

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

First Annual  
Centennial Strategy for

# Grand Canyon National Park

August 2007

CENTENNIAL INITIATIVE



Site: GRCA

Year: 2007

**Vision Statement**

Our country's lands, resources and events shaped who we are today—they provided the setting, wealth and images that help define our vision and values as a Nation. Our National Parks sustain the premier lands, resources and places that form the United States—they tell the stories of America. They inspire us. And they provide for the health and enjoyment of current and future generations.

More than 100 years ago, Theodore Roosevelt made conservation a national priority by establishing the first national monuments. Ninety-one years ago, America invented national parks—an idea that spread around the world. The protection, use and enjoyment of our parks were at the heart of a conservation initiative unique to America.

In less than 10 years the National Park Service will be 100 years old. We must act now to prepare the parks for their centennial birthday, but more important, we must ensure that the parks will continue to be the guardians of our nation's heritage for the next 100 years.

Our grandchildren - and their grandchildren -- need to be able to walk in the footsteps of Martin Luther King, experience the splendor of the Grand Canyon, walk the path of Pickett's Charge, climb Denali, or imagine arriving at Ellis Island as their ancestors did, with nothing but the clothes on their back to start a new life.

Grand Canyon is a geological wonder; it is a place of great biological diversity and serves as an ecological refuge. Grand Canyon has internationally recognized scenic vistas, qualities, and values and with ever-changing and colorful scenery of enormous proportions, it is widely considered one of the world's most beautiful natural areas. The inspirational and spiritual values of the canyon project a sense of timelessness.

Our present and future generations need to know that we as a country will protect the heritage and places and commemorate the events of past and future America. The Centennial Challenge will protect the parks, connect people to the parks and ensure the financial sustainability of the parks— because they are our heritage

**Park/ Superintendent/ Program Manager**

Steve Martin

Site: GRCA

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)

Make the Canyon more relevant, more accessible, more family friendly and a showcase of American conservation ideals for the World using advanced technologies that revitalize the visitor and link them with recreational, educational and inspirational experiences. Through these experiences visitors will learn about Grand Canyon as a geological wonder within a dynamic ecological and socio-cultural system and connecting them to the resources across and within varying levels of activities.

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

**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.**

Through restoration and re-use of the Powerhouse, we will be able to link current and future visitors to the values and opportunities represented in their National Parks. A Native American center would be dedicated to the local, regional and national relationship of tribes, the canyon and all National Parks. Discussions would focus on geology, global warming, environmental change, recycling, and people's effect on the environment. The "Conservation of the West" would be demonstrated through story telling of boats, the railway, stagecoaches and early tourism. Additional display would project into the future of parks and public land resources and demonstrate how resources can be protected and potential impacts if they are not. A collection of art would demonstrate the meaningful and varied artistic responses of artists around the world.

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

Continue to be a leader in the implementation of the NPS Asset Management Strategy. Align park priorities with the five year project plan to reduce the overall maintenance backlog in high priority assets.

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

Move forward with a Resource Stewardship plan that encompasses broad landscape issues, impacts to the natural resources and associated recreational experiences.

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

Move forward with cultural resource inventories as part of a Resource Stewardship plan encompassing cultural resource categories including archeology, historic buildings, structures and landscapes, ethnographic resources and tribal values.

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Site: GRCA

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)

With six of the seven life zones being represented within the Grand Canyon region, there is a unique opportunity to explore and understand the effects of climate change on various ecosystems.

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Site: GRCA

STEWARDSHIP

Encourage children to be future conservationists.

Other Park/ Program performance goal(s)

Connect the younger generation from all different ethnic backgrounds to the park resources by having a kids view of the canyon. Our environmental education center will be a learning laboratory with activity stations for school groups and young visitors that teach them hands-on science and conservation projects. This ideal would be reflected in the teacher-ranger-teacher program at the canyon as a way to connect kids from around the country to our National Parks.

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Site: GRCA

**ENVIRONMENT**

**Reduce environmental impacts of park operations.**

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

Fully utilize green practices in energy use, waste management, structural designs and procurement. Through planning efforts, such as the Fire Management Plan, analyze landscapes in order to fully understand the potential benefits and/or impacts of resource management activities. Work with park partners and concessioners and incorporate management practices that lessen the park's carbon footprint.

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

Educate visitors, including all generations, on the ideals of natural quiet, resource preservation, and viable ecosystems that inspire them to take an active role in the preservation of our planet for future generations. Demonstrate the impact of climate change and global warming on resources in a way that educates the visitors and encourages them to do their part to lessen those impacts.

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Site: GRCA

**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.

Demonstrate to our visitors how, through conservation activities, no matter how large or small, you in your every day lives can make a difference to the potential impacts climate change can have to our critical ecosystems.

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

Continue to explore alternative fuel options for all park operations on land, air and in the river as a means to transport visitors or accomplish daily work. Through carbon imprinting build a foundation from which to examine those activities, or changes in work activities that have the greatest potential benefit to park ecosystems.

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

Having set the standard in energy environmental design at the park with the maintenance facility, carry forward to other facilities upgrades and operations the mindset necessary to maintain this standard.

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Site: GRCA

**ENVIRONMENT**

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

Other Park/ Program performance goal(s)

Engage in knowledge-based training and instruction to enhance our understanding and commitment to a sustainable environment. Through sister park relations, teach and inspire in others a sense of what conservation efforts and sustainable practices can accomplish for future generations.

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Site: GRCA

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.

Build a legacy of trails throughout Grand Canyon National Park both above and below the rim that makes that canyon accessible to all visitors. Provide an experience that guides visitors to ponder, explore and understand the magnitude of geologic time, the stories encoded by Grand Canyon rock layers and landscapes, and the varying human histories. Connect the local community to the park in a way that provides for varying experiences by hiking, biking, horseback, mule or mass transportation.

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Site: GRCA

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.

Expand our volunteer opportunities so as to encourage youth groups, elder hostels and other volunteer organizations. Through partnerships, engage all ages of volunteerism in park activities that provide recreational opportunities and help to maintain park facilities.

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Site: GRCA

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)

Continue to expand our environmental education program through programs such as the teacher-ranger-teacher and the traveling trunk. Provide more opportunities to facilitate travel for low-income schools to the park so students have an opportunity to see what our National Parks are all about. An opportunity they may not have otherwise.

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Site: GRCA

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.

Utilize the powerhouse as a hub for an array of interrelated National Park Centennial themes that carry themselves through to other parks within the system. Educate the visitor to the National Park Service and the varying opportunities they provide all across the country from historical landmarks, trail systems, national monuments, seashores and recreational areas.

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

Provide family-friendly activities and adventures by creating programs, facilities, trails, activities and technologies that share the historic, scientific and cultural importance of the parks.

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Site: GRCA

EDUCATION

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

Other Park/ Program performance goal(s)

Broaden the horizons of today's youth through our web-based Junior Ranger Program making the park more accessible through the use of technology that stimulates, educates and inspires. Encourage, educate and inspire teachers all across the country to join the teacher-ranger-teacher programs provided by National Parks to take back a wealth of knowledge to be shared with students of all ages.

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Site: GRCA

**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.

By installing high-tech exhibits that encompass a variety of advanced technologies that appeal to the youth and our diverse society, we hope to capture their imaginations and inspire them to continue to seek out the wealth of knowledge that can be gained through visiting our National Parks in person as well as through the web.

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Site: GRCA

**EDUCATION**

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

Other Park/ Program performance goal(s)

Regain ownership of, restore and adaptively use historic structures along the rim as interpretive centers. The Desert View Watchtower could be used to educate visitors on Native American history, influences and the legacy of tribal cultures at the Grand Canyon. Lookout Studio could be used to focus our younger generation on the excitement you can find in nature. Hermits Rest could be used to mark the sustainable nature of activities, such as hiking and backpacking in the Grand Canyon; carrying a lasting legacy into the next generation.

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

Site: GRCA

**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.

The rehabilitated Powerhouse building will tell the stories of the Native American tribes, discuss the effects of climate change on our National Parks, and tell the stories of early explorers, scientists and tourism. It will provide a dynamic venue for educating visitors, researchers, and school groups through the sharing of museum collection articles, art from all around the world, and by expanding environmental education opportunities.

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

Site: GRCA

**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.**

Through the creative minds of our recruitment committee continue to emphasize and explore methods to attract applicants that reflect the diverse population within and around the park. Strive to enhance our workforce by holding workshops, job shadowing, and other creative programs around the region and on the reservations that attract local tribal interests and other diverse populations.

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

Direct resources to be used to enhance worklife issues and professional development as a vehicle to achieve higher goals for developing and maintaining our workforce. Focus on housing, office space and duty stations and make meaningful decisions that reflect a commitment to making employees at Grand Canyon feel appreciated, valued, as well as connected to and a part of the successes in fulfilling our mission.

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Site: GRCA

**PROFESSIONALISM**

**Use strategic planning to promote management excellence.**

**Establish a structured professional development curriculum to provide park managers with the skills to apply best business practices and superior leadership.**

Utilize the Core Operations process to bring together managers and establish leadership standards we strive to meet in our daily actions. Develop common goals and a park-wide focus amongst all divisions which are key to moving the park forward and showcasing the accomplishments reflective of the park's iconic images. Provide managers with the tools necessary to succeed whether through formal training, additional educational opportunities or hands-on experience in other parks.

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Site: GRCA

**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.

Continue to strive to meet the safety improvement standards reflected over that last couple of years at Grand Canyon. Focus on safety through frequent walk-arounds by all employees at all levels. Reflect management commitment through the executive safety committee and the charge of the employee safety committee. Be available as a regional resource to help other parks in the system to achieve a high standard of safety.

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Site: GRCA

**PROFESSIONALISM**

Model what it means to work in partnership.

Other Park/ Program performance goal(s)

Foster a shared vision with the local community, businesses, non-profits, individuals, organizations and federal and state agencies that represent a model for conservation, resource protection and exceptional visitor experiences. Collaborate on ideas and projects that enhance park opportunities or operations and work together to send a message that reflects a commitment by all parties.

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Site: GRCA

**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.

Develop partnerships that work with Grand Canyon staff to protect the park's resources and provide opportunities for visitors to connect with the canyon. Create a shared vision that captures the hearts and minds of people from around the world. Focus on efforts that value the significance of the canyon's rich geologic history, high biological and ecological diversity and long and varied human history.

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