



Kenai Fjords National Park

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Under contract with National Park Service
Harpers Ferry Center Interpretive Planning

2010–2019
Long-Range Interpretive Plan



Executive Summary

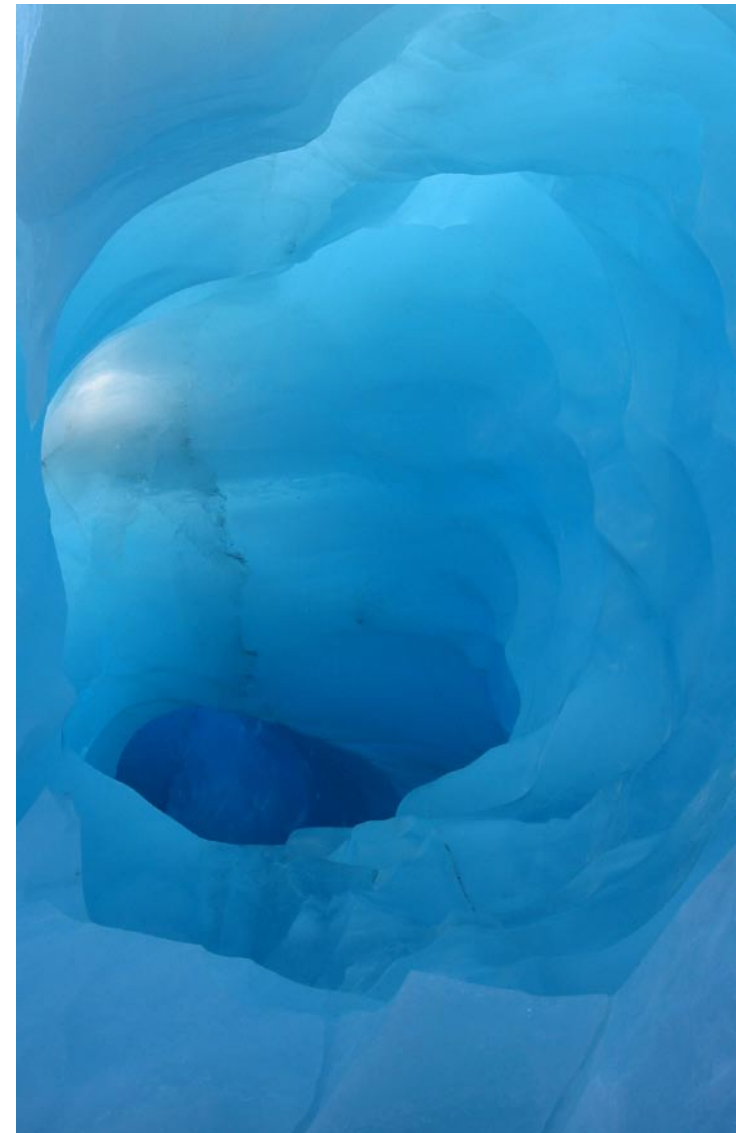


At the tip of the Kenai Peninsula, Kenai Fjords National Park hugs the rugged coastline, encompassing glacial icefields and receding glaciers, marine and coastal habitats, mountains and fjords. By Alaska standards it is an accessible place, reached in a half-day's drive from Anchorage. By national and world standards, it is a far-away spot on a map that most will only experience through words or images. Still, visitation to the park is increasing, as many strive to connect with the rare wildness of places like Kenai Fjords.

Especially today, human-scale dialogues about sustainability occur in every inhabited corner of the earth, but it is in vast, wild landscapes such as Kenai Fjords that we can truly understand that we are part of a much greater whole. As humans strive to mitigate our impacts on the Earth and make choices based on a holistic view of its resources, the relevance of this park at this juncture in time cannot be minimized.

Interpreting this great resource is not an insignificant task, as Kenai Fjords National Park's relevancy and meaning continues to increase as its precious glaciers recede. It is truly a living laboratory where visitors can glimpse life on the edge and see the raw, magnificent power of natural forces at work.

This plan succeeds the Long-Range Interpretive Plan developed by the park in 2001. Like its predecessor, this document presents a framework that will guide the Park's interpretive program over the next ten years; it is intended to assist staff and stakeholders as they strive to create greater emotional and intellectual connections between visitors and this dynamic park. While this plan is extremely ambitious, the park has many assets and partners that will help to meet the goals and complete the actions that the plan sets forth. These are partnerships that have been nurtured over the years and have grown into strong foundations that support the park's current—and future—interpretive endeavors. The following major areas of concentration are the basis for the recommendations detailed in Part III.



Executive Summary

Infrastructure

This plan recommends that Kenai Fjords NP fill interpretive positions that are currently open, and then further increase staffing levels with a focus on supervisory roles.

This investment in human resources will allow for growth in the critical areas of **supervision, non-personal services including digital media and web-site, and volunteer program management**. Expanding the park's website and digital media library will greatly improve the visitor experience for those who are fortunate enough to experience the park, but also those that "visit" from a distance. A more robust volunteer program will engender visitors' deep connections to the park and foster stewardship, pride, and return visits to this special place.





Interpretive Partnerships

This plan recommends that Kenai Fjords NP continue to grow partnerships that contribute to the breadth of the park's interpretive stories, and that can bring those stories to a larger audience.

Partnerships are already a vital part of Kenai Fjords NP's interpretive programming. Organizations such as Alaska Geographic and Seward's boat tour operators work in tandem with park interpretive staff to provide visitors with the world-class experience that they expect from a National Park. Relationships with **Alaska Native Groups, Alaska Maritime National Wildlife Refuge, Kenai National Wildlife Refuge, and outfitters in Seward, Homer, and the regional area**, to name a few, present more opportunities for the park to diversify and build upon its interpretive offerings. Actions that increase collaboration with these groups are prioritized in this plan.

Executive Summary

Interpretive Services and Media

Static interpretive media—visitor center exhibits, a park film, and exhibits at the Exit Glacier Nature Center—are the area in which Kenai Fjords NP is likely to see the most dramatic improvement over the next ten years.

This plan recommends that the park continue its plans to enhance the visitor experience to Exit Glacier and The Kenai Fjords NP Information Center with new exhibits, waysides and a park film. Options presented here allow for an interim solution in the current Kenai Fjords NP Information Center even as plans for a new-construction visitor center continue to evolve. The successful boat tours would also benefit from the addition of accessible media.



Marketing

Kenai Fjords NP may choose to expand web-site content and supplement by creating a greater online presence and digital dialogue with its existing and potential audiences.

Social networking sites, a park blog, and local online news outlets are the primary avenues that this plan recommends. The usefulness of social media sites and news blogs extend beyond marketing, as they can provide a dynamic venue through which to disseminate critical information, gather informal feedback and ideas, publicize events, and tell interpretive stories.

Community Outreach and Events

This plan recommends actions that aim to increase year-round local audience engagement, visitation, stewardship, and education.

The presence of Kenai Fjords NP is already a source of pride in Seward, but suggested interventions such as expanding community programs and increasing park outreach to local/regional groups and events will encourage even greater investment in the park by the local community.





Executive Summary

Curriculum-Based Education Programs

Over the next ten years, Kenai Fjords NP will continue to develop and promote its curriculum-based programming.

Curriculum-based Education Programs will continue to rely on its existing planning resource, *Advancing Stewardship Advancing Literacy: an Education Strategy Plan for Kenai Fjords NP*, developed in 2005. Recommended actions in this plan should be implemented in concert with *Advancing Stewardship Advancing Literacy*. New program offerings should continue to take into account teacher, parent, and student feedback, and address curriculum needs and current research.

This document concludes with an Implementation Plan, a tool that can be used to view many of the specific recommendations in a single matrix.



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PART I INTRODUCTION

The Interpretive Division has primary responsibility for communicating park messages including resource protection, visitor safety and management priorities to the public. Through a variety of personal services, media, and community outreach, Interpretation provides the public with opportunities to understand, appreciate and form personal connections with the park. These connections build stewardship and engender public support for park and servicewide missions.

This Long-Range Interpretive Plan (LRIP) for Kenai Fjords National Park (Kenai Fjords NP) is a component of the park's comprehensive interpretive plan (CIP), as outlined in the National Park Service Interpretive Guidelines (NPS-6). Using the park's purpose and significance statements, plus the primary interpretive themes and visitor experience goals, this plan articulates a vision for the park's future interpretation program, and makes recommendations for the media and programs best suited for meeting visitor needs, achieving management goals, and telling the park stories. The plan is not an end in itself, but rather it establishes the overall framework for the next phases of the process – program planning, and media planning, design, and production over the next five to ten years. The park should develop Annual Implementation Plans and an Interpretive Database to complete the CIP.

Park Background

Kenai Fjords National Park is a sequestered glacial landscape of ice, tidewater glaciers, deeply chiseled fjords, and jagged peninsulas formed by the forces of the Harding and Grewingk-Yalik icefields as they plunge into the sea. Located on the southeastern or seaward coast of the one hundred and seventy-mile-long Kenai Peninsula, the park is adjacent to the Kenai Mountains to the north and west. These lofty mountains, part of the Chugach and St. Elias ranges, bisect the peninsula close to the southeastern coast and extend to Kodiak and Afognak islands. Here, birds and animals adapted to the region's cold temperatures flourish.

Formation of the Park

In 1978, President Carter conferred national monument status to 652,000 acres of glacial fjord ecosystem on the southeastern flank of the Kenai Peninsula. In 1980 Congress, acting under Section 203 of the Alaska National Interest Lands Conservation Act (ANILCA), established Kenai Fjords National Park as a new unit of the national park system.

The Visitor Experience

Kenai Fjords National Park offers the opportunity to see a glacier up-close, boat or kayak in remote fjords, and see and hear a diverse array of wildlife within the park.

Visitors who access the Harding Icefield can glimpse a remnant of ice ages past.

The park visitor services in Seward include the Kenai Fjords NP Information Center which is open daily in the summer season and with reduced hours in late spring and early fall. Kenai Fjords National Park has a close partnership with the Alaska SeaLife Center—a private, non-profit public aquarium and ocean wildlife rescue center located on the waterfront in downtown Seward. Here, Kenai Fjords NP staff offers programs through the Ocean Alaska Science and Learning Center focused on current research. These programs are offered twice daily in the summer months. Most visitors to the national park also visit the Alaska SeaLife Center.

From Memorial Day to Labor Day, visitors can drive to Exit Glacier Nature Center (8.6 miles from the Seward Highway). Staffed by interpreters in the summer, the Nature Center is the departure point for trails to Exit Glacier. Trails ranging from easy to difficult provide visitors the opportunity to see the glacier or icefield up close and are among the few maintained trails in Kenai Fjords NP. A wheelchair accessible loop leads to a panoramic view of Exit Glacier where spotting scopes are provided. Wayside exhibits provide interpretation along the trail and at glacier viewpoints. Ranger-led walks are offered daily.



Park Location

Seward is the main gateway to the park. Located at the head of Resurrection Bay three miles east of the park boundary, the town has about 3,126 residents but the population more than doubles in the summer months as seasonal staff and visitors move into the area starting in late spring. Seward is situated between two mountain ranges; the Kenai Mountains on the east and the Chugach on the west, with Mt. Benson, Mt. Marathon, and Bear Mountain providing Seward’s western backdrop. Behind them lies the Harding Icefield. Nearly 40 glaciers flow from the icefield, seven of which are tidewater glaciers that reach the coastline to the southwest between Seward and Homer.



Park map (above) and regional map (above, left)

One of the most popular ways that park audiences can see the park's tidewater glaciers, wildlife, and scenery is aboard one of the many boat tours offered by private companies. These tours depart Seward's small boat harbor daily starting in mid-May through the summer months. In a partnership with the tour companies, park rangers provide narration on all Major Marine Tour boats. Park rangers also present daily programs at Kenai Fjords Tours' day lodge on Fox Island.

More adventurous visitors that travel into the park's fjords and backcountry often do so via kayak or a combination of kayak and water taxi. Currently there are three rustic public use cabins—Aialik, Holgate, and North Arm—available on the Kenai Fjords Coast during the summer months (late May to mid-September). However, North Arm cabin may not remain available for public use in the future due to potential changes in land ownership status. Willow cabin at Exit Glacier is available once Exit Glacier road is snow covered in late fall through early April.

The Kenai Fjords Glacier Lodge is the only lodging within the park. A full range of hotels, bed and breakfasts, and hostels are available in Seward and the surrounding area.

Visitors can venture onto the Harding Icefield or get a sense of its vastness by viewing it from the air. Private operators provide flight-seeing tours daily in the summer.

History

The Native inhabitants of the Pacific Coast are the Alutiiq. Evidence of their villages dates back at least 800 years to when the Alutiiq traveled along the southern coast trading dentalium shell beads and spoons for caribou skins, copper, snowshoes, and animal pelts. The Alutiiq were skilled hunters and boaters who depended on the sea for survival. Their populations were small and village sites scattered. Some protected sites were used for winter habitation, portages, or caches for food. In the 1800s, Alutiiq villages were disrupted by Russian acculturation and control. The ultimate fate of these villages—depopulation, disease, consolidation, and relocation—was also inflicted on the coastal village communities of Kodiak Island, the Alaska Peninsula, and Prince William Sound. Eventually, Alutiiq village life disappeared in what is now Kenai Fjords NP. However, the Alutiiq people and culture survived.

Today, the modern Alutiiq villages of Nanwalek (formerly called English Bay) and Port Graham are situated to the west of Seward on the tip of the Kenai Peninsula. These villages maintain their cultural and ancestral affiliation to lands within park boundaries.

Since the middle of the 19th century, the Kenai Fjords NP coast has been impacted by a variety of development and cultural

influences. In the early 1800s, Russian fur traders who had decimated otter populations in Cook Inlet began exploring farther south towards the outer Kenai Coast. In the mid-1850s geologists and gold miners began exploring the peninsula in the hopes of finding economically productive mining claims. In 1903, railroad speculators established the town of Seward, one of the first planned cities in Alaska. This further opened the door for mining, fur farming, and other activities on the open and wild lands fronting the Gulf of Alaska—although the miners who continued to explore the peninsula in the early 20th century found little on which to stake a claim, and by World War II most mining activity had ceased. The Nuka Bay Historic Mining District has been designated for the preservation, protection, and interpretation of these abandoned early 20th century mining properties. It is located in the Shelter Cove area of Nuka Bay.

A rail line was completed between Seward and Fairbanks in the early 1920s, providing the area with a small boom in industry as rail workers flooded the area. Railway activity was a primary part of the economy until mid-century, helping Seward to become Kenai Peninsula's largest town. After World War II, the primary roads to Homer and Anchorage were completed just a few years before Alaska gained statehood in 1959.

Kenai Fjords National Park



In 1964, the “The Good Friday” earthquake caused over 100 deaths in Alaska. Measuring 9.2 on the moment magnitude scale, the shaking caused a section of the Seward waterfront to slump into Resurrection Bay generating an underwater landslide (seiche wave) followed 20 to 30 minutes later by the first of several massive tsunami (or open ocean) waves. The 12 deaths recorded in Seward were caused primarily by these waves. This cataclysmic event was a dramatic turning point in Seward’s history marking the switch from an industrial economy to one based more on tourism. Some landscapes in the park and in Seward are still marked with reminders of the quake—ghost forests and the remains of docks and railroad tracks. In the harbor in Seward, a monument is dedicated to those who lost their lives in this event.

In addition to this natural disaster, one of the most devastating man-made environmental disasters at sea occurred in Prince William Sound on March 24, 1989: the vessel Exxon Valdez spilled over 10 million U.S. gallons of Prudhoe Bay crude oil into the sea, eventually covering 11,000 square miles of ocean with oil. This disaster made clear that, even when adapted to the harshest of climates, the ecosystem is still profoundly fragile. Because of Prince William Sound’s remote location (accessible only by helicopter and boat), government and industry response to

the spill was slow and difficult. This major event directly affected Seward and the relatively new Kenai Fjords National Park. In its aftermath, Kenai Fjords NP was able to lay the foundation of a partnership with the local community that continues to this day.

For the ecosystem, the results were devastating: thousands of the region’s salmon, sea otters, seals, and seabirds died immediately; ultimately hundreds of thousands more died or continue to feel the effects of the spill. Both the long- and short-term effects of the oil spill have been studied comprehensively, and research teams estimate that some shoreline habitats, including some of those in Kenai Fjords NP, may take 30 years or more to recover. Oil can still be found on beaches within the park today.

Only in recent years have sport fishers, sightseers, and other outdoor recreationists brought a previously unforeseen level of exposure to the area’s coastal and glacial resources. Today, the park has gained attention for its relevance in the study of global climate change. Exit Glacier is one of the most accessible receding glaciers on earth, providing thousands of visitors each year with the opportunity to see firsthand evidence of this important global issue.

PART II FOUNDATION

Foundational information is used to guide the development of the future interpretation program. It includes a wide range of subject matter: management goals for interpretation, a description of the significance ascribed to the place and its resources, primary interpretive themes, a description of those aspects of visitor experience affected by the program, an exploration of support for the interpretation & education program provided by other park functions, stakeholder suggestions for improving the program, and more. Through the course of the process, all of these elements are discussed and described, issues are raised, and solutions are voiced so that the development and implementation of the future interpretation and education program will be successful. Stakeholders play a vital role in shaping the future program by collaboratively establishing this foundation.

Foundations Workshop

A two-day Long-Range Interpretive Plan Foundations Workshop was held in October 2008. The meetings including park staff and community stakeholders. The purpose of the workshop was to gather consensus foundational information on the significance of Kenai Fjords NP's resources. Workshop participants are listed in Appendix 1.

It should be noted that Kenai Fjords NP is conducting two planning processes concurrently. In addition to this Long-Range Interpretive Plan (LRIP), Kenai Fjords NP held a workshop in February 2009 to create a Park Foundations Statement that will become a component of the General Management Plan. Because it will apply to the entire park operation and not just the interpretive division, the material in the finished Park Foundations Statement will supersede the Foundations section of this LRIP, however the Park Foundations Statement is only in draft form at this writing. In the LRIP Foundation that follows we have chosen in some cases to include language from the draft Park Foundation Statement. Where appropriate, variations or additions that were developed during the LRIP planning process are used instead. In some cases, both the LRIP version and the material from the Draft Park Foundation Statement are presented.

Park Purpose

Draft Park Foundations Statement

The purpose for the establishment of Kenai Fjords National Park is:

Kenai Fjords National Park preserves the scenic and environmental integrity of an interconnected icefield, glacier, and coastal fjord ecosystem.

Park Purpose

LRIP Foundations Workshop

The park staff and stakeholders at the Long-Range Interpretive Foundations Workshop reviewed and refined the Purpose Statements for Kenai Fjords NP. Like the statement to the left, these concepts originate from the Park's enabling legislation, however, the LRIP workshop took a broader view more relevant to interpretation, modifying the purpose statements to reflect new understanding of the park's evolving national and global relevance.

The purpose for the establishment of Kenai Fjords National Park is:

To provide for the preservation, interpretation and study of the Harding Icefield, coastal rainforest, and marine near-shore ecosystem and their associated populations of birds and mammals.

To provide for enjoyment of and access to the Harding Icefield, coastal fjords, and outflowing glaciers in a manner that maintains them unimpaired.

To provide opportunities for understanding and appreciation of regional and global issues that impact the resources of the park.

Park Significance

Draft Park Foundations Statement

The significance statements below were taken directly from the park's Foundation Statement workshop, to reflect the most current understanding of the significant resources at Kenai Fjords National Park.

- Kenai Fjords National Park protects the Harding Icefield and its outflowing glaciers, where the maritime climate and mountainous topography result in the formation and persistence of glacier ice.
- Kenai Fjords National Park protects wild and scenic fjords that open to the Gulf of Alaska where rich currents meet glacial outwash to sustain an abundance of marine life.
- Kenai Fjords National Park protects an outstanding example of a subsiding coastal mountain range with steep-sided fjords, drowned cirques, and jagged islands.
- Kenai Fjords National Park protects a rich diversity of terrestrial and marine life in their natural state.
- Kenai Fjords National Park provides opportunities to experience, understand, and appreciate the scenic and wild values of the Harding Icefield, its outflowing glaciers, coastal fjords, and wildlife and to comprehend environmental change in a human context.

Park Significance

LRIP Foundations Workshop

The following idea, not encapsulated by the statements to the left, was a part of the significance statements developed at the LRIP foundations workshop, and an interpretive theme is derived from it.

- Kenai Fjords NP's ease of access is significant for researchers as well as visiting public. Because it is easier to visit than many Alaska parks, it provides an important opportunity for more of the public to experience the Alaskan wilderness.

Primary Interpretive Themes

Primary interpretive themes are those ideas and concepts about Kenai Fjords NP the park hopes every visitor will have an opportunity to understand. The themes provide the foundation for all interpretive media and programs in the park. All interpretive efforts should relate to one or more of the themes, and each theme should be addressed by some part of the overall interpretive program.

The themes do not include everything that may be interpreted, but they do address those ideas that are critical to an understanding and appreciation of the park's importance. Effective interpretation results when visitors are able to connect the concepts with the resources and derive something personally meaningful from the experience.

Since the park had overlapping planning processes, these themes were derived from the purpose and significance statements developed in the LRIP Foundation Workshop and vary somewhat from those in the Park's draft Foundation Statement.

1 NPS Mission

Kenai Fjords National Park helps protect the nation's natural and cultural heritage. The park, working in shared stewardship, maintains wild and intact coastal marine ecosystems and cultural landscapes while providing for recreational opportunities and contributing economic value to the region.

2 Icefields and Glaciers

The Harding Icefield and its outflowing glaciers are dramatic illustrations of our ever-changing planet. They allow us to imagine past ice ages, gain an understanding of ongoing glacial processes and see ourselves within the context of geologic time.

3 Ecosystems and Wildlife

Kenai Fjords National Park preserves a complex ecosystem where mountains, ice, and oceans meet. The diverse species that inhabit this juncture inspire appreciation for the interconnectedness between all living things and the physical world they inhabit.

4 Geologic Processes

Located at an active tectonic plate boundary, Kenai Fjords National Park is shaped by dynamic earth forces, punctuated by periodic cataclysmic events that challenge human understanding.

5 Living Laboratory

Kenai Fjords National Park is a living laboratory for studying, understanding, and appreciating changes in the marine and terrestrial ecosystems such as biologic succession, climate change, and their effects on individual species.

6 Visitor Experience

Kenai Fjords National Park is an accessible place that offers a wide range of opportunities to connect with nature for recreation, exploration, and inspiration.

7 Ocean and Climate Change

Obvious signs of ocean and climate change at Kenai Fjords National Park offer opportunities for individuals to connect personally to global issues and to contemplate their impacts.

8 Human Use

The history of human experience at Kenai Fjords National Park illustrates how people adapt to variable and extreme conditions, and how human actions and changing attitudes about the land can affect the environment over time.

Management Goals: Interpretation and Education

Servicewide Management Goals for Interpretation

NPS interpretive and educational programs are designed to enrich lives and enhance learning, nurturing people's appreciation for parks and other special places, and therefore help to preserve America's heritage. To accomplish this, the NPS will develop interpretive and educational programs according to the following principles:

- NPS programs are place-based. Programs use national parks and other places as dynamic classrooms where people interact with real places, landscapes, historic structures, and other tangible resources that help them understand meaning, concepts, stories, and relationships.
- NPS programs are learner-centered. Programs honor personal freedom and interests through a menu of life-long learning opportunities that serve a wide variety of learning styles, encourage personal inquiry, and provoke thought.
- NPS programs are widely accessible. Programs provide learning opportunities, reflect and embrace different cultural backgrounds, ages, languages, abilities, and needs. Programs are delivered through

a variety of means, including distance learning, to increase opportunities to connect with and learn from the resources.

- NPS programs are based on sound scholarship, content methods and audience analysis. Programs are informed by the latest research related to natural and cultural heritage and incorporate contemporary education research and scholarship on effective interpretive and educational methods.
- NPS programs help people understand and participate in our civil democratic society. Programs highlight the experiences, lessons, knowledge, and ideas embodied in America's national parks and other special places and provide life-long opportunities to engage in civic dialogue.
- NPS programs incorporate ongoing evaluation for continual program improvement and effectiveness. Programs are regularly evaluated and improved to ensure that they meet program goals and audience needs.
- NPS programs are collaborative. Where it furthers the NPS mission and is otherwise appropriate, programs are created in partnership with other agencies and institutions to achieve common goals.

Kenai Fjords NP's Management Goals for Interpretation

Interpretive services can help Kenai Fjords NP achieve the above management goals related to the park visitor. The following articulates specific goals that the implementation of this long-range interpretive plan will help to address. These statements describe the goal but not the specific actions to address them.

Kenai Fjords NP should:

- provide a setting in which visitors feel welcome and able to enjoy and benefit from park programs and resources.
- help park audiences relate to Kenai Fjords National Park, its resources, and interpretive story and to the National Park System as a whole.
- provide opportunities for visitors to interact with park personnel and have experiences relevant to the park stories.
- provide educational opportunities for park audiences.
- provide meaningful and memorable experiences for park audiences.
- help nurture a sense of ownership and stewardship by visitors toward Kenai Fjords National Park.



Audience Experience Goals

Audience experience goals describe desired experiences that stakeholders think the managers of the program should pay special attention to as the park's interpretation and education program is planned and implemented. Some of the outcomes are general, and relate to the overall park experience. Others relate directly to a specific venue, resource or program. The statements in this section describe only the desired outcomes—actions and recommendations to achieve them can be found in Part II.

In the LRIP workshop, participants used these audience experience goals to determine the best themes to interpret in each venue using a process called Theme Mapping. During this exercise, park stakeholders identified that most park venues provide a good opportunity to interpret any of the primary themes. Participants noted that in the backcountry, however, opportunities don't currently exist to interpret themes 4, 6, and 7.

Kenai Fjords' Park-wide Interpretive Goals

The park's interpretive program will provide audiences with the opportunity to:

- experience the park regardless of age or ability.
- increase their knowledge of park resources and understand and appreciate their personal connections to them.
- get resource protection and management, "Leave No Trace", regulatory, and safety information and understand the significance of these messages.
- actively participate in park stewardship through volunteer opportunities, offsetting their carbon footprint, contributing donations, and other activities.
- recognize that the park is part of a larger ecosystem in Alaska.
- recognize that the park is part of the larger National Park System.
- receive courteous, professional customer service.

Goals for Kenai Fjords NP Information Center

Orientation Goals

Audiences will have the opportunity to:

- gather and/or meet others.
- receive clear orientation and find basic services with user-friendly wayfinding signs.
- have personal contact with a uniformed staff member.
- be oriented to local and regional resources.
- obtain accurate and up-to-date trail, backcountry, tides, permitting, and weather information for their trip.
- seek emergency aid.
- learn about ways to participate in ranger-led activities or programs.
- receive local, personalized information.

Visitor Experience Goals

Audiences will have the opportunity to:

- participate in the park's Junior Ranger program.
- stamp their passport.
- purchase books or other meaningful items to create memories.
- comment or make suggestions about their park experience.

Interpretation Goals

Audiences will have the opportunity to:

- learn about the park purpose, significance, and primary interpretive themes through interactive exhibits and a movie.
- access accurate information about the park's themes and stories in a variety of formats reflecting multiple viewpoints.
- access detailed interpretive information.

Goals for Boat Tours

Visitor Experience Goals

Audiences will have the opportunity to:

- use their senses to let the park's natural sounds and sights speak for themselves.
- enjoy the experience of being on the water.
- feel safe.
- feel like they're having an adventure and are immersed in the resource.
- view wildlife.
- see a calving glacier.

Interpretation Goals

Audiences will have the opportunity to:

- access park interpretive themes through a variety of means including boat company staff and interpretive materials—regardless of whether or not an NPS ranger is present on the boat.
- understand they are looking into the park.
- understand that Kenai Fjords NP is part of a larger system of parks and protected areas.
- understand the concepts of ocean ecosystem, ocean health and climate change.
- be aware of geologic forces at work in the area (earthquakes, subsidence, plate tectonics).
- understand the processes of a calving glacier.
- appreciate how changing conditions affected subsistence lifestyles for those who made their homes in the area now designated as Kenai Fjords NP.
- be motivated to engage in activities that protect birds, mammals, and the entire ecosystem from the negative impacts of human actions.

Interpretive Goals for the Backcountry (Harding Icefield and Coastal)

Orientation Goals

Audiences will have the opportunity to:

- obtain information about how to access the backcountry through a variety of means including water taxis.
- be aware of potential hazards in order to plan ahead and be prepared.
- receive clear orientation about how to take care of basic needs in the wilderness (safety, human waste, water sources, bear safety, and anchorages).
- obtain information about backcountry public-use cabins, food lockers, and other facilities.
- know about private land status.

Visitor Experience Goals

Audiences will have the opportunity to:

- have a wilderness experience consistent with the backcountry management plan.
- experience solitude and quiet.
- communicate with park staff regarding bear issues or other problems.

Interpretation Goals

Audiences will have the opportunity to:

- get good information and service from guides in the backcountry through NPS partnership efforts.
- learn about cultural, historical, and natural resources they might encounter.
- be stewards of cultural and natural sites in the backcountry.
- make their own meaningful, personal connections with park resources.

Interpretive Goals for the Exit Glacier area

Management Zones listed refer to the five areas outlined in the Final Exit Glacier Area Plan: General Management Plan Amendment, Kenai Fjords National Park, October 2004.

Orientation Goals

In the Visitor Facilities Zone, audiences will have the opportunity to:

- have basic needs met.
- be oriented to trails and services available, and be able to locate them with user-friendly wayfinding signs.
- gather and/or meet others.
- have personal contact with a uniformed staff member.

- obtain accurate information including information on bear safety and other common safety issues.
- receive local, personalized information.

Visitor Experience Goals

Audiences will have the opportunity to:

- experience Exit Glacier, regardless of their ability.
- take an extended hike to Harding Icefield—the Hiker Zone (summer only)— and learn about other hiking options in the vicinity.
- participate in a ranger-led program or walk in the Pedestrian Zone, the Hiker Zone (summer only), or the Backcountry Semi-Primitive Zone (summer only).
- experience winter recreational activities during the winter months in the Visitor Facilities Zone and the Hiker Zone, including overnight stays.
- have a wildlife viewing experience.
- have an adventure appropriate to their ability level.

Interpretation Goals

Audiences will have the opportunity to:

- understand and appreciate the glacial and biologic changes that are taking place.



Education Specialist C.J. Rea with a young visitor at Exit Glacier

- access interpretive messages about the park's themes through a variety of interpretive media and personal services in the Visitor and Pedestrian Zones including wayside exhibits, Nature Center exhibits and roving interpretation.
- find out how to access more detailed interpretive information.

Interpretive Goals for Virtual Visitors

Orientation Goals

Audiences will have the opportunity to:

- know that they are at a National Park site and understand the park's purpose and significance.

- easily access trip planning information in advance of their trip with a user-friendly interface.
- obtain time-sensitive information about the park.
- see and print maps, directions and other materials that supplement wayfinding.
- find resources and information about planning educational programs and activities.
- know how to access additional information about the park.

Visitor Experience Goals

Audiences will have the opportunity to:

- easily navigate to the information they need.
- contact the park directly and receive a timely response.
- find links to other appropriate sites from the Kenai Fjords NP site.
- have an interactive experience on the Kenai Fjords NP site.

Interpretation Goals

Audiences will have the opportunity to:

- gain an awareness of cultural, natural, and historical resources at the park.
- do research.
- understand that Kenai Fjords NP is a living laboratory for studying changes in the marine and terrestrial ecosystems
- access accurate information about the park's themes and stories in a variety of formats reflecting multiple viewpoints.
- access or find out how to access more detailed interpretive information.

Interpretive Goals for Community and Partner Outreach Program

Orientation Goals

Audiences will have the opportunity to:

- know which park staff are available to work with them in community partnering endeavors.
- be aware of any park programs available for them to attend.
- know about special opportunities for community members such as the YCC program or special events in the park.
- be included in or invited to appropriate forums for discussing park issues.

Visitor Experience Goals

Audiences will have the opportunity to...

- participate in ranger-led programs.
- schedule special programs for local audiences.
- use park facilities as appropriate.

Interpretation Goals

Audiences will have the opportunity to:

- access interpretive messages about the park’s themes through a variety of interpretive media and personal services.
- consider the park as a neighbor and

realize the benefits that this relationship has for community members.

- understand the natural and cultural resources of the park, and know how to access information on these through park staff.
- contribute their own story, family history and/or special knowledge and experience to the park’s interpretive efforts and/or collections.

Goals for Curriculum-Based Education Programs

Visitor Experience Goals

Teachers will have the opportunity to:

- know what education programs are offered by park staff.
- know how to schedule field trips and classroom visits with park staff.
- be able to evaluate education programs they attend at the park.
- engage the park’s education staff with suggestions about future opportunities in education programming.
- schedule a ranger to visit their classroom.

Students will have the opportunity to:

- engage in age appropriate curriculum-based education programming at

sites within the park and sites outside the park including the Alaska SeaLife Center, Lowell Point, and Fox Island.

- engage in age appropriate curriculum-based programs onboard the Marine Science boat.
- access information for school projects and reports on the park web site.

Kenai Fjords NP’s 2005 Educational Strategy for the park, “Advancing Stewardship, Advancing Literacy” contains a list of recommendations for the program that expand upon the general goals listed above.

Interpretation Goals

Teachers, students, and parents will have the opportunity to:

- experience the Exit Glacier landscape to gain a deeper understanding of glacial processes.
- understand the broader picture of National Parks and their mission in our country.
- view wildlife and understand its relationship with the ecosystem.
- use visits to the park to create their own meanings through writing and other artistic expression.
- understand their role in the stewardship of public lands.

Issues and Influences



A number of influences including long-range Service-wide initiatives, critical resource issues, staffing and funding, employee development, use of technologies, dynamics of neighboring communities, and concerns of stakeholders are all factors that should be taken into account when planning and implementing the park's overall interpretive program. Articulated below are several issues of relevance to Kenai Fjords NP.

1 Seasonal Access to the Resource

The Kenai Peninsula has a harsh climate that quickly turns cold and windy when summer ends preventing the popular boat tours from going out into the fjords. In the late fall, the road to Exit Glacier closes to vehicles, many businesses in town shut their doors for the season, no cruise ships come to port, and the summer visitors and seasonal employees leave. Although some individuals come in search of this solitude, many visitors that try to experience the park in the fall and early spring months may be disappointed to find drastically pared-down offerings.

2 NPS Interpretation and Education Renaissance

The National Park Service National Education Council recently began a nationwide movement to enhance and equip its interpretation and education programs to meet the needs of 21st century audiences. The Renaissance has five areas of focus all of which are relevant to Interpretation and Education at Kenai Fjords NP National Park. The five areas of focus include:

a. Establishment of National Standards for Interpretation and Education. Kenai Fjords NP has been active in developing these standards through the Alaska Region's Education Advisory Group (EAG) and can continue to be a regional leader in this arena.

b. Engaging new and diverse audiences. The demographics of the American population are changing drastically. It is important that national park audiences reflect the face of a richly diverse nation. Everyone must feel welcome at national parks and have opportunities to see aspects of their own background and experience reflected in the universal meanings and stories interpreted at national parks.

c. New Technology. Changing technology is profoundly impacting the way people communicate, learn, find community, express themselves, find and process information. To fully engage a modern audience, national parks must use new media and current technologies to interpret park resources without abandoning traditional methods and techniques.

d. Embrace Partners. It is clear that with ever-growing audiences, and ever-dwindling budgets and personnel, the only way to meet increasing demands and fully serve park audiences is to work closely with existing partners and continue to identify new partnership opportunities.

e. Evaluation. Traditionally in the NPS, interpretation and education programs have not had access to the solid research and evaluative data needed to make

decisions on what programs to offer and how to best allocate funding, personnel, and other critical resources. In this time of scarce resources, it is important to make decisions based on what approaches are effective and what audiences respond to. To accomplish this, Kenai Fjords NP has already begun to consider the goals and outcomes of its programs using evaluation. Kenai Fjords NP can also learn from evaluative and research data produced throughout the park service system and the interpretive field in general.

3 NPS Centennial

In 2016, the NPS will celebrate its 100th anniversary. The current administration (2009) has established a Centennial Initiative focusing on stewardship, environmental leadership, recreational experience, education, and professional excellence.

4 Staff/Funding Shortage

Many NPS parks have experienced budget cuts over the past ten years. Even for parks such as Kenai Fjords NP that have seen consistent budget increases over this time period, competing demands for financial resources, rising fixed costs, and failure of budget increases to keep pace with increasing costs mean that budget issues remain a

critical challenge. At Kenai Fjords NP, the interpretive staff is limited to two permanent full-time positions which represents a shortfall of three full-time staff. The Education Specialist is a permanent subject-to-furlough position. At the time of this report, the Chief of Interpretation position is in the process of being filled. The Interpretive Specialist position is currently filled with a GS-11 part-time employee. The Lead Interpretive Boat Ranger position is filled with a GS-9 term due to expire in 2010 and the Lead Interpretive Exit Glacier position is filled with a GS-7 seasonal park ranger. Thirty-one seasonal positions (including SCA, YCC, and volunteers) are added in the summer months. Kenai Fjords NP staff has been creative in its use of these seasonal staff, shared positions, interns, and volunteers to accomplish operation and park goals.

5 Varied Visitors

Kenai Fjords NP is primarily reached through Seward, a small town several hours from Anchorage, the nearest major city. Because its location is less remote than many other National Parks in Alaska the park gets a fair number of destination visitors from Anchorage and from outside Alaska. However, local schools, groups and individuals also make up a large part of the park's audience.

6 Recreational Uses of the Park

Snowmobiling, snowboarding, and cross-country skiing are popular winter pastimes in the area, as are kayaking, hiking, and mechanized water sports in the summer. In addition to these recreational activities, new lodges continue to bring more visitors to the area. The duty of the park interpretive program is to reach out to these various audiences to help them understand and appreciate the Park's goals of preserving intact ecosystems and resources for generation to come, and gain support for how park management seeks to balance the needs of different user groups in the park.

7 Generational Marketing

The "Baby Boom" will begin to reach retirement age in the next decade. This will create a large demographic shift. Many retirees are more likely to travel during the shoulder seasons—Fall and Spring—a time when the park is more difficult to access. Kenai Fjords NP can address this issue by finding ways to communicate to this demographic about what they can expect in the shoulder season. Kenai Fjords NP may consider developing shoulder season programming if the park sees an increase in demand.

8 Presenting Alaska Native History and Culture

Since its establishment, the park has included programs about archeology and ethnology in its offerings to visitors, including a current program developed by the Ocean Alaska Science and Learning Center highlighting archeological work in the park and presented at the Alaska SeaLife Center. The park presents Alaska Native history and culture on the park website and through curriculum-based education efforts. The park has been actively working and will continue to work with Native communities to accurately and appropriately represent their history and culture.

9 Development of the Park Visitor Center

Kenai Fjords NP has long recognized the need for better exhibits and audiovisual offerings in a central location. Staff office locations have changed multiple times in recent years as the park struggles to come to the most efficient arrangement within the space available. The park had deferred both of these issues in anticipation of the construction of a new multi-agency visitor center in Seward (Mary Lowell Center). Plans for this project have been scaled back and currently the park is working on a smaller NPS-only facility. This new facility would aim to achieve a Platinum LEED Certification and be a “net

zero” building. Plans for the Mary Lowell Center had reached the schematic phase, with a well-developed interpretive plan from a multi-agency/ecosystem perspective. This plan would need to be revised to reflect new circumstances and to highlight the facility’s sustainable design.

10 Inter-park Cooperation

Kenai Fjords NP is part of the Alaska Region of National Park sites. Through the Education Advisory Group and Educational Coordinators Group, parks in the Alaska region experience a high degree of interaction and a channel of communication that will benefit Kenai Fjords NP in the development of this plan. Kenai Fjords NP should consider its impact on the regional visitor experience in the context of other parks and continue to build on its strengths with this in mind.

11 Loss of Local Hire Authority

Since its inception, the park has issued vacancy announcements through Section 1308 of Public Law 96-487 to recruit and hire local residents. This has served to assist the local economy, build community relationships, and offer an authentic Alaskan perspective for visitors. In Seward, the park has been fortunate to draw from a highly educated and experienced pool of candidates that offer a higher quality of resource knowledge and presentation techniques.

In March 2009, Public Law 111-11 was passed that amends ANILCA to no longer allow recruitment for or rehire of local hire appointments.

The park’s lack of government housing and ability to hire employees with substantive knowledge of local resources may make it impossible to fill positions and will impact the quality of personal services provided to visitors.

12 Limited Housing

Limited government housing and the limited seasonal rental market in the Seward area restricts the park’s ability to hire non-residents. The expense of travel to Alaska and limited access to goods, fuel, service, medical care and public transportation can also be a challenge.

Park Audiences



Understanding current and potential audiences can help the park plan interpretive programs that most effectively enhance the experiences of its visitors. When comprehensively planning an interpretation & education program, the basis for categorizing audiences lies in whether or not a particular audience requires communication in a way distinct from that of the general park audience. The park must continue to strike a balance between communicating effectively to a greater number of specific audiences, with the limited resources available to the park's programs.

Demographic information for Seward appears in Appendix 2. Audience use information can be found in the Existing Conditions Report. The following list of park audiences by season was generated at the Foundation Workshop by park staff and stakeholders.

Winter

In the winter months, potential visitors to Kenai Fjords NP are those that happen to be in the area for another event, are area locals, or are individuals who have come specifically to recreate in the natural setting that the park provides. Audiences include:

Local Audiences

- School children/programs

Visiting Audiences

- Winter special event/conference-goers
- Virtual visitors/potential visitors
- Weekenders from Anchorage
- Military

Groups Comprised of Both Local and Visiting Audiences

- Winter sport recreational users (snowshoers, skiers, snowmachiners)
- Dog mushers & skijorers
- Users of public use cabins

Spring/Fall

In the spring and fall, park audiences include students and teachers looking to enhance classroom learning by accessing the park either virtually or through park outreach. Some visitors that come to the park seeking experiences that are only possible in the summer may be disappointed because fewer activities are available to them during the shoulder season. Park audiences include:

Local Audiences

- Students in their own classrooms when staff does outreach to schools
- Snowmachiners
- Teachers (in the fall)
- Spring and Fall sport recreational visitors (hikers, bikers, skiers, mountaineers)

Visiting Audiences

- Foreign nationals
- Familiarization trips by travel agents
- Local commercial operator trainings
- Spring whale watching trips
- Birders
- Snowmachiners
- Occasional cruise ships
- Spring and Fall sport recreational visitors (hikers, bikers, skiers, mountaineers)

Summer

Summer is the busy season for Kenai Fjords NP. This is the season that most visitors will see the park and take advantage of its interpretive and recreational opportunities. In the summer, the park sees the most diverse audiences, has the greatest potential to make an impact on those who visit, and has the largest staff capacity to serve them. Audiences include:

Local Audiences

- Summer sport recreational visitors (hikers, bikers, kayakers)
- Residents with visiting friends and relatives

Visiting Audiences

- Package Tours via cruise, bus, train, and van for youth, adult, and foreign visitors
- Organized youth travel groups
- Elderhostels
- People visiting friends and family
- Independent travelers, including:
 - Foreign
 - RVers
 - Families
 - Seniors
 - Locals
 - Military/Veterans

- Scouting groups
- Adventure groups (multi-sport, Outward Bound)
- Church and mission groups
- Kenai Fjords Glacier Lodge visitors
- Conference Attendees
- Fishers and their partners
- Summer sport recreational visitors (hikers, bikers, kayakers)
- Motorized boaters and sailboaters
- Researchers
- Climate change audience
- Teachers' workshop goers
- Extreme adventure seekers (kiteboarders, hikers on the icefield, surfers)
- Wildlife watchers (whalewatchers, birders, photographers, etc.)
- July 4 crowd
- Service groups/volunteers
- Make-a-Wish kids

Underserved/Underrepresented

Typical in many National Parks, there are groups that are underserved and therefore underrepresented in the demographic of park visitors. Participants in the LRIP Foundations Workshop identified the following groups in this category:

Local Audiences

- Local kids in the summer
- Local residents in general
- School groups that can't afford to come
- Nanwalek, Port Graham, and Seldovia communities
- Low-income visitors who can't afford to pay for services such as boat tours

Other Audiences

- People who can't afford to come to the park
- Winter visitors unable to access Exit Glacier because they lack appropriate transportation and/or gear
- Virtual visitors
- Students at AVTEC, high schools, and junior high schools on field trips. Unlike elementary school students who stay in one classroom all day, these students' class schedules are not conducive to the longer field trips that are necessary to reach Kenai Fjords NP.

Existing Conditions

It is useful to record a snapshot of the park's current interpretive offerings to gain a sense of what might be improved to make the interpretation and education program more efficient and effective over the next ten years.



Audience Use

Each year approximately 275,000 visitors come to Kenai Fjords NP. About 130,000 visitors annually come to Exit Glacier, the only road accessible and developed area of the park. The bulk of the remaining visitors view the park from local day tour boats and/or visit the Kenai Fjords NP Information Center in Seward. A small subset (<3000 per year) engage in overnight visits to the coastal backcountry, primarily by kayak. Even fewer (<300) ski onto or across the Harding Icefield.

Visitors come to Kenai Fjords NP to experience glaciers and wildlife, to learn about the cultural and natural history associated with the site, and to enjoy the outdoor recreational opportunities available, including hiking, birding, camping and appreciating the solitude found while in the area.

Most visitors to the Exit Glacier area spend one to three hours walking the short trail network near the glacier. About 15% hike the 8.2-mile, 6 to 8 hour hike on the Harding Icefield Trail. Coastal boat visitors generally spend up to 8 hours per trip though only about half is along the park coast with the balance of time in transit.

The park experiences almost all its visitation from Memorial Day to Labor Day, with reduced shoulder season activity in September and early October. Weekends draw a slightly higher number of visitors than weekdays. The most recent demographic information for visitors comes from a Visitor Services Project report that studied visitors to Exit Glacier in 1999. This report found that U.S. citizens accounted for 92% of visitors to the park with foreign visitors accounting for 8%. Alaska was the most common state of origin at 19% followed by California at 12%. Top foreign countries were Germany, Japan, England, and Switzerland.

In 1999, 82% of visitors to Exit Glacier were first-time visitors and 92% spent less than one day at the park. Of those, 59% spent 2-3 hours.

Facilities

Facilities at Exit Glacier are the subject of a planning document created by Kenai Fjords NP in 2004. The concept of the Final Exit Glacier Area Plan: General Management Plan Amendment is to enhance the experience of viewing Exit Glacier and to provide for additional non-motorized activities there. It outlines five management zones of Exit Glacier as well as the natural resource conditions, social conditions, visitor use, facilities and development, and management activities that are intended for each zone.

Exit Glacier Nature Center

The Exit Glacier Nature Center, adjacent to the parking area, restrooms, and picnic area in the Visitor Facilities Zone, provides an information desk, cooperating association sales outlet, and limited indoor exhibit space along with a small office, break room, and equipment storage space. The current building, about 1400 square feet, was constructed in 2003 and replaced a much smaller two-room cabin which had served this function since the early 1980s.

The building does not have a reliable source of electrical power and the park is currently planning an alternate energy feasibility study for fiscal year 2009. The park is also developing an initial exhibit design plan, which was not done before the building was constructed. Exhibits in the building now are



Exit Glacier Nature Center

mostly flat panels of mixed photos and texts and relate primarily to plant succession and geology. The building also houses a 4 foot by 6 foot 3-dimensional relief model of the park housed in a locally constructed wood frame.

Kenai Fjords NP has funding to plan interpretive exhibits for this facility. Some preliminary planning was done by Harper's Ferry Center as part of the current wayside project but before an exhibit plan can be implemented, information is needed about what type of power availability for lighting and what structural changes can be made.

Visitation to the building in 2007 was about 80,000. It is staffed by seasonal rangers and volunteers from about 9:00 am until 8:00 pm daily, from late May–early September, and 9:00 am–5:00 pm from early September until October 1, when it is closed for the season.



Dimensional relief model of the park

Recreational Facilities

Recreational facilities in the Exit Glacier Area include five unsheltered picnic tables located behind the Exit Glacier Nature Center parking area, restrooms, and a twelve-site walk-in tent campground with 3 sheltered picnic tables, tent pads, vault toilets, a winter warming hut, and potable water. The campground provides little or no opportunity for making formal interpretive contacts and the opportunity for roving informal contacts by interpreters is limited, as the long daylight hours in Alaska frequently result in campers being away from their sites until late in the evening outside the normal working hours of the interpretive staff. Resource Management and Law Enforcement officers are more likely to contact visitors in the campground during evening hours.



Kenai Fjords NP Information Center desk

Kenai Fjords NP Information Center

The Kenai Fjords NP Information Center (IC) is open daily from Memorial Day through Labor Day from 8:30 a.m. to 7:00 p.m. During the shoulder seasons in May and September, the center is open from 9:00 a.m. to 5:00 p.m. Over the years, the park has experimented with year-round open hours but has found that extremely limited visitation did not justify the operational costs.

The Kenai Fjords NP Information Center contains an auditorium with capacity for about 24 people. Lacking a dedicated “park film”, a series of short videos are shown on a large screen television. This series includes one sales item from the Alaska Geographic sales outlet as well as several videos produced in house by the Ocean Alaska Science and Learning Center about various projects they have supported. The building includes a visitor information desk and a cooperating

association-run bookstore. Free publications, park guides, and maps are stored at the desk and are issued upon request.

The Kenai Fjords NP Information Center, built in the early 1980s, serves as a contact station and location for staff offices. Currently the Superintendent, Maintenance staff, Cooperating Association, Interpretation, and Education staff are housed in the Information Center. Due to the lack of a single administrative facility this staffing arrangement has shifted several times in the past few years as the park has tried to balance the importance of co-locating team members with having all squad members (management team) in a single building.

Plans for the Park Visitor Center

For over ten years, the park has been involved in a planning and design process to greatly expand its presence and visitor offerings in Seward with the addition of a new park visitor center. The Center will include an administrative facility and expanded interpretive offerings. The primary architecture firm on the project is the Portico Group of Seattle, Washington.

This project was initially planned as a multi-agency facility, but has shifted to solely an NPS Visitor Center. If this project does receive funding its interpretive plan will need to be revised since it was developed from a multi-agency perspective.

Backcountry Facilities

The park currently has three public use cabins along the coast, two in Aialik Bay and one in the north arm of Nuka Bay. The North Arm cabin may not remain available for public use in the future due to potential changes in land ownership status. Each cabin, rented by kayakers for \$50 per night with a stay of up to three nights, is a very simple structure with wooden bunks, table and chairs, and a propane heater. A locked glass and aluminum bulletin board inside each cabin contains basic regulatory, safety, and interpretive information.

The Kenai Fjords Glacier Lodge opened for business in May 2009. Located on lands owned by the Port Graham Native Corporation in vicinity of Pedersen Glacier in upper Aialik Bay, it is the first lodge inside the park and will provide opportunities for interpretive partnerships. The lodge is owned and operated by Alaska Wildland Adventures, a well-established ecotourism guide service operating out of Cooper Landing and Girdwood, Alaska.

Interpretive Media

Audiovisual Presentation

The park does not have a signature audiovisual program. A small auditorium is found in the Kenai Fjords NP Information Center where a variety of short video programs are shown in a continuous rotation throughout each summer day. Annually, about 3500 visitors watch some or all of the programs. A schedule of last year's video offerings is found on this page.

Until the late 1990s, this space was used to show a short (12-minute) slide show using twin projectors, lapse dissolve, and an 8-track tape soundtrack with changing cues. Over time this program became worn – slides faded and tape stretched. Eventually it was digitized and shown as a DVD based program using a ceiling mounted LCD projector. Various projector issues resulted in the purchase of a relatively inexpensive large screen television which the park currently uses to present programs.

The Education and Outreach Specialist for the park-based Ocean Alaska Science and Learning Center, has produced several of the short videos currently shown, and has the talent, expertise, and equipment to locally produce AV products. The park has discussed the possibility of developing a 15-20 minute film for the auditorium at the Kenai Fjords

NP Information Center to replace the current offerings—an interim measure until the Park Visitor Center film is produced—though this project has not moved past the initial discussion phase as of this writing.

All audiovisual program offerings are closed-captioned for the hearing impaired. Assistive listening devices are available upon request.

The park currently has one podcast available on the park website and several others available through the OASLC site.

Plans for Audiovisual Presentation at the Park Visitor Center

As part of the planning for the new Park Visitor Center, initial planning was completed for a 15-20 minute digital high-definition film to be shown in either a dedicated auditorium or in a dual purpose room (auditorium and conference meeting room). A preliminary treatment was completed by the firm Batwin and Robin (working as subcontractors to the Portico Group). This treatment represented a joint NPS/USFS ecosystem perspective but the park would take a more park-specific approach if developing a film independently.

Information Center Film Schedule

National Park Service
U.S. Department of the Interior
Kenai Fjords National Park

These films are free to the public and are shown daily in the Information Center auditorium:

| | |
|--|---|
| | <i>Kenai Fjords National Park: A Video Postcard</i> Explore the wonders of Kenai Fjords National Park from the air, the sea and the trail! (30 min) |
| | <i>Inventory and Monitoring in Southwest Alaska</i> Follow researchers through the Parks of Southwest Alaska as they investigate the diversity of life. (21 minutes) |
| | <i>Archeology and Memory</i> Learn about ancestral Alutiq villages along the outer Kenai coast. (20 minutes) |
| | <i>White Winds</i> Join a expedition on a journey across the Harding Icefield! (15 minutes) |
| | <i>Research Spotlight</i> Learn about some of the latest research at Kenai Fjords National Park through these short videos. Topics may include black bears, glacier studies, or climate change. |

Schedule

| | |
|-------|--|
| 9:00 | Kenai Fjords Video Postcard |
| 9:30 | Archeology and Memory |
| 9:50 | Research Spotlight |
| 10:00 | Research Spotlight |
| 10:15 | Inventory and Monitoring in Southwest Alaska |
| 10:35 | Research Spotlight |
| 10:40 | White Winds |
| 11:00 | Kenai Fjords Video Postcard |
| 11:30 | Archeology and Memory |
| 11:50 | Research Spotlight |
| 12:00 | Research Spotlight |
| 12:15 | Inventory and Monitoring in Southwest Alaska |
| 12:35 | Research Spotlight |
| 12:40 | White Winds |
| 1:00 | Kenai Fjords Video Postcard |
| 1:30 | Archeology and Memory |
| 1:50 | Research Spotlight |
| 2:00 | Research Spotlight |
| 2:15 | Inventory and Monitoring in Southwest Alaska |
| 2:35 | Research Spotlight |
| 2:40 | White Winds |
| 3:00 | Kenai Fjords Video Postcard |
| 3:30 | Archeology and Memory |
| 3:50 | Research Spotlight |
| 4:00 | Research Spotlight |
| 4:15 | Inventory and Monitoring in Southwest Alaska |
| 4:35 | Research Spotlight |
| 4:40 | White Winds |

Exhibits

Kenai Fjords NP Information Center

In the auditorium are panels focusing on Exit Glacier, the Chiswell Islands, and Caines Head State Recreation Area. They are dated in style and content and will likely be removed in 2010. They primarily serve an orientation function but, due to their age and location, are not effective.

Also in the auditorium, mounted on small individual shelves high on the wall to preclude touching, are a set of taxidermied marine birds. They have individual identification labels but no interpretive text or other associated information. In past discussions about removal of the birds, some seasonal interpreters have stated that they use them in discussions with visitors and would like them to remain.

The lobby of the Kenai Fjords NP Information Center has several disparate interpretive elements that could be considered exhibits. In the northwest corner, a taxidermied brown bear head and front legs is mounted in a wall recess with a small explanatory plaque. A painted background depicts a volcano typical of those in Southwestern Alaska – Katmai or Lake Clark, in particular, but not Kenai Fjords NP. This exhibit has been in place for 20 years or more. Though it is not particularly problematic, it does not contribute to a thematic or cohesive exhibit plan.

On the north wall is a mosaic consisting of large photos and evocative text mounted on foam core. Completed in 2006, this was a low cost, low-tech treatment designed to help engage the visitor and provide a physical and emotional sense of the park. Similar photos are found on the west wall under the high windows and have the same purpose.

A quilt created by local artists and donated to the park about 10 years ago hangs high on the south wall. Because of its beauty and visitor interest in quilting, it provides a strong focal point and tangible interpretive exhibit but could be better developed. The park also needs to develop a plan for its cleaning and UV light protection over time.

A hand painted silk mural hangs over the visitor desk. Not an exhibit per se, it depicts Exit Glacier and, like the photo mural, provides an engagement and orientation piece.

On the east wall of the main room is a handmade kayak created by long time park (and now Alaska Regional Office) employee Bud Rice and donated for display. An exhibit text panel was designed to accompany the kayak but is not currently displayed. The kayak is a viable tangible object with connections to both ocean and cultural history themes and could be used to represent those used historically by Alaska Natives in or near the current park.

The wall adjacent to the back door on the east side of the building is used for information and orientation for backcountry travelers. The information panels were locally produced and printed and mounted on foam core. The intent was to create low cost exhibits easily updated and reproduced as needed over time.

Exit Glacier Nature Center

Exhibits in the building now are mostly flat panels of mixed photos and texts and relate primarily to plant succession and geology. They were created in house at low cost with materials printed on the park plotter and mounted on foam core pieces which are in turn attached to fabric wall panels with Velcro. These were developed with the understanding that they would be a short term product until a more complete interpretive exhibit plan and design could be undertaken.

The park will be receiving \$57,000 for project management, planning and design of exhibits for this center.

The building also houses a 4 foot by 6 foot 3-dimensional relief model of the park housed in a locally constructed wood frame. The model was given a durable coating to allow some tactile use but the park currently discourages touching in order to preserve the material. The map was produced in 2003 at a cost of about \$20,000 and is probably

the most valuable single item in the park's interpretive media inventory. The park has discussed various treatments for this exhibit including the addition of reader boards with interpretive information mounted around the perimeter but to date this has not been done.

Publications

The park's primary free publication is the Kenai Fjords NP unigrid brochure (official map and guide). A park newspaper, the Nunatak, was produced annually from the early 1990s until 2003. It served as both a trip planning guide as well as a means to tell short stories about park issues, current research, etc. Publication of the Nunatak consumed most of the park's annual discretionary "direct support" funding from the Alaska Natural History Association (now Alaska Geographic). Its value as a trip planning tool was limited because it was mainly distributed to visitors after they had arrived on site.

Currently, park staff is discussing the possibility of developing a regional, multi-agency newspaper to disseminate on-site trip planning, safety, and resource protection information in a consistent and cost effective manner. Potential partners are Alaska Geographic, Chugach National Forest, Kenai National Wildlife Refuge (NWR), Alaska Maritime NWR, and Alaska State Parks.

The park has produced technical newsletters, including an annual resource management update, Exxon Valdez Oil Spill and Pacific Ocean newsletter.

Signs

The park has several directional visitor use, interpretive and regulatory signs posted throughout the Exit Glacier area. Glacier terminus year signs (*shown below*) posted along the entry road and trails are a popular interpretive element. These signs simply give a year in large white letters on a brown background indicating the location of the Exit Glacier terminus in that year. Visitors who understand the signs can track the dynamic movement of the glacier through time while those who don't understand will usually ask a ranger about them, providing an ideal interpretive opportunity.



Glacier terminus year sign.

The Exit Glacier entry sign is a large, routed wood custom sign mounted on two large wooden posts. It is located at a small pullout along the road where visitors can stop and take pictures near the sign. The sign is dated and weather worn and the Park plans to replace it in the near future. When replaced, it may be moved to a different location along Exit Glacier Road due to wetlands compliance issues.



Park welcome sign front (above) and back (below).



A new series of trailside orientation and information waysides with associated wayfinding signs is nearly complete. The first signs were placed in the summer of 2008 as temporary units for evaluation. The evaluation has been completed and new wayfinding signs have been installed.

Waysides

Kenai Fjords NP has eleven wayside signs along the Exit Glacier trails. Three are located in a stone and wooden shelter about halfway between the Nature Center and the glacier and date to the late 1980s or early 1990s. They are worn and dated and slated for removal in summer of 2009.

A triangular wayside composed of three flat panel exhibits was removed from the shelter in 2007 as part of an accessible trail reroute. It is in storage in the park maintenance yard and is available for repurposing.



Existing triangular wayside exhibit in the shelter.

The remaining eight waysides are relatively new and were installed in 2007 and evaluated in 2008. They were fabricated inexpensively in order to be able to make changes based on the evaluation and with the understanding that they may become outdated as conditions at Exit Glacier change. Development was done jointly by park staff and Harper’s Ferry Center with an emphasis on safety while giving visitors an understanding of glacial dynamics. Revised waysides based on the evaluation conducted in 2008 will be ready to install in 2010.

A series of approximately 9 small simple fiberglass panels were installed along the then “Nature Trail” (now the trail to the Glacier View) in about 1995 or 1996. The series told the story of plant succession and animal adaptation during the walk to the glacier. Several were damaged by vandals in 2003 and removed while others were taken out during trail renovation. This hardware is in storage and available for reuse.

Two additional triangular units containing three vertical flat panels are located behind the Kenai Fjords NP Information Center in the gravel plaza area in the small boat harbor. Installed in the early 1990s before the adjacent hotel was built, these panels provided basic visitor orientation and information with a park and area map and information about the adjacent Chugach National Forest. Because of the subsequent

hotel construction and loss of the view, their placement is now poor and they should be redesigned or repurposed. The park discussed removing them in 2003 after the construction but held off work pending possible redesign of the gravel area. This has not happened and appears unlikely.

Collections

Museum Collection

The Kenai Fjords NP museum collection includes both cultural and natural collections. The park’s 2008 Collection Management Report notes the collection totals 77,748 items. The current museum collection at Kenai Fjords NP consists primarily of botanical specimens and prehistoric cultural artifacts collected from within the park. Also included in the collection are a few historic artifacts related to fur trapping and gold mining as well as more recent photographs documenting Park resources during the pre-authorization study period, and photos from the Grant Higgins repeat photography project. The bulk of material waiting to be accessioned into the collection consists of archives such as reports generated by park staff, log books and field notes. Very few museum objects are on display and most of the prehistoric cultural artifacts are stored at the NPS regional office in Anchorage, Alaska.

The interpretive themes stated in the Foundation section of this report serve as guidelines for acquiring objects for the museum collection. Guidelines are in place to prevent arbitrary and excessive growth of the Park's museum collection, while ensuring that the collection remains relevant to the Park's purposes. The development of the museum collection proceeds in close coordination with the Regional Curator, Regional Chief of Interpretation and other appropriate Regional Office resource management specialists.

In addition to the Park's museum collection, the interpretive division maintains an interpretive collection of materials for use in interpretive and environmental education programs. Other non-museum collections include the Park library and photo file. These other collections contain materials that are either not within the scope of the museum collection, damaged or incomplete, or for other reasons not appropriate for accession into the museum collection.

The majority of these collections are currently housed in the Kenai Fjords NP collection storage room, the NPS Alaska Region Curatorial Center, and the University of Fairbanks museum. A Scope of Collection Statement for the park museum was completed in 2009. The final draft lists the following overall purposes for the Kenai Fjords NP museum collection (SOCS, p 13):

- To preserve, document, and make accessible historical, archeological, and scientific collections and documentation related to the cultural and natural resources of Kenai Fjords NP
- To preserve, document, and support scientific research related to the park's cultural and natural resources
- To increase knowledge and inspiration among present and future generations through exhibits, research, and interpretive programs
- To contribute to the scientific body of data through research, accessibility, and dissemination of information
- To preserve and document the management actions associated with the preservation of the park and its resources

Personal Services

Programs

Guided Walks

Between Memorial Day and Labor Day, rangers lead three one-hour guided walks daily from the Exit Glacier Nature Center to Exit Glacier. Audience attendance has grown over the last several years and groups of 40-50 are not uncommon as commercial groups schedule themselves to take advantage of these programs. Rangers lead 8-hour guided hikes on the Harding Icefield Trail on Saturdays in July and August. Over the last several years this program has grown in popularity with visitors.

Commercial tour operators offer a variety of walks, including guided glacier hiking on Exit Glacier daily during the summer. To date the park has invited these operators to annual training, but could explore other ways to increase collaboration.

Boat Tours

A cornerstone of the Kenai Fjords NP interpretive program is the boat ranger program. The park has an agreement with Major Marine Tours wherein the company funds the cost of seasonal rangers who in turn provide daily interpretive services aboard their vessels. Eleven seasonal rangers provide boat tours ranging from 4-8 hours. Rangers also staff a day ranger position at the

Kenai Fjords Tours Fox Island Lodge through a similar agreement. Here they provide illustrated talks, beach walks, and roving contacts with guests arriving on each of several vessels.

Ocean Alaska Science and Learning Center Programs at the Alaska SeaLife Center

The Ocean Alaska Science and Learning Center (OASLC) funds a single seasonal interpretive ranger position each summer out of park base funds. Rangers present a one-hour illustrated talk in the research alcove of the Alaska SeaLife Center (ASLC) twice daily with a focus on subjects of current OASLC sponsored research such as Climate Change and Archaeology.

Alaska SeaLife Center/NPS Intern Program

Currently, the NPS shares three summer interns with the ASLC. In addition to their work at the ASLC, interns staff a marine ecology “discovery cart” in the lobby of the park Information Center each morning. They then assist rangers aboard the private tour boats, focusing attention on children participating in the on-board Junior Ranger program.

Roving Interpretation

30,000 to 70,000 informal interpretive contacts are made annually between

Memorial Day and Labor Day by scheduled roving on Exit Glacier area trails. Rangers also use carts with interpretive props for informal presentations on the animals and geology of the area. In good weather, it is wheeled into the area in front of the Nature Center. It is also used on the Nature Center porch and in the kiosk pavilion during inclement weather. Safety education near the face of Exit Glacier is a key focus of this interpretive effort.

On the boat tours, interpreters provide roving interpretation in-between the formal narration.

Junior Ranger Program

Kenai Fjords NP offers an on-site Junior Ranger Program designed for children from ages four up to twelve years old. The current Junior Ranger program booklet requires completion of a site-specific activity workbook. Children aged six and under must complete three activities, children between the ages of seven to nine must complete four activities and those between ten and twelve must complete five activities. The traditional plastic Junior Ranger badge is awarded for completion. Jr. Ranger booklets are distributed aboard partner boat company vessels but completion requires an interview with a boat captain or park ranger, with badges awarded by a ranger to ensure NPS contact with the participants. The booklet is currently being revised and will be printed in 2010.

Bear Management Team

All park employees, cooperators, and commercial operators assist in bear management in countless ways including emptying garbage cans, providing interpretation on bear behavior/ecology, filling out Bear Encounter Report forms, and keeping a clean camp. The Bear Management Program includes educating visitors about proactive food storage measures and management actions including hazing and aversive conditioning of bears.

The Bear Management Team consists of representatives from the Resource Management (RM), Visitor and Resource Protection (VRP) and Interpretation Teams. Staff trained in conducting hazing or bear aversive conditioning operations are part of the Bear Incident Response Team. They are most likely to be seen by the public in the campground and along the trails and serve as the front-line for bear education efforts.



Education Programs

The park has one permanent, subject to furlough, GS-09 Park Ranger who functions as the Education Specialist. Working about 0.65 FTE and assisted by one or more seasonal or SCA Conservation Associates, the ranger typically offers a variety of classroom programs and in-park field trips for local and regional students, with an occasional group from outside Alaska. The current Education program offerings are listed below.

Classroom Programs

4th-5th Grades

“What’s in a National Park”

This program is a pre-visit program for the Glacier Tracks field program. Students will gain an understanding of our nation’s decision to have national parks, learn that each national park protects a special place and find out what is so special about Kenai Fjords NP by building an icefield out of popcorn!

3rd-5th Grades

“Glacial Detectives”
In this program, a ranger visits a class to teach students about glaciers in advance of a field trip to Exit Glacier. Using photographs, students gain an understanding of the impacts a glacier has on the land.

3rd- 5th Grades

“Recess for Glaciers, Success for Plants”
Students will learn about the process of plant succession as a glacier recedes opening up new land.

6th – 8th Grades

“Those Fabulous Fjords”

Students will get a feel for the uncommon occurrence of glacial fjords. Students will become fluent in the vocabulary and physical geography of fjords. They will understand where fjords occur and why. Using maps and photographs students will learn where the fjords of the world are located and reach conclusions about fjord formation and other glacial processes. This series of lesson plans can be used as a pre-cursor to a trip on the Marine Science Boat (See Field Trip Programs).

6th-8th Grades

“Finding Your Way in the World”

A ranger will come to your classroom for a short indoor lesson on GPS technology. Students will understand the way satellites help us to know where we are. Then the group will move outside to try out their GPS’s finding waypoints established by the ranger. The park service can loan GPS units to your class for 2 weeks in the fall for continued practice. Then your class travels to Exit Glacier where they can learn botany using the GPS units. (See “Botany by GPS” under Field Trip programs).

Field Trip Programs

Kindergarten

“Creatures and Features of Exit Glacier”

A two-hour program in which students explore Exit Glacier area, visiting Park Rangers at stations to learn about animals, insects and glaciers.

1st-3rd Grades

“Home Sweet Home”

A two-hour program for students to learn about habitat and investigate how animals survive near a glacier.

4th-6th Grades

“Glacier Tracks”

Students will get a chance to see and hear a glacier as it carves its way down the mountainside. Earth Science and the effects of glacial ice on the landscape are the themes of this program.

6th-8th Grades

“Botany by GPS”

Students will search for native plants in a glacial valley using tools scientists use to mark their way. An understanding of plant species and a chance to use GPS technology offer students a feel for a real scientist’s job. (Pre-requisite “Finding Your Way in the World” –see classroom presentations listing.)

9-12th Grades

“Harding Icefield Challenge”

June-September only, group size limited. During this all-day hike students will get a

chance to inventory plant and animal species living along the Harding Icefield Trail corridor from valley floor to alpine. Students will also learn Leave No Trace Principles teaching them how to explore a landscape lightly.

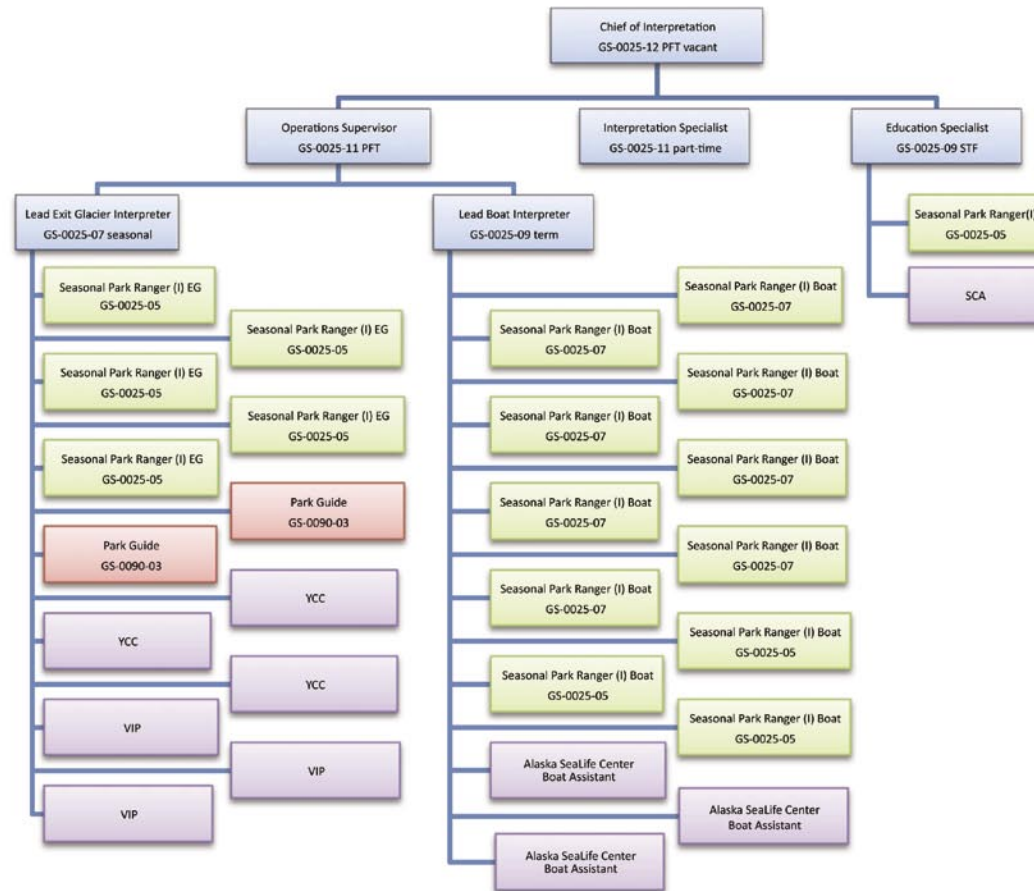
Resurrection Bay Programs

6th-7th Grades "Marine Science Boat Program with Kenai Fjord Tours"

This program is booked through our partner Kenai Fjord Tours. Students attending will cycle through 4 stations as they travel for 6 hours on a boat in Resurrection Bay. Stations include: Sea Water Analysis, Plankton, Marine Mammal and Seabird Adaptations and the Fjord Estuary Ecosystem (taught by a National Park Service Ranger- See "Those Fabulous Fjords for a pre-visit program for this field trip)."

Staffing

Current Organizational Chart of Kenai Fjords NP Interpretive Staff



Interpretive Partnerships

Volunteer Program

Kenai Fjords NP maintains a Volunteer-In-Parks (VIP) program and Student Conservation Association Intern program. Typically two VIPs volunteer 30-40 hours each week during the peak summer season augmenting the seasonal staff at information desks, and conducting roving interpretation and guided walks. Other volunteers are utilized during the year for projects and visitor contact activities. In the last five years, VIP numbers have been between 34-112 individuals. Higher numbers of volunteers recorded in recent years are due to community engagement in RBCA/NPS beach cleanups and community weed pulls.

Total hours over five years have been between 6,247–9,012 hours per year. Monies spent in the VIP program have remained between \$15,200–\$16,200 for the past five years. Monies above the VIP budget of \$4,500 come from regional allocation of project monies and percentage allotment among parks.

The park uses one Student Conservation Association (SCA) intern to support curriculum-based education programs. The park provides about \$6500–7500 plus housing for a six-month intern, while SCA grants Kenai Fjords NP about \$3750. The total cost of one intern to the park is about \$10,000-11,500.



Visitors aboard the boat tours

Tour Boat Companies

Under the 16 USC 1a2g authority, the park has agreements with two private tour operators wherein the companies fund the cost of seasonal rangers who in turn provide daily interpretive services aboard their vessels. About \$150,000-160,000 annually is paid the park, funding about 8 seasonal ranger positions.

Alaska SeaLife Center

Established a decade ago, the Alaska SeaLife Center was created with retribution funds from the Exxon Valdez Oil Spill. Kenai Fjords NP maintains a strong partnership with the Alaska SeaLife Center via the Ocean Alaska Science Learning Center (OASLC).

Alaska Geographic

Alaska Geographic (AK Geo) is the official nonprofit partner for Kenai Fjords NP as well as for Alaska's 14 other national parks, 16 national wildlife refuges, two national forests, and other Alaska public lands. Alaska Geographic operates a bookstore in the Kenai Fjords NP Information Center. Alaska Geographic also has an online store and publishes its own books, maps, films, and free visitor guides. The organization contributes nearly \$3 million each year in financial support and services to all of Alaska's parks, forests, refuges, and other public lands. This funding comes from income earned from the bookstores and from contributions from members and other donors.

Outfitters and Guides

There are many commercial service providers offering transportation to and guide services in the Park. In many cases, the park partners with these companies to help provide their staff with training about park management issues and provide their customers park interpretive messages. These companies also help the park to collect information about backcountry and other recreational use.

Additional Partners

In addition to those listed above, Kenai Fjords NP partners with numerous community groups and other government agencies including: The Ocean Alaska Science and Learning Center, Student Conservation Association (SCA), Alaska Service Corps (SAGA), Seward Library, Seward Museum, Chugach Corporation, US Forest Service, US Fish and Wildlife Service, Alaska State Parks, Seward Chamber of Commerce, City of Seward, Resurrection Bay Conservation Alliance, Nordic Ski Club, US Military, Seward Parks & Recreation, Iditarod Trailblazers, Kenai Peninsula Borough School District, and commercial users/film crews.



Interpretive Park Ranger Roger Steinbrecher, giving a talk to visitors on Fox Island.

Marketing

Media Outreach

The park informs the public of upcoming events and special programs through public service announcements, press releases sent to area newspapers, and by posting information on the park web site.

Personal Services

The Park receives and responds to daily requests for information via letters, phone calls and emails. Most requests are for basic information—brochures, pamphlets, junior ranger programs—or directions to the park.

Signs

Visitors traveling to the park or passing in the general vicinity of the park are directed to the site by highway signs located at the junction of the Seward Highway (AK 9) and the Sterling Highway (AK 1), as well as the junction of Exit Glacier Road and the Seward Highway.

Anecdotal discussions with park staff indicate that some visitors who visit Exit Glacier are unaware that it is part of a National Park while others think that it is the entirety of the park. Current signage may be inadequate to allow visitors to appropriately associate the site with the National Park System or to appreciate the full extent of the park.

Radio

Travelers' Information Station (TIS) equipment has been purchased for the park. It is intended to deliver safety, winter conditions, and program information along the Exit Glacier corridor. It is a high priority of the park to work with local authorities to have a sign in place to inform visitors of its availability.

Website

Virtual visitors access the website to learn about the park's natural and cultural resources, recreational opportunities, operating hours, and directions to the park. Park websites have become the most widely used form of media by the public.

Site Maintenance

Currently the site is maintained by a part-time Interpretive Specialist, who also does interpretive exhibit development/planning.

Trip Planning Content

Content in the trip planning section of the site includes:

Directions

This section features an extensive list of downloadable maps of the park. Public transportation options are listed and in most cases the visitor is directed to the Seward Chamber of Commerce site for more information. A sidebar provides a comprehensive list of private transportation options to Exit Glacier and water taxis to the coastal backcountry.

Operating Hours and Seasons

This page informs visitors of general dates for seasonal closures, and gives hours for the Kenai Fjords NP Information Center and the Exit Glacier Nature Center.

Fees and Reservations

Because there are no camping fees, this page is primarily a gateway to information regarding the backcountry public use cabins, and the page redirects to this information.

Things To Do

This extensive section offers information under the following headers: Places to go, Nearby Attractions, Boat Tours, Hiking, Ranger Programs, Flight Seeing, Kayaking, Fishing, Mountaineering, and Winter Activities. Many live links within these pages make for easy navigating to related pages and other sites.

Things to Know Before You Come

This section is comprised of the following subject headers: Your Safety, Lodging, Weather, Outfitters and Guides, Pets, Accessibility, Food Storage, Rules and Regulations, What to Bring, Road and Trail Conditions, Closures, and Permits.

Interpretive Content

Nature and Science

The Nature and Science section of the site contains some very basic general material about what a visitor might find at the park, divided into Plants, Animals, and Ecosystems. Each section contains one page and there is one linked article.

History and Culture

The human history section of the site simply contains an online version of the historic resource study, A Stern and Rock-Bound Coast.

Multimedia/Activities

The site contains one interactive children's book.

PART III RECOMMENDATIONS

Interpretive and Educational Programs, Media, and Facilities, 2010-2019



The following goals and recommendations are based on the foundational information detailed in this document, and the ideas generated at the recommendations workshop. Together they outline a vision for Kenai Fjords NP future Interpretation and Education Program and the steps necessary to achieve that vision.

Summary

The interpretive visitor experience at Kenai Fjords NP is made up of a diverse range of offerings sustained by a well-rounded training program that provides the mentoring needed to keep seasonal staff returning year after year. The boat tours, the Junior Ranger Program, the roving rangers at Exit Glacier, and the warm, welcoming nature of the Kenai Fjords NP Information Center are assets that workshop stakeholders cited as high points in the visitor experience at Kenai Fjords NP—in part due to the high quality of the staff and its training. The staff is supported by highly functional relationships with Alaska Geographic, the Alaska SeaLife Center, and the boat tour operators—mutually-beneficial partnerships that add value to each organization. The park's curriculum-based education program has continued to diversify and expand, incorporating content integral to the park including programs on climate change and Native Alutiiq culture. Non-personal interpretation has been improved at Exit Glacier with the addition of appealing new waysides and orientation panels produced inexpensively through collaboration with Harper's Ferry Center.

Park leadership has been very supportive of the interpretive staff and its efforts. The park interpretive program enjoys the growing support of the local community and an open channel of communication with the regional office and other Alaska parks contribute to an interpretive program that has much to be proud of.

Primarily due to staff shortages and infrastructure needs—problems experienced by many parks—the interpretive program has some shortcomings. There is no dedicated funding for the volunteer program. Although a collateral duty Volunteers-in-Parks coordinator has been able to develop procedures and handbooks, standardize position descriptions, increase utilization across division lines and recruit volunteers locally and nationally, the program is limited. Ideally, the park would like to engage in more proactive volunteer programs than current funding allows. Expanding the volunteer program would aid the park with some of its staffing needs, but a shortage of permanent interpretive supervisors and lack of park housing for volunteers make recruitment volunteers from outside of the local area difficult.

The website is a good resource for trip planning, yet has unrealized potential as an online destination for visitors who may only experience the park from a distance. A growing digital media collection at the

park needs structure in order to be accessed and utilized effectively by the website, and for numerous other media uses including the exhibits and park film that this plan recommends.

The management staff has fostered relationships with the Native Alaskan Corporations and Villages in a number of ways—meetings and visits, recruitment for staff positions, and collaboration on place names. The interpretive division needs to further develop interpretive partnerships with these groups to help more accurately and appropriately interpret Native Culture and History to the public.

While personal services continue to be a strong suit, Kenai Fjords NP is just beginning to address non-personal services including Visitor Center exhibits. For well over the past 10 years, the park has focused on development of an inter-agency Visitor Center. At this writing, the project is in the Schematic Design phase, yet has been placed on hold due to uncertainties regarding funding. In anticipation of shifting the park's main visitor contact and exhibits to a new visitor center, no professional-quality interactive exhibits have been developed in the Kenai Fjords NP Information Center.

Because of the uncertainty of the Park Visitor Center project, the following recommendations approach the interpretive program as it might develop without the realization of the new Visitor Center. Movement to resume this project or begin plans for another visitor center facility may change the prioritization of many of the recommendations in this plan requiring the park to re-assess the relevance of each. Taking these realities into account, the following goals and recommendations have been generated to guide the park's interpretive programs for the next ten years.

Ten Year Goals

By 2019, Kenai Fjords NP's Interpretive Program will meet goals in the following areas of concentration:

Infrastructure

Kenai Fjords NP will increase staffing in order to build capacity in three critical areas:

- Supervision
- Non-personal services including digital media and website
- Volunteer Program Management

Interpretive Partnerships

Kenai Fjords NP will maintain existing partner relationships while expanding partnerships with the following groups:

- Alaska Native Groups
- Alaska Maritime National Wildlife Refuge and Kenai National Wildlife Refuge
- Outfitters in Seward, Homer, and the regional area

Interpretive Services and Media

Kenai Fjords NP will enhance the quality of the visitor experience to the park by expanding and diversifying interpretive services and media offerings at:

- Exit Glacier
- Kenai Fjords NP Information Center
- Boat Tours

Marketing

Kenai Fjords NP will supplement its website by creating an online presence and digital dialogue with its existing and potential audiences, using:

- Social networking sites
- Local online news outlets

Community Outreach and Events

Kenai Fjords NP will increase year-round local audience engagement, visitation, stewardship, and education through:

- expanded community programs
- an increase in park outreach to local and regional groups and events.

Curriculum-Based Education Programs

Kenai Fjords NP will continue to develop and promote its curriculum-based programming, focusing on:

- teacher feedback and the current Education Interpretation Plan. (valid through 2011)
- curriculum needs and current research.

The recommended actions that follow were generated at the stakeholder workshop in June, 2009. To assess the value of each action, stakeholders evaluated it based on the cost of the intervention and its impact. Participants prioritized the highest-quality actions into those that should be addressed within the next 1-3 years, 4-6 years, or 7-10 years.

Recommendations for 2010-2013

(Listed by concentration area)



Infrastructure

Digital Media Management

Objective: Build and sustain a searchable, digital photo/media library and database that can be easily updated by staff on a regular basis.

Actions:

- Acquire new temporary staff or contractor to work with IT department to develop a sustainable image library.
- Collaborate with park stakeholders, research digital media software, hardware, subscription services, and hosting plans.
- Select, fund and implement the chosen system.
- Educate users how to catalogue new media and access collection.
- Provide ongoing management of park library including maintaining standard operating procedures to add and catalogue new images.

Desired Outcomes:

- Kenai Fjords NP will have a searchable library of digital media, easily used and administered by staff or volunteers.
- Other Alaska parks will be able to access the library, possibly expanding it to region-wide use.

Kenai Fjords National Park

- Development of interpretive exhibits, printed materials, and films will be greatly aided by the ability to quickly search and locate needed media.

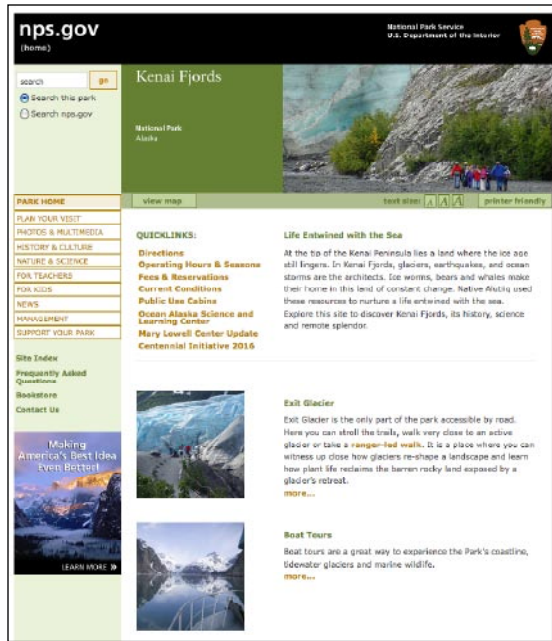
Issues and Challenges:

- Developing an effective system for managing digital images will require a dedicated staff member or contractor with a very specific skill set. It cannot be collateral duty.
- Funding is needed for research, implementation, and initial management of the system.
- The project will require acquisition of new computer equipment, hard drives, and networking.
- Education of Park staff needs to be ongoing. Written policies and instructions for use and addition of new materials should be included in the creation of the library.

Possible Partners:

- Regional Parks or others in the NPS system that already have a searchable digital media library.
- USFWS digital library
- Harper's Ferry Center
- Boat tour operators, Resurrection Bay Historical Society, or other organizations that might benefit from the use of the digital library.

Recommendations for 2010-2013



Website

Objective: Enhance and expand the features of the existing park website.

- Increase the activities and online resources in the For Teachers section. Include classroom-ready or home-school activities that can be accessed via the website.
- Offer additional interactive experiences in the For Kids section.
- Expand depth and variety of content in Nature and Science section.

Desired Outcomes:

- The website will become a way to visit the park more in-depth from a distance, as well as a trip planning tool.
- The website will augment staff by providing more educational material for parents, teachers, and students.

Issues and Challenges:

- The website requires someone in an interpretive leadership/coordinator position to manage and oversee site maintenance and expansion.
- The website needs input from dedicated staff members from each park team to keep content relevant. This requires a commitment of some time and effort from non-interpretive staff, and a project management skill set for the coordinator.

Potential Partners:

- Harper's Ferry Center
- OASLC

Potential Web Partners:

- Alaska regional webmasters
- WASO

Interpretive Partnerships

Objective: Strengthen relationships and partnerships with Alaska Native Groups.

Actions:

- Work through park liaisons to expand interpretive partnerships with Native Groups to help the park more accurately interpret native culture and history.
- Sponsor a booth or table at the Alaska Federation of Natives meeting in Anchorage.
- Hold a special event or gathering with the Park and Alaska Native Groups with the objective of planning for future collaboration.
- Park staff attend as many local cultural events as possible.
- Invite tribal artisans to provide cultural arts demonstrations in the Kenai Fjords NP Information Center periodically during the high season.
- Develop other interpretive programs or venues that deal specifically with Native American Culture or the tribes themselves.
- Interpretive plans for any new facility should take into consideration the interpretation of both living native culture and history and include the consultation of tribal groups in the development of any interpretive efforts.

Desired Outcomes:

- Kenai Fjords NP will be better able to interpret Alaska Native culture and stories.
- Kenai Fjords NP will see an increase in park visitation by members of the Alaska Native Groups.
- The groundwork will be laid for including stories directly from the Alaska Native Groups in the park’s human history interpretation.
- Kenai Fjords NP will see an increase in seasonal staff applications from the Alaska Native Groups.
- Stewardship and support of the park by members of the Alaska Native Groups will be increased, and additional partnership opportunities will be facilitated.

Issues and Challenges:

- Superintendent and tribal leaders can be overscheduled making meetings difficult to coordinate.
- Outreach efforts may need to be combined with other trips to economize on time and costs.
- Events can be time-consuming and costly to plan; additional funding may be needed.
- Within Alaska Native Groups there are multiple stakeholders and perspectives

that prevent the group from providing a unified voice or consistent point of contact for the park.

Possible Partners:

- Alaska Native Groups
- Regional Parks
- Alaska Geographic
- Regional NPS liaison to Alaska Native Groups
- Other National Parks that have engaged affiliated Native American tribes in the development of their interpretive programs.

Interpretive Services and Media

Objective 1: Greatly improve the park’s non-personal interpretive offerings in a variety of media. Ensure that the offerings include new and currently used technologies and that the choice of media is appropriate for both staff to maintain and audiences to effectively utilize.

Actions:

- Create a free orientation/information brochure or bulletin.

This in-house site bulletin could be modeled on those that are produced by other parks. The publication should include seasonal information, a trip planner, maps, hours, backcountry information,

event and boat tour schedules, and information about the Junior Ranger Program. It should also include weather information, feature articles, a message from the superintendent, and safety/ Leave No Trace messaging. It could be reprinted as often as once every quarter or once every year. The brochure should be available online, as a downloadable PDF link to the website, in large print format, and in a format compatible with PDAs/smart phones. Recycling of the hard copies back into brochure racks should be encouraged.

- Create a park film to be shown at the Kenai Fjords NP Information Center in Seward.

The park should invest in the development of a professional-quality, 10–15 minute film that can be used in the current center and also relocated to a visitor center facility to be developed at a later date. The film’s content should focus on the primary interpretive themes and have open-captioning. This could be done in partnership through Alaska Geographic to create a longer for sale version of the film in order to save costs.

- Plan, design, and create portable, well-designed accessible exhibits for Kenai Fjords NP Information Center—that also integrate interpretive themes into the bookstore.

Because the prospect of a new Park Visitor Center is uncertain at this time, the park should seek an interim solution for new exhibits at the Kenai Fjords NP Information Center of professional-

Recommendations for 2010-2013

quality, interactive, and engaging for visitors of all ages. These can be temporary or portable exhibits designed for flexibility as conditions and locations change. Lastly, they should be designed to work with the bookstore displays so that the retail experience includes interpretive content as well as opportunities to purchase park-themed educational materials. The exhibits should encompass all of the primary interpretive themes at Kenai Fjords NP and provide an overview of the park experience as a whole.

The backcountry information that is currently available in the Information Center should be updated and included in this project. Existing artifacts in the Information Center such as a handmade quilt should be kept on display. The cost of a museum-quality display with UV protection for this artifact in particular should be included in the overall budget for the exhibits.

In the event that a new center cannot accommodate the temporary exhibits, parts of the display could become a traveling exhibit representing the park in venues in Anchorage, Fairbanks, Seattle, or Vancouver, BC.

A content outline of the potential concept "Fjords to Forest" generated at the recommendations workshop can be found in the Appendix.

- Plan, design, install, and evaluate permanent, professional-quality accessible exhibits in the Exit Glacier Nature Center and replace a wayside at the Forest

Service overlook on Exit Glacier Road.

Already in the development stages, planned exhibits for the Exit Glacier Nature Center should be designed, completed, installed and evaluated. Inside the Nature Center there is an opportunity to delve into more detailed content on the themes pertinent to the Exit Glacier area: Wildlife and Ecosystems, Icefields and Glaciers, Climate Change, and the Visitor Experience. The large 3-D relief model of the park currently in the Nature Center should remain. The park might consider adding interpretive reading rails to the model.

Please refer to the Appendix for a potential content outline for the Exit Glacier exhibits developed at the Recommendations Workshop.

Desired Outcomes:

- Kenai Fjords NP will improve the visitor experience by diversifying its media offerings providing more interpretive content at key park locations and improving trip planning information.
- Accessibility to interpretive messages and experiences will be improved for visitors of all ability levels.
- The quality of personal interpretation will be improved with the addition of materials and media that interpreters can use as reference, teaching tools, and talking points.
- The visitor experience at Kenai Fjords NP will be improved with the addition

of a park bulletin that contains needed information.

Issues and Challenges:

- Because the park has already secured funding for exhibits at the Exit Glacier Nature Center, this project should move ahead in a timely manner to take best advantage of the available resources.
- In recent years, the possibility of completing a new park visitor center has taken priority over improvements to the interpretive offerings at the Kenai Fjords NP Information Center. In order to provide a quality visitor experience in the Kenai Fjords NP Information Center, park film, and temporary exhibits should be prioritized and funded—even as the park awaits progress on the new Visitor Center project.
- All new media developed within the park should include consultation with Alaska Native Groups if it is to include human history themes dealing with affiliated tribes.

Possible Partners:

- As a reference, Big Bend National Park produces a detailed quarterly park newspaper. Find the current issue online at: <http://www.nps.gov/bibe/parknews/newspaper.htm>
- Alaska SeaLife Center

- Seward Chamber of Commerce
- Professional filmmakers that have existing footage of Kenai Fjords may be willing to license it for use in the park film.
- In-house staff at the park with camera and editing capabilities could produce material for the film.
- Outfitters or other businesses in Seward with a vested interest in the park (may contribute money, expertise, or in-kind services)
- Other National Parks that have engaged affiliated Native American tribes in the development of their interpretive media. These may include, but are not limited to: Glacier National Park, Mesa Verde National Park, Grand Canyon National Park, Pipe Spring National Monument, and Bandelier National Monument.

Interpretive Services and Media

Objective 2: Improve the park's personal interpretive offerings for visitors to Exit Glacier, including those using the recreational facilities (picnic tables located behind the Exit Glacier Nature Center parking area, a winter warming hut, and a 12-site walk-in tent campground with three sheltered picnic tables).



Exit Glacier campground picnic area.

Actions:

- Increase training—both formal and informal—and awareness of basic interpretive principles for all uniformed staff as part of the Bear Management Program.
- Provide all uniformed staff access to handouts that contain basic interpretive principles needed for these visitor interactions. Or, consider an in-house marketing campaign with posters and/or activities designed to increase awareness of these principles and skills among non-interpretive staff. Developing this marketing campaign could be an interactive activity for seasonal interpretive staff either at training or throughout the season.
- Keep better written documentation of visitor/staff contacts.
- Provide ways that visitors to Exit Glacier

can comment on their experience with park staff or to make suggestions for personal interpretive opportunities that they would like to see implemented.

Desired Outcomes:

- Visitors to Exit Glacier will receive a high-quality personal interpretive experience.
- Visitors will be more likely to become stewards of the Exit Glacier area and Kenai Fjords NP after having the opportunity to connect to the meanings of the resource.
- Increased interaction among Resource Management and Law Enforcement and Interpretive staff at trainings strengthens interdepartmental relations and provides opportunities for communication within the park.

Recommendations for 2010-2013

- Documentation of visitor interactions and visitor feedback can be used to enhance the visitor experience either as a paper survey, online questionnaire, interactive device on-site, or other method.

Issues and Challenges:

- Interpretive staff must coordinate training for non-interpretive staff members.
- Kenai Fjords NP must develop a workable scheme for documenting visitor interactions at Exit Glacier.

Possible Partners:

- RM and VRP staff
- Bear Management Team
- Seasonal interpretive staff

Marketing

Objective: Create an online presence using social networking sites (once they are approved by NPS) and local news outlets.

Actions:

- Make regular contributions to Seward Chamber of Commerce site, the Phoenix Log, and Seward City News.
- Utilize the blog function available on the park website.

- Evaluate the advantages, effectiveness, feasibility, and costs of reaching desired audiences by creating a profile on one or more social networking sites.
- If determined to be a valuable activity, create and maintain a Facebook or Twitter page—or other social networking site—with links to the park’s website.

Social networking sites link individuals and organizations to others who choose to join their network. The social networking site has become a place to “visit” and receive updated information about those individuals and groups with whom you are linked. The information posted on the park’s page might include quick snippets about up-to-the-minute events, such as “Bear sighted on Exit Glacier Road,” advertised announcements about upcoming events, or forums with special interest groups. Individuals and organizations currently use social networking sites for fundraising, publicity, PR, sales, advertising job postings, and the dissemination of other important information. The Public Information Officer is an ideal staff member to establish and manage a profile to communicate with a network of contacts.

Desired Outcomes:

- Through these means of communication, Kenai Fjords NP will reach new potential audiences on a regular basis—even those “visiting” online from great distances. These audiences could be potential visitors, seasonal staff, donors, local residents, and/or partners.
- Audiences will be able to communicate to the park directly through these venues, but the park will retain control over the content displayed.
- Kenai Fjords NP will have an additional venue through which to reach younger, electronic-centered generations.
- Social media networks can be one way to start a dialogue about which audiences are underserved at the park. This may aid in decision-making about where to place efforts to engage these audiences.

Issues and Challenges:

- Social networking sites, news blogs and submissions to news outlets require research, content management and regular updates. The Public Information Officer (currently a collateral duty of the Chief of Interpretation) will need to be reflected and accounted for in that position description.

- The park must develop a system to determine what content is and is not appropriate to share on the social networking forums.

Possible Partners:

- Younger seasonal staff or local tech-savvy volunteers—individuals that use a social networking site—can provide information about getting started, and about how they might use a park site.
- Alaska SeaLife Center and other research entities
- The Seward Phoenix Log and Chamber of Commerce
- Alaska Region parks

Community Outreach and Events

Objective 1: Hold seasonal community events that nurture and build partnerships.

Actions:

- Conduct Kenai Fjords NP summer camps for local youth.

A summer camp program could be developed in association with Alaska Geographic or the Alaska SeaLife Center. Fee-based camp programs could be as simple as a weeklong Junior Ranger day camp, or more extensive overnight camps that focus on a particular theme. Camps located at Exit Glacier could include hikes, research, and safety skills as well as arts and crafts, photography, or other

activities inspired by the area. Staff would be made up of Kenai Fjords NP seasonal interpreters, local content experts, and visiting artists or researchers. Ideally, “camperships” would be made available to potential campers in need of financial assistance.

- Create winter programs for local audiences.

Simple, one-day events can be scheduled at Exit Glacier in the winter months, and would need to include transportation to Exit Glacier. Activities might include cross-country ski trips or snowshoeing walks combined with interpretive talks by park interpreters or staff from neighboring organizations such as the Kenai National Wildlife Refuge. Events that could take place at the Kenai Fjords NP Information Center in Seward are movie nights or a “book club” where local participants sign up to read a park-themed novel, historical nonfiction, or other book; then meet to participate in a discussion and hear an interpretive presentation on the topic.

- Conduct a series of surveys of local audiences to obtain data about which groups are underserved by the park, and to solicit ideas about what additional kinds of community events would encourage their participation.

Desired Outcomes:

- Kenai Fjords NP will become more engaged with the local community—parts of which are currently underserved.

- Youth camp participants will be more likely to grow up to be active stewards of the park.
- Kenai Fjords NP will provide a structured educational, outdoor summer experience opportunity for the local community.
- Kenai Fjords NP will expand its off-season offerings, allowing a larger number of local participants to interact with park resources at this time.

Issues and Challenges:

- Unpredictable weather makes winter events difficult to schedule.
- An expanded staff would be needed to manage the camps and events.
- Transportation to Exit Glacier in the winter would be needed.
- Partner support might be necessary to develop and implement these programs.

Possible Partnerships:

- Teen Youth Center
- Scout Groups
- Alaska Geographic
- Alaska SeaLife Center
- Seward Ski Club
- Seward Military Resort for assisting with winter transport to Exit Glacier
- Alaska Social Service organizations

Recommendations for 2010-2013

that might channel local at-risk youth into the program

- Kenai National Wildlife Refuge

Community Outreach and Events

Objective 2: Expand the park presence at regional and national events and trainings.

Actions:

- Work with Kenai Mountains - Turnagain Arm National Heritage Area to make sure that NPS messages are represented
- Create opportunities for park representatives to participate in more Anchorage winter events such as ski-swaps, kayak symposium, student events at APU, and UAA, etc.
- Continue to send park interpretive staff to educational workshops, conferences, and certifications offered by national associations such as National Association for Interpretation (NAI), Western Museums Association (WMA), American Museums Association (AMA) and others.

Desired Outcomes:

- Park themes and messages are disseminated to a larger audience.
- Park visitation and stewardship by regional audiences is increased.

- Park staff benefits from interaction with other peer organizations and other interpretive specialists both in and out of the National Park Service.

Issues and Challenges:

- Outreach efforts require staff time and coordination to take best advantage of available time and resources.
- Staff travel for events requires funding and removes staff from daily operations.

Possible Partnerships:

- Kenai Mountains - Turnagain Arm National Heritage Area
- USFS and other regional parks
- NAI, AMA, WMA

Curriculum-Based Education Programs

Objective 1: Add a "Citizen Science" component to the curriculum-based education programs.

Actions:

- Work with Resource Management team to determine which current monitoring and/or research projects have a role for citizen science.
- Install a frost tube to monitor frozen ground in the winter that can be used

by visiting school groups.

- Set up a weather station to be used in the climate change programs.
- Create a program for students to do basic energy audits in local homes. Expand this program to be applicable to outreach programs as well.

Desired Outcomes:

- Youth participants in curriculum-based education programs will be exposed to more practical applications of science.
- Additional state requirements for science will be met by programs offered by Kenai Fjords NP.
- Youth will be inspired to consider their energy impacts on the environment.

Issues and Challenges:

- Park will incur costs relating to installation and maintenance of the weather station/frost tube.
- Each of the citizen science activities will require thorough testing prior to implementation to ensure that consistent, meaningful data can be collected and interpreted by students.

Possible Partners:

- Local and regional schools
- Alaska Geographic
- Alaska SeaLife Center

Recommendations for 2014-2016

(Listed by concentration area)



Students on the trail to the Edge of Glacier.

Infrastructure

Volunteer Program Management

Objective: Formalize, fund and staff the volunteer program

Actions:

- Transfer responsibility of overseeing the park volunteer program to Operations Supervisor.
- Acquire additional funding for the program and temporary or seasonal staff to support Operations Supervisor. Consider the Centennial Initiative funding available for programs focusing on stewardship, environmental leadership, recreational experience, education, and professional excellence.
- Establish volunteer job descriptions and training programs
- Recruit and train volunteers
- Set up ongoing communications for scheduling, audience feedback, and evaluation of volunteers and programs.

Desired Outcomes:

- Permanent and seasonal park staff capacity will be greatly augmented by the addition of volunteers in a variety of areas.
- Local and visiting volunteers will become stewards of Kenai Fjords NP through their service.
- Kenai Fjords NP will be able to target individuals in distinct groups—including the Alaska Native Groups, local young adults, and teachers—as potential volunteers.
- Kenai Fjords NP will provide job experience to the local community in the form of volunteer work.

Issues and Challenges:

- Park must acquire funding to create an additional part-time Volunteer Program Manager position.

Possible Partners:

- Any organization, grant, or initiative that can provide funding for staff.

Recommendations for 2014-2016

Infrastructure

Website

Objective: Enhance and expand the features of the existing park website.

Actions:

- Obtain feedback from user groups about what enhancements would be desired or useful on the park site.
- Make the park newsletter (see Recommendations, 2010-2013) available online as a PDF.
- Establish a point person from each park team to provide content and updated information to the website coordinator on a regular basis. These individuals would work with the coordinator to make sure that the site remains an effective communication venue for their team.
- Enhance the backcountry information and variety of formats available.
- In addition to those that are already available, develop a variety of podcasts for download from the website, or obtain the rights to provide existing programming developed by other organizations as podcasts.

Desired Outcomes:

- The website will become a way to visit

the park more in-depth from a distance, as well as a trip planning tool.

- The website will augment staff by providing visitors with information and resources for backcountry trips.

Issues and Challenges:

- The website requires someone in an interpretive leadership/coordinator position to manage and oversee site maintenance and expansion.
- The website needs input from dedicated staff members from each park team to keep content relevant. This requires a commitment of some time and effort from non-interpretive staff, and a project management skill set for the coordinator.

Potential Partners:

- Harper's Ferry Center
- OASLC

Potential Web Partners:

- Alaska regional webmasters
- WASO

Interpretive Partnerships

Objective: Expand interpretive relationships/partnerships with outfitters and lodges in and near Seward, in particular those that have an existing partnership with the park.

Actions:

- Create a bibliography of park-approved information for local guides and lodges that can be distributed or used as source material for guest literature.
- Interpretive staff to join Kenai Fjords NP Resource Management and VRP teams to facilitate a session at an annual backcountry training for outfitters and local guides, hunting guides, and water taxis.

Topics the Interpretive team may bring to the training may range from practical backcountry safety and Leave No Trace messages to interpretive themes related to the backcountry areas. Outfitters can then pass this interpretive information on to their customers.

- Investigate outfitters' interest and availability for a full-day training focused on interpretive content (a safety skills training is currently offered by the Coast Guard/National Fisheries Service that focuses on water safety and regulations).

The workshop might include: an interpretive presentation by Kenai Fjords NP interpreters, presentations from each outfitter or lodge, a networking social event, and a brainstorming session on ways to cooperate & expand partnerships. This day could be incorporated into park seasonal staff training so that both new seasonal staff and outfitters have an opportunity to receive the backcountry training and learn about the range of offerings by outfitters in Seward.

Desired Outcomes:

- Kenai Fjords NP will foster communication among outfitters, lodges in the Seward area, and the park.
- Park themes and safety messages will be communicated to an audience who is likely to become more involved with park stewardship.
- More opportunities for partnerships may emerge as a result of these efforts.

Issues and Challenges:

- To plan a training or event takes time.

Trainings may need to be scheduled around park seasonal staff training sessions, or be combined with them, as suggested above. Feasibility of the full-day training should be thoroughly investigated.

Potential Partners:

- Kenai National Wildlife Refuge
- Alaska Maritime National Wildlife Refuge
- Chugach National Forest
- Outfitters, Lodges, and Water Taxis
- Seasonal Staff to compile bibliography

Interpretive Services and Media

Objective 1: Start a pilot “Senior Ranger” program.

Based on feedback from the park’s successful Junior Ranger program, Kenai Fjords NP stakeholders feel that a similar program for adults would be popular and well-received. In this LRIP we use “Senior Ranger” as a working title for the badge, but as it would be available to anyone over age 12, the park might consider a name that appeals to adults of all ages. Because adults have high potential to make a lasting connection to the park by earning this badge, establishing this as a pilot program with the following actions would be worthwhile.

Actions:

- Determine interest level and appropriate activities for the program using front-end and formative evaluations.
- Establish the activities needed to earn the ‘Senior Ranger’ distinction, including a follow-up stewardship activity that requires participants to make an additional contact with the park—whether online, mail-in, or on the honor system.
- Develop handouts that could be printed in-house
- Formalize, train staff, advertise, and implement the program.

Outcomes:

- The program will provide increased opportunities for visitors to become engaged with the park during their visit, in any season.
- Participants’ information can be gathered and added to park mailing lists, social networking sites, or e-newsletters.
- The program could include an option with additional activities and a reduced donation (from the standard \$35) that allows Senior Rangers to also become an AKGeo member at the individual level—and receive the logo pin while supporting AG.

Recommendations for 2014-2016

Issues and Challenges:

- Development and implementation of the program requires an investment of time and training for staff.
- Ongoing efforts would need to be made to publicize the program through the website, social networking sites, boat tours, publications, and the Kenai Fjords NP Information Center.

Potential Partners:

- Alaska Geographic
- Elderhostel groups
- Other National Parks with Senior Ranger Programs

Interpretive Services and Media

Objective 2: Improve the interpretive experience on the boat tours by adding accessible media.

Actions:

- Create 3D relief models for the boat tours.

The boat tours currently feature a table with media such as books, maps, skulls, pelts, and other activities that add to the interpretive experience on the boat. A useful addition to this collection would be a custom touchable 3D relief model of the Kenai Peninsula that shows the extent of the park, its glaciers and icefields, and the city of Seward. The maps would be compact enough to fit on a tabletop and could possibly feature recesses in the map borders where books, objects, or other interpretive media could be placed. An alternative would be to make the maps more portable so that they could be brought out on the boat deck by the ranger onboard.

- Develop soundscape interpretation on the boat tours.

Sometimes subtle, often dramatic, the soundscape on a boat tour—and the contemplation of its inherent meanings—is an interpretive opportunity that can be enhanced. Modifying seasonal trainings to focus on this aspect of interpretation, educating boat tour operators about these interpretive opportunities, and formally mapping the best areas of the tour to focus on this

experience would enhance this type of visitor experience.

Outcomes:

- With the use of the 3D relief models, visitors would be able to get a sense of the scale of features that they will see on the boat trips.
- Accessibility for visitors with impaired vision will be enhanced by adding either touchable relief maps or soundscape interpretation.
- Tours taking place during inclement weather can take advantage of both interpretive techniques to supplement the visitor experience.
- Soundscape is a common thread among many of the park's interpretive themes (human history, ecosystems and wildlife, glaciers and icefields, living laboratory) and can be used by boat rangers to thematically tie an interpretive presentation together.

Issues and Challenges:

- Relief models on tour boats may be exposed to the elements. The park should consider the use of water- and weather-resistant material for the relief models.
- Hearing-impaired visitors should be considered when interpreting the soundscape.

- Space can be at a premium on a crowded boat tour. The size of the relief models should take this issue into account.

Potential Partners:

- Harper's Ferry Interpretive Design Center
- Boat Tour Companies

Objective 3: Continue to improve static interpretive offerings in the Exit Glacier area.

Actions:

- Re-design the outdoor exhibit in the existing kiosk along the Exit Glacier Nature Trail.
- Work with USFS and Alaska DOT to install a sign along Exit Glacier Road informing visitors of the TIS (Traveler's Information Service) radio station.

Issues and Challenges:

- Funding must be secured to move forward with the redesign of the kiosk
- Coordination with multiple agencies may be required to produce the sign.

Desired Outcomes:

- Further improve the visitor experience at Exit Glacier.

Community Events

Objective 1: Teach a series of continuing education classes for the community, either in-person or online, resulting in a Kenai Fjords NP interpretation credential.

In years past, Kenai Fjords NP had offered classes for the community, but the program was eventually discontinued due to decreasing interest. At this point there might be sufficient interest from the local community to begin offering an updated series of classes in the off-season and if qualified teachers are available. If online classes could be hosted through a local college or the technical school, these would enable students to participate from a distance.

Actions:

- Brainstorm potential class offerings, preferably with input from the local community in the form of a forum, poll, or survey.
- Identify desired curriculum and qualified teachers, organize logistics of the classes, create schedule and advertise.
- Investigate the possibility of folding Kenai Fjords NP's educational offerings into existing continuing education programs in Seward.
- Evaluate the success of the program and modify as needed.
- Make outreach efforts to underserved

communities and at-risk youth who would benefit from the self esteem of learning and applying interpretive skills.

Outcomes:

- Kenai Fjords NP will expand interpretive theme-related offerings for the local community in the off-season.
- Classes create an additional venue through which to build relationships with the local community.
- Credential will demonstrate in-depth knowledge and skill in interpreting Kenai Fjords NP's natural and cultural history. Successful completion of the program will increase a student's marketability to local outfitters.
- Local support for and use of the park will be increased.
- Trained interpreters may become volunteers. Members of underserved or at-risk communities may gain opportunities for meaningful park employment.

Recommendations for 2014-2016

Issues and Challenges:

- Effort is needed to find qualified teachers and advertise to potentially interested students.
- Online classes would be an excellent way to reach more people, yet finding use of the infrastructure may be challenging and time-consuming.
- Staff is needed to manage the program.

Potential Partners:

- Technical college, community colleges

Community Events

Objective 2: Revive an Artist-in-Residence Program

An Artist-in-Residence provides many benefits for an interpretive program. The opportunity to see park resources through an artist's eye can bring new awareness, the artist him/herself can be an educational resource, and the work created may be displayed in an interpretive venue or for visitors to contemplate. Native American artists could provide particularly interesting perspectives as Artists-in-Residence.

Actions:

- Actions to initiate the program can be taken from existing models for artist-in-the-park programs and adapted for Kenai Fjords NP.

- Even though the park lacks housing facilities, its location alone is a draw for artists and the park will still be able to attract talented individuals for the program. Partnering with galleries in Anchorage to display artists' work created during the residence, offering other publicity through local news outlets, and/or coordinating boat tours for the artist as part of the residency may be ways to leverage existing partnerships to attract Artists-in-Residence.
- Begin a recruitment program for artists in local Native American communities.

Desired Outcomes:

- Kenai Fjords NP's ever-changing resources will be preserved through artists' work.
- Exposure of works created at Kenai Fjords NP can generate interest in the park.
- Local artists will benefit from interactions with a visiting artist.
- An increase in collaboration with Native American groups.

Issues and Challenges:

- Kenai Fjords NP lacks the housing facilities to host a visiting artist. Park staff will need to creatively use available resources to create an attractive

experience for an Artist-in-Residence that must seek out their own housing.

- A program administrator will need to dedicate time and effort to developing the program, coordinate receiving and jurying submissions, and act as a point person for the artist.

Potential Partners:

- Parks with existing Artist in Residence Programs:

<http://www.nps.gov/archive/volunteer/air.htm>

- Local organizations or institutions such as the Chugach Museum, Seward Museum.
- Local artists, art studios or arts organizations
- Anchorage arts organizations or galleries
- Local news outlets
- Boat tour operators

Recommendations for 2017-2019

(Listed by concentration area)



Infrastructure

Website

Objective: Continue to enhance and expand the content of the park website.

Actions:

- Provide excerpted material from *A Stern and Rockbound Coast* and other sources in the History and Culture section to make content more accessible. Consider adding more pages, a bibliography, and activities that link to the For Teachers section.
- Give each interpretive theme a dedicated page on the site.

Kenai Fjords National Park

Desired Outcomes:

- The website's trip-planning function will be enhanced as a way to visit the park more in-depth from a distance.
- The website will augment staff efforts by providing visitors with information and resources for programs such as curriculum-based education.

Issues and Challenges:

- The website requires someone in an interpretive leadership/coordinator position to manage and oversee site maintenance and expansion.
- The website needs dedicated staff members from each park team to provide content, update information and work with the coordinator to make sure the site is an effective communication venue for their team.

Potential Partners:

- Harper's Ferry Center
- OASLC

Potential Web Partners:

- AK webmasters
- WASO

Recommendations for 2017-2019

Interpretive Services and Media

Objective: Plan and design permanent interpretive exhibits in two park locations.

- Permanent exhibits at the Kenai Fjords NP Information Center

Based on the status of major funding, inter-agency partnerships, and available space and resources, the objective above should be prioritized for 2017-2019 if the new visitor center project—which is in-progress or under consideration at this writing—has not advanced. This addition to park interpretive offerings is a critical development that will greatly change the visitor experience at Kenai Fjords NP National Park, providing exhibits with more in-depth content and interactivity than has been possible ever before.

- A joint wayside plan and program with USFS on the multi-modal trail to Exit Glacier.

The road to Exit Glacier is jointly managed by NPS, USFS, and the State of Alaska and is one of the most frequently used routes in the park. A multi-modal trail running parallel to the road leading up to Exit Glacier Nature Center is currently in development. Visitors along this road, often on skis, bikes or in private vehicles, would benefit from the addition of a series of well-planned and designed wayside panels.

Community Events

Objective: Evaluate recently developed events, expand or revise as necessary.

Actions:

The following actions are offered as suggestions, to be considered based on the progress and success of the recommendations for 2010-2016.

- Evaluate the success of events added to the focus area of Community Events over the past 7 years.
- Work with the boat companies to provide an annual ranger-led cruise for the community members and families at a lower cost.
- Start a “Spend the Day with a Ranger” program for the community.
- Create a peninsula-wide Friends’ Group that includes Kenai National Wildlife Refuge and the National Park.
- Work with the boat companies to provide at no charge an annual ranger-led cruise for members of local Native American communities.



Stakeholders at the LRIP Foundations workshop.

This concludes the recommendations for Kenai Fjords National Park, 2010-2019. The dynamic and dedicated staff that contributed to the development of these recommendations should continue to work with existing and new partners to expand the interpretive programs as outlined above. These actions have the potential to expand the park’s already strong interpretive programs to reach new audiences, enhance them in exciting, creative ways, and help the park to adapt to changing conditions—while fulfilling its mission. The following implementation plan allows a view of the recommendations “at a glance” and provides a timeframe for implementation.

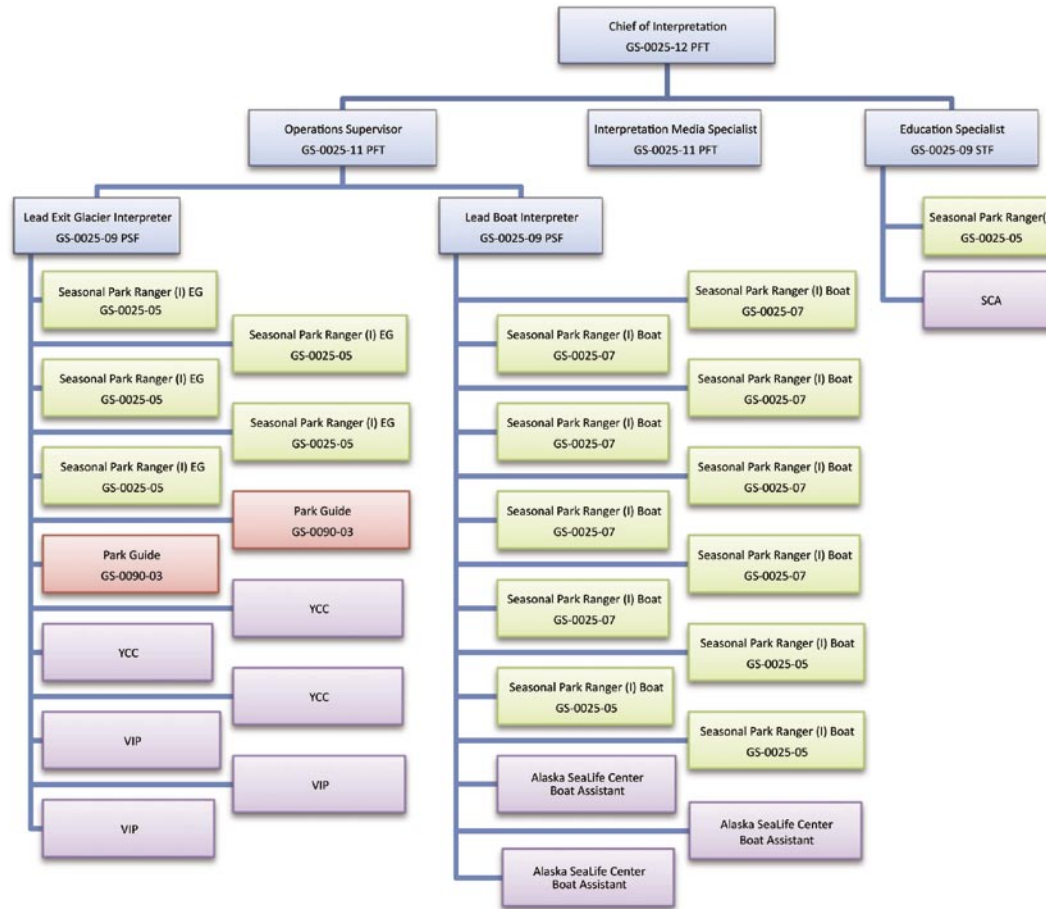
Implementation Plan

Staffing Needs

In order to fulfill the proposals of this plan, additional funding will be required. Increased funds will enable the park to hire the interpretive staff necessary to implement the actions listed in the Recommendations section of this plan. Kenai Fjords NP should analyze the benefits of expanding their staff capacity and seek appropriate funding as a first priority.

Proposed changes to staffing at Kenai Fjords NP, provided by park interpretive staff, include filling a vacant Chief of Interpretation position, increasing two management-level interpreters from term or seasonal to GS-9 subject-to-furlough positions, and converting a part-time Interpretive Specialist to a full-time Interpretive Media Specialist. The resulting Organizational Chart would be as follows:

Proposed Organizational Chart of Kenai Fjords NP Interpretive Staff



Implementation Plan

Major Duties for Interpretive Staff in Proposed Organizational Chart

Chief of Interpretation

- Overall responsibility for team management, including development of annual and strategic goals.
- Represent Interpretive Division on Park Management Team
- Responsible for Park's CIP (Comprehensive Interpretive Plan)
- Serve as Park Public Information Officer
- Development and track a team budget.
- Liaison with Alaska Geographic (AKGeo) for all reviews, sales and operational issues.
- Negotiate with tour boat companies to develop annual contracts
- Primary Interpretive Liaison for all external partners including the Alaska SeaLife Center, Native Alaskan Groups, Commercial Operators, etc.
- Represent Kenai Fjords NP on Alaska Education Advisory Group (AK Region Chiefs of Interpretation)
- Prepare annual reports, including AKGeo support report, Service-wide Interpretation Report, and GPRA.

Interpretive Operations Supervisor

- Overall supervision of interpretive field operations at Exit Glacier, Kenai Fjords NP Information Center and boat program through two lead rangers.
- Prepare schedule.
- Certify timecards and check for accuracy.
- Recruit, hire and coach seasonal interpretive staff.
- Complete all administrative paperwork, including personnel actions, etc.
- Coordinate seasonal training for boat and Exit Glacier staff.
- Work with community agencies and businesses – as time permits – to help train guides and other staff in interpretation and Kenai Fjords NP topics.
- Provide appropriate level of interpretive training and certification to park staff, working closely with other partner agencies. Potentially serve as an interpretive certifier/coordinator.
- Coordinator, Volunteer in the Parks (VIP) program. Supports park teams as they identify and fill volunteer positions.
- Coordinator, Student Conservation Association (SCA) program.

Interpretive Media Specialist

- Coordinate/manage park website.
- Oversee digital photo management.
- Create digital media, including podcasts and videos.
- Create publications and exhibits according to NPS standards.

Education Specialist

- Responsible for development and delivery of curriculum-based education programs for groups including school children, Elderhostel participants, Marine Science boat and Scouts.
- Coordinates work with the Ocean Alaska Science and Learning Center (OASLC) Education Coordinator.
- Coordinate annual Teacher workshops.
- Coordinate special events, including Art for Parks National Park Week event.

Lead Boat Ranger

- Provides direct daily supervision for GS-5 and GS-7 Interpretive Park Rangers and boat interns.
- Provide interpretive coaching for seasonal rangers on boats
- Oversee collateral duties related to boat interpretation
- Communicate regularly with boat company staff, report any issues or problems to Operations Supervisor.
- Assist Interpretive Operations Supervisor with seasonal training.
- Responsible for all tour boat related supplies, equipment and paperwork – including statistics, journals, bi-weekly boat manifests, etc.
- Conduct interpretive programs as scheduled.

Lead Exit Glacier Ranger

- Provides direct daily supervision for Interpretive Park Rangers assigned to the Exit Glacier area, including YCCs and volunteers.
- Provide interpretive coaching for Exit Glacier interpretive staff.
- Oversee collateral duties related to Exit Glacier operations.
- Assist Interpretive Operations Supervisor with seasonal training.
- Encourage and assist rangers to complete Interpretive Development Program/Eppley Institute courses.
- Responsible for all Exit Glacier related supplies, equipment and paperwork – including journals, statistics, etc.
- Maintain and update Kenai Fjords NP Information Center and Exit Glacier bulletin boards throughout the season.
- Conduct interpretive programs as scheduled.

Staffing and the Implementation Plans

In the tables that follow, the job titles from the Proposed Organizational Chart, not the existing organizational chart on page 32, are used when “Lead Staff” (responsible individuals) are called out for each action or objective.

Implementation Plan for 2010-2013

Costs, when listed, are provided as ballpark reference information, as prices can be highly variable from year-to-year. Current class "C" cost estimates for use in PMIS statements can be obtained from Harper's Ferry Interpretive Design Center. Some recommendations represent alternatives that should be prioritized for this time period if funding is not yet available to plan and execute the larger-scale, larger-cost projects listed. Staff should review the LRIP annually along with a budget review, and shift recommendations accordingly.

| Action | Area of Concentration | Lead Staff | Estimated Cost | Potential Partners |
|--|--|--|-----------------------|--|
| Hire two GS-9 permanent full-time or subject-to-furlough employees (Lead Exit Glacier Interpreter, Lead Boat Interpreter) | Infrastructure: Staffing | Chief of Interpretation | \$150,000 annually | |
| Develop job description and convert Interpretive Specialist position to Interpretive Media Specialist position | | Chief of Interpretation | No additional cost | |
| Construct new Visitor Center with exhibits and staff offices. | Infrastructure: Exhibit Planning aspects | Chief of Interpretation and Media Specialist Facilities | \$10,000,000 | Harper's Ferry Center, Regional Office |
| Build and sustain a searchable, digital photo/media library and database that can be easily updated by staff on a regular basis. | Infrastructure: Digital Media Management | Interpretive Media Specialist | \$10,000 | USFWS digital library Harper's Ferry Center |
| Make content improvements to features of the current website. | Infrastructure: Website | Interpretive Media Specialist | | Harper's Ferry Center, OASLC |
| Continue contact between the park Superintendent and the Alaska Native Groups through regular meetings with key tribal leaders. | Interpretive Partnerships | Chief of Interpretation | | Alaska Native Groups |
| Sponsor a booth or table at the Alaska Federation of Natives meeting in Anchorage. | | Chief of Interpretation | | Alaska Geographic Regional Parks |

| <i>Action</i> | <i>Area of Concentration</i> | <i>Lead Staff</i> | <i>Estimated Cost</i> | <i>Potential Partners</i> |
|---|-------------------------------------|--|------------------------------|---|
| Hold a special event or gathering with the Park and Alaska Native Groups with the objective of planning for future collaboration. | | Chief of Interpretation | \$3,000 | Alaska Native Groups Alaska Geographic |
| Attend as many local cultural events as possible. | | Chief of Interpretation | | Alaska Native Groups |
| Invite tribal artisans to provide cultural arts demonstrations in the Kenai Fjords NP Information Center periodically during the high season. | | Chief of Interpretation and Interpretive Operations Supervisor | | Alaska Native Groups Alaska Geographic |
| Create a publications & communications plan. | Interpretive Services and Media | Chief of Interpretation and Media Specialist | \$40,000 | Harper's Ferry Center |
| Create a free orientation/information brochure or bulletin. | | Interpretive Media Specialist | \$5,000 annually | Seward Chamber of Commerce |
| Create a park film to be shown at the Kenai Fjords NP Information Center in Seward. | | Chief of Interpretation and Interpretive Media Specialist | \$200,000-\$1,200,000 | Harper's Ferry Center Professional filmmakers In-house staff Outfitters/businesses in Seward |
| Plan, design, and create portable, well-designed accessible exhibits for Kenai Fjords NP Information Center—that also integrate interpretive themes into the bookstore. | | Chief of Interpretation and Interpretive Media Specialist | \$100,000 | Harper's Ferry Center Alaska SeaLife Center |
| Plan, design, install, and evaluate permanent, professional-quality accessible exhibits in the Exit Glacier Nature Center. | | Chief of Interpretation and Interpretive Media Specialist | \$150,000 | Harper's Ferry Center |

Implementation Plan for 2010-2013

| <i>Action</i> | <i>Area of Concentration</i> | <i>Lead Staff</i> | <i>Estimated Cost</i> | <i>Potential Partners</i> |
|--|------------------------------|--|-----------------------|--|
| Replace one Exit Glacier wayside panel in a joint effort with USFS. | | Interpretive Media Specialist | \$1,000-3,000 | US Forest Service |
| Increase training—both formal and informal—and awareness of basic interpretive principles for all uniformed staff as part of the Bear Management Team. | | Interpretive Operations Supervisor (primary responsibility for all interpretive type training) | | Seasonal interpretive staff Resource Management and VRP staff |
| Improve the park’s personal interpretive offerings for visitors to recreational facilities in the Exit Glacier area. | | Lead Exit Glacier Interpreter | | Resource Management and VRP staff Seasonal interpretive staff |
| Create an online presence using social networking sites, local news outlets, and a blog. | Marketing | Interpretive Media Specialist, Public Information Officer (collateral duty of Chief of Interp) | \$3,000 annually | Alaska SeaLife Center The Seward Phoenix Log and Chamber of Commerce Alaska Region parks Seasonal Staff |
| Conduct Kenai Fjords NP summer camps for local youth. | Community Outreach | Education Specialist, Lead Exit Glacier Interpreter | \$15,000 | Teen Youth Center Boy Scouts, Campfire, Alaska Geographic, Alaska SeaLife Center, Alaska Social Service organizations |
| Create winter programs for local audiences. | | Interpretive Operations Supervisor, Lead Exit Glacier Interpreter | | Alaska Geographic, Seward Ski Club, Seward Military Resort |
| Expand the park presence at regional events | | Chief of Interpretation | \$5,000 annually | Alaska Geographic, Regional Parks |

| <i>Action</i> | <i>Area of Concentration</i> | <i>Lead Staff</i> | <i>Estimated Cost</i> | <i>Potential Partners</i> |
|---|-------------------------------------|---|-----------------------|---|
| Conduct surveys of local audiences; solicit ideas for events to engage underserved groups | | Interpretive Operations Supervisor | \$3,000 | The Seward Phoenix Log and Chamber of Commerce, Local groups of all kinds, Alaska Native Groups |
| Add a "Citizen Science" component to the curriculum-based education programs. | Curriculum-Based Education Programs | Education Specialist | \$5,000 (equipment) | OASLC and RM staff |
| Update the Education Strategy Plan for Kenai Fjords NP National Park. | | Chief of Interpretation, Education Specialist | \$15,000 | OASLC |

Implementation Plan for 2014-2016

Costs, when listed, are provided as ballpark reference information, as prices can be highly variable from year-to-year. Current class "C" cost estimates for use in PMIS statements can be obtained from

Harper's Ferry Interpretive Design Center. Some recommendations represent alternatives that should be prioritized for this time period if funding is not yet available to plan and execute the larger-scale,

larger-cost projects listed. Staff should review the LRIP annually along with a budget review, and shift recommendations accordingly.

| Action | Area of Concentration | Lead Staff | Estimated Cost | Potential Partners |
|---|-----------------------------------|---|-------------------|--|
| Task Operations Supervisor with overseeing the park's volunteer program. | Infrastructure: Staffing | Chief of Interpretation, Operations Supervisor | | |
| Acquire funding, hire volunteer program manager, develop volunteer job descriptions and training programs. | Infrastructure: Volunteer Program | Operations Supervisor | \$50,000 annually | Harper's Ferry Center, Regional Office |
| Recruit and train volunteers, set up ongoing communications for scheduling, audience feedback, and evaluation of programs. | | Operations Supervisor/ Volunteer Program Manager | | Alaska Geographic, Seward Chamber of Commerce, OASLC |
| Enhance and expand the features of the existing park website. | Infrastructure: Website | Interpretive Media Specialist, Public Information Officer | \$10,000 | Harper's Ferry Center, OASLC |
| Create a bibliography of park-approved information for local guides and lodges that can be distributed or used as source material for guest literature. | Interpretive Partnerships | Interpretive Media Specialist | \$2,000 | Seward and area lodges, outfitters, and water taxis |
| Investigate feasibility/outfitters' interest and availability for a full-day training focused on interpretive content. Possibly do a front-end evaluation | | Chief of Interpretation, Operations Supervisor | \$40,000 | Seward and area lodges, outfitters, and water taxis |

| <i>Action</i> | <i>Area of Concentration</i> | <i>Lead Staff</i> | <i>Estimated Cost</i> | <i>Potential Partners</i> |
|---|---------------------------------|---|-----------------------|--|
| Join Kenai Fjords NP Resource Management and VRP teams to facilitate a session at annual backcountry training for outfitters and local guides, hunting guides, and water taxis. | | Operations Supervisor | | RM, VRP teams, Seward and area lodges, outfitters, and water taxis |
| Conduct front-end and formative evaluations for a Senior Ranger Program | Interpretive Services and Media | Chief of Interpretation, Education Specialist | \$5,000-\$10,000 each | Harper's Ferry Center |
| Start a pilot Senior Ranger program. | | Chief of Interpretation, Education Specialist | \$3,000 annually | Alaska Geographic, other parks |
| Create 3D relief models for the boat tours. | | Media Specialist and Lead Boat Interpreter | \$20,000 | Harper's Ferry Center, Boat tour operators |
| Develop soundscape interpretation on the boat tours. | | Lead Boat Interpreter | | Harper's Ferry Center, Boat tour operators |
| Re-design the kiosk along the trail at Exit Glacier | | Chief of Interpretation | \$10,000 | HFC |
| Install a TIS sign along Exit Glacier Road | | Operations Supervisor | \$5,000 | USFS, State of Alaska |
| Monitor and evaluate effectiveness of LRIP actions implemented. | Marketing | Chief of Interpretation | \$40,000 | Alaska SeaLife Center Alaska Region parks, The Seward Phoenix Log and Chamber of Commerce, Seasonal Staff |
| Develop a series of continuing education classes for the community, either in-person or online, resulting in a Kenai Fjords NP interpretation credential. | Community Outreach | Operations Supervisor, Education Specialist | \$10,000 | Technical college, community colleges |

Implementation Plan for 2017-2019

Costs, when listed, are provided as ballpark reference information, as prices can be highly variable from year-to-year. Current class "C" cost estimates for use in PMIS statements can be obtained from Harper's Ferry Interpretive Design Center. Some recommendations represent alternatives that should be prioritized for this time period if funding is not yet available to plan and execute the larger-scale, larger-cost projects listed. Staff should review the LRIP annually along with a budget review, and shift recommendations accordingly.

| Action | Area of Concentration | Lead Staff | Estimated Cost | Potential Partners |
|--|---------------------------------|---|-----------------------|------------------------------|
| Develop new Long-Range Interpretive Plan | Infrastructure: Planning | Chief of Interpretation | \$40,000 | Harper's Ferry Center |
| Continue to enhance and expand the content of the park website | Infrastructure: Website | Interpretive Media Specialist | | Harper's Ferry Center, OASLC |
| Plan, design, install and evaluate permanent exhibits at the Kenai Fjords NP Information Center or new interpretive venue. | Interpretive Services and Media | Chief of Interpretation and Interpretive Media Specialist | \$1,000,000 | |
| Complete a joint wayside plan and program with USFS. | | Interpretive Media Specialist | \$60,000 | US Forest Service |
| Evaluate recently developed programs, expand or revise as necessary. | All Areas of Concentration | various | | various |

APPENDIX I WORKSHOP PARTICIPANTS

| <i>Name</i> | <i>Title</i> | <i>Organization</i> | <i>Mtg 1</i> | <i>Mtg 2</i> |
|--------------------|--------------------------------|----------------------------|--------------|--------------|
| Jeff Mow | Superintendent | Kenai Fjords NP | x | |
| Jim Ireland | Chief of Interpretation | Kenai Fjords NP | x | |
| Amy Ireland | Interpretive Specialist | Kenai Fjords NP | x | x |
| Meg Hahr | Ecologist | Kenai Fjords NP | x | |
| Shannon Kovac | Cultural Resource Specialist | Kenai Fjords NP | x | x |
| Kristy Sholly | Interpretive Operations Sup. | Kenai Fjords NP | x | x |
| Mark Thompson | Park Ranger | Kenai Fjords NP | x | x |
| Jim Pfeiffenberger | OASLC Education Coordinator | Kenai Fjords NP | x | |
| Lynn Alderholt | Lead Boat Interpreter | Kenai Fjords NP | | x |
| Doug Capra | Lead Exit Glacier Interpreter | Kenai Fjords NP | | x |
| Tye Long | Kenai Fjords NP Branch Manager | Alaska Geographic | x | x |
| Janette Chiron | Coastal Pro. Ranger | Kenai Fjords NP | x | |
| Fritz Klasner | Resource Manager | Kenai Fjords NP | | x |
| Christina Kriedman | Resource Manager | Kenai Fjords NP | | x |
| Kirk DesErnia | Facility Management | Kenai Fjords NP | | x |
| Connie Anthony | Chief of Administration | Kenai Fjords NP | | x |
| CJ Rea | Education Specialist | Kenai Fjords NP | x | x |
| Lisa Oakley | Projects Director | AK Geographic | x | x |
| John Morris | Interpretive Specialist | NPS/Alaska Regional Office | x | x |
| Jack Blackwell | District Ranger | Alaska State Parks | x | |
| Nikki Nelson | Chief of Interpretation | Alaska SeaLife Center | x | |
| Steve Carrick | Senior Visitor Ops Manager | Alaska SeaLife Center | x | |
| Karen Kromrey | Public Svcs Staff Officer | USDA Forest Service | x | |
| Ryan Reynolds | Historian | Seward Library/ Museum | x | |
| Rick Jones | Planner, COTR | NPS Harper's Ferry Center | x | x |
| Charles Davis | Principal | Edquist Davis Exhibits | x | |
| Julie Nathon | Associate | Edquist Davis Exhibits | x | x |
| Peggy Scherbaum | Planner, COTR | NPS Harper's Ferry Center | | x |

APPENDIX II DEMOGRAPHIC INFORMATION

Seward, Alaska

As of the census of 2000, there were 2,830 people, 917 households, and 555 families residing in the city. The population density was 196.0 people per square mile (75.7/km). There were 1,058 housing units at an average density of 73.3/sq mi (28.3/km). The racial makeup of the city was 72.12% White, 2.44% Black or African American, 16.68% Native American, 1.84% Asian, 0.18% Pacific Islander, 0.88% from other races, and 5.87% from two or more races. 2.40% were Hispanic or Latino of any race.

There were 917 households out of which 35.7% had children under the age of 18 living with them, 44.6% were married couples living together, 12.1% had a female householder with no husband present, and 39.4% were non-families. 30.8% of all households were made up of individuals and 7.1% had someone living alone who was 65 years of age or older. The average household size was 2.40 and the average family size was 3.04.

In the city the population was spread out with 21.9% under the age of 18, 9.0% from 18 to 24, 35.9% from 25 to 44, 25.7% from 45 to 64, and 7.5% who were 65 years of age or older. The median age was 37 years. For every 100 females there were 150.2 males. For every 100 females age 18 and over, there were 166.6 males.

The median income for a household in the city was \$44,306, and the median income for a family was \$54,904. Males had a median income of \$36,900 versus \$30,508 for females. The per capita income for the city was \$20,360. About 8.3% of families and 10.6% of the population were below the poverty line, including 12.7% of those under age 18 and 7.9% of those people age 65 or over.

Population of Seward

| Year | Population |
|------|------------|
| 1920 | 700 |
| 1930 | 800 |
| 1940 | 900 |
| 1950 | 2,100 |
| 1960 | 1,900 |
| 1970 | 1,600 |
| 1980 | 1,800 |
| 1990 | 2,700 |
| 2000 | 2,830 |
| 2008 | 3,126 |

APPENDIX III RAW DATA FROM WORKSHOPS

Content Outlines

Generated at Stakeholder Workshop,
May 13-14, 2009

Kenai Fjords Visitor Center

Potential title: "Fjords to Forest"

NPS Mission:

- Our part in the big picture
- Park legislation / significance
- Partnerships

Geologic Processes:

- Geologic creation, subduction, subsidence of park
- Earthquakes / cataclysmic events

Human Use:

- History (prehistory to present)
- Human impacts (prehistory to present)
- Changing attitudes and values (prehistory to present)

Climate Change:

- Research within the park
- Models
- Natural cycles (last ice age / interglacial period)
- Glacier change as evidence of climate change

Icefields and Glaciers:

- Significance of Harding Icefield
- Past ice ages
- Glacier processes – effect on landscape – evidence

Ecosystem

- Vegetation
- Ocean currents, marine and terrestrial life (interconnection between ocean and land)
- Unique factors that contribute to abundance

Living Laboratory

- Research- scientific process
- Interconnections
- Citizen science
- Stewardship

Visitor Experience

- Orientation – opportunities/ accessibility

Exit Glacier Nature Center

Wildlife & Ecosystems

- Plant Succession

Icefields and Glaciers

- Glacial Dynamics
- Little Ice Age
- Hydrology

Climate Change

- Impacts
- Adaptation
- Mitigation

Ecosystems & Wildlife

- Competition
- Trophic levels
- Disturbance
- Ecosystem
- Relief map importance to visitor connections

Living Laboratory Visitor Experience

- Trails
- Exotic Plants