
Document and Communicate the State Parks Story Initiative #10
(STRATEGIC GOAL #3 Create Meaningful Connections and Relevancy to People)

Problem Statement

Since the conception of the first “state park”, public lands and outdoor recreational activities have been appreciated for their aesthetic, economic, environmental, social, health, and educational values. Though many current visitors recognize these broad benefits of the California State Park System, most of these benefits have not been effectively communicated to the public. As such, the role of the department and its importance to the State is misunderstood, particularly in the context of all public lands in California as well as its significant contributions to the state’s economy.

Initiative Description

This initiative will describe the current Parks System, the Parks Mission, the Department’s roles and responsibilities, and will identify the significant benefits the State Park System provides to the State of California. In addition, this initiative will highlight all current innovative programs operating in the Department. In time, the results of the Service Based Budget Initiative will contribute to the story by providing a description of the detailed services provided by the Department in monetary terms.

Anticipated Benefits of this Initiative

This narrative and data will serve as the basis for marketing the State Park System through a variety of media. This information may also help support the efforts of other Transformation Team initiatives; specifically, it may be used as a tool for several initiatives including: to Enhance and Develop Outreach Services to Underserved Communities and Marketing and Revenue Generation.

Through the compelling story created in this initiative, decision-makers and the public will recognize that California State Parks are a critically important thread in the fabric that makes California, “California”. When that thread is frayed, it affects the entire fabric of who we are as the most spectacular state in the Union.

Possible Implementation Challenges and Missing Data

Various studies have been done to analyze the economic benefits of the State Park System. The credibility of these studies needs to be verified; the analysis may need to be updated and expanded.

While it is commonly accepted that interpretation and outdoor recreation enhance the quality of life, it will be challenging to quantify the direct societal benefits gained, specifically through the State Park System and its programs.

A detailed survey needs to be done that captures the full scope of the degree to which education and recreation programs delivered through the Department supplement K-12 education programs, the State's University systems, and communities in general.

A detailed survey also needs to be initiated to capture the full scope and significance of the environmental and historic stewardship responsibilities of the Department.

Process

People

Committee members

- Sean Woods(co-chair) - Superintendent, Los Angeles Sector
- Michaele DeBoer (co-chair) - Superintendent, Office of Community Involvement
- Clay Phillips – Superintendent (ret.), San Diego Coast District
- Ellen Clark – Statewide Volunteer Coordinator, Interpretation and Education Division
- Jared Zucker - Associate Government Program Analyst, Boating and Waterways Division
- Additional TBD

Key participants ...

TBD

Other Resources Needed

TBD

Proposed Committee Structure

TBD

Initial Tasks

- Review two-page "Snapshot", determine what is missing, affirm accuracy and update as needed.
- Complete additional research (see missing data listed above)
- Complete Deliverables (see below)

Deliverable(s)

Hard copy pamphlet

Web pages

Video

Social media content

Glossary of Terms *(Will grow as Committee delves deeper into the process)*