

## Metropolitan Parks and Open Space Commission

Meeting date: November 14, 2017

**Subject:** Regional Parks Ambassador Program

**Policy/Legal Reference:** *2040 Regional Parks Policy Plan*

**Staff Prepared/Presented:** Celina Martina, Sr. Community Outreach Coordinator, (651) 602-1375 and Emmett Mullin, Manager of Regional Parks and Natural Resources Unit, (651) 602-1360

**Division/Department:** Community Development / Regional Planning

### Proposed Action

Information item only.

### Background

*Thrive MSP 2040* states the Council will strengthen equitable usage of regional parks and trails by all our region's residents, such as across race, ethnicity, income, and ability. The *2040 Regional Parks Policy Plan* includes the creation of an ambassador program as a strategy to assist with expanding awareness of the Regional Parks System. In January 2017, the Council hired a Sr. Community Outreach Coordinator, Celina Martina, to lead the program. Working in partnership with key community organizations and our ten regional park implementing agencies, this program seeks to increase awareness and use of our rich system by bringing parks to the people.

The purpose of this information item is to provide an overview of the first nine months of the program, highlighting some of the activities, events, and key partnerships.