EVERY KID IN A PARK
EVERY KID IN A PARK

Free Access
to Federal Lands and Waters
for 4th Graders
and Their Guests
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.
Interagency Effort

- **Department of Agriculture**
  Forest Service

- **Department of Commerce**
  National Oceanic and Atmospheric Administration

- **Department of Defense**
  Army Corps of Engineers

- **Department of Education**

- **Department of the Interior**
  National Park Service
  Bureau of Land Management
  Fish and Wildlife Service
  Bureau of Reclamation

- **The White House**
  Council on Environmental Quality
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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**
  - Diverse and traditional organizations.

- **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.
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.
- Last opportunity to capture “one teacher” classrooms.
- Federal lands and waters have educational programs that serve fourth grade students.
- Manageable logistics with elementary and afterschool programs.
- Youngest age brackets increasingly reflect the diversity of our nation.
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What have we been doing?

February 2015
- President Obama Announcement
- Interagency structure established
  - Website Design Team
  - Kids Co-Design Process
  - Federal Authorities to Operate

March - May 2015
- Created Interagency
  - Annual 4th Grade Pass
- Secured Partners
  - Digital presence
  - Webinars and information sessions
  - Partnership discussions

July - August 2015
- Dept. of Education School Data
- Established Measurement and Evaluation Metrics
- Logo and brand designs created
- Grant process developed
- Secured Partnerships
- Created and Distributed Collateral Materials to Sites
- Website testing

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

- **It’s free!** Free unlimited admission to fourth graders (or age equivalent, free-choice learners).

- **Be our guest.** Free access for all passengers accompanying a fourth grader with a pass or voucher in a private non-commercial vehicle at per-vehicle fee areas; or up to three accompanying adults at sites that charge per person.

- **Free access.** To all federally managed public lands, waters, and shores that require an entrance fee or standard amenity fee.

- **Just for the kids.** Non-transferable. A fourth grader with a pass or voucher must be present to use.

- **What a year!** Unlimited free access for one fourth-grade school year only (September 1 to August 31).

- **Other stuff.** Free access does not cover other fees associated with the visit.

- **New year, new look.** A new pass will be designed for each school year (for those entering the fourth grade).
How Will Every Kid in a Park Work?
Beginning September 1, 2015...
4th graders can claim their Downloadable Paper Voucher and Interagency Annual 4th Grade Pass
Let’s Get EVERY KID IN A PARK

Log on to the “Every Kid in a Park” website...
How Will Every Kid in a Park Website Work?

For fourth graders, parents and educators.

- Engaging educational activity for fourth graders to download a paper voucher.
- Downloadable lesson plans and printable bulk paper vouchers for Educators.
- Accompanying instructions and usage rules.
- Trip planning, educational activities, other cool resources.
How Will Every Kid in a Park Program Work?

- Fourth graders must download a paper voucher.
- Fourth graders can obtain an Interagency Annual 4th Grade Pass by presenting their paper voucher in person at federal lands and waters sites that issue the current Interagency Annual Pass. Full list on the website.
- Utilized for the fourth grade year at all federal lands and waters September 1 through August 31 at staffed or unstaffed locations.
Let’s Get EVERY KID IN A PARK

Interagency Annual 4th Grade Pass and Paper Voucher will be both be accepted at all federal lands and waters.
How Will Kids Get There?

Sites near you:

- Field Trips to places near you.
- Many federal lands and waters are closer than you think! A variety of trip planning tools will be available to help 4th graders and their guests discover federal lands and waters throughout the nation.

If groups need extra support, a limited number of transportation grants will be available:

- Administered by the National Park Foundation.
- An interagency opportunity; all federal lands and waters sites will be eligible—not just for parks.
- Grants will be given to federal land or water sites, not to individuals or organizations.
- Work with a federal land or water site to complete the application process.
- Visit [www.nationalparks.org](http://www.nationalparks.org) to learn more.

More transportation grant opportunities coming!
Answers to Common Questions

- **No IDs.** Website check to identify and certify 4th graders. Fee collectors will review paper voucher received by fourth grader online and identify the qualified fourth grader to make sure they are present.

- **On the horizon.** No APPs/Tablets or digital vouchers (yet!!).

- **En Español también.** Spanish translation on website is coming, but not available in the first year.

- **Get A Pass.** Certain sites will distribute Interagency Annual 4th Grade Pass. Check the website for full list.

- **Bring it!** Staffed locations will not have extra copies of paper vouchers. Fourth graders must bring a pass or paper voucher with them.

- **Print another.** If the fourth grader loses their paper voucher or pass, they can log on to the website to print their paper voucher again.

- **Be present.** Interagency Annual 4th Grade Passes will only be exchanged when a fourth grader is present with his or her paper voucher.

- **Where to go?** Only for federal properties; not local, regional, or state facilities (yet!!).

- **Be Our Guest.** Yes, we know that kids are free in many places already. Lots of kids don’t know that. Through this program we can help spread the word and get their adult guests out to explore, enjoy and discover!
What You Can Do

• **Print.** Make computers and printers available to help kids get their paper voucher.
• **Connect** Every Kid in a Park to activities you are already doing.
• **Create** community-wide youth group partnerships to get every kid in every public land.
• **“Adopt”** a class, school, youth group, or community.
• **Develop** local partnerships—weekend or school day efforts and common branding.
• **Host** an event to get families outside.
• **Provide** or seek transportation support.
• **“Honor”** the pass at concession booths with discounts and gifts.
• **Reduce** fees when a fourth grader shows his or her pass.
• **Work** with local educators.
• **Engage** local elected officials, other dignitaries, and stakeholders.
• **Encourage** your city’s school community to get kids outside.
• **Create** a “statement of support” and make it public.
• **Amplify** through social media, marketing, and website links.
• **Tell us** what you are already doing with fourth graders. We want to help you tell others.
Organizations Who Have Joined Us

- Outdoor Alliance for Kids
- Children in Nature Network (Natural Leaders Program)
- Hispanic Access Foundation
- National Indian Education Association
- National Park Trust
- National PTA
- Latinos Outdoors
- Boys and Girls Club
- Girl Scouts
- Boy Scouts
- National Association of Zoos and Aquariums
- National Congress of American Indians
- Outdoor Industry Association
- Outdoor Afro
- American Recreation Coalition
- City Projects
- More to come
Organizations Who Are Spreading The Word

- Association of Nature Center Administrators
- National Recreation & Park Association
- Asian American LEAD
- City Parks Alliance
- National Environmental Education Foundation
- National Collaborative on Health Equity
- National Association of Children’s Museums
- National Latino Children’s Institute
- American Alliance of Museums
- More to come…
Partners Can Use the Logos Too!

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

Consult the Every Kid in a Park Visual Identity Guidelines for proper logo implementation.
What’s Ahead?

- FAQ’s at www.doi.gov/everykid
- For all questions email: everykidinapark@ios.doi.gov
- Social media launches August 24th
- Website launches on September 1st
- Launch events occurring across the country. Host your own!

Connect to Social Media to be part of the launch excitement.

Join Our Movement! Right now…follow us on: