Public Engagement Model

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Since 1964...

- Over 21,000 local assistance grants
- Over 7,700 parks funded statewide
Presentation Overview

1. Looking Back at Public Engagement, 2000-2005

2. Introducing California's Statewide Park Development and Community Revitalization Program

3. Three-Step Model for Community Projects

4. Why?

5. Group Discussion

6. Contact Information and Web Links
Looking Back at Public Engagement, 2000-2005

During this early era, the department learned of challenges using traditional council, board and commission meetings as park design sessions:

**Time:** Meetings held during daytime hours were difficult for working adults.

**Location:** Meetings outside project neighborhoods were difficult for residents lacking transportation.

**Facilitation:** Council and commission meeting agendas generally include other local government topics that differ from a park design workshop format.
Statewide Park Development and Community Revitalization Program

• Assembly Bill 31 (2008)

• Largest grant program for community parks in our country’s history.

• Creates new parks and new recreation opportunities in underserved communities across California.

Four Rounds:

• $7.69 Billion Requested – 1,827 project applications

• $1.16 Billion in grants – 299 grant projects
Statewide Park Development and Community Revitalization Program

In 2008, hundreds of local governments representatives gave solutions to these community planning concerns:

“We have had meetings in the past and no one shows up.”

“We do not have a meeting space in the project area.”

“The public are not park designers.”
Community-Based Planning Model

- Scheduling Five Accessible Meeting Locations and Times
- Inviting a Broad Representation of Residents
- Conducting Five Meetings to Achieve Three Project Design Goals
Scheduling Five Accessible Meeting Locations and Times

Location Access: Walking distance from project area’s neighborhood residents.

Dates and Time Access: Plan five meetings to accommodate residents’ employment and family schedules. Include at least two of the meetings during evenings or weekends.
Inviting a Broad Representation of Residents

Who to invite:
• Children and Teens
• Families
• Adults of all ages

How to invite:
• Door to door invitations
• Community Partners
• Media (online, radio, etc.)
• Meet at community gatherings
Conducting Five Meetings to Achieve Three Project Design Goals

Encourage a group dynamic during design meetings.

Participants should build upon the ideas of one another.
Project Design
Goal 1

Selection and design of the project features.
Project Design
Goal 2

Location of the selected features within the project.
Project Design
Goal 3

Safe public use and site beautification ideas.
"What we have seen in this process is a working partnership between our residents and our city. When residents take part in the planning of a park and provide their own input, and the city responds in kind, both sides take ownership of the project and benefit together. It's a win-win for everyone."

Richard Belmudez - City Manager, City of Perris.
"Authentic community engagement is critical to ensure a design that reflects the community's needs and priorities for parks in their neighborhoods."

Alina Bokde - Chief Deputy Director, County of Los Angeles Parks and Recreation
"Community-based planning allows the opportunity to give community members a voice and creates relationships that bring insight and perspectives that are normally ignored."

Francesca Sciamanna, Community Services, City of Bell
Why?

“The power of relationships. Social capital is one of the most overlooked assets in many communities. In order to be successful on any issue or campaign, relationships must be nurtured, and people must feel like they are active decision makers. That is why I begin by meeting people where they live to understand what issues are important to them.”

Kimberly McCoy – Project Director, Fresno Building Healthy Communities
Group Questions and Discussion
Web Links
parksforcalifornia.org/planning_guide
Parks.ca.gov/grants

Contact
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