

RPOSD Outreach and Engagement Strategy Update

10/19/201

To ensure the development of policies and procedures that support the successful completion of Measure A funded projects, the Regional Park and Open Space District (RPOSD) is utilizing a wide variety of community outreach and engagement tactics. By engaging park agencies, community organizations, industry experts, and the general public, RPOSD seeks to identify and reduce barriers to carrying out projects that will effectively serve communities throughout Los Angeles County.

Summary descriptions of the outreach and engagement being conducted by RPOSD are outlined below.

Steering Committee

A 45-member steering committee, representing a range of interests and geographic regions, has been engaged throughout the policy development process. Steering Committee members have provided guidance on policies and procedures related to annual allocations, grant awards, community engagement, technical assistance, bonding, and more.

Agency Update Meetings (Park Funding 100 Series)

RPOSD is hosting three series of agency update meetings to engage park-planning agencies and other organizations who expect to receive or compete for Measure A funds. These meetings provide Measure A implementation updates and have sought feedback to identify barriers and gaps in service.

Approximately 200 participants have attended each of the meeting series to date. Park Funding 101 was attended by representatives from 61 individual cities, 13 non-city government agencies, and 27 nonprofit organizations and community groups. Park Funding 102 was attended by representatives from 55 individual cities, 8 non-city government agencies, and 32 nonprofit organizations and community groups. Of the 88 cities in the County, 18 have not attended any of the Park Funding 101 or 102 meetings. Of these 18 cities, 6 are classified as High or Very High need Study areas.

RPOSD has initiated individual outreach to the 6 cities with High and Very High need that have not attended any of the Park Funding 100 series meetings to date.

The third round of Park Funding meetings is scheduled for spring 2018.

Focused Outreach

RPOSD is carrying out additional focused outreach to agencies and organizations that can provide insight into special circumstances and barriers that may arise during the grantmaking process. Outreach may be in the form of meetings, telephone interviews, or online surveys. The following groups have or will take part in the focused outreach:

- + *Interested stakeholders (meetings by request and have included COGs and unincorporated town councils to date)*
- + *Agencies with multiple Study Areas*
- + *Agencies in High and Very High need Study Areas*
- + *Key Prop. A grant recipients*

Community Meetings

RPOSD will host a series of community meetings to inform the general public how Measure A is being implemented and how they can connect with their local park agencies to advocate for priority projects.

The meetings will provide community members with an overview of Measure A policy development efforts, information on all grant programs, and technical assistance resources available to local agencies. Participants will have the opportunity to provide feedback and to learn more about advocating for priority projects in their community.

RPOSD will partner with community based organizations to facilitate a total of 30 meetings in the County, with six meetings planned in each Supervisorial District. At least two meetings in each District will be held in High or Very High need Study Areas. To increase participation, RPOSD will provide social media support and a stipend of up to \$5,000 (per meeting) for community organizations facilitating meetings. Stipends may be used to cover expenses related to translation services and materials; refreshments; childcare; flyers and promotional materials; and social media outreach. Park agencies will be strongly encouraged to attend.

Social Media Initiative

RPOSD's social media initiative will launch in early 2018, with the goal to expand overall awareness of Measure A among potential grantees and members of the general public. By engaging grant-seeking agencies and organizations, as well as Los Angeles County residents and park users, the social media initiative will expand overall awareness of Measure A, increase engagement on the part of public agencies and park users, and improve access to park-related resources by driving traffic to the RPOSD website.

Through social media updates, grant-seeking agencies and organizations will be able to easily follow Measure A-related updates throughout various stages of the grantmaking process. These agencies and organizations will also be able to leverage the increased public engagement when planning for and facilitating local park-related community events and meetings. Such leverage is intended to ease the burden of public outreach on individual agencies and organizations, particularly for those with limited staff and/or resources.

Technical Assistance Awareness

The proposed Technical Assistance Program for Measure A seeks to support a truly competitive grant applicant process by reducing barriers for agencies and organizations with limited capacity to successfully apply for and administer grant funds.

To encourage participation in the Technical Assistance Program, RPOSD will facilitate:

- + A countywide agency survey to determine interest for receiving Technical Assistance; and
- + A minimum of five introductory workshops hosted in high or very high need Study Areas and an option for a self-paced online webinar; and
- + Active social media outreach