

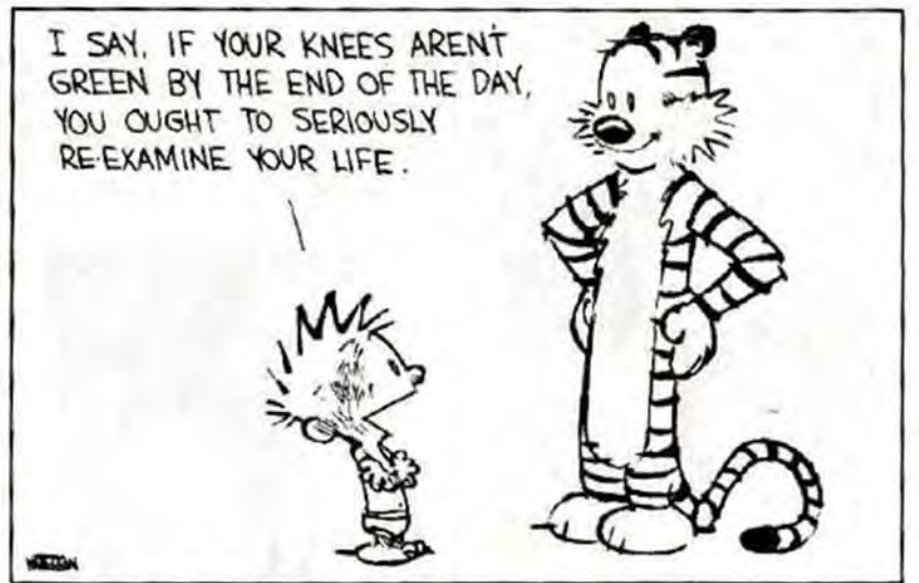
Including Diverse Californians in Park Stewardship



Artwork: *El Arbol* by Jose Ramirez

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Santa Monica Mountains National Recreation Area





Calvin & Hobbes
Bill Watterson



*Ya'll have a hard job...
Thank You!*

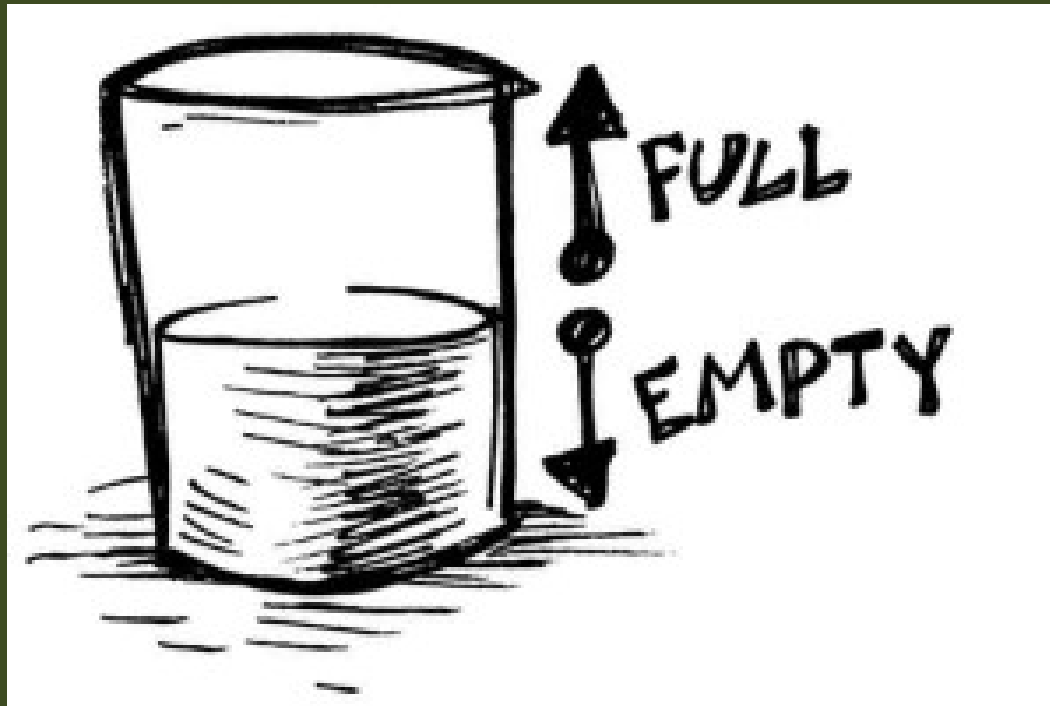
*Name a few weeds
that you deal with?*



HALF
FULL



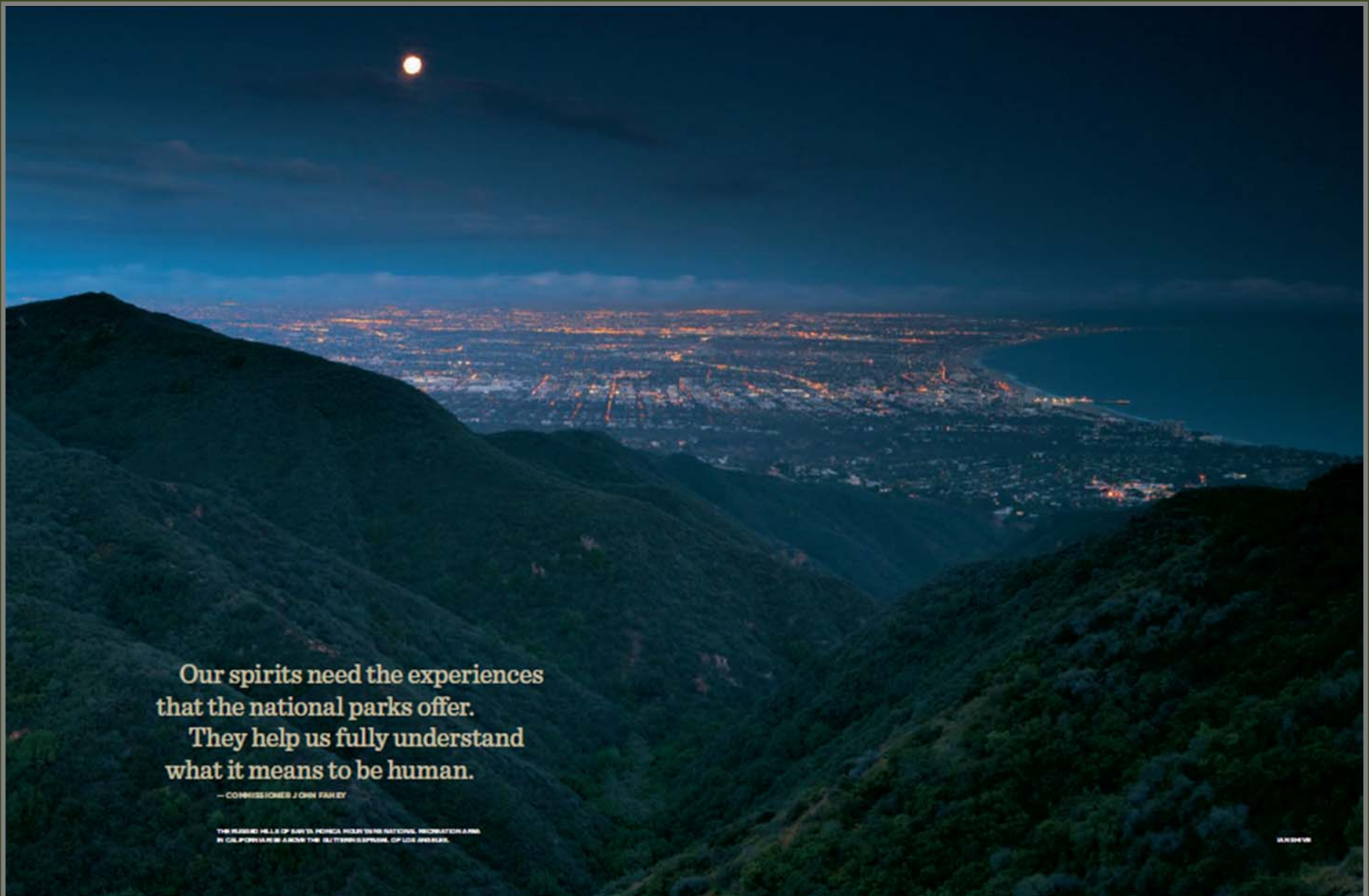
HALF
EMPTY



Science – Keeping it Real.

(balanced approach of realism mixed with skepticism)

BIG PICTURE



Our spirits need the experiences
that the national parks offer.
They help us fully understand
what it means to be human.

— COMMISSIONER JOHN FAHEY

THE REDWOOD MOUNTAINS OF CALIFORNIA NATIONAL MONUMENT, CALIFORNIA
BY CALIFORNIA IN PARTNER WITH THE NATIONAL SYSTEM OF PUBLIC LANDS

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A large segment of the American public does not know who we are [or] what we do or see themselves working in the [NPS] ... We need to make the national parks and the work of the National Park Service relevant to all Americans.'

– Jon Jarvis, Director, National Park Service



The SHRUB program at Santa Monica Mountains brings fifth-graders to the park to learn about stewardship of park resources; the program uses hiking to help meet the California physical education standard and get students moving.

Challenge & Opportunity

- The national parks may belong to all Americans, but it's no secret that the people who work in and visit them are overwhelmingly white and mostly older.
- Non-white, less privileged, and underrepresented populations are less familiar with the National Park System and also less able to access it.
- Whether we look at it as a social justice issue or an environmental issue, how can we protect public lands in the future if the next generation of racially diverse American people are not included?

Why Diversify?

- Moral Responsibility

- *It's the Right Thing to Do*

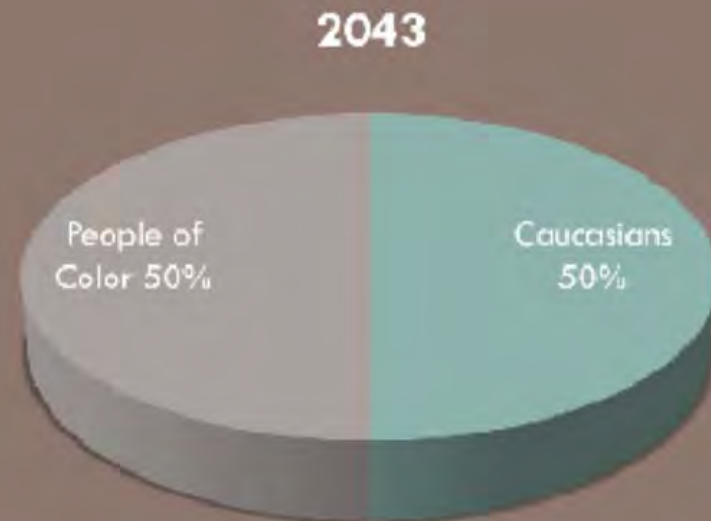
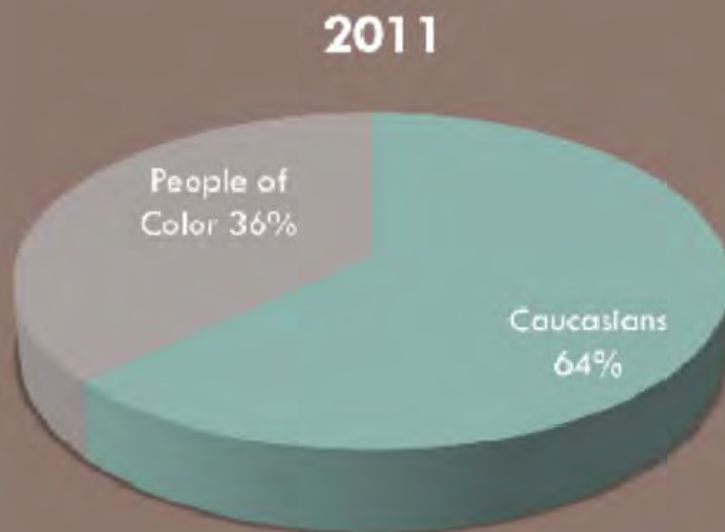
- Diversity = Success

- Changing Demographics

- 2011 = U.S. babies born over 50% people of color
- 2019 = U.S. child population over 50% people of color
- 2043 = U.S. population over 50% people of color

Source: Center for Diversity & the Environment

RACE & ETHNICITY IN THE U.S.



Source:

Center for Diversity & the Environment

Blame Game

Myth:

“People of color don’t care about the environment”

Myth:

The environment is a ‘white thing’”

Fact:

People of color support environmental issues at higher rates than whites.

Voters of Color are Concerned About a Wide Range of Environmental Issues (% Rating Each Issue "Extremely" or "Very Serious")

Issue	ALL VOTERS	Whites	African Americans	Latinos	All Voters of Color
Economy and unemployment	79%	77%	90%	79%	86%
A lack of affordable health insurance coverage	61%	56%	82%	80%	80%
Too much government spending	60%	60%	59%	68%	63%
Pollution of rivers, lakes and streams	49%	46%	70%	47%	60%
Global warming	43%	39%	61%	55%	57%
Toxins and pesticides in our food and drinking water	42%	38%	63%	61%	60%
Pollution of oceans	42%	39%	61%	42%	52%
Loss of working farms and ranches	38%	38%	30%	44%	38%
Loss of habitat for fish and wildlife	38%	35%	63%	39%	51%
Loss of natural areas	34%	32%	58%	29%	54%

Source: National Poll Conducted by Fairbank, Maslin, Maullin, and Associates and Public Opinion Strategies; Commissioned by The Nature Conservancy

Minorities and youths shun parks

[Parks, from Page A1]
 ven't been that many people here since."

Typically, families with children recede from the parks in the fall. Now, the retirees who traditionally take their place in the fall and winter are choosing to go elsewhere. Last year, about 569,000 vacationers went to Yosemite in July, nearly 20% fewer than in the same month in 1995. In January, there were 94,000 visitors, about 30% fewer than in January 1995.

Agency officials admit that national parks are doing a poor job attracting two large constituencies — young people and minorities — causing concerns about the parks' continued appeal to a changing population.

A study commissioned by the park service and released in 2003

can Americans visited a park in years.

For more appropriations, U.S. House has been asked to explain to attract more

"Let me leadership ing about fair amount understand Jarvis, director's Pac don't have surveys visitors fleet the States.

Mex loyal v decad

But for many African Americans, Asian Americans and Latinos, the parks remain remote places they don't want to visit. In 2000, the park service commissioned a comprehensive survey of attitudes toward parks. While 34% told interviewers they were too busy to visit parks, others reported that they did not feel welcome or safe there.

Park service tries to be 'more relevant' to the public

[Parks, from Page A32]

ders, poison oak, drowning, driving on ice and in snow and all the other disclaimers we provide," said Alexandra Picavet, the spokeswoman at Sequoia and Kings Canyon National Parks. "Small wonder they are

Some parks are using technology to draw teenagers. Officials at Santa Monica Mountains National Recreation Area are experimenting with a Ranger game that simulates activities available in the

highest favorable ratings of all federal employees. In public opinion polls, including a recent Los Angeles Times/Bloomberg poll, respondents have said they were in favor of expanding the

campground hosts or visitor center docents.

According to the park service, volunteers donated more than 5 million hours to the parks last year, saving the agency more

Some members of Congress have offered solutions they say would put parks more in step with what Americans want, including more commercialized activities and businesses. With

changes in public tastes, because we also have responsibilities to resources that we are mandated to protect."

Critics contend that if park service officials become slaves to

trivances in, it replaces and what sets the parks apart their authenticity," said Tweed, former chief ranger at Sequoia and Kings Canyon National Parks.

the next generation change the national night ask, 'Why do we when we can sin? In a rush to make it, we will end up de at makes them unqi

art@latimes.com



Fortifying the Pipeline—Inclusive & Transformational Programming for Diverse Youth



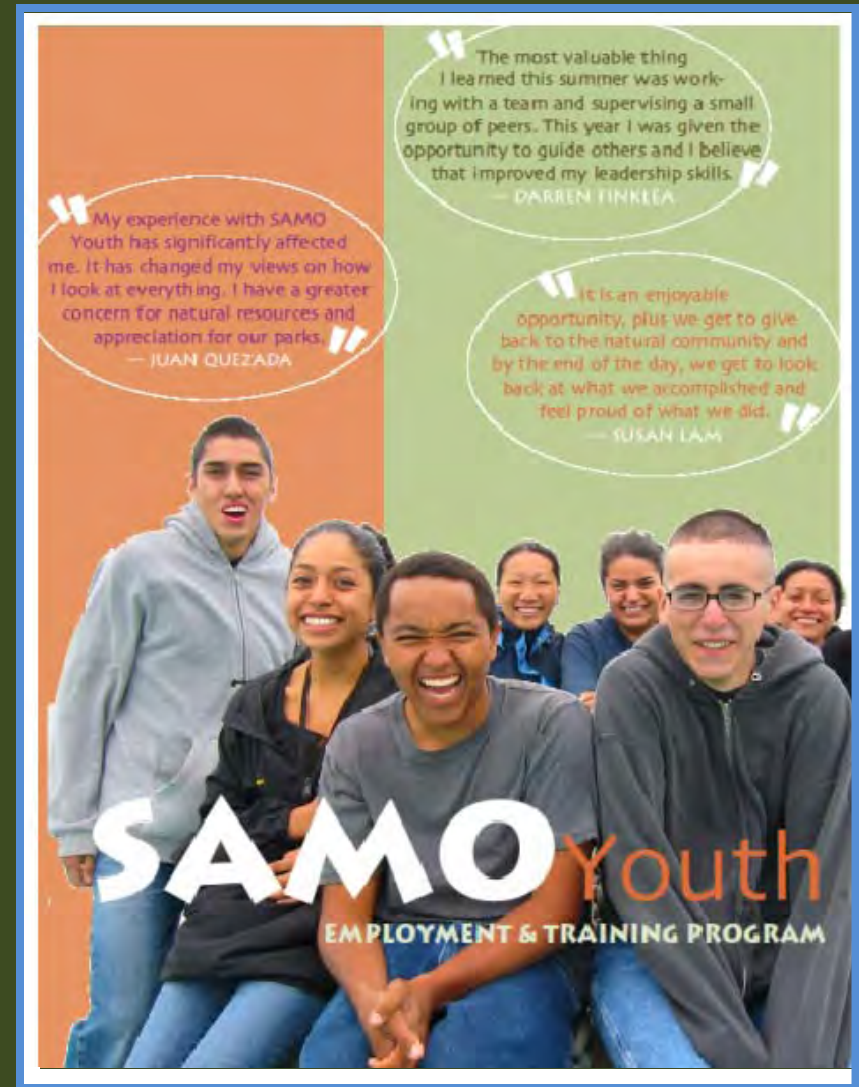
SAMO Youth Program Purpose



Recruit, introduce, and provide work experience to racially diverse students interested in the environment, but are not aware of NPS as a career choice.

Program Goals

- Introduce youth to NPS careers through meaningful work.
- Offer well-paying jobs as part of a team.
- Understanding of our natural and cultural heritage.
- **MENTORSHIP**
- Career development with NPS and other organizations (fortifying the pipeline)
- Engage youth in environmental stewardship and promote constituency.



Program Objective

Students are integrated into all park operations.

- Wildlife habitat improvement
- Native plant community RESTORATION
- Scientific field studies
- Trail work
- Park maintenance
- Interpretive, Education, & Outreach
- Cultural resource work
- Special events
- Customer service
- Administrative assistance / Office support



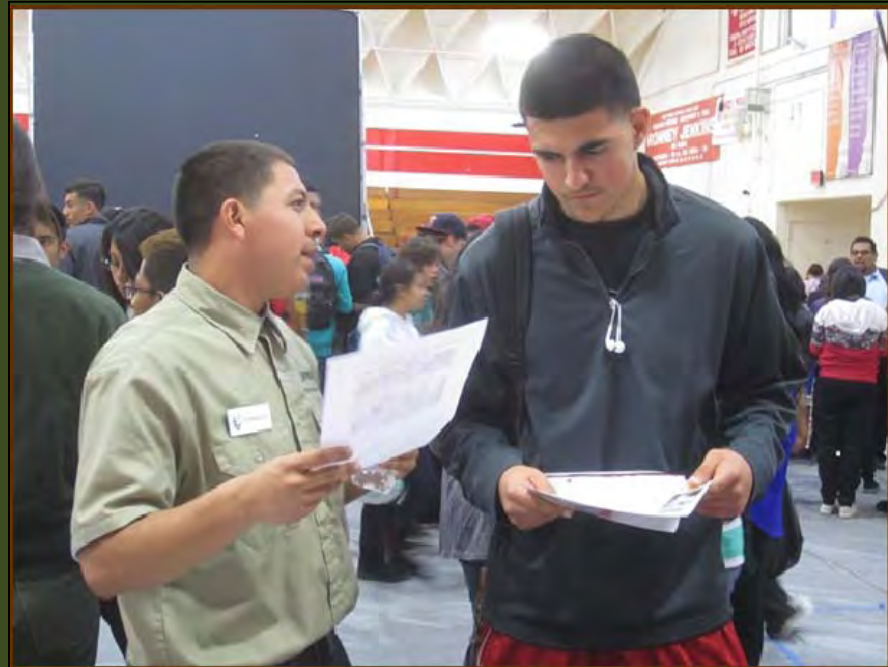
Inclusive



- Inspire youth toward efforts broader than themselves.
- Youth influence siblings, peers and their community by becoming role models, stewards, and mentors.
- Helps promote constituency.

Transformational

- Profound transformations
- Increase in strength
- Confidence boost
- Specialized training
- Practice life skills:
 - Problem solving
 - Peer interaction
 - Communication
 - Teamwork
 - Safety













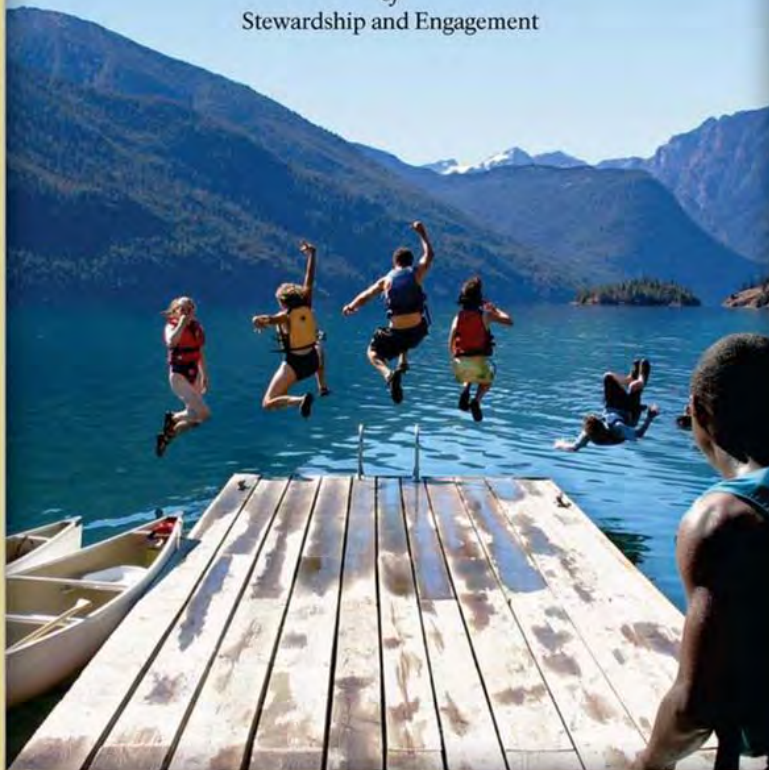






A Call to Action

Preparing for a Second Century
of
Stewardship and Engagement



AUGUST 25, 2012

- Use partners to create a pathway to employment.
- Home Grow - Recruit locally to reflect local communities.
- Develop a workforce that is diverse & retain employees so that we respond to the needs of the American people.

RECOMMENDATIONS FOR PARK ENGAGEMENT:

SIX KEY FACTORS

- (1) Hire staff who represent local & diverse population, speak the languages of the target communities
- (2) Build relationships with schools & community programs
- (3) Engage community representatives to co-design programs that address community needs, instead of park needs
- (4) Supportive, welcoming culture
- (5) Bridge the geographical gap
- (6) Actively recruit program participants



<http://instituteatgoldengate.org/blog/engaging-diverse-youth-in-park-programs>





