The Trust for Public Land: Creative Placemaking
The Trust for Public Land creates parks and protects land for people, ensuring healthy, livable communities for generations to come.

- A relationship between people and nature is critical for healthy people and a healthy landscape.
- Close-to-home parks and nature are essential.
- Conservation should encompass all landscapes, from city to wilderness.
- The more the whole community participates in the process, the better the results.
- Equity and fairness matter.
We’ve worked for more than 40 years to conserve land for people.

Since 1972, we’ve completed 5,612 park and conservation projects across 47 states, Puerto Rico, and the U.S. Virgin Islands, conserving more than 3 million acres of land, from the inner city to the wilderness.

We are the national leader in creating public funds for land conservation, working with states, counties, and cities to generate $59.2 billion for local conservation efforts since 1996.

We’ve created, sustained, or supported 340 local land trusts nationwide.
Parks for People

Land for People
Why Creative Placemaking?
What does a culture mean today?
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It’s Our DNA...
National to Local Integration

Parks for People

- Execution framework: Plan, Fund, Protect, Create
- 10MW Campaign
- Project selection and evaluation.
- Benefit flower

Local Offices

- Execute the framework: Plan, Fund, Protect, Create
- Deliver projects towards 10MW goal.
- Create benefits flower for local offices.
National to Local Integration

**Parks for People**
- Execution framework: *Plan, Fund, Protect, Create*
- 10MW Campaign
- Project selection and evaluation.
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**Creative Placemaking**
- CP framework for: *Plan, Fund, Protect, Create*
- Tools to support 10MW
- Resources to support and expand benefits across organization.

**Local Offices**
- Execute the framework: *Plan, Fund, Protect, Create*
- Deliver projects towards 10MW goal.
- Create benefits flower for local offices.
The Cultural Cities Program undertakes important, scholarly research in the impact of the arts in the development of parks, the role of culture in our communities, and trends in cultural practices in open spaces. These research projects range from partnerships with leading universities to internal documents produced by the Center for City Park Excellence.

Culturally-Smart Cities defines important outcomes that should characterize every community. This initiative uses geo-spatial information, planning techniques, and innovative engagement strategies to measure and assess the cultural vibrancy and social equity of our cities. The initiative collaborates closely with other national programs and organizational services such as the GIS team and Conservation Visions.

Creative Placemaking Labs support the internal and external application of creative placemaking in work that supports The Trust for Land’s Land for People mission statement. The Labs provide project-based expertise and guidance for local TPL offices and our community partners. The Labs’ services range from doing work on the ground to supporting and inspiring others.

The role of culture in community development is an important national conversation, and The Trust for Public Land is helping to lead that conversation by speaking at public events, publishing best practices, appearing in the media, and participating in professional groups. This leadership will ensure that the organization is a pacesetter in the field and that we are coordinated with our partners in the community.
Kiwanis-Methos Park - Wenatchee, Washington
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The 606 - Chicago, Illinois
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Project Clean Lake - Cleveland, Ohio
The Sewer District: COMBINED SEWER OVERFLOW CONTROL

Project Clean Lake
Enhancement Sites:
- Potential locations at which Project Clean Lake community investments can be integrated within neighborhoods have been identified. Investment opportunities build from planned / ongoing redevelopments, offer NEORSD education prospects, and occupy high-visibility locations throughout the City.
The Trust for Public Land