

THE
FUTURE
OF
AMERICA'S
NATIONAL
PARKS

First Annual
Centennial Strategy for

Santa Monica Mountains National Recreation Area

August 2007

CENTENNIAL INITIATIVE



Site: SAMO

Year: 2007

Vision Statement

Santa Monica Mountains National Recreation Area will protect and enhance, on a sustainable basis, one of the world's last remaining examples of a Mediterranean ecosystem and will maintain the area's unique natural, cultural and scenic resources, unimpaired for future generations. Santa Monica Mountains National Recreation Area will provide an inter-linking system of parklands and open spaces that offer compatible recreation and education opportunities that are accessible to a diverse public. This will be accomplished by an innovative federal, state, local, and private partnership that enhances the region's quality of life and provides a model for other parks challenged by urbanization.

Park/ Superintendent/ Program Manager

Woody Smeck

Site: SAMO

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)

Provide a safe visitor experience.
Improve park-wide way-finding in conjunction with park neighbors and partners.
Construct Cheeseboro Canyon accessible trail and enhance trailhead facilities.
Establish Gateway Interagency Visitor Center with engaging state-of-the art exhibits to attract a broader audience.

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

Site: SAMO

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.

Rehabilitate 70% of park historic structures to 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.

Collect and analyze data on resource status and trends. Identify resource impacts and prioritize threats. Develop and implement actions to mitigate resource threats. Evaluate program effectiveness and adapt management actions accordingly.

Federal listed species in the park are making progress towards recovery. Species of management concerns are managed to desired condition. 100% or 57 canopy acres of the park's lands infested with invasive plants are controlled.

Protect sensitive aquatic resources by eradicating invasive crayfish in the Santa Monica Mountains.

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

Maintain park visitor use facilities in top condition
Develop a seamless interagency trail system.
Develop efficient and sustainable visitor facilities.

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

Conserve Mountain Lions in the Santa Monica Mountains.
20 miles of the park's streams and rivers meet State water quality standards.
Identify resource impacts and prioritize threats. Develop and implement actions to mitigate resource threats.
Evaluate program effectiveness and adapt management actions accordingly.

Site: SAMO

STEWARDSHIP

Improve the condition of park resources and assets.

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Complete all cultural resource inventories for designated priority resources.

Collect and analyze data on cultural resource status and trends. Identify cultural resource impacts and prioritize threats. Develop and implement actions to mitigate cultural resource threats. Evaluate program effectiveness and adapt management actions accordingly.

The park's cultural landscapes are in good condition.
The park's cultural archeological sites are in good condition.

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Site: SAMO

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)

Demonstrate and inspire leadership and innovation in environmental stewardship and green practices.
Engage and participate in interagency efforts to protect and restore resources.
Research to understand and reduce the number of poisoning of wildlife in the park (anticoagulant rodenticide poisons).
Examine Global Warming and the fate of Valley Oaks in the Santa Monica Mountains.

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Site: SAMO

STEWARDSHIP

Encourage children to be future conservationists.

Other Park/ Program performance goal(s)

Foster community participation in resource stewardship through education and action.
Deliver high quality and relevant education programs that inspire and engage.
Restore Steelhead Trout habitat in Solstice Canyon.

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Site: SAMO

ENVIRONMENT

Reduce environmental impacts of park operations.

Other Park/ Program performance goal(s)

Install grid tied photovoltaic system at key park sites to reduce environmental impacts of park operations.

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Site: SAMO

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 and inspire leadership and innovation in environmental stewardship and green practices.
Construct the Malibu Legacy Park project to protect wetlands and ocean resources.

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

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

Replace gasoline vehicles with alternative energy or fuel vehicles.

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Site: SAMO

ENVIRONMENT

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

Other Park/ Program performance goal(s)

Foster community participation in resource stewardship through education and action.
Inspire public trust by properly managing park assets, people, and resources.

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

Site: SAMO

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 a seamless interagency trail system.
Complete interagency trail management plan.
Complete the Ronald Reagan Legacy trail and wildlife corridor.
Acquire critical wildlife and trail corridor in the Santa Monica Mountains.

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

Other Park/ Program performance goal(s)

Offer a variety of accessible experiences that meet the needs of diverse constituents.
Develop efficient and sustainable visitor facilities.
Improve park-wide way-finding in conjunction with park neighbors and partners.

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Site: SAMO

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)

Foster volunteer community participation in a variety of resource stewardship activities.

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Site: SAMO

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)

Deliver high quality and relevant education programs that inspire and engage.

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Site: SAMO

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.

Offer a variety of accessible experiences that meet the needs of diverse constituents.
Increase the number of visitor attendance to ranger facilitated programs.

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Other Park/ Program performance goal(s)

Develop and sustain relationships with communities that identify and respond to their interests.
Research current trends and practices and evaluate new opportunities that are compatible with the park's mission.
Promote outreach and diversity by providing transportation for urban youth and their families to programs in the Santa Monica Mountains.

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

Site: SAMO

EDUCATION

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

Other Park/ Program performance goal(s)

Deliver high quality and relevant education programs that inspire and engage. Remove barriers to program participation (i.e., transportation, language, culture, facilities, etc.)
Serve as a catalyst and exemplar for delivering quality education programs through partners.
Use appropriate evaluation tools and methods to evaluate and improve education programs.
Provide outdoor education programs to over 10,000 urban youth.
Provide stewardship experience for urban youth through watershed restoration activities.

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Site: SAMO

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.

Use technology to create an interactive Interpretive Visitor Aide for visitors in particularly targeting young people under the age of 30. This project is also known as the Pocket Ranger.
Develop interactive web-base programs that link to the California environmental education curriculum.

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

Other Park/ Program performance goal(s)

Deliver high quality and relevant interpretive programs that inspire and engage.

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Site: SAMO

EDUCATION

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

Other Park/ Program performance goal(s)

Engage diverse individuals and communities through programs, publications, educational materials and partnerships.

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Site: SAMO

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.

86% of the visitors understand the significance of the park.
95% of the visitors are satisfied with park facilities, services, and recreational opportunities.

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Other Park/ Program performance goal(s)

Deliver high quality and relevant interpretive programs that inspire and engage.
Foster community participation in resource stewardship through education and action.
Engage diverse individuals and communities through programs, publications, educational materials and partnerships.

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Site: SAMO

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.

Recruit, develop and retain a diverse workforce that represents the demographics of Southern California.

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Site: SAMO

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.

Ensure employee safety and wellness.
Employee lost time injuries is maintained at or below the previous 5-year annual average of 5.
The number of continuation of pay is below 193 hours.

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Site: SAMO

PROFESSIONALISM

Model what it means to work in partnership.

Other Park/ Program performance goal(s)

Foster an organizational culture that embraces collaboration to achieve mutual goals.
Santa Monica Mountains NRA has more than 25 community partnerships designed to enhance the park's ability to manage recreational activities seamlessly.

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Site: SAMO

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.

Inspire public trust by properly managing park assets, people, and resources. Foster community participation in resource stewardship through education and action.

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