability for activities. For future programming, most
  programs should continue to be held on weekends unless there is a specific target that we
  know will be available to attend.
- Winter programs were better attended than summer programs---attention should be focused on the development of winter programming in future program development.
- There were no distinguishable differences in the selection of greenways as long as the location had a recognizable starting point (one that can be found on mobile phone navigation) and a public access point.
- The time of the day didn't seem to be a significant factor except in programs targeting seniors on very hot or very cold days.
- Programs should continue to take advantage of special events such as Pack The Parks,
   Pollinator Week, or other such special program times.
- Offering language specific programs could still be a unique opportunity in the right situation and shouldn't be disregarded as a result of the pilot program.

By the conclusion of the pilot project, many community organizations were reaching out to the Greenways Partnership about partnering on community specific events. Some program providers have included the Greenways Partnership as co-sponsors on events that they are facilitating on the greenways, and there has been growing recognition of the Greenways Partnership as a community organization. The conclusion of the pilot project comes at a time when momentum has been building with our community partners, with many having questions about what happens next with the Partnership.

#### Recommendations

Based upon the outcomes and lessons of the pilot project, we make the following recommendations for the Indianapolis Greenways Partnership:

**Maintain the Organizational Structure of the Indianapolis Greenways Partnership.** A significant investment has been made as part of the pilot project to establish an organization focused on greenways programming. As a community entity, the Indianapolis Greenways Partnership is set up to provide a link between Indy Parks, the Indianapolis Parks Foundation, and

key community partners in the development and facilitation of programs. The group is established with the ability to provide coordination between entities that doesn't exist any place else. The organizational structure is in place. The communication tools, websites, social media platforms are all established and in place. The processes for program development, registration and facilitation are in place. Community Partners are in place, with additional community partners close to joining the Partnership. To disrupt or cease the partnership at this point would negate the significant investment that's been made in creating this organizational structure.

As such, it is recommended that the Greenways Partnership remain intact as a means for carrying forward future programming. There are many uncertainties in place, the largest being potential future funding for the Partnership. Therefore, there are additional recommendations concerning the Partnership's ongoing role. These recommendations include the following:

- Work with the Indianapolis Parks Foundation to identify funds for the Indianapolis Greenways Partnership. It is recommended that IPF continue to seek funds for sustaining the Greenways Partnership and the creation of additional programming on the greenways.
- Work with program partners and community partners to continue to develop and facilitate programs for Indy Greenways. The Greenways Partnership should continue to develop ongoing program and coordination through its partners.
- Work with the Indianapolis Parks Foundation to fund the implementation of programs begun or identified in the pilot project. As part of the pilot project, a "Discover Indy Greenways" passport program was developed. In addition, the original greenways programming contract included the development of a new Indy Greenways map. It is also recommended that IPF seek funds for the further development and implementation of these two important programming tools.
- Serve as an advisory board to help direct program ideas and resources for future greenways program development. The Indianapolis Greenways Partnership is uniquely positioned with key city agencies and community partners to serve as an advisory body for future programming on the greenways.
- Work with the Indianapolis Parks Foundation to find ongoing program funding and partnerships for development of new programming for the greenways. While the pilot project introduced many new programs, it wasn't funded to take on larger, more impactful programs. The Partnership should continue to seek opportunities that promote not only the existing greenways, but also future routes. Additionally, the next generation of program funding should focus on identifying and creating larger-scaled programming with larger impacts.

## Legacy of the Pilot Project

The pilot project demonstrated what could be created with the original funding amount, what partnerships could be built, and what programs could be developed with the ultimate goal being to provide as much actual programming as possible with the funding. It was equally important, though, to also provide the diversity of programming across user types, across demographics, and across program objectives. The success of the pilot project can be evaluated in many different ways. This report presents the outcomes of the programs developed and provides a reporting of costs and efforts. When evaluated against its early goals and objectives, the pilot project has been a good demonstration of what is possible for programming on the Greenways.

If nothing else ever happened with greenways programming, the pilot project has left a legacy:

- Central Indiana Girl and Boy Scouts now have an official and permanent program in place that teaches them about Indy Greenways and instills a sense of stewardship for the greenway system.
- An ongoing Walk With a Doc program has been put into place that will provide a monthly health-related walk for all ages on Indy Greenways or other facilities near the greenways.
- Community Partners who may not have previously thought of using the greenways in their activities, have now seen how greenway activities can help further their missions.
- Our CICOA Health Walk With a Dietitian demonstrated to seniors along the Monon Trail how to safely use Indy Greenways.
- Our Art on the Greenways programming has demonstrated both user demand and value of the public art spaces along our greenways.
- Our Winter Solstice Celebration Parade of Lights and the Walk With Santa on the Pleasant Run Greenway have demonstrated that greenway programming at the holidays is a popular attraction and has the potential to be a part of larger community celebrations.
- Our Winter Family Hike has demonstrated the demand and popularity of cold-weather events and has demonstrated the high level of interest around Land Stewardship programming.
- Our Pogues Run Photography Competition has shown residents how the greenways can be utilized for hobbies and art---celebrated in ways never before demonstrated.

These are just a few of the legacy elements that will be left behind after this pilot project. But these really only scratch the surface.

# A Final Thought

One of the lessons learned from this 12-month pilot project is that the one-year time frame was really just enough to get things going, to begin to build momentum. A review of the programs show how efforts became more efficient as processes became more routine. How partnership development for one program, ultimately reduce the partnership development costs for future programs. Lessons were learned about the timing of programs, the seasonal aspects of programming, and the needs of different types of programs. Over the course of the year, partners that were reached out to in the beginning were reaching back with ideas by the end, demonstrating the interconnectedness of greenway programming and the adjoining neighborhoods and community. In the short year, we have learned a lot about how programming can be integrated into the overall community. The more you look at the details from the pilot project and its programs, the more lessons you learn for the future.





# **PART 1: Introduction and Background**

The Indianapolis Greenways Partnership is an initiative that provides programming on Indy Greenways. It is based upon the premise that providing broad opportunities for residents to engage with the greenways helps to build lifelong advocates, support and demand for continued investment in the greenway system.

In 2014, the City of Indianapolis completed the *Indy Greenways Full Circle Plan*, a bold plan that outlined a system of over 250 miles of trail and greenway development throughout the city. The plan examined the physical connections needed to integrate the greenway network with the city's proposed transit system, bicycle network, redeveloping neighborhoods, and cultural facilities. User surveys completed during the master planning process revealed that Indy Greenways are predominantly passive---its users are primarily walkers, cyclists, and others that use the system solely for passive recreation or transportation and users generally fit within a narrow age demographic. Particularly, these user preference surveys indicated that only 2% of users were over the age of 65 and only 30% of users indicated that they used the greenways with their families. While this was not a scientific survey, those two numbers were considered surprising and ended up being the impetus for future exploration.

# Basis of the Indianapolis Greenways Partnership and the Pilot Project

After adoption of the *Indy Greenways Full Circle Plan* in 2014, the City funded a Fellowship as part of its **2020 Plan Initiative** to explore whether targeted programming could expand the user base of the greenway system. That study, *Program Development for Broader Engagement with Indy Greenways*, used data from the master plan to identify potential demographic groups (most notably the elderly, families and children, and those with disabilities) and identify program opportunities and partnerships that could help those demographic users engage in greenway activities. Interviews and research were conducted with agencies and organizations that deal with these particular demographic groups to discuss potential barriers and programming opportunities.

Several case studies were also reviewed as part of the Fellowship study that illustrated how programming (or some aspect of programming) has been successfully implemented in other cities and how those cities use programming to advance their systems. The Atlanta Beltline provided the most in-depth case study for programming aspects, but additional information was gained from research on the High Line in New York and local programs held in Indianapolis. These case studies helped to identify organizational structures and objectives, formulate program ideas, identify potential revenue, and provided lessons learned for successful implementation. They also demonstrated how proactive programming was being used to increase awareness and development of future greenways.

The study broke programming into three distinct types:

- **Soft programming-** which includes "events, functions, or other planned activities for the public that occur along the greenways or in spaces adjacent to the greenways."
- Hard programming- which "refers to physical elements, enhancements, or infrastructure needed to accommodate particular user groups or activities along the greenways." These types of program elements could include items such as benches, restrooms, drinking fountains, and/or signage.
- Revenue-generating programs- which includes activities that generate revenue but not from specific greenway events or activities.

The study also identified over 50 examples of soft program types that could be implemented across Indy Greenways. For the most part, the Indianapolis Greenways Partnership's 12-month pilot project focused on soft programming activities.

The Fellowship study identified three common denominators for successful greenways programming:

Organizational Structure and Charge-Successful programs have dedicated staff to fulfill the greenway programming effort. "Whether it is a staff person, a committee, a department, or part of an organization, there has to be a dedicated resource of staff or people with a charge to develop and provide these programming services. Establishing program ideas, developing the programs, identifying and meeting with potential partners, raising funds, administering programs, signing people up, facilitating programs on the day of events---all require the time and resources of people. And those people need to be given the time and resources to focus solely on the program development."

- Understanding the Role of Partnerships. The second key component of successful programming is an understanding of the role partnerships play in their facilitation. Throughout the case studies, the most successful programs were those that had a significant partner whose mission aligned closely with the purpose of the program. Those partnerships tended to be more engaged and success was more evident in these programs.
- **Funding.** Finally, having a funding stream or source is critical for successful programming.

This study concluded that there are many programming opportunities available on the greenways, and many potential partners that are looking for opportunities if their mission can be aligned with the programming.

# The Creation of the Indianapolis Greenways Partnership

In 2018, the Indianapolis Parks Foundation created the Indianapolis Greenways Partnership, a public-private partnership to explore program opportunities on the Indy Greenways. The Greenways Partnership initiative was intended to establish (jump start) programming on Indy Greenways by way of a one-year pilot program to develop, facilitate, and measure programming on the greenways. The Partnership's efforts are based upon the premise that providing broad opportunities for residents to engage with the greenways helps to build lifelong advocates, foster support and strengthen demand for continued investment in the greenway system, and foster philanthropic giving for the system's implementation. Using the 2014 Fellowship study as its base, the Partnership created an organizational structure and preliminary programming for the greenways that provided opportunities for users of all ages to engage with the greenways.

The Indianapolis Greenways Partnership is a collaboration between the Indianapolis Parks Foundation, the City of Indianapolis, and Taylor Siefker Williams Design Group, a private firm providing program development and facilitation. Programs were developed in the areas of:

- Health, Fitness & Wellbeing
- Cultural Enrichment & Community Engagement
- **Education & Awareness**
- Commercial Engagement

#### **Project Funding**

Funding for the Indianapolis Greenways Partnership and its 12-month pilot project of programs was provided as part of the 2018 Indy Parks Programming Grant, made possible through a grant from the Lilly Endowment, Inc. and administered in conjunction with the Indianapolis Parks Foundation and Indy Parks. The purpose of the grant was to provide creative programming that is beneficial to the community and sustainable beyond the grant cycle. The Indianapolis Greenways Partnership's grant amount of \$100,000 included dollars to establish the organization, develop programs and events, and facilitate those programs and events over the 12-month pilot project.

#### **Goals and Objectives**

The goals and objectives for the creation of the Indianapolis Greenways Partnership included:

- Establishing ("jump start") immediate program development that attracts broader targeted engagement with Indy Greenways.
- Developing and creating the appropriate organizational structure for the continued provision of programming.

- Establishing and documenting requirements for this level of programming using the contract term to set baseline requirements and expected return on investment.
- Demonstrating how programming can be used to attract a broader range of user types yearround.
- Ultimately, demonstrating how all of Indy's greenways can be used for different types
  of programming to foster further demand and priority for greenway development in
  Indianapolis.

# Partnership Roles and Responsibilities

The organization of the Partnership directly correlates to meeting the three common denominators identified in the Fellowship study, with each "partner" performing all or part of one of the three roles identified in the common denominators.

#### **Indianapolis Parks Foundation**

The Indianapolis Parks Foundation served as the financial and oversight partner with control over the programming development contract (funding). Their role included:

- Contract oversight and administration of contract funding.
- Attending and participating in monthly progress and coordination meetings with the program partners.
- Assisting in the identification and securing of potential program partners.
- Assisting in the messaging and promotion of program events.
- Providing staff support for greenway programs.
- Providing the entity for the Partnership to receive sponsorship or program development dollars from strategic community partners.

#### City of Indianapolis (Indy Parks)

Indy Parks served as the Facilities and Program Coordination partner for the Indianapolis Greenways Partnership and assisted in the program development staffing for the effort. Their role included:

- Attending and participating in monthly progress and coordination meetings with the program partners.
- Assisting in the identification and securing of potential program partners.
- Ensuring that designated greenway facilities are approved and ready for program events.
- Assisting in identifying program ideas and opportunities.
- Developing and tracking registration process through the city system.
- Assisting in the messaging and promotion of program events.
- Providing staff support for greenway programs.

#### Taylor Siefker Williams Design Group

Taylor Siefker Williams Design Group served as the program development partner (organizational structure and charge), basically serving as the program staff. Their role included:

- Contract administration for program development.
- Facilitating progress review and coordination meetings with the partners.
- Assisting in the identification and securing of potential program partners.
- Facilitating meetings and coordinating with potential partners and sponsors on program needs.
- Establishing the organizational structure, website, social media platforms, and other organizational infrastructure to serve as a base for the Partnership's efforts.
- Establishing program events for the greenways.
- Promoting, facilitating and staffing each program event.

Establishing a "program development sheet" for each program that details program, critical program information, partners, number of staff and resources, success and attendance, and financial actuals for the program.

### **Community Partners**

In addition to the three main partners, the group sought out strategic community partners to serve as part of an overall advisory group. Community Partners were identified based upon how their missions overlap with the target user groups for programming or because of specific expertise with desired target groups. The intent of the community partners' role was to help provide guidance, assistance and direction to program development. Their specific roles included:

- Identifying needs and requirements for target group participation.
- Identifying program needs for the specific target group(s).
- Assisting in the development of program elements.
- Assisting in the messaging and promotion of program events.
- Providing support for greenway programs.
- Assisting in the development and facilitation of programs.

The Indianapolis Greenways Partnership's Community Partners during the pilot program included:

- The Arts Council of Indianapolis- The Arts Council of Indianapolis "fosters meaningful engagement in the arts by nurturing a culture where artists and arts organizations can thrive." With this mission in mind, and with a desire to provide a programming focus on public art along Indy Greenways, the Arts Council was a key community partner in identifying and facilitating public art programs along the greenways and raising the credibility of the programming.
- Jump IN for Healthy Kids- Jump IN is a "community-wide effort to empower kids in Central Indiana to live healthier lives!" Their mission is "to create healthy places, neighborhoods, and communities where families have real opportunities to make healthy choices that promote their health, vitality and well-being, including access to affordable, healthy food and meaningful opportunities to play and be active." With their focus on kids and families, Jump IN helped to develop programs that furthered their mission while providing meaningful family engagements along the greenways.
- CICOA Aging and In-home Solutions- "Unbiased experts connecting older adults, people with disabilities and family caregivers in Central Indiana with home and communitybased services," CICOA provides services for active, independent-living seniors, and their engagement helped to identify active opportunities to engage senior communities with greenway programming.
- Marion County Department of Health- The mission of the Marion County Department of Health is "to promote physical, mental, and environmental health, prevent and protect against disease, injury, and disability." The partnership with the MCDH occurred late in the 12-month pilot project, but having them as part of the ongoing partnership is critical given the extent of our Health, Fitness and Wellbeing programming.



#### Contract & Funding:



#### **Program Development:**



#### **Facilities & Operations:**





#### **Community Partners:**









#### **Programming Partners:**

Indy Parks Land Stewardship Girl Scouts of Central Indiana Boy Scouts of America- Indianapolis Near East Area Renewal (NEAR) Heron School of Art + Design Christopher B. Burke & Associates American Society of Landscape Architects (IN) Walk With a Doc Silver in the City

FIGURE 6: Indianapolis Greenways Partnership overall organizational structure of partners.

#### **Program Partners**

There were several additional program partners that were involved or led individual programs throughout the 12-month pilot project. Programming partners included local and national organizations:

- Central Indiana Girl Scouts
- Near East Area Renewal (NEAR)
- Reconnecting to our Waterways (ROW)
- Department of Public Works- Land Stewardship Division
- Walk With a Doc
- Eskenazi Health, Picar Clinic
- Coal Yard Coffee
- Boy Scouts of America
- The DaVinci Pursuit
- Christopher B. Burke Engineering
- American Society of Landscape Architects, Indiana Chapter
- Keep Indianapolis Beautiful, Inc.
- Herron School of Art and Design
- Nora Commons Independent Living
- Devonshire III & VI Civic Association
- Leslie Powers and Santa Claus

# **Program Development Tasks**

Program development and facilitation tasks were assigned to Taylor Siefker Williams Design Group (TSWDG) for the pilot project. TSWDG acted, in essence, as programming staff for the pilot project. TSWDG's specific work included the following:

Set up Organizational Structure (Project Start-up/Building a Presence)- Taylor Siefker Williams Design Group was responsible for setting up the organizational structure for the programming development contract and establishing a community presence for the Greenways Partnership. This task included:

- Operating and administering the program development contract.
- Identifying and establishing program requirements and costs for programming activities throughout the duration of the contract.
- Establishing the online and social media presence for the Greenways Partnership.
- Facilitating monthly progress review and coordination meetings with IPF and Indy Parks.

Partnership Development- Taylor Siefker Williams Design Group led the Partnership's identification of strategic partners and worked to establish collaboration with strategic partners on program elements. These tasks included:

- Identifying strategic program partners based upon missions, purpose, or funding opportunities.
- Developing a standard "What is the Greenways Partnership?" partner presentation.
- Establishing processes and procedures for contacting and building potential partnerships.
- Identifying, organizing and facilitating Community Partner meetings.
- Facilitating monthly coordination meetings with the three lead partners.

Soft Program Development- Taylor Siefker Williams Design Group was responsible for the development of soft program activities within this one-year cycle. Fifteen (15) programs were originally projected, but the effort ended up producing 22 different programs. Program development tasks included:

- Identifying program elements and requirements, including budgets, contacts, and other information critical to replicating the program or conducting it again in the future.
- Identifying potential partners and sponsorships for programs.
- Meeting and coordinating with potential partners and sponsors on program needs.
- Facilitating and staffing each program event.
- Establishing a "program development sheet" for each program that details program, critical program information, partners, number of staff and resources, success and attendance, and financial actuals for the program.

Specific programs included in this contract, and the extents of each program, are detailed in the next section of this report.







# **PART 2: Program Development Process**

Over the course of the 12-month pilot project, over 22 programs were developed and facilitated under the Indianapolis Greenways Partnership banner. The following were used to manage the process development:

## **Monthly Partner Update Meetings**

Monthly update meetings were held with the Indianapolis Parks Foundation, Indy Parks and TSWDG. The purpose of these meetings was to provide updates on project development and timing, and to plan for upcoming programs.

### **Community Partner Meetings**

Four Community Partner meetings were held throughout the pilot project. The purpose of these meetings was to provide community partners with program updates, and to solicit input and guidance on upcoming program ideas. In the later part of the pilot program, each community partner provided 1-2 programs and was allotted time to coordinate their efforts with IPF, Indy Parks, and TSWDG.

#### **Communications and Development of Support Materials**

A branded online social infrastructure was developed to support the Partnership and its programming efforts.

An Indianapolis Greenways Partnership website was developed (https://greenwayspartnership. com/). The website was set up to be the place where information about the Partnership could be accessible to the general public. It included general information, and information specific to community partners, news items, contact information, and other resource links. Most importantly, it provided a place for program information and promotion. The "Programs" tab included information about each program, such as locations and links to registration pages.

In addition to the website, unique social media pages were developed to help promote programming and provide a means for getting information to the general public about the Partnership's efforts. Social media accounts were created on Facebook, Instagram, and Twitter to provide a means for distributing program information and links to the website. Support content was also released using the social media pages.

Print-out support materials were added to the website and made available for distribution at program events. Support materials included a "Frequently Asked Questions" (FAQ) sheet and a "Background" sheet about the Indianapolis Greenways Partnership.

#### Support Materials NOT Included in the Pilot Project

Originally, the pilot project included the development of a new greenways map that could be distributed at programs and used for other programs. There were debates between the partners about the viability of a printed map and whether development of an online map would be a better tool. Ultimately, the development of this map was eliminated from the pilot project, but there was a high level of demand from program participants for a printed map scaled to personal use. There is still a need for development of a printed map that can be used for future program efforts, as it provides a means for promoting the larger greenway system during specific events along the greenways.

A second map was also included in the original work plan but ultimately dropped from the effort. Given the focus of our Art on the Greenways programming, the original plan included development of a "Map of Public Art Along the Greenways". This effort, too, was discussed extensively by the partners. There were concerns that several pieces of public art along the greenways were temporary and would change leaving the map outdated. There were also concerns about how it would be updated. The Arts Council of Indianapolis has an online database of public art that includes several of the greenways. Development of a printed map was removed in deference to that database. As these programs continue, there needs to be some consideration given to providing some sort of map for public art.

Finally, the original effort also included the development of a Greenways 101/Safety Tips for the Greenways brochure or information. This work was originally included in the development of a Greenways 101 program and would provide information that could be used on the new printed greenways map. The Greenways 101 program was removed early on by the partners, and with the removal of development for a new greenways map, this safety brochure information was also removed.

# **Overall Program Guidance**

Several factors were considered in the development and planning of the programs conducted during the pilot project:

Distribution of program types across the pilot project- An obvious factor in developing the pilot project programming was providing a mix of different project types identified for the programming effort:

- Health, Fitness & Wellbeing
- Cultural Enrichment & Community Engagement
- **Education & Awareness**
- **Retail Programs**

A conscious effort was made to distribute the different types of programs throughout the schedule and along different greenways throughout the City.

Distribution of Programs by Target Users- There was a distribution of programs by target audience. During the pilot project, programs for different target audiences were interspersed to provide a variety of offerings. For example, a program with a target audience of seniors might be followed the next month with a program targeting family users or kids. The idea was to create a broad offering of programs and not focus on a single target user group.

Distribution Across the Greenways (and City)- A concerted effort was made during the pilot project to provide programs on several different greenways and in different portions of the city in order to offer geographic dispersion of programs. In all, programs were facilitated on six different Indy Greenways: Monon Rail-Trail (4), Fall Creek Greenway (3, plus the Greenways Partnership announcement and demonstration programs), Eagle Creek Greenway (2 with a third scheduled in August 2019), Pennsy Rail-Trail (1), Pleasant Run Greenway (2), Pogues Run Greenway (5), and the White River Greenway (2), and the Central Canal Towpath (1). Most of these programs were held on the north side of the city because that is where the majority of built trails exist. However, efforts were made to include sites on all sides of the City.

**Identification of Appropriate Locations-** Given the vast size of the City and greenways system, it should be assumed that many (if not most) of those who attend a greenways program will arrive by car. As such, program locations needed to include parking for participants. Over the course of the 22-program pilot project, several locations were identified as starting locales for programs; some currently acting as designated trailheads along certain greenways and many existing within parks along greenway routes. In addition to parking, these locations also offered restrooms and other facilities. For programs with a target audience of seniors, access to benches was important. More information about determining locations can be found in the "Program Day Logistics" section below. Included in the text is a map showing the locations of the 22 programs in the pilot project. These locations may be used for future program events.

Registration and Facilitation Process-The Greenways Partnership utilized Indy Park's ActiveNet registration system to register users. The Greenways Partnership provided the date, location, time, program description, and any special requirements to Indy Parks (via Angela McClendon) and they created an online registration page for the program. This process allowed the Partnership to review advance registrations for program adjustments, provided participant contact information, and helped ensure that greenways programming was not overlapping the dates, times, and locations of other events. The process worked well and should be utilized in future programming. Figure 7 illustrates the overall program development and registration process.

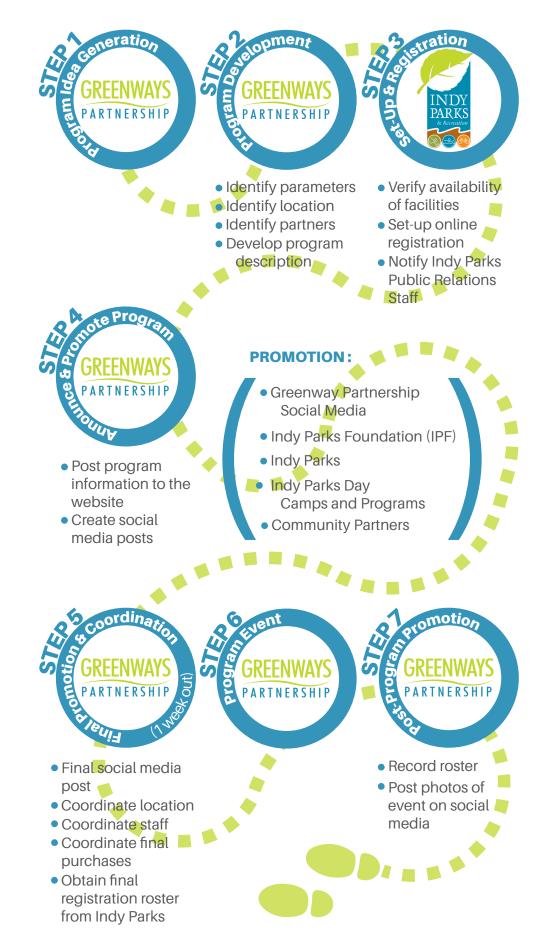


FIGURE 7: Registration process for program development.

Limits/caps on Registrations- Physical limitations of facilitating a program on the greenways forced registrations for certain events to be capped. For example, registrations for the first Bike Tour of Public Art was capped at 12 participants due to difficulty of managing and navigating a group on the busy Monon Trail. The first tour met the cap on the first day of open registration. However, the day of the event was a chilly, April morning and several registrants did not show. For the second Monon Art Tour event the registration cap was increased to 25 participants to accommodate no-shows, in hopes that the original 12 maximum would still be met. While setting the right number of participants is challenging, future program planning should consult with program leaders to determine the appropriate number of participants and the corresponding cap on registrations.

#### **Program Day Logistics**

A series of program day logistics were developed to help identify the starting point of program events and to facilitate the registration process. The following protocols were developed and serve as a guide for facilitating future program events.

- Select a Known Program Starting Point- since many of these events occur within a much larger park or greenway space, it is important to provide a starting point (registration space) that is readily available to all users. Program locations should have a designated address that can be found in the maps/GPS applications used on mobile devices. Once an address is selected, it should be tested on both Apple and Google platforms.
- Mark the Starting Point at Program Location- Equally important is making sure that the starting point is easy to find on site. For the pilot project, a canopy structure and two Indianapolis Greenways Partnership banners were used to help participants find the registration table once they were at the designated location. This is important since many of our programs began in a large area.
- Sign-in and Liability Waiver- While program pre-registrations were promoted, participants were required to sign-in and sign a liability waiver at the registration table. This process provided us with contact information for each participant as well as permission to use photographs taken during the program event.
- Additional Hand Out Information- The registration table also provided a place for the distribution of additional materials to participants.
- Drinks and Refreshments- For our winter programs, warm drinks such as coffee and hot chocolate were provided for participants before and after the program. Typically, the Partnership used local coffee houses to provide the drinks. During the hotter months, bottled water was provided to participants.

#### Standard Release and Waiver of Liability

A legal waiver form was developed for program participants. The waiver form served two purposes: It provided a liability waiver in the event that a participant was injured during the program and included a photography release allowing participants to be photographed during the event, giving the Indianapolis Greenways Partnership and its partners permission to use the photographs. A blank "Standard Release" and "Waiver of Liability" form is included in the appendices of this report.

In addition to the waiver forms, placards were posted at the registration table which indicated that participation in the event indicated compliance with both the standard and photographic releases.

# **Cost Determination and Tracking**

A key focus of this pilot project was identifying and understanding the costs related to facilitating the programs. These costs include hourly labor charges for staffing the pilot project as well as actual expenses and expenditures associated with purchases for specific programs.

A significant portion of the costs associated with the Indianapolis Greenways Partnership are labor charges. A contract was established with TSWDG to provide "staffing" for the pilot project. This staff included coordination of all the Partnership's efforts including program development, partner development, communications, promotion, facilitation of programming, and other human resources for ensuring the function of the Partnership.

Expenses included purchases made for specific programs (give-aways, water, drinks, or other materials). In some cases, speakers payments or sponsorships were direct expenses to the contract and are listed as such.

To best understand the costs, it is important to understand some of the distinctions made in charges, how costs were tracked, and how costs were calculated for the various program efforts.

As a starting point, the pilot project distinguished the differences between *general program administration tasks* and *program-specific tasks*.

**General program administration tasks** include work that supports the entire Greenways Partnership effort, not a specific program. These programs include tasks for the ongoing operation and communication of the Partnership, schedule development, website and social media development and maintenance, coordination and facilitation of review meetings and partner meetings, and other administrative tasks which apply to the overall function of the Partnership.

**Program-specific tasks** are charges that relate to a specific program within the pilot project. These charges were tracked separately for the purposes of identifying the labor commitments required for each program. Separate task codes were used for each program, and each program task code was further divided and tracked as follows:

- Program Development- These tasks include the general development of the program
  including purpose, content, description, registration information, program links on the
  Partnership's website and social media, and general coordination needed for each program.
- **Partnership Development-** These tasks included work in identifying, contacting, and coordinating with potential partners for specific programs.
- Program Facilitation- These tasks included charges specific to facilitation of the program
  and set-up of the event, facilitating the event, on-site coordination during the event, and
  take down after the event. These charges also included post-event promotion on the
  Partnership's social media sites.

As the program facilitation partner, TSWDG developed an extensive list of tasks to track the costs related to these two general categories as well as the breakdown within the program tasks. In essence, TSWDG served as the Partnership's staff and accurate tracking provides a basis of hours required for each program and a cost associated for those hours. For the pilot project, TSWDG used the following reduced billing rates for invoicing against the funding:

Principal (reduced rate)- \$100
 Staff support (reduced rate)- \$68.49

Recognizing that there are potential differences between TSWDG's professional services rates and those of program providers, the reduced rates sought to more realistically reflect what a private programming firm would charge in terms of hourly rates. The reduction in TSWDG's rates was viewed as TSWDG's financial contribution to the Partnership.

While TSWDG's hours were accurately tracked through professional timecards, the hours and associated labor costs for work completed by the City of Indianapolis or the Indy Parks Foundation staff cannot be tracked in the same manner. In order to capture known efforts on the parts of City and Foundation staff, the following assumptions were used to calculate and include those costs into the overall program costs:

- Registration set-up by City Staff- \$30/hour, 1 hour of labor per program
- Attendance at Program- \$60/hour
- Community Partner Leading Program-\$100/hour if not paid stipend

In the end, the costs provided for each program are intended to demonstrate a reasonable expectation of the overall cost for developing and facilitating a program.

The 12-month pilot project began on August 1, 2018 with the authorization of funds and the signing of the contract between the Indianapolis Parks Foundation and Taylor Siefker Williams Design Group. For purposes of cost tracking, costs were tracked through July 26, 2019. All hours and charges after July 26 are NOT included in the cost breakdowns.

In addition, it should be noted that time recorded to produce this report and findings and the final presentations of findings, were tracked separately and not included in the overall programming costs included in this report.



FIGURE 8: Total Leveraged Dollars from the 12-month pilot program.



FIGURE 9: Overall Program Distribution Costs.



FIGURE 10: Overall program distribution by program type and percentage.



FIGURE 11: Overall program distribution by program type and dollars.

# Overview of the Programming Effort

Over the course of the 12-month pilot project, 22 programs were facilitated by the Greenways Partnership, along with six additional ancillary programs including the Indianapolis Greenways Partnership as a program partner. Originally scoped to include 15 programs, we found ways to exceed and modify the scope to include additional programming in the pilot project. Some of this was done through repeat programming, and other organizations including the Partnership in their programming.

#### **Overall Cost Breakdown**

The overall grant for the programming effort was \$100,000, but the total expenditures for all programming capped out at \$118,258. This amount included additional labor contributed to the partnership's efforts from our private-sector partner, estimated costs for volunteer leaders for several of the programs, as well as additional estimated costs of Indy Parks and IPF staff and labor contributions (see *Cost Determination* section for additional information).

In addition, the funding was further leveraged by the use of a reduced staff fee for program development labor, resulting in more overall hours available within the pilot project. The reduced hourly fees contributed an additional \$37,530 in labor fees.

In all, the execution of this programming contract leveraged an additional \$55,788 resulting in a total programming cost of \$155,788. Figure 8 illustrates this breakdown. Please note that the reduced fee, while tangible costs, are not included in the total for the program costs.

#### **Distribution of Grant Funding**

As mentioned earlier, the costs for the programming effort was divided and tracked in two general categories. The first category, *General Program Administration*, include tasks for the ongoing operation and communication of the Partnership and program development. These costs apply to the overall programming effort and not the individual project development. The second category, *Programming Costs*, include costs specific to a certain program or program development effort.

For the 12-month pilot project, \$48,178 was used for *General Program Administration* costs, accounting for nearly 40% of the overall costs. *Programming Costs* totalled \$70,080 accounting for nearly 60% of the overall programming dollars. This breakdown was expected given the type of organization and administration being put into place to develop and facilitate this level of programming. It closely mirrors the preliminary budget established for the Indianapolis Greenways Partnership in 2018.

#### Program Distribution by Program Type.

Programs were developed across the four different program types listed previously: Health Fitness & Wellbeing; Cultural Awareness & Community Engagement; Education & Awareness; and Retail Programming. A concerted effort was made during the 12-month pilot project to provide a somewhat equitable allotment of dollars to each of these categories. Ultimately, nearly 31% (\$21,116) of programming dollars were spent on Education & Awareness programming, followed by nearly 30% (\$20,790) spent across 8 programs in the Health, Fitness & Wellbeing category. For the seven programs in the Cultural Enrichment & Community Engagement category, just under 27% (\$18,817) was spent, followed by just over 12% (\$8,856) of program dollars spent on Retail Programs.

Distribution of costs per program are included later in this section.

Individual Programs	Development	Partnership	Facilitation	Expenses	Other	Program Cost			
Health, Fitness & Wellbeing - \$20,790.50 spent at 29.6% of total programming costs									
Pogues Run Health Walks	\$975.00	\$950.00	\$858.20	\$9.65	\$580.00	\$3,372.85			
Winter Family Hke at Skiles Test	\$800.00	\$0.00	\$1,672.59	\$149.08	\$760.00	\$3,381.67			
Walk With a Doc-Eagle Creek	\$2,000.00	\$700.00	\$300.00	\$629.86	\$460.00	\$4,089.86			
5-2-1-0 and the Outdoors: AFamily Walk	\$2,000.00	\$0.00	\$700.00	\$300.00	\$40.00	\$3,040.00			
CICCA Walk With a Dietition	\$504.10	\$0.00	\$1,071.22	\$16.70	\$340.00	\$1,932.02			
Walk With a Doc at White River Greenway	\$550.00	\$0.00	\$604.10	\$0.00	\$340.00	\$1,494.10			
Walk With a Docat Monon Trail	\$600.00	\$0.00	\$800.00	\$0.00	\$340.00	\$1,740.00			
Fall Creek Family Bike Ride	\$1,000.00	\$0.00	\$700.00	\$0.00	\$40.00	\$1,740.00			
Cultural Enrichment & Community Enga	agement - \$18,8	317.09 spent	at 26.9% of t	otal progra	mming cos	ts			
Art on the Greenways at Pogues Run Art Tour	\$1,364.71	\$850.00	\$286.98	\$2.98	\$760.00	\$3,264.67			
Walk With Santa on Fleasant Run Greenway	\$1,336.98	\$50.00	\$955.47	\$0.00	\$1,110.67	\$3,453.12			
Winter Solstice Celebration of Lights	\$2,118.49	\$0.00	\$1,255.18	\$628.15	\$220.00	\$4,221.82			
Art on the Greenway at Monon Trail	\$684.24	\$200.00	\$405.47	\$0.00	\$340.00	\$1,629.71			
Art on the Greenways at White River Greenway	\$1,050.00	\$0.00	\$805.47	\$0.00	\$340.00	\$2,195.47			
Art on the Greenways at Monon Trail	\$800.00	\$0.00	\$792.45	\$0.00	\$340.00	\$1,932.45			
Pogues Run Photography Comp	\$1,019.85	\$200.00	\$400.00	\$500.00	\$0.00	\$2,119.85			
Education & Awareness - \$21,616.38	spent at 30.9%	of total progra	amming costs	5					
Pogues Run Park Design Tour	\$725.00	\$200.00	\$218.49	\$0.00	\$640.00	\$1,783.49			
Eagle Creek Pollinator Tour	\$300.00	\$100.00	\$702.73	\$37.96	\$640.00	\$1,780.69			
Girl and Boy Scout Program	\$8,483.00	\$650.00	\$2,350.00	\$300.94	\$0.00	\$11,783.94			
Passport Program	\$6,268.26	\$0.00	\$0.00	\$0.00	\$0.00	\$6,268.26			
Retail Programs - \$8,856.19 spent at	12.6% of total p	orogramming o	cost						
Monon Trail T-shirt Sales	\$5,969.74	\$0.00	\$1,600.00	\$1,286.45	\$0.00	\$8,856.19			
Total Cost of Programs						\$70,080.16			

FIGURE 12: Breakdown of individual program costs from the 12-month pilot project.



FIGURE 13: Breakdown and comparison of individual program costs for Health, Fitness and Wellbeing programming.

# Program Costs Breakdown Cultural Enrichment & Community Engagement



FIGURE 14: Breakdown and comparison of individual program costs for Cultural Enrichment & Community Engagement programming.

# Program Cost Breakdown Education & Awareness

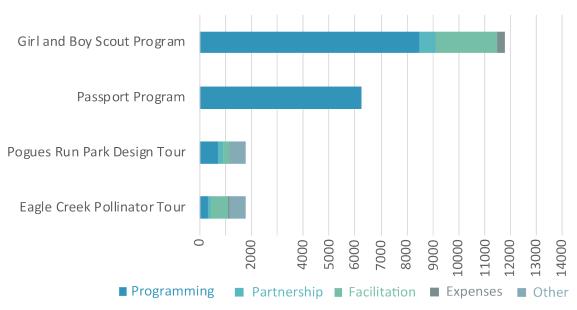


FIGURE 15: Breakdown and comparison of individual program costs for Education & Awareness programming .

### **Program Distribution by Greenway**

Programs were also developed to be distributed across the entire greenway system and to provide offerings in different parts of the City. Facilitating programs in different parts of the city allowed the programming to reach a larger percentage of residents and allowed the programs to take advantage of the system's different unique attributes. The distribution of programming by greenway are noted in Figure 16 below. Figure 17 on the following page is a map that illustrates the locations of all program locations on the greenways during the pilot project.



FIGURE 16: Breakdown of program distribution by greenway by percentage.

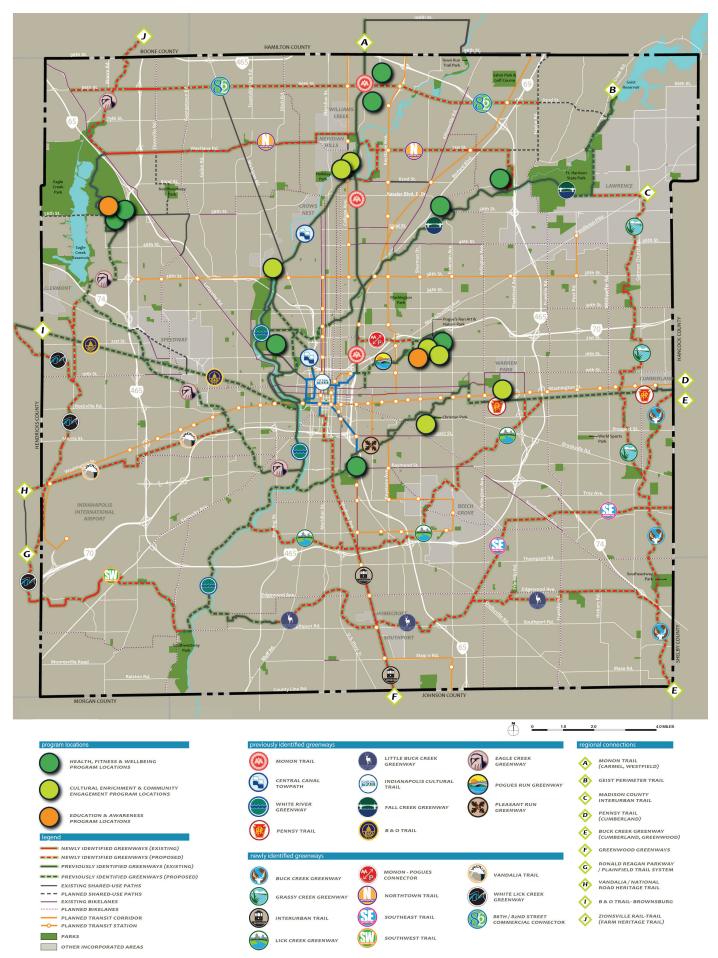


FIGURE 17: Map of program locations illustrating distribution of programs across Indy Greenways.

#### **Attendance**

It's natural to want to use attendance as a major metric for evaluating programming. But caution should be used when trying to equate attendance to program success. For the most part, programs facilitated during the pilot project were smaller educational sessions with limited capacity. Several programs, including the bike tours of public art, were limited to 12 participants. That benchmark was determined as the maximum number of people that could be facilitated and reasonably maneuvered by a group leader on an open greenway. Although this cap was not put into place on all programs, the ratio of 12 participants to a program leader was used as a rule-of-thumb in setting up and monitoring the number of participants registered per program. Other programs, such as our Winter Solstice Walk, were self-guided and the overall number of participants weren't a concern since participants took part in that program on their own without a designated leader providing guidance.

So comparing programs such as the bike tour to events like the Winter Solstice walk don't give an accurate portrayal of the success of the individual program. When attendance at these two programs are compared, the Solstice Walk appears to be the more successful based on attendance. However, the art tours proved much more popular with consistently high attendance compared to their target audience, while the Solstice Walk had the potential to draw a much larger crowd than it did. This is just one illustration of how using the overall attendance numbers can obscure the definition of success for a program.

Total number of participants were recorded both through the registration process prior to programs as well as through sign-up sheets at the programs, so we do have an indication of overall attendance at each program. Those numbers are illustrated in Figure 18 below.

Knowing the attendance figure also allows us to see whether there were specific seasons or times when attendance was higher. For example, seasonal attendance is illustrated in Figure 19.

While the overall attendance number does provide some insight in this type of analysis, it isn't a very good metric for determining overall success for a particular program. To best understand the success of programs, a comparison of attendance based upon the 12:1 participants to leader ratio provides a better indication of success and a better understanding of how many people participated within the assumed "target audience size" we had for each program. The resulting figure provides an "Engagement Rate"---a percentage of attendance to target audience size.

Using this comparison, the overall engagement rate of the programming as a whole was 97.5% (509 attendees/522 target audience size). Attendance in each of the program types can be evaluated as follows:

- For Health, Fitness, and Wellbeing programs, the engagement rate was 109% of target audience (188 attendees/108 target audience size)
- For Cultural Enrichment & Community Engagement programming, the engagement rate was 95.1% (354 attendees/372 target audience size).
- For Education & Awareness programming, the engagement rate was 88% (37 attendees/42 target audience size. It should be noted in this category of programming that these numbers do not take into account additional scout troops that may have or may be going through the scout patch program.
- Retail programs under **Commercial Engagement** didn't have an engagement rate since this program didn't have any sort of event that could be attended.

If attendance is used as a metric to evaluate programming, it should be used in terms of engagement rate.

## **Attendance Per Program**

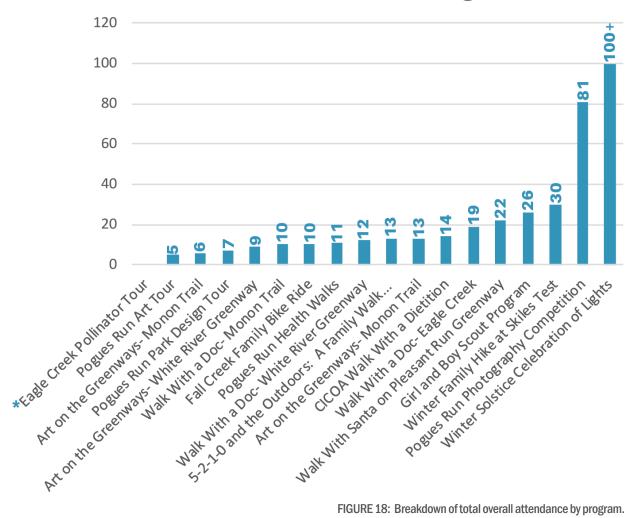


FIGURE 18: Breakdown of total overall attendance by program.

# **Attendance Per Season**

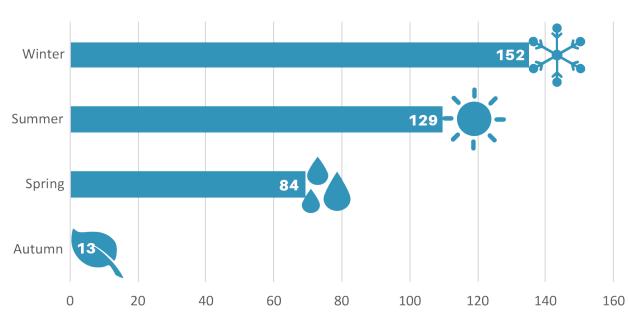


FIGURE 19: Breakdown of attendance by program by season.

## **Individual Program Costs**

Individual program costs are included with the program descriptions and analysis for each individual program. Each program includes a breakdown of the costs by dollars and percentages, based upon task-tracking of tasks for program development, partnership development, and program facilitation. Information is also included on what percentage of overall program dollars was spent on each specific program. This is intended to help provide a guide for future budgeting as well as a metric for financial performance for future iterations of the same program.

It's important to understand that not all programming will be the same. For each new program, there will typically be hours necessary for program development, centered around the following questions: How much time is needed to formulate the potential program? What is trying to be achieved? Who is the target audience? What are the logistics of the program? New programming will also have a partnership development portion focused on hours devoted to identifying program components and coordinating with potential program partners. And finally, there usually is a facilitation component to determine the process of running the program. For example, events like the Winter Family Hike at Skiles Test included hours for program development, partnership development, as well as facilitation for the actual walk. If the program is repeated, there will still be costs in all three of those areas (partnership development costs would be somewhat reduced if the same walk leaders were used). By contrast, programs such as the Indy Greenways Girl Scout Patch Program had a very high program development cost, only minimal partnership development cost, and nearly zero cost in facilitation - aside from the initial facilitation cost in the fielding of the patch program - as this program will now be repeatedly facilitated and administered by the Central Indiana Girl Scouts.

There is some efficiency in repeating programs. Once a program is established, a partner/leader identified, and the program direction is in place, less is required to complete the program. During the pilot project, our Art on the Greenways: Monon Trail Bike Tour of Public Art was repeated twice. Once the partner and tour leader was in place, the program development costs went down the second time the program was facilitated. In addition, the actual program development costs were reduced as well. The comparison is illustrated in Figure 20 below.

## **Cultural Enrichment & Community Engagement** Repeat Program: Art-on-the-Greenways

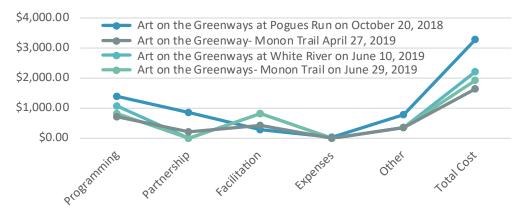


FIGURE 20: Comparison of costs on repeated Art Bike Tour programs- indicating change in costs for sequential facilitation of program.

Similarly, we repeated our Walk With a Doc program several times over the course of the 12-month pilot project. As the program was repeated with the same partner/leader, the partnership development costs went down. While there were still costs in identifying a greenway and getting the program set-up, the overall cost for this program went down as it was repeated.

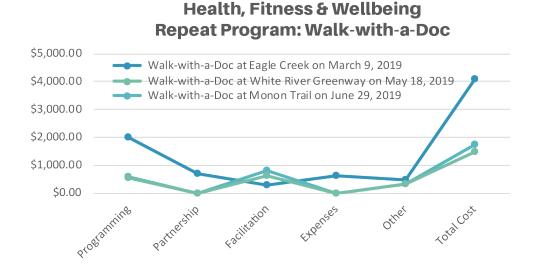


FIGURE 21: Comparison of costs on repeated Walk With a Doc programs- indicating change in costs for sequential facilitation of program.

## **Summary of Analysis**

Overall, the documentation and tracking performed for pilot project allows several different ways to analyze and evaluate the programming effort as a whole. It provides the wide view through which the overall programming effort may be evaluated.

Individual programs, too, were tracked to provide a similar ability to gauge the overall costs and returns on each program. Program-specific information and costs are included in the following section.





# PART 3: Programs

Over the course of the 12-month pilot project, over 21 programs were developed and facilitated under the Indianapolis Greenways Partnership banner. The 12-month pilot project began on August 1, 2018 and continued through to July 26, 2019. Programming was developed and facilitated in four different categories:

- Health, Fitness & Wellbeing
- Cultural Enrichment & Community Engagement
- **Education & Awareness**
- Retail Programs

## Official Announcement and Demonstration Projects

On Saturday, September 29, 2018, the Indianapolis Parks Foundation announced its new Greenways Partnership initiative at Fall Creek Greenway- 6301 East Fall Creek Parkway North Drive, Indianapolis. The official announcement was made at 9:00 am followed by program demonstration projects that illustrated the breadth of programs to be offered as part of the Greenways Partnership initiative. Partnership representatives were on hand to talk with the media and discuss some of the various aspects of the programs to be offered. The timeline of events included:

- 9:00 am- Official Announcement
- 9:15-9:30- Health, Fitness & Wellbeing Program demonstration- senior health walk
- 9:30-9:45- Education & Awareness Program demonstration- Indy Greenways Boy/Girl Scout Patch program
- 9:45-10:00- Cultural Enrichment & Community Engagement Program demonstration- Art on the Greenways Tour.













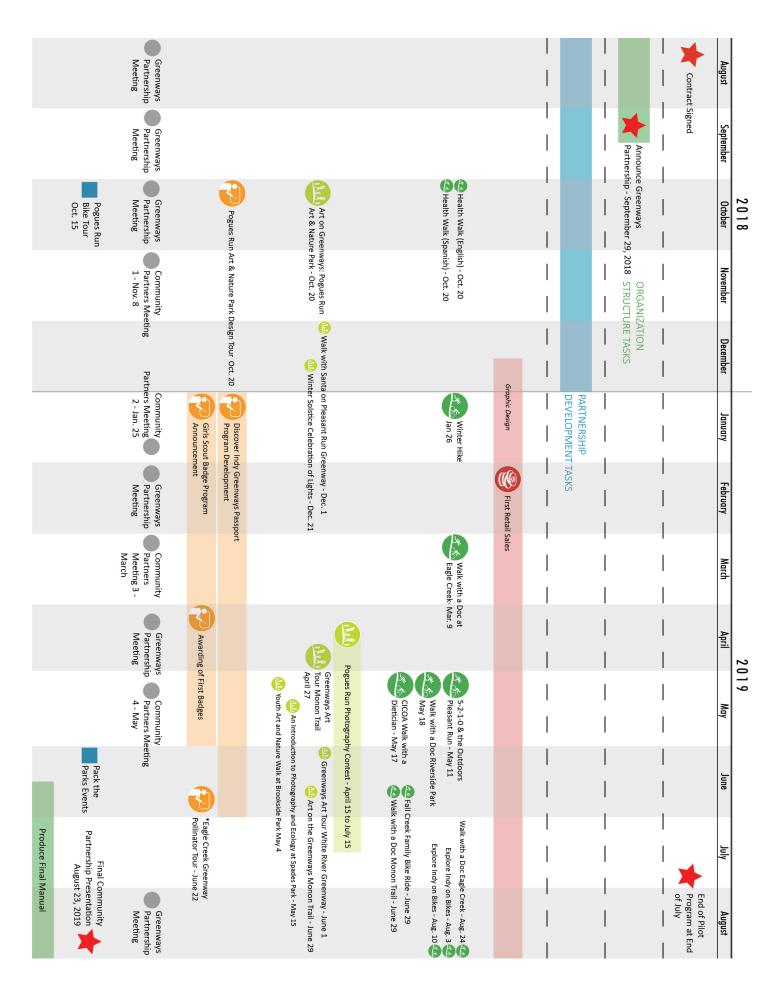
 $Images from the official \ announcement \ about the forming of the Indianapolis \ Greenways \ Partnership \ and the media \ demonstration \ programs.$ 

## **Greenways Partnership Programs in the Pilot Program**

The following is a comprehensive list of the programs that were included in the 12-month pilot project:

- September 29, 2018- Greenways Partnership Announcement and Demonstration Programs on Fall Creek Greenway
- October 20, 2018- Pogues Run Health Walk (Walk with a Doc) on Pogues Run Greenway at Pogues Run Art and Nature Park, 2300 N. Dequincy Street, Indianapolis, IN
- October 20, 2018- Pogues Run Caminata de salud (Spanish language Walk With a Doc) on Pogues Run Greenway at Pogues Run Art and Nature Park, 2300 N. Dequincy Street, Indianapolis, IN
- October 20, 2018- Pogues Run Art and Nature Park Design Tour on Pogues Run Greenway at Pogues Run Art and Nature Park, 2300 N. Dequincy Street, Indianapolis, IN
- October 20, 2018- Art on the Greenways: Pogues Run Art and Nature Park Tour on Pogues Run Greenway at Pogues Run Art and Nature Park, 2300 N. Dequincy Street, Indianapolis, IN
- December 1, 2018- Walk with Santa on the Pleasant Run Greenway on Pleasant Run Greenway at Christian Park, 4200 English Ave., Indianapolis, IN 46201
- December 21, 2018- Winter Solstice Parade of Lights on Pennsy Trail at 6301 East Washington Street, Indianapolis, IN 46219
- January 26, 2019- Winter Nature Hike on Fall Creek Greenway at Skiles Test Nature Park
- February 15- present- Vintage Monon Trail T-shirt Sales
- March 9, 2019- Walk with a Doc on the Eagle Creek Greenway on Eagle Creek Greenway
- April/May 2019- Girl and Boy Scout Patch Program Release- Pleasant Run and Fall Creek Greenways
- April 27, 2019- Art on the Greenways: Monon Trail Public Art Bike Tour on Monon Trail
- April 15- July 15, 2019- Pogues Run Waterway and Greenway Photography Competition along Pogues Run
- May 11, 2019- Youth Art and Nature Walk at Brookside Park (part of the Pogues Run Waterway and Greenway Photography Competition) along Pogues Run
- May 11, 2019- 5-2-1-0 and the Outdoors: A Family Walk with Jump IN for Healthy Kids on Pleasant Run Greenway
- May 15, 2019- An Introduction to Photography and Ecology at Spades Park (part of the Pogues Run Waterway and Greenway Photography Competition) along Pogues Run
- May 17, 2019- CICOA Health Walk With a Dietitian on Monon Trail at Nora Commons
- May 18, 2019- Walk with a Doc on the White River Greenway at Riverside Park
- June 1, 2019- Art on the Greenways: White River Greenway Public Art Bike Tour
- June 22, 2019- Eagle Creek Greenway Pollinator Tour (Part of Pollinator Week) along Eagle Creek Greenway
- June 29, 2019- Art on the Greenways: Monon Trail Public Art Bike Tour (part of Pack the Parks Dav) on Monon Trail
- June 29, 2019- Walk with a Doc on Monon Trail (part of Pack the Parks Day) on Monon Trail
- June 29, 2019- Fall Creek Family Bike Ride (with Pack the Parks Day) on Fall Creek Greenway
- August 2, 2019- Pogues Run Photography Competition Photo Exhibit
- TBD- Pogues Run Photography Competition Exhibit at Brookside Park
- August 3, 2019- Explore Indy on bikes- Garfield Park (partner event with Nine10 Sports)
- August 10, 2019- Explore Indy on Bikes- MLK Park (partner event with Nine10 Sports)
- August 19, 2019- Release of Discover Indy Greenways Passport Program
- August 24, 2019- Walk with a Doc on the Eagle Creek Greenway

The following pages contain the individual program descriptions and cost analysis for each program. They are broken down by category type.





# Health, Fitness and Wellbeing Programs

Health, Fitness and Wellbeing programs are programmed events with an overriding goal of providing information or activities that promote healthy lifestyles. The goal of these programs is to attract a wide variety of users to the event so most of these programs are fitness or workoutoriented programs. They focus on helping users develop healthy lifestyles and habits with physical activity (such as walking) being a major component.

For the pilot project, eight programs were held in the Health, Fitness and Wellbeing category for a total expenditure of \$20,797, which translates to 29.6% of all programming dollars spent. The engagement rate for these eight programs was 109%.





# Health, Fitness & Wellbeing



# Pogues Run Health Walk (English Version)

**Date:** October 20, 2018, 9:00 am

Location: Pogues Run Art and Nature Park, 2300 N. Dequincy Street, Indianapolis, IN

Program Category: Health, Fitness & Wellbeing Target Audience: All ages, but with a focus on seniors

#### **Program Details:**

Our first programs for the pilot project were a series of four different events held at Pogues Run Art and Nature Park. The 43 acre park at the end of Pogues Run Greenway was designed as part of the City's flood control system and is home to nearly two miles of trails and over ten sculptural art pieces. Four different programs were held on October 20 including our inaugural Health Walk (pre-cursor to the Walk With a Doc programming). Dr. Carrie Leathers, a physician with Eskenazi Health, provided a one-hour walk that included discussions on walking, stretching, physical fitness as one ages, and healthy tips for kids. Eleven total people participated in the 10:00 am, English version of the walk. Ages of participants ranged from 11-75.

Speaker/Guide: Dr. Carrie Leathers, Internist and Pediatrician at Eskenazi Pecar Health Center

## **Publicized Program Description:**

Walking has been proven to be one of the best exercises to improve overall health. Even small walks have been shown to improve cardiovascular health, mental health, type 2 diabetes, depression, and a whole range other health issues. Walking is a simple step in developing and maintaining a healthy lifestyle throughout all stages of life, but can also pose problems for some people. Join us for a group health walk at Pogues Run Art and Nature Park. Our walk will be led by a local physician who will share the benefits of walking, talk about strategies for healthy walking, and share tips on making the most of your walking activity.

### **Program Evaluation**

This was our first program and was held on a sunny Saturday morning in October. While participants outside of the Partnership were limited, the program provided a good run through for both the physician and the Partnership to understand the facilitation needs of the program. There was a limited advertisement period which likely affected the turnout.

**Registrations/Attendance:** 11 people attended this program, including the physician.

**Costs:** The costs for this program for the Indianapolis Greenways Partnership included:

•	TOTAL GREENWAYS PARTNERSHIP COSTS:	\$2,792.85
•	Expenses (water and printing)	\$9.65
•	Program Facilitation Costs (8 hours):	\$858.20
•	Partnership Development Costs (9.5 hours)	\$950.00
•	Program Development Costs (9.5 hours):	\$975.00

Other estimated costs for volunteer and staff costs NOT included in grant:

•	TOTAL NON-GRANT ESTIMATED COSTS:	\$580.00
•	Speaker costs (volunteer)	\$300.00*
•	Partnership Development Costs (2 hours- IPF):	\$120.00*
•	Estimated IPF Staff costs (attendance):	\$60.00*
•	Estimated Parks Dept. Staff costs (attendance):	\$60.00*
•	Estimated Parks Dept. Staff costs (registration):	\$40.00*

Total combined cost for program including both grant costs and estimated costs for staff and speaker time for program:

• TOTAL COMBINED COST OF PROGRAM: \$3,372.85



The charts above illustrate the program's breakdown by costs and percentage and the percentage of overall program dollars spent on this particular program.

**Should this program be continued?** Yes. This program meets a major goal of the Greenways Partnership. Our physician is committed to making this program a monthly event and volunteers her time for the walks and preparation. It was determined that the program could be replicated fairly easily and should continue to test potential success at different greenways and different times of the day.

**Location needs:** The main need for this program is an easily recognizable and accessible parking area for participants. In addition, providing a location with restrooms and benches should be considered a requirement if trying to attract older participants or families with young children.











# Health, Fitness & Wellbeing



# Pogues Run Caminata de salud (Pogues Run Health Walk-Spanish language)

Fecha: 20 de Octubre de 2018, 10:00 a.m.

**Ubicación:** Pogues Run Art and Nature Park, 2300 N. Dequincy Street, Indianapolis

Program Category: Health, Fitness & Wellbeing

Target Audience: All ages, but with a focus on seniors. This program was also designed for

Spanish-speaking populations.

#### **Program Details:**

Our first programs for the pilot project were a series of four different events held at Pogues Run Art and Nature Park. The 43 acre park at the end of Pogues Run Greenway was designed as part of the City's flood control system and is home to nearly two miles of trails and over ten sculptural, art pieces. Four different programs were held on October 20 including our inaugural Health Walk (pre-cursor to the Walk with a Doc programming). At 9:00 am, Dr. Carrie Leathers, a bilingual physician with Eskenazi Health, provided a one-hour walk in English that included discussions on walking, stretching, physical fitness as one ages, and healthy tips for kids. At 10:00 am, a Spanishlanguage version was promoted and offered. The intent of this program was to test facilitating a Spanish-language version of the walk. The walk had no pre-registrants and no walk-in registrations occurred, so the event was cancelled.

Speaker/Guide: Dr. Carrie Leathers, Internist and Pediatrician at Eskenazi Pecar Health Center

## **Publicized Program Description**

Caminar ha demostrado ser uno de los mejores ejercicios para mejorar la salud en general. Incluso las caminatas pequeñas han demostrado mejorar la salud cardiovascular, la salud mental, la diabetes tipo 2, la depresión y toda una serie de problemas de salud. Caminar es un paso simple para desarrollar y mantener un estilo de vida saludable en todas las etapas de la vida. Únete a nosotros para una caminata grupal en Pogues Run Art and Nature Park. Nuestra caminata estará a cargo de un médico local que compartirá los beneficios de caminar, hablará sobre estrategias para caminar saludablemente y compartirá consejos para aprovechar al máximo su actividad de caminar.

### **Program Evaluation**

We are extremely fortunate to have a bilingual physician who practices in an area with a high concentration of Spanish speaking residents. The failure of this first Spanish-version walk likely had to do with the walk being held in an area that doesn't have a high level of Spanish-speaking residents. There was also very limited advertisement/promotion period and there were no efforts to specifically reach the Spanish-speaking populations. It was positive to be able to offer this type of program in Spanish and future walks should be promoted as being bilingual instead of holding a Spanish-specific program. In addition, future walks should examine where the program can be held to engage a higher number of Spanish speaking residents, and Dr. Leathers plans to promote more heavily through her practice at Eskenazi. Little effort was required to schedule and plan this second program on the same day.

## **Registrations/Attendance:** 0

#### Costs

The costs to facilitate this program are included in the health walk costs from the previously listed event - *Pogues Run Health Walk (English Version)*. No additional specific costs were incurred to develop this program.

**Should this program be continued?** Having the ability to provide programming in Spanish is appealing and future Health Walks (Walk With a Doc programs) should be promoted as bilingual. Separate Spanish-language versions should not be facilitated unless the number of Spanish-speaking registrants warrant a separate event.

**Location needs:** The main need for this program is an easily recognizable and accessible parking area for participants. In addition, providing a location with restrooms and benches should be considered a requirement if trying to attract older participants or families with young children.





## Winter Family Hike at Skiles Test Nature Park

Date: Saturday, January 26, 2019, 10:00 am

Location: Fall Creek Greenway- Skiles Test Nature Park- 6828 Fall Creek Road, Indianapolis, IN 46220

Program Category: Health, Fitness & Wellbeing

Target Audience: All ages

#### **Program Details:**

This program was developed as a cold-month program to provide an activity in the heart of winter. The program featured speakers from Indianapolis' Department of Public Works' Land Stewardship Division leading a guided walk through Skiles Test Nature Park off of the Fall Creek Greenway. The focus of the program was to explore the natural area with a focus on wintertime attributes of the ecosystem. Despite the extreme cold temperature, this was one of the most popular programs.

Partners for the Program: Indianapolis DPW's Land Stewardship Division. Refreshments by Coal Yard Coffee, Irvington.

**Speaker/Guide:** Jacob Brinkman, Don Miller- Land Stewardship

## **Publicized Program Description**

Don't let the winter weather keep you inside! Winter can be one of the best hiking seasons. It's a great way to take in the sights and sounds of the season and see things along the trails that you might not normally see when the vegetation is in full bloom. Its also a great way to get some physical exercise and mental release. Join us for a family-friendly winter hike at Skiles Test Nature Park on the Fall Creek Greenway. Indy Parks' naturalist will lead a hike through the park, sharing the unique natural history of the park and discovering a few surprises along the way. The event is free, but you must register.

### **Program Evaluation**

This program was one of our most popular program offerings of the pilot program. Over 90 people registered in advance (the largest pre-registration of all of the programs)---requiring additional speakers and shuttle vans to exterior parking areas. The program occurred during one of the polar vortexes in early 2019 and the temperature was 8 degrees at start time. Despite that, there were still over 35 people that showed up and participated in the hike.

Registrations/Attendance: 90 pre-registered, 30 attendees at hike.

**Costs:** The costs for this program for the Indianapolis Greenways Partnership included:

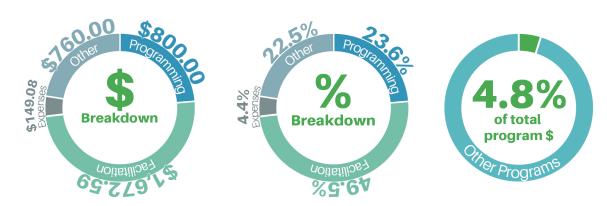
•	TOTAL GREENWAYS PARTNERSHIP COSTS:	\$2,621.67
•	Expenses (coffee, hot chocolate, supplies)	\$114.10
•	Expenses- Photography purchase for Program:	\$34.98
•	Program Facilitation Costs (17.75 hours):	\$1,672.59
•	Partnership Development Costs:	\$0
•	Program Development Costs (8 hours):	\$800

Other estimated costs for volunteer and staff costs NOT included in grant:

Estimated Parks Dept. Staff costs (registration): \$40\*
 Staff Attendance (X2) \$120\*
 Estimated Parks Dept. Staff costs (speakers X 2): \$600\*
 TOTAL NON-GRANT ESTIMATED COSTS \$760

Total combined cost for program including both grant costs and estimated costs for staff and speaker time for program:

• TOTAL COMBINED COST OF PROGRAM: \$3,381.67



The charts above illustrate the program's breakdown by costs and percentage and the percentage of overall program dollars spent on this particular program.

**Should this program be continued?-** Yes. This program proved a couple of different things. First, it reinforced the high demand for winter-month (cold-weather) programming as this was one of our highest registration programs in the pilot project. This is likely due to people not having a lot of conflicting activities in the winter time and wanting opportunities to get outdoors. This program also proved that there is interest in the community for this type of environmental education program. Finally, partnering with Land Stewardship, another City agency, provides a means for cost-effective program offerings for the greenways.

<sup>\*</sup>Costs estimated as outlined in Part 2 Cost Determination Section

**Location needs:** Parking and registration area along a greenway are two of the biggest needs for this type of programming. Parking needs to be relatively close and not require shuttle busses.













# Walk with A Doc on the Eagle Creek Greenway

Date: March 9, 2019, 10:00 am

Location: Eagle Creek Greenway- 56th Street Trailhead- 7225 West 56th Street, Indianapolis, IN

46254 (next to the Colts Facility- Corner of 56th St. and Reed Road)

Program Category: Health, Fitness & Wellbeing **Target Audience:** All ages, but with a focus on seniors

### **Program Details:**

The decision was made early in the year that our Health Walk program needed to be affiliated with the national Walk with a Doc program. On February 8, 2019, the Indianapolis Greenways partnership began its collaboration with the Walk with a Doc organization and the first event was held at Eagle Creek Greenway on March 9, 2019. It was a great inaugural Walk with a Doc event with 19 people (and one dog named Troy Bolton) joining us for a 2.5 mile walk on the Eagle Creek Greenway. We had a remarkable turnout for such a cold morning walk.

Speaker/Guide: Dr. Carrie Leathers, Internist and Pediatrician at Eskenazi Pecar Health Center

## **Publicized Program Description:**

Spring is on the way and this is a great time to shake off the cold winter and get back out on the greenways. Join an Eskenazi community physician in a walking discussion of the new physical activity guidelines for older adults from the "Move Your Way" campaign. We will explore ways to incorporate balance and muscle strength training into a walk on the Eagle Creek Greenway. Although the program will include tips for older adults, kids and all ages are welcome to attend. This event is free and bilingual.

## **Program Evaluation**

Given the cold temperatures at the start of walk time, it was encouraging to see such a high number of attendees. Registrants came from across the city, not just the Eagle Creek Greenway vicinity.

**Registrations/Attendance:** 19 people and 1 dog attended this program, including the physician.

**Costs:** The costs for this program for the Indianapolis Greenways Partnership included:

•	TOTAL GREENWAYS PARTNERSHIP COSTS:	\$3.629.86
•	Walk With a Doc- National Certification	\$592.00
•	Expenses	\$37.86
•	Program Facilitation (3 hours)	\$300.00
•	Program Facilitation Costs (7 hours):	\$700.00
•	Program Development Costs (20 hours):	\$2000.00

Other estimated costs for volunteer and staff costs NOT included in grant:

•	TOTAL NON-GRANT ESTIMATED COSTS:	\$460.00
•	Speaker costs (volunteer)	\$300.00*
•	Estimated Parks Dept. Staff costs (attendance):	\$120.00*
•	Estimated Parks Dept. Staff costs (registration):	\$40.00*

Total combined cost for program including both grant costs and estimated costs for staff and speaker time for program:

TOTAL COMBINED COST OF PROGRAM: \$4,089.86



The charts above illustrate the program's breakdown by costs and percentage and the percentage of overall program dollars spent on this particular program.

**Should this program be continued?** Yes. This program meets a major goal of the Greenways Partnership. Our physician is committed to making this program a monthly event and volunteers her time for the walks and preparation. It was determined that the program could be replicated fairly easily and should continue to test potential success at different greenways and different times of the day.

**Location needs:** The main need for this program is easily recognizable and accessible parking area for participants. In addition, providing a location with restrooms and benches should be considered a requirement if trying to attract older participants or families with young children.











# Health, Fitness & Wellbeing





# 5-2-1-0 and the Outdoors: A Family Walk with **Jump IN for Healthy Kids**

Date: Saturday, May 11, 2019, 10:00 am

**Location:** Along the Pleasant Run Greenway at Garfield Park

2432 Conservatory Drive, Indianapolis, IN (meet at the Pleasant Run Greenway Trailhead parking

lot on Conservatory Drive just east of the Pleasant Run bridge near Fire Station 29)

Program Category: Health, Fitness & Wellbeing

Target Audience: Children and Families

## **Program Details:**

5-2-1-0 is an initiative promoted by Jump In For Healthy Kids, one of the Greenways Partnership's community partners. The program provided an opportunity for kids and families to take a fun, interactive walk with activities that taught more about Jump In's core mission for healthy kids: 5 or more fruits and vegetables everyday, 2 hours of screen time or less, 1 hour of physical activity, and 0 sugary drinks. Jump In for Healthy Kids designed the content and direction of the program on the Pleasant run Greenway at Garfield Park. The program was lead by a dietitian who talked with families about healthy lifestyles. Game stations were set up along the trail for games and activities that highlighted key elements of the 5-2-1-0 mission.

## **Publicized Program Description**

Join Jump IN for Healthy Kids for a 60-minute walk along the Pleasant Run Greenway at Garfield Park. Led by a local dietictan, this fun walk will include tips on incorporating 5-2-1-0 into your day (5 fruits and vegetables, 2 hours or less of screen time, 1 hour of physical activity, and 0 sugarsweetened beverages). We'll make a few brief stops for light physical activities, games, as well as lessons about healthy eating, and tips for using screens to help increase physical activity. All fitness levels are welcome. The group will meet at the Pleasant Run Greenway Trailhead parking lot on Conservatory Drive just east of the Pleasant Run bridge near Fire Station 29.

### **Program Evaluation**

The program was well coordinated and included elements that made it entertaining for kids and their families. Greater attendance was hoped for but those who did take part had an enjoyable morning. One suggestion for the programming's next run is to consider a name that more closely refers to the activity on the greenway and not the "5-2-1-0". While reinforcement of the 5-2-1-0 mission is key to the program, its inclusion as the title may have confused some potential participants due to a lack of understanding about the program.

Partners for Program: Jump In For Healthy Kids

**Speaker/Guide:** Marcella (Marci) Cooper, Dietitian

**Registrations/Attendance:** 8 people pre-registered, 13 total in attendance

**Costs:** The costs for this program for the Indianapolis Greenways Partnership included:

•	TOTAL GREENWAYS PARTNERSHIP COSTS:	\$3,000.00
•	Expense- Dietitian	\$300.00
•	Program Facilitation Costs (11.5 hours):	\$700.00
•	Partnership Development Costs:	\$000.00
•	Program Development Costs (20 hours):	\$2000.00

Other estimated costs for volunteer and staff costs NOT included in grant:

Estimated Parks Dept. Staff costs (registration): \$40.00\*
 TOTAL NON-GRANT ESTIMATED COSTS: \$40.00

Total combined cost for program including both grant costs and estimated costs for staff and speaker time for program:

• TOTAL COMBINED COST OF PROGRAM: \$3,040.00







The charts above illustrate the program's breakdown by costs and percentage and the percentage of overall program dollars spent on this particular program.

<sup>\*</sup>Costs estimated as outlined in Part 2 Cost Determination Section

<sup>\*\*</sup> Cost estimated- Community Partner Dietitian volunteered to facilitate program.

Should this program be continued? Yes. Being planned, facilitated and led by one of our community partners, this program is a model for how programs developed under the Greenways Partnership pilot project can be carried on by community partners. This one holds great potential for collaboration between Jump In For Healthy Kids and Indy Parks.

Location needs: The main needs for this program is an easily recognizable and accessible parking area for participants and open green spaces along the greenway. In addition, providing a location with restrooms and benches should be considered since the program seeks to attract families with young children.













# Health, Fitness & Wellbeing





## **CICOA Health Walk With A Dietitian**

**Date:** Friday, May 17, 2019, 1:00 pm

Location: Monon Rail-Trail – Nora Commons Access Point - 8905 Evergreen Ave, Indianapolis, IN

46240 (Behind the Nora Commons Facility) Program Category: Health, Fitness & Wellbeing Target Audience: All ages for this first Health Walk

## **Program Details**

This program was planned and led by our community partner CICOA Aging and In-home Solutions, and provided a walking activity on the Monon Trail for seniors. The program was developed to offer an orientation to senior use of the Monon Trail, while encouraging and promoting active and healthy lifestyles. 17 people took part in the program with many of them coming from Nora Commons, an independent living facility located along the trail. A CICOA dietitian lead the 1.5 mile walk, and participants had an opportunity to discuss health issues along the walk.

Partners for the Program: CICOA Aging and In-home Solutions, Nora Commons

**Speaker/Guide:** Tiffany Cox- Registered Dietitian, CICOA Aging and In-home Solutions

## **Publicized Program Description**

Seniors and their families are invited to join a CICOA Aging & In-Home Solutions Dietitian for a 40-minute walk along the Monon Rail-Trail to promote active lifestyles for seniors! Walking gives your entire system a boost and can be a key part of a healthy and independent senior lifestyle. By participating in this half-mile circuit, participants will enjoy a scenic walk along the trail while learning simple ways to stay healthy and fit in their day-to-day lives. Topics that will be covered include:

- The importance of exercise, calcium, vitamin D and hydration.
- Easy ways to include food and drink sources on a daily basis.
- What nutrients most Americans are not getting.
- Simple ways to include daily movement.
- Basic healthy diet tips as it relates to Chronic conditions.
- Importance of prevention for Chronic conditions issues and reduction of symptoms.

The event is free but you must register. To register, visit the Indianapolis Greenways Partnership website Programs page at https://greenwayspartnership.com/programs/.

## **Program Evaluation**

The program was well attended and helped to achieve one of the Partnership's overriding goals: to get seniors out on the trail and comfortable using the trail. In talking with several of the participants, they are hesitant to use the trail without some sort of activity or supervision. Many expressed how thankful they were for the opportunity to walk on the Monon and how much they would like to see continued programmed events on the trail.

**Registrations/Attendance:** 1 pre-registered, 14 total attendance.

**Costs:** The costs for this program for the Indianapolis Greenways Partnership included:

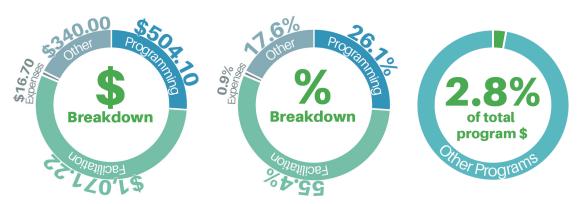
•	TOTAL GREENWAYS PARTNERSHIP COSTS:	\$1,592.02
•	Expenses- Photo License and water	\$16.70
•	Program Facilitation Costs (11.5 hours):	\$1071.22
•	Partnership Development Costs:	\$000.00
•	Program Development Costs (5.75 hours):	\$504.10

Other estimated costs for volunteer and staff costs NOT included in grant:

Expense- Dietician \$300.00\*\*
 Estimated Parks Dept. Staff costs (registration): \$40.00\*
 Estimated Parks Dept. Staff costs (attendance): \$00.00\*
 TOTAL NON-GRANT ESTIMATED COSTS: \$340.00

Total combined cost for program including both grant costs and estimated costs for staff and speaker time for program:

• TOTAL COMBINED COST OF PROGRAM: \$1,932.02



The charts above illustrate the program's breakdown by costs and percentage and the percentage of overall program dollars spent on this particular program.

<sup>\*</sup>Costs estimated as outlined in Part 2 Cost Determination Section

<sup>\*\*</sup> Cost estimated- Community Partner Dietitian volunteered to facilitate program.

Should this program be continued? This program had a distinct correlation between a targeted user group (seniors) and the Community Partner (CICOA) and was scheduled to begin at an independent living facility along the Monon Trail. This built-in relationship provided credibility for the program and an investment by both the facility and the community partner, resulting in an event that helped broaden CICOA's service to the facility. This type of relationship can help increase senior use of the trail in a meaningful way and is a model that can be continued. Residents who took part in the program mentioned that they would like to see this program continue on a monthly basis.

Location needs: Because of the age of the targeted participants, the program needs a starting and ending point with benches, access to drinking fountains and restrooms is a plus, and consideration should be given to trail conditions (especially shade in the summer) when scheduling this program.









# Health, Fitness & Wellbeing



# Walk with A Doc on the White River Greenway

Date: May 18, 2019, 9:00 am

Location: White River Greenway- Walk begins at the Riverside Park Aquatic Center

parking lot- 2420 East Riverside Drive, Indianapolis, IN Program Category: Health, Fitness & Wellbeing

Target Audience: All ages

#### **Program Details**

We held our third Walk with a Doc program along the White River Greenway at Riverside Park. Over 11 people participated in the morning walk. The walk began at the Riverside Park Aquatic Center and proceeded south, along the White River Greenway, to the old Victory Field and former rail line just north of Fall Creek, for a total walk of about 4 miles.

**Speaker/Guide:** Dr. Carrie Leathers, Internist and Pediatrician at Eskenazi Pecar Health Center

## **Publicized Program Description**

Get fit and explore Indianapolis' White River. The White River Greenway is a 10-mile greenway trail that follows the White River from 38th Street on the north to Raymond Street south of downtown. The greenway passes through White River State Park downtown and provides connections to several significant cultural destinations in the city. On May 18, join an Eskenazi community physician for a walk on the northern portion of the greenway beginning at Riverside Park and going to Fall Creek near 10th Street. The walk will include a walking discussion of the new physical activity guidelines for older adults from the Move Your Way campaign. We will explore ways to incorporate balance and muscle strength training into a walk on the White River Greenway. Although the

program will include tips for older adults, kids and all ages are welcome to attend. This event is free and bilingual. You can also stick around for the Summer Celebration taking place at Riverside Park beginning at 11:00 am.

## **Program Evaluation**

As the third time offering this program on different greenways, the program provided an opportunity to evaluate not only how attractive the content is to users, but also to guage whether there are specific trails that tend to generate more interest than others. A renewed focus around the adjoining neighborhoods of Riverside Park makes this an attractive location for such a program and is worth completing again.

**Registrations/Attendance:** 11 total participants plus the walk leader.

Costs: The costs for this program for the Indianapolis Greenways Partnership included:

•	TOTAL GREENWAYS PARTNERSHIP COSTS:	\$1,154.10
•	Program Facilitation Costs (6.75 hours):	\$604.10
•	Partnership Development Costs:	\$000.00
•	Program Development Costs (5.5 hours):	\$550.00

•

Other estimated costs for volunteer and staff costs NOT included in grant:

•	TOTAL NON-GRANT ESTIMATED COSTS:	\$340.00
•	Estimated Parks Dept. Staff costs (attendance):	\$00.00*
•	Estimated Parks Dept. Staff costs (registration):	\$40.00*
•	Expense- Physician	\$300.00*

<sup>\*</sup>Costs estimated as outlined in Part 2 Cost Determination Section

Total combined cost for program including both grant costs and estimated costs for staff and speaker time for program:

• TOTAL COMBINED COST OF PROGRAM: \$1,494.10



The charts above illustrate the program's breakdown by costs and percentage and the percentage of overall program dollars spent on this particular program.

**Should this program be continued?** Yes. As a recurring program, the costs have effectively come down. The program is developed by the physician and the only real task for program development is coordinating a location, time, program description and registration set up. The program partnership is in place so partnership development time is minimal, leaving program facilitation on walk day as the only real labor cost. This program should continue to be offered. **Location needs:** The program needs a recognizable starting point with adequate parking. Benches and water fountains would be a plus, but are not necessary.

<sup>\*\*</sup> Cost estimated- Physician volunteered to facilitate program.











# Health, Fitness & Wellbeing





### Walk with A Doc on the Monon Trail

**Date:** June 29, 2019, 12:00 pm

Location: Monon Trail, 96th Street Trailhead- 1430 East 96th Street, Indianapolis, IN 46240

Program Category: Health, Fitness & Wellbeing

Target Audience: All ages

#### **Program Details**

We held our fourth Walk with a Doc event on June 29 as part of Indy Parks' Pack the Parks Day. The walk was scheduled in the same location as the previous CICOA Walk in hopes of attracting repeat users from Nora Commons. The program began at 12:00 noon at the 96th Street Trailhead and there were ten participants, including a wide range of ages and several patients from the physician's practice. Unfortunately, there were no participants from Nora Commons, most likely due to the overwhelming heat---it was 90+ degrees at the program start time. Overall, the program was successful because it allowed us to test a model for later walks and determine if there was a greater chance for success on this portion of the popular trail.

**Partners for the Program:** CICOA Aging and In-home Solutions, Nora Commons

Speaker/Guide: Dr. Carrie Leathers, Internist and Pediatrician at Eskenazi Pecar Health Center

#### **Publicized Program Description**

Walking has been proven to be one of the best exercises to improve overall health. Even small walks have been shown to improve cardiovascular health, mental health, type 2 diabetes, depression, and a whole range of other health issues. Walking is a simple step in developing and maintaining a healthy lifestyle throughout all stages of life and it is also a great way to get outdoors and see some of Indy's great places! On June 29, join Dr. Carrie Leathers, an Eskenazi community physician for a walk on Indy's award-winning Monon Trail. The walk will include a walking discussion of the new physical activity guidelines for older adults from the "Move Your Way" campaign and will explore other health topics including ways to incorporate balance and muscle strength training into your walking routine. Although the program will include tips for older adults, kids and all ages and all abilities are welcome to attend as the walk will be tailored to the participants that take part in the walk. This event is free and bilingual. Participants are encouraged to register to ensure their spot on the walk. You can register at the Indianapolis Greenways Partnership website at the following link: https://greenwayspartnership.com/2019/05/24/walk-with-a-doc-on-the-monon-trail/

#### **Program Evaluation:**

Initially, this particular program was intended to introduce a range of new users to both the Monon Trail and the *Walk with a Doc* program as part of *Pack the Parks Day*. It was also intended to attract a very specific senior target group along that portion of the trail. The program continued to attract new users and added a new dimension to the *Pack the Parks Day* itinerary of events. Although we had ten participates in the program, we didn't get the senior target group as we had hoped, largely due to the overwhelming heat---it was 90+ degrees at the program start time. Overall, the program was successful as it was refined by and built upon the brand of *Walk with a Doc* on the greenways.

**Registrations/Attendance:** 10 total attendance including walk leader.

**Costs:** The costs for this program for the Indianapolis Greenways Partnership included:

Program Development Costs (6 hours): \$600.00
 Program Facilitation Costs (8 hours): \$800.00
 TOTAL GREENWAYS PARTNERSHIP COSTS: \$1,400.00

Other estimated costs for volunteer and staff costs NOT included in grant:

Estimated Parks Dept. Staff costs (registration): \$40.00\*
 Speaker costs (volunteer) \$300.00\*
 TOTAL NON-GRANT ESTIMATED COSTS: \$340.00

Total combined cost for program including both grant costs and estimated costs for staff and speaker time for program:

• TOTAL COMBINED COST OF PROGRAM: \$1,740



The charts above illustrate the program's breakdown by costs and percentage and the percentage of overall program dollars spent on this particular program.

<sup>\*</sup>Costs estimated as outlined in Part 2 Cost Determination Section

<sup>\*\*</sup> Cost estimated- Physician volunteered to facilitate program.

**Should this program be continued?** Yes. This program meets a major goal of the Greenways Partnership. Our physician is committed to making this program a monthly program and volunteers her time for the walks and preparation. Continued promotion and facilitation of the Walk with a Doc on Indy Greenways continues to build recognition, while the costs for program and partnership development goes down with each program event.

Location needs: The main need for this program is an easily recognizable and accessible parking area for participants. In addition, providing a location with restrooms and benches should be considered a requirement, if trying to attract older participants or families with young children.













# Health, Fitness & Wellbeing





## Fall Creek Greenway Family Bike Ride

Date: Saturday, June 29, 2019, 4:00-5:30 pm (part of Pack the Parks Day)

Location: Fall Creek Greenway- Begins at 5435 Emerson Way (parking lot south of former

Marine Bank building)

Program Category: Health, Fitness & Wellbeing

Target Audience: All ages

#### **Program Details:**

The Fall Creek Family Bike Ride was one of three greenways programs facilitated as part of Pack the Parks Day. Pack the Parks is an annual event held by Indy parks to encourage residents to get out and use the parks. This was the first year that greenways programming was added to the list of official events.

The Indianapolis Greenways Partnership facilitated an afternoon family bike ride on a portion of the Fall Creek Greenway. It was a guided, casual ride intended for all ages and included several stops at significant sites along this portion of the greenway. People were encouraged to interact with art along the route and to learn more about historic sites along the way. The program was relatively well attended given the extremely hot, afternoon ride time with temperatures in the mid 90s.

Partners for the Program: Indy Parks, Indianapolis Greenways Development Committee, Devonshire III & VI Civic Association

**Speaker/Guide:** Ron Taylor, Indianapolis Greenways Partnership and Chair of the

**Publicized Program Description:** Saturday, June 29 is *Pack the Parks Day* in Indianapolis and what better way to spend the afternoon than to take a family-friendly bike ride on one of Indy Parks' oldest and longest greenways? Join us for a guided afternoon ride on the Fall Creek Greenway in northeast Indianapolis. The approximately eight-mile ride will begin at the Windridge Shops parking area along Fall Creek Parkway between Emerson Avenue and 56th Street (south of the former Marine Bank building near the intersection of Emerson and Fall Creek) and go northeast to Fort Benjamin Harrison State Park and back. Along the route there will be stops at the Amy Brier/ Sharon Fullingim sculpture at the Fall Creek Preserve, Skiles Test Nature Park, historic Woollen's Gardens, and Fort Benjamin Harrison. Come learn a little bit about the history of this greenway and some of the unique areas along its route through northeast Indianapolis, and return in time to get an early dinner at one of the great restaurants in the Millersville neighborhood. This is an easy, casual, family-oriented ride intended for all fitness levels (grades are minimal along this route). Like events at all of Indy Parks on *Pack the Parks Day*, this event is free, but participants are encouraged to register so that we can properly plan for the ride.

#### **Program Evaluation**

The program was relatively well attended given the extremely hot, afternoon ride time with temperatures in the mid 90s. The participants included families with members aging from 6-35. Notably, all residents who took part in the ride were from the west side of town and attended the program just to learn more about other trails in the Indy Greenways system. This program was also significant to the Indianapolis Greenways Partnership's efforts in several ways:

- This program demonstrated the viability of including greenways programming in the overall Pack the Parks format.
- This program demonstrated the participation of other City-County agencies (the Indianapolis Greenways Development Committee) in the facilitation of programming.
- This program demonstrated a low-cost model of *Greenways Partnership* staff facilitating programs on the greenways.

**Registrations/Attendance:** 8 pre-registered (cap 12), 10 total on day of program.

**Costs:** The costs for this program for the Indianapolis Greenways Partnership included:

Program Development Costs: \$1000
 Partnership Development Costs: \$0
 Program Facilitation Costs: \$700
 TOTAL GREENWAYS PARTNERSHIP COSTS: \$1,700

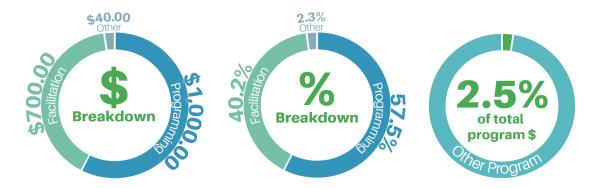
Other estimated costs for volunteer and staff costs NOT included in grant:

Estimated Parks Dept. Staff costs (registration): \$40\*
 Estimated Parks Dept. Staff costs (speaker): \$0
 TOTAL NON-GRANT ESTIMATED COSTS: \$40.00

Total combined cost for program including both grant costs and estimated costs for staff and speaker time for program:

• TOTAL COMBINED COST OF PROGRAM: \$1,740

<sup>\*</sup>Costs estimated as outlined in Part 2 Cost Determination Section



The charts above illustrate the program's breakdown by costs and percentage and the percentage of overall program dollars spent on this particular program.

**Should this program be continued?** Yes. This is a pretty easy and cost-effective program to coordinate using local, volunteer guides. Coordination with local neighborhoods along the route offer the benefit of turning this into a more localized event. It should be noted that all of the participants in this ride came from the west side of Indianapolis (opposite side of town). When asked what attracted them to the program, they indicated that it was an opportunity to learn more about a trail system they had yet to explore.

**Location needs:** Parking and registration area along a greenway.











# **Cultural Enrichment & Community Engagement Programs**

Cultural Enrichment & Community Engagement programs are activities which promote the unique areas along the greenways and engage residents in exploring such areas of Indianapolis and Indy Greenways. These programs include tours and that encourage users to interact with historic sites, natural environments, art on the greenways, or other features along the greenways.

For the pilot project, seven programs were held in the Cultural Enrichment & Community Engagement category for a total expenditure of \$18,817, which translates to 26.9% of all programming dollars spent. The engagement rate for these eight programs was 95.1%.







## Art on the Greenways: Art Tour of Pogues Run **Art and Nature Park**

**Date:** October 20, 2018, 12:00 pm

Location: Pogues Run Art and Nature Park, 2300 N. Dequincy Street, Indianapolis, IN

Program Category: Cultural Enhancement & Community Engagement

Target Audience: All ages

#### **Program Details:**

Our first Art on the Greenways program featured a tour of the sculpture at the Pogues Run Art and Nature Park. The 43 acre park at the end of Pogues Run Greenway was designed as part of the City's flood control system and is home to nearly two miles of trails with over ten sculptural art pieces. As part of the overall park and trail design, students from the Herron School of Art and Design at IUPUI designed contemporary sculpture pieces that were erected throughout the park. Since construction, subsequent pieces of art have been commissioned and installed by local community groups making the park one of the largest collections of contemporary art on the Indy Greenways system. Artist Eric Nordgulen, Professor at Herron School of Art and Design, oversaw the original program that gave students a chance to fabricate their sculpture and have it installed in the park. Susan Vogt of the Near East Area Redevelopment (NEAR), has also been an engaged activist over the years and continues the placement of contemporary pieces in the Park. Together, they provided a tour of the many sculptural pieces and unique insights into the collection of work.

Partners for Program: Arts Council of Indianapolis, Near East Area Redevelopment

Speakers/Guides: Artist Eric Nordgulen, Professor at Herron School of Art and Design; Susan Vogt, of the Near East Area Redevelopment (NEAR)- both volunteered their time in developing and leading the tour.

#### **Publicized Program Description**

Pogues Run Art and Nature Park is one of the City's most unique parks. The 43-acre park at the end of Pogues Run Greenway was designed as part of the City's flood control system, and is home to nearly two miles of trails and over ten sculptural pieces. As part of the overall park and trail design, students from the Herron School of Art and Design at IUPUI designed contemporary sculpture pieces that were erected throughout the park. Since construction, subsequent pieces of art have been commissioned and installed by local community groups making the park one of the largest collections of contemporary art on the Indy Greenways system. Join us for a guided walking tour with artist Eric Nordgulen, Professor at Herron School of Art and Design who facilitated the original crafting and placement of the park's sculptural elements.

#### **Program Evaluation**

This was one of the first program events and was combined with two other events at Pogues Run during the month of October in the hopes of getting programs started before the colder temperatures set in. Attendance was small, but program content was incredible and received high marks from those who participated, including one gentleman who had driven up to Indianapolis from Bloomington for the Art Tour.

#### Registrations/Attendance- 5 total participants

**Costs:** The costs for this program for the Indianapolis Greenways Partnership included:

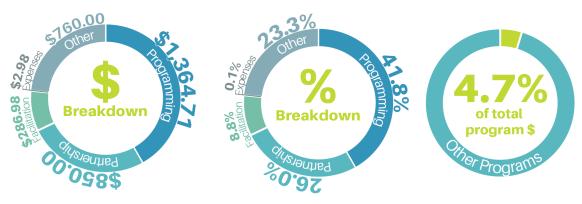
Program Development Costs (14.75 hours): \$1,364.71
 Partnership Development Costs (8.5 hours): \$850.00
 Program Facilitation Costs (3.5 hours): \$286.98
 Expenses (water) \$2.98
 TOTAL GREENWAYS PARTNERSHIP COSTS: \$2,342.45

Other estimated costs for volunteer and staff costs NOT included in grant:

Estimated Parks Dept. Staff costs (registration): \$40\*
 Staff Attendance (X2) \$0
 Estimated Speaker Cost\*\* \$300\*\*
 TOTAL NON-GRANT ESTIMATED COSTS \$760.00

Total combined cost for program including both grant costs and estimated costs for staff and speaker time for program:

• TOTAL COMBINED COST OF PROGRAM: \$3,264.67



The charts above illustrate the program's breakdown by costs and percentage and the percentage of overall program dollars spent on this particular program.

<sup>\*</sup>Costs estimated as outlined in Part 2 Cost Determination Section

<sup>\*\*</sup> Speaker costs volunteered by Tour Leader

**Should this program be continued?** Yes. There is a tremendous amount of art at this park and with more sophisticated and longer promotion as well as additional time to develop key partnerships, this program could be a cost effective, huge success. Other similar programs in this area have been well attended.

**Location needs:** Parking area.















# Walk With Santa on the Pleasant Run Greenway

Date: December 1, 2018, 10:00 am

Location: Pleasant Run Greenway-Christian Park, 4200 English Ave, Indianapolis, IN 46201

Program Category: Cultural Enhancement & Community Engagement

Target Audience: Children and Families

#### **Program Details:**

This program was intended to gauge success of holiday-specific programming on the greenways. The Pleasant Run Greenway was selected to provide a program on the south side of Indianapolis in more working-class neighborhoods. Because of the potential for cold weather, Christian Park was selected so that a portion of the program could be facilitated indoors while still providing access for a walk on the Pleasant Run Greenway. The program featured games and activities for kids, prior to a visit from Santa Clause, and a walk on the trail. The morning of the hike was unseasonable warm and rainy, so the indoor portions of the program provided an opportunity for participation despite the rain. By the end of the program, the rain had slowed to a light sprinkle allowing Santa to lead the families on a short walk along the greenway. 22 people attended the program and comments received afterwards indicated that it was a very positive experience.

Potential Partners for Program: Jump In For Healthy Kids

**Speakers/Guides:** Leslie Power, IPF Grant Administrator

#### **Publicized Program Description**

Looking for a fun activity to usher in the holiday season? Need a little extra face time with Santa to go over Christmas wish list items? Join us for a holiday walk with Santa on the Pleasant Run Greenway. This family-friendly event provides an opportunity for kids and families to take a short walk and have a fun conversation with Santa. In addition to the walk, there will be exercises, singing, treats, crafts and a special time for each child to talk with Santa. The event is free but you must register.

#### **Program Evaluation**

The program included a good mix of families with kids. Many participants informed organizers that without the program their families would not have had a chance to see Santa over the holidays. The activities of the program were well thought out and Santa's entrance was well received. Kids had an opportunity to get their pictures taken with Santa and to talk with him one on one. The event added a nice holiday touch to the pilot program, with the only thing missing being snow.

**Registrations/Attendance:** 23 pre-registered, 22 total attendance

**Costs:** The costs for this program for the Indianapolis Greenways Partnership included:

•	TOTAL GREENWAYS PARTNERSHIP COSTS:	\$2,342.45
•	Program Facilitation Costs (10.5 hours):	\$955.47
•	Partnership Development Costs (.5 hours):	\$50.00
•	Program Development Costs (14 hours):	\$1,336.98

Other estimated costs for volunteer and staff costs NOT included in grant:

•	TOTAL NON-GRANT ESTIMATED COSTS:	\$1,110.67
•	Estimated Staff leader costs (leader + Santa):	\$600**
•	Estimated Staff Attendance (X4)	\$240.00*
•	Estimated Parks Dept. Staff costs (registration):	\$40*
•	Expenses (supplies and refreshments)	\$230.67**

<sup>\*</sup>Costs estimated as outlined in Part 2 Cost Determination Section

Total combined cost for program including both grant costs and estimated costs for staff and speaker time for program:

• TOTAL COMBINED COST OF PROGRAM: \$3,453.12





The charts above illustrate the program's breakdown by costs and percentage and the percentage of overall program dollars spent on this particular program.

**Should this program be continued?** Yes. The subject matter provided an ideal topic to attract families to the greenway and was well received by those who participated.

<sup>\*\*</sup> Speaker costs volunteered by Program Leader

<sup>\*\*\*</sup>Paid out of a separate grant not associated with the Indianapolis Greenways Partnership

Location needs: Program requires parking and an indoor environment for pre-Santa activities, as well as a place for Santa to "arrive." A location along a greenway allows the walk length and duration to be flexible based upon weather conditions.















## Winter Solstice Celebration Parade of Lights

**Date:** December 21, 2018, 6:00 pm

Location: Pennsy Rail Trail

6301 East Washington Street, Indianapolis, IN 46219

Program Category: Cultural Enhancement & Community Engagement

Target Audience: All ages

#### **Program Details:**

The second of two holiday-themed programs, the Winter Solstice Celebration Parade of Lights was held on Friday, December 21 along the Pennsy Trail in the neighborhood of Irvington. This was the weekend before Christmas and the Luminary weekend in Irvington. Participants were invited to come out to the trail and bring along their custom-built lights for a one-mile walk to Irvington village, where they could go to shops and restaurants. To enhance the event, participants received a Greenways Partnership lighted ornament that they could use for the parade of lights. Over 100 people participated in the walk with hot chocolate provided by a local establishment, Coal Yard Coffee. In addition, two radio stations were present at the registration area providing live music and giveaways to participants.

**Speakers/Guides:** Megan Fetter (informal)- Indy Parks

#### **Publicized Program Description**

The Winter Solstice is the shortest day and the longest night of the year, marking the beginning of the coming winter. Traditionally, it is a day for reflection where people spend time with family and friends. This year, grab your flashlights, lanterns, or other creative, custom-designed and non-combustible light source and join us for a Winter Solstice Parade of Lights celebration as we "light up" the historic Pennsy Trail near Irvington. This is an informal 1.25 mile walk and will begin near Kittley Avenue (behind the old Marsh Plaza). Participants can start at the beginning or join us in progress along one of the trail's many access points. The parade route will follow the Pennsy Trail east to Ritter Avenue, then north to Washington Street to Irvington where participants can partake in seasonal specials with local merchants. Join us for a celebration of the season, warm lights, and warm treats as we celebrate the Winter Solstice on the Pennsy Trail.

#### **Program Evaluation**

The pilot project had great success with this program. It attracted a lot of users for a fun event, and has the opportunity to become an annual tradition. This program was our highest attended program of the pilot project, and second highest in terms of numbers of pre-registrations.

**Registrations/Attendance:** 44 pre-registered, 61 signed in at the event, 100+ counted at event.

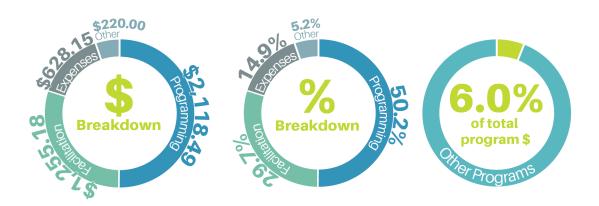
**Costs:** The costs for this program for the Indianapolis Greenways Partnership included:

•	Program Development Costs (21.5 hours):	\$2,118.49
•	Program Facilitation Costs (14.5 hours):	\$1,255.18
•	Expenses (supplies)	\$107.31
•	Expenses (hot chocolate- Coal Yard Coffee)	\$59.05
•	Expenses: Stock Photography for Program Sheets:	\$12.72
•	Expenses: Holiday Ornament handouts	\$449.06
•	TOTAL GREENWAYS PARTNERSHIP COSTS:	\$4,001.81

Other estimated costs for volunteer and staff costs NOT included in grant:

Estimated Parks Dept. Staff costs (registration): \$40\*
 Estimated Staff Attendance (X2) \$180\*
 TOTAL NON-GRANT ESTIMATED COSTS: \$220.00

Total combined cost for program including both grant costs and estimated costs for staff and speaker time for program:



#### TOTAL COMBINED COST OF PROGRAM: \$4,221.81

The charts above illustrate the program's breakdown by costs and percentage and the percentage of overall program dollars spent on this particular program.

**Should this program be continued?** Yes. This program was one of the most successful of the pilot project and, if better aligned with the local Luminaria, has the potential to become a huge, traditional event along the Pennsy Trail. If continued, much earlier coordination with the local Irvington community is essential in order to best integrate this into their overall holiday programming.

<sup>\*</sup>Costs estimated as outlined in Part 2 Cost Determination Section

**Location needs:** Program requires a significant parking area (we used the former Marsh parking lot on Washington Street) and connection to that parking area is important for the program to be a success. There also needs to be warm refreshments since it is a cold-weather event.

















## Art on the Greenways: Monon Trail Public Art Bike Tour

Date: Saturday, April 27, 2019, 9:00 am - 12:00 noon

Location: Indianapolis Art Center, 820 E. 67th St. (park in East Lot and meet at trailhead)

Program Category: Cultural Enhancement & Community Engagement

Target Audience: All ages

#### **Program Details:**

The Art on the Greenways programming is one of the signature Cultural Enhancement & Community Engagement programs. It is intended to highlight the many pieces of public art located on or adjacent to Indy Greenways. The Art on the Greenways: Monon Trail Public Bike *Tour* was one of the first programs the Greenways Partnership completed with the Arts Council of Indianapolis. Originally developed by the Arts Council, in conjunction with students from IUPUI, the Monon Trail tour was offered as an early Spring program. The tour was originally developed by students from IUPUI as part of an art class, and was led by Julia Muney Moore, Public Art Director for the Arts Council of Indianapois. The tour visited over 15 murals, sculptures, and other art between Broad Ripple and 38th Street along the Monon Trail. In addition, this first tour included a stop by an artist's studio along the Monon Trail to discuss one of his commissioned pieces. The tour was capped at 12 registrations and reached capacity on the first day of open registration.

Partners for Program: Arts Council of Indianapolis

Speakers/Guides: Julia Moore, Director of Public Art at the Arts Council of Indianapolisvolunteered to develop and facilitate program.

#### **Publicized Program Description**

There is a lot of public art on the Monon Trail, and the best way to see it all is by bike! Join Julia Moore, Director of Public Art at the Arts Council of Indianapolis, and students from IUPUI's Public Art class for a spirited 12-mile ride and tour of murals, sculptures, and more. We will start at the trailhead at E. 67th Street and then ride south on the Monon Trail to 10th Street. The return trip will take us off the trail to nearby works of art. Bring water and dress in layers. Registration is limited to 12 so sign up early to reserve your spot.

#### **Program Evaluation**

The Monon Art Tour was a very successful program, filling within the first day that registration was advertised. We had a cool, April morning for the ride, and the chilly temperature prevented some registrants from attending. Registrations were capped at 12 and sold out on the first day it was advertised. Only 5 people took part in the three-hour tour. The tour received high reviews from participants and provided access and information about art along the greenway that is not provided anywhere else.

**Registrations/Attendance (capped at 12):** 12 pre-registrations (capacity reached), 5 attendees day of tour plus tour leader.

**Costs:** The costs for this program for the Indianapolis Greenways Partnership included:

•	TOTAL GREENWAYS PARTNERSHIP COSTS:	\$1,289.71
•	Program Facilitation Costs (5 hours):	\$405.47
•	Partnership Development Costs (2 hours)	\$200
•	Program Development Costs (7.5 hours):	\$684.24

Other estimated costs for volunteer and staff costs NOT included in grant:

•	TOTAL NON-GRANT ESTIMATED COSTS:	\$340.00
•	Estimated Parks Dept. Staff costs (speaker):	\$300**
•	Estimated Parks Dept. Staff costs (registration):	\$40*

<sup>\*</sup>Costs estimated as outlined in Part 2 Cost Determination Section

Total combined cost for program including both grant costs and estimated costs for staff and speaker time for program:

TOTAL COMBINED COST OF PROGRAM:

\$1629.71



The charts above illustrate the program's breakdown by costs and percentage and the percentage of overall program dollars spent on this particular program.

<sup>\*\*</sup> Speaker costs volunteered by Program Leader

**Should this program be continued?** Yes. This was a popular program, and the Arts Council agreed to a follow-up tour later in the summer. Since the content was already developed, this program could be easily and cost-effectively replicated with the cooperation of the Arts Council.

**Location needs:** Parking area near trailhead or trail access point is important and the Indianapolis Arts Center provided a good starting point for this tour.

















## Art on the Greenways: White River Greenway **Public Art Bike Tour**

Date: Saturday, June 1, 2019, 9:00 am - 12:00 noon

Location: Meet at the 100 Acres- 3668 North White River Parkway East Drive, Indianapolis,

**Program Category:** Cultural Enhancement & Community Engagement

Target Audience: All ages

#### **Program Details:**

On Saturday, June 1, we facilitated our Art on the Greenways Bike Tour of the White River Greenway! The tour included works along the White River Greenway, the Central Canal Towpath, the Cultural Trail, The 100 Acres at Newfields, White River State Park, Riverside Park, the IU Herron School of Art campus, and the Eskenazi Hospital campus. Participants got to experience a whole range of artwork along the route from historic monuments to contemporary installations, with stops and verbal descriptions at over 15 major pieces of art.

Partners for Program: Arts Council of Indianapolis

Speakers/Guides: Julia Moore, Director of Public Art at the Arts Council of Indianapolisvolunteered to develop and facilitate program.

#### **Publicized Program Description:**

The White River Greenway is a scenic, convenient way to travel between great collections of public art on Indianapolis' Westside. Join Julia Moore, Director of Public Art with the Arts Council of Indianapolis, for a morning of biking and discussion of selected artwork located at Newfields' Virginia Fairbanks Art & Nature Park, White River State Park, the IUPUI campus, Riverside Park, and Eskenazi Hospital, as well as in the River West neighborhood and a few surprises. We will meet at the free parking lot located at Fairbanks Art & Nature Park just off W. 38th Street, west of Newfields' main entrance. The event is free, but registration is limited to 25 so sign up early to reserve your spot.

#### **Program Evaluation**

Similarly to the other Art on the Greenways Tours, this one was successful both in content and attendance. Several repeat users joined us for the tour, and the tour included a wide variety of public art pieces along and adjacent to the White River Greenway and the Central Canal Towpath.

Registrations/Attendance: 7 pre-registered, 8 total attendees plus leader

**Costs:** The costs for this program for the Indianapolis Greenways Partnership included:

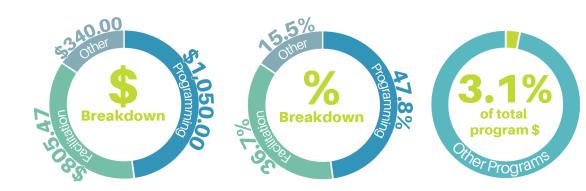
Program Development Costs (10.5 hours): \$1,050.00
 Program Development Costs: \$0
 Program Facilitation Costs (9 hours): \$805.47
 TOTAL GREENWAYS PARTNERSHIP COSTS: \$1,855.47

Other estimated costs for volunteer and staff costs NOT included in grant:

Estimated Parks Dept. Staff costs (registration): \$40\*
 Estimated Parks Dept. Staff costs (speaker): \$300\*\*
 TOTAL NON-GRANT ESTIMATED COSTS: \$340.00

Total combined cost for program including both grant costs and estimated costs for staff and speaker time for program:

• TOTAL COMBINED COST OF PROGRAM: \$2,195.47



The charts above illustrate the program's breakdown by costs and percentage and the percentage of overall program dollars spent on this particular program.

**Should this program be continued?** Yes. Like the other art bike tours, this tour has proven to be a popular program to attract users. With the tour components and information in place, future cooperation with the Arts Council can ensure continuation of this program.

Location needs: Parking area.

<sup>\*</sup>Costs estimated as outlined in Part 2 Cost Determination Section

<sup>\*\*</sup> Speaker costs volunteered by Program Leader





















## Art on the Greenways: Monon Trail Public Art Bike Tour

Date: Saturday, June 29, 2019, 9:00 am - 12:00 noon (part of Pack the Parks Day) Location: Indianapolis Art Center, 820 E. 67th St. (park in East Lot and meet at trailhead)

Program Category: Cultural Enrichment & Community Engagement

Target Audience: All ages

#### **Program Details:**

A second Monon Trail Public Art Bike Tour was held as part of the Pack the Parks Day activities on June 29, 2019. The Art on the Greenways programming is a signature Cultural Enhancement & Community Engagement program. It is intended to highlight the many pieces of public art located on or adjacent to Indy Greenways. The Art on the Greenways: Monon Trail Public Bike Tour was one of the first programs the Greenways Partnership completed with the Arts Council of Indianapolis. Originally developed by the Arts Council in conjunction with students from IUPUI, the Monon Trail tour was offered as an early Spring program and was well received. For Pack the Parks Day, Julia Muney Moore, Public Art Director for the Arts Council, of Indianapolis and Indianapolis Greenways Development Committee member, led the tour and visited over 15 murals, sculptures, and other art between Broad Ripple and 38th Street along the Monon Trail. In addition, this tour made a return visit to sculptor Pat Mack's studio along the Monon Trail to view his current commissioned work that will be installed along the Pleasant Run Greenway, later this year. The tour was capped at 12 registrations.

#### **Publicized Program Description:**

There is a lot of public art on the Monon Trail, and the best way to see it all is by bike! Join Julia Moore, Director of Public Art at the Arts Council of Indianapolis, and students from IUPUI's Public Art class for a spirited 12-mile ride and tour of murals, sculptures, and more. We will start at the trailhead at E. 67th Street and then ride south on the Monon Trail to 10th Street. The return trip will take us off the trail to nearby works of art. Bring water and dress for the weather. The event is free, but registration is limited to 25 so sign up early to reserve your spot.

**Partners for Program:** Arts Council of Indianapolis, Indy Parks, Indianapolis Greenways Development Committee

**Speakers/Guides:** Julia Moore, Director of Public Art at the Arts Council of Indianapolis-volunteered to develop and facilitate program.

#### **Program Evaluation**

The summer Monon Art Tour was even more successful than the Spring program, with 12 taking part in the program. It was a beautiful morning for touring the Monon and the event received high reviews from participants. By request, this tour was filmed for future use by the Arts Council.

**Registrations/Attendance:** In our previous tour,registration had been capped at 12 and then several did not attend due to weather. To account for no-shows this time around, registration was open to 25 with the intent of having 12 participants attend on event day. 14 people preregistered and there were 12 total participants, plus the tour leader.

**Costs:** The costs for this program for the Indianapolis Greenways Partnership included:

•	TOTAL GREENWAYS PARTNERSHIP COSTS:	\$1,592.45
•	Program Facilitation Costs (9.5 hours):	\$792.45
•	Partnership Development Costs:	\$0
•	Program Development Costs (8 hours):	\$800

Other estimated costs for volunteer and staff costs NOT included in grant:

•	TOTAL NON-GRANT ESTIMATED COSTS:	\$340.00
•	Estimated Parks Dept. Staff costs (speaker):	\$300**
•	Estimated Parks Dept. Staff costs (registration):	\$40*

<sup>\*</sup>Costs estimated as outlined in Part 2 Cost Determination Section

Total combined cost for program including both grant costs and estimated costs for staff and speaker time for program:

• TOTAL COMBINED COST OF PROGRAM:





The charts above illustrate the program's breakdown by costs and percentage and the percentage of overall program dollars spent on this particular program.

<sup>\*\*</sup> Speaker costs volunteered by Program Leader

**Should this program be continued?** Yes. This tour has proven to be a popular program to attract users. With the tour content developed, this program can be easily and cost-effectively replicated with the cooperation of the Arts Council.

Location needs: Parking area near trailhead or trail access point. The Indianapolis Arts Center provided a good starting point for this tour.















## Pogues Run Greenway and Waterway Photography Competition (part of our Art on the Greenways Programming)

Date: April 15-July 15, 2019 **Location:** Pogues Run Greenway

Program Category: Cultural Enrichment & Community Engagement

Target Audience: All ages- categories for youth ages 6-17 and adults 18 and older.

#### **Program Details:**

In early Spring, the Near East Area Redevelopment (NEAR) reached out to the Indianapolis Greenways Partnership about co-sponsoring a photography competition along the Pogues Run waterway. NEAR was a group the Greenways Partnership reached out to for the initial Pogues Run programming and that connection led to inclusion of this program. The Indianapolis Greenways Partnership contributed \$500 to the program to match a \$1000 grant from Reconnecting to our Waterways.

NEAR coordinated the program developing categories, requirements and timelines. The Greenways Partnership provided promotion and program support (including assistance in the development of ancillary programs to provide opportunities for photography on Pogues Run), served on the review and selection committee, and assisted in making sure that there was an exhibit of winners at Brookside Park.

The competition opened on April 15 and extended through July 15, 2019. During the competition, two additional programs were scheduled to provide opportunities for residents to come out to different parks along the waterway and take photographs.

The first program, *Youth Art and Nature Walk at Brookside Park,* focused on content for kids between the ages of 6-17, and provided youth with a guided tour along Pogues Run waterway and Greenway. On May 11, local artist Tosca Carranza led the kids on a guided tour along a portion of Pogues Run within Brookside Park.

A second program, *An Introduction to Photography and Ecology at Spades Park*, was held on Wednesday, May 18 at Spades Park. This program, led by Indy's The DaVinci Pursuit, was geared towards adults interested in entering the competition.

There were 150 total entries received with 23 submitted in the youth category. A selection committee of east-side representatives and artists convened on July 23 to review the submittals and a total of 6 entries were designated as winners to receive monetary awards. Aside from the winners, 26 honorable mention awards were presented. Winners were announced during a local NEAR-sponsored First Friday Show in August at the Circle City Industrial Complex (CCIC) on the Near Eastside from 6 to 9 pm. A follow up show at Brookside Family Center and other local locations is still being coordinated and developed by NEAR.

**Partners for Program:** Near East Area Renewal (NEAR) was the lead program provider on this competition. Additional partners included Reconnecting to Our Waterways (ROW) and The DaVinci Pursuit.

#### **Publicized Program Description:**

We are pleased to announce a unique opportunity along the Pogues Run Greenway and the Pogues Run waterway. Photography buffs and neighbors are invited to submit photos related to the Pogue's Run Waterway in this unique contest to encourage use and appreciation of the waterway and its greenspaces. Here's how it works: Amateur photographers (adults & youth age 6+) may submit 2 digital photos (only 2 per person) between April 15 and June 15 to Susan Vogt (susan@nearindy.org). The photo subject is the Pogue's Run Waterway, adjacent greenspaces, the Pogues Run Greenway, and ROW rest stops. Eligible Indy Parks include Spades, Brookside, Forest Manor, and the Pogue's Run Art & Nature Park. Winning photographers will receive cash prizes and gift cards to Near Eastside businesses (over 30 prizes will be awarded). Printed 8x10 photos will be exhibited in the Near Eastside community beginning July 5th and through the month of July at Brookside Family Center, area businesses, and other locations (to be determined). Digital images will also be shared (with credits) via social media. This program is sponsored by Reconnecting to Our Waterways (ROW), Near East Area Renewal (NEAR), the Nina Mason Pulliam Charitable Trust, The DaVinci Pursuit and the Indianapolis Greenways Partnership.

CONTEST IS OPEN FROM APRIL 15- JUNE 15, 2019. Please note there is a special category just for kids from the ages of 6-17.

In support of this contest, there are some additional programs to help provide guidance to the waterway, its ecology, and photography. These events include:

- Art and Nature Walk at Brookside Park on May 4, 2019 from 2:00-3:30 pm.
- Introduction to Photography and Ecology at Spades Park on Wednesday, May 15 from 6:00-8:00 pm at Spades Park.

#### **Program Evaluation**

This program was significant to the Indianapolis Greenways Partnership's efforts in several ways:

• This program was a "response program"- it was not initiated by the Greenways Partnership, but by the local NEAR group who brought this program to us after they were asked to

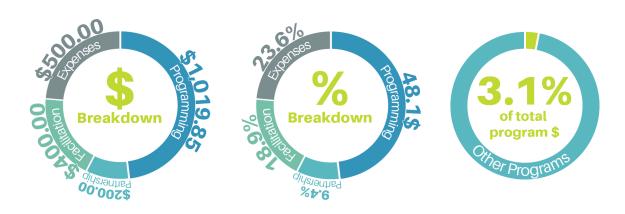
collaborate on the initial program events in October at Pogues Run Art and Nature Park. This program was a direct benefit of the Partnership's early efforts, and represents a reciprocal model of program development.

- This program created a unique expansion of our Art on the Greenways series of programming. Most of our other art programming are tours of built works. This one provided a unique opportunity to for users to engage the greenways in creating art as opposed to simply viewing art.
- The many partners associated with this program and its ancillary events, made it less costly to facilitate and operate, resulting in two additional programs as part of the competition.
- This program created significant local partnerships that can continue to help one another in future programming.

Registrations/Attendance- There were 150 photographic submissions from 87 registrants, with 23 representing youth ages 6-17. In addition to those who engaged in the competition, there will be significantly more exposed to the program through the exhibition of photography scheduled for August.

**Costs:** The costs for this program for the Indianapolis Greenways Partnership included:

Co-Sponsorship Fee (match for ROW grant) \$500.00 Program Development Costs (10.75 hours): \$1019.85 Partnership Development Costs (2 hours) \$200 Program Facilitation Costs (4 hours): \$400 **TOTAL PROGRAM COSTS:** \$2,119.85



The charts above illustrate the program's breakdown by costs and percentage and the percentage of overall program dollars spent on this particular program.

Should this program be continued? Yes. With the right community partners, this type of program should be continued as an opportunity to get people active in arts along the greenways and promote the greenways in a unique way.

Location needs- A substantial enough greenway is needed to allow exploration. In addition, once submissions are received, a facility for an exhibition is needed that can house the number of entries received.



BEST OF SHOW- GRAND PRIZE (ADULT)- Pogues Run Winter by Larry Lawrence



FIRST PLACE (ADULT)-Bridge Over Pogues by Grant Michael



SECOND PLACE (ADULT) - Pink Sky Pogues Run by Mauve Miller



BEST OF SHOW- GRAND PRIZE (YOUTH)- Yari Sief, Photographer



FIRST PLACE (YOUTH) - Glory Sief, Photographer



SECOND PLACE (YOUTH)- Lilly Carpenter, Photographer

# Discover Art on the Indy Greenways



When most people think about public art in Indianapolis, "Indy Greenways" is probably not the first thing that comes to mind. We tend to view our greenway system as a place to walk, jog, or ride bikes---recreation. In recent years, Indy has also discovered that the greenways are optimal transportation alternatives and commuting routes. But public art?

"Indy's greenways system is a little-known way to enjoy art while getting a bit of exercise," says Julia Moore, Director of Public Art for the Arts Council of Indianapolis. "Not only are there works of art placed along most trails, but the trails themselves connect the most desirable arts and culture destinations in the city."

The connection between public art and Indy Greenways is quite strong and provides residents with countless opportunities to interact with the arts.

The greenways provide a direct access to the some of the city's most significant art centers. Newfields and the Virginia Fairbanks Art & Nature Park are located along the Central Canal Towpath. The Indianapolis Arts Center is located directly adjacent to the Monon Trail. The White River Greenway connects to White River State Park, home of many pieces of public sculpture. The Pleasant Run Greenway connects to the Garfield Park Arts Center. Several of the greenways link to the Cultural Trail and art installations downtown. Nearly every greenway in the Indy Greenway system invites users to engage with some level of public art.

In addition to physical installations, the greenways also provide connections to significant cultural and performance locales revolving around art, music, dance and many other events that showcase the arts.

Even more significant is the number of art installations located along Indy Greenways. For example, Pogues Run Art and Nature Park, located at the northern end of the Pogues Run Greenway, includes numerous works of art. Commissioned pieces exist on several other greenways. In fact, take a ride on any of the trails and you are likely to come across public art, whether it's a mural, sculpture, or interactive experience piece. Works range from student pieces to commissioned pieces from local and national artists and cover a wide range of different media.

"Probably the most concentrated arts offerings are on the Monon Trail," says Moore. "You get the brilliant arts destination that is Broad Ripple, plus there is more public art per mile, on average, right along the Monon Trail than on any other greenway in the city."

The Indianapolis Greenways Partnership, along with our partners at the Arts Council of Indianapolis, the Indianapolis Parks Foundation, and Indy Parks, created the Art on the Greenways series to highlight and give residents an opportunity to engage with unique public art along the trails. Our programming has included a tour of the many sculptures at Pogues Run Art and Nature Park, a bike tour of art along the Monon Trail, and a photography competition along the Pogues Run Greenway. We have two additional bike tours scheduled for this Summer: a bike tour of art on the White River Greenway on June 1 and another bike tour of the art along the Monon Trail on June 29.











"There is more public art on Indy Greenways than most people realize" said Ron Taylor of the Indianapolis Greenways Partnership. "There are tremendous opportunities and works along Indy Greenways. The purpose of our Art on the Greenways programming is to help highlight those opportunities and to provide opportunities for residents to meaningfully engage with this work." When most people think about public art in Indianapolis, "Indy Greenways" is probably not the first thing to comes to mind---maybe it should be!

You can learn more about our current Art on the Greenways program offerings at https:// greenwayspartnership.com/. You can also visit the Arts Council of Indianapolis website for a searchable list of public art at https://indyarts.org/.







# **Education & Awareness Programs**

**Education & Awareness** programs inform the public about the greenways system. The programs work to create a personal investment in users, showcasing the advantage of integrating greenway activities into everyday life. While major components of these programs focus on the education of children, there are broader learning opportunities for all ages.

For the pilot project, five programs were held in the Education & Awareness category for a total expenditure of \$21,616 which translates to 30.9% of all programming dollars spent. The engagement rate for these eight programs was 88%.









# Pogues Run Art and Nature Park Design Tour

Date: October 20, 2018, 11:00 am

Location: Pogues Run Art and Nature Park, 2300 N. Dequincy Street, Indianapolis, IN

**Program Category:** Education and Awareness

**Target Audience:** All ages with an additional target audience of adult professionals

# **Program Details:**

The Pogues Run Art and Nature Park Design Tour was one of four programs held at the park on October 20, 2018 to kick off the pilot project's programming efforts. The park's design is part of the City's larger flood control efforts and thus represents both form and function in both the physical design and inclusion of public art. The event was established as part of the Education and Awareness programming to provide an educational opportunity for adults, particularly design professionals. In addition to our usual promotional partners, this program was advertised through the American Society of Landscape Architects (ASLA), the American Institute of Architects (AIA), the American Council of Engineering Companies (ACEC), and several local engineering and design firms. Continuing education units were offered through the Indiana Chapter of the American Society of Landscape Architects. The program provided an overview of park design features and provided participants with an understanding of how the park benefits the city of Indianapolis.

Partners for Program: Indiana Chapter of the American Society of Landscape Architects, Christopher B. Burke Engineering.

**Speakers/Guides:** Jeremy Morris and Siavash Beik- Christopher B. Burke Engineers

# **Publicized Program Description:**

If you have ever driven Interstate 70 on the near east side of Indianapolis, you have probably noticed the Pogues Run Art and Nature Park. This park, located at the northern end of Pogues Run Greenway, is a 43-acre park that serves as part of the City's flood control system. The historic site is designed to help alleviate flooding on the east side of the City. The design also offers a nearly 2-mile loop trail that provides access to a significant number of contemporary art pieces designed by students from the Herron School of Art and Design at IUPUI. The park is a unique setting for recreation, while also serving the flood control needs for Pogues Run watershed. This tour provides a unique perspective into the design and function of the Pogues Run Art and Nature Park. The tour will be led by representative of Citizen's Energy Group (CEG), and artist Eric Nordgulen, Professor at Herron School of Art and Design who facilitated the original crafting and placement of the park's sculptural elements. This tour is eligible for professional continuing education credits.

# **Program Evaluation**

This program was one of four events held at the Pogues Run Art and Nature Park on October 20, 2018 to kick off the pilot project's programming efforts. 7 people took part in the initial tour (including the two presenters). The program provided participants an educational overview of the park and insight on environmental considerations when designing the park design.

# **Registrations/Attendance-** 7 total participants

**Costs:** The costs for this program for the Indianapolis Greenways Partnership included:

•	TOTAL GREENWAYS PARTNERSHIP COSTS:	\$1,143.49
•	Program Facilitation Costs (2.5 hours):	\$218.49
•	Program Partnership Development Costs (2 hours):	\$200.00
•	Program Development Costs (7.25 hours):	\$725.00

Other estimated costs for volunteer and staff costs NOT included in grant:

•	Estimated Parks Dept. Staff costs (registration):	\$40*
•	Estimated Parks Dept. Staff costs (speaker X 2):	\$600**
•	TOTAL NON-GRANT ESTIMATED COSTS:	\$640.00

<sup>\*</sup>Costs estimated as outlined in Part 2 Cost Determination Section

Total combined cost for program including both grant costs and estimated costs for staff and speaker time for program:

**TOTAL COMBINED COST OF PROGRAM:** 



\$1,783.49



The charts above illustrate the program's breakdown by costs and percentage and the percentage of overall program dollars spent on this particular program.

<sup>\*\*</sup> Speaker costs volunteered by Program Leader

 $\textbf{Should this program be continued?} \ \textit{Yes. This program represents how educational programming}$ can be developed for adults. If combined with professional topics and organizations, these programs have the ability to be well attended. The program should provide CEUs (Continuing Educations Units) that professionals can apply towards licensure renewal. These types of events also need sufficient time for promotion and advertisement.

**Location needs:** Parking area and subject matter involving the greenways.

# **Program Photos:**

















# **Eagle Creek Greenway Pollinator Tour**

**Date:** Saturday, June 22, 2019, 10:00 am – noon **Location:** Eagle Creek Greenway- 56th Street Trailhead

7225 West 56th Street, Indianapolis, IN 46254 (next to the Colts Facility- Corner of 56th St. and

Reed Road)

**Program Category:** Education and Awareness

Target Audience: All ages

# **Program Details:**

This program, part of Indy Parks' Pollinator Week activities, was developed due to the success of the winter family hike at Skiles Test Nature Park. Throughout the week, Indy Parks hosted *Pollinator* Week events at several different park properties and the Eagle Creek Greenway was added to their official calendar of events. Four residents pre-registered for the event, but heavy rains across portions of the Indianapolis Metropolitan area forced its cancellation.

# **Publicized Program Description:**

Interested in learning more about pollinators and why they are important? Take a walk with Indy Land Stewardship and Marion County Soil and Water Conservation District staff to learn how native plants provide habitat for beneficial insects like bees, butterflies, and moths. Key principles of soil health will also be introduced through the practices at the Marion County SWCD Soil Health Garden. Participants will meet at the Mayor's Garden at Eagle Creek Park, West 56th Street & Reed Road, and should be prepared for a 1.5-mile walk round trip. All ages and abilities welcome. The program is free, but registration is limited to 35 participants so register soon to save your spot on the walk!

Partners for Program: Indy Parks, Indy DPW Land Stewardship

**Speakers/Guides:** Jacob Brinkman, Indy DPW Land Stewardship

# **Program Evaluation**

Program content and representatives from Indy's Land Stewardship were well prepared, despite the cancellation. This program was significant to the Indianapolis Greenways Partnership's efforts in several ways:

- It was a "response program", not initiated by the Greenways Partnership, developed from efforts of Indy Parks to include the greenways in one of their yearly programming events.
- It has the opportunity to be held as an annual event with Indy DPW Land Stewardship and Indy Parks staff performing the program tour.
- The use of technical staff is a cost-effective means for programming (new and repeated).

**Registrations/Attendance:** Event cancelled due to weather.

**Costs:** The costs for this program for the Indianapolis Greenways Partnership included:

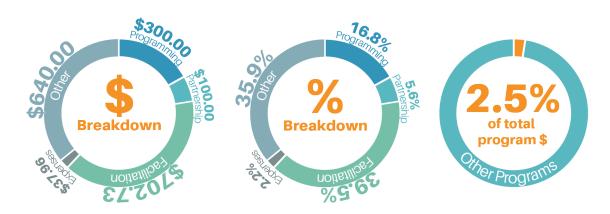
•	TOTAL GREENWAYS PARTNERSHIP COSTS:	\$1,140.69
•	Expenses (Photographic license)	\$34.98
•	Expenses (water)	\$2.98
•	Program Facilitation Costs (7.5 hours):	\$702.73
•	Partnership Development Costs (1 hour):	\$100
•	Program Development Costs (3 hours):	\$300

Other estimated costs for volunteer and staff costs NOT included in grant:

Estimated Parks Dept. Staff costs (registration): \$40\*
 Estimated Parks Dept. Staff costs (speaker X 2): \$600\*\*
 TOTAL NON-GRANT ESTIMATED COSTS: \$640.00

Total combined cost for program including both grant costs and estimated costs for staff and speaker time for program:

TOTAL COMBINED COST OF PROGRAM: \$1,780.69



The charts above illustrate the program's breakdown by costs and percentage and the percentage of overall program dollars spent on this particular program.

**Should this program be continued?** Yes. This is an easy program to coordinate. The speaker is very engaging, and the environmental/nature aspect of the program generates a lot of attention and interest from the public.

**Location needs:** Appropriate planting areas along the greenway and parking facilities.

<sup>\*</sup>Costs estimated as outlined in Part 2 Cost Determination Section

<sup>\*\*</sup> Speaker costs volunteered by Program Leader







# Indy Greenways Girl and Boy Scout Patch Program

**Program Category:** Education and Awareness

Target Audience: Children, ages 5-14

### **Girl Scout Patch Program Details:**

The Indy Greenways patch is a local patch program that teaches central Indiana Girl Scouts about the Indy Greenways system. The intent of the program is to raise awareness and educate young kids on the design, function, and proper use of the Indy Greenways and to demonstrate the important role that the greenways play in connecting local communities. It is also intended to instill a level of ownership, responsibility, and stewardship for the greenway system. The patch program aims to achieve the following objectives:

- Raise awareness of the Indy Greenways system, what it is, and how it is used.
- Provide a basic understanding of Indy Greenways and how to use the trails.
- Provide a basic understanding of how trails and greenways benefit communities.
- Instill a responsibility for the ongoing stewardship of the greenways system.
- Instill a general interest on how the greenways can be a part of Girl Scouts' everyday lives.

The local patch program was designed to include three parts. The first part, Learn Indy Greenways is a troop-facilitated learning program that teaches Girl Scouts about the history and development of the greenway system, how people use the greenways, and the benefits of greenways to the city. It includes map exercises and study questions designed to test Girl Scouts' knowledge of the program elements.

The second part, **Explore Indy Greenways**, includes a hike on one of the greenways to experience first-hand how the they function and how people can use them. During this walk, Girl Scouts document and record how the trail is used by residents.

The final part of the program, *Stewardship*, includes a community service project performed along one of the greenways. Girl Scouts pick a greenway and a project to help demonstrate ongoing stewardship of the greenways systems.

Once a Girl Scout has completed all three parts, they earn the Indy Greenways patch and an accompanying "stewardship" patch for their designated greenway where they completed their community service project. They can earn additional stewardship patches for each of the greenways by completing additional community service projects.

"It's so rewarding to empower youth, to not only learn about our city's parks and trails, but also to help them get out and contribute to these spaces," said Linda Broadfoot, director of Indy Parks. "Our entire team is proud to pass on the rich historic traditions of the Indy greenway system to a whole generation of future leaders."

The Indy Greenways patch program was initiated in March 2019 when Girl Scout Troop 2 from Irvington completed the first session with Indy Parks Director Linda Broadfoot. During the session, the troop explored various aspects of the greenways. They worked through a series of map exercises that focused on how to use the greenways to get to school, home, or other community locations. "I think the program opened the girls' eyes to the fact that greenways could be major connectors in the community and not just a recreational asset," said Kristin Swick, Troop Leader for Troop 2. "The girls really enjoyed learning more about Indianapolis' greenways and trails."

For their stewardship project, Troop 2 joined the City of Indianapolis and Keep Indianapolis Beautiful on April 27, 2019 to plant trees along the Pleasant Run Greenway as part of the *Great Indianapolis Cleanup*. At the conclusion of the event, Indianapolis Mayor Joe Hogsett, Parks Director Linda Broadfoot, and City Councillor Blake Johnson presented the first-ever Indy Greenways patch to Troop 2. During his presentation, Mayor Hogsett commended the girls on their effort. "As a long-time advocate of scouting, I cannot thank you enough for your service to your community and for making your community a great place to live, work, and grow up. You are making a difference."

The Greenway Partnership was proud to award Troop 2 thier patches for this new program, and is excited that future generations of scouts will be able to learn about the greenways and adopt an attitude of stewardship for Indy Greenways System.

Beginning on April 1, 2019, the Indy Greenways patch was made available through the Girl Scouts of Central Indiana and is available to all central Indiana Girl Scouts.

## **Boy Scout Patch Program:**

Due to the recent decision by the Boy Scouts of America to allow girls, there is ongoing tension between the two organizations. As such, a separate program was developed for Boy Scouts using the same curriculum.

During the pilot program, Cub Scout Troop 75 completed the curriculum and did a trash pick up along the Fall Creek Greenway to earn their first patch.

# Girl Scout Partners for the Program:

- Girl Scouts of Central Indiana, Barb Nichols
- Kristin Swick- Girl Scout Troop 2 Troop Leader
- Jen short- Girl Scout Troop 2 Troop Leader

Megan McKinney- Brownie Troop 3730 Troop Leader

# **Boy Scout Partners for the Program:**

Tucker LaPrade- Cub Scout Den 75 Leader

# **Publicized Program Description:**

The Indy Greenways patch is a local patch program that teaches central Indiana Scouts about the Indy Greenways system. The intent of the program is to raise awareness and educate young kids on the design, function, and proper use of the Indy Greenways and to demonstrate the important role that the greenways play in connecting local communities. It is also intended to instill a level of ownership, responsibility, and stewardship for the greenway system. The patch program aims to achieve the following objectives:

- Raise awareness of the Indy Greenways system, what it is, and how it is used.
- Provide a basic understanding of Indy Greenways and how to use the trails.
- Provide a basic understanding of how trails and greenways benefit communities.
- Instill a responsibility for the ongoing stewardship of the greenways system.
- Instill a general interest on how the greenways can be a part of Scouts' everyday lives.

The local patch program was designed to include three parts. The first part, Learn Indy Greenways is a troop-facilitated learning program that teaches Scouts about the history and development of the greenway system, how people use the greenways, and the benefits of greenways to the city. It includes map exercises and study questions designed to test Scouts' knowledge of the program elements.

The second part, Explore Indy Greenways, includes a hike on one of the greenways to experience first-hand how the greenways function and how people use them. During this walk, Scouts document and record how the trail is used by residents.

The final part of the program, Stewardship, includes a community service project performed along one of the greenways. Scouts pick a greenway and a project to help demonstrate ongoing stewardship of the greenways systems.

Once a Scout has completed all three parts, they earn the Indy Greenways patch and an accompanying "stewardship" patch for their designated greenway where they completed their community service project. Scouts can earn additional stewardship patches for each of the greenways by completing additional community service projects on different greenway segments.

For more information or to download the program, visit the Girls Scouts of Central Indiana website at https://www.girlscoutsindiana.org/en/events/patch-program.html

## **Program Evaluation**

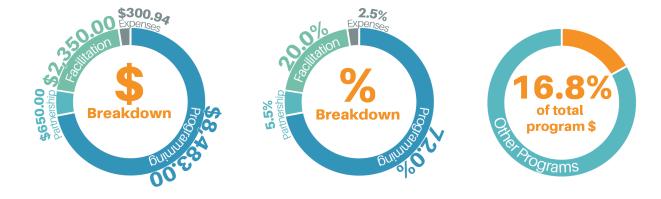
To date, two girl scout troops and one cub scout troop has gone through the program, and through the efforts of Indy Parks and Keep Indianapolis Beautiful, the first presentations of patches was done in a high-profile manner bringing lots of attention to the program. Now that the program has been completed, ownership and administration of the patch program resides with each of the scout organizations.

This type of program has larger up-front costs in the development of materials, but then has a lasting legacy with very little cost moving forward. Continued promotion of the program will help raise awareness and get more scouts involved in the program.

**Registrations/Attendance:** To date, two girl scout troops and one cub scout troop has gone through the program.

**Costs:** The costs for this program for the Indianapolis Greenways Partnership included:

•	TOTAL GREENWAYS PARTNERSHIP COSTS:	\$11.783.94
•	Partnership development expenses	\$46.94
•	Expenses- patches	\$254
•	Program Facilitation Costs (23.5 hours):	\$2,350
•	Partnership Development Costs (6.5 hour):	\$650
•	Program Development Costs (93.5 hours):	\$8,483



The charts above illustrate the program's breakdown by costs and percentage and the percentage of overall program dollars spent on this particular program.



Indy Greenways Patch (circular) with a Pleasant Run Stewardship patch (rectangular).







Girl Scout Troop 2 from Irvington was the first troop to go through the program with Indy Parks' Director Linda Broadfoot. For their stewardship patch, they planted trees along Pleasant Run Greenway as part of Keep Indianapolis Beuautiful's Great Indy Clean Up event.







Brownie Troop 3730 at IPS CFI School 2 did their stewardship project along the Cultural Trail in downtown Indianapolis.





Cub Scout Den 75 completed their stewardship project along the Fall Creek Greenway.





# **Discover Indy Greenways Passport Program**

The *Discover Indy Greenways Passport Program* encourages users to visit and record their trips on the greenways. Based upon similar programs used by other communities and the National Park Service, the Passport provides an overview of the Indy Greenways System and individual pages dedicated to each greenway. It includes a "How-To" section that outlines the steps for exploring the greenways, encouraging users to find the "marking posts" from which they collect "etchings" of their visit to the trail. The goal is to collect all "etchings" in the Passport. Unlike other programs, this program was intended to research and develop the preliminary passport booklet, identify how best to create "etching stations," and to develop how the etching program could work. The launch of the program was not included in the pilot project.

A preliminary passport booklet was developed that included:

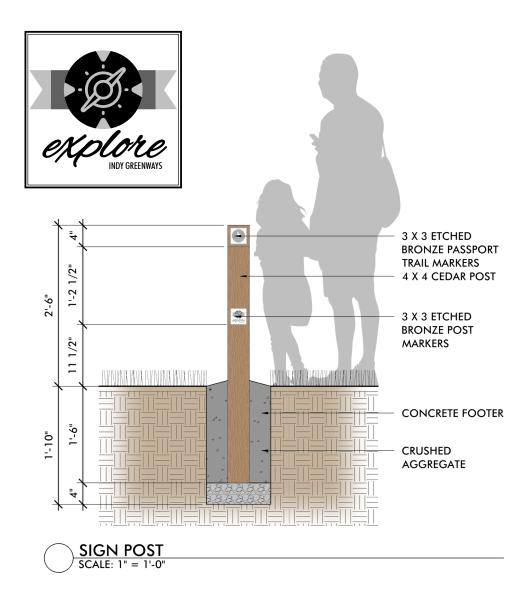
- Overview of Indy Greenways
- Overview of the passport program
- Maps of the overall Indy Greenway System
- Walking checklists
- Trail etiquette and rules
- Maps, information, and trivia from each greenway
- Additional greenway-related information.

A draft passport was designed and assembled as an example of what the booklet could be. It should be noted that the mapping used is from the 2014 Greenways Master Plan. New, updated mapping (originally to be developed as part of the pilot project then removed) still needs to be developed for the passport book to function properly.

Once the design is finalized, it is recommended that an initial printing be done that would allow distribution at Indy Parks, in Indy Park Community Centers, and at schools.

Several different "etching" options were explored, taking into consideration the overall cost of installation and maintenance, the long-term viability and durability of stations, as well as the ongoing operation and maintenance of individual etching stations. Many similar programs use ink pads and rubber stamps or stickers. However, such methods require continual maintenance and replacement of the ink and stickers. Such stamp pads can also be stolen or vandalized. These concerns led to exploration of "etching" rather than "stamping" stations.

For this program, a raised bronze plaque was selected that can be used to do a pencil etching. The idea is that the 3" X 3" plaque can be placed on a 4" x 4" wood post, and users can lay their passport page over the plaque to retrieve a pencil etching that records their visit. This solution is cost effective and limits opportunities for theft or vandalism, as well as maintenance. The physical design of these stamping stations is illustrated below.



Conceptual design of Passport Stamping Stations with 3" X 3" Bronze Post Marker.

## **Placement Guidelines**

One of the next steps will be to determine appropriate stamping station guidelines. Minimum placement guidelines should be developed for the number of stations per trail, distances between stations, and identification of physical needs required to install stations.

**Costs:** The costs for this program for the Indianapolis Greenways Partnership included:

- Program Development Costs (86 hours):
- \$6,268.26
- **TOTAL GREENWAYS PARTNERSHIP COSTS:**









The charts above illustrate the program's breakdown by costs and percentage and the percentage of overall program dollars spent on this particular program.

# **Next Steps for Implementation**

The following steps are needed to implement the passport program:

- Revise the mapping for the passport booklet to include station locations
- Print passport booklets and determine distribution and release
- Identify the locations of passport stamping stations
- Develop guidelines for placement of stamping stations
- Install preliminary stamping stations



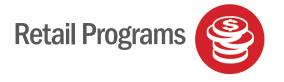


# **Retail Programs**

Retail programs are intended to both raise awareness of Indy Greenways and develop a revenue stream for programming. They determine whether there is a viable retail component that can help fund future programming.









# Vintage Monon Rail-Trail Shirt Sales

Date: Originally opened from February 15- April 12, 2019---extended until July 31, 2019

Location: Online Store; Silver in the City-Indianapolis and Carmel

Program Category: Retail Programming

# **Program Details**

For the pilot project, a program was developed to test the sales potential of Indy Greenways branded t-shirts. Since the Monon Trail is one of the most popular and most used trails in the Indy Greenways system, it was determine that its branding likely had the highest brand recognition potential and was the most likely to provide a true example of how successful this type of program could be. Several designs were developed that incorporated the Monon's trademarked logo. A final design was selected that simply used the logo, font and name. A distressed style (lighter colors) was selected for the shirts and the logo was graphically distressed to accomplish a more "vintage' look for the shirt. Indy Greenway's logos are trademarked by the City of Indianapolis so a licensing agreement was entered into for permission to use the logo on the apparel.

Next, a printer and printing process was selected that would allow an on-demand printing process to eliminate the need for up-front purchase and stocking of shirts. Several different local and national distributors and printing processes were researched and ultimately the Partnership teamed with local printer Colored Threads to do a transfer style printing for the shirts. In the process, graphic transfers are purchased that can be printed onto shirts. Transfers can be purchased up front at a much smaller price than the actual shirts. Colored Threads assisted in the purchase of the initial transfers and helped to set up an online store for the shirt purchases that was linked to the Indianapolis Greenways Partnership's website. As part of their service, they set up and maintain the store, store all transfers, receive orders, print shirts, and ship orders all from their business at the Stutz Building. They also track the additional proceeds earned on the shirts and send those payments directly to the Parks Foundation. Their services greatly reduced the need for staffing and stocking and was critical to facilitating the sale of these shirts online.

Several different shirts, both men's and women's, were selected for offering. A price structure was established for each shirt based roughly upon a ratio of thirds. One third of the price was the actual cost of the shirt paid to Colored Threads. The remaining two thirds were proceeds that went directly to the Indianapolis Parks Foundation to fund future programming or development on the greenways.

For standard t-shirts, the costs broke down as follows:

• Cost of shirt (sizes S-XL): \$10.00

Proceeds to IPF: \$8.00 on retail sales (\$16.00 if ordered online)

• Retail markup: \$8.00 (not applicable to online sales)

MSRP for sizes S-XL: \$26.00

A processing fee, taxes and shipping were additional costs passed onto the consumer.

In addition to the online store, the Partnership wanted to test the viability of placing these shirts in retail stores to increase their visibility, determine how popular they would be, and test whether this would be a legitimate sales option. The shirts were offered for sale on consignment to Silver in the City, a local boutique that includes unique, local t-shirts. Silver in the City has stores on Massachusetts Avenue in downtown Indianapolis and in Carmel (along the Monon).

Selling on consignment requires that the shirt orders are processed and paid up front by the Greenways Partnership. Shirts are ordered and the Greenways Partnership paid Colored Threads for the printing of the shirts. For retail sales on consignment, the numbers break down as follows for a standard t-shirt:

• Cost of shirt (sizes S-XL): \$10.00- Paid up front by the Indianapolis Greenways Partnership

Proceeds to IPF: \$8.00 on retail salesRetail markup: \$8.00 profit to store

• MSRP for sizes S-XL: \$26.00\*

### Sales Totals

A total of 72 shirts was sold at Silver in the City through July 26, 2019 for a total sales of \$1,868.90. This resulted in a total proceeds back to the Parks Foundation of \$576.

Online, the shirts generated some early interest but then sales declined pretty dramatically. As of July 26, 2019, a total of 20 shirts were sold for a total sales of \$603 and netting proceeds of \$320 for the Parks Foundation from their sales.

# **Publicized Program Description**

Here's a great way to show your pride and support of Indy Greenways! For a limited time, you can purchase a Monon Rail-Trail shirt exclusively through the Indianapolis Greenways Partnership. These vintage shirts feature the trademarked Monon Rail-Trail logo and are available in an assortment of different colors, sizes, and styles including a ¾ length sleeve raglan baseball shirt. The best part is that the proceeds from the sale of these shirts go to the Indianapolis Parks Foundation to help fund future greenway development and programming on Indy Greenways! You can purchase the shirts through the Indianapolis Greenways Partnership online store at

https://greenwayspartnership.com/store/ or visit Silver in the City on Massachusetts Avenue or in Carmel. Shirts are only available through April 12 so get yours today!

# **Program Evaluation & Continuation**

The shirts proved to be popular, but sales never materialized to match the excitement anticipated. In all, 92 shirts were sold for a total proceeds back amount of \$876, an amount that, spread over five months, really doesn't provide a level of sustainable funding that can carry significant programming. That said, because of the process used, most of the cost associated with the program is in the shirt design and set up of the sales infrastructure. Now that the infrastructure is in place, very little is needed in terms of selling the shirts and this could become a much longerterm offering that self-sustains at least the shirt production aspect of the program. Throughout the different programs, people requested different shirts for many of the other greenways, indicating that there is some demand for a greater selection of logo wear. If continued, the following is recommended:

- Review the cost structure of the online sales to determine if shirts are priced appropriately to generate respectable sales.
- Coordinate design and production of other greenway shirts to align with program events happening on those greenway segments. For instance, if an event is occurring on the Pennsy Trail, produce Pennsy Trail shirts that can be taken to the events and sold.
- Examine whether the reduction in revenues received per shirt on consignment sales is worth the effort to place them in stores.

Costs: Program costs for the first run of this program included graphic design of shirts, research and coordination on printing processes and printers, coordination with printer, research and coordination with potential retailers, production of retail-offered orders and deliveries, production of proceeds tags for retail-offered shirts, and promotion of shirts. Additional costs included the purchase of shirt transfers, production and purchase of sample shirts, and the purchase of shirts for consignment orders. Costs for this program broke down as follows:

Program administration costs (pre-shirt production):

Program facilitation cost (post shirt production):

Initial transfer purchase and samples:

Sample shirt purchases (order 1):

Consignment order 1- Silver in the City:

Consignment order 2- Silver in the City:

**TOTAL PROGRAM COST:** 

\$5,969.74 (71.75 hours) \$1600.00 (16 hours)

\$347.45

\$122.00

\$464.00 (46 shirts)

\$353.10 (33 shirts)

\$8,856.19



The charts above illustrate the program's breakdown by costs and percentage and the percentage of overall program dollars spent on this particular program.

# Benefits/opportunities afforded by program

The shirts do build awareness of Indy Greenways and recent trends of apparel highlighting local interests suggest that this could be worth continuing over the long term. Now that the online store is in place, this can be done relatively cost effectively with the only real substantial cost being the graphic design of the different shirts (approximated at \$1,095 above).

# HLIGHT: RETAIL SALES PROGRAMMING



# Monon Rail-Trail Shirt Price Structure

Prices as of February 11, 2019

# District Made Men's Perfect Blend Crew Tee, available in heather red and charcoal:

• Cost of shirt (sizes S-XL): \$10.00

• Proceeds to IPF: \$8.00 on retail sales (\$16.00 if ordered online)

• Retail markup: \$8.00

• MSRP for sizes S-XL: \$26.00\*

• MSRP for larger sizes: 2X +\$2.00; 3X + \$6.00; 4X +\$8.00

\*For online orders, add sales tax, a \$1.00 processing fee, and shipping charges.

# District Made Ladie's Perfect Blend Crew Tee, available in heather red and charcoal:

• Cost of shirt (sizes S-XL): \$10.00

• Proceeds to IPF: \$8.00 on retail sales (\$16.00 if ordered online)

• Retail markup: \$8.00

MSRP for sizes S-XL: \$26.00\*

• MSRP for larger sizes: 2X +\$2.00; 3X + \$6.00; 4X +\$8.00

\*For online orders, add sales tax, a \$1.00 processing fee, and shipping charges.

# District Made Men's and Woman's Perfect Tri 3/4 Sleeve Raglan, available in Black Frost/Grey Frost and Red Frost/Grey Frost:

Cost of shirt (sizes S-XL): \$15.00

• Proceeds to IPF: \$8.00 on retail sales (\$16.00 if ordered online)

Retail markup: \$8.00

MSRP for sizes Adult S-XL: \$31.00\*

• MSRP for larger sizes: 2X +\$2.00; 3X + \$3.00; 4X +\$4.00

\*For online orders, add sales tax, a \$1.00 processing fee, and shipping charges.









# **Additional Programs**

Throughout the pilot project, as representatives from the Indianapolis Greenways Partnership developed and established relationships and partnerships with other organizations, those organizations brought partnership opportunities to the Greenways Partnership. This allowed the Greenways Partnership to broaden its program offerings at little or no expense. These additional programs are described on the pages that follow.







# Youth Art and Nature Walk at Brookside Park

Date: Saturday, May 11, 2019, 2:00-3:30 pm **Location:** Pogues Run Greenway at Christian Park

**Program Category:** Cultural Enrichment& Community Engagement

Target Audience: Youth ages 6-17.

### **Program Details:**

In early Spring, the Near East Area Redevelopment (NEAR) reached out to the Indianapolis Greenways Partnership about co-sonsoring a photography competition along the Pogues Run waterway. NEAR was a group we reached out to for our initial Pogues Run programming and that introduction led to inclusion in this program. The Indianapolis Greenways Partnership contributed \$500 to the program to match a \$1000 grant from Reconnecting to our Waterways.

NEAR coordinated the program developing categories, requirements and timelines. The Greenways Partnership provided promotion and program support, including assisting in the development of ancillary programs to provide opportunities for photography on Pogues Run, serving on the review and selection committee, and assisting in making sure that there was an exhibit of winners at Brookside Park.

The competition opened on April 15 and extended through July 15, 2019. During the competition, there were two additional programs scheduled to provide opportunities for residents to come out to different parks along the waterway and take photographs.

The first program was a Youth Art and Nature Walk at Brookside Park specifically targeted towards kids between the age of 6-17, provided youth with a guided tour of part of the Pogues Run waterway and Greenway. On May 11, local artist Tosca Carranza was available to lead the kids on a guided tour of the portion of Pogues Run in Brookside Park.

# **Publicized Program Description**

As a part of the Pogue's Run Waterway Youth Photo Contest, Tosca Carranza will be leading youth through Brookside Park, giving them the opportunity to interact with different natural elements of the park and take pictures for the photo contest. Photo contest is for youth 6-17 years old.

**Costs:** This program was facilitated by NEAR and was outside the cost structure of the pilot project.







# An Introduction to Photography and Ecology at Spades Park

Date: Wednesday, May 15, 2019, 6:00-8:00 pm **Location:** Pogues Run Greenway at Spades Park

Program Category: Cultural Enrichment& Community Engagement

Target Audience: Adults 18 and over

# **Program Details:**

In early Spring, the Near East Area Redevelopment (NEAR) reached out to the Indianapolis Greenways Partnership about co-sonsoring a photography competition along the Pogues Run waterway. NEAR was a group we reached out to for our initial Pogues Run programming and that introduction led to inclusion in this program. The Indianapolis Greenways Partnership contributed \$500 to the program to match a \$1000 grant from Reconnecting to our Waterways.

NEAR coordinated the program developing categories, requirements and timelines. The Greenways Partnership provided promotion and program support, including assisting in the development of ancillary programs to provide opportunities for photography on Pogues Run, serving on the review and selection committee, and assisting in making sure that there was an exhibit of winners at Brookside Park.

The competition opened on April 15 and extended through July 15, 2019. During the competition, there were two additional programs scheduled to provide opportunities for residents to come out to different parks along the waterway and take photographs. An Introduction to Photography and Ecology at Spades Park, was held on Wednesday, May 18 at Spades Park. This program, led by Indy's The DaVinci Pursuit, was geared towards adults interested in entering the competition.

# **Publicized Program Description**

As a part of the 2019 Pogue's Run Waterway Amateur Photo Contest, the Da Vinci Pursuit will be hosting a nature walk in Spades Park, guiding participants through the natural ecology of the park and giving participants opportunities to take pictures that can be submitted to the photo contest.

\*\*Rain date - Monday May 20th 6:00 - 8:00 pm

**Costs:** this program was facilitated by NEAR and the DaVinci Pursuit and was outside the cost structure of the pilot project.







# **Explore Indy on Bikes- Garfield Park**

Date: Saturday, August 3, 2019, 10:00-11:30 am **Location:** Garfield Park and the Pleasant run Greenway

Program Category: Cultural Enrichment & Community Engagement

Target Audience: All ages

**Program Details:** 

This program was developed and will be facilitated by Nine 13 Sports, and the Indianapolis Greenways Partnership was added, along with Indy Parks, Indy Parks and Recreation Day Camps and Programs, as co-sponsors of the program. The Greenways Partnership assisted in the promotion of this event.

# **Publicized Program Description**

Looking for a fun adventure to go on this summer with your family? Look no further and take an adventure in your own hometown! Come join us on August 3rd and explore Garfield Park, the oldest park in the city of Indianapolis, on a guided bicycle tour by Nine13sports! Come to see and learn about the history of Indianapolis in the place of the original Indianapolis Zoo, Children's museum, and horse racing facility. We will meet at the Burrello Family Center and start our tour at 10 am and concluding around 11:30 am. All families with children aged 10 and older are welcome and all participants must be able to ride a bike without assistance. Bikes and helmets will be provided to those who come without. We look forward to you joining us on our Saturday morning bike ride and showing you everything Indy has to offer! The ride is free but registration is required.

Costs: This program was facilitated by Nine 13 Sports and was outside the cost structure of the pilot project.







# **Explore Indy on Bikes- Dr. Martin Luther King Park**

**Date:** Saturday, August 10, 2019, 10:00-11:30 am

**Location:** Martin Luther King Jr. Park

Program Category: Cultural Enrichment & Community Engagement

Target Audience: All ages

## **Program Details:**

This program was developed and will be facilitated by Nine 13 Sports, and the Indianapolis Greenways Partnership was added, along with Indy Parks, Indy Parks and Recreation Day Camps and Programs, as co-sponsors of the program. The Greenways Partnership assisted in the promotion of this event.

#### **Publicized Program Description**

Looking for a fun adventure to go on before school starts again? Look no further and take an adventure in your own hometown! Come join us on August 10 and explore Indy's Cultural Trail on a guided bicycle tour by Nine13sports! We will be leaving from the historic Dr. Martin Luther King Park and traveling down the Monon Greenway while learning the history behind the beautiful city of Indianapolis. We will meet by the swimming pool parking lot off of Broadway and start at 10 am with the tour concluding around 11:30 am. All families with children aged 10 and older are welcome and all participants must be able to ride a bike without assistance. Bikes and helmets will be provided to those who come without. We look forward to you joining us on our Saturday morning bike ride and showing you everything Indy has to offer!

**Costs:** This program was facilitated by Nine 13 Sports and was outside the cost structure of the pilot project.





# Walk With A Doc on the Eagle Creek Greenway

**Date:** Saturday, August 24, 2019, 9:00 am

Location: Eagle Creek Greenway- 56th Street Trailhead- 7225 West 56th Street, Indianapolis, IN

46254 (next to the Colts Facility- Corner of 56th St. and Reed Road)

Program Category: Health, Fitness & Wellbeing **Target Audience:** All ages, but with a focus on seniors

## **Program Details:**

This is the next planned facilitation of the Walk With a doc program, returning to the Eagle Creek Greenway. While this program is being facilitated as part of the Indianapolis Greenways Partnership, it falls outside of the pilot project.

Speaker/Guide: Dr. Carrie Leathers, Internist and Pediatrician at Eskenazi Pecar Health Center

# **Publicized Program Description:**

Walking is proven to be one of the best exercises to improve overall health and can be part of developing and maintaining a healthy lifestyle! Spending time in green spaces can boost our mood and health even more. Join Dr. Carrie Leathers, Internist and Pediatrician at Eskenazi Pecar Health Center for a beautiful walk on the Eagle Creek Greenway. This event is free and bilingual.

Costs: This project falls outside of the pilot project and is not included in the cost assessment for the pilot project.







# PART 4: General Outcomes and Recommendations

In many ways, the 12-month pilot project provided a test for many of the questions concerning programming on the greenways. Through the pilot project's 22 programs, we were able to test not only the value, popularity and demand for certain types of programs, but also other factors for future program planning. Several general findings can be concluded from an analysis of the programming results. Some of the general conclusions are identified below, along with the some suggested explanations for each particular finding.

# **General Findings**

- Most programming was held on Saturdays simply because for a majority of the year, weekends are the time that most people have availability for activities. For programs targeting families and children, they have school commitments during the week during the school year. During the summer months, there were two weeknight programs and neither was well attended. Programs targeting seniors or specific user groups, can be successful during the week. Our CICOA Health Walk, which was held on Friday, May 17, 2019 at 1:00 pm, not only targeted senior groups, but was scheduled to begin at the Nora Commons Independent Living Facility. By having a targeted audience linked to a specific facility, this was program was well attended on a weekday. For future programming, most programs should continue to be held on weekends unless there is a specific target that we know will be available to attend a weekday program.
- Winter programs were better attended than summer programs---this was contrary to our original thinking. Attendance at our winter programs was significantly higher, both in terms of pre-registrations as well as actual attendance. We think this is likely indicative of people wanting things to do in the winter time and not having as many competing activities like

- during the summer months. Our Winter Nature Hike at Skiles Test Nature Park and our Winter Solstice Celebration Parade of Lights were both held during very cold temperatures, and both had large attendances. Attention should be focused on the development of winter programming in future program development.
- There were no distinguishable differences in the selection of greenways as long as the location had a recognizable starting point (one that can be found on mobile phone navigation) and a public access point. A map of the program locations used during the pilot project is included in this document, and several locations proved to be so popular that they were used for multiple events.
- We facilitated three different events on Pack the Parks Day as part of the pilot project. One program was held in the morning, one at noon, and one in the late afternoon. All three had similar attendance. The time of the day didn't seem to be a significant factor except in programs targeting seniors on very hot or very cold days.
- Programs should continue to take advantage of special events such as Pack The Parks,
   Pollinator Week, or other such special program times.
- Early on, we tested having programs in both English and Spanish, with little success. The
  lack of attendance at the Spanish language walk was most likely the result of not enough
  promotion combined with the location of the walk. Offering language specific programs
  could still be a unique opportunity in the right situation and shouldn't be disregarded as a
  result of the pilot program.

# Continuation and Sustainability of Greenways Programming

# The Case for Continuation of Programming

The pilot project focused on small group single-point programming---programming that focused on a specific topic with a known program lead. Target user groups were small groups. This type of programming is the least complex to develop and facilitate. As such, much of it can be replicated fairly easily with limited funding.

For example, one of the groups utilized for our Winter Hike and Pollinator Week Walk was Indy DPW's Land Stewardship division. As a city agency, coordination, development of programming, and facilitating the event should be relatively easy for Indy Parks to include in their current overall programming structure, and the popularity of the event warrants consideration of Land Stewardship into their planning efforts.

Another example of a program likely to carry on is our Walk With a Doc program. The most difficult aspect of this program is securing a physician to lead the walks. The Greenways Partnership is fortunate to have found a physician with a high interest in facilitating the walks and conducting the program, and her interest is generating attention from Eskenazi Health and their clinics. Without the Partnership, this program would likely be carried on independently by the physician or Eskenazi, but not necessarily on Indy Greenways. The Greenways Partnership provides the link and structure between this becoming a more privatized Eskenazi program versus a publicly offered program on the greenways.

For our other partners and their programs, the Greenways Partnership provides the organizational structure for programs developed for their target audiences. Organizations such as CICOA or Jump In For Healthy Kids have specific missions targeting their specific user groups. Programming on the greenways isn't likely to remain a focus without an organization to continue to push and help develop programs for their demographic groups.

While many of the programs created under the Partnership could be carried on beyond the 12-month pilot project, some of the same obstacles remain that were present when we began the effort. The original need for the Indianapolis Greenways Partnership was based upon the premise that there are three parameters necessary for successful programming:

- Dedicated staff and organizational charge
- Role of Partners
- **Funding**

The pilot project successfully demonstrated how programming on the Greenways can be brought into the overall programming structure of Indy Parks. But to date, no additional staff resources are available for greenways programming development. The partnership's efforts have provided program ideas that can be incorporated into Indy Parks' overall parks programming, but additional human resources would likely be needed to carry on the same level of programming on the greenways without jeopardizing existing programs.

Similarly, no additional funding is known to have been allocated to greenways programming. The pilot program has demonstrated the basic financial commitments needed to carry on a similar level of programming so a continued source of funding would be needed to carry on even a minimal level of programming on the greenways.

It should be noted that our main partners (IPF, Indy Parks, and TSWDG) all committed resources to this effort above the grant amount (see overall cost breakdown in Part 2). These leveraged resources will likely continue, but a basic level of funding is necessary just to keep the Partnership operating.

The third criteria, understanding the role of partnerships, was really just building momentum at the conclusion of the 12 month pilot project. Early partners, such as the Arts Council of Indianapolis, Jump In For Healthy Kids, and CICOA Aging and In-home Solutions were building towards a momentum where each was actively engaged in not only offering expertise, but also bringing ideas to the partnership and ultimately assisting in the development and facilitation of programs. In the last several months, six programs were specifically developed, facilitated, or partnered by these early partners. At the conclusion of the pilot project, these partnerships were beginning to achieve the active level of engagement first envisioned for our Community Partners. In the case of our fourth Community Partner, the Marion County Department of Health, the establishment of the partnership happened very late in the development of the Greenways Partnership limiting the amount of potential leveraging and programming assistance that they could provide. In their limited involvement, it has become clear that there are many benefits that can be provided in future efforts and that the partnership needs to be furthered nurtured to gain the full potential benefit of this partnership.

Finally, we were never able to secure a full health partner as a community partner. Over the last several months we have been working through our Walk With a Doc physician to explore the possibility of Eskenazi Health becoming our Health partner. There have been some preliminary meetings between the Greenways Partnership and Eskenazi Health, and there have been several internal meetings at Eskenazi about the potential partnership.

By the conclusion of the pilot project, many community organizations were reaching out to the Greenways Partnership about partnering on community specific events. Some program providers have included the Greenways Partnership as co-sponsors on events that they are facilitating on the greenways, and there has been growing recognition of the Greenways Partnership as a community organization. The conclusion of the pilot project comes at a time when momentum has been building with our community partners, with many having questions about what happens next with the Partnership.

## Recommendations

Based upon the outcomes and lessons of the pilot project, we make the following recommendations for the Indianapolis Greenways Partnership:

Maintain the Organizational Structure of the Indianapolis Greenways Partnership. A significant investment has been made as part of the pilot project to establish an organization focused on greenways programming. As a community entity, the Indianapolis Greenways Partnership is set up to provide a link between Indy Parks, the Indianapolis Parks Foundation, and key community partners in the development and facilitation of programs. The group is established with the ability to provide coordination between entities that doesn't exist any place else. The organizational structure is in place. The communication tools, websites, social media platforms are all established and in place. The processes for program development, registration and facilitation are in place. Community Partners are in place, with additional community partners close to joining the Partnership. To disrupt or cease the partnership at this point would negate the significant investment that's been made in creating this organizational structure.

As such, it is recommended that the Greenways Partnership remain intact as a means for carrying forward future programming. There are many uncertainties in place, the largest being potential future funding for the Partnership. Therefore, there are additional recommendations concerning the Partnership's ongoing role. These recommendations include the following:

- Work with the Indianapolis Parks Foundation to identify funds for the Indianapolis Greenways Partnership. The end of the pilot project completes the programming funded through its current grant. While many of the programs created during the pilot project can be sustained through Indy Parks or our community partners, funding is still needed to facilitate on-going programming at the level demonstrated in the pilot project. It is recommended that IPF continue to seek funds for sustaining the Greenways Partnership and the creation of additional programming on the greenways.
- Work with program partners and community partners to continue to develop and facilitate programs for Indy Greenways. The pilot project has created a series of programs in conjunction with our community partners that can easily carry on with support of the partnership with minimal immediate expenditures. Examples include our Walk With a Doc program and our Art on the Greenways: Bicycle Art Tours. In both of these cases, partners are in place for the program. The Partnership's role on these programs is to coordinate facilities, assist with the registration process, promote the program, and assist with the program-day operations. As part of this role, the Greenways Partnership would continue to develop ongoing program and coordination through its partners.
- Work with the Indianapolis Parks Foundation to fund the implementation of programs begun or identified in the pilot project. As part of the pilot project, a "Discover Indy Greenways" passport program was researched and preliminary designs were completed for the promotional booklets as part of our Education and Awareness programming. In order to implement the program, final booklets need to be printed and stamping stations developed along the greenways. It is recommended that IPF establish fundraising or seek fund assistance in the implementing these program elements in conjunction with Indy Parks and Indy DPW. In addition, the original greenways programming contract included the

development of two new maps for use at all greenways programs: a new Indy Greenways map and a map of Art on the Indy Greenways. Both maps were ultimately removed from the contract, but both were highly requested at different program events held during the pilot project. Both maps would be extremely helpful not only in supporting programs but also in the overall promotion of the Indy Greenways system. It is also recommended that IPF seek funds for the development of these two important programming tools.

- Serve as an advisory board to help direct program ideas and resources for future greenways program development. The Indianapolis Greenways Partnership is uniquely positioned with key city agencies and community partners to serve as an advisory body for future programming on the greenways. It is recommended that this advisory role be kept intact.
- Work with the Indianapolis Parks Foundation to find ongoing program funding and partnerships for development of new programming for the greenways. While the pilot project introduced many new programs, it wasn't funded to take on larger, more impactful programs. The Partnership should continue to seek opportunities that promote not only the existing greenways, but also future routes. The B&O Trail, for example, has recently received funding for future development. This provides an opportunity to develop programs that highlight and promote the future route by creating programming around its development. As an example, the Atlanta Beltline holds a 5K run on its future routes to help promote and inform residents of the upcoming trail. This type of opportunity also may exist for other future trails in the system as a way to promote and build excitement for future routes. Additionally, the next generation of program funding should focus on identifying and creating larger-scaled programming with larger impacts. During the pilot project, the Winter Solstice Celebration Parade of Lights illustrated how a program could be turned into a larger, community-wide event. The funding levels during the pilot project limited the planning and execution of this type of event, but could be an example of a much larger scaled program event that would be possible with additional funding.

# **Funding**

Any continuation of the greenways programming will require funding or continued investment. The pilot project utilized a portion of the grant to get the organizational structure in place and to develop the tools need for program development, promotion, and ongoing support of programming. It should be expected that general administration costs in future efforts likely will go down, but an investment in labor will still be necessary, even at a most basic level. The largest expense associated with the overall effort is in staff, and that staffing resource is needed regardless of the organizational structure. Ongoing funding will be critical for any sustained extension of the greenways programming effort.







# PART 5: Final Thoughts

The Indianapolis Greenways Partnership, through its first funded year, has demonstrated some of the possibilities of what can be accomplished with programming on Indy Greenways. The 12-month pilot project marked a significant milestone on a several-year process to examine what programming could be done on Indy Greenways and what impact it might have on the community at large. Originally conceived as an outcome of the Indy Greenways Full Circle Plan, and researched through the Plan 2020 CitiCorps Fellowship, the ultimate establishment of the Indianapolis Greenways Partnership and the facilitation of the 12 month pilot project resulted in the facilitation of over 22 programs on the greenways between September 2018-July 2019. Through volunteer and reduced rate hours, the original grant amount of \$100,000 was leveraged to a total amount of \$155,000 and has left a legacy of ongoing programs that will continue beyond the pilot project.

The pilot project demonstrated what could be created with the original funding amount, what partnerships could be built, and what programs could be developed with the ultimate goal being to provide as much actual programming as possible with the funding. It was equally important, though, to also provide the diversity of programming across user types, across demographics, and across program objectives. The success of the pilot project can be evaluated in many different ways. This report presents the outcomes of the programs developed and provides a reporting of costs and efforts. When evaluated against its early goals and objectives, the pilot project has been a good demonstration of what is possible for programming on the Greenways.

If nothing else ever happened with greenways programming, the pilot project has left a legacy:

- Central Indiana Girl and Boy Scouts now have an official and permanent program in place that teaches them about Indy Greenways and instills a sense of stewardship for the greenway system.
- An ongoing Walk With a Doc program has been put into place that will provide a monthly health-related walk for all ages on Indy Greenways or other facilities near the greenways.
- Community Partners who may not have previously thought of using the greenways in their activities, have now seen how greenway activities can help further their missions.
- Our CICOA Health Walk With a Dietitian demonstrated to seniors along the Monon Trail how to safely use Indy Greenways.
- Our Art on the Greenways programming has demonstrated both user demand and value to the public art spaces along our greenways.
- Our Winter Solstice Celebration Parade of Lights and the Walk With Santa on the Pleasant Run Greenway have demonstrated that greenway programming at the holidays is a popular attraction and has the potential to be a part of larger community celebrations.
- Our Winter Family Hike has demonstrated the demand and popularity of cold-weather events and has demonstrated the high level of interest around Land Stewardship programming.
- Our Pogues Run Photography Competition has shown residents how the greenways can be utilized for hobbies and art---celebrated in ways never before demonstrated.

These are just a few of the legacy elements that will be left behind after this pilot project. But these really only scratch the surface.

One of the lessons learned from this 12-month pilot project is that the one-year time frame was really just enough to get things going, to begin to build momentum. A review of the programs show how efforts became more efficient as processes became more routine---how partnership development for one program, ultimately reduces the partnership development costs for future programs. Lessons were learned about the timing of programs, the seasonal aspects of programming, and the needs of different types of programs. Over the course of the year, partners that were reached out to in the beginning were reaching back with ideas by the end, demonstrating the interconnectedness of greenway programming and the adjoining neighborhoods and community. In the short year, we have learned a lot about how programming can be integrated into the overall community. The more you look at the details from the pilot project and its programs, the more lessons you learn for the future.

We often take Indy Greenways for granted as we streak by on our bikes or jog along its many routes. There is a lot to discover on the greenways, and the programming element provided a lot of "discovery" moments---whether someone discovered a new trail, or a new art piece along the trail, or discovered something about themselves as part of participation in a program. It's these discovery moments that help us to understand the critical role that greenways play in our communities and helps to illustrate the broad way that greenways benefit the community at large.





# **APPENDIX A:** Communications Tools

- Background Information Sheet
- Frequently Asked Questions (FAQ) Sheets
- Liability Waiver and Release Form









# **Greenways Partnership-Background**

The Greenways Partnership is an initiative that provides programming on Indy Greenways. It is based upon the premise that providing broad opportunities for residents to engage with the greenways helps to build lifelong advocates, support, and demand for continued investment in the greenway system.

In 2014, Indianapolis completed the *Indy Greenways Full Circle Plan*, a bold initiative that outlined a system of over 250 miles of trail and greenway development throughout the city. The plan examines the physical connections needed to integrate the greenway network with the city's proposed transit system, bicycle network, redeveloping neighborhoods, and cultural facilities. User surveys completed during the master planning process revealed that Indy Greenways users are primarily walkers, cyclists, and others that use the system solely for passive recreation or transportation and fit within a narrow demographic.

After adoption of the Indy Greenways Full Circle Plan in 2014, the City funded a Fellowship as part of its 2020 Plan Initiative to explore whether targeted programming could expand the user base of the greenway system. That study, Program Development for Broader Engagement with Indy Greenways, used data from the master plan to identify potential demographic groups (most notably the elderly, families and children, and those with disabilities) and identify program opportunities and partnerships that can help those demographic users engage in greenway activity. Interviews and research was conducted with agencies and organizations that deal with these particular demographic groups to discuss potential barriers and programming opportunities.

Several case studies were also reviewed during the Fellowship that illustrate how programming (or some aspect of programming) has been successfully implemented in other cities. The Atlanta

# **Greenways Partnership Background (Continued)**

Beltline provided the most in-depth case study for programming aspects, but additional information was researched for the High Line in New York, and local programs held in Indianapolis. These case studies helped to formulate program ideas, potential revenue, and lessons learned for successful implementation.

This study concluded that there are many programming opportunities available on the greenways, and many potential partners that are looking for opportunities if their mission can be aligned with the programming.

In 2018, the Indianapolis Parks Foundation created the Greenways Partnership, a public-private partnership to explore program opportunities on the Indy Greenways. Using the 2014 Fellowship Study as its base, the Partnership has created preliminary programming for the greenways that provide opportunities for users of all ages to engage with the greenways. The Partnership's efforts are based upon the premise that providing broad opportunities for residents to engage with the greenways helps to build lifelong advocates, support, and demand for continued investment in the greenway system.

The Greenways Partnership is a collaboration between the Indianapolis Parks Foundation, the City of Indianapolis, and Taylor Siefker Williams Design Group, a private firm providing program development and facilitation. Programs have been developed in the areas of

- Health, Fitness & Wellbeing
- Cultural Enrichment & Community Engagement
- Education & Awareness
- Commercial Engagement

The Greenways Partnership's Community Partners also include the Arts Council of Indianapolis, Jump In for Healthy Kids, and other community organizations whose missions align with that of the Greenways Partnership. Programming partners include several local and national organizations.

#### For more information...

For more information, visit https://www.indyparksfoundation.org/greenwayspartnership/or contact:

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## City of Indianapolis- Indy Parks/Department of Public Works

Andre' Denman, Greenways Manager andre.denman@indy.gov p: 317.327.5725



# **Frequently Asked Questions**



# **Frequently Asked Questions**

### What is the Greenways Partnership?

The Greenways Partnership is a public-private partnership that develops and provides creative programming that broadens user engagement with Indy Greenways, builds support for the system, and catalyzes further investment in Indy Greenways. The Partnership's efforts are based upon the premise that providing broad opportunities for residents to engage with the greenways helps to build lifelong advocates, support, and demand for continued investment in the greenway system.

#### Who are the Partners?

The Greenways Partnership is a public-private partnership that was developed by the Indianapolis Parks Foundation, Taylor Siefker Williams Design Group, and the City of Indianapolis and Indy Parks. Community partners include the Arts Council of Indianapolis, Jump In for Healthy Kids, and other community organizations whose missions align with that of the Greenways Partnership. Programming partners include several local and national organizations and businesses. A full listing of program partners can be found at www.greenwayspartnership.com.

## What is programming?

While Indy Greenways is widely recognized for passive recreation such as walking, jogging, or biking, the Greenways Partnership programming includes events, functions, or other planned activities for the public that occur along the greenways or in spaces adjacent to the greenways. Programming is intended to widen the user base for the system and provide targeted activities for a broader spectrum of residents.

# **GREENWAYS** PARTNERSHIP

# Frequently Asked Questions (Continued)

## What types of programming is available?

The Greenways Partnership provides programming in four broad categories:

- **Health, Fitness & Wellbeing-** These programs provide activities that address various issues of physical health, fitness, and mental wellbeing for all age groups.
- Cultural Enrichment & Community Engagement- These programs celebrate and promote Indy Greenways' unique history, cultural facilities, art, and neighborhoods along the greenways.
- **Education & Awareness-** These programs provide learning opportunities and awareness along the greenways. While many of these programs are targeted towards kids, they also provide an opportunity for adult awareness and education.
- **Commercial Engagement-** These programs and activities promote the greenways, raise awareness of the system, and further the public ownership of the greenway system through specific commercial offerings.

## Why is programming important?

Programming offers the opportunity to expand the user groups of the greenway, providing more reasons for a greater number of people to find meaningful use in the greenway system. Program activities help address the growing health issues, highlights the cultural significance of the greenways, and provides a unique environment for learning and becoming aware of community issues associated with Indy's greenway system. Programming broadens greenway uses beyond just joggers and bikers, providing more equitable uses for the greenways.

## How do I find and register for programs?

To learn about or register for upcoming programs, visit the Greenways Partnership website at www.greenwayspartnership.com.



# Standard Release and Waiver of Liability

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Megan Fetter, Chief Program Officer megan.fetter@indy.gov p: 317.327-7412

Thereby	certity	and	covenant,	and	agree	as	TOIIOWS

\_\_, as well as my successors and assigns, hereby release and discharge the Indianapolis Greenways Partnership, Indianapolis Parks Foundation, and the Indy Parks and Department of Public Works, their respective officers, agents, employees, personnel, local host committee, the exhibitors and contractors associated with the event and their successors and assigns (collectively, the "Released Parties"), from any and all liability, harm and damage, and waive any and all claims whatsoever, for any injury, accident or loss occurring in connection with visiting, touring, or participating in activities and/or Off Site Institutes provided by the local host committee during Indianapolis Greenways Partnership programming events.

I hereby grant and authorize Indianapolis Greenways Partnership the right to take, edit, alter, copy, exhibit, publish, distribute and make use of any and all pictures or video taken of myself and my successors and assigns to be used in and/or for legally promotional materials without payment or any other consideration. This authorization shall continue indefinitely, unless I otherwise revoke said authorization in writing.

Date

#### **Released Parties:**

Indianapolis Parks Foundation Taylor Siefker Williams Design Group Indy Parks/Department of Public Works Officers, agents, personnel, local host committee

Participant:						
Name						
Signature						







**APPENDIX B:**Community Partner Meetings and Monthly Progress Meetings





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# Greenways Partnership Community Partners Meeting 1

#### Date:

November 8, 2018

#### Location:

Conference Room 8 - English Foundation Building (CICF Building) - 615 N. Alabama Street, Indianapolis

#### Attendees:

Dan Amonett (CICOA), Julie Burns (Jump In for Healthy Kids), Megan McKinney Cooper (Jump In for Healthy Kids), Lori Hazlett (IPF), Andre Denman (Indy Parks), Angela McClendon (Indy Parks), Laura Johns (IPF), Molley Miller (IPF), David O'Roark (IPF), Julia Muney Moore (Arts Council), Ron Taylor (TSWDG), Scott Siefker (TSWDG), Sam Wiser (TSWDG)

# **MEETING NOTES**

The purpose of the meeting was to introduce the Greenways Partnership to the Community Partners and discuss the roles and expectations of the partnership. Meeting materials that were distributed included a preliminary program schedule and marketing materials for each past and currently planned event. The meeting was also used to discuss programming ideas and suggestions for developing additional programming. Specific discussion points included:

- The main role of the Community Partners is to focus on providing program development guidance on greenways programming and assist in promoting greenway programs through their network(s). It is the intent of the Greenways Partnership to provide programming that aligns with the missions of these strategic organizations.
- Jump in for Healthy Kids appreciated the diverse locations of the programs. They noted that currently many people perceive that they do not have access to the greenways. The Greenways Partnership will help address that misconception.
- Jump In for Healthy Kinds noted that kids develop nutrition and fitness habits by 5 years old, so the earlier they are introduced with healthy habits the better. This supports the need for programs for young children.
- Jump In also spoke about its 5-2-1-0 campaign. This concept helps connect the dots of nutrition and wellness and a better lifestyle.
- Possible programs with Schools can be done on the mornings and after school. This can be a coordinated walk to school or other event.
- CICOA noted that they are no longer the Central Indiana Council on Aging. Their official name is "CICOA Aging and In-Home Solutions."
- CICOA suggested expanding the Walk with a Doc program to be a Walk with other types of professionals. Possible programs could include Walk with Adoptable Animals in partnership with local animal shelters.
- CICOA mentioned that Nora Commons is an assisted living community that is right along the Monon Trail and is a great place to engage the aging population.
- During the Walk with Santa event, there could be a photo booth or photographer there to take photos of the kids and Santa that can be given to the attendees after the program. Also, the Arts Council noted that local theatres may be able to provide a chair for the Santa program.
- The Arts Council of Indianapolis noted that additional programs in the spring and summer could include a Walk to the Broad Ripple Art Fair, Winter Lights in downtown, or existing bike tours.
- Regarding the Broad Ripple Art Fair, an advertisement for a parking location and other events happening could potentially be the only needed production for the event.

# **Greenways Partnership Community Partners Meeting 1**

- The Arts Council is currently developing a Public Art Bike Tour Program that can be advertised on the Partnerships outlets.
- All Community Partners are eager to share their resources including handouts, pamphlets, and other promotional materials.
- CICOA and the Arts Council of Indianapolis requested additional individual meetings to discuss potential ideas and coordination.

#### **Upcoming Schedule and Meeting Dates**

- December 1, 2018- 10:00 am- Walk With Santa on the Pleasant Run Greenway
- December 21, 2018- 6:00 pm- Winter Solstice Celebration Parade of Lights-Pennsy Trail
- January 25, 2019- 10-12:00- Community Partners Meeting 2- English Foundation
- January 26, 2019- 10:00 am- Winter Family Hike at Skiles Test Nature Park



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# **Greenways Partnership Community Partners Meeting 2**

January 25, 2019

#### Location:

English Foundation Building - Conference Room 7

#### Attendees:

Molley Miller (IPF), Angela McClendon (Indy Parks), Andre Denman (Indy Parks), Megan Fetter (Indy Parks), Ron Taylor (TSWDG), Scott Siefker (TSWDG), Sam Wiser (TSWDG), Dan Amonett (CICOA), Julie Burns (Jump In for Healthy Kids), Megan McKinney Cooper (Jump In for Healthy)

## **MEETING NOTES**

The purpose of the meeting was to update the current winter programs and coordinate additional efforts needed for each event. Meeting materials that were distributed included updated marketing materials for each currently planned event. The meeting was also used to discuss programming ideas and suggestions for developing additional programming.

## Review of Greenways Partnership 12-month Pilot Program and Programming Update

Ron gave a quick recap of what the pilot program is and where the program stands in the schedule. The program is more than half way done and has held seven (7) different events starting in October 2018 until January 2019.

#### Programs since group last met:

- Walk with Santa on the Pleasant Run Greenway- December 1, 2018
- Winter Solstice Celebration Parade of Lights- Pennsy Trail- December 21, 2018
- As the schedule stands at the time of the meeting, there will be eight (8) additional programs developed.

#### **Update on Upcoming Projects:**

- Winter Family Hike- Saturday, January 26, 2019, 10:00 am
  - Event being held tomorrow. Partner members that will be in attendance are Scott, Ron, Sam, and Andre.
- Walk with A Doc March 9th
  - Held along Eagle Creek Greenway with a partnership with Eskenazi Health
  - Action Item: Ron is coordinating with doctors for day of event personnel
- **Retail Sales** 
  - Action Item: Ron and Sam are meeting with Laurie at Colour Threads for coordination of the online store platform.
  - Store will be launched mid-February.
  - Possible Additional avenues to get the word out about retail is Farmer's Market booth space or at local events.
- Girl Scout/Boy Scout Patch Program Update- Spring 2019.
  - Target completion and approval date for the program is February 2019, with two troops completing program in March and April.
  - First awarding of badges in April 2019 that has the potential to generate press coverage.
  - Programs cover several different scout ages.
  - Curriculum includes an indoor education component, outdoor hike, and community
  - Community services should be something simple like trash clean up along greenway
  - Potential additional patches could include a "biodiversity" patch or "Indianapolis
  - Future development of program post pilot program could include reaching out to other organizations to create a network of patches that go under the Greenways
  - Jump-In is creating a "Healthy Lifestyle" patch. Program curriculum is about a month away from being finalized.

# Greenways Partnership Community Partners Meeting 2 (cont)

- Action Item: Once Program details are finalized, send details and program invites to partners
- **Explore Indy Greenways Passport Program** 
  - The program is still in the development phases but a preliminary booklet was printed and could be viewed at the meeting.
  - Brad Beaubien is also doing a White River Greenway Passport Program along Canal Megan gave name

## **Program Development with Community Partners**

- **Expectations of Greenways Partnership**
- Provide program development guidance on greenways programming- help us align our programs with your missions
- Assist in promoting greenway programs through your network(s)
- Provide assistance on program days---collateral material, staffing assistance, other assistance as may be needed for programs.
- **Indianapolis Arts Council** Not in attendance but future events include:
  - Art on the Greenways Bike Tour- Monon Trail- April 2019
  - Art on the Greenways Bike Tour- White River Greenway- May 9th /June 2019
  - Art on the Greenways: Bike to the Broad Ripple Art Fair- June 2019

#### Jump In For Healthy Kids

- Kid-focused program ideas- April 2019
- 5-2-1-0 Focused Health Walk
- Bike and Trail Safety that could be partnered with Free Wheeling, IMPD, and 913 Sport

## **CICOA Aging and In-home Solutions**

- Health Walk/Walk With a Doc- March 2, 2019- Eagle Creek Greenway
- Health Walk/Walk With a Doc- May 2019- TBD
- Greenways 101/Greenways for Beginners- Monon Trail- April 2019
- Health Walk with a Dietition Nora Commons
  - Event can be folded in with other Wellness Walks
  - Focus can be diet, fitness, and healthy habits for elders and kids
  - Dietician of Nora Commons is willing to conduct walk
  - Pet Therapy Wellness Walk
  - CICOA already has meet and greet like events for residents to have time with animals. Can hold similar event along with a walk.
  - Promote walking with animals and pet safety on the trails

### Other Opportunities to be further explored

- National Trails Day- June 1, 2019
- Pack the Parks Day-June 29, 2019

#### **Open Discussion Items**

- Is there funding for infrastructure?
- There is potential funding through INDOT and Parks department, but that coordination does not go through the Greenways Partnership
- Additional Event Coordination
  - Should we survey people at the event? How did you hear about the event?
  - Requirements for new events need to include:
    - Parking
    - ADA Accessibility
    - Trash
    - Signage to event start
    - Benches (events focused on elderly)

#### **Upcoming Schedule and Meeting Dates**

- January 26, 2019- 10:00 am- Winter Family Hike- Skiles Test Nature Park, Fall Creek Greenway.
- March 2, 2019- 10:00 am- Health Walk/Walk With a Doc- Eagle Creek Greenway
- March 15, 2019 Tentative date for Community Partners Meeting 3
- May 1, 2019- Presentation to the International Trails Symposium in Syracuse, NY



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# Greenways Partnership Community Partners Meeting 3

Date: March 15, 2019

Location: English Foundation Building – First Floor Board Room

#### Attendees:

Ron Taylor (TSWDG), Scott Siefker (TSWDG), Sam Wiser (TSWDG), Megan Fetter (Indy Parks), Molley Miller (IPF) Megan Fetter (Indy Parks), Megan McKinney Cooper (Jump In for Healthy), Julia Muney Moore (Arts Council), Megan Rowe (Marion Health), Stacie Hurlee (Marion Health)

# **MEETING NOTES**

#### **Upcoming Schedule and Meeting Dates**

- 1. Welcome to newest Community Partner: Marion County Public Health Department
  - Representatives are Stacie Hurlee and Megan Rowe
- 2. 2019 IPL Mayor's Lunch For Parks
  - Thank you for attending the event and further supporting Indianapolis Parks and Greenways

# Review of Greenways Partnership 12-month Pilot Project

- 1. Review of Pilot Project and where we are in the process
  - Updated schedule timeline was distributed

## Programming Update- Programs since we last met

- 1. Winter Family Hike- Fall Creek Greenway- January 26, 2019
- 2. Retail Sales Update
  - NUMBERS THROUGH MARCH 14, 2019:
    - 67 TOTAL SHIRTS PRINTED:
      - 1. 8 Sample shirts used to market program
      - 2. 13 shirts ordered online= \$193.11 proceeds
      - 3. 46 shirts ordered by Silver in the City on consignment (potential proceeds= \$368)
  - Potential deterrents of the shirt sales include the \$8.00 shipping fee
  - Eagle Creek has its own store as well and can be a potential location to purchase the shirts so no shipping cost
- 4. Walk With A Doc- Eagle Creek Greenway- March 9, 2019
- 5. Girl Scout Badge Program- March 11, 2019
  - Community Service Tree Planting/Awarding of First Badges event with KIB and the Mayor on the pleasant Run Greenway- April 27, 2019
  - Cub Scout Spring Camp Patch Program- Fall Creek Greenway- April 13-14, 2019

#### **Program Update- Programs Already Scheduled**

- 1. Art on the Greenways: Monon Trail Bike Tour- April 27, 2019
  - Registration is full.
  - **Action Item:** Potential second tour, Julia will have to check with the Herron Students availability and get back to Partnership.
- 2. Pogues Run Waterways Photography Contest- April 15-June 15, 2019
  - Photography and Ecology at Spades Park- May 15, 2019
  - First Friday Exhibit-July 5, 2019
  - Brookside Exhibit-TBD
    - Potential location is within the Brookside Family Center
    - Further coordination with NEAR is required.
    - Lauren Gray is the current Brookside Manager
- 3. Discover Indy Greenways Passport Program
  - Tabled till next meeting

# **Community Partners Meeting 3 (cont.)**

#### **Program Development Update- Spring/Summer 2019**

- 1. Walk With A Doc- Potential Monthly Dates (not confirmed)
  - Saturday, April 20, 2019
  - Saturday, May 18, 2019
  - Saturday, June 22-29, 2019
  - Saturday, July 13, 20, or 27
  - Saturday, August 17, 2019

#### 2. Indianapolis Arts Council

- Potential Art on the Greenways Bike Tour- White River Greenway- May/June
   2019
- Art on the Greenways: Bike to the Broad Ripple Art Fair-June 2019
  - Sam Wiser will be representing the Partnership during event.
- Broad Ripple Art Fair
  - June 2019
  - If we do a Bike corral booth, it will need to be manned at all times throughout the event

#### 3. CICOA Aging and In-home Solutions

- Program development stage for Health Walk/Walk With a Dietician- Mid May 2019 – Along Monon Trail
  - Event is primarily for Nora Commons residents, but is open and marketed to the general public

#### 4. Jump-In For Healthy Kids

- Date decided for Kid Activity Stations Saturday May 11
- Event Details
  - 5-2-1-0 Program educational elements
  - Activity stations like jumping jacks, dancing, and stretching as group walks down the greenway
- Location is still in development, but the goal is to be accessible to low income areas
  - Christian Park is a proposed location
  - **Action Item:** TSWDG finalized location and inform Jump-In for further coordination

#### 5. Pack the Parks Events-June 29, 2019

- Potential event ideas:
  - Park and Bike/Walk to various parks via greenways
  - Repeat the Monon Art Tour
- **Action Item:** Megan will be attending a programming meeting on the 21st and will pass along any preliminary schedule

#### **Additional Discussion Points**

- Pollinator Week
  - Coordination with Jacob Brinkman and Land Stewardship for a potential Nature walk on Pleasant Run Greenway or another greenway
  - Additional social Media support for pollinator week education
- Shirt Size follow up
  - Action Item: Send shirt sizes to TSWDG for Monon Rail Trail shirt

## **Upcoming Schedule and Meeting Dates**

- May 17, 2019 Tentative date for Community Partners Meeting 4
- May 1, 2019 Presentation to the International Trails Symposium in Syracuse, NY



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# **Greenways Partnership Community Partners Meeting 4**

Date: March 17, 2019

Location: English Foundation Building – First Floor Board Room

#### Attendees:

Ron Taylor (TSWDG), Scott Siefker (TSWDG), Sam Wiser (TSWDG), Molley Miller (IPF), Lori Hazlett (IPF), Angela (Indy Parks) Megan McKinney Cooper (Jump In for Healthy), Julia Muney Moore (Arts Council), Megan Rowe (Marion Health),

# **Meeting Notes**

#### Welcome

- Closing of pilot program will include a "Report Out" 1.
  - After the completion of the remaining programs, a compilation and analysis of each program type will begin with the creation of a final document of the Pilot Program
- 2. July presentation of the pilot program to the Partnership Partners (Indianapolis Parks Foundation and Indy Parks)
- 3. August presentation of the pilot program to Community Partners and their guests
  - Each Community Partner can have additional representatives from their organization at the presentation

#### Administration and promotion update

- Presentation to the International Trails Symposium in Syracuse, NY May 1, 2019
- 2. Presentation to the Indianapolis Greenways Development Committee - May 15, 2019
- Upcoming press release from Indy Parks about the creation of the new Indy Greenways patch
  - Press release will be coming in the next week or so and will be shared on the Partnership website and social media outlets
- Working with Eskinazi Health on Community Partnership

#### Review of Greenways Partnership 12-month Pilot Project

1. Review of Pilot Project and where we are in the process

## Programming Update- programs since we last met

- Retail Sales Update
  - Sale has been extended to June 1st
  - Local stores are moving the shirts better than the online store
    - Possible barriers could be the shipping cost or not seeing the shirt in person for sizing and material
  - Discussion of additional trail segments shirts included Eagle Creek and Pennsy Trail
    - Eagle Creek Foundation Discovery Center and Black Sheep Store in Irvington are possible additional locations for shirt purchases
    - Action Item: Contact Park Director for more information on Center
    - Action Item: Contact Mollie for the discussion and distribution of funds to purchase additional transfers for Eagle Creek and Pennsy trails.
    - Action Item: Create Eagle Creek and Pennsy shirt transfers

# **Community Partners Meeting 4 (cont.)**

- 2. Girl Scout Badge Program- March 11, 2019
  - Community Service Tree Planting/Awarding of First Badges event with KIB and the Mayor on the pleasant Run Greenway- April 27, 2019
  - Cub Scout Spring Camp Patch Program- Fall Creek Greenway- April 13-14, 2019 Program can evolve into a summer camp program for the parks department.
  - Action Item: Research how the program can be done beyond the Scouts
  - Each Community member received an Indy Greenways badge and trail
- 3. Pogues Run Waterways Photography Contest- April 15-June 15, 2019
  - Youth Art and Nature Walk at Brookside Park- May 11, 2019
  - Photography and Ecology at Spades Park- May 15, 2019
- 4. Art on the Greenways: Monon Trail Bike Tour- April 27, 2019
  - Herron Public Art Class guided tour
  - Limited Participation for crowd control
  - Highlight included meeting artist Pat Mack and seeing his workshop and art piece he is currently working on
- 5. 5-2-1-0 and the Outdoors- A Family Fitness Walk with Jump In For Healthy Kids- May 11, 2019
  - Highly active program with fun and easy education elements incorporated into the walk
  - Earlier and more wide spread promotion could have made the program bigger

# **Update on remaining programs**

- 1. Pogues Run Waterways Photography Contest- Submissions due June 15, 2019
  - First Friday Exhibit- July 5, 2019
  - Brookside Exhibit- July 2019
- 2. CICOA Health Walk With a Dietician-TODAY- May 17, 2019- Monon Trail
  - Nora Commons residents will go on a 40 walk north along the Monon Trail to the 96th Street trailhead
  - Partnership representatives will be Dan, Ron, Scott, and Sam
- 3. Walk with a Doc on the White River Greenway- May 18, 2019, 9:00 am-Riverside Park
  - Partnership representatives will be Scott and Sam and be led by Dr. Carrie Leathers
- 4. Walk with a Doc- monthly schedule
  - Potential additional program dates
    - Saturday, June 29, 2019 Pack the Parks Day
    - Saturday, July 13, 20, or 27
    - Saturday, August 17, 2019
- 5. Art on the Greenways- White River Greenway Bike Tour- June 1, 2019-9:00 am
  - Other events happening at Newfield's include the Family Day at the Art and Nature Park
  - Participant cap set at 25
  - Free parking at location
  - Set up and arrival of partnership representatives is set at 8am
- 6. Pollinator Week- Eagle Creek Greenway Pollinator Tour- June 22, 2019- 10:00
  - Partnering with Land Stewardship's Jacob Brinkman to have a Nature Walk along Eagle Creek



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Megan Fetter, Chief Program Officer megan.fetter@indy.gov p: 317.327-7412

# **Community Partners Meeting 4 (cont.)**

- PACK THE PARKS DAY- June 29, 2019
  - Art on the Greenways: Bike Tour of the Monon Trail
    - Repeat of April 27th event
    - Participant cap set at 25
  - Walk with a Doc. With Dr. Carrie Leathers
    - Monon trail starting at 96th Street Trailhead
  - Northeast Fall Creek Greenway Guided Bike Ride
    - 4:00 pm start time
    - Location of trailhead and parking TBD
- Discover Indy Greenways Passport Program
  - This program does not have an implementation factor in the pilot program but will be presented to the Partnership partners in July.

#### **Next Steps**

- Pilot program is full no additional greenways programming beyond June 29.
- August 2019- Presentation of final findings and report to Community Partners
  - Will include review, performance, and discussion of sustainability of programming
  - Possible location is the Arts Center off of College and the Monon Trail.
    - Large enough location is needed to accommodate the Community Partners as well as potential guests to presentation
    - Potential additional guests could include the cultural community, neighborhood groups, and others
  - Action Item: Confirm presentation location and date.

#### **Additional Discussion**

- Health Department Partnership
  - "Everyone Rides" program new bike share locations are being built
  - Potential group ride along a greenway when program is launched post pilot program





# **Greenways Partnership**: Greenways Programming Kick-off Meeting

Taylor Siefker Williams Design Group, 10 S. New Jersey Street #220, Indianapolis, IN August 17, 2018

Attendees: Lori Hazlett (IPF), Jenny Burrough (IPF), Andre' Denman (Indy Parks/DPW), Scott Siefker (TSWDG), Ron Taylor (TSWDG), Haley James (TSWDG), Sam Wiser (TSWDG)

# **Indianapolis Parks Foundation**

Contract Administrator & Funding

Lori Hazlett, President Ilhazlett@indyparksfoundation.org p: 317.860.3252

Jenny Burough, Vice President jburrough@indyparksfoundation.org p: 317.860.3253

# Taylor Siefker Willams Design Group Program Development & Facilitation

Ron L. Taylor, FASLA, Principal rtaylor@tswdesigngroup.com p: 317.690-6867

# Indy Parks/Department of Public Works **Facilities & Operations**

Andre' Denman, Greenways Manager andre.denman@indy.gov p: 317.327-5725

# **MEETING NOTES**

# 1. Overview of Pilot Project and Schedule

TSWDG gave a brief overview of the scope and overall schedule (previously submitted). Items received by committee members included:

- Kick-off Meeting Schedule
- Labor Tracking and Task Codes
- Preliminary Program Tasks

# 2. Roles of Partners and their Responsibilities

TSWDG, Indianapolis Parks Foundation, and Indy Parks/DPW are the Partnership's operational partners. Discussion of possible program partners led to the decision that there will be three different layers of partnership as part of the pilot program. This ensures that the Partnership Advisory Committee is inclusive but small enough to still have constructive conversations.

- 1. Greenways Partnership Partners (Internal Programming Team) TSWDG, Indianapolis Parks Foundation, and Indy Parks/DPW are the three main partners.
- 2. Implementing Partners —these will be the main partners throughout the pilot project and are groups that provide oversight and resources in the key areas in which the programming focuses. These groups include: MHS, Indianapolis Arts Council, Jump in for Healthy Kids, Marion County Health Department, and the Central Indiana Council on Aging. These groups will be invited to serve on the Partnership Advisory Committee.
- 3. Program Partners these will be partners that are program, provider or sponsorship specific. These partners will be invited to the Partnership Advisory Committee meetings as programming dictates.

Potential additional members of the Internal Programming Team that should be looped into decisions included Annette Harding (Indy Parks) and the Park Rangers.

The Parks Foundation explained how they plan to oversee and administer the Greenways Partnership. They view this effort as one of their significant programmatic elements (similar to Farmraiser) and intend to promote it as such. Future promotion and access to programs will be packaged in this manner.

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The group discussed the following items and action steps concerning start-up and administrative tasks:

Metrics and tracking for pilot program- Ron distributed labor and tracking codes that TSWDG will be using for tracking effort on the programming pilot project. Since tracking hours and costs is a direct deliverable outcome of the pilot project, Ron asked that IPF and Indy Parks/DPW try to track and record their specific hours for each program as well. It can be done more generally, but should include the general task efforts on the tracking sheet.

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- **Preparation of "Partnership Development" presentation-**TSWDG will be responsible. Target completion date is August 31, 2018.
- Preparation of general support materials (FAQ sheet)-TSWDG will be responsible. Target completion date is September 17, 2018. Materials will be ready for distribution at September 29 event.
- Preparation of mapping-scope and deliverable discussion- this item was not discussed at the meeting and will be discussed at an upcoming meeting.
  - New Indy Greenways Map
  - Art on the Greenways Map
- **Preliminary partnership meetings with key groups:** The group discussed that there will be a group of "implementing partners" that will be our main partners throughout the pilot project. The group identified five potential partners that cover the range of demographic and technical expertise of the selected targeted programs. Assignments were made for partner contacts with the intention that these groups will be met with and be on board (if they choose to be involved) in time to attend the September 29 meeting.

Action Items: Initial contact and meetings to secure implementing partners:

- MHS-IPF (Jenny or Lori)
- Indianapolis Arts Council/Julia Muney Moore- TSWDG (Ron)
- Jump In For Healthy Kids/Ron Gifford- TSWDG (Ron)
- Marion County Health Department- IPF (Jenny or Lori)
- Central Indiana Council on Aging/Dan Amonett-TSWDG (Ron)
- City Start up and Administrative Tasks: The group discussed some of the city requirements for holding program events on City property. Andre agreed to follow up on the group's questions.

#### **Action Items:**

- Determine what we need to do to conduct a program in a park or on a greenway-DPW (Andre)
- Determine whether park rangers be used to help with events? Security presence?-DPW (Andre)
- How do we coordinate site specific needs (such as graffiti removal at Poques)?- DPW (Andre)
- Does the city have a provider of port-o-lets, or are there specific areas near the greenways with restrooms?- DPW (Andre)

## 4. Announcement of Partnership - September 29, 2018

The announcement day for the Greenways Pilot Program was moved from September 21st to September 29th. In addition to an official press release, IPF would like to hold an event that demonstrates the breadth of what the Greenways Partnership will be providing. The Internal Design Group will be branded in some way to show that they are members of the Greenways Partnership either with shirts, pins, or another easily recognizable item. The event will be planned to be a showcase of possible events that the news can show throughout the newscast. This will require a staged group of people to participate in a walk, locations of artwork, and other events along the greenway. This event will be organized like a ribbon cutting event. The group discussed that implementing partners should be included as part of this event. Action items for getting the annoncement event organized and planned include:

- Determine "showcase" event(s)- IPF (Jenny and Lori) and TSWDG (Ron and Scott)
- Send meeting request to partners once event is scheduled- IPF (Jenny)
- Select location for event that allows many programs to be previewed- DPW (Andre)
- Prepare press release- TSWDG (Ron)- September 17, 2018
- Send Press Release out on September 19- IPF (Jenny)
- Have Website, Social Media, and printed materials ready for event-TSWDG (Scott)
- Develop shirts for participants- TSWDG (Scott)
- Prepare and send out Media Advisory on September 26 or September 27- IPF (Jenny)

# 5. First Three Programs - October 2018

TSWDG will start the development of each program immediately. Ron did a quick run through of what each event would include as well as possible partners.

#### Walk with a Doc

- The group discussed several potential health care partners and also discussed that there was a national "Walk with a Doc" program that sanctioned events. It was decided to reach out to that organization and see what can be provided from them, building off of their resources.
- Action items for this program include:
  - TSWDG will reach out to the Walk with a Doc program and learn more-TSWDG (Ron)
  - IPF, in their meeting with MHS, will determine potential resources they offer for this program- IPF (Jenny)
  - TSWDG is trying to establish exact date for October programs, depending on whether the best day for target user group is a weekday (October 19) or a Saturday (October 20). Ron will determine and forward to the team.
- Jenny suggested that the program could be expanded not be limited to just doctors, but other events that could be in the realm of "Walk with...". Other groups could include Colts players (Monday community programming for team), Boomer, or other people of notoriety in Indianapolis like the Mayor.

#### Art on the Greenways- Art Tour of Pogues Run Art and Nature Park

- Main Program Partner is the Indianapolis Arts Council-Julia Muney Moore.
- Eric Nordquen is the IUPUI Sculpture Professor who oversaw the art program at Pogues Run Art and Nature Park.
- Action Items for this program include:
  - Meet with Julia Muney Moore- TSWDG (Ron)
  - Contact Eric Nordquen- TSWDG (Ron)

#### Pogues Run Art and Nature Park Tour

- We need to identify a DPW staff member or the design consultant responsible for the design of the stormwater function of the park.
- Ron suggested marketing this program to technical design professions including ECAC, INASLA, AIA or others.
- Action Items for this program:
  - Determine appropriate professional for the tour- DPW (Andre)
  - IPF noted that they might have a contact for this---if so, IPF to provide contact suggestions- IPF (Jenny and Lori)
  - Contact professional- TSWDG (Ron)
  - Begin to contact professional organizations- TSWDG (Ron and Scott)

# 6. Commercial Engagement Programs - December 2018

The commercial engagement tasks are timed to align with a potential Christmas offering. TSWDG has started the research process to determine potential ways for the retail components to be handled. TSWDG will explore several different methods, and IPF will share information they have used in the past.

#### **Action Items:**

- Andre will look at the copyright form that is needed to use the various trail logos.
- TSWDG (Haley, Sam) will begin developing options for running the retail components and will begin developing ideas for first offering.

## 7. Brief Overview and Update on 2019 Programming

Ron went through a very brief overview of the remaining programs that will be included in the rest of the pilot program. Most of these programs have not been started yet, but there have been some actions taken on a couple of them, and some require early actions to get going. Below is a summary of what was covered for each of these later programs.

- **Skiles Test Nature Hike-** January 2019
  - Ron suggested utilizing Don Miller, Brenda, or other Indy Parks naturalist staff to lead these
  - Could potentially do several of these during the pilot program.
  - Potential locations could include Marott Park (Monon), Eagle Creek, Canal Towpath
  - Action item for this program:
    - Determine interest and availability for Indy Parks staff for these programs- DPW (Andre)
- "Discover Indy Greenways" Passport Program- Spring 2019- no update at this meeting.
- Girls Scout/Boy Scout Patch Program- Spring 2019
  - · Ron has reached out to the Girls Scouts of Central Indiana and has identified the requirements for development of this program. GSA expressed much interest.
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- Greenways Art Tour 2- Spring 2019- no update at this meeting

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  - This is potentially an open program to allow inclusion of partner suggestions?
  - Andre suggested using park rangers or IMPD for bike safety component.
  - Action Items for this task:
    - Determine availability of Park Rangers of IMPD to assist in this program- DPW (Andre)
    - Consult with Jump In for Healthy Kids to determine if there is another program that would more closely align with their mission-TSWDG (Ron)
- Final Greenway Art Tour of Pilot Program- Late Spring 2019- no update at this meeting.
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# 8. Additional Programming Ideas and Potential Partner Discussion

The group discussed that any additional partnership suggestions should be forwarded to Ron and Jenny.

#### 9. Additional Discussion

Discussion tabled till next meeting.

# 10. Next Steps and Important Dates

- IPF (Jenny) will set up upcoming meeting dates and forward meeting requests to TSWDG, DPW, and IPF for their calendars. Dates discussed include:
  - September 17- working session
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These notes represent our understanding of items discussed and decisions reached. Please review and contact us if there are changes or additions.





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Ron L. Taylor, FASLA, Principal

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Megan Fetter, Chief Program Officer megan.fetter@indy.gov p: 317.327-7412

# Greenways Partnership Programming Update Meeting

RE: Review of Materials for September Announcement

#### Date:

September 17, 2018- CICF Board Room

#### Attendees:

Lori Hazlett (IPF), Jenny Burrough (IPF), Andre' Denman (Indy Parks/DPW), Scott Siefker (TSWDG), Ron Taylor (TSWDG), Sam Wiser (TSWDG)

#### **MEETING NOTES**

#### 1. September 29 Announcement

TSWDG gave a brief overview of event details that included the date, location, and overall schedule (previously submitted). It was decided that we should include a map on with the Media Advisory. Items received by committee members included:

- Draft Media Advisory
- Draft Press Release

Action Items:

- Primary editing of draft materials and returned to TSWDG.- IPF (Jenny)
- Acquire a podium and microphone for informal announcement. IPF (Jenny)

Staged

#### 2. Roles of Partners and their Responsibilities

TSWDG, Indianapolis Parks Foundation, and Indy Parks/DPW are the Partnership's operational partners. Discussion of possible program partners led to the decision that there will be three different layers of partnership as part of the pilot program. This ensures that the Partnership Advisory Committee is inclusive but small enough to still have constructive conversations.

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Megan Fetter, Chief Program Officer megan.fetter@indy.gov p: 317.327-7412

# **Greenways Partnership Programming Update Meeting**

Re: Obtober Update/Meeting Coordination for October 20 Programs

#### Date:

October 17, 2018

#### Location:

TSWDG Conference Room – 10 S New Jersey Street Suite 220, Indianapolis

#### Attendees:

Lori Hazlett (IPF), Molley Miller (IPF), Andre Denman (Indy Parks), Megan Fetter (Indy Parks), Ron Taylor (TSWDG), Scott Siefker (TSWDG), Sam Wiser (TSWDG)

## **MEETING NOTES**

#### 1. Review/thoughts on September Announcement

# 2. October 20 Programs at Pogues Run Art and Nature Park

- Program Schedule:
  - 8:15- Set up at Pogues Run Art and Nature Park
  - 9:00-10:00 am- Health Walk (English language)- Dr. Carey Leathers
  - 10:00-11:00 am- Health Walk (Spanish language)- Dr. Carey Leathers
  - 11:00 am- 12:00 pm- Pogues Run Art and Nature Park Design Tour- Jeremy Morris, Siavash Beik, Eric Nordgulen
  - 12:00-1:00 pm- Art on the Greenways- Art Tour of Pogues Run Art and Nature Park- Eric Nordgulen
- Registration updates- Ron, Megan
- Attendees from Partnership
- Announcements
- Final pushes for announcements/social media
- Any other last minute outlets we can contact?
- On Site Preparations/Issues/Updates
  - Grafiti removal
  - Park Rangers/IMPD
  - Is there a contact number with the City we should call if something happens or we find some surprises?
- Anything else?

#### 3. Status of Community Partners

- Status of contacts and commitments:
- Arts Council of Indianapolis- Ron- YES
- Central Indiana Council on Aging-Ron-PENDING- appears to be YES- will be attending our November 8 Partners Meeting
- MHS- Lori and Jenny
- Jump In For Healthy Kids-Lori/Jenny/Ron-YES
- Marion County Health Department- Andre/Lori/Jenny
- Can remaining two Community Partners be in place for November 8 meeting?
- Welcome Letter/Invitiation to Announcement- Ron has sent letters/packets to Jump

In for Healthy Kids and Arts Council of Indianapolis. Will send remaining as they commit.

Review Agenda for November 8 Meeting

#### 4. Ongoing Administration and Promotion

- Website
- Connection to IPF website appropriate?
- Facebook
- Currently the main distribution for information
- Current reach is 65- need to expand through IPF and City pages
- Registration Process- How can we gauge/monitor number of registrations?
- Roles of Partnership members? Who contact for what? Best way to communicate?

#### 4. Other Program Updates

- Pogues Run Greenway Bike Tour- Saturday, October 13, 2018- came to us from our discussion with NEAR- promoted through Greenways Partnership Facebook page
- Proposed November/December Nature Hike- Potential dates: December 8 or 15
- Is there merit to trying to do something during the week while kids are out of school?
- Holidays/Santa on the Greenways- Potential for holiday program- Leslie Powers
- Potential to combine with effort at a Park (i.e. Pleasant Run Greenway to Garfield Park)
- Potential Dates:
  - Saturday, November 24 (Thanksgiving Saturday)
  - Saturday, December 1 in the afternoon
  - Saturday, December 15
- Retail Sales/Setting up Store- in progress- will review at November meeting
- 2019 Dates- Will try to have set for November meeting

## 5. Upcoming Schedule and Meeting Dates

- October 20, 2018, 9:00-1:00- Programs at Pogues Run Art and Nature Park
- November 8, 2018, 12:00-1:30 pm- Community Partners Meeting- English Foundation Building, Conference Room 6 (basement)
- November 14, 2018, 5:00 pm- Greenways Partnership presentation to the Indianapolis Greenways Development Committee
- November 16, 2018- 1:00-3:00- HOLD for November Community Partners Meeting or team update meeting- TSWDG office, but will likely move to English Foundation Building
- December 1, 2018- First retail item ready for sale?
- December 20, 2018- 1:00-3:00- HOLD for December Community Partners Meeting or team update meeting-TSWDG office, but will likely move to English Foundation Building
- January 2019- Next Programmed event- Family Nature Hike



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# Taylor Siefker Willams Design Group Program Development & Facilitation

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# Indy Parks/Department of Public Works **Facilities & Operations**

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Megan Fetter, Chief Program Officer megan.fetter@indy.gov p: 317.327-7412

# **Greenways Partnership Programming Update Meeting**

#### Date:

November 16, 2018

#### Location:

TSWDG Conference Room - 10 S New Jersey Street Suite 220, Indianapolis

#### Attendees:

Lori Hazlett (IPF), Molley Miller (IPF), Andre Denman (Indy Parks), Megan Fetter (Indy Parks), Ron Taylor (TSWDG), Scott Siefker (TSWDG), Sam Wiser (TSWDG)

#### **MEETING NOTES**

The purpose of the meeting was to update the current winter programs and coordinate additional efforts needed for each event. Meeting materials that were distributed included updated marketing materials for each currently planned event. The meeting was also used to discuss programming ideas and suggestions for developing additional programming.

#### Overall Program Administration and Program Partnership Update:

- There was a discussion about the November 5 Programming Retreat at IPF and Ron gave the group a brief update on some potential partner-programs that came out of the meeting. The group discussed the potential of teaming with Song Squad to do a co-op event along Pleasant Run utilizing the existing performance spaces.
- Performance space is just west of Shelby Street. Another potential partner was Indy Shakes, a group that does Shakespeare performances at Riverside Park.
- An update was given on the Community Partnerships that are still outstanding.
- Action item: Andre will reach out to a representative of Marion County Health and direct that representative to Ron for in-depth information.
- Action item: Megan will reach out to a representative of MHS and direct that representative to Ron for in-depth information.

#### **November Program Updates:**

- Walk with Santa on the Pleasant Run Greenway- Saturday December 1, 2018, 10:00
  - Action Item: Molley will coordinate with Leslie needs and inform Ron and Sam of any additional efforts that are needed
  - Molley will volunteer an "elf" (her son) to help Santa with kids
  - Staffing of the event includes Ron, Scott, and Sam from TSWDG, Megan and Andre of Indy Parks, and Molley of IPF
- Winter Solstice Celebration Parade of Lights- Friday, December 21, 2018, 6:00 pm
  - Action item: Lori will connect with Martha to get more details on the event and possible other tie-ins that the Greenways event can have.
  - Action item: Lori will research a possible leave behind like an ornament or light to give to people who participate.
- Winter Family Hike- Saturday, January 26, 2019, 10:00 am
  - Draft program description was handled out to get approved by group and vetted through channels.
  - **Action item:** Sam will send Megan the Winter Hike project description to get registration for event on Indy Parks website.
  - Action item: Ron will create additional talking points for the committed hike leaders that includes new trail connections that will go through Skiles Test Nature Park.

# **Greenways Partnership Programming Update Meeting**

- Girl Scout/Boy Scout Patch Program Update- Spring 2019.
  - Target completion and approval date for the program is February 2019, with two troops completing program in March and April.
  - First awarding of badges in April 2019 that has the potential to generate press coverage.
  - Programs are at the early level of scouts (Brownie and Cub Scouts).
  - Curriculum includes an indoor education component, outdoor hike, and community service.
  - Community services should be something simple like trash clean up along greenway
  - Action item: Once date is decided, a Park Ranger or officer will need to be in attendance in case there are hazardous materials found and need to be properly disposed of
  - Action item: Ron will set up a meeting with the troop leaders to further discuss the curriculum.
- Walk With A Doc- March and May 2019
  - Ron is meeting with Dr. Lori Pearson (IU Health) on November 28, 2018 to discuss additional events and collaboration.
  - Dr. Pearson is in charge of the Days of Service events.
  - Dr. Carey Leathers, our Doctor from October event, is interested and willing to do these walks monthly
  - There was a discussion about the conflict between IU Health Network and Eskinazi Health. Ron and Megan will discuss this with Dr. Pearson during their meeting.
  - Action Item: Megan is connecting with a possible nutritionist to expand possible walk leaders.
  - Action Item: TSWDG should research and explore the Parks Rx program and how to incorporate it into events and programming
- Pogues Run Photo Contest Winter 2019
  - Ron was approached with the request to partner with NEAR (Near East Area Redevelopment) to co-sponsor a photo contest next year with Reconnecting to Our Waterways.
  - A proposed budget was handed out along with the contest description. The group is asking for a \$500 donation.
  - The Greenways Partnership agreed to participate as one of our added programs for 2019.
  - Action Item: Ron will reach out to Susan Vogt to coordinate logistics of donation, further partnership roles, and contract negations for photo rights. Andre would like to see that an additional exhibit added at one of the parks.
- Retail Sales
  - Action Item: There will be a separate update meeting on December 28th at the TSWDG office at 1:00 pm for the core group in the first week of December to discuss the Retail Engagement programming options as well as potential T-shirt designs and distributor methods
  - David, Ronnetta, and Molley should be included in meeting request.

# **Upcoming Schedule and Meeting Dates**

- November 28, 2018, 1:00 pm- Retail Program Review Meeting-
- December 1, 2018, 10:00 am- Walk With Santa on the Pleasant Run Greenway
- December 20, 2018- 1:00-3:00- December Partnership Update Meeting-TSWDG office RE: Solstice Walk final coordination
- December 21, 2018, 6:00 pm- Winter Solstice Celebration Parade of Lights
- January 2019- Partnership Update Meeting- TBD
- January 25, 2019, 10:00-12:00- Community Partner Meeting English Foundation Building
- January 26, 2019, 10:00 am- Family Nature Hike



# **Greenways Programming Retail Engagement Meeting**

RE: Review of Monon Rail-Trail shirt designs and setup

#### Date:

November 28, 2018-TSWDG

# **Indianapolis Parks Foundation**

Contract Administrator & Funding

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**Facilities & Operations** 

Andre' Denman, Greenways Manager andre.denman@indy.gov p: 317.327-5725

Megan Fetter, Chief Program Officer megan.fetter@indy.gov p: 317.327-7412

#### Location:

TSWDG Conference Room – 10 S New Jersey Street Suite 220, Indianapolis

#### **Attendees:**

Molley Miller (IPF), David Orourke (IPF), Andre Denman (Indy Parks), Megan Fetter (Indy Parks), Ron Taylor (TSWDG), Scott Siefker (TSWDG), Sam Wiser (TSWDG)

## **MEETING NOTES**

# 1. Overall Goals for the Retail Engagement

Ron laid out the overall goals for the engagement that is part of the Indianapolis Greenways Partnership's retail programming. The goal is to build awareness of Indy Greenways. The overall purpose is to determine whether there is a market demand for Greenways items and whether there is a significant fund raising potential---our goal during pilot program is to determine demand, not sell a ton of shirts.

# 2. Objectives for Online Store Development

Ron outlined the objectives of the store we are developing to sell the shirts. They include:

- Provide an online store with on-demand sales
- Require no staff- want a system that provides order fulfilment, printing, and shipping
- Requires no stock
- System to provide a means for collecting proceeds for the Parks Foundation/Parks

#### **Retail Sales Options**

For online, on-demand distribution, TSWDG presented two options that are available to us. One option was a national online distribution service and one was a local online distribution service. The groud discussed to details and comparisons and decided that using the local distribution service best fit the needs of our program.

For the local online distribution service, the group chose to use Colored Threads. Some of the specific information about the company included:

- Local company
- Transfer process- see sample- very similar to screen printing
- Only up-front costs are for transfers- no inventory
- Limited engagement determined by availability of transfers
- Company will set up and manage online store, print, and ship (shipping billed to customer). Shirts can be picked up at their store for free.

The group is also interested in gauging demand and sales in a local retail establishment. Ron has been in contact with Kristin Kohn from Silver in the City who has provided some input to the process:

- Believes their is a strong local interest, especially in the Monon
- Price point and quality of product are important

- Also thinks its important to add tag about a portion of the proceeds going to the Indianapolis Parks Foundation and Indy Parks.
- Provided standards MSRP formulas for discussion
- Thinks local retailers would be interested even if it meant a cut in their profits
- Potential approach/strategy for local retailers
- Have missed the 2018 Christmas season---no options will be available before Christmas

The group agreed on using Colored Threads to provide the online store and to continue to pursue getting the shirts placed in Silver In the City.

## 4. T-shirt Design Options Discussion

Four t-shirt design concepts were presented:

- CONCEPT 1: Route Heritage Concept
- CONCEPT 2: Distressed Logo
- CONCEPT 3: I LOVE Indy Greenways Concept
- CONCEPT 4: Overall System Concept and non-logo concept

Ultimately, the group agreed on using a version of the Distressed Logo concept as shown on the mock ups. TSWDG will proceed with the development of the store and will develop the final graphic design for the shirts.

#### 5. Price Point Discussion

Ron lead a discussion with the group about the price point for the shirts. He shared the following general pricing information:

- Cost to Produce + Proceeds = WHOLESALE COST + Retailers Profit = MSRP
- Retailers typically use Wholsale Price X 2 for their final cost
- Example: \$10 cost to produce + \$10 Proceeds to IPF = \$20 Wholesale cost X 2 = \$40 MSRP
- Typical high-end t-shirt in Silver in the City retails between \$26-\$30

After discussion, the group decided on a \$26 price point for the standard t-shirts. The cost to make the shirts is \$10.00 leaving a \$16.00 proceed from the sale of each shirt. For the online sales, IPF would get the entire \$16.00 per shirt order. For retail establishments, \$8 proceeds would go to IPF and \$8 profit would go to the retailer. Ron will run this price point past Kristin at Silver in the City when they meet.

#### 6. Timing

We discussed the following action steps:

- Molley wanted to brief Lori about the outcomes and t-shirt designs.
- Megan will follow up with the city attorney review and the licensing agreement
- TSWDG will coordinate on efforts to build the online store and begin to get the artwork in order.
- TSWDG would like to get the online store opened in January.



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Megan Fetter, Chief Program Officer megan.fetter@indy.gov p: 317.327-7412

# **Greenways Programming December Update Meeting**

December 14, 2018

#### Location:

**English Foundation Building** 

#### Attendees:

Molley Miller (IPF), David Orourke (IPF) Andre Denman (Indy Parks), Megan Fetter (Indy Parks), Ronetta Spalding (Indy Parks), Ron Taylor (TSWDG), Scott Siefker (TSWDG), Sam Wiser (TSWDG)

# **MEETING NOTES**

# 1. Overall Program Administration Update

- Community Partners
  - CICOA has committed to being one of our Community Partners.
  - CICOA has requested a meeting after the first of the year to discuss programming for seniors. Ron will copy Megan and Molley on meeting request.
  - Andre has provided State and Marion County Health contacts---TSWDG needs to contact them.
  - Met with Arts Council of Indianapolis on November 29 to discuss Arts on the Greenways Programming for 2019.
  - Jump In For Healthy Kids was at our Santa Walk---will coordinate with them on kids programming for Spring 2019.
  - MHS Update- Molley will follow up on any updates.

# 2. Program Updates

- Winter Solstice Celebration Parade of Lights- Friday, December 21, 2018, 6:00 pm
  - Generating lots of online interest.
  - Ornaments for first 100 participants- will arrive December 21.
  - TSWDG will contact Bonastation to give them some advanced notice of the program and number of attendees.
  - Ron, Scott, Sam, Megan, Andre, and Molley plan to attend.
- Winter Family Hike- Saturday, January 26, 2019, 10:00 am- Skiles Test Nature Park
  - Date set and advertised---registration is open. Looks like there is good interest in this
  - Speakers (Don Miller and Brenda Howard) are set-Ron will coordinate in early Jan.

#### **Retail Sales**

- Megan has provided the program to City legal counsel and they have drafted a preliminary licensing agreement between the City and IPF for the use of the Monon Logo. IPF will sign and return to the City.
- Status/update on final graphic design of T-shirt- the group agreed that we weren't going to use any additional logos on the shirts other than the Monon Trail logo.
- Online store to be set up the first of January
- **Girl Scout/Boy Scout Patch Program Update-** Spring 2019
  - Target completion and approval date- February 2019, with two troops completing program in March and April-first awarding of badges in April 2019

# **December Program Updates Meeting Agenda (continued)**

- Would like to generate press for community service/awarding of first patches
- Need to coordinate press and media alerts in early 2019
- Draft curriculum outline complete---program sheets and badge design to be complete and ready for review in early January.
- · Met with both Boy and Girls Scout troop leaders to present and discuss program- both are reviewing draft program criteria.

#### Walk With A Doc- March and May 2019

- Meeting with Dr. Lori Pearson (IU Health) on November 28, 2018- they do not have a Walk With a Doc designation and are looking for program activities for Riverside Park. Not sure there is a connection here.
- Two Health Walks scheduled for Spring 2019:
  - March- Eagle Creek Greenway
  - May- Central Canal Towpath
  - Will begin coordinating with Carrie Leathers after the first of the year.

#### Pogues Run Photo Contest (new)- Winter 2019

- Met with Susan Vogt and committed to program
- Agreed to second exhibit at Brookside and use of winning photography

#### **Art on the Greenways Programming-** March and May 2019

- Met with Arts Council on November 19 about upcoming arts programming.
- They would like to do a Bicycle Art Tour of the Monon in April in coordination with a class Julia is working with.
- May or June would be a Bicycle Tour of Downtown Art along the White River Greenway.
- Would also like to do some sort of Bike to the Broad Ripple Arts Fair program (May 11-12, 2019)- IndyCOG might be a good partner.
- Explored the possibility of a Ride to Shakespear in the Park, teaming with Indy Shakes at Riverside Park, but their run of Hamlet is post-pilot projects.

#### **Discover Indy Greenways Passport Program**

- Initiated the program development this month.
- Program mock up at Janaury meeting
- Draft Passport and program descriptions presented at February meeting. NOTE: Implementation of program not included in the pilot program.

#### **Greenways Membership Program**

• Research and development pushed to 2019. NOTE: Implementation of program not included in the pilot

#### **Greenways 101/Greenways for Beginners**

- Targeting March 2019
- CICOA would like to coordinate an event in conjunction with an assisted living community along a greenwaythey suggested doing it a community in Nora along the Monon.
- TSWDG will meet with CICOA offline after the first of the year.
- Can coordinate and give direction at our Janaury 25 Community Partners Meeting.

#### **Kids Program**

- Targeting March 2019
- Can coordinate with Jump In For Healthy Kids at our January 25 Community Partners Meeting.

## 3. Upcoming Schedule and Meeting Dates

- December 21, 2018, 6:00 pm- Winter Solstice Celebration Parade of Lights
- **January 2019** Online Store opens- TBD
- January 2019- Partnership Update Meeting- Suggest January 18.
- **January 2019-** Ron to Meet with Joenne Pope and Angela McClendon
- January 25, 2019- Community Partner Meeting- English Foundation Building
- January 26, 2019, 10:00 am- Family Nature Hike



# Indianapolis Parks Foundation

**Contract Administrator & Funding** 

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**Facilities & Operations** 

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Megan Fetter, Chief Program Officer megan.fetter@indy.gov p: 317.327-7412

# **Greenways Programming Update Meeting - February**

Date: February 15, 2019

#### Location:

TSWDG office- 10 S. New Jersey Street, Suite 220, Indianapolis

#### **Attendees:**

Ron Taylor (TSWDG), Scott Siefker (TSWDG), Sam Wiser (TSWDG), Megan Fetter (Indy Parks), Molley Miller (IPF)

#### MEETING NOTES

# **Introduction and Overall Program Administration Update**

- Meeting notes from December update meeting distributed
- Meeting notes from January Community Partners meeting distributed
- **Community Partners** 
  - Andre has provided State and Marion County Health contacts
    - Action Item: TSWDG needs to contact them.
  - Walk/Walk With a Doc group is now a partner (see walk with a doc below)
    - Partnership will now be included on website and marketing materials
  - Further coordination with Eskenazi Health

## **Program Updates**

#### Winter Family Hike- Saturday, January 26, 2019, 10:00 am- Skiles Test Nature Park

- 93 registered online, 30 attended (18 degrees at hike time)
- High interest rate- merits repeat
- Hike leaders Jacob and Don are interested in being the leaders in future events as well

#### Retail Sales - Now through April 12, 2019

- Licensing agreement executed, shirts designed, samples printed, online store is set up and in place.
- Launch date/final approval from Indy Parks needed
- Price Structure separate handout distributed
- Launch on website 4/15 afternoon
- Silver in the City Kristen Cane
- Action Item: Coordination meeting with Ron and/or Sam for the sale and distribution of shirts in store

#### Walk With A Doc- March 9, 2019, 10:00 am - Eagle Creek Greenway

- Entered into agreement with Walk With A Doc program through March 2020
- Information sent to community partners for promotion through their channels
- Discussions with Physician about future and frequency of walks, also affiliation with Eskenazi Health.

# Art on the Greenways: Monon Trail Public Art Bike Tour- April 27, 2019, 9:00-12:00-**Indianapolis Art Center**

- Program facilitated by community partner Arts Council of Indianapolis
  - Herron School of Art and Design students will help lead the tour with an Arts Council representative
- Limited to 12 participants
- Looking at additional bike tour downtown in April, May or June.

#### Girl Scout/Boy Scout Patch Program Update-Spring 2019

Draft program complete and under review by the Girl Scouts of Central Indiana and the Boy Scouts of America

- Girl Scout Troop 0002 in Irvington will be the first to go through the programtroop meeting on March 11, 2019 and walk/community service on Pennsy Trail in April
  - Press strategy- promotion of new patch program
    - Action item: Create a press release to be distributed to outlets
  - Press strategy for awarding of first patches
    - Possibility of the Mayor to be at event to award first patches to
    - Action item: Megan and Renetta are working with the Mayor's team and will inform Partnership of outcome
    - Action Item: Send Megan and Renetta the Girl Scout Program package with a timeline of dates
- Still developing Boy/Cub Scout timeframe

#### 6. Art on the Greenways: Pogues Run Photo Contest (new)- Spring 2019

- Ron met with Susan Vogt and committed to program and agreed to second exhibit at Brookside and use of winning photography.
- Commitment letter for grant application was sent and received.
- Action item: Further coordination is needed for the details of the exhibitions of the winning photos

#### 7. Discover Indy Greenways Passport Program – TABLED TILL NEXT MEETING

- Update on Draft Passport and program descriptions and physical infrastructure direction.
- NOTE: Implementation of program not included in the pilot program.

#### 8. Greenways Membership Program- NO UPDATE

- Research and development pushed to 2019.
- NOTE: Implementation of program not included in the pilot program.
- 9. Future Art on the Greenways Programming ARTS COUNCIL OF INDIANAPOLIS
  - May or June Bicycle Tour of Downtown Art along the White River Greenway.
  - Would also like to do some sort of Bike to the Broad Ripple Arts Fair program (May 11-12, 2019)
  - Exploring the possibility of a Ride to Shakespeare in the Park, teaming with Indy Shakes at Riverside Park, but their run of Hamlet is post-pilot projects.
  - Action item: Update the program timeline schedule to show new events and dates

# 10. Future Walk With A Doc/Dietician (formerly Greenways 101/Greenways for **Beginners**)

- CICOA AGING AND IN-HOME SOLUTIONS
- CICOA would like to coordinate an event in conjunction with an assisted living community along a greenway- they suggested doing it a community in Nora along the Monon.
- Action item: TSWDG Partners are arranging meeting late February to discuss details of possible event

#### 11. Future Kids Program - JUMP IN FOR HEALTHY KIDS

- Targeting Spring 2019
- Action item: TSWDG Partners will coordinate with Jump-In For Healthy Kids at our March 15 Community Partners Meeting.

#### **Upcoming Schedule and Meeting Dates**

- February 2019- Online Store opens 2/15 (today) at 4pm
- March 9, 2019, 10:00 am- Walk With A Doc- Eagle Creek Greenway

- March TBD- Press release for Girl Scout Patch program.
- March 11, 2019- First session of Girl Scout Patch program
- March 15, 2019, 10:00-12:00- Community Partner Meeting #3- English Foundation Building
- April TBD- Girl Scout Patch Community Service Day/press event
- April 12, 2019, 10:00-12:00- April Program Update Meeting-TSWDG office
- April 27, 2019, 9:00-12:00- Art on the Greenways Monon Trail Public Art Bike Tour- Indianapolis Arts Center
- May 17, 2019, 10:00- 12:00- Community Partner Meeting #4- English Foundation Building
- July/August 2019- Pilot Program concludes





# **Indianapolis Parks Foundation**

**Contract Administrator & Funding** 

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# Taylor Siefker Willams Design Group Program Development & Facilitation

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# Indy Parks/Department of Public Works **Facilities & Operations**

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# **Greenways Programming Update Meeting**

RE: April Program Update Meeting- April 12, 2019 TSWDG office- 10 S. New Jersey Street, Suite 220, Indianapolis

# **AGENDA**

# 1. Overall Program Administration Update

- Community Partners Meeting 3 held on March 15, 2019
- Marion County Department of Health has joined as a Community Partner
- Still working with Dr. Carrie Leathers on getting Eskinazie Health as a Community Partner

### 2. Program Updates- Program activities since last update meeting

- Retail Sales- Now through April 12, 2019
  - Update on sales
  - Extension of sales
- Walk With A Doc- March 9, 2019, 10:00 am- Eagle Creek Greenway
  - Entered into agreement with Walk With A Doc program-through March 2020
- Girl Scout/Boy Scout Patch Program Update- Spring 2019
  - Draft Girl Scout program complete and approved by the Girl Scouts of Central Indiana
  - Girl Scout Troop 0002 in Irvington was first to go through program on March 11, 2019- will partner with Keep Indianapolis Beautiful to plant trees on the Pleasant Run Greenway on April 27 for their community service project
    - Working to get Mayor to present badges on April 27
    - Press strategy- draft press release sent to City---promotion of new patch program- who and when?
    - Press strategy for awarding of first patches- who and when?
  - Second Girl Scout Troop will be doing program this month (?)
  - Northside Cub Scout troop went through learning component on April 8 and will complete their community service picking up trash on Monday, April 15 at 6:30 (meeting at Skiles Test Nature Park)
- Art on the Greenways: Pogues Run Photo Contest Spring 2019
  - Program active April 15-June 15
  - Need to coordinate Brookside Park Exhibit
  - Youth Art and Nature Walk at Brookside Park- Saturday, May 4, 2019- 2:00 pm
  - An Introduction to Photography and Ecology at Spades Park- Wednesday, May 15, 2019-6:00 pm

## 3. Upcoming Program Updates

- Art on the Greenways: Monon Trail Public Art Bike Tour- April 27, 2019, 9:00-12:00-Indianapolis Art Center
  - Program facilitated by community partner Arts Council of Indianapolis
  - Limited to 12 participants- will not be offering a second tour on that date.
  - Trying to arrange a repeat on Pack the Parks day in June

# GREENWAYS PARTNERSHIP

# April Program Updates Meeting Agenda (continued)

- 3. Upcoming Program Updates (continued)
- 5-2-1-0 and the Outdoors: A Family Walk with Jump IN for Healthy Kids- Saturday, May 11, 2019- 10:00 am-Pleasant Run Greenway at Garfield Park Art Center
  - Program facilitated by community partner Jump In For Healthy Kids
- Art on the Greenways- Bike to the Broad Ripple Art Fair- May 11-12, 2019
  - Additional programming idea brought to us by the Arts Council---not sure this is still going to happen.
- **Senior Health Walk with a Dietician** (formerly Greenways 101/Greenways for Beginners)- Friday, May 17, 2019, 1:00 pm Monon Rail-Trail-Nora Commons
  - CICOA coordinating in conjunction with an Nora Commons assisted living community along the Monon.
- Walk With A Doc on the White River Greenway- Saturday, May 18, 2019- 9:00 am -Riverside Park
  - Being held the same day as the summer celebration at Riverside Park.
- Art on the Greenways- Bike Tour of Downtown White River Greenway- June 2019
  - Still under development with Arts Council
- Pollinator Week Event on the Greenways
  - Being coordinated with other Indy Park Pollinator Week events.
- Walk With A Doc on the Greenway- June 2019
  - Central Canal Towpath, Fall Creek Greenway, Northwestway Park are under consideration.
- Pack the Parks Day Greenway events (in coordination with the Indianapolis Greenways Development Committee- June \_\_\_
  - Coordinating on four events on this day specifically on greenways. Events under consideration:
    - Art on the Greenways- Monon Art Bike Tour (repeat)
    - White River Promenade Walking Tour
    - Pogues Run Greenway Bike Ride
    - Fall Creek Greenway Bike Ride (Park to Park: White River State Park to Fort Harrison State Park)
- Walk With A Doc on the Greenway- July 2019
  - Central Canal Towpath, Fall Creek Greenway, Northwestway Park are under consideration.
- Discover Indy Greenways Passport Program- NO UPDATE TODAY
  - Update on Draft Passport and program descriptions and physical infrastructure direction to be given at June meeting. NOTE: Implementation of program not included in the pilot program.
- Greenways Membership Program- NO UPDATE TODAY
  - Research and development pushed to 2019. Will present at June or July meeting.
     NOTE: Implementation of program not included in the pilot program.

#### 4. Upcoming Schedule and Meeting Dates

- May 1, 2019- Will be presenting the Indianapolis Greenways Partnership Pilot Program at the International Trails Symposium in Syracuse, NY
- May 17, 2019, 10:00-12:00- Community Partner Meeting #4- English Foundation Building
- June 2019 TBD- Final programming update meeting- TSWDG office
- July/August 2019- Pilot Program concludes



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# **Greenways Programming Update Meeting**

RE: August Program Update Meeting- August 19, 2019 TSWDG office- 10 S. New Jersey Street, Suite 220, Indianapolis

# **AGENDA**

# 1. Overall Program Administration Update

- Pilot project has concluded.
- Currently drafting the final report, outcomes, and recommendations.
- Final presentation to the Community Partners- Friday, August 23, 10:00 am- Holliday Park Nature Center Auditorium

# 2. Program Updates- Program activities since last update meeting

- CICOA Health Walk With a Dietitian- Friday, May 17, 2019
- Walk With a Doc on the White River Greenway- Saturday, May 18, 2019
- Art on the Greenways: White River Greenway Public Art Bike Tour- Saturday, June 1, 2019
- Eagle Creek Greenway Pollinator Tour- June 22, 2019
- PACK THE PARKS DAY PROGRAMS- June 29, 2019:
  - Art on the Greenways: Monon Trail Public Art Bike Tour
  - Walk With A Doc on the Monon Trail
  - Fall Creek Greenway Family Bike Ride
- Pogues Run Waterway and Greenway Photography Competition- April 15-July 15,
- **Retail Shirt Sales Update**
- **Discover Indy Greenways Passport Program Introduction**

#### **Preliminary Outcomes of 12-month Pilot Project**

- Preview of Report
- Preview of Preliminary Outcomes
- Programs NOT completed in pilot program

# Preliminary Recommendations on the Continuation of the Greenways **Partnership**

- Maintain the Organizational Structure of the Indianapolis Greenways Partnership.
- Work with the Indianapolis Parks Foundation to find ongoing program funding and partnerships for development of new programming for the greenways.
- Work with program partners and community partners to continue to develop and facilitate programs for Indy Greenways.
- Work with the Indianapolis Parks Foundation to fund the implementation of programs begun or identified in the pilot project.
- Serve as an advisory board to help direct program ideas and resources for future greenway program development.

# 5. Legacy of the 12-month Pilot Project

## 6. Next Steps/Upcoming Dates

- August 20, 2019 Presentation to Indiana Parks and Recreation Association
- August 23, 2019- Final Community Partner Meeting- Holliday Park Nature Center Auditorium, 10:00 am FINAL REPORT | 203

