

Park Ambassadors: Engaging Older Adults through Park Activation
Logic Model



Inputs
Resources

Staff and Human Resources

- Community Programs Coordinator, Engagement Manager, Marketing and Communications Manager, Director of Planning and Administration
- Park Ambassadors

Financial Resources

- Funding to support staff
- Stipends for Ambassadors
- Program materials (Ambassador kits)
- Marketing, advertising, recruitment
- Programming costs

Partners

- Collaboration with community partners
- Knowledge and information about key resources and community programs for older adults

Time and Space

- Open park spaces for programming
- Buildings and pavilions for workshops
- Additional time from parks administrative and maintenance staff

Outputs
Activities

Park Ambassadors

- 8 Parks selected with 2 Ambassadors per Park; 16 Park Ambassadors each year participate in 16 week program (about 15-18 hours/week)
- Promote and help implement programming and workshops at their respective Park in coordination with Community Programs Coordinator and partners

Weekly Programming

- Once to twice weekly programs offered at each Park for social connectedness and health

Workshops

- Monthly workshops focused on helping LI50+ population take steps towards using community resources, facilitated by partners (examples listed in Theory of Change)

In-Park Conversations

- Informal information sharing between ambassadors and public

Participation

Park Ambassadors

- Track participation and attendance of Park Ambassadors across 16-week program

Weekly Programming

- Attendance and demographics for weekly programs

Workshops

- Attendance and demographics for monthly workshops
- Number of community partners engaged in workshops

In-Park Conversations

- Qualitative information gathered through informal conversations

Outcomes
Short-term

Park Ambassadors

- Increased income (stipend)
- Increased likelihood of benefitting from cost-savings community resources (repetitive exposure to community resources available to them and their peers)
- Valuable job experience
- Improved social connectedness and sense of purpose

Weekly Programming

- Improved social connectedness for participants

Workshops

- Increased use of community resources leading to cost savings for LI50+

In-Park Conversations

- Improved park activation and increased park use by LI50+ and general public/non-LI50+

Medium-term

Park Ambassadors

- Improved social networks
- Improved finances and health
- Serve as knowledgeable community leaders beyond the program term

LI50+ Participants

- Cost-savings beyond the program window
- Increased likelihood of repeat use of community resources; use of additional resources through exposure

General

- Improved Parks and community relations in historically underserved communities through intensive investment in activating their local parks
- Improved social connectedness for all park users (not just LI50+)
- Improved park safety
- Partnerships developed between Parks and community resource providers

Long-term

Park Ambassadors

- Knowledgeable ambassador network across several neighborhoods

LI50+ Participants

- Improved health, financial and social outcomes
- More likely to share knowledge of cost savings resources with peers
- More engaged citizens; more likely to advocate for Parks and park resources

General

- Increased sense of stewardship for park resources; increased participation in civic decision-making processes (capital investments, policy changes)
- Reduced crime and improved park safety
- Improved trust between County Government and historical underserved communities
- Improved health and socioeconomic outcomes for minority populations in Milwaukee County

Assumptions

- LI50+ are interested in paid positions as Park Ambassadors
- LI50+ are interested in attending park programming and workshops
- LI50+ are interested in accessing and benefitting from community resources such as home weatherization, reduced food costs, social programming, etc. but are currently not aware of the benefits available or how to access them

Contextual Factors

- Perceived park safety could affect LI50+ participation in programming or workshops
- Life circumstances of LI50+ may include potential barriers to participation such as work schedules, family responsibilities, etc.
- Target population may already be aware of community resources but may not be interested or motivated to participate