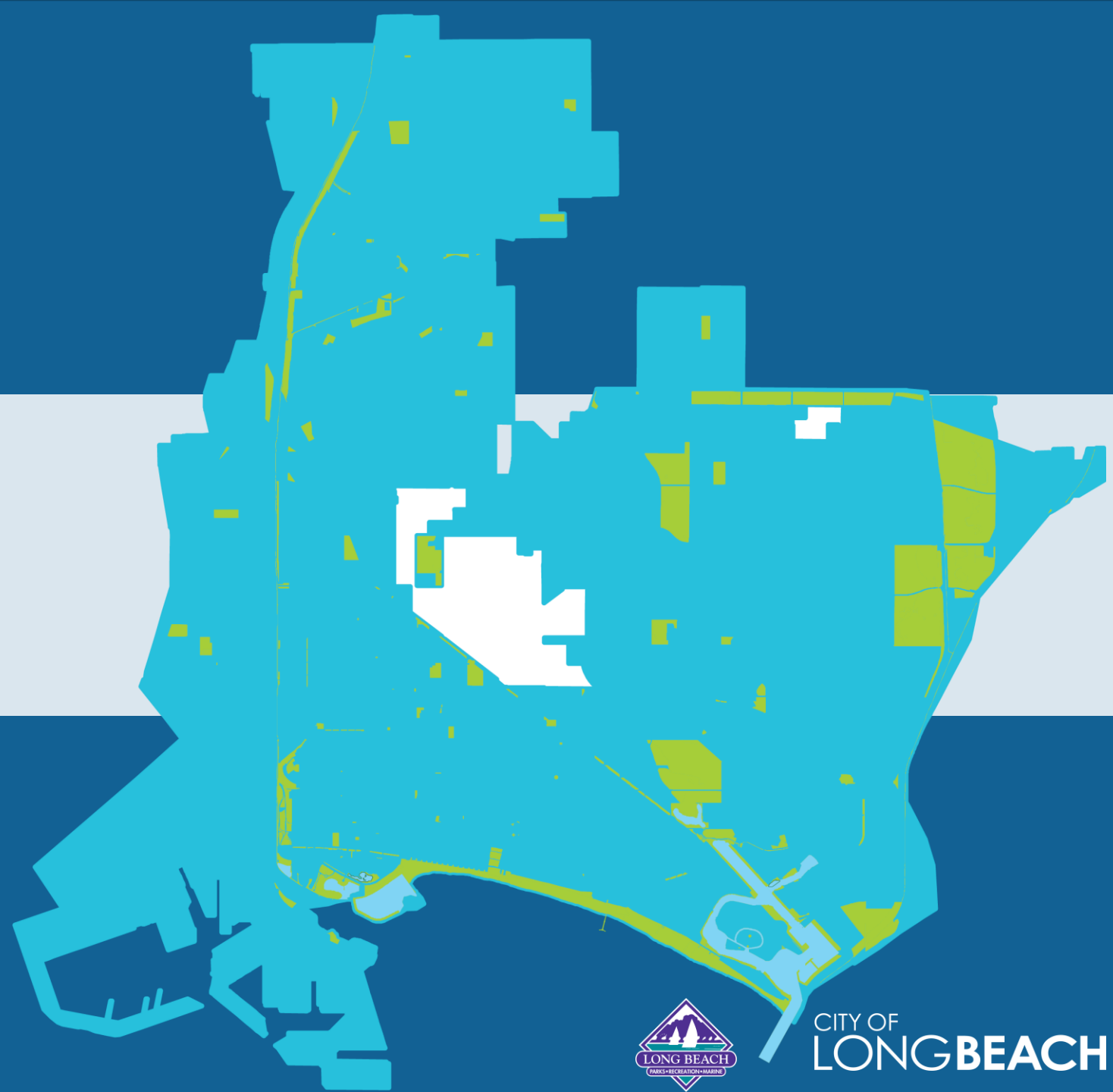


Long Beach's Strategy Towards Equity in Park Services (STEPS)

October 9, 2018



CITY OF
LONG BEACH

Silverado Park

- **10,081** people live within a half-mile of the park
- **2,903** are youth
- **1,168** are seniors
- **2,710** households are without access to a car



Cesar Chavez Park

- **11,531** people live within a half-mile of the park
- **2,411** are youth
- **789** are seniors
- **5,312** households are without access to a car



MacArthur Park

- 25,228 people live within a half-mile of the park
- 8,579 are youth
- 1,599 are seniors
- 6,393 households are without access to a car

El Dorado West Park

- 3,568 people live within a half-mile of the park
- 884 are youth
- 545 are seniors
- 1,300 households are without access to a car

Long Beach Greenbelt

- 8,352 people live within a half-mile of the park
- 1,316 are youth
- 691 are seniors
- 3,633 households are without access to a car



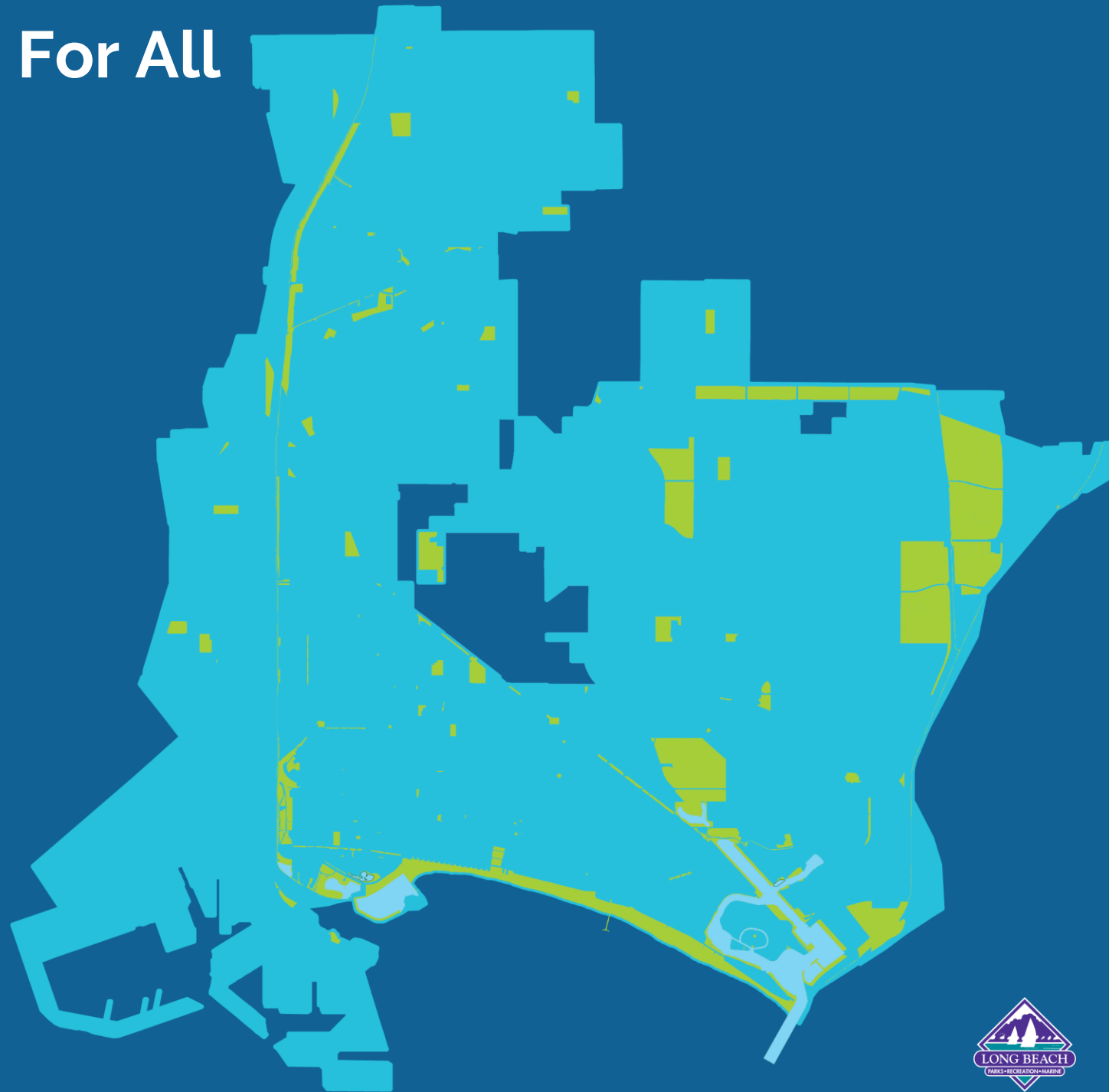
A map of the City of Long Beach is shown in a light blue outline against a dark blue background. A white square marker is placed in the northern part of the city, and a semi-transparent blue spotlight beam extends from it towards the right side of the slide.

Houghton Park

- **10,805 people live within a half-mile of the park**
- **2,947 are youth**
- **737 are seniors**
- **3,058 households are without access to a car**



A Park System For All



STEP's Navigational Coordinates



**A Balanced
Approach**

**Walk
the
Talk**

Steps Taken Since February 2018

Thanks to City Council:

- \$100,000 added to FY19 for additional senior programming
- \$200,000 added to FY19 to continue Be SAFE programming at additional sites
- \$70,000 added in FY 19 for the launch of PRM's Strategic Planning effort
- Will be piloting innovative teen programming approach at Houghton & McBride Parks
- \$40,000 added in FY 19 to enhance PRM volunteer operations

Steps Taken Since February 2018

PRM has:

- **Recreational & Enrichment Classes**

- Evaluation of contract classes resulted in adding new classes at sites that had no classes this past spring and summer:
 - Karate, Basketball Clinics, Resume Writing, Interview Skills Workshops, Zumba classes, Reading and Math Development classes, Enhanced Water Exercise classes, and Ceramics Workshops
- Started efforts on content redesign of the RecConnect class catalogue
- Offered professional development and job skills workshops
- Enhanced Department partnerships to bring health and library programs into parks
- Added specialized STEAM-based classes and experiential learning trips to Be SAFE Programs
- Continued arts programming with Musical Theatre West for youth and seniors
- Continued Outdoor Youth Connection, transformative teen outdoor leadership program

Steps Taken Since February 2018

PRM has:

- **Community Engagement Approach**
 - New Director exploring Long Beach Parks & social networks around each park
 - Foundational work preparing to launch citywide inclusive community engagement effort starting in January
 - City Council approved creation of new PRM Bureau to enhance Department's capacity to more accurately assess community needs, grant success rate, park planning, and partnership development

One Department - One Culture

All Bureaus - Not Just Parks and Recreation Will Take Part in STEPS

- **Animal Care Services Bureau**
 - Began developing progressive Strategic Plan for key service and participate in the Mayor's Animal Care Visioning Task Force
 - Innovative adoption, spay & neuter outreach initiatives to be continued and enhanced
 - Hire new Bureau Manager in FY19
- **Maintenance Operations Bureau**
 - Added \$1M to landscape maintenance and \$1.2M one-time funds for water in parks
 - Stopped using Roundup in parks for weed control & leveraged new technologies to enhance irrigation system
- **Marine Bureau**
 - Adding \$1M for specialized equipment to capture trash from LA & San Gabriel Rivers
- **PRM Director Will Focus on Performance Indicators Based on Respect and Responsiveness**

What is Next for STEPS

Collaboration is Key to the STEPS Approach

- **Partner with City Departments**
 - Continue to develop collaboration with Police, Fire, Health and Human Services, Public Works, Development Services, Economic Development, Technology and Innovation, Library, Human Resources, Energy Resources, Water, Harbor, Airport, Disaster Preparedness, and align these efforts with City Manager direction
- **Collaborate on One Long Beach Community Equity Indicators Initiative**
 - Work closely with Office of Equity to make sure the STEPS approach is in alignment with their effort

Partnership Approach

Develop A Robust Partnership Program

- **Partners of Parks Partnership Opportunities**
 - FY19 funding for Partners of Parks
 - Expand program scholarships
 - Sponsor youth & senior enrichment classes
 - Funding for Department internships
 - Support of 'Friends Of' groups for each park



Partnership Approach

Develop A Robust Partnership Program

- **Retool the PEPPS Program**
 - Evaluate PEPPS Program aspects to further streamline partnerships
 - Develop interactive engagement webpage
 - Link to opportunities to donate to Department needs
 - Establish Adopt A Park Volunteer Program
 - Target creative partnerships focusing on sustainable environment, urban ag, workforce development, arts and culture, community awareness through local history exploration, health advancing active living, and livability initiatives



Partnership Approach

Further Develop Collaboration with our Educational Partners

- **Partner With CSULB, CSUDH, LBCC, CSUF to Explore How to Introduce New Contract Class Enrichment Courses**
- **Partner with LBUSD**
 - Continue summer aquatics partnership at pools citywide
 - Engage with school principals and establish networks with teachers, parents, and students on opportunities for involvement with parks and the programs and services offered by the Department
- **Partner with Professional Sports Organizations**
 - Continue partnerships with the Dodgers, Clippers, and LA Kings
 - Develop relationships with LA Rams, LA Chargers, LA Galaxy, LA FC, and the Lakers
- **Partner with Community Groups**
 - Provide programming that provides a community benefit

STEPS Foundational Elements For 2020 PRM Strategic Plan

- Community Engagement
- Data Analysis
- Partnership Development
- Grant Development
- Creative Communication
- Language Access
- Creative Travel From Here-to-There
- Creative Approach to Events
- Creative Approach to Programs
- History, Culture, Art, & Health Focus
- ADA & Senior Sensibilities
- Respect and Responsiveness Sensibilities
- Solutions Oriented

STEPS Foundational Elements For 2020 PRM Strategic Plan

A Park System that Delights and Adds Joy For All



Thank You...

For the inspiration to develop a STEPS path toward strengthening "A One Long Beach Park System for All" to:

- Long Beach Neighborhood Groups & Residents
- Mayor & City Council
- City Manager and Other City Departments
- PRM Executive Team, Management and Staff
- Parks and Recreation Commission
- Partners of Parks
- Interdepartmental Park Equity Change Team
- Local Non-Profit Organizations



LONG BEACH
INNOVATION TEAM



LONG BEACH
DEVELOPMENT SERVICES
BUILDING A BETTER LONG BEACH



CITY OF
LONG BEACH

Thank You

Gerardo Mouet, Director
Parks, Recreation & Marine

