

Race & Ethnicity Future of Parks & Conservation



The Why

The right thing to do because - -

- **By 2050 the U.S. population majority will be comprised of racial minorities**
- **Studies have shown that racial minorities favor supporting measures which provide funding for parks, water & open space**
- **Most studies of park density in racially diverse areas show that the ratio of parks is radically lower than that of predominantly white communities**
- **Reports indicate that nature deficit disorder disproportionately impacts racially diverse communities**
- **The lack of parks and open space in racially diverse communities has contributed to obesity, diabetes and other health issues**

Three Principles of Inclusion & Engagement

Authentic

- Trusted messengers, diverse workforce
- Be clear about reciprocal expectations

Relevant

- Listen to community needs
- Deliver on community benefits utilizing skilled staff
- Projects/Programs must be developed collaboratively
- Flexible & adaptive

Enduring

- No one offs; *Long Term Sustained Relationships*
- Identify common objectives; don't invent new roles
- Resources must be provided for community engagement

SUCCESSFUL MODEL – San Gabriel Mountains Forever Coalition

Coalition Members



- Diverse Partnership – residents, cities, local business, faith, community, environmental and health leaders
- Primary mission is to protect and enhance the San Gabriel Mountains and Watershed with access for all
- Support congressional designation of a San Gabriel National Recreation Area, wilderness and wild river designations

San Gabriel Mountains Forever – Elements of Success

- **Early identification of racially diverse community leaders**
- **Development of a comprehensive mission statement and strategies based on diverse interests.**
- **Funding from private philanthropy and large environmental organizations to develop and sustain community relationships**
- **Leadership training benefiting diverse community members, particularly youth, is a key element of the partnership**
- **Equal input on decision making**
- **Opportunities for engagement with elected officials and decision makers highlights the needs of community members.**

Successful Model - American Latino Heritage Initiative



Secretary Ken Salazar

“The American Latino experience is shaped by a rich and textured history in the United States. Now is the time to preserve, honor and celebrate that history so the full spectrum of Latinos contributions in this country lives on in perpetuity.”

U.S. Secretary of the Interior and former U.S. Senator Ken Salazar

American Latino Heritage Initiative

- Only 3% of the 86,000 sites on the National Register of Historic Places explicitly recognize and celebrate our country's ethnically diverse cultures
- The National Park Service recognized that an important tool for making national parks relevant to racially diverse audiences is recognition of sites and stories important to Latinos and other racially/ethnically diverse Americans.
- The National Park Service initiated this study to serve as a model for development of Theme Studies for a variety of underrepresented racial groups and other diverse interests groups.
- A Latino Scholars Expert Panel was formed to oversee the development of a Theme Study which can be used to identify sites/stories which can be used by local, state and federal agencies to recognize Latino history.
- The Panel determined that it was important to tell the story of all ethnic groups within the framework of "Latinos in the Making of America"

American Latino Heritage Initiative

American Latinos & Making of America



Youth Summits

Preservation Toolkit



Principles for Inclusive Funding Policies

- Allocation for disadvantaged communities
- Requirements for community engagement
- Project outcomes must have community benefits
- Priority given to local, diverse consultants/contractors
- Targets for employment of at risk youth
- Small community based projects should not compete with large projects
- Community participation must be eligible for funding

Thank You

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