

2024 Adventure Pass, Grants Program

Informational Webinar

February 29, 2024



Agenda

- Introductions
- About Parks California
- About the Adventure Pass
- Grant Program & Application Overview
- Important Dates
- FAQ and Q&A



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

*2020 Route to Parks Grantee,
City Heights CDC*



To help strengthen parks and inspire all to experience these extraordinary places.

Parks California Mission

Statewide Nonprofit Partner to CA State Parks

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

ADVENTURE PASS



2023 Grantee, California Outdoor Recreation Foundation

Adventure Pass Program Overview

- Assembly Bill 148, signed by Governor Newsom in July 2021, established the California State Park Adventure Pass Program, a three-year pilot program.
- In November 2023, California State Parks, in partnership with First Partner Jennifer Siebel Newsom and the California Natural Resources Agency, is expanding its popular California State Park Adventure Pass from 19 to 54 select state parks.
- The program provides free entry to 54 state parks throughout the state for fourth graders and their families for a full year, September - August.
- The initiative supports children's physical, mental, and socio-emotional well-being, which supports students' academic outcomes.
- The pass waives day use fees for an entire vehicle. Additional fees associated with park activities are not covered.



Fourth graders, use your free
**California State Park
 Adventure Pass**
 at participating state parks!



- | | | | | | |
|----------------------------|--------------------------------------|-----------------------------|--|----------------------------|---------------------------------------|
| NORTHERN CALIFORNIA | 1. Jedediah Smith Redwoods SP | SIERRA NEVADA | 22. Empire Mine SHP | SOUTHERN CALIFORNIA | 44. San Buenaventura SB |
| | 2. Sue-meg SP | | 23. Malakoff Diggins SHP | | 45. Will Rogers SHP |
| | 3. Castle Crag SP | | 24. Marshall Gold Discovery SHP | | 46. Los Encinos SHP |
| | 4. Grizzly Creek Redwoods SP | | 25. Indian Grinding Rock SHP | | 47. Antelope Valley Indian Museum SHP |
| | 5. Benbow SRA | | 26. Calaveras Big Trees SP | | 48. Chino Hills SP |
| | 6. William B. Ide Adobe SHP | | 27. Railtown 1897 SHP | | 49. California Citrus SHP |
| | 7. Hendy Woods SP | | 28. Mono Lake Tufa SNR | | 50. Mount San Jacinto SP |
| | 8. Clear Lake SP | | 29. California State Mining and Mineral Museum | | 51. Salton Sea SRA |
| | 9. Anderson Marsh SHP | | 30. Millerton Lake SRA | | 52. Anza-Borrego Desert SP |
| | 10. Fort Ross SHP | | 31. Big Basin Redwoods SP | | 53. Cuyamaca Rancho SP |
| SACRAMENTO | 11. Armstrong Redwoods SNR | CENTRAL COAST/VALLEY | 32. Seacliff SB | 54. Silver Strand SB | |
| | 12. Jack London SHP | | 33. Henry W. Coe SP | | |
| | 13. Petaluma Adobe SHP | | 34. Pacheco SP | | |
| | 14. Sonoma SHP | | 35. San Juan Bautista SHP | | |
| | 15. Samuel P. Taylor SP | | 36. Hollister Hills SVRA | | |
| | 16. Benicia Capitol SHP | | 37. Monterey SHP | | |
| | 17. California State Railroad Museum | | 38. Colonel Allensworth SHP | | |
| | 18. Leland Stanford Mansion SHP | | 39. Tule Elk SNR | | |
| | 19. State Indian Museum SHP | | 40. Morro Bay SP | | |
| | 20. Sutter's Fort SHP | | 41. La Purísima Mission SHP | | |
| 21. Folsom Powerhouse SHP | 42. El Presidio de Santa Barbara SHP | | | | |
| | 43. Fort Tejon SHP | | | | |



For more information,
 visit parks.ca.gov/AdventurePass.



Park Pass Access Tips

- Pass is emailed and can be accessed from phone or printed for scanning at available park units
- ReserveCalifornia.com
- Contact Center: (800) 444-7275
 - For Spanish speakers, calling the number above is the most accessible option currently
- Park pass sales office (limited locations)



of Adventure Passes Issued

25000

20000

15000

10000

5000

0

26,042

18,647

21-22

22-23

Year





of Adventure Passes Issued

12000
10000
8000
6000
4000
2000
0

10738

10604



9/1/22-2/15/23

9/1/23-2/15/24

as of 2/15/24

Month and Year

2023 Adventure Pass Grants Program

- Supported **12 Organizations**, through grant awards totaling **\$327,925** for projects beginning **February 1, 2023**
 - **9** Adventure Pass Pilot Sites
- Preliminary data from 5 completed projects:
 - **765 4th graders and family members** participated in programming through **16 park visits**



Save California Salmon
Humboldt
Sue-meg SP

Acta Non Verba: Youth Urban Farm Project
Bay Area
Jack London SHP, Samuel P. Taylor SP

MeWater Foundation
San Francisco
Samuel P. Taylor SP

Oakland Unified School District/Oakland Goes Outdoors
Oakland
Samuel P. Taylor SP

San Mateo County Libraries
San Mateo
California State Railroad Museum, Jack London SHP, Samuel P. Taylor SP, Hollister Hills State Vehicular Recreation Area

California Outdoor Recreation Foundation
Monterey
Hollister Hills State Vehicular Recreation Area

Central Coast State Parks Association
Morro Bay/Central Coast
Morro Bay SP Museum of Natural History



Lowell Community Development Corporation
Fresno
Morro Bay SP Museum of Natural History, Millerton Lake SRA, California State Railroad Museum

San Joaquin River Parkway and Conservation Trust
Fresno
Millerton Lake SRA

SP = State Park
SB = State Beach
NP = National Park
SHP = State Historic Park
SWA = State Wildlife Area
SNR = State Natural Reserve
SRA = State Recreational Area

Nature for All
Los Angeles
Chino Hills SP

Chino Hills State Park Interpretive Association
Chino Hills
Chino Hills SP

Sierra Club Foundation (fiscal sponsor of Angeles Inspiring Connections Outdoors)
Los Angeles
Silver Strand SB

"Alicia and Jesus, residents of East Palo Alto and immigrants from northern Mexico, participated on a visit to Hollister Hills SVRA. They both grew up in rural agricultural areas and would enjoy being out in the forest surrounded by trees and animals....They find that it is important to instill that love of hiking and nature with their 4th grade daughter and take her out hiking whenever possible. Alicia told the staff that these field trips were a wonderful idea and it allowed them to explore different areas of California with confidence as bilingual staff were available to help guide the experience."



San Mateo County Libraries, 2023 Adventure Pass Grantee

2024 Adventure Pass Grants Program

Goal:

We aim to support transportation, programs and activities needed for 4th graders and their families to explore California State Parks.

Criteria:

- Proposal must connect **4th graders and their families** to a California State Park or Beach.
- The California State Park or Beach must be one of the 54 participating in the Adventure Pass pilot program.
- Participants must include underrepresented communities who may face challenges getting to or enjoying parks including but not limited to - low-income, physical and/or emotional disabilities and/or People of Color.
- Provide participants with transportation solutions, resources, and support needed to take full advantage of the Adventure Park Pass.
- Program provides relevant experiences for participants in State Parks.



San Mateo County Libraries

Preference will be given to programs that:

- Provide participants with multiple, meaningful, and relevant outdoor experiences.
- Have history in engaging and offering programming for underrepresented communities who may face challenges getting to or enjoying parks including but not limited to - low- income, physical and/or emotional disabilities and/or People of Color.
- Build on an existing partnership or collaboration with California State Parks.



Lowell Community Development Corporation



Grant Period:

- May - August 2024

Recommended Request Amount:

- Up to \$10,000

Qualifying Applicants:

- 501(c)3 Organizations, CA Native American Tribes, Native 7871 Organization, Fiscally-sponsored Community Organizations, and Government Agencies.

Application Due Date:

- **March 25, 2024**

Lowell Community Development
Corporation

Applicant Coordination with State Parks

Coordination with State Parks staff is required **prior to submitting** a grant proposal. Our intent is to encourage conversation and collaboration.

Applicants will be **required** to submit the name and contact of the State Parks staff member they spoke with.

During the application review process, Parks California will **confirm** that each District is aware of the proposed projects in their respective parks.



MeWater Foundation

Adventure Park Pass - Grant Application

Coordination with California State Parks

Program Summary

Please include detail on what the program experience is and how, if at all, participants may be encouraged to return to parks.

Partnership Background

Program Details

1. Describe the issues affecting the community's access to state parks and beaches. What is your organization's prior involvement in these issues? What is your organization's prior involvement working with this community?
2. What approach will you take to create solutions to the issues you described? How will you prioritize 4th graders and their families?
3. The Adventure Pass Program is free and available to all 4th graders in California. How will you, if at all, facilitate the sign up and download of passes by 4th Graders and their families?

Adventure Pass Grant Program Grant Application

Project Output and Outcomes

- 1. Program Outputs:** 4th grade students, Family members, Park visits
- 2. Program Outcomes:**
 - How does this program build upon/support your organization's overarching goals and programming opportunities?
 - What program and participant outcomes will the project help you achieve?
 - How would you measure these outcomes?
- 3. Project Timeline:** Specify key program deadlines, deliverables, and program start and end dates.



City Heights CDC



Adventure Pass Grants Program Grant Application

Participant Demographics

1. Tell us about the population/geographic **community served**. Include information about the general demographics of the neighborhood(s) you serve. Let us know if your program serves specific population such as specific racial/ethnic groups, veterans, LGBTQ+, foster youth, unsheltered youth.
 - o Please note, programming must include participants from underrepresented communities who may face challenges getting to or enjoying parks included but not limited to - low- income, physical and/or emotional disabilities and/or People of Color.
2. What are some **potential challenges** (internal and/or external) that your organization may encounter when implementing this project/program? What are potential strategies for overcoming them?

Adventure Pass Grants Program Grant Application Attachments

1. Project Budget
2. Financial Statements
 1. Balance Sheet
 2. Income Statement
 3. *If applicable:* Audited Financial Statements
3. 2023 IRS Form 990
4. Photo and Liability Release
5. *If applicable:* Letter Certifying Fiscal Sponsorship



Grant Management Software



FOUNDANT
technologies

Resources and Ideas

- Ideas for pre, during and post park visits
 - PORTS
 - Jr. Ranger Program
 - Virtual Tours
 - Agents of Discovery
- Participant survey tool
- Engagement and support throughout the grant period

Important Dates

Event	Date
Parks California Grants Program Community Office Hours	Staff will be available during “office hours” on March 8, 13 and 19, 2024 (times vary) to answer questions by phone To sign up for “office hours” on Parks California’s website. If none of the community office hours work, please email grants@parkscalifornia.org to set up a time to discuss your proposal.
Proposals due	March 25, 2024
Grant Funding Announcements	Late April 2024
Grant Period	May 1, 2024 - August 31, 2024



Adventure Pass Grants Program

FAQ and Q&A

Please submit your question
in the chat box

Thank you!

ParksCalifornia.org | Info@ParksCalifornia.org

[f](#) [t](#) [in](#) [@](#) [@ParksCalifornia](#)

