



Healthy Parks Healthy People: Bay Area

Memorandum of Understanding

Revised: January 19, 2016

To improve the health and wellbeing of all Bay Area residents, especially those with high health needs, through regular use and enjoyment of parks and public lands

I. PURPOSE

Encouraged by growing evidence that spending time in nature improves physical and mental health, the **Healthy Parks, Healthy People: Bay Area** (HPHP: Bay Area) collaborative effort was created to increase opportunities to improve the health and wellbeing of all Bay Area residents, especially those with high health needs, through regular use and enjoyment of parks and open space.

The purpose of this Memorandum of Understanding (MOU) is to establish a general framework for the cooperative relationship of HPHP: Bay Area lead organizations, listed below.

The signing of this document does not preclude any signing agency from carrying on with their current scope of work. This MOU in no way restricts the participating agencies from joining similar activities or arrangements with other public, private, or nonprofit entities. Nothing in this MOU shall obligate the cooperating agencies to expend appropriations, or to enter into any contract with other obligations.

II. STATEMENT OF MUTUAL INTEREST AND MUTUAL BENEFITS

Through regional efforts in outdoor programming, promotion, education, and policy development HPHP: Bay Area is dedicated to expanding the public's knowledge, awareness, use, enjoyment, and appreciation of how parks and recreation resources can contribute to improved health and the reduction of chronic diseases in individuals, children, and families.

Expected Outcomes

- ✓ Health and community partners have a clearly defined connection with public lands to promote health and wellbeing.
- ✓ Health and community partners can recommend specific outdoor programs that are welcoming to new users as well as being sustainable and culturally appropriate.
- ✓ Bay Area public lands agencies better support each other in their goals to serve high health needs communities by forming a community of practice that creates evidence-based strategies and programs.
- ✓ Bay Area residents are increasingly aware of public lands resources in their community and value those places for maintaining their health.

III. HPHP: BAY AREA AGENCIES AGREE TO COLLABORATE ON THE FOLLOWING PROJECTS, TO THE EXTENT ALLOWED BY EACH AGENCY'S STATUTORY AUTHORITY TO:

Increased Access and Activity in Bay Area Parks

1. Promote healthy outdoor exercise through partnerships with public health, hospitals, clinics, and other community facilities
2. Increase access and utilization of parks by people and communities that are historically under-represented and/or suffering from high risk of chronic disease;
3. Ensure that park facilities and programs actively encourage connection with nature through programs which promote physical activity, social connection, and overall wellness;

Promote Greater Advocacy and Awareness for Parks and Park Use

4. Develop new and/or strengthen existing governmental or agency policies relative to parks and health and involve coalitions at community, State, regional, and/or local levels to gain approval;
5. Advocate direct transportation routes to parks and trails as well as funding programs to support projects which promote walking, bicycling, recreational trails, and recreational boating;
6. Develop joint projects, programs or events that foster public awareness and behavioral changes to increase physical activity. Where appropriate focus on the needs of urban and underserved populations especially children and high risk adults;
7. Use traditional and social media to communicate public park locations, transportation alternatives, and the healthful recreational opportunities available;

Activate Agencies, Organizations, and Individuals in Supporting HPHP's Purpose

8. Engage new agencies and organizations, public and/or private, in the projects, activities, policies, or funding efforts being mutually accomplished by the cooperating agencies of this MOU.
9. Promote volunteerism in Bay Area parks and open spaces as an organized, healthful outdoor activity;

IV. IT IS MUTUALLY AGREED AND UNDERSTOOD BY AND AMONG THE HPHP: BAY AREA COOPERATING AGENCIES THAT:

General Description of Pilot Project

Enhanced Programming to Promote New Physical and Social Activity: On the first Saturday morning of each month, selected parks in each county will welcome new visitors with group activities such as stretching exercises, encouragement to meet other participants, an orientation to the natural features of the park, the health benefits of spending time outside, and guided group activities.

Simple Schedule to Encourage Initial Participation: To encourage first-time visitors to parks, the schedule and location of the Saturday morning program will be simple and consistent.

Enable Regular, Sustainable Exercise: To enable participants to improve and maintain their health and well-being throughout the week on their own or in groups.

Regional Consistency to Maximize Support and Outreach: A consistent regional effort would facilitate the support of organizations with a multi-county presence or collaboration, including healthcare systems, media outlets, transit authorities, and potential funders. Regional consistency has directed the decision for most HPHP: Bay Area park agencies to organize programs on the first Saturdays of each month.

Quarterly Meetings

The cooperating agencies will meet at least quarterly each year to review the Pilot Project and expected outcomes, develop recommended actions, research projects for the coming fiscal year, and participate in the annual strategic meeting with agency leadership to identify demonstration projects.

Funding Obligations

Specific work projects or activities that involve the transfer of funds, services, or property among the parties to this MOU will require the execution of separate agreements or contracts, contingent upon the availability of funds from the cooperating agencies or as each subsequent agreement or arrangement involving the transfer of funds, services, or property between the parties to this MOU must comply with all applicable statutes and regulations, including those statutes and regulations applicable to procurement activities, and must be independently authorized by appropriate statutory authority. This MOU in no way restricts the participating agencies from joining similar activities or arrangements with other public, private, or nonprofit entities. Nothing in this MOU shall obligate the cooperating agencies to expend appropriations, or to enter into any contract with other obligations.

Adding Partners

Additional cooperating agencies may be added to this MOU with the oral, or email, concurrence of the cooperating agencies at the time of the proposed addition. The addition of the new cooperating agencies will be effected by attaching to the MOU the written consent of the heads of the new cooperating agencies.

Website Access

All cooperating agencies are willing electronic partners and willing to participate with website access to aid in outreach to the public, as well as help educate the public about the benefits of parks, recreation, and open spaces. Photographs of the public used for promotional purposes shall have appropriate model release approvals provided by the local agency of origin.

V. STRUCTURE OF THE MOU PARTNER ORGANIZATIONS, VOLUNTEER COMMITTEES, AND PRINCIPAL CONTACTS

To provide for consistent and effective communication, each of the cooperating agencies General Manager's, or equivalent, shall appoint an executive level representative as principal contact. This group will be responsible for determining regional HPHP: Bay Area planning, reporting on local and regional accomplishments, and evaluating results. Responsibilities of the partner organizations include:

1. Participation in scheduled meetings and conference calls; and,
2. Development and execution of specific work plans will be assigned to standing committees whose members should be from one of the cooperating agencies, but not necessarily the principal contacts. Four standing committees include; communications and marketing, partnerships and funding, policy, and data and measurement.

The following person(s) will be the principal contact(s) for their respective agencies for the purpose of this agreement.

Public Parks and Open Space Agencies

Health Organizations or Providers

Educational Institutions

Community Service Organizations

Other Supporters

VI. FINANCIAL MANAGEMENT OF HPHP: BAY AREA

The Institute at the Golden Gate, in conjunction with the Golden Gate National Parks Conservancy, will maintain all fiduciary responsibilities as required of a non-profit organization. Specific roles include fundraising and grant writing, selection of and payment to vendors for services, and management of meeting schedules and reports.

Specific processes for grant-seeking, deliverables, and allocation distribution will be addressed in the operating principles.

VII. DURATION OF AGREEMENT

Participation in this MOU may be terminated with a 60-day written notice of any party. Unless terminated under the stated terms, this MOU will become effective upon signature, will remain in full force until December 31, 2017, and will be reviewed every two years thereafter.

APPENDIX

The following public **parks and open space** agencies will provide Healthy Parks, Healthy People: Bay Area endorsed public programs and adhere to the above MOU:

The mission, goals, and objectives of Healthy Parks, Healthy People: Bay Area are supported by the following agencies representing public parks or other governmental agencies, healthcare providers, educational institutions, community service organizations, and other supporters:

Public Parks and Open Space Agencies

Health Organizations or Providers

Educational Institutions

Community Service Organizations

Other Supporters