



DATE: August 22, 2018

MEMO TO: MROSD Board of Directors

THROUGH: Ana Ruiz, General Manager *aruiz*

FROM: Cydney Bieber, Acting Public Affairs Manager

SUBJECT: Special Parks District Forum 2019

Next May, the District will co-host the 2019 Special Parks District Forum (SPDF) in partnership with East Bay Regional Parks District. This annual event is a unique and interactive forum that has drawn park and recreation industry professionals for more than 40 years. Over the years, premiere open space, parks, and recreation agencies throughout the United States and Canada have hosted the forum. The District previously co-hosted the event in 2006 and 1998.

Staff are in the early planning stages for the upcoming event. Midpen will be hosting an estimated 150 to 200 SPDF attendees on Tuesday May 7, 2019. The itinerary tentatively includes presentations at Mount Umunhum and Bear Creek Redwoods.

In May 2017, staff from the Public Affairs and Visitor Services departments attended the 2018 SPDF in Charleston, South Carolina to gain familiarity with the flow and structure of the event. Staff will use the following lessons learned to inform our planning and coordination with East Bay Parks:

- Short presentations from multiple departments provide a concise overview of the scope of the host agency's operations. Participants can also benefit from a written "takeaway" summary of the topics covered that includes staff contact information.
- Presentations should highlight specific projects, goals, and these connect to the mission.
- A combination of structured programming and optional activities provide a varied experience to best match participant interest and fitness level.
- Staff from different departments can serve as shuttle chaperones to extend participant learning during the transit to discuss programs, services, projects, and behind the scenes work.
- Long shuttle travel time, as is expected for District tours, provide an opportunity to present more information about the District and its projects while in route.

Next Steps:

- Staff will present a recommended itinerary and schedule of events to the Legislative, Funding and Public Affairs Committee this winter for their review and input.
- Staff will continue to provide updates in the biweekly reports as planning progresses.
- A promotional video of the 2019 Forum can be viewed here:
<https://www.youtube.com/watch?v=VLRJ1twFvmA>