




DATE: July 7, 2017

MEMO TO: MROSD Board of Directors

FROM: Kevin Woodhouse, Assistant General Manager
Carmen Lau, Public Affairs Program Coordinator

THROUGH: Stephen E. Abbors, General Manager 

SUBJECT: Summary of District - Latino Outdoors Partnership, FY2016-17 and 2017-18

This memorandum provides a summary of District - Latino Outdoors partnership accomplishments in FY2016-17, and the proposed components of the contract for FY2017-18.

I. History

The District's Board of Directors set a goal for the District to connect people to open space and a regional conservation vision by reaching diverse communities. The Latino community comprises 30% of the District's constituency, but the population is underrepresented in preserve usage. The Public Affairs Department recommended collaborating with Latino Outdoors for assistance in targeted outreach to diverse audiences.

Latino Outdoors is a nationally recognized non-profit aimed at connecting communities with the outdoors, with a focus on Latino youth and families. Jose Gonzales is the founder of Latino Outdoors and has successfully conducted program development and staff training in the past. Latino Outdoors has partnerships with many other park agencies in the Bay Area, including Santa Clara Valley Open Space Authority, National Parks Service, and Golden Gate National Parks Conservancy.

The District's partnership with Latino Outdoors began 2 years ago. In 2015, Latino Outdoors and the District collaborated to provide a series of hikes in Midpen preserves for the Latino community. The District provided a shuttle to bring participants to the preserves. In May 2015, Jose Gonzales from Latino Outdoors provided a Diversity Training for staff and board members. The District entered into a contract agreement with Latino Outdoors in FY2016-17, and is in the process of renewing the contract for FY2017-18.

There are three main goals of the partnership with Latino Outdoors:

- Connect the Latino community to open space and a regional conservation vision.
- Develop a comprehensive public outreach program to engage diverse communities and enhance public education.
- Ensure that the Latino community can actively engage in the conservation movement.

II. Accomplishments of Latino Outdoors Contract in FY2016-17

The contract compensation to Latino Outdoors was \$25,000 in FY2016- 17.

Outdoor Nature Hikes – FY2016-17		
Date	Preserve	# of participants
Saturday, August 6, 2016	Russian Ridge OSP	5
Sunday, September 25, 2016	Rancho San Antonio OSP	16
Sunday, October 23, 2016	Picchetti Ranch OSP	13
Friday, November 25, 2016	Fremont Older OSP	7
Saturday, January 28, 2017	Ravenswood OSP	11
Saturday, February 18, 2017	Windy Hill OSP	0
Saturday, March 25, 2017	Picchetti Ranch OSP	21
Saturday, April 8, 2017	Russian Ridge OSP	Rescheduled due to rain
Saturday, May 27, 2017	Russian Ridge OSP	18
Sunday, June 25, 2017	Thornewood OSP	TBD

- **Outreach Efforts**

Latino Outdoors and Mipen staff promoted the nature hikes through Facebook, online community calendars, and word of mouth invitations. The word of mouth invitations made the most impact in reaching new and existing participants.

- **Cultural Relevancy Development Training**

On May 24, 2017, Jose Gonzales provided two Cultural Relevancy Development Training sessions to Midpen Ranger staff. The two-hour trainings were held at the Interpretive Center at the City of Palo Alto's Foothills Park. The trainings discussed the importance of cultural diversity in engaging communities to the outdoors. The training included a presentation about cultural diversity in relation to natural landscapes, and an overview between the relationship of diversity, equity, inclusion, implicit bias, and structural inequity. There was a great deal of group discussion and questions from the participants. To conclude the training, Jose brought the group outside to have a group discussion and reflection.

- **Community Convenings**

Jose Gonzales and other Latino Outdoors staff will assist with the District's Youth Outreach Strategy. Public Affairs staff will work with Latino Outdoors staff to develop a comprehensive youth outreach plan that promotes the District's mission and preserves to youth. The outreach plan will take place in FY2017-18.

- **Reporting**

Jose will provide a summary report to the Diversity Committee

III. Proposed Scope for Latino Outdoors Contract FY2017-18

The goals of the partnership with Latino Outdoors will remain the same as last year, with an emphasis on:

- Strengthening relationships with Latino Outdoor participants, volunteers, and staff
- Increasing attendance and participation at outdoor nature hikes
- Developing strategies to connect and engage with diverse youth

The contract length in FY 2017-18 is from July 1, 2017 to June 30, 2018. The Public Affairs budget includes \$35,000 for this contract. Staff expects the final contract to be less than this amount (Latino Outdoors recently provided an estimate of \$19,100). In this case, the surplus would remain unspent, or could be used for additional programming or other Public Affairs initiatives.

Outdoor Nature Hikes - FY2017-18		
Date	Preserve	Theme
Saturday, July 22, 2017	St. Joseph's Hill OSP	Learn how to read a map
Sunday, August 20, 2017	Purisima Creek OSP	Health benefits of nature
Saturday, September 9, 2017	Pulgas Ridge OSP	Leave no trace principles
Saturday & Sunday, October 7-8, 2017	Monte Bello OSP	Camping at Black Mountain
Friday, November 24, 2017	Skyline Ridge OSP	Introduction to Geocaching
<i>There will be four more scheduled hikes from January through June 2018. The hike schedule and activities for January through June 2018 will be planned in fall 2017.</i>		

- **Outreach Strategy**

The main goal of the Outdoor Nature Hikes is for participants to gain a deeper appreciation for nature and land stewardship through these new outdoor experiences. The hikes in FY2017-18 will focus on interesting themes that relate to nature, community, and a positive outdoor experience. Participants will have an opportunity to join a weekend camping experience at Black Mountain Backpack Camp in Monte Bello Open Space Preserve in October 2017. Latino Outdoors has resources to rent free backpacking and camping equipment for participants to use.

- **Outreach Actions**

There will be additional outreach efforts to promote the Outdoor Nature Hikes in FY 2017-18. The outreach strategies include:

- Develop a flyer
- Create an E-newsletter
- Post on Latino Outdoors website and Facebook page
- Post on the District's website and Facebook page
- Create a MeetUp Group
- Post on community calendars such as Bay Area Parent, Cheap Fun SF, SF Gate, HPHP Bay Area, and Bay Nature

- **Youth Outreach Engagement**

Latino Outdoors will assist with the District's Youth Outreach Strategy Plan. The District and Latino Outdoors staff will develop a strategic plan to reach diverse youth. Latino Outdoors will help provide presentation content and staff support in this effort.

- **Cultural Relevancy Development Training**

Latino Outdoors staff will provide two District-only presentations. These presentations will build upon the concepts presented from the Cultural Relevancy Training on May 24, 2017.

- **Reporting**

Latino Outdoors staff will provide a summary report to the Diversity Committee.