



Golden Gate National Recreation Area  
National Park Service  
U. S. Department of the Interior

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*"Bill Mott was always anxious to get people working together to solve problems with creative solutions, even when they were controversial. One of the characteristics of Bill's great accomplishments was his eternal optimism that any difficult job could be done one way or another. In virtually every aspect of his life, Bill Mott's work and achievements left all of us a much better world."*

— L. W. "Bill" Lane, Jr.  
Former U.S. Ambassador to Australia and Japan and  
retired publisher, Sunset Magazine

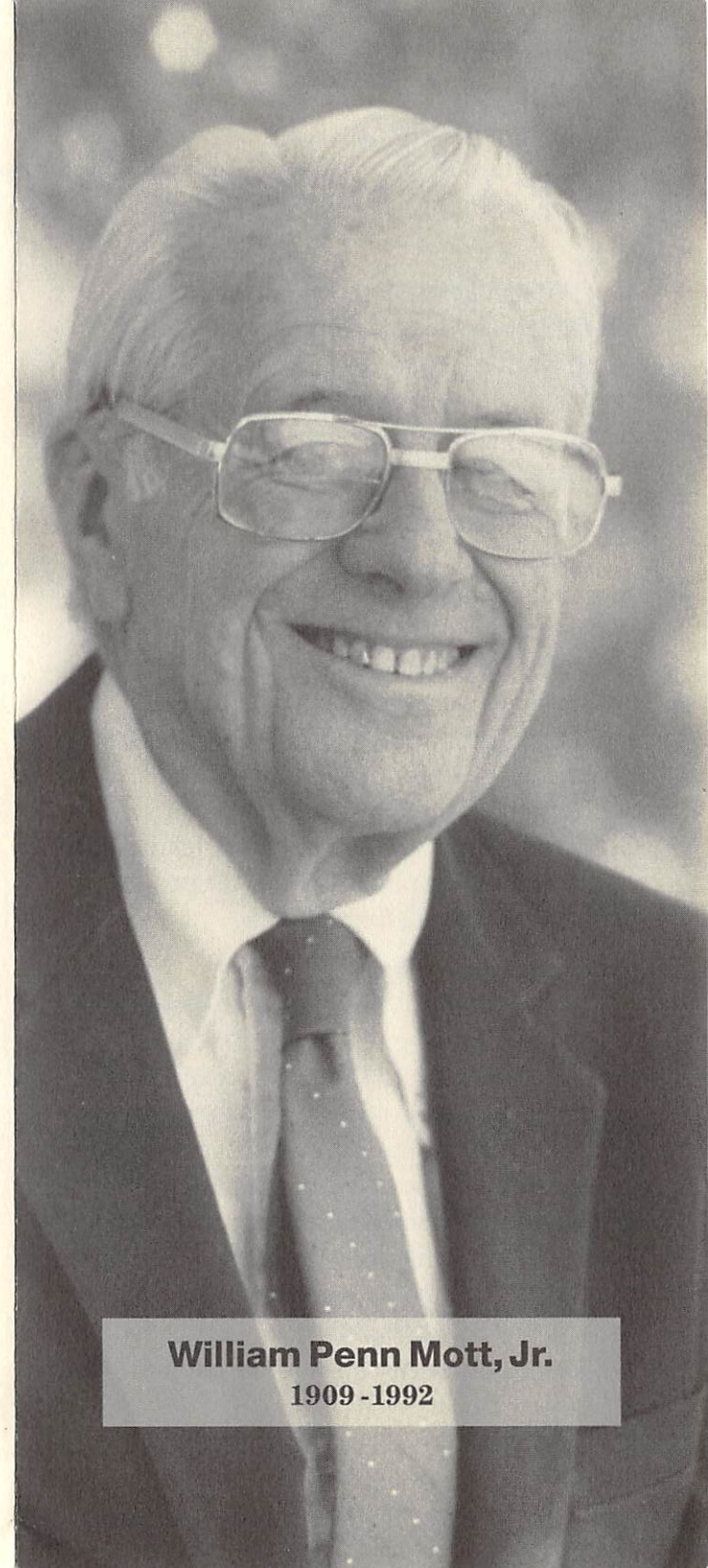
*"Bill Mott was a relentless and visionary crusader for the preservation of what is most beautiful and precious in our magnificent state. He served with distinction and dedication, and his legacy shall endure always in the great beauty that is ours to behold and at which future generations will marvel."*

— Diane Feinstein  
United States Senator

#### **Bill Mott's Principles**

During his exceptional career, Bill Mott articulated and lived by six guiding principles:

- Be visionary
- Think creatively
- Share the credit
- Educate your constituency
- Think big
- Never give up



**William Penn Mott, Jr.**  
1909 -1992

# William Penn Mott, Jr.

William Penn Mott, Jr., was an internationally recognized champion of conservation, parks, and recreation programs. In a career that spanned nearly six decades, he left a remarkable and enduring legacy of achievements.

## **“Parks for People”**

Born in New York City in 1909, Bill Mott was trained as a landscape architect at Michigan State University and the University of California at Berkeley. He began his professional career as a park planner in 1933 with the National Park Service in San Francisco. In 1946, he was appointed Superintendent of Parks for the Oakland, California, Parks and Recreation Department, where his philosophy of “parks for people” led to many lasting innovations.

## **Visionary Leadership**

From 1962 to 1967, as general manager of the East Bay Regional Parks District serving Alameda and Contra Costa counties in the San Francisco Bay Area, Bill Mott greatly expanded the district and instituted a naturalist program that reached out to audiences who had not traditionally been drawn to park education programs. He also conceived of a trail around the entire Bay Area, a vision that is becoming reality with the development of the Bay Area Ridge Trail.

Then-governor Ronald Reagan appointed Bill Mott director of the California Department of Parks and Recreation in 1967, a position he held for eight years. Under Mott’s leadership, the California State Parks Department more than doubled in size and achieved a position of distinction among park agencies.

In 1985, following a period during which he headed the California State Parks Foundation and the East Bay Zoological Society, Bill Mott was asked by President Reagan to serve as director of the National Park Service. As NPS Director, Bill Mott oversaw the creation of 17 new national park areas and was a strong advocate for preserving biological diversity and for science-based management decisions.

## **William Penn Mott, Jr., Visitor Center**

After he stepped down as director of the National Park Service in 1989, Bill Mott continued to serve the Park Service. At the time of his death in 1992, he was actively involved in planning the future of the Presidio.

Bill Mott was a person of tremendous enthusiasm and optimism. He inspired people around the country to work together on behalf of conservation, parks, and open space.

In 1996, Congress honored William Penn Mott, Jr.’s lifetime of public service when it named the Presidio Visitor Center in his memory.

*“What should the big picture of the Presidio be? Where is the vision that will stir our blood, that will be commensurate with the unique quality, beauty and inspiration of this world-class site?”*

*– William Penn Mott, Jr., 1991*



William Penn Mott, Jr.  
Director, National Park Service  
1985-1989