



Inclusive Parks + Recreation: You Belong Here!



2019 Educational Forum and Trade Show

#PROForum19

Inclusive Parks + Recreation

Cindy Mendoza, CPRP

- Director of Parks + Recreation



We build inclusive communities that support human development.



Why Are We Here?

Learning Outcomes

- Promote quality park experiences by discussing special needs and community needs in a holistic, inclusive way.
- Identify dynamic trends affecting park planning, design, programming and branding.
- Articulate 8-10 strategies to welcome all people into parks.

You Are Welcome Here

Demographic research
Community outreach
Planning
Park and facility design
Maintenance
Programs and events
Management
Customer service
Marketing & communication



Strategies for Creating Inclusive Parks & Programs

- 1.Re-define inclusion.
- 2.Know who's important.
- 3.Address inequalities.
- 4.Find your hidden biases.
- 5.Be authentic.
- 6.Create people-friendly places.
- 7.Promote play for all.
- 8.Communicate a new brand.

Re-define inclusion

Strategy #1



What does inclusion mean?





**What do you think of when
you hear the words
cultural diversity or
social equity?**





What is therapeutic recreation?



Park Rx

Ask your doctor for a park prescription today! www.ParkRx.org

Obesity costs the U.S. **\$190 billion** each year.

Being obese puts a person at **greater risk for chronic illness**, including coronary heart disease, high blood pressure, stroke, type 2 diabetes, cancer, and reproductive problems.

29 million Americans suffer from diabetes and are at higher risk of heart disease, stroke, blindness, kidney failure, and lower limb amputation.

Coronary heart disease is the **leading cause of death** for both men and women.

15.7 million adults reported having at least **one major depressive episode** in the past year.

Outdoor activity improves both **mental and physical well-being** more than indoor activity.

Spending time in nature is associated with **better cognitive development** in schoolchildren.

The closer we are to green space, **the less we suffer** from cardiovascular, musculoskeletal, mental health, respiratory, neurological, and digestive diseases.

Diabetics who spend more time in nature are more physically active and show **better blood sugar control**.

Spending more time in parks translates to being **more physically active**.

Spending time in Nature helps to **decrease high blood pressure**.

Spending time in nature **decreases anxiety and negative thinking** and lowers levels of depression and stress.



Social Equity

Advocating for safe and equal access to parks and recreation for all. It's a right, not a privilege.

SOCIAL EQUITY



NRPA
Advocating for safe and
equal access to parks
and recreation for all.
It's a right, not a privilege.

www.nrpa.org/socialequity | #SocialEquity



Equality, Equity and Justice. What's Missing?

Equality



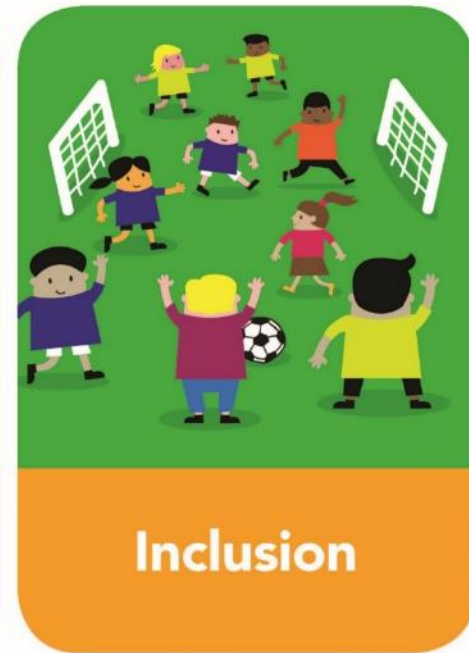
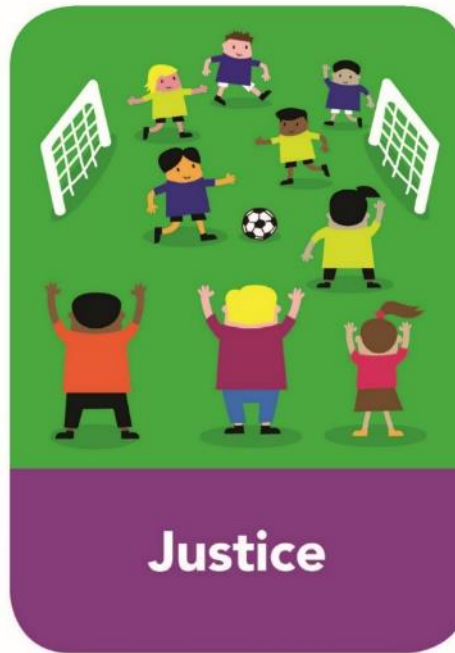
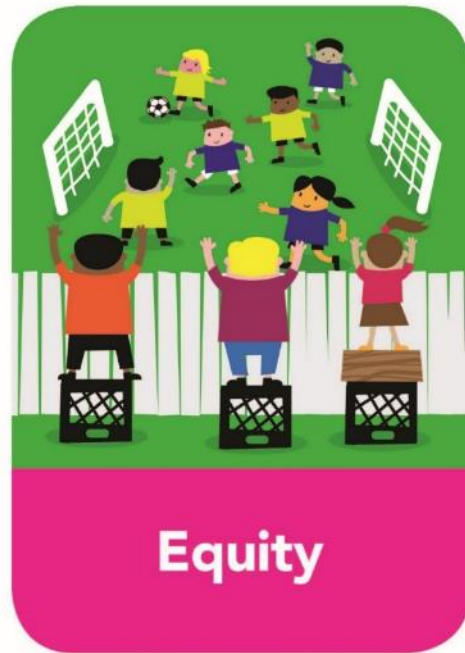
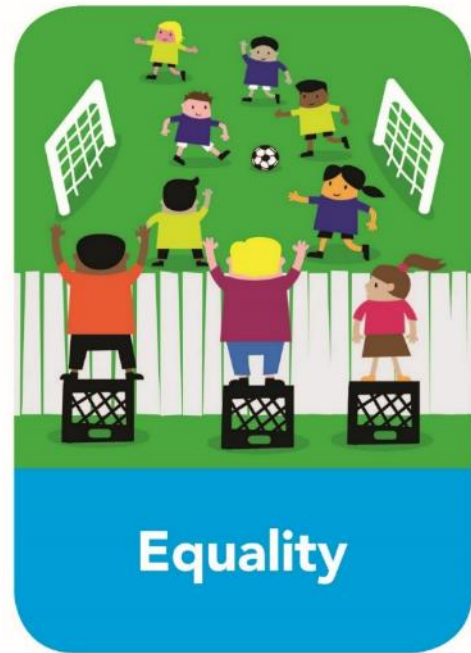
Equity



Justice



Including people!



Know who's important

Strategy #2



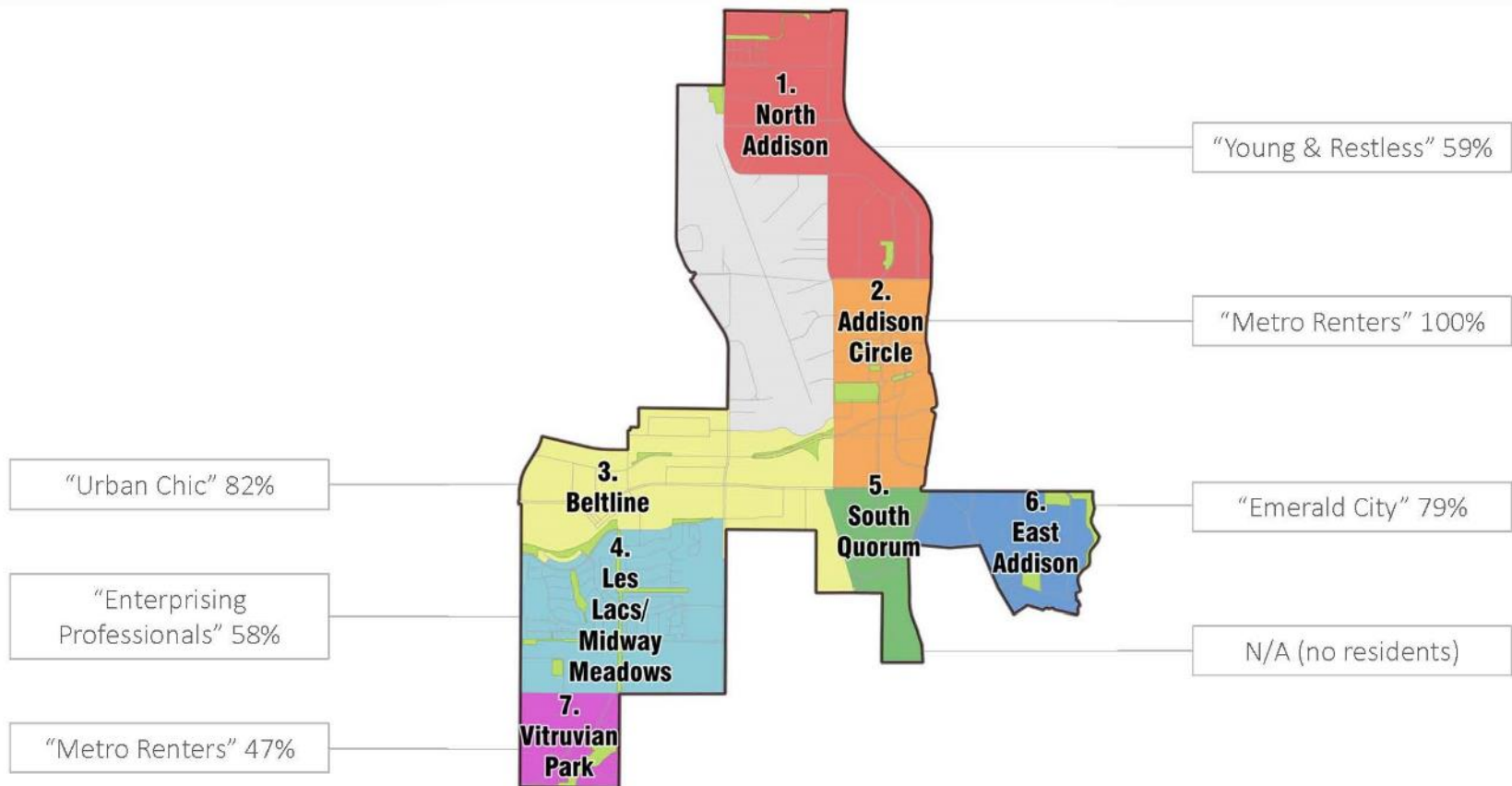
Who does your agency serve?



Demographic data, park use and recreation participation data

ESRI Tapestry Segmentation Data

Dominant Tapestries





LifeMode Group: Upscale Avenues

Enterprising Professionals

2D

Households: 1,627,000

Average Household Size: 2.46

Median Age: 34.8

Median Household Income: \$77,000

WHO ARE WE?

Enterprising Professionals residents are well educated and climbing the ladder in STEM (science, technology, engineering, and mathematics) occupations. They change jobs often and therefore choose to live in condos, town homes, or apartments; many still rent their homes. The market is fast-growing, located in lower density neighborhoods of large metro areas. *Enterprising Professionals* residents are diverse, with Asians making up over one-fifth of the population. This young market makes over one and a half times more income than the US median, supplementing their income with high-risk investments. At home, they enjoy the Internet and TV on high-speed connections with premier channels and services.

OUR NEIGHBORHOOD

- Almost half of households are married couples, and 30% are single person households.
- Housing is a mixture of suburban single-family homes, row homes, and larger multiunit structures.
- Close to three quarters of the homes were built after 1980; 22% are newer, built after 2000.
- Renters make up nearly half of all households.

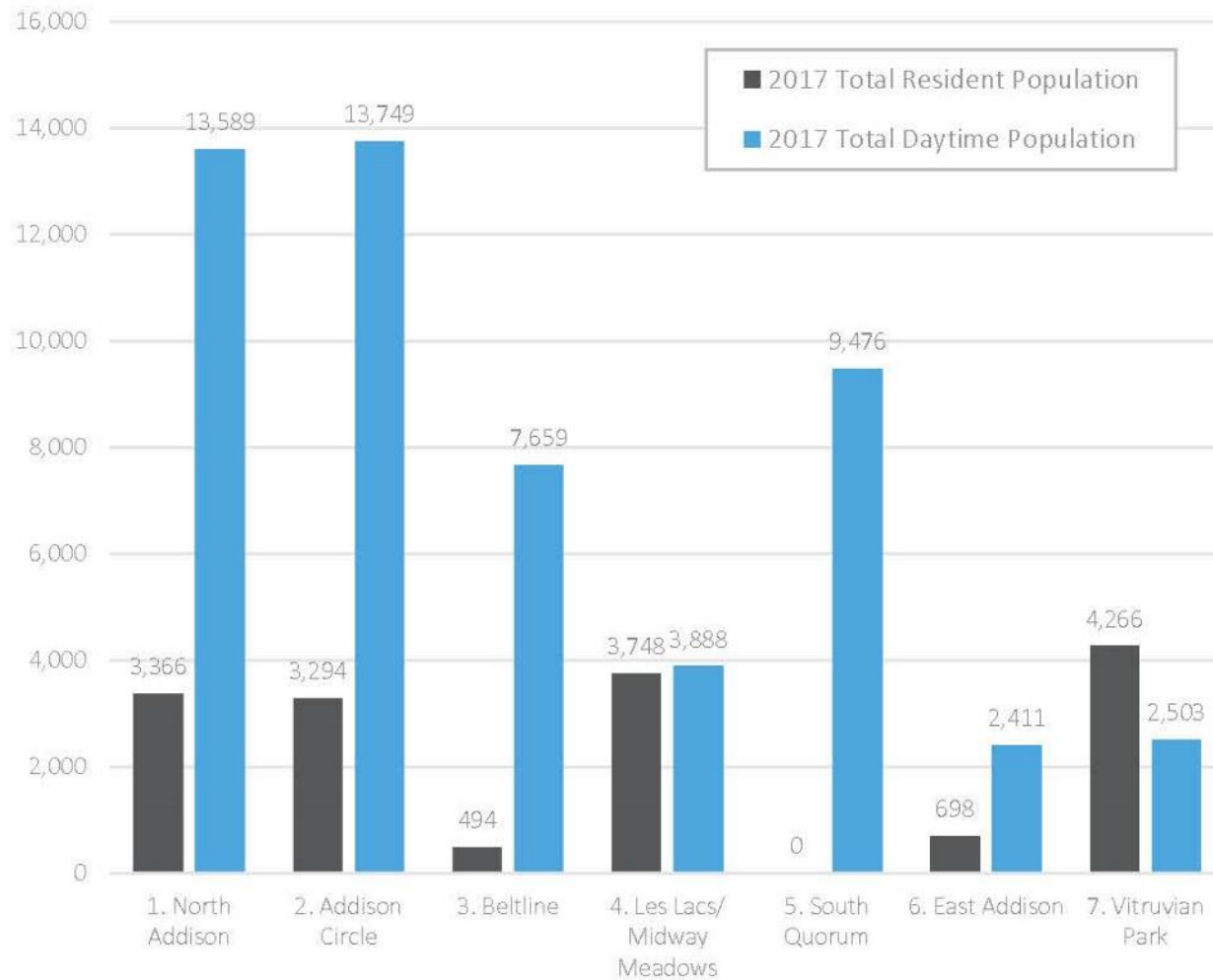
SOCIOECONOMIC TRAITS

- Median household income one and a half times that of the US.
- Over half hold a bachelor's degree or higher.
- Early adopters of new technology in hopes of impressing peers with new gadgets.
- Enjoy talking about and giving advice on technology.
- Half have smartphones and use them for news, accessing search engines, and maps.
- Work long hours in front of a computer.
- Strive to stay youthful and healthy, eat organic and natural foods, run and do yoga.
- Buy name brands and trendy clothes online.



Market, Employment, Tourism Data

Population by Planning Area, 2017



We Welcome MVPs Like You. Always.



TRAILS



SWIMMING



NATURE



SPORTS



ACTIVITIES



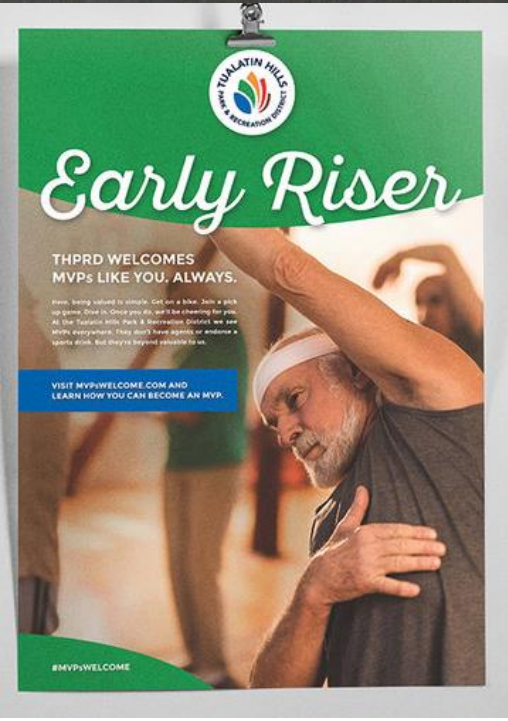
THPRD Welcomes MVPs Like You. Always.

Here, being valued is simple. Get on a bike. Join a pick up game. Dive in. Once you do, we'll be cheering for you. At Tualatin Hills Park & Recreation District we see MVPs everywhere. They don't have agents or endorse a sports drink. But they're beyond valuable to us.

[SIGN-UP TODAY](#)



We
Welcome
MVPs Like
You. Always.



Address Inequalities

Strategy #3



Equal Representation



L.A. COUNTY RECREATION AND PARK STRATEGIC PLAN

PLAN ESTRATÉGICO

plan estratégico

forjar hoy el mañana

para comunidades más sanas y más felices

Departamento de Parques y Recreación del Condado de Los Angeles

cómo creamos el plan

El proceso de planificación estratégica ayudó al Departamento a definir claramente los resultados deseados para el futuro y las acciones estratégicas para lograr esos resultados. La planificación se desarrolló en cinco etapas.

ETAPA 1: INICIO DEL PROCESO
Nuestra evaluación preliminar nos demostró que el personal adicional y las reuniones comunitarias eran importantes. Se capacitó al personal de todos los niveles y áreas del Departamento para brindar servicio de asistencia a la comunidad y apoyo durante todo el proceso.

ETAPA 2: ENTENDER EL CONTEXTO Y ELEGIR NUESTROS DESAFÍOS
En diferentes foros integrales, el personal, la comunidad y los accionistas evaluaron las fortalezas, debilidades, oportunidades y amenazas existentes en el Departamento. Se analizaron las tendencias emergentes en recreación y parques que afectan a los futuros programas y servicios del Departamento. Elaboramos seis importantes enunciados de resultados para describir los logros que el Departamento espera obtener para sus clientes y para el personal.

ETAPA 3: ESTABLECER NUESTRO CURSO DE ACCIÓN
Los representantes del personal, trabajando en equipos autoguiados, desarrollaron estrategias en las seis áreas centrales del Departamento para definir cómo lograrán los resultados (ver la lámina interior).

ETAPA 4: ENTRAR EN ACCIÓN
Los grupos diseñaron un detallado plan de acción quinquenal para llevar a cabo las estrategias, con ciertas prioridades para los primeros dos años. El plan de acción facilitará la integración del plan estratégico dentro del presupuesto del Departamento, de los planes de trabajo de los directores y de las evaluaciones e informes del personal.

ETAPA 5: HACERLO REALIDAD
Se establecen medidas de cumplimiento que reizarán el seguimiento del progreso para lograr los resultados deseados. Este progreso se evaluará anualmente.



Equal Participation

“No one ever taught me to ride. In Somalia it is not the custom to teach girls to ride a bike.”

Source: Community Cycling Center, Understanding Barriers to Bicycling Project, Final Report



Equal Access

70% African-American neighborhoods lack recreation facilities

81% Hispanic neighborhoods lack recreation facilities

38% White neighborhoods lack recreation facilities

Source: activelivingresearch.org

10-Minute Walk



[Why a 10-Minute Walk?](#) [Meet Our Mayors](#) [Join Us](#) [Watch the Video](#) [News](#)

EVERYONE DESERVES
A PARK WITHIN A

10-MINUTE WALK
OF HOME

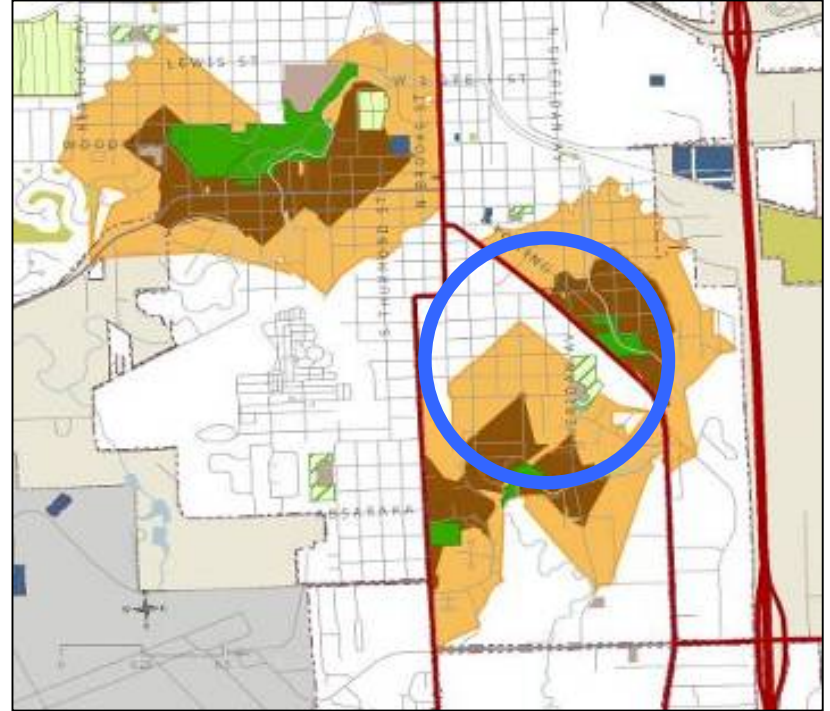
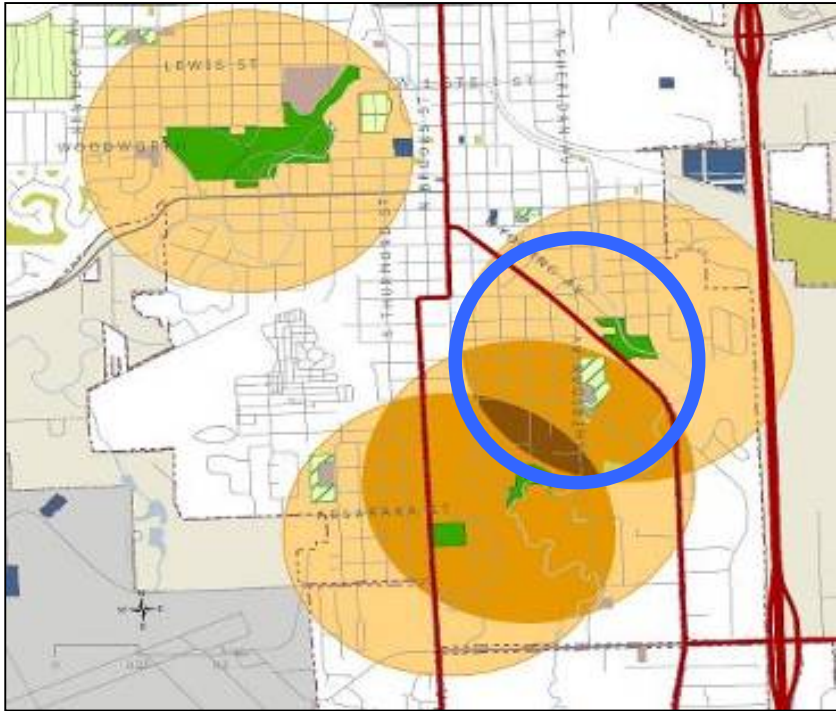
<https://www.10minutewalk.org/>



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Access + Quality





Parks & Recreation System Master Plan

CUPERTINO

Map 5: Access to Neighborhood-Serving Park Acreage within a 10-minute Walk

Residential Zoning

- Mixed-Use Development / Multi-Family Residential
- Single Family Residential / Duplex
- Residential Hillside / Agricultural Residential

Cupertino Parks and Trails

- Community Parks
- Large Neighborhood Parks
- Small Neighborhood Parks
- Special Use Sites
- School Fields Managed by City
- Shared-Use Paths

Other Recreation Resources

- Local Parks Open to Public
- County Parks & Regional Open Space Preserves
- Schools and Colleges
- Golf Course

Recreation Centers/Fields

- Recreation Centers/Facilities
- Other Facilities

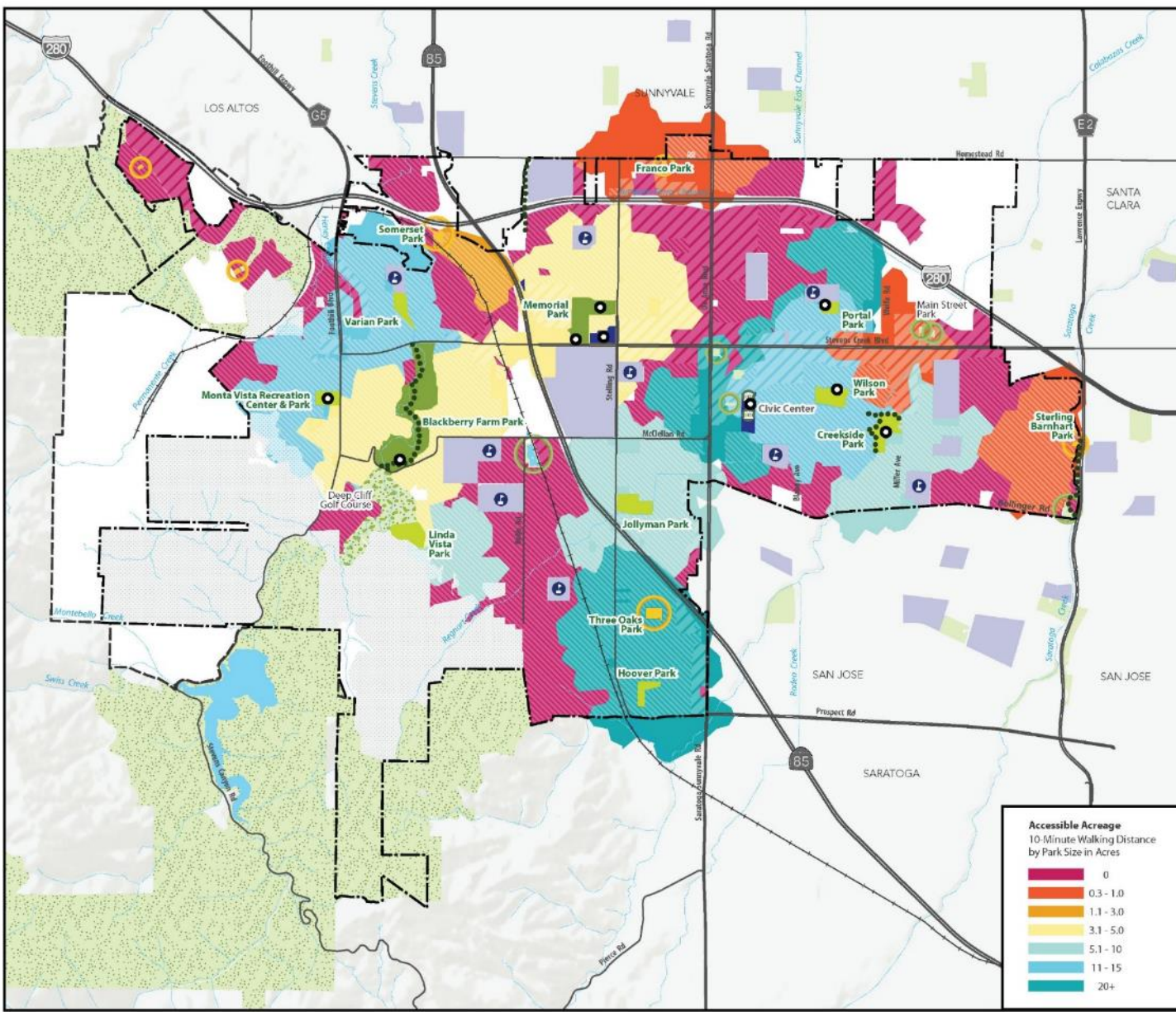
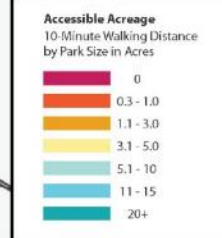
Base Map Features

- Cupertino City Boundary
- Cupertino Sphere of Influence*
- Railroad
- Creeks and Channels
- Water Bodies



February 2018

Note: * per Local Agency Formation Commission
Sources: City of Cupertino and Santa Clara County, 2017.



Find your hidden biases

Strategy #4





Roxbury Park
City of Beverly Hills



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Explicit vs. Implicit Bias

Explicit Bias

Expressed directly

Aware of bias/ operates consciously

Example: Sign in park saying “Latinos prohibited.”

Implicit Bias

Expressed indirectly

Unaware of bias/ operates subconsciously

Example: An agency providing more parks in higher-income areas.



Do our parks welcome everyone?

Do our parks reflect a legacy of spaces focused on the needs of youth, nuclear families, middle class white people, and residents from single family homes?

Be authentic

Strategy #5





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authentic

in a place of artifice

unifying

in a community
with rivalries

contemporary

in neighborhood with historic
protections

immigrant-honoring

in a country questioning their
values

welcoming

to a range of ages
and activities





VIETNAM



CHINA



PHILIPPINES



LAOS



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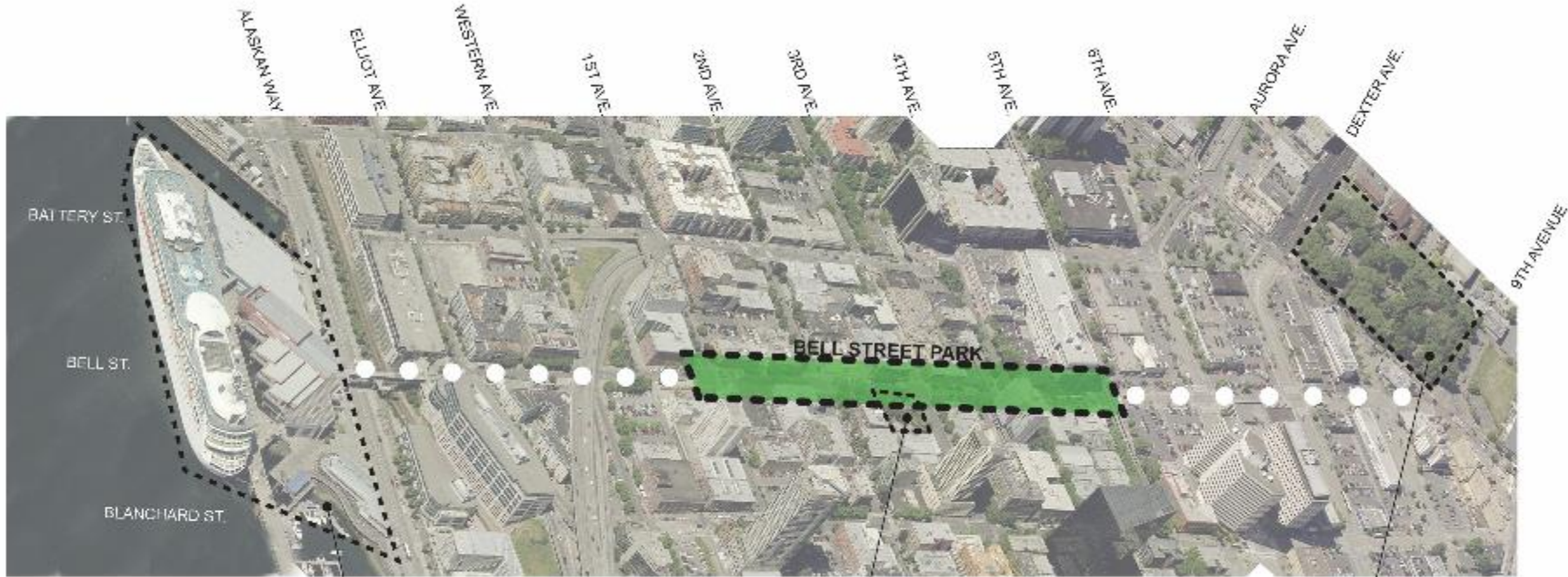
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Create people-friendly places

Strategy #6





BELL STREET PIER

REGRADE PARK

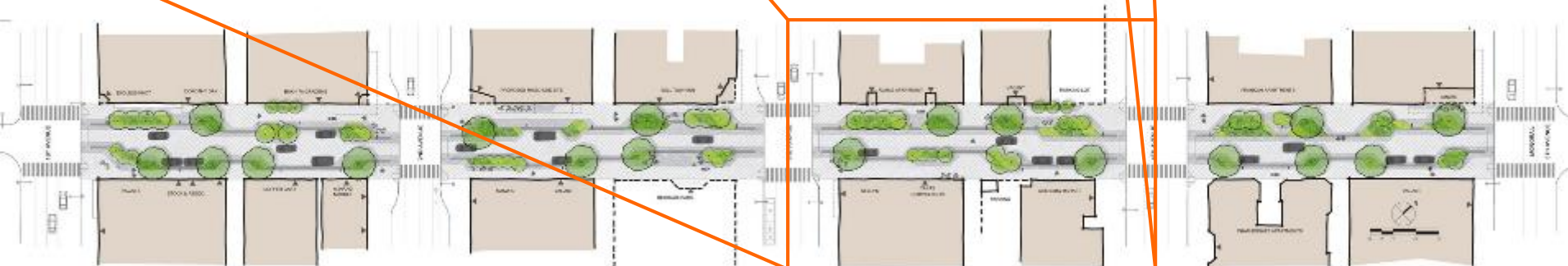
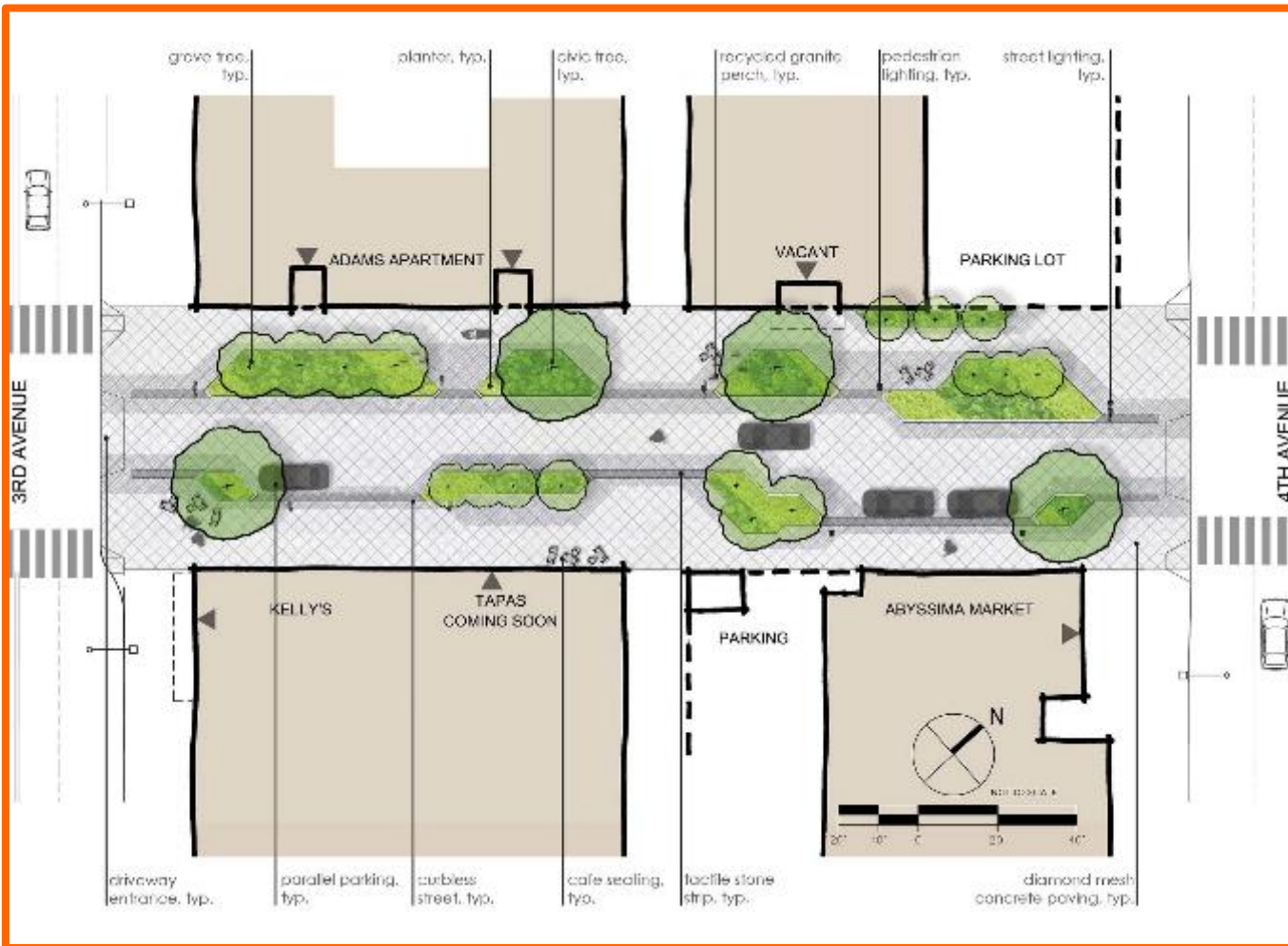
DENNY PARK



WHAT IF STREETS WERE PARKS TOO?



HOW CAN WE MAKE AN URBAN STREET FEEL LIKE AN INCLUSIVE AND WELCOMING PARK?





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BELL STREET PARK ART & ACTIVATION PLAN

FRIENDS OF BELL STREET PARK

Prepared by:
SvR Design Company

April 2015



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Promote play for all

Strategy #7



Building a more inclusive world, one playground at a time.

Harper's Playground is driven by the vision of a world in which no one is left out. We create playgrounds where people of all abilities can play together and thrive.

[LEARN MORE](#)

The Problems With Playgrounds

Most playgrounds are built for some but not all people...



The Harper's Playground model is simple: **Radically Inclusive** through several levels of inviting.

Physically Inviting

Is it **accessible**? And is it **adaptive**? Universal accessibility ensures that everybody can get everywhere and to everything. Adaptability means everything is designed to suit different conditions or needs.

Socially Inviting

Is it **natural**? Is it **communal**? Nature provides a calming effect on our mental and physical health, reducing fear, stress and anger. Open, communal spaces allow people to gather, connect and share.

Emotionally Inviting

Is it **thoughtful**? Is it **beautiful**? Humans are impacted by their surroundings. Small, thoughtful details that provide comfort and delight the senses have a positive effect on a person's wellbeing.




MIG Play for All (Yanaguana Gardens)




MIG Play for All (Always Dream Play Area)



Forest Grove Parks & Rec Plan




CITY OF FOREST GROVE, OREGON



Parks, Recreation and Open Space Master Plan

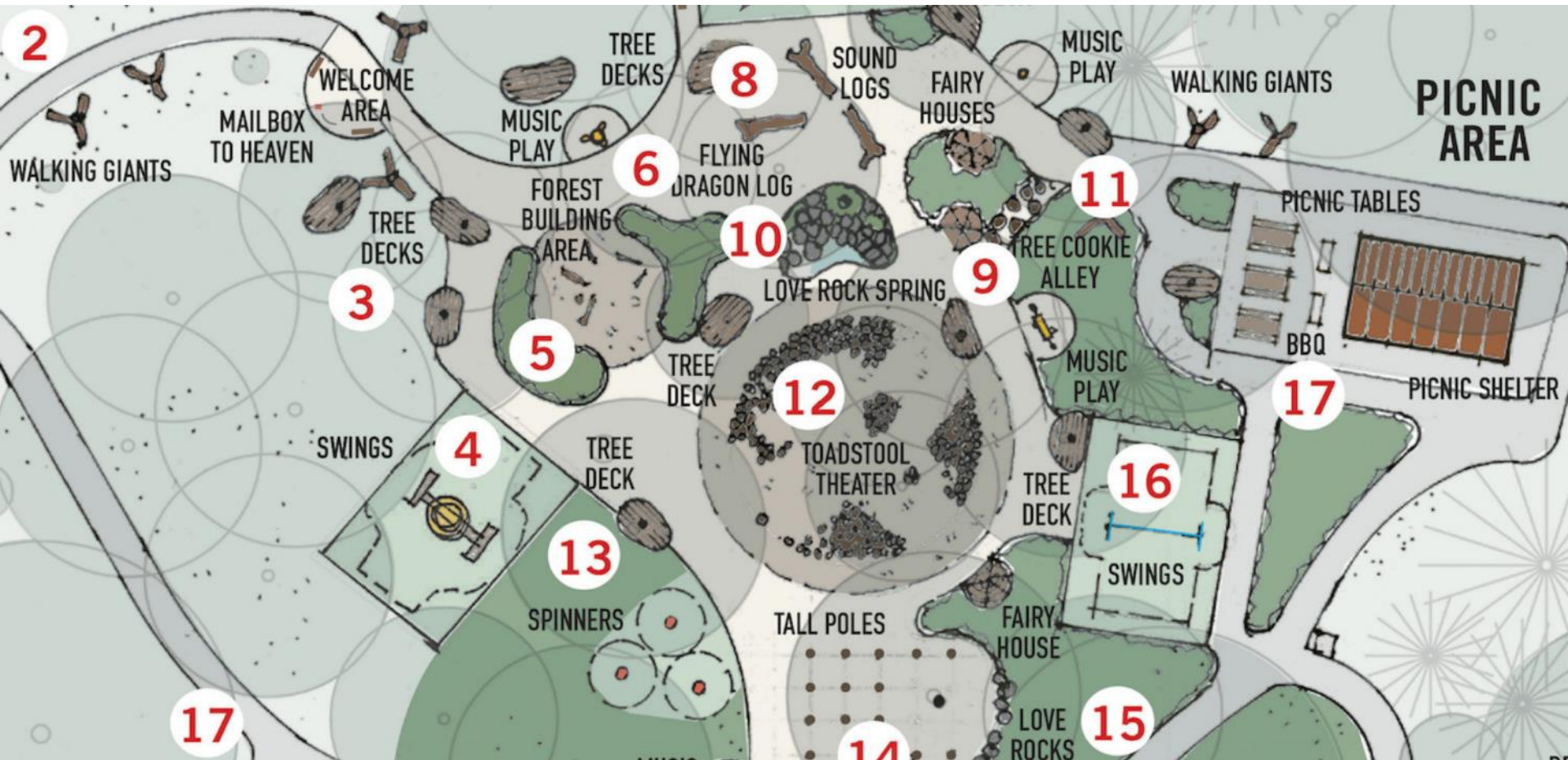
Draft Plan | August 2016



MASTER PLAN VALUES

Access for All
Stewardship
Community Livability
One Community

Anna & Abby's Yard



Futsal Court at Tom McCall ES



Operation Pitch Invasion
Portland Timbers
Portland Thorns

Communicate a new brand

Strategy #8





Community's Vision.
Tomorrow's Recreation.





PARKS & RECREATION FACILITIES MASTER PLAN



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2017's Best FISHING GEAR | KILLER BAITS | SUPERBONDS REELS & MORE

FIELD & STREAM

THE SOUL OF THE TOTAL OUTDOORSMAN
FEBRUARY - MARCH 2017

THE FIRE ISSUE

SPECIAL REPORT
THE DEATH OF THE LOCAL BOW SHOP
P. 36

36 RAGING FLAMES
RED-HOT SKILLS & BLAZING ADVENTURES

Wild Fires
HOW TO BUILD 10 OUTDOOR INFERNOS

Burning Rubber
FISH SPRING'S HOTTEST LURE

Holy Smoke
COOK AN EPIC FEAST OVER COALS

¡May Cauteré!
A FISHING CLASS

PREDATOR CONTROL
THE TRUTH ABOUT COYOTES VS. DEER

COBBLERS
EXPERT TACTICS FOR FLYING TOMS

15 Winter Walks | COYOTE HUNTERS | AN ESSENTIAL GUIDE
E4.45 | FEBRUARY 2016

The Great Outdoors

HIGHLANDS | LAKES | PEAK DISTRICT | SNOWDONIA

YOUR WINTER TO REMEMBER

GEAR OF THE YEAR
TENTS | JACKETS & SHOES
EXPERT TESTED

PERFECT SNOWY MOUNTAINS
An Teallach
Cadair Idris
Creag Meagaidh
Blencathra

COLD WEATHER CAMPING

LETTING GO IN ELWAYVILLE | LEARNING TO FLY | HAITIAN SINGLETRACK | BEST USED SWAG SHOPS

JUNE 2018 FREE!

ELEVATION outdoors

ELEVATIONOUTDOORS.COM GO OUTSIDE & PLAY

NINE BEST backpacking TREKS FOR SUMMER

EDITOR'S GEAR PICKS
TENTS, SHOES, SHELLS, PACKS AND MORE!

CAMPING WITH KIDDOS

TESTED & REVIEWED THE YEAR'S BEST GEAR

Climbing

GEAR GUIDE
TOP PRODUCTS OF 2017

BUDGET PICKS
SHOES
ROPES
HARDWARE
HARNESSES
APPAREL
& MORE!

EXPANDED! NORTHEAST EDITION

BACKPACKER
THE OUTDOORS AT YOUR DOORSTEP

HIKE MORE THIS SUMMER
24 WILD WEEKENDS NEAR YOU
+ CROWD-FREE TRAILS IN THE SMOKIES, SEQUOIA, ROCKIES, & LOST COAST

EXCLUSIVE MAP & GUIDE (P. 23)
YELLOWSTONE THE LOST TRAIL!

WEEKEND GEAR GUIDE

TAKE BETTER OUTDOOR PHOTOS

THE ULTIMATE SURVIVAL STORY

HOW TO BEAT BUGS & BLISTERS EASY AT ALTITUDE

Mountain BIKE

Special Report
What's Inside Your Carbon Frame?

Make Your Bike Faster (& Stronger)

THE INSIDE STORY
Racing's Pot Problem
page 66

Ride Here, Now
page 22

TESTED
TOP WHEEL UPGRADES

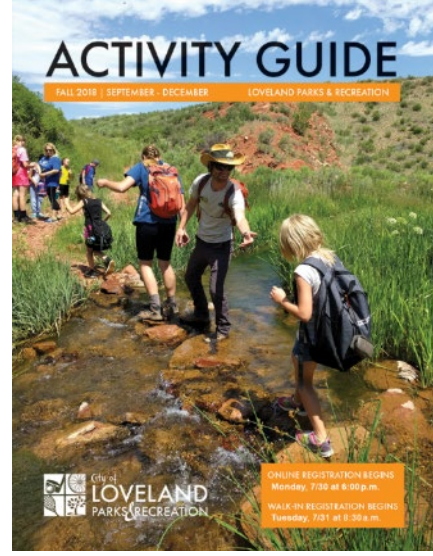
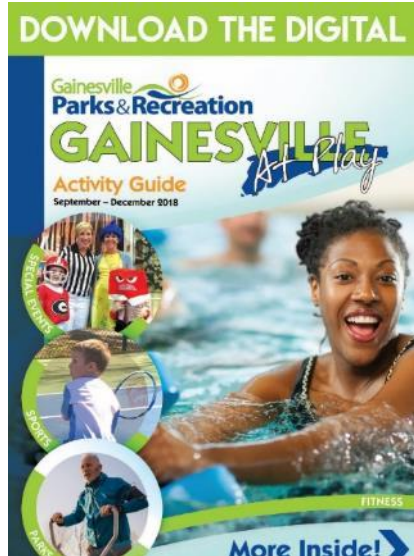
The Outdoor Industry Has Too Many White Dudes

But that's finally starting to change—and these five CEOs, writers, and activists are helping to lead the charge

By: Joe Jackson Jan 20, 2017



Source: <https://www.outsideonline.com/2150426/outdoor-industry-too-white>



Who's on your magazine cover?





We build inclusive communities that support human development.

Cindy Mendoza
cindym@migcom.com



Inclusive Parks + Recreation

