

Chapter 4

Politics and Advocacy

Case Studies

1. As a director of parks and recreation you are getting ready to try and pass a bond issue for new parks. It must be passed by the public in a special bond election. The bond election will fund a large regional sports park. It will also increase sales tax by ½ cent per dollar. Taxes right now are not popular so you must use all the political pull you can to get the bond issue passed. How can you build a strong coalition to pass the bond issue.

- a. Who are the stakeholders?
- b. What groups will be for the bond? Against the bond?
- c. Which group should you work the hardest on changing where they stand?
- d. What are some political strategies that can be use?

2. The governor of California is considering cutting parks from his budget. How can the recreation directors in the state make a difference in his decision? Discuss how you can rally an advocacy campaign to stop the eminent closing of the parks? What sorts of measures, materials, and information will you need to pull together? What steps will you take to lobby for your point of view and what options do you have to increase your stakeholders?