

SCORP Advisory Council
Oakland Focus Group
September 27, 2016

Health Funding

- There is a great opportunity to reshape parks and recreation departments and what they provide.
- What types of health funding resources are we referring to? The health departments are looking for funding too.
- Kaiser has funding, other hospitals also understand the importance.
- The Health Trust in Silicon Valley
- Insurance companies, Aetna and others provide grant opportunities. It doesn't seem that we have gone after the non-traditional funding sources. Other people are telling our story, we should talk to them.
- Recreation providers are left out of the discussion? How do we become part of it?
- We need to take ourselves more seriously. Making a case and using data and using evidence to say that we are important.
- Parks are a great avenue for self-awareness; getting to see that the world is bigger than their own backyard. Mental health issues are a factor and services need to be provided. We should tie into Mental health, particularly as it relates to young people and people coming back from the war.
- Focus on equity as a frame, which neighborhoods have access, and which do not? Look at parks as a solution through the lens of equity and trying to change who is affected by those conditions.
- We need a champion within the health community; someone to make the connection.
- Need to bring the services to the community; come to meet people where they are.
- Healthy Parks Healthy People is a model; provide options for everyone. Allowing that parks are not a scary place to be, especially when with other people. East Bay Regional Parks has a lot of tools within the program; including food, transportation. This is a program that happens every month, should be more often.
- Park Prescriptions document; has data available that shows a variety of programs available throughout the nation. Perhaps we could do a better job of connecting; any type of community could be connected better.
- Parks are providing a lot of benefits that could be quantifiable. The benefits need to be put at the forefront.
- We are not there at having everything equitable.
- A lot of entities are competing for funding, how do we differentiate ourselves? Strategic partnerships would help. A clearinghouse that provides information

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about partnerships would be very beneficial. Maybe funding also starts with which people we want to partner with.

- We cannot just tell a story and then put it on a shelf. We need to go to council meetings, commission meetings, maybe as a task force to keep talking and tell the story, until it is actually heard. Bringing the agencies together to talk helps. We are not just about balls and bats anymore, we deal with mental health a lot, and we need to educate people. We need to demand what is right and our position and that we are the solution.
- Climate change funding is a big focus, especially at the state level. The more that we can bring parks and recreation into that discussion would be good; there are a lot of overlaps between the two.
- Prop 84, Measure WW is a great resource too. Bills and bonds at the State level really help.
- In Lieu fees for housing developers provides funds. When you build houses, you have to build parks, if you do not, then you have to pay a fee. Those funds may be still sitting there, and recreation providers are using those fees. The city needs to be making updates to those numbers, and they do not always do that.
- San Pablo childhood obesity task force; through that task force they were able to have some money ear marked for recreation.
- Taxes on soda at the local level. If we get this money we will build an advisory committee to figure out where that money will go, and it could go to parks and recreation.
- Access is important, not just getting there, but also once you are in the park you have access too. You need to pay for a gym membership, not with parks. We are equal and have equal access once we are here.
- Maintenance is not equal, there is an equity issue in regards to what is available at parks.
- EcoSystem Services, understanding how nature provides us with benefits. If nature wasn't there, we would have to create so much infrastructure to have the same thing that it provides now.
- Stories of people in the community are very helpful, but we could all benefit from marketing tools
- Fit camp, taking the vulnerable parts of the community, and helping to teach them.
- Healthy eating and nutrition classes.
- Opening six streets to walking and biking only, one time a year for just those opportunities.
- Funding for a scholarship program is would be especially beneficial
- Tying the trail system to corporations, people who use trails to commute to work

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- Corporate mandatory workdays can connect people to places that need work.
- Some of the partners that we are working with see us as a direct service agency. In some cases, we did not go out looking for the money, they came to us. Need the tools in place to deliver the products.
- Parks are a solution; they can completely change things. They are an antidote to what ails the community.
- Direct the monies into hiring local people, to be a part of the park. This is what works in neighborhoods where nothing works. Once the park went in, it was staffed fully. These are paid positions, not volunteers. You cannot just put the bones in, you have to have the spirit and have the park come alive. Maintenance is a priority and it has to be always safe. And it needs constant programming, which means we need funding.
- You can only go so far with foundations, the funding only lasts for a few years; how do you maintain it? Everyone is trying to solve this same problem. Looking at parks as a public health intervention. The way to get long term funding is the insurance companies; the only way for people to make money is to prevent poor health in the first place. Having a park is going to help with all aspects of health.
- It cannot be a little bit of money and a one time thing. It has to be sustained; if it isn't, you will fail. We are always trying to fit it into other sources, and it is difficult. Having a dedicated, sustainable funding source would be best.
- Advocacy is important, especially when talking to residents. Having them there really brings the story forward because they can talk about their needs. Getting the mindset to change can happen by having residents speak about their issues.
- Parks are important for violence prevention. But, it is hard because you end up hitting against the law enforcement budget. Perhaps we can partner at a local level to go for that piece of the pie.
- Go to the city and give us an increase in association with the rise in property values.
- Beautification fund, supposed to create nicer outdoor spaces, but a lot of times the money goes to law enforcement.
- Storytelling is important; but even the types of parks are competing against each other. Telling our story of the types of parks that are in California and how they are used. Funding sources may want to fund certain parts of this story, and we need to tell it.
- Unless we start to define how it happens locally and then as it goes out, it is hard to tell that story.
- Federal funding sources? HUD, Promise Zone? A lot of federal funding goes to military.

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- Likes the idea of putting together the funding list; and the way that it is set up. This is a very practical approach, and seems to really work with the comments that we have heard.
- TPL has a lot of reports and can share the information. The website has a lot of information. Can put us in touch with people who can provide the source of the information to make the calculations.
- The concept of coming up with a dollar value is good. What is the cost of doing nothing versus the cost of running the parks? People can see that it is a good value.
- Good to bring in expertise in this area. There is research out there for how much parks bring in. Maybe make case studies; picking different parts of the State, with different populations, and then maybe be able to quantify. Need to have an Economist be a part of this discussion.

Public Survey

- Positive solution questions for community
- Survey may help local community providers
- Survey will change based on input from advisory group
- How will analysis be completed? Third party? Answer may be based on input
- Mapita to create survey – mapping system where participant can identify park usage and location (visit San Jose Greenprint to see survey)
- Possible third purpose of questions = barriers of park usage
- Location identification may be difficult questions because potential for zip code misidentifying participant
- Parks identification – city, regional, etc. and hurdles due to funding shortages – recognizing
- Misplaced people due to gentrification may still return to community due to certain attractions – i.e., church
- 2020 general plans for guidance on incorporating health (contra costa)
- Use of results may be used at local level based on report generation possibilities
- Tailor survey to location, i.e., urban versus suburban
- How far are you willing to travel to visit a park
- Demand for dog play areas
- POPOS program – creating open areas for building
- Open ended questions to allow participant share their thoughts
- Questions using a scale rather than definitive options
- Options for multiple choice – use visuals
- Questions regarding access – specifically safety. Crime, gangs
- Use symbols for response options (smiley face/thumbs up)

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- Meet with the community to develop survey
- Pilot test with community – partnerships
- Rolling out survey target date is July 2017 national parks month
- Separate out questions for parks versus recreation
- Epidemiologist review prior to roll out for successful survey, number of questions, phrasing
- Robo calls by language may have high response rate
- Questions about the park, is it functional
- What is the design of programming in terms of physical, social and mental health and career development
- Purpose can show how important parks are and budgeting – public opinion
- Evaluate survey and reliability for condition of park and value and parks correlate with questions to analyze results for desired outcome and true results
- What are the barriers for going out to parks and participating in programs – report
- Cost of recreation programs as potential barriers – park per capita what is needed to improve parks and building parks
- Consider the length of the survey – too long and you can lose the participant. Concise questions to capture information
- How was the 10 minute walk determined? Kids just need to go outside for 3 minutes that results in more small parks needed
- How far are you willing to walk to a park a potential question
- 10 minute walk used as a metric – need a baseline (also a soundbite)
- Functioning parks! Proximity to park doesn't necessarily tell you the accessibility of the park
- Define functioning park – with a scale level (safety, quality, size, amenities, supervision, maintenance)
- Determine why you want the public opinion data, is it to affect policy?
- Should we ask the public opinion questions where we know the result, especially if reinforcing positive view of parks and recreation, is this an advocacy tool?
- Are we asking the value of parks and recreation, potential for very different outcomes based on different values and beliefs of certain peoples? Or ask questions on fact of park and recreation benefits?
- How can we understand park ethos of individuals, transition these views in terms of parks and recreation programs and create value
- What if parks are seen as a blight because they are not functioning
- Need to emphasize the importance of functioning parks – this may be tool for advocating

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- Concerns for capturing data from different persons in same zip code areas where low income and higher income areas share a zip code and ensuring equity in terms of data gathering and ensuring opportunities
- How to leverage services in these vulnerable communities
- How to reach the “unaware” user,
- Type of survey – participatory survey, with community involvement instead of traditional survey format (James Rojas)
- Due to wide range of cost of living, income may not tell true story of disposable income for recreation
- Car ownership may not truly indicate poverty or transportation barrier – example of tech persons in silicon valley ride bikes
- Should we emphasis efforts in non park users? Yes, to address equity and provide opportunities Consider phenomenon of suburbanites that do not visit parks, but are not a vulnerable population. However, due to games like Pokemon driving non park users outside
- Viva parks team reviewing statistics of activation of parks and crime reduction
- Cost effectiveness of parks versus police – community benefits and cost of supporting park personnel versus an officer
- Important to recognize partnerships with police and be an advocate for park funding
- Leverage police funding for parks and recreation with partnership with sheriffs department (Hilary Bass – Ashland Cherryland)
- Cardio vascular, low birth weight, other health indicators

Local Needs Assessment

- Craft the survey to run as a local needs assessment as well, code the survey to pinpoint localities
- Active transportation program (trails too!) includes funding for planning – in the future it may be a requirement to create plan; therefore a needs assessment may benefit future planning

Additional items for SCORP

- Climate change and community engagement
- TPL has tool to indicate park access and tracking walking to calculate 10 minute walk, by seeing actual accessibility, for instance fenced parks, highway barriers
- How to create urban experience and green space

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- Urban agriculture information, trend of people moving back to cities and available space
- Working with developers and ensuring green space/parks and nature are included in plans, as well as trails for creating healthier communities all around
- Importance of play. Emphasizing the how play is beneficial for health
- Emphasize strategic partnerships, including homeless community and the impact on parks, addressing poverty and occupying the same space. Need to consider how and who you partner with to ensure equity and community cohesiveness