



Midpeninsula Regional
Open Space District

Memorandum

DATE: October 20, 2016

MEMO TO: Board of Directors

FROM: Diversity Outreach Ad Hoc Committee

SUBJECT: Proposed Diversity Outreach Values Statement, Goals, and Objectives

SUMMARY

This memorandum presents the proposed Values Statement, Goals and Objectives for the Diversity Outreach Ad Hoc Committee (Committee), for review and approval by the full Board of Directors. If approved, these will define the Committee's charge over the remaining 11 months.

DISCUSSION

Per Board Policy, ad hoc committees are temporary committees established to accomplish a specified task, do not have permanent subject matter jurisdiction, and must sunset within a year. To be most effective given the short timeframe, the Committee needs to define upfront a clear purpose and set of specific goals with discreet objectives that can be accomplished within the remaining 11 months. Toward this end, the Committee has reviewed the Board-approved Diversity Policy, Fiscal Year 2016-17 Strategic Plan Goals and Objectives, June 2016 Diversity Ad Hoc Formation Board Report, and October 22, 2015 Board FYI on the Diversity Program to inform the development of a draft Values Statement and accompanying Goals and Objectives for the upcoming year. The Committee is forwarding the draft Values Statement, Goals, and Objectives to the full Board for review and approval. Once approved, these will serve to define the Committee's charge.

Draft Diversity, Equity, and Inclusion Values Statement

The Midpeninsula Regional Open Space District (Midpen) is committed to promoting diversity, equity, and inclusion amongst the Board, staff, volunteers, partners, stakeholders, and visitors to ensure that participation in programs, public policy formulation, and decision-making is enriched by the multiple perspectives that represent our larger community so that our mission remains relevant and important to the success and prosperity of our region. Midpen values all diversity, including biodiversity and diversity of race, religion, gender, ethnicity, language, age, sexual orientation and gender identity, socioeconomic background, diverse abilities and disabilities, country of origin and citizenship, education, values, and culture.

Midpen recognizes that integrating the values of diversity, equity, and inclusion in everything we do, from how we communicate with the public, what types of programs we provide, how facilities are sited and designed, how new policies and procedures are developed, and how

we allocate our budget, staff time and other resources is essential to strengthening our organizational capacity and representation to fulfill our mission and serve as an open space and environmental leader for our region. Increased diversity, equity, and inclusion supports Midpen's strategic goals of promoting, implementing, and connecting people to open space and to a common conservation vision for District lands.

Diversity Ad Hoc Committee's Draft Goals and Objectives for Fiscal Year 2016-17

The following draft goals and objectives are in alignment with the broader goals identified during Committee formation in June 2016, and reflect the above draft Diversity, Equity, and Inclusion Values Statement. A comparison of how this goals and objectives reflect the current Action Plan is provided in Attachment 1.

- Goal 1. Promote the District and its interpretive programs through collaborative partnerships with diverse community organizations.
- Explore potential partnership scenarios to support the long-term management and/or programming of the Cooley Landing Education Center; focus on scenarios that provide "next generation" bayfront community services and benefits.
 - Seek best mechanism(s) for introducing high school, college, and graduate students to District work, thereby infusing youth and new perspectives into District work. Some possibilities include: participating in summer internship programs or partnering with local, teen-based resource centers and/or conservation corps.
- Goal 2. Engage with communities through public meetings and other means to increase awareness about the District and its projects.
- Track where and how many Board meetings are held offsite. Identify geographic gaps where future Board meetings can be held to expand outreach and civic participation.
 - Identify options for Board members to engage one-on-one and in group settings with constituents and elected officials. Some possibilities include: holding Board "office hours" at trailheads to meet and greet visitors; scheduling annual meetings/coffee chats with elected officials; providing presentations at city and town council meetings; and inviting elected officials to participate in docent-led hikes and volunteer projects.
 - Seek training opportunity to provide Board members with additional tools and strategies for becoming more effective public outreach ambassadors for the District.
 - Explore the formation, representation, scope, and charge of a Citizens Advisory Committee.
- Goal 3. Reflect the diversity of the surrounding community in District activities and functions.
- Review available socio-demographic data to understand the social diversity that the District is serving and summarize key findings to inform the Board at their upcoming Strategic Plan and Priority Setting Board Retreats (scheduled for January and February).
 - Review and confirm the goals of the Visitor Usage Survey Project and guide the data collection effort to ensure that the right baseline information is collected.
 - Review and confirm the goals of a District Staff and Volunteer Survey and guide the data collection effort to ensure the right demographic data is collected.

- Compare the collected data with local demographics to identify gaps.
- Explore opportunities for closing the gaps of concern; determine if we are offering what diverse communities would like to experience as visitors, and provide as volunteers and docents.

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

- Define the District's role in completing Cooley Landing Park and in ensuring the success of the Cooley Landing Education Center.
- Provide input during the upcoming study of 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.

Attachment 1: Comparison between the FY16-17 Action Plan and the Proposed Goals & Objectives

Attachment 1

Comparison between the FY16-17 Action Plan and the Proposed Goals & Objectives

Goal 1: Promote the District and its interpretive programs through collaborative partnerships with diverse community organizations.		
<i>Proposed Objective</i>	<i>Related Action Plan Project and Purpose</i>	<i>Comments</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.	Clarification of the District’s role in Cooley Landing will help create a framework for how to proceed on this particular project, including how District resources (staff time and funding) should be allocated.
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.	Policy-level guidance will help create a clear framework and goals for bringing youth into District work and establishing the relationships to make this happen.

Goal 2: Engage with communities through public meetings and other means to increase awareness about the District and its projects.		
<i>Proposed Objective</i>	<i>Related Action Plan Project and Purpose</i>	<i>Comments</i>
Track where and how many Board meetings are held offsite. Identify gaps to expand outreach and civic participation.	None	If needed, we can postpone to the next fiscal year; however, this is not time consuming and may be able to be accomplished during the current fiscal year.
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.	Current fiscal year scope is focused on presentations at city council meetings and other speaking engagements to new audiences (tech firms, schools, community groups).
Seek training opportunity to provide Board members with additional tools and strategies for becoming more effective public outreach ambassadors.	None	If needed, we can postpone to the next fiscal year; however, this is not time consuming and may be able to be accomplished during the

		current fiscal year. This will be a discussion topic at the Board's November Retreat.
Explore the formation, representation, scope, and charge of a Citizens Advisory Committee.	None	This can be explored incrementally as time allows and can continue into next fiscal year.

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

<i>Proposed Objective</i>	<i>Related Action Plan Project and Purpose</i>	<i>Comments</i>
Review socio-demographic data and summarize key findings to inform the Board at their upcoming Strategic Plan and Priority Setting Board Retreats.	None; however, data and maps already exist.	Current and available data and maps would be used to avoid additional workload burden and complete quickly.
Review and confirm the goals of the Preserve Use Survey Project to ensure that the right baseline information is collected.	Preserve Use Survey: better understand preserve users and preserve satisfaction.	Policy-level guidance would ensure that the right information is collected as our baseline data.
Review and confirm the goals of a District Staff and Volunteer Survey to ensure the right demographic data is collected.	None	We can leverage the Preserve Use Survey and use this same tool or portions of this tool to survey staff and volunteers. If necessary, we can also move this piece out to the following fiscal year.
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.	This task would be scheduled next fiscal year, as the data is expected to be collected in the summer of 2017, with results in the fall.

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

<i>Proposed Objective</i>	<i>Related Action Plan Project and Purpose</i>	<i>Comments</i>
Define the District's role in completing Cooley Landing	Cooley Landing Interpretive Facilities Design and	Clarification of the District's role in Cooley Landing will

Park and in ensuring the success of the Cooley Landing Education Center.	Implementation: continue working in partnership with East Palo Alto on Cooley Landing Interpretive Facilities and Infrastructure.	help create a framework for how to proceed on this particular project, including how District resources (staff time and funding) should be allocated.
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>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>	Policy-level input into the goals and desired outcomes of both projects would be very helpful to remain aligned with Board direction.