

# EVERY KID IN A PARK



**Free Access  
to Federal Lands and Waters  
for 4th Graders  
and Their Guests**



US Army Corps  
of Engineers



# Let's Get EVERY KID IN A PARK



## Agenda

- **Vision for the Every Kid in a Park Program**
- **Programmatic Facts**
- **Components of the Program**
- **What's Ahead**
- **Questions and Answers Discussion**



# Let's Get EVERY KID IN A PARK



## Vision

NO MATTER WHO YOU  
ARE OR WHERE YOU LIVE,  
**EVERY KID SHOULD  
BE ABLE TO ENJOY  
AMERICA'S PARKS,  
MONUMENTS, LANDS,  
AND WATERS.**



# Let's Get EVERY KID IN A PARK



## Interagency Effort

- **The White House**  
Council on Environmental Quality
- **Department of Agriculture**  
Forest Service
- **Department of the Interior**  
National Park Service  
Bureau of Land Management  
Fish and Wildlife Service  
Bureau of Reclamation
- **Department of Commerce**  
National Oceanic and Atmospheric Administration
- **Department of Defense**  
Army Corps of Engineers
- **Department of Education**



US Army Corps  
of Engineers

# Let's Get EVERY KID IN A PARK



## Priorities

### ■ Participation

- Four million fourth graders.
- Most underserved kids, communities, and schools engaged.

### ■ Awareness

- All federal public lands, forests, waters, and shores.
- Multiple entry “points” (for example, recreation, science, arts, history, etc.).

### ■ Partnerships

- Expand key partnerships at local and national levels

### ■ Sustainability

- Build a long-term movement; a cultural shift.
- Ensure every child in the US has the opportunity to visit and enjoy their federal lands and waters by the time he or she is 11 years old.



# Let's Get EVERY KID IN A PARK



## Why Fourth Graders?

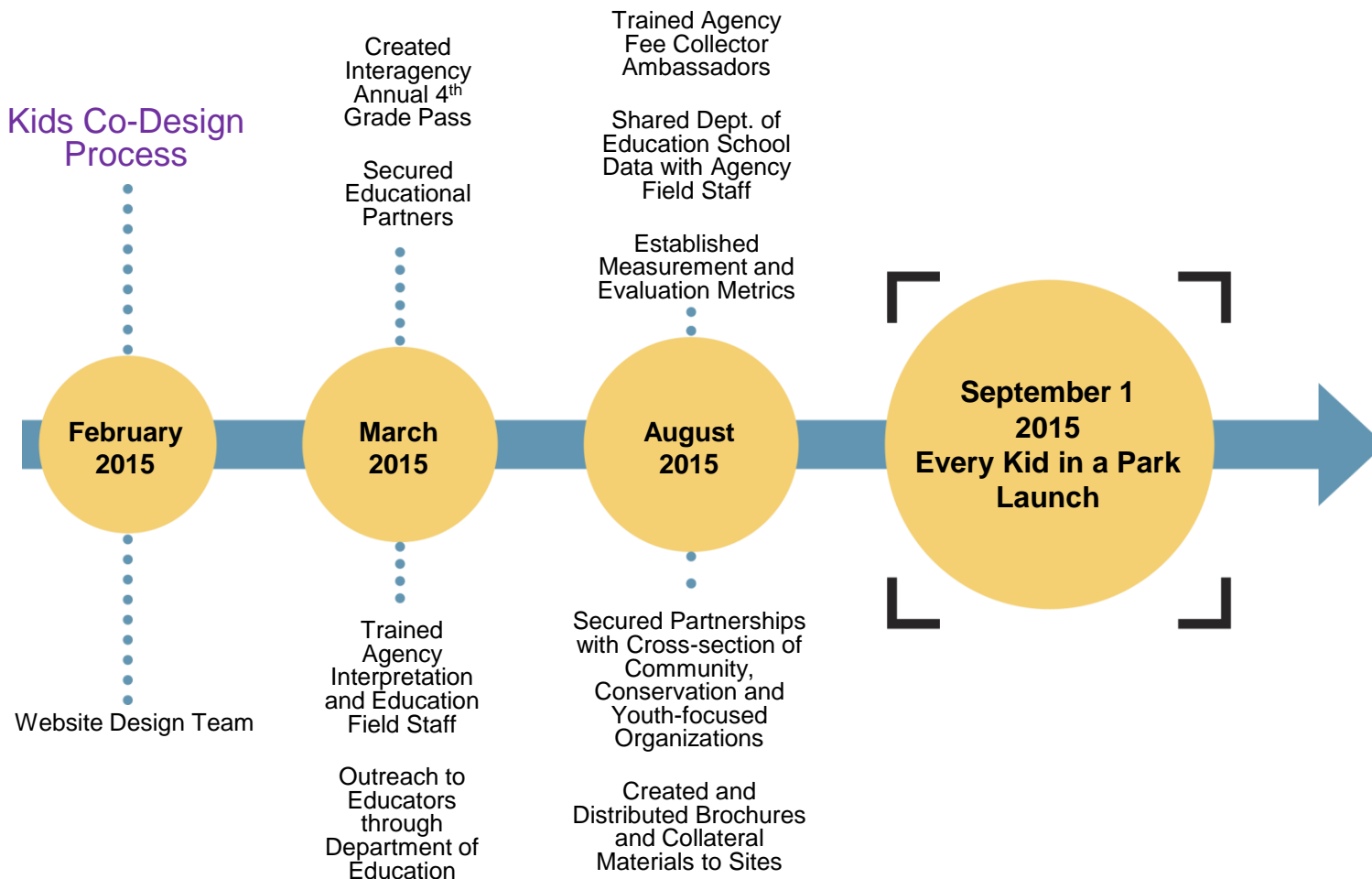
- Over four million fourth graders in the United States.
- Children who interact with nature and natural areas before age 11 are more likely to have positive attitudes toward nature and the environment.
- Youngest age brackets increasingly reflect the diversity of our nation.
- Manageable logistics with elementary and afterschool programs.
- Logistics are also easier with “one teacher” classrooms.
- Federal lands and waters have educational programs that serve fourth grade students.



# Let's Get EVERY KID IN A PARK



## What have we been doing?



# Let's Get **EVERY KID IN A PARK**



## **We Talked with 4<sup>th</sup> Graders and They Told Us...**

- They are super excited about a program designed just for them.
- They want to feel special and recognized when they arrive.



# Let's Get EVERY KID IN A PARK



## What is the Every Kid in a Park Program?

- **It's free!** Free unlimited admission to fourth graders (or age equivalent, free-choice learners).
- **It's an invitation to bring guests.** Free access for passengers accompanying a fourth grader with a Interagency Annual 4<sup>th</sup> Grade Pass “plastic” or paper pass in a private non-commercial vehicle at per-vehicle fee areas; or up to three accompanying adults at sites that charge per person.
- **It is open access.** To all federally managed public lands, waters, and shores that require an entrance fee or standard amenity fee.
- **It's a special year for 4<sup>th</sup> graders!** Free access for the fourth-grade school year only (September 1 to August 31).
- **It's fashionable.** A new pass will be designed for each school year (for those entering the fourth grade).





## How Will Every Kid in a Park Work?

### Every Kid in a Park Website – [www.everykidinapark.gov](http://www.everykidinapark.gov)

- Engaging educational activity for fourth graders to download a paper pass.
- Each pass (paper or plastic) will have a unique serial number.
- Accompanying instructions and usage rules.

### Paper passes and Interagency Annual 4<sup>th</sup> Grade Pass

- Fourth graders can obtain an Interagency Annual 4<sup>th</sup> Grade plastic pass by presenting the paper pass in person at federal lands and waters sites.
- Both the paper pass or the Interagency Annual 4<sup>th</sup> Grade Pass may be used at staffed or unstaffed locations.
- Utilized for the fourth grade year at all federal lands and waters September 1 through August 31.



# Let's Get EVERY KID IN A PARK



## Interagency Annual 4<sup>th</sup> Grade Pass and Paper Pass




# Let's Get EVERY KID IN A PARK



[www.everykidinapark.gov](http://www.everykidinapark.gov)

- For fourth graders, parents and educators.

An official website of the United States Government 

Parents | Educators | Español

HOW IT WORKS

GET YOUR PASS

PLAN A TRIP

EVERY KID IN A PARK

**Hey 4th graders, see  
America's natural wonders  
and historic sites for free!**


LET'S GO!

# Let's Get EVERY KID IN A PARK




[www.everykidinapark.gov](http://www.everykidinapark.gov)

- Educational activities.

An official website of the United States Government 

4th-grade educators | Parents | Español



**HOW IT WORKS**

**GET YOUR PASS**

**PLAN A TRIP**

## Start your outdoor adventure right now

4th graders, play a game and discover all the wonderful places you can go. After the game, you can print the voucher you'll need to get your free pass.

Yes, I am in the 4th grade (or I am 10 years old)

**PLAY**


[What if I'm not in the 4th grade or 10 years old?](#)

# Let's Get EVERY KID IN A PARK



[www.everykidinapark.gov](http://www.everykidinapark.gov)

- Download and print paper pass. Obtain trip planning information.

An official website of the United States Government 

4th-grade educators | Parents | Español

## How does it work?

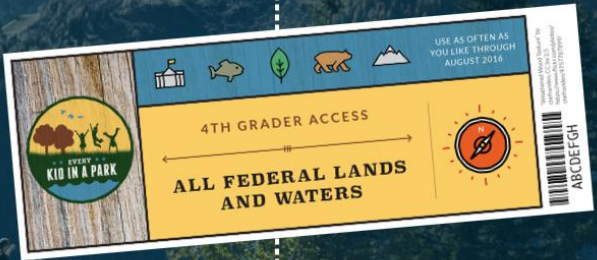
It's easy! Just follow these steps to earn your free voucher and be on your way!

**HOW IT WORKS**

**GET YOUR PASS**

**PLAN A TRIP**

**HERE'S WHAT TO DO(??)**





## How Will Kids Get There?

### Sites near you:

- Many federal lands and waters are closer than a lot of Americans realize! A variety of trip planning tools will be available to teachers, families and community groups to discover federal lands and waters throughout the nation.

### Apply for a transportation grant:

- Administered by the National Park Foundation.
- An interagency opportunity; all federal lands and waters sites will be eligible
- Work with a federal land or water site to complete the application process.





## Transportation Grants: How Do They Work?

### WHO

- Federal Public Lands + Waters staff must apply for the grant; NPF can pay partner organizations

### WHAT

- Additional opportunity, beyond the paper pass, to get 4<sup>th</sup> graders in federal public lands and waters. NPF will award grants up to \$9,000 to bring students for education and recreation opportunities.

### WHEN

- Deadline to apply is Friday, October 9th. Activities must take place before August 31, 2016.

### WHERE

- [www.nationalparks.org/everykidgrants](http://www.nationalparks.org/everykidgrants)

### HOW

- Applications must be submitted online with two letters of support and W-9 form if directing funds to partner organization.



# Let's Get EVERY KID IN A PARK



## Funding Requirements

### Application Criteria

- Three Element Approach: Pre-Visit, On-Site, Post-Visit
- Underserved Students with Focus on Title One
- Site and School Letters of Support
- Cost Ratio ~ \$10/student
- Timeline of activities: September 2015 – August 2016
- New or Existing Programming

### Application Process

- Visit [nationalparks.org/everykidgrants](http://nationalparks.org/everykidgrants) to review criteria, FAQs, etc.
- Gather information needed to successfully request funds
- Apply using online link
- Sign grant agreement & receive funds
- Submit photos and report back



# Let's Get EVERY KID IN A PARK



August 21<sup>st</sup>

- NPF Website Live: FAQs, Application Link, Latest Updates

September 2<sup>nd</sup>

- Conference Call
- Questions About the Application Process

Applications Due October  
9<sup>th</sup>

- Find the Link at [www.nationalparks.org/everykidgrants](http://www.nationalparks.org/everykidgrants)

Oct 12<sup>th</sup> - 30<sup>th</sup>

- NPF Compiles Applications
- FICOR Review Panel Reviews + Selects Applications

November 6<sup>th</sup>

- NPF Notifies Successful Applicants

November 9<sup>th</sup> – 27<sup>th</sup>

- NPF Works with Applicant & Payee to Execute Grant Agreement

December

- Check Processed & Mailed

# Let's Get EVERY KID IN A PARK



## For More Information

### Website (August 21)

- [www.nationalparks.org/everykidgrants](http://www.nationalparks.org/everykidgrants)

### Conference Call (September 2)

- 3PM Eastern
- (641) 715-3200; 301096#

### Contact

- Michelline Granjean or Katherine Chesson
- [everykid@nationalparks.org](mailto:everykid@nationalparks.org)
- 202-796-4011



## Answers to Common Questions

- **No IDs.** We will not check fourth grader identifications.
- **On the horizon.** No APPs/Tablets or digital passes (yet!!).
- **En Español también.** Spanish translation is coming, but not available in the first year.
- **Get A Pass.** Only certain sites will distribute Interagency Annual 4<sup>th</sup> Grade Pass. Check the website for full list.
- **Bring it!** Staffed locations will not have extra copies of paper passes. Fourth graders must bring a plastic pass or paper pass with them.
- **Be present.** Interagency Annual 4<sup>th</sup> Grade Passes will only be exchanged when a fourth grader is present with his or her paper pass.
- **Where to go?** Only for federal properties; not local, regional, or state facilities.



# Let's Get EVERY KID IN A PARK



## What You Can Do

- **Connect** Every Kid in a Park to activities you are already doing.
- **“Adopt”** a class, school, youth group, or community.
- **Nurture** existing local partnerships to make this work for the kids in your community.
- **Host** an event to get families outside.
- **Convey** the message that “ you are special” or “this is your special year”
- **Provide** or seek transportation support.
- **Amplify** through social media, marketing, and website links.
- **Do** what makes sense for you park and your community.
- **Tell** us what you’re learning and what is successful.
- **Help** us keep track of our progress.



# Let's Get EVERY KID IN A PARK



## Every Kid in a Park Communications Tools

This PDF document provides comprehensive information about the Every Kid in a Park initiative. It includes sections for 'EVERY KID IN A PARK Free Access to Federal Lands and Waters for 4th Graders and Their Guests', 'Frequently Asked Questions' covering topics like eligibility, program goals, and how to obtain passes, and 'Who has questions?' for agency and public inquiries. The document also features the program logo and the website [www.everykidinapark.gov](http://www.everykidinapark.gov).

This brochure is designed for both print and online use. It features a large photograph of a young child in a blue helmet climbing a rock. The text prominently displays 'EVERY KID IN A PARK' and 'Free Access to Federal Lands and Waters for 4th Graders and Their Guests'. A 'Frequently Asked Questions' section is included, providing quick answers to common queries about the program's scope and how to obtain passes.

This section contains the visual identity guidelines for the Every Kid in a Park program. It includes a 'VISUAL IDENTITY GUIDELINES' PDF that details the use of the program logo, color palette, and typography. Below the guidelines are several logo files in different formats (EPS, Ai, JPG, PNG) and colors (green, white, black), all featuring the iconic silhouette of trees and children playing.

General Information Sheet, FAQs for Agencies, and FAQs for Public (PDFs)

Printed and Online Brochure (PDF)

Visual Identity Guidelines (PDF) and Logo Files (EPS, Ai, JPG, PNG)

# Let's Get EVERY KID IN A PARK



## Logos You Can Use

### GETTING THE LOGOS



**The Every Kid in a Park logo will be available to participating agencies and their site locations through the agency's Every Kid in a Park intranet site.**

Local sites will be able to obtain and download the appropriate files for logo use on marketing, advertising, and branding materials with the intent of promoting the program. Sites can also provide these files to their partners for their own marketing/branding, advertising, and sales with the intent of promoting the program.

Partners must be a locally based or in some cases national organization in a partnership agreement with the federal land or water agency. Partners help leverage the work of site employees through donated labor, funds, and mutual marketing/advertising of programs and activities.

The partnership agreement between the agency and partner will serve as the primary agreement with the addition of these guidelines specifically addressing the terms of the display and use of the Every Kid in a Park logo. Products bearing the logo must be pre-approved by the site leadership, and the revenue generated from the sale of products must only cover the cost of the product.

Please contact your site partner or the Every Kid in a Park agency lead for further information.

Contact your local federal lands or waters site to obtain logo files.

Consult the Every Kid in a Park Visual Identity Guidelines for proper logo implementation.

# Let's Get EVERY KID IN A PARK



## What's Ahead?

- FAQ's and updates at [www.doi.gov/everykid](http://www.doi.gov/everykid)
- Social media launches August 21.
- Website activation on September 1.
- Launch events across the country.





# Let's Get EVERY KID IN A PARK



## Contact Information

For general questions email: [everykidinapark@ios.doi.gov](mailto:everykidinapark@ios.doi.gov)

Temporary website: [www.doi.gov/everykid](http://www.doi.gov/everykid)

Final website: Activates on September 1 at [www.everykidinapark.gov](http://www.everykidinapark.gov)

### Additional information:

Contact your agency representative.





[www.everykidinapark.com](http://www.everykidinapark.com)