

Stretching Community Dollars to Build for the Future

2016 CSDA Annual Conference
Tuesday, October 11, 2016



California Special
Districts Association
Districts Stronger Together



The Institute for Local Government

**ILG is the non-profit
research and education
affiliate of**



**California Special
Districts Association**
Districts Stronger Together



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ILG Mission

- Promoting good government at the local level
- Practical, impartial and easy-to-use materials



What Will You Learn More About Today?

- Benefits of collaboration and partnerships
- Aspects of the collaborative process
- Best practices in collaborating among agencies and with other partners
- Lessons learned on when and how to collaborate



Why Partner?

- Potentially allows you to be more efficient with your limited resources
- Potentially allows you to provide your services more effectively

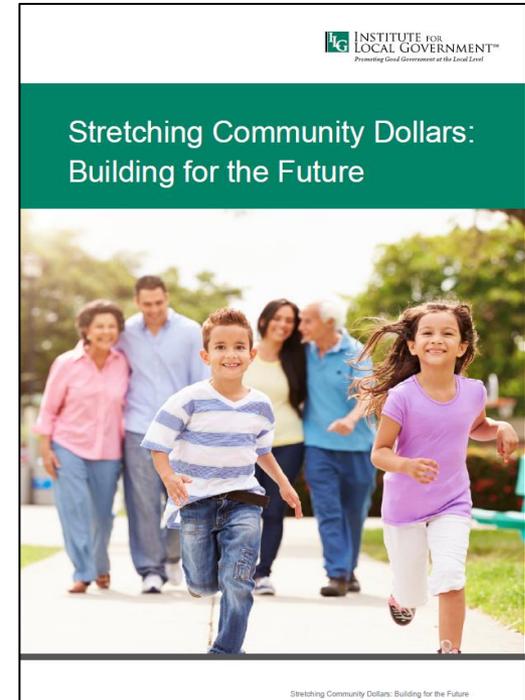


Stretching Community Dollars

Local leaders grapple with a variety of community development and public health challenges as they craft and approve policies impacting children and families, including:

- Healthy Eating-Active Living
- Violence Prevention
- Safety

Local governments are harnessing partnerships and collaborations to effectively and efficiently deliver services and leverage existing human and financial resources.



Panelists

- Carol Johnson, Assistant General Manager, Public Affairs, East Bay Regional Park District
- Erich Pfuehler, Government Affairs Manager, East Bay Regional Park District
- Patrice Chamberlain, Director, CA Summer Meal Coalition (a program of the Institute for Local Government)



Developing Productive Partnerships

East Bay Regional Park District

Presentation to California Special Districts Association Annual Conference, October 11, 2016

Carol Johnson, Assistant General Manager,
Regional Parks Foundation Executive
Director

Erich Pfuehler, Government Affairs Manager

East Bay 
Regional Park District



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Park District Partnerships

Funding Partners

- Regional Parks Foundation

Public Affairs/Community Partnerships

- Multicultural Advisory Group
- External community relationships
- Health

Governmental Partners

- Legislative
- Liaison Committees

Advisory Partners

- Park Advisory Committee

Business Partners

- Advocates and Agencies
- Concessionaires/Vendors
- Service Providers

Volunteers



Funding Partnerships



Can **They** fund **Us**?

- Mission: Access for All.
- \$8 million in past five years.
- Focus on Private funding.
- Commitment to youth, seniors, disabled and underserved.
- Direct funding to EBRPD for programs, capital projects and environmental initiatives.



Public Affairs/Community Outreach

Do **They** know who **We** are?

How do **We** communicate to **Them**?

- Traditional and Social Media
- Trusted Leaders and Community Advisory
- Multicultural interests, ethnic media

Jerry Ting 2008



External Partners



How are **We** relevant to **Them**?

- User Groups
- Multicultural wellness walks
- Diversity training modules
- Schools and educators
- Safety and policing



Business Partners

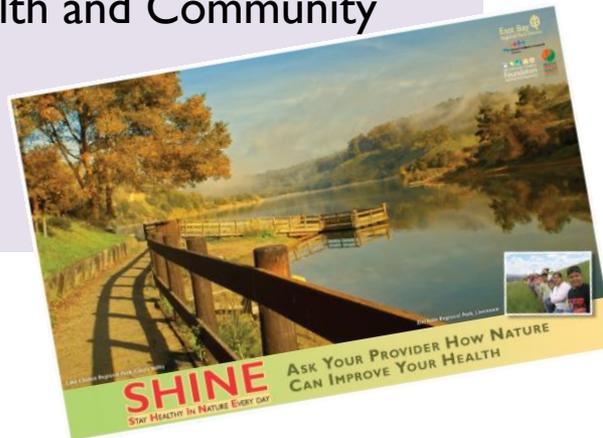
- Advocates and Agencies
- Concessionaires/Vendors
- Service Providers



Health & Education Partners

Are **We** making a **Difference** to **Them**?

- SHINE program with Children's Hospital Oakland for chronically ill children and families.
- SHINE program County Health and Community Clinics.
- Kids Healthy Outdoors Challenge



First Saturday Program in the Park! East Bay Regional Park District
www.ebparks.org

FREE Healthy Parks Healthy People

1st Saturday of Every Month from 1:00 - 4:30pm
Transportation & Lunch Included!

Jan 3rd	Crab Cove Visitor Center
Feb 7th	Crab Cove Visitor Center
Mar 7th	HLK Regional Shoreline
Apr 4th	Crab Cove Visitor Center
May 2nd	Crab Cove Visitor Center
Jun 6th	Temescal Regional Recreation Area
Jul 4th	Crab Cove Visitor Center
Aug 1st	Crab Cove Visitor Center
Sep 5th	Redwood Regional Park
Oct 3rd	Crab Cove Visitor Center
Nov 7th	Crab Cove Visitor Center
Dec 5th	Lake Chabot Regional Park

Enjoy an afternoon in the park! Sign up for this **FREE Healthy Parks Healthy People** program with transportation and lunch included! You and your family will be picked up at the Oakland Children's Hospital Primary Care Clinic and bus to one of the East Bay Regional Park District's Parks for an active and educational program.

SIGN UP AT THE PRIMARY CARE CLINIC'S FRONT DESK

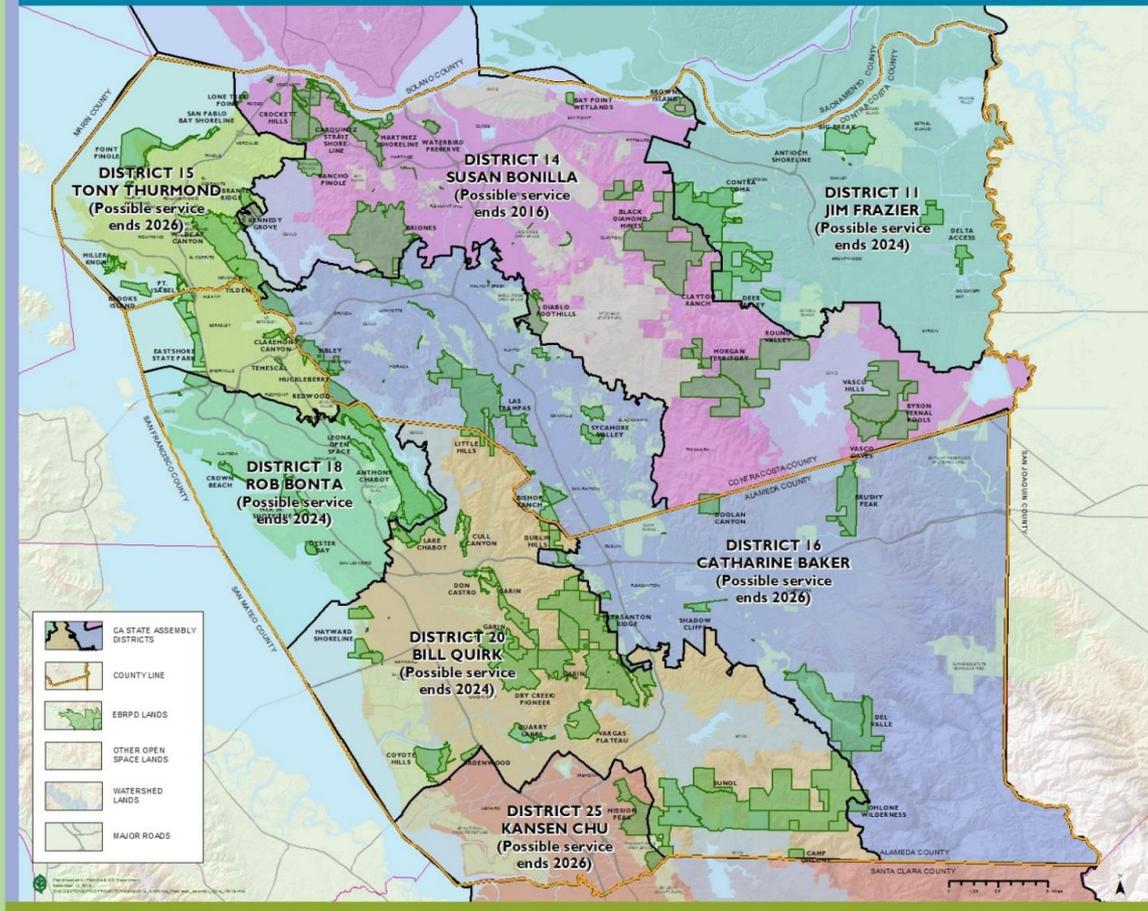
Oakland Children's Hospital
Primary Care Clinic
5220 Claremont Ave. Oakland
Phone: (510) 428-3855 ext. 5663





POLICY AND LEGISLATION

From the legislative act which created the District, AB 114, in 1933 to the receipt of a \$10.2 million highly competitive Federal transportation grant in 2010, policy and legislative outcomes have been priority of the East Bay Regional Park District. The District has a storied history in direct legislative advocacy and policy change. In 1988, the District enacted the Measure AA bond and extended it in 2008 with the \$500 million Measure WW, both of which passed by over two-thirds of the vote. Given the volatile nature of California's tax structure, the state experienced severe budget challenges in the early 1990s and then again in the mid-2000s. In working with legislative leadership and its state delegation, the District managed to stave off major revenue losses when lawmakers shifted local property taxes. In addition to this budget action, the District is considered an early pioneer in securing budget appropriations that directed resources for critical open space acquisitions and infrastructure. The District has played a role in a number of statewide water and park bonds to secure an estimated \$50 million in project funding. With the receipt of the Transportation Investment Generation Economic Recovery II (TIGER II) \$10.2 million grant for Green transportation, the District is also playing a role in Federal policy. The Healthy Parks Healthy People initiative has as a goal to achieve real policy change in the health, education and natural resource sectors. Working with state and federal legislators and administrations, the District is well-poised to continue its successful cutting edge advocacy work and embrace the emerging opportunities presented by the next generation of park users.



Leveraging Financial Resources

Completed six TIGER-II funded regional trail projects

- SF bay Trail – Hercules Intermodal
- SF Bay Trail – Martinez Intermodal to Crockett
- East Bay Greenway/Oakland Coliseum BART – 85th
- Alamo Canal – 580 Undercrossing
- Iron Horse Trail – BART to Santa Rita Road
- SF Bay Trail – Pinole Shores to Bayfront Park

East Bay Green Transportation Initiative/TIGER II Grant
Press Conference October 27, 2010
Oakland Airport/Coliseum BART station



Photo above, left to right: Congressman John Garamendi, Congressman George Miller, BART Board member Carole Ward Allen, Congressman Pete Stark, Congresswoman Barbara Lee, EBRPD Board President Doug Siden (also pictured below).

San Francisco Bay Trail – Hercules



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THANK YOU to our partners:

- US Environmental Protection Agency
- California Coastal Conservancy
- California Wildlife Conservation Board
- Plan Bay Area Priority Conservation Area
- Castro Cove Trustees
- US Fish & Wildlife Service
- Bay Area Integrated Regional Water Management Plan
- California State Dept. of Parks and Recreation
- Bay Area Conservation and Development Commission
- San Francisco Bay Trail Project

Award-winning Breuner Marsh

- Leadership in Sustainable Resource Management – from Contra Costa County and the State Assembly
- Top Honor for Outstanding Environmental Projects, San Francisco Estuary Conference

Liaison Committees

Association of Bay Area Governments
Regional Planning Committee

City of Alameda

Alameda County

Alameda County Local Agency
Formation Commission

California Association of Recreation and
Park Districts

Contra Costa County

California Special Districts Association –
Alameda County

City of Dublin

East Bay Municipal Utility District

City of Fremont

Livermore Area Recreation & Park
District

City of Pleasanton

Regional Parks Foundation

Richmond

San Francisco Bay Restoration Authority

North Contra Costa County Shoreline

Jerry Ting 2009



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Bay Area Open Space Council

BOARD OF DIRECTORS

Kate Bickert, President
Director, Park Initiatives and
Stewardship, Golden Gate National
Parks Conservancy

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Co-Founder, Clean Energy
Advantage Partners

Wendy Eliot
Conservation Director, Sonoma
Land Trust

Holly Potter
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National Park Service

Kathryn Lyddan
Land Trust Brentwood Agricultural

Andrea Mackenzie
Santa Clara Valley Open Space Authority

Erich Pfuehler
East Bay Regional Park District

Tim Ramirez
San Francisco Public Utilities Commission

Danita Rodriguez
California State Parks

Jamison Watts
Marin Agricultural Land Trust

John Woodbury
Napa Regional Park and
Open Space District



BAOSC – Outdoor Voice



Outdoor Voice
@BA_OutdoorVoice

Thanks to [#CAStateAssembly](#) for voting [#YesonAB2444](#) to invest in parks!
[#outdoorvoice](#) @AsmEGarciaAD56 @kdeleon



RETWEETS 5 LIKES 4

11:08 PM - 23 Jun 2016

5 4

Outdoor Voice shared East Bay Regional Park District's photo.

July 21 · 🌐

Do you know who these 3 people are? They use their [#outdoorvoice](#) in their jobs. You can use your outdoor voice, too, even if it's not what you do for work. Our parks and open spaces need you.





Contact:

Carol Johnson:
Cjohnson@ebparks.org

Erich Pfuehler:
Epfuehler@ebparks.org



Out-of-School Time: The Right Time for Collaboration



A Focus on Our Future

- Half of CA children live in poverty
- 3.2 million students are eligible for free or reduced-price lunch
- Child-focused collaborations bring agencies together; out-of-school time offers flexibility



Childhood Hunger: Why Should Special Districts Care?

- **Food insecurity** → developmental, cognitive, behavioral, physical issues; negative impact on brain development
- Lack of access to healthy food and safe places to play
→ **risk of childhood obesity**
- Summer learning loss → **widening achievement gap**
- Harder for low-income families to make ends meet in summer
→ **difficult choices**

Community Impact: Health. Literacy. Public Engagement. Economic Vitality.



USDA Summer Meal Programs

- Free, healthy meals (breakfast, lunch, snack, or supper) for kids 18 and under in low-income neighborhoods
 - Meals available to all children – **No paperwork for families**
 - **Brings federal dollars to local communities**
 - **Built on community collaboration**
- ...underutilized in CA**



Role for Special Districts

- Meal Sponsor or site
 - Park & Rec District
 - Library District
 - Community Services
 - Healthcare District
- Partners
 - Fire Protection
 - Vector & Pest
 - Water
 - Utility
 - ...and more!



Special Districts in Action: A Shared Interest in Public Health

- *Lunch at the Library:*
libraries serving lunch & enrichment activities
 - 140 libraries across CA
- Mosquito & Vector Control of Fresno County
 - Public engagement & education
 - Partnership building



Possibilities through Partnership

- Schools, offices of education
- Libraries
- Community clinics, hospitals
- Food banks
- Park & Rec., other city agencies
- Faith-based organizations
- Local business
- CBOs, social service agencies
- YMCA's, Boys & Girls Clubs
- Universities, community colleges
- Local agriculture, farmers
- Intergenerational connections
- Youth volunteer opps/jobs
- STE(A)M



Contact

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Institute for Local Government
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pchamberlain@ca-ilg.org



SummerMealCoalition.org



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Q&A



Resources

- Community Health Partnerships Resource Center
www.ca-ilg.org/community-health-partnerships
- Stretching Community Dollars Guidebook:
www.ca-ilg.org/resource/stretching-community-dollars-guidebook
- CA Summer Meal Coalition
www.ca-ilg.org/california-summer-meal-coalition
- East Bay Regional Park District
www.ebparks.org/



