

Meeting Date: 12/07/2020

Report Type: Informational



**Parks & Community Enrichment
Commission/Sacramento Youth
Commission Report**
915 I Street, 3rd Floor
www.CityofSacramento.org

Title: Parks Master Plan 2040 Update – Outreach and Community Engagement Strategy and Findings

Location: Citywide

Recommendation: Review and Comment

Contact: Dana Repan, Senior Planner, (916) 808-2762; Brianna Moland, Assistant Planner, (916) 808-6188; Raymond Costantino, Park Planning and Development Services Division Manager, (916) 808-1941; Department of Youth, Parks, & Community Enrichment

Presenters: Cindy Mendoza, MIG, Inc.; Noé Noyola, MIG, Inc.; Dana Repan, Senior Planner; Brianna Moland, Assistant Planner

Department: Youth, Parks, & Community Enrichment

Division: Park, Planning, and Development Services

Dept ID: 19001021

Attachments:

- 01 Description/Analysis
- 02 The Power to Improve Logo
- 03 Outreach Advisory Committee
- 04 Outreach Tracking Table
- 05 Outreach Summaries and Preliminary Findings

Submitted By: Brianna Moland, Assistant Planner

Approved By: Mario Lara, Director

Signature: Mario Lara
Mario Lara (Nov 23, 2020 13:15 PST)

Issue: Per the Park and Community Enrichment Commission's direction, the Parks Master Plan 2040 incorporated a robust Outreach and Community Engagement program in the fall of 2020. The goal is to reach a diverse demographic that includes hard-to-reach and underrepresented groups. To accomplish this, staff has been coordinating with the City's consultant, MIG, Inc., since 2019 to prepare the Outreach and Community Engagement program and strategy. Due to COVID-19, the program had to be revised to a virtual platform because meeting in public for outreach activities was no longer an option. The challenge created an opportunity to explore new outreach and engagement methods to introduce the Master Plan process to the public and engage the community through virtual activities that would help capture their input on YPCE's parks, recreation and youth programs.

It was important that the virtual outreach and engagement program have its own theme that gave participants a voice in the Master Plan process and associated the outreach effort with YPCE's programs. The theme of the effort became, "The Power to Improve," (see Attachment 02) and encouraged participants to be agents of change as superheroes by providing input on the community's parks and recreation programs. The aim was to reach community members where they were at, in this case online, through a series of engagement exercises in multiple languages targeting different demographics. Activities included a map-based survey called "Maptionnaire," a photo contest, a drawing activity, and group panel discussions with community-based organizations' leadership. Activities were publicized on the YPCE Master Plan homepage. The activities were shared through targeted social media campaigns, direct email, city blog posts, at many community and special interest meetings, and through personal phone calls. City staff organized an Outreach Advisory Committee (see Attachment 03) to strategize on the outreach approach and methods to effectively reach community members and worked with this group to obtain contact lists. The virtual outreach and engagement program was publicized through different media types and venues, which is detailed in our Outreach Tracking table (see Attachment 04).

Below is a brief summary of the different components of the Outreach and Engagement Program, a few of which have not been scheduled yet. Outreach Summaries and Preliminary Findings, (see Attachment 05), details the main outreach activities and the results. These preliminary findings will help focus future outreach and provide insight on the community needs for the Master Plan update.

- a. **Maptionnaire:** The purpose of the survey was to collect knowledge of local residents and park users about the places, activities, and services that they use. The survey was available for eight weeks, from August 31 to October 25, 2020. A total of 1,589 people responded to the survey, with 847 of the respondents reaching the end of the survey and clicking "Done." Preliminary findings suggest that trails, gathering places and natural spaces are the most valued park areas. There is also interest in expanding community events, gardening, and nature programs.
- b. **The Photo Contest:** The purpose of the contest was to encourage participants to take photos of what they like about existing City parks and programs. The contest activity included the project's superhero theme and motto: The Power to Improve. The survey was available for eight weeks, from August 31 to October 25, 2020. During this time frame, 37 photos were submitted. MIG analyzed their content to identify popular parks and the type of park elements that make a great park for Sacramento. The key themes that emerged from the photos were natural features; people; play; and popular events. The findings from this engagement opportunity will be combined and considered with the other community input activities conducted for the Parks Master Plan 2040 to identify common themes, concerns, and needs.
- c. **Draw Your Favorite Park:** The purpose of the activity was to encourage children and youth to illustrate their favorite park. The drawings provided information about what youth like about city

parks and what attracts children and families to particular sites. The activity was available between September 7 and October 25, 2020. A total of 41 drawings were submitted. MIG analyzed photos for the types of parks and recreation assets the image displayed. These assets were broadly categorized into three broad themes: Play; Nature; and Facilities.

- d. **Community Panel Discussions:** Participants were recruited with the specific intent to involve underrepresented groups in the planning process and to look at community needs for parks, facilities, programs, and services through a social equity lens. Panel participants identified multiple populations and communities for consideration in the Master Plan. Particular attention was focused on youth, seniors, people with disabilities, low-income residents, refugee and immigrant populations, and Black, Indigenous, and People of Color (BIPOC). Participants selected the panel of their choice. On October 1, 2 and 3, 2020, three (3) two-hour facilitated Community Panel meetings included discussion with 15 to 25 individuals per panel, representing specifically invited community-based organizations. Key Concerns and Key Needs were discussed and have been summarized in Attachment 05.
- e. **Community Briefings:** Brief presentations at six consultant/staff led meetings targeting hard-to-reach and underserved demographics, hosted by community organizations, businesses, and other agencies will occur during the months of January and February 2021. The purpose of these briefings is to leverage more stakeholder participation and include a wider variety of groups in the planning process.
- f. **City Councilmember Interviews:** Each councilmember participated in an hour-long teleconference in May to provide input about the key issues and communities most in need of improved or enhanced parks and recreation activities.
- g. **Youth Workshop:** This youth organized and facilitated workshop is planned to be held in the winter to engage Sacramento youth and get their input on the master plan. The workshop will be organized to ensure it is open to youth across the city, while actively recruiting diverse young leaders to participate. The UC Davis Center for Regional Change and the Sacramento Youth Commission will help facilitate this workshop. The youth workshop will include a Photovoice activity. Photovoice is a participatory research method used to identify new perspectives on overlooked issues within a community. Findings from this meeting will be included in the Parks Master Plan 2040 document which will be finalized in late 2021.
- h. **Statistically Valid Survey:** The consultant team will be designing a multimodal, bilingual mail, online, and phone survey using an Address Based Sampling approach. It is anticipated that this survey will occur in the summer of 2021.

YPCE staff have made periodic updates to each of the Councilmembers, the Parks and Community Enrichment Commission, and the Sacramento Youth Commission throughout the outreach and engagement process. Each Councilmember provided input on key issues and areas most in need of improvement. Staff has received and incorporated feedback from the Councilmembers and Commissioners, which have informed the outreach and make clear the need to continue seeking the input of underrepresented communities for the Master Plan update over the 20-year horizon. The master plan team is asking both Commissions to play a continued role in the Parks Master Plan 2040 planning process.

Policy Considerations: Updating the Master Plan is an implementation task of the Department's Strategic Plan, the Citywide Youth Development Plan, and the City's General Plan. The updated

Parks Master Plan 2040 will incorporate those supporting goals and policies as well as community input from community outreach and engagement into a comprehensive YPCE Master Plan policy document to guide department programs and investments for the next 20 years. It has been 15 years since the Department has last updated the Master Plan.

Economic Impacts: Not Applicable

Environmental Considerations: No project is being proposed at this time. Staff is presenting information and seeking Commission input. Environmental review pursuant to the California Environmental Quality Act (CEQA) will be conducted prior to the adoption of the Parks Master Plan 2040.

Sustainability: The City's Sustainability Master Plan (December 2007) and the Department's Sustainability Plan (August 2008) were incorporated into the current Master Plan policies under a variety of subheadings pertaining to sustainability. These policies will carry over into the update of the Parks Master Plan. Additional policies pertaining to sustainability will also be considered from the city's 2040 General Plan during the update process.

Commission/Committee Action: The master plan team previously met with the Parks and Community Enrichment Commission on April 4, 2019, and on August 6, 2020 for informational presentations regarding Parks Master Plan 2040 progress. Similarly, the master plan team met with the Sacramento Youth Commission on May 6, 2019, and on May 4, 2020.

Rationale for Recommendation: Not Applicable

Financial Considerations: The Parks Master Plan 2040 update will include information about a range of funding options and an overview of funding needs to implement the Parks Master Plan which may be considered when providing additional resources necessary to implement it. Approval of the Parks Master Plan update does not include approval of any major new financing initiatives; rather, it may provide guidance for development of estimated costs, feasibility analysis and work plans to develop the mechanisms to finance implementation of the Master Plan, subject to City review and approval.

Local Business Enterprise (LBE): None

Attachment 02



CITY OF SACRAMENTO PARKS MASTER PLAN 2040

THE POWER TO IMPROVE

PARKS | YOUTH | RECREATION

Attachment 03

Outreach Advisory Committee List

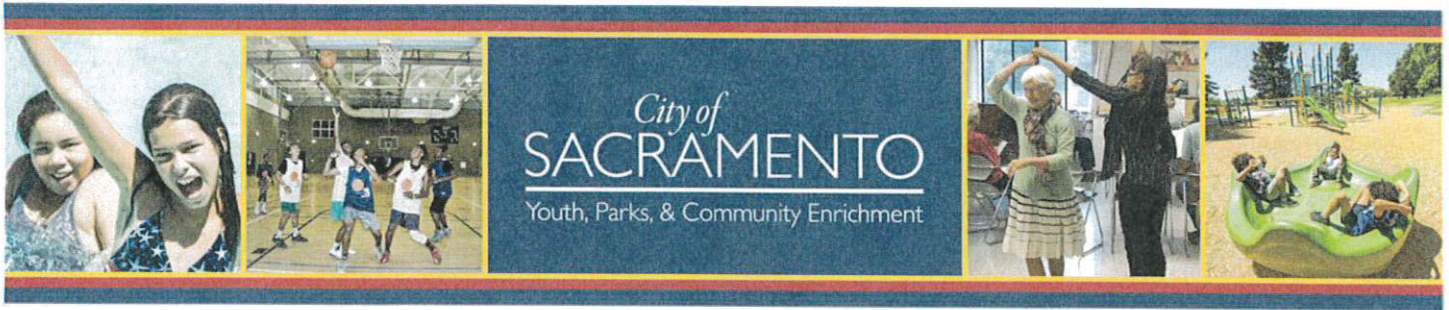
Name	Division/Organization	Title
Dana Repan	Park Development Services	Senior Planner
Monica Blanco	Youth Development Division	Recreation Manager
Anthony Munoz	Community Centers	Recreation General Supervisor
Sjon Swanson	Aquatics	Recreation Superintendent
Lynette Hall	Community Engagement	Community Engagement Manager
Remi Mendoza	Long Range Planning	Senior Planner
Lindee Lane	Executive Office	Youth Development Policy Manager
Grace Nuñez	Media and Communications	Media & Communications Specialist
Kris Wimberly	Youth Enrichment	Recreation General Supervisor
Raymond Costantino	Park Development Services	Park Planning, Design and Development Manager
Brianna Moland	Park Development Services	Assistant Planner
Noé Noyola	MIG, Inc.	Community Planner
Katie Houser	Community Centers	Recreation Superintendent
Jackie Beecham	Recreation Administration	Recreation Manager

Attachment 04

Parks Master Plan 2040 Outreach Log				
Outreach Item	Point Person	Receiver	Shared with/on	Date
Social Media Graphic	Brianna	Sjon Swanson	YPCE FB and Instagram followers; Will post Photo Contest info on IG and Facebook and post weekly stories until the deadline	8/31/2020
Social Media Graphic	Brianna	Jackie Beecham	Come Out and Play catalog users	8/31/2020
Social Media Graphic	Brianna	Karen Armstrong	YPCE Homepage, Master Plan Homepage, City's Homepage	8/31/2020
Social Media Graphic	Grace	Lynette Hall	Community Partners	8/31/2020
Press Release	Grace	PIOs, City Manager's Office and Council offices, and Lynette Hall	Council District newsletters	8/31/2020; 10/7/2020
Press Release	Grace	All local media outlets		8/31/2020
Blog Post	Grace	Lynette Hall	Community Partners	8/31/2020
Blog Post	Grace	City Minute email list serv		8/31/2020
Press Release	Grace	The Sacramento Observer		8/31/2020
Social Media Graphic	Raymond	Kris Wimberly	Sacramento Youth Commission; Kris will redistribute Photo Contest and Maptionnaire Info	8/31/2020
Press Release	Raymond	Exec Team, Kris Wimberly, Katie Houser, Sjon Swanson	PCEC, SYC, Active Net; Kris will redistribute Photo Contest and Maptionnaire info; Katie's team will also distribute photo contest info	8/31/2020
Press Release	Raymond	Mayor's Office/Councilmembers		9/1/2020
Social Media Graphic	Brianna	Asian Resources, Inc., Fimong Parents and Youth United, Sacramento Cultural and Linguistics Center	Shared with networks	9/1/2020
Blog Post, Press Release, Social Media Graphic	Raymond	Councilmembers		9/1/2020
Press Release	Raymond	PPDS		9/1/2020
Blog Post, Press Release, Social Media Graphic	Raymond	PCEC		9/2/2020
Blog Post, Press Release, Social Media Graphic	Dana	Planning Department (Long Range and Current Planning)	Will share on General Plan web page	9/3/2020
Blog Post, Press Release, Social Media Graphic	Brianna	Mauro Solis-Rodriguez, Marla Vides-Medal, Vanessa Cuevas-Romero	Shatara Travis with SYC, and the graduates and returning youth with Summer @ City Hall, Landscape and Learning and Prime Time Teen; 10/13/20 - Mauro will post to Social Media 10/15/20 or 10/16/20	9/3/2020
Survey Link and Social Media Graphic	Grace	YPCE Facebook ads (paid)		9/4/2020
Survey Link and Social Media Graphic	Grace	YPCE Facebook and Instagram posts (unpaid). Shared on all City channels.		9/4/2020
Maptionnaire Survey Graphic/Survey Link	Brianna	Charley Wang and Abraham Salinas		9/4/2020
Maptionnaire Survey Graphic/Survey Link	Brianna	Council District 4 Neighborhood Associations and Community Groups		9/8/2020
Survey Flyer	Brianna	Monica Blanco and Jackie Beecham	YPCE Community Centers; Monica will share photo contest info	9/9/2020
Blog Post, Press Release, Social Media Graphic	Raymond	Marri Leger	Southside Neighborhood Association	9/9/2020
Survey Link and Graphic	Brianna	Celia Yriguez with SHRA, Julius Austin the Sacramento Promise Zone Coordinator, Cassandra Jennings with Greater Sacramento Urban League		9/11/2020
Survey Link and Graphic	Dana	Katy Robb with Mutual Assistance Network and Cassandra Jennings with Greater Sacramento Urban League		9/11/2020
Blog Post, Press Release, Social Media Graphic	Raymond	Kelly Hopkins with Sacramento Valley Conservancy, Amanda Bloom and Debra Oto-Kent with Health Educational Council, Alfie Koko	Debra and Amanda will publicize photo contest info	9/11/2020
Maptionnaire Survey Graphic/Survey Link	Dana and Brianna	GP Outreach Team	CDD Outreach List	9/14/2020
Blog Post, Press Release, Social Media Graphic	Raymond	Sacramento Park City project team	FB and the Sacramento Park City website	9/15/2020 and 9/22/2020
Survey Link and Social Media Graphic	Raymond	Rachel Rios and Alexa Basurto with La Familia	Passed out flyers at a La Familia drive thru event, and posted on social media	9/15/2020
Survey Link and Graphic	Brianna	Torin Dunnivant with the Sacramento Tree Foundation	Shared through network	9/16/2020
Survey Link and Graphic	Brianna	Sam Greenlee with Aicemist CDC	Shared through network	9/16/2020
Blog Post, Press Release, Social Media Graphic	Raymond	Park Commissioners including the Park Chair (Rita Gallardo Good)	Pocket-Greenhaven Mom's Group, Pocket Greenhaven Community Association, South Pocket Homeowners Association; Terri Kietzman posted on LinkedIn and Facebook and NextDoor as well as local groups	9/16/2020
Blog Post, Press Release, Social Media Graphic	Raymond	Kendra Reed with Franklin Blvd Business District	Kendra will distribute photo contest info	9/16/2020
Survey Link and Graphic	Brianna	CD 2 and 8 Neighborhood Associations and Community Groups		9/17/2020
Blog Post, Press Release, Social Media Graphic	Brianna	Fatima Malik (former D2 Park Commissioner)	CO 2 Community groups	9/18/2020
Survey Link	Raymond	Lisa Wrightsman with Street Soccer USA		9/22/2020
Survey Link and Graphic	Brianna	Sacramento Valley Cricket Club, Daredevils XI, Sacramento Premier League		9/22/2020
Survey Link, Social Media Graphic	Raymond	Rose Shoen with Asteca FC		9/23/2020
Survey Link, Graphics, Blog Post, Homepage	Raymond	Monica Hernandez with SACOG	Shared with communications manager and bike/ped team; 10/13/20 Monica will post photo contest info to social media channels	9/23/2020
Survey Link, Graphics, Blog Post, Homepage	Raymond	Trish Kelly, Adrian Rehn, and Evan Schmidt with Valley Vision	Will post on FB; Adrian will distribute photo contest info	9/23/2020
Survey Link	Dana	Guerrero Park Advocates		9/25/2020
Survey Link	Randy Singh/Dana	All Neighborhood Associations		9/26/2020
Survey Link	Cameron/Dana	CD 5 and 6 Neighborhood Associations and Community Groups		9/28/2020
Community Panel Invitation	Dana	Buena Vista Tribes; Shingle Springs Band of Miwoks; Auburn Rancheria; Wilton Rancheria		9/28/2020
Survey Link	Dana	Mangan Park Neighborhood Association	MP and Maptionnaire Presentation	9/30/2020
Survey Link	Raymond	Robla Neighborhood Association	MP and Maptionnaire Presentation	9/30/2020
Survey Link/Master Plan Homepage Link	Brianna/Dana	General Plan Consultant	Will add links to upcoming online General Plan workshop	9/30/2020
Photo Contest and Drawing Activity Link	Brianna	Outreach Advisory Committee/Recreation staff	YPCE FB and Instagram	10/1/2020
Photo Contest and Drawing Activity Link	Brianna	Mauro Solis-Rodriguez	Social media posts; Mauro will post to social media	10/1/2020
Survey Link, Photo Contest and Drawing Activity Link	Cameron/Brianna	CD 1 and 7 Neighborhood Associations and Community Groups		10/1/2020
Photo Contest and Drawing Activity Link	Brianna	Monica Blanco and Joyce Wenger-Johnson	4th R and Sac CLASS; Monica will spread photo contest info; Joyce will send Photo Contest info to Extended Learning Families	10/2/2020
Photo Contest and Drawing Activity Link	Dana	Rosanne Bernardy	Hart News Weekly email	10/2/2020
Social Media Graphic, Survey Link, Photo Contest	Brianna/Raymond	Robla Neighborhood Association		10/5/2020
Survey Link, Photo Contest and Drawing Activity Link	Raymond	David Gonsalves and Jocelyn Navarro with Council District 3	Nextdoor and our other social media resources	10/5/2020
Survey Link, Photo Contest and Drawing Activity Link	Dana	Heather Everett with Access Leisure	Email to Access Leisure email list serv; Heather will share social media posts about Photo Contest, Drawing Contest, and Survey through out the week & added to listserve with 480 participants	10/6/2020
Survey Link, Photo Contest and Drawing Activity Link	Raymond	Council District 1 Staff (Karina Talemantas, Andre Favila, Deanna Reed, Mfiesha K. Ross)		10/6/2020
Survey Link	Brianna	Haggittwood Neighborhood Association	MP and Maptionnaire Presentation	10/7/2020
Survey Link, Photo Contest and Drawing Activity Link	Raymond	Council District 8 Staff (Joelle Toney, Matthew Bryant, Jaime R. Cervantes)	Social media post	10/7/2020
Survey Link, Photo Contest and Drawing Activity Link	Raymond	Council District 6 Staff (Koy Sateurn, Alejandro Cabrera)	Social media post	10/7/2020
Survey Link, Photo Contest and Drawing Activity Link	Raymond	Council District 5 Staff (Allison Joe, Jay Schenirer)	Social media post	10/7/2020
Survey Link, Photo Contest and Drawing Activity Link	Raymond	Council District 4 Staff (Matthew Reed, Isabella Argueta, Steve Hansen)		10/7/2020
Survey Link, Photo Contest and Drawing Activity Link	Raymond	Council District 7 Staff (Rick Jennings, Dennis M. Rogers, Henry Adkisson)	Social media post	10/7/2020
Survey Link, Photo Contest and Drawing Activity Link	Raymond	Council District 2 Staff (Christopher O. Shannon, Shoun Thao, Eugene Loew, and Fatima Malik)		10/7/2020
Survey Link, Photo Contest and Drawing Activity Link	Dana	Stray Stevens with Urban Strategies, Inc.	Survey link email blast; shared via our Facebook page	10/7/2020

Survey Link, Photo Contest and Drawing Activity Link	Raymond	Joe Flores (Park Commissioner)		10/7/2020
Survey Link, Photo Contest and Drawing Activity Link	Raymond	Devlin Lavelle (Park Commissioner)	Social media post	10/7/2020
Survey Link, Photo Contest and Drawing Activity Link	Raymond	Rita Gallardo Good (Park Chair)		10/7/2020
Survey Link, Photo Contest and Drawing Activity Link	Raymond	David Guerrero (Park Commissioner)		10/7/2020
Survey Link, Photo Contest and Drawing Activity Link	Brianna	Andre Favila and Meshia Ross (Youth Coordinator in CD 1, and CD 1 representative)	Shared It on Mayor Pro Tem Ashby's Facebook page	10/7/2020
Survey Link, Photo Contest and Drawing Activity Link	Brianna	Deanna Read (City Recreation staff)	Social media post	10/7/2020
Survey Link, Photo Contest and Drawing Activity Link	Brianna	Melissa Meng with Jibe		10/7/2020
Survey Link, Photo Contest and Drawing Activity Link	Brianna	Javeta Cleveland (Natomas Unified)		10/7/2020
Survey Link, Photo Contest and Drawing Activity Link	Brianna	Nathan Grimes (Regency Park Neighborhood Watch)		10/7/2020
Survey Link, Photo Contest and Drawing Activity Link	Brianna	Randy Singh and Lynette Hall	Randy is sending email blasts	10/7/2020
Survey Link, Photo Contest and Drawing Activity Link	Raymond	Jackie Beecham and Monica Blanco	Monica will spread Photo Contest info	10/7/2020
Survey Link	Dana	Gardenland Northgate Neighborhood Association	MP and Maplionnaire Presentation	10/8/2020
Survey Link, Photo Contest and Drawing Activity Link	Raymond	John Matthews with Curtis Park Neighborhood	Posted to website and Included in next Curtis Park neighborhood email	10/8/2020
Survey Link, Photo Contest and Drawing Activity Link	Raymond	Save the American River Association (SARA)	Will update social media outlets	10/9/2020
Survey Link	Brianna	Southside Park Neighborhood Association	MP and Maplionnaire Presentation	10/12/2020
Survey Link, Photo Contest and Drawing Activity Link	Brianna	SHRA and the Sacramento Promise Zone	Sharing on social media	10/12/2020
Survey Link, Photo Contest and Drawing Activity Link	Brianna	Sacramento Public Library	Forwarded to social media team for update	10/12/2020
Survey Link, Photo Contest and Drawing Activity Link	Grace	City Express Blog Post		10/13/2020
Survey Link	Raymond	Midtown Neighborhood Association	MP and Maplionnaire Presentation	10/14/2020
Mario Lara Letter to Panelists	Brianna/Cameron	Community Panelists		10/15/2020
Survey Link, Photo Contest and Drawing Activity Link	Carlos	City Minute Express Newsletter		10/15/2020
Survey Link	Dana/Brianna	Meadowview Neighborhood Association	MP and Maplionnaire Presentation	10/21/2020
Final Push Emails	Cameron, Dana, Raymond, Brianna	All Community Stakeholders		10/21 - 10/23
Survey Link	Raymond	Pocket/Greenhaven Neighborhood Association	MP and Maplionnaire Presentation	11/18/2020

Attachment 05



Outreach Summaries

THE POWER TO IMPROVE

The City of Sacramento Youth, Parks, and Community Enrichment (YPCE) department embarked on a community engagement program in 2020 as part of the development of the Parks Master Plan 2040. The purpose was to introduce the Master Plan process to the public and involve the community in identifying key needs for parks, recreation facilities, programs, and services. Activities and outreach were conducted through a collaborative effort that included YPCE staff, the City Manager’s Office, the City’s Office of Media and Communications, as well as the consultant team led by MIG, Inc.

Theme

The engagement program was dubbed the “The Power To Improve” and activities were infused with a superhero theme. The inspiration of the theme was to encourage residents to become empowered as change agents in their communities to support parks in any way – small or large – that was accessible to them.



Completed Engagement Activities

The YPCE Project Management Team, the YPCE Executive Team, City Council, and a Technical Advisory Committee provided guidance on the community engagement approach for the project. Coordinated around General Plan outreach activities, key engagement activities were planned to begin late Spring 2020 and continue through Fall 2020. Originally, the approach included a variety of in-person activities at parks, meetings, and other locations. However, in March of 2020, shelter-in-place orders were set forth by the State of California to limit the spread of COVID-19. As a result, all programmed outreach activities were reset as teleconferences and on virtual internet platforms.

Primary public engagement activities included:

- **Map-based Online Survey (Maptionnaire)** – An online survey offered in five languages provided an opportunity for people to provide input, including geographically specific information, about parks, recreation and needs. To encourage participation, a Chromebook was offered as the grand prize in a drawing.
- **Photo Contest** – Residents have been encouraged to participate in a photo contest for a \$100 gift card and other prizes by uploading images of locations and amenities that they like most about Sacramento parks.
- **Draw Your Favorite Park** – The drawing activity provided an opportunity for children to provide input and for YPCE to gain an understanding of what young people feel is important in their parks.
- **Community Panels** – The three Community Panels were facilitated online meetings. Invited community-based organizations were recruited to participate, with the specific intent of exploring issues of equity and gaining direct input from communities of color and other underserved groups.

A number of other social media campaigns, pop-up activities and presentations, meetings and interviews occurred to inform the planning process. These include:

- **City Council Interviews** – Each councilmember participated in an hour-long teleconference to provide input about the key issues and communities most in need of improved or enhanced parks and recreation activities.
- **Supplemental Outreach Activities** – In addition to the activities listed above, other activities have taken place as part of the outreach process, including short briefings and presentations, social postings, personal phone calls, etc. (See Table 1.)

Upcoming Activities

The next phases of community engagement related to the Parks Master Plan will include ongoing assessment of issues, focusing on the specific priorities of underrepresented communities and geographic areas. The following activities will occur in Winter 2020-2021:

- **Youth Focused Photovoice Activity and Workshop** – Building on the photo contest, a photo activity will ask young people to capture images of park and recreation locations, amenities, events, etc., that best represent the Power to Improve and youth needs in Sacramento.

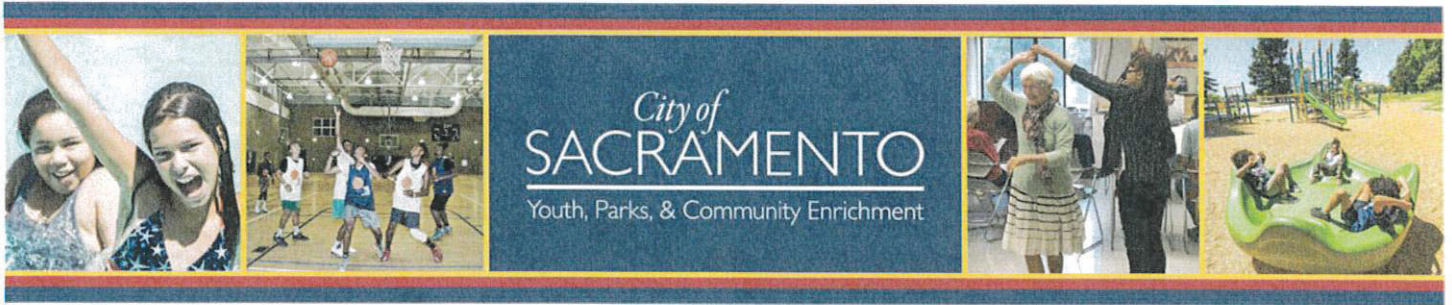
- **Community Briefings** – The outreach program will continue to reach out to specific community-based organizations to integrate the Sacramento Parks Master Plan into discussions of the key issues faced by their constituencies.

These activities all inform the Needs Assessment and will be cross-checked by a technical assessment of needs. Later in process, another round of outreach will occur to identify priority projects and recommendations before the Master Plan is drafted.

- **Prioritization Phase Outreach** – A second round of dedicated engagement will discuss emerging priorities and potential policies that will help shape the long-term development of parks and recreation in the city. This round of outreach is anticipated to include online and in-person activities, including Community Workshops held in different parts of the city.

Table 1: Supplemental Engagement Activities

Event	Date	Platform
Technical Advisory Committee Meeting (kickoff)	4/4/2019	In person
Master Plan Update presentation to Parks and Community Enrichment Commission	4/4/2019	In person
Master Plan Update presentation to Sacramento Youth Commission	5/6/2019	In person
Master Plan Update presentation to Summer @ City Hall	7/2/2019	In person
Outreach Advisory Committee #1	3/2/2020	In person
Master Plan Update “refresher” presentation to Sacramento Youth Commission	5/4/2020	Virtual via Zoom
Master Plan Update Memo to Parks and Community Enrichment Commission and the Sacramento Youth Commission	5/28/2020	Written memo
Outreach Advisory Committee #2	6/11/2020	Virtual via WebEx
Technical Advisory Committee Meeting #2	6/18/2020	Virtual via Zoom
Master Plan Update introductory presentation to Summer @ City Hall	7/9/2020	Virtual via Zoom
Master Plan Update Maptionnaire Exercise to Summer @ City Hall	7/31/2020	Virtual via Zoom
Updates on YPCE Master Plan short presentation to PCEC	8/6/2020	Virtual via Zoom
Pop-up with Sacramento Park City Project team	9/15/2020	Phone Call
Pop-up with Rachel Rios and Alexa Basurto from La Familia	9/15/2020	Virtual via Teams
Pop-up with Sacramento Tree Foundation	9/16/2020	Phone Call
Pop-up with Alchemist CDC	9/16/2020	Phone Call
Pop-up with Mangan Park Neighborhood Association	9/30/2020	Virtual via Zoom
Pop-up with Robla Neighborhood Association	9/30/2020	In person
Pop-up with Hagginwood Neighborhood Association	10/6/2020	Virtual via Zoom
Pop-up with Gardenland Northgate Neighborhood Association	10/7/2020	Virtual via Zoom
Pop-up with Southside Park Neighborhood Association	10/12/2020	Virtual via Zoom
Pop-up with Midtown Neighborhood Association	10/14/2020	Virtual via Zoom
Pop-up with Meadowview Neighborhood Association	10/21/2020	Virtual via Zoom
Pop-up with Pocket/Greenhaven Neighborhood Association	11/18/2020	Virtual via Zoom



Maptionnaire: Top Results

INTRODUCTION

The City of Sacramento is updating its Parks and Recreation Master Plan to guide improvements to parks, trails, recreation facilities, and programs over the next 20 years. To inform the development of the new Parks Master Plan 2040, the City of Sacramento and its consultant team, led by MIG Inc., conducted an online survey using Maptionnaire, an online interactive mapping and survey tool. The theme of this tool was Sacramento Superheroes: The Power to Improve. To encourage participation, a drawing was included in the survey with a grand prize of a Chromebook.

Purpose –The purpose of the survey was to collect knowledge of local residents and park users about the places, activities, and services that they use. The survey was available for eight weeks, from August 31 to October 25, 2020. A total of 1,589 people responded to the survey, with 847 of the respondents reaching the end of the survey and clicking “Done.” All responses were recorded for completed questions, even if a respondent did not click “Done” or reach the end of the survey. All questions were optional, and not all respondents completed every question. To put the results into context, a total number of respondents is reported for each table.

METHODOLOGY/APPROACH

Outreach – Available in English, Spanish, Vietnamese, Hmong, and Simplified Chinese, the survey tool was advertised broadly to encourage diverse participation. Social media played a key role, and a link and announcement were developed and advertised through a variety of paid and free platforms. The survey link was available on the City’s website, distributed to City contacts via email, and posted via traditional media and social media. The survey was launched during the COVID-19 pandemic. To ensure compliance with health and safety protocols, all outreach was conducted virtually.

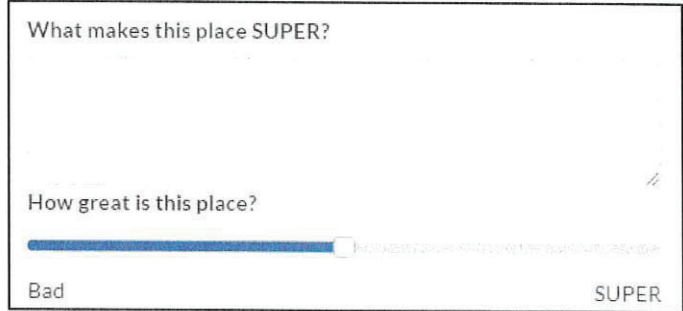
Analysis – The 1,589 participants placed 7,356 pins on the map, generating a rich set of results that will continue to be analyzed in conjunction with other project findings. Preliminary findings suggest that trails, gathering places and natural spaces are the most valued park areas. There also is interest in expanding community events, gardening, and nature programs. This document contains additional top findings.

KEY FINDINGS

Super Places

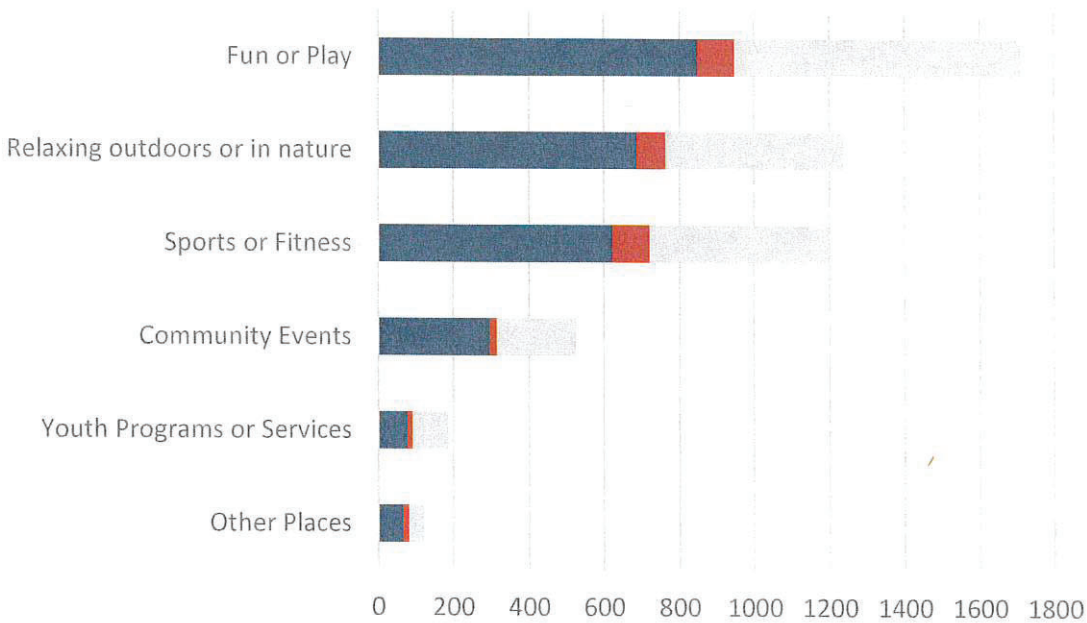
One of the primary mapping sections of this tool asked respondents to map and report on the parks and places they visit. Individual map pins were available to describe six categories of places. After placing a pin on a specific location, respondents were asked to describe what makes this place super and rate “how great is this place?” on a slider. Respondents were encouraged to place as many pins as they needed.

Figure 1: Pop-up questions for each place pin.



A total of 4,987 individual pins were placed across the six categories of parks and places. There are many ways to use this data, from looking at all the ratings together (in the graph below) or looking at results for specific parks where respondents placed pins. Of note, positive pins outnumbered negative pins eight to one.

Figure 2: "How great is this Place" rankings by type

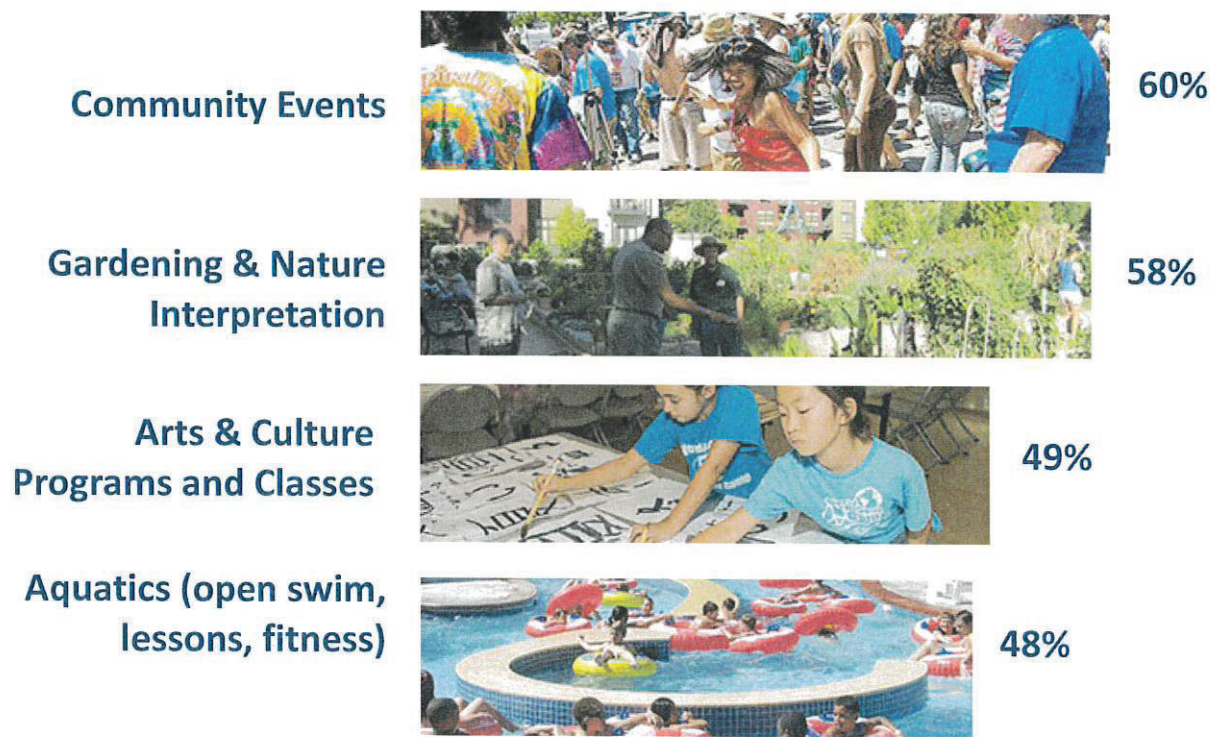


	Other Places	Youth Programs or Services	Community Events	Sports or Fitness	Relaxing outdoors or in nature	Fun or Play
Positive	65	77	295	623	688	848
Negative	17	15	20	100	78	100
No Ranking	39	95	211	480	471	765

Additional Programming Priorities

In addition to the mapping questions, respondents were offered various multiple-choice questions. Focusing on what programs or activities respondents would like to see expanded, the following graphic represents the top four responses. The question did not limit the number of options selected, and there was some level of interest noted in expanding all programming types. For example, the lowest response was for the option, *Infant/Toddler Activities or Early Childhood Programs*, which was chosen by 25% of respondents.

Figure 3: Top Four Programs and Activities to Expand (n = 834)



Maptionnaire Top Results

Most Valued Park Spaces

Asked about the kind of park areas valued most, survey respondents noted a strong and consistent emphasis on trails, places to gather, and natural places. For the 846 respondents to this question, these three items were the top ranked regardless of age group, gender, race/ethnicity, and for both English and non-English speakers.

Figure 4: Top responses to "What kind of parks areas do you value most?" (n = 846)

79% - Trails for walking and biking

66% - Places to picnic and gather

63% - Natural places that support wildlife habitat

54% - Playgrounds and play spaces for children

The lowest response was for *"Indoor spaces for classes, camps and events,"* with 20% of respondents indicating they value this kind of park area most.

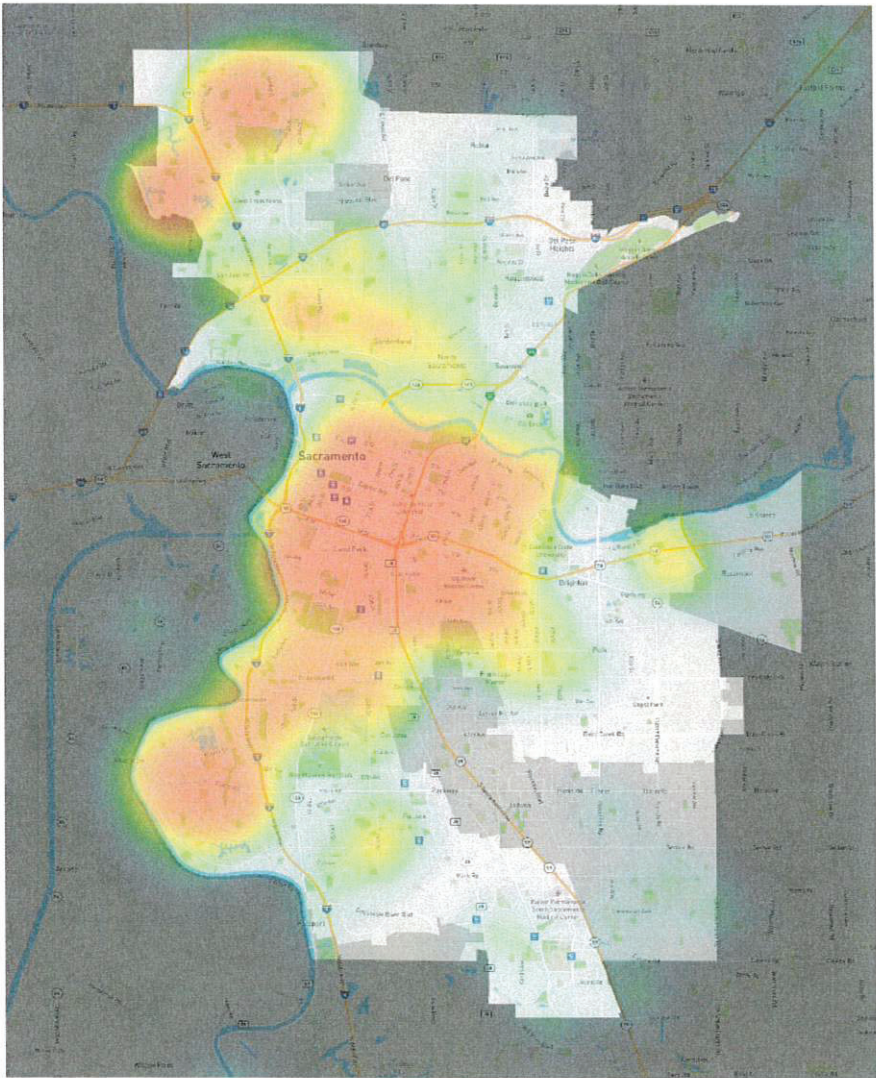
PARTICIPANT DEMOGRAPHICS

The submittal link had several supplemental questions related to demographics to track the diversity of respondents.

Place of Residency

The survey included a map question asking where participants live. A portion of respondents (272) placed pins showing the general location of their home (Figure 5). (Note: fewer people responded to this question than other demographic questions.)

Figure 5: Heat map of 272 locations indicated as "Home"



Maptionnaire Top Results

Age

Table 1: What age category describes you best?

	COUNT	PERCENT
11 or under	3	0.4%
12-18	29	3.4%
19-24	18	2.1%
25-34	201	23.5%
35-44	241	28.2%
45-54	157	18.4%
55-64	108	12.6%
65+	98	11.5%
Total	855	100.0%

Race and Ethnicity

Table 2: How do you identify your race/ethnicity? Check all that apply.

	COUNT	PERCENT
African American/Black	32	5%
Asian or Asian American	87	12%
Caucasian/White (not Hispanic)	423	60%
Hispanic/Latino	108	15%
Native American	16	2%
Pacific Islander	10	1%
Prefer not to say	57	8%
Prefer to identify myself in another way	25	4%
Total	703	100%

Languages

Responses include all 13 of the options listed in the question and an additional 14 languages written in.

- 25% of 588 respondents to this question indicated they speak at least one non-English language at home
- Approximately 10% of respondents indicated Spanish, the largest representation of any language.

Table 3: What Languages Are Spoken in Your Home? Check all that apply.

	COUNT	PERCENT
Arabic	5	1%
Chinese - Cantonese	5	1%
Chinese - Mandarin	2	0%
English	566	96%
French	6	1%
Hmong	8	1%
Japanese	4	1%
Korean	2	0%
Russian	5	1%
Spanish	58	10%
Tagalog	4	1%
Thai	2	0%
Vietnamese	4	1%
Other	43	7%
<i>Total</i>	<i>588</i>	<i>100%</i>

Maptionnaire Top Results

Tenure in Sacramento

Table 4: Check any of the following that describe you.

	COUNT	PERCENT
I am new to the Sacramento area	68	8%
I have recently moved to a new neighborhood in Sacramento	102	12%
I have lived in this neighborhood for years	695	82%
I don't live in Sacramento	10	1%
Total	849	100%

Gender

Table 5: How do you identify your gender?

	COUNT	PERCENT
Female	364	59%
Male	216	35%
Non-binary	7	1%
Prefer not to say	26	4%
Prefer to identify myself in another way	4	1%
Total	616	100%

Park Use

Table 6: How often do you or your family use parks or programs in Sacramento?

	COUNT	PERCENT
Almost every day	387	43%
About once a week	310	35%
Once or twice a month	114	13%
A few times a year	69	8%
I/we do not use parks or programs	13	1%
Grand Total	893	100%

Key Concerns

Table 7: Check any of the following concerns you have:

	COUNT	PERCENT
I feel isolated and would like options to connect with others socially.	180	47%
I am worried about losing my job, or being unemployed	110	28%
I am worried about childcare options.	107	28%
I need support in taking care of an aging parent or family member	86	22%
I need support with virtual learning for children and youth.	60	16%
I am worried about losing my home or being evicted	46	12%
I am worried about getting enough to eat or feeding my family	30	8%
Total	387	100%

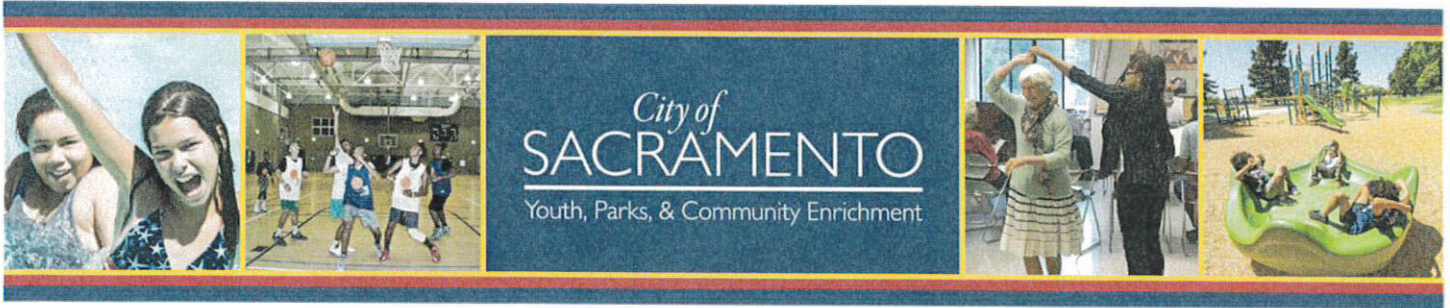


Photo Contest Summary

INTRODUCTION

The City of Sacramento is updating its Parks and Recreation Master Plan to guide improvements to parks, trails, recreation facilities, and programs over the next 20 years. To inform the development of the new Parks Master Plan 2040, the City of Sacramento and its consultant team, led by MIG Inc., conducted an online Photo Contest from September 7 to October 25, 2020.

Purpose – The purpose of the contest was to encourage participants to take photos of what they like about existing City parks and programs. The contest activity included the project’s superhero theme and motto: The Power to Improve. During this time frame, 36 photos were submitted. MIG analyzed their content to identify popular parks and the type of park elements that make a great park for Sacramento.

METHODOLOGY/APPROACH

Contest Design – The public was invited to share photos of their favorite parks for a chance to win a \$100 gift card and other prizes. Photo contest finalists and winners will be selected by the Project Leadership Team.

Outreach –The contest was launched during the COVID-19 pandemic. To ensure compliance with health and safety protocols, all outreach was conducted virtually. A photo upload link was available on the City’s website, distributed to City contacts via email, and posted via traditional media and social media. The upload form was available in English, Spanish, Vietnamese, Hmong, and Simplified Chinese.

Upload Instructions – Participants were asked to upload photographs with the name of the City park or trail where the photo was taken. Participants were asked to describe what the photo shows by answering what is SUPER about City parks. The submittal form included supplemental questions related to the demographics of respondents.

Analysis – MIG analyzed photos for the types of parks and recreation assets the image displayed. Four broad themes emerged, with photo content including:

- Natural Features
- People
- Play
- Other Events, Activities, and Facilities

After categorizing the images, MIG tallied the results in these categories. Some images depicted several themes and were included in the tally for each theme. The value varies for each theme since each of the photos can display multiple themes resulting in total counts greater than the number of respondents

and total percentages greater than 100%. Images within each theme were further analyzed to understand the specific park assets that were depicted most frequently. While not statistically valid, the findings from this engagement opportunity will be combined and considered with the other community input activities conducted for the Parks Master Plan 2040 to identify common themes, concerns, and needs.

KEY FINDINGS

Parks Represented

The 36 photos have been submitted provide views of 23 different Sacramento parks and recreation areas. Each photo presents unique insight into the photographer’s perspective and their point of view about how and why parks are important to life in Sacramento. Participants were asked to describe where the photos were taken. Multiple images were submitted of four parks, with the most popular parks being Valley Oak Park (7 photos) and North Natomas Regional Park (5 photos) (Figure 1).

Figure 1: Location for the submitted photos.

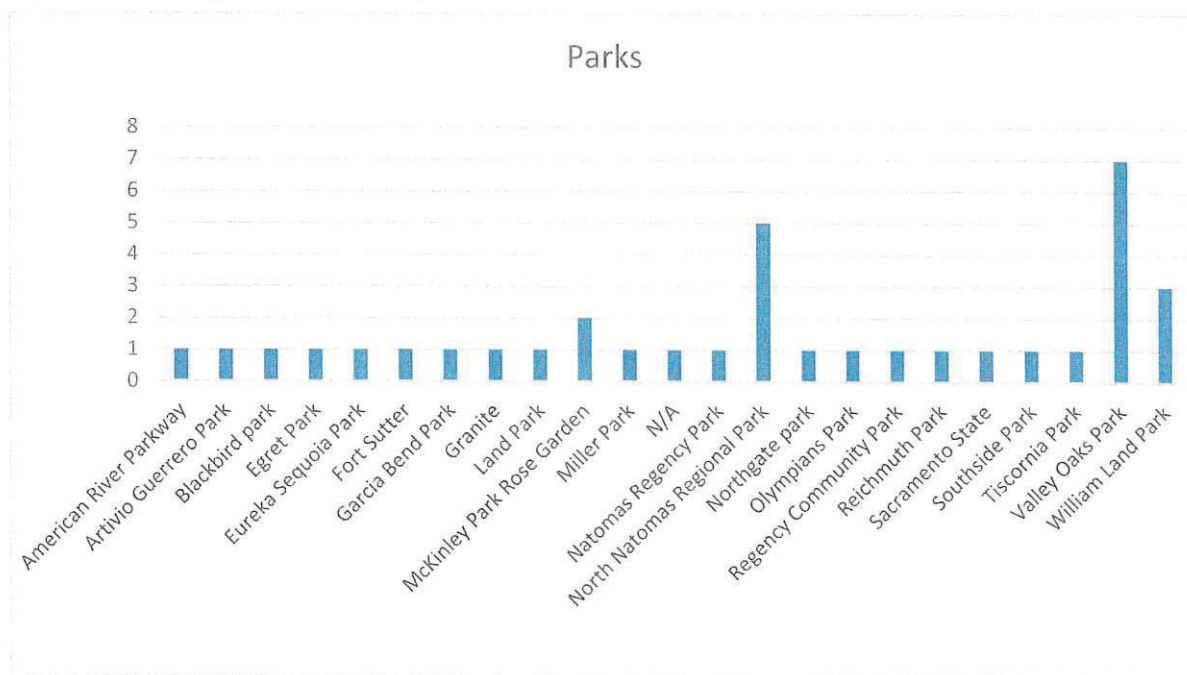


Table 1: General Themes of the Photo Submittals (N:58) The percentages shown are the quotient of assets in the category by the number of photos submitted (36).

	NATURE	PEOPLE	PLAY	EVENTS & FACILITIES
Number of Images	28	16	6	9
% of images with the theme	78%	44%	17%	25%

PARK ASSETS

Nature and Park Scenery

A total of 78% of the images depicted or included Nature and Park Scenery. In keeping with Sacramento’s identity as the City of Trees, the most popular assets within the Nature and Park Scenery theme were Trees (79%), followed by Lawns (50%), Water Elements (43%), and Animals (36%).

Table 2: Park Scenery (N:80)

TREES	WATER ELEMENTS	FLOWERS/ SHRUBS	ANIMALS	PATH	LIGHTS	LAWN	OTHER
22	12	8	10	10	2	14	1
79%	43%	29%	36%	36%	7%	50%	4%

Figure 2: Example Image, Nature & Park Scenery theme.



Figure 3: Example Image, Nature & Park Scenery



People

A total 44% of images submitted included People, suggesting a strong connection between residents and their parks. Of those, 65% included adults and 53% included children. Images showcase people gathering, playing, bonding, and simply relaxing at their parks. Often, people use their parks as settings for important events and as backdrops for important photos to document those events.

Table 3: People (N:37)

KIDS	ADULT	GROUPS	1 PERSON	2-3 PEOPLE
9	11	4	10	3
53%	65%	24%	59%	18%

Figure 4: Example Image, People Theme



Figure 5: Example Image, Natural Features theme, People Theme



Play

Approximately 17% of images were classified within the Play. The most commonly photographed element within the Play theme was play structures 83% and playground elements, such as swings and slides (Figure 7). A few images also showed children exploring parks (Figure 6).

Table 4: Play (N:16)

PLAY STRUCTURE	SWINGS	SLIDES	OTHER PARK AMENITIES	PLAYING IN THE SHADE
5	4	2	1	4
83%	67%	33%	17%	67%

Figure 6: Example Image, People Theme, Nature Theme, Play Theme.



Figure 7: Example Image, Play theme, People Theme



Other Events, Activities and Facilities

Approximately 22% of photos depicted some type of other park Events and Facilities. These typically included social gathering spaces and activities in event spaces. The most common asset included or shown was a structure for shaded events (75%), followed by actual events (50%).

Table 5: Facilities & Events (N:25)

SPORTS AREAS	PERMANENT SHADE	TEMP. SHADE	EVENT	BUILDING	TEMP. SEATING	PERMANENT SEATING	FOOD
1	5	4	4	2	2	4	3
13%	63%	50%	50%	25%	25%	50%	38%

Figure 8: Example Image, People Theme, Other Facilities & Events Theme



Figure 9: Example Image, People Theme and Other Facilities & Events Theme



RESPONDENT DEMOGRAPHICS

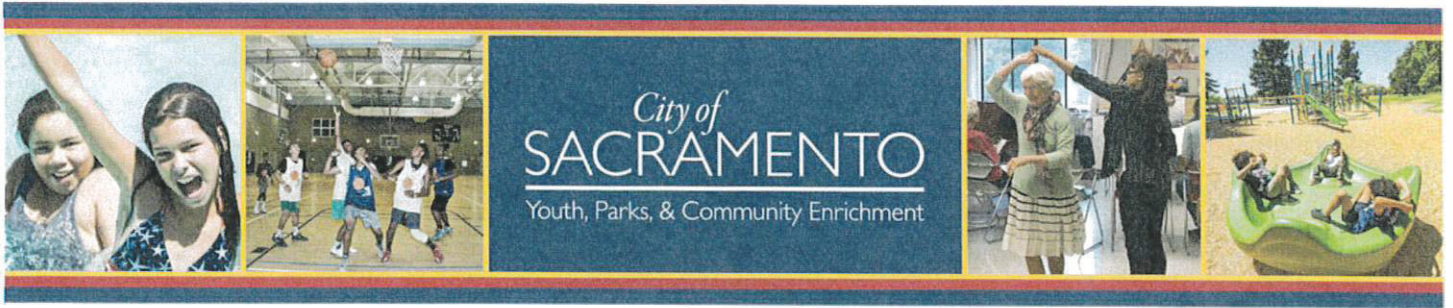
The upload form for the photo contest included supplemental questions related to the demographics of respondents to help track the diversity of participants in the planning process. Results are noted below, based on the reported responses for each completed photo upload form. Respondents between ages 8 and 65+ participated.

Table 6: Race & Ethnicity Demographics Table (N:32)

AFRICAN AMERICAN/BLACK	ASIAN OR ASIAN AMERICAN	CAUCASIAN/WHITE (NOT HISPANIC)	HISPANIC/LATINO	PACIFIC ISLANDER	PREFER NOT TO SAY
2	15	7	2	1	5
6%	42%	19%	6%	3%	14%

Table 7: Age Demographic Table (N:36)

8-11	12-18	19-24	25-34	35-44	45-54	55-64	65+	N/A
1	2	1	13	10	1	0	4	4
3%	6%	3%	36%	28%	3%	0%	11%	11%



Favorite Park Drawing Summary

INTRODUCTION

The City of Sacramento is updating its Parks and Recreation Master Plan to guide improvements to parks, trails, recreation facilities, and programs over the next 20 years. To inform the development of the new Parks Master Plan 2040, the City of Sacramento and its consultant team, led by MIG Inc., invited youth to submit a drawing of their favorite parks. The activity was available between September 7 and October 25, 2020.

Purpose – The purpose of the activity was to encourage children and youth to illustrate their favorite park. The drawings would provide information about what youth like about city parks and what attracts children and families to particular sites. A total of 41 drawings were submitted. MIG analyzed the drawings to identify the types of park elements that young people enjoy.

METHODOLOGY/APPROACH

Youth Involvement – The activity was launched during the COVID-19 pandemic. To protect respondents' health, drawings were submitted virtually or as part of City-led youth programs. A drawing photo upload link and instructions in English, Spanish, Vietnamese, Hmong, and Simplified Chinese were available via the City's website, distributed to City contacts via email, posted via traditional media and social media. Invitations were also issued to families through existing school-based recreation programs hosted by City staff, through special events, and staff also led several drawing activities. Most submissions were collected as a recreation activity and submitted by City staff.

Analysis – MIG analyzed photos for the types of parks and recreation assets the image displayed. These assets were broadly categorized into three broad themes:

- Play
- Nature
- Facilities

Park Assets – After categorizing the drawing contents into the four themes, MIG tallied the results and identified percentages. Some drawings depicted several themes and were thus included in the tally for each theme. The value varies for each theme since each of the drawings can display multiple themes and assets, resulting in total counts greater than the number of respondents and total percentages greater than 100%. Similarly, drawings within each theme were further analyzed to understand the specific park assets that were most frequently depicted. While not statistically valid, the findings from this engagement opportunity will be combined and considered with the other community input conducted for the Parks Master Plan 2040.

KEY FINDINGS

The drawings that were submitted provided a unique view of some Sacramento parks from the point of view of children.

General Themes

All drawings depicted at least one of the following key themes: Nature, Play, and Facilities. At times, drawings depicted multiple themes. Unsurprisingly given the young age of artists, the most popular category was Play, depicted in 73% of drawings. This is followed by the Nature theme, depicted in 63% of drawings.

Table 1: General categories of the drawing submittals (N:67) The percentages shown are the result of assets in the category by the number of photos submitted (41).

	PLAY	NATURAL FEATURES	FACILITIES
Number of drawings	30	26	9
% of drawings in the category	73%	63%	22%

Play

Of the 41 drawings submitted, 73% of the images depicted park amenities and facilities that support Play. The most popular park assets were playground amenities for sliding or climbing. Specifically, Slides (82%) and Play Structures (82%), were depicted most often, followed by Monkey Bars (43%), and Swings (39%).

Table 2: Play (N:80)

SWINGS	SLIDE	MONKEY BARS	ROCK WALL	SPORTS FIELD/COURT	SEESAW	ZIPLINE	SKATEBOARD/ BICYCLES	PLAYGROUND STRUCTURES	OTHER
11	23	12	1	4	2	1	2	23	1
39%	82%	43%	4%	14%	7%	4%	7%	82%	4%

Figure 1: Example Drawing, Play theme.

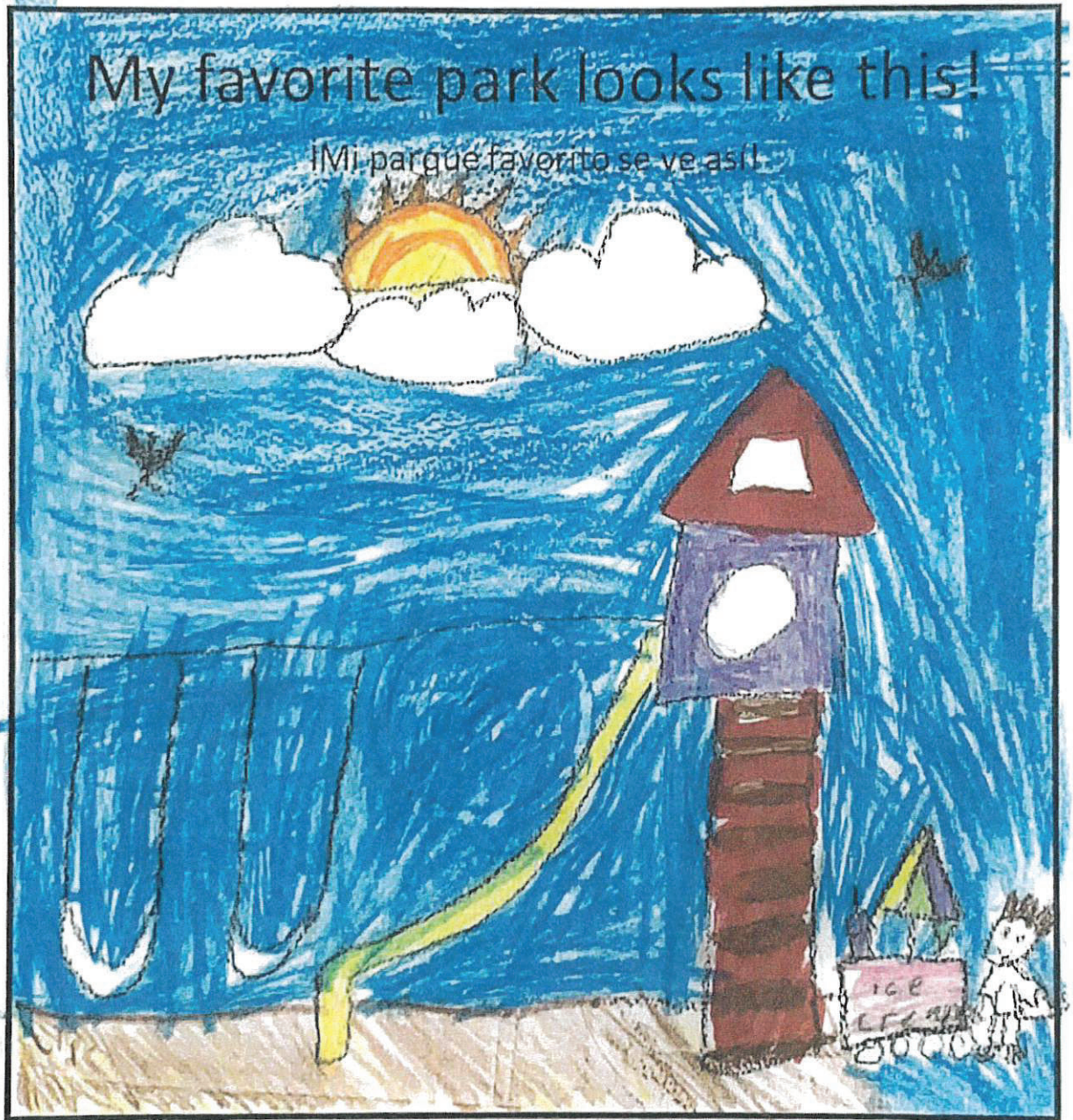


Figure 2: Example Drawing, Play Theme



Natural Features

Of the 41 drawings submitted, 63% included Natural Features. The most commonly illustrated scenery showed people in nature, depicted in 38% of drawings. Trails (35%), lawns (35%), trees (31%) and water-related elements (31%) also appeared frequently.

Table 3: Natural Features (N:50)

TRAIL/ PATH	LAWN/ SHRUB	TREES	LIGHTS	WATER ELEMENTS	SEATING	PEOPLE	VENDOR
9	9	8	1	8	2	10	3
35%	35%	31%	4%	31%	8%	38%	12%

Figure 3: Example drawing, Natural Features theme.

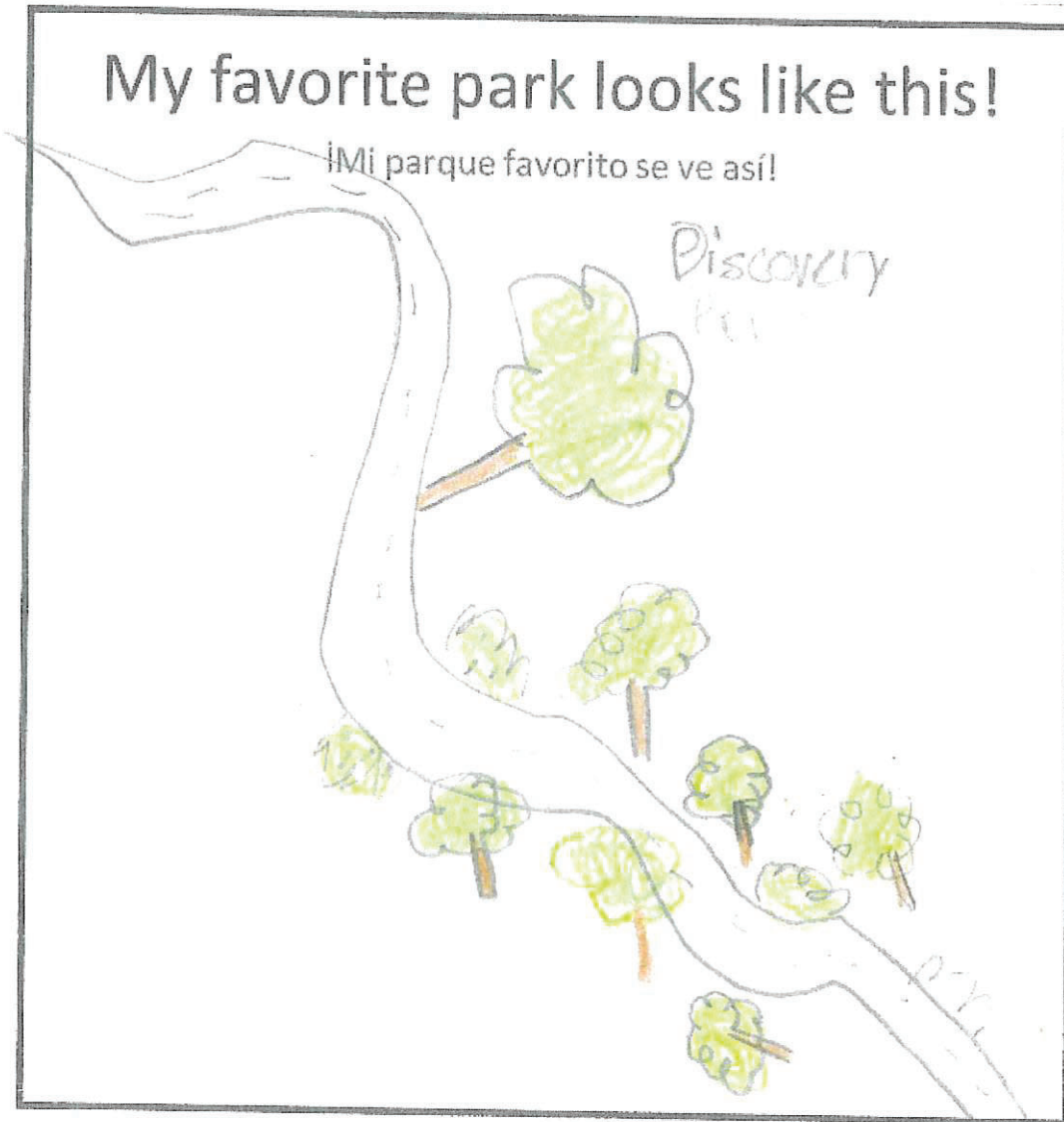
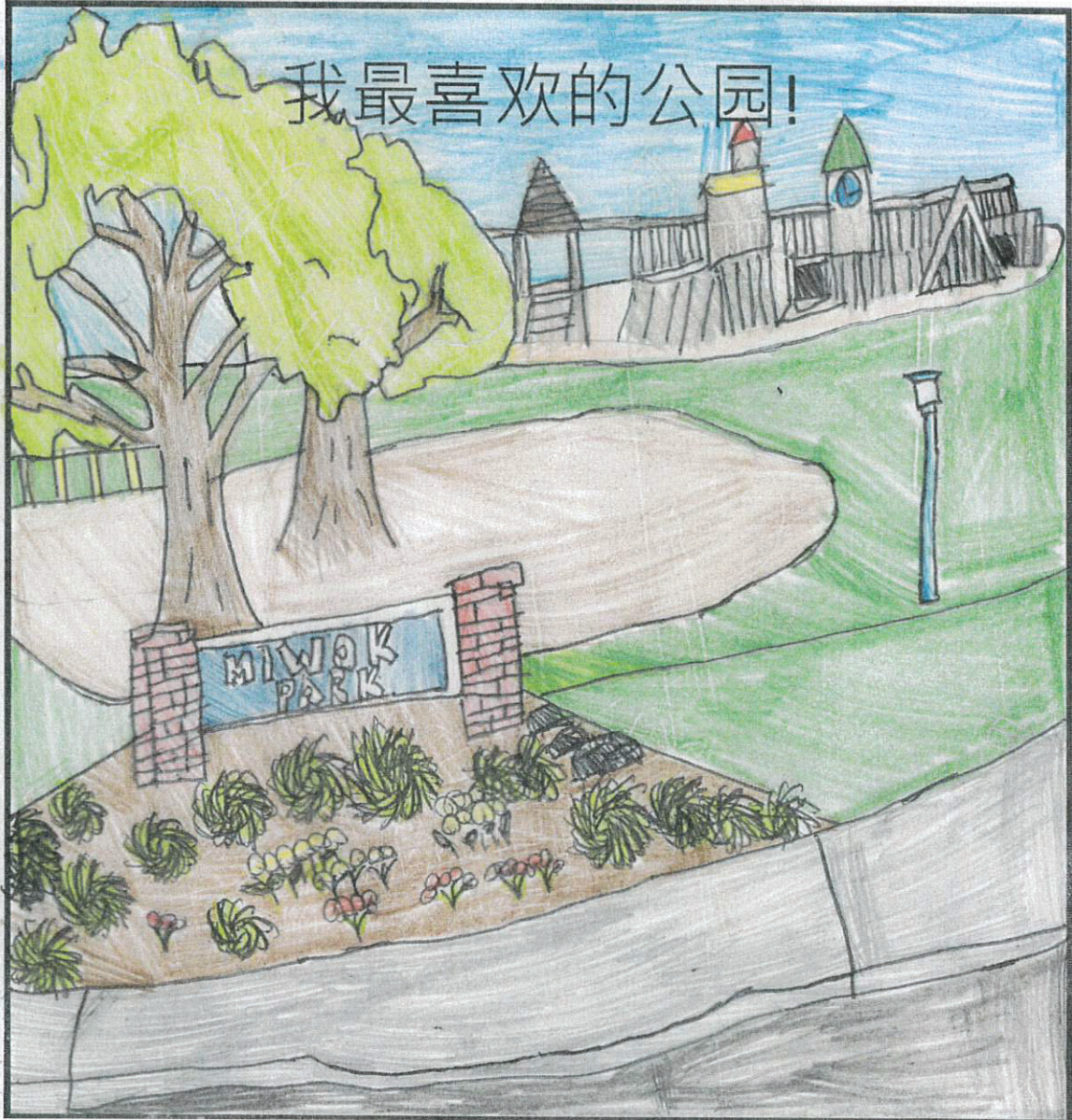


Figure 4: Example drawing, Natural Features theme, Play theme, and Facilities



Amenities and Facilities

Other facilities were depicted in 22% of drawings submitted. Of those, buildings/built recreation facilities (56%) were depicted most often, such as the swimming pool and wave pool in the drawing below. Shade structures were also apparent.

Table 4: Facilities (N:13)

SHADE	BUILDING	RIDES	GATEWAY SIGN
3	5	2	3
33%	56%	22%	33%

Figure 5: Example Drawing, Facilities theme.



RESPONDENT DEMOGRAPHICS

Each participant was asked to write in the school she or he attends and note his or her age. To ensure privacy of children, all names and ages have been omitted from this report.

School Representation and Age

Young artists from many different schools submitted drawings, with Two Rivers Elementary School generating the most submittals (11).

Figure 6: Schools the young artists attend. (n:41)

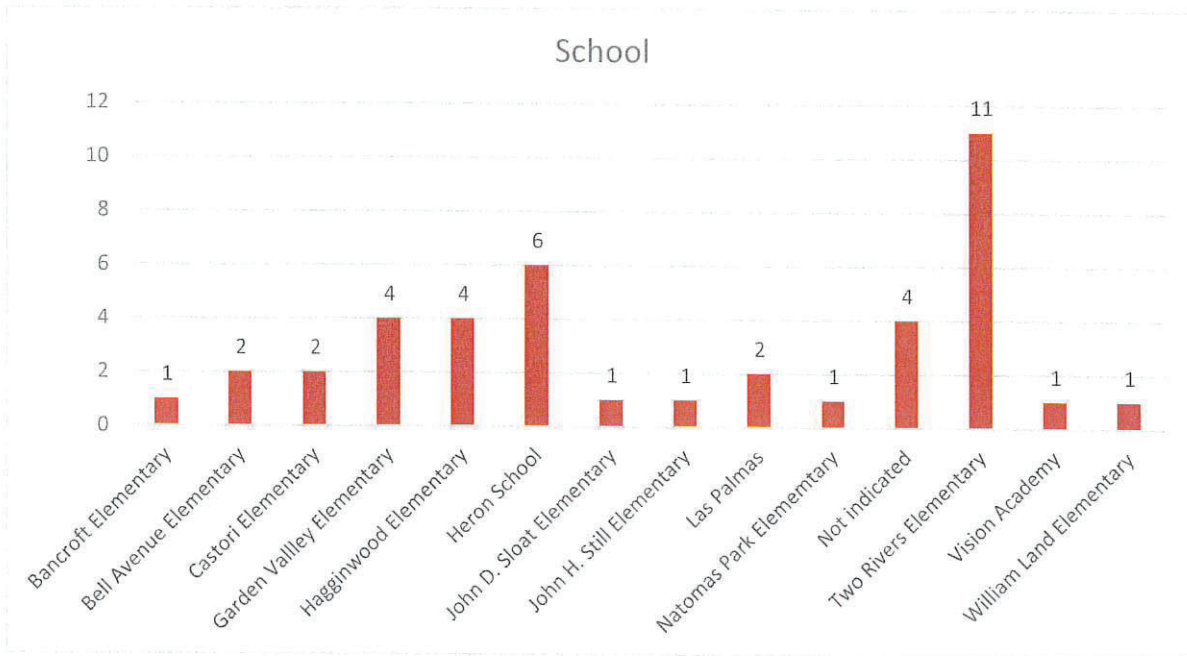
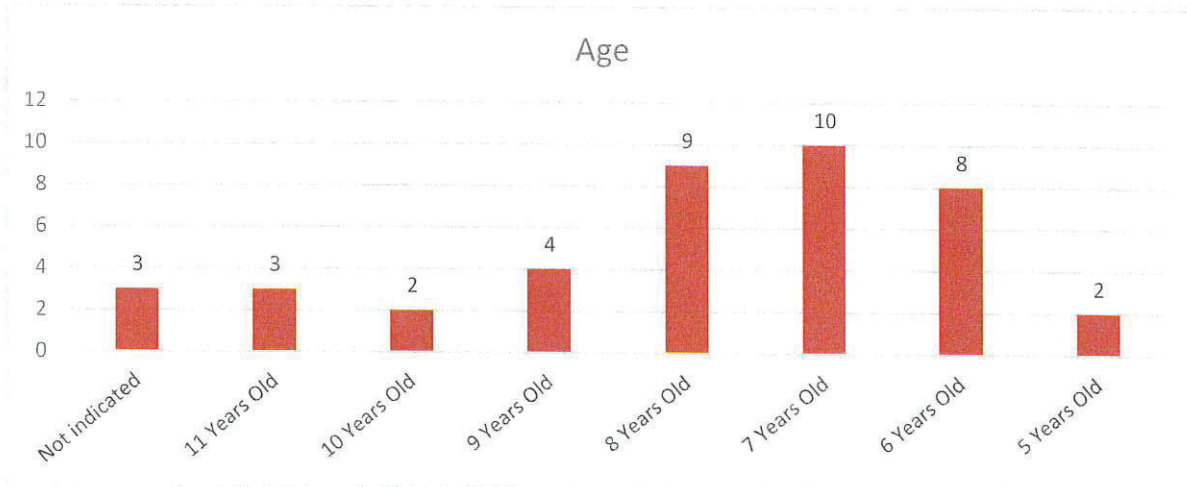
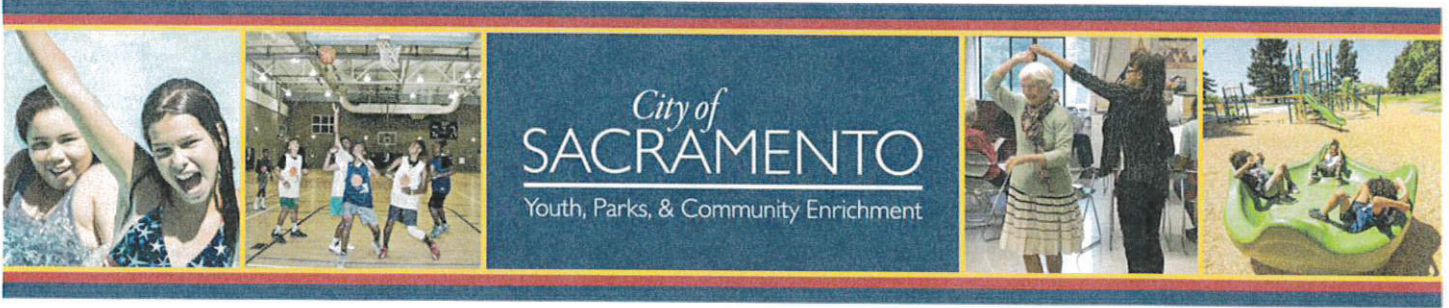


Figure 6: Chart displaying the ages of the artists who submitted drawings. (n:41)





Community Panels Summary

INTRODUCTION

The City of Sacramento is updating its Parks and Recreation Master Plan to guide improvements to parks, trails, recreation facilities, and programs over the next 20 years. To inform the development of the new Parks Master Plan 2040, the City of Sacramento, and its consultant team, led by MIG Inc., convened three Community Panel meetings to discuss community needs with community leaders and champions who work with underrepresented communities or in underserved areas.

Purpose – Participants were recruited with the specific intent to involve underrepresented groups in the planning process and to look at community needs for parks, facilities, programs, and services through a social equity lens. Participants could participate in the panel of their choice.

METHODOLOGY

Activity Description – On October 1, 2 and 3, 2020, three (3) two-hour facilitated Community Panel meetings included discussion with 15 to 25 individuals per panel, representing specifically invited community-based organizations. Due to the COVID pandemic, these conversations took place as Zoom virtual meetings.

Participants – Approximately 100 different organizations were invited to join the Community Panel discussion. (See the last section for a full list of invitees). The following types of organizations were targeted for participation to support the involvement of traditionally underrepresented groups and key special interests. Recruitment and invitation included organizations that serve low income residents or are based in underserved, or underrepresented communities:

- Neighborhood Associations
- Community Groups
- Youth-related after-school programs
- Athletic leagues
- Recreation centers
- Police Activity Leagues
- Ethnic Community Advocates
- Youth Advocates
- Disabled Community Advocates
- Parent Groups/Parents
- School-based programs
- Library programs
- Senior advocates
- Faith-based groups
- Friends of Parks groups
- Mobility Advocates
- Health Based Groups and Advocates

APPROACH

At each panel, YPCE Department leadership, including Mario Lara (Director) and Raymond Costantino (Planning and Development Manager), welcomed participants and noted the importance of involving diverse groups in the planning process. The meeting also included an overview of the purpose, goals, and planning process for the Parks Master Plan 2040.

Zoom Polling – As icebreakers for discussion, the following polling questions were asked via the Zoom videoconference polling:

- How would you rate the conditions of parks in Sacramento?
- How would you rate the access and availability and quality of programs and services in Sacramento?
- Is access to quality parks and services equally distributed in Sacramento?
- What is the most pressing concern affecting Sacramento parks?

Break-Out Groups – At each meeting, participants were divided into two to three break-out groups for small group discussions. Each participant was randomly assigned and transferred to a break-out room through the Zoom platform. Each break-out room included a facilitator and notetaker. The discussion included the following questions:

1. Who are the **critical populations and communities** to consider in the Master Plan Update, and how do we ensure equity considerations are included?
2. What are the most **pressing needs** for recreation and enrichment programs?
3. What are the most pressing **improvements** necessary for our parks?

Full Group Report Out – At the end of the break-out session, break-out group participants were returned to the larger group. A group volunteer or the group facilitator reported out to the entire group on the principal themes and emerging ideas from the break-out discussion.

Facilitated Discussion – The group transitioned to a facilitated discussion and moderated group chat.

KEY FINDINGS

Critical Populations

Panel participants identified multiple populations and communities for consideration in the Master Plan. Particular attention was focused on youth, seniors, people with disabilities, low-income residents, refugee and immigrant populations, and Black, Indigenous, and People of Color (BIPOC).

Tribal Stewardship – There was considerable discussion about the importance of tribal recognition and the acknowledgement that California is native land. Participants provided input about the need to engage with indigenous people in Sacramento and leverage parks as a space for education, culture, and knowledge-sharing about traditional native practices. Most important, participants noted that indigenous people should be encouraged as active stewards of Sacramento parks and indigenous priorities should be considered in the Master Plan update.

Senior and Youth Collaboration– Participants also discussed the need for parks to engage seniors more effectively, especially in light of the YPCE Department name change. The name Youth, Parks & Community Enrichment seems to focus predominantly on youth. Engaging youth and elders together emerged as a priority for building community and strengthening the flow of communication and information between these two groups.

Universal Access – Some respondents noted that parks should provide amenities for all age groups and abilities. Examples included exercise equipment, shade, and facilities such as restrooms and lighting that could help alleviate stress and allow park visitors to enjoy park space at their leisure. Universal design and universally accessible play equipment were emphasized as effective tools to ensure that parks are created equitably and for the benefit of the greatest number of people.

Geographic Priorities – Participants noted that several disadvantaged communities have greater economic, health, and safety needs that correlate to unique or higher priority park and recreation needs. Panel participants noted that residents often visit parks that are further away when their neighborhood parks do not have adequate amenities or resources. Priority areas of Sacramento mentioned by participants include:

- Arden Arcade
- Del Paso Heights
- North Sacramento
- Foothill Farms and North Highlands
- Fruitridge and Stockton
- Meadowview
- Oak Park
- South Sacramento: Valley High and Florin
- Twin Rivers

Resources – Participants also identified resources that could serve as a reference for identifying populations and communities that should be prioritized in the Master Plan. These included:

- The Regional Opportunity Index
- Putting Youth on the Map
- The Sacramento Blue Ribbon Committee Report
- The Black Child Legacy Report

Key Concerns

Unhoused Populations – There was also considerable discussion about concerns regarding the city’s unhoused population at the parks, which becomes a deterrent for some residents who want to utilize parks. This issue speaks to a greater need to address the housing crisis in Sacramento and strengthen services for the large number of people experiencing homelessness. Recognizing the fact that many parks are utilized by unhoused residents in the community, the Master Plan update should identify potential opportunities to support this population or identify priorities for the City to allocate resources to support homeless services.

Gentrification and Displacement – Beyond the specific infrastructure and programming needs, participants emphasized the need to be proactive about addressing the risk of gentrification and displacement. They also noted the importance of continually asking “who is being served by the parks?” and “who is being heard in these spaces?” This emerged as a key priority to ensure that the benefits of the parks are equitably shared throughout Sacramento.

Community Engagement Strategy – In addition to programming and enrichment, there was significant discussion about community engagement and volunteer strategies that should be implemented to strengthen the resources offered through parks. Most notably, there was traction around the idea that the City should develop a long-term community engagement strategy that will support opportunities for residents to guide ongoing improvements in their neighborhoods.

- *Priority-Setting* –Participants expressed that residents want to stay informed about the City’s process for prioritizing projects and park improvements, and many people in the community want to know how and when they can provide guidance on park policies, practices, and procedures. By ensuring that the community participates in the decision-making process and feels a sense of ownership in the development of their local parks, the ongoing health and condition of each park will be strengthened.
- *Partnerships* –Participants advocated for the formation of ongoing partnerships between the YPCE Department and neighborhood associations or CBOs. By supporting trusted organizations that already have relationships built with residents, the City has an opportunity to communicate with a wider variety of residents in the future.
- *Volunteerism and Paid Opportunities* – By providing volunteer and paid opportunities, especially for young people, there is an opportunity to involve the community in maintaining the vitality of each park. Participants suggested a range of effective programs, including volunteer-sharing across zip codes, park ambassadors, work experience programs, participation at neighborhood association meetings, and park walk audits.
- *Holistic Community Development* – Most participants wanted to see the parks operate as holistic ecosystems that foster community development. The greatest emphasis was placed on the positive outcomes that people envision for residents, including the power of parks to provide ongoing connections, bring people together, celebrate diversity, create space for indigenous people, and cultivate safe and welcoming environments for all members of the Sacramento community.

Key Needs

Overall, the Community Panel participants most frequently identified the following areas as “pressing needs for improvements.”

- **Accessibility** – Ensure that all people, including people of different ages, abilities, and languages, can enjoy parks through universal design principles and differentiate between accessibility and usability.
- **Arts and culture** – Integrate local culture and youth voices into parks and common areas.
- **Access to greenspace** – Create access to green space (e.g., nature, shade, grass, open space) to recreate, relax, and walk.
- **Educational enrichment programs** – Invest in youth programs that are essential to help social development and lead to potential employment tracks.
- **Maintenance and increased staffing** – Ensure that all parks are maintained but prioritize underserved parks with ongoing maintenance issues.
- **Park and neighborhood connectivity** – Consider the viability of movement to and from the parks (e.g., public transit, alternative transportation infrastructure, complete streets, trails), addressing safe crosswalks, speeding on adjacent streets, and visibility.
- **Physical and technological infrastructure** – Improve parks with up-to-date amenities and plan for future technological improvements.
- **Tribal integration** – Integrate indigenous communities through opportunities for land stewardship, ancestral activities, and education.
- **Safety and security** – Collaborate with community members and relevant agencies and consider park lighting, cleanliness, safety to ensure that parks are welcoming, safe spaces for all.
- **Activities** – Develop and/or encourage activities and events that bring the community together and that activate the parks in such a way to create a sense of belonging and a welcoming atmosphere.

LIST OF INVITED GROUPS

Participants from the following groups were invited to join the Community Panel discussions.

- La Familia
- Sac Youth Alliance Community Action Team
- Hmong Innovating Politics
- Blacks Making a Difference
- Sacramento Native American Health Center
- Sacramento Sirens Cheer Elite
- First Mother Farms
- Asian Pacific Islander American Public Affairs - Sac Chapter
- Hui o Hawaii of Sacramento
- Hmong Women Heritage Association (youth development program)
- Lao Family Community Empowerment, Inc.

Outreach Summary Packet

- CalBike California Bicycle Coalition
- WALK Sacramento
- Sacramento Black Chamber of Commerce
- Jack and Jill, Sacramento Chapter
- The Yisrael Family Urban Farm
- Health Education Council
- Mutual Housing (x3 - 1 staff; 2 residents of housing developments)
- Sacramento Homeless Organizing Committee
- Community Advocate: Nailah Pope-Hardin
- Sacramento Area Congregations Together (SacACT)
- Black Women United
- The GreenHouse
- The Village Advocates of Sacramento
- Public Health Advocates
- Measure U Community Advisory Committee
- Race and Gender Equity Project
- Roberts Family Development Center
- Iu Mien Community Service
- Sol Collective
- Sacramento LGBT Community Center
- Greater Sacramento Urban League
- California Urban Partnership
- Veritable Good
- Improve Your Tomorrow
- EBAYC
- Youth Forward
- United Latinos
- Rose Family Creative Empowerment Center
- Youth Engagement Action Team
- CA Chapter 1 American Academy of Pediatric
- Green Technical Education and Employment
- NAMI Sacramento
- Daughters of Zion Enterpryz
- California Coalition for Youth
- citiesRISE
- Alliance for Education Solution
- My Brother's Keeper Sacramento
- SCUSD Student Advisory Council
- Juma Ventures Sacramento
- Boys & Girls Club of Sacramento

- Latino Coalition for a Healthy California
- Sojourner Truth African Heritage Museum
- Advance Peace Sacramento
- The Center at Sierra Health
- Voice of the Youth
- Sacramento City Teachers Association
- Hmong Youth and Parents United
- PRO Youth and Families
- Greater Land Park Planning Lead
- Sacramento Cultural & Linguistic Center
- Slavic Assistance Center
- Asian Resources, Inc.
- Friends of McKinley Park
- Land Park Volunteer Corps
- Sacramento Tree Foundation
- Sacramento Unified School District
- County Parks
- Convention and Cultural Services
- Gifts to Share
- Sacramento County Horsemen's Association
- Friends of Del Paso Park
- Arcade Creek Watershed
- Sacramento Area Creek Council
- Del Paso Regional Park Stakeholder
- Mutual Assistance Network
- Friends of East Sacramento
- Sacramento Garden and Arts Center
- Drowning Accident Rescue Team (DART)
- Target Excellence
- Sacramento Employment and Training Agency (SETA)
- Women's Civic Improvement Club (WCIC)
- Bridge Network
- Gateway Community Charters
- Friends of Southside
- Black Child Legacy Campaign
- Healthy Foods for All Collaborative
- Sacramento Urban Agriculture Coalition

Outreach Summary Packet

- Resource for Independent Living
- East Sacramento Improvement Association
- River Park Neighborhood Association
- East Sac Preservation
- Natomas Community Association
- Gardenland Northgate Neighborhood Association
- Self Awareness & Recovery
- ImpactSac
- IQSquad
- AccessLocal
- Sacramento Community Cable Foundation, Inc.
- Filipino Fiesta of Sacramento
- Franklin Neighborhood Development Corporation (FNDC)