

# Heron's Head Park Activation

Port's Southern  
Advisory Committee  
(SAC)

Wednesday, March 23rd, 2022



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- Meet the Team
- About En2action
- Our Work
- Background: Port Pop-Up Activation RFQ
- Proposed Activation Timeline
- Partnerships
- Proposed Activation Ideas
- Feedback

# Agenda



# Objective

Our goals for this presentation is to get your feedback on our proposed activation ideas and to glean your insight into how programming can best connect Bayview Hunters Point residents with Heron's Head Park.

# Meet the Team!



**Andrea  
Baker**

—  
CEO /  
Executive  
Director



**Pooja  
Farwell**

—  
Director of  
Programs



**Kaela  
Chavez**

—  
Assistant  
Project  
Manager

# About En2action



Founded in 2019, En2action's mission is to **engage**, **empower**, and **inspire action** to promote equitable growth, build resilient communities, and achieve transformative social good.

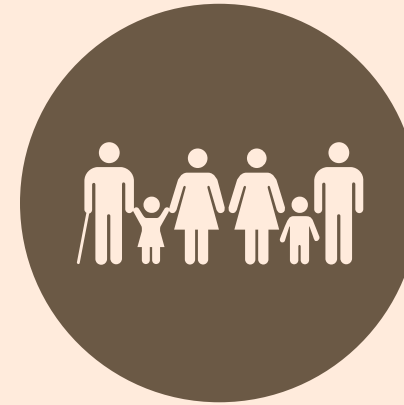
Our work is guided by three core values: **people matter**, **communities need to be heard**, and **collaboration requires openness and transparency**.

# Our Work

En2action works primarily in three areas:

## Our Core Services:

- Community Engagement
- Economic Development
- Placemaking, Event Coordination, Spatial Activation



**COMMUNITY DEVELOPMENT**



**ECONOMIC DEVELOPMENT**



**EDUCATION**



## ***Background: Port Activation RFQ***

The Port of San Francisco released an RFQ with the goal to safely develop, promote and launch events and activities along the waterfront.

En2action submitted a response and were awarded the RFQ on **July 15th, 2021**

# Port Pop-Up Activation RFQ

En2action pre-qualified to partner with the Port to implement **medium scale** (up to 75-100 attendees) activations at Heron's Head Park, with the goals to:

- 1 Increase racial diversity** and youth & senior engagement at parks and open spaces
- 2 Foster deeper connections** between D10 residents and open spaces on the Southeastern waterfront
- 3 Create a sense of community** and partner with local organizations and artists to curate events and activities





# Partnerships

En2action is excited to partner with both the Port of SF and the SF Rec & Parks on programming that encourages residents of District 10 to build community and connect with the Southern Waterfront.



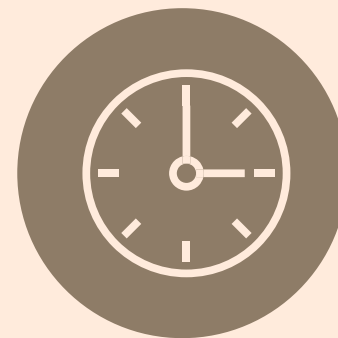
# Proposed Activation Timeline & Schedule

*\*Saturdays were chosen based on survey results; however can be shifted to Sundays, based on feedback from stakeholders.*



**Proposed Timeline:** April-June 2022

**Frequency:** *Phased Approach*; starting with 1 activation per month, working up to 2 activations per month as momentum builds



**Dates:** Every 2nd & 4th Saturday

**Times:** 11:00AM-1:00PM or 1:00PM-3:00PM



**Total Number of Activations:** 6

## The En2action team has presented at the following meetings:

- EcoCenter Advisory Committee - March 8, 2022
- Port SF Southern Advisory Committee - March 22, 2022

## In partnership with the Port, En2action will:

- Develop survey questions to gather data on current types of use AND the community's desired uses and programs
- Utilize activations as a welcoming space for attendees to share their responses and feedback to survey questions

## To promote the activations, En2action will:

- Leverage existing community partnerships to ensure broad outreach
- Distribute collateral digitally and physically, at high-traffic gathering spaces and community hubs

# Outreach & Engagement

# Proposed Activation Ideas



## **Beekeeping/Honey Harvesting:**

Introduction to bees, honey tasting, and honey harvesting.



## **Music and Art Therapy/Community Drum Circle**

Community-drum circle, arts activities will focus on using natural materials.



## **Tai Chi/Yoga/Guided Walks**

Low-impact, physical activity geared toward residents of D10.

# Proposed Activation Ideas (*cont.*)



## **Guided Birdwatching**

Guided walk of the park, overview of birdwatching practices and conservation

## **Gardening Workshops/Plant Clinic**

Introduction to urban gardening practices; attendees can seek “treatment” for plants in distress.





# ***En2action would love your feedback on the:***

- Proposed timeline & schedule
- Proposed activation ideas

*...And any additional insights into how activations can best connect Bayview Hunters Point residents with Heron's Head Park!*

# Thank you!

*Please reach out to Pooja Farwell & Kaela Chavez with any feedback on the proposed activation ideas!*

***[pooja@en2action.org](mailto:pooja@en2action.org) • [kaela@en2action.org](mailto:kaela@en2action.org)***

