

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

First Annual
Centennial Strategy for

Haleakala National Park

August 2007

CENTENNIAL INITIATIVE



Site: HALE

Year: 2007

Vision Statement

Haleakalā National Park houses a unique opportunity to preserve a maturing Hawaiian volcanic landscape nurturing and sustaining unique biotic ecosystems and a rich cultural heritage.

As a Native Hawaiian "Wahi Pana" (storied place), Haleakalā is a tangible and living connection to the lifeways, beliefs and language of "na poe" (the people).

From high peaks to verdant green and black seashore, natural ecological processes showcase their wonder in over 24,000 acres of protected wilderness.

Haleakalā is a model of effective, professional, state-of-the-art resource protection, visitor service and management through:

- * Providing opportunities for safe and stimulating immersive experiences that capture the imagination, engage the senses and inspire a diverse, mobile and technologically knowledgeable citizenry, with a particular focus on youth. Opportunities, regardless of origin, meet high standards defined and guided by the park.
- * Acting as stewards to restore and preserve natural and cultural resources within park boundaries, incorporating Native Hawaiian protocols and generational knowledge and using modern methods based on scientific excellence. Actively defending resources from natural and social threats inside and outside our borders. Inspiring and supporting the same ethic with our neighbors and partners by sharing knowledge and resources to promote a global land ethic.
- * Maintaining and constructing infrastructure in a sustainable, green and efficient fashion, incorporating holistic planning efforts and low carbon footprints. Honoring historic and traditional intent while balancing modern and future needs with resource protection.
- * Using model management and leadership practices that create a culture of respect, communication, professionalism and teamwork. Employees and partners at all levels understand their roles and responsibilities, feel supported and encouraged to grow and learn, and feel empowered and included in the management of the park to the point that
 - Haleakalā is seen as a rewarding place to work internally and externally,
 - The park is regularly consulted as an example of effective, viable and long-term leadership and management,
 - Contractors and commercial users mirror the park's efforts and vision,
 - Employees are valued and actively sought by other organizations for their expertise and knowledge gained at Haleakalā.

Haleakalā is an icon National Park for the 21st century and beyond.

Park/ Superintendent/ Program Manager

Marilyn H Parris

Site: HALE

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)

Rehabilitating trails, expanding visitor facilities, providing exhibits and educational material in and out of the park, and providing timely information will reduce visitor impacts on the landscape and increase opportunities to make meaningful connections at Haleakalā.

* Pre-Visitors: Create podcasts, publications and highly interactive websites accessed in the home, at the airport and in outreach kiosks.

* School Children: Construct new Environmental Education Center; deliver Maui-specific curricula and programming.

* Summit Visitors: Rehabilitate and maintain Summit trail system with up-to-date signage; orient, inform and inspire through expanded visitor centers, new exhibits, multimedia content, and audio CD and a new park film.

* Kipahulu Visitors: Construct an Architectural Barriers Act Accessibility Standards (ABAAS)-compliant trail at Kipahulu; provide innovative cultural demonstrations; construct parking lot and campground low-flow restrooms; write a comprehensive development plan to guide the park and prioritize infrastructure.

* Post-Visitors: Offer new, innovative interpretive products at remodeled and expanded bookstore outlets.

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

Site: HALE

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.**

Haleakalā will rehabilitate five historic buildings from fair to good condition based on List of Classified Structure definitions. These buildings are: Holua Visitor Cabin, HQ-17 Barracks, Paliku Visitor Cabin, Paliku Patrol Cabin and HQ-21 Stone Building. This will increase to good condition 20 of the park's 40 historic structures.

Via bulletin boards found inside each visitor cabin, the park will display that cabin's history; both were constructed during the mid-1930's. About 33 percent of cabin users are local Maui residents, and the display may instill a sense of pride and appreciation in the park's effort to preserve a part of Maui's history.

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

Haleakalā will cyclically replace old fences with the technologically best available methods and materials lasting twice as long as previous materials. Fences create feral-animal-free management zones where the planting of USFWS-declared endangered and threatened species, and park Species of Management Concern results in sustaining or improving populations for 25 of 50 species.

Plantings in the crater focus on native species that will improve native bird habitat including the endangered Maui parrotbill. Aided by volunteers and partners, and accelerated planting program for Haleakalā silverswords allows the plant to be removed from its threatened status.

Staff incorporates Native Hawaiian techniques to control aggressive non-native plants in former cultivation areas. Through a cooperative effort including Maui County, the highly-invasive *Miconia calvescens* (green cancer) and pampas grass is destroyed when found, and aerial reconnaissance detects its presence within the park or on nearby lands. Through volunteer help, high-profile and new weeds along six miles of the Sliding Sands trail is removed.

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Site: HALE

STEWARDSHIP

☒ **Improve the condition of park resources and assets.**

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

Haleakalā continues to explore and develop facilities that are efficient, sustainable and accessible to a diverse group of visitors and employees. The park ensures that existing facilities are properly maintained and are compliant with current safety and accessibility standards.

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☒ **Improve the natural resources in parks, as measured by the vital signs developed under the Natural Resource Challenge.**

Vital Signs program implementation will be initiated by the Pacific Island Network's Inventory and Monitoring team with close coordination and participation by Haleakalā park staff. Water quality will be monitored yearly. The climate component will be monitored continuously through data received by several on-site locations. A detailed survey of the park's freshwater animal communities and landbirds will be initiated in 2008 with a three-year recurrence cycle. The seabirds component surveys will be on a five-year recurrence cycle. Landscape dynamics surveys will be initiated in 2010 and repeated in 2015. Two components, established invasive plant species and focal terrestrial plant species/communities, have been ongoing by park staff but these components will be re-initiated in 2011 with five-year recurrence.

Additional components may be added to the park's list if additional resources are found. These include insectivorous bats, fish harvest and early detection of invasive plants.

Through vital signs monitoring, the park will identify additional resource threats and take appropriate management actions to mitigate the threats in priority order.

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☒ **Complete all cultural resource inventories for designated priority resources.**

Prior to developing management action plans for newly acquired lands, cultural resource inventories (CRI) need to be completed. Future additions such as the potential Nu'u parcel, a key component of the Leeward Haleakalā Watershed Restoration Partnership, will need to be surveyed, resources documented and potential threats identified with action plans implemented to mitigate these threats. The development of the management plan for the recently acquired Ka'apahu parcel, a part of the park that encompasses the East Maui Watershed Partnership lands, will include a CRI component. Funding proposals for any management action for an affected area not previously

Site: HALE

STEWARDSHIP

☒ Improve the condition of park resources and assets.

surveyed will include a CRI component.

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Site: HALE

STEWARDSHIP

☒ Assure that no compelling chapter in the American heritage experience remains untold and that strategically important landscapes are acquired, as authorized by Congress.

☒ Other Park/ Program performance goal(s)

One of Haleakalā's challenges is to locate, record and tell of the heritage experiences related to the park. Identifying and prioritizing cultural information based on themes is critical to our success. A cultural resource inventory will determine where and how to access heritage resources. Native Hawaiian, ranching, Civilian Conservation Corps, National Park Legacy and resource management histories are all important. An oral history collection process and program will prioritize potential sources and systematically record important information from first-hand experience. Chance encounters will also be addressed by the program.

Once collected, heritage information will be presented in the form of a new park film, exhibits, podcasts and web content, administrative histories, publications and content for ranger-conducted activities and interpretation.

Cultural landscape studies, historic inventories and applied research will help identify and record significant heritage resources related to the park. Contiguous landscapes are being identified and prioritized for potential land acquisition, including Hosmer Grove camping area, in-holdings in Kipahulu and coastal lands at Nu'u.

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Site: HALE

STEWARDSHIP

☒ **Serve as the Preeminent resource laboratory by applying excellence in science and scholarship to understand and respond to environmental changes.**

☒ **Other Park/ Program performance goal(s)**

Haleakalā NP continues to serve as the lead in environmental stewardship for Maui.

Engaging in formal partnerships in the agreement process, we share and extend environmental stewardship and education inside and outside the park. Formal agreements will double by 2016.

The park is a major partner in two watershed partnerships: East Maui Watershed and Leeward Haleakalā Watershed Restoration. We encourage increased partner and community involvement in restoring east Maui's watersheds. Park staff provides the expertise in feral animal and alien plant control techniques as well as restorative plantings. Facilitating the hands-on learning process, park staff serves as mentors to the partners.

The park's volunteer program is used to provide locals as well as those from the mainland, hands-on resource and maintenance projects to increase environmental stewardship awareness at local and national levels.

New exhibits and media will inform and encourage visitors to volunteer and support partnerships at the formal and informal levels. Donations to the park will double by 2016.

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Site: HALE

STEWARDSHIP

☒ Encourage children to be future conservationists.

☒ Other Park/ Program performance goal(s)

In 2008 Haleakalā NP will hire an outreach and education specialist. This position will:

- * Revise 4-6 grade curriculum by 2009, encouraging stewardship activities.
- * Expand the curriculum to K-3 and early childhood development programs by 2010, getting children immersed and playing in the park.
- * Develop on-site activities for families by 2011, including guided and self-guided hikes and overnight excursions.

The park will construct an education center by 2010, encouraging schools, visitors and teachers to participate in activities. Teacher workshops and introductory training on camping and outdoor education will be sponsored twice a year, reaching 75% of Maui teachers. A web-based program and teacher packet will be developed in 2009 to encourage out-of-state teachers and children to teach/learn about stewardship at Haleakalā and the NPS. High school internships will be developed by 2009. By 2016, a "career ladder" involving internships, seasonal work and eventual hiring will be created with a goal of filling vacancies with qualified applicants that visited and learned about the park since kindergarten.

By 2009, the Junior Ranger program will be expanded to reach K-12 grades.

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Site: HALE

ENVIRONMENT

☒ Reduce environmental impacts of park operations.

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

Haleakalā NP will continue to explore ways in which to reduce its environmental impact on air and water quality. The park will increase the pumping and storage capacity of the Kipahulu well and storage tanks that provide drinking water for park visitors and employees, thereby eliminating the need for the park to purchase bottled water. This will reduce the amount of waste (water bottles) disposed in park receptacles.

Park staff will remove the remaining trespass cattle in Kipahulu having access to Oheo stream. These cattle have a direct impact on water quality and, by extension, employee and visitor comfort and health. This action will assist in protecting the natural resources in the area by reducing the amount of grazing and foot traffic.

The park will purchase a sanitary pumper truck to maintain the septic tanks and vault toilets throughout the park in a timely and efficient manner, thereby reducing the risk of sewage spills or backups which disrupt park operations and present a safety hazard.

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Site: HALE

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.**

Haleakalā NP will become an environmental leader through an active environmental management program, striving to become carbon-neutral, utilizing green and sustainable construction practices, and highlighting these and related issues in public education programs in and outside the park. The program will identify areas in need of improvement and recommend corrective action.

The park will seek international certification in sustainable building practices and incorporate green building materials in all future projects, such as its education center. The use of recycled and sustainable materials will be encouraged and promoted through contracting, acquisition, installation and maintenance.

Haleakalā will adopt Leadership in Energy and Environmental Design (LEED) standards for all future construction activities and seek to retrofit existing structures and facilities to meet these standards. Short of being able to achieve LEED standards for historic structures, the park will strive to meet as many standards as possible by indentifying areas that can be improved.

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

Haleakalā will increase the generation and use of photovoltaic electricity to power the Kipahulu visitor center as well as the maintenance, law enforcement/protection and resource management offices and facilities. The Kipahulu district currently receives over 800,000 visitors per year and is not tied to any commercial electrical grid system.

The park will install passive solar hot water heating systems on the roofs of the seasonal quarters and laundry facilities located in the Summit district in order to reduce the amount of propane and electricity required by the facilities.

The park will also research the feasibiltiy and cost-effectiveness of implementing photovoltaic systems in the Summit district in an effort to reduce the use of conventional energy resources.

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Site: HALE

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.

Haleakalā NP continues to facilitate partnerships with volunteers to reconstruct four miles of the Sliding Sands trail. This project eliminates ruts and curtails erosion that occurs along the trail corridor spanning from the summit to the crater floor. This will increase hiker comfort and make the crater more accessible to visitors. Trail rehabilitation will encourage visitors to explore the vast areas of the park only accessible by foot.

The park will also make modifications to the walkways leading to Pu'u'ula'ula (Red Hill Observatory) so that it will be compliant with the Architectural Barriers Act Accessibility Standards (ABAAS). The park will evaluate and explore the possibility of making a portion of the Hosmer Grove Nature Trail compliant with ABAAS.

Trail improvements and construction will be carried out in the Kipahulu district. The park will construct an ABAAS-compliant trail from the visitor center to Kuloa Point, with a viewing terminus overlooking the pools and waterfalls. This project will provide protection to the area's natural resources by eliminating social trails and providing a safe, level walkway for visitors and employees.

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Site: HALE

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.

Over the past thirty years, volunteers have played an important role at Haleakalā NP. The park has several permanent employees who started as volunteers. By 2016, the number of volunteer hours will be doubled from the 2006 level.

The park's Volunteer-in-Parks (VIP) coordinator will create a cadre of volunteer leaders that will be trained to lead and manage groups. Work projects will include non-native plant removal, trail reconstruction, cabin maintenance and animal surveys. The VIP coordinator will recruit for individual and group volunteers through the park website, media releases, displays at fairs, word-of-mouth, posted announcements, the Student Conservation Association and continued communication with active groups.

Park staff will assist the VIP coordinator through increased contacts with local schools, community associations and clubs to promote volunteerism and potential career opportunities.

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Site: HALE

RECREATION

☒ Expand partnerships with schools and boys and girls associations to show how national park experiences can improve children's lives.

☒ Other Park/ Program performance goal(s)

Boy and Girl Scouts have merit badges directly related to Haleakalā and each troop on Maui visits the park.

Experiential learning, Night Out with the Ranger and community events targeting churches, after-school programs and youth groups will encourage interaction with the park and staff in a safe, non-threatening fashion.

Advanced service learning trips into the backcountry will further connect the more experienced groups and foster potential volunteer and youth leaders for the park.

The Leave No Trace program will target specific groups that use the backcountry and encourage wilderness ethics and provide skills.

100% of overnight backcountry users will see the backcountry orientation program at the visitor center or as a download.

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Site: HALE

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.**

Haleakalā NP will partner with all the NPS sites in Hawaii to call attention to recreational, service learning and educational opportunities throughout the state, especially focusing on the three small parks of Hawaii.

An NPS Sites of Hawaii long-range interpretive plan will be completed by 2010, highlighting common themes and approaches to all the parks in Hawaii.

An NPS rack card and brochure will be produced and distributed statewide focusing on the above themes. Universal and shared thematic waysides will be designed, produced and installed in all parks focusing on common topics such as whales, culture and World War II activities.

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

An interpretive and educational activity calendar will be produced in 2008, based on Hawaiian time concepts and state and national theme periods, which will drive interpretive services at Haleakalā NP. This will identify specific activities such as cultural festivals, fishing and farming demonstrations, Hawaiian games and other activities. These will be advertised and distributed to the tourism industry.

3-day, park-sponsored institutes for the in-depth study of natural and cultural topics or artistic explorations will be conducted on a fee basis.

The cruise ship industry will be approached for funding and space to provide targeted programs including shipboard orientations, step-on guides and cruise-ship-specific publications.

All tour guides under commercial use authorizations will be required to undergo park-approved certification. A comprehensive curriculum will be created and college-level credits offered, targeting current, new and aspiring guides, rangers and tour leaders, thus setting a standard for interpretive services.

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Site: HALE

EDUCATION

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

☒ **Other Park/ Program performance goal(s)**

An education center is built in the park and utilized by 75% of Maui schools as a resource and field school. The center is certified to provide continuing education credits to Hawaii teachers. A two-week summer course on Haleakalā is offered annually to 30 teachers, and a short course introducing Hawaiian natural history is offered every six months for new teachers.

Haleakalā education curriculum is taught in 75% of Maui public schools and 80% of Maui school children visit Haleakalā between grades 4 and 8. The curriculum is expanded into high school.

The Junior Ranger program expands to include young children and teens, contacting 50% of visiting families. A web ranger activity section is created for Haleakalā. A teacher packet is developed and distributed nationally highlighting the natural and cultural resources of Hawaii's national parks during the month of May, as Pacific Islander Month.

An events calendar is created highlighting Hawaiian time concepts and driving the interpretive and educational activities at Haleakalā in culturally appropriate and meaningful ways.

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Site: HALE

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.**

Haleakalā NP will create an audio CD mixing music, narration and vivid description to orient drivers to the summit of Haleakalā as they make the half-hour drive to the overlooks.

All formal ranger programs will be recorded and converted to interactive podcasts starting in 2008. These can be downloaded before or after a visit and will be constantly added to in thematic ways.

Interactive panoramas of remote locations will be added to the park website in a virtual tour that will "take" visitors to locations generally inaccessible to the public. They will include hot buttons for additional information and navigation, and will provide visitors the capability to manipulate museum objects in virtual space.

A large format digital display will be installed in Summit visitor centers, providing imagery and information typically requested. Weather, location and route information will cycle. If a specific question arises, staff will be able to navigate to video or illustrated content that reaches not just a few, but many people in the visitor center.

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Site: HALE

EDUCATION

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

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

Haleakalā NP will collaborate with local community colleges and universities to provide meaningful student projects that could attract potential employees to work for the NPS.

A comprehensive Haleakalā National Park Interpretive Guide certificate will be offered for certification of all commercial guides operating in the park and as a recruitment tool for interested students. 80% of all guides in the park will be certified at any given time, with certification being offered two times a year.

Ranger- and volunteer-led service trips into Haleakalā's backcountry will expand beyond weed control into "ownership" sections where specific volunteer groups are responsible for specific locations in the park. Education plots will be created throughout the park highlighting hands-on resource management for school groups and visitors.

Three-day intense seminars will be offered quarterly on focused subjects including wildlife, art in the parks, photography, writing and resource management.

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Site: HALE

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.**

Haleakalā NP will invest in staff training in facilitation, collaboration, foundations and fundraising, partnerships and agreements. 80% of park supervisors will have this skill set by 2016.

An association of protected areas and educators will be created to leverage limited resources into a network of interconnected experiences that reinforces common themes throughout the state. 75% of governmental and non-governmental heritage content providers on Maui will meet quarterly by 2011.

A partnership with the Hawaii Tourism Authority (HTA) will emphasize authentic Hawaiian experiences including all the national parks of Hawaii as a unified thematic way to visit the islands. HTA will launch a major public relations campaign for 2016 on Hawaii and national parks.

Haleakalā will reach out to the public to form support, a foundation and action groups that support the parks. By 2011 Haleakalā will have a Foundation.

All partners and commercial services providers will receive copies of and be oriented to the park's mission, vision and values.

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Site: HALE

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.**

By inspiring public trust through effective, viable management of its people and resources, Haleakalā NP attracts and recruits a diverse workforce that mirrors the multifarious population demographics of the State of Hawaii and the nation, with equal opportunities that can enrich anyone, regardless of national origin. Employment opportunities are advertised effectively and to a wide audience, so that applicants from diverse ethnic backgrounds routinely apply to vacancies. To the greatest degree practicable, vacant positions are advertised as career-ladder, multi-grade developmental opportunities, in order to foster leadership and management excellence from within the organization.

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

Haleakalā NP, by virtue of its cultivation of an internal culture of mutual respect, inclusive communication, professionalism and teamwork, is a rich and rewarding place to work. Employees feel supported, encouraged and empowered to participate in meaningful, fulfilling activities that perpetuate and promote the mission of the park. Employees at all levels of the organization value diversity, practice teambuilding, and defend each others' safety and well-being.

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Site: HALE

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.**

Visitor safety messages are given in a variety of media including web-based training, digital media distributed at the park gate, visitor center exhibits, a park film, real-time weather and viewing conditions displays and uniformed presence in the front and backcountry of the park.

Visitor expectations and perceptions are reoriented away from thrill-seeking recreation toward appreciation of wild and natural environments. The public awareness of the threats a natural area poses is increased.

Employee safety continues to be a primary focus. By 2009, supervisors will require safety orientation and certification as necessary to ensure employees are fully capable and proficient in equipment operation and hazards of working in a rural and wilderness environment.

All divisions will have job hazard analyses completed for 100% of activities by 2009, and all staff will be familiar with this tool.

100% of accidents are timely reported, analyzed for trends, and recommendations for remediation or correction occur within 48 hours of investigation.

The lost-time accident rate decreases by 25%, until zero lost-time accidents is achieved by 2011 and maintained thereafter.

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Site: HALE

PROFESSIONALISM

☒ **Model what it means to work in partnership.**

☒ **Other Park/ Program performance goal(s)**

Haleakalā NP is fortunate to have a number of committed partners who work collaboratively towards meeting the goals of the park. These groups range from Friends of Haleakalā, Hawai'i Natural History Association, Maui Invasive Species Committee and Kipahulu Ohana to the many individuals who generously donate their time and money. The support these partners provide is invaluable to the operation of the park. These groups and individuals provide assistance with park operations and provide vital links to the wider community. NPS employees, as well as the countless volunteers and groups that work in partnership with the park are ultimately concerned with and dedicated to the protection of the natural and cultural resources located within the park and, by extension, the wider community. The park provides a venue for education and recreation that is accessible to a diverse group of visitors. The assistance that the park receives from its partners ensures that the resources located within the park and the invaluable education they provide will be enjoyed for years to come.

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Site: HALE

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.**

Haleakalā NP will assist our partners in many aspects of their fundraising efforts. We will create a collaboratively-driven fundraising plan that will further the NPS mission. By creating a fundraising plan with the assistance of our partners, we will ensure the goals and best interests of the park are kept at the forefront. The park will also explore new avenues of communication with the larger community, thereby encouraging greater participation in resource stewardship. The park and the natural and cultural resources within it are invaluable educational resources that should be shared with the wider community. Aside from ensuring that employees represent and embody the mission of the NPS both at work and beyond, increased publicity for educational events offered by the park and its partners will increase community awareness and involvement. Increased publicity about park facilities and opportunities for both visitors and employees also provides greater community awareness.

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