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The group of park professionals and community leaders defined characteristics and major themes for a Parks Movement:

- Provide education and information
- Promote community well-being and connections
- Organize a call to action
- Create access and connections
- Incorporate needs and values
- Promote and take political risks

The group committed to serve as champions to pursue the following actions:

1. Movement Development

- Mobilize professionals, stakeholders and the public
- Develop a Political Action Committee to advocate for parks
- Build on existing efforts such as the California Parks and Recreation Society Vision Insight Plan

2. Legislative Advocacy

- Focus on education and upcoming elections
- Identify existing building blocks and maintain focus on the agenda

3. Public Mobilization

- Examine and emulate existing organizing models to target markets to motivate and sustain support



Jane Adams, Executive Director, California Park and Recreation Society; Bob Overstreet, Overstreet & Associates; State Parks Director Rusty Areias at the Leaders' Workshop.



The Master Plan Advisory Committee will help to guide the future direction (process) and elements of the master plan. Future planning elements are designed to strengthen the master plan and lend support for the "Parks Movement."

An assessment of **recreation supply and demand** in California will provide an inventory of existing park and recreation facilities and services, an evaluation of factors affecting supply and demand by geographic areas, and identification of the gaps between inventory and public demand. The assessment data would confirm the amount of coordination needed among recreation providers in order to best meet user demand.

An understanding of **economic and social values** attributable to parks and outdoor recreation will be researched. Such factors as retail sales, tourism, concessions and entrance or user fees, expenditures to support outdoor recreation places, facilities and activities will be considered. The affect that outdoor recreation has on land values, health and the overall economic vitality of communities will be analyzed.

Consideration will be given to the development of **outdoor recreation standards** to meet the future needs of Californians.

A **natural resource gap analysis**, via CCRISP (California Continuing Resources Investment Strategy), will identify deficiencies in plant and animal habitat communities, help to maintain biological diversity through interagency coordination and cooperation, and coordinate noxious weed control.

In addition, a **cultural resource gap analysis** will identify under-represented or missing cultural themes, disparities in the recording of California's history, and the need to protect cultural resources through public ownership.

For more information, please contact California Department of Parks & Recreation Keith Demetrak, Planning Division (916) 653-9901 or visit www.parks.ca.gov

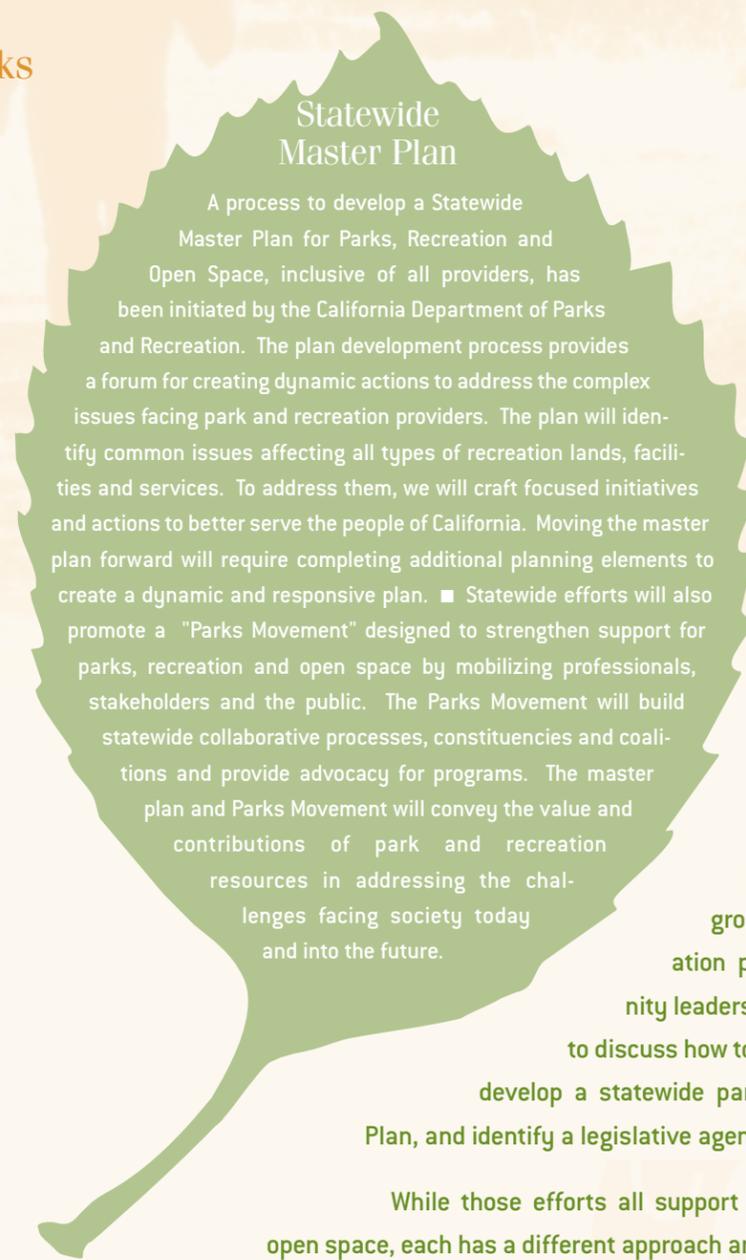
CALIFORNIANS OUTDOORS

On Our Way!

PROTECTING OUR GAINS; PLANNING FOR THE FUTURE

"We need a Parks Movement to sustain the gains park and recreation agencies have accomplished, expand the concentric circles of support and create a mutual aid coalition."

—Rusty Areias, Director, California State Parks



Statewide Master Plan

A process to develop a Statewide Master Plan for Parks, Recreation and Open Space, inclusive of all providers, has been initiated by the California Department of Parks and Recreation. The plan development process provides a forum for creating dynamic actions to address the complex issues facing park and recreation providers. The plan will identify common issues affecting all types of recreation lands, facilities and services. To address them, we will craft focused initiatives and actions to better serve the people of California. Moving the master plan forward will require completing additional planning elements to create a dynamic and responsive plan. ■ Statewide efforts will also promote a "Parks Movement" designed to strengthen support for parks, recreation and open space by mobilizing professionals, stakeholders and the public. The Parks Movement will build statewide collaborative processes, constituencies and coalitions and provide advocacy for programs. The master plan and Parks Movement will convey the value and contributions of park and recreation resources in addressing the challenges facing society today and into the future.

Protecting the Gains

California State Park Director Rusty Areias believes that the time is ripe to build solid political support for preserving, developing and committing resources to ensure our parks for future generations. On August 10, 2001, he met with a group of 25 park and recreation professionals and community leaders from throughout the state to discuss how to create a Parks Movement, develop a statewide parks and recreation Master Plan, and identify a legislative agenda to support both efforts.

While those efforts all support our parks, recreation and open space, each has a different approach and timeline. However, many key individuals will be involved in both the Parks Movement and master planning, ensuring integrated support for parallel processes to achieve our desired outcomes.



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CALIFORNIA DEPARTMENT OF PARKS AND RECREATION

Master Plan Process

The California Department of Parks and Recreation will begin the master planning process by appointing a Master Plan Advisory Committee (MPAC). The committee will first help assess issues and opportunities affecting recreation in California. Key objectives include strengthening and expanding partnerships to engage non-traditional partners and providing a clear, compelling and unifying message about the value of parks and recreation. The committee will then guide the Department in developing and prioritizing key issues, which will lead to strategic initiatives and specific actions for enhancing recreation opportunities.

The Department will also conduct a survey to assess public opinions and attitudes about recreation activities. The survey will offer deeper understanding of the statewide Master Plan, recreation activity needs, preferences and interests. It will also allow a study of factors affecting recreation activities statewide (for example, demographic and technological trends) and the anticipated impacts of various potential actions on how the public uses and perceives parks and recreation.

The Master Plan will emphasize the role of all recreation providers in offering services to Californians and to visitors. Federal, state and local agencies, as well as private sector and non-profit organizations, will all have important roles in developing and implementing proposed strategic initiatives of the final Plan.

STATEWIDE MASTER PLANNING PROCESS

CHOOSING OUR CHALLENGES

What Issues are Most Important?

PLAN INITIATION

DATA COLLECTION

- Analyze trends data
- Include demographic analysis
- Analyze marketing research
- Conduct initial issue identification

REGIONAL WORKSHOPS

- Identify and prioritize key issues

CHOOSING OUR CHALLENGES SUMMARY



INTERACTIVE WEBSITE

OCTOBER 2001—MARCH 2002

SETTING OUR COURSE

What Major Initiatives Should We Pursue?

PLAN COORDINATION

INITIATIVES CAUCUS

- Develop and select major initiatives

PUBLIC OPINIONS AND ATTITUDES SURVEY

- Conduct a telephone survey

CONFERENCE PRESENTATIONS AND PROFESSIONAL PUBLICATIONS

- Present issues and preliminary initiatives

SETTING OUR COURSE SUMMARY



MASTER PLAN ADVISORY COMMITTEE

APRIL 2002—AUGUST 2002

TAKING ACTION

What Actions Will Advance the Initiatives?

ONGOING PLAN COORDINATION

REGIONAL WORKSHOPS

- Develop action steps to implement the major initiatives

PRESENTATIONS & PUBLICATIONS

- Present survey findings, initiatives summary and discuss next steps

TAKING ACTION SUMMARY

- Review by the Master Plan Advisory Committee
- Present to the State Park and Recreation Commission

PRELIMINARY MASTER PLAN



INTERACTIVE WEBSITE

SEPTEMBER 2002—DECEMBER 2002

MOVING FORWARD

What Comes Next?

ONGOING PLAN COORDINATION

FUTURE PLANNING EFFORTS

- Recreation supply & demand assessment
- Analysis of the value of parks and recreation in California
- Recreation standards
- Natural resources gap analysis
- Cultural resource gap analysis

MASTER PLAN



INTERACTIVE WEBSITE

2003—2005



MASTER PLAN ADVISORY COMMITTEE

PARKS MOVEMENT



Initiation

- Organizing the Movement, building on statewide initiatives



Development

- Developing and extending the Movement



Action Steps

- Identifying strategic actions and leadership roles



Implementation

- Ensuring the Movement is sustained