



Olympic National Park

Long-Range Interpretive Plan

November 2010



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Prepared by:

Department of the Interior
National Park Service

Olympic National Park

Pacific West Region

Harpers Ferry Center
Interpretive Planning

Plan Highlights

During the next seven to ten years Olympic National Park interpretive services will provide visitors with opportunities to increase their understanding and appreciation for the park and its resources; to engage in educational opportunities; and to protect the park resources.

To provide an active, engaging interpretive program, park staff and partners will work together focused on the following goals:

- Interpret Elwha River Restoration
- Improve Parkwide Wayfinding, Arrival Experiences, and Orientation
- Evaluate and Develop a Unified System of Wayside Exhibits
- Participate in Kestner Homestead Planning
- Replace Visitor Center Exhibits
- Investigate the Feasibility of an Ocean-themed Multi-agency Visitor Center
- Use Digital Media to Increase Interpretive Opportunities
- Create a More Useful and Interpretive Website
- Develop a Parkwide Strategy for Increased Social Media Use
- Increase Interpretation and Visitor Information Presence Throughout the Park
- Engage Partners to Provide High-Quality Interpretive Services
- Determine Effective Ways to Reach and Engage Youth
- Employ, Engage, and Educate Diverse and Underserved Populations in Their Home Communities and in the Park
- Strengthen and Expand Wilderness Interpretation
- Strengthen and Expand Climate Change, Ocean Stewardship, and Fire Interpretation and Education
- Support a Citizen Science Program



Message from the Superintendent of Olympic National Park

Olympic National Park protects three different ecosystems — rugged glacier-capped mountains, wild Pacific coast, and old-growth and temperate rain forest. Encompassing one of the largest wilderness areas in the contiguous United States, more than three million visitors annually experience this amazing landscape.

The Long-Range Interpretive Plan is a document that sharpens our focus and draws together all of the education and interpretation services related to Olympic National Park visitor experiences. The *Foundation for Planning* section of this document defines the park themes, identifies the desired visitor experience, lists issues and challenges, and describes the existing condition of the interpretive services within the park. The *Recommendations* section identifies the specific actions that we and our partners will take to meet our vision for the future of interpretation over the next seven to ten years.

Olympic National Park is supported through partnerships with many tribal, local, regional, and national organizations. The park staff engaged partners, local community members, ARAMARK, tribal representatives, and many others throughout the planning process. This collaborative effort produced a more comprehensive and inclusive look at how we will interpret the park to visitors in the future. By providing a broad spectrum of services, including a variety of media using the most current technologies, more visitors will be encouraged to experience the park in person as well as virtually.

On behalf of the park staff and our partners, I hope you will take time to review this important plan and join us as we continue to move forward in our efforts to preserve and protect the values and resources of Olympic National Park.

Sincerely,

A handwritten signature in black ink, appearing to read "Karen Gustafson". The signature is fluid and cursive, with the first name "Karen" being more prominent than the last name "Gustafson".

Superintendent
Olympic National Park

The Planning Process

This Long-Range Interpretive Plan outlines recommendations for future interpretive services, facilities, and media. Park staff, partners, and stakeholders worked together to develop a comprehensive tool that will outline educational and recreational opportunities for visitors to develop intellectual and emotional connections to the natural and cultural resources found within Olympic National Park. Our goal is to promote Olympic National Park's resource values through specially planned visitor experiences and excellence in interpretation.

This Long-Range Interpretive Plan (LRIP) recommends actions that should occur over the next seven to ten years. It identifies park themes, describes visitor experience goals, and recommends a wide variety of personal and non-personal interpretive services and outreach activities that will best communicate the park purpose, significance, and themes. Developed in concert with the park Annual Implementation Plan and Interpretive Database, it completes the Comprehensive Interpretive Plan for the park, as established in Director's Orders 6. In addition, this planning process has been customized to meet the needs for Olympic National Park, as well as the conditions and special circumstances that exist there. The ultimate product is a cost-effective, tightly focused, high quality park interpretive program that achieves management goals, provides appropriate visitor opportunities, and facilitates desired visitor experiences.

A scoping trip was conducted on August 10-14, 2009. The Project Agreement was signed in October 2009. A Foundation workshop was held October 21-22, 2009 with over 40 participants representing park staff, partners, concessions, local community agencies, tribal representatives, and the cooperating association. A Recommendations workshop was held March 2-4, 2010 with 36 participants representing park staff, partners, NPS media experts, concessions, local community agencies, tribal representatives, and the cooperating association. On May 10, 2010 an implementation strategy session was held with park staff.

Barring legislative changes or major new revelations, the foundational elements expressed in this LRIP – purpose, significance, themes, and visitor experience goals – will remain constant over the life of the plan. Specific recommendations about media and programs may need to be updated as staffing, funding, technology, or resource conditions change. Additional planning and design documents must be produced to implement some of the goals and recommendations in this plan.



Participants engage in a Foundation Workshop small group exercise.

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Part One: Foundation for Planning

Site Background

Olympic National Park protects three different ecosystems — rugged glacier-capped mountains, wild Pacific coast, and old-growth and temperate rain forest. The park encompasses one of the largest wilderness areas in the contiguous United States offering visitors a chance to experience the park’s amazing diversity in a natural and pristine state. Over 600 archeological sites document 10,000 years of human occupation, while historic sites reveal clues about the 200-year history of Euro-American exploration, homesteading, and community development in the Pacific Northwest. In 1976, Olympic National Park was designated an International Biosphere Reserve, and in 1981, the park was declared a World Heritage Site, both honorary UNESCO designations. Olympic National Park is a popular tourist destination with more than five million people living within a three- to five-hour drive of the park in the region stretching from Vancouver, British Columbia south to Portland, Oregon. The park is also surrounded by a network of lands and marine areas managed by state and federal management agencies, American Indian tribes, and private interests.

Enabling Legislation

Each unit of the National Park System is created by Congress and the President of the United States. All park planning flows from the mission articulated in the park’s enabling legislation. The enabling legislation is the specific piece of legislation through which Congress created the park and declared its intent for the park. Olympic National Park’s interpretive services and program must support this mission and help the public understand the significance of the park.

The enabling legislation of Olympic National Park (Act of June 29, 1938, 35 Stat. 2247) states that Olympic National Park is “set apart as a public park for the benefit and enjoyment of the people.” According to House Report 2247, April 28, 1938, the purpose of Olympic National Park is to preserve for the benefit, use, and enjoyment of the people, the finest sample of primeval forests of Sitka spruce, western hemlock, Douglas-fir, and western red cedar in the entire United States; to provide suitable winter range and permanent protection for the herds of native Roosevelt elk and other wildlife indigenous to the area; to conserve and render available to the people, for recreational use, this outstanding mountainous country, containing numerous glaciers and perpetual snow fields, and a portion of the surrounding verdant forests together with a narrow strip along the beautiful Washington coast. The House Report included language identifying the narrow strip along the Washington Coast even though that portion of the park was not included in the 1938 enabling legislation and was added at a later date.

National Park Service Mission

A mission statement is a vision for the future and articulates, in broad terms, the ideas that the NPS strives to achieve.

The National Park Service mission is to preserve unimpaired natural and cultural resources and values of the national park system for the enjoyment, education, and inspiration of this and future generations. The National Park Service cooperates with partners to extend the benefits of natural and cultural resource conservation and outdoor recreation throughout this country and the world.

Park Purpose

The enabling legislation text above is repeated in the 2008 General Management Plan as the **Park Purpose** statement describing why the area was set aside and what specific purposes exist for the park.



Mount Olympus is the park’s highest peak at 7,980 feet.

Park Significance

Statements of significance describe a National Park System unit's distinctive natural, cultural, and recreational resources and values that are the factual rationale for national recognition of the site. According to the 2008 General Management Plan, Olympic National Park is significant for the following reasons:

- Olympic National Park protects several distinctly different and relatively pristine ecosystems, ranging from approximately 70 miles of wild Pacific coast and islands through densely forested lowlands to the glacier-crowned Olympic Mountains.
- The ecosystems protected within Olympic National Park contain a unique array of habitats and life forms, resulting from thousands of years of geographic isolation, along with extreme gradients of elevation, temperature, and precipitation. At least 16 kinds of animals and 8 kinds of plants on the Olympic Peninsula exist nowhere else in the world. Olympic National Park contains some of the last remaining undisturbed, contiguous aquatic habitat throughout the range of several west coast fish species. The park protects 12 major river basins, more than 3,500 miles of rivers and streams within 11 watersheds, more than 300 high mountain lakes, and two large lowland lakes. The park also supports more than 70 unique stocks of Pacific salmonids, 29 native freshwater fish species, and one endemic fish species.
- Olympic National Park protects the primeval character of one of the largest wilderness areas in the contiguous United States.
- Olympic National Park protects some of the finest remaining stands of old-growth temperate rain forest in the United States. These forests of ancient and immense trees provide habitat for dozens of smaller plants and animals, including important habitat for a number of threatened species.
- The Olympic rocky intertidal community is considered to be one of the most complex and diverse shoreline communities in the United States. Olympic National Park protects about 1,400 square miles of the intertidal, island, and shoreline habitat, and, combined with the neighboring Olympic Coast National Marine Sanctuary and U.S. Fish and Wildlife Service Washington Islands

National Wildlife Refuge, a total of 3,600 square miles of intertidal, island, and ocean habitats is protected.

- Olympic National Park protects the largest population of Roosevelt elk in its natural environment in the world. Decades of protection from human harvest and habitat manipulation have sustained not only high densities of elk, but also preserved the natural composition, social structure, and dynamics of this unique coastal form of elk as found nowhere else.
- Olympic National Park protects important cultural resources, with regional and national significance, including more than 650 archeological sites, hundreds of ethnographic sites, 31 cultural landscapes, and 16 historic districts. There are 128 historic structures in the park boundaries that are on the List of Classified Structures.



The park protects nearly 5,000 native Roosevelt elk.

Interpretive Themes

Interpretive themes capture the essence of Olympic National Park's significance. They include the most important stories and represent core messages that every visitor should have the opportunity to experience. While interpretation of any site could touch upon many stories, focused themes increase effectiveness. Well conceived themes explore the meanings behind the facts. They open minds to new ideas and perhaps to multiple points of view. When linked to commonly held emotions or universal human experiences, themes encourage visitors to see themselves in Olympic National Park's stories and discover personal relevance.

The three primary interpretive themes listed in the 2008 General Management Plan were used by park staff and workshop participants to develop more specific themes, sub-themes, and stories. Appendix C lists the sub-themes and stories associated with each theme identified by workshop participants.

Theme A

Olympic National Park is a rare, diverse sanctuary, preserving thousands of species of life from the intertidal communities to old growth forests to glacier-capped mountains.

Theme B

The integrity, diversity, and magnitude of Olympic National Park's wilderness ecosystems powerfully affect the human spirit, providing outstanding opportunities for discovery, research, introspection, challenge, and inspiration.

Theme C

The Olympic Peninsula's rich cultural history reveals a dynamic interaction between people, place, and values, illustrating the ongoing challenge to balance the use and preservation of resources.



Visitors discover aquatic life in tide pools along the Olympic coast.

Management Goals

General Management Plan – Preferred Alternative:

Alternative D was identified as the NPS preferred alternative and the environmentally preferred alternative in the 2008 General Management Plan (GMP). Four different aspects of visitation and enjoyment are reflected in the GMP including the spectrum of park environments (the differences in the ability of visitors to experience all types of park environments); recreational opportunities; recreational services; and visitor facilities.

Visitor opportunities or factors affecting visitor experiences and interpretive planning that are outlined in the GMP include:

- Improve and expand the visitor contact area at the Olympic National Park Visitor Center.
- Redesign and improve existing visitor facilities at Hurricane Ridge.
- Encourage cross-country skiing and snowshoeing at Hurricane Ridge.
- Conduct a feasibility study to determine if the Hoh Rain Forest Visitor Center should be retained and improved in place, or relocated.
- Improve the visitor information at Kalaloch and on the coastal portion of the park. Conduct a feasibility study to determine the options for the replacement and relocation of the visitor information station at Kalaloch.
- Retain existing visitor facilities at Quinault.
- Develop or improve existing frontcountry trails to universally accessible standards at Hurricane Ridge, Lake Crescent, Sol Duc, Ozette, Hoh, and Kalaloch.
- Retain the existing frontcountry trail system at Quinault, and establish an accessible trail at the Kestner Homestead.
- Develop partnerships with area agencies, tribes, local communities, and others to expand educational opportunities, visitor services, and to improve coordination and cooperation.
- Adaptively reuse historic districts at Kestner, North Fork, and Graves Creek for visitor education and park operations.
- Provide opportunities for present and future visitors to enjoy the unique qualities offered in wilderness. These include the experiences of solitude, remoteness, risk, challenge, self-sufficiency, discovery, and observation of an untrammelled ecosystem.
- Provide educational opportunities in wilderness ethics and use so that the public and park staff understand the values of the Olympic wilderness.
- Use management skills and techniques such as “Leave No Trace” to promote and preserve wilderness values.
- Ensure that the park visitor is able to obtain visitor orientation and trip-planning information through a variety of media. Educational programs are available.
- Develop outreach programs for and with schools, tribes, and community organizations.

- Provide a variety of educational opportunities in the park with continued facility-based contacts and guided activities. Web-based education would be provided. Some activities could be for a fee.
- Coordinate education programs with partners, and focus on improving the general understanding of park natural and cultural resources, biodiversity, the protection of resources and natural processes, research, stewardship, wilderness, park values, and recreational and visitor opportunities.

2008-2012 Strategic Plans:

In accordance with the Government Performance and Results Act (GPRA) of 1993, Olympic National Park developed a strategic plan and management goals through 2012. The following goals address recreation, interpretation, and visitor experiences.

The outcomes (how well the park is achieving its visitor-related goals) for Mission Goals IIa1, IIb1, and IIb2 are measured annually at every unit of the National Park System through survey forms that are distributed to visitors at each NPS unit. Visitors send their completed survey forms to the University of Idaho where the data is collected and compiled for each NPS unit. The survey results reflect visitor opinion about each park’s facilities, services and recreational opportunities, as well as measures visitor understanding and appreciation of each NPS unit’s significance.

Mission Goal IIa1:

By September 30, 2012, 90% of visitors to Olympic National Park are satisfied with appropriate park facilities, services, and recreational opportunities.

Actuals: 2007 – 93%, 2008 – 95%, 2009 – 94%

Mission Goal IIb1:

By September 30, 2012, 65% of Olympic National Park visitors understand the significance of the park.

Actuals: 2007 – 75%, 2008 – 67%, 2009 – 49%

Mission Goal IIb2:

By September 30, 2012, 80% of Olympic National Park visitors are satisfied with park facilitated programs.

Actuals: 2007 – 93%, 2008 – 90%, 2009 – 91%

Mission Goal IVb2:

By September 30, 2012, Olympic National Park attendance at facilitated programs will increase from the FY07 baseline of 400,000 and be maintained at 500,000 visitors.

Actuals: 2007 – 391,900, 2008 – 532,000, 2009 – 587,600



At Hurricane Ridge, visitors share views of the Olympic Wilderness.

The mountains can be reached in all seasons. They offer a fighting challenge to heart, soul and mind, both in summer and winter.

Justice William O. Douglas

There are no words that can tell of the hidden spirit of the wilderness.

Theodore Roosevelt

Desired Visitor Experiences

Desired visitor experiences describe what physical, intellectual, and emotional experiences should be available for visitors to Olympic National Park. These experiences will be available to the degree possible to visitors of all abilities, including those with visual, auditory, mobility, or cognitive impairments.

During the October 2009 workshop, participants brainstormed this list of desired visitor experiences which reflect the diversity of expectations from stakeholders and partners as well as various divisions in the park. Many of the opportunities fall under the traditional purview of the NPS, while others do not and may be better met by our partners including the American Indian tribes and park concessions.

Visitors to Olympic National Park will have opportunities to:

- Spend time learning about the traditional native life and activities in the park and on the peninsula.
- Have a memorable experience with friends and family members.
- Go to well-organized visitor centers and ranger stations to get oriented.
- Explore the mountains, rain forest, and the coast either backpacking or day hiking.
- Put on a backpack, hike to a remote lake, and spend time away with family and friends on the trails.
- Discover what it was like here 500 years ago.
- Interact with a ranger to learn more about the natural and cultural resources.
- Help their children love national parks and grow up valuing them.
- Go to a wilderness place and see few people.
- Walk among a forest of very large and very old trees.
- Use kiosks that are staffed by knowledgeable speakers.
- Tell a story (or a few) of Olympic National Park.
- Make the best use of limited time and miles.
- Travel on well-marked roads and trails that have excellent directional signs for a safe and efficient trip.
- Retreat from day to day stresses and seek solace.
- Sit quietly by a stream and experience solitude, natural quiet, and darkness.
- Witness the salmon run from beginning to end.
- Stay in clean, fairly, and lower priced accommodations that sell tasteful souvenirs, which include locally-made and USA-made items.
- Experience what makes Olympic National Park “famous” which will be explained to me by polite, friendly, welcoming, and well-informed park staff and exhibits.
- Be amazed at the diversity of Olympic National Park.
- Eat seafood prepared on the beach at Kalaloch.
- Begin my experience with a nicely stocked bookstore.
- View active dismantling of Elwha dams.
- Go backpacking for at least a week and see fewer than 5-10 people.
- Recreate – hike, ski, swim, fish, and soak in the hot spring water.
- Walk along a remote beach on the pristine ocean coast hearing the waves, feeling the salt air, and looking for interesting creatures, rocks, and driftwood.
- Sleep in a “5-star tent” with soft bedding at the beach.
- Watch fish and wildlife without someone disturbing them.
- Eat wild salmon prepared traditionally and share stories with original communities of this area.

Park Visitors

This is a broad description of park visitors and their needs – including current and potential visitors. “Visitor” describes anyone who uses a park’s interpretation and education services whether in person or “virtually” through digital technologies.

Various visitor surveys—including annual surveys and one in-depth survey—have been completed for Olympic National Park. These surveys help the park judge the effectiveness of their interpretive programs as well as track visitor statistics. Two types of visitor profiles are presented here: annual visitation figures and results from a 2000 Visitor Survey Project.

Over 3.2 million visitors come to Olympic National Park annually. This figure is based on a five-year average of monthly public use data taken during calendar years 2005-2009. There was a 32% increase in visitation from 2008 (3,081,451) to 2009 (4,065,956). Possible reasons for the increase may be that higher gas prices caused visitors from the greater Puget Sound and Portland/Vancouver areas to recreate closer to home, fans of the *Twilight* book and movie series venturing to where the stories are based, and there may have been increased visibility of the Olympic Mountains causing more visitors from Seattle to come to the park.

2009 monthly public use data indicates that Lake Crescent is the most visited area of the park (1,895,748) and Staircase (49,436) is the least visited area. The locations by total number of visits from most to least visited are:

Lake Crescent – 1,895,748
 Kalaloch – 908,610
 Mora – 360,389
 Hurricane Ridge – 285,726
 Quinault – 222,159
 Hoh – 155,251
 Elwha – 124,475
 Ozette – 64,166
 Hoodspout/Staircase – 49,436

2009 visitor center statistics indicate that only about 4% of the visitors go to the Olympic National Park Visitor Center located in Port Angeles. Ironically, few visitors go to the Storm King Information Center even though Lake Crescent is the most visited area in the park. Due to its location on the coast between the Hoh Rain Forest and Quinault Rain Forest, the Kalaloch Ranger Station attracts many more visitors than the building was designed to hold. Occasionally, busloads of visitors stop in and overwhelm the facilities and single park staff member on duty. Visitor center statistics by total number of visits from most to least visited are:

Hoh – 169,795
 Olympic National Park Visitor Center (Port Angeles) – 139,786
 Hurricane Ridge – 72,000
 Kalaloch – 18,722
 Storm King – 16,471
 NPS/USFS Recreation Information Center in Forks – 14,515
 Staircase – 4,780
 Quinault Rain Forest Ranger Station – 3,047

A comprehensive visitor survey was conducted at Olympic National Park from July 7-16, 2000 by the Park Studies Unit of the University of Idaho. Survey questions helped determine the demographic make-up of park visitors, as well as what they did or did not like about their experience. The survey also addressed economic impacts to the region from park visitation. Of the 1,189 questionnaires distributed to visitors, 928 were returned for a 78% response rate. Some results noted in the survey’s summary concluded that:

- 64% of visitor groups were family groups.
- 2% of the visitor groups participated in a guided tour.
- The majority of United States visitors were from Washington (47%) and California (8%).
- International visitors were 8% of the total visitation.
- Canada and Germany were the most represented countries.
- Repeat visitation is high. 77% of visitors indicated that they had made one visit to the park during the last 12 months.
- 69% spent one day or more at the park.
- 77% of those who spent less than one day spent one to six hours in the park.
- Most commonly visited sites were Hurricane Ridge Visitor Center (47%), Hoh Rain Forest (44%), Lake Crescent (33%), and the Olympic National Park Visitor Center (31%).

- Most common activities were sightseeing/scenic drive (88%), walking on nature trails (77%), enjoying wilderness, solitude, quiet (73%), viewing wildlife (72%), and hiking (71%).
- Most used interpretive services were park brochure (91%), entrance station information (65%), and trailhead bulletin boards (52%).
- Most important interpretive services were park brochure (80% of 710 respondents), information desk service (78% of 332 respondents), and ranger-led walks/talks (89% of 77 respondents).

During the October 2009, Foundation workshop the following groups were identified as currently visiting Olympic National Park based on particular interests and needs:

- Education groups of all ages
- Technology users and virtual visitors
- General/Family – multi-generational groups
- Local residents – including Hispanic and American Indian communities
- Recreational users and guides
 - Backcountry and front country
 - Self-guided and guided

- Non-English speakers and readers
- Youth and organized youth groups
- First time visitors
- Repeat, experienced visitors
- Retirees and empty-nesters
- Consumptive users
- Accidental/Unintentional
- Park staff and partners
- Service groups

During the lifetime of this Long-Range Interpretive Plan, park staff will provide increased interpretive opportunities for youth, education groups, and diverse and underserved communities.



Kalaloch Ranger Station, a small facility, has engaging exhibits produced in-house.

Issues and Challenges Affecting Interpretation

Olympic National Park has many assets upon which to build an effective interpretive program, including evocative and compelling stories, outstanding natural and cultural resources, ongoing research, and dedicated staff and supporters. It also faces a number of issues and challenges. Well-designed programs can build on interpretive strengths to help overcome these issues and challenges.

- Park planning efforts – Olympic National Park is currently working on a number of planning efforts and anticipates both updating and initiating a number of new plans, including Olympic Discovery Trail, Kestner Homestead, wilderness, transportation, fire plan, site planning for the Glines Canyon area, and concession prospectus for both Kalaloch Lodge and Log Cabin Resort. Representatives from the Interpretation and Education Division will assist in the development of these and other park planning efforts.
- Land use outside of the park – Olympic National Park's location makes it highly susceptible to many external threats that will require adequate planning and cooperation with local entities, tribes, and agencies to ensure quality viewshed, air, soundscape, and visitor experience.
- Resource and ecological changes – Natural processes including washouts and rock slides; sea level change and coastal erosion; the listing and de-listing of endangered species; and invasive exotics and non-native species will produce changes to the resource that may affect visitor experience. It will be incumbent upon park staff and partners to identify those changes and be flexible in addressing them.
- Anniversary Events – The 75th anniversary of Olympic National Park in 2013 and the National Park Service Centennial in 2016 will require adequate staffing, funding, and programming to showcase the best that the NPS can offer.
- Elwha River Restoration – Ecosystem restoration activities including the removal of the Glines Canyon and Elwha Dams will have an impact on the visitor experience until about 2015. Keeping visitors apprised of the different aspects of this multi-year project will help them better understand why they cannot access certain areas that they have been able to go into in the past.
- Economics – The 2009 economic downturn did prompt and compel more stay at home vacation experiences. Since many park visitors come from the Seattle-Tacoma area, it provides the park an opportunity to further inform and promote itself as a local “staycation” destination.
- Changing visitor motivations – In this increasingly media-rich environment, visitor tastes, motivations, and desires are constantly changing. It will be incumbent upon park staff and partners to identify those changes and be flexible in addressing them.
- Current budget and reduced permanent staffing – Like most NPS sites, the park is doing more with less. Over the past 10 years, the interpretive division permanent staff has continued to shrink, reducing capacity while demands for services have increased.
- Embracing changing technology – Park staff have varied expertise and capacity to develop and make use of available technologies now commonly used in other park sites (video/audiocasts, Twitter, Facebook).
- Changing demographics – Changes in local population levels with increasing numbers of retirees and Hispanics could result in the park making changes to the interpretive and educational programming to meet the needs of these groups.



Part Two: Existing Conditions

The following is a brief and generalized description of visitor experiences and interpretive services that existed in FY2008-FY2009. The purpose of this section is to provide a baseline description of current activities, interpretive media, and visitor programs that can be expected to continue. Unexpected impacts to the existing condition due to situations like major storm events, road washouts, new initiatives, or significant park budget or staff reductions could significantly affect the plan's proposed actions.

Information and Orientation

Marketing

The park informs the public of upcoming events and special programs through press releases that are sent to a mailing list that includes: regional media contacts such as newspapers, radio, and television stations; interested agencies and non-government organizations, and interested individuals. These releases are also posted on the park website. The park also has a newsletter that is published approximately six times per year and is sent electronically to park stakeholders and interested individuals. All of these marketing pieces are created by the Public Affairs Office, an office under the supervision of the park superintendent. In addition posters are developed by the park education staff and distributed in the local area for events such as National Junior Ranger Day, National Public Lands Day, and the Perspectives Series.

Information Services

The park receives information requests on a daily basis via letters, phone calls, and e-mail messages. While many of the requests are for basic information about the park and/or directions to the park, there are also many requests for a wide range of information including content for school projects. A large number of inquiries are for backcountry information, and tend to be more detailed in nature. Depending on the time of year, backcountry information requests are

forwarded to the Wilderness Information Center (WIC), but sometimes the interpretation staff assists with these requests. In addition, some requests that require more specific information about various park programs and management initiatives are forwarded to the park superintendent's office for routing or response. It has been observed that brochure requests are decreasing, as park web visitors are finding the information they seek on the park website.

Signs

Except for visitors arriving by ferry from Vancouver Island, most visitors use Highway 101 and spur roads to access the park. Highway 101 generally encircles the park and connects the access roads that lead to the three primary peninsula ecosystems: coast, forest (including rain forest), and mountains. Visitors can be confused about where the park is, because the highway also goes through Olympic National Forest, tribal and state lands, private timberlands, gateway communities, and private lands.

There are NPS brown metal directional signs as well as wooden signs indicating that visitors are entering or leaving the park. The signs are dated in appearance and the NPS arrowhead logos include "Department of the Interior" which is no longer used.

The park has a master sign plan that should be revisited to ensure it reflects current management goals.

Website

The park website is a very popular way to gain information about the park. The park Public Affairs Officer is the webmaster, and representatives from various park divisions contribute web content and updates. Most of the park one-page site bulletins are available on the website.

Travelers Information System (TIS)

The park has three TIS systems. The Lake Crescent and Quinault systems are managed and maintained by the protection division, and one at Olympic National Park Visitor Center (ONPVC) is managed and maintained by the interpretation division. The ONPVC message reflects general park information including relevant safety messages, information on campgrounds and pets, ONPVC/WIC hours, and where to go for more information, for example the ONPVC front porch and park website. These are outdated systems that do not reach a sufficient broadcast area. These systems should be replaced with updated systems and the park should explore the feasibility of installing systems in new areas to better meet the needs of park visitors.

Facilities

The front-country of the park, which encompasses only 5% of the total acreage, is where the visitor facilities are located and the majority of interpretive services are offered.

The park manages three visitor centers: Olympic National Park Visitor Center, Hurricane Ridge Visitor Center and Hoh Visitor Center; four ranger stations, primarily staffed by interpreters or volunteers: Staircase, Storm King, Kalaloch, and Quinault Rain Forest; and six other ranger stations staffed intermittently by visitor protection rangers or volunteers: Elwha, Eagle, Ozette, Mora, Dosewallips, and Deer Park. In addition, there are partner-staffed facilities including the NPS/USFS Recreation Information Center in Forks staffed by NPS employees, the USFS/NPS Recreation

Information Center in Quinault staffed by both NPS and USFS personnel; and the Hoodport Information Center staffed by Shelton-Mason Chamber of Commerce employees and volunteers. These facilities enhance visitor experience of the park by providing information and orientation services, passport stamps, interpretive media, cooperating associations sales, and in most areas, federal fee permit sales.

The park General Management Plan (GMP) envisions a visitor center for each of the significant ecosystems Olympic protects: mountain, forest, and coast, as well as a visitor center which provides an overall orientation to the significant resources of the park. To fulfill this vision the GMP recommends a partner visitor center for the coastal resources.

The following areas have entrance stations: Hurricane Ridge (Heart O' the Hills), Elwha, Sol Duc, Hoh, and Staircase. These stations are all staffed in the summer season and most have some shoulder season staffing. At most locations, fees are collected year-round either by staff or self-serve payment stations. Fees are collected at Ozette only through the self-serve payment station.

Olympic National Park Visitor Center (ONPVC)

Port Angeles, the largest community on the Peninsula, is the location of park headquarters and the only year-round park visitor information facility, Olympic National Park Visitor Center. The grounds and local trails are frequently used by local community members and adjacent neighbors. ONPVC is open daily, year-round except December 25 and Thanksgiving Day; from 8:00 a.m. – 6:00 p.m. in the summer and 9:00 a.m. – 4:00 p.m. during the winter. Hours vary during the spring and fall months depending on current staffing levels.

ONPVC exhibits introduce the park's three ecosystems, highlight many of the park's significant resources, and provide orientation services and maps. The children's Discovery Room contains numerous activities including activity drawers, various puzzles, discovery boxes, large-scale murals of each ecosystem, a diminutive ranger station, a totem pole that can be redesigned using felt shapes, a salmon spawning activity, a poem writing activity, and a computer for both the Olympic Odyssey program and the microscope.



A wide variety of wayfinding signs directs visitors to key park features.

The auditorium is used for many special events and programs and upon request, shows the park film, *Mosaic of Diversity*. The film is open captioned and assistive listening devices are available upon request. Park information, orientation, and maps are also available. One of the information desk components is accessible. The bookshop and sales area is operated by Discover Your Northwest with primary focus on educational materials and safety items.

The park library is located at ONPVC and is open to all park employees and the public upon request.

Wilderness Information Center (WIC)

Backcountry information, orientation, and wilderness permits are provided at the WIC, which is located in the ONPVC. In summer, WIC-funded staff are located at several field areas, including the Recreation Information Center (RIC) in Forks, Ozette, Hoh, and Quinault (USFS office). During the winter, ONPVC, RIC and Hoh VC staff assists with providing backcountry orientation and issuing permits primarily on weekends. The WIC information desk is accessible.

Hurricane Ridge

Providing unique visitor access and spectacular views, Hurricane Ridge is the only paved road to higher elevations in the park, thus it serves as the primary interpretive and access point for the sub-alpine and alpine ecosystems. It is also the only location with winter plowing to provide access to snow-based

winter recreation. The Hurricane Ridge Winter Sports Club provides two mechanized rope tows and a Poma lift, and offers downhill skiing, downhill ski school, and a terrain park within their assigned area during the winter season of mid-December to the end of March.

Hurricane Ridge Visitor Center is staffed daily in the summer from 10:00 a.m. – 5:15 p.m. and in the winter on weekends and holiday Mondays from 10:00 a.m. – 4:00 p.m. A new accessible information desk was installed in May 2010. Maps, exhibits, and a film on the subalpine environment, *Life on the Edge*, are also available. The film is open captioned and assistive listening devices are available upon request.

It is likely that short-term funding will become available to extend Hurricane Ridge Road winter plowing and increase winter staffing beginning in FY2011. The visitor center is staffed occasionally with volunteers in the fall and spring months. In early May, the building is staffed

on weekends. Since the building is opened and closed by facility and protection ranger staff, there are many morning and evening hours throughout the year when the building is open to visitors, and the information desk is not staffed. The maps, exhibits, and film are available and designed for use even when the information desk is unstaffed.

Concessions food and sales area are open daily 10:00 a.m. – 6:00 p.m. in summer (usually early May to early October) and 10:00 a.m. – 4:00 p.m. weekends and holidays in winter (mid-December to end of March).

The area also has a number of trails and a picnic area.

Elwha

Although the park has not had a significant interpretive presence in the Elwha valley in decades, the river restoration project has drawn a great deal of attention to this area. Once a prime habitat for all five salmon species found in the park, as well as ancestral American Indian lands, the



The Elwha River Restoration project is interpreted with a variety of exhibits, publications, and interpretive programs.

Elwha River valley has been more notably marked by human intrusions since the early 20th century. Two hydro-electric dams drastically altered the valley, forming two lakes, and cutting off salmon spawning routes up-river for nearly a century.

For the past two summers, interpreters have been roving the Glines Canyon Dam area providing detailed informal interpretation about the Elwha River Restoration project, and presenting campfire programs at Altair Campground. In the summer of 2010, interpretive rangers assisted with providing information, orientation, and interpretation services at the ranger station and the station was upgraded with temporary exhibits and a small Discover Your Northwest sales area. The information desk is accessible. Staffing levels are expected to increase as dam removal is poised to begin.

Olympic Raft & Kayak is a concession operation offering guided raft float trips on the Elwha River. The put in spot is at Altair Campground and the take out is at Lake Aldwell.

Lake Crescent

Lake Crescent offers a wonderful perspective of the diversity and beauty represented in Olympic National Park. Visitors drive or walk along the shores of a glacially-carved lake, or recreate in the same waters populated by types of fish found nowhere else. They are surrounded by lowland old-growth forests, a record Grand fir, Barnes Creek, and the high country of the Olympic Wilderness. Trails provide access to these amazing

natural resources as well as a rich cultural heritage of over a century of recreational activity. Trails are accessed year-round with the most popular being the short hike to the stunning Marymere Falls.

The Storm King Ranger Station, open daily in the summer only from 9:00 a.m. – 5:00 p.m., provides visitors with a glimpse of a former ranger station with a stone fireplace, chairs, tables, information, a large-sized relief map, trail maps, and a Discover Your Northwest sales area. Ranger conducted walks to Marymere Falls are offered in summer.

No programs are currently offered at Fairholme Campground amphitheater due to storm damage to the projection booth. Fairholme Store is a concession facility operated by ARAMARK offering groceries, grab and go foods, gifts, and camping supplies during the summer only.

Lake Crescent Lodge is a concession facility operated by ARAMARK with lodging, dining, gifts, and non-motorized boat rentals. It is open during the summer, though cabins with no food service are sometimes available in the shoulder seasons. Ranger programs are offered at a campfire circle near the lake in the summer with up to 25 guests attending. The current concessioner has proposed providing interpretive programs at times that complement the NPS schedule including guided kayak tours, guided Mount Storm King hikes, evening programs, and conducted walks.

Log Cabin Resort is a concession facility on the north shore of Lake Crescent operated by Log Cabin Resort, Inc., with lodging, dining, gifts, groceries, RV campground, and non-motorized boat rentals. Ranger programs are offered in the summer at the campfire circle near the lake once a week and approximately 25 guests attend each program.

Sol Duc

Old-growth forest, subalpine lakes, and snowy peaks populate the Sol Duc landscape, while the Sol Duc River serves as a key highway for coho salmon, flowing through the valley and ascending to the lakes and headwaters in the surrounding mountains. The interpretive kiosk near the Sol Duc entrance station, five wayside exhibits, and the Eagle Ranger Station provide visitors with park information, wilderness permit information, and a small Discover Your Northwest sales area. The ranger station does not have interpretive exhibits.

A major recreational attraction is the Sol Duc Hot Springs Resort. This concession facility is operated by ARAMARK and provides lodging, dining, hot mineral pools, swimming pool, gifts, convenience store, and an RV campground with electric, water, and sewer hook-ups. Ranger programs are offered at the Sol Duc Campground nightly in the summer.

Ozette

With the tall seawalls that dot the coast, the crystal waters of Lake Ozette, the grandeur of the old growth forests, wilderness access, and rich history, the Ozette area is full of opportunities to explore a diverse landscape. Discoveries in the past century have unearthed the presence of a culture dating back at least 2,000 years, as well as a well-preserved 300-year-old village that had been covered by a mudslide. Over 50,000 artifacts were recovered, many of which now reside at the Makah Cultural and Research Center in Neah Bay.

The Ozette Ranger Station, staffed by wilderness rangers and volunteers, is open in the summer for park information. This is a major coastal wilderness access point and since advance reservations for backcountry stays are required between

May 1 and September 30, most overnight users arrive at Ozette with permits they obtained through the Wilderness Information Center.

Interpretation services at Ozette consist of an outdoor kiosk of exhibits and the *Coastal Clock* trail guide. The park has not offered ranger presented programs in over 20 years.

Mora

Rocky beaches, giant drift logs, pounding waves, and views of offshore islands known as seawalls are features that define Rialto Beach. The one-mile one-way coastal hike to Hole-in-the-Wall is very popular with visitors. Just inland is the Mora area, characterized by towering trees, lush undergrowth, and the omnipresent roar of the Pacific Ocean in the background. This is also the center of the coastal strip of the park, an area that protects

over 70 miles of wild coast, much of it designated as wilderness. This is one of the longest, undeveloped stretches of coast in the lower 48 states.

As staffing allows, the Mora Ranger Station is open in the summer for park information. Wheelchair access to view Rialto Beach is possible in the summer months with the placement of a wooden trail structure and ramp.

NPS/USFS Recreation Information Center (RIC) at Forks

The RIC is a primary visitor contact station for visitors wanting information and orientation services for NPS, USFS, State Department of Natural Resources, and other public lands on the west side of the Olympic Peninsula. It serves as a Discover Your Northwest sales area and is second only to the WIC for issuing wilderness permits. Staff provides wilderness permit information, issues wilderness permits and bear cans, and sells federal fee passes and USFS Christmas tree permits in November and December. A great deal of time is spent assisting visitors with backcountry trip planning, and ensuring visitors understand potential safety concerns and resource protection regulations.

The RIC shares occupancy with the Forks Transit Center which acts as a hub for buses along the north and west side of the peninsula. The location provides a rest stop for through-travelers and is a “park and ride” location for commuters. The various uses of this facility have resulted in confusion and conflicts between transit station and park users and uses.



The outdoor kiosk at Ozette displays wilderness safety and interpretive exhibits.

The Olympic Peninsula is the setting for the popular *Twilight* series of books and movies. As a result, the Olympic Peninsula, particularly the Forks area, is experiencing a substantial increase in tourism.

Staffed by Interpretation Division visitor use assistants in the summer and the Coastal Interpreter in the shoulder seasons, the information center is open daily 9:00 a.m. – 4:30 p.m. in the summer and 10:00 a.m. – 4:00 p.m. Friday through Sunday in the fall and spring.

Kalaloch

With its intertidal pools, excellent bird watching opportunities, beautiful sunsets, and multiple coastal access trails, Kalaloch is one of the most visited areas of Olympic National Park. Known for its variety of shoreline communities, visitors explore tide pools at Beach 4, view seastacks and rocky shoreline at Ruby Beach, or walk on the broad sandy beach at Kalaloch. All of these opportunities are available directly off of Highway 101.

The small, one-room Kalaloch Ranger Station is open daily 9:00 a.m. – 5:00 p.m. from mid-May through September featuring an accessible information desk, new exhibits, and a Discover Your Northwest sales area. The Kalaloch Lodge is a concession facility operated by ARAMARK and provides lodging, dining, gift shop, groceries, vehicle fuel, and group campsite year-round. There are two park campgrounds in this area, Kalaloch and South Beach, both providing great views of the Pacific Ocean from a number of sites. Kalaloch

Campground is open year-round and is the only campground in the park that takes campsite reservations for the summer months.

Hoh Rain Forest

The Hoh Rain Forest Visitor Center is currently the most visited contact destination for visitors wishing to experience the old growth temperate rain forest. Visitors driving into and walking around the Hoh Rain Forest find themselves immersed in a lush rain forest of very large and old trees. Staff interpretive programs describe the rain forest's unique attributes, as well as, the role this forest played in the creation of Olympic National Park.

The visitor center is open daily from 9:00 a.m. – 6:00 p.m. during the summer and 10:00 a.m. – 4:00 p.m. Friday – Sunday the rest of the year. A new accessible information desk was installed in September 2010. In addition to exhibits, there is a WIC-staffed backcountry desk and a Discover Your Northwest sales area.

Quinault Rain Forest

With its stunning scenery, old-growth temperate rain forest, rich American Indian and homesteader history, and easy access to community and visitor services, the Quinault Rain Forest has outstanding potential to become an unrivaled visitor experience. This area provides a diversity of visitor experiences from Olympic National Park, Olympic National Forest, and Quinault Nation lands and waters.

The Quinault Rain Forest Ranger Station is open during the summer Thursday – Monday from 9:00 a.m. – 5:00 p.m. Because this station has only one seasonal interpreter, it is closed from about 12:00 p.m. until 3:00 p.m. so the interpreter can take a lunch break and conduct a guided walk. An accessible information desk and new ranger station exhibits were designed and installed between 1999 and 2002.

In Olympic National Forest, the Lake Quinault Lodge, an ARAMARK concession, provides



Quinault Rain Forest Ranger Station features high quality, informative park-produced exhibits.

lodging, dining, gift shop, and interpretive services, including evening programs, cultural demonstrations, and guided bus and boat tours. On occasion, NPS interpreters have presented evening programs at the lodge.

The USFS/NPS Recreation Information Center at the USFS Quinault District Office is open daily Memorial Day through Labor Day; weekdays only the rest of the year.

Expedia, based in Bellevue, Washington, is committed to supporting the long-term sustainability of communities in and around World Heritage Sites, and in 2009, the company sponsored a team of tourism experts to the Lake Quinault community for a two-week tourism consultancy project. As a result agencies and tourism organizations, including Olympic National Park, have formed the Lake Quinault Tourism

Committee to build upon the recommendations from the Expedia project.

Staircase

Located in a stunning lowland forest dominated by enormous Douglas-firs and the babbling North Fork Skokomish River, the Staircase Ranger Station is open in summer and provides information, exhibits, wilderness permits, and a Discover Your Northwest sales area. The ranger station is primarily staffed by Protection and Interpretation Division rangers and volunteers during the late spring, summer, and early fall months.

Dosewallips

Due to a road washout outside park boundaries, the area has not been staffed for about eight years. Even prior to the washout, there were no interpretive programs presented at Dosewallips.

Trails

A variety of short (0.1 to 2-mile) one-way and loop trails are available from most of the main access points encircling the park. The trails lead visitors to natural features such as waterfalls and historic resources including Kestner Homestead. Trail brochures are offered for a \$1.00 donation at many of these trails. The Madison Falls trail in the Elwha Valley meets accessibility standards, and there are also trails that are wheelchair accessible with assistance.

Over 600 miles of trails provide access to the Olympic Wilderness. Wilderness access is found throughout the park, notably Staircase, Whiskey Bend and Olympic Hot Springs Roads in the Elwha Valley, Sol Duc, Ozette, Mora, Hoh, and Graves Creek and North Fork Roads in the Lake Quinault area. Ozette Loop, a nine-mile loop connecting Cape Alava and Sandpoint trails, is one of the most heavily visited areas in the park and the most heavily visited backcountry area in the NPS.

Olympic Discovery Trail may eventually connect Port Townsend and Forks. Currently sections are completed from Sequim Bay to Fairholme. In the park, the trail follows the Spruce Railroad trail through the Lake Crescent area of the park with a new section of trail continuing west towards Fairholme. Clallam County has the lead for sections in Clallam County and is working with the park for sections within park boundaries.



Backpackers can access the Olympic Wilderness on 600 miles of trails.

Interpretive Media

Audiovisual Presentations

Films are available at ONPVC and Hurricane Ridge. Both films have subtitles which are always on, and there are audio-description and assistive listening tracks and receivers available for visitors with vision or hearing disabilities.

ONPVC – *Mosaic of Diversity* is a 27-minute film highlighting the ecosystems and species diversity of Olympic National Park, its wilderness character, and the millennia of human habitation and use of the bountiful resources. The film is shown upon request. The children's Discovery Room has a computer where visitors can play *Olympic Odyssey*, an interactive game, to learn about some of the park's natural and cultural resources. The room also contains a microscope with a camera that projects the magnified object onto the computer monitor.

Hurricane Ridge – *Life on the Edge* highlights mountain ecology and is approximately 20 minutes. When the visitor center is staffed, the film is shown upon request. When the building is unstaffed a self-service system is used to activate the film.

Publications

According to the FY2009 Servicewide Interpretive Report the park distributes 69 different publications. In 2009, the *Official Park Map and Guide* and the *Olympic Wilderness Trip Planner* were updated and reprinted. These publications are updated and reprinted annually. *Freeing the Elwha* was designed and printed in 2009.

Site bulletins are available to provide specific information about the park. Color banners categorize the type of information found in the one-page site bulletins:

- Brown banner – WIC series on wilderness/backcountry destinations, stock use, and food storage regulations.
- Green banner – Natural and cultural history series includes park formation and history, threatened and endangered species, marmots, weather, butterflies, and other topics.
- Blue banner – Park orientation and planning series highlights each park area, with a map and list of trails and facilities as well as interpretive information.
- Black banner – General information, including concession rates and pet regulations.

These site bulletins are reviewed and updated as information changes. Many are available on the park website. Other free publications are one-time projects, such as *Fish of Olympic National Park*. If the information is accurate, these publications are distributed while supply lasts.

The park newspaper “*Bugler*” is published twice a year, summer and winter. Interpretive programs, facility locations and hours, resource management issues, and safety information are publicized in the paper.

Ten different trail brochures are available for use on shorter, resource specific trails. *Ever changing, ever green: the low-elevation forests Olympic National Park* is a lowland forest plant identification guide and interpretive brochure for use

along Fairholme Campground Trail, Heart O’ the Forest Trail, Marymere Falls Trail, Spruce Railroad Trail, and Sol Duc Falls Trail. A large-print version was developed and printed in 2010. The other trail brochures highlight nature trails located throughout the park. They include *Madison Falls*, *Cascading Terraces* and *Kestner Homestead Trail* at Quinault, *The Coastal Clock* at several coastal locations, *Ancient Groves* at Sol Duc, *Staircase Rapids* at Staircase, *Moments in Time* at Lake Crescent, *Rainshadow Trail* on Blue Mountain and *Salmon Swimmers in the Forest* at various lowland locations. The park requests a \$1.00 donation for the booklets.

Two Discover Your Northwest sales items featuring Hurricane Ridge and the Hoh Rain Forest are out of print.



Site bulletins provide trip planning and park resource information.

Bulletin Boards

The Protection Division is responsible for maintaining park bulletin boards. Information posted by area rangers includes safety regulations and other important, timely items. Several years ago a design plan was created to bring consistency to park bulletin boards. In areas where interpretive programs are conducted, interpretation has space on the bulletin board to post program information under a Ranger Program heading that matches the system design. Initially, components had a rigid lamination, consistent fonts, colors, and more, but as the original laminated components faded, were vandalized, or needed to be replaced due to changing information, the standards at many of the bulletin boards relaxed resulting in a less uniform look to the bulletin boards throughout the park.

Wayside Exhibits

In July 1980, a wayside exhibit plan was created by Harpers Ferry Center for 155 new wayside exhibits located throughout the park. Most of these exhibits are still in place and several have been updated. In addition, the park has added a number of wayside exhibits. These include trailhead wilderness exhibits that feature maps, safety, and other backcountry information at eight park trailhead areas; porcelain enamel exhibits on the Moments in Time Trail; interpretive and panoramic peak identifier exhibit at Hurricane Ridge; interpretive exhibits at Sol Duc along the road, at the resort, and in the kiosk; exhibits outside the Kalaloch Ranger Station; lobelia exhibit at Lake Crescent; and salmon and trout exhibits at Sol Duc and Lake Crescent. All of these exhibits are inventoried on a park database.

Wayside exhibit text, photos, and asset details are input into the NPS Media Inventory Database System (MIDS) and the NPS Facility Management Software System (FMSS). An in-park database for tracking repairs, replacements, and future corrections was recently expanded and updated. The database identifies exhibits with inaccurate or out of date text and notes ideas for subjects that are not interpreted including climate change, glacial retreat, sea-level, spills, ocean acidification, debris, new fossil sea star find at Beach 4, and endemic marmots and their decline. Interpretive staff needs to prioritize the inventory and seek funding for improving wayside exhibits, while being mindful that the park is already maintaining a very large number of wayside exhibits.



Wilderness trailhead exhibits, located at several park areas, offer hikers backcountry maps and safety information.

Exhibits

ONPVC

Exhibits are current and relevant. The Discovery Room provides interactive learning. Other exhibits in the building provide accessible learning opportunities, notably the animal tracks exhibit which was updated in 2010 with tactile improvements. A temporary exhibit on the Elwha River Restoration project is on display. In 2009 the visitor center was remodeled to integrate the WIC into the building. As a result, there was a decrease in area available for visitor information and orientation services and for Discover Your Northwest sales and storage.

Hurricane Ridge

Temporary exhibits, installed in 1984, provide information about early exploration, trees and other plants, and general park wildlife. The herbarium and changing climate exhibits were installed in the late 1990s. These exhibits occupy the upper floor of the visitor center. Although the exhibit hall is beautiful, the exhibits are of poor quality and amateurish design. There has never been a thematic approach and the exhibits reflect different styles and designs from several decades.

Hoh Rain Forest

The existing exhibits were designed, fabricated, and installed over forty years ago when park visitation was much lower. The exhibits and exhibit space have become outdated and worn, with some of the contents damaged, inaccurate, and misleading. They are not interactive or engaging to today's diverse audiences. There is no information about fish or fishing,

interconnecting water systems and watersheds, or the world heritage designation. The exhibit room becomes very crowded because of its design and the resulting bottleneck can create a frustrating experience for visitors trying to get in and get out.

Kalaloch, Staircase, and Quinault have new exhibits designed by park staff and installed within the past fifteen years. They feature text panels and hands-on exhibits about Olympic National Park's history, natural history, and American Indian themes. Outdoor exhibit panels in Ozette

feature some natural and cultural history artifacts reflective of the area; and the Forks Recreation Information Center has some exhibits. The Elwha Ranger Station has a new four-panel fabric exhibit on a metal frame, a small relief model of the park, and a life-sized paper mache fish exhibit.

All visitor center and ranger station exhibit assets are described in a very detailed manner in the NPS Facility Management Software System (FMSS).



ONPVC exhibits introduce visitors to a variety of park resources.

When not displayed at special events, the traveling outreach exhibit for Elwha River Restoration is on display in the ONPVC. The exhibit includes panels describing aspects of the Elwha River Restoration project, including the history of the dams, ecological significance of salmon, habitat restoration efforts, cultural significance of the watershed to the Lower Elwha Klallam people, education programs, and research efforts. An interactive, educational computer visualization display using fly-over animation of the watershed before, during, and after restoration, as well as a 3-D manipulative table model of the watershed showing pre- and post-dam removal landscape are used at community events and schools. In addition, the exhibit displays National Park Service and partner-printed material including the *Freeing the Elwha* brochure, a fact sheet, and timeline. Partners and volunteers have been trained to set-up the display and interpret the Elwha Restoration Project.

The Feiro Marine Life Center (FMLC), City of Port Angeles, and Peninsula College Center of Excellence are partnering with Olympic National Park to interpret the ecological benefits of dam removal and Elwha River restoration to the marine resources, and the role of the dams in local community history. A 10-foot hands-on interactive model of Glines Canyon Dam and Lake Mills complete with running water representing the Elwha River at various flows, has been installed in the FMLC. Exhibit panels will tell the stories of the dam's role in building the City of Port Angeles and the importance of watershed

restoration to the economic and ecologic future of the Olympic Peninsula and the marine environments of the Strait of Juan de Fuca and the Salish Sea.

Junior Ranger

During FY2009 9,066 family members participated in the *Discovering Olympic's Web of Life* program designed for ages 5 and up. A \$1.00 per copy donation supports the junior ranger program and covers printing and badge costs. The park has submitted a funding request from the NPS National Junior Ranger funding source and if these funds are received Discover Your Northwest will no longer accept donations from participants. In 2010, Discover Your Northwest reprinted the booklet. ARAMARK purchased junior ranger books to sell at Sol Duc. During the past three years, hundreds of participants have celebrated National Junior Ranger day at ONPVC.

Discovery Backpack

Park visitors can borrow a backpack filled with binoculars, guidebooks, and more for a \$5.00 donation. The backpacks are available year-round at ONPVC and at staffed facilities during the summer (Hoh, Quinalt, Kalaloch, Storm King, and Hurricane Ridge). The backpacks are intended to provide a structured way to explore and experience the park.



In FY2009, over 9,000 family members participated in the Junior Ranger program.

Interpretive Media Assets

Media assets include other park resources available to interpretation that support the design of personal services programs or interpretive media.

Interpretive Prop Collection

Natural items, such as skins, skulls, rocks, laminated historic photos, and models are housed in visitor centers throughout the park and are available for use in programs and exhibits. This interpretive prop collection is catalogued in an Excel database.

Interpretive Digital Photo Library

The park has a collection of both not-for-publication and public domain images for use in programs, exhibits, and publications. The collection needs more attention and an ongoing upkeep strategy. Other divisions also have images, but there is no parkwide central library.

Artifact Collection and Archives

The Cultural Resource Management Division is responsible for the park collection and archives. Park staff can access and utilize, as appropriate, archival documents by contacting the collections specialist.

Scientific Publications

The park has an online searchable database, Nature Bib, of Olympic-related scientific publications. The database is available to park staff and the park curator is available to assist with searches. Original articles are usually housed in the cultural archives.

Art Work

The park has a restricted digital file of original art for media projects. It is available for use on a request basis. An exhibit storage cabinet is located in the ONPVC. It houses original art and exhibit models that need protection.

Park Library

The park library, located in the ONPVC, is available to all park employees and volunteers to use as a resource. It is open to the public upon request. There is a networked online catalog for searching the collection. In addition, most of the other park visitor centers, ranger stations, and contact stations have small collections of books relevant to those areas. The library also contains a collection of VHS tapes and a small set of DVDs. Additionally, there is a collection of science files that feature scientific papers addressing park topics. This hard-copy collection is scheduled to be digitized in the next few years.

North Coast and Cascades Science Learning Network (NCCSLN)

A NCCSLN website is being developed by staff from parks throughout the network to communicate information about the natural resource inventory and monitoring program and research being conducted in the network parks. This information will be useful to visitors and interpreters as they prepare programs on various topics.

Personal Services

Education

According to the FY2009 Servicewide Interpretive Report, 138 education programs were presented to 7,624 visitors by both Olympic National Park education rangers and Olympic Park Institute educators.

The Outreach and Education Specialist and a seasonal provide the following:

- On-site curriculum-based programs on insects and plants support the Science/FOSS (Full Option Science System) Kit curriculum used in the first and second grades in the Crescent, Port Angeles, and Sequim school districts. There is no transportation funding, so not all schools can participate.
- Ecosystem Olympics, a curriculum-based program, delivered off-site for the fourth grade classes on the Olympic Peninsula. The program serves as an introduction to the three major ecosystems in the student's "backyard" – Olympic National Park.
- Specific programs requested by teachers (from preschool to college) when staffing and time allow.
- In cooperation with Feiro Marine Life Center and Olympic Coast National Marine Sanctuary, North Olympic Watershed (NOW) Science programs are offered to fifth grade classes in the Crescent, Port Angeles, and Sequim School districts. The program has received funding through a NOAA B-Wet grant that provided transportation funding that facilitated school participation.

Freeing the Elwha is an integrated curriculum for middle-school students. Lessons address Washington State standards in Science, Social Studies, and Language Arts. The curriculum is web-based and designed to be updated as teachers share best practices. The curriculum project was developed to allow lesson plans to be modified as the restoration effort progressed and needs of the project, students, and educators changed. The curriculum is also available on the *Elwha River and Salmon Restoration* compact disc. This CD-ROM also includes a PowerPoint program on the background of the Elwha Restoration Project, a collection of public domain images for partner and public use, and inquiry-based student activities that explore salmon and habitat restoration, Elwha tribal history, changing cultural values towards the dams, and the physical processes related to dam removal.

Four elementary grade traveling trunks are available. They are primarily used by homeschoolers. The topics include adaptation, living forest, ecosystem, and salmon.

Olympic Park Institute (OPI) provides three- to five-day residential field science education annually for about 4,000-6,000 students in grades 4-12. Teacher workshops are offered that demonstrate inquiry-based teaching methods. In addition, OPI works with Lower Elwha Klallam Tribe and Western Carolina University to deliver weeklong summer programs for middle and high school students. These programs are supported through the Diversity in the Geosciences grant from the National Science Foundation.



Ecosystem Olympic is a 4th grade curriculum-based program presented in Olympic Peninsula classrooms.

North Olympic Skills Center is an alternative high school engaged in resource management and service learning projects with the park. The Outreach and Education Specialist serves on their Advisory Board, and together with the natural resources teacher developed an Elwha Field course for high school students.

Special Events

According to the FY2009 Servicewide Interpretive Report, two special events, National Junior Ranger Day and the screening of America's Best Idea PBS documentary at the Port Angeles High School, were held and 900 visitors attended.

Community Outreach

According to the FY2009 Servicewide Interpretive Report, 72 community programs were offered.

A lecture series, "Perspectives," is offered annually November through May. The program topics focus on current park research and attract a local audience of 50-60 people per lecture.

Children's activities and park information are provided at local festivals held on the peninsula and other locations in the region including the Juan de Fuca Festival, Clallam County Fair, StreamFest, Dungeness River Festival, National Park Family Day events in Seattle, WA and Vancouver, WA, the Crab Festival, the Lavender Festival, and Irrigation Festival.

Elwha restoration and fisher reintroduction programs are presented to local civic and special interest groups. Between late July and the end of September 2008, a park ranger contacted nearly 2,000 park visitors by presenting Elwha interpretive programs in the park, informal roving interpretation, and community outreach events.

Park staff participates in two-to three-hour community events such as literary events at the library, transition fair, the Kiwanis Kidsfest, and YMCA Healthy Kids program.



Park rangers engage youth in interpretive experiences in the park and in many neighboring communities.

Personal Services Programs

According to the FY2009 Servicewide Interpretive Report, 1,462 formal programs were presented for 32,915 visitors primarily in the summer season.

ONPVC

Discover Olympic! Talk 20- to 30-minute talk offered daily
Family Nature Program – 1-hour program offered on Sunday

Heart O' the Hills

Family Forest Activities – 1.5-hour program on Saturday
Evening Program – Monday, Wednesday, Friday, and Saturday

Hurricane Ridge

Snowshoe Walk – 1.5-hour program offered mid-December through March weekends and holiday Mondays
Terrace Talk – 20-minute talk offered 3 times daily
Meadow Walk – 1-hour guided walk offered 2 times daily
Roving – daily in summer and weekends in winter

Elwha

Altair Campfire Program – Saturday

Lake Crescent

Marymere Falls Walk – 1-hour guided walk offered daily
Lake Crescent Lodge Campfire Program – Sunday, Tuesday, Thursday, and Saturday
Log Cabin Resort Campfire Program – Monday and Friday

Sol Duc

Evening Program – nightly

Mora

Tide Pool Program or Beach Walk – daily, meets at tide pool area 1.5 miles from Rialto Beach or 2-hour guided walk
Family Forest Walk – 1.5-hour program offered intermittently on Saturday and Sunday
Evening Program – Monday, Wednesday, Friday, and Saturday

Hoh Rain Forest

Spruce Nature Trail Walk – 1.5-hour guided walk offered daily

Hall of Mosses Trail Walk – 1.5-hour guided walk offered daily
Evening Program – Monday, Tuesday, Wednesday, Friday, and Saturday

Kalaloch

Tide Pool or Beach Walk – 1.5-hour program in the morning
Coastal Forest Walk – 2-hour guided walk daily
Coastal Highlights Talk – short talk offered daily
Evening Program – Monday, Wednesday, Friday, and Saturday

Quinault Rain Forest

Life in the Rain Forest Walk – 1.5-hour guided walk offered Thursday through Monday

Staircase

Forest Walk – 1.5-hour guided walk offered Friday through Sunday
Family Forest Activities – 1.5-hour program offered on Sunday
Campfire Program – Friday
Evening Program – Saturday



Visitors attend guided walks in the Hoh Rain Forest and many other park areas.

Staffing

The Interpretation and Education Division staff includes:

- The GS-025-13 Chief of Interpretation and Education serves as a member of the park management team and oversees all of the division's areas of responsibilities. The Chief serves as the park partner liaison for Discover Your Northwest, Feiro Marine Life Center, Forks Chamber of Commerce, Olympic National Forest, Olympic Park Institute, and Shelton-Mason Chamber of Commerce. The chief supervises:
 - GS-025-11 East District Interpreter
 - GS-025-11 West District Interpreter (vacant)
 - GS-025-11 Outreach and Education Specialist
 - GS-025-11 Interpretive Media Specialist
 - GS-303-07 Administrative Support Assistant (vacant)
- The GS-025-11 East District Interpreter oversees the interpretive operations at Staircase, ONPVC, Hurricane Ridge, Elwha, Lake Crescent, and Sol Duc. The East District Interpreter supervises:
 - GS-025-9 ONPVC Interpreter
 - GS-025-9 subject-to-furlough Hurricane Ridge Interpreter (13 pay periods)
 - Staircase, Elwha, Lake Crescent, and Sol Duc seasonal staff
- The GS-025-11 West District Interpreter oversees the interpretive operations at Ozette, Mora, NPS/USFS Recreation Information Center, Hoh, Kalaloch, and Quinault. Since the West District Interpreter position is vacant, the East District Interpreter also supervises:
 - GS-025-9 subject-to-furlough Rain Forest Interpreter (24 pay periods)
 - GS-025-9 subject-to-furlough Coast Interpreter (24 pay periods)
- The GS-025-11 Outreach and Education Specialist oversees all of the curriculum-based education initiatives, community outreach programs, and the North Coast and Cascades communication activities. The Outreach and Education Specialist is the liaison between science, resource management, interpretation, and the public, and supervises seasonal staff involved with environmental education and outreach activities.



Guided snowshoe walks at Hurricane Ridge offer winter visitors a glimpse of the Olympics.

- The GS-303-11 Interpretive Media Specialist oversees all of the park's interpretive media assets, maintains and updates existing media, evaluates media needs, develops new media, conducts formative and summative media evaluations, maintains media databases (park and FMSS), and serves as the contracting officer's representative on media projects.
- Four GS-025-9 Interpreters oversee the daily operation and scheduling of their respective locations and supervise seasonal staff and volunteers.
- Since the 0.5 FTE GS-303-07 Administrative Support Assistant is vacant, the Visitor Services and Resource Protection Division Administrative Support Assistant provides budget, travel, and timekeeping assistance.

Since only thirteen pay periods of salary are funded by the park base account, the Hurricane Ridge Interpreter assists with project funded initiatives such as developing new interpretive media and supporting special projects.

Summer seasonal interpreters work from June 1 through September 30, although some

staff seasons are shorter due to college schedules or other circumstances. Seasonal staff may be assigned to the following locations:

- ONPVC/Hurricane Ridge: 7 GS-025-5 full-time park rangers, 4 GS-025-5 part-time park rangers
- Elwha: 1 GS-025-5 full-time park ranger
- Staircase: 1 GS-025-5 part-time park ranger
- Lake Crescent/Sol Duc: 4 GS-025-5 full-time park rangers
- Mora: 2 GS-025-5 full-time park rangers
- RIC: 3 GS-303-5 full-time visitor use assistants (WIC funded staff)
- Kalaloch: 3 GS-025-5 full-time park rangers and 1 GS-4 full-time visitor use assistant
- Hoh: 4 GS-025-5 full-time park rangers
- Quinalt: 1 GS-025-5 full-time park ranger
- Environmental Education and Outreach: 2 GS-025-5 part-time park rangers

For the past two winters, a seasonal interpreter has worked at ONPVC/Hurricane Ridge from mid-December through March. If the park receives FY2011 short-term funding for winter operations, the park will hire an additional GS-025-5 full-time seasonal park ranger to work at Hurricane Ridge.

Partnerships

Park Project Support

The Interpretation Division is frequently requested to lend expertise by assisting other park program areas with the accomplishment of projects or initiatives. For some Natural Resource Management Division funding sources an interpretive component is either required or recommended. Funding sources that require an interpretive component include all Natural Resource Protection proposals and any Natural Resources Preservation Program (NRPP) Disturbed Land Restoration, Natural Resources Management, and Threatened and Endangered Species proposals that are greater than \$100,000. An interpretive component is recommended for Air Quality-Natural Effects and Natural Sound Program funding proposals. Prior to submitting the proposal, the program lead should connect with both the Chief of Interpretation and the North Coast and Cascades Science Learning Network to determine the appropriate combination of interpretive services and/or interpretive media for the proposal.

Partners

ARAMARK Parks and Destinations

A park concessioner, ARAMARK, operates three of the four lodges in the park: Lake Crescent Lodge, Sol Duc Hot Springs Resort, and Kalaloch Lodge, as well as Lake Quinault Lodge in Olympic National Forest. In addition, they operate the snack bar and gift shop at Hurricane Ridge and the visitor convenience store at Fairholme.

ARAMARK is committed to presenting interpretive programs at some of these locations and providing thematic displays at their gift shops. ARAMARK staff has attended park interpretive training sessions.

Discover Your Northwest

The Pacific Northwest Regional Office maintains a cooperative agreement with Discover Your Northwest as the park's cooperating association. Discover Your Northwest sales outlets are located at Hoh and Olympic National Park visitor centers, the NPS/USFS Recreation Information Center in Forks, and at Staircase, Elwha, Storm King, Eagle, Kalaloch, and Quinault Rain Forest ranger stations. Hurricane Ridge is the only visitor center without a sales outlet. The park does not have a scope of sales.

FY2009 annual sales totaled \$310,911. The park receives a percentage donation based on annual sales. This donation is used to support administration aid, free publications, interpretive programs, library activities, office expenses, branch improvements, marketing and promotions, and park volunteer expenses.

Feiro Marine Life Center

The Feiro Marine Life Center, an educational and scientific organization promoting marine education and conservation, shares a common goal with the park to foster the understanding of marine environments and related watersheds of the Olympic Peninsula. The Feiro Marine Life Center and the park are working together to interpret the Elwha River Restoration project with an exhibit at the Center that includes a working

model of the Glines Canyon area surrounded by murals and interpretive text. The park, Feiro Marine Life Center, and Olympic Park Institute are also working together on NOW Science (North Olympic Watershed Science), a curriculum-based education program focused on Olympic Peninsula Watershed protection.

Forks Chamber of Commerce and West Jefferson County Tourism Committee

These two organizations contribute funding for 1.4 summer seasonal positions at Kalaloch Ranger Station to provide park visitors with information about the park and western Olympic Peninsula visitor services.

Friends of Olympic National Park

The mission of this organization is to support Olympic National Park in preserving the park's natural, cultural, and recreational resources for the benefit of present and future generations. The Friends of Olympic National Park promote understanding of the park's ecological, educational, economic, and recreational importance, and work with Olympic National Park on special projects, including co-sponsoring and providing refreshments for the park's annual "Perspectives" lecture series.

Hurricane Ridge Winter Sports Club

A park permittee offering ski services at Hurricane Ridge during the winter season.

Lake Quinault Tourism Committee

A committee of the Lake Quinault Community Action Forum, the Lake Quinault Tourism Committee's mission is to formulate, collate, evaluate, and execute initiatives that promote and bring visitors to the Lake Quinault area and to generate awareness of the Lake Quinault brand. The committee funds the operation of two area visitor information centers, develops and prints area brochures, and participates in tourism promotion events. Olympic National Park staff attends monthly committee meetings and recently received a grant from Expedia to improve wayfinding and interpretive signs in the Lake Quinault area.

Log Cabin Resort, Inc.

A park concessioner operates Log Cabin Resort.

Lower Elwha Klallam Tribe

The park is partnering with the Lower Elwha Klallam Tribe on Elwha River Restoration project outreach and education efforts.

Olympic Coast National Marine Sanctuary

The park and the Olympic Coast National Marine Sanctuary work together on protection, interpretation, and management of coastal resources. Park interpreters and Sanctuary educators have collaborated for many years to partner on interpretive training for seasonal park employees, furnish exhibit material for the Recreation Information Center in Forks, co-coordinate the annual coastal cleanup, develop exhibit plans for the Kalaloch Ranger Station, conduct student field trips and teacher trainings, coordinate

citizen science for seabird monitoring, and until recently, provide NOAA funds to enhance the seasonal interpretive staff at Kalaloch and Mora.

The Olympic Coast National Marine Sanctuary staff is frequently called upon to join or lead science and education peers in regional environmental and ocean literacy initiatives. The Sanctuary is just completing a general management plan and will soon be developing a strategic approach to their education, interpretation, capital facilities, and stewardship activities. It is mutually envisioned that the implementation actions in this Long-Range Interpretive Plan and the Sanctuary's 10-year interpretive plan are aligned.

Olympic National Forest

The park and Olympic National Forest share many common boundaries around the peninsula. The two agencies have formal agreements covering several areas including operating and staffing two joint park/forest recreation information centers, one in Forks and the other on the south shore of Lake Quinault.

Olympic Park Institute

Located within an Olympic National Park National Historic Register District, Olympic Park Institute, a campus of NatureBridge, provides residential, standards-based education programs to students in grades 4-12. In addition, they offer teacher workshops, family camps, adult ecotourism programs, conference services, and a wedding venue. In 2008, the park signed a 25-year cooperative agreement with NatureBridge.

Olympic Park Institute's largest program area is field science education for school groups, which constitutes about 17,000 student program days each year for a diverse group of young people and their teachers. Over half of the participants receive scholarship funding from Olympic Park Institute to attend the field science program. Through this inquiry-based program, each student has a unique experience based on their personal connections formed with mountain, forest, and ocean ecosystems. In 2009, Olympic National Park began a pilot project to provide a ranger-presented program about the mission of the National Park Service and the significant resources of Olympic National Park. It is a park management goal to provide this park stewardship program to all students participating in the field science program.

Currently about 25% of Olympic Park Institute's programs either focus or include a component in the Elwha watershed. This includes student field science groups, teacher professional development opportunities, NOW Science programs for north Olympic Peninsula school districts, and in-depth work with youth from the Lower Elwha Klallam Tribe.

Olympic Peninsula Tourism Commission

The commission is a partnership of eleven Chambers of Commerce and tourism marketing entities in Clallam and Jefferson Counties. The commission develops a tourism marketing program, hosts an annual tourism conference, develops a detailed travel

planner, and coordinates a partner website with partner generated content. Olympic National Park provides a focal point for many of the commission's promotional materials and initiatives.

David King dba Olympic Raft & Kayak

A park concessioner offering guided raft float trips on the Elwha River.

Port Angeles Regional Chamber of Commerce

The Port Angeles Regional Chamber of Commerce is a membership organization representing the community of Port Angeles and the surrounding area. The Chamber concentrates their marketing efforts with the natural boundary of Sequim Bay to Lake Crescent. The Chamber is dedicated to raising the awareness of the Port Angeles area through tourism and markets the area as a tourism destination. The Chamber provides visitor information and orientation services at the visitor center which is located in Port Angeles near the ferry dock.

Shelton/Mason Chamber of Commerce

After the USFS/NPS Recreation Information Center in Hoodspoint closed in 2004, the park developed a partnership with this chamber of commerce to support their interest in providing visitor information and promoting tourism for the eastern part of the Olympic Peninsula along Hood Canal.

Tribal Memorandum of Understanding

There are eight Olympic Peninsula tribes that continue to recognize a relationship to the

park based on traditional land use, origin beliefs, mythology, and spiritual beliefs and practices. These tribes are Hoh, Jamestown S'Klallam, Lower Elwha Klallam, Makah, Port Gamble S'Klallam, Quileute, Quinault, and Skokomish.

Representatives of these eight tribes and Olympic National Park signed a Memorandum of Understanding on July 11, 2008 that recognizes the shared interests over the lands and waters, activities, or resources within the boundaries of Olympic National Park and intends to facilitate government-to-government relations, effective coordination, open and timely communication, and meaningful consideration of the interests and priorities between the parties on issues of concern.

Washington's National Park Fund

Washington's National Park fund is the only philanthropic organization dedicated exclusively to supporting Mount Rainer, North Cascades, and Olympic National Parks through charitable contributions. In 2008, the fund provided a grant of \$55,000, matched by \$55,000 in federal funds through the NPS Centennial Challenge, to support Elwha River Restoration interpretive and education materials and programs. This grant funded the *Freeing the Elwha* color brochure, the *Freeing the Elwha* education curriculum, ranger programs in the Elwha Valley, and assisted with the completion of the Elwha traveling exhibit and the Elwha River Restoration Interpretation and Education Plan.

Volunteer Program

According to the FY2009 Volunteer Report 5,449.50 hours of service was provided for interpretation.

At the ONPVC, a core group of volunteers from the local community provide valuable visitor information and orientation services throughout the year. They also assist with library projects, producing

handouts, responding to visitor information letters, and helping with exhibit maintenance. Each season a 40-hour a week intern is also a key team member and not only helps in visitor center operations, but also researches and presents programs at Hurricane Ridge and the ONPVC.

Interns and volunteers, working at Hurricane Ridge Visitor Center, play an important role in

meeting park visitors' needs for information and interpretation. Interns work full-time and do interpretive programs, staff desks, and rove. Community volunteers help about three- to five-days a week at Hurricane Ridge in the summer and one- to two-days a week in winter. They staff the information desk, rove trails, and assist visitor management and resource protection.



At ONPVC, volunteers provide valuable year-round visitor information and orientation services.



Part Three: Recommendations

The following recommendations are based on the Foundation for Interpretation Workshop, on existing conditions detailed in the first two sections of this document, and on the ideas generated by the March 2010 workshop participants. Together, they provide a broad range of possibilities for Olympic National Park's future interpretive services. While many of these recommendations are included in the implementation portion of this Long-Range Interpretive Plan, others will likely be considered in future long-range planning efforts.

Interpretive planning supports the park's 2008 General Management Plan (GMP). It assesses current conditions and formulates recommendations that will provide direction and focus to achieve the desired future interpretive program as prescribed in the GMP. A long-range interpretive plan analyzes all needs and recommends a wide array of interpretive services, facilities, programs, and opportunities for partnerships to communicate in the most efficient and effective way the park's purpose, significance, and values.

At Olympic National Park interpretation, curriculum-based education, and outreach are the three primary functions of the Interpretation and Education Division. In earlier planning documents including the General Management Plan there was an inconsistency in the use of these terms.

The Recommendation section is a description of programs and media proposals designed to realize these visions, objectives, themes, and visitor experiences for Olympic National Park. These suggestions should not limit creativity in the development of personal services or media design.

The following principles will apply to all interpretation at Olympic National Park:

- All interpretation will provide physical and programmatic accessibility.
- Where possible, interpretation will use reproduction objects and documented personal stories to bring the story alive for visitors.
- Where possible, the park will partner with neighboring institutions to develop programs and media and share research.
- The park will follow the standards of the National Park Service Graphic Identity Program as signs, brochures, and interpretive media are developed and upgraded.
- Interpretation will include examples and perspectives from diverse points of view. It will respond to diverse audiences, varying levels of interest, and different lengths of time for a visit.
- Where possible, "virtual visitors" will have opportunities to view key park vistas and access to new research, studies, management plans, and historical information.

Goals for Interpretive Programming

Workshop participants identified goals to enhance the effectiveness of the interpretive services within Olympic National Park. These goals and associated actions are representative of many ideas generated during the workshop. Action items are listed below each goal, and were used to create the Implementation Plan located in the next section of this document. Over the next seven to ten years Olympic National Park and its partners will focus on achieving the following goals:

Interpret Elwha River Restoration

The park has developed a draft Interpretation and Education plan specifically for the Elwha River Restoration project. The plan will describe the comprehensive interpretation and education program that focuses on both the ecological restoration and the cultural aspects of this project. A variety of personal services, publications, exhibits, digital media, and wayside exhibit panels will be developed.

Interpretation staff will be assigned to support this project in addition to their regularly assigned duties. These assignments may affect the park's ability to carry out the recommendations outlined in this long-range interpretive plan.

Improve Parkwide Wayfinding, Arrival Experiences, and Orientation

Visitor centers and other locations where visitors gain information in parks are more often viewed as out-of-date and old fashioned. They are not friendly to the ways in which more and more tech-savvy visitors gain information once in a park, or to increasing amounts of information that is available to visitors before they come to a park.

Second Century Commission's
Connecting People and Park
Committee Report

An important goal for providing interpretive services over the next 7 to 10 years is to improve parkwide wayfinding and orientation. To ensure consistency between planning efforts, Interpretation staff will work with the Maintenance and Protection divisions to revise and update the comprehensive sign plan and bulletin board plan, as well as implement the NPS identity standards to increase the visibility of the NPS brand throughout the park and along the Highway 101 corridor. Before visitors can have a meaningful and enjoyable park experience, they need to find their way to the park, make informed choices about where to go and what to do, and take care of their basic needs. Visitor experience issues such as agency identity and orientation must be addressed before interpretation can begin. Effective signs as well as pedestrian orientation and information are the first steps toward satisfying these basic visitor needs.

Due to multiple departure and arrival points, Olympic National Park has very different challenges than many other parks. It can be a challenge to ensure that the information on how to safely enjoy the park and park resources is easily accessible to all visitors. Because of the multiple entry points visitors using park resources may not ever make contact with park staff. It can also be challenging for visitors to understand when they are in the park or at a location that can provide park information or services. Designing an arrival experience will intuitively guide visitors to park resources and services.

Specific recommendations include:

- Monitor front-country nature trails and ensure that directional signs are located at trail intersections. This is a safety as well as an orientation and visitor experience issue.
- Use consistent maps throughout the park: on the park brochure, at the sign kiosks in the parking lots and in the visitor center relief maps. Although detail should vary according to use, a consistent map design style and presentation will make it easier for people to orient themselves and find their way.
- Survey the visitor experience throughout the park. Enlist new employees to participate in a survey at the beginning and end of the summer season.
- Work with partners to develop a multimedia interactive that could be posted on the web and on stand-alone computer kiosks at key points for visitor contact. The multimedia interactive would allow visitors to plan their trip based on ability, type of experience, season, destination, and length of time.



Park visitors receive wayfinding information from a variety of sources including the park brochure, park newspaper, and area exhibits.

Evaluate and Develop a Unified System of Wayside Exhibits

Wayside exhibits tell Olympic National Park stories on location. They “caption the landscape” and help visitors make direct connections with resources and their meanings. Wayside exhibits provide round-the-clock information and interpretation, and with appealing high quality design, writing, and graphics, they can serve to instill and reinforce respect for important resources. In association with good graphics, waysides can show what a site looked like at different points in time. In addition, temporary waysides can be developed inexpensively to interpret construction and restoration/preservation projects.

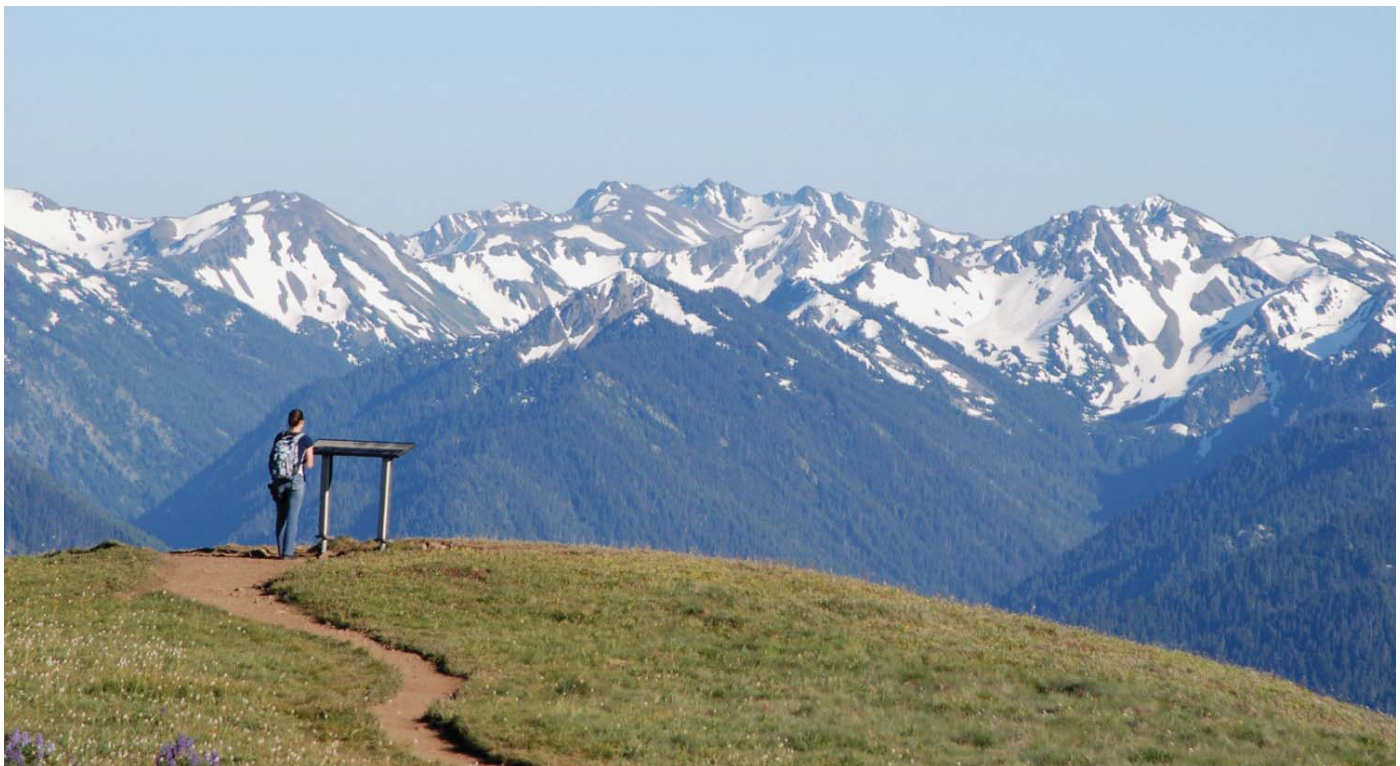
A wayside exhibit proposal is recommended to ensure the development of a complete, high-quality, and unified system

of waysides. The proposal will provide an in-depth assessment of all potential wayside exhibit sites. It includes both informational and interpretive exhibits. The plan should determine the nexus between wayfinding and digital media. The document also can set priorities to guide wayside development in phases as funding allows. The proposal will describe the purpose of each wayside exhibit, identify graphics available for use, show thumbnail design concept drawings, and determine exact exhibit sizes, base styles, and locations. A detailed budget estimate would also be part of the document.

Workshop participants suggested the following wayside exhibit panel topics, themes, and locations:

- Ozette village.
- Significance, importance, and uniqueness of the Hoh Rain Forest.

- Temperate rain forest is a unique/rare ecosystem on planet earth providing a living laboratory of diversity at Hoh and Quinalt.
- Fragile plant communities at ONPVC.
- Historic messages at Lake Crescent: Lady of the Lake, Ambulance Corner, Singer Tavern, Qui Si Sawha, Ovingtons, Ferrier, Spruce Railroad, the Lodge, and historical buildings.
- Geology and glacial history on 101 and at Storm King Ranger Station.
- Humans at Barnes Point, at the Lake Crescent Lodge, Storm King Ranger Station, and OPI.
- Summit to Sea: story of a watershed at Hurricane Ridge.
- Isolation has led to the evolution of species found nowhere else on earth: Olympic marmots at Hurricane Ridge.



Hundreds of wayside exhibits offer visitors the opportunity to learn about the park.

- Mile-high is the only place to see Mt. Olympus, sub-alpine vegetation, animals, whistle with a marmot – wayside exhibit with audio component at Hurricane Ridge.
- Climate change – on Hurricane Ridge terrace with photo comparisons of glacial retreat.
- Logging and its impact on the forests, economy, views, and more near edges of park along the 101 Scenic Corridor.
- Queets: fisheries, salmon, wilderness values, silence, and self-reliance.
- Powerful Pacific storms, impact of erosion, geology and harshness, ruggedness, and uniqueness of the coastal experience near Kalaloch Lodge.
- Welcome to park and overview info on Washington State Ferries.
- Those beautiful mountains you are seeing are in Olympic National Park near Seattle.
- Rain forest ecology at Hoh and Quinault.
- First Nations cooperatively created at Quinault.
- Press and O’Neal expeditions on Quinault loop drive.
- Quinault: Lake formation, homesteaders at Kestner and Bunch, loop information, multi-agency info, and tribal partnership – create an “official pullout” partnered with Quinault tribe on 101.
- Value of wilderness including natural soundscape and night skies at Sol Duc trailhead.
- Fire ecology and natural role of fire, how fires were managed, changes in wildlife and vegetation after the fires at Dosewallips and Duckabush trailheads.
- Climate change and coastal impacts at Mora.
- Beach safety along the coast.
- Diversity of the intertidal habitats at Olympic National Park: types of habitats and types of species along the coast.
- Bogachiel is PART of the rain forest – Bogachiel trail head.
- Restoration along Elwha.
- Salmon: role in nutrient cycle; tying ocean to forest – along restored Elwha River.
- Fire history and micro-climates within Elwha that are more fire prone, natural occurrence of fire.
- Restoration takes time on the spillway of the Glines with before and after photos.
- Forest ecosystems and the natural process of fire on the landscape; show visible evidence of past fires and list facts of fire maybe include pictures of the fire if available.
- Orientation - park information kiosk at Port Angeles Gateway center.
- Restoration and revegetation of impacted sites in Olympic National Park – on the Olympic Discovery Trail at the Matt Albright Native Plant Center near Sequim.
- Tell why the petroglyphs at Wedding Rocks are important and the proper ways to enjoy and appreciate them at the Ozette Ranger Station.
- At Sol Duc show salmon on the move: exploring species of salmon where they live and our effect on their watersheds from river to ocean.
- Sea star fossils at Beach 4.

Participate in Kestner Homestead Planning

The Kestner Homestead was established by Anton and Josepha Kestner, Austrian immigrants who came to the valley in the 1890s with their two sons Joseph and Otto. The Kestners cleared land in the rain forest to build their homestead consisting of a house, barns, fields, and orchard.



The Kestner Homestead Historic District is located in the Quinault Rain Forest.

The Kestner Homestead Historic District is a landscape of many facets and retains a distinct sense of place within a unique rain forest environment.

The 2008 GMP states that the park may adaptively reuse the historic district at Kestner for visitor education and park operations. In 2010, the park began a planning process that will focus on the historic Kestner Homestead Historic District located in the Quinault Rain Forest area. The site plan will address how best to protect and interpret the historic homestead, and will evaluate the kinds of visitor services and facilities that might be developed or maintained in the area.

Replace Visitor Center Exhibits

Exhibits provide both two- and three-dimensional displays of informational and/or interpretive material that may include text, maps, images, models, replicas, artifacts, or interactive components. Olympic National Park has a spectrum of exhibits from professionally produced to in-house handmade exhibits. A thematic analysis of exhibits should be conducted throughout the park to identify which stories are being told at which location to ensure that visitors are not only learning about the primary themes, but also the site-specific stories. Exhibit space is limited at most locations, however, it is extremely important for visitors to hear and read about these stories.

Two major projects recommended during the life time of this plan are to design, fabricate, and install new exhibits at the Hoh Rain Forest and Hurricane Ridge Visitor Centers. At the Hoh Rain Forest Visitor Center exhibits must be portable rather than permanent because the visitor center may be relocated. Because Hurricane Ridge Visitor Center is open to visitors year-round, the exhibits must be able to function in an unstaffed environment. Both locations need to have poor quality exhibits replaced with professional ADA-compliant, thematically relevant exhibits.

March 2010 Recommendations Workshop participants suggested that the Hoh Rain Forest exhibits emphasize the connection of land and sea; cycle of water; carbon cycle; nutrient density and size of life; power of the river to sustain life; significance, importance, and uniqueness of the Hoh rain forest; the value of the old growth forest; importance of elk; natural soundscape; and temperate rain forest is a unique, rare ecosystem on planet earth providing a living laboratory of diversity; develop, fabricate, and install a push button exhibit to watch the watershed from Blue Glacier to Pacific Ocean.

The workshop participants also suggested that the Hurricane Ridge exhibits emphasize the wilderness of Olympic National Park and ecological integrity found here; subalpine ecology; adaptations to harsh/extreme/ climate change; wilderness; Hurricane Ridge through the seasons and through multiple perspectives (voices); geology of Olympic Mountains including biogeography; development of



New exhibits at the Hoh and Hurricane Ridge visitor centers will enhance the visitor experience.

winter sports and move from Deer Park Road and lodge history; use of the mountains by Native peoples: extensive use over a long period of time and sophistication of knowledge and complexity of social organization; Summit to Sea: story of a watershed; develop, fabricate, and install a functioning weather station and exhibit about all of the amazing weather that can be seen from Hurricane Ridge.

The Storm King, Eagle, and Mora Ranger Stations do not have exhibits. They are located in areas with high visitation that have minimal seasonal interpretive staffing. Exhibits would allow visitors to discover more about local park resources and stories when interpretive staff is unavailable.

Portable, changeable, and digitally-enhanced exhibits are needed and recommended

to help visitors understand the scope of resource-based projects going on within the park including the Elwha Restoration, the natural process of fire, and the effects of insect infestation and wind throw.

Investigate the Feasibility of an Ocean-themed Multi-agency Visitor Center

The 2008 GMP states that the park will improve visitor information at Kalaloch and the interpretation of the coastal portion of the park. The GMP also suggests conducting a feasibility study to determine the options for the replacement and relocation of the ranger station at Kalaloch. While many visitors go to the Kalaloch Ranger Station, many more could be accommodated and more stories of the significant ocean and coastal ecosystems could be revealed in a multi-agency visitor center.

Before actually conducting the study, park staff will need to investigate funding opportunities and identify potential partners including Olympic Coast National Marine Sanctuary, U.S. Fish and Wildlife Service, Washington State Parks, Discover Your Northwest, ARAMARK, tribes, communities, and civic organizations.

March 2010 Recommendations Workshop participants suggested that possible future interpretive exhibits and audiovisual components emphasize Washington's wilderness coast and tell stories of biodiversity, cultural and natural resources, history, human interconnectivity, the Olympic Peninsula tribes, Olympic Coast National Marine Sanctuary; the coast is special because it is protected and relatively undeveloped; and shared agency messages.



In the future, a multi-agency coastal visitor center would further the protection of ocean resources.

Use Digital Media to Increase Interpretive Opportunities

Digital media is well-suited to the presentation of chronological and sequential material. It can capture realism, provide emotional impact, and create a mood or atmosphere. Also it can reach many visitors at one time and may be included in exhibits or posted onto the park website, in addition to being shown in dedicated auditorium spaces.

Digital media can reach the many visitors who are now using computers, cell phones, Global Positioning System (GPS) units, MP3 players, and a variety of other technological systems for entertainment, information, orientation, and interpretation. In response to the growing demand for these services, Olympic National Park needs to offer portable “individualized” audio and/or audiovisual opportunities. Using new technology will possibly create opportunities for a more diverse audience to experience park resources than ever before. These services will allow visitors to access more park resources and meanings at their convenience.

Before digital media is developed, park staff shall attend copyright and section 508 compliance training. The current interpretation digital library needs to be populated with additional images and graphics, and a staff member assigned the responsibility to maintain the collection. An accessible photo gallery could then easily be created for interpreters, media developers, web users, and educators. Cell phone or GPS-activated tour stops or driving

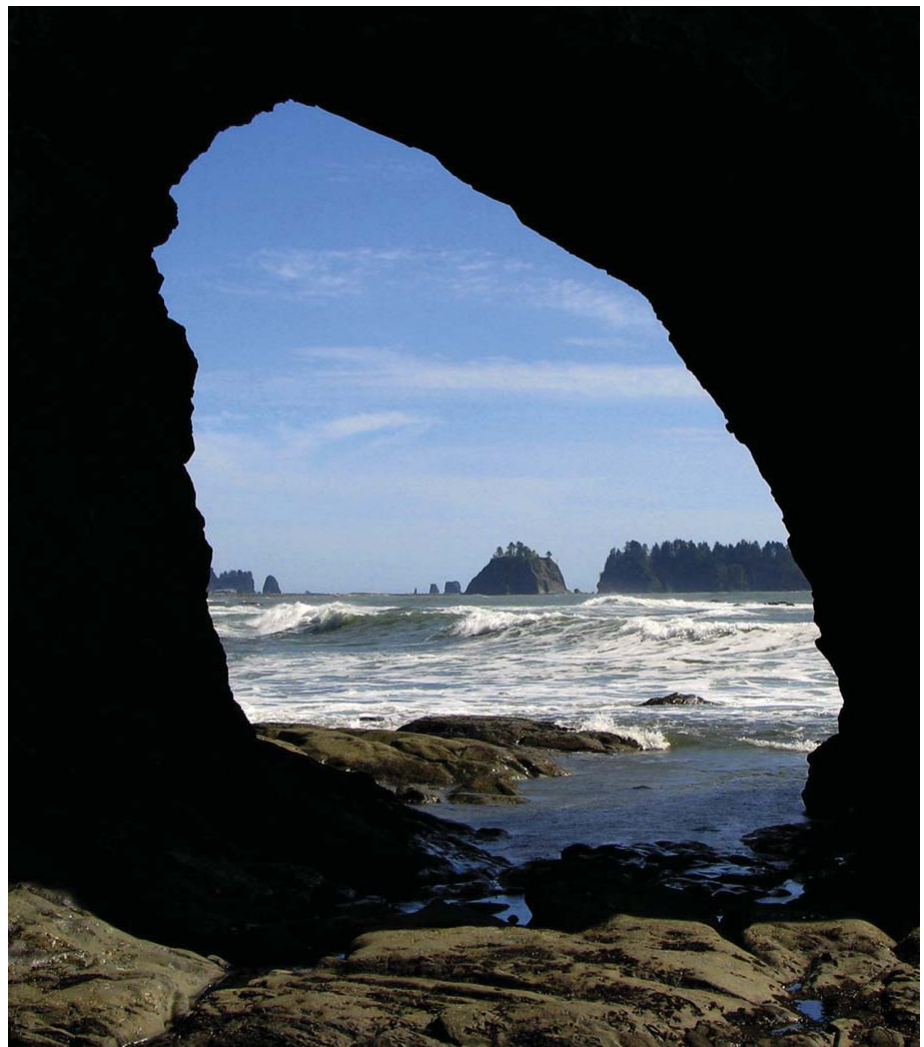
tours associated with the Elwha River Restoration, and other locations in the park, and a video to be shown on the Washington State and Victoria ferries would be appropriate ways to engage visitors using digital media.

Create a More Useful and Interpretive Website

Since Olympic National Park was established in 1938, the way park information is accessed by visitors has changed dramatically. During the life of this plan, park staff will need to continually increase and improve their skills with the technology, monitor and

update all web-based content to meet the current standards and accessibility requirements, and remain vigilant about what is posted via social media sites.

An ever-increasing percentage of park visitors are web users who visit Olympic National Park (www.nps.gov/olym) seeking information. Many of these “virtual visitors” never actually come to the park, but have their needs met solely through the website. The website should highlight the opportunities and experiences that are available to both on-site visitors and virtual visitors.



Many wonders and challenges await coastal hikers.

Park staff will develop a workplan prioritizing actions to provide more interpretive content on the park website. Approaches could include video-casts, storytelling, and links to NPS focus sites, such as North Coast and Cascades Science Learning Network, Climate Change, Ocean Stewardship, Wilderness, National Junior Ranger, and Fire.

Workshop participants suggested the following actions to improve the park website:

- Link to Econet “StoryCorps-style” website that collect individual stories about wilderness.
- Link to 3-minute Science Learning Network video that shows the diversity of the intertidal habitats at Olympic National Park.
- Develop and post a webpage that articulates how the Olympic National Park rain forest is a rare, disappearing habitat to provide more in depth information about the world’s temperate rainforest sites and what little remains.
- Develop and post a webpage that explore stories of culture, plants, and animals of the Olympic Peninsula.
- Develop a multi-media web-based virtual tour of Queets that demonstrates wilderness values, silence, and isolation.
- Develop and post a webpage on salmon and their role in nutrient cycle; tying ocean to forest; connect to Elwha restoration.
- Bring “for kids” section of website to life or appropriate alternate digital media format.
- Create a web ranger unit for Olympic National Park.
- Develop virtual geo-caching sites.
- Create something like www.fieldscope.us/fs2 for Elwha.
- Establish a “Twilight Advisory Group” (TAG) that bridges fact and fiction for the park.
- Develop and post a webpage with photos of rare plants and exotic plants (and why this is important).
- Ensure that all web-based interpretive services meet NPS accessibility standards.
- Develop comprehensive recreational use website/plan in partnership with Olympic Peninsula Tourism and other interested partners.
- Develop, fabricate, and install exhibits on the geological formation of Lake Crescent.
- Develop, fabricate, and install an exhibit with map of world’s temperate rainforest sites and what little remains that could be used at Quinault or the Hoh.
- Develop an interactive web page on fragile plant communities and potential human impacts.
- Develop a web-based map that provides scientific and restoration information about the Elwha.
- Post digital stories linked to a map based interface (e.g. Google Earth) about how the Elwha restoration is the story of cultural and natural resource renewal.
- Create a webpage based on the theme that Olympic National Park is our home and shapes our high quality of life.
- Offer better pre-trip planning for visitors who are stock users, fishermen, boaters, bikers, as well as people with disabilities.
- Explore Olympic National Park: the virtual field trip – each month feature a different feature (geologic, natural, cultural) or career field found at the park and host a field trip for visitors to find out what is happening in the park similar to a town hall meeting.
- Develop a virtual backpacking trip that can also serve as a backpacking trip preparation guide; “wilderness” information values and benefits, leave no trace information, info on fragile plant communities, human waste issues and other impacts and mitigation techniques.
- Add an “ask a ranger” feature to the website; perhaps offer live chats.
- Develop a fire management webpage that describes fire history and fire’s natural role in forest ecosystems.
- Explore the historic and modern use our trail system evolved from Native use, historic use to the current system today.

Develop a Parkwide Strategy for Increased Social Media Use

Implement a variety of current and leading edge technologies and media to facilitate National Park-based learning anytime, anywhere.

Second Century Commission's Education and Learning Committee Report

The Second Century Commission's Connecting People and Parks Committee report recommended "...technologies and the expectations and habits of those who use them (especially younger populations), can increase connectivity with parks and the values they contain, and create conditions for more meaningful park experiences." Since the report was written, restrictions on using social networking technologies on government-supported websites have been relaxed, providing some opportunities to use a limited number of sites. While security concerns limit access to some websites, opportunities now exist for the National Park Service to benefit from the new communication processes that visitors may access to make decisions about what to do, where to go, or what services are worthwhile for their social group. An associated recommendation suggests that parks, "Embrace available and emerging technologies to reach and interact with the American people, connecting NPS employees with their communities, and facilitating interactions with parks and programs that are engaging to visitors. Leverage technologies to receive and respond to broad public input."

Social media has the potential to become one of the most used components of the Olympic National Park interpretive program. Specific recommendations include:

- Provide staff training in technology awareness, accessibility, copyright, and development of potential applications.
- Assemble a parkwide social media team to develop and implement the strategy.
- Develop a parkwide strategy for social media. The strategy will include how partners are using social media, and how to collaborate with them on social media. The strategy will include how to best utilize social media, as well as manage user-generated feedback.
- Potential ideas to consider once strategy is developed include:
 - Develop and offer a portable field application "Surviving the changing tides" that identifies places to explore the tide pools and learn more about intertidal zones along the coast.
 - Develop and offer an application that provides updates on Olympic National Park weather conditions, provides orientation, tracks fishers, and interprets glaciers.
 - Provide social media opportunities for visitors to record a digital story of their park visit and also access other visitor's videoclips; rent flipcams at kiosks, visitor centers, and trailheads.

Increase Interpretation and Visitor Information Presence Throughout the Park

Olympic National Park does not have a parkwide year-round interpretive operation. During the summer season, a limited number of programs are offered at Mora and Quinalt. No programs have been offered at Ozette for at least 25 years. Daily off-season activities are focused at the Olympic National Park Visitor Center with a much more limited schedule at Hoh and Hurricane Ridge Visitor Centers and the Recreation Information Center in Forks. Many visitors go to the coast, Lake Quinalt, and Lake Crescent year-round and have little or no opportunity to contact an interpretive ranger.

Specific recommendations to address these concerns include:

- Increase the number of summer seasonal employees working at Mora and Quinalt to provide daily coverage.
- Increase the number of staff available during the off-season on the westside of the park by filling the vacant West District Interpreter position.
- Increase the number of staff available at Lake Crescent in the early fall and late spring.
- Increase the number of summer seasonal employees working at Ozette to provide coverage 5 days per week.

Interpreters are the best interactive tool in enabling visitors to experience, understand, appreciate, and make personal connections with the resource. The diversity of Olympic National Park's resources and themes presents

almost limitless opportunities for both standard and innovative interpretive activities. As staffing levels permit, and in keeping within the parameters of the interpretive themes and visitor experience goals, interpreters throughout the park should be given a high degree of creative freedom to explore and experiment with new programs. This will help to maintain a creative edge and attract new and returning audiences.

There is great potential to experiment with the development of programs linking the spectrum of park resources. Visitors are then provided with many opportunities to travel around the park and discover the unique features and stories at each location including tidepool walks, sunset tours, and post dam removal walks. Increasing the number of interpreters who are roving out in the field and at the lodges will provide more opportunities to actively engage visitors in the resource. Since personal services and interpretive programs are relatively easy to change, activities should be evaluated on a regular basis to discontinue those that are not effective, modify or improve those that require it, and validate those that are successful.



Interpretive programs provide memorable moments for visitors of all ages.

Engage Partners to Provide High-Quality Interpretive Services

The Second Century Commission's Connecting People and Parks Committee report recommended that all parks leverage partnership at all levels to position and operate the NPS as an integral and respected partner in achieving larger natural, historical, cultural, and social goals. Two actions to achieve these goals are:

- Foster and create mutual respect, common working relationships, operational goals and programs with communities, agencies, and organizations adjacent to parks in recognition that “we are all in this together” socially, economically, culturally, and environmentally. Strategies to create mutual respect and positive relationships would include engaging in collaborative work processes when undertaking park planning efforts or coordinating efforts to attract visitors.
- Engage with non-profit, academic, governmental, community, and other partners to cultivate programmatic connections to parks that make use of park resources for the mutual benefit of parks and partners. For example, such programmatic connections may include place-based environmental, cultural and historical education, research, healthy activities, clean air and water, social justice programs, and the like.

Interpretive partnerships play a key role in the delivery of essential programs and can also provide opportunities for enhanced interpretive products and services. Partnerships are most effective when partners share a common goal and can leverage their efforts to accomplish the goal. Workshop participants recognized that the NPS staff cannot and should not be the sole provider of interpretive services. Working more closely with ARAMARK managers, tribal leaders, and designated park partners as well as other local, state, and federal agencies is imperative.

One example of how the park is leveraging resources is seen in the contract for ARAMARK, an Olympic National Park concession. The contract specifically states that interpretive themes and message will be integrated into the interior décor of facilities. The concession will also explore methods to convey the themes and messages through a variety of items. Park publications and the newspaper are available at all concession-managed locations.

Specific recommendations include:

- Host an annual partner meeting to share information and review collaborative objectives.
- Host a Cooperative Agreement Technical Representative training.
- Increase tribal involvement in interpretive programs and media.
 - Collaborate with the tribes to develop appropriate way to communicate tribal

- history and stories through interpretation, art, storytelling, and interactive media.
- Meet with tribal leaders and representatives and explore ways to combine efforts for the NPS to tell a more complete story and for the tribes to help maintain their culture and increase their tourism businesses.
 - Incorporate tribal perspectives when demonstrating multiple points of view within interpretive services.
 - Collaborate with tribes to create an interpretive paddle journey along the coast.
 - Partner with Quileute tribe to tell the Quileute wolf story and tie the story to the potential re-introduction of wolves at Olympic National Park.
 - Create a videocast of a tribal demonstration showing cultural connections to the cedar.
 - Use a handheld portable audio media player (made available at the ranger station) to hear the Ozette village story produced by the Makah tribe.
 - Establish partnerships with federal, state, and local agencies, non-government organizations, concessions, tribes, and surrounding communities to begin to have a common vision and voice for telling our stories in and around the park.
 - Strengthen existing partnerships (Olympic Park Institute, Olympic National Forest, ARAMARK, Feiro Marine Life Center, Olympic Coast National Marine Sanctuary, West Jefferson County Tourism Committee/ Forks Chamber of Commerce, Shelton-Mason Chamber of Commerce). Coordinate programs and goals so organizations support and supplement each other.
 - Identify potential partners appropriate to initiative/ activity (shared objectives – diverse audiences).
 - Identify gaps and where partners are needed.
 - Identify where duplication may exist within partnerships.
 - Commit to honest, transparent relationships and interactions.
 - Identify funding sources that build on the power of partnership to garner funds.
 - Build capacity by sharing staffing expertise/resources.
 - Identify champions to keep initiatives alive.
 - Collaborate with current and new park partners, including tribes, to share information about interpretive, education, and youth opportunities on the Olympic Peninsula.
 - Develop exhibits in cooperation with the Clallam County Historical Society.
 - Develop, fabricate, and install an exhibit highlighting the different park ecosystems and opportunities in downtown Port Angeles.
 - Produce an audiocast and compact disk to sell of historic messages of Lake Crescent: Lady of the Lake, Ambulance Corner, Singer Tavern, Qui Si Sawha, Ovingtons, Ferrier, Spruce Railroad.
 - Produce a video that tells the history of creation of Olympic National Park: that it began as Forest reserve and Chris Morganroth's role.
 - Develop scope of sales for cooperating association.
 - Participate in the Lake Quinalt Tourism Committee to develop new interpretive opportunities in the Lake Quinalt areas.

Determine Effective Ways to Reach and Engage Youth

“Youth in the Great Outdoors” is Secretary of Interior Salazar’s initiative to employ, educate, and engage young people from all backgrounds in exploring, connecting with and preserving America’s natural and cultural heritage. Through employment and educational opportunities, youth will have a key role in creating a new energy frontier, tackling climate change issues, empowering Native communities, building trails, enhancing wildlife habitat, and restoring our cultural and historic landmarks. The initiative includes reaching out to underserved

The NPS should “affirm the important role of the National Park System in life-long, place-based learning and authorize the supporting structure and resources to provide for the same” and to strengthen and expand service learning and citizen science opportunities at national park sites and their surrounding communities to reflect a changing global landscape.”

Second Century Commission’s Education and Learning Committee Report

populations to ensure that these resources are enjoyed by all Americans and transforming the lives of young Americans while growing the next generation of conservation and community leaders. Director Jarvis has also stated that education and engaging youth are top priorities for his administration.

An effective park curriculum-based education and youth program requires adequate staff for planning, development, implementation, and assessment. The resources and themes of Olympic National Park offer great potential for the development of dynamic and popular education programs in collaboration with Olympic Peninsula area schools, partner agencies, and tribes.

Specific curriculum-based education recommendations include:

- Work with partners and other divisions to provide field learning and educational opportunities with service learning projects.

- Identify the education interest of park groups.
- Develop a virtual field trip experience incorporating the lessons learned from the Elwha Electronic Field Trip.
- Establish an international education exchange with Student Conservation Association.
- Develop web-based pre-trip educational resources for teachers and other educational groups.
- Engage students in the classroom and in the park in ongoing resource management monitoring.
- Reach out to local youth using both in-school and on-site day and residential programs through partnership with Olympic Park Institute, Fiero Marine Life Center, and the Olympic Coast National Marine Sanctuary.
- Involve local students in national research projects related to snowpack monitoring and dam removal.
- Identify partners interested in offering teacher training on subjects relevant to

park natural and cultural resources.

- Evaluate pilot initiative of providing an NPS program for all OPI residential field science programs and if effective, continue program.

In this planning document youth programs are designed for pre-kindergarten to age 25.

Specific youth engagement recommendations include:

- Develop a youth engagement plan.
 - Education
 - Park Stewards
 - Citizen Science
 - Youth Employment Plan
- Establish a Youth Advisory Committee and define its function.
- Employ, engage, and educate high school students.
- Support Olympic National Park's existing youth program and help it grow.
- Conduct research on the interests and demographics of peninsula youth.
- Work with park partners to acquire funding to target youth programs.
- Liaison with all park divisions and partners in youth outreach programs.
- Establish a nature club in Port Angeles.
- Increase Junior Ranger opportunities: develop tiered age appropriate programs, develop a coastal junior ranger program, and develop a wilderness junior ranger program.
- Develop and offer preschool programs.
- Promote the existing National Scout Junior Ranger Program with area councils.
- Work in cooperation with

Create a continuum of service and work programs from high school through college that includes volunteerism, national service, paid internships, and conservation service by partnering with existing youth service programs such as the Student Conservation Association and other, similar local programs. These programs should be undertaken with the goal of building a life-long connection between young people and the parks, preparing them for employment in the parks while supporting needed improvement to park facilities, assets, and resources. These programs will be particularly impactful to young people with limited employment opportunities that may provide an introduction to the parks.

Second Century Commission's Connecting People and Parks Committee Report

partners to expand National Junior Ranger Day locations and activities.

- Develop and offer family oriented programs, opportunities, trails, and more.
- Develop and implement a rewards program for youth participation in eco-programs.
- Develop and install an interactive game at ONPVC about threatened and endangered species (e.g. questions on spinning wheel with prizes!).
- Present a parkwide same day every year “kid’s stuff” program in cooperation with partners.

Employ, Engage, and Educate Diverse and Underserved Populations in Their Home Communities and in the Park

Olympic National Park is actively engaged with Klondike Gold Rush National Historical Park – Seattle Unit to develop an outreach program that will connect the park to underserved populations in the Seattle-Tacoma metropolitan area. This program will begin to address the charge of the Second Century Commission and NPS Director Jarvis to make relevance a priority.

The park also needs to establish an outreach plan that identifies the local, Olympic Peninsula diverse and underserved populations to be served as well as a specific focus or context to promote a strong connection between the park and those communities.

...actively develop enduring relationships with all of the diversity of the American people, both as visitors and as employees...make our national parks welcoming and relevant to all Americans. A sustained commitment to training, community outreach, and programs that authentically tell the stories of our country and connections to our resources must become part of the Service’s ongoing practices and values for this to be achieved.

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Specific recommendations include:

- Establish an engagement plan for underserved populations in Western Washington with the goals of increasing understanding of the need for and the value of protected areas such as national parks and wilderness areas. Do this in coordination with other government agencies and community groups.
- Create accessible, not necessarily camping-based, opportunities for non-traditional park users to bring their families to the park.
- Find common ground with community interests to build sustainable relationships.
- Identify preconceived ideas of NPS staff and community and create community outreach events to address those preconceived ideas.
- Provide engaging activities appropriate to the audience.
- Provide translations of interpretive materials on the park website.



Expanding the National Junior Ranger Program will engage a future generation of park stewards.

- Hire bilingual interpreters and information desk employees.
- Create share-site where non-English speakers can record experiences they had in nature in their country of origin and what they felt about their experience at Olympic National Park.
- Develop and create a program using historic and current photos that demonstrate cultural changes.
- Promote volunteer vacations to educate and participate in bettering the National Park in your backyard.

Strengthen and Expand Wilderness Interpretation

Ninety-five percent of Olympic National Park is designated wilderness. The 2008 GMP states that present and future visitors will enjoy the unique qualities offered in wilderness. These include the experiences of solitude, remoteness, risk, challenge, self-sufficiency, discovery, and observation of an untrammelled ecosystem. The values of the Olympic wilderness will be understood by the public and park staff through education in wilderness ethics, use, and using management skills and techniques to promote and preserve these values.

While recognizing that current interpretive services provide some connections to wilderness values and concepts, workshop participants felt that more could be done. For example, a greater emphasis could be placed on two rare aspects of wilderness found at Olympic National Park: dark, night skies and quiet. The story of why wilderness is protected, how and why the wilderness

designation is important, and how visitors can best explore the wilderness could be told. Visitors could discover what wilderness means to tribal members whose ancestors extensively used the area we now call wilderness. Expanded discussions on pollution from local and non-local sources, as well as impacts from natural process such as wildland fire, and how these impacts affect the park's class one airshed. While these topics are currently part of interpretive programming content, using different approaches such as the park website and other digital media or citizen science efforts will strengthen opportunities for the visitor to learn about these stories.

A variety of interpretive programs and services need to be developed to connect to diverse visitor groups. Specific wilderness interpretation and education recommendations include:

Programs

- Develop and present evening programs that focus on the value of the Olympic wilderness; the integrity of its ecosystems; and the value of its natural soundscape, natural darkness, and wilderness character.
- Develop and present programs (or items) to help coastal cleanup participants learn the basic principles of wilderness.
- Develop and present Leave No Trace and similar programs.
- Continue and expand opportunities to present conducted walks of varying lengths.
- Offer experiential learning

opportunities such as guided hikes or canoe trips.

- Continue to offer guided backpacking trips into the park wilderness.
- Use cultural demonstrations to tell the story of wilderness – connections of people to land.

Outreach

- Continue and expand community outreach at local festivals focused on wilderness.
- Develop booklet for recreational guides on history of Wilderness Act, wilderness designation, and what that means for managing recreational use.
- Require wilderness Commercial Use Authorization groups to provide certain level of Olympic National Park specific natural and cultural history education.

Youth

- Develop a wilderness junior ranger program.
- Offer overnight camping experiences for youth.
- Offer experiential 3-day wilderness education programs for youth and families.

Curriculum-based Education

- Offer school programs that take children on wilderness backpacking trips (minimum 3 days) where they receive instruction in the value of wilderness, protecting wilderness for the future, and Leave No Trace.
- Offer guided wilderness programs for high school students from the city.
- Explore and embrace new methods and technologies

for wilderness education and inspiration.

Website

- Create a virtual tour of wilderness areas (aerial photos; backcountry hiking journals).
- Develop and post educational program online to help youth understand wilderness values and resources and aids for teachers to use in class.
- Set up earth caching locations in partnership with U.S. Geological Survey.
- Provide online trip planner information for non-hiker users in wilderness/backcountry areas (what facilities are in place for boat, kayak, stock, bike, fishermen).
- Create wilderness in action page for website that provides current updates to wilderness monitoring activities; and wilderness education ethics for visitors.
- Use social media to encourage visitors to share digital stories about what Olympic wilderness means and why it is significant and relevant to them.

Sales Items

- Sell wilderness education materials in the bookstore and through concessions.
- Develop and sell a park publication that ties all ecosystems through the wilderness concept.

Strengthen and Expand Climate Change, Ocean Stewardship, and Fire Interpretation and Education

Climate Friendly Parks

Olympic National Park provides a model for climate friendly behavior within the NPS. As a participant in the Climate Friendly Parks (CFP) program, Olympic National Park belongs to a network of parks nationwide that are putting climate friendly behavior at the forefront of sustainability planning. In 2009, the park developed an Action Plan to educate park staff, visitors, and community members about climate change. As part of the National Park Service's Pacific West Region, Olympic National Park is involved in the first regional effort within the NPS to become carbon neutral by 2016.

One of the strategies identified in the action plan is to "Increase Climate Change Education and Outreach because a better understanding of the challenges and benefits of reducing greenhouse gas emissions can motivate staff, visitors, and community members to incorporate climate friendly actions into their own lives." The plan describes many actions that can be used to engage the visitors before, during, and after their visit including:

- Complete the new NPS climate change training module by all park interpreters.
- Develop focused messages highlighting what the park is currently doing about climate change, and encouraging

visitors to reduce emissions.

- Provide incentives for those visitors ready to take action.
- Explain impacts and also "what you can do" messages.
- Adapt the protect park resource message to include climate change.
- Encourage and provide incentives for bus-friendly visits.
- Develop a "leave no trace" or "leave no carbon" challenge that encourages visitors to plan zero impact or low footprint visits.
- Update park handouts for mailings.
- Incorporate climate friendly messaging in and around the park.
- Expand interpretation of climate change through media and programs to include the NPS strategy of science, mitigation, adaptation, and how each of us can make a difference.
- Strive to meet zero waste goal for division events such as National Junior Ranger Day, Perspectives Series, and outreach events.
- Take the lead to circulate periodic green ideas bullets.
- Write and distribute a wellness newsletter.
- Offer info/programs on climate change projected impacts of trees/tree line at Hurricane Ridge.
- Develop a park webpage that helps visitors plan a climate-friendly visit.

Outside of LRIP scope to take specific action on the following recommendations unless interpretation investigates opportunities, works appropriate division staff/concessions, and/or provides incentives for interpreters:

- Work with Discover Your Northwest to sell carbon offsets.
- Conduct monthly status check on progress of CFP Actions at Leadership meeting.
- Develop and implement parkwide recycling including field areas and offices.
- Install renewable energy systems where possible (Headquarters Maintenance yard, PV panels, solar hot water on demand, hot water in housing and lodging).
- Assist with the planning for a park alternative transportation system; also explore opportunities to use alternative fuels or use vehicles that run on alternative fuels.
- Identify incentives and award to staff who reduce carbon footprint (including partners) or distribute “CFP” bucks for bringing up ideas, ride share, bike to work.
- Distribute annual Environmental Management Team (EMT) action plan for feedback and commitments by park staff and management.
- Encourage concession to not sell bottled water. Provide water fountains and education about water quality.

Ocean Stewardship

The 2009 Alaska and Pacific West Region Pacific Ocean Stewardship Plan identified a

series of strategies and strategic objectives to engage visitors in ocean stewardship activities. Strategy #3 is to “Engage visitors, partners, and communities to become active ocean stewards.” Associated Strategic Objective #3 is to “Explore approaches to engage visitors, teachers, and students in the practice of ocean stewardship through interpretive/ education programs, experiential learning, and recreational opportunities,” and “Expand interpretive programs – Broaden the reach and increase capacity by increasing park interpretive staff focused on ocean stewardship and related climate change. Seek new program funds, positions, and partnerships to focus ocean stewardship efforts at the national, regional, and park level.”



Ocean stewardship encourages visitors to protect exposed coastal archaeological sites.

The Pacific Ocean Education Team Action Plan identifies specific actions to implement the Pacific Ocean Stewardship Plan Strategy #3. Many of these actions are similar to those identified during the Recommendations Workshop.

Specific recommendations include:

- Identify and work with partners to communicate a clear ocean message and ocean literate community.
- Use local expertise (tribal, Olympic Coast National Marine Sanctuary, NPS, US Fish and Wildlife Service, and Washington State Fish and Wildlife Service) to collect data for public outreach and education.
- Work with Pacific Ocean Education Team to plan, provide content, and review the NPS Pacific Ocean film.
- Create citizen science opportunities.
- Provide cross-training with partners such as the NOAA boat trip.
- Investigate the feasibility of creating a large multi-agency visitor center at Kalaloch focused on ocean stewardship.
- Provide training to interpretive staff to increase resource knowledge.
- Encourage multi-agency commitment to fill data gaps.
- Protect exposed archeological sites.

Fire Education

The Olympic National Park Fire Communication and Education Plan (draft 2010) provides guidance for the fire management program to communicate and

instill understanding of fire's role on the park's ecosystem to the various publics of Olympic National Park. The plan also intends to facilitate public awareness of safety regarding all fire incidents. Goals of the plan include providing year-round education on fire ecology and fire history of Olympic National Park; and promoting interdisciplinary collaboration between fire management, interpretation, public affairs, research, and resource management.

The park's Fire Management Officer and Fuels Management Specialist serve as the primary contact for fire communication and education, and work closely with the Chief of Interpretation, the Public Affairs Officer, the interpretive media specialist, and other interpretive staff to develop educational materials and disseminate fire information.

A variety of interpretive and education methods will be used to contact targeted audiences including:

- Integration of fire messages into hikes, walks, campfire programs, and special off-site presentations. Fire ecology concepts will be integrated into curriculum-based education programs, student field research experiences, after-school programs, and teacher workshops.
- During fire operations, park employees will be stationed in high-use visitor areas, including trails, to answer questions about the current activity and/or explain the fire and fuels management program. Backcountry rangers will also provide

information to backpackers about fire operations in their area.

- The park could include fire information in regular park publications (like the park newspaper). When appropriate current fire issues will be included in the "Topics of Interest" publication. The park will provide and make the "Wildland Fire in National Parks" brochures available to the public.
- The park will maintain and update when necessary the interpretive wayside exhibit about fire at Hurricane Ridge. The Incident Information Plan could identify who will maintain permanent and non-permanent bulletin boards both inside and outside the parks.
- Update park website and interpretive staff on an annual basis national and park fire messages.
- Develop web content that shows the natural process of fire on the landscape.

Support a Citizen Science Program

National Park Service Research Learning Centers have been developed to facilitate park research efforts and provide education opportunities. They have been designed as public-private partnerships that involve a wide range of people and organizations including researchers, universities, educators, and community groups. The citizen science initiative, a technique to accomplish Research Learning Center goals, involves trained volunteers observing and recording scientific information such as the occurrence, distribution, and behavior of species.

Interpretation staff will partner with resource managers and interpreters from Olympic National Park and the North Coast and Cascades Science Learning Network on initiatives that engage visitors of all ages to increase science literacy and promote stewardship and environmental leadership. The Elwha River Restoration project and the ongoing marmot research may provide opportunities to engage the public in scientific monitoring activities.

Specific recommendations include:

- Interpret climate change impacts through citizen science monitoring.
- Set up a “Globe”-type website.
- Opportunities to monitor for local residents/students and park/peninsula visitors
 - Quillayute watershed/Elwha
 - Sediment distribution
 - Pool creation
 - Water chemistry
 - Turbidity
- ATBI-Bioblitz – discover of life in America understanding of restoration impacts to transfer to home communities.
- Educate public about ongoing science research and ways to get involved, newspapers, and posters (e.g. fisher sighting flyers/signs).
- Explain more on current research in the park including short term impacts created (e.g. aircraft monitoring that is good for the long term).
- Explain/expand information on natural processes including fire, windstorm, and landslides.
- Offer visitors opportunities to go out with park fisheries biologists for surveying at Queets.

Research and Evaluation Needs

All interpretive programs and services must be solidly grounded in research. The park has started to develop an interpretive database and should ensure that the database includes the most important resources as well as identifying secondary and tertiary resources to provide additional knowledge. There is currently a tremendous amount of natural and cultural research conducted by the park, but the interpretation staff needs time to gain an understanding of research findings and ways to integrate that into programs and media. In order to fully accomplish the actions included in this plan and support the interpretive themes, the park needs research on effective ways to meet the needs of current and emerging audiences.

Evaluation is also important in the development of specific media and programs and will be planned and budgeted for as part of all substantial media projects and special programming. Front-end evaluation is conducted at that start of a media project, and informs the project team about what visitors already know about the site before they come, what they are interested in, and what they anticipate, or are looking for in their park experience. This type of evaluative study is targeted so that practical use can be made of the results. Formative evaluations allow the team to

get feedback on project content midstream—before it is finalized and fabricated. Knowing how potential visitors react to the content and presentation of a media product and the overall visitor experience can be applied to the completion of the media development. Summative evaluations are valuable in helping to determine the effectiveness of final media, facilities, and programs – i.e. whether the intended themes are being communicated, if people are actually using the information, or if visitor behavior is affected. Summative evaluation may even be a necessary follow-up for certain sources of funding such as foundation grants. Summative evaluation is most effective when a percentage of the budget is retained to improve the project in areas identified by the summative evaluation report.

Evaluate Elwha Education Curriculum (PMIS#157814) – In this proposed project, peer educators will evaluate and pilot test the *Freeing the Elwha* curriculum to meet educator demand at the national and international levels. This project proposes the development of an evaluation protocol, a workshop for middle school teachers, stipends for teachers that pilot and evaluate the effectiveness of the curriculum in their classrooms, curriculum refinement from evaluation feedback, and curriculum promotion to a national audience of educators.

Staffing and Training Needs

Staffing

In the past 10 years the Interpretation Division permanent staff has been reduced by about 30%. The park has submitted OFS (#25724 and #24958) requests for additional funding. Increased base and project funds will enable the park to hire additional interpretive staff. Positions that should be considered during the next five years include:

- Elwha Outreach and Education Park Ranger subject-to-furlough term GS-025-7
- West District Interpreter GS-025-11
- Interpretive Media Specialist GS-025-7
- Hurricane Ridge Park Ranger GS-025-9 subject-to-furlough - increase base funded pay periods
- Administrative Support Assistant part-time GS-0303-7
- Olympic National Park Visitor Center Park Guide GS-0090-5/7
- Seasonal Park Rangers GS-025-5

Training

A trained and motivated workforce is necessary for any successful park operation. Emphasis should be placed on accountability for interpretive standards to be applied or adhered to when any park employees or volunteers provide informal interpretation, present interpretive programs, design publications, media, and exhibits, or present curriculum-based educational programs. Ensure that all staff members who provide interpretive services are held to the appropriate NPS standards as defined in the Interpretive Development Program and be trained accordingly.

The recently established on-line Eppley Institute provides training opportunities covering topics including NPS history and management, the Wilderness Act, and interpretation. Seasonal staff and interns are encouraged to take advantage of these courses and are provided annually one 'fee' course free of charge to promote their professional development. Volunteers are also encouraged to take these courses.

Annual supervisory training is required for the division chief and the two district interpreters, and is highly recommended for all division staff who lead seasonal or term employees. Volunteers are an important part of the workforce; therefore interpretive staff members require an appropriate level of volunteer supervisory training.

The division is involved with many interpretive projects, therefore the division program leads and the district interpreters are encouraged to be certified COTRs – Contracting Officer's Technical Representatives. And because of the number of park partners, the chief and the outreach and education specialist should also be Certified Agreements Technical Representatives (CATR). To provide the highest level of accessibility with the many interpretive media projects recommended in this Long-Range Interpretive Plan, staff members shall attend copyright and section 508 compliance training.

Implementation Plan

The measure of success of any plan is the extent to which it is implemented. Initial implementation of strategies needs to be both realistic and flexible. Because funding opportunities and priorities often change, park management may need to adjust the implementation strategies to adapt to changing conditions. The park interpretive staff and key park partners shall meet each year to draft an Annual Implementation Plan for each new fiscal year based on funding opportunities and coordination with other projects. Flexibility is extremely important to allow park staff and partners the opportunity to try new and different interpretive ideas and make adjustments as necessary.

During the 2010 Recommendations workshop, the participants agreed to divide the actions necessary to implement the recommendations into short-term (1-3 years), mid-term (4-6 years), and long-term (7-10 years) goals. Most of the recommended actions for curriculum-based education programs and personal services are dependent on the hiring of new staff. Other action items can be implemented immediately, within existing funding and staffing levels.

The park is proposing many actions be taken during the first three years of this plan. To accomplish some of these actions, especially those connected to the Elwha, existing services and programs may have to be reduced or cut. It is the park leadership's goal to enhance education opportunities for the Elwha River Restoration project through the utilization of project funds and expanded partnerships to ensure that the existing base-funded programs remain intact.

Olympic National Park: Priorities by Interpretive Service	On-going	1-3 years FY11-13	4-6 years FY14-16	7-10 years FY17-20
Interpret Elwha River Restoration				
Engage in and support citizen science initiatives in the Elwha River watershed.	X			
Work with partners (Feiro, OPI, OCNMS) to continue to provide the NOW science program.	X			
Design, fabricate, and install interim wayfinding exhibits at various locations within and outside the park.		X		
Develop interpretive content for park website to include interpretive text for webcam pages and videocasts to show Project progress.		X	X	
Work with partners to deliver an Electronic Field Trip on Elwha River Restoration.		X		
Work with North Olympic Peninsula Skills Center's Natural Resources to offer Elwha Field Course based on 2010 pilot program.		X		
Partner with Olympic Park Institute and North Olympic Peninsula Skills Center to identify Lower Elwha Klallam students to participate in pathways for youth internships potentially leading to other park employment opportunities.		X		
Create a series of videos for the park website, ONPVC, and other remote locations such as Washington State Ferries and the Coho showing background and progress on Elwha River Restoration.		X	X	
Establish cell phone/GPS activated tour stops or driving tours that provide orientation and interpretation on Elwha River Restoration for both during dam removal and post dam removal.		X	X	
Develop, fabricate, and install a digital display at ONPVC about Elwha River Restoration that shares real time data and includes a changing video that shows change over time.		X		
Design, fabricate, and install interim wayside exhibits at Elwha Dam and Glines Canyon Dam overlooks for during dam removal.		X		
Design, fabricate, and install a series of wayside exhibits in the Elwha Valley interpreting Elwha River Restoration post dam removal.		X		
Work with partners to plan and implement Kick-Off and Countdown events.		X		
Work with DYNW to develop thematic sales items and a general interest book.		X		
Work with Feiro Marine Life Center and the City of Port Angeles to complete an interior exhibit on restoring the Elwha River nearshore environment and an exterior exhibit for the Port Angeles City Pier on the role of the Elwha River dams in the industrialization of the city of Port Angeles.		X		
Develop, fabricate, and install an exhibit at ONPVC celebrating salmon throughout the park, particularly Elwha River.				X
Design, fabricate, and install new exhibits at Elwha Ranger Station focusing on restoration and research.				X
Improve Parkwide Wayfinding, Arrival Experiences, and Orientation				
Continue to participate in parkwide sign plan and bulletin board plan effort to include NPS graphic identity design concepts.	X			
Develop a park wayfinding plan to determine design features, sign locations, and arrival experiences.			X	
Work with partners to develop a multimedia interactive to assist visitors with trip planning.				X
Evaluate and Develop a Unified System of Wayside Exhibits				
Design, fabricate, and install a new wayside exhibit on the Olympic marmot for the Hurricane Hill Trail and another on the shrinking Olympic Mountain glaciers for the Hurricane Ridge Visitor Center terrace.		X		
Conduct a comprehensive evaluation of wayside exhibit content. Evaluation should include a gap analysis to determine what new content is needed.				X
Create a comprehensive wayside exhibit plan to create a cohesive visitor experience. The plan should determine the nexus between wayfinding and digital media.				X

Olympic National Park: Priorities by Interpretive Service	On-going	1-3 years FY11-13	4-6 years FY14-16	7-10 years FY17-20
Participate in Kestner Homestead Planning				
Participate in the Kestner Homestead site planning effort which could result in new	X			
Replace Visitor Center Exhibits				
Design new exhibits for the Hoh and Hurricane Ridge Visitor Centers.			X	
Conduct an inventory, assessment, and gap analysis of exhibit themes and conditions throughout the park.				X
Fabricate and install new exhibits at the Hoh and Hurricane Ridge Visitor Centers.				X
Investigate the Feasibility of an Ocean-themed Multi-Agency Visitor Center				
Determine potential partners including OCNMS, USF&WS, tribes, Washington State Parks, ARAMARK, DYNW, communities.	X			
Work with the OCNMS to investigate funding opportunities.		X		
Use Digital Media to Increase Interpretive Opportunities				
Organize and maintain the interpretation digital library incorporating existing video, illustrations, and drawings to the current digital photo library.		X		
Plan and implement cell phone/GPS activated tour stops or driving tour that provide orientation and interpretation on overall park themes throughout the park, such as the Hoh, Quinault, and Hurricane Ridge.			X	
Produce a video to show on the Washington State ferries and Victoria ferries that tell the story of Olympic National Park's significant resources and recreational opportunities.				X
Create a More Useful and Interpretive Website				
Develop a workplan prioritizing actions to provide more interpretive content on the park website. Approaches could include video-casts, storytelling, and links to NPS focus sites, such as North Coast and Cascades Science Learning Network, Climate Change, Ocean Stewardship, Wilderness, National Junior Ranger, and Fire.		X		
Create a web-based photo gallery featuring the "Best of Olympic National Park."		X		
Develop a Parkwide Strategy for Increased Social Media Use				
Provide staff training in technology awareness, accessibility, copyright, and development of potential applications.		X		
Assemble a parkwide social media team to develop and implement the strategy		X		
Develop a parkwide strategy for social media. The strategy will include how partners are using social media and how to collaborate with them.		X		
Improve Accessibility				
Complete existing accessibility survey of interpretive facilities, programs, and services, and complete FMSS entries related to accessibility.	X			
Increase Interpretation and Visitor Information Presence Throughout the Park				
Increase the number of staff available during the off-season on the west-side of the park by filling the vacant West District Interpreter position.		X		
Increase the number of summer seasonal employees working at Mora and Quinault to provide coverage 7 days per week			X	
Increase the number of staff available at Lake Crescent in the early fall and late spring.				X
Increase the number of summer seasonal interpreters working at Ozette to provide coverage 5 days per week.				X

Olympic National Park: Priorities by Interpretive Service	On-going	1-3 years FY11-13	4-6 years FY14-16	7-10 years FY17-20
Engage Partners to Provide High-Quality Interpretive Services				
Collaborate with current and new park partners, including tribes, to share information about interpretive, education, and youth opportunities on the Olympic Peninsula.	X			
Participate in the Lake Quinault Tourism Committee to develop new interpretive opportunities in the Lake Quinault areas.	X			
Host an annual partner meeting to share information, coordinate programs, identify gaps and duplicative efforts, build capacity by sharing resources and staffing expertise, and plan future collaborative programs and services.		X		
Meet with tribal leaders to explore ways the NPS and tribes can further incorporate tribal history and stories into park interpretive programs and media.		X		
Develop scope of sales for cooperating association.			X	
Determine Effective Ways to Reach and Engage Youth				
Curriculum-Based Education				
Evaluate pilot initiative of providing an NPS program for all OPI residential field science programs, and if effective, continue program.		X		
Develop web-based pre-trip educational resources for teachers and other educational groups.			X	
Identify partners interested in offering teacher training on subjects relevant to park natural and cultural resources.			X	
Work with partners and other divisions to provide field learning and educational opportunities with service learning projects				X
Develop a virtual field trip experience incorporating the lessons learned from the Elwha Electronic Field Trip.				X
Youth Engagement				
Liaison with other park divisions and partners in youth outreach programs.	X			
Work with the park youth coordinator and partners to develop a youth engagement plan.		X		
Establish a Youth Advisory Committee and define its function.		X		
Work in cooperation with partners to expand National Junior Ranger Day locations and activities.		X		
Increase Junior Ranger opportunities developing age appropriate activities on a variety of themes, such as a ocean stewardship, wilderness, or climate change.			X	
Promote the existing National Scout Junior Ranger Program with area councils.				X
Employ, Engage, and Educate Diverse and Underserved Populations in Their Home Communities and in the Park				
Assist Klondike Gold Rush National Historical Park-Seattle Unit in developing an outreach program that will connect the park to underserved populations in the Seattle area.		X		
Provide translations of interpretive materials on the park website.			X	
Work with partners to develop an engagement plan for underserved populations.			X	
Build on the success of Mount Rainier's CAMP program to create accessible, not necessarily camping-based, opportunities for non-traditional park users to bring their families to the park.				X

Olympic National Park: Priorities by Interpretive Service	On-going	1-3 years FY11-13	4-6 years FY14-16	7-10 years FY17-20
Strengthen and Expand Wilderness Interpretation				
Ensure that existing and new interpretive media and evening programs about Olympic wilderness include natural soundscape, natural darkness, and wilderness character.	X			
Develop media and/or present programs to help coastal hikers, including coastal cleanup participants, learn the meaning and value of wilderness.			X	
Develop a wilderness junior ranger program.			X	
Work with partners to offer overnight camping experiences for youth and families.			X	
Expand opportunities to present experiential learning opportunities such as guided hikes or kayak trips to focus on wilderness values and increasing participant's recreational skills.				X
Develop a wilderness outreach strategy that includes interpretive media and activities focused on wilderness.				X
Develop a booklet or web-based content for Commercial Use Authorization groups on the history and application of the Wilderness Act, the meaning and value of Olympic's natural and cultural resources, and techniques that their groups can utilize to be successful wilderness stewards.				X
Strengthen and Expand Climate Change, Ocean Stewardship, and Fire Interpretation and Education				
Climate Friendly Parks				
Strive to meet zero waste goal for division events such as National Junior Ranger Day, Perspectives Series, and outreach events.	X			
Complete the new NPS climate change training module by all park interpreters.		X		
Assist with the planning and implementation for a park alternate transportation system.		X		
Work with Discover Your Northwest to sell carbon offsets at park sales areas.		X		
Expand interpretation of climate change through media and programs to include the NPS strategy of science, mitigation, adaptation and how each of us can make a difference.			X	
Develop a park webpage that helps visitors plan a climate-friendly visit.			X	
Ocean Stewardship				
Work with Olympic Coast National Marine Sanctuary to ensure alignment between each agency's interpretive plans and ocean messages and to develop design standards for joint interpretive media projects.	X			
Work with Pacific Ocean Education Team to develop ocean messages and incorporate these messages in interpretive media and programs.		X		
Work with Pacific Ocean Education Team to plan, provide content, and review the NPS Pacific Ocean film.		X		
Expand partnerships to provide more ocean education opportunities for park visitors, teachers, and students.			X	
Fire				
Update park website and interpretive staff on an annual basis national and park fire messages.	X			
Develop web content that shows the natural process of fire on the landscape.				X
Support a Citizen Science Program				
As opportunities arise, support citizen science initiatives by providing educational content, public programs, interpretive website services, and outreach activities.	X			



Appendices

Those who contemplate the beauty of the earth find reserves of strength that will endure as long as life lasts.

Rachel Carson

Appendix A: The Planning Team

National Park Service

Olympic National Park

Karen Gustin, Superintendent
 Todd Suess, Deputy Superintendent
 Sue McGill, Deputy Superintendent (retired)
 Kathy Steichen, Chief of Interpretation and Education
 Bryan Bell, Wilderness Information Center Supervisor
 Janis Burger, Hurricane Ridge Interpreter
 Dean Butterworth, Outreach and Education Specialist
 Dave Conca, Archeologist
 Chris Eckard, East District Interpreter
 Jerry Freilich, Research Coordinator and NCCN Science Learning Coordinator
 Paul Gleason, Chief, Cultural Resource Management
 Cat Hawkins Hoffman, Chief, Natural Resource Management
 Lisa Hilt, Concession Management Specialist
 Judy Joy Lively, Coast Interpreter
 Greg Marsh, Olympic National Park Visitor Center Interpreter
 Barb Maynes, Public Affairs Officer
 Larry Nickey, Fire Management Officer
 Jon Preston, Rain Forest Interpreter
 Todd Rankin, Fuels Management Specialist
 Janet Scharf, Interpretive Media Specialist
 Ruth Scott, Wilderness Specialist
 Maggie Tyler, Volunteer/Youth Programs Coordinator
 Jacilee Wray, Anthropologist

Harpers Ferry Center

Toni Dufficy, Interpretive Planner (Team Captain)
 Krista Kovach-Hindsley, Exhibit Planner

Park Partners

Jim Adams, Executive Director, Discover Your Northwest
 Margaret Baker, Branch Manager, Olympic National Park, Discover Your Northwest
 Rebecca Benjamin, Executive Director, North Olympic Salmon Coalition
 Roger Blain, Director of Activities and Interpretation, Quinalt, ARAMARK Parks and Destinations
 Pam Dahl, General Manager, Sol Duc Resort, ARAMARK Parks and Destinations
 Pete Erben, Recreation Planner, Olympic National Forest Pacific Ranger District
 Molly Erickson, Public Services, Olympic National Forest Pacific Ranger District
 Frank Geyer, TFW Biologist, Quileute Tribe
 Greg Halberg, Friends of Olympic National Park
 Kim Hanson, Education Director, Olympic Park Institute
 “Howeeshata” David Hudson, Hoh Tribe
 Julie Jackson, Board Member, Dungeness River Audubon Center
 Ryan Karlson, Interpretive Planner, Washington State Parks
 Roberta Korcz, Assistant Planner, City of Port Angeles
 Jacqueline Laverdure, Education and Outreach Specialist, Olympic Coast NMS
 Amanda Lovelady, District Manager, Olympic Peninsula, ARAMARK Parks and Destinations
 Micah McCarty, Makah Tribal Council
 Chris Morganroth, III, Quileute Tribe
 Deborah Moriarty, Education Coordinator, Feiro Marine Life Center

Lyn Muench, Board Member, Dungeness River Audubon Center
 Donna Nemeth, Public Affairs Officer and Administrative Staff Officer, Olympic NF
 Nicholas Pankow, General Manager, Kalaloch Lodge, ARAMARK Parks and Destinations
 Garrett Rasmussen, Quileute Tribe
 Becky Rice, Manager, Log Cabin Resort
 Viola Riebe, Cultural Resources, Hoh River Tribe
 Diane Schostak, Executive Director, Olympic Peninsula Visitor Bureau
 Tom Sanford, Director, Olympic Park Institute
 Bob Steelquist, Education and Outreach Coordinator, NOAA, Olympic Coast NMS
 Nathan West, Director of Community Development, City of Port Angeles
 Kai Wallin, Volunteer and Outreach Coordinator, North Olympic Salmon Coalition
 Nancy Williams, General Manager Lake Crescent Lodge, ARAMARK Parks and Destinations
 Sarah Zablocki-Axling, Student Conservation Association

I may not see the abundance of fish come back in my lifetime, but I would like to see it come back for my grandchildren, my great-grandchildren, and the rest of my people, the following generations to come. It was a gift from our creator, it was our culture and heritage.

Beatrice Charles, Klallam tribal elder

In closing I would state that while the country on the outer slope of these mountains is valuable, the interior is useless for all practicable purposes. It would, however, serve admirably for a national park.

Lt. Joseph P. O'Neil, 1890 report

In the end we will conserve only what we know. We will love only what we understand. We will understand only what we are taught.

Baba Dioum

Appendix B: Accessibility Guidelines

Every attempt will be made to provide full access to interpretive media and programs to ensure people with physical and mental disabilities have access to the same information necessary for safe and meaningful visits to national parks. This is in compliance with the National Park Service policy:

“... To provide the highest level of accessibility possible and feasible for persons with visual, hearing, mobility, and mental impairments, consistent with the obligation to conserve park resources and preserve the qualities of the park experience for everyone.”

NPS Special Directive 83-3, Accessibility for Disabled Persons

All interpretation will follow general standards for accessibility as described in the Harpers Ferry Center Programmatic Accessibility Guidelines for Interpretive Media <http://www.nps.gov/hfc/pdf/accessibility/access-guide-aug2009.pdf>.



A geological relief map at Hurricane Ridge Visitor Center orients visitors to the park's physical features.

Appendix C: Interpretive Themes

The themes and sub-themes were developed during the August 2000 LRIP workshops and revised during the current planning effort. The stories were identified during the October 2009 and March 2010 LRIP workshops.

THEME A

Olympic National Park is a rare, diverse sanctuary, preserving thousands of species of life from intertidal communities to old-growth forests to glacier-capped mountains.

1. The unique assemblage of plants, animals, and habitats in Olympic National Park exists as a result of geographic isolation of the Peninsula through the millennia.
2. The geography of Olympic National Park, including topography, slope, aspect, and elevation, creates climate zones and precipitation gradients that give rise to diverse habitats.
3. Olympic National Park preserves one of the largest remnants of rare old-growth forest habitat in the United States, including record trees of many species.
 - The park is a last stronghold for many old-growth dependent wildlife species, including the northern spotted owl, marbled murrelet, fisher, and several species of bats.
 - Forest species demonstrate myriad strategies and adaptations to survive in their habitats.
4. Olympic National Park protects some of the finest old-growth temperate rain forest left in the world. This ecosystem, with its characteristic Sitka spruce, nurse logs, colonnades, and abundant epiphytes, receives nearly 12 feet of rain annually.
 - Dominated by Sitka spruce and western hemlock trees, this forest ecosystem produces more biomass per year than is documented for even the tropical rain forest.
 - Only a tiny remnant of old-growth rain forest remains on the Olympic Peninsula. Most of this original rain forest is protected in Olympic National Park, with only small disconnected fragments outside the park.
5. The young, steep, glaciated Olympic Mountains, with weather extremes including dry summers, hurricane force winds, and over 30 feet of annual snowfall, are prime examples of subalpine and alpine environments.
 - Olympic marmots and other endemic mountain taxa illustrate the isolation of the Olympic Peninsula.
 - Mountain species demonstrate myriad strategies and adaptations to survive in their habitats.
6. Olympic National Park, with its many partners, protects over 70 miles of dynamic wild coast with interconnected terrestrial and marine life.
 - Numerous seastacks, rocky outcrops, and varied beach types along the Pacific Coast, as well as extensive tide and wave splash zones, support one of the most complex and diverse convergences of southern and northern intertidal species in the United States.
 - Coastal and marine species demonstrate myriad strategies and adaptations to survive in their habitats.
7. Plant species and resident and migratory animal species, including endangered, threatened, and reintroduced marine and terrestrial species, benefit from the diverse habitats of Olympic National Park.
8. The establishment of Olympic National Park created a sanctuary for Roosevelt elk, a species almost hunted to extinction in the early 1900s. This herd of nearly 5,000 is now the largest free-roaming population of Roosevelt elk in the world.
9. Olympic National Park protects one of the largest intact freshwater aquatic ecosystems in the lower 48 states, from glacier-fed creeks to rivers, lakes, and coastal estuaries.
 - Aquatic ecosystems provide one of the largest and most pristine sanctuaries for salmonids in the lower 48 states.
 - Rich and protected freshwater resources, including 12 major river drainages, over 3,500 miles of rivers and streams, more than 300 mountain lakes and two large lowland lakes, form an integral connection between land and sea.

10. Olympic National Park, with nearly one million acres of protected land, is a place where natural forces and biotic and abiotic processes function and interact.
 - The park protects and sustains resources, cycles and processes that enrich life far beyond its boundaries, yet conversely the park is impacted by events that occur outside its boundaries.
 - Wildfires that occur during dry summer periods are one of the largest natural modifiers of Olympic Peninsula forests and subalpine habitats.
11. Olympic National Park's size, ecological integrity and rich natural and cultural resources have been recognized as significant to all humankind through the park's designation as an International Biosphere Reserve and a World Heritage Site.

THEME B

The integrity, diversity, and magnitude of Olympic National Park's wilderness ecosystems powerfully affect the human spirit, providing outstanding opportunities for discovery, research, introspection, challenge, and inspiration.

1. The impressive scenery and powerful places of Olympic National Park offer rare opportunities to experience solitude, quiet, darkness, mystery, reflection, and inspiration.
2. Olympic National Park's rugged landscapes, from mountains to sea, and extensive trail system offer diverse recreational experiences. Personal challenges, including physical, intellectual, and emotional, enhance the visitor's connections to wilderness.
3. Despite its remoteness, the Olympic Wilderness is impacted by forces including climate change, pollution, non-native species, ocean acidification, and visitor use, both inside and outside park boundaries. Maintaining the integrity of the wilderness requires ongoing stewardship and vigilance.
4. Olympic National Park offers scientists a rare, large-scale, and nearly intact living laboratory for research.
 - Research findings provide essential tools for managers to make informed decisions and for the public to learn more about park resources.
5. Federally designated as a Class 1 Airshed, Olympic National Park provides visitors with some of the cleanest air in the world.

THEME C

The Olympic Peninsula's rich cultural history reveals a dynamic interaction between people, place, and values, illustrating the ongoing challenge to balance the use and preservation of resources.

1. Olympic National Park is the ancestral homeland of eight tribes that since time immemorial have continued to maintain a strong connection between their communities and the land.
2. Precontact archeological sites, ranging from the park's intertidal to alpine zones, demonstrate extensive use of the Olympic Peninsula and offer insights into the lifeways of early residents.
3. The Olympic Peninsula, an isolated island-like landform with impenetrable forests and rugged mountain ranges, was one of the last frontiers in the lower 48 states to be systematically explored and later homesteaded by Euro-Americans.
4. The stories of places that are now within Olympic National Park reflect changing values over time, from a perspective of inexhaustible resources to conservation, preservation and restoration.
5. Olympic National Park's significant cultural resources, including petroglyphs, ancient village sites, homesteads, and shipwrecks, reveal compelling human stories.
6. The long and complex history of land use by numerous distinct cultures demonstrates the saga of human adaptability in Olympic National Park.

Harpers Ferry Center
National Park Service
U.S. Department of the Interior



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