

Metropolitan Parks and Open Space Commission

Meeting date: June 7, 2016

Subject: Recommendations for the Future Regional Parks System Ambassador Program

Staff Prepared/Presented: Raintry Salk, Research Analyst, (651) 602-1669, Lisa Tabor, CultureBrokers, (651) 321-2167

Division/Department: Community Development / Regional Parks and Natural Resources

Proposed Action

None. Information only.

Background

On February 11, 2015, the Council adopted the *2040 Regional Parks Policy Plan*. The adopted policy plan adhered to policy direction outlined in *Thrive MSP 2040*, including a focus toward strengthening equitable usage of regional parks and trails. The *2040 Regional Parks Policy Plan* put forward the commitment to create a Regional Parks System ambassador program aimed to strengthen equitable use by expanding awareness of the Regional Parks System and bringing parks to the people.

Council staff worked with CultureBrokers as a consultant to identify recommendations for the ambassador program. This information item will provide an overview of the process CultureBrokers underwent and discuss the recommendations Council staff should consider in the formation of the new Regional Parks System ambassador program.