

THE
FUTURE
OF
AMERICA'S
NATIONAL
PARKS

First Annual
Centennial Strategy for

**Pictured Rocks National
Lakeshore**

August 2007

CENTENNIAL INITIATIVE



Site: PIRO

Year: 2007

Vision Statement

2016 will mark the 100th anniversary of the US National Park Service and the 50th anniversary of the authorization of Pictured Rocks as America's first national lakeshore. Our vision for 2016 is that Pictured Rocks National Lakeshore will be recognized and appreciated by the American public as a premier destination to experience and learn about an ecologically intact example of spectacular Lake Superior shoreline and associate natural and cultural resources, enjoy outstanding year-round recreational opportunities and that the Lakeshore is known and recognized as a model of sustainable design and practices, excellent public service, supported by a strong cadre of partner agencies, organizations and citizen stewards.

As part of the Centennial Initiative, the Secretary of the Interior and the Director of the National Park Service have identified five major goals for achieving this vision: Stewardship, Environmental Leadership, Recreational Experience, Education and Professional Excellence. Listed below each of these headings are specific action items that Pictured Rocks National Lakeshore will pursue over the course of the next decade to achieve these goals. Many of these initiatives will require additional levels of funding.

Note: Additional funding for "Fixed Costs" currently proposed in the President's budget for FY08 will allow the park to sustain current park operations, with no further erosion of permanent or seasonal staffing levels.

Additional funding for new seasonal employees, currently proposed in the President's budget for FY08 will allow the park to provide higher levels of service in several areas including:

- Front-line visitor services including keeping all park visitors centers open 7 days a week
- Increased backcountry patrols and resource protection
- Improved maintenance of campgrounds, trails and visitor facilities
- Increased public education program offerings
- Improved monitoring of condition of natural and cultural resources

Park/ Superintendent/ Program Manager

James Northrup, Superintendent

Site: PIRO

STEWARDSHIP

Provide inspiring, safe, and accessible places for people to enjoy - the standard to which all other park systems aspire.

Other Park/ Program performance goal(s)

Restore wilderness character to the Beaver Basin

The work described currently is supported by OFS and/ or PMIS

Site: PIRO

STEWARDSHIP

Improve the condition of park resources and assets.

Rehabilitate high-priority historic buildings to good condition, and help communities to preserve their history through programs like Preserve America.

Restore and maintain critical historic resources.

The work described currently is supported by OFS and/ or PMIS

Restore native habitats by controlling invasive species and reintroducing key plant and animal species.

Eliminate and/or actively manage the threat from invasive species.

The work described currently is supported by OFS and/ or PMIS

Improve high-priority assets to acceptable condition, as measured by the Facility Condition Index.

Restore and maintain all facilities in good condition.

The work described currently is supported by OFS and/ or PMIS

Complete all cultural resource inventories for designated priority resources.

Properly manage park museum collection.

The work described currently is supported by OFS and/ or PMIS

Other Park/ Program performance goal(s)

Conduct an All-Taxi Biological Inventory of park resources.

The work described currently is supported by OFS and/ or PMIS

Site: PIRO

ENVIRONMENT

Reduce environmental impacts of park operations.

Reduce the environmental impacts of park operations on air and water quality.

Meet the requirements of Executive Order on Energy and the Environment.

The work described currently is supported by OFS and/ or PMIS

Site: PIRO

ENVIRONMENT

Inspire an environmental conscience in Americans.

Establish programs to showcase exemplary environmental practices and increase visitor awareness of how the practices apply to their daily lives, as measured by surveys.

Continue to serve as a leader and a model for the use of alternative fuels and sustainable practices.

The work described currently is supported by OFS and/ or PMIS

Site: PIRO

ENVIRONMENT

Engage partners, communities, and visitors in shared environmental stewardship.

Other Park/ Program performance goal(s)

Conduct a Climate Friendly Parks Workshop.

The work described currently is supported by OFS and/ or PMIS

Site: PIRO

RECREATION

Encourage collaboration among and assist park and recreation systems at every level—federal, regional, state, local—to help build an outdoor recreation network accessible to all Americans.

Rehabilitate over 2,000 miles of trails within or connected to national parks, including trails accessible to those with disabilities.

Improve accessibility of key park facilities.
Complete paving of Log Slide and Grand Sable Lake access roads.

The work described currently is supported by OFS and/ or PMIS

Other Park/ Program performance goal(s)

Work with Alger County to complete the upgrade of County Road H-58

The work described currently is supported by OFS and/ or PMIS

Site: PIRO

RECREATION

Establish "volun-tourism" excursions to national parks for volunteers to help achieve natural and cultural resource protection goals.

Increase annual volunteer hours by 100 percent, from 5.2 million hours to 10.4 million hours.

Increase volunteer hours by 100%.

The work described currently is supported by OFS and/ or PMIS

Site: PIRO

EDUCATION

Cooperate with educators to provide curriculum materials, high-quality programs, and park-based and online learning.

Other Park/ Program performance goal(s)

Design and construct Research, Education, and Stewardship Center.

The work described currently is supported by OFS and/ or PMIS

Site: PIRO

EDUCATION

Introduce young people and their families to national parks by using exciting media and technology.

Increase the number of web hits through the introduction of advanced, interactive features that attract young people to national parks.

Implement use of current technology for visitor experience.

The work described currently is supported by OFS and/ or PMIS

Other Park/ Program performance goal(s)

Develop multi-agency orientation film.

The work described currently is supported by OFS and/ or PMIS

Site: PIRO

EDUCATION

Promote life-long learning to connect generations through park experiences.

Enroll an additional two million children in the Junior Ranger program.

Expand outreach education and Junior Ranger programs.

The work described currently is supported by OFS and/ or PMIS

Other Park/ Program performance goal(s)

Establish field school partnership offering a variety of public workshops. Be known as an active leader in research and education involving Climate Change.

The work described currently is supported by OFS and/ or PMIS

Site: PIRO

EDUCATION

Impart to every American a sense of their citizen ownership of their national parks.

Increase visitors' satisfaction, understanding, and appreciation of the parks they visit.

Re-design the Hurricane River Campground to reduce wetland impacts and visitor use conflicts.
Construct rustic 25-35 site campground in Miners Castle area.
Establish boat-in campsite on Grand Sable Lake.
Complete formal Beaver Basin wilderness designation.

The work described currently is supported by OFS and/ or PMIS

Site: PIRO

PROFESSIONALISM

Be one of the top 10 places to work in America.

Meet 100 percent of diversity recruitment goals by employing people who reflect the face of America.

Diversify workforce to better reflect the face of the nation.
Create formal internship which recruits and trains high performing local high school student(s) for park related work.

The work described currently is supported by OFS and/ or PMIS

Attain the highest employee satisfaction rate of all federal agencies, as measured by Office of Personnel Management surveys.

Design and construct new park headquarters building.
Design and construct Grand Marais Maintenance facility.

The work described currently is supported by OFS and/ or PMIS

Site: PIRO

PROFESSIONALISM

Use strategic planning to promote management excellence.

Establish a structured professional development curriculum to provide park managers with the skills to apply best business practices and superior leadership.

Strengthen communication and leadership at all levels of the organization through improved training.

The work described currently is supported by OFS and/ or PMIS

Other Park/ Program performance goal(s)

Complete the implementation of the approved Core Operations Target Organization.

The work described currently is supported by OFS and/ or PMIS

Site: PIRO

PROFESSIONALISM

Promote a safety and health culture for all employees and visitors.

Reduce the number of employee lost-time incidents and serious visitor injuries by 20 percent.

Install state-of-the-art radio communications system for park employee safety.

The work described currently is supported by OFS and/ or PMIS

Site: PIRO

PROFESSIONALISM

Model what it means to work in partnership.

Other Park/ Program performance goal(s)

Continue and expand current community relations program, including, Community Partner Program, Adopt-a-Trail/Adopt-a-Campsite, Discover Your Lakeshore, and Gateway Community Initiatives and Partnerships.
Continue to support the growth and effectiveness of the Lakeshore's non-profit fundraising partner, the National Parks of Lake Superior Fund.
Establish a partnership with the Eastern Band of Chippewa Indians to better interpret Native American connections to lands and waters now within the lakeshore.

The work described currently is supported by OFS and/ or PMIS