

Lassen Volcanic 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

This is the first Long-Range Interpretive Plan developed for Lassen Volcanic National Park. This plan represents both a snapshot of Lassen’s interpretation and education program at this time and a roadmap for its development over the next ten years. Goals and recommended actions set forth by this plan are supported by foundational information—Park Purpose, Significances, and Interpretive Themes—established to guide the park in all of its interpretive efforts.

This plan 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 relationships that support the park’s current—and future—interpretive endeavors.



Park Significance

These statements reflect the most current understanding of the significant resources at Lassen Volcanic National Park.

- 1** Lassen Volcanic National Park showcases a dynamic geological landscape containing an intact, accessible network of hydrothermal features. Located in relatively close proximity, 60 extinct and active volcanoes represent all four types recognized by geologists—plug dome, shield, composite, and cinder cone.
- 2** Lassen Peak violently erupted in 1914 and 1915 and became quiet by 1921. This re-eruption of one of the world's largest plug dome volcanoes created important opportunities to study the effects of eruptions on natural ecosystems.
- 3** Lassen Volcanic National Park provides critical habitat for diverse populations of plants and animals. Its location at the crossroads of three distinct biogeographical provinces—Sierra Nevada, Great Basin, and Cascade Ranges—makes it an ideal place for the study and research of natural systems on a local, national, and global scale.
- 4** Lassen Volcanic National Park preserves nationally significant cultural and ethnobiographical resources that include historical structures and objects, landscapes, and pre-historic sites.
- 5** Lassen Volcanic National Park protects living and sacred lands for descendents of the Atsugewi, Maidu, Yahi, Yana, and other tribes, who continue to use the area in traditional ways.
- 6** Congress designated 75% of Lassen Volcanic NP as part of the National Wilderness Preservation System. Here natural processes are allowed to occur and there are outstanding opportunities to experience wilderness values.



Executive Summary

Primary Interpretive Themes

Primary interpretive themes are those ideas and concepts that the park hopes every visitor will have an opportunity to understand. The themes, which are based on the park's purpose and resource significance, provide the foundation for all interpretive media and programs in the park.

I. Geology

Lassen Volcanic National Park is a dynamic volcanic landscape—providing an awe-inspiring glimpse of the Earth's seething power, above and below ground.

II. Human Activity

Stories of human experience from prehistoric to present day are reflected in the cultural resources of Lassen Volcanic National Park.

III. Biodiversity

Diverse natural systems coexist in Lassen Volcanic National Park due to the intersection of three distinct geographic provinces. Study and research of these ecosystems furthers understanding about the changing ecological health of the region, nation, and our planet.

IV. Wilderness

The park's wilderness provides outstanding opportunities for self-discovery within wild soundscapes, natural darkness, and relatively undisturbed ecosystems.

V. Pathways

Lassen Volcanic National Park is part of a network of social and natural pathways that connect the park and its values to surrounding resources and partners.





Ten Year Goals

By 2019, Lassen Volcanic National Park Interpretive Program will address the following goals:

Staffing and Infrastructure

- Address staffing issues and expand partnerships
 - Add staff to overcome current shortages.
 - Use partnerships creatively to augment staff.
 - Use new media to extend reach of existing staff.
 - Create infrastructure to attract quality volunteers.

Interpretive Programs, Media and Events

- Create, manage, and maintain a digital media database.
- Plan and implement special events to draw diverse audiences.
- Enhance recreational activities with interpretation.
- Focus on safety, information, and wayfinding in wilderness areas.
- Expand online and social networking presence.
- Diversify and expand mobile interpretive media to reach new audiences.
- Improve interpretive media and services as necessary in visitor centers.

Executive Summary

Partnerships and Connections

- Begin development of an American Indian cultural interpretive site.
- Engage in strategic planning by creating:
 - an education plan.
 - a marketing plan.
 - a regional public transit plan.



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PART I INTRODUCTION

This Long-Range Interpretive Plan (LRIP) for Lassen Volcanic National Park (LVNP) is a component of the park's comprehensive interpretive plan (CIP) as outlined in the National Park Service Interpretive Guidelines. Using the park's mission, purpose, and resource significance statements, plus the primary interpretive themes and visitor experience goals, this plan articulates a vision for the park's future interpretation program. It makes recommendations for the media and programs best suited for meeting visitor needs, achieving management goals, and telling the park stories.

Park Background

Lassen Volcanic National Park appears a peaceful place of mountains, forests, and streams. But powerful geologic forces are active just below the surface. These forces create remarkable and visible hydrothermal features—roaring fumaroles (steam and volcanic-gas vents), bubbling mudpots, boiling pools, and steaming ground—that contrast with the serene outward appearance of the park.

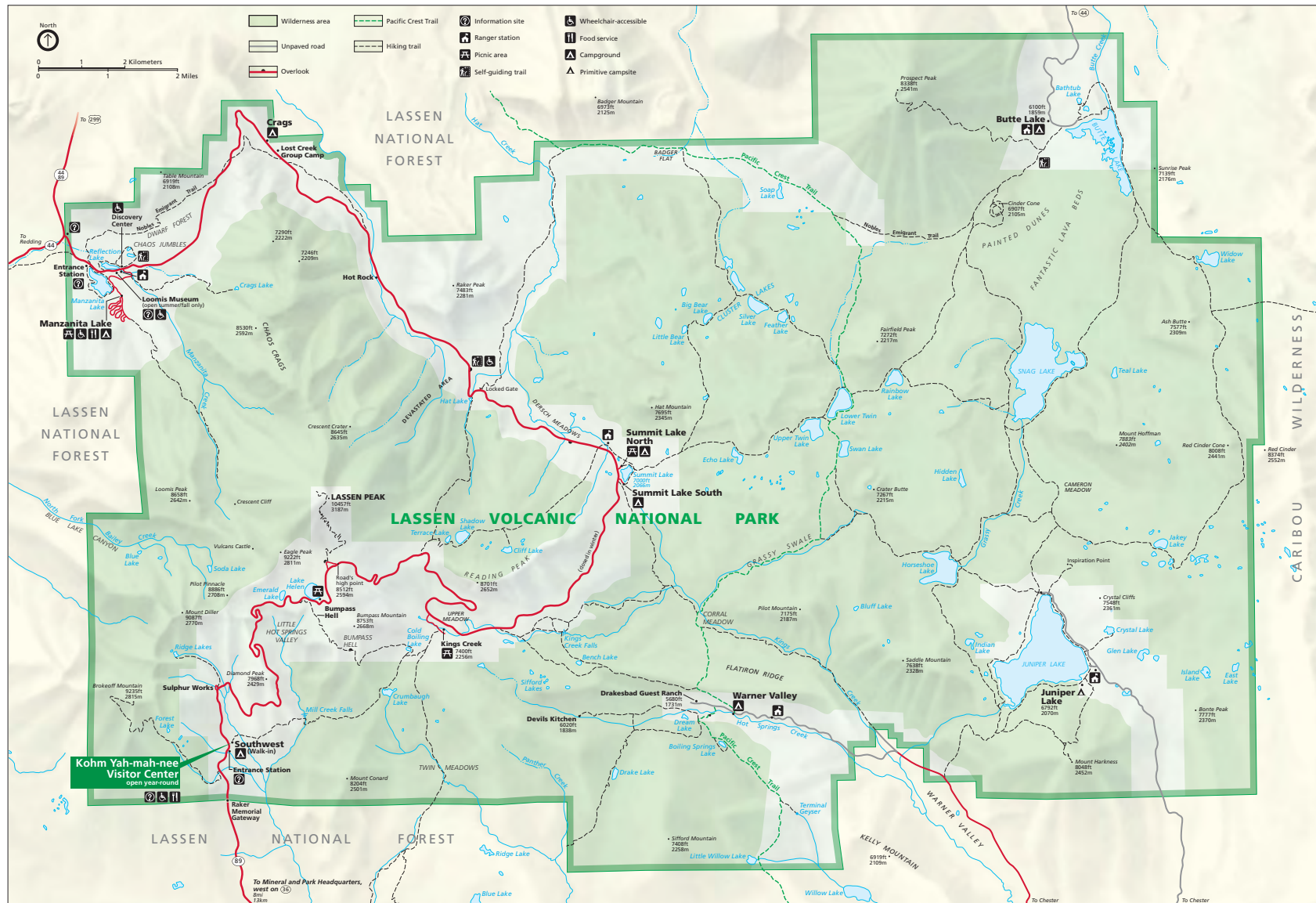
It is these hydrothermal features that have earned Lassen a place among our nation's most treasured places. Today visitors can see, hear, feel, and smell them while imagining a time when Earth's explosive volcanic forces changed the face of Lassen's landscape for many human lifetimes.

Lassen Peak became active in 1914 and continued to forcefully erupt through 1915. Less dramatic activity continued until 1921. B.F. Loomis documented some of the visually stunning eruptions in photographs which he used to draw attention to the area's geological and geothermal significance. Through the efforts of Loomis and others, Lassen was established as a national park in 1916. The park protects 106,372 acres including four volcano types, numerous hydrothermal sites, the intersection of three

biological provinces, and a wealth of cultural history. Seventy-five percent of the park is congressionally designated wilderness.

The park is located about fifty miles east of Red Bluff and Redding, CA. There are five widely separated entrances: the Northwest Entrance, Southwest Entrance, Butte Lake, Juniper Lake, and Warner Valley (with access to Drakesbad Guest Ranch). Lassen National Park Highway runs between the Northwest (Manzanita Lake) park entrance and the Southwest park entrance.

The park and its Kohm Yah-mah-nee Visitor Center (completed 2008) are open to visitors in all seasons. In winter, (typically November-April) the park is snowbound and cold. Lassen National Park Highway is closed by snow between the Kohm Yah-mah-nee Visitor Center and the Loomis Ranger Station. Spring brings warmer days, but the nights can still be below freezing and higher elevations remain snow-filled. Park crews begin to plow the highway in late spring. The park enjoys a sunny, dry summer (June-September) with cool nights. By this time of year the highway is usually open, campgrounds may fill on weekends, visitors abound, and ranger programs are in full swing in July and August. The historic Drakesbad Guest Ranch welcomes visitors throughout the summer season and is operated by the park concessioner.

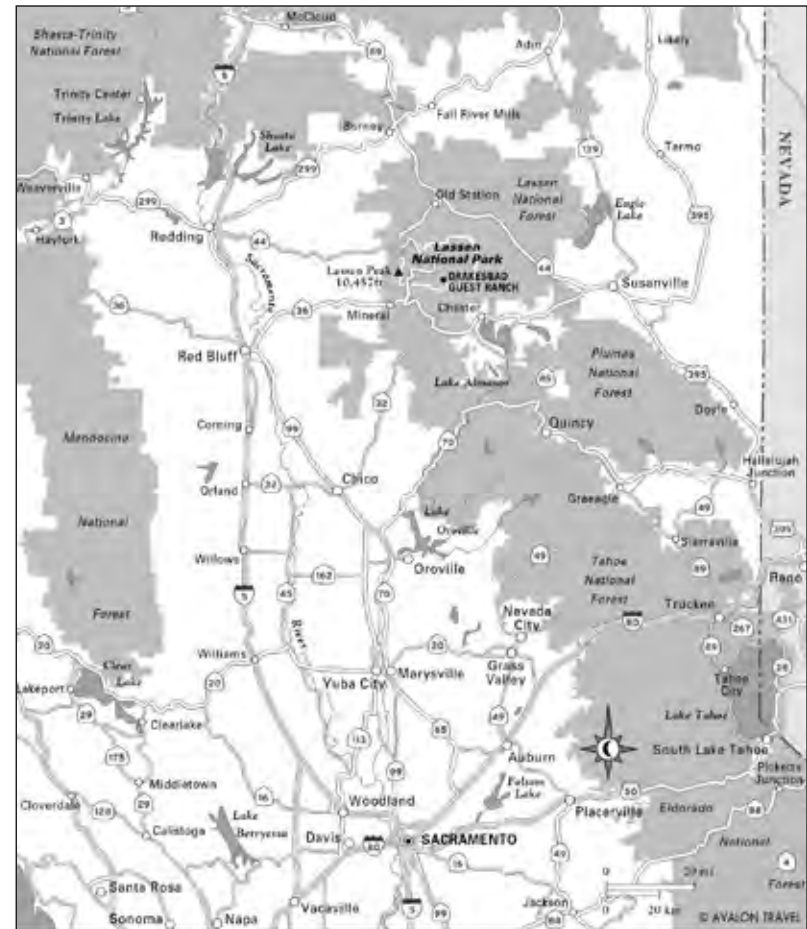


Park map

Lassen Volcanic National Park



Regional map



Enlargement of selected area



Human History, Past and Present

The park land has been influenced by a number of human activities.

The Lassen area was a meeting point and seasonal camp for at least four ancestral American Indian groups: Atsugewi, Yana, Yahi, and Maidu. While the area was not conducive to year-round living, these groups traveled here in warmer months for hunting and gathering. Today's tribal descendants reside in land designations called rancherias, many of them in close proximity to Lassen Volcanic National Park. The five rancherias that have an association with the park are: Susanville, Pit River, Redding, Mooretown, and Greenville Rancherias. Each of the five rancherias is home to several of the ten ancestral tribes—some are federally-recognized today while others are not. Today, there are still tribal members that continue to use the park in some of their traditional ways.

The first Europeans to arrive in the area in significant numbers were lured by the 1840s gold rush in California. Two pioneer trails developed by William Nobles and Peter Lassen (for whom Lassen Peak is named) pass through the park and sections of both trails are still visible. From time of the arrival of these pioneers, the area's natural resources were mined and logged until federal protection saved it from further exploitation.

In the 1930s, the Civilian Conservation Corps built NPS 1, Lassen Volcanic National Park Highway. The road is listed on the National Register of Historic Places as a cultural landscape and is part of the recently designated (2004) Volcanic Legacy Scenic Byway, All-American Road.

Today, Lassen is a place of solitude and a living laboratory for scientific research by college and university-level researchers as well as NASA. It is a gathering place for groups, individuals, and families. Its wilderness has much to teach us about the forces that shape our natural world.

PART II FOUNDATION



Foundational information is used to guide the development of the future interpretation and education 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 and education program provided by other park functions, and more. Stakeholders play a vital role in shaping the future program by collaboratively establishing this foundation.

Foundations Workshop

A two-day Foundations Workshop was held in January 2010 including park staff and community stakeholders. The purpose of the workshop was to gather consensus foundational information on the significance of Lassen Volcanic National Park's resources. Workshop participants are listed in the Appendix.

Park Purpose

The park staff and stakeholders at the Foundations Workshop reviewed and refined the following Purpose Statements for Lassen Volcanic National Park. These statements, originating from the park's enabling legislation, were modified to reflect new understanding of the park's evolving national and global relevance.

- 1** To preserve the volcanic legacy of the park.
- 2** To provide for and promote community and individual engagement, education of the public, and appropriate recreation in all four seasons.
- 3** To preserve and protect natural processes and systems of the park.
- 4** To identify, preserve, and provide access to cultural resources and activities.
- 5** To foster heritage connections and allow for on-going appropriate traditional cultural activities within the park.
- 6** To foster opportunities for experiencing solitude and renewal in a wilderness setting.
- 7** To understand and foster the park's connection to and partnerships with other national parks and regional entities.
- 8** To provide opportunities for understanding and appreciation of regional and global issues that impact the resources of the park.

Park Significance



As part of the Foundations Workshop, the park's significance statements were refined from the 2001 General Management Plan to reflect the most current understanding of the significant resources at Lassen Volcanic National Park. The statements were further refined at the Recommendations Workshop.

- 1** Lassen Volcanic National Park showcases a dynamic geological landscape containing an intact, accessible network of hydrothermal features. Located in relatively close proximity, 60 extinct and active volcanoes represent all four types recognized by geologists—plug dome, shield, composite, and cinder cone.
- 2** Lassen Peak violently erupted in 1914 and 1915 and became quiet by 1921. This re-eruption of one of the world's largest plug dome volcanoes created important opportunities to study the effects of eruptions on natural ecosystems.
- 3** Lassen Volcanic National Park provides critical habitat for diverse populations of plants and animals. Its location at the crossroads of three distinct biogeographical provinces—Sierra Nevada, Great Basin, and Cascade Ranges—makes it an ideal place for the study and research of natural systems on a local, national and global scale.
- 4** Lassen Volcanic National Park preserves nationally significant cultural and ethnobiographical resources that include historical structures and objects, landscapes, and pre-historic sites.
- 5** Lassen Volcanic National Park protects living and sacred lands for descendants of the Atsugewi, Maidu, Yahi, Yana, and other tribes, who continue to use the area in traditional ways.
- 6** Congress designated 75% of Lassen Volcanic NP as part of the National Wilderness Preservation System. Here natural processes are allowed to occur and there are outstanding opportunities to experience wilderness values.

Primary Interpretive Themes



Primary interpretive themes are those ideas and concepts that the park hopes every visitor will have an opportunity to understand. The themes, which are based on the park's purpose and resource significance, provide the foundation for all interpretive media and programs in the park. The themes do not encompass everything that may be interpreted, but they do address ideas that are critical to an understanding and appreciation of the park's importance. All interpretive efforts should stem from one or more of the themes, and each theme should be addressed by some part of the overall interpretive program.

I. Geology

Lassen Volcanic National Park is a dynamic volcanic landscape providing an awe-inspiring glimpse of the Earth's seething power, above and below ground.

II. Human Activity

Stories of human experience from prehistoric to present day are reflected in the cultural resources of Lassen Volcanic National Park.

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Diverse natural systems coexist in Lassen Volcanic National Park due to the intersection of three distinct geographic provinces. Study and research of these ecosystems furthers understanding about the changing ecological health of the region, nation, and our planet.

IV. Wilderness

The park's wilderness provides outstanding opportunities for self-discovery within wild soundscapes, natural darkness, and relatively undisturbed ecosystems.

V. Pathways

Lassen Volcanic National Park is part of a network of social and natural pathways that connect the park and its values to surrounding resources and partners.

Management Goals: Interpretation and Education

This LRIP section serves to establish important guidelines for the future operation of the interpretation and education program. It addresses the park's purpose, the mission of Interpretation and Education, and management expectations for the interpretation and education program.

Program components

Interpretive Services

Interpretive services rely on the format of story to provide opportunities for people to connect to heritage resources. Through stories, a park's interpretive services enhance enjoyment and appreciation of heritage.

Informational Services

Informational services create an environment in which enjoyment and appreciation of heritage can be enhanced for the visitor. These services include information regarding visitor orientation and visitor safety, resource preservation, and public relations.

Educational Services

Educational services create connections between audiences and the park through education. These services include teaching,

support of scientific research, stimulating inquiry, and providing the tools educators need to communicate park themes to students.

Management Goals

Park management expects the interpretation and education program to accomplish the following goals for the park:

- Establish a sense of ownership and stewardship for Lassen Volcanic National Park
- Help park audiences relate Lassen Volcanic National Park to the National Park System as a whole.
- Provide meaningful and memorable experiences for park audiences.
- Provide educational opportunities for park audiences using the rich cultural and natural resources and stories associated with Lassen Volcanic National Park.
- Interpret multiple points of view about the many stories and meanings associated with Lassen Volcanic National Park in a balanced and culturally competent manner, and foster cross-cultural appreciation for heritage.

- Engage local community members of all cultural and racial backgrounds to enjoy, benefit from, and care for park resources.
- Ensure that Lassen Volcanic National Park is an active and engaged part of surrounding local communities.
- Help audiences find relevant and contemporary meanings in park stories.
- Relate present day park preservation concerns to broader issues such as climate change, habitat fragmentation, invasive species, and other critical issues.
- Help audiences understand that resource preservation reaches beyond the park boundaries.
- Provide opportunities to re-engage children and youth in outdoor recreational experiences, thereby encouraging physical activity, a sense of place, and love of nature.

These things, along with the activities of other individuals and organizations, will lead to a National Park System that is preserved for future generations.

Audience Experience Goals

Audience experience goals describe desired experiences that managers of the program should pay special attention to as the park’s Interpretation and Education program is planned and implemented.

The following lists, developed at the Foundations Workshop, articulate the goals that the implementation of this long-range interpretive plan will help to achieve for audiences to the park. The statements describe the goals, but not specific actions to achieve them.

In Advance of their Visit

Visitors will have the opportunity to...

- ...choose their personal experience.
- ...access up-to-date, changing information.
- ...have questions answered relating to orientation, safety, and trip planning.
- ...gain an understanding of environmental and safety requirements to explore the area.
- ...be aware of park significance information and receive park brand messaging.

At Arrival

Visitors will have the opportunity to...

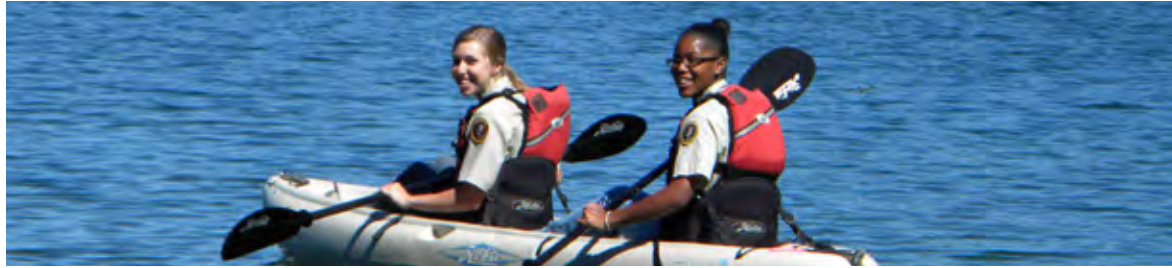
- ...feel welcomed, be comfortable, use a restroom, have space to relax and “gear up.”
- ...have the opportunity to document their arrival.
- ...know where to pay their park fee.
- ...receive orientation, safety, and trip planning information via telephone, electronically, or through interaction with park staff or signage.
- ...easily obtain a needed backcountry permit and receive interpretive safety messages related to the backcountry.
- ...gain an understanding of the site and obtain current information both inside and outside the visitor center.
- ...learn about the locations of other needed facilities.
- ...view the landmarks that have been seen on a map and in pictures.
- ...gain an understanding of environmental and safety requirements to explore the area.

During their Visit

(goals in this section are organized by Park Management Zone)

In Wilderness and Backcountry Zones, visitors will have the opportunity to...

- ...have access to field guides and interpretive information to enhance their experience.
- ...find solace and solitude, have a safe wilderness experience.
- ...have their expectations met.
- ...have a sensory experience of the natural place and all its wonders.
- ...talk to park staff and have in-depth conversation upon arrival, and in the backcountry if they encounter park staff.
- ...have a “peak experience” that bolsters their confidence.
- ...safely experience the hike to Lassen Peak as a beginning, intermediate, or advanced hiker.



In the Scenic Drive Zone, visitors will have the opportunity to...

- ... get consistent messaging from park staff, interpretation staff, association and concession employees, and partner/complementary organizations outside the park.
- ...encounter non-personal interpretive media and technologies along their journey.
- ...learn about connections between Lassen Volcanic National Park and the Volcanic Legacy Scenic Byway/All-American Road.
- ...where possible, have an identical experience if they are physically challenged.
- ...encounter uniformed park staff.
- ...socialize and interact with other visitors.
- ...enjoy their drive.

In the Summer and Winter Developed Zones, visitors will have the opportunity to...

- ...have access to ranger-led programs and non-personal interpretive media.
- ...encounter uniformed staff.
- ...learn about the park's significance.
- ...have opportunities for personal experiences of choice such as togetherness, reflection, solace, solitude, etc.
- ...make connections between interpretive messages and the resource.

At the Conclusion of their Visit

Visitors will have the opportunity to...

- ...purchase appropriate and interpretive-themed media, souvenirs, and educational items.
- ...buy a parks pass.
- ...feel inspired and renewed after connecting with nature.
- ...feel welcome to share their park experiences with staff and other visitors.
- ...form a stronger connection to the resource that leads to stewardship.
- ...have an altered perception of the place and their ability.
- ...be aware of volunteer opportunities.
- ...establish new traditions, plan for a future visit.
- ...become aware of employment with national parks.
- ...understand that their climate friendly actions at home will make a difference in protection of the park and other natural habitats.

Issues and Influences

No program operates in a vacuum. A number of issues related to the park should be taken into account when planning and implementing the park's overall interpretive program. This section lists these issues. Solutions and strategies are addressed in the recommendations section of this report.

Some of the following issues were factors raised by stakeholders at the Foundations Workshop in January, 2010. Others are part of servicewide initiatives by the National Park Service. There are areas where these two categories of issues overlap.

Servicewide Initiatives

A. National Parks Interpretation and Education Renaissance

The National Park Service National Education Council sponsors 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 the interpretation and education at Lassen Volcanic National Park. The areas of focus are:

- **National Standards for Interpretation and Education**

These are currently under development. When they are complete, it will be important for LVNP to evaluate its program and make adjustments to meet the national standards.

- **New and diverse audiences**

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

- **New Technology**

Changing technology profoundly impacts the way people communicate, learn, experience community, express themselves, and 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.

- **Partners**

It is clear that with ever-dwindling budgets and personnel, the only way to meet increasing demands is to work closely with partners. Partnerships can link national parks to new audiences and help meet the needs of current visitation.

- **Evaluation**

Traditionally in the NPS, interpretation and education program has not made programming decisions based on solid research and evaluative data. In this time of scarce resources, it is important to make decisions based on what approaches are effective and what audiences best respond to. To accomplish this, parks must conduct evaluations themselves and learn from evaluative and research data produced throughout the system and the interpretive field in general.

B. National Parks Centennial

In 2016, the national parks will celebrate their 100th anniversary. The Centennial Initiative focuses on stewardship, environmental leadership, recreational experience, education, and professional excellence. The following issues are part of servicewide initiatives and also apply to LVNP:

- Engaging Youth
- Ocean Stewardship/LVNP watershed
- Climate Change
- Invasive Species
- Soundscapes
- Night Skies
- Airshed Quality
- Sustainability
- Treasured Landscapes (Wilderness)
- Accessibility
- Health and Fitness
- Relevancy
- Stewardship
- Workforce
- Education

The present plan should take these major issues and topics into consideration when making recommendations for future programs and media.



Amphitheater at Kohm Yah-mah-nee Visitor Center

Issues and Influences Generated by Park and Stakeholders

1. Staff/Funding Shortage

All national parks have experienced severe budget cuts over the past ten years. Currently the interpretation staff at Lassen Volcanic NP is limited to eight permanent positions. Eight to ten seasonal positions are added in the summer months. Creative use of volunteers, seasonal staff, interns, and partners must be considered in fulfilling the goals and objectives of this plan.

2. Regional/State Educational Funding Shortage

State and regional schools have suffered severe budget cuts in the past few years. The park remains a valuable local resource for education and teachers provide a gateway that connects the park to a younger generation. When teachers' abilities to provide this link is compromised, valuable connections between park and community are weakened.

3. Remote Location

Lassen Volcanic National Park, like many wilderness areas, is several hours from the nearest major city. Attracting destination visitors can be a challenge. This plan must consider tourism initiatives and partnerships with schools and local communities as well as opportunities for virtual visits to the park and the use of distance learning technology to reach audiences that may never visit the park or the region.

4. Seasonal Access to the Resource

The road through the park is closed by snow in the winter months. This can create frustration for visitors who are not aware of the closure. As the park ensures that road conditions remain updated and accessible, interpretive efforts should continue to take into consideration this seasonal access to the park.

5. *Changing Demographics*

Stakeholders mentioned the following trends in park audience demographics:

- Visitation for Lassen Volcanic National Park tracks with state and national demographic stats showing an increase in visitors of differing ethnicities including East Indian, Hispanic, and Hmong in the region surrounding Lassen Volcanic National Park.
- The “Baby Boom” is reaching retirement age during this decade. This may create a large demographic shift as many retirees travel during the fall and spring shoulder seasons, a time when the park has fewer interpretive offerings for visitors.
- There has been an increase in young families of all kinds visiting the park. These groups are looking for activities that they can enjoy together, interpretation that sparks conversation, and interpretive information they can use to learn as a group.

6. *Current Trends and Interests*

Developing trends impact current as well as potential visitors to the park. Here are just a few trends that the park and stakeholders identified as significant to the park’s interpretive program:

- **Retail Culture**
Visitors responding to this trend are likely to spend more time at and make repeat visits to park stores and cafes than to the interpretive offerings at the visitor center. Interpretive exhibits and programs that take cues from techniques used in retail may be perceived positively by those engaged in retail culture.
- **Nature Deficit Disorder (NDD)**
Brought to light by Richard Louv’s Last Child in the Woods, Nature Deficit Disorder affects at least a generation of individuals who now spend the bulk of their leisure time indoors. Lassen is a place where the therapeutic value of parks can be seen time and time again. However the challenge is getting NDD individuals to experience nature in a positive way and to be inspired to bring the natural world—and national parks—into their lives.
- **Tech-Savvy and Always Wired**
Mobile devices are now prevalent in national parks. Even visitors seeking to “get away from it all” rely on the convenience they provide whether for weather reports, GPS navigation, or interpretive messages. Technologically-savvy visitors want access to internet, phone, and other services within the park. If visitors can access park interpretive

messages this way, they will. In addition, these visitors expect to be able to interact and even affect the content they see by using social networking, blogging, and other technologies that enable a two-way online dialogue.

- **Authentic, Healthy, Sustainable Lifestyles**

The awareness of scarce environmental resources and the material excesses of the developed world has generated a trend towards environmental leadership through healthy food and lifestyles. Those interested in ‘authentic, healthy, sustainable lifestyles’ will want to see these values reflected strongly here at the park. Lassen Volcanic National Park now contains a LEED-certified visitor center and the park can continue to build upon that standard with other issues as well.

7. *Interagency Cooperation*

Lassen Volcanic National Park is part of the Klamath Network of parks and contains a National Scenic Byway, All-American Road. Cooperation between regional sites within these designations can help increase visitation. In addition, interpretation goals are often similar or shared among the organizations and communities. There may be ways to streamline efforts to benefit multiple agencies and groups.

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 and 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 strike a balance between communicating effectively to a greater number of specific audiences, and the limited resources available to the park's programs.

The following list of park audiences by season was generated at the Foundation Workshop by park staff and stakeholders. Demographic information for gateway communities of Red Bluff, Reno, and Redding appears in Appendix 2. Visitor use information can be found in the Lassen Volcanic National Park Visitor Study, 1999. A new study inclusive of both summer and winter season is scheduled for August, 2011 and January, 2012.

Summer Audiences

From local audiences in the valley seeking the cooler mountain climate, to international destination visitors, to drivers simply using the highway through the park, summer is prime time at Lassen. Major audiences include:

- Campers
- Cyclists
- Motorcyclists
- Family reunions
- Hikers, backpackers and peak baggers
- Full moon hikers, meteor shower watchers
- Photographers/artists
- Anglers
- Subject matter experts

- Research groups, students and educators
- Equestrians
- Season pass holders
- Auto tourists
- Drakesbad visitors
- European and other international visitors
- A small number of bus tours that stay for a maximum of two hours
- Visitors from summer youth camps near the park boundaries
- American Indians
- Home school groups
- Limited access visitors (because of age, accessibility issues)

Summer Underserved or Unreached audiences:

- Girl Scouts (Boy Scouts are well represented)

Winter Audiences

Locals and destination visitors come to the park for winter recreation, ranging from snow play to backcountry adventures requiring significant skill. The road through the park is closed during this time. Primary audiences are:

- Young families (sledding)
- Skiers (cross-country/telemark), snowshoers
- Locals
- School groups (elementary to college)
- “Snow Play” crowd
- Scouts and other organized groups
- Winter campers and adventurers
- Local ethnic groups: East Indian, African American, Hispanic
- International visitors
- Holiday travelers
- Bay Area travelers
- Home scholars
- Educators

Winter Unreached audiences:

- “Snow play” crowd that does not come into the visitor center
- Ethnic groups

Spring Audiences

The park sees fewer crowds in spring, but it is a very busy time for trip-planners who contact the park via phone or internet. Spring audiences include:

- Die-hard skiers
- Bicyclists and walkers (before the road is opened to traffic)
- Trip-planners (via phone and internet)
- Disappointed drivers (who find that the road is not open yet)
- Families
- Campers
- “Snow play” crowd
- Incidental drop-ins, bathroom users
- Anglers
- Outreach events (Earth Day, National Park Week, and other spring events)
- Educators

Underserved or Unreached audiences:

- People from the outreach events don’t venture farther into the park – often because it’s snowy.

Fall Audiences

Savvy travelers looking to avoid the summer crowds visit the park in fall. These include Europeans, retired visitors, and visitors without children. Primary audience categories are:

- Europeans (highest concentration)
- Campers/ RVers
- Seniors, retired folks, and other crowd-dodgers
- People without kids or with very small kids
- School groups
- International travelers from Asia
- Local and regional Asian-Americans
- Incidental drop-ins
- On the road to Reno
- Least busy season is the end of fall

Underserved or Unreached audiences:

- Locals from Redding, Reno, and other gateway towns and communities
- Disabled visitors
- Tour groups

Existing Conditions



Visitor Use

Information in this section is from Lassen Volcanic National Park Visitor Study, August, 1999.

Each year approximately 400,000 visitors come to Lassen Volcanic National Park. Of these, most are family groups. About half of these are first-time visitors and most come from California.

Visitors come to Lassen Volcanic National Park primarily to experience solitude, scenic views and drives, and geological/hydrothermal features of the park. Photography, hiking, picnicking, and camping are also popular activities. Nearly a third of visitors spend only a half to a full day at Lassen with only 2% spending a week or more.

Facilities

Roads

NPS 1, Lassen Volcanic National Park Highway (also referred to as the main park road), is a historic highway built by the CCC who also constructed Going-to-the-Sun Highway in Glacier National Park. The road is listed on the National Register of Historic Places as an historic cultural landscape. In 2010 the park completed the third and final phase to rehabilitate this road.

The park posts updated road condition information on the website that includes repairs and weather conditions. The road is closed to traffic in the winter months. It closes approximately mid-October and re-opens near mid-June. The road is part of the Volcanic Legacy Scenic Byway, All-American Road, that connects Lassen to Shasta and Crater Lake.

Kohm Yah-mah-nee Visitor Center

Though one of the earliest national parks to be designated by Congress, Lassen Volcanic NP never had a formal visitor center until the opening of Kohm Yah-mah-nee Visitor Center in 2008. Kohm Yah-mah-nee is the Mountain Maidu name for Snowy Mountain (Lassen Peak). The new facility includes:

- a reception desk where visitors can obtain information and permits.
- new interpretive exhibits and displays.
- an auditorium for showing a new park film.
- book, map, and educational product sales.
- a concession-run gift shop and restaurant.
- public restrooms and drinking fountains.
- a large fireplace and seating area.

- first aid services.
- after hours orientation displays and wilderness permits in the vestibule.
- storage of snowshoes utilized in NPS snowshoe walks for students and public.

The building is Platinum LEED certified, and represents the park’s commitment to environmental stewardship and leadership. Visitation to the building in 2009 was about 69,395, with total contacts exceeding 77,600 (includes phone, email, and mail information requests). Park interpretation rangers, volunteers, cooperating association staff, and concessioners provide visitor services at this facility.

Loomis Museum

The Loomis Museum is open every day from Memorial Day weekend to October 31, 9 a.m. to 5 p.m. The museum is a historic structure that contains exhibits with artifacts from the park collection, a small library, one office, and a 45-person auditorium. In summer of 2010 the auditorium technology was updated to include surround sound, better projection, accessibility features, and other improvements. The 21-minute park film, “Story Behind the Landscape,” is shown in the auditorium on request. The building includes a visitor reception desk staffed by park interpretation rangers and volunteers and an educational bookstore.



Kohm Yah-mah-nee Visitor Center

Northwest Entrance

Manzanita Lake Fee Station

A CCC-era building staffed by fee collectors, this entry point is a common way for summer visitors to access the park from Redding and the northern route of the Volcanic Legacy Scenic Byway, All-American Road.

Manzanita Lake Ranger Station

Near to the Loomis Museum, this station features a large visitor contact desk, a bulletin board, and vertical wayside orientation panel outside. It is staffed by employees or volunteers in the winter season only.

Discovery Center

Open June through October by reservation only, The Discovery Center is an education center and science lab located in a historic 1934 CCC-era home. There are two exhibit



Dimensional relief model of the park with tactility

rooms with hands-on exhibits and displays about park geology and ecology. The one-room science lab is used by schools and the general public under the supervision of park staff. The upstairs portion of the building is used for education staff office and storage space and has an extensive education and resource library. The garage is used to store the covered wagon used for pioneer programs.

Lassen Crossroads

Lassen Crossroads is located at the Manzanita Lake entrance to the park at the Junction of Hwys 89 and 44. Open April 24 through November 14 (8 a.m.– sunset), this unstaffed open air pavilion features exhibit panels about the geology, natural, and cultural history of Lassen Volcanic National Park and surrounding Lassen National Forest lands. The site is organized into four covered bays, each

Existing Conditions



The overlook at Bumpass Hell

dealing with a different part of the region. There is an interactive geology exhibit in the center. The site also has informal seating around the four bays and near the restrooms.

Manzanita Lake Campground Area

This campground is very popular in the summer and has 179 sites. Twenty new overnight cabins were recently added adjacent to the campground area. The park would like to work with the concessioner to add interpretive information to the cabins. The camper store is open seasonally and run by the concessioner (currently California Guest Services). There is a day use picnic area and kayak rentals are offered on the lake. A large amphitheater with a projection screen allows for group programs.

Nobles Emigrant Trail

This trail is named after William H. Nobles who established a route over the mountains

from the eastern desert to the Sacramento Valley in 1852. This route proved easier for wagons than any other routes previously traveled. In the northwestern area of the park, portions of the trail are still visible and available for hikers and equestrians to travel this route used by thousands of emigrants in the 1850s and 1860s.

Crags Campground and Lost Creek Group Camp

Crags Campground is nestled in a lovely, large old growth pine forest on Lassen National Park Highway four miles northeast of Manzanita Lake.

Lost Creek Group Campground is a primitive and quiet campsite located just 4.2 miles northeast of Manzanita Lake. There are eight group sites each of which will accommodate 10 to 25 campers.

Southwest Entrance

Sulphur Works and Little Hot Springs Valley

There are no trails to Little Hot Springs Valley. However there are numerous vantages of the valley as visitors drive and stop along the pullouts along the Main Park Road. By contrast, Sulphur Works is the most accessible of the hydrothermal areas in the park.

Bumpass Hell

Bumpass Hell spans 16 acres and has boiling

springs, fumaroles, and mudpots. Access to the area is via a hiking trail off of the Main Park Road.

Hiking Trails (including Lassen Peak, Brokeoff Mountain, Kings Creek Falls)

Trails originating in the southwest portion of the park lead hikers into windswept, high-elevation areas dominated by subalpine and alpine ecotypes. Visitors who undertake the challenging climbs to Brokeoff Mountain and Lassen Peak are rewarded with excellent views. The Kings Creek Falls trail, originating off of Lassen National Park Highway, is another of the park's most popular hikes.

Kings Creek Picnic Area

Picnic tables and restroom facilities are available at this popular stopping spot. The picnic area is also trailhead for trails leading to the Crumbaugh Lake/Cold Boiling Lake, and the Twin Lakes/Spencer Meadows areas.

Summit Lake North and South Campgrounds/Trailhead

Summit Lake is one of the busiest and most popular areas of the park. Located near the Main Park Road, Summit Lake provides two campgrounds—one on the north side of the lake and a more primitive site on the south side. There is access to the lake with picnic tables, swimming, and boating. During the summer, evening interpretive programs are offered at the nearby amphitheater.

Summit Lake area also includes the Twin Lakes Loop backcountry trail, one of the most popular trails in the park.

Wayside Exhibits at Devastated Area

A half-mile trail with nine interpretive waysides helps visitors understand the dynamic volcanic and ecological processes that have shaped the Devastated Area. In 2011 Lassen will enhance the park's first accessible trail with audio description to provide for visually-impaired individuals.

Warner Valley Entrance

Drakesbad Guest Ranch

Drakesbad, located at the end of Warner Valley Road, offers a remote lodge and cabins. With no electricity, television, phone, or internet access, the 19-room guest ranch is occupied 99% of the time and brings guests back every year. Reservations are required. For more than 100 years, visitors have come to this remote area to take comfort in the soothing waters of the valley's hot thermal springs. Bathing in a mixture of thermally heated and cool stream waters has always been a main attraction at Drakesbad whose very name is derived from the German, "Drakes Baths."

Warner Valley Campground

Reached via a gravel road from Highway 36 in Chester, this remote and quiet area of the park has abundant wildlife.

Warner Valley Ranger Station

The Warner Valley Ranger Station is the summer residence for the park ranger assigned to this part of the park. Adjacent to the station is the self-registration kiosk to pay entrance fees and obtain a backcountry permit.

Hiking Trails, Including Pacific Crest Trail (PCT)

Popular hiking trails within Warner Valley offer access to two active thermal areas: Boiling Springs Lake and Devils Kitchen. In addition, the Pacific Crest Trail crosses the valley just south of the Drakesbad Guest Ranch. Portions of all trails offer expansive views of Drakesbad Meadow which is part of the Drakesbad Guest Ranch Historic District and contains an unusual wetland fen complex.

Boiling Springs Lake

Boiling Springs Lake is believed to be the third largest acid lake of its type in the world and has mudpots and fumaroles along its west shore. This area is not developed with boardwalks or signs and offers a chance to view thermal features in a more natural setting.



Relaxing at Drakesbad Guest Ranch

Existing Conditions

Juniper Lake Entrance

Juniper Lake is the largest and deepest lake in the park and is reached via a 13-mile gravel road off Highway 36 in Chester. Camping, kayaking, canoeing, and hiking are all popular activities in this area.

Juniper Lake Campground

Juniper Lake Campground, situated within a heavily forested area, is a small, quiet, beautiful place to camp. The campground is located on the shores of Juniper Lake and provides easy access to boating and swimming.

Juniper Lake Ranger Station

The Juniper Lake Ranger Station is rarely staffed throughout the summer season but is occasionally occupied by park staff or researchers working in the area. Set-up originally as a park ranger residence and contact station, this facility has never had the staffing levels to staff it in the summer. It is not accessible in winter.

Hiking Trails (connect to PCT)

The trails that originate from the Juniper Lake trailhead lead visitors directly into the heart of Lassen Volcanic's backcountry wilderness which contains over 100 high elevation lakes scattered amidst stands of mixed conifer forest, meadows, and shrubfields. These trails offer a range of opportunities for every level of experience and fitness.

Butte Lake Entrance

Located via a gravel road six miles off Highway 44 in the northeast area of the park, this beautiful area is less heavily traveled than Lassen Volcanic National Park Highway. Wildlife is prevalent.

Butte Lake Campground

Butte Lake Campground lies in the northeast corner of the park, nestled in a grove of magnificent pines. The campground provides easy access to trails and to Butte Lake.

Butte Lake Ranger Station

The Butte Lake Ranger Station serves as an intermittent contact station for visitors when a park ranger or campground hosts are in the area.

Hiking Trails

(Including Cinder Cone Peak, Nobles Emigrant Trail, connections to Pacific Crest Trail)

Hiking in the Butte Lake area will take you by some of the most spectacular sights in the park, including Cinder Cone, Fantastic Lava Beds, Painted Dunes, Nobles Emigrant Trail, and Prospect Peak. This area can also provide access to one of our country's national trails—the Pacific Crest Trail.

Interpretive Media

Park Film

A park film, "Story Behind the Landscape" was developed in association with the Kohm Yah-mah-nee Visitor Center. It is 21 minutes long and is shown in the auditorium of the visitor center and at the Loomis Museum.

Exhibits

Kohm Yah-mah-nee Visitor Center

Exterior:

- Geology exhibits are found along the exterior walkway surrounding the building.
- Seasonal visitor information panels.

Interior:

- Exhibits completed in 2008 radiate from a central, re-created volcanic feature. The interactive exhibits cover trip planning, human history, natural history, geology, and stewardship.

Loomis Museum

Interpretive displays at the Loomis Museum were re-done in 2000. Exhibits consist of a 3-D relief model, photomurals of Loomis's documentation of the eruption, historic photos and camera, American Indian artifacts baskets display, geology display, and a changing gallery of local art and photography. There is a seismology exhibit that is non-functioning and incomplete.

Publications

The park's free publications are:

- The Lassen Volcanic National Park unigrid brochure (official map and guide).
- Published twice yearly, "Peak Experiences," is the park visitor guide and newspaper. The summer issue (June to November) is typically 12 pages and the winter issue (November to April) is 8 pages. This publication is free and available at the entrance stations, visitor centers, on the park website, and by mail.
- Self-Guiding Trail leaflets are linked to numbered posts along the trail and provide specific information about natural and cultural history. They are available at Cinder Cone trailhead at

Butte Lake and at Lily Pond trailhead across the road from the Loomis Museum. The leaflets can also be obtained at the park visitor center.

Signs

The park has three types of informational signage in addition to 80 park wayside exhibits. Major trailhead exhibit panels provide overviews of the trails, safety information, regulations, and highlight trail features. These are partnered with a changeable case that contains more time-sensitive information relevant to the location and, in some cases, overall park messages. Other trailhead locations have a second type of smaller sign that provides the basic trail statistics (length, difficulty, elevations, etc.), topographic map, and elevational profile. A third type of sign (excluding regulatory highway signs) is a historic wooden style that labels mountains, lakes, and other features in an unobtrusive way.

Waysides

There are 80 interpretive/educational wayside exhibit panels located in the park. Most of the exhibit panels are located along the park road including the Devastated Area and outside the Loomis Museum. Trail wayside exhibits are also located at Bumpass Hell, Devils Kitchen in Warner Valley, and the Cinder Cone trailhead at Butte Lake.

Media Assets

Natural and Cultural History Collections

During 2006, the majority of the park's museum collections were moved to the Redwood National Park, South Operations Center Museum Curation Facility for improved storage environment and security. It is estimated that there are approximately 200,000 objects (including archives) in the park collections. Objects that remain at the park include the herbarium, the photographic slide collections, and the Loomis Museum exhibit objects.

Beginning in 2004, a CESU agreement was negotiated with the University of Washington photo archivists to organize, preserve, and create searchable finding aids for the park's historic photograph collections. The project first located and collected Lassen's photos from across the country, then revised organizational flaws from past efforts, recording donor and photographer information for each entry. The collections were then preserved—including the glass plate negatives of the Lassen Peak volcanic eruptions, the park's most precious artifacts. The project resulted in the processing of 35 separate collections totaling 7,000 images. Finding aids will eventually be online.

Existing Conditions

This project was nationally recognized at the Society for American Archivists in August, 2010. Next phases include digitizing images, placing the remainder of the finding aids on the park website, and developing cost recovery and access protocols for requests to use the collections.

Archives

The Lassen Volcanic National Park Photograph Archives are comprised of over 30 collections containing more than 6000 images. The photograph archives documents the natural and cultural history of Lassen Volcanic National Park and surrounding area.

Park Library

The Park Headquarters library in Mineral has approximately 1,100 books. The Manzanita Lake library has about 450 books. Library items include park specific books, technical papers, videotapes, DVDs, and tape recordings. The library is mainly used by park staff, family members, and researchers. Visitors can use the items onsite.

Personal Services

Education Programs

Lassen Volcanic National Park has a single permanent Education Specialist who manages the park education program. Seasonal staff are available for assistance in the summer months only. Base funding has already been requested to increase staffing levels for Educational Programming.

Lassen Volcanic National Park serves public and private schools visiting the park for specific education objectives. School groups grades kindergarten through college come from 32 counties in California. A variety of programs are offered to meet school curriculum needs. Programs are very popular. All ranger-led programs are by reservation only. Programs are offered from May through October.

Winter Ecology Snowshoe Program

This program is presented from January through April for school groups grades 2 through college. This popular program is by reservation only. The general public snowshoe walks are available from January through March. Program activities are conducted in a snow-covered forest environment near the Southwest Entrance at an elevation of 7000 feet. Participants use snowshoes to travel usually less than one mile. All programs are conducted by park rangers and volunteers. The programs are two hours but may be longer or shorter depending on group size and weather conditions. The National Park Service provides snowshoes during the program for a suggested donation of \$1.00 per participant to cover the cost of maintenance and replacement of snowshoes. This popular program is by reservation only.

Snow Shelter Building and Winter Survival Program

The snow shelter and winter survival program is conducted near the Southwest Campground and the Kohm Yah-mah-nee Visitor Center. The program is presented from January through March for children and adult groups and is two hours long. Depending on the depth of snow and the group size, the program may or may not be conducted on snowshoes. There is no charge for the program and it is by reservation only.

Regional Educational Program: Klamath Network

Lassen Volcanic National Park is part of the Klamath Network. This multi-agency, multi-state organization has worked with researchers in the field to develop online scientific inventory lists and to make the information useable for the Klamath Network parks. Graduate students work to produce a website dedicated to educating staff on various focus issues. Biodiversity of the region was the first focus issue that the project tackled, followed by climate change. This collaborative project between interpretive and resource management teams has been very successful.

Special Educational Programs

- Junior Ranger programs are for children ages 7 to 12 years of age. The Junior Ranger field journal is available at visitor centers or can be downloaded from the park website. In summer, two-hour ranger-led junior ranger programs are offered at the Manzanita Lake amphitheater, Kohm Yah-mah-nee Visitor Center, and Summit Lake. About 800 children participate annually in the Junior Ranger Program.
- Chipmunk Club program are for children ages 4 to 6 years of age. The program is parent-directed with children involving simple wildlife observation and awareness. Chipmunk Club activity cards are available at visitor centers.
- Volcano Club programs are for individuals or families. The program focuses on park geology. Volcano Club activity cards are available at visitor centers or can be downloaded from the park website.
- Junior Firefighter programs are for children 7 to 12 years old. This program is offered only in summer. It introduces children to the role of wildfires in our national parks. Junior Firefighter activity cards are available at visitor centers. About 120-150 children participate each year.
- Green Junior Ranger program is for children and adults. Self-directed activities are designed to increase awareness and participation in the practice of being green and sustainable. Activity cards are available at visitor centers.

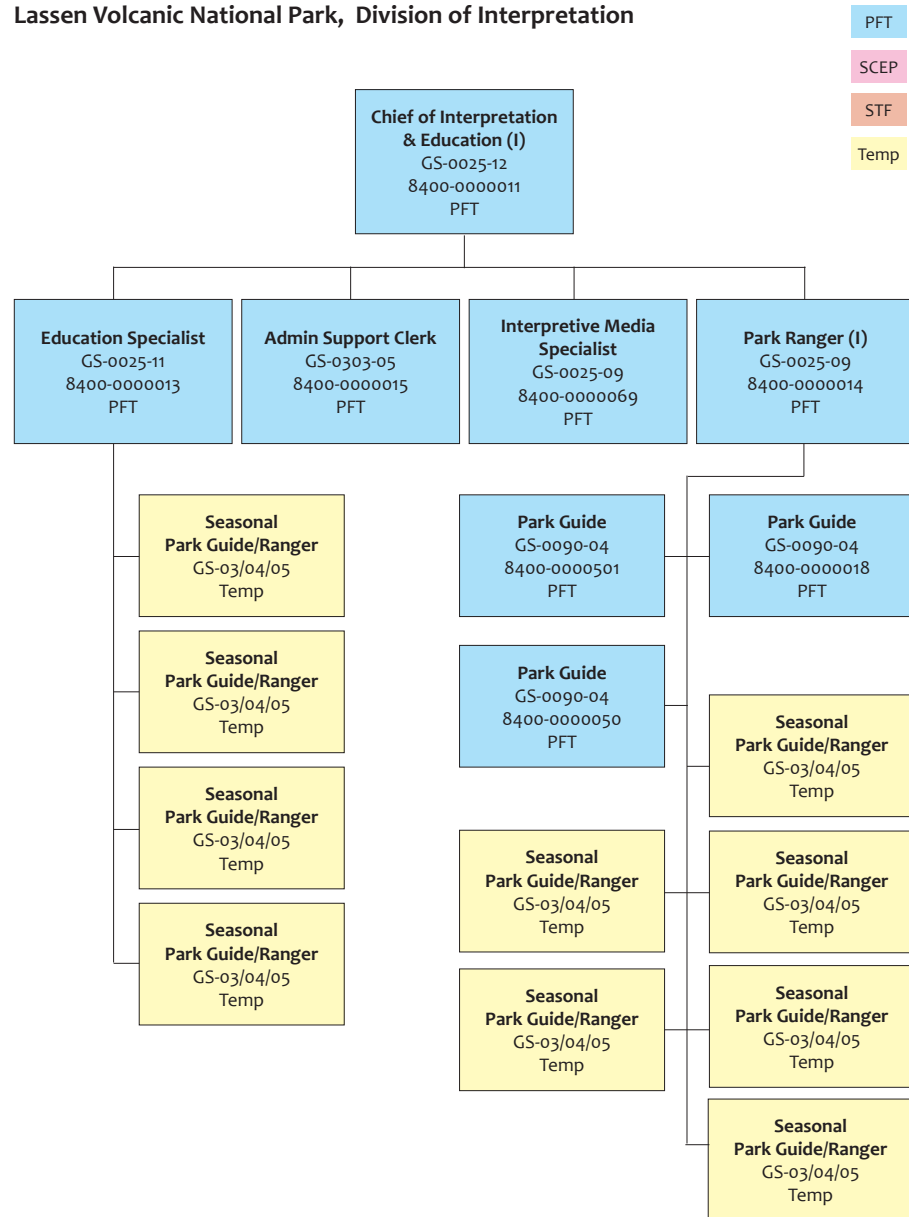
Existing Conditions

Guided Walks and Talks

- Pioneers* is a popular program offered once to twice a week in the summer months. A group walks through the woods near Manzanita Lake and “discovers” a covered wagon and costumed pioneer family who provide a program about their lifestyle. Volunteers and seasonal staff operate the program.
- Ranger Talks are held in the summer from mid-June through mid-August and are 45 minutes long. They are held at the Loomis Museum, the Manzanita Lake Camper Store, Kohm Yah-mah-nee Visitor Center and Amphitheater, Sulphur Works, Summit Lake and Manzanita Lake Amphitheatres, and Devastated Area.

Staffing

Lassen Volcanic National Park, Division of Interpretation



Partnerships

Volunteer Program

LVNP maintains a Volunteer in Parks (VIP) program to enhance its interpretive mission. In 2009, 43 interpretation and education volunteers donated 4,223 hours and assisted with staffing information desks, roving interpretation, and guided walks. The parkwide VIP base budget was about \$5,500.

A two-week summer internship program is in its 15th year at this writing. Funded by the Lassen Park Foundation, it targets high school age students and is managed by the permanent Education Specialist.

Lassen Association

The Lassen Association has assisted Lassen Volcanic National Park since 1939 to supply visitors with interpretive and educational merchandise about the park. The Association provides books, maps, trail guides, and DVDs about natural and cultural history. In addition, the association offers a large selection of educational gift merchandise. Their publications are available at park sales outlets or at www.lassenassociation.org.

The association also supports and assists Lassen Volcanic National Park exclusively in research, interpretation, and conservation programs. Membership in this organization supports the park.

Lassen Park Foundation

The Lassen Park Foundation is a non-profit foundation that supports worthy projects in Lassen Volcanic National Park, Lassen National Forest, and other regionally appropriate agencies. Funds support:

- enhanced interpretation and educational activities.
- wildlife research.
- trail restoration.
- challenged youth programs.
- cultural resource development.

The Lassen Park Foundation co-funded the construction of Lassen Crossroads interagency pavilions near the northwest entrance.

Other Partners and Potential Partners

Museums, Visitor Centers, Educational Media

Lassen Historical Museum
 PBS
 Turtle Bay Exploration Park
 Sacramento River Discovery Center
 Susanville Railroad Depot and Visitor Center
 Westwood Museum

Education

California State University, Chico
 University of California, Davis
 Community Colleges: Shasta, Butte, Lassen, Feather River
 County Education Offices
 School Districts

Individuals

Local ranchers and neighboring landowners
 Outdoor writers, Words and Music Groups
 Backcountry Horsemen
 Celebrities

Clubs and Non Profit Organizations

Search and Rescue
 Audubon Society
 Lassen County Historical Society
 Tehama County Historical Society
 Shasta County Historical Society
 Sierra Club
 Service clubs
 Red Hat Society
 California Fly Fisherman's Associations
 Cultural and Heritage Groups

Existing Conditions

Shasta Cascade Wonderland Association
 Ethnic-based organizations
 Festivals and Events (including fairgrounds events, annual roundup and bull sale)
 National Parks Conservation Association
 Pacific Crest Trail Association
 Businesses
 Pacific Gas and Electric (PG&E)
 Logging companies: Sierra Pacific, Collins Pine
 Local businesses
 California Tourism (produce CA visitors' guide)
 Outfitters and tour guides
 Rotary
 Chambers of Commerce

Governments and Agencies

Other nearby national parks sites:
 Whiskeytown NRA
 Klamath Network Parks

Battle Creek Conservation District
 Deer Creek Conservancy
 Mill Creek Conservancy
 BLM
 Fish and Wildlife (State and Federal)
 American Indian Rancherias
 Lassen, Plumas, Shasta-Trinity, and Modoc

National Forests
 State and County Parks
 Cal Fire and Caltrans
 NASA (research)
 USGS

Media (Newspapers, News and Radio Stations, Internet News)

Redding Record Searchlight
Ridge Rider News
Chester Progressive
Chico Enterprise Record
Red Bluff Daily News
Northern California Times
 Regent Broadcasting
 KNNN, KNRO, KRRX, KRDG
 KHSL- CBS 12 Action News
Northstate Outdoors
After 5 Online
Enjoy Magazine
 Dyer Press
Lassen News
 Metro Networks - Sacramento
 The Radio Network - Susanville

KRCR
 KNVN- NBC 24 Action News
News Oregonian
Sacramento Bee
A News Café
Intermountain News
Yubanet
Nataqua News
 KNLF Radio
Chico News Review
Sunset Magazine
 CTTC - CA Travel and Tourism Commission
Mountain Echo
 KIXE- PBS
 NPR- KALW Radio
 KSUE Radio
 KCRA TV
 KCHO Radio
Westwood Pine Press
Reno Gazette-Journal

Marketing

Media Outreach

The park averages 20 to 30 press releases each year to provide updates to seasonal and program information and to inform communities, visitors, and partners of special projects or events. Individual staff members attend a variety of outreach events such as career fairs and recreational events. The listing below is a sample of outreach done in 2010.

FY2010 outreach calendar of events

<i>Event</i>	<i>Location</i>
Return of Salmon Festival	Anderson
Sons of Retirement Luncheon	Red Bluff
8th Grade Career Fair	Red Bluff
Red Bluff High School Talk	Red Bluff
California Native Plant Society	Redding
College Career Fair	Reno
Snow Goose Festival	Chico
Science/Job Fair	Ashland
Shasta Career Day	Redding
Job Fair	Reno
Northern California RV and Boat Show	Redding
Jr Rgr Day/Children's Faire	Red Bluff
Whole Earth Festival	Redding
Latino Outreach, Cinco de Mayo	Red Bluff
Endangered Species Faire	Chico
Sacramento River Watershed Festival	Red Bluff
NASA Event (RBHS event 5/11 6pm)	LVNP, Red Bluff HS
Butte College Career Day	Durham
State Fair, Camp Smokey	Sacramento
Feather River College Career Day	Quincy

Existing Conditions

Personal Services

The park receives daily requests for information via letters, phone calls, and emails. Most requests are for basic information (brochures, pamphlets, junior ranger programs, etc.) and/or directions to the park.

Website

The park website is a popular way to gain information about the park. Visitors access the website to learn about the park's natural and cultural resources, recreational opportunities, operating hours, and directions. Park websites have become the most widely used form of media by the public.

Currently an Interpretive Specialist maintains the site.

The site contains the following sections:

Park Home

The home page contains a translation option in six languages, road and weather conditions, webcams, common questions, and a small amount of interpretive information “below the fold.”

Plan Your Visit

The introduction to this section is divided by



Park website

season. The section features links to the park newspaper, as well as standard trip-planning information such as directions, hours and fees.

Photos and Multimedia

This section contains a still photo gallery of staff photos (organized by subject matter), webcams, and a virtual park tour.

History and Culture

This section contains some interpretive content about human history in the park, a link to information about Drakesbad Guest Ranch, and a link to a database listing of historic images in the park's collection.

Nature and Science

Divided into two sections—plants and animals—this tab provides interpretive text only.

For Teachers

This extensive section has detailed descriptions of all educational offerings, pdf downloads, resources, and instructions on planning a field trip.

For Kids

This section outlines programs for kids at Lassen Volcanic National Park, including the Junior Ranger Program.

News

A link to the park newspaper and press releases are provided at this tab.

Management

An array of management plans and documents are available here as pdfs.

Support your Park

Sections under this header link to the bookstore, supporting organizations, and volunteer opportunities.

There are also links to an Index, FAQs, Bookstore, and Contact Us.

PART III RECOMMENDATIONS

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



Summary

Interpretive visitor experiences at this nearly 100-year-old national park generally fall into several categories. At the Southwest area of the park, visitors experience volcanism and hydrothermal features, the most popular trails, and the park road. A more recreational focus is typical at Manzanita, Juniper, Butte, and Summit lakes and campgrounds. The experience of staying at Drakesbad Ranch attracts a small but distinct visitor population. Designated wilderness, Pacific Crest Trail, and other remote and roadless areas of the park offer opportunities of solitude, exploration, and self-discovery for more adventurous visitors.

With the opening of the Kohm Yah-mah-nee Visitor Center in 2008, the park added an important centerpiece to its interpretive visitor experience. The Platinum LEED certified visitor center provides a jumping off point for visitors entering the park along Lassen National Park Highway (also referred to as the park road). An excellent park film and exhibits provide an orientation to the park's interpretive themes.

Easy contacts with rangers and interpretive trails in close proximity to the visitor center allow visitors to begin their interpretive experience shortly after their arrival. For visitors entering through the Manzanita Lake side of the park, there are also appropriate venues through which visitors are welcomed and set on their way. The interagency Lassen Crossroads Information pavilion gives an overview of the park and region. The historic Loomis Museum shows the park film and allows visitors to interact with a ranger and see exhibits. Out in the park, there are engaging waysides on both the park road and its well-used interpretive trails. To the extent possible, roving rangers provide a personal interpretive experience.

Drakesbad Guest Ranch is an opportunity within the park to interpret some of the human history of the region. The ranch, operated by the park concessioner, is extremely popular and the park provides some interpretive opportunities for guests that could be expanded upon.

The Junior Ranger Program is a popular way for children and their parents to get to know the park.

The park staff is supported by highly functional relationships with Lassen Association and Lassen Park Foundation. A relationship with Turtle Bay Exploration Park in Redding has potential for expansion. Lassen also has active relationships with the other parks in the region with whom the park is connected not just regionally but thematically through the history of volcanism and other hydrothermal activity along the Ring of Fire. With these parks, Lassen also shares a history of American Indian habitation and spiritual importance that continues to this day. There are opportunities to interpret these connections that are not yet fully explored.

Park leadership is very supportive of Interpretation and Education. Both the Resource Management and Interpretation and Education teams have a desire to collaborate more regularly and in new ways. This opportunity would yield many benefits for both departments if explored over the next ten years. The interpretive program enjoys the support of the local community and an open channel of communication with the regional office. Relationships with regional parks are an avenue for extending the reach of Lassen's interpretive and educational efforts.

The website is a good resource for trip planning and, through webcams and other media, is beginning to serve as an online destination for visitors as well as a trip planning tool. Other online media and social media sites outside of the park site could be explored as interpretive and marketing tools. A growing digital media collection at the park needs structure in order to be accessed and utilized effectively.

Staff shortages and infrastructure needs are the interpretive program's limiting factors. Inadequate staffing restricts the number of contacts at visitor centers. Limited staff means fewer roving rangers than would be ideal and fewer interpretive programs, especially at the more remote recreational areas of the park. The interpretive program will need to leverage partnerships, collaborate with other park departments, and use new media creatively to expand its reach as much as possible with the human resources it has. The park must prioritize adding new staff and developing infrastructure that supports this growth.

Ten Year Goals

The following goals and recommendations have been generated to guide the park's interpretive programs for the next ten years.

By 2019, Lassen Volcanic National Park Interpretive Program will address the following goals:

Staffing and Infrastructure

- Address staffing issues and expand partnerships.
 - Add staff to overcome current shortages.
 - Use partnerships creatively to augment staff.
 - Use new media to extend reach of existing staff.
 - Create infrastructure to attract quality volunteers.
- Create, manage and maintain a digital media database.

Interpretive Programs, Media and Events

- Plan and implement special events to draw diverse audiences.
- Enhance recreational activities with interpretation.
- Focus on safety, information and wayfinding in wilderness areas.
- Expand online and social networking presence.
- Diversify and expand mobile interpretive media to reach new audiences.
- Improve interpretive media and services as necessary in visitor centers.

Partnerships and Connections

- Begin development of an American Indian cultural interpretive site.
- Engage in strategic planning by creating:
 - an education plan.
 - a marketing plan.
 - a regional public transit plan.

Recommended Actions



The recommended actions that follow are derived from those that were generated at the staff and stakeholder workshop in June, 2010. Recommendations were generated by using a “theme map” — a map that breaks the park down into interpretive zones with prioritized themes in each zone. After recommendations were generated, the group organized the actions into those that should be addressed within the next 1-3 years, 4-6 years, or 7-10 years. These rankings are reflected in the implementation plans that follow this section.

Staffing and Infrastructure

A. Increase staff levels in Education and Interpretation.

Actions:

- Apply for and secure funding to hire an additional staff.
- Augment existing interpretive staff by training an interdisciplinary cadre of park staff who can attend outreach events, do roving interpretation, and represent the Interpretation and Education Program.

Desired Outcomes:

- Allow for more roving interpretation:
 - on the park road and at contact stations.
 - on Bumpass Hell, Lassen Peak, King’s Creek trails.
 - on Fridays and Saturdays at Drakesbad.
- Allow for more ranger talks and evening programs:
 - at Butte Lake and Juniper Lake.
 - at the Summit Lake amphitheater.
 - on Friday/Saturday evenings at Drakesbad.
 - including an “Intro to Camping” program targeting underserved groups and families at the Manzanita Lake campground.

- Allow for more ranger led hikes:
 - to Cinder Cone.
 - to King's Creek and Paradise Meadows.
- Allow for more visitor center hours:
 - to be able to open the Loomis Museum on weekends in the winter months and provide more staffing in general.
 - to increase staffing at Kohm Yah-mah-nee Visitor Center.

Partners:

NPS, Other funding sources

B. Improve regular information flow between Resource Management and Interpretation staff.

Actions:

- Utilize an internal sharepoint site.
- Conduct regular meetings between the two departments.
- Utilize internal publications and intranet sites.

Desired Outcomes:

- Facilitate interdepartmental projects, events and activities.
- Gain the ability to use staff for some tasks in both departments.
- Disseminate important information more quickly.
- Use resources more efficiently.

C. Foster a culture of evaluation.

Actions:

- Collect and use quantitative and qualitative data that can be used for adaptive management over time.
- Make a variety of evaluation tools available for staff.
- Build evaluation phases (front-end, formative, summative) into new project budgets.
- Use evaluation results to upgrade processes, programs, publications, media and delivery methods.

Issues and Challenges:

Evaluation may require staff training and additional time. Park leadership may encourage the use of evaluation by providing resources and time for educators and interpreters to evaluate informally or in-house. Skills needed include:

- Data tracking
- Assessment
- Analysis of results

Partners:

Harpers Ferry Center, evaluation contractors, other parks with experience in evaluation

D. Together with the Resource Management, Resource Protection, and Maintenance divisions, make improvements to wayfinding, safety, and current conditions information in wilderness areas.

Actions:

- Develop a process or program to share and acknowledge trail conditions and other current information.
 - Incentivize visitor contributions to the program, database, or process, either through phones and mobile devices, the website, or in written form.
 - Publicize the requests and resulting information at trailheads, online, and at visitor centers.
- Design and implement a wilderness sign program that identifies important locations and establishes consistent wayfinding tools appropriate to the wilderness environment.
 - Do an inventory of signage needs.
 - Create a signage plan.
 - Consider hiring a contractor to design signage system (routed wood is suggested) and perform a formative evaluation.
 - Fabricate and install sign program, map installed signage (preferably in a geodatabase format with information

Recommended Actions

about the sign location, content and composition) and complete a summative evaluation.

- Partner with Law Enforcement and Park Administration to initiate a preventive search and rescue program in wilderness areas.
 - Create mobile contact stations.
 - Offer safety orientation seminars to new staff.

Desired Outcomes:

- Improve safety in wilderness areas.
- Enhance the visitor experience in wilderness areas.
- Expand the quality, type, and frequency of information that is disseminated about wilderness area conditions and events.
- Create a dialogue with visitors about wilderness practices and experiences.
- Maintain the ability to provide for a high-quality wilderness experience for visitors of varying ability levels.
- Improve the park's ability to monitor the location and condition of signs over time.

E. Attract and retain quality seasonal volunteers and campsite hosts who can assist with interpretation and education and take a leadership role with other volunteers.

Actions:

- Utilize three existing contact stations at Summit Lake, Butte Lake, and Juniper Lake by allowing a volunteer to stay at the station for the season.
- Provide full hookups in campground host sites.

Desired Outcomes:

- Augment seasonal interpretive staff.
- Hosts and volunteers provide interpretive program assistance by acting as roving rangers and/or presenting ranger talks.
- Hosts and volunteers return annually, reducing the need for training.

Issues and Challenges:

- Funding and compliance to upgrade infrastructure (contact stations and campground host sites)
- Training
- Supervision of staff
- Coordination with internal staff and partners
- Initially, funding and creating the infrastructure needed to house these volunteers will require a substantial output of resources

Partners:

Multiple divisions within LVNP, VIP Special Project Funding, Concessioner, Good Sam Club, AARP, Sierra Pacific Industries

F. Continue to support the goal of sustainability with Earth-friendly activities, practices and initiatives.

Actions:

- Purchase or obtain through donation a green vehicle for use by staff on park road. Make it visible to visitors as part of a sustainability effort.
- Apply and complete the milestones necessary to become a Climate Friendly Park at <http://www.nps.gov/climatefriendlyparks/>.
- Incorporate sustainability and recycling messages into interpretive presentations and displays—with an emphasis on educating the public on how their actions in the park and at home make a difference.
- Work with park concessioner and Lassen Association to provide Earth-friendly messages in gift shops, cafes, and bookstores. Considerations should include: eliminating items that support unhealthy labor practices, undermine local businesses, or are not sustainably produced.

Desired Outcomes:

- Lassen will become a regional leader in sustainability practices.
- The park will educate other organizations, groups and individuals about sustainable design practices and strategies.

Partners:

Concessioner, NPS, Lassen Association and Lassen Park Foundation, Corporations and Foundations

G. Build and sustain a searchable digital 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 media library.
- Collaborate with park stakeholders to 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, video, and other media assets.

Desired Outcomes:

- Lassen Volcanic National Park will have a searchable library of digital media that can be easily used and administered by park staff or volunteers.
- Other regional parks will be able to access the library.
- Development of interpretive exhibits, printed materials, and films will be greatly aided by the ability to quickly search and locate needed media assets.

Issues and Challenges:

- Funding is needed for research, implementation, and initial management of the system.
- Computer equipment, hard drives, and networking are needed.
- 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.

Partners:

- Regional Parks or others in the NPS system that already have a searchable digital media library
- USFWS digital library
- Harpers Ferry Center
- Lassen Association or other organizations that might benefit from the use of the digital library

Recommended Actions

Interpretive Programs and Media

A. Create a distance-learning event where a ranger virtually leads participants on a hike up to Lassen Peak or Bumpass Hell (virtual event happens in real time).

Desired Outcomes:

- A large number of local students will have the chance to “visit” Lassen Peak with a ranger through a virtual experience.
- The experience will be interactive and participants will be able to ask and answer questions along the way.
- The high-tech component of the experience can be used as an educational opportunity.
- The experience will satisfy some curriculum requirements for subjects such as earth science, biology, and technology.

Issues and Challenges:

Developing the hike will require staff time, equipment, bandwidth, leadership, and support, as well as:

- marketing (need to sell the idea to school administrators).
- development of a curriculum-matching program.
- support, as well as seasonal challenges.

Partners:

CSU Chico Technology and Natural Resource Management programs, other regional parks, Red Bluff School District, Youth Internship Program, “Race to the Top” Fund, Charter Schools, Educators

B. Create new opportunities for mobile or handheld interpretive media that can be used by visitors in a variety of ways and locations throughout the park.

Actions:

- Create a segment-by-segment guide to the Pacific Crest Trail (PCT) within the park. Address camping, options, views, hiking levels. Make available as a printed guide or as a smart phone application.
- Translate all handheld brochures into several targeted languages.
- Assemble a FAQ (Frequently Asked Questions) sheet for auto-touring visitors on the park road. Make it available at the visitor center and on the website.
- Develop a road wayside discovery hunt similar to “auto bingo” as an actual game and a smart phone application.
- Use content currently on the website to create free handouts for trail descriptions. Make the handouts available at the visitor center, and allow them to be downloaded as PDFs from the website.

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- Create a “cell phone locations” handout illustrating where cell service is available at the park. Provide interpretive information at each location.
- Develop additional “Earth Caches.”
- Using available templates, create a series of e-hikes for the park. Make them available on the website and include various ability levels.

Desired Outcomes:

- Provide more interpretive opportunities for visitors during self-directed exploration of the park.
- Use interpretive media to mitigate staff shortages or allow questions to be answered during hours when staff is not available.
- Provide more information for visitors planning in advance of their trip.
- Make the visitor experience at Lassen Volcanic National Park more engaging and educational.

Issues and Challenges:

Developing and producing these items will require a commitment of staff time and some cost, but the outputs are small when compared to other recommended actions. Additionally, some items may provide seed material for books or other materials that Lassen Association may be interested in developing for sale.

C. Continue to improve interpretive media and services at Kohm Yah-mah-nee Visitor Center.

Actions:

- Begin a “My Favorite Hike” activity/exhibit where visitors are encouraged to upload a digital photo from their hike to an e-postcard or screen in the visitor center that displays a slideshow of recently uploaded images.
- Create a children’s interactive area in the visitor center.
- Show a safety/leave no trace/wilderness ethics video at the center along with the park wilderness permitting process. If possible, use existing footage from NPS or another park site.
- Offer winter and summer Full Moon Hikes starting from Kohm Yah-mah-nee Visitor Center.
- Provide special event amphitheater programs. Screen relevant videos/movies at the amphitheater on weekends and create and promote occasional evening presentations by a variety of local experts.

Desired Outcomes:

- Respond to the needs of families with small children who come to the visitor center.
- Utilize the visitor center’s amphitheater.
- Foster stewardship by allowing visitors to be part of the park in the “My Favorite Hike” exhibit.
- Increase the dissemination of safety information and safe wilderness practices.
- Diversify and improve the visitor experience at the center.

Partners:

Glacier National Park and Harpers Ferry Center (backcountry video footage), Media corporations such as Google, Yahoo, or other image hosting sites that could sponsor “My Favorite Hike,” Lassen Association and Lassen Park Foundation, local scientists and subject matter experts.

D. Promote the use of the Mt. Harkness Lookout trail and provide additional interpretation there.

Actions:

- Develop a handout related to this park feature.
- Place a webcam at the lookout with views on the website or visitor centers.
- Feature the lookout in the park newspaper and on the website.

Desired Outcomes:

- Encourage visitation at this underused park feature.
- In peak season, provide an alternative to some of the more crowded hikes.

Partners:

Lassen Park Foundation

Recommended Actions

E. Promote winter activities and events at Lassen.

Actions:

- Partner with other organizations to create a Winterfest event that combines recreation, safety messages, and other interpretive-theme related content. Target unreached or diverse audiences.
- Develop additional winter ranger programs and publicize snowshoeing and cross-country skiing areas.

Desired Outcomes:

- Reach more of the “snow play” and other winter visitors who use the park recreationally but do not often receive interpretive messages.
- Encourage winter visitation to the park, especially by unreached or underserved demographics.

Partners:

Lassen Park Foundation, recreational equipment retailers, concessioner, chambers of commerce

F. Improve and increase interpretive offerings at Manzanita Lake recreation area.

Actions:

- Improve the wayfinding and interpretive signage at Manzanita Lake picnic area.
- Build on existing efforts to place interpretive materials in brochures or binders in overnight cabins.
- Work with Lassen Association to expand the interpretive programs offered in this area. Focus in on topics by using expert or specialized presenters (e.g., birding, botany, history, photography.)
- Begin an “Intro to Camping” ranger program targeting underserved groups and families at the Manzanita Lake campground.

Desired Outcomes:

- Reach out to underserved groups and families that use the Manzanita Lake recreational areas.
- Improve the visitor experience and stewardship at Manzanita Lake with additional signage and interpretive messaging.
- Interact with visitors who are already at the park for recreation but may not have had the opportunity to gain a deeper connection to Lassen through interpretation.

G. Improve the interpretive offerings at Drakesbad/ Warner Valley area.

Actions:

- Formalize training of concession staff at Drakesbad.
- Begin a costumed interpretation program in Warner Valley to interpret local history.
- For the visitors to Drakesbad, develop a children’s nature workshop one afternoon each week during the summer on the theme of plants and animals. Invite subject matter experts from organizations such as Audubon.
- Create a bird banding demo site at Drakesbad that is open to the public.

Desired Outcomes:

- Interact with visitors who are already at Drakesbad for recreation but may not have had the opportunity to gain a deeper connection to the rest of the national park through interpretation.
- Expand interpretive offerings for guests at Drakesbad—a group that has high potential to become lifetime stewards of Lassen.



Educational Programs and Media

A. Hire an additional education program staff to increase the capacity of the Curriculum-Based Educational Programs and Outreach Education Programs.

Actions:

Additional staff job description to include:

- Manage and staff outreach education programs.
- Be a liaison to educators and administration.
- Organize teacher workshops.
- Find ways to make better use of the Discovery Center, such as providing more drop-in hours and more group pre-registration use. Allow non-NPS staff to present programs.
- Create traveling trunks for use by park staff on outreach events. Focus on various topics and target specific audiences.

Desired Outcomes:

- Expand the curriculum-based education program and improve programs already in place.
- Allow for more outreach and networking with local school districts.
- Strengthen connections with educators.
- Improve the effectiveness of an existing but underused resource, the Discovery Center.

B. Develop a Ten-Year Education Plan.

Actions:

- Secure funding.
- Hire a planning contractor, establish planning team including educators, administrators, park staff, and other stakeholders.
- Conduct research and surveys, analyze data, and develop plan.
- Create an implementation plan.
- Plan development would be coordinated by Education Outreach Staff (refer to previous section).

Desired Outcomes:

- Proactively look at the future development of the Curriculum-Based Education Plan.
- Allow educators to work together with the park to envision the future of the program.
- Be able to secure funding and gain support for recommendations in the plan.

Partners:

HFC, Educators, Education Partners

Recommended Actions

Special Events

A. Create a National Geographic “Bio Blitz” event.

Project description:

From NationalGeographic.com/field/projects.bioblitz.html:

A BioBlitz is a 24-hour event in which teams of volunteer scientists, families, students, teachers, and other community members work together to find and identify as many species of plants, animals, microbes, fungi, and other organisms as possible. A BioBlitz gives adults, kids, and teens the opportunity to join biologists in the field and participate in bona fide research expeditions. It’s a fun and exciting way to learn about the biological diversity of local parks and to better understand how to protect them. National Geographic is helping conduct a BioBlitz in a different national park each year during the decade leading up to the U.S. National Park Service Centennial in 2016.

Issues and Challenges:

While funding for the initial event could come from National Geographic, staff time will be required for the application process. Infrastructure near or within the park could be a challenge. Additional issues to consider are:

- locating an available expert. The BioBlitz could be focused on a particular group of flora and fauna (i.e. an Insect BioBlitz, or Fungus BioBlitz), depending on the park’s needs and the expertise of scientists available to identify specimens.
- acquiring funding for the sometimes lengthy process of identifying, cataloging, and storing specimens.
- publicity and recruitment of public participation.
- housing.
- continuation of the event in subsequent years (if desired).

Partners:

Resource Management Team, National Geographic, regional universities and colleges, NPS Inventory and Monitoring Program

B. Create interpretive special events that highlight recreational activities and skills.

Actions:

- Provide a series of outdoor skills education activities under the umbrella of “Recreation 101.”

These may include radio interviews and podcasts, distance learning seminars, 45-minute programs in the park, outreach programs at retail outdoor stores, and “camp with a ranger” programs. Topics may include how to camp, backpack, or kayak, orienteering with a map and compass, winter recreational safety, first aid in the backcountry, or hiking for women. Participants would earn a certificate after completing the series.

- Create a series of organized children’s group activities at the Butte Lake area. Contact an outside organization about setting up a nature day or overnight camp in the area.
- Hold a kayaking special event and begin to offer ranger-led kayak trips.

Desired Outcomes:

- Provide opportunities for interpretive messages to reach more of the recreational visitors to the park.
- Enhance safety practices and confidence in visitors who are interested in recreating at Lassen.
- Increase stewardship at the park by recreational users.

Possible Partners:

To advertise kayak trips, partners include local media and retail outlets, internal publications, NPR, online social media, and local parks (Whiskeytown NRA has a kayak program).

For “Recreation 101” and Children’s activities, partners include radio stations (NPR, I-5 Live), retail outlets (REI, Big 5), nonprofit organizations, special interest groups, and any organization that provides summer kids’ activities.

C. Hold a series of special events along the Main Park Road.

Actions:

- Create a “Lassen Loop Tour” based on the classic loop from Redding-Lassen-Red Bluff. Provide interpretive materials so that visitors can take the tour in their own vehicles, or work with bus tour companies to develop a tour that includes a park ranger or park-trained staff as interpreters.
- Invite motorcycle or car clubs to tour the road and include a ranger program and event at the visitor center.
- Create a multi-park scenic byway tour that includes Crater Lake and Lava Beds National Monuments. Provide interpretive materials so that visitors can take the tour in their own vehicles, or work with bus tour companies to develop a tour that includes a park ranger or park-trained staff as interpreters.

Possible Partners:

Bus tour companies, Regional national park partners, Chambers of Commerce, car clubs, Caltrans

Marketing

A. Develop a Marketing Plan for Interpretive Services.

Actions:

- Secure funding.
- Hire a planning contractor. Establish a planning team including marketing and PR professionals, park staff, regional park staff, Lassen Association, Lassen Park Foundation and other stakeholders.
- Conduct research and surveys, analyze data, and develop plan.
- Create an implementation plan.
- See recommendations B, C, and D in this section for specific areas of concentration.

Desired Outcomes:

- Proactively look at the future marketing efforts at Lassen Volcanic National Park.
- Maximize available resources, target appropriate markets, establish a distinctive branding message for Lassen within the context of the National Park Service.
- Position Lassen as a distinctive destination in a crowded “marketplace” — a region with a number of other high-profile national parks.
- Work closely with regional parks that are geographically and thematically linked to Lassen to develop shared marketing opportunities.

Recommended Actions

Possible Partners:

HFC, Chambers of Commerce, Lassen Association, Lassen Park Foundation

B. Develop a greater online and social media presence.

Actions:

- Create a Lassen blog and Twitter® feed. Organize participation and ongoing management.
- Populate and tie in to user-generated content sites such as Google Maps®, Yelp®, Trails.com®, etc.

Desired Outcomes:

- Lassen will reach new 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 some control over the content displayed.
- Lassen will have an additional venue through which to reach younger and 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 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, Regional NPS partners, HFC

C. Explore free advertising opportunities and new marketing/PR opportunities

Actions:

- Take advantage of PSA opportunities on NPR.
- Place flyers, etc. at retail outlets.
- Access Foundation and Association email lists and mailing lists for publicity and marketing materials.
- Develop a newspaper column for a naturalist in the *Redding Record Searchlight* or comparable news source.
- Create more opportunities for the Park Superintendent to have “face time” with the community and primary park partners by appearing at events and making scheduled appearances and talks in the local communities.
- Target ethnic groups by visiting their communities and extending an invitation to visit the park.
- Incentivize park staff involvement in service organizations.

E. Initiate the development of high-quality media that act as marketing tools for the park.

Actions:

- Create a press kit with ready-made marketing materials such as videos and high quality stock photos.
- Produce a video program that can be distributed to bus tours along with the permitting process, for viewing during bus ride to the park.
- Create a “101 Things to Do in Lassen Park” document. Promote as a publication to Lassen Association, use as blog content or on social media sites, or provide excerpts to local/regional media.

Issues and Challenges:

Creating high-quality media requires professional or semi-professional writing, editing, research, photography, design, and production. The park should explore partnerships that could fund or assist in development of these projects.

Possible Partners:

Lassen Association, media outlets, corporations, regional park partners, Discovery Channel, National Geographic, Sierra Club, local writers, designers, photographers and videographers, colleges and universities

F. Publicize the Lassen Crossroads Information pavilion.

Actions:

- Add or enhance the Lassen Crossroads Information pavilion section in park guide and website.
- Develop an interagency annual, monthly, or seasonal special event held on site where NPS and USFS rangers are available to help with trip planning and provide interpretive information and services.
- Create a message board/marquee on the highway to display messages that target specific user groups.

Desired Outcomes:

- Make visitors aware of the informational feature and rest stop at the Manzanita Lake entrance to the park.
- Allow for self-directed regional trip planning at Lassen Crossroads Information pavilion.

Partners:

USFS

Partnerships/Connections

A. Establish an American Indian cultural interpretive site within the park.

Actions, Issues and Challenges:

Initiating this project represents a commitment to the development of a new interpretive feature in the park and requires a large output of resources. An American Indian Cultural Site within Lassen Volcanic NP might include a large gathering space for ceremonies, an artist demonstration area, exterior exhibits about American Indian life-ways, and a small interpretive center and bookstore. The concept and details of this project should be developed as the project progresses.

With the development of this site, the park would be taking a leading role in the interpretation of American Indian culture and would give visitors access to vibrant living communities that they are not likely to find anywhere else in the region. Creating an appropriate site within the park is the first challenge that the park will need to address with feasibility studies and master planning. Garnering tribal support and collaboration with park management will be necessary to establish clarity of purpose, project scope, and to address budgeting and fundraising.

Recommended Actions



Desired Outcomes:

- Provide a unique interpretive opportunity for park audiences to connect with American Indian culture in an educational context.
- Respond to a desire by affiliated tribes/rancherias to create a dedicated space within the park.

Possible Partners:

Tribal communities, Teacher-Ranger-Teacher program, Casinos, Rancherias, Lassen Association, Lassen Park Foundation, HFC, Regional NPS partners, NPS American Indian liaison

B. Develop a Youth Camp at Lassen Volcanic NP.

Lassen Volcanic National Park is recognized as a destination for challenged youth to benefit from the diversity of educational and recreational experiences the park offers. Lassen Park Foundation has submitted a proposal and plan to partner with the park to create a youth camp at Lassen. This project involves creating the infrastructure for the camp as well as administering the program.

Actions, Issues and Challenges:

Construct Phase I Components:

- Five tent cabins
- Bunk beds
- Fire ring
- Cooking shelter
- Septic system
- Washing station

Lassen Volcanic National Park

Construct Phase II Components:

- Five additional tent cabins
- Bunk beds
- Fire ring
- Cooking shelter

Desired Outcomes:

- Introduce participants to Lassen Volcanic National Park's cultural and natural history.
- Build stewardship amongst participants.
- Allow for a safe and successful outdoor experience for participants.
- Build awareness among participants of the park's mountain ecosystems.

Possible Partners:

Lassen Park Foundation

C. Catalyze the development of a regional public transportation system that serves the park and includes a shuttle through the park.

Actions, Issues and Challenges:

Because the park road is part of a National Scenic Byway and is interpretively linked with other regional national parks as well as two midsize cities, Lassen is in a position to catalyze the development of a regional transportation system that links all or many of these destinations to Lassen and also includes transportation through the park. An initial effort could be made to fund, plan, and hold a transportation symposium event to generate interest by the region and state. Following the symposium, funding would be secured to hire a planner. This individual would head up efforts to create a coalition of regional partners who would take on such tasks as fundraising, determining the route, building infrastructure (maintenance, parking areas, management, fuel), and establishing cost of rides and subsidies needed.



Desired Outcomes:

- Allow more visitors to reach Lassen with less impact on car traffic.
- Create an option for potential visitors without a car, school groups, and those wishing to travel on public transportation to reach Lassen and other regional destinations.
- Create a new venue for interpretation on the buses.

Possible Partners:

Concessioner, Caltrans, counties, State of California, Lassen County Transit

Conclusion

This concludes the recommendations for Lassen Volcanic 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.

In order to fulfill the goals of this plan, funding will be required to enable the park to hire additional interpretive staff. Lassen Volcanic NP should analyze the benefits of expanding their staff capacity and seek appropriate funding as a first priority.

All of the actions in this plan 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 for 2011-2013

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 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
Increase staff levels in Education and Interpretation.	Staffing and Infrastructure	Superintendent, Chief of Interpretation	\$100,000 annually	
Improve regular information flow between Resource Management and Interpretation staff.	Staffing and Infrastructure	Chiefs of Interpretation and Resource Management	No additional cost	
Together with the Resource Management, Resource Protection, and Maintenance divisions, make improvements to wayfinding, safety and current conditions information in wilderness areas.	Staffing and Infrastructure	Chiefs of Interpretation, Resource Management, and Maintenance	\$50,000	
Create a distance-learning event that takes participants on a ranger-led virtual hike up to Lassen Peak or Bumpass Hell.	Interpretive Programs and Media	Chief of Interpretation, Education Specialist	\$8,000	Colleges and Universities, regional parks, School Districts, Youth Internship Program, "Race to the Top" Fund, Charter Schools, Educators
Create new opportunities for mobile or handheld interpretive media that can be used by visitors in a variety of ways and locations throughout the park.	Interpretive Programs and Media	Chief of Interpretation	\$500-5,000	Lassen Foundation, Lassen Association, Harpers Ferry Center
Continue to improve interpretive media and services at Kohm Yah-mah-nee Visitor Center.	Interpretive Programs and Media	Chief of Interpretation	\$500-5,000	Lassen Park Foundation, Lassen Association, Harpers Ferry Center

Action	Area of Concentration	Lead Staff	Estimated Cost	Potential Partners
Hire additional education program staff to increase the capacity of the Curriculum-Based Educational Programs and Outreach Education Programs.	Educational Programs and Media	Superintendent, Education Specialist	\$100,000 annually	
Develop a Ten-Year Education Plan.	Educational Programs and Media	Education Specialist	\$40,000	Harpers Ferry Center
Create interpretive special events that highlight recreational activities and skills.	Educational Programs and Media	Chief of Interpretation, Education Specialist	\$1,000 – \$5,000	radio stations, retail outlets, nonprofit organizations, special interest groups, regional state and national parks
Develop a greater online and social media presence.	Marketing	Media Specialist		social media sites, Lassen Association, Lassen Park Foundation
Publicize the Lassen Crossroads Information facility.	Marketing	Chief of Interpretation	\$1,000-\$5,000	Forest Service

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 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
Build and sustain a searchable digital media library and database that can be easily updated by staff on a regular basis.	Staffing and Infrastructure	Interpretive Media Specialist	\$10,000	USFWS digital library Harpers Ferry Center
Foster a culture of evaluation.	Staffing and Infrastructure	Superintendent, all project managers	n/a	Harpers Ferry Center
Continue to support the goal of sustainability with Earth-friendly activities, practices and initiatives.	Interpretive Programs and Media	Superintendent, all project managers	\$0-\$15,000	Sustainable Parks Initiative, Regional State and National Parks, Local businesses
Promote winter activities and events at Lassen.	Interpretive Programs and Media	Chief of Interpretation, Education Specialist	\$500-\$5,000	Lassen Park Foundation, Lassen Association, Concessioner
Improve and increase interpretive offerings at Manzanita Lake recreation area.	Interpretive Programs and Media	Chief of Interpretation	\$1,000-\$10,000	Lassen Park Foundation, Lassen Association, Concessioner
Create a National Geographic "Bio Blitz" event.	Educational Programs and Media	Chief of Resource Management, Chief of Interpretation	\$10,000-\$20,000	National Geographic Society, other National Parks who have had a Bio-Blitz
Develop a Marketing Plan for Interpretive Services.	Marketing	Chief of Interpretation	\$40,000	Harpers Ferry Center
Explore free advertising opportunities and new marketing/ PR opportunities	Marketing	Media Specialist	n/a	Lassen Association, media outlets, regional park partners, Sierra Club, local writers, photographers, videographers, colleges and universities

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 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	Staffing and Infrastructure	Chief of Interpretation	\$40,000	Harpers Ferry Center
By providing full hookups in host sites, attract and retain quality seasonal volunteers and campsite hosts who can assist with interpretation and education and take a leadership role with other volunteers.	Staffing and Infrastructure	Chief of Interpretation, Volunteer Coordinator	\$50,000	Volunteer Fund, Special Project Fund, Concessioner, Good Sam Club, AARP, Sierra Pacific Industries
Promote the use of the Mt. Harkness Lookout trail and provide additional interpretation there.	Interpretive Programs and Media	Chief of Interpretation and Interpretive Media Specialist	\$0-\$2,000	Lassen Park Foundation, Lassen Association
Improve the interpretive offerings at Drakesbad/ Warner Valley area.	Interpretive Programs and Media	Chief of Interpretation, Interpretive Media Specialist	\$1,000 – \$5,000	Concessioner, Lassen Park Foundation, Lassen Association
Hold a series of special events along the Main Park Road.	Educational Programs and Media	Chief of Interpretation	\$10,000	Lassen Park Foundation, Lassen Association, bus tours, local businesses
Initiate the development of high-quality media that act as marketing tools for the park.	Marketing	Chief of Interpretation, Interpretive Media Specialist	\$0-\$5,000	local writers, designers, photographers, videographers, Lassen Association, Lassen Park Foundation

<i>Action</i>	<i>Area of Concentration</i>	<i>Lead Staff</i>	<i>Estimated Cost</i>	<i>Potential Partners</i>
Establish an American Indian cultural interpretive site within the park.	Partnerships/Connections	Superintendent, Chief of Interpretation	\$1,000,000 – \$5,000,000	Rancherias, Harpers Ferry Center, NPS American Indian Liaison, Regional Park Partners, Teacher-Ranger-Teacher program, Lassen Park Foundation, Lassen Association
Develop a Youth Camp at Lassen Volcanic NP (phase I)	Partnerships/Connections	Superintendent, Chief of Interpretation	\$233,600	Lassen Park Foundation
Catalyze the development of a regional public transportation system that serves the park and includes a shuttle through the park.	Partnerships/Connections	Superintendent, Chief of Resource Management, Chief of Interpretation	\$15,000,000,000 and up	Concessioner, Caltrans, counties, State of California, Lassen County Transit

APPENDIX I WORKSHOP PARTICIPANTS

Lassen Volcanic National Park

Name	Position	Organization
Nancy Bailey	VIP Coordinator/Admin	NPS LVNP
Tinelle Bustam	Lands/Recreation Office	Lassen NF, Hat Creek Ranger District
Charlie Davis	Partner	EDX
Louise Davis	Pit River Tribal Council	Redding Rancheria
Radley Davis	Pit River Tribal Member	Redding Rancheria
Anne Dobson	Executive Director	Lassen Association
Susan Fischer	Manager, Manzanita Lake Camper Store	California Guest Services
Alan Foley	Chamber Representative	Red Bluff Chamber
Cindy Grappa	Education Admin	Tehama County DOE
Karen Haner	Chief of Interpretation and Education	NPS LVNP
Judd Hanna	Board Member	Lassen Park Foundation
Mary Harper	Education Manager	Turtle Bay Exploration Park
James Hayward, Sr.	Tribal Member	Redding Rancheria
Jeanne Hoban	Interpreter/Teacher	NPS LVNP
Scott Isaacson	Fire Education	NPS LVNP
Rick Jones	Contracting Officer's Representative (COR)	NPS Harpers Ferry Center
Kris Koeberer	Park Concessions Manager	California Guest Services
Darlene Koontz	Superintendent	NPS LVNP
Mike Lafkas	Buildings and Utilities Foreman – ML	NPS LVNP
Ryan McKelvey	Fee Manager	NPS LVNP
Julie Nathon Sayigh	Interpretive Planner	EDX
Nancy Nordensten	Biologist	NPS LVNP
Kara Roll	Superintendent's Secretary	NPS LVNP
John Roth	Chief Park Ranger	NPS LVNP
Kevin Sweeney	Park Guide	NPS LVNP
Russell Virgilio	Interpretation Specialist	NPS LVNP
RB Waddlington	Board Chair	Lassen Association
Bob Warren	General Manager	Shasta Cascade Wonderland Assn.
Karen Whitaker	Director of Tourism	Shasta Cascade Wonderland Assn.
Steve Zachary	Education Specialist	NPS LVNP

APPENDIX II DEMOGRAPHIC INFORMATION

Gateway Communities

Demographic information is provided for the larger gateway communities of Red Bluff, Redding, and Reno. Complete demographic information is not provided for smaller communities closer to the park. Racial demographics in these areas are proportional to the larger communities. Number of people living in these smaller communities is as follows (based on 2000 census):

Susanville	13,541 people, 3,516 households
Chester	2,316 people, 956 households
Shingletown	2,222 people, 913 households
Westwood	1,998 people, 795 households
Manton	372 people, 159 households
Mineral	143 people, 67 households
Dales Station	unincorporated, approx 300 people
Old Station	unincorporated, approx 250 people

Red Bluff, CA

Red Bluff is the county seat of Tehama County, California, United States. The population was 13,147 at the 2000 census. Red Bluff is about 30 miles (48 km) south of Redding, 40 miles (64 km) northwest of Chico, and 125 miles (201 km) north of Sacramento. It is the third largest city in the Shasta Cascades.

As of the census of 2000, there were 13,147 people, 5,109 households, and 3,239 families residing in the city. The population density was 1,768.7 people per square mile (683.2/km²). There were 5,567 housing units at an average density of 748.9/sq mi (289.3/km²). The racial makeup of the city was:

86.69%	White
13.68%	Hispanic or Latino
8.78%	Other/ two or more races
2.24%	American Indian
1.60%	Asian
0.62%	Black
0.07%	Pacific Islander

There were 5,109 households out of which 36.2% had children under the age of 18 living with them, 42.4% were married couples living together, 16.5% had a female householder with no husband present, and 36.6% were non-families. 30.7% of all households were made up of individuals and 14.0% had someone living alone who was 65 years of age or older. The average household size was 2.47 and the average family size was 3.07.

The median income for a household in the city was \$27,029, and the median income for a family was \$32,799. Males had a median income of \$26,807 versus \$21,048 for females. The per capita income for the city was \$14,060. About 17.7% of families and 21.1% of the population were below the poverty line, including 29.6% of those under age 18 and 9.7% of those 65 or older.

The annual Red Bluff Round-Up, first held in 1926, has become one of the west's largest rodeos. The town is well known throughout the nation due to its popular bull competitions.

Redding, CA

Redding is the county seat of Shasta County, California, USA. As of the 2000 census, the city had a total population of 80,865 and has grown to approximately 108,741 due to recent annexations. Redding is the state's largest city north of Sacramento, as well as the northernmost designated metropolitan area and city with over 100,000 people in California. It is the fourth largest city in the Sacramento Valley and the northernmost in the Central Valley.

As of the census of 2000, there were 80,865 people, 32,103 households, and 20,995 families residing in the city. The population density was 1,383.8 people per square mile (534.3/km²). There were 33,802 housing units at an average density of 578.4/sq mi (223.3/km²). The racial makeup of the city was:

88.70%	White
5.43%	Hispanic or Latino
4.96%	Other/ two or more races
2.95%	Asian
2.23%	American Indian
1.05%	African American
0.12%	Pacific Islander

There were 32,103 households out of which 31.9% had children under the age of 18 living with them, 48.1% were married couples living together, 13.0% had a female householder with no husband present, and 34.6% were non-families. 27.6% of all households were made up of individuals and 11.4% had someone living alone who was above age 64. The average household size was 2.44 and the average family size was 2.97.

The median income for a household in the city was \$34,194, and the median income for a family was \$41,164. Males had a median income of \$35,985 versus \$24,652 for females. The per capita income for the city was \$18,207. 15.6% of the population and 11.3% of families were below the poverty line. 21.2% of those under the age of 18, and 7.5% of those 65 and older were living below the poverty line.

Turtle Bay Exploration Park, located along the banks of the Sacramento River, contains a museum and 20-acre (81,000 m²) gardens. The campus features permanent and changing exhibitions highlighting art, history, horticulture, forestry and natural science.

Reno, NV

The population of Reno was 180,480 at the 2000 census; in 2008, its population was estimated at 217,016, making it the fourth-largest city in the state of Nevada. The racial makeup of the city was as follows:

77.46%	White
19.18%	Hispanic or Latino
12.86%	Other/Two or More Races
2.58%	African American
1.29%	Asian
1.26%	American indian
0.56%	Pacific Islander

here were 73,904 households out of which 27.6% had children under the age of 18 living with them, 40.5% were married couples living together, 10.6% had a female householder with no husband present, and 43.6% were non-families. 32.6% of all households were made up of individuals and 9.2% had someone living alone who was 65 years of age or older. The average household size was 2.38 and the average family size was 3.06.

The median income for a household in the city was \$40,530, and the median income for a family was \$49,582. Males had a median income of \$33,204 versus \$26,763 for females. The per capita income for the city was \$22,520. About 8.3% of families and 12.6% of the population were below the poverty line, including 16.3% of those under age 18 and 7.1% of those age 65 or over.

Reno is home to The University of Nevada, Reno. Reno has traditionally drawn the majority of its California tourists and gamblers from the San Francisco Bay Area and Sacramento. Many annual events are held in Reno that attract diverse groups of visitors.