

Where the
problem lies

While sports have been entrenched in communities for decades, there has been a disconnect between the collaboration of sport organizations, local governments, and the communities they serve relative to how communities can be improved.

Possibilities

- **Ordinary People doing Extraordinary things in California Communities!**

Sports Role in Foster Care



While the state and city leaders are working to secure budgeting for foster care throughout California, sport's role in providing assistance for foster children should not go over looked.

- Provide a fun atmosphere
- Staying healthy
- Character development
- Emotional Well-being
- Releasing tension

San Francisco Giants



- Giants Community Fund sponsors this program to help eradicate violence within communities
- Provide grant funds for non-profit organizations seeking to improve communities

Aikido
Alternative
Self-Defense
Expert:
JT Tam



- ❑ Trains individuals on the art of Aikido as a self-defense and bullying prevention mechanism
- ❑ Has worked with California's district to provide self-defense training through his Aikido Foundation



Helped me
gain courage

YMCA Los Angeles



Sport as a Community Development Agent

Los Angeles Stadium at Hollywood Park



- 2500 modern residences
- 25 acres of public parks, open space, pedestrian walkways, and bicycle

Plan I: Consult Marginalized Community Member Needs

- Often times, marginalized community members are left out of the community development process, especially, when it comes to stadium led or sport related projects.
- The goal should be to gather empirical data from community members regarding community infrastructure to address their concerns. Through this method, a collaborative community development initiative can be formed.

Plan II:
Developing a
Research
Agenda that
includes
community
voices

- ❑ Interview, focus group, and survey data should be collected longitudinally to determine community member attitudes regarding community development over time (Before community development begins, during the process, and after major projects have been completed)



Conducted a study regarding MLB and community development:

1. Interviewed 11 MLB community development program managers (including some in California) and surveyed individuals who live within MLB communities.
2. Although there are programs that are utilized to help low-income individuals, these individuals express that they have never heard of nor have they've seen these program.

Phase III: Develop
Relationships with
Community
Members

A major duty of local governments is to be socially responsible for the communities in which they serve (i.e., educational equity, diversity and inclusion, environmental and health needs).

1. Utilizing sport as an agent for social change allows for increased perceptions of positive Corporate Social Responsibility.
2. Gaining an understanding and developing relationships with community members would help gain more buy-in into community development processes.
3. Utilizing sports as a tool for social change will aide in the triple bottom line of economic, social, and environmental development necessary to satisfy community members

Phase IV: Create Programs based off of evidence

□ Evidence based programming should be implemented and tested over time that aid in the collaboration of community development. Such programs could possibly include:

1. **Citizen Community Development Taskforce** – this taskforce can include local citizens who have a deciding vote on critical development decisions.
2. **Collaborate with Sport Organizations to Develop Evidence Based Resources** – this involves educational enrichment programs for both youth and adults and socioeconomic support. Not every community is the same. Research must be conducted first.

Questions??

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