

# Potential Centennial Challenge Projects & Programs

## Centennial Parks to People Initiative



One of the parks summer interns presents a tour of Fort Point NHS.

## Stewardship



**Preliminary Description**  
**Park Name/Acronym:**  
Golden Gate  
National Recreation  
Area (GOGA)

**Contact Name:**  
Brian O'Neill

**Approximate fiscal  
year for start up and  
completion:**  
FY 08-09

**Proposal #137651**

### Brief Description

The Golden Gate National Recreation Area is situated in one of the most diverse regions and states in America. Demographic trends show dramatically increasing diversity and youth in the statewide population. As a result, Golden Gate is uniquely situated to “reconnect people with their parks” with a goal of reaching a 21st century audience—more diverse and younger than today’s national park visitor—and sustaining their engagement.

The “Parks to People” program would integrate the efforts of the National Park Service and its 25-year partner, the Golden Gate National Parks Conservancy, to reach and serve diverse audiences—engaging other park and community partners in the process. Golden Gate has an exceptional programmatic infrastructure, staff expertise and community partners for this mission. School programs serve over 20,000 children each year; community-based conservation corps are active; the Crissy Field Center provides environmental leadership and training for youth, families and underserved communities. All programs have been award-winning for their innovation and results.

The initial phase of this program in FY08-09 would help fund an integrated Parks to People program—with an emphasis on youth and families, two audiences that are increasingly scarce in national parks today-but will benefit all audiences. Key elements could include: 1) establishing a Parks to People Ambassador Corps, composed of NPS and partner staff, aimed at diverse communities and schools; 2) developing transportation to overcome access barriers; 3) establishing “community liaisons” to familiarize new audiences with the parks, engaging them in a sense of stewardship for parklands, and increasing connections and relevance; 4) improving partnership with community-based organizations to reach non-traditional audiences who have not visited national parks; 5) developing an Environmental Youth leadership program with middle school, high school and college level “Conservation Scholars,” groomed to become future environmental

leaders; and, 6) creating connections through Parks to People technology and marketing systems to outreach to ethnic media and to utilize new and emerging technologies in reaching our audiences with tech-savvy preferences.

A fundamental goal is not just connecting audiences to Golden Gate, but to the broader national park system. Golden Gate would be a portal to discovery and engagement with links to other national parks in terms of information, program content and access.

### Potential Partner(s)

- Golden Gate National Parks Conservancy

### Estimated Costs FY08-09 Program

- NPS Share.....\$1 million
- Partner Share.....\$1 million

**TOTAL Cost ..... \$2 million**

### Anticipated Timeframe

#### Project Status:

The park and Parks Conservancy have worked on understanding obstacles to engaging new audiences, and are working on a program design with the skeletal program infrastructure in place. A more complete design and outreach program would be funded by this initiative to accomplish the above in FY08-09.