



# ONE INITIATIVE + THREE CAMPAIGNS TO INCREASE AWARENESS, INCLUSION, EQUITY AND ACCESSIBILITY IN SAN DIEGO

San Diego County is one of the most ethnically and culturally-diverse places in the nation. In County-managed parks and preserves, this diversity is celebrated through a robust park system with properties in all geographic regions and via dozens of programs and services that are offered to engage, educate, entertain and empower visitors of all ages, interests and abilities.

The County of San Diego Department Of Parks and Recreation (DPR) is meeting people where they are; acknowledging that there are barriers to park visitation. Through waived fees, free rentals and transportation, and translation assistance, staff have launched three new campaigns to expand outreach and encourage more people to spend quality time outside.



The Rad Regional Parks series shines a light on DPR's 23 regional parks by highlighting one park per month and all of the fun activities and events that take place on site. Parking fees are waived at feature parks for the month, and rangers have collectable stickers! Calendar listings are at the link below.

In partnership with San Diego Mountain Biking Association, REI San Diego, the City of San Diego and others, DPR has developed a mountain biking challenge featuring eight beginner, intermediate and advanced trails in six County parks. This DIY campaign includes monthly meetups, giveaways and opportunities to borrow all necessary equipment.



This hands-on, customer-driven education series brings things back to basics. Learn outdoor essentials like how to hike, bike, camp, fish, kayak and rock climb under the direction of park staff, with all supplies included and with optional transportation and translation services.

[sdparks.org/experienceoutdoors](http://sdparks.org/experienceoutdoors)



LIVE WELL  
SAN DIEGO