

## Park Identity

The group agreed with the description of the problem as described (and amplified) below. We felt that the topic did not rise to the level of a GMP issue, mostly because there didn't seem to be a range of alternatives - and because a work plan could be developed NOW to begin to address this. We also felt like the topic could be addressed in other issues, including Access, Recreation, Island, New Audiences, Boundaries...

The park does not have a strong identity as a unit of the national park system. Many things contribute to this, including the park's name as a national recreation area rather than a national park; the large number of points of entry with minimal to no identifying entry features; the lack of NPS staff presence in many locations; the close juxtaposition of city, county, and state lands with NPS lands; the lack of clearly marked park boundaries; and the tradition of public use at many of the sites prior to them becoming part of the park. Because of this lack of identity with the national park system, it is difficult to promote behavior consistent with expectations for a national park and build community support.

**The GMP will develop a strategy to promote a CONSISTENT identity of the park and National Park Service. ~~enhance the identity of the park.~~**

### *Factors/Considerations:*

- The park has an identity program for individual sites that collectively make up the "Golden Gate National Parks"
- There are other small NPS units in the San Francisco Bay Area with similar "image" issues

### *Options/Approaches:*

- Raise the standard of facilities and programs to that of the national park system
- Identify a suite of expectations and values to communicate with visitors
- Evaluate the role of marketing and branding
- Need a comprehensive signing plan and program
- Consider the value of changing the park's name from national recreation area to national park

- Evaluate messaging to park employees
- Identify if there are target audiences that would make a difference in long-term identity improvements
- Need to consider the benefits of emphasizing the identity of individual sites vs. sites that make up the whole
- Consider the role of partners and programs in reinforcing identity
- Use multi-media (print, Internet, and new technologies) to improve park identity

Other considerations:

- Various existing programs don't always help build the identity of the park
- Presence of rangers in uniform is critical to communicating identity
- Enlist the media
- Internal communications: about the history of name uses/motivation about changes, etc.
- The GMP gives us an opportunity to bring this topic to the public