



# Taking Programs from General to Target Audience

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Tuesday, March 6, 2012

11:00 – noon

Agoura Hills, CA

# Irvine Ranch Natural Landmarks









# In the Next Hour...

- **Our Audience: Finding Who is Missing**
- **Signals: Welcoming vs Neutral vs Excluding**
- **Invitations: Where, What, Who**
- **Examples from Irvine Ranch**
  - **Overly Tailored**
  - **Overly Public**
  - **Open / Welcoming**

# Our Audience

- Is anyone missing?
  - Observations





# Racially Balanced Cities In Southern California, 1990 to 2010

## The Number of Balanced Multiethnic Cities in Counties of Southern California 1990-2010

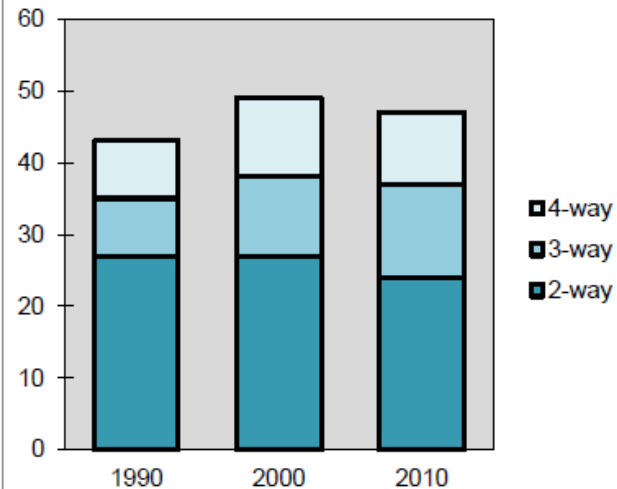
*Defining Multiethnic Cities:*

**2-way** cities have at least 20% population in its first and second-largest race groups

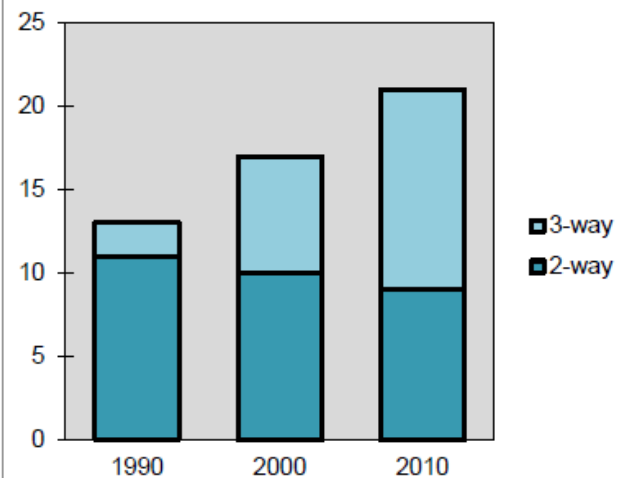
**3-way** cities have at least 15% population in three different race groups

**4-way** cities have at least 8% population in its smallest race group, with the largest under 55%

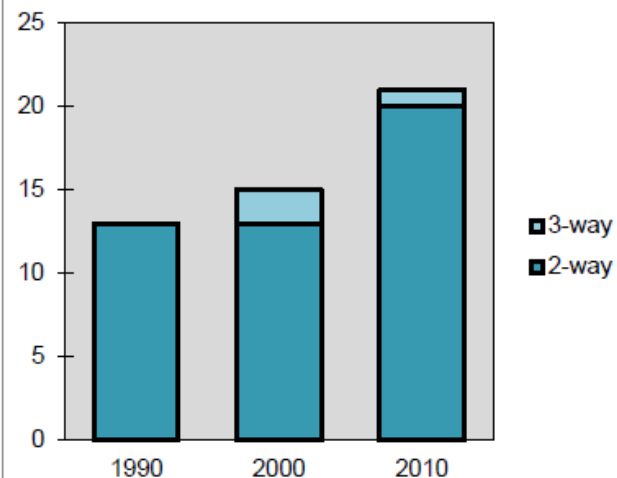
Los Angeles County (88 cities)



Orange County (34 cities)



Riverside County (26 cities)



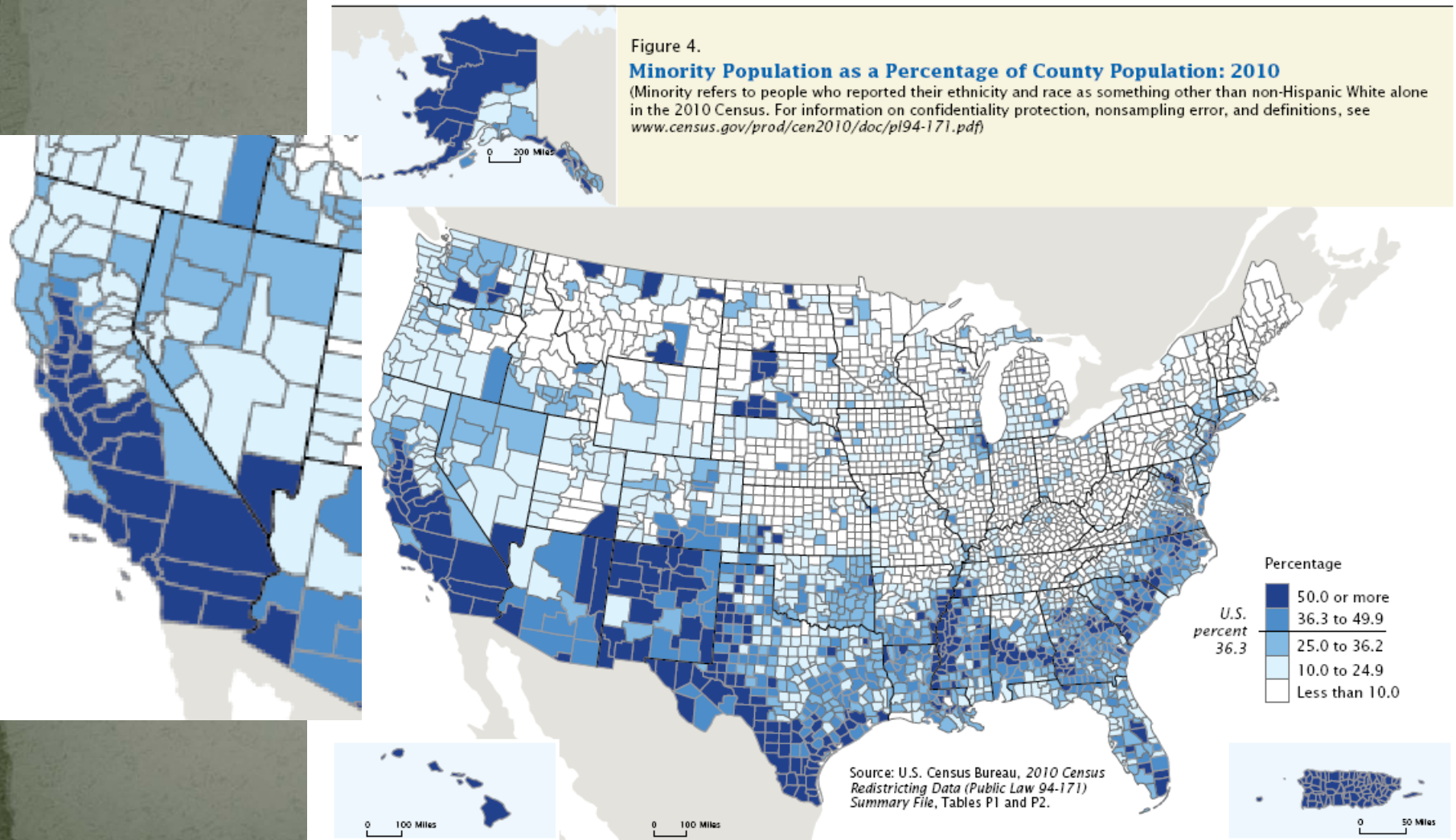
# U.S. Population Diversity

U.S. Census Bureau 2010

Figure 4.

## Minority Population as a Percentage of County Population: 2010

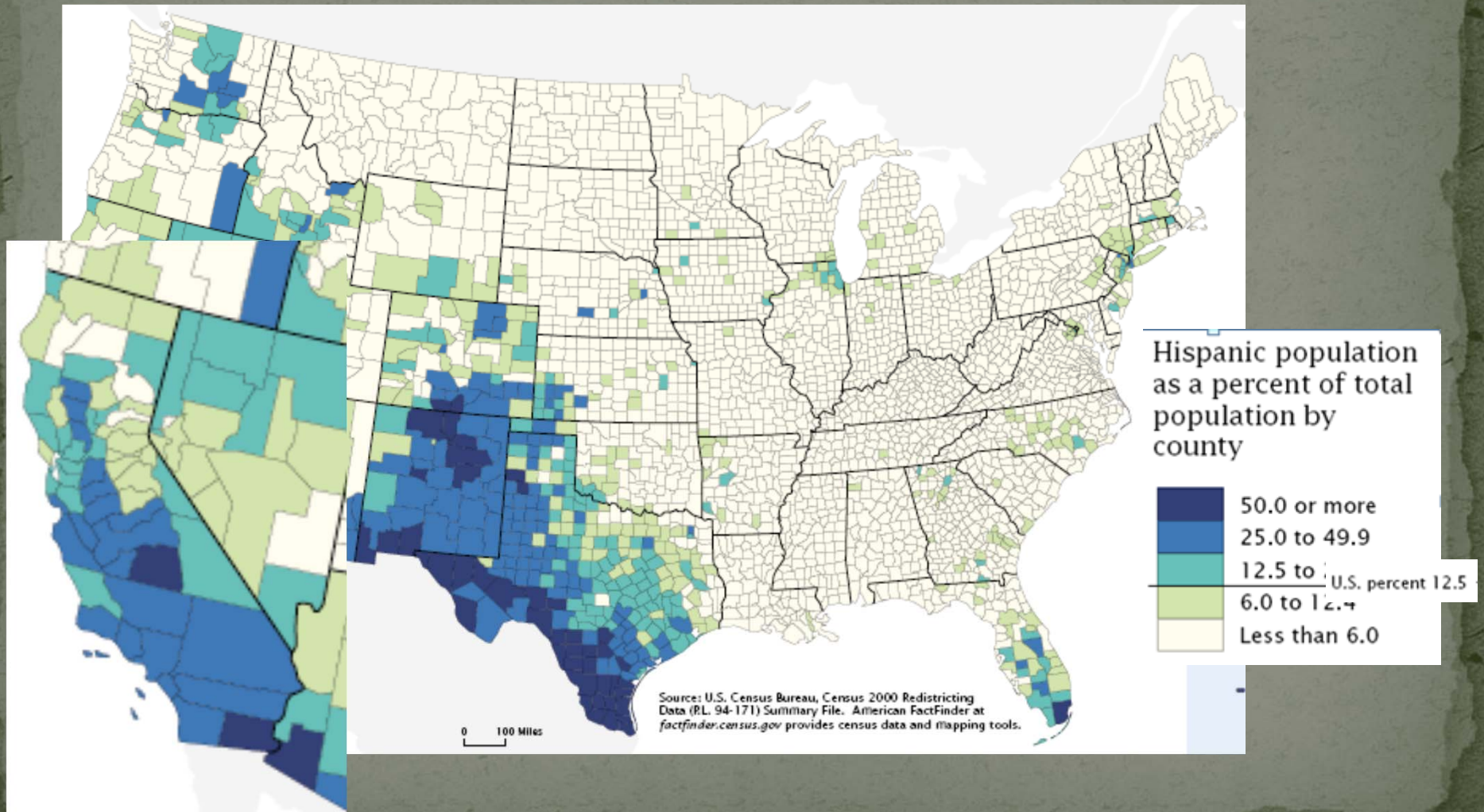
(Minority refers to people who reported their ethnicity and race as something other than non-Hispanic White alone in the 2010 Census. For information on confidentiality protection, nonsampling error, and definitions, see [www.census.gov/prod/cen2010/doc/p194-171.pdf](http://www.census.gov/prod/cen2010/doc/p194-171.pdf))





# U.S. Latino Population

U.S. Census Bureau 2000





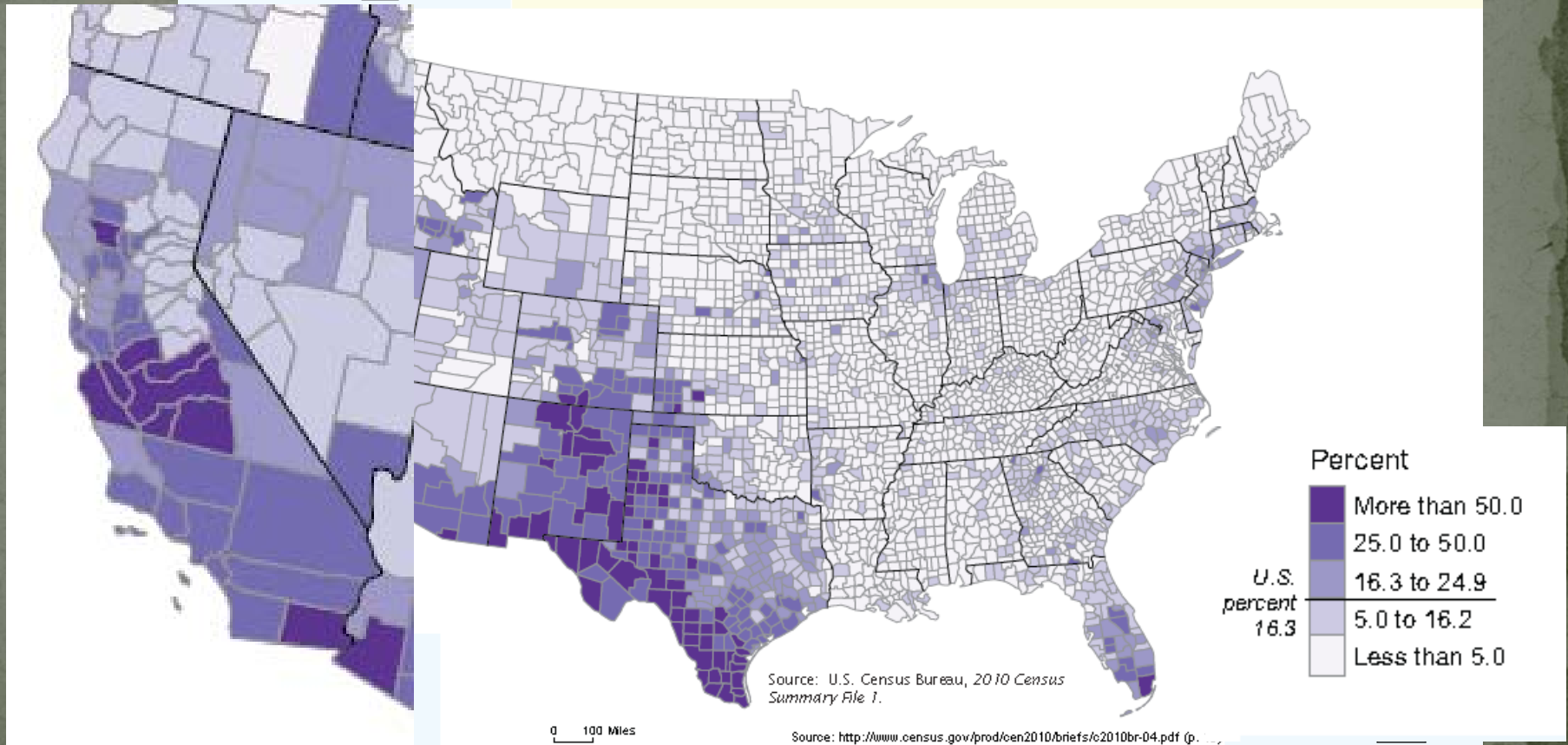
# U.S. Latino Population

U.S. Census Bureau 2010



Figure 5.  
**Hispanic or Latino Population as a Percent of Total Population by County: 2010**

(For information on confidentiality protection, nonsampling error, and definitions, see [www.census.gov/prod/cen2010/doc/sf1.pdf](http://www.census.gov/prod/cen2010/doc/sf1.pdf))



# Diverse Audiences in Parks

This diversity is not reflected in visitation to parks and public lands.

Participation in guided hikes on the Irvine Ranch Natural Landmarks **does not reflect** the diverse communities of Southern California.



# Why?



## Park Rules

### South Rockdale Community Park

- No alcoholic beverages.
- No motorized vehicles except in designated areas. Motorized wheel chairs are allowed.
- No firearms WITHOUT GEORGIA WEAPONS LICENSE
- No profanity.
- Pets must be restrained and under control.
- Pet waste must be disposed of properly.
- Carry out what you carry in.
- All overnight campers must have a park permit displayed on their vehicle and at their campsite. Reservations and park permits may be purchased at the Johnson Park Recreation Center (770-278- 7529).
- Camping is only allowed in designated areas.
- Fire is permitted only in designated areas.
- Do not cut down the trees. Use only fallen or locally packaged firewood.
- Do not feed the animals.
- Store food in well sealed containers away from your shelter or in your vehicle.

Violation of the above county codes may result in \$1000 fine and/or 60 days in jail.

**For emergencies please call 911**

# Why?

- Discomfort
  - Restrictions
  - Authority
  - Uniforms
  - Confrontation
  - Embarrassment
- Signals
  - Signs
  - Fliers
  - Visual Images
  - Staff
  - Participants



# Diverse Audiences & Public Programs



# Our Audience

- Connected
  - Park users who are aware and frequently use park resources.
- Unconnected Visitors
  - Potential, but rarely visits parks and are unaware of the available resources.
- 1<sup>st</sup> Time Visitors
  - Park visitors who are visiting the park for the first time so you have the opportunity to capture interest.
- Next Generation
  - Young adults and children who will visit parks and will become stewards of the resource.



# The Invitation

- Where is information available
  - Agency website = outreach to current visitors
  - New channels = new audience
    - Community events
    - Community newspapers
    - Schools
    - Clubs

# The Invitation

- Where is information available
- How information is made available
  - Medium
    - Fliers
    - Websites
    - Newspapers
    - Radio spots
    - Multiple Languages



# The Invitation

- Where is information available
- How information is made available
- Who is making the invitation
  - Staff
  - Liaison

# Latino Outreach on the Irvine Ranch

- Outreach to inner city residence
- Bilingual Hikes on the IRNL
- Health and Fitness based programs
- Engage different Latino Community groups to partner with IRC
- Recruit, train and retain bilingual volunteers
- Have IRC bilingual volunteers take lead on projects



# Examples from Irvine Ranch Conservancy

- Over Tailor
- Overly Public / Poor Match
- Open / Welcoming to All

# Community Partnerships



- Local Health Agencies  
(Latino Health Access)
- Local Colleges/Universities
- Local Politicians  
(w/o being political!)
- Adventure Package/  
Paquete de Aventura
- Focused Retail (REI)



# ZUMBA en Irvine Ranch

ZUMBA  
is a Latin-  
inspired,  
dance/fitness  
class that  
incorporates  
Latin and  
International  
music and  
dance  
movement





# Caminata en Irvine Ranch





# Caminata en Irvine Ranch





# Caminata en Irvine Ranch





# Celebrate Cultures in Nature!



- Chinese New Years
- Día del Amor y Amistad
- Noche de Curanero
- Right now, limited to the available languages from current volunteer





# Día de los Muertos



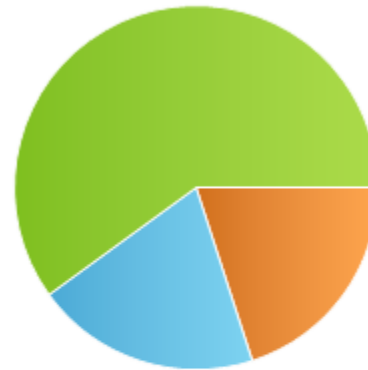


# Audience Survey

- **Registration Process**
  - program description, sign up, confirmation, directions, ability to get questions answered
- **Expectations**
  - Meet the advertised description?
  - Did the program meet your expectation?
- **Program Leader**
  - Rate the quality, comment on performance, suggestions for improvement
- **Program**
  - Overall program opinion
  - Improvement suggestions
- **Information & Demographics**
  - Hear
  - motivation
  - New programs
  - Travel distance
  - Receive information

# Program Survey

10. How did you hear about this program? (check all that apply)



- IRC Website  
Total: 1
- Newspaper  
Total: 1
- Other  
Total: 3

If other, specify:

My Dad signed me up.

Possibly Sierra Club??

Sunset Magazine

13. How far did you travel to attend the program?

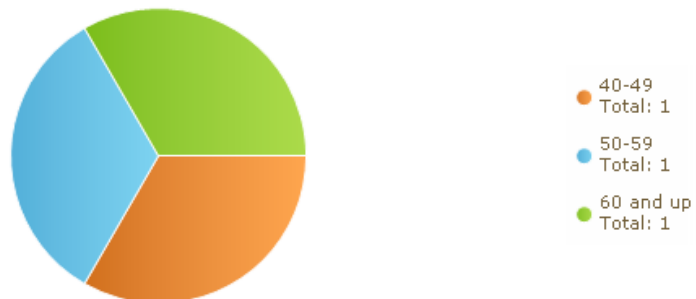


- 0-10 Miles  
Total: 1
- 11-20 Miles  
Total: 2
- 21-30 Miles  
Total: 1



# Program Survey

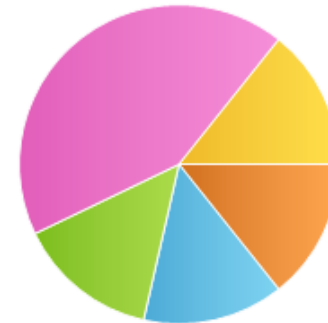
## 11. Participant's Ages (check all that apply):



Please provide any additional comments below.  
Thank you for your time and input!

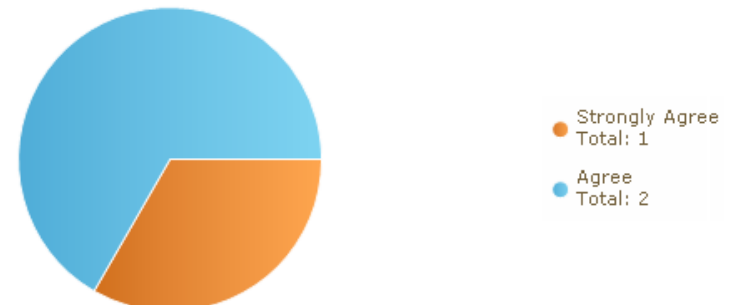
We loved the hikes and have signed up for more of them.

## 2. Why did you or your family participate in this program? (Check all that apply.)



- A safe environment to hike or ride  
Total: 1
- To discover the resources available within the City of Irvine's Open Space Preserve  
Total: 1
- To do an activity as a family  
Total: 1
- To encourage physical activity and promote personal health  
Total: 3
- To gain a sense of community  
Total: 1

## 3. This program met the needs I identified above:





## DESCUBRE LAS MARCAS DE LAS TIERRAS NATURALES EN EL RANCHO HISTÓRICO DE IRVINE



Actividades gratis al aire libre para toda  
la familia en el condado de Orange.



### Puntos de Referencia

Cerca de 40,000 acres de espacio abierto en el Rancho Histórico de Irvine han sido designados puntos de referencia natural por el Estado de California y el Departamento de Interior de los EE.UU. Este honor reconoce el valor excepcional de estas tierras a California y a la nación entera. El espacio abierto del Parque Natural es parte de los 50,000 acres de tierras silvestres y parques conservados en el rancho histórico de Irvine.

### Caminos y Consejos de seguridad

- Prepárese. No olvide la ropa para protegerse contra frío, calor, o lluvia.
- Manténganse hidratado. Esté seguro de traer bastante agua para el día.
- Siempre permanezca en los caminos marcados. Saliéndose del camino daña el hábitat y crea fragmentación. También puede ser peligroso.
- Deje las plantas, piedras y los artículos históricos como usted los encuentre, así que la persona siguiente puede disfrutar de ellos.
- Todo lo que usted encuentra en la tierra está protegido y no debe ser removido. No deje ningún rastro (rastro in this context is fine). Por favor llevese todo lo que usted trajo dentro, para afuera. Las botellas de agua y la basura son dañinas a la fauna y al ambiente natural. "Si lo empaqué para dentro, empáquelo para afuera."
- Sea consciente de los peligros del yermo tales como serpientes, señales, zumaque venenoso, piedras y rocas flojas y el terreno rugoso o resbaladizo.
- Recuerde que los motoristas les dan el paso a los caminantes y que los motoristas y los caminantes les dan el camino a los ecuestres.
- En un esfuerzo para proteger la integridad natural de los yermos y por razones de seguridad, los animales domésticos no se permiten en las áreas de la tierra protegida debajo de NCCP.
- Sea amable con otros visitantes. Asegure de que su diversión en el aire libre no incomode a otras personas. Recuerde que otros visitantes están allí para disfrutar del aire libre también. Escuche la naturaleza. Evite hacer fuertes ruidos o gritar: Usted verá más animales si usted usa voz baja o no habla. Aprenda sobre las áreas que usted visita. Lo más que usted sabe lo más que usted se divertirá



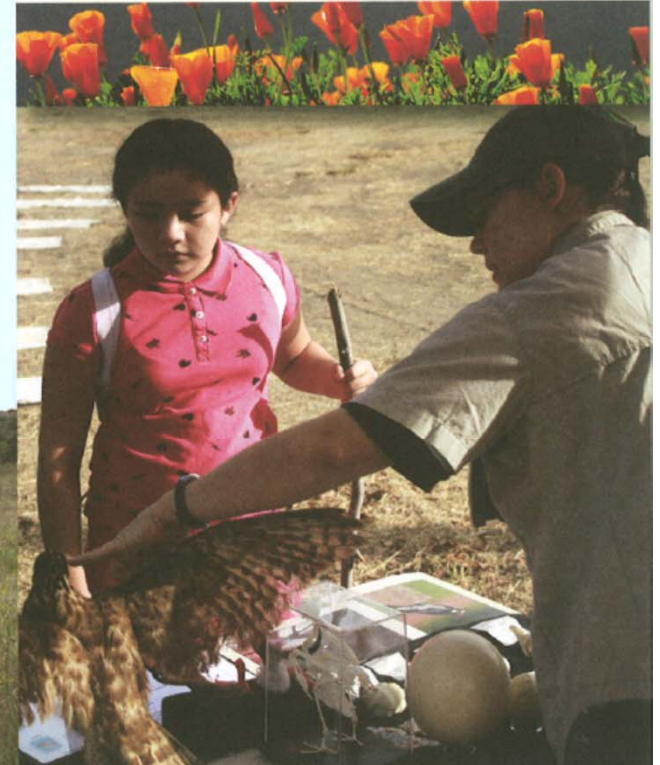
### Experiencia

Hay mucho que descubrir y hacer sin viajar lejos y sin gastar dinero, incluyendo caminatas, ciclismo de montaña, visitas guiadas y paseos interpretativos para toda la familia. Los residentes del Condado de Orange tienen la suerte de vivir al aire libre cerca de la Meca, un espectacular paisaje lleno de cientos de especies de plantas y animales nativos y con escarpadas montañas, praderas de rodadura, la sombra de bosques de roble, y playas de arena.



### Registro

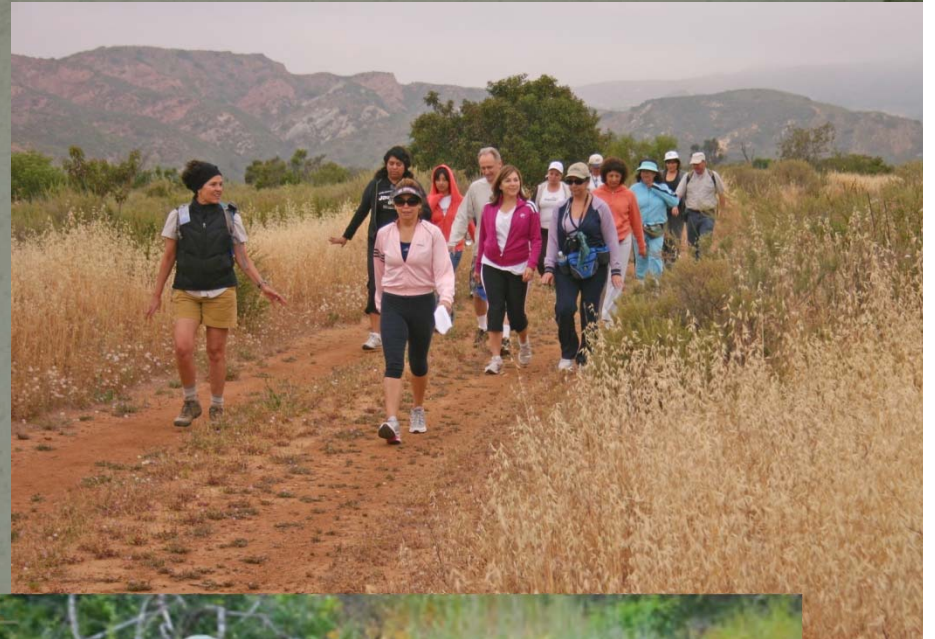
Todos los programas son gratis, pero es necesario registrarse.\*  
¡Visita la página de web: [www.irvineranchwildlands.org](http://www.irvineranchwildlands.org) y haz clic en "Activities and Programs" para escoger un programa que cumple sus necesidades y registrarse en una emocionante aventura al aire libre hoy! Si usted tiene preguntas en español o necesita ayuda con el registro, por favor envíenos un correo electrónico a [informacion@irconservancy.org](mailto:informacion@irconservancy.org) o llame a Rosey Bautista al 714-508-4721.





# Challenges

- Transportation
- Lack of awareness of the land & opportunities
- Fear of the unknown
- Extended-Family Support
- Available for all physical abilities





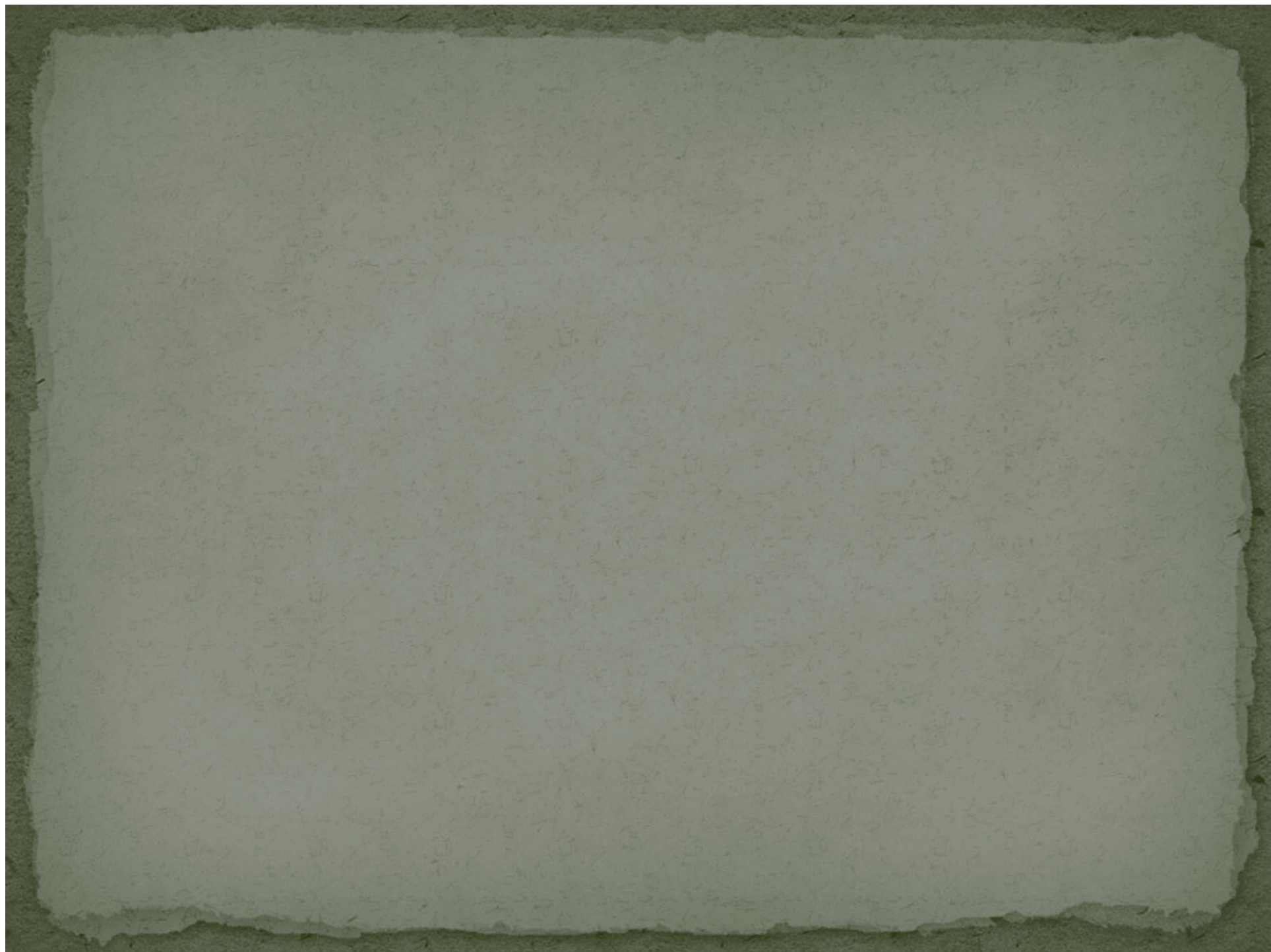
A photograph of a quail perched on a dark, gnarled branch. The quail has a brown and white patterned body, a white throat, and a small, dark, curved plume on its head. The background is a soft, out-of-focus green. The text "Thanks for Listening!" is overlaid in a light yellow, serif font on the left side of the image.

**Thanks for  
Listening!**

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# CSULB Course





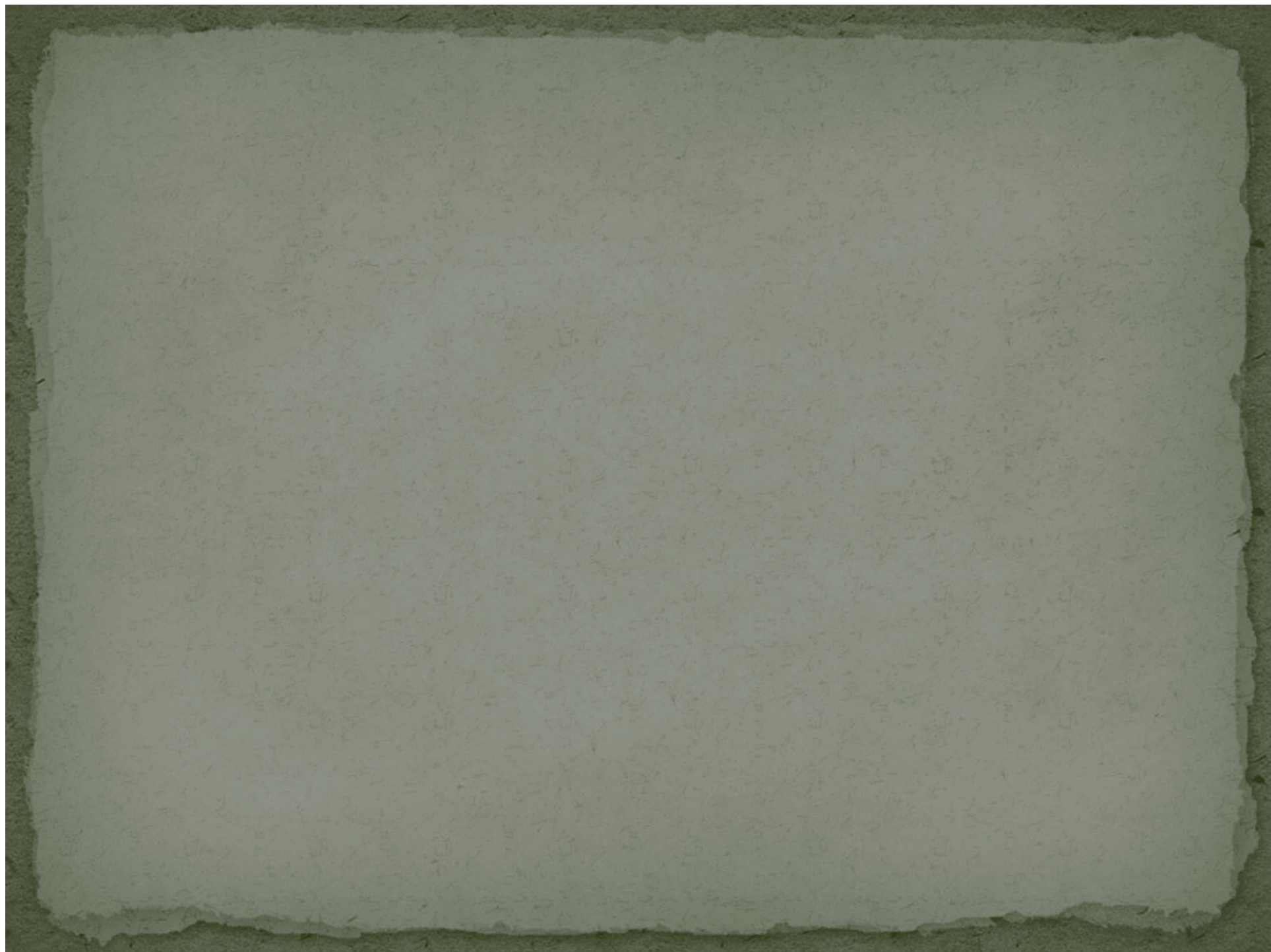
# All Inclusive Opportunities

- Trip photos
- Menu Planning
  - Small changes based on class diversity
- Plant lore/uses from several cultures
- Inclusive history of SBI



- Promote need for diversity
- Ok to not have it all figured out
- Challenge to figure it out!
- Even if you want to be welcoming, make sure you are not excluding





Rosie the  
Riveter  
Park





# Rosie the Riveter Park

- Long Beach, CA
- Historical, Cultural, Environmental
- Personal and Non-personal Interpretation
  - Audio tours, panels
- Physical Interaction
  - Walk & Bike Paths
  - Alternative Transportation
- XX



# “Interpretive Signage”

- No soccer in Griffith Park
- Signs everywhere to remind you what you can't do

