



CALIFORNIA
STATE PARKS
FOUNDATION

parklands

The Newsletter for Members of CSPF | Fall 2017

2016-17 Annual Report Edition



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Thank you

Looking back on this year, I'm grateful for how your generous support helped connect so many people to California's beautiful state parks in so many different ways. One highlight for me, as a long-standing CSPF Board member, was celebrating our 15th annual Park Advocacy Day, where I met with new and enthusiastic attendees and also reconnected with long-time advocates, including several who haven't missed a Park Advocacy Day yet!

The collective passion and commitment of park supporters like you is inspiring. In this special 2016-17 annual report issue of Parklands, we've featured just some of the many ways your membership and contributions are keeping our state parks healthy by facilitating improvements, inspiring stewardship, supporting partners, and making our parks more accessible for Californians to enjoy for generations to come.

When you love, visit and support our state parks, you make a difference. Thank you.



David Mandelkern
Board Chair



Dave with several advocates and staff who have attended every single Park Advocacy Day



Rachel and her daughter Audrey volunteering with Park Champions at Candlestick Point SRA

As I learn about all the wonderful work the members, supporters, board and staff of the California State Parks Foundation accomplished this year, I get more excited to lead this organization into the future.

Born and raised in California, I enjoyed some of my favorite childhood experiences in our state parks. They gave me a lasting love of the natural world — and I'm particularly inspired by the work CSPF does to give those same experiences and love to thousands of young people each year.

While I'm new to CSPF, I'm not new to parks. I know what challenges we've faced and overcome with your support. As you read through this annual report, I hope you get as excited as I am about the critical work you're making possible to improve and protect our parks and to connect people to them.

Thank you again for all that you do to care for the parks we love.



Rachel Norton
Executive Director

2016-17 by the numbers

 4,572 volunteers engaged  183

Park Champions workdays (more than 12,000 volunteer hours) at 48 state parks  22 grants awarded

totaling \$112,890 in funds for 35 state parks 

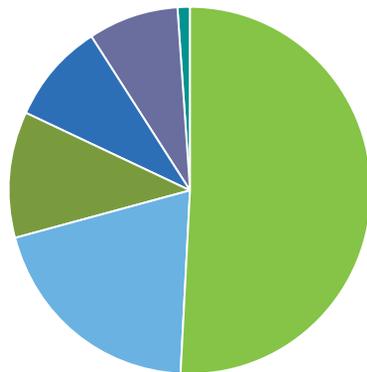
39 park partner organizations engaged in 7 capacity-building workshops and trainings  19,756

action alert responses asking legislators to support parks and protect public land 

Since our founding in 1969, CSPF has raised over \$264 million to benefit state parks and park users. In **2016-17, you contributed \$8.06 million**

SOURCES OF CONTRIBUTIONS

- Individuals 51%
- Settlement 20%*
- Legacy Gifts 11%
- Foundations and Nonprofits 9%
- Corporate gifts 8%
- Other 1%



* Read more about the San Onofre State Beach settlement on page 9

CSPF's 2016-17 audited financial statements will be posted in January 2018 at calparks.org/aboutus/financials, where you can also find financial and annual reports from previous years.



BUTANO STATE PARK © CHARLES TU



PARK CHAMPIONS VOLUNTEERS REACH 100 WORKDAYS

In spring 2017, two of our most dedicated Park Champions were the first to celebrate the milestone of volunteering 100 times.

A CSPF member since 2000, **Ada Wong** (pictured above, left) learned about the Park Champions program when it started in 2010. It wasn't until she retired in 2013 that she could sign up as a way to give back to the state parks where she'd enjoyed camping for decades. "I didn't like it," she said of her first volunteer day. "I didn't like pulling weeds, they kept pricking my fingers!" But just a few days later, Ada tried again, and in the four years since has volunteered in 26 state parks. On reaching 100 workdays, Ada said, "I'm not counting, I'm just enjoying it. It means I have accomplished a lot for the parks and for myself."

Bob Fox (pictured above, right) had been volunteering in state parks awhile before he learned about the Park Champions program in 2011 — so much so, that he jumped right into our Core Leader program of dedicated volunteers who help coordinate and manage work days. "I'd been working in a number of parks and still do," he said. "Being a Core Leader looked like it would be an interesting way to maintain Candlestick Point." On his path to surpassing 100 workdays, Bob said, "I had a heck of a lot of fun doing it, really. It's just fantastic to be out there and contributing."

We mobilize volunteers to maintain and beautify our state parks

Through the Park Champions program, volunteers give their time to make a difference in our state parks. In 2016-17, nearly 1,500 volunteers worked more than 12,000 hours at 183 projects to improve state park facilities and protect habitat and wildlife.

Since its launch in 2010, Park Champions has grown from just 10 participating parks to more than 50 state parks, like **Torrey Pines State Natural Reserve** on the San Diego coast, home to one of the rarest pine trees in the United States — *Pinus torreyana*. Torrey Pines SNR was a new Park Champions site in October 2016, and by June 2017, more than 60 volunteers had removed more than 150 cubic yards of invasive plants and trash, including hundreds of yards of ice plant and thousands of seed heads from invasive grasses, helping to preserve the rare pine trees and some of the last salt marshes and waterfowl refuges in southern California.

In addition to working year-round to restore native habitats and improve trails and campgrounds, Park Champions also contributed to the research, restoration and opening of historically significant parks. At **Los Angeles State Historic Park**, a public-transit accessible urban park just outside of downtown Los Angeles, volunteers planted more than a thousand trees and bushes to prepare the park for its opening in April. At **Colonel Allensworth State Historic Park**, volunteers continued work to restore early 20th-century buildings in the only California town to be founded, financed and governed by African-Americans. At **Plumas-Eureka State Park**, volunteers participated in an archaeological survey collecting data on the area's earliest gold mining efforts. ●

"State parks are absolutely the jewel in the crown of California, and in an absence of volunteerism, they would not be main-tained as well as they are. Volunteering with Park Champions makes our state parks available to Californians and other people from all walks of life and other countries to visit the state and see the magnificence of its parks."

BOB FOX, PARK CHAMPIONS CORE LEADER

Learn more or register to be a Park Champions volunteer at calparks.org/volunteer



We celebrate Earth Day with action and public service

In 2017, our Earth Day of action fell on actual Earth Day – April 22. Across the state, more than 3,000 volunteers helped restore and clean up 40 state parks, in partnership with nearly 30 park nonprofits and community organizations, and with generous support from presenting sponsor Pacific Gas and Electric Company.

Earth Day is an important day for our state parks – the holiday was inspired by the need to protect California’s and the world’s land, environment and natural beauty. From its inception, Earth Day has always been about communities organizing to have a grassroots impact, and our day of action and public service in California’s state parks honors that tradition.

In 2017, volunteers contributed thousands of hours to shower their state parks with support and love. In one day, they:

- Planted 3,685 native trees and plants
- Removed 1,385 cubic yards and 100 pounds of non-native plants plus multiple dumpsters full of debris
- Collected 1,130 bags of trash and 416 bags of recycling
- Built split rail fences, installed new signage and trail markers, removed graffiti, refurbished demonstration gardens and campgrounds, and built animal-proof food storage lockers
- Cleaned damage caused by winter storms

At **Auburn State Recreation Area**, more than 200 volunteers installed trail signs, posts, maps and interpretive panels, as well as removed hundreds of bags of trash and recycling. Volunteers beautified the visitor center at **San Pasqual Battlefield State Historic Park**, where they painted exterior window frames, scraped old paint, primed, and finished with fire rated paint. At parks like **Candlestick Point State Recreation Area** and **Benicia State Recreation Area**, dozens of volunteers removed invasive weeds and plants, and replaced them with native vegetation.

Thanks to members, volunteers, park partners, sponsors and donors, for over 19 years, our Earth Day restoration and cleanup program has mobilized more than 80,000 volunteers who’ve given more than 350,000 hours to provide state parks with the help they need to complete long overdue environmental and structural improvement projects. ●

“Over the 15 years that I have been involved with this event, I have been especially impressed with the dedication of my PG&E colleagues and how they involve their children and neighbors. It teaches all of us respect for the parks and outdoors and instills a sense of good stewardship which is critical for the future of these resources.”

TOM ESSER, PG&E EMPLOYEE AND EARTH DAY VOLUNTEER





SUGARLOAF RIDGE STATE PARK © TED JUDAH



SUGARLOAF RIDGE STATE PARK © TED JUDAH

We help park partners collaborate and grow

Through capacity and resource building, CSPF supports, convenes and organizes the nonprofit park partners who fund and manage diverse aspects of state parks programs, projects and operations, and in some instances, operate state parks that rely on their commitment. In FY 2016-17, we engaged nearly 40 park partner organizations in seven workshops and webinars, and distributed a five-part newsletter series with tools and resources to more than 100 organizations.

Building off the program that was created in response to the critical need of supporting park partners who took over operation of threatened parks in 2011, CSPF continues to provide expert, no-cost assistance to park operators, cooperating associations and other park partners. In the last year, this work focused on two goals:

HELPING PARK PARTNERS COLLABORATE

After many years of providing technical assistance to park partners, we recognized how crucial it is to help them work more effectively with their partners at the Department of Parks and Recreation (DPR) and streamline communications between the two cultures. We continued work that kicked off at our 2016 annual convening with a day-long negotiation workshop in January 2017, attended by 10 park operating organizations and three members of DPR's partnership office. This workshop, described by participants as "incredibly valuable" and full of "tangible, useful concepts," gave both DPR and park partners tools to communicate and negotiate effectively, setting a shared agenda for increased and improved dialogue and collaboration. When many partners voiced interest in continuing this work with more DPR staff present, CSPF worked with DPR to design and partially fund a problem-solving workshop with our conflict management expert at DPR's annual partnership conference, where enough members of both the park partner community and DPR staff would be in attendance to engage in a meaningful conversation. About 200 park partners and DPR staff gathered for two and a half days of skill-building.

HELPING PARK PARTNERS BUILD CAPACITY

Through workshops, webinars, toolkits and information sharing, we've leveraged our resources to help park partners build skills and increase their ability to operate effectively and efficiently. Topics included communications (such as social media, media relations and storytelling), fund development (including donor retention and fundraising), special event planning and board development. After our workshop on social media best practices, park partner John Roney at Team Sugarloaf (operator of Sugarloaf State Park) wrote to us to share that they increased their Facebook followers from less than 600 to more than 4,000, which has also had a direct effect increasing (and selling-out) event attendance.

As the landscape of funding and needs at state parks changes, we continue to evaluate how partnership programs also need to change to best support the ongoing success of park partners. ●

"Having a large sophisticated partner such as CSPF is crucial for the many different park supporting and operating partners. Sonoma Ecology Center and Team Sugarloaf has learned many invaluable skills – we found the social media, PR and negotiation trainings especially helpful."

JOHN RONEY, SUGARLOAF RIDGE STATE PARK MANAGER, SONOMA ECOLOGY CENTER

We fund critical upgrades to improve parks and visitor experience

With your contributions, we're able to provide grants to park partners and the Department of Parks and Recreation to support state parks in need of upgrades or repairs, or looking to implement innovative ways of reaching new visitors and improving their experiences. Here's a look at your support in action this year thanks to these grants:

MOSS LANDING STATE BEACH

Engaging the community with education and restoration

At Moss Landing State Beach, the Elkhorn Slough Foundation wanted to protect the sand dunes from erosion while educating and engaging with the community. With your support, our \$3,500 grant helped cover the cost of materials needed to restore an acre of sand dune habitat, and the costs of coordinating volunteer and educational events that provided many students with their first trips to the beach along with an opportunity for in-depth, interactive learning.

AUSTIN CREEK STATE RECREATION AREA AND ARMSTRONG REDWOODS STATE NATURAL RESERVE

Collecting stories to preserve and foster a culture of art in parks

Telling the stories of people who love and support our parks is an important way to preserve the history of our parks. With a \$5,000 grant, we helped Stewards of the Coast and Redwoods document the memories of Pond Farm, a national historic site, and internationally-noted artist Marguerite Wildenhain who taught and lived there. As part of a new artist residency program at Pond Farm, oral historians interviewed students and friends of Wildenhain and others connected to the farm to deepen understanding of Pond Farm's cultural importance and its implication for future art programming.

POINT LOBOS STATE NATURAL RESERVE

Employing technology to enhance the educational park experience

Our state parks have already welcomed generations of Californians, and plan to welcome generations more. The Point Lobos Foundation has innovated how they reach newer generations of park lovers with a mobile phone application to help youth explore and learn about Point Lobos State Natural Reserve. We granted them \$7,500 towards the "Discover Point Lobos" app which allows students (and others) to learn the history of Point Lobos and identify plant and wildlife using games and interactive features they can access from home, the classroom or in the reserve. By increasing the connection these students have to the natural reserve, the Point Lobos Foundation hopes to foster the next generation of environmental stewards.

HENRY W. COE STATE PARK

Repairing historic structures to expand park programs

At more than 80 years old, the White Barn at Henry W. Coe State Park needed some critical repairs. We granted the Pine Ridge Association \$10,000 to remove a rotted roof and install a new one last October. Now, with a safe, functional roof, the historic barn serves as a meeting point for educational and interpretive programs, summer camps, naturalist trainings and presentations, community meetings and special events.



MOSS LANDING STATE BEACH
COURTESY OF ELKHORN SLOUGH FOUNDATION



SANTA SUSANA PASS STATE HISTORIC PARK
COURTESY OF FOUNDATION FOR THE PRESERVATION
OF THE SANTA SUSANA MOUNTAINS



HENRY W. COE STATE PARK
COURTESY OF PINE RIDGE ASSOCIATION

SANTA SUSANA PASS STATE HISTORIC PARK

Increasing awareness and cultivating park participation with neighbors

When you pick up a brochure filled with maps, facts, history and tips at a new or favorite state park, a lot of work went into making it available to you. The Foundation for the Preservation of the Santa Susana Mountains needed a new brochure to share with visitors and neighbors to let them know about everything the park has to offer. Our \$5,000 grant helped them create and print a new brochure with updated trail maps, plant and wildlife guides, and details on the park's history as a home to several Native-American peoples, a part of a 1850s stagecoach road, and a filmset for movies and television – with funds leftover to help install new trail markers. ●



RIO DE LOS ANGELES STATE PARK COURTESY OF CLOCKSHOP

We connect California youth to parks

We believe that connecting youth with state parks is good for the youth, good for the parks and good for the community. That's why we fund and create programs that get youth engaged and interacting with parks in a variety of ways across the state.

GRANTS

Each year, we award grants to organizations connecting California youth to their state parks. At **Rio de Los Angeles State Park**, a \$7,500 grant helped Clockshop bring nearly 200 students from surrounding urban high schools to the park's "Bowtie" parcel, where they engaged with park rangers and artists while exploring the connections between art and landscape, and the considerations involved in creating site-specific public art. At **Crystal Cove State Park**, a \$5,000 grant for the Crystal Cove Conservancy connected youth to the coast and outdoors through a weeklong scientific program. With help from a \$5,000 grant, Save Our Shores transported students from underserved communities on marine education field trips to state beaches in Santa Cruz and Monterey counties.

SUMMER LEARNING AND ENRICHMENT

Research shows that park-based learning reduces summer learning-loss, teaching students new ways to explore. This summer, in partnership with California State Parks and with support from the State Coastal Conservancy and the David and Lucile Packard and Russo Family Foundations, we helped fund and design programs for more than 600 students (and more than 100 of their adult family members), many of whom were visiting state parks for the first time. With the Boys and Girls Club we brought students to **South Carlsbad State Beach** to practice beach stewardship and learn from lifeguards and scientists. At **Mount Tamalpais, China Camp** and **Samuel P. Taylor State Parks**, students and their families enjoyed day trips and overnight camping, experiential learning focused on natural sciences and environmental literacy, and the opportunity to "Ask a Ranger."

YOUTH LEADERS ADVOCATE FOR PARK PROGRAMS

At this year's Park Advocacy Day, we introduced a briefing for youth leaders from Outdoor Outreach and Sonoma Ecology Center to speak to other park advocates about the important, transformative experiences outdoor programs have provided. They shared their personal stories of needing and getting access to state parks, and the leadership skills and opportunities they have developed because of outdoor access programs for youth.

YOUTH ART CONTEST

Our annual youth art contest received nearly 400 submissions of original pieces from artists ages 4 to 18 sharing their experiences of "discovering state parks." Thirty-five works of art were awarded prizes and special recognition and were displayed in the State Capitol. Through each piece, these young artists illustrated the diversity of state parks in California, and the diversity of experiences that individuals can have in them, reinforcing how important it is for youth to have opportunities to discover the history and beauty found in our state parks. ●

"It's so important to create opportunities for underserved youth to connect with their local parks. There are many obstacles preventing kids from spending a day here. With the help of CSPF, we're able to bring students from Santa Ana to Crystal Cove State Park, where they'll begin forming a meaningful connection with an amazing state park that's practically in their own backyard."

SARA LUDOVISE, DIRECTOR OF EDUCATION, CRYSTAL COVE CONSERVANCY



We protect state parks and public land

After almost 15 years of pitched battle between the Save San Onofre Coalition (a dedicated collection of nonprofit environmental organizations, including CSPF) and the Transportation Corridor Authority (TCA), the fight over San Onofre State Beach took a huge step forward in the protection of the beach from a proposed toll road development.

Every state park needs an engaged culture of supporters to thrive and defend it from development, and every Californian and future generations of Californians deserve to have these public lands to enjoy.

In the last year, nowhere has this been as evident as in a major victory protecting San Onofre State Beach. With your help, we celebrated a settlement as a member of the Save San Onofre Coalition to protect San Onofre State Beach in southern California from the development of a toll road that would permanently close 60% of the park, and public access to the campground and the world-famous Trestles beach would be lost, as the proposed toll road would cut the park in half.

Many organizations came together and, for the first time in our 47-year history, the California State Parks Foundation entered into a lawsuit to fight a development project threatening state parks. The settlement reached was the product of a long and hard-fought campaign of lobbying, mobilizing the public, and using litigation on behalf of the millions of Californians and visitors who enjoy San Onofre State Beach, and who expect our public lands and parks to be preserved. We're proud to be working with our partners and the thousands of people who go to hearings, write letters and fight to ensure public access to San Onofre State Beach. We're committed to ensuring that this park and all our parks remain open, accessible and protected. ●

Read more about the settlement terms at calparks.org/protect

THIS PAST YEAR, CSPF ALSO ASKED FOR YOUR HELP IN PROTECTING OUR NATIONAL LANDSCAPE:

Defending Our Public Land

On March 1, Ryan Zinke was approved as Secretary of the Interior, overseeing 20% of the nation's land, including our national parks. California is home to 28 national parks and 145 National Historic Landmarks, attracting over 38 million visitors each year. To ensure that Congress understands the overwhelming support that Americans have for their public lands, we asked you to sign our petition to urge your Congressional representative to hold the Secretary of the Interior accountable for protecting and preserving public land.

Protecting Our National Monuments

On April 26, President Trump signed an Executive Order instructing the Department of the Interior to review 27 national monuments, six of which are in California: Berryessa Snow Mountain, Carrizo Plain, Giant Sequoia, Mojave Trails, Sand to Snow, and San Gabriel Mountains National Monuments. An attack on one monument is an attack on all public lands, so we asked you to urge your Congressional representative to protect America's monuments. Since being enacted in 1906, the Antiquities Act has been utilized by 16 Presidents to preserve iconic American places and landscapes. Our parks and monuments serve as a testament to our collective history and should be protected for future generations.



2016-17 LEGISLATIVE SESSION

This year, both the Senate and Assembly have recognized the critical need to invest in our parks with legislation that would impact California's state parks and other natural, cultural and recreational resources, with both houses introducing legislation that would include a park bond on the 2018 ballot. CSPF supports:

- Assembly Bill 18 (Garcia) — California Clean Water, Climate, Coastal Protection, and Outdoor Access For All Act of 2018
- Assembly Bill 1358 (Cooley) — State parks: California Admission Day: Free Admission
- Assembly Bill 250 (Gonzalez-Fletcher) — State Coastal Conservancy: Lower Cost Coastal Accommodations Program
- Senate Bill 5 (de León) — California Drought, Water, Parks, Climate, Coastal Protection, and Outdoor Access For All Act of 2018
- Senate Bill 50 (Allen) — Public Lands Protection Act

At the time of report development, the Legislature was still in session. The outcome of the bills will be reported in an upcoming CSPF publication.

We bring your voice to the State Capitol

Last year, park advocates added their support to CSPF legislative action alerts nearly 20,000 times. With the power of our members behind us, we're committed to our advocacy work needed to improve public access to parks, protect our natural resources and restore our aging state park infrastructure.

Up and down the state voters had the opportunity to make decisions with significant impacts for parks, open space, wildlife, and the environment. On the November 2016 ballot, we endorsed and recommended voting yes on:

- **Californians vote to permanently ban single-use plastic bags**
CSPF and California voters supported Prop 67, upholding the first-ever statewide ban on plastic bags passed by the Legislature and signed by Governor Brown in 2014. Prohibiting plastic grocery bags will reduce litter and waste, and will positively impact California's environment, including our parks, opens spaces, and wildlife.
- **Los Angeles voters approve much needed funding for parks**
Los Angeles voters approved Measure A, which is estimated to raise \$94 million annually for park development and maintenance. The Safe, Clean Neighborhood Parks, Open Space, Beaches, Rivers and Water Conservation Measure will provide much needed support for local parks, beaches, open space, and water resources, ensuring that parks (including the state beaches currently operated by Los Angeles County) are adequately funded.
- **A narrow loss for Sonoma County parks**
Unfortunately Measure J, the Sonoma County Regional Parks and Water Quality Improvement Measure fell just short of the 66.6% (two-thirds majority) vote necessary to pass. The proposed half-cent sales tax increase would have generated an estimated \$95 million over a 10-year term for Sonoma County parks, providing funding to open an additional 1,000 acres of open space to the public. ●



We empower advocates to lobby for our parks

On June 20, 2017, our 15th annual Park Advocacy Day brought together 119 park advocates representing nearly 50 organizations to converge at the State Capitol to learn about important park issues and legislation, meet with policymakers and organizations connecting youth to nature, and honor this year’s Legacy Award Honoree. In 15 years, more than 1,000 individuals have participated in Park Advocacy Day.

We celebrated 15 years of Park Advocacy Day with one of our more impressive speaker line-ups:

- Rachel Norton, CSPF’s new Executive Director
- Senate President pro Tem Kevin de León
- Assemblymember Lorena Gonzalez Fletcher
- Assemblymember Eduardo Garcia
- Lisa Mangat, California Department of Parks and Recreation Director
- Myrian Solis Coronel, California State Park and Recreation Commissioner and REI’s Next Gen Marketing Manager

Collectively, teams of advocates met with 110 legislative offices, leaving a lasting impression on policymakers as they consider important decisions about state parks. Advocates called on policymakers to:

Improve accessible park facilities: To meet the needs of its growing visitor base, it’s crucial for our state park system to have investments that address critical deferred maintenance needs for its necessary facilities and amenities.

Maintain access and protections for parklands and monuments: California’s public lands are public trust resources that belong to all Californians – now and into the future. Whether designated as state parks, national parks, national monuments, reserves or local or city parks, all protected public lands need to remain protected.

Increase affordable access: Increasing access to state parks is essential to building new generations of park stewards and supporters. Addressing financial and transportation barriers is critical to opening up park access. ●

ASSEMBLYMEMBER EDUARDO GARCIA: LEGACY AWARD HONOREE

Each year, CSPF recognizes the efforts of policymakers who have demonstrated an extraordinary commitment to the protection and enhancement of California’s state parks. As the 2017 Legacy Award honoree, Assemblymember Eduardo Garcia (D-Coachella) has demonstrated a commitment to investing in local, regional, and state parks and has provided key leadership in strengthening and improving Californians’ access to the outdoors and their state parks.

“It is truly an honor to receive this recognition. I have held a longtime passion for parks and recreation. I hope that together, our combined efforts will help ensure that all of Californian communities have equitable access to parks and safe recreational opportunities.”

Assemblymember Garcia was elected to the California State Assembly in November 2014 and currently serves as Chair of the Assembly Water, Parks and Wildlife Committee.



Thank you for your support

California State Parks Foundation members and donors make all the difference! We truly appreciate the generous support of individuals, foundations, corporations and government agencies who make our work possible, and are pleased to recognize contributors of \$1,000 or more between July 1, 2016 and June 30, 2017.

\$500,000+

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“We feel strongly that we need to protect these special places not just for our enjoyment, but for our children and our grandchildren. We must set an example by doing our part. Every bequest, no matter the size, makes a difference.”

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California State Parks Foundation is a member-supported nonprofit dedicated to protecting, improving and advocating for all of California's state parks. Together we ensure that the natural beauty, rich culture and history, and recreational and educational opportunities of our 280 state parks are available for all to enjoy now and for generations to come.

We could not accomplish any of our work without the support of our members, donors and volunteers. You make an enormous difference in helping us carry out programs and projects for the benefit of state parks and the millions of Californians who use them. Learn more about the many ways you can help support our work:

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If you have named CSPF in your estate plan or would like to do so, please contact Director of Advancement, Aaron Rashba, at 415-262-4403 or visit calparks.org/legacy.





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