




Midpeninsula Regional  
Open Space District

# Memorandum

DATE: November 8, 2017

MEMO TO: MROSD Board of Directors

FROM: Ana Ruiz, Assistant General Manager 

SUBJECT: Diversity Outreach Ad Hoc Committee Accomplishments

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This memorandum recaps the charge, scope, and accomplishments of the Diversity Outreach Ad Hoc Committee (Diversity Committee), which formed by Board action in June 22, 2016. The Board charged the Diversity Committee with the following:

- Provide guidance in implementing the District's Strategic Plan Goal to "Develop and implement a comprehensive public outreach strategy utilizing the entire District organization, including the engagement of diverse communities and enhanced public education programs".
- Expand Board member involvement in increasing outreach to and involvement of diverse communities.
- Explore effective, creative strategies to encourage civic engagement of communities.
- Promote efforts to build relationships with cultural groups and leaders.
- Advise and support District efforts to increase and continue public outreach to multicultural and diverse communities.

Consistent with Board Policy regarding Ad Hoc Committees, the Diversity Committee served for a period of one year and held their first meeting on September 15, 2016. Given the limited timeframe, the Diversity Committee identified specific goals and objectives/action items from the onset to bring focus to their work and make the most of their one-year tenure. The attachment provides the list of goal and objectives/action items, along with the work completed by the Diversity Committee. All items that were ready for Diversity Committee engagement were completed. Due to scheduling delays with initiating the Preserve User Survey Project given a significant staff vacancy in the Public Affairs Department, two action items were not initiated, however, the Diversity Committee provided sufficient framework guidance and feedback during review of the "public-facing" Preserve User Survey to inform the subsequent preparation of the "internal" Staff and Volunteer/Docent Survey.

In summary, the Diversity Committee pursued four specific goals and 12 objectives/action items centered on diversity, inclusion, and equity relating to partnerships, civic engagement, outreach, and programming. The Diversity Committee embraced their charge and their input and guidance was extremely helpful in ensuring that strategies, studies, projects, and initiatives remained aligned with the Board's overarching diversity goals.

## Delivery of Diversity Ad Hoc Committee Goals and Objectives (Sept 2016 – Sept 2017)

Goal 1: Promote the District and its interpretive programs through collaborative partnerships with diverse community organizations.		
<i>Objective</i>	<i>Related Action Plan Project and Purpose</i>	<i>Status of Committee Work</i>
Explore partnership scenarios to support the long-term management and/or programming of the Cooley Landing Education Center; focus on “next generation” bayfront community services and benefits.	Cooley Landing Interpretive Facilities Design and Implementation: continue working in partnership with East Palo Alto on Cooley Landing Interpretive Facilities and Infrastructure.	<b>Completed; operator search underway</b> <ul style="list-style-type: none"> <li>• The Board approved a FY2017-18 budget allocation to prepare a business/operating plan for Cooley Park (includes Education Center) on March 22.</li> <li>• The Board approved an amendment to the Partnership Agreement formalizing the funding commitment on Aug 9.</li> <li>• The Committee provided feedback on the approach and draft RFP to complete an operator search and business plan. The revised RFP was accepted by the City of EPA and will be released by end of Oct.</li> </ul>
Seek mechanism(s) for introducing students to District work, thereby infusing youth and new perspectives.	Partnership Development – Youth Program: connect people to open space and a regional vision.	<b>Completed</b> <ul style="list-style-type: none"> <li>• The Board approved a partnership agreement with Student Conservation Association to engage local youth from underserved communities in GIS field mapping and promote youth stewardship on March 22.</li> <li>• On July 10, the Committee reviewed and provided input on the draft Youth Outreach Strategic Plan.</li> </ul>

Goal 2: Engage with communities through public meetings and other means to increase awareness about the District and its projects.		
<i>Objective</i>	<i>Related Action Plan Project and Purpose</i>	<i>Status</i>
Track where and how many Board meetings are held offsite. Identify gaps to expand outreach and civic participation.	None	<b>Completed</b> <ul style="list-style-type: none"> <li>• The GM will continuously identify opportunities to hold Board/ Committee meetings in the northern area of the District (based on Agenda items and relevancy) and hold at least one meeting by end of 2017, with more in 2018.</li> <li>• The District will hold the upcoming Nov 15 in northern Menlo Park.</li> <li>• A second northern meeting is planned for Jan 2018 in/near Redwood City.</li> </ul>
Identify options for Board members to engage one-on-one and in group settings with constituents and elected officials.	Board Outreach: connect people to open space and a regional vision.	<b>Completed</b> <ul style="list-style-type: none"> <li>• Held legislative luncheon on June 9; was well attended with diverse representatives from San Mateo and Santa Clara Counties</li> <li>• Held one groundbreaking and one grand opening to date; one additional grand opening is scheduled for Nov 30.</li> <li>• Other opportunities for Board representation: SB 492 hearings, Rancho San Antonio Stakeholders meeting; Dumbarton Rail Corridor Study; Quarry Park Trail opening; annual partner events</li> </ul>

Seek training opportunity to provide Board members with additional tools and strategies for becoming more effective public outreach ambassadors.	None	<b>Completed; training upcoming</b> <ul style="list-style-type: none"> <li>On July 10, the Committee provided input on the goals, focus, and desired outcomes of the training to guide selection</li> <li>On Aug 24, the Committee confirmed the proposed outline for the training.</li> <li>Training is set for Jan 27.</li> </ul>
Explore the formation, representation, scope, and charge of a Citizens Advisory Committee (CAC).	None	<b>Completed</b> <ul style="list-style-type: none"> <li>On Aug 24 and Sept 7, the Committee considered the opportunities and challenges of a CAC and arrived at two recommendations that are being forwarded to the full Board for consideration in Dec.</li> </ul>

Goal 3: Reflect the diversity of the surrounding community in District activities and functions.

<i>Objective</i>	<i>Related Action Plan Project and Purpose</i>	<i>Status</i>
Review socio-demographic data and summarize key findings to inform the Board at their upcoming Strategic Plan and Priority Setting Board Retreats.	None	<b>Completed</b> The Board received socio-demographic data and maps for areas with the District ahead of the Jan 2017 Board retreat.
Review and confirm the goals of the Preserve Use Survey Project to ensure that the baseline information collected is comprehensive.	Preserve Use Survey: better understand preserve users and preserve satisfaction	<b>Completed</b> On July 10, the Committee reviewed the project scope, approach, and proposed focus group composition.
Review and confirm the goals of a District Staff and Volunteer Survey to ensure the demographic data collected is comprehensive.	None	<b>Prior Committee input will inform this objective</b> Experiences a delay in the Preserve User Survey due to lead staff vacancy, delaying the Staff/Volunteer Survey work, which sequentially follows the “public-facing” survey.
Explore opportunities for closing gaps of concern; determine if we are offering what diverse communities would like to experience as visitors, and provide as volunteers and docents.	Preserve Use Survey: better understand preserve users and preserve satisfaction.	<b>Not yet begun due to delay in Preserve User Survey work</b> This item sequentially follow the prior two items. Evaluation of gaps will be discussed with the Legislative, Finance, and Public Affairs Committee.

Goal 4: Expand existing partnerships and enter into new, non-traditional partnerships to complete projects and improve programs that serve a diverse community.

<i>Objective</i>	<i>Related Action Plan Project and Purpose</i>	<i>Status</i>
Define the District’s role in completing Cooley Landing Park and in ensuring the success of the Cooley Landing Education Center.	Cooley Landing Interpretive Facilities Design and Implementation: continue working in partnership with East Palo Alto on Cooley Landing Interpretive Facilities and Infrastructure.	<b>Completed</b> <ul style="list-style-type: none"> <li>On March 22, the Board approved Measure AA funding assistance to complete select remaining park amenities, and also fund and manage the development of a business/operating plan with City involvement</li> <li>The Board approved an amendment to the Partnership Agreement formalizing the commitments on Aug 9.</li> </ul>

<p>Provide input on the Visitors Services Department's Volunteer and Docent Programs to emphasize a volunteer and docent program delivery model that can best develop non-traditional partnerships and serve a diverse community, including the potential to create a local conservation corps</p>	<p>Docent and Volunteer Programs Evaluation: evaluate and restructure, if needed, Docent and Volunteer programs to optimize service delivery to customers and enhance public outreach.</p> <p>Partnership Development with Volunteer Groups: increase partnerships with local volunteer organizations to provide increased District stewardship opportunities.</p>	<p><b>Completed</b></p> <ul style="list-style-type: none"> <li>• On March 8, the Committee provided input and guidance on the scope and general approach of the Volunteer and Docent Program Study.</li> <li>• Given recent public input, additional work is needed to better understand concerns and refine/revise the draft recommendations.</li> </ul>
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