

THE
FUTURE
OF
AMERICA'S
NATIONAL
PARKS

First Annual
Centennial Strategy for

Cabrillo National Monument

August 2007

CENTENNIAL INITIATIVE



Site: CABR

Year: 2007

Vision Statement

The National Park Service at Cabrillo National Monument commemorates Juan Rodriguez Cabrillo's voyage of exploration and its significance, and protects, preserves, enhances, and manages the park's cultural and natural resources and associated values under its care in a manner that leaves them unimpaired while providing a safe, high quality educational and recreational experience for all.

Cabrillo National Monument is located in San Diego, California, the nation's eighth largest city, and attracts close to one million visitors each year. Established in 1913, the 160-acre monument overlooks the first landing site of Europeans on the west coast of what is now the United States, and represents an important chapter in the history of Spanish exploration and settlement of North America. The park also administers and maintains a 120-acre intertidal area, including submerged lands to 300 yards offshore.

The significance of the monument is enhanced by the presence of the restored Old Point Loma Lighthouse, one of the first eight lighthouses built along the west coast by the US government in the 1850's and one of only two open to the public; 21 historic structures of the US Army's coastal defense system at Fort Rosecrans which protected the aircraft industry and naval complex of San Diego during World War II; one of the premiere land-based sites to watch the annual migration of Pacific gray whales; one of the few protected and accessible intertidal communities on the Southern California mainland; and designated sensitive coastal sage scrub/maritime succulent scrub habitat within the Point Loma Ecological Conservation Area. Coastal Mediterranean habitat is one of the richest in biodiversity in the world, yet considered the 8th most threatened habitat type due to habitat loss and urban encroachment.

As the National Park Service moves towards its Centennial anniversary and the park its 100th anniversary, Cabrillo National Monument staff and partners are poised to further connect the park to people as "San Diego's National Park" and be a gateway to all national parks, with its local, national, and international visitation. Existing programs will be strengthened and opportunities sought to reach out to new audiences and provide a variety of experiences and activities that meet the needs of this dynamic urban population while fostering the National Park Service ideals of stewardship and preservation and protection.

Park/ Superintendent/ Program Manager

Wendy Janssen

Site: CABR

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 park will continue its commitment to making all facilities and services accessible, as exemplified in its award-winning interpretive media projects. Planning is underway to redesign and rehabilitate a trail to the tidepools and a parking lot, allowing improved access to this valuable and popular resource by providing safe loading/unloading for school buses, leveling parking and walking surfaces, providing a permanent and fully accessible restroom, and replacing outdated information kiosks with ones that share current safety messages and critical resource management information. Another exciting component of this project being supported by our partner the Cabrillo National Monument Foundation, is the fabrication of a tactile bronze tidepool model to introduce all audiences to the intertidal area, especially those with visual or physical impairments who are unable to access the actual tidepools.

Another key visitor area is the park's whale overlook, and planning is underway to improve the trail and facility surrounding the overlook and provide new exhibits that are easily accessible and provide current information to engage all audiences.

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

Site: CABR

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.

15 (55% of 27) of Cabrillo National Monument's historic structures on the List of Classified Structures will be in good condition.

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.

Cabrillo National Monument seeks to make the park "weed free" and actively restores threatened coastal sage scrub habitat. The Point Loma peninsula is an unusual example of regionally unique habitats and a wonderful educational opportunity can be afforded by having the park remove all non-native species and replace them with native plants from the park's greenhouse. With involvement from our partners in the Point Loma Ecological Conservation Area group, including the US Navy and Coast Guard, and the development of a "Park Stewards" program, much of the work could be accomplished utilizing volunteers and student interns. Such a stewardship program will also be a long-term education effort and promote community understanding and involvement. "Park Stewards" can share their experiences with schools throughout San Diego County, thus increasing awareness about the unique cultural and natural resources in their backyard and enhancing recruitment efforts.

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

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

Cabrillo National Monument staff will maintain park visitor use facilities in good condition and develop efficient and sustainable visitor facilities.

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.

With additional resources, work can continue and intensify to identify and prioritize resource impacts and threats. Action plans can then be developed and implemented to mitigate threats, followed by program evaluation and adoption of best practices. Park staff and volunteers will continue herpetological monitoring on park and US Navy land within the Point Loma Ecological Conservation Area. Additionally, rocky intertidal monitoring and reporting will continue, as well as vegetation community monitoring.

Site: CABR

STEWARDSHIP

Improve the condition of park resources and assets.

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

Other Park/ Program performance goal(s)

Cabrillo National Monument will identify cultural resources impacts and threats, then develop and prioritize implementation plans concerning key resources, such as the historic lighthouse and World War II coastal defense structures.

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

Site: CABR

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)

Cabrillo National Monument staff and researchers will utilize the park as a "living laboratory" to conduct key terrestrial inventory projects for the park - bats, meso-carnivores, herbivores, terrestrial and marine invertebrates. One of the goals of the all-species inventory would be to develop interpretive materials about the natural history of Point Loma to share with the public to inspire stewardship and engagement.

Rare plant species surveys will also be conducted on a regular basis to understand changing baselines with climate change. Initial surveys were completed in the 1990's and most recently updated in 2003.

Working with partners such as the California Mediterranean Research Learning Center (CMRLC) and the High Performance Wireless Network Research and Education Network (HPWREN), the park is utilizing wireless systems to make scientific information accessible to the public. Through such scientific inquiry and resource protection actions, visitors and those accessing information via the Internet can understand the complex interaction of nature and humans evident at Cabrillo National Monument.

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Site: CABR

STEWARDSHIP

Encourage children to be future conservationists.

Other Park/ Program performance goal(s)

Working with partners, park staff seek to help organize a San Diego Conservation Summit to bring together education providers and leading researchers in cultural and natural resource fields in San Diego to share resource information, evaluate current curriculum and service learning opportunities, share best practices, pool resources, and develop strategies to effectively connect urban youth to nature and history.

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

Site: CABR

ENVIRONMENT

Reduce environmental impacts of park operations.

Other Park/ Program performance goal(s)

Cabrillo National Monument is currently reducing its impact upon the environment by using electric vehicles in its maintenance and natural resource science operations. The park seeks to further reduce impacts by purchasing/leasing environmentally friendly vehicles for other park operations, such as electric, biodiesel, and hybrid vehicles.

Another key element in reducing environmental impacts is to increase the number of the park's solar array panels. The park's goals is to use 100% solar power in its facilities, and additional panels can be placed at our entrance station, museum storage building, and auditorium to help achieve this goal.

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

Site: CABR

ENVIRONMENT

Inspire an environmental conscience in Americans.

Other Park/ Program performance goal(s)

The park seeks to develop exhibits that share sustainable practices that the park has implemented to help educate the public and to inspire them to take personal action at home and in their communities. The park will also engage visitors concerning global climate change by developing materials that make the issue relevant to their lives, while connecting them to larger regional, national, and international impacts, such as air and water quality.

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Site: CABR

ENVIRONMENT

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

Other Park/ Program performance goal(s)

Cabrillo National Monument will engage partners, communities, and visitors in shared environmental stewardship by fostering participation in park resource management projects, as well as the development of education materials and programs. For example, with resources to enhance the park's volunteer Tidepool Protection, Education and Restoration Program, additional training programs can be developed to increase the cadre of volunteer professionals and communication enhanced between partners, thus ensuring greater tidepool and coastal marine protection and education.

To further engage partners, communities, and visitors in shared environmental stewardship, the development of a unique Pacific Ocean and Tidepool Discovery Center would provide interactive exhibits, classroom space for school groups, and a visiting researcher laboratory all in one center to emphasize rocky intertidal, kelp forest, and ocean resources.

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Site: CABR

RECREATION

Establish "volun-tourism" excursions to national parks for volunteers to help achieve natural and cultural resource protection goals.

Other Park/ Program performance goal(s)

To further the goal of offering a variety of accessible experiences that meet the needs of diverse constituents, the park will seek to establish a Senior Ranger Program that offers joint education and resource stewardship activities for the ever-expanding number of retirees in the United States.

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

Site: CABR

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)

Cabrillo National Monument will deliver high quality and relevant education programs that inspire and engage. In addition, with support from our partners, develop a "Park Stewards" program, which would include both education and resource stewardship activities to connect national parks with youth.

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

Site: CABR

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.

One avenue to increase the number of children who participate in the park's school programs is to work with our partner, the Cabrillo National Monument Foundation, to create a fund to provide transportation to schools in San Diego County that would otherwise be unable to come to the park due to lack of money for buses.

The park's General Management Plan also calls for the construction of an amphitheater at Ballast View, which, if implemented, would provide another venue for innovative and quality interpretive and educational programs.

Another way to reach this performance goal is by developing and sustaining relationships with communities so as to better understand their interests, thereby enabling staff and partners to develop programming that meets community needs, yet is compatible with the park's mission.

Through marketing efforts of the park's key partner, the Cabrillo National Monument Foundation, increasing the visibility of Cabrillo National Monument as "San Diego's National Park" and a destination site, will encourage visitors to stay at the site longer and allow for greater participation in guided programs.

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

Site: CABR

EDUCATION

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

Other Park/ Program performance goal(s)

Cabrillo National Monument will expand its presentation of high quality and relevant education programs through the development of innovative partnerships. San Diego County schools have an ethnic diversity of 4.9% Asian, 8.1% African American, 4.8% Filipino, 38.8% Latino, and 40.8% Anglo. The San Diego Unified School District is the second largest district in California, and the eighth largest urban school district in the United States. The opportunity to reach out to students who have no knowledge of national parks nor their role as future stewards is one that cannot be missed.

One such partnership is with the San Diego Maritime Museum in which a curriculum package about Juan Rodriguez Cabrillo for 3rd, 4th, and 5th grade students will be developed. The long-term goal is to be able to present this program not only at the park and in the classroom, but aboard a replica of Cabrillo's ship, the "San Salvador," the 16th century ship of discovery that is planned to be a part of the maritime museum in the future.

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Site: CABR

EDUCATION

Introduce young people and their families to national parks by using exciting media and technology.

Other Park/ Program performance goal(s)

In order to engage young people and families in as many ways as possible, create self-guiding tours of the park utilizing innovative technology, such as cell phones and/or iPods, with "listening stations" at key interpretive sites.

With our partners, the California Mediterranean Research Learning Center and the High Performance Wireless Network Research and Education Network, the park is implementing and plans to expand to a national level its long distance learning programs for students to experience the unique resources of Cabrillo National Monument through the Internet.

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Site: CABR

EDUCATION

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

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

By working with the Student Conservation Association, Cabrillo National Monument is expanding its Jr. Ranger program to meet the needs of pre-K through 2nd grade children. This new program, along with the existing Jr. Ranger program for older children, will be another tool by which to get youth excited about the National Park Service.

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

Site: CABR

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.

Developing and implementing evaluation tools for interpretive services and programs will enable the park to accurately assess its effectiveness in increasing visitor's appreciation and understanding of parks. An opportunity to participate in the new National Park Service Pilot Evaluation Program would enable Cabrillo National Monument to improve the quality, relevance, and scope of its interpretation and education programs and media.

The park will continue to ensure that all visitors feel welcome, be it via publications and exhibits in different languages, accessible facilities and media, staff who speak various languages and are from different cultural backgrounds.

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Other Park/ Program performance goal(s)

A long-term goal of the park is to create Spanish language translations of all park media, including publications and exhibits. The park is also working with its partner the Cabrillo National Monument Foundation to provide a large-print and Braille version of its park brochure to visitors.

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

Site: CABR

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.

Cabrillo National Monument will continue to recruit, develop, and retain a talented workforce that works collaboratively in a safe, rewarding, and respectful environment and reflects the diversity of Southern California.

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Site: CABR

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 and employee safety is our number one priority at Cabrillo National Monument. Orientation and safety information is always provided to the public, be it via signage, publications, radio announcements, or personal contact with a park employee or volunteer. Lost time injuries will be maintained at or below the previous 5-year annual average of one and the continuation of pay will be reduced from the 5-year average of 75 to 40.

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Site: CABR

PROFESSIONALISM

Model what it means to work in partnership.

Other Park/ Program performance goal(s)

Cabrillo National Monument cannot accomplish our mission and build a constituency for the future without new partners. We will also continue to expand and strengthen existing partnerships with such groups and institutions as the California Mediterranean Research Learning Center, Point Loma Ecological Conservation Area, Scripps Institution of Oceanography, Birch Aquarium at Scripps, San Diego Maritime Museum, University of California at San Diego, San Diego State University, US Geological Survey, San Diego Museum Council, San Diego Founder's Trail, the Pacific West Region Mediterranean Coast Network, and other educational and cultural institutions to identify and achieve mutual goals through collaboration.

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Site: CABR

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.**

By working with its principal partner, the Cabrillo National Monument Foundation, the park will develop a marketing campaign to better publicize that it is "San Diego's National Park." The Foundation will launch a "Business Partner Program" to increase its level of support and awareness within the business community of the metropolitan San Diego area as to the irreplaceable resources in their backyard. Other partnerships will be fostered with entities such as the San Diego Convention Center to increase visitor awareness of Cabrillo National Monument.

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