

THE  
**FUTURE**  
OF  
**AMERICA'S**  
**NATIONAL**  
**PARKS**

First Annual  
Centennial Strategy for

# Whiskeytown National Recreation Area

August 2007

CENTENNIAL INITIATIVE



Site: WHIS

Year: 2007

**Vision Statement**

The values and motivations of people like James K Carr, Clair Engle and Biz Johnson who worked to bring Whiskeytown National Recreation Area into existence mirrors the values and motivations of those who created the National Park system. Preserving and caring for the best places in our country for the common enjoyment of "the people" is reflected in the story of Whiskeytown, with an emphasis on providing recreational opportunities for the public.

In addition to Whiskeytown Lake's 3,200 acres of lake-based recreation, the park has 39,000 acres of forested mountains, old growth forest stands, scenic waterfalls, and both a local and a regional trail system for hiking, equestrian use, and mountain biking. Whiskeytown's Ranger Guided Kayak tours, destination waterfall trails, and newly constructed Shasta-Trinity Regional Trail, foster and develop the capacity to meet increasing demands in visitation in a growing community. The cultural resources of Whiskeytown are also significant, with California Gold Rush (1850's) and California's Central Valley Water Project resources telling nationally significant stories.

Whiskeytown will become an increasingly relevant and important outdoor recreational area to local, regional, national and international visitors, promoting healthy lifestyles and active physical recreation. Maintaining and improving the condition of the natural and cultural resources found in the park are fundamental to the purpose of Whiskeytown and all national park sites. Whiskeytown National Recreation Area will manage the wide variety of appropriate recreational opportunities visitors enjoy at Whiskeytown in ways that foster mutual respect for all park users, and pass on these resources in better condition to future generations.

**Park/ Superintendent/ Program Manager**

Jim F. Milestone

Site: WHIS

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)

Whiskeytown will completely overhaul, upgrade and possibly combine our two major campgrounds at Oak Bottom. The currently approved campground renovation project is already partially funded as of July 2007. Walk-in tent sites will be replaced by larger individual drive-in sites, and the RV asphalt parking lot campground will be replaced. The campground size (acreage) will be expanded, while still accommodating the same number of campsites. The result will be at least 50% reduction in camper density. NPS planning and public comment for the new campground will begin in 2008 on options that will include RV hookups, new rest-rooms and innovative designs that will increase the number of campsites near the water.

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

Site: WHIS

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.

Whiskeytown's historic buildings and cultural landscapes will be appropriately maintained and improved.

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

Site: WHIS

STEWARDSHIP

Set the standard of excellence in urban park landscape design and maintenance.

Other Park/ Program performance goal(s)

Whiskeytown National Recreation Area will continue to strive to improve the park's trail system demonstrating outstanding trail and landscape design, and develop the park's waterfall destination trails as premiere hiking experiences for visitors. We will continue to develop a visionary Backcountry Management Plan that meets the challenges of the surrounding communities' urban growth.

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Site: WHIS

**STEWARDSHIP**

Encourage children to be future conservationists.

Other Park/ Program performance goal(s)

Whiskeytown's National Environmental Education Development (NEED) Camp will continue to be supported by the NPS through a Cooperative Agreement that includes maintenance and improvement of facilities, Interpretive Ranger support and emergency services. Currently about 3000 students per year attend this camp to learn about the importance of National Parks, the National Park Mission, and why environmental education, National Parks and conservation is important for all Americans.

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Site: WHIS

**ENVIRONMENT**

Reduce environmental impacts of park operations.

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

Whiskeytown will continue to find ways to operate in more efficient and environmentally responsible ways through existing green procurement, solar power alternatives, re-use and recycling programs. Whiskeytown will identify and clean up areas that need it, including cleanup of contaminated area at the headquarters wash rack. Whiskeytown will complete a site investigation and perform removal work as recommended.

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

Site: WHIS

**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.

Whiskeytown will increase our recycling program in the park including the concessions operations. Additional recycling stations will be added for public convenience at facilities.

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Demonstrate environmental excellence through increased use of alternative energy and fuels at every park.

Whiskeytown will continue to be a leader in the use of solar powered energy for park facilities. There are presently two systems working at the Visitor Center and the Maintenance Shops. An improved exhibit is planned for the Visitor Center to better educate the public on solar power. Plans to expand grid tie systems are already in place for a new Fire Cache facility at Oak Bottom. There are presently over 70 solar parking area lights throughout the Recreation Area but this can be expanded.

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

Serve as a model for energy efficiency, under Executive Order 13423, by ensuring Leadership in Energy and Environmental Design (LEED) standards.

New facilities shall be constructed using LEED standards. Where possible, this will also be done on refurbishment/rehabilitation projects.

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

Site: WHIS

**ENVIRONMENT**

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

Other Park/ Program performance goal(s)

Visitor Center exhibits and other educational information such as brochures will be provided to engage visitors in their responsibilities for using alternative energy and to recycle.

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

Site: WHIS

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.

Whiskeytown will continue to repair, maintain and improve existing sections, and complete new sections of the regional Shasta Trinity Trail that links the city of Redding with the Trinity Alps Wilderness Area. This new trail developed in concept in 2000, is presently under construction at Whiskeytown National Recreation Area. By completing the missing link sections of the trail within the park, the park will serve as a leader in promoting regional non-motorized recreational use throughout Shasta and Trinity Counties. The park's portion of this trail is over 20 miles in length and as of July 2007, the trail is nearly 50% complete. The trail will accommodate multiple users (equestrian, mountain biking, hiking) including sections accessible to those with disabilities. Continued work to complete the trail is a key Centennial Challenge goal of the park staff and partnership groups.

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

Site: WHIS

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.

Whiskeytown has identified volunteer management as a core mission need that is only being partially met, and is limiting the number and the additional work that could be accomplished by volunteers. Funding for the park's Volunteer Coordinator will be increased within current funding requests and park priorities.

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Site: WHIS

RECREATION

Focus national, regional, and local tourism efforts to reach diverse audiences and young people and to attract visitors to lesser-known parks.

Increase visitation by 25 percent at lesser-known parks through a national tourism effort aimed at helping people to discover the breadth of parks and experiences.

Whiskeytown will continue to work collaboratively with local tourism interests and the local community to increase visitation. Whiskeytown will continue to provide and promote outstanding visitor services that can and are being used to attract visitors to Shasta County and Northern California. Examples include free ranger guided kayak interpretive programs, new regional trails and trails to Whiskeytown's waterfalls and other areas of interest. Whiskeytown will also improve our campgrounds and marina facilities and services.

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Increase the number of visitors that attend ranger-facilitated programs such as campfire talks, hikes, and school programs.

Three additional Interpretive seasonal (Centennial) rangers will be hired in FY2008 and on into future years to supplement 3 current part-time seasonal interpretive rangers. This will allow more programs and activities to be offered - and for a longer season.

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Site: WHIS

EDUCATION

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

Other Park/ Program performance goal(s)

The Park supports a Cooperative Agreement with Shasta Office of Education to operate a National Environmental Education Development (NEED) Camp for school age students. Camp staffing and management will continue to be the responsibility of Shasta County. In addition to resource educational materials, the NPS will increase Interpretive Ranger support from one formal program per camp session to two. Increased interpretive seasonal staff funding will permit currently funded staff to accomplish this additional programmatic support.

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

Site: WHIS

**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.**

Whiskeytown will increase visitor satisfaction and understanding by increasing/restoring Ranger Visitor Center staffing by 1 position (FTE). Currently, visitors are served by volunteers, a part-time cooperating association employee and limited NPS Visitor Use Assistants (VUA's -funded through fee collection). Currently, no professional interpretive ranger support is possible. Addition of summer seasonal interpretive staff will allow for some re-allocation of current staff and funding, however additional funding support is needed. In addition, visitor satisfaction will be increased by increasing maintenance staffing. Roads/infrastructure maintenance is a high core mission activity and could be addressed by filling an equipment operator position. Managing multiple projects is another high priority, and could be addressed by funding a project manager position is also a high priority. The addition of seasonal (centennial) maintenance positions will allow some shifting of work to allow current staff and funding to be utilized for these higher priority functions.

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

Site: WHIS

**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.**

Whiskeytown will continue to reach out to diverse populations, especially within the local area (80+% of visitation live within 50 miles of the park), and will continue to use special hiring authorities (STEP, SCEP) to recruit and select qualified applicants to fill vacant and new positions.

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.**

Whiskeytown will promote a healthy, supportive workplace that puts safety first and supports employee initiative and commitment to the NPS mission.

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

Site: WHIS

**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.

Whiskeytown's goal is to eliminate all employee lost-time incidents and serious visitor injuries. To that end, the park's safety committee and safety resources group have implemented strategies and activities that promote and support safety. Each employee will have improved safety goals and standards included in their performance standards and evaluations.

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Site: WHIS

**PROFESSIONALISM**

Make national parks the first choice in philanthropic giving among those concerned about environmental, cultural, and recreational values.

Improve communications and marketing capacity to increase public understanding of our mission, opportunities, and benefits.

Inspire public trust by properly managing park resources and involving the public in the decision making processes through public meetings and review of planning documents.

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

Other Park/ Program performance goal(s)

Expand the public's involvement in the Friends of Whiskeytown, Inc, a non-profit 501(c) (3) organizations that raises private donations and grant funds to assist the park staff in protecting its resources and enhancing the visitor experience through a variety of means.

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