

National Mall and Memorial Parks Primary Themes

Symbols of American Democracy

The public spaces, monuments, and memorials in National Mall and Memorial Parks, along with the US Capitol and the White House standing prominently to the north and east, symbolize our nation's democracy in action — past, present, and future.

E Pluribus Unum – Out of Many, One

National Mall and Memorial Parks was born with the city of Washington, DC, in the earliest days of our nation. Like the nation it represents and the city it helps define, the park's many units are destined to evolve with and through the voices and values of the American people.

Places of Honor

National Mall and Memorial Parks honors the bravery, sacrifices, and beliefs of those who have served their nation, its people, and all humanity.

A Continuing Dialogue

The features and characteristics of National Mall and Memorial Parks inspire a continuing national dialog on the ideals — and the sometimes painful realities — of the continuing American experiment in creating a free and democratic republic.

Renewal and Recreation

The planned landscape and monumental designs of National Mall and Memorial Parks offer both visitors and residents a space for inspiration and personal renewal, contemplation, immersion in the world of nature, and outdoor recreation in a busy urban environment.



National Mall and Memorial Parks
Division of Interpretation and Education
Washington, D.C.

To review the complete Long-Range Interpretive Plan for National Mall and Memorial Parks, go to www.nps.gov/hfc/services/interp/ip-lrip.cfm or on the main NAMA website at www.nps.gov/nama.

Long-Range Interpretive Plan

Executive Summary



National Mall and Memorial Parks

The Park of American Ideals

American democracy requires the voice of the people to be heard. Citizenship is enhanced when Americans understand the nature of their government, the leaders that demand and defend freedom, and the events that define the American character. Since the earliest days of Washington, DC, the sites of National Mall and Memorial Parks (NAMA) have provided venues for Americans to petition their government and learn about their history. The Mall was, and will forever be, shaped by the hands of all those who have been here.

A Long-Range Interpretive Plan identifies a park's significance and purpose, its main messages (themes), and optimum visitor experiences. The plan recommends ways the park can strengthen and expand existing visitor programming to help interpret and illustrate these fundamental points.

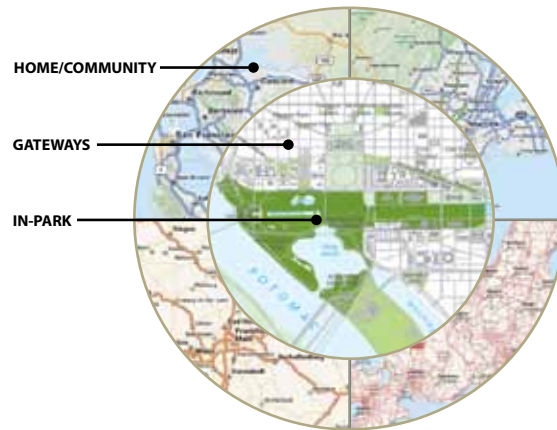
The interpretive plan for National Mall and Memorial Parks offers a "visitor-centric" approach through a pattern of recommendations focusing on three key categories that highlight the ways visitors access and use the park. In particular, the plan recognizes that for the 21st-century visitor, the invitation to visit NAMA can originate from a multiplicity of sources, as does the interpretation and visitor services each person experiences.



A Strategic Vision

Accordingly, the recommendations aim to reach visitors to NAMA through:

- home- or community-based experiences,
- gateway experiences as they travel, and
- NAMA destination experiences once they arrive at the park.



Visitors' experiences may or may not be solely provided by NAMA staff, even inside the park. Most likely, partners, businesses, and other external entities will control many of the factors surrounding the experience. Our aim is to facilitate a consistent, unified experience for the visitor, creating opportunities for inspiration and stewardship at every step along the way.

NAMA plans to reach new audiences and underserved communities by providing:

- Easy-to-use trip planning;
- Interpretation and education based on park themes;
- Helpful information from park experts (i.e. turf management, maintenance, security); and
- Opportunities to volunteer locally and virtually.



In addition, the plan provides a set of five overarching recommendations to guide interpretation throughout the park:

1. Coordinate and collaborate for a seamless visitor experience
2. Find or incubate a tried and true educational partner
3. Streamline publications
4. Establish NAMA as a Ranger Academy
5. Prioritize the National Plan recommendation for Smithsonian National Mall Metro Welcome Plaza

The plan also recommends an Interpretive Management Team to identify which park work group is administratively responsible for implementing the various recommendations. An Annual Interpretive Plan digital spreadsheet lines up each action item with its responsible party for easy tracking, accountability, communication of goals and priorities, and development of Annual Work Plans.

To be successful, this plan will require time, funding, skilled personnel, and administrative and management commitment. Furthermore, a successful plan exists as a living document that should be updated as circumstances change. NAMA has developed this Long-Range Interpretive Plan as a new milestone toward world-class interpretation for this extraordinary historic landscape at the heart of the American story.