

Woodruff Park Design Brief

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PROJECT OVERVIEW

1



ABOUT WOODRUFF PARK

OVERVIEW

A vibrant green space located in the heart of Downtown Atlanta - once a hub of the civil rights movement.

LOCATION

Peachtree St, Auburn Ave, and Edgewood Ave. Some of the most prominent streets in the city.



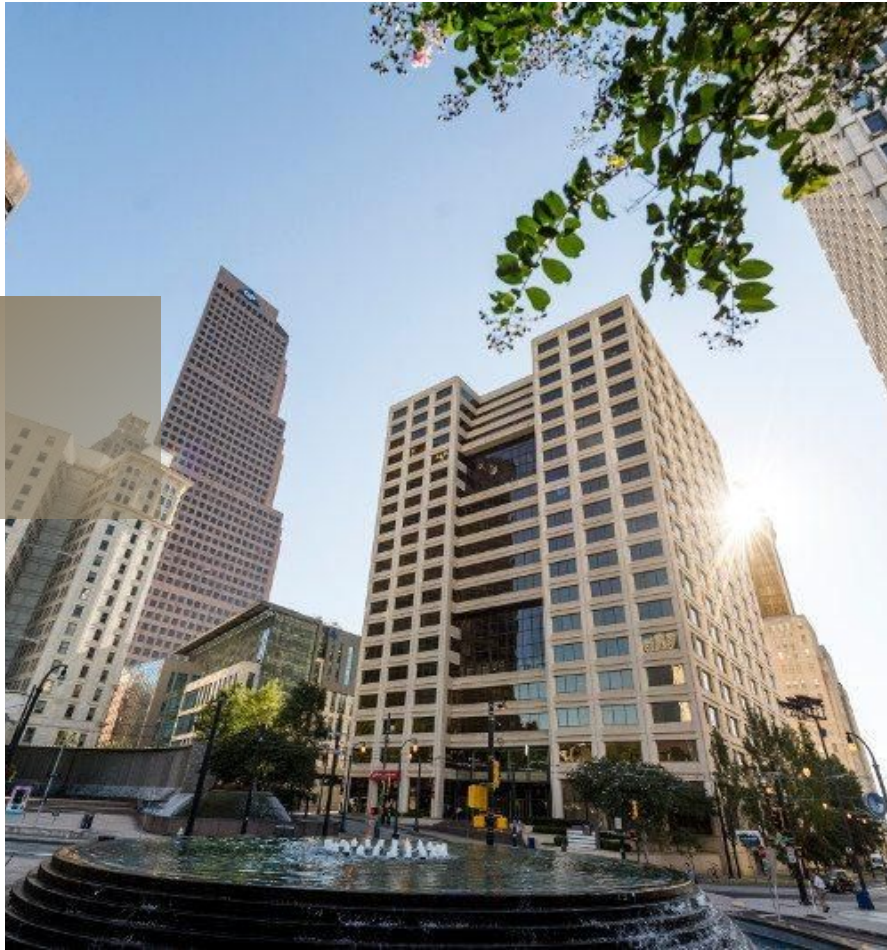
SIGNIFICANCE

The rich historical context and population explosion in the area has created an ecosystem of individuals who have different perspectives, needs, and goals.



A wide-angle photograph of a lively outdoor event at Woodruff Park. The scene is filled with people of various ages, many of whom are walking dogs. In the foreground, a man in a blue shirt and shorts is walking a large black and white dog, while a young child in an orange jumpsuit runs nearby. To the left, a woman in a black dress is talking to a man in a blue shirt. In the background, several white and blue tents are set up, and a large crowd of people is visible. The park is surrounded by lush green trees, and a building with the words "GEORGIA STATE UNIVERSITY" is visible in the distance. The overall atmosphere is bright and cheerful.

WHAT IS THE EXPERIENCE OF STAFF AT WOODRUFF PARK?



OUR FRAME

WOODRUFF PARK STAFF

Who is the staff in our context?

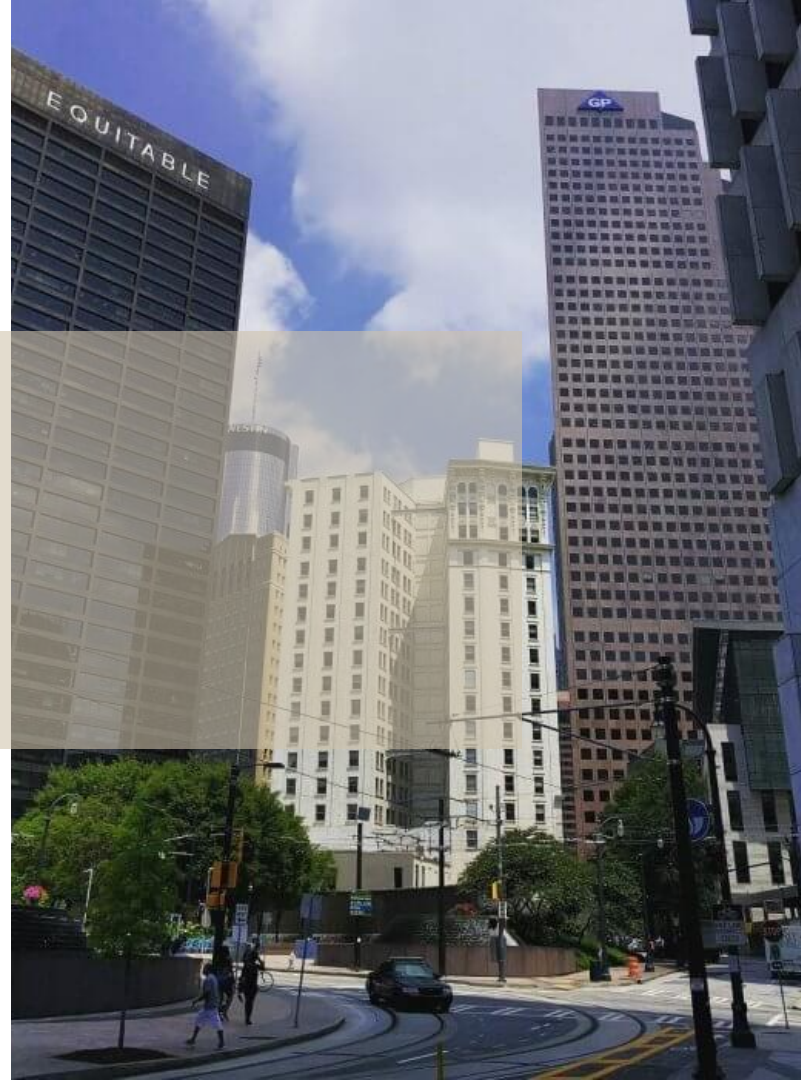
Field workers - such as maintenance and security workers.

How did we form this frame?

There is a divide between management and field staff regarding their relationship with the park. We chose to focus on the field staff due to the amount of time they spend in the area physically.

RESEARCH METHODOLOGY

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HOW DID WE LEARN?



OBSERVATIONS

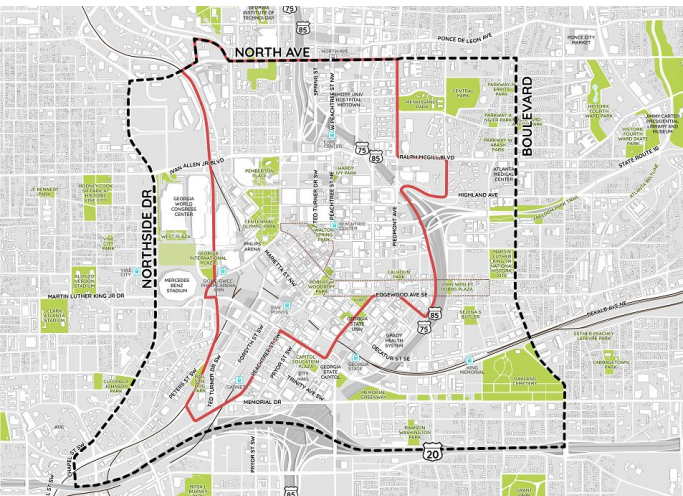
Walking through the park and taking note of happenings in the park environment.

VIRTUAL CALLS

Keeping in mind the current state of the COVID19 pandemic, a lot of communication was facilitated through video or voice calls

INTERVIEWS

Conducting in-person interviews with key members of Woodruff Park Staff



- DOWNTOWN BOUNDARY
- OPEN SPACE
- MARTA STATION
- COMMERCIAL RAIL
- STREET CAR
- IMPROVEMENT DISTRICT

Source: City of Atlanta, Interface Studio



WHO WE TALKED TO

MANAGEMENT

Ansley Whipple - ADID Woodruff Park Project Manager

Tammy Hughes - ADID Social Impact Director

Daryl Johnson - Captain of the Ambassador Task Force



FIELD STAFF

Morris Dixon - Ambassador Task Force Patrolling Staff

Cassandra - Assistant Park Maintenance Staff

Tony Berkley - President and CEO of Public Facilities & Services

Jay Flowers - Operations Manager of Public Facilities & Services

Rufus - Lead Park Maintenance Staff

KEY TALKING POINTS

FIELD EXPERIENCES

What is your day-to-day experience in Woodruff Park?

How do you interact with the people who use the park?

INTERNAL INTERACTIONS

What is your role in the larger goal of everyone who works to better or maintain Woodruff Park?

What facilitates your communication with other Woodruff Park staff?

PERSONAL MOTIVATIONS

What drives your work for Woodruff Park?

OVERALL IMPRESSIONS

How do you feel about Woodruff Park?

COMMUNITY PROFILES

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PROFILE DEFINITION

Spoiler Alert: These responsibilities much more similar than you would imagine



MAINTENANCE

The individuals that upkeep the environment in and around the park.

SECURITY



The people that care for the visitors and guests of the park.



MEET, MAINTENANCE

RUFUS Park Maintenance Lead

15 years of experience at Woodruff Park

Initiated several groundskeeping projects to add to the vibrancy of the park.

Included in park decisions and considerations: provides maintenance perspectives.

CASSANDRA Assistant Park Attendant

Rufus' "best worker"

Extremely passionate about the park and its visitors. Always has their best interest in mind even if they can't see her efforts.

Wants to ensure that everyone in and around the park feels comfortable, safe, and protected.



MEET, SECURITY

DARYL Ambassador Force Captain

11 years of being Ambassador Force Captain

Manages Ambassador Force employees as well as assisting users and enforcing park ordinances

Identifies different maintenance issues and makes sure ordinances are enforced consistently.

“Security doesn’t have enforcement authority...It is challenging to enforce ordinances”

MORRIS Ambassador Force Patrol

Works for Ambassador Force for 5 years.

His main job is to observe and report when ordinances are broken.

Ambassador Force is teamed up with GSUPD and APD and they are called when needed.

“Woodruff Park is very big and it is difficult dealing with the homeless.”

FRAMEWORKS

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WHAT IT TAKES TO MAINTAIN ORDER AT WOODRUFF PARK

Illustrating the day in the life of a Woodruff
Park Maintenance or Security staff member

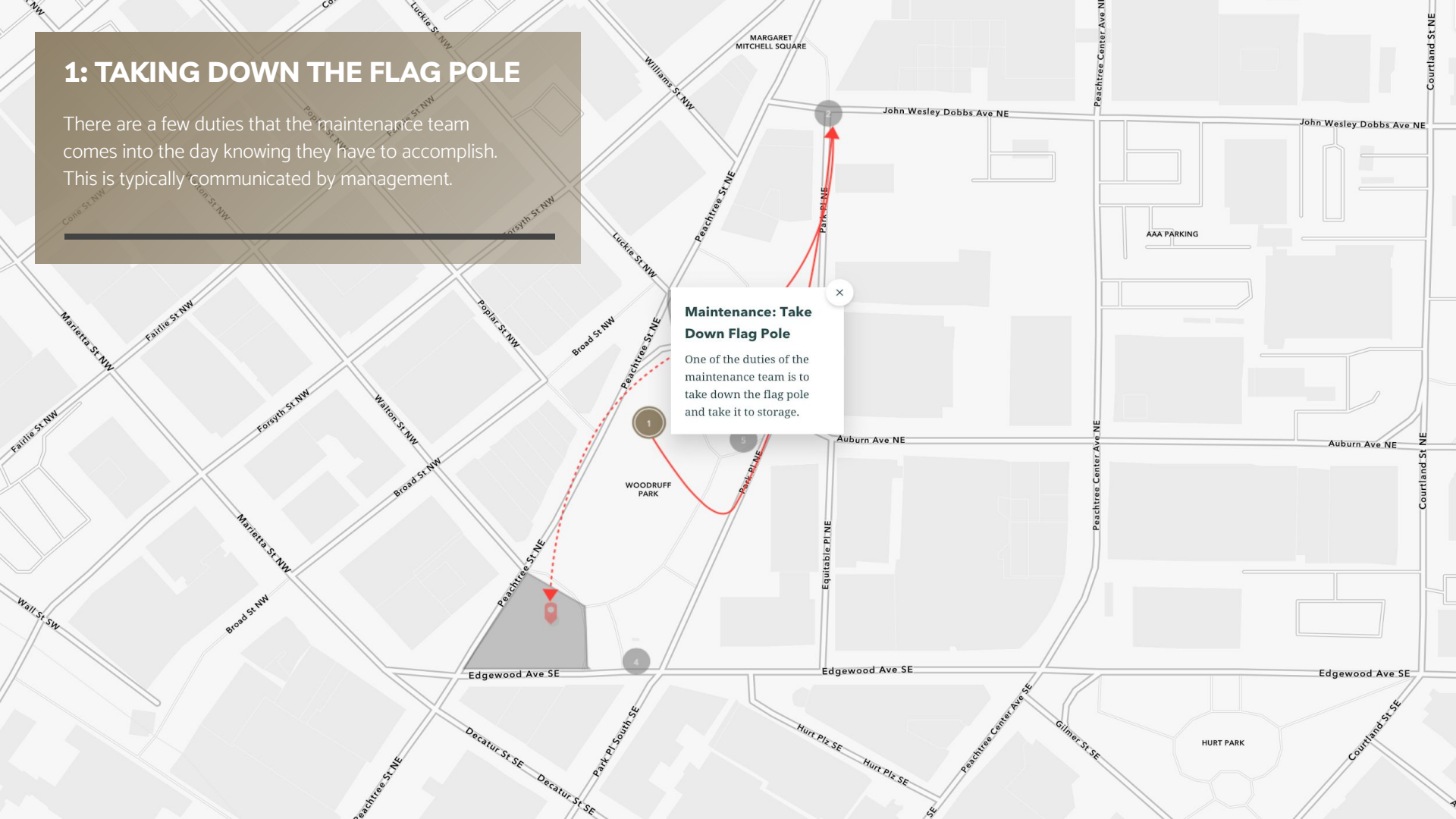


1: TAKING DOWN THE FLAG POLE

There are a few duties that the maintenance team comes into the day knowing they have to accomplish. This is typically communicated by management.

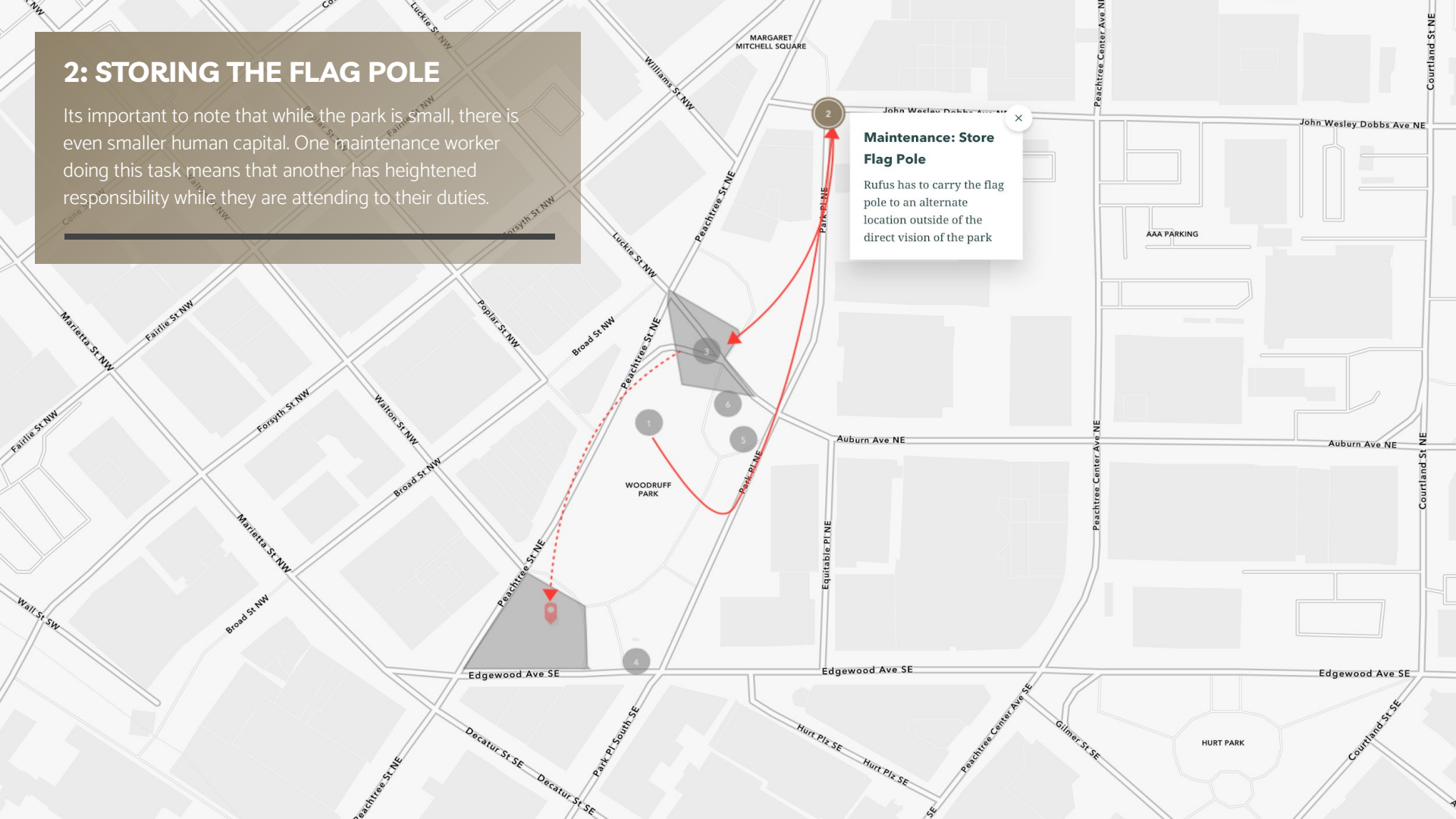
Maintenance: Take Down Flag Pole

One of the duties of the maintenance team is to take down the flag pole and take it to storage.



2: STORING THE FLAG POLE

Its important to note that while the park is small, there is even smaller human capital. One maintenance worker doing this task means that another has heightened responsibility while they are attending to their duties.

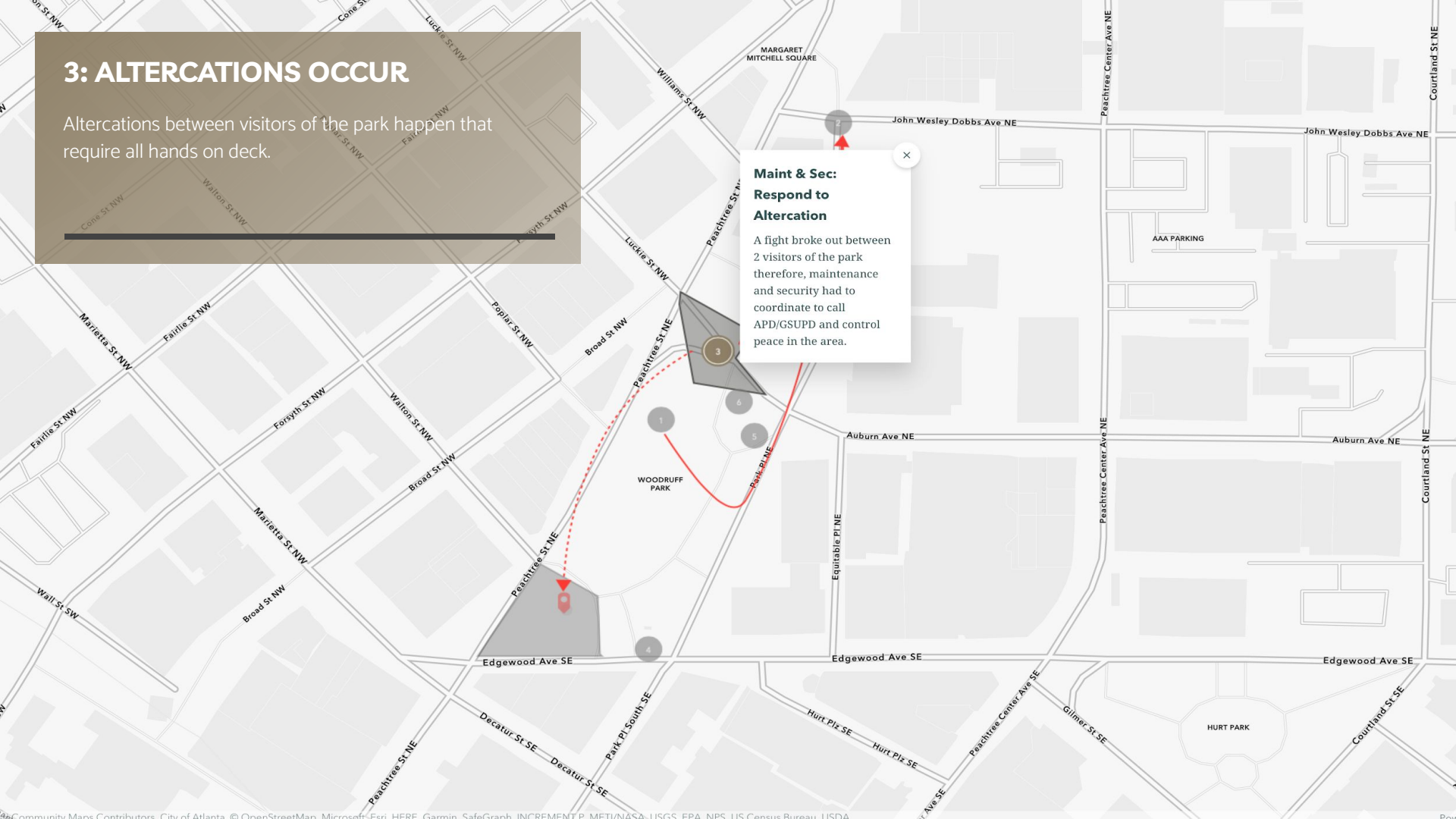


3: ALTERCATIONS OCCUR

Altercations between visitors of the park happen that require all hands on deck.

Maint & Sec: Respond to Altercation

A fight broke out between 2 visitors of the park therefore, maintenance and security had to coordinate to call APD/GSUDP and control peace in the area.

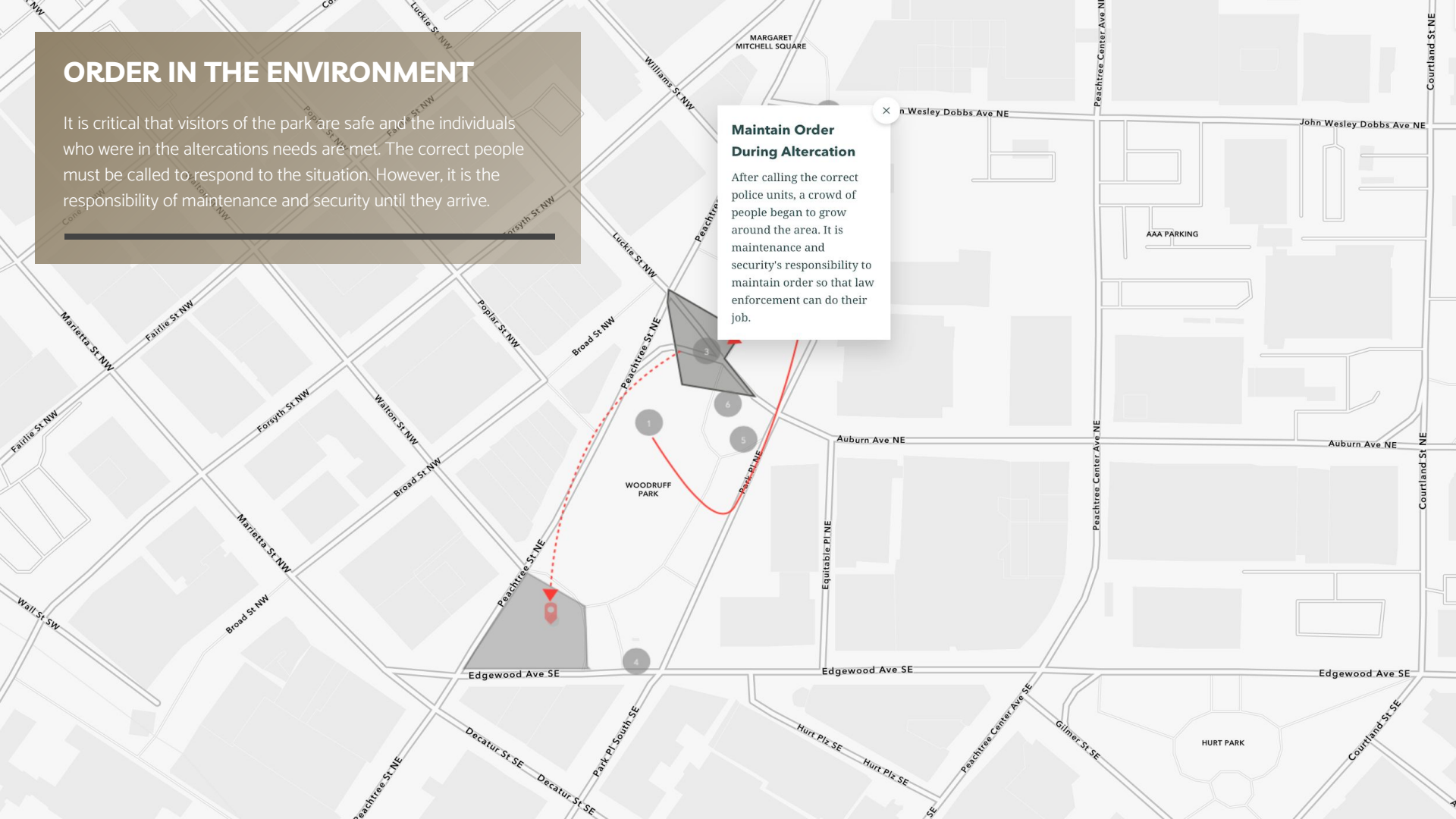


ORDER IN THE ENVIRONMENT

It is critical that visitors of the park are safe and the individuals who were in the altercations needs are met. The correct people must be called to respond to the situation. However, it is the responsibility of maintenance and security until they arrive.

Maintain Order During Altercation

After calling the correct police units, a crowd of people began to grow around the area. It is maintenance and security's responsibility to maintain order so that law enforcement can do their job.



PSYCHOGRAPHIC PERSONA



PAIN

Adding environment control to their long list of duties prevents them from focusing on the long term goals of the park



GAIN

They genuinely care about trying to make the area a better and more comfortable environment

MOTIVATION

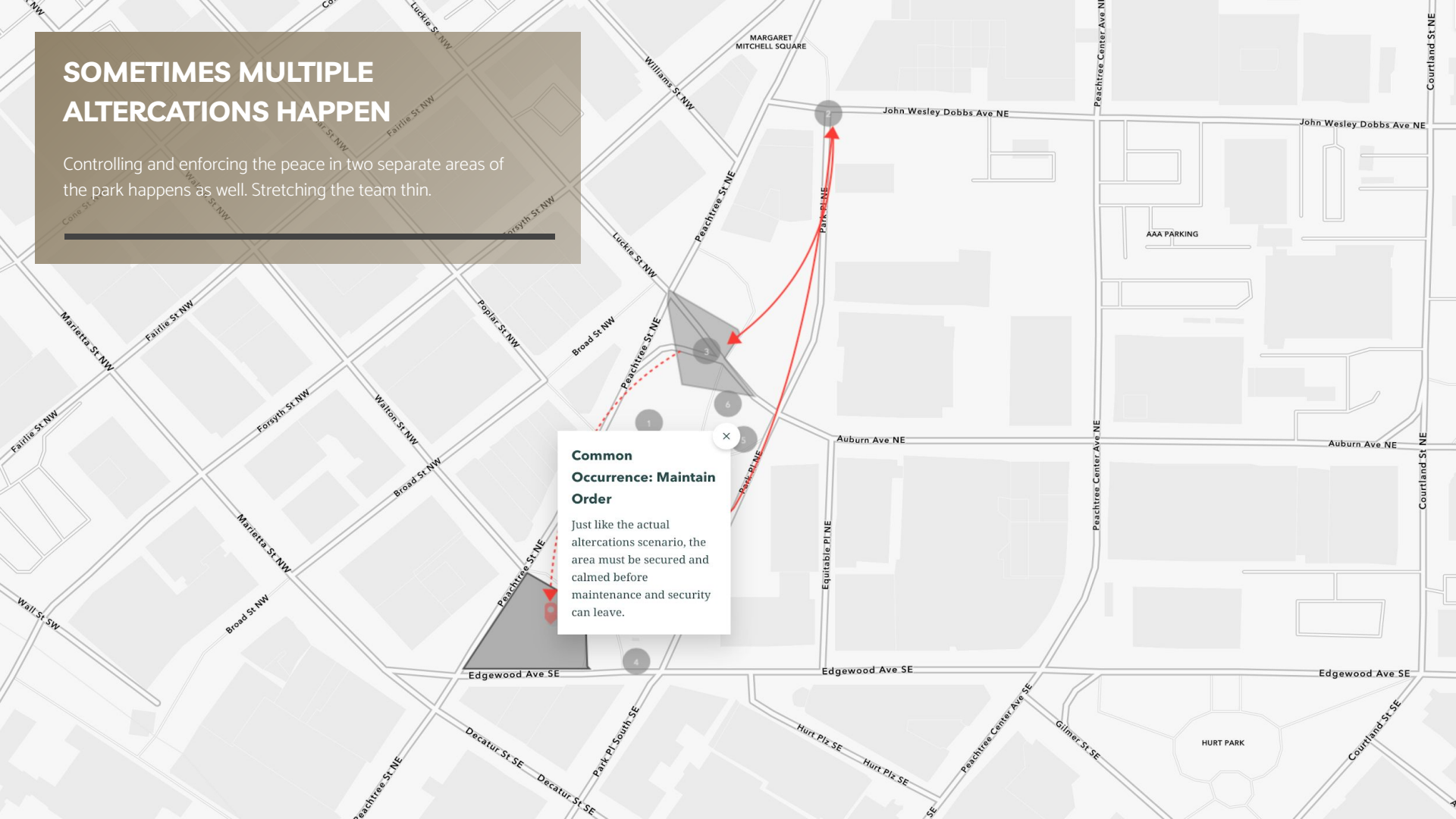
Staff builds a relationship with regular visitors of the park and look out for their best interests and needs

SOMETIMES MULTIPLE ALTERCATIONS HAPPEN

Controlling and enforcing the peace in two separate areas of the park happens as well. Stretching the team thin.

Common Occurrence: Maintain Order

Just like the actual alterations scenario, the area must be secured and calmed before maintenance and security can leave.



PSYCHOGRAPHIC PERSONA



PAIN

The allocation of labor and security resources are very difficult to distribute between all functioning areas of the park



PAIN

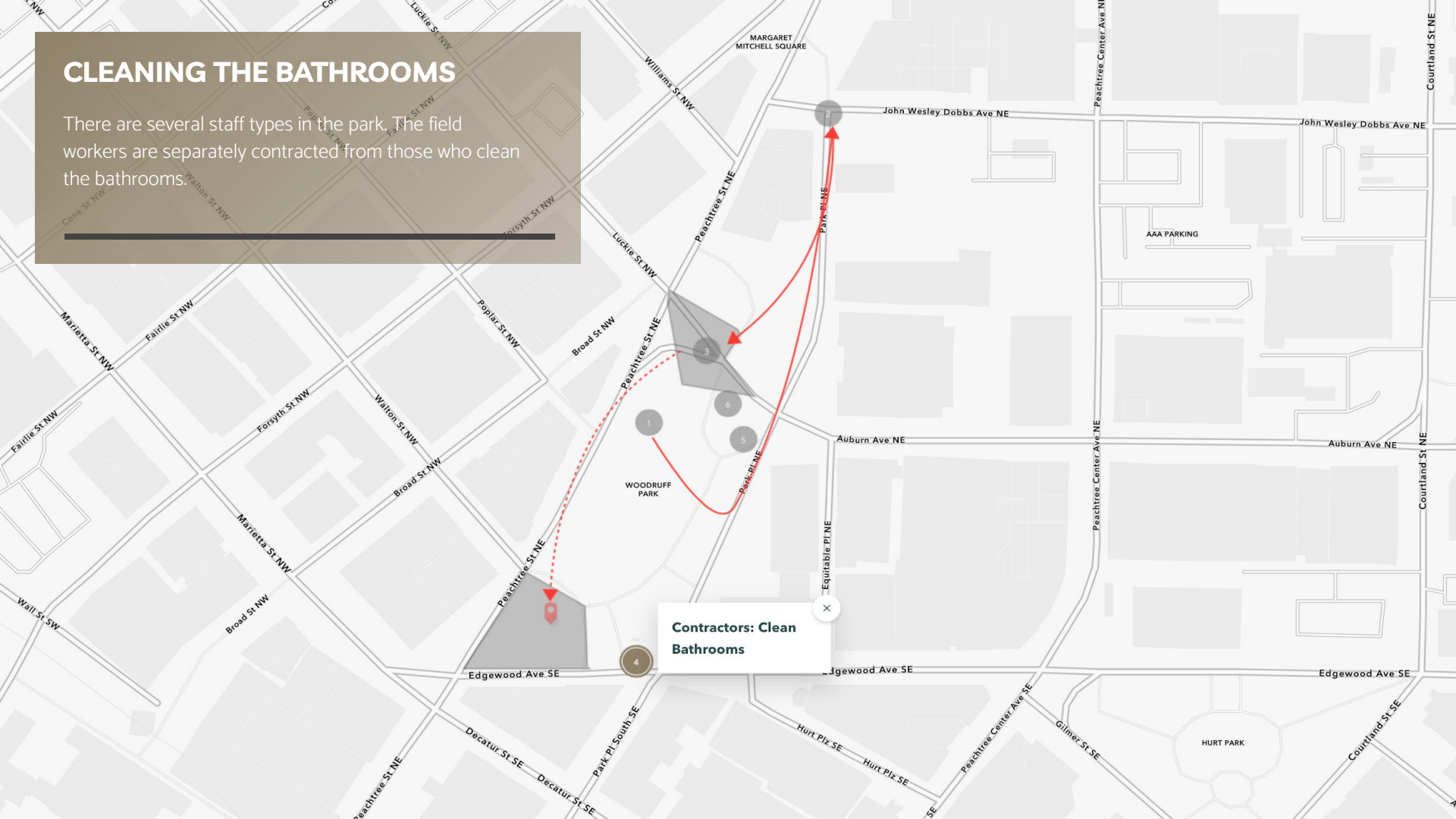
Having no legal authority to enforce security of the park causes a dependance on outside organizations

MOTIVATION

Staff members feel like the work that they are doing is extremely valuable and have been able to create change

CLEANING THE BATHROOMS

There are several staff types in the park. The field workers are separately contracted from those who clean the bathrooms.



PSYCHOGRAPHIC PERSONA

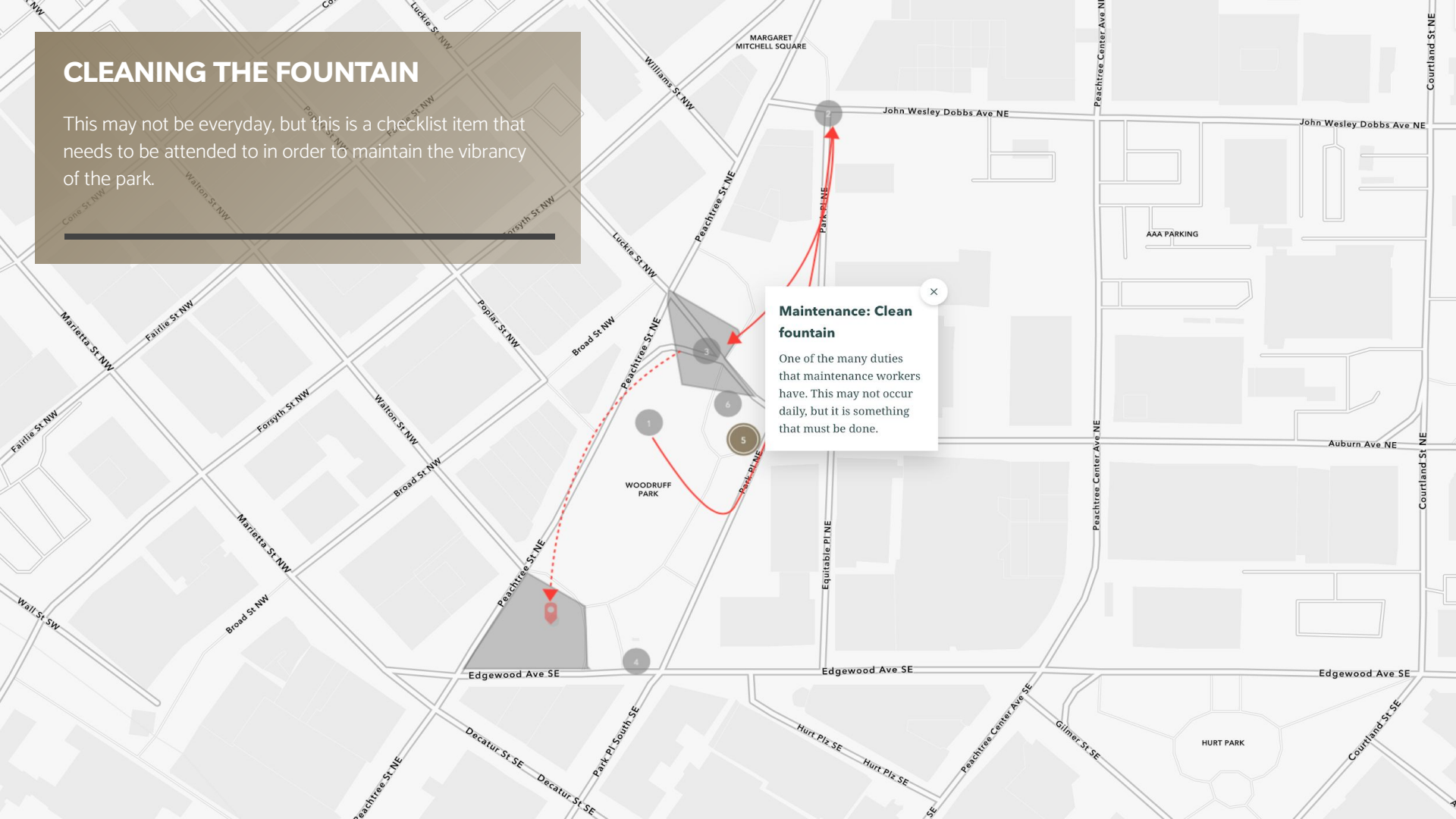


PAIN

The leadership hierarchy and chain of communication between maintenance workers and their bosses is complicated

CLEANING THE FOUNTAIN

This may not be everyday, but this is a checklist item that needs to be attended to in order to maintain the vibrancy of the park.

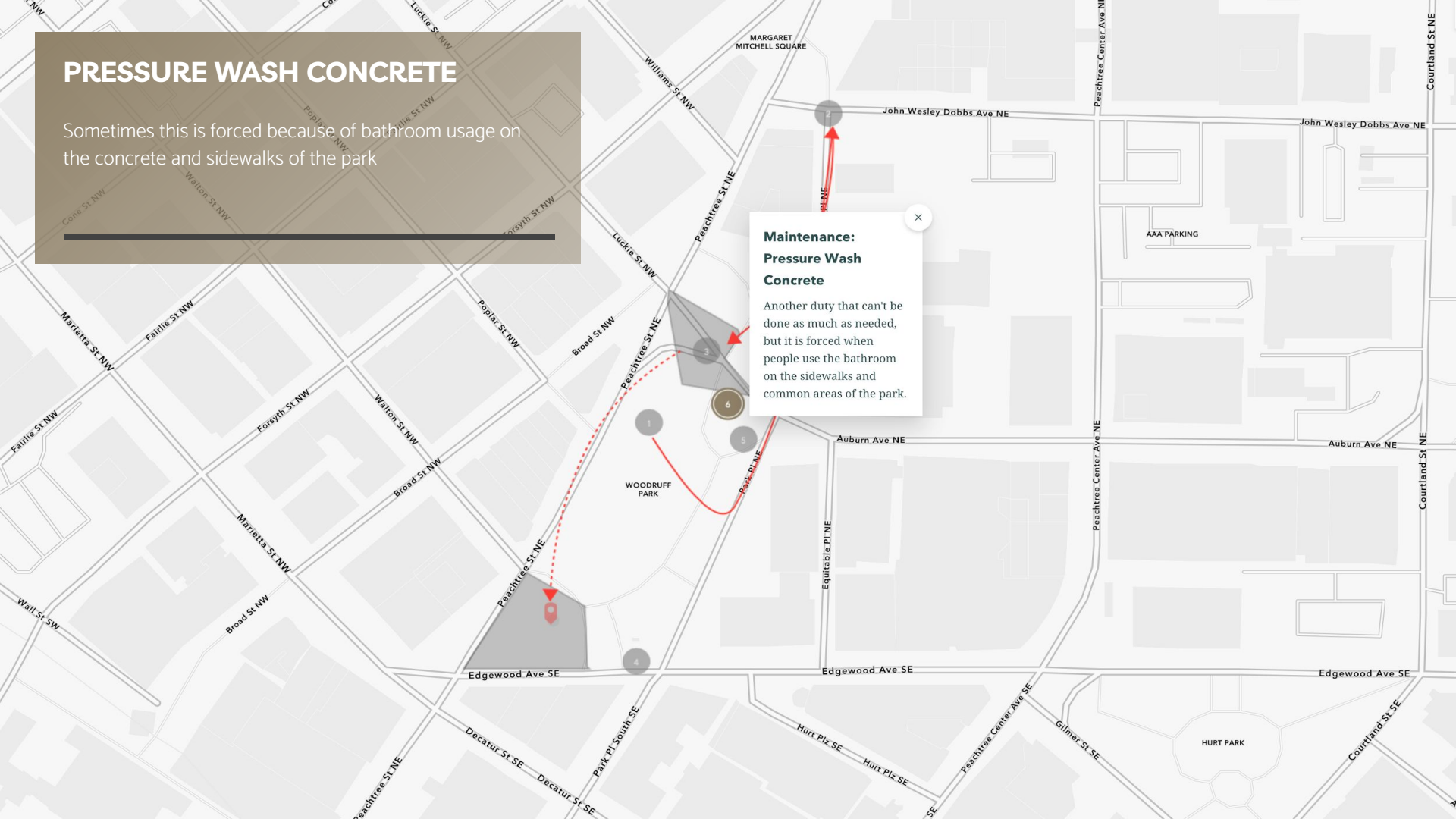


PRESSURE WASH CONCRETE

Sometimes this is forced because of bathroom usage on the concrete and sidewalks of the park

Maintenance: Pressure Wash Concrete

Another duty that can't be done as much as needed, but it is forced when people use the bathroom on the sidewalks and common areas of the park.



PSYCHOGRAPHIC PERSONA

MOTIVATION

Making sure the park remains clean and ordinances are followed as well as assisting users of the park

MOTIVATION

Staff has a lot of experience in this park, they love seeing the area evolve and change



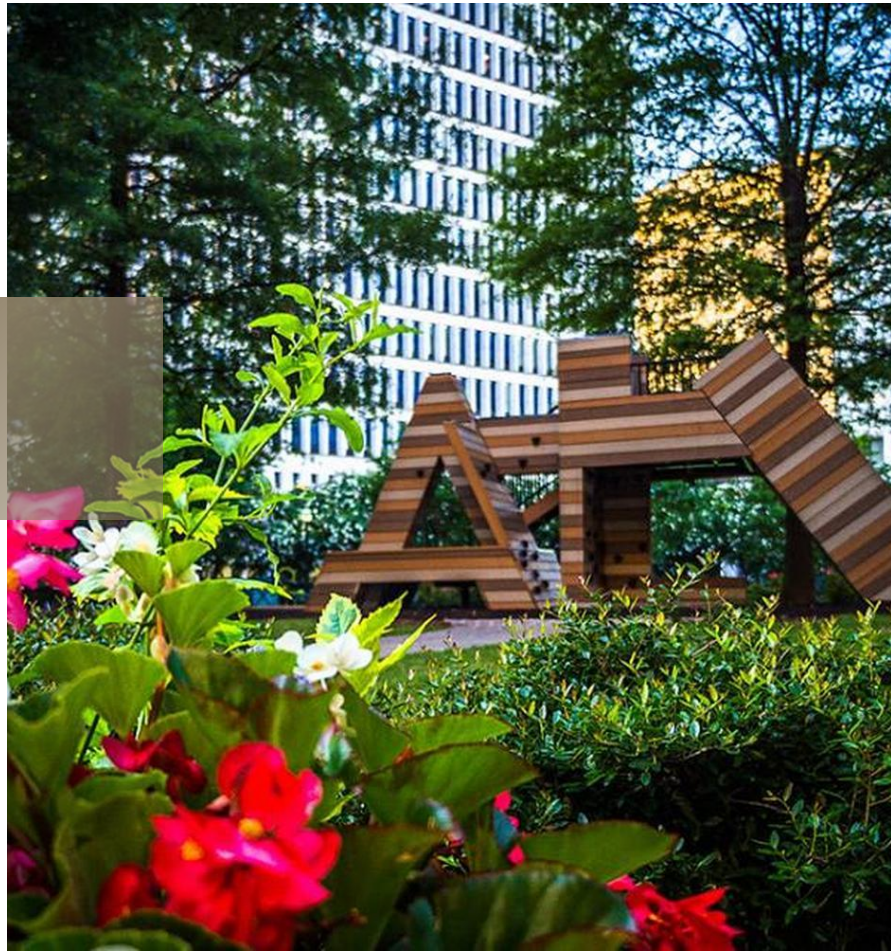
GAIN

Lead staff's voices are heard and considered by leadership when making decisions

KEY INSIGHTS

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INSIGHT #1

Staff focused on their assigned job, but offer insightful observations of the surrounding environment

Roles are often cross-disciplinary



INSIGHT #2

Infrastructure does not support current park use
“band-aid” solutions to much larger societal problems

INSIGHT #3

Internal politics and resources dictate the staff's ability to do better and create change



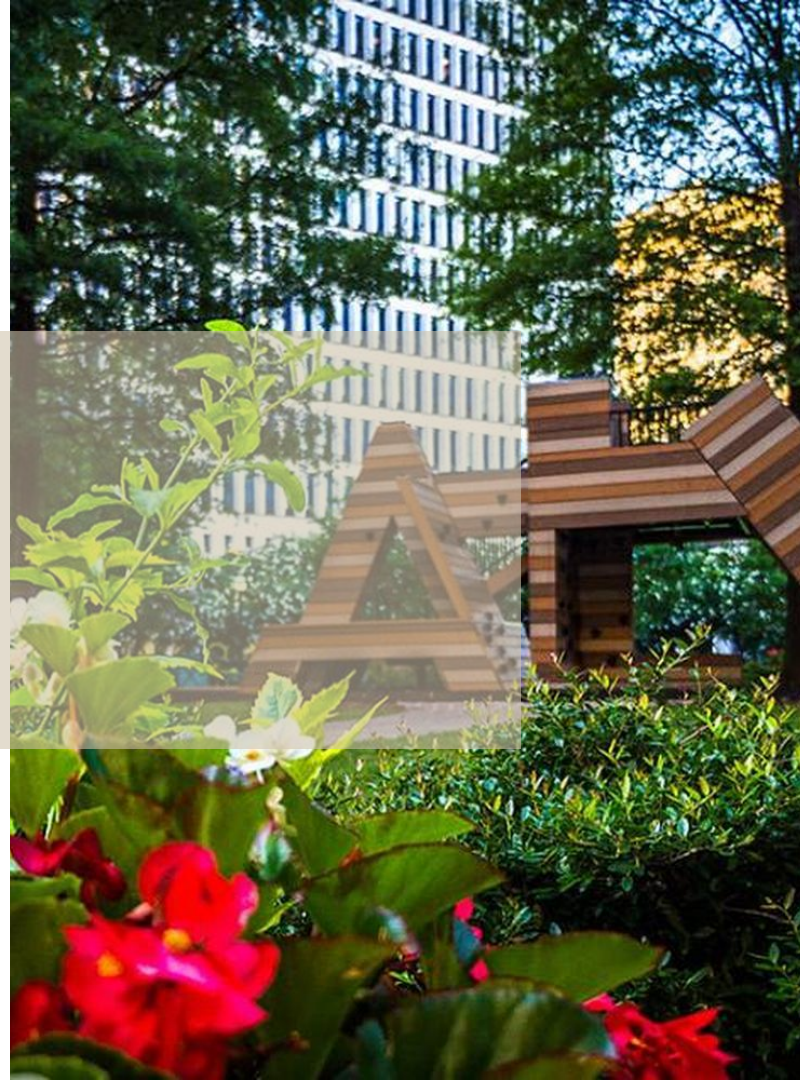


INSIGHT #4

Staff has an emotional connection to the park and its visitors. They are self-driven to create change.

IMPERATIVES/ RECOMMENDATIONS

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**THE DESIGN SOLUTION SHOULD
MAKE CROSS-FUNCTIONAL JOBS
MORE EFFICIENT & IMPACTFUL
WITHOUT ADDITIONAL RESOURCES.**

RECOMMENDATIONS

ORGANIZATION

Explore the leadership chain of commands that goes from top to bottom and left to right.

PERSPECTIVES

Make sure that everyone's voices are heard so that the experiences of every cross-functional group is heard.

Understand the pain points associated with not only roles close to yours, but all over the park

COMMUNICATION

What are the biggest goals for the park overall? How can each team make do with what they have to achieve them?

COMPROMISE

THANKS

Does anyone have any questions?

