

# Building Facilities & Programs That Reflect the Values of Inclusiveness & Diversity

Stephen Springs & Jim Browne  
ICMA Conference Presenters



# WELCOME

From the Presenters

**Jim Browne, CPRP**  
Retired Director of Parks &  
Recreation  
City of Sugar Land, Texas



**Stephen Springs, AIA, LEED® AP**  
Senior Principal



## Principal-led public-sector solutions

- Feasibility
- Needs assessments
- Masterplanning
- Budgeting and bond support
- Design leaders in municipal project types





Why

Public  
Citizens  
Needs  
Complex  
Enlightened  
Stewardship  
Constituents  
Expectations  
Diversity  
Unique  
Inclusion  
Joy  
Effectiveness  
Investment  
Happiness  
Efficiency



Why

“Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody.” – Jane Jacobs

# What and how?

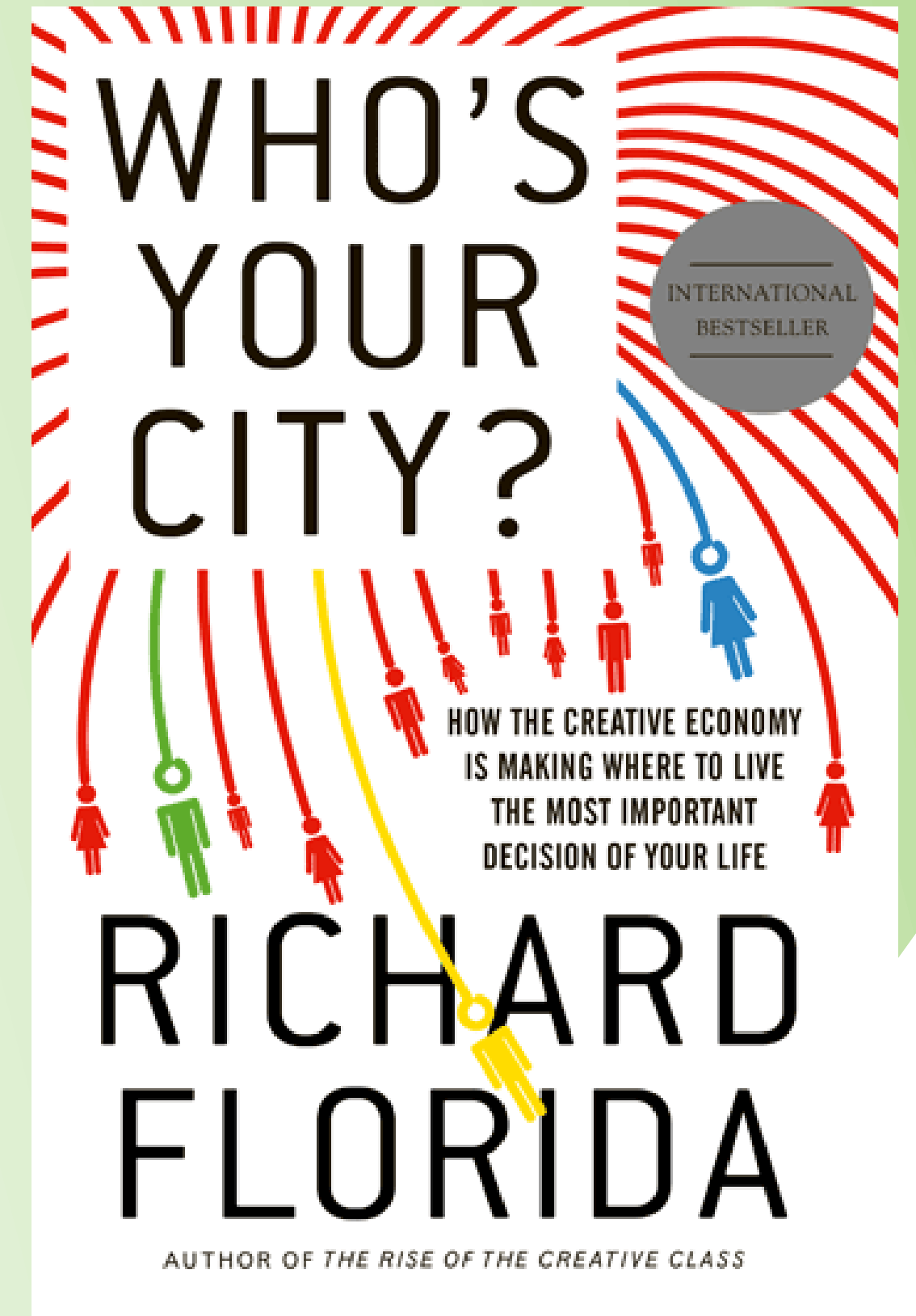
## What

- Race
- Age
- Economic
- Faith
- Gender
- Ability

## How

- Programming
- Outreach
- Training

“One in every 35 people worldwide – live outside the country in which they were born.” – Richard Florida



# MUSLIM GIRLS ONLY NIGHT

> Swimming lessons > Free play swimming > Access to fitness centre



CAMERON POOLS  
7-9pm • Saturdays Only  
Starts Soon



53 Arundel Street, Mt Roskill p (09) 624 6058  
f (09) 625 0089 e cameronpool@dmnz.co.nz



# Focus on Diversity

One city asked:

What about cultural, racial, ethnic & faith-based diversity?

City of Sugar Land, Texas

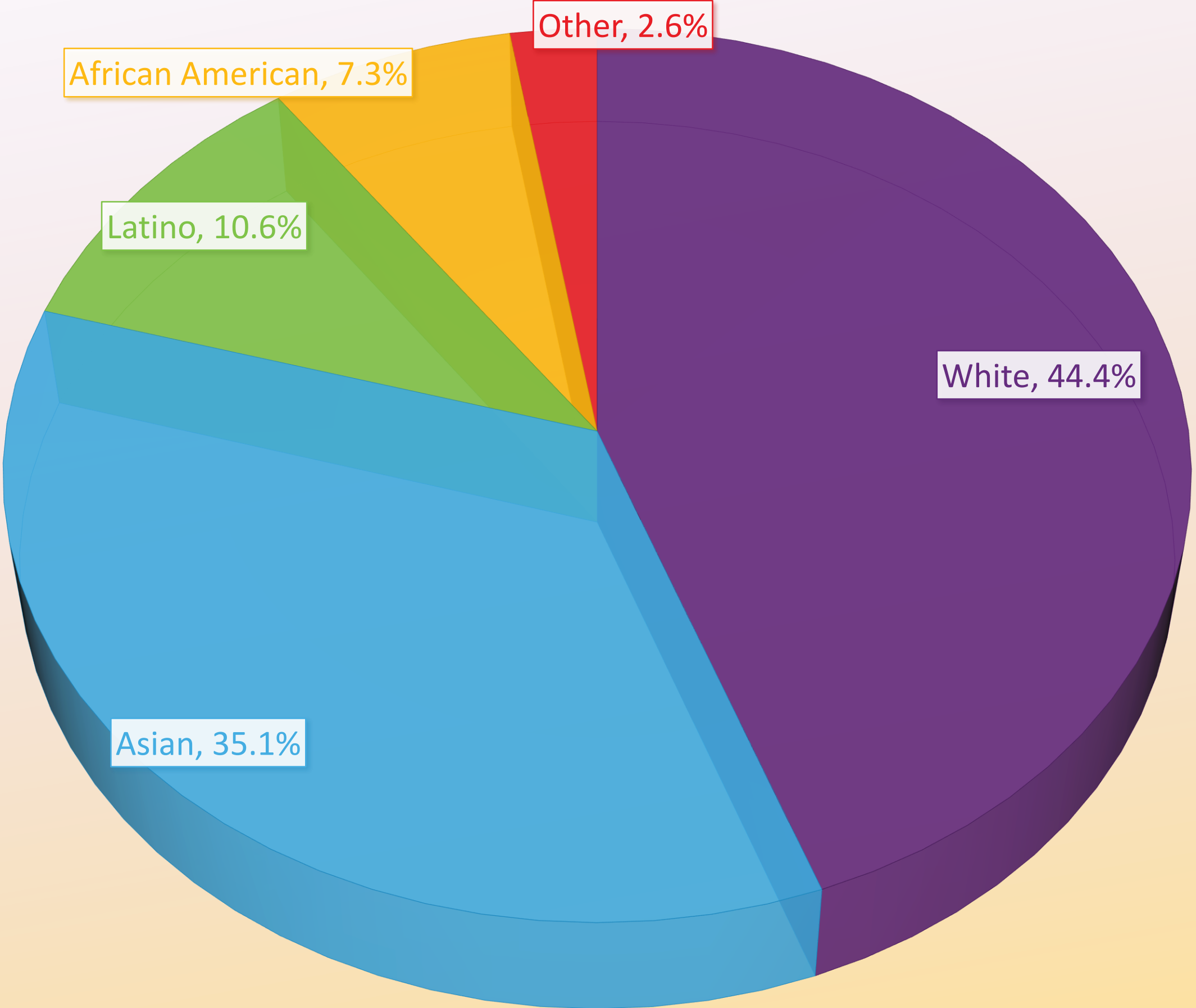
Recognized by the Anti-Defamation League as a

“Community of Respect”



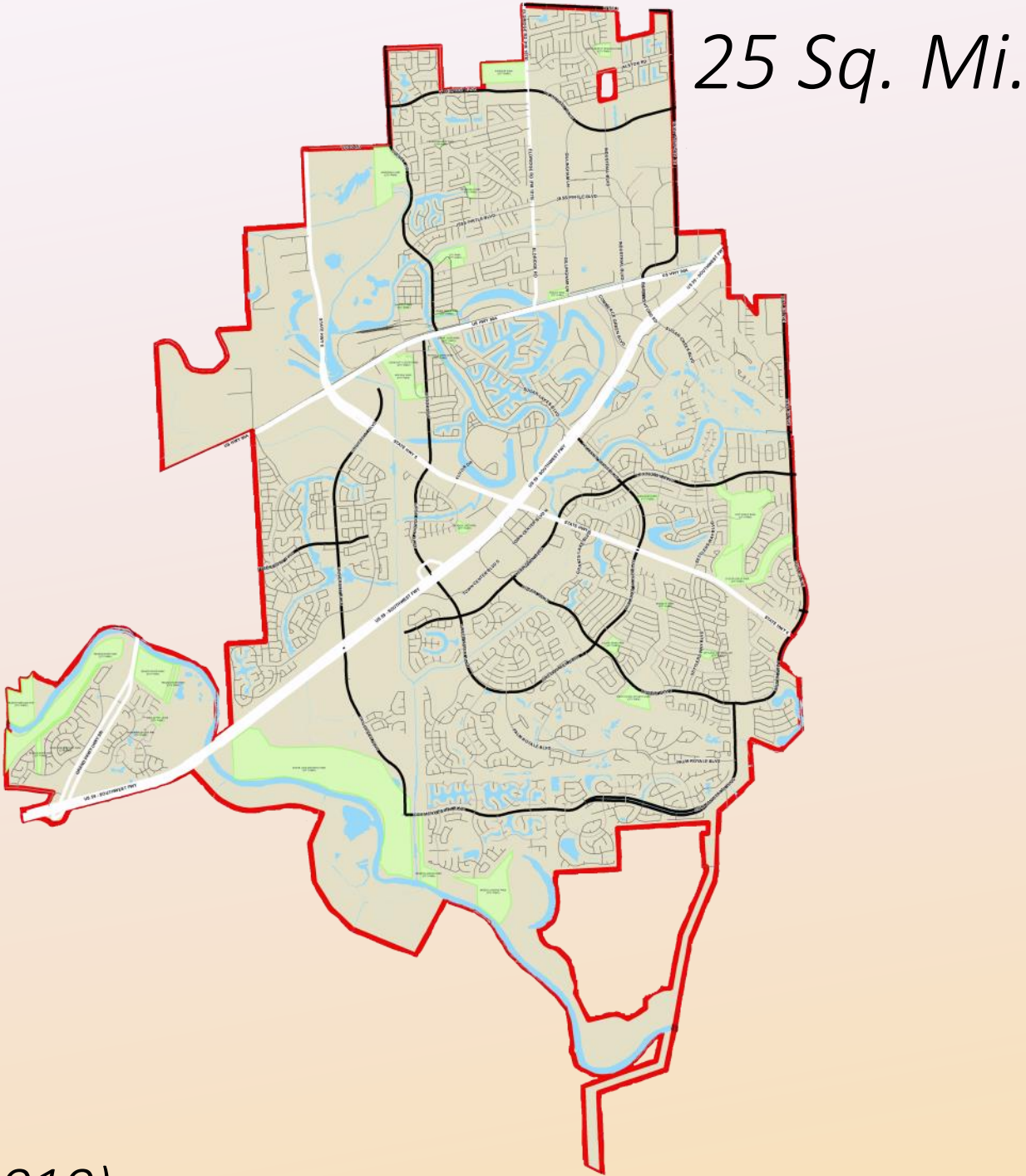


# Sugar Land, Texas Demographics



# Sugar Land, Texas Demographics

- ❑ 35.4% foreign born persons
- ❑ 43.6% language other than English spoken at home
- ❑ 21.8% (age under 18)
- ❑ 13.7% (age over 65)
- ❑ \$111,124 Median Household Income
- ❑ 35% Bachelor's Degree
- ❑ 34.9% Graduate Degree

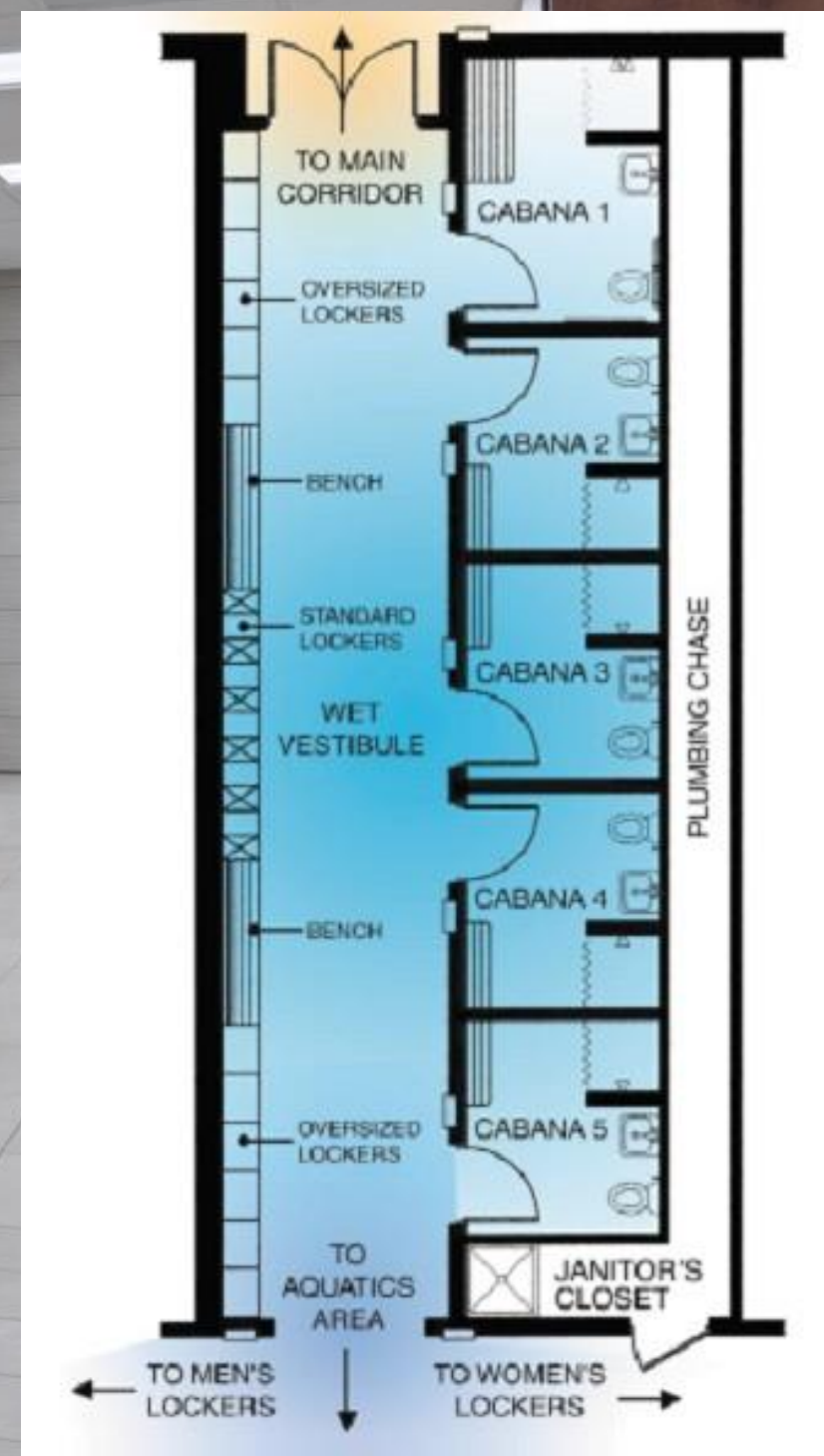


Population:

- 78,817 - (2010)
- 24.5% - Percent change since 2000
- 10.4% - Percent over 65
- 5.3% - People in poverty
- 81.2% - Home ownership rate









# Building Facilities & Programs That Reflect the Values of Inclusiveness & Diversity

Questions?



# Sugar Land, Texas

## A model of programming for inclusivity and diversity

Supplemental Information

OCTOBER 22–25

ICMA 2017

**SAN ANTONIO**

103RD ANNUAL CONFERENCE • BEXAR COUNTY



# Cultural Diversity Training Goals – “Sugar Land 101”

## Community Leaders Facilitated Training:

City Management/ Department Directors/ Program Managers

## Goals & Outcomes

- ❑ Learn history, cultural values & traditions
  - Appropriate greetings/gestures/protocols
  - Shoes in home?
- ❑ Cultural perceptions of government officials
  - Some, high esteem/respect/integrity
  - Others, low esteem/corrupt/distrust
    - E.G.: Is “bribery” an expectation or normal practice in their culture?
    - What are the impacts for Police, EMT’s, Code Enforcement, Municipal Court, etc...?



# Cultural Diversity Training Goals – “Sugar Land 101”

**Chinese 101, India 101, Pakistan 101, Vietnamese 101:**

Community leaders from each community work with city staff to develop a full day of cultural education.

## Goals & Outcomes:

- Develop a “Sense of community”
- Foster “Mutual understanding”
- Understand & “Celebrate differences”



# Focus on Programming for Inclusivity - Ability

Traditionally focused on adaptive recreation programs:

“Mainstreaming” or providing alternative programs & facilities for groups or individuals with disabilities.

Historical examples:

- Therapeutic recreation programs & facilities
- Wheelchair basketball/sitting volleyball
- “Dream” or “Miracle” league baseball
- Universally accessible playgrounds
- Special Olympics
- Wounded Warrior Games



# Programming for Diversity & Inclusiveness - Generational

## ☐ Recreation Programs

- Senior adult & multi-generational
  - “Grey Matters” – classes to improve cognitive brain function & memory as we age
  - Multi-generational tech – classes that match teens with senior adults to provide training in the use of social media devices & applications
    - Improves communication between grandparents & grandchildren!



### Teeniors launches nonprofit arm, wins \$5,000 grant

By Kevin Robinson-White / Journal Staff Writer  
Wednesday, June 21st, 2017 at 2:43pm



Jose Lopez, 14, helps a senior with his smartphone at a Teenior event at the Bonitas Senior Center.



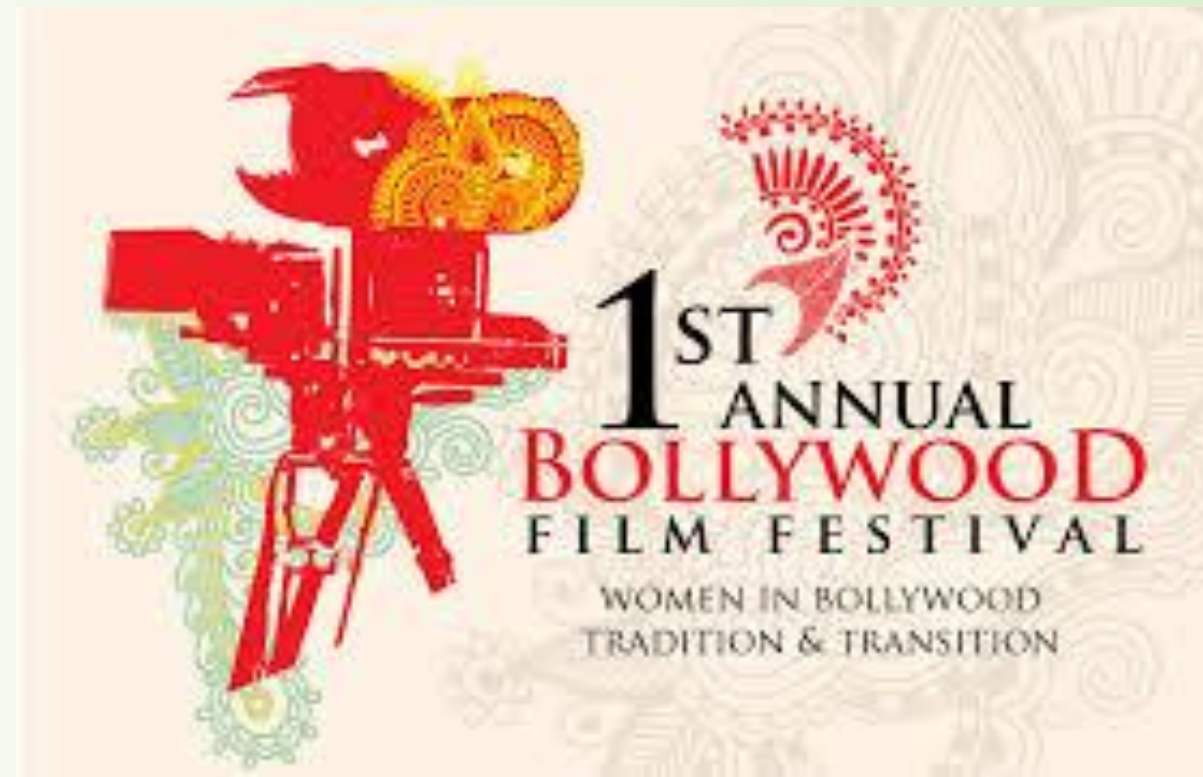
# Programming for Diversity & Inclusiveness - Cultural

- ❑ Community Events
  - Kite flying festivals
  - Cultural music and/or dance festivals
  - Ethnic/cultural food festivals
  - Cultural art shows/competitions
  - InternationalFest
  - Cinco de Mayo



# Programming for Diversity & Inclusiveness - Cultural

- ❑ Community Events
  - Festival of Colours
  - Chinese New Year
  - Dragonboat Races
  - Juneteenth Celebrations
  - Bollywood Film/Dance Festival



# Programming for Diversity & Inclusiveness - Ethnic

- ❑ Food & Wine
  - Cultural cooking classes
  - “Restaurant Week” – ethnic food specialties
  - “Wines from around the world” – Wine Education
  - Art & wine activities
  - Food truck events –featuring culturally diverse foods



# Programming for Diversity & Inclusiveness – Parks & Rec

- ❑ Sports/Athletics/Fitness
  - Culturally significant sports programs
  - Facility development or modifications
    - E.G.: Baseball batting cages > Cricket
  - Modesty swim times (Muslim & other faiths)
    - Faiths requiring modest dress or separation of male & female participants/spectators





# Programming for Diversity & Inclusiveness – Parks & Rec

## ❑ Sports / Athletics / Fitness

- Cricket (India, Pakistan, South Africa, Australia, New Zealand, Great Britain, etc...)
- Badminton (China, Taiwan, Japan, India, Pakistan, Viet Nam, etc...)
- Table tennis (China, Taiwan, Japan, India, Pakistan, Viet Nam, etc...)



# Programming for Diversity & Inclusiveness – Parks & Rec

- ❑ Sports / Athletics / Fitness
  - Futsal (Central America, South America, etc...)
  - Soccer (worldwide... most popular sport in the world)
  - Archery
  - Pickleball (multi-generational)



# Programming for Diversity & Inclusiveness – Parks & Rec

## ☐ Sports / Athletics / Fitness

### ■ Martial Arts

- Karate
- Judo
- Tae Kwon Do
- Tai Chi
- Eskrima (Martial Art of the Philippines)
- Many more...

SUGAR LAND PARKS & RECREATION

**JENNY'S TAEKWONDO**

## Taekwondo

Eldridge Park Community Center  
2511 Eldridge Rd., Sugar Land, TX 77498

In this class, students enhance their self-esteem, build confidence, develop discipline, learn self-defense and strengthen their mind and body.

**FEES**

Two classes per week: \$35 per resident \$44 per non-resident	Three classes per week: \$45 per resident \$56 per non-resident
---	---

\$30 uniform fee (paid to the instructor)

**YOUR FIRST CLASS IS FREE!**

**Adults & Families Welcome!**  
(ages 5 & older)  
Tuesdays, Thursdays & Fridays  
5-6 p.m. and 6-7 p.m.  
Call 281-275-2885 to register.

**Master Jenny Pless**  
Recipient of the 2014 Honor School Award  
from the Houston Taekwondo Association



## MARTIAL ARTS CLASS

\$50/month 234 Matlage Way Saturdays 6-7 p.m.

IN-CLASS STYLES:

### ESKRIMA

- a Filipino Martial Art for stick and knife fighting

### JEET KUNE DO

- a Bruce Lee martial art that encourages cross training

**SELF-DEFENSE - HEALTH EXERCISE - DOUBLE STICKS-KNIFE COMBAT- ROLLED UP MAGAZINE**

**BEGINNER FRIENDLY ADULT CLASS THAT FOCUSES ON SAFETY AND FUN!**  
FOR MORE INFORMATION CALL 281-275-2885.



Instructor: Hung Hoang  
Tuesdays 7:30-8:30 p.m.  
Saturdays 9-10:30 a.m.  
Eldridge Park Community Center  
Resident - \$20/month  
Non-Resident - \$25/month

Instructor: Geeta Akolkar  
Fridays 9-10 a.m.  
Imperial Park Recreation Center  
\$40/month  
Facility usage card required.

Instructor: Skip Jarrett, C.I.  
Tuesdays 5:30-6:30 p.m.  
Fridays 10-11 a.m.  
Imperial Park Recreation Center  
\$25/2 classes per month  
\$40/4 classes per month  
\$60/6 classes per month  
Facility usage card required.

## tai chi



Please call 281-275-2885 for more information.



# Programming for Diversity & Inclusiveness – Parks & Rec

- ❑ Recreation programs
  - Cultural dance
  - Mah Jongg
  - Chess
  - Kite building
  - Origami



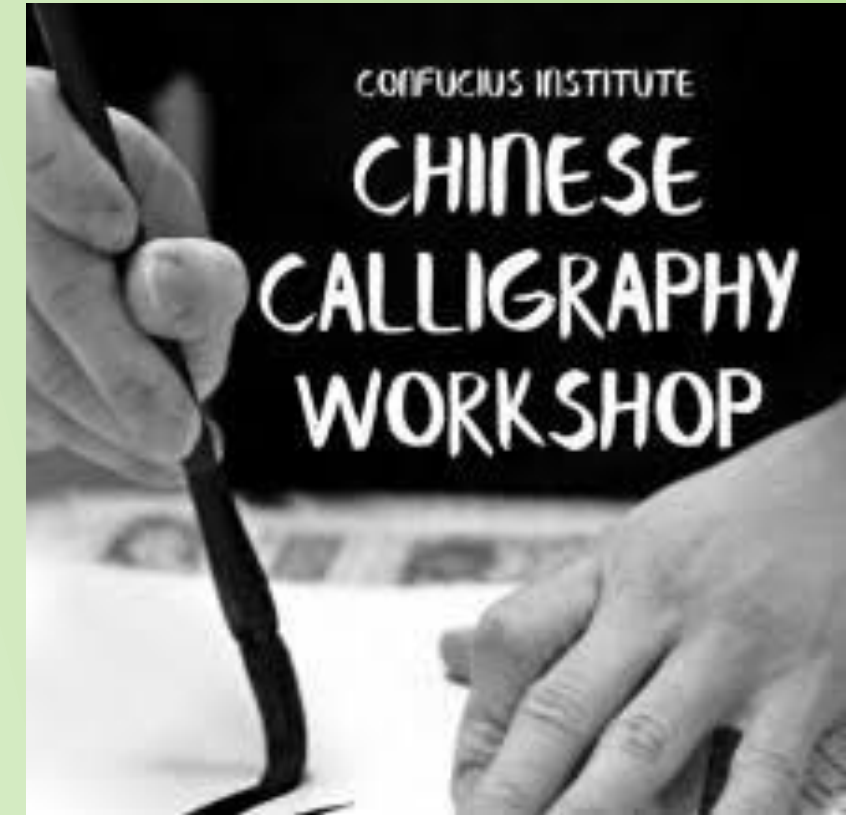
# Programming for Diversity & Inclusiveness – Parks & Rec

- ❑ Recreation programs
  - Meditation classes
  - Fung Shui
  - Language classes
  - Citizenship classes
  - Rhythmic gymnastics



# Programming for Diversity & Inclusiveness – Parks & Rec

- ❑ Recreation Programs
  - Bollywood dance
  - Yoga
  - Belly dance
  - Chinese calligraphy
  - Zumba



# Programming for Diversity & Inclusiveness – Parks & Rec

## ☐ Recreation Programs

### ■ Tours, trips & travel

- Cultural education through travel coordinated by recreation departments or senior adult centers
- Sister City exchange programs
- Incorporation of architectural elements, building types or program spaces that are unique to other cultures
  - E.G.: Bad Königshofen Aquatic Facility
  - Park development with cultural themes
    - ❖ E.G.: Japanese Gardens

