

Finding "Green" Solutions & Improving Transportation in Parks

Ford and NPF are also supporting innovative studies in Parks. In California, researchers are measuring motor vehicle air and noise emissions in Joshua Tree and Yosemite National Parks and Point Reyes National Seashore, to develop quieter, more fuel efficient systems and educate visitors about alternative fuel options. Also, the National Park Service is creating educational materials to help visitors understand how vehicles impact Parks' resources and what they can do to help.

At Great Smoky Mountains National Park, we're helping the Park work with local gateway communities to develop and implement a new transit system to connect the Park to the communities, relieve traffic congestion, and improve air quality. Ford is also helping the staff at Gateway National Recreation Area to increase visitor access to the Park by improving public transportation to this urban National Park.

Each facet of the Moving Parks Forward Program has one goal: connecting people to their Parks in an environmentally sound, efficient, and enjoyable way.

Clean Vehicles for National Parks

To compliment these research and education efforts, Ford provided working examples of alternative transportation at Parks across the country. In 2002, Ford completed the refurbishment of Glacier National Park's historic fleet of 33 Red Buses, complete with cleaner-burning propane fuel systems. In addition, Ford has donated over 600 zero-emission electric vehicles to National Parks to help ensure a noise-free and pollution-free visitor experience. Ford also donated 76 K2 Mountain Bikes to National Parks to encourage the use of alternative transportation.

To learn more about Ford's commitment to National Parks, visit our website at www.nationalparks.org/proudpartner/ford.

Ford Motor Company believes it is important to be a good corporate citizen. Ford continues to support nonprofit organizations that enhance opportunities for the people who live and work in communities where the company does business. A Proud Partner since 2000, Ford Motor Company works closely with the National Park Foundation and the National Park Service to bring alternative transportation solutions to America's National Parks in order to enhance the visitor experience and preserve Park resources.

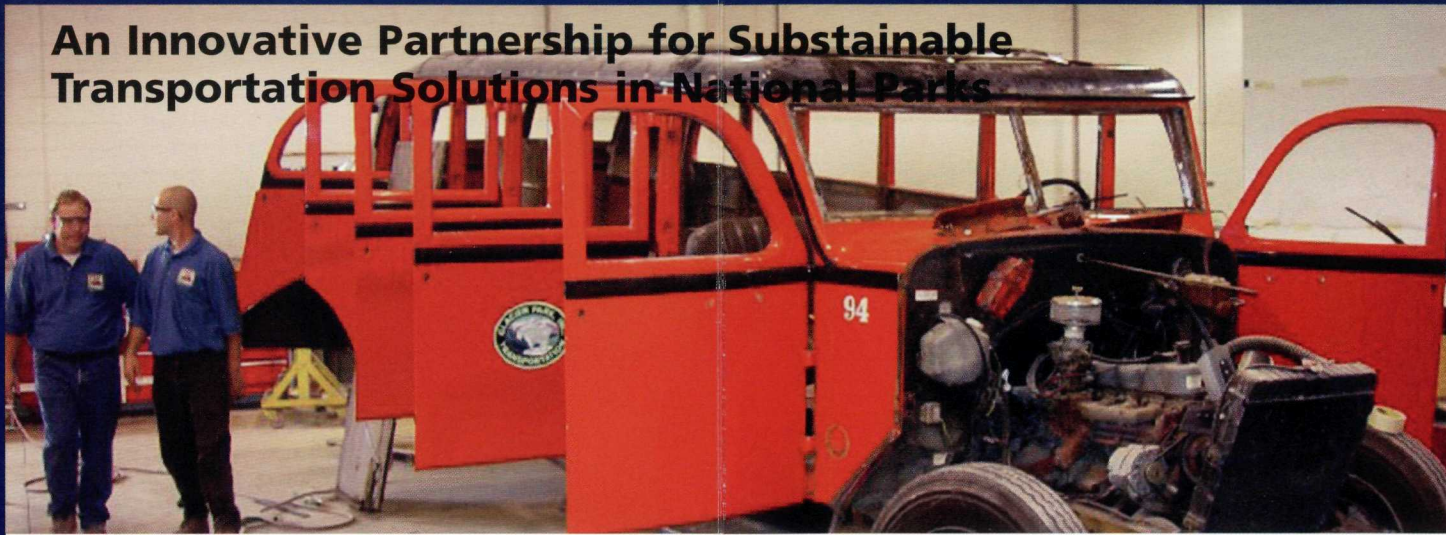
The National Park Foundation is the Congressionally-chartered nonprofit partner of America's National Parks. Created by Congress in 1967, the National Park Foundation strengthens the enduring connection between the American people and their National Parks by raising private funds, making strategic grants, creating innovative partnerships and increasing public awareness.

For more information, visit www.nationalparks.org.



Ford Motor Company: Moving Parks Forward

An Innovative Partnership for Sustainable Transportation Solutions in National Parks



As a Proud Partner of America's National Parks, Ford is working with the National Park Service and the National Park Foundation to find environmentally-friendly solutions to transportation problems in National Parks. Here's how:



A Transportation Interpreter hard at work at Grand Portage National Monument.

Transportation Scholars Program

This exciting program, run in partnership with the Eno Transportation Foundation, recruits transportation professionals, post-graduate and graduate students to live in National Parks and help solve a wide range of transportation challenges.

"Planning alternative transportation solutions at Glacier National Park has been a challenging and rewarding experience. One of the most interesting aspects of my work



Susan Law working on a visitor traffic study at Glacier National Park.

has been maintaining the delicate balance of Park transportation needs with resource preservation and visitor access," explains Susan Law, a recent graduate of California Polytechnic State University, who is living and working in Glacier National Park.

Susan is one of the many Ford Proud Partner Transportation Scholars who have been working with National Parks around the nation. For example, a scholar in Washington, D.C. evaluated the transit connections between National Parks

and other tourist attractions. At Buffalo National River, Scholar Nate Conable helped the Park devise a strategy for implementing a shuttle service that relieved traffic congestion around the popular boat launch sites on the River.

Scholars serve from three months to one year, and a new group is recruited each spring. Their expertise is making a real difference in Parks around the country and the solutions they create will greatly enhance the visitor experience while helping protect our environmental resources.

Transportation Interpreters

Because Ford believes that a National Park transportation experience can be entertaining and environmentally sound, Ford is sponsoring a program that places Transportation Interpreters in National Parks, visitor centers, on Park trails, and aboard transit vehicles like ferries and shuttles. Their job is to help make your Park visit more enjoyable and to spread the word about the importance of alternative transportation. In partnership with the Student Conservation Association, the National Park Foundation has placed more than 100 Ford Proud Partner Transportation Interpreters in over 35 National Parks around the country.

Fran Norton, Chief Ranger at Ft. Sumter National Monument, describes the experience of one Park visitor: "He had taken his two boys to Ft. Sumter this summer and the boys were thrilled to have a 'ranger' ride out with them and back to answer all their questions. The boys felt special because of all the attention they received."

A new class of Proud Partner Transportation Interpreters is recruited every summer. Ford and the National Park Foundation are proud to be sharing the National Park experience with Park enthusiasts across the country.

