



California Department of
Parks and Recreation

December Leadership Meeting Partnerships and Relevancy Transformation Workshop

December 8th, 2015



Welcome and Introductions

Partnerships Committee Members

- **Steve McCormick**, Special Advisor, Committee Co-chair
- **Danita Rodriguez**, Superintendent, Bay Area District, Committee Co-Chair
- **Matt Bishoff**, Historian III, Monterey District
- **Todd Lewis**, Superintendent, Orange Coast District
- **Ray Murray**, Partnerships Chief, National Park Service
- **Traci Verardo-Torres**, Vice-President, Govt. Affairs, California State Parks Foundation
- **Sean Woods**, Superintendent, Los Angeles Sector

Welcome and Introductions

Relevancy Committee Members

- **Sean Woods**, Superintendent, Los Angeles Sector, Committee Co-Chair
- **Michaele DeBoer**, Superintendent, Transformation Team, Committee Co-Chair
- **Jared Zucker**, Associate Governmental Program Analyst, Boating and Waterways
- **Nancy Mendez**, Regional Interpretive Specialist, Southern Service Center
- **Don Shapiro**, Associate Parks and Recreation Specialist, Capitol District
- **Karen Tuddenham**, Masters of Environmental Management, Yale University



“Parks and public lands are more than just open spaces. We need to see them as places to solve society’s biggest problems and capitalize on all the resources available to us in order to do so.”

Today’s Topics: RELEVANCY | PARTNERSHIPS | CASE STUDY



Relevancy is a key goal for transformation

Vision for Relevancy

Achieving “Relevancy” would mean that all people value parks and California State Parks in particular are an essential component to their individual health, inspiration and education as well as that of society.



Relevancy

The Transformation Team's strategy for achieving relevancy consists of four key components.



Review of the Relevancy Committee's Work

What We've Accomplished:

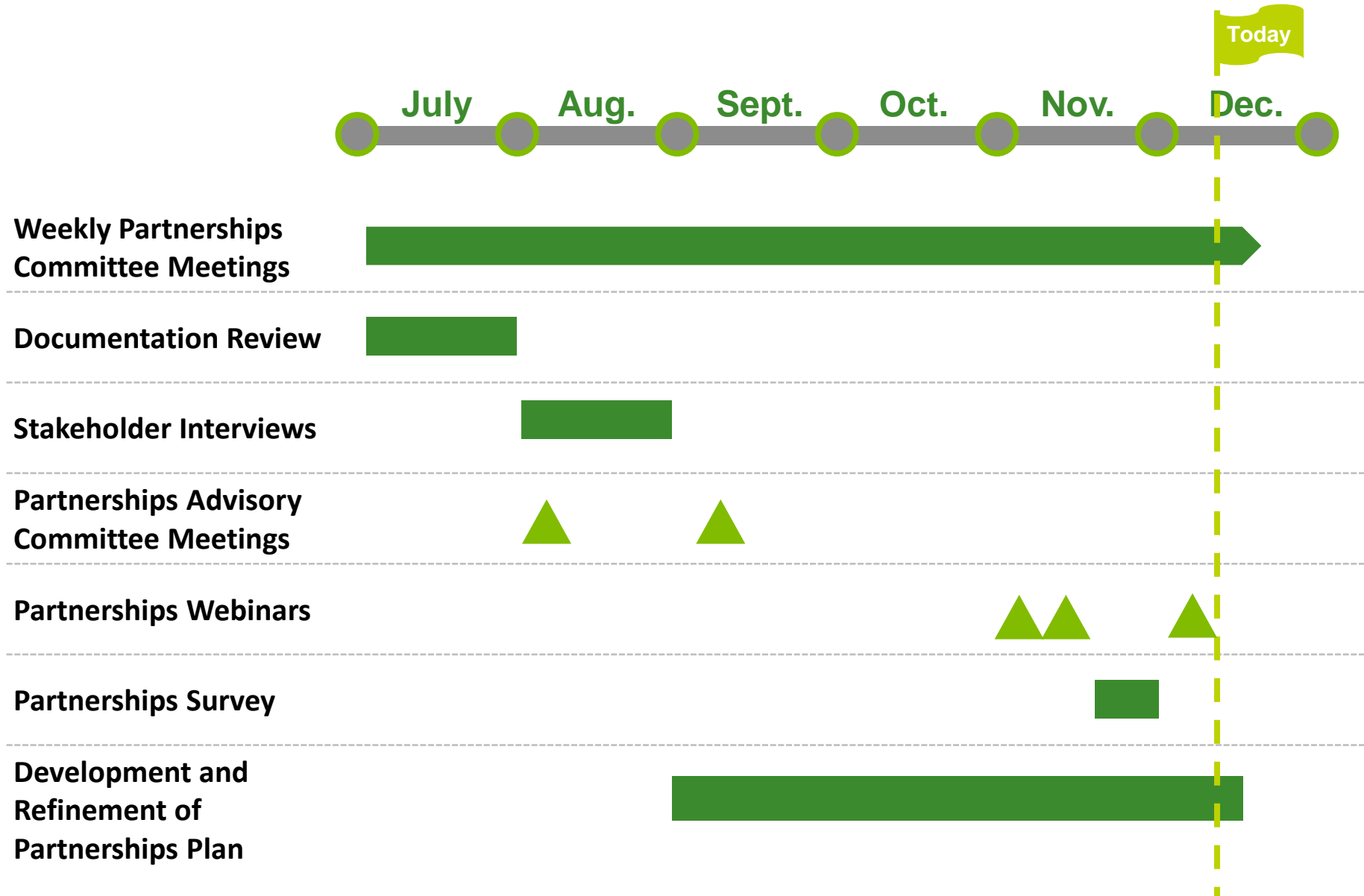
- Developed Community Liaison Pilot Project
- Developed “Testing Partnerships for Improving Interpretive Practices and Relevancy” proposal
- Started review of past recruitment program

What's Next:

- Identify innovative programs/services that have potential for scalability statewide / Implement pilots
- Make recommendations for Recruitment program / Establish Recruitment function at HQ and in the field

Partnerships are a means to these ends

Review of the Partnerships Committee's Work

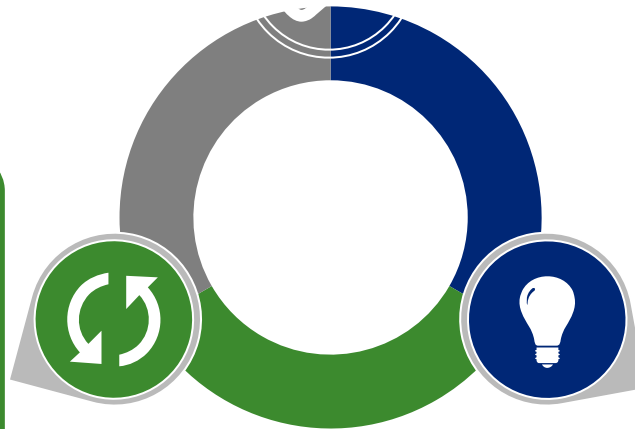


Vision for Partnerships

The California Department of Parks and Recreation will best achieve our mission through the intentional, proactive use of partnerships in which we:

Engage with partners to **optimize the strengths** and contributions they bring to **complement and enhance** the strengths of the Department

Regard partners as **co-equals**



Are committed to **innovation and continuous improvement** from what we learn

Priority Areas for Strengthening Partnerships

The Partnerships Committee identified 4 key areas for improvement with regards to partnering



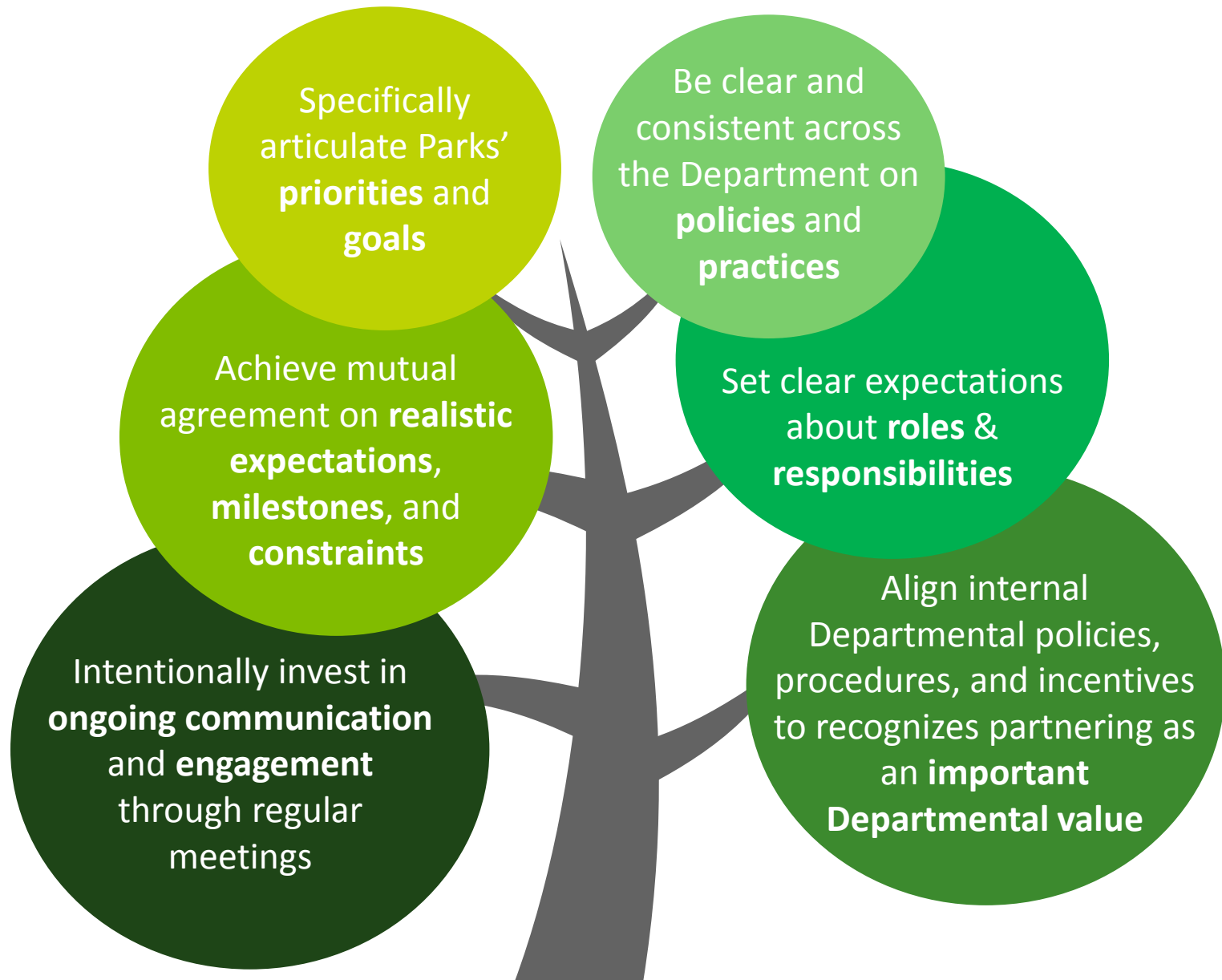
Guiding Principles

These Principles will lay the foundation for successful partnerships for both personnel and partners in order to support the Department's broad vision for partnerships

- 1 Partnerships further the Parks' mission
- 2 We choose to partner with organizations who fully support the Parks' vision and mission
- 3 Partnerships will be created and managed to **optimize competencies, capabilities, and resources** of the partnering entities
- 4 Successful partnerships are **led from the field** with support from Sacramento
- 5 Partnerships are **two-way**; high performing partnerships adhere to **best practices**, including ongoing communication
- 6 The Department of Parks and Recreation will **build out from its existing strengths** in partnerships

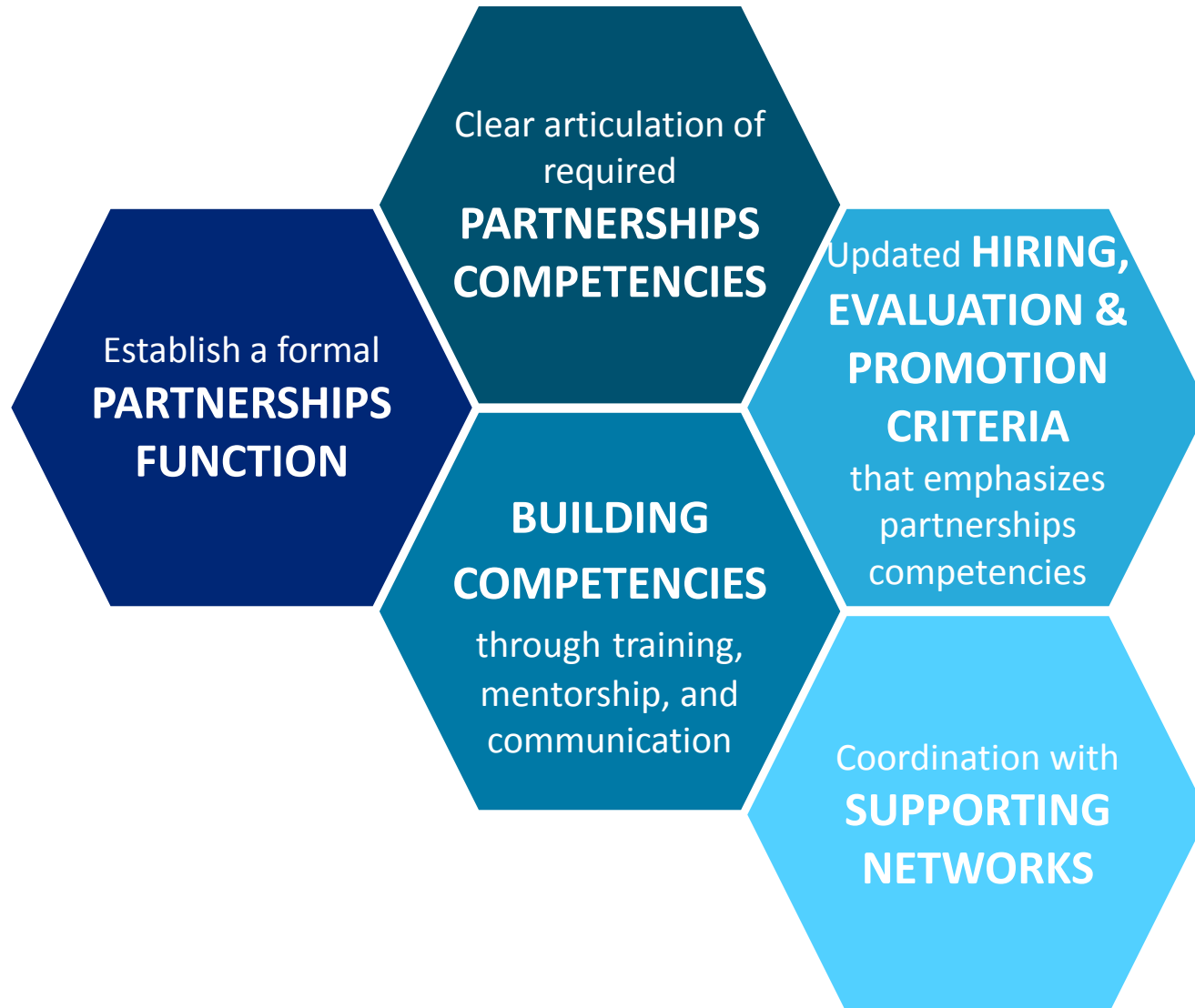
Best Practices

Best Practices from the field will help put the Guiding Principles into practice



Partnerships Competencies

Organizational adjustments on the following dimensions will enable the Department to most effectively support partnering:



Case Study:

Community Liaison Project

for LA Historic Park and Candlestick Park

Community Liaison Project Overview

Project Objective: Advance the development and implementation of a long-term, sustainable outreach and engagement model over a two-year project

Project Details:

Key Pilot Elements

- Program Development
- Training
- Outreach & engagement models

Strategic Planning Engagement Partners

- California Parks
- Public health leaders
- Transportation leaders

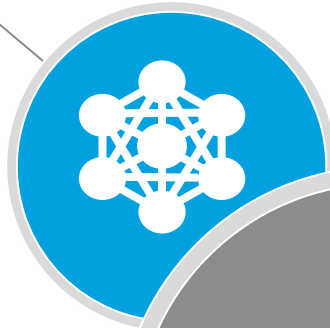
Project Team Partners

- L.A. State Historic Park
- Candlestick Park
- Community Health orgs
- California State Parks Foundation
- Local nonprofits
- Mountains Recreation & Conservation Authority

Community Liaison Project Opportunities

Outreach & Engagement Framework

Developing an effective, cost efficient, scalable, and flexible outreach and engagement framework and operating model.



Outreach with Partners

Co-production of a park outreach and engagement model that makes best use of external partners' assets and resources



Opportunities to
be realized over
two-year project

Partnerships Support

Gaining authentic support and buy-in of Department staff at all levels of service of traditional and non-traditional partners



Strategic Planning Process

Strategic planning among professionals and institutions in parks, public health, and transportation



Community Liaison Project Goals

1

Develop an **outreach and engagement model** that reflects best practices and leverages strategic partnerships as well as direct contact with the target audience

2

Target audiences **in traditionally underserved communities** living in the neighborhoods adjacent to the two State Park units as well as organizations that work with these populations

3

Build the capacity of core partners to work in collaboration with State Park units to **reach target audiences** while also **creating a workforce pipeline** to the Department that reflects that diversity of California

Community Liaison Project

Strategy Spotlight – The Promotores Model



Activity:

In groups of four, take 10 minutes to discuss the following:

1. What partnership best practices are most critical for us to put into practice?
2. What are the potential challenges at the field level?
3. What examples of partnership should we model on?
4. What other potential partners should we consider?
5. What one piece of advice do you have for us?

Be prepared to share your best answers when we reconvene!

Wrap-Up and Q&A



Questions

If you have any questions regarding Partnerships please contact Danita Rodriguez at danita.rodriguez@parks.ca.gov at Steve McCormick at steve.mccormick@parks.ca.gov.

If you have any questions regarding Relevancy, please contact Michael DeBoer or Sean Woods at Michael.deboer@parks.ca.gov or sawoods@parks.ca.gov.