

A cultural lens on
community engagement

Presented by:
Miguel Luna
Urban Semillas

3/07/2012

CA PARKS TRAINING

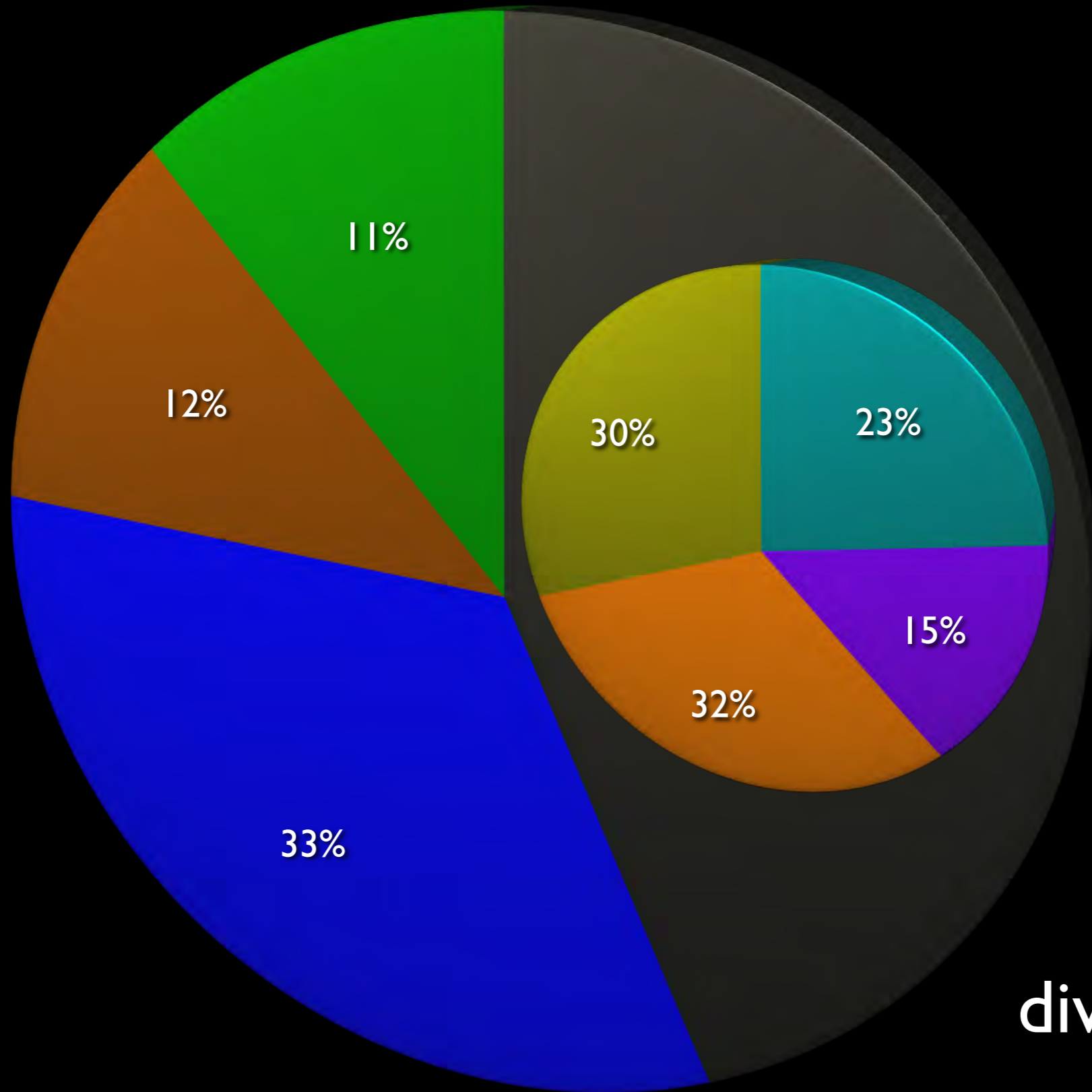
Culture:

the integrated pattern of human knowledge, belief, and behavior that depends upon the capacity for learning and transmitting knowledge to succeeding generations.

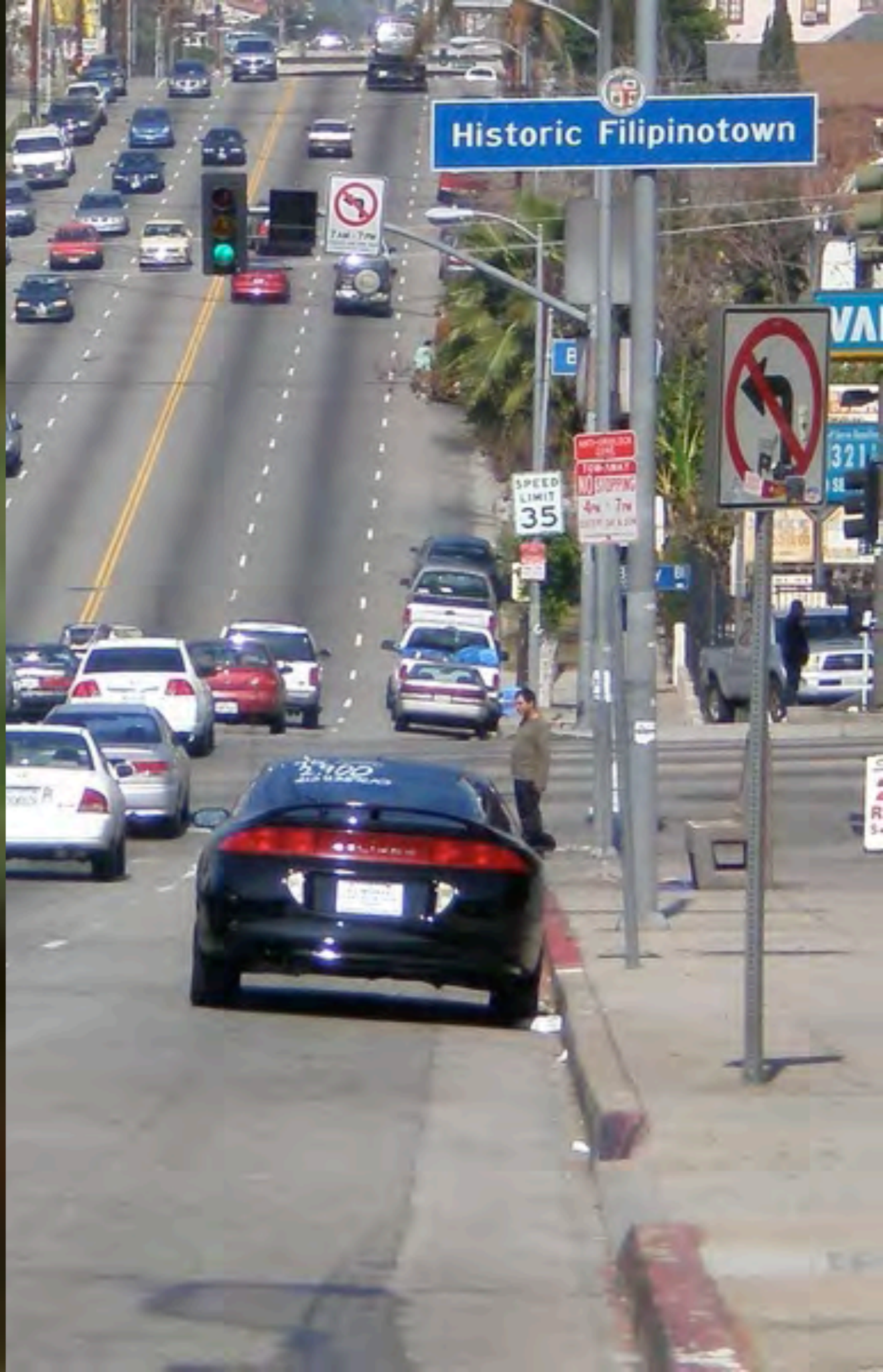
case studies

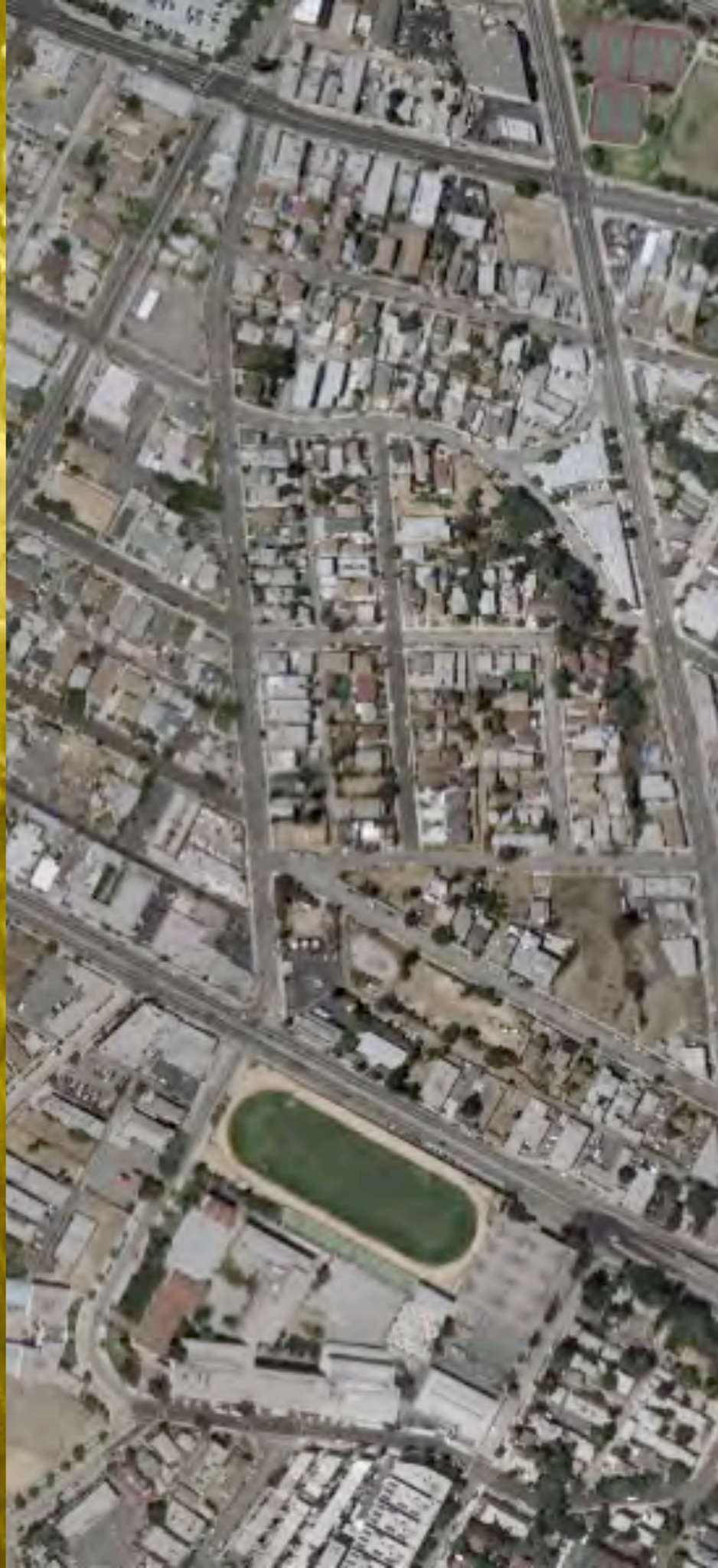
Anahuak

Agua University



diversity w/in
diversity





schools with limited
resources

underserved
communities

UNEMPLOYMENT

tough economy

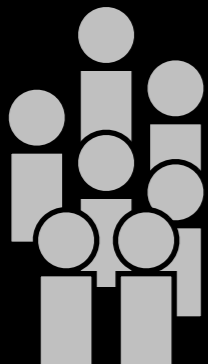
historical distrust w/
current betrayal

VIOLENT CRIME

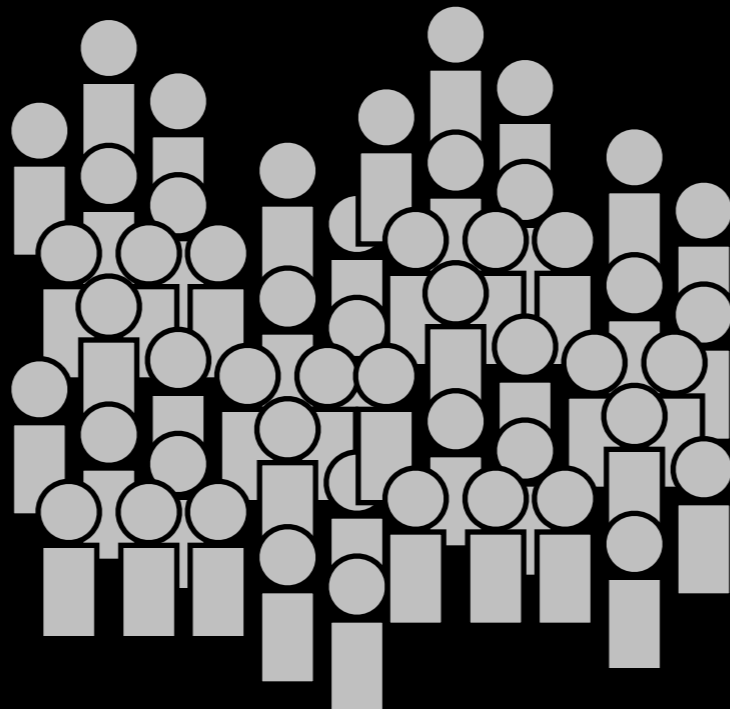
a case study
Anahuak



2k



8k





























the connection



RECONNECT



WINDPUMPING
DIRAIA
OCEANO
LA MC
544-70











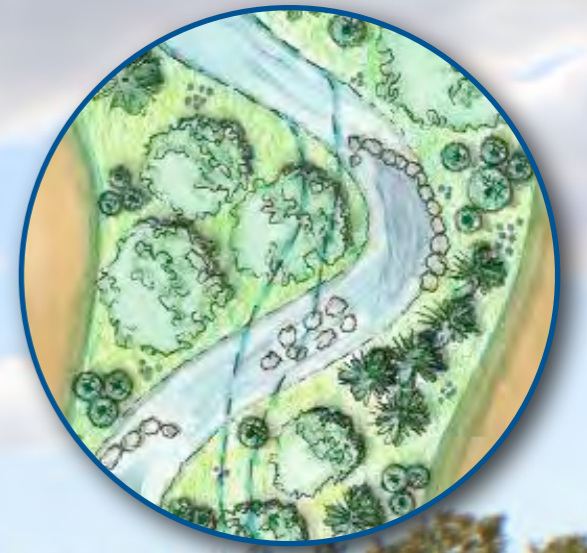
BISCAUZZ BUILDING

INSTITUTO CULTURAL MEXICANO

125







REVITALIZE





RED TIGERS

RAUL MACIAS FUTSAL COURT

AT THE LOS ANGELES RIVER CENTER AND GARDENS

RAUL MACIAS



A native of Guadalajara Mexico, Raul Macias founded Anahuak Youth Sports Association in 1997 to give children in communities close to the Los Angeles River in Northeast Los Angeles opportunities to succeed through soccer. Under Raul's direction, today, more than 2,000 boys and girls ages 5-17 and their families participate in Anahuak's recreation and environmental programs and promote positive change in their neighborhoods.

Un Nativo de Guadalajara México, Raúl Macias fundó La Asociación De Deportes Juveniles Anahuak en 1997 para darle a niños y niñas en comunidades cerca del Río en el Noreste de Los Angeles oportunidades para sobresalir por medio del fútbol. Bajo la dirección de Raúl, hoy, mas de 2.000 niños y niñas entre las edades 5-17 y sus familias, participan en los programas de recreación y ambientales de Anahuak y promueven cambios positivos en sus vecindarios.



CISTERN

- Collects rainwater to use later to water plants
- Holds 250 gallons of water

CISTERNA

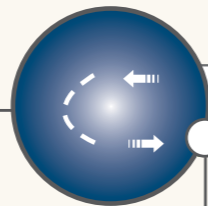
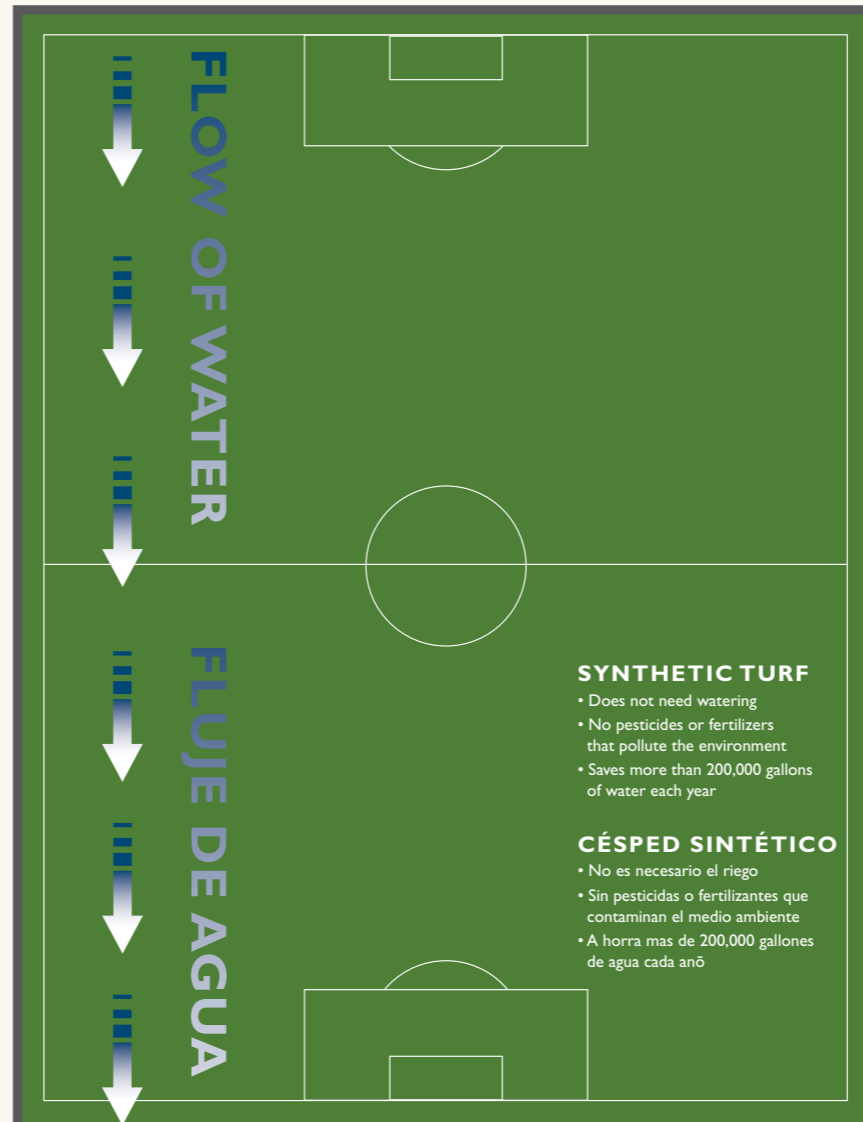
- Recoge el agua de lluvia para uso posterior para poner agua ha as plantas
- Ocupa 250 galones de agua



A Project of the Santa Monica Mountains Conservancy and Mountains Recreation & Conservation Authority
In partnership with Nike and LA 84 Foundation



RAINWATER is collected and stored to water plants
EL AGUA DE LLUVIA se recoge y se pone en reserva para regar las plantas



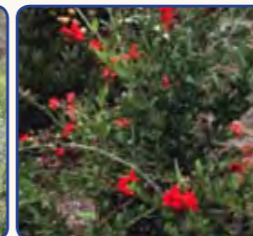
PUMP
POMPA

NATIVE PLANTS

- Don't need much water
- Attract hummingbirds and other birds

PLANTAS NATIVAS

- No necesita mucha agua
- Atraer colibríes y otra saves



The Raul Macias Futsal court is more than just a fun place to play soccer. It is a friend to the environment.



El corte de Raul Macias Futsal es algo más que un lugar divertido para jugar al fútbol. Es un amigo para el medio ambiente.

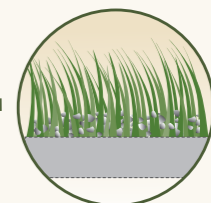
RECYCLED SHOES MAKE "SOIL" ZAPATOS RECICLADOS HACEN TIERRA



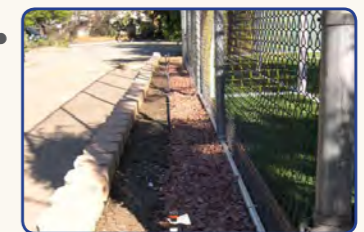
10,000 used athletic shoes
Utilización de 10,000 zapatos atléticos



Nike grind



Infill for turf to make the blades stand up and feel like real grass
Relleno para césped para hacer las hojas de pie y se siente como césped real



WATER COLLECTION TROUGH

- Collects rainwater from the field

CANAL PARA COLECCIÓN DE AGUA

- Recoge el agua de lluvia desde el campo



Raul Macias Futsal Court
 a project of
 Santa Monica Mountains Conservancy
 managed by
 Mountains Recreation and Conservation Authority

Nike Let Me Play Surface
 This surface is part of 84 total surfaces donated or
 refurbished by Nike and the LA84 Foundation in the Los Angeles
 area.

Dedicated January 24, 2009







Let's
in our
hands



LIMA
GENERAL GAY
STREET
15231 377
FOOTBALL

SOCCER CLUB
LAS
KIDS

Henes
Spray Bottle
Botella Rocador
Spray Bottle

CITY HALL



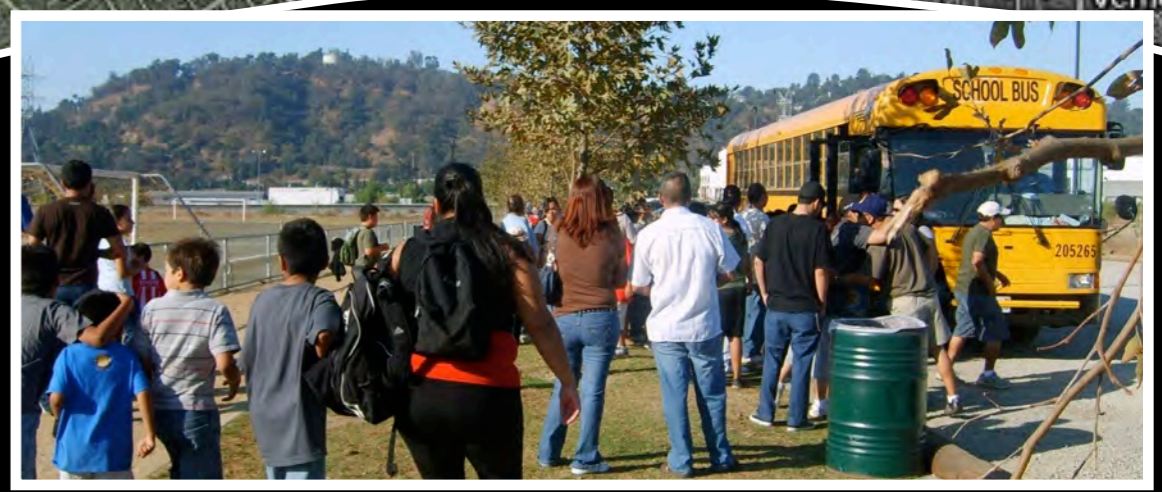
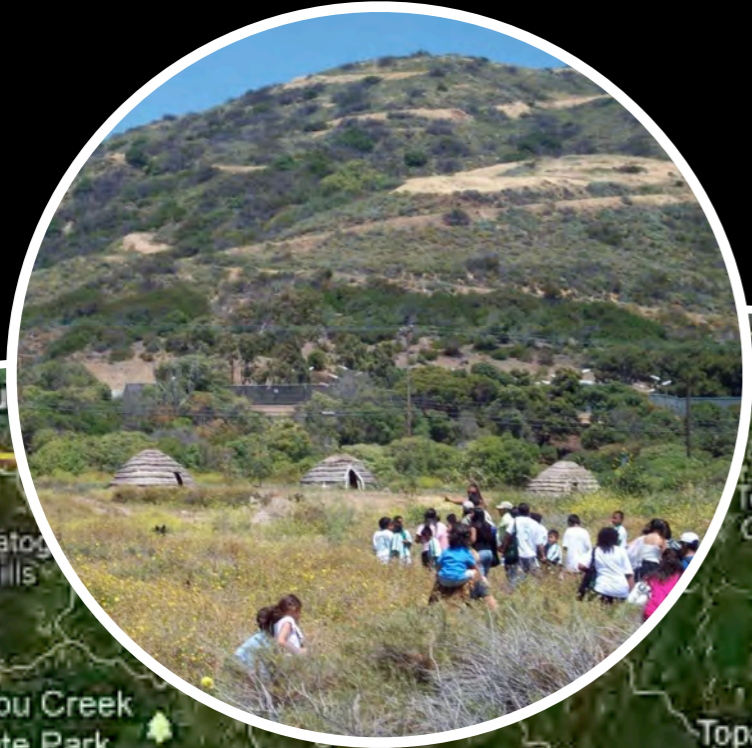








gateways











group size

jobs





El día 2
- revisar los datos de los
- revisar los datos de los
- revisar los datos de los
- revisar los datos de los
- revisar los datos de los

El día 3
- revisar los datos de los
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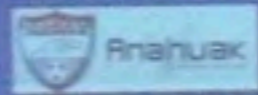


a case study
agua university

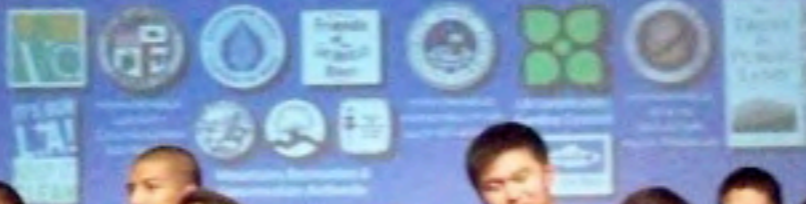


AGUA UNIVERSITY

educating our future, improving tomorrow



This event is sponsored in part by:



AGUA UNIVERSITY
Compton















ALONG



COMPTON CREEK

OUTDOOR CLASSROOM

REMOVE FENCES!!!!

TREES

STRAW

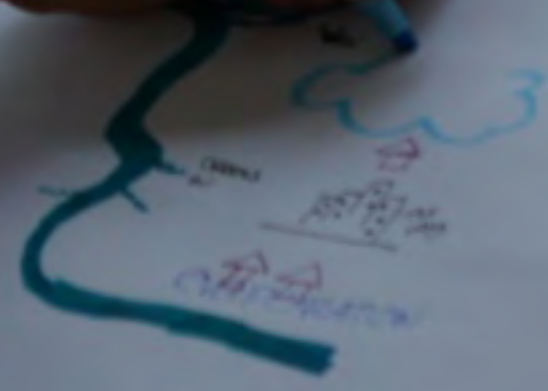








AGUA CYCLE













LOCKE
BOARDING HOUSE
A CALIFORNIA STATE PARK

LNUA UNIVERSITY

LNUA UNIVERSITY

WATER KILN HOUSE

LNUA UNIVERSITY

WATER KILN HOUSE

























RAIT

FRIENDS
OF THE
PIVEL

do's and don'ts

don't

use a free translation program online

enter a community with a cookie cutter approach

spend all your money on expensive colorful flyers and papers that will end up in the trash

create meetings for the community to come to

do

pay for a good translator that understands the culture you are trying to reach

spend time and money on community reconnaissance

hire from within the community and work with local knowledge - goto person

coordinate with the community to have them host you

don't

underestimate the teaching power of a child

come to a community meeting empty handed

turn down an invitation from the community

underestimate community knowledge

do

include youth in all your activities

share a personal anecdote, raffle something

always say “YES” when invited to eat by a community member

advocate to existing boards to value community knowledge as much as they would the ability to bring in funding

avoid the sling-shot
boomerang outreach
approach

Culture:

the integrated pattern of human knowledge, belief, and behavior that depends upon the capacity for learning and transmitting knowledge to succeeding generations.




DAVID SHAPIRO



BOB & WINNIE GOLDSBY





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