

Management and Administration

Management and Administration (M&A) at Point Reyes National Seashore is responsible for general management and administrative duties relating to all aspects of national seashore operations, planning, external relations, and resource stewardship.

Finance, Human Resources, and Contracting

Finance prepares the budget for Point Reyes National Seashore. This function also tracks reimbursable accounts, cross charges, and project money to ensure spending is in accordance with guidelines. In the future, Finance plans to hire a budget technician to help with budgeting at the national seashore. Human Resources is responsible for all activities related to recruitment, training, position classification, maintenance of official personnel records, and overall administration of employee benefit programs. Human Resources attempts to attend job fairs at universities to increase staff diversity. However, these activities are limited because of staff size and budget. Contracting is responsible for procurement activities and administration of the government charge card program.

Fee Collection and Concessions

Point Reyes National Seashore administers fees for campgrounds and shuttle bus operations, and issues special use permits for filming, events, ranching, residence, and right-of-way use. Point Reyes National Seashore issued 165 special use permits in Fiscal Year 2006. The national seashore currently has four walk-in campgrounds and allows camping on beaches at Tomales Bay. During winter, the national seashore offers a shuttle bus as a means of visitor transportation to view elephant seals and whales. This bus also alleviates traffic congestion and reduces overall carbon emissions.

Point Reyes National Seashore allows ranching and residence within park boundaries as a means of preserving the agricultural heritage of Marin County. Cost recovery amounts collected from ranching operations are used for purposes such as environmental impact monitoring of ranch operations, cattle fencing to protect riparian habitat, and historic ranch building improvements.

There are currently four concessions operating within the national seashore: Stewart Horse Camp, Drake's Beach Café, Hostelling International, and Five Brooks Stables. Additionally, the park's cooperating association, the Point Reyes National Seashore Association, sells convenience items in the bookstore.

Partnerships

The Point Reyes National Seashore Association (PRNSA) has been a long-standing partner of the national seashore since 1964. PRNSA partners with the national seashore to deliver educational content to visitors and school groups and to sponsor major projects. Past projects include building the Bear Valley Visitor Center, constructing the Clem Miller Environmental Education Center for school groups to use while at the park, running the summer camp program at Clem Miller, providing more than 40,000 children and adults with overnight educational experiences, and teaching more than 30,000 people about the natural history of Point Reyes through the award-winning Field Seminar programs.

In partnership with the park and the National Park Foundation, PRNSA has raised more than \$5.7 million in non-NPS funds for implementing the Giacomini Wetlands Restoration Project since 2004. In addition to financing the project, PRNSA is acting as the principal agent for all contractors working on this massive undertaking. By assuming this role, PRNSA is taking on new leadership responsibilities for national seashore projects.

Volunteer Programs

Point Reyes National Seashore relies on volunteers to provide additional support for all divisions. Volunteers are recruited from the local community, universities, and the internet. As mentioned in the Volunteer Analysis part of this business plan, individuals can assist the park through the National Park Service Volunteers in Parks (VIP) program. Additional funding and staff training would allow the national seashore to enhance this program and to recruit more volunteers.



The Point Reyes National Seashore Annual Volunteer Appreciation Dinner allows the park an opportunity to celebrate the accomplishments of many dedicated individuals. PHOTO BY KRISTIN GILLISS

MANAGEMENT AND ADMINISTRATION OPERATIONAL PRIORITIES

Ensure that Point Reyes National Seashore is well managed and funded.

Point Reyes National Seashore currently administers operations and manages resources through eight divisions. Each division is staffed with highly trained and certified personnel. Retention and funding of these professionals is a top priority for the national seashore.

Reassess fees for current market conditions.

Point Reyes National Seashore is working to reassess fees charged to ranches and residents of the national seashore. By doing this, the park hopes to determine appropriate market rates for rent, services, and support provided by Point Reyes National Seashore.

Bring administration staffing and systems up to modern standards.

Point Reyes National Seashore hopes to bring administrative support up to standard in terms of staffing and systems.

SO CLOSE, YET SO FAR AWAY

Although located near the Silicon Valley, the San Francisco Bay Area National Park network is in serious need of information technology (IT) resources. Point Reyes National Seashore, Golden Gate National Recreation Area, San Francisco Maritime National Historical Park, John Muir National Historic Site, Eugene O'Neill National Historic Site, Rosie the Riveter National Historical Park, and Pinnacles National Monument all share four information technology professionals. Point Reyes National Seashore alone has 143 users, 147 computers, six servers, and three separate telephone systems, which are maintained by one shared IT professional. Simple information technology requests can take months to resolve.

Top: Fiona O'Kelly of Point Reyes National Seashore Association helps operate the Clem Miller Environmental Education Center. PHOTO BY DAVID MIYAKO Center: Point Reyes National Seashore Administration Sign, PHOTO BY DAVID MIYAKO Bottom: Information Technology Specialist Aimee Davis—one of four people, seven parks, PHOTO BY DAVID MIYAKO Far right: Point Reyes National Seashore Association logo



"I love that we can support the park in their goals while at the same time exposing children to environmental education, stewardship, and care for Point Reyes."

—FIONA O'KELLY
POINT REYES NATIONAL
SEASHORE ASSOCIATION

