

Proposed Special Interest Months (SIM) & Observances Designation Process and Calendar

Board Meeting
February 4, 2025

What are “SIMs”?

- “Special Interest Months” (SIMs) and Observances are periods within the year that are designated to celebrate and acknowledge various ethnic and marginalized groups or focus on particular causes and efforts.
- SIMs include Heritage Months, Awareness Months, and Observances.
 - Heritage Month: Native American Heritage Month (November)
 - Awareness Month: Disability Awareness Month (October)
 - Observance: International Day of Peace (September 21)

SIMs at the Park District

- The Park District has historically celebrated SIMs but does not have a Districtwide standardized process way to identify them.
 - <https://www.ebparks.org/we-celebrate>
- Staff requested the Office of Equity's support to develop a process that provides policy direction allowing for corresponding resource allocation.



Black History Month

February



Women's History Month

March



AANHPI Heritage Month

May



Pride Month

June



Hispanic Heritage Month

September 15 to October 15



Native American Heritage Month

November

New Guidelines and Roles

- Board of Directors
 - Vote to approve the SIM calendar annually.
 - Identify and suggests appropriate revisions to SIM calendar.
 - Encouraged to identify individuals to recognize in alignment with SIMs.
- Park Advisory Committee
 - Review SIM calendar annually and provide feedback.
- General Manager
 - Ensure SIMs on calendar are implemented and resourced.
- Park District Divisions
 - Participate and develop programming for SIMs accordingly.

Proposed 2025 SIM Calendar

Months:

- Black History Month
- Women's History Month
- AANHPI Heritage Month
- Wildfire Awareness Month
- Pride Month
- Hispanic Heritage Month
- Disability Awareness Month
- Native American Heritage Month

Days/Events:

- MLK Jr. Day and Service
- All Abilities Day
- Flood Safety Awareness Week
- World Water Day
- National Public Safety Telecommunicators Week
- Earth Day
- National Police Week
- Black Birders Week
- National Trails Day
- Juneteenth
- World Ranger Day
- International Lifeguard Day
- National Night Out
- Latino Conservation Week
- California Coastal Cleanup Day
- International Day of Peace
- Gathering of Ohlone Peoples
- Indigenous Peoples Day
- Sunol Heritage Festival
- Green Friday

