

THE
FUTURE
OF
AMERICA'S
NATIONAL
PARKS

First Annual
Centennial Strategy for

"Martin Luther King

August 2007

CENTENNIAL INITIATIVE



Site: MALU

Year: 2007

Vision Statement

The Martin Luther King, Jr. National Historic Site will be a world treasure embracing humanity in an environment that inspires peace, justice and equality. As established by the park's enabling legislation, the park is to preserve, protect and interpret for the benefit, inspiration and education of present and future generations the places where Martin Luther, King, Jr. was born, where he lived, worked, and worshiped, and where he is buried. While also interpreting the life experiences and significance of one of the most influential African Americans in the 20th Century. We believe in quality services that broaden the minds and connect the souls of the past to the present and for future generations, while cultivating for preservation of the King legacy, excellence in reputation and extraordinary visitor experiences. We will promote core values of commitment, competence, trust and trustworthiness, integrity, support, candor and quality.

Park/ Superintendent/ Program Manager

Judy Forte

Site: MALU

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)

The installation of a handicap lift at Martin Luther King, Jr. Birth Home and Ebenezer Baptist Church will allow all visitors the opportunity of having full access to the buildings. The park will also create projects in PMIS that will obtain accessibility parkwide:

PMIS # 82370-Emergency Ingress and Egress to the Visitor Center

PMIS # 133636-Replace Crosswalks and Signage.

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

Site: MALU

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.

The site has five historic structures listed on the LCS that are presently in poor condition. These properties are located next to the Birth Home of Martin Luther King, Jr. These projects are listed in PMIS as follows:

PMIS # 133303, Repair windows on three historic buildings at 493 Auburn Ave. units A,B and C.

PMIS # 133260, Replace three existing roofs at 493 Auburn Ave buildings A,B,and C.

PMIS # 133282, Paint and repair exterior siding at 493 Auburn Ave, units A,B and C.

PMIS # 59118, restore 518 Auburn

PMIS # 100596, restore 491 Auburn

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

Site: MALU

STEWARDSHIP

Set the standard of excellence in urban park landscape design and maintenance.

Other Park/ Program performance goal(s)

Develop an urban park landscape design for the historic site that will improve the pedestrian safety of park visitors and enhance the overall appearance of the historic site.

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

Site: MALU

STEWARDSHIP

Encourage children to be future conservationists.

Other Park/ Program performance goal(s)

MALU will expand the site's Junior Ranger and community outreach programs to be presented to diverse groups throughout metro Atlanta. MALU has created several PMIS projects regarding the Youth Conservation Corps (YCC) program.

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Site: MALU

ENVIRONMENT

Reduce environmental impacts of park operations.

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

MALU will expand the park's greening program for reducing the use of hazard chemicals use by park employees.

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Site: MALU

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.

MALU will expand the park's recycling program to include waste generated by park visitors. In order to carry out our mission, we will conduct our operation in an environmentally responsible manner, in accordance with NPS Director's Order 13A and other pertinent directives and executive orders related to the environment. One of the goals of our site is to become a leader in environmental stewardship of cultural resources in an urban setting. We will provide environmental training and educate our staff on how to comply with environmental laws and be environmentally responsible on and off the job.

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

Site: MALU

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.

Improve the sidewalks within the historic site that serves as an accessible trail that connects the parking lot to historic structures along Auburn Avenue.

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

Site: MALU

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)

MALU will expand the site's Junior Ranger and community outreach programs for diverse groups and the use of the Youth Conservation Corps (YCC).

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

Site: MALU

EDUCATION

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

Other Park/ Program performance goal(s)

MALU will expand the community outreach and Junior Ranger programs to be presented to diverse groups throughout metro Atlanta. MALU will develop a learning center for grades K-5 to assist students in learning about the National Park Service, the life of Dr. King, and the Civil Rights Movement. PMIS # 58132, Development of Curriculum Education Materials

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

Site: MALU

EDUCATION

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

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

MALU will develop curriculum-based education programs for the Children of Courage Discovery Center exhibition and expand the Junior Ranger program

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Site: MALU

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.

MALU will update wayside exhibits and improve visitor center facilities to make them accessible to all visitors and teach them about the life of Dr. King. Restore Ebenezer Baptist Church to its 1960-1968 period of significance.

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Site: MALU

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.

Develop park management team by team having quarterly leadership retreats. Institute employee recognition and incentive program to promote a high level of employee performance and satisfaction.

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Site: MALU

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.

MALU will establish a park safety team responsible for conducting quarterly safety meetings and training for all park employees. MALU will maintain proper signage at crosswalks and pedestrian access areas to insure employee and visitor safety.

PMIS # 133636, Replace Crosswalk and Signage

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