BUILDING COMMUNITY SUPPORT
combining workshops & events

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INTRODUCTIONS

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LandPaths
Fostering a Love of the Land

- LandPaths provides opportunities for all residents to connect to the land and understand its value in Sonoma County
  - Public Access
  - Field Education
  - Land Stewardship
- These experiences are the building blocks for thriving communities that act with nature in mind

BUILDING SUPPORT FOR YOUR PROJECTS

- Financial
- Political
- Community

Outreach ➔ Valuable Input ➔ Better Project Results
BUILDING COMMUNITY SUPPORT

What is a workshop?
A room full of tools used to get something built or completed.

BUILDING COMMUNITY SUPPORT

What is an event?
An observable occurrence at a minimum; an extraordinary occurrence or phenomenon if it is a good one.

BUILDING COMMUNITY SUPPORT

ENGAGING THE COMMUNITY

Determine desired outcomes.
- PURPOSE: demonstrating a need in the community
- PROCESS: journey and road map, but not the destination
- DESTINATION: project completion

ENGAGING THE COMMUNITY

Opportunities for Participation
CONNECTING PEOPLE TO THE LAND
- Create events that provide an opportunity to interact with the land
  - Focus on uniqueness of location
  - Make it approachable & accessible by all
- Connection & Relationship = Engagement
BUILDING COMMUNITY SUPPORT

ENGAGING THE COMMUNITY

Opportunities for Participation

CONNECTING PEOPLE TO THE LAND

- Make your work relevant to the whole community — “perceived access”
- Make it welcoming, interesting, and even exciting
- Celebrate “local”
- Get the word out — widely
- Think creatively about partnerships

BUILDING RELATIONSHIPS & ENGAGING COMMUNITY

- Events are not a “flash” in the pan, rather build on previous contact
- Create room for diversity
- Let people tell their story
- Reach out beyond the “usual suspects”
- Make it fun and educational
- Relationships — people like it!

DIVERSIFYING AUDIENCE

Engage a broad scope of people

- Who is being left out? Who is your community?
- Why don’t people want to participate?
- Better results come from a more diverse audience

Why Engage a Broader Audience?

- Checking the box is not enough
- Biodiversity of ideas
- “We know some, but not ‘most’”
Why Engage a Broader Audience?

- We influence informational channels
- Barriers to participation
- Target the people you don’t usually see

CASE STUDY:
Taylor Mountain
SONOMA COUNTY

1,100 acres on urban edge of Santa Rosa
Rich history
Visual backdrop to the City
Diverse neighbors
Community desire to access Taylor Mountain — important opportunity to seize!

AGENCIES:
Sonoma County Agricultural Preservation & Open Space District
Sonoma County Regional Parks

Introduction to Our Community
SONOMA COUNTY

- Outdoor recreation, natural beauty, artisan foods, wine country
- 35% Latino - 50% growth in the last decade
- Large income and health disparities between north and south sides of Santa Rosa
- South Santa Rosa — most park underserved area from Golden Gate to Oregon Border

Pre-Outreach Activities
ENGAGING THE COMMUNITY FROM THE BEGINNING

- Guided public hikes
- Spanish language events
- “Front Porch” — first step to engagement
- Permit Access — expanded outreach & community connections
BUILDING COMMUNITY SUPPORT

CASE STUDY: TAYLOR MOUNTAIN, SONOMA COUNTY

Pre-Outreach Activities

TARGETED OUTREACH

- Trusted Channels
- Culturally Competent Outreach Workers

Face-to-Face Communication — fliers alone don’t cut it!
Partnerships — 5 minute presentations
Tabling — Go to where the people are

Pre-Outreach Activities

TARGETED OUTREACH

Design your event to attract them!
Understand Barriers
Get their attention

Turning a Workshop into an Event

Adapting public outreach strategy
Planning/Design of Taylor Mountain Day Event

- Activities to attract participants
- Activities to get results
- Matching desired outcomes

Logistics

- Scheduling, cost and prep time
- Presentations, hikes, kids activities
- Getting the feedback we needed
CASE STUDY:
Taylor Mountain, Sonoma County

- Partnership with the City of Santa Rosa
- Two years of pre-outreach activities
  - Community Garden
  - Educational Programs
  - Public Events

CASE STUDY:
Bayer Farm, Santa Rosa

- Built on existing relationships during Master Planning process
- Successful community engagement component of Master Plan resulted in $5 million grant from the State

CASE STUDY:
Bayer Farm, Santa Rosa

- LandPaths' old growth redwood grove
- Public Events
- Yearly stewardship
- Relationships are key

CASE STUDY:
Grove of Old Trees, Santa Rosa

- Opportunities for deeper commitment
- LandPaths' old growth redwood grove
- Public Events
- Yearly stewardship
- Relationships are key
CASE STUDY: Grove of Old Trees
SANTA ROSA

OPPORTUNITIES FOR DEEPER COMMITMENT
* Friends of the Grove (FOG) — Engagement, Connection & Leadership
  - Fundraising
  - Education
  - Stewardship

CASE STUDY: Octagon Barn
SAN LUIS OBISPO

Recipe for Success
* OUTREACH — early & often
* Value unique input
* Design outreach and events to appeal to a broad audience
* Provide opportunities for participation
* Connection to land & Relationship = Engagement
* Head Fake