



# **Latinos and Recreation on Public Lands in California**

**Deborah Chavez, Ph.D.  
Pacific Southwest Research Station  
Riverside, California  
[dchavez@fs.fed.us](mailto:dchavez@fs.fed.us)**

# Generalizations about Latinos

## Motivations

- ❖ Rest, relaxation, fun, preferences for water
- ❖ View scenery, escape daily life



# Generalizations about Latinos

## Preferences

- ❖ Development
- ❖ Seek shade
- ❖ Communication styles



# Generalizations about Latinos

## Activities

- ❖ Picnic
- ❖ Hiking



# Generalizations about Latinos

## Group Characteristics

- ❖ Family orientation: multi-generation, extended family
- ❖ Group size median 15 (varies widely)



# Generalizations about Latinos

## Barriers

- ❖ Don't know where to go or what to do
- ❖ Feel unwelcome, discriminated against
- ❖ Seek people/workers like themselves



# Positive Management Actions

- ❖ Renovation of the Applewhite Picnic Area (AWPA)
- ❖ ECO-Teams
- ❖ Forest Information Van (FIV)
- ❖ Augustus F. Hawkins Natural Park



# Renovation of AWWPA

- ❖ Urban 1-hour drive, over 12 million people
- ❖ About 80 percent of visitors are Latino
- ❖ Day use
- ❖ The main feature of this picnic area is the creek, along which recreationists have gathered for many decades.



# AWPA

1993



1997



# AWPA

1993



1997



# ECO-Teams

- ❖ 1991 – 2001
- ❖ Angeles & San Bernardino National Forests
- ❖ California Environmental Project
- ❖ Relay regulatory and environmental messages



# FIV

- ❖ 1994 – 2001
- ❖ Angeles National Forest
- ❖ Small, movable visitor center
- ❖ Bilingual staff and information



# Hawkins Natural Park

- ❖ 8.5 acres, previously owned by LA Dept. of Water & Power
- ❖ Santa Monica Mountains Conservancy
- ❖ Environmental education focus
- ❖ Natural area focus



# Connecting with Latinos

## Do:

- ❖ Give full information
- ❖ Use some International Symbols
- ❖ Use back translations
- ❖ Include Latinos in literature
- ❖ Interpersonal communications
- ❖ Educate yourself
- ❖ Educate your agency
- ❖ Offer employee training
- ❖ Hire Latino employees



# Connecting with Latinos

- ❖ Be sensitive to Latino groups.
- ❖ Training may be needed for all constituent contact employees, including seasonal employees and volunteers.
- ❖ Sites may require renovation to meet the needs of Latinos, and protect the public lands.
- ❖ Develop a plan to connect Latinos to the outdoors.

