

Celebrating Playstreets and Planning for the Future

Committee: Donald Johnson, Krishna Garlic, Michael Johnson, Eileen Kelly, Alane McCahey

Supporters: New Jersey Community Food Bank, City of Elizabeth, Meadowlinks, City of Elizabeth Building Future Leaders, WellCare, Safe Kids at Children Specialized, Public Health Nurses, The Elizabeth Branch, Council people Carlos Torres, William Gallman, Patricia Perkins-Auguste, Nelson Gonzalez, Freeholder Sergio Granados

We Celebrate:

- ✚ Playstreets in Wards 1, 2 and 5 (total 3)
- ✚ Served and educated over 350 children and adults on the benefits of physical activity.
- ✚ Provided healthy snacks, water, recreational give aways, activities, raffles and a fun experience.
- ✚ Support from City of Elizabeth Council people and bicycles for raffle
- ✚ City of Elizabeth Health and Well-Being Department provided leadership, organization, staff and needed City resources including: Police Department, in-kind support (equipment, DJ, tables, chairs, generator)
- ✚ The Gateway Family YMCA provided leadership, equipment, organization, resources and bikes for raffle.
- ✚ New Jersey Community Food Bank supplied water for all 3 events.
- ✚ Over 50 teen volunteers from Building Future Leaders Program provided leadership for the activities. (They were outstanding) Special thank you to Steve the Program Director.
- ✚ Keep focus on Physical Activity
- ✚ Wellcare provide a bike for raffle
- ✚ Supported by Mayor with letter of support

What went well:

- Enough Activities
- Well Organized
- Some Parent engagement along with the kids
- Kids had a great time
- Passports for registration and the raffles
- Other Wards requested a play street
- Registration

- Raffles - Bikes
- Giveaways – Sports Equipment, Bike Helmets
- Collaboration – We all worked well together
- Volunteer T-Shirts
- County Sign for last playstreets
- Flyers distributed to homes before event
- Picked dates that did not conflict with other events
- Donations and in-kind Support
- Marketing Flyers and Electronic Sign
- Granola Bars and water went well
- DJ's were great

Opportunities:

- Times – Start at 10 AM not 9
- Connect to the right people earlier for tables, chairs, generator, blocking street (know right department contact Traffic Division), garbage cans
- Focus on younger ages
- Give aways for adults to encourage physical activity – pedometers, jump ropes, walking ideas (electronic devices or app for tracking)
- Cooler with ice for water
- Two Passports and raffles one for adults and one for kids to encourage increased adult participation
- Parent and Child activities promoted
- Having an organization meeting before hand with volunteers
- Survey participants on their needs
- Increased PR
- Add to flyers and marketing that this is adult and child participation
- Add a "Walk" before playstreets begins
- More signage for event
- Increased Shaping Elizabeth Signage and information
- Add Vendors from "physical activity" areas – recreational teams, dance etc.
- Add group activities (classes – zumba, line etc.)
- Expand into additional Ward
- Perhaps have 2 in each Ward beginning and end of summer
- Spread leadership for playstreets

Budget/Funding

\$6,000 for 3 Playstreets (including in-kind donations)

Possible Funding:

- New Grants
- Freeholders
- Sponsors

Next Steps:

- Sept. 17 - Share at Work Group Meeting – Mike and Donald – Pictures, Video
- Share with Council People for next Year Set Dates by January 2016 - Krishna
- Funding – Alane
- By February have dates and next planning meeting.