Stretching Community Dollars to Build for the Future

2016 CSDA Annual Conference
Tuesday, October 11, 2016
The Institute for Local Government

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

- $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.
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
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
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
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
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
Bay Area Open Space Council

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BAOSC – Outdoor Voice

Thanks to #CAStateAssembly for voting #YesonAB2444 to invest in parks! #outdoorvoice @AsmEGarciaAD56 @kdeleon

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

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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SummerMealCoalition.org
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/
THANK YOU