

THE
FUTURE
OF
AMERICA'S
NATIONAL
PARKS

First Annual
Centennial Strategy for

Padre Island National Seashore

August 2007

CENTENNIAL INITIATIVE



Site: PAIS

Year: 2007

Vision Statement

The National Park Centennial Initiative will help Padre Island National Seashore advance its role as a community, regional, and international leader in natural and cultural resource stewardship.

We will work cooperatively with surrounding and distant communities to build interest and support for park, regional, national, and international issues and interests.

We will be creative in our endeavors to ensure that the public understands, values, and appreciates the role of the park as a barrier island and as a unit of the National Park Service.

We will strengthen our relevancy to an increasingly diverse and urbanized America in order to maintain the public's cultural tie to the park.

Park/ Superintendent/ Program Manager

Darrell Echols

Site: PAIS

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.

Restore the historic Novillo Line Camp.
Evaluate historic archeological maritime sites representing early Spanish exploration.

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

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

Undertake an All Taxa Biological Inventory.

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

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

Implement an inventory and monitoring program at the park that follows the processes and objectives of the national inventory and monitoring program.

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

Other Park/ Program performance goal(s)

- Monitor and protect endangered Kemp's ridley sea turtles utilizing the Texas coast.
- Research how federally threatened Piping Plovers utilize park habitat.
- Restore tidal flat habitat damaged by illegal off-road traffic.
- Understand the affects of beach driving on park natural resources.
- Obtain land adjacent to the park's northern boundary to maintain its undeveloped condition.

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

Site: PAIS

STEWARDSHIP

Encourage children to be future conservationists.

Other Park/ Program performance goal(s)

Establish Vital Signs that will be used to improve park natural resources.

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Site: PAIS

ENVIRONMENT

Reduce environmental impacts of park operations.

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

- Expanded recycling program that includes alkaline batteries, cardboard, and other items.
- Develop a partnership with an organization to recycle glass products.
- Establish a system to recycle ammunition fired by park staff during training and qualifications.

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Site: PAIS

ENVIRONMENT

Inspire an environmental conscience in Americans.

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

- Develop a solar system that will operate the park's visitor center and other possible park operations.
- Establish a bio-fuels program for park vehicles.

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Site: PAIS

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.

- Develop kayak trails on ephemeral ponds and the Laguna Madre.
- Develop a system of bike trails that connect with Corpus Christi.
- Develop boardwalks and trails for park habitats that are not experienced by park visitors.
- Develop a transportation program to bring disadvantaged children to the park.

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Site: PAIS

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.

- Develop a "volun-tourism" program.
- Develop a program to involve the public in finding, reporting, protecting, and viewing nesting Kemp's ridley sea turtles and their offspring.

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Site: PAIS

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)

Develop a "Sea Camp" during the summer for school children

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Site: PAIS

RECREATION

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

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

- Develop a transportation program to bring disadvantaged kids to the park.
- Develop a Sea Camp during the summer for kids.

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Site: PAIS

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.

- Modernize exhibits, programs, and presentations to meet the needs of technologically proficient visitors.
- Develop park web cam programs to reach park virtual visitors.

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

Site: PAIS

EDUCATION

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

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

- Develop an environmental education center at the Malaquite Visitor Center complex.
- Develop traveling programs that can be provided to surrounding school districts.

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Site: PAIS

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.

- Develop an environmental education center at the Malaquite Visitor Center complex.
- Establish an amphitheater for traditional and new programs.

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Site: PAIS

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.

- Develop recruitment programs that allow the park to reach and retain diverse candidates.

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Site: PAIS

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.

- Provide comprehensive, mission-oriented training within an employee's first two years of service.

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Site: PAIS

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.

- partner with federal, state, and private entities that have exhibited robust and effective safety programs.

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