

**Mujeres de la Tierra** is a community action organization that supports the building of healthier and sustainable community environments by fostering community engagement and nurturing active individual participation. We support families and residents in urban communities who want to become active participants and decision-makers in critical issues impacting their families, neighborhoods and communities. **Our goal is to enhance and strengthen the building of community-one neighborhood at a time.**

**Project Description:** The Santa Monica Mountains Conservancy is in the process of researching the acquisition of the last remaining hillsides in Northeast Los Angeles including Mt. Olympus/Hilltop Hill and Paradise Hill. A critical part of this effort is to engage the local homeowners, residents, tenants, students, youth and children and other key niche constituencies including the public who currently enjoy the open space.

**Context:**

- Increase park equity through the conservation of the hills
- Empowering and positive
- Train the next generation of environmental leaders (student organizers)

**Goals:**

1. Increase understanding of and support for project plan among low-income residents of Lincoln Heights who live adjacent to project
  - Create a sense of ownership and pride in the preservation of the hills.
  - Gather input/opinions/concerns about the future of the hills.
2. Increase of awareness of and support for the SMMC within the target population
  - Provide background information about SMMC's mission, goals and accomplishments.
  - Create an open communication environment to encourage feedback.
3. Increase support for and usage of future parks by this population

**Outcome:**

A. Educated residents who can be:

- Subsequently mobilized to support projects, attend meetings
- Future users of parks

B. New model of community engagement for urban conservation agency

**Proposed Tools to initiate contact with non-traditional stakeholders:**

- Create a theme/slogan campaign for promotional materials and products
- Door-to-door neighborhood canvassing within designated geographic area
- Writing and drawing competitions in the local schools (subject: hills)
- Conduct presentations at adult ESL classes
- Lemonade stand outreach
- Hill-centered event
- Place ads/inserts in small publications, newsletters, church bulletins.