

## Fiscal Year 2018-19 Capital Improvement and Action Plan efforts that further Midpen Diversity Goals and Objectives

<b>Goal 1: Promote Midpen and its interpretive programs through collaborative partnerships with diverse community organizations.</b>	
<i>Objective</i>	<i>Projects and Activities</i>
<p>Explore partnership scenarios to support the long-term management and/or programming of the Cooley Landing Education Center; focus on “next generation” bayfront community services and benefits.</p>	<ul style="list-style-type: none"> <li>• Continue partnership work with the City of East Palo Alto to support completion of the Cooley Landing Park improvements and public access amenities, assist with the identification of an operator and development of a business plan for the Education Center, and development of a business plan for the City’s long-term maintenance and operation of the larger park.</li> <li>• Develop a Memorandum of Understanding (MOU) with the City of East Palo Alto Police Department to support emergency response and improve access to the Bay Trail, Ravenswood Open Space Preserve, and Cooley Landing Park.</li> </ul>
<p>Seek mechanism(s) for introducing students to Midpen work, thereby infusing youth and new perspectives.</p>	<ul style="list-style-type: none"> <li>• Continue relationship with Latino Outdoors and collaborate on programing that brings youth to the preserves.</li> <li>• Conduct Youth Instagram Photo Contest.</li> <li>• Secure membership in the California Outdoor Engagement Coalition, which works to expand access to the outdoors for underrepresented youth in California.</li> <li>• Continue engaging youth through Midpen Volunteer Programs, including:               <ul style="list-style-type: none"> <li>○ Ongoing partnership with the Morgan Autism Center to engage youth with developmental disabilities in preserve activities and resource management projects.</li> <li>○ Ongoing partnership with San Jose Conservation Corps (SJCC) to engage youth and young adults to work on habitat restoration, trail maintenance, and other field projects in the preserves.</li> <li>○ Partnership with California Conservation Corps to engage a diverse group of young people ages of 18-25 in wildland fuel reduction projects. Through this work, Midpen completes important land management work while providing youth and young adults with opportunities to gain new skills and experience that may lead to meaningful careers in resource protection and conservation.</li> </ul> </li> </ul>

**Goal 2: Engage with communities through public meetings and other means to increase awareness about Midpen and its projects.**

<i>Objective</i>	<i>Projects and Activities</i>
Track where and how many Board meetings are held offsite. Identify gaps to expand outreach and civic participation.	<ul style="list-style-type: none"> <li>Periodically conduct Board meetings, Committee meetings, and other public input meetings offsite, and make an effort to host meetings at various locations across Midpen’s jurisdiction, including the northern Peninsula area.</li> </ul>
Identify options for Board members to engage one-on-one and in group settings with constituents and elected officials.	<ul style="list-style-type: none"> <li>Assist Board member with outreach opportunities to connect people to open space and a regional vision – may include presentations at city council meetings and other speaking engagements to new audiences (tech firms, schools, community groups).</li> <li>Schedule and organize the annual legislative visit to Sacramento to engage with Midpen’s State delegation alongside the Board President and Board Vice President.</li> <li>As needed, seek Board member support in reaching out to local elected officials to discuss legislative, project, and/or policy issues.</li> </ul>
Seek training opportunity to provide Board members with additional outreach tools and strategies.	<ul style="list-style-type: none"> <li>Discuss Board interest for a follow-up training on engagement, outreach, and communication.</li> </ul>
Explore the formation, representation, scope, and charge of a Citizens Advisory Committee.	<ul style="list-style-type: none"> <li>Work with the Legislative, Funding, and Public Affairs Committee to explore the formation of a Citizens Advisory Committee.</li> </ul>

**Goal 3: Reflect the diversity of the surrounding community in Midpen activities and functions.**

<i>Objective</i>	<i>Projects and Activities</i>
Review socio-demographic data and summarize key findings to inform the Board policies and priorities.	<ul style="list-style-type: none"> <li>• Present new demographic and visitor use data and findings to the Board, as they become available, to keep the Board informed of visitation patterns, demographic changes, etc., to inform policymaking.</li> </ul>
Review and confirm the goals of the Preserve Use Survey Project to ensure that the baseline information collected is comprehensive.	<ul style="list-style-type: none"> <li>• The completed Preserve Use Study includes target audiences as defined by an Ad Hoc Committee of the Board of Directors. Use survey results to inform actions and improve efforts to engage underrepresented and underserved populations.</li> </ul>
Review and confirm the goals of a District Staff and Volunteer Survey to ensure the demographic data collected is comprehensive.	<ul style="list-style-type: none"> <li>• Leverage the Preserve Use Survey and tools to gather similar information from staff and volunteers on a voluntary basis, and utilize the information to improve retention and recruitment efforts.</li> </ul>
Explore opportunities for closing gaps of concern; determine if we are offering what diverse communities would like to experience as visitors, and provide as volunteers and docents.	<ul style="list-style-type: none"> <li>• Complete the ADA Self-Assessment and engage the Commissions of Disability in both San Mateo and Santa Clara Counties, and individuals with disabilities in the development of a Transition Plan Update. The Transition Plan Update will provide recommendations to remove barriers and improve accessibility to Midpen programs, services, and activities.</li> <li>• Ravenswood Bay Trail Project: pursue the next phase of work to connect East Palo Alto and the Menlo Park Bell Haven community to the San Francisco Bay Trail.</li> <li>• SamTrans Dumbarton Transportation Corridor Pedestrian-Bicycle Feasibility Study: collaborate with POST and trail advocates to request inclusion of a pedestrian and bicycle trail in the SamTrans corridor feasibility study. If successful, this pedestrian-bicycle trail would connect residents/employees of Redwood City, the unincorporated County (North Fair Oaks area), East Palo Alto and Menlo Park to Ravenswood Open Space Preserve and the Bay Trail.</li> <li>• Purisima-to-the-Sea Trail: evaluate a regional trail corridor to connect the coastal community (Half Moon Bay, Midcoast) and the Coastal Trail to Purisima Creek Redwoods Open Space Preserve. Consider multi-lingual signage for trails, trailhead and staging area.</li> </ul>

**Goal 4: Expand existing partnerships and enter into new, non-traditional partnerships to complete projects and improve programs that serve a diverse community.**

<i>Objective</i>	<i>Projects and Activities</i>
<p>Provide input on the Visitors Services Department’s Volunteer and Docent Programs to emphasize a volunteer and docent program delivery model that can best develop non-traditional partnerships and serve a diverse community, including the potential to create a local conservation corps</p>	<ul style="list-style-type: none"> <li>• Develop an implementation plan for the Docent and Volunteers Program Structure Study that includes recommendations focused on diversity, inclusion, and equity.</li> <li>• Work with educational and civic organizations to assist with staff and volunteer recruitments, including reaching out to diverse local communities.</li> <li>• Evaluate the potential opportunities and demand for expanded bilingual docent programs and other bilingual services.</li> <li>• Explore expanded use of partnerships and contracts to better address diversity goals (e.g. Latino Outdoors, Outdoor Afro, etc.).</li> </ul>
<p><i>Other</i> partnership development and activities</p>	<ul style="list-style-type: none"> <li>• Ohlone-Portola Heritage Trail Planning Study – provide technical input and support to San Mateo County Parks who is working with partner agencies such as POST, California State Parks, and City of Pacifica to plan and commemorate an historic trail that recognizes the local Ohlone Indian villages and native inhabitants, and their role in assisting the Portola Expedition with their quest to find Monterey.</li> <li>• POST Bay-to-the-Sea Trail Project: support POST and collaborate with other agencies (San Mateo County Parks, CA Coastal Commission, Cities of Half Moon Bay and Redwood City, Coastside Land Trust, others) on the visioning and planning of an east-west regional trail that would connect the communities of East Palo Alto, North Fair Oaks, and Redwood City with the coast via trail and through a portion of Midpen lands.</li> <li>• Continue collaboration with the Amah Mutsun Land Trust (AMLT) on work related to the Mount Umunhum Conservation Easement (CE), including summit restoration work, native plantings, and weed control.</li> <li>• Gain insights from future partnership projects on the San Mateo Coast involving the AMLT, CA State Parks, and the San Mateo Resource Conservation District (RCD) that aim to restore native landscapes and manage lands using traditional methods for potential application on Midpen lands.</li> </ul>