

COASTAL CONSERVANCY

Staff Recommendation
September 6, 2018

CANDLESTICK POINT OUTREACH PROJECT

Project No. 18-020-01
Project Manager: Laura Cholodenko

RECOMMENDED ACTION: Authorization to disburse up to \$207,000 to the Golden Gate National Parks Conservancy to implement a community engagement and outreach pilot project for the Candlestick Point State Recreation Area in the city and county of San Francisco.

LOCATION: City and County of San Francisco

PROGRAM CATEGORY: San Francisco Bay Area Conservancy Program

EXHIBITS

Exhibit 1: [Project Location](#)

Exhibit 2: [Project Letters](#)

RESOLUTION AND FINDINGS:

Staff recommends that the State Coastal Conservancy adopt the following resolution pursuant to Sections 31160-31165 of the Public Resources Code:

“The State Coastal Conservancy hereby authorizes disbursement of an amount not to exceed two hundred seven thousand dollars (\$207,000) to the Golden Gate National Parks Conservancy to implement a community engagement and outreach pilot project for the Candlestick Point State Recreation Area in the city and county of San Francisco.

Prior to commencement of the project, the grantee shall submit for the review and written approval of the Executive Officer of the Conservancy the following:

1. A detailed work program, schedule, and budget.
2. Names and qualifications of any contractors to be retained in carrying out the project.”

Staff further recommends that the Conservancy adopt the following findings:

“Based on the accompanying staff report and attached exhibits, the State Coastal Conservancy hereby finds that:

1. The proposed authorization is consistent with Chapter 4.5 of Division 21 of the Public Resources Code, regarding the San Francisco Bay Area Conservancy Program.

3. The proposed project is consistent with the current Conservancy Project Selection Criteria and Guidelines.
4. The Golden Gate National Parks Conservancy is a nonprofit organization existing under section 501(c)(3) of the U.S. Internal Revenue Code, and whose purposes are consistent with Division 21 of the Public Resources Code.”

PROJECT SUMMARY:

Staff recommends the Coastal Conservancy authorize disbursement of up to \$207,000 to the Golden Gate National Parks Conservancy (Parks Conservancy) for implementation of the Community Liaison Pilot Project (project) at Candlestick Point State Recreation Area (Candlestick SRA or the Park). The purpose of the project is to develop and implement culturally relevant and language-accessible outreach and engagement programs that incorporate the needs and characteristics of the local Bayview-Hunters Point community that surrounds the Park. The project will increase use of the Park, create community-based skill-building opportunities, and provide the training and tools necessary for the outreach and engagement activities to continue after the pilot project is complete.

Candlestick SRA is owned and operated by the California Department of Parks and Recreation (the Department) who will work in partnership with the Parks Conservancy to implement the project. A key component of the project is the Park Volunteer Ambassadors Program, which involves community members conducting outreach to their peers about Park programming and resources. The project also includes development and delivery of Park programming, which may include nature and cultural walks and talks, gardening programs, and special events associated with key milestones such as completion of the new Park campground. The Ambassadors Program and the associated Park programming aims to increase use of park resources and provide leadership and community organizing opportunities for ambassadors, foster community among residents of the surrounding neighborhoods, and encourage Park stewardship.

The project may also include trainings for Department staff such as a certified interpretive guide course, community engagement training, and education on parks as community assets. These trainings would allow Department staff to enhance their cultural competency and expand their outreach expertise. The project will also engage leaders of the Department, public health agencies, transportation agencies, academic experts, and community organizations in one information sharing session to describe the vision for the project.

Grant funds would specifically be used to support: 1) recruitment and selection of additional park ambassadors, hosting regular ambassador meetings, as well as providing ambassadors with training and transportation to events outside of the Park, 2) creation of language-accessible outreach materials, such as fliers, posters, signs and interpretive panels that can reach non-English speakers, 3) support of Department staff and partner organizations with planning and conducting of community programs and interpretive events in the Park, and 4) hosting the interpretive and outreach trainings for Department staff and recruiting training participants. The proposed grant would enable the project to continue through August 2021.

Site Description: Candlestick SRA is located within the city of San Francisco along the southeastern waterfront, adjacent to San Francisco Bay. It occupies 151 acres within San Francisco's Bayview-Hunters Point neighborhood. As California's first urban state park, Candlestick SRA provides access to open space, the Bay, and recreational opportunities in a highly urbanized and industrial area of San Francisco. The Park offers sweeping views of the Bay, native coastal landscapes, tidal marshes, beaches, and areas for community gatherings and activity. The park encourages active, healthy lifestyles while at the same time serving as a respite from the urban surroundings of San Francisco and the larger Bay Area.

Grantee Qualifications: The Parks Conservancy is the nonprofit membership organization created to preserve the Golden Gate National Parks, enhance the experiences of park visitors, and build a community dedicated to conserving the parks for the future. The Parks Conservancy provides aid for site transformations, habitat restorations, research and conservation, volunteer and youth engagement, and interpretive and educational programs. The Parks Conservancy has been working in the Bayview-Hunters Point on community engagement for a number of years and was thus a natural partner to work with the Department on the project at Candlestick SRA. The ability of this partnership to help serve traditionally underrepresented communities with park access at this location is key in providing community-based skill-building and leadership opportunities that are central to the Parks Conservancy's program goals. The project also helps meet the Parks Conservancy's mission-based community engagement goals which include engaging and building a vibrant community of local stewards that support the Golden Gate National Parks and sister agencies such as the California State Parks.

Project History: In 2015, the Parks Forward Commission established a Parks Transformation Team that recommended a pilot effort to improve the Department's engagement and outreach with communities around its urban parks. The effort, called the Community Liaison Pilot Project is being implemented at Los Angeles State Historic Park and Candlestick SRA. In 2017, the Parks Conservancy entered into a partnership with the Department to implement the Community Liaison Pilot Project at Candlestick SRA, beginning with the Park Ambassadors Program. Over 25 members of the communities adjacent to Candlestick SRA participated in a four-day training in November 2017. Since then, ambassadors have met regularly on walks and more recently in monthly meetings and have engaged in outreach events for the Park. They have created a Spring Break program for youth, as well as Mother's Day and Father's Day events, and will soon be initiating a Summer Program for youth and families.

PROJECT FINANCING

Coastal Conservancy (through Dept of Parks and Recreation)	\$207,000
Project Total	\$207,000

The source of funds for this grant is an interagency agreement between the Conservancy and the Department pursuant to which the Conservancy is providing grant making services to the Department. Under the agreement, the Department will provide \$207,000 for a grant to the Parks Conservancy for implementation of the project and \$23,000 for Conservancy administration of the grant. The Department's source of funds is fiscal year 2017/2018 appropriations from the

State Parks and Recreation Fund (Public Resources Code § 5010), which may be used for any state park, and the State Parks Protection Fund (Tax & Revenue Code §18900.1 et seq.), which may be used for purposes related to the protection and preservation of state parks. The proposed project will promote use and stewardship of a state park and therefore it is an appropriate use of these funds.

CONSISTENCY WITH CONSERVANCY’S ENABLING LEGISLATION:

The proposed project would be undertaken pursuant to Chapter 4.5 of the Conservancy’s enabling legislation, Public Resource Code (PRC) Sections 31160-31165 which provides that the Conservancy may award grants in the nine-county San Francisco Bay Area to help achieve the goals of the San Francisco Bay Area Conservancy Program.

Pursuant to PRC Section 31162(d), the Conservancy is authorized to award grants to “promote, assist, and enhance projects that provide open space and natural areas that are accessible to urban populations for recreational and education purposes.” The proposed project will implement a park ambassadors program and other park programs that will promote and enhance use of Candlestick SRA, which is an accessible area of open space available for recreational and education purposes and adjacent to an urban population.

Pursuant to PRC Section 31163(b), the Conservancy is authorized to award grants to “support interagency actions and public/private partnerships in the San Francisco Bay Area...providing for broad-based local involvement in, and support for, the San Francisco Bay Area Conservancy Program.” This project involves public and nonprofit partners making natural areas more accessible to urban communities.

This project is appropriate for prioritization under the selection criteria set forth in Section 31163(c) in that: (1) it is supported by adopted local or regional plans such as the San Francisco Estuary Project’s Comprehensive Conservation and Management Plan, which calls for providing public access and Bay-related education and recreation while protecting wildlife; (2) The project will increase the number of stewards and create more culturally-relevant stewardship practices for Candlestick SRA, which are both related to the protection and preservation of state parks as well as regional and federal park systems in the Bay Area; (3) the project will commence within months of Coastal Conservancy authorization; (4) the project will provide opportunities for increased access to parklands that would be lost if not quickly implemented; and (5) the project is entirely funded by the Department of Parks and Recreation.

CONSISTENCY WITH CONSERVANCY’S 2018-2022 STRATEGIC PLAN GOALS & OBJECTIVES:

Consistent with **Goal 4, Objective A** of the Conservancy’s 2018-2022 Strategic Plan, the proposed project will support educational programs and interpretive events that improve public understanding and promote stewardship of coastal resources.

Consistent with **Goal 15, Objective C**, the proposed project involves working with partner organizations to achieve conservation and public access objectives.

Consistent with **Goal 16, Objective C**, the proposed project will support an organization that provides coastal experiences to underserved populations.

**CONSISTENCY WITH CONSERVANCY'S
PROJECT SELECTION CRITERIA & GUIDELINES:**

The proposed project is consistent with the Conservancy's Project Selection Criteria and Guidelines, last updated on October 2, 2014, in the following respects:

Required Criteria

1. **Promotion of the Conservancy's statutory programs and purposes:** See the "Consistency with Conservancy's Enabling Legislation" section above.
2. **Consistency with purposes of the funding source:** See the "Project Financing" section above.
3. **Promotion and implementation of state plans and policies:** A key recommendation of "A New Vision for California State Parks," by the Parks Forward Commission, is expanding access to parks in underserved and urban areas. This project implements that recommendation by creating programming that is relevant to the local urban population near Candlestick SRA and by using ambassadors to help with outreach to the community. The "Vision" document also recommends that the Department partner with other organizations, such as the Parks Conservancy, to take advantage of the wealth of resources, expertise, and commitment of organizations and individuals who support parks.
4. **Support of the public:** The project has the support and direct involvement of Literacy for Environmental Justice, a non-profit organization dedicated to promoting ecological health, environmental stewardship and community development in Southeast San Francisco (Exhibit 2). Participation of neighborhood residents in the Ambassadors Program demonstrates direct community support for this project (see the "Project History" section above).
5. **Location:** The project is located on the southeastern shoreline of San Francisco Bay and will increase local knowledge of and interest in stewardship of shoreline and open water habitats.
6. **Need:** Without the proposed grant, the project would not occur. Further, the Conservancy's assistance with the grant was needed because the Department is developing new internal policies and methods for administering grants with nonprofit entities and is not currently able to manage a grant of these funds.
7. **Greater-than-local interest:** All data related to the project will be documented and maintained and lessons learned will be extracted in preparation for program expansion to a statewide scale. The project is intended to be a model for building park constituencies in low-income communities and will help recruit Department employees who reflect the diversity of California.
8. **Sea level rise vulnerability:** Areas of Candlestick SRA are vulnerable to flooding due to sea level rise; however, most of the park and major infrastructure is located at elevations that are high enough to be protected from waves and storm surge through 2100.

Additional Criteria

9. **Resolution of more than one issue:** The project will address several issues that affect the degree and extent of community engagement at Candlestick SRA including barriers to physical access, the content and availability of programming, and communication around the availability of the programming.
10. **Cooperation:** As a partnership between California State Parks, the local community, and Parks Conservancy, the project will result in long-term park stewardship that makes Candlestick SRA relevant to a broader audience.

CONSISTENCY WITH SAN FRANCISCO BAY PLAN:

The project is consistent with the San Francisco Bay Plan's Recreation Policy 5 since it will provide interpretation of natural resources within a waterfront park:

"...Where feasible and appropriate, waterfront parks and wildlife refuges should provide diverse environmental education programs, facilities and community service opportunities, such as classrooms and interpretive and volunteer programs."

CEQA COMPLIANCE:

The project is categorically exempt from CEQA pursuant to Cal. Code Regs. Title 14, Section 15322 (Educational or Training Programs Involving No Physical Changes) because the project will develop and implement educational and training programs that will not physically alter the Park or any other affected area.

Upon approval of the project, Conservancy staff will file a Notice of Exemption.