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LEAFLET

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The bulletin of Partnerships for Parks, an initiative of the City Parks Foundation and the City of New York/Parks & Recreation

NEW ANTI-LITTER CAMPAIGN KICKS INTO GEAR



As the weather gets warmer, and more people use the City's parks and recreational facilities, there is an all-too-common side effect: more litter gathers in our favorite green spaces. Besides being ugly, smelly, and a potential health hazard, a growing litter problem means that Parks' workers and members of local groups have to spend their time on clean-up patrol—when they'd rather be investing their time, money, and energy on other parks services and programs.

To combat litter, Parks & Recreation has started a new grassroots initiative to let litterers know that their behavior is no longer acceptable in all of our green spaces. This new initiative attempts to change social norms by creating new anti-littering programs aimed at children and adults, and by setting up additional receptacles for trash and recyclables in parks and playgrounds across the City.

This new initiative includes: teaching children who participate in Parks' after school, Playground Associate, and Urban Park Rangers programs that littering is "uncool" and unacceptable; posting new anti-litter signs—in English, Chinese, Korean, Russian, and Spanish, and revoking permits and retaining clean-up bonds when those with permits to use city parks fail to leave their area clean.

The program will also include public service advertisements in the *New York Times*, and many parks will soon feature a plexiglass box that can hold one cubic yard of garbage,

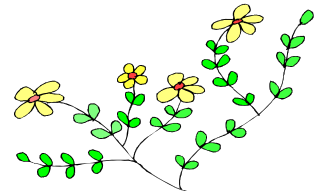
and signs noting that each day, the Parks Department has to remove the equivalent of nearly 1,300 cubic yards of trash from our green spaces.

To ensure that former litterers, as well as considerate park users, have a place to put their trash, Parks has teamed up with the **Home Depot**, which donated one million garbage bags (including those used on "It's My Park!" Day last month) and over 2,000 garbage cans to the effort. Parks has also placed outdoor recycling bins for glass and newspapers at five pilot sites: Henry Hudson Playground in the Bronx, Pierrepont Playground in Brooklyn, Bleecker Playground in Manhattan, Juniper North Playground in Queens and Cloves Lake Park on Staten Island. Soon, you'll be able to find them in parks and playgrounds across the city.

Local groups, and especially Park Wardens, can play a critical role in this anti-litter effort. Park Wardens and leading volunteers will be provided with garbage bags and magnets that say, "It's My Park! Don't Litter," to hand out to park users. Equally important, groups can lead by example. For instance, on days of scheduled events, Parks & Recreation is encouraging volunteers to walk through the park with trash bags, or point out trash cans, reminding people to clean up after themselves before they make a mess. Parks believes that while it may seem intimidating to remind a litterer to pick up his or her trash, just imagine the alternative: your favorite green space, lovingly tended to by volunteers, covered with garbage. Ideally if we all kick in, our parks will remain a pleasant place for all.

CELEBRATE "SUMMER IN THE CITY" WITH PARTNERSHIPS FOR PARKS AT OUR THIRD ANNUAL BENEFIT PARTY

Wednesday, June 21, 2000 6:00 - 9:00 p.m.
Loeb Boathouse in Central Park



Enter at 5th Ave. and 72nd St. and walk north on East Drive. Shuttle also available from 72nd St. entrance.

Hors d'oeuvres and summer cocktails will be served.

Party will feature local musical talent, summer-themed activities, giveaways, raffle prizes, and more.

Tickets start at \$75. For more information, please call Dana Litvack at 212-360-8120.

This year marks Partnerships' 5th anniversary. We are proud to report that in the past five years:

- **We've held over 120 training workshops** for both community leaders and Parks personnel.
- **Our Outreach Coordinators have attended over 6000 community meetings** and events in every neighborhood in the City, giving advice and solving problems for park users.
- **We've coordinated thousands of volunteer projects involving close to 100,000 volunteers.**
- **We've created new ways to promote the parks.** Thirty-four editions of the *Leaflet* have gone out to our database of supporters. We've also produced a series of first-rate brochures celebrating the City's great but lesser-known neighborhood parks and natural areas, ranging from the Bronx River to Ft. Greene Park.
- **We have begun to build a citywide parks constituency.** We now have a database of over 45,000 individuals and over 3200 organizations that support parks.
- **We have spearheaded efforts to restore the Bronx River,** building a constituency of over 4000 supporters that has helped to secure almost \$15 million in public and private funds.
- **We were selected as one of seven grantees in the country by the Wallace-Reader's Digest Funds** for our innovative work and to allow us to further develop techniques that we can then share with other cities around the country.

We would like to thank everyone for making our accomplishments possible, and hope you'll join us in supporting our future initiatives by coming to the benefit on June 21, 2000!

FREE "MONEY MATTERS" WORKSHOP

Members of community groups interested in learning how to raise funds from businesses, individuals, and foundations are encouraged to attend a *Partnerships'* workshop on **Wednesday, June 14 in The Arsenal's Conference Room from 6:30 - 8:00 p.m.** Participants will review sample proposal letters to businesses and grant applications, and will hear from a peer with successful techniques. To register, and for more information on this or other workshops, please call Alyssa Weiss at (212) 360-8180

COMING SOON TO A PARK NEAR YOU!

Take part in City Parks Foundation and Parks & Recreation's **Readings in the Parks** and **Arts in the Parks** programs. Children ages 5 to 9 can spend an afternoon or morning in the park enjoying the magic of storytelling & performing arts. As the sun goes down, come out for the **Concerts in the Parks** series—bringing live music for the entire family to parks in the Bronx, Brooklyn, and Manhattan. All programs are free and open to the public. For a schedule of events call **212-360-8290**.

Parks has an extensive calendar of events happening in parks and recreation centers throughout the city. For a calendar, call 212-360-1339 or visit www.nycparks.org.

HELPFUL NUMBERS

Partnerships for Parks 212-360-1310
To volunteer or to join your local parks group: 212-360-1357
For recorded information about special events: 888-NY-PARKS
To report graffiti, vandalism, or crime: 800-201-PARK

www.nycparks.org

www.partnershipsforparks.org

Partnerships for Parks believes that parks are essential to the life of New York City, and that community involvement is essential to the life of a park. We work to start, strengthen, and support neighborhood park groups; to link them together so that they can learn from each other and be stronger collectively; and to promote parks in general so that people will be more likely to join in efforts to restore and preserve them.

Tim (Sailfish) Tompkins, Director

This issue of the Leaflet was edited by Dana (Violet) Litvack.



CITY PARKS FOUNDATION



City of New York
Parks & Recreation

Rudolph W. Giuliani, Mayor
Henry J. Stern, Commissioner

PARTNERS OF THE MONTH

Every month, *Partnerships for Parks* holds a luncheon with Commissioner Stern, at which he presents certificates to the "Partners of the Month" for their outstanding efforts. April's partners from Queens, members of the **Greater Astoria Historical Society**, lend their time every year to help orchestrate the fabulous East River Fest in Astoria Park. This year, **Bob "Hellgate Kid" Singleton & Debbie "Astoria" Van Cura**, helped spark significant community involvement in the event. They have also taken on the responsibility and privilege of researching and drafting historic signs for area parks. The first annual Haunted Waters Halloween walk on the waterfront was initiated and led by Bob and Debbie, and it drew a tremendous response from both participants and local press.

Thanks to everyone who makes a difference in New York City Parks, and a special thanks to the rest of the April partners: Bronx: **Albert "Cool Wheels" Alvarez**, Aquinas Housing Corporation, Crotona Parkway Malls • Brooklyn: **Sgt. David Wadler, Detective Malika Frey & Officer Kevin Suarez**, 88th Precinct, Fort Greene Park • Manhattan: **Joka "Dutch Tulip" Kops**, Chelsea Park • Staten Island: **Jack Semich**, S.I. Horseman's Association and Friends of Bloomingdale Park

FUNDING DEADLINES

June 9, 2000: Community Training and Assistance Center/Charles Stewart Mott Foundation. Small seed grants and technical assistance to neighborhood groups in low-income communities that strive for change through organizing and advocacy. 617-423-1444.

July 1, 2000: City Parks Foundation Quarterly Grants Program. Supports projects developed by community groups for parks and playgrounds with grants of up to \$5,000. 212-360-8121.

"Much has been said and written on the subject of conservation...but as yet too little has been accomplished in the way of practical results. Probably this is due largely to the fact that most people think of conservation as a problem for the federal and state governments...and have not realized how much the responsibility for the care of our natural resources and the penalty for their waste rest with the whole people, that every one has a part in this work..."

— *Mary Huston Gregory, Checking the Waste: A Study in Conservation, 1911*

ATTENTION: FOR ADDRESS CORRECTIONS CALL 212-360-1357.

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CITY PARKS FOUNDATION



Partnerships for Parks

