



# PARKS CALIFORNIA

*It's in our nature*

## **Route to Parks Grants Program**

*Informational Webinar*

June 16, 2020





**GEOFF KISH**  
Vice President of Programs



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Director of Community Engagement

# Agenda for Today



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- Introductions
- About Parks California
- Route to Parks Grants Application
- Important Dates
- FAQ
- Q&A



**Headquarters:**

400 Capitol Mall, 9<sup>th</sup> Floor  
Sacramento

**Staff Locations:**

San Francisco, San Diego, and  
San Luis Obispo

We believe that everyone deserves a world-class park experience in California and that all can benefit from a lifelong connection with nature.



Innovative and meaningful partnerships between government, business, nonprofits and communities will make our parks the best in the world.

- **Statutory partner to State Parks**
- **Joint priority setting with park leaders**



Parks California is uniquely positioned to:

- Take a statewide approach
- Drive cross-sector partnerships
- Integrate parks into communities
- Illuminate local success stories
- Accelerate innovation and investments







# Meeting people where they are in their relationships with nature

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Community Trust  
and Engagement



Awareness of  
Parks and  
Offerings



Park Experience



Re-engagement



Stewardship



Advocacy\*

*\*led by other non-profit partners*

Parks California will focus on programs that cultivate appreciation, love and connection to nature.

- **Access to Parks**
  - School Field Trips
  - Route to Parks Grants
  - Raising awareness of parks
- **Natural Resources and Stewardship**
- **Scale Innovative Programs**
- **Expand Park Funding**



# Route to Parks Grants Program

## Goal

We aim to improve park access for all Californians so they can create authentic connections with nature

## Criteria

- Support programs and transportation costs
- Experiences in California State Parks
- Reach communities who may face challenges getting to or enjoying parks

## Qualifying applicants

- Government
- 501(c) 3



# Route to Parks Grants - Application

- **Executive Summary**
- **Applicant Background**
- **Program Details**
  - Describe the issues affecting the community's access to state parks and beaches. What is your organizations' prior involvement on these issues?
  - What approaches will you take to create solutions to the issues you described? What specifically will the participants do and what are your transportation plans?
  - Tell us about the participants program experience and duration.
  - We are living in unprecedented and unpredictable times due to COVID-19. Tell us about your contingency plan to meet safety guidelines?
  - Tell us how your program cultivates a lifelong connection with California's parks and nature?
  - Does environmental stewardship play a role in your program? If so, how?

# Route to Parks Grants - Application

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- **Project Goals, Output and Outcomes**
  - Share with us your project goals
  - Project Outputs
  - Participant outcomes
  - How will success be measured?
  - Project timeline
- **Population and geographic community served**
  - Tell us about the population/geographic community served. Use the Community Fact Finder to aggregate data.
  - Now tell us about the specific group of participants you intend to reach with this program
  - How will you reach the audience?
  - Describe potential challenges (internal and/or external) that your organization may encounter when implementing this project/program and potential strategies for overcoming
  - How will the project be sustained beyond this funding?
  - List of principal Staff
  - Key partners

# Community Fact Finder



## Parks for All Californians

California's Health in Parks Partnership

[back to parks.ca.gov](#)



PARK ACCESS

ABOUT ▾

TOOLKIT FOR PARTNERS

FEEDBACK

PARTNER APPRECIATION ▾

ACTION

[read more](#)

[GET GIS DATA](#)

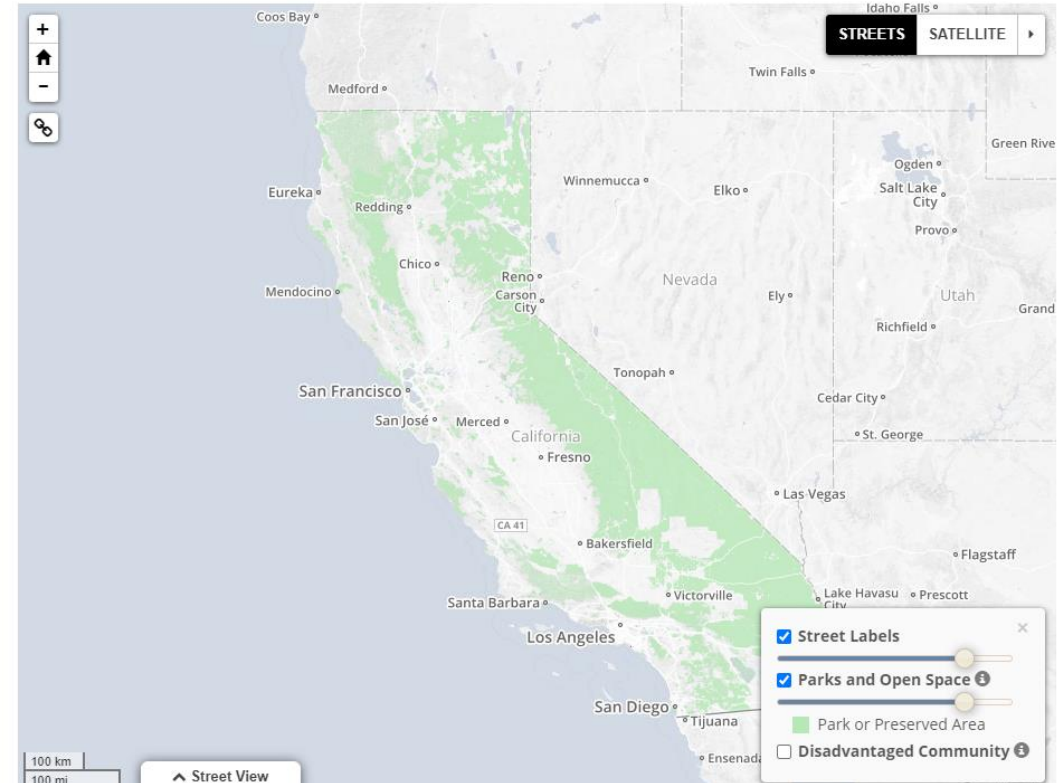
### Find Your Community:

Click **the pin**, then click a location on the **map**.

OR enter an address below and click **Go!**

Enter an address, city ('city, CA') or latitude,longitude

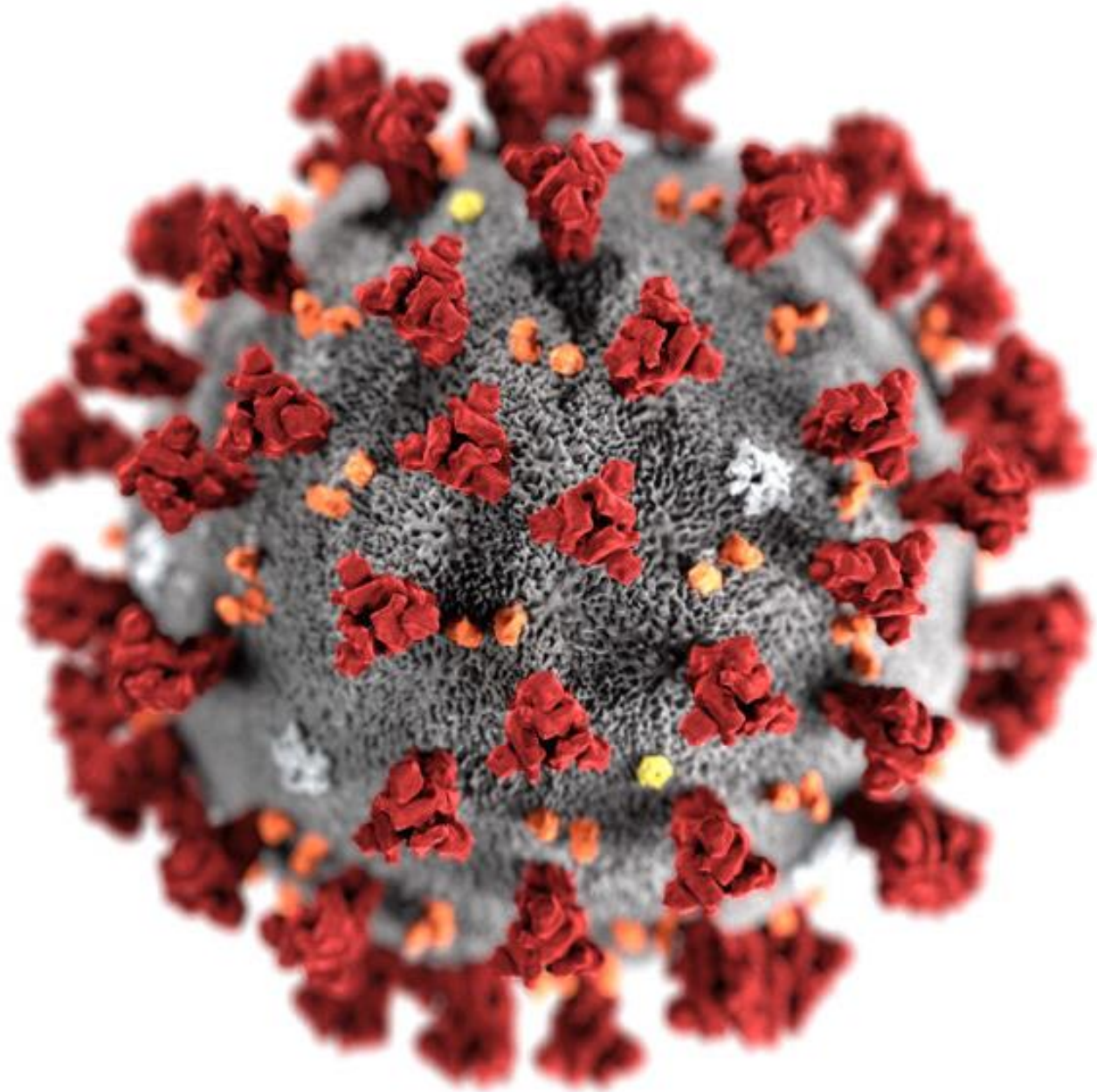
Go!



# Route to Parks Grants - Application

- **Attachments**
  - Project Budget
  - Survey Tool
  - Letter of Support
  - List of Board Members
  - Organizational Budget
  - IRS Letter
  - Financial Statements
  - Photo and Liability Release





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# COVID-19

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- Plan to the best of your ability following CDC, local and state recommendations
- Consider the emotional and health of your participants
  - Pre-outing virtual gatherings
  - Cleaning supplies
- Be open and transparent about concerns and needs to lead programs
- Flexible and adjust timelines to meet program goals
- Parks California is committed to the safety of your community and park staff



# Resources for Nonprofits

## Toolkit

- Resources and recommendations for group outings
- Transportation tips and ideas
- Ideas for pre, during and post park experience activities
  - PORTS
  - Jr. Ranger Program
  - Agents of Discovery
  - Virtual Tours





# Important Dates

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<b>Grant Guidelines Released</b>	May 12, 2020
<b>Informational Grant Proposal Webinar</b>	<p>Parks California will hold a webinar to review this RFP and proposal process. All parties interested in submitting a proposal are encouraged to attend though it is not required that you be on the webinar to submit a proposal. The webinar will also be recorded and made available on the Parks California website for those who cannot participate in the live session.</p> <p>June 16, 2020</p>
<b>“Office Hours”</b>	<p>Staff will be available during “office hours” from 10am-12pm to answer questions by phone on <b>June 23, 24 and 25, 2020</b></p> <p>To schedule a 15-minute meeting during “office hours”, please email <a href="mailto:grants@parkscaifornia.org">grants@parkscaifornia.org</a>. Meetings will be accepted and confirmed after the June 16 webinar.</p>
<b>Proposals Due</b>	Proposals are due at <b>5pm on August 3, 2020</b> <a href="mailto:grants@parkscaifornia.org">grants@parkscaifornia.org</a>
<b>Review Period</b>	August 3 - September 30, 2020
<b>Grant awardees Notified</b>	<b>October 2, 2020</b>
<b>Grant Agreements Due</b>	October 16, 2020
<b>Grantee Welcome Call</b>	November 4, 2020

# Route to Parks Grants Program

## Q&A

Please submit your question in the  
chat box





# Thank you!

As California State Park's statutory partner, we have a simple mission - to help strengthen parks and inspire all to experience these extraordinary places.

@ParksCalifornia  
[www.parkscalifornia.org](http://www.parkscalifornia.org)

