

Fiscal Year 1994  
STATEMENT FOR  
INTERPRETATION



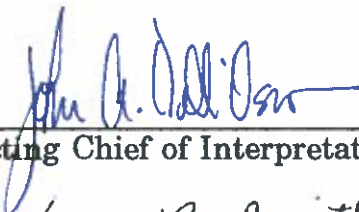
Point Reyes  
National Seashore



NATIONAL PARK SERVICE  
Point Reyes National Seashore

**FISCAL YEAR 1994**  
**STATEMENT FOR INTERPRETATION**  
**AND**  
**VISITOR SERVICES**  
**POINT REYES NATIONAL SEASHORE**

Prepared by:

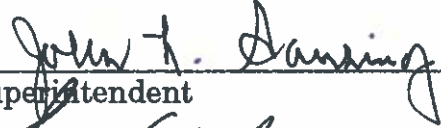
  
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## **Table of Contents**

### **A. INTRODUCTION**

#### **PART I Basic Information for Program Planning**

1. Overview of Primary Themes and Objectives
2. Bibliography of Basic Information Documents
3. Inventory of I. & V.S. Facilities, Media, and Sites  
with Maps Showing Locations
4. Description of Minimum Interpretive Program

#### **PART II Annual Interpretive Operations Plan**

1. Analysis of Current Management Concerns
2. Annual Goals and Objectives
3. Analysis of Park Users and Use Patterns
4. Analysis of Personnel and Funding Base
5. Annual Interpretive Program and Individual  
Service Plans

#### **PART III Annual Cost and Productivity Analysis**

(Analyzes statistical and fiscal information for  
the year's interpretive operation)

1. Program Cost and Productivity Worksheet(s)
2. Definitions and Calculation Notes (Attachment #1)

## **INTRODUCTION: PURPOSE AND SIGNIFICANCE OF POINT REYES NATIONAL SEASHORE**

### **PURPOSE**

"To save and preserve, for the purpose of public recreation, benefit, and inspiration, a portion of the diminishing seashore of the United States that remains undeveloped." (P.L. 87-657)

### **SIGNIFICANCE**

The Seashore boundaries enclose a variety of terrain and vegetation, with a belt of rich marine life along the shores of Tomales Bay and the Pacific Ocean. The area contains unique elements of biological and historical interest in a spectacularly scenic panorama of thunderous ocean breakers, open grasslands, brushy hillsides, and forested ridges. Native land mammals number about 37 species, including the elusive mountain lion and an endemic race of mountain beaver. Marine mammals augment this number by perhaps another dozen species. The diversity of avifauna, with over 400 recorded species, makes the peninsula one of the best birdwatching and ornithological research areas in the United States. Some 850 plant species, a few of which are found nowhere else, occur in the relatively small area. Though Point Reyes comprises less than one-tenth of one percent of California's land area, over 18 percent of the California flora is represented on the peninsula.

The biological diversity stems from a favorable location in the middle of the state and the natural occurrence of the many habitats. Some of the most windswept beaches and headlands on the Pacific Coast are located here, as well as gentle, calm salt marshes and estuaries. Coastal grasslands, soft and hard chaparral, plus a variety of broadleaved and coniferous forests harbor many plant and animal species. Perhaps the most unique aspect of this diversity is the ability to become totally immersed in an unusual ecosystem, yet be just a few minutes away from a completely different environment. Still, each ecosystem is very characteristic of its type.

Historical sites abound on the peninsula. The Coast Miwok Indians inhabited Point Reyes and human density before European contact was probably greater then than now. At least 113 known village sites exist, primarily on the lowlands. Point Reyes may contain the site of the first known English contact in what is now the United States. According to many experts, Sir Francis Drake may have landed here in June 1579 to careen his ship before sailing across the Pacific on his circumnavigation of the globe. Since that year, history abounds with accounts and sites of shipwrecks of many of the early traders and wanderers. Later, in the early 1800s, the peninsula became a favorite landing place for the Spanish and

several rancheros were established. The Spanish were followed by a wave of self-sufficient American ranching operations which continue to this day in the Seashore pastoral zone. In response to the many shipwrecks and treacherous coastal waters, key lighthouse and life-saving stations were established by the United States Government in the late 1800s and early 1900s.

In November 1988, recognizing its potential for contribution to international efforts in conservation, the UNESCO Man in the Biosphere program approved the designation of the Central California Coast Biosphere Reserve under the International Biosphere Reserve Program. CCCBR includes the entire Seashore as well as other public lands in the area. This is of a unique quality as it is the first reserve to include terrestrial, estuarine and marine zones. The CCCBR will be an example of how to both protect and wisely use the resources of the region.

The Point Reyes Peninsula is an outstanding scenic, scientific and historic area. That such an area remains in close proximity to a major metropolitan area is a marvel in itself. Resource management efforts must perpetuate this portion of the California coastline in a state of minimal development and yet provide for the public recreation, benefit and inspiration.

## **PART I**

### **BASIC INFORMATION FOR PROGRAM PLANNING**

## **I.1 OVERVIEW OF THE NATIONAL SEASHORE'S INTERPRETIVE THEMES, GOALS AND OBJECTIVES**

### **A. Interpretive Goals and Objectives**

As stated in the Park's General Management Plan, the goal of the interpretive program is to arouse and intensify the visitor's enjoyment and appreciation of park values. The success in attaining this goal will depend on the approaches and attitudes of interpreters and planners, as much as on program content. Interpretation must be a homogeneous blend of presentation and content.

The main objectives for interpretation at Point Reyes are:

1. To offer interpretive and educational programs which further an awareness and appreciation of the wide diversity of coastal ecosystems, their variety and similarity, their interdependence and their fragile nature.
2. To develop programs for interpretation which foster an environmental awareness of the conditions imposed by preservation.
3. To offer visitor orientation programs and park information which furnish a general knowledge of the wide variety of recreational opportunities available at the National Seashore and permit a safe, efficient, enjoyable and well-informed visit.
4. To provide opportunities for emphasizing environmental education and programs related to the Park's resources, emphasizing the coastal and marine environments.
5. To continue interpretation of the replica Indian Village to further visitor understanding and appreciation of the Coast Miwok Indian heritage.
6. To provide public relations services for the Park, including generating community and public support, and marketing its role as a unit of the National Park System.
7. To conduct interpretive and information programs to help solve current management problems such as the overuse of a particular park area or the protection of an endangered species.
8. To conduct interpretive and informational programs to encourage support for resource and cultural management programs.

## **B. Major Interpretive Themes**

The interpretive themes at Point Reyes National Seashore are as varied and complex as the types of ecosystems found within its boundaries. The major interpretive themes are listed below.

1. **The Idea of Ecosystems and Communities.** Because of the incredible diversity of plant communities found in the National Seashore, from Douglas fir forest to coastal scrub, this theme must be a major focus for the interpretive program.
2. **Plate Tectonics and Geological History.** Because the great San Andreas Fault transects the Seashore, a strong emphasis must be placed on interpreting earthquakes, plate tectonics and geologic history.
3. **Diversity of Marine Mammals.** The Park is considered to be one of the best spots on the West Coast to interpret the migration and natural history of the gray whale. In turn, the presence of other marine mammals--such as harbor seals, elephant seals and humpback whales--make it a world class location for learning about these mammoths of the sea.
4. **Diversity of Bird Species.** The National Seashore is considered to be a "hotbed" of birdlife. Over 430 species of birds have been seen within or near the Seashore, which represents approximately 45% of the birds in North America. In addition, the Point Reyes Headlands act as a vagrant trap for species of birds normally not seen on the West Coast. This theme is a major concern for the interpretive program.
5. **Rare and Endangered Plant Life.** Within the Seashore, 18% of the California flora can be found, including 27 listed endangered or rare species.
6. **The National Park Service and its Role in Preservation of our Cultural and Natural Heritage.** The National Park Service and the National Seashore's role as a unit of the system must be a major component of the Park's educational effort.
7. **Through Understanding This Park, You Can Help.** Support for and protection of Point Reyes National Seashore can be obtained by interpretive programs which provide the visitor with information regarding the cultural and natural resources and management practices of the Park.
8. **The Human History of the Seashore.** The Seashore has a rich and glorious past. The visiting public should learn about the early Coast Miwok Indians to the later "Save Our Seashore" crusaders who led the fight for national status.

9. The Pastoral Zone. Visitors must be aware that protecting the pastoral zone is also a means for preserving the rich dairying history that once dominated the landscape of Marin County.

10. Shipwrecks, Lighthouses, and Life-saving Stations. These components are a special segment of maritime history of the Park and the region and should be a major component of the interpretive effort of the Lighthouse and Point Reyes Headlands area.

11. Bountiful Recreation. The Park receives over 2.5 million visitors annually. Recreational activities are plentiful and the public needs to receive proper information and guidance about recreational opportunities.

12. The Idea of Wilderness. Over 30,000 acres of the Park have been designated wilderness and receive special treatment. The interpretive program should address the special qualities of wilderness and its preservation.

13. The Marine Environment Because the Park encompasses part of the marine environment and is directly affected by maritime activities, the interpretive program must educate visitors about the qualities of the fragile ocean environment. Interpretive information should include specifics on how the public can help to preserve and protect this important resource.

## **I.2. BIBLIOGRAPHY OF BASIC INFORMATION DOCUMENTS**

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\*In addition to the references which are listed here, there are numerous general reference books in all of these categories.

### **I.3 INVENTORY OF FACILITIES AND SERVICES**

#### **A. Visitor Centers (3)**

1. The Bear Valley Visitor Center (BVVC) is located near Park Headquarters and is open daily. From October 1 through May 31, the BVVC is open from 9:00 a.m. to 5:00 p.m. on weekdays and from 8:00 a.m. to 5:00 p.m. on weekends and holidays. From June 1 through September 30, it is open from 9:00 a.m. to 5:00 p.m. on weekdays and from 8:00 a.m. to 6:00 p.m. on weekends (if funding permits).

This 7,200 square foot facility contains an information desk, operations center for the camping reservation/permit system, over 250 plant and animal exhibits, a Point Reyes National Seashore Association interpretive sales outlet, an auditorium, an audio visual room, a resource library, and a collection room which houses over 15,000 artifacts. In addition, the Bear Valley Visitor Center is the base for interpretive services offered in the South District of the National Seashore. The Center serves approximately 350,000 visitors annually. The Visitor Center is closed on Christmas Day.

2. The Ken Patrick Visitor Center (1500 square feet) is located at Drakes Beach. This facility which was rededicated on September 13, 1992, contains an information desk, exhibits on natural history and explorers, a 16 foot minke whale skeleton, a 250 gallon salt water aquarium and a Point Reyes National Seashore Association interpretive sales outlet. The visitor center is open seven days a week from 10:00 a.m. to 5:00 p.m., if funding permits. The Visitor Center is closed Christmas Day.

The Drakes Beach Cafe, a concession-operated refreshment stand, located next to the Ken Patrick Visitor Center, is open daily 10:00 a.m. to 6:00 p.m. throughout the year, weather permitting. The facility also contains a courtyard with exhibits on Sir Francis Drake's circumnavigation of the world, which is open daily. Visitor showers and bathrooms for the physically disabled are also available.

3. The Lighthouse Visitor Center (400 square feet) is open five (5) days a week from 10:00 a.m. to 5:00 p.m., Thursday - Monday. The facility includes an information desk, lighthouse and natural history exhibits, and a Point Reyes National Seashore Association sales outlet. An observation platform is nearby. As funding permits, the Visitor Center and historic Lighthouse areas are open 7 days a week January 1 through March 31. The additional days offer visitors expanded opportunities for viewing the gray whale migration and help park

personnel manage visitor congestion problems. A shuttle bus system during whale season is operated, with donated funds, between Drakes Beach and the Lighthouse to alleviate traffic congestion. The Lighthouse Visitor Center is closed on Christmas day.

B. Attended Stations (3)

1. The Morgan Horse Ranch Complex is open daily from 8:00 a.m. to 4:30 p.m. At the ranch, demonstrations of care and use of the Morgan horses are provided for classes of urban school children, as well as for the general public. The horses and some exhibits may be observed "after hours" as well. Over 20 replacement exhibits were installed in FY88.

An objective of the ranch is to give the visitors an opportunity to learn about the Morgan horses as well as the operations of a horse ranch. Under careful supervision, program participants are encouraged to become involved with brushing and care of the horses while visiting the site.

2. Kule Loklo, a Coast Miwok Cultural Exhibit, is open seven days a week from sunrise to sunset. The Exhibit consists of many replicated structures--dance house, sweat house, redwood and tule grass kotcas, acorn granaries, etc--which can be viewed by the public. Guided walks and talks are available to the public on request. Three festivals are held each year where Native American dancing and other crafts and techniques are demonstrated. Attendance for each festival is from 3000 - 5000 visitors.

3. The historic Point Reyes Lighthouse and fog horn equipment shed are open Thursday through Monday except Christmas day, 10:00 a.m. to 4:30 p.m., April through December. It is open seven days a week January 1 through March 31, if funding permits.

The Lighthouse complex has been listed on the National Register of Historic Places and is the Park's primary historical feature. Visitors can tour the over 100-year-old lighthouse structure and view the complex Fresnel lens.

C. Wayside Exhibits (approx. 76 panels)

1,2,3. There are orientation maps and area highlight panels at the Palomarin, Five Brooks and Bear Valley Trailheads.

4,5. There is one exhibit each at the North and South Beaches (3 panels) on marine topics.

6. Tule elk exhibit (1 panel) is located near the parking lot of Pierce Ranch.

7. Sea Lion Overlook exhibit, located beside the top of the staircase at the overlook.
8. Pastoral Zone exhibit, located beside roadway approximately halfway between Drakes Beach and the intersection of Sir Francis Drake Boulevard and Drakes Beach access road.
9. Kule Loklo, a Coast Miwok Cultural Exhibit, located in Bear Valley, 15 identification panels and a self-guiding booklet.
10. Francis Drake exhibit (5 panels), located in the courtyard of the Ken Patrick Visitor Center.
11. Point Reyes Panorama, located near the end of Mount Vision Road.
12. Limantour Estero and Birds exhibit, and Gulf of the Farallones Panel.
13. Bishop Pine exhibit, located at the Ed Center Bus Parking Lot.
14. Drakes Bay Cliffs, located at Drakes Beach overlook.
15. Whalewatching, located at Lighthouse parking lot overlook.
16. The Rock Plants, near Point Reyes Lighthouse.
17. Lighthouse exhibits (6 panels)
  - Water on the Rocks
  - Whalewatching
  - Point Reyes Light
  - California Murres
  - Wind and Fog
  - Point Reyes Conglomerate
18. Sea Lions, located at Sea Lion Overlook.
19. Dangerous Surf (located at three beach areas).
20. Tomales Point View and Tule Elk, located near Pierce Point Ranch.
21. Tomales Point Trailhead, orientation wayside at Pierce Point Parking Lot.
22. Oysters of Drakes Estero, located at Drakes Estero.

23. Point Reyes National Seashore map and Area Highlights, near the Bear Valley Visitor Center.
24. Exploring Tidepools, at Palomarin.
25. NOAA Marine Sanctuary exhibits, (3 panels), near Lighthouse, Drakes Beach, and Limantour Beach.
26. Mountain Lion Wayside, located at Pierce Point Ranch Trailhead.
27. Snowy Plover, located at Pierce Point Ranch Trailhead.
28. MCI and AT&T exhibits installed in October 1991 along Sir Francis Drake Boulevard near South Beach.
29. There are 3 Area Highlights panels located at Chimney Rock, Estero and Abbotts Lagoon trailheads. The kiosks contain a glass enclosed bulletin board and an area highlight panel.
30. In FY93, the Bull Point Trailhead kiosk design was completed and will be installed in FY94. Several more designs are in store for FY94 including Limantour Beach Trailhead and McClures Beach Trailhead.

D. Self-guiding Trails (4 trails, 47 exhibits)

1. The Earthquake Trail is a 0.7 mile loop with 22 exhibit panels. The trail was rerouted and made handicapped accessible with a graded and paved surface in 1984-85. Exhibit panels were rehabilitated in 1986. Further updating will occur in FY94 to include the Loma Prieta earthquake from October 17, 1989.
2. The Woodpecker Trail is a 0.7 mile loop with 14 interpretive signs. The 14 exhibit panels were installed in 1990. This trail gives the visitor an introduction to the evergreen forests found at Point Reyes.
3. The Hidden Valley Trail near the Education Center is a 1/2 mile loop trail which is in the process of being developed for use by school groups. Presently, no exhibits are available.
4. The historic Pierce Point Ranch Complex has 11 exhibit panels which describe aspects of the ranch's history and past uses of the numerous structures. These exhibits and the construction of the trail were completed in 1989. In 1991, a soil cement trail was installed for wheelchair access.

#### E. Special Programs

Point Reyes Educational Programs, an arm of the Park's cooperative association, manages two major educational programs: Point Reyes Field Seminars (PRFS) and the Point Reyes-Clem Miller Environmental Education Center. Point Reyes Field Seminars is a college level program that presents one day to several day-long seminars on various natural and cultural history subjects. In addition, PRFS provides teacher training on science and outdoor education and symposia on research topics relative to Point Reyes National Seashore.

The privately funded \$600,000 Clem Miller Environmental Education Center was completed on May 7, 1987. The Center is utilized seven days a week for 11 months each year. School groups from throughout the state participate in overnight weekday programs during the academic year. The focus of the program is to develop knowledge of and interest in the National Park Service and to teach science concepts. During the summer, the Center operates a natural resources oriented overnight program for senior citizens, teenagers and grammar school students. On weekends, the Point Reyes Field Seminars utilize the Ed Center for in-depth adult education programs.

#### F. Hostels (1)

The Laguna Ranch American Youth Hostel is open 4:30 p.m. to 9:30 a.m. daily.

#### G. Living History Demonstrations (2)

1. Kule Loklo, a Coast Miwok Cultural Exhibit where interpretive programs of the Coast Miwok culture are presented and indigenous skills are demonstrated.
2. The Historic Point Reyes Lighthouse is open two nights a month for evening tours. A lightkeeper's opening shift is recreated as the lens is lit at sunset.

#### H. Additional Historical Structures

The historic Lifeboat Station (1927) on Drakes Bay has been adaptively restored for educational and interpretive programs. It became a National Historic Landmark in 1989. The lower level is being outfitted with exhibits and museum pieces which will explain the maritime history of the area, particularly the era of the Life-Saving Service. The second floor is used to provide overnight groups sleeping accommodations for extended/in-depth interpretive programs as well as NPS training courses. In FY93, six interpretive panels were silk-screened which describe several historic shipwrecks which occurred here and also explain the uses of several replicated artifacts available for viewing. The facility will be used by 20 - 30 groups in FY94.

## I. Park Storage/Museum Collection

Housed within the Bear Valley Visitor Center is the primary storage facility for museum objects. The museum collection contains over 2,000 photos and 15,000 museum pieces. During FY89, over 7,000 artifacts were catalogued into the collection. Presently, the collection has fewer than 500 uncatalogued items. Access into the collection room is limited to the Chief Naturalist, Chief Ranger, Supervisor of BVVC and division secretary.

The Park also has an agreement with the Jack Mason Museum that allows them to store some items in the collection room and in turn we have duplicated many of their photographic negatives that document local history.

## J. Park Library

In a separate room at the Bear Valley Visitor Center, the Park maintains a 2,500 volume library. Rare books are maintained within the museum collection.

## K. Audio-visual Programs

Two audio-visual programs are available at the Bear Valley Visitor Center. The main film, "Something Special," is shown on request. This film was close-captioned for the hearing impaired in April, 1992 by Harpers Ferry Center. The Park's slide program has been replaced with "A Photographer's Impression." The new version was completed by Dewitt Jones, a National Geographic photographer.

There is also a slide presentation on maritime history and the U.S. Life-Saving Service shown at the historic Lifeboat Station during the Open House events offered monthly except during the whale watching season. In addition, the Seashore has 16 films and videos that are shown on request at various times to the public.

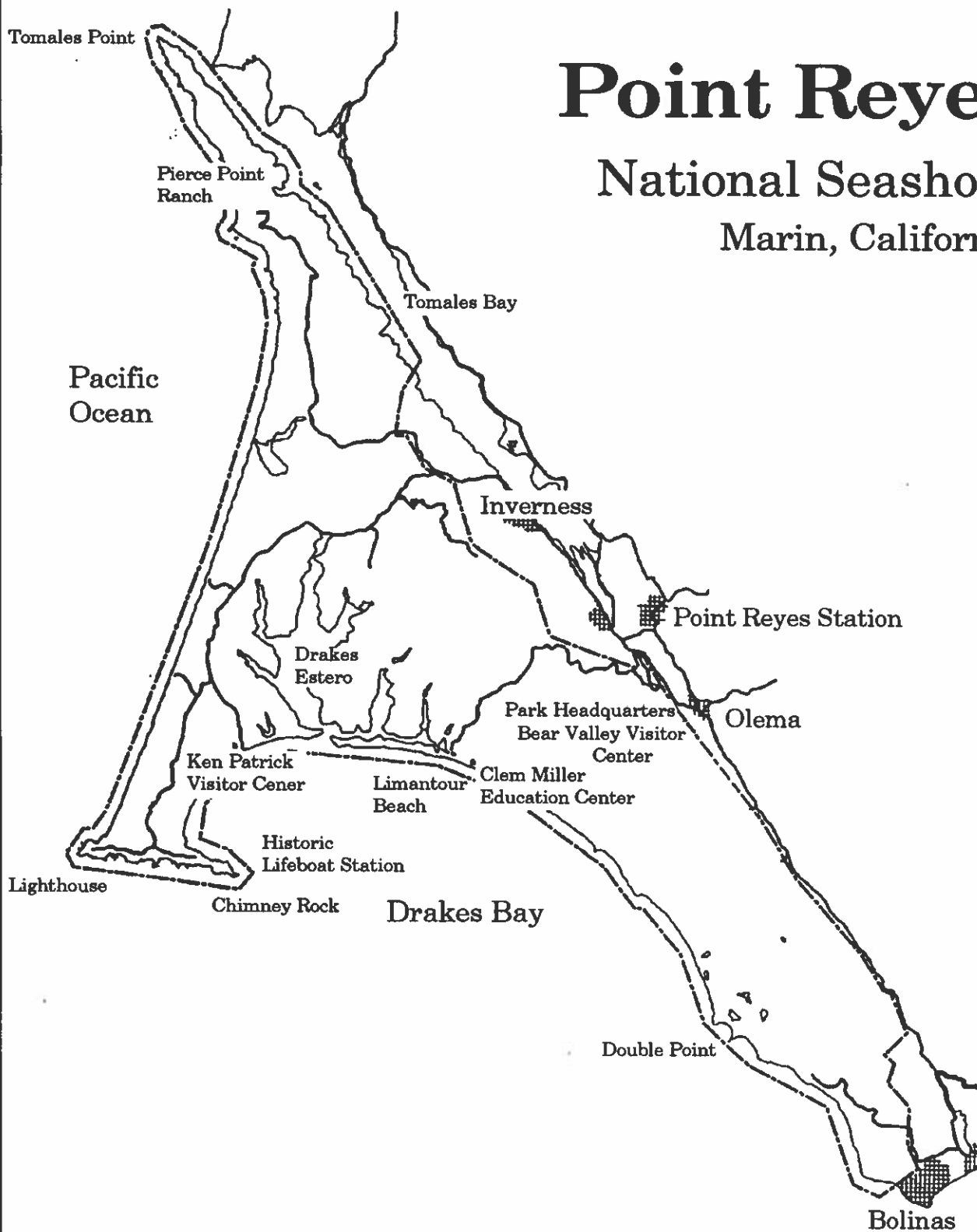
## L. Traveler's Information Stations--Radio 1610 AM

Three traveler's information stations (TIS) are operating in the Park. One system at Bear Valley provides orientation information. The second, along Sir Francis Drake near North Beach, provides timely information regarding the Lighthouse, pastoral zone and whale watching. The third system provides information regarding the Olema Valley and is located near the southern entrance of the Park on Hwy 1 near Bolinas. This message discusses the Golden Gate National Recreation Area as well as activities at Point Reyes. These messages are changed seasonally throughout the year. This year we are attempting to have a Bay Area media celebrity volunteer his/her time to make the recordings for our TIS messages.

# Point Reyes

## National Seashore

Marin, California



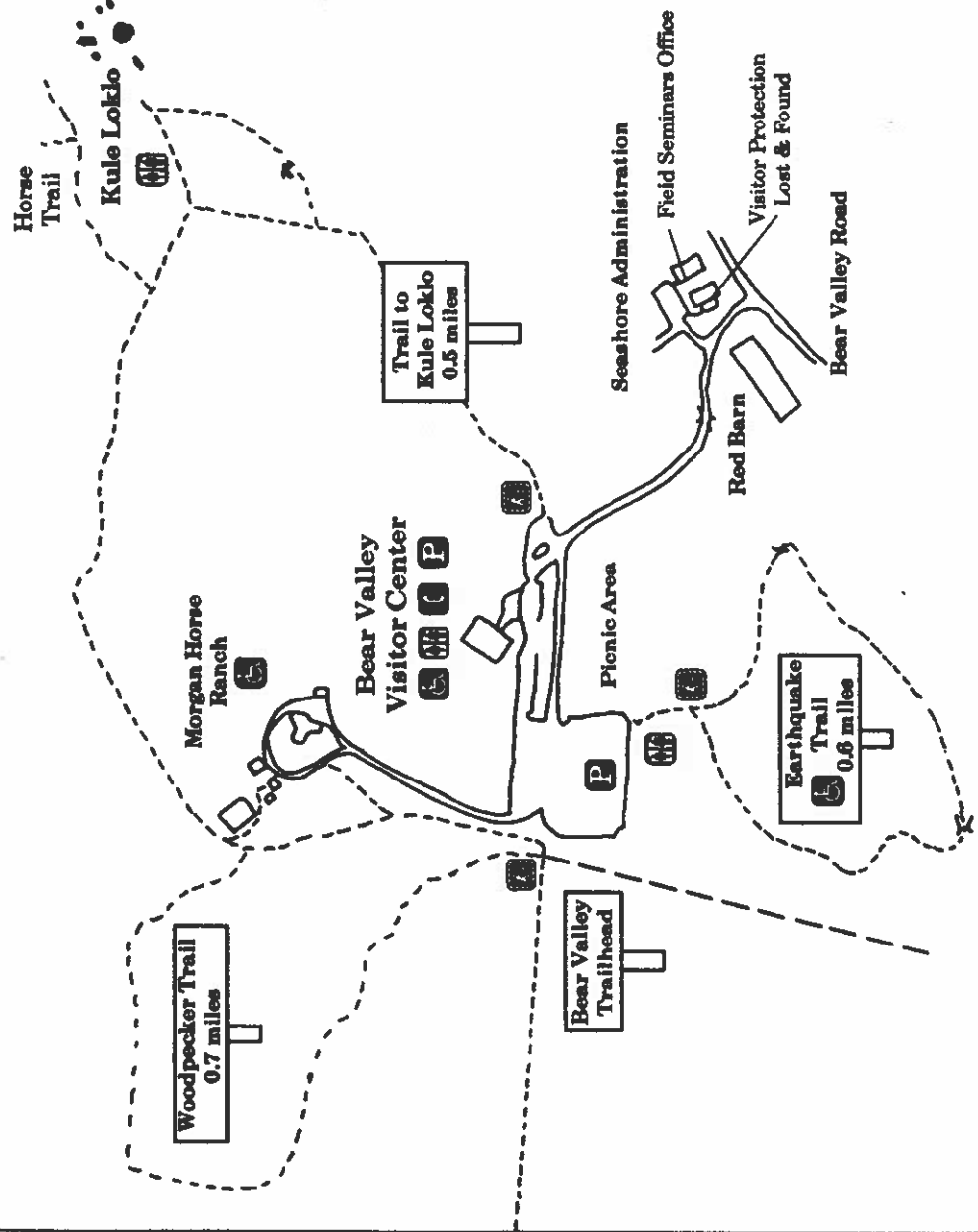
# Bear Valley Visitor Center Area Point Reyes National Seashore



## Self-guided interpretive trails:

|                  |           |         |
|------------------|-----------|---------|
| Woodpecker Trail | 0.7 miles | loop    |
| Earthquake Trail | 0.6 miles | loop    |
| To Kule Loklo    | 0.5 miles | one way |

**Pets allowed in parking and picnic areas only and must be on a leash at all times.**



#### **I.4. DESCRIPTION OF MINIMUM INTERPRETIVE PROGRAM**

Over the last few years, the Interpretive Division's program has been near the minimal level because of budget cuts. The Division has three permanent positions that are vacant. To accomplish the minimal program in interpretation the following staff is required: 1) Chief of Interpretation, 2) South District Interpreter, 3) Bear Valley Interpreter, 4) North District Interpreter, 5) Park Ranger Interpreter, 6) Secretary, 7) Cultural Demonstrator, 8) Drakes Beach Interpreter, and 9) 8 FTE in seasonals.

This staffing level allows us to sustain operation of the three park Visitor Centers (which handle over 450,000 visitors each year) with only a minor reduction in hours. Bear Valley can continue, under this staffing, to operate seven days a week, but cannot operate in the evenings during the summer. The Lighthouse Visitor Center can operate five days a week, but cannot expand to seven during whale watching season. With this staffing, Ken Patrick Visitor Center would continue to be open seven days a week.

With minimal staffing, the attended stations--Lighthouse, Kule Loklo, and Morgan Horse Ranch--can continue to operate at FY93 levels. The Village can conduct academic year school group programs and present three festivals. The Lighthouse can continue to be open to the public five days per week. The Morgan Horse Ranch can continue to be available to the public seven days a week.

Limited conducted activities, especially those related to park concerns, would be performed under a minimal staffing level. However, naturalist activities schedules would be reduced below FY92 levels. The interpretive staff would concentrate on high interest topics which attract large groups to maximize impact.

In the minimal interpretive program, the Interpretive Division would continue to publish three park newspapers. These publications have increased visitor awareness of safety and park concerns, especially those related to resource management issues, and publicize naturalist activities.

Limited roving interpretation can be conducted under the minimal staffing scenario. However, roving would be limited to areas adjacent to main visitor facilities and trails.

Recreational skills workshops can be conducted in FY94 despite any budget cuts. These successful programs are funded by Point Reyes National Seashore Association. In turn, formal environmental education programs at the Clem Miller Environmental Center can be presented without expenditure of ONPS funds because of cooperative association funding.

## **PART II**

### **ANNUAL INTERPRETIVE OPERATIONS PLAN**

## **II.1 ANALYSIS OF CURRENT MANAGEMENT CONCERNS**

Issues of management emphasis at Point Reyes have shifted from energy conservation and law enforcement to issues related to land acquisition, specific resource problems such as reintroduction of former lost species, fire management, management of cultural resources and national thrusts such as recycling, global warming, and biodiversity education. Interpretation can take a lead role in educating the public regarding these concerns and in generating constituency support.

### **A. Special Emphasis/Management Concerns**

1. **Equal Opportunity and Affirmative Employment--**Within the National Park Service exists a commitment to equal opportunity for all employees, applicants and visitors regardless of race, color, sex, national origin, religion, age or handicap. The Interpretive Division is actively involved in EO at Point Reyes. The Chief of Interpretation is the Accessibility Coordinator for the park and members of the division are on the EO Committee acting as FWP Coordinator, HEPM, NAEM and one Counselor. Announcements for both temporary and permanent positions are posted in the visitor centers.

2. **Community Outreach--**Point Reyes is only one hour from several million people in the San Francisco Bay Area. To provide adequate protection of natural and cultural features, the 2.5 million annual visitors to the area need to be educated as to the goals of the National Park Service. The Interpretive Division is working on bulletin board displays on resource management topics, several site bulletins exist (e.g. Lighthouse, Lifeboat Station, Olema Valley, etc.), and new trailhead bulletin boards are being designed and installed which include natural and cultural history information along with rules and regulations.

### **B. Safety Concerns--Visitors and Employees**

Visitor injuries result from both water and land-related accidents. Incidents involving boats, automobiles, horses, bicycles, and hikers are areas of major concern. The overall number of accidents is below previous years but the causes have remained the same.

Interpretation will continue to incorporate safety messages into a variety of interpretive media and programs such as newspaper articles, naturalist activities and through the TIS.

### C. Resource Management Concerns

The following resource management concerns must be active components of the interpretive program. All FY94 conducted activities and presentations will include components which explain ongoing resource management efforts. In particular, the Division will continue to distribute a brochure which explains resource management goals and programs.

1. An Environmental Assessment was written in September, 1992 by management to receive public input on the concern over the population of tule elk. The current estimate of 221 (at the time of this writing) is approaching estimates for the carrying capacity of the 2,600 acres of land that encloses them on the Tomales Point. A scientific panel was assembled in September, 1993 and recommended monitoring, control and a continued research program. The presentations to the public during the scientific panel's work afforded the most recent opportunity for public comment. Animal rights, hunting interests and environmentalists were represented. Public feeling is strong on the subject of tule elk management and interpretation will no doubt have a major role in answering questions from the public at the information centers and during interpretive presentations. This is a subject that will need to be interpreted for some time.

2. The increasing popularity of the Phillip Burton Wilderness is resulting in heavy use of trails and campgrounds. Trails, some of which are poorly designed, are being eroded and widened by use from hikers, horses and mountain bike riders. The loss of a wilderness experience is also resulting from too many people in the backcountry. Finally, heavy use of the backcountry is bringing about sanitation concerns which include problems with water supplies, human waste and garbage disposal.

3. The harassment of harbor and elephant seals by visitors and dogs affects their populations. This harassment is particularly serious during the pupping season. Harassment of other marine mammals when they haul-out in the Seashore is a similar problem. Closure of the harbor and elephant seal pupping area, and temporary closure of the marine mammal haul-out locations is now done to protect the marine mammals. This affects visitor access to the areas at various periods of time.

4. Prescribed burning, part of the park's fire management program, temporarily reduces visibility in certain sections of the park, and also temporarily blackens sections of the park's landscape. Park interpretation will work closely with resource management to ensure public support for the program.

5. Several resource management projects which are in progress include the control of exotic plants (scotch and french broom, thistles and eucalyptus) and exotic animals (Fallow and Axis deer, feral cats, and pigs). Most of these are controversial to the public and must be handled delicately by interpretive personnel.

6. A pastoral zone and a commercial oyster farm were included within the boundaries when the Seashore was created. Management of the ranchlands and of Drakes Estero, used in oyster farm operations, is ongoing. Biocides are used in the Park on ranches and as part of an integrated approach to control exotic plants elsewhere.

7. Fisheries restoration and management in the Seashore includes the removal of dams, riparian restoration and erosion control to return streams to their natural flow.

8. The reintroduction and protection of endangered species could affect the use of some areas in the Seashore. The perpetuation of natural processes is also affecting the park's environment. Many native plant projects are continuing.

#### D. Protection and Law Enforcement Concerns

Auto burglary (car clouting) is a frequent offense, occurring usually during the summer, primarily at trailheads and beach parking lots. Interpretation was directly responsible for reducing the number of car clouts by advising campers to park in other, more protected areas when issuing backcountry-use permits.

Visitor activities such as horseback riding, pets on leash, hiking, bicycling, camping, fires and beach use all represent protection concerns. The above listed visitor activities are of particular concern when they result in lost or injured visitors, or wildland fires. Several handouts addressing recreational uses such as where one can go with pets and wilderness ethics have been produced by the Interpretive Division.

Interpretive literature, programs and signing will continue to warn visitors of potential problems so they are aware of preventative measures. Interpretive staff are not commissioned law enforcement officers, but are able to help by keeping informed of protection concerns and by contacting appropriate protection rangers when necessary.

#### E. Recreational Activities and Concerns

Within the Seashore, popular recreational activities include hiking, horseback riding, camping, swimming, beachcombing, tidepooling, fishing, beach sports,

sightseeing, birdwatching, picnicking, biking and wildlife observation. Also popular are interpretive/informational facilities and programs including three visitor centers with exhibits, the historic Lighthouse, the Morgan Horse Ranch, a Coast Miwok Cultural Exhibit, three self-guiding trails and guided walks.

Some special regulations have been established for the safety of park visitors. Wading, swimming and surfing are now **permitted** at the Pacific beaches but are signed warning people of dangerous surf. Climbing on the cliffs is prohibited. Horses may not be ridden on certain segments of the trail system or on Drakes Beach. Mountain bikes are not permitted in the Phillip Burton Wilderness Area. Approximately 60 miles of trails are clearly marked and open to mountain bike activities. Free trail maps available at all visitor centers clearly show where biking is allowed. Hang-gliding is by permit only.

To protect park resources, hunting is not permitted, and fishing is regulated by California Fish and Game regulations. Camping is restricted to established hike-in campgrounds and is by permit only. Wood fires are prohibited, except for driftwood fires on sandy beaches below the high tide line. Dogs are not permitted on trails or in the campgrounds, but they are permitted on designated beaches if on a leash. No motorized off-road use is permitted.

The above concerns can be best approached by informational programs via Visitor Centers. Here, at the three visitor centers, we will continue to orient visitors to proper recreational pursuits and locations to reduce potential safety problems. We can also enhance visitor enjoyment by providing adequate, timely and accurate park information.

#### F. Research Activities and Concerns

The following research activities are currently being conducted in the Park. To gain support from the public for these efforts, interpreters must incorporate comments regarding these research programs in conducted activities and presentations at visitor centers. Information regarding park research will also be made available at visitor centers.

##### **1. Declining Amphibians**

Special funding has been set aside for baseline surveys on the density of amphibians in several parks. Along with Point Reyes, GGNRA, Yosemite, Sequoia-Kings Canyon, Redwood and others will be gathering data. Genetic differences will also be studied. An interpretive brochure linking these different National Park units could be developed on this issue. It has also been a feature in the park newspaper this past year.

## 2. Northern Spotted Owl

Spotted Owls have been in the media mainstream for several years and have been a source of controversy in interpreting the natural world. Counting, distribution and habitat studies will be a part of the research activities at Point Reyes in FY94. The more information interpreters have on sensitive subjects, the better they can interpret the big picture to the public.

## 3. Myrtle's Silverspot Butterfly

In 1992, the Myrtle's silverspot butterfly (*Speyeria zerene myrtleae*) was listed as a federally endangered species. Point Reyes has both the butterfly and ideal dune habitat found along some of the coastline. Initial research and mapping took place in FY92 and will continue in FY94 with help from Stanford University, volunteers and other concerned groups and individuals.

## 4. Endangered Plant Monitoring

Over forty species of plants at Point Reyes are listed as endangered, threatened or rare. Some of these thrive in disturbed areas such as roadsides and grazed pastures, while others need more stable habitats. The park needs specific information on distribution and habitat requirements for each of these species.

During 1983 and 1984, the Research Scientist and a seasonal botanist surveyed all known potential populations of rare plants at Point Reyes. Since then, a report has been prepared for publication and a monitoring program established. Monitoring from groups such as the California Native Plant Society will continue into FY94.

## 5. Big-eared Bats

Dr. Dixie Pierson discovered a previously unknown maternity roost of this rare bat (*Plecotus townsendii*) in the Randall House in 1988. Big-eared bats were formerly fairly common in coastal California, but have been declining in past years because they are extremely sensitive to disturbance. The Randall House constitutes one of the largest maternity roost in California.

In April and again in September of 1991, the first interpretive programs on bats were presented to the public with favorable comments for them to continue. In 1994, the Park will continue to monitor the population and interpret it. In FY93, the park purchased informational folders on bats from Bat Conservation Int'l.

## 6. Mountain Beaver Distribution and Ecology

The Point Reyes Mountain Beaver is a distinct subspecies known to occur only within a restricted part of the Seashore. In order to provide a suitable level of protection for this rare mammal, it is important to determine its distribution at Point Reyes and its basic ecological requirements.

## 7. Brant Population Dynamics

The number of Brant geese wintering along the California coast has dropped by more than 80% since 1950. The drop has been caused by a combination of a smaller total population of Brant, and a greater proportion of Brant wintering in Baja, Mexico.

In order to provide some baseline data on numbers and distribution of Brant in the Point Reyes area, censusing of Brant in both the Seashore and the adjacent marine sanctuary (Bodega, Tomales, Bolinas Bays; Drakes and Limantour Esteros) has been occurring since the fall of 1983.

Two initial reports have been completed, and a brief preliminary report summarizing the current status of Brant at Point Reyes was completed in the spring of 1989.

## 8. Tule Elk Population

Large herds of tule elk historically roamed the Point Reyes peninsula until they were hunted out of existence during the mid-19th century. In 1978, 10 tule elk were brought into the park. While births added to the herd, there was a high percentage of deaths during the first 18 months. Currently, there are over 220 individuals in the tule elk range. An independent study of the post-release activity of tule elk on Tomales Point has been completed. Current research efforts monitor herd condition and size and evaluate population growth.

## H. Service-wide Goals, Priorities, and Special Thrusts

1. The Vail Agenda--Many objectives from the Vail Agenda are accomplished through interpretive services at Point Reyes. The idea of resource stewardship and protection is conveyed to the public by means of personal services and/or brochures and pamphlets. We are currently working with the offices of U.S. Senator Barbara Boxer, Congresswoman Lynn Woolsey, Marin County Supervisor Gary Giacomini and the Marin Agricultural Land Trust (MALT) to protect the watershed of Tomales Bay (which borders the east side of the Seashore) by purchasing the agricultural or scenic easements of 40,000 acres. This would save the Government millions of dollars instead of a full fee purchase.

Another Vail Agenda objective is to interpret and convey each park and the National Park Service contributions to the nation's values, character and experience. Through our environmental education programs, this idea is imparted to future generations who will be critical in decision-making processes as they reach their voting age.

2.     **Handicapped Accessibility**--Even with our limited available resources, the Seashore is continuing to augment its services and opportunities for the disabled. The Earthquake Trail, a 3/4 mile loop trail highlighting the San Andreas Fault and the effects of the 1906 earthquake, is wheelchair accessible. The Historic Pierce Ranch Trail is accessible to wheelchairs with a soil cement trail. Ongoing efforts are directed towards making park opportunities known and accommodating handicap use of facilities and programs. Programs for the visually impaired have been done by using items in our collection for hands-on interpretation.

In FY88, management conducted a contract study which identified areas not accessible to the handicapped and where improvements can be made. As a result, an accessibility park handout was developed. During FY92, park maintenance crews completed modification of physical barriers to the disabled at several sites such as Ken Patrick Visitor Center, Estero Trail and Abbotts Lagoon parking area and trail.

In FY91, the Bear Valley Visitor Center installed an assistive listening device (ALD) for the park orientation film which can also be used for interpretive walks. The ALD is an infra-red amplification device worn by the speaker (or av equipment) and a headset worn by the visitor. The park film was closed-captioned in FY92. All three visitor centers have wheelchairs available on request. Several interpretive handouts are printed in 18-point type for the visually impaired. The Bear Valley Visitor Center and the Interpretive office in administration are both outfitted with a telephone device for the deaf (TDD or TTY).

In FY93, the Seashore's administration building and ranger office were made physically accessible. Orientation signs with braille were included in this remodeling effort. In addition, the conference room in the administration building was enlarged and the restrooms were made accessible.

3.     **Biological Diversity**--The loss of critical habitat and the illegal trade and use of many endangered plants and animals is continuing globally. At Point Reyes, nearly all of the interpretive programs contain a message on the importance of biological diversity on the planet and what is happening locally as well. Off-site programs on the loss of endangered species through the illegal use and trade of them continues at local high schools. Point Reyes is an incredibly

diverse place which contains over 18% of the flora in the State of California and 45% of the birds in North America have been sighted here!

4. Take Pride in America and America the Beautiful--This year, the Interpretive Division plans to continue its efforts to publicize the Department of Interior's "Take Pride in America" Program. In FY94, we will have a temporary exhibit on several resource management problems, and continue our Take Pride in America Junior Ranger program where visitors can earn a replica NPS badge.

5. The Green Team--Because of strong interest in the Seashore staff, the Seashore began a recycling program for the public in 1989. Recycling receptacles for glass and aluminum have been installed at several locations throughout the Park for the visiting public. Interpretation in FY94 will play a key role in educating the public regarding the Park's recycling efforts and will also be using recycled paper as a primary source for handouts. The park recycles paper, glass aluminum and cardboard.

The Green Team, an ad hoc committee of one person from each division, was formed in FY93 and will study such options as the use of recycled papers, continuing the recycling of used motor oil, purchasing of greener cleaners for janitorial uses, combining errand runs to the local communities for supplies and honoring a "Green Employee" or "Division" of the year award.

Hopefully, this can be used as a model for other NPS sites.

## II.2 ANNUAL GOALS AND OBJECTIVES

The following objectives are for the Interpretive Division only. The Park has over 100 objectives. The objectives are written in the Superintendent's format but are not in priority order.

10/93 - Complete geology handout on the San Andreas Fault.

10/93 - Secure funding and begin process of writing a Cultural Landscape Report.

10/93 - Begin fund raising campaign for Ed Center annex building.

10/93 - Replace tule kotcas at Kule Loklo with PSI group.

12/93 - Organize Holiday open House at Bear Valley Visitor Center.

12/93 - Continue environmental education programs on weekdays in south district.

12/93 - Update archeological resources information along Tomales Bay.

1/94 - Generate publicity for art displays at BVVC.

1/94 - Design a "Thank You" certificate for volunteers.

2/94 - Institute a curriculum based program on the early explorers period at Ken Patrick Visitor Center.

2/94 - Develop a teacher's packet for south district.

2/94 - Develop a teacher's packet for Lighthouse area.

3/94 - Finish cataloging photo collection.

3/94 - Set up an internship program for help at the visitor centers.

4/94 - Organize Dairy Day event at Pierce Ranch complex.

4/94 - Replace scrapbooks at Lighthouse VC.

5/94 - Refurbish tidepool exhibit at BVVC (dependant on WRO funding).

5/94 - Develop resource package for teachers using Education Center.

5/94 - Design and fabricate exhibits at Fog Signal Building (dependant on WRO funding).

5/94 - Complete design phase of Kule Loklo wayside panels with Harpers Ferry Center.

6/94 - Repaint inside ironwork of Lighthouse mechanism.

6/94 - Develop three (3) issues of park newspaper.

7/94 - Restore/replace panels at Morgan Horse Ranch.

7/94 - Update TIS message (1610 am) seasonally.

9/94 - Rotating exhibits at BVVC changed every 6 months.

9/94 - Continue to replace paper handouts with recycled paper through GSA.

9/94 - Organize Native American Festivals.

## **II.3. ANALYSIS OF PARK USERS AND USE PATTERNS**

### **A. Visitation Analysis by Selected Categories of Users**

#### **1. Breakdown by age**

|     |                 |                      |
|-----|-----------------|----------------------|
| 20% | Children        | (0 - 12 years)       |
| 18% | Teenagers       | (13 - 17 years)      |
| 51% | Adults          | (18 - 61 years)      |
| 13% | Senior Citizens | (62 years and above) |

#### **2. Breakdown by group affiliation**

|     |                 |
|-----|-----------------|
| 8%  | Alone           |
| 24% | Organized tours |
| 18% | Nuclear family  |
| 9%  | Extended family |
| 6%  | Multiple family |
| 4%  | Other           |

#### **3. Breakdown by special population membership**

|     |                      |
|-----|----------------------|
| 3%  | Handicapped          |
| 72% | Physical             |
| 12% | Sensory              |
| 16% | Mental               |
| 6%  | Non-English speaking |
| 44% | Spanish              |
| 31% | German               |

- 16% French
- 9% Other (primarily Japanese)
- 12% Minority
  - 21% American Indian
  - 31% Asian
  - 10% Black
  - 38% Hispanic

**B. Visitation Analysis By Origin/Destination Pattern**

- 1. Breakdown by point of origin
  - 22% Local residents
  - 52% Regional residents
  - 16% National
  - 10% International
- 2. Breakdown by destination/duration of stay
  - 68% Home-based day users
  - 24% Through visitors:
    - 84% Day use only
    - 16% Overnight visitors\*
  - 8% Extended users

**C. Visitation Analysis By Site and Activity Selection**

- 1. Breakdown by area and facilities used
  - 29% Incidental to park's primary resources  
(Visitor Centers, Historic Lighthouse, Morgan Horse Ranch, Kule Loklo)

44% Based on park's primary resources (Beaches)

27% Dependent on park's primary resources (Hiking, camping, tidepooling, birdwatching, photography)

2. Breakdown by I. & V.S. program use

35% Use information-orientation and/or non-personal services only

25% Attend personally conducted or presented activities

40% Non-program users

D. Area Use Patterns

1. Total Park Visitation - 2,700,000 in 1993 (estimate)

|            |         |             |               |
|------------|---------|-------------|---------------|
| January -  | 197,187 | July -      | 277,561       |
| February - | 173,459 | August -    | 289,305       |
| March -    | 185,417 | September - | 299,089       |
| April -    | 219,425 | October -   | 192,395       |
| May -      | 242,855 | November -  | 200,000 (est) |
| June -     | 247,507 | December -  | 200,000 (est) |

2. Seasonal Use Variations

28% Summer (Hiking, camping, nuclear families, cold and fog lessen beach use)

21% Fall (Birdwatching, beaches, hiking, camping, school groups)

24% Winter (Whale watching, beaches, hiking, camping, school groups)

27% Spring (Wildflowers, beaches, hiking, camping, school groups)

### 3. Periods of daily maximum use

Winter 10:00 am - 4:00 pm

Summer 10:00 am - 6:00 pm

\* Point Reyes does not have automobile accessible camping facilities. Consequently, this figure includes not only the park's four (4) hike-in campgrounds, but also privately owned and operated campgrounds and other overnight facilities in the area.

### E. Narrative Summary of Use Patterns

Park visitation is not distinctly seasonal in nature. Although visitation is a little lower in November and December, it increases again in January due to the whale watching season. Thus, interpretive activities and facilities must be planned and conducted throughout the year. Weather patterns may have more of an effect on visitation than the month of the year. For example, a sunny weekend in November may have the same level of visitation as a sunny day in June.

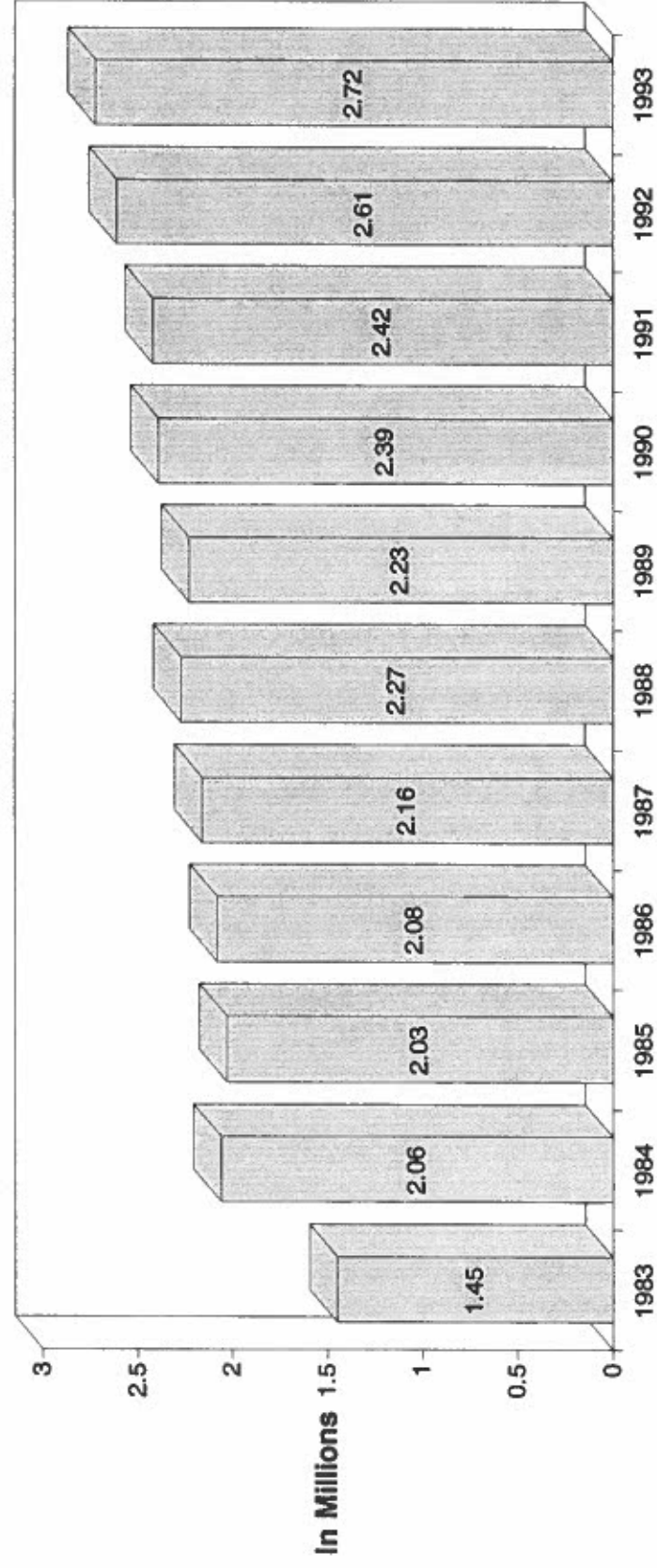
A large percentage of the park visitors are from the Bay Area and visit the park several times per year, mainly on weekends. Thus, in-depth programs as well as orientation programs are necessary to satisfy visitor needs. In addition, naturalist activities should be concentrated on weekends.

However, there is also a great demand for environmental education. Both Kule Loklo and the Morgan Horse Ranch have handled these requests but are now overwhelmed. An environmental education program utilizing the Bear Valley area has been in place since the summer of 1992. The results of this pilot program are favorable.

The percentage of foreign visitors is increasing, especially during the summer months. Thus, interpretive handouts which translate the park brochure have been prepared in German, Spanish and French.

Overall visitation to the National Seashore has drastically increased. Since 1983, the visitation has increased from 1.4 million to over 2.7 million in 1992. This is over a 90% increase in visitors. Interpretation efforts must be expanded to meet the increased demand. At present, visitor services contact approximately 500,000 visitors annually.

## Point Reyes National Seashore Annual Visitation 1983 - 1993



## **II.4. ANALYSIS OF PERSONNEL AND FUNDING**

### **A. NPS - I. & V.S. Employees and Budget**

Work years perm. - 6.66

No. positions - 8

Work years temp. - 6.75

No. positions - 21

Total work years available - 13.41

\* Total operating budget - \$380,632

% devoted to personnel compensation and benefits - 96%

### **B. Non-NPS Employees and Program Funds Available**

1. VIP Program--Approximately, 1,300 VIPs contributed over 20,000 hours of service in FY93. The program received \$6,500 in NPS VIP funds. The VIPs worked primarily at Kule Loklo, the Morgan Horse Ranch, the Lighthouse and Bear Valley Visitor Centers. Resource management, research and the Adopt-a-Trail program also made use of VIP resources.

2. Cooperating Association--Point Reyes National Seashore Association (PRNSA) donated \$19,000 in FY93 which was used to help pay for program support costs. An additional \$30,000 was donated for the final design and fabrication of exhibits at the Ken Patrick Visitor Center at Drakes Beach.

We began a fund-raising campaign in FY93 for an 800 square foot (28' X 28') annex building at the Clem Miller Education Center. This would house an office for the manager, infirmary, washroom and bunkroom for camp cooks. Projected costs are \$180,000. Interpretation will work closely with PRNSA in this effort.

3. Special Programs--The Point Reyes Field Seminars and Clem Miller Environmental Education Center are self-supporting non-profit activities, sponsored cooperatively by the Park and the Point Reyes National Seashore Association. During FY93, approximately 5,500 people (youth to adults) participated in educational programs and outdoor field seminars lasting for one day to week long camps. The programs generated over \$250,000 in gross revenues.

4. Last year, Chevron USA donated \$10,000 to operate the Park's whale shuttlebus system. This same dollar amount has already been donated to the park for FY94.

## **II.5. ANNUAL INTERPRETIVE PROGRAM AND INDIVIDUAL SERVICE PLANS**

### **A. Visitor Centers**

During FY94, the Division will continue to staff all Visitor Centers at reduced hours. The primary function of these three visitor centers is to orient the visitor to the Seashore and to provide them with basic information on the primary and secondary resources of the Park. The desired result is for the visitors to have an increased knowledge of the Seashore and visitor programs, an understanding and awareness of the park's resources and a safety consciousness that ensures them an enjoyable visit.

### **B. Conducted Activities**

Interpretive programs will continue to be conducted at the Park's three attended stations: Lighthouse, Horse Ranch and the Coast Miwok Cultural Exhibit. Conducted talks and presentations at the Lighthouse will be increased during the whale watching season. Presentations at the Coast Miwok Cultural Exhibit will be conducted primarily during the academic year.

Appropriate safety and environmental awareness messages will be incorporated into these programs. Protection of the resources and visitor safety are additional objectives for providing personal services.

Scheduled guided walks in both the North and South Districts will be offered year-round on weekends and are intended to provide the general visitor with an understanding of and appreciation for different ecosystems and resources within the park. The desired results are greater awareness of Park resources and support for natural and cultural management projects and a heightened safety consciousness in the visitors.

Environmental education programs are offered in both the south and north districts of the Seashore. These programs focus on specific topics of biodiversity, preservation of open space and other themes and are geared for grades one through eight on weekdays.

### **C. Audio-Visual Services**

Orientation audio-visual programs are shown on request in the auditorium during the Bear Valley Visitor Center's hours of operation. The programs are designed to provide basic information on the Park's resources to general visitors. Visitors attending these programs will have a greater understanding of the resources and services available within the National Seashore.

#### D. Self-guided Trails

This year, the Interpretive Division will update the trail to Kule Loklo with help from Harpers Ferry Center. The design phase of this project began in FY93 and will be completed by the spring of 1994. In addition to this project, the Earthquake Trail exhibits are in need of additional information on the Loma Prieta earthquake from October, 1989.

#### E. Publications

The Interpretive Division will continue to print the quarterly newspaper during FY 1994. The text of the newspaper will emphasize information regarding park cultural and natural resource programs and orientation information. The Division will also develop a site bulletin for the Historic Pierce Point Ranch Complex. A guide for Kule Loklo is also being developed.

Professor Lary M. Dilsaver from the University of South Alabama will be researching our files and collections of historical documents to prepare a book on the establishment of the ten national seashores in the National Park Service. Point Reyes will be one of three (the other two are Gulf Islands and Cape Hatteras) prominently discussed in his book. He previously co-authored Challenge of the Big Trees, A Resource of Sequoia and Kings Canyon National Parks in 1990.

#### F. Roving Assignments

Roving interpretation will be provided on main beaches, trails, and other primary areas of visitor use. It is scheduled intermittently throughout the year as staffing permits. The purpose is to provide basic information and interpretation of the park's resources to the general public. The desired result is greater visitor understanding of the environment, an awareness of safety considerations and knowledge of management programs.

#### G. Demonstrations

At Kule Loklo, the Park will present three major celebrations--the Big Time Native American Festival, Acorn Festival and Strawberry Festival. At the festivals, demonstrations of Native American material culture are conducted for the general public. Last year, over 10,000 people attended similar events.

At the Lighthouse, the staff and volunteers will conduct evening lighthouse lightings twice a month.

Sleeping Bear Dunes NL will be donating a surf cart to Point Reyes for use in a Beach Apparatus Drill demonstration. This drill will demonstrate life-saving techniques used by the U.S. Life-Saving Service and later the U.S. Coast Guard. We currently have several items needed for this demonstration but are waiting for a few additional pieces. Also, well known author of maritime subjects, Ralph Shanks, will be donating his time in FY94 to help set up this demonstration. This will be the only recreated presentation on the west coast. Several parks on the east coast and in the Great Lakes region are currently performing it.

#### H. Attended Stations

The Park's three attended stations will be staffed during peak visitor times with personnel to answer questions and monitor use of the facility. The presence of an interpreter has shown to drastically reduce damage and wear to historical features.

#### I. Formal Educational Activities

Point Reyes Educational Programs will continue to provide quality environmental education activities at the Clem Miller Education Center. Staffing is provided by the Point Reyes National Seashore Association.

Point Reyes Field Seminars will also continue offering educational and recreational seminars. The popularity of these seminars has shown that they are well-received by the public. During the next year, the program plans to offer over 120 seminars.

The newly refurbished historic Lifeboat Station will function in FY94 as a overnight facility for school and community groups. Lighthouse staff will continue to test the facility with certain groups and ascertain the best use of the facility for coastal and maritime education. It is projected that 30 groups will use the facility in FY 1994.

#### J. Outreach Programs

Point Reyes National Seashore will continue presenting programs off-site to schools in both Marin and Sonoma Counties. Programs vary from the loss of biodiversity through the illegal trade of endangered plant and animal species to cultural awareness of the Native Americans and their uses of the land.

Color posters are presently available as handouts to school children. This outreach program is part of an effort to educate students of all ages regarding special thrusts and about the preservation of the natural and cultural resources within the National Park Service.

#### **K. Exhibits**

In FY94, the wayside exhibit panels on the trail to Kule Loklo, a Coast Miwok Cultural Exhibit will be planned and designed through a combined effort between park staff, Harpers Ferry Center and the Native American community. The existing panels have been in place for over 10 years and are outdated and deteriorated. The Native American community has already been approached and is waiting to see if the project will begin this year. It is the Park's top priority for exhibit cyclic maintenance.

#### **L. Historic Structures**

In FY93, over 20 groups used the overnight facility at the historic Life-Saving Station at Chimney Rock. The facility is a National Historic Landmark and was dedicated as such in 1990. The building has been used by NPS for training, Elder Hostel, Point Reyes Field Seminars and the Federal Women's Program among others. Over 550 people were accommodated last year. Another 20 - 30 groups probably will be using the facility again this year.

At least twice per month, an open house is scheduled at the Life-Saving Station which allows the general public to walk through the facility and read exhibits on maritime history and view the newly restored 36-foot motor lifeboat. A slide presentation is also shown during the day.

#### **M. TIS System**

The Park has installed travelers information systems along Highway One near Rancho Bolinas, near Park Headquarters and on Sir Francis Drake Hwy near the Lighthouse. Radio station broadcasts will provide visitors in vehicles Park orientation and resource information.

## **N. Individual Service Plans**

### **1. Bear Valley Visitor Center**

**Objective:** Bear Valley Visitor Center is in the prime location for providing orientation information for the over 2.5 million visitors to Point Reyes. Visitors receive orientation maps and guides and view the orientation exhibits which explain broad concepts regarding the Park's resources and history. After a visit to this Center, visitors should have proper orientation to the recreational resources of the National Seashore, safety information and general information regarding naturalist activities and facilities available to the public. The visitor center is the only source for backcountry use campers to make reservations and pick up permits.

**Significance:** This is a minimum interpretive service. It is extremely important to orient visitors and provide additional information regarding park programs and safety. The Visitor Center also acts as a first aid and accident reporting station.

**Location:** The Bear Valley Visitor Center is located near the Park Headquarters complex just off Hwy 1 and Sir Francis Drake Blvd, the main arteries to the Park.

**Program Time:** The Center is open seven days a week; 9:00 a.m. to 5:00 p.m. during weekdays and 8:00 a.m. to 5:00 p.m. on weekends and holidays. It is closed on Christmas Day.

**Audience:** The Visitor Center is intended for all audiences visiting the Park.

**Fee:** No fees are charged.

**Supplies:** Books are stored in the closet located in the auditorium. Supervisors are responsible for managing the inventory of Association items. All other supplies for operation are conveniently located on site.

**References:** A variety of guides are available regarding the Visitor Center and its operation. See Supervisor for copies.

**History:** The Visitor Center was constructed in 1983 with private funds from two major donors: William Field Charitable Fund and San Francisco Foundation. Total cost for the facility was \$1.4 million. The exhibits were designed by Dan Quan Design of San Francisco; the building was designed by Henrik Bull of San Francisco.

## **2. Lighthouse Visitor Center**

**Objective:** This Visitor Center is a secondary contact station for visitors to the Park's North District. Visitation to the North Districts is approximately 350,000 individuals each year. The facility provides orientation information regarding the Lighthouse, Headlands Area and Tomales Point Area. Through contacts at this facility, the visitors receive safety and proper detailed information regarding the historic features of the Headlands Area. Orientation information and contact with interpretive staff, including information regarding park regulations, reduces visitor accidents, law enforcement infractions and properly orients the visitor to natural and historical features.

**Significance:** This is a minimum part of the interpretive program. Visitors need proper orientation information and a site for first aid and emergency reporting. Publications are also available. The facility, in turn, provides a location for educational talks regarding the Headlands Area.

**Location:** The facility is located at the western end of Sir Francis Drake Highway. The road ends at the Point Reyes Lighthouse, located at the north/west end of the peninsula.

**Hours of Operation:** The facility is open Thursday through Monday 10:00 a.m. to 5:00 p.m. During the whale watching season, the facility is open seven days a week, if funding is available.

**Audience:** The facility is open and intended for all ages.

**Fee:** No fees are charged.

**Supplies:** Books are stored within the Visitor Center. Office supplies are available at Park Headquarters when needed.

**References:** A number of excellent books are available in the Park's library. See supervisor for listing.

**History:** The Point Reyes Lighthouse was first in operation in 1870 and was turned over to the National Park Service in 1975 from the U.S. Coast Guard.

### 3. Ken Patrick Visitor Center

**Objective:** This Visitor Center is another contact station for visitors to the Park's North District. Visitation to the North District is approximately 350,000 individuals each year. The facility provides orientation information regarding the Drakes Beach area which receives high recreational use, the evolution of whales through fossils and information on the explorers that travelled through the area. Through contacts at this facility, the visitors receive safety and proper detailed information regarding the natural history of the area. Orientation information and contact with interpretive staff, including information regarding park regulations, reduces visitor accidents, law enforcement infractions, and properly orients the visitor to natural and historical features.

**Significance:** This is a minimum part of the interpretive program. Visitors need proper orientation information and a site for first aid and emergency reporting. Publications are also available. The facility, in turn, provides a location for educational talks regarding the Drakes Beach Area.

**Location:** The facility is located off Sir Francis Drake Blvd on a side road to the south. The side road ends at the Drakes Beach parking lot.

**Hours of Operation:** The facility is open seven days a week throughout the year between 10:00 a.m. to 5:00 p.m., if funding is provided. During the whale watching season, the Drakes Beach parking lot becomes the staging area for the whale watching shuttlebus.

**Audience:** The facility is open to and intended for all ages.

**Fee:** No fees are charged.

**Supplies:** Books are stored within the Visitor Center. Office supplies are available at Park Headquarters when needed.

**References:** A number of excellent books are available in the Park's library. See supervisor for listing.

**History:** Drakes Beach was formerly a County Park and was turned over to the National Park Service in the 1960s. The Visitor Center was constructed in 1968 and was renovated in FY91 and exhibits fabrication and installation was completed by Daniel Quan Design of San Francisco in September 1992.

#### 4. Kule Loklo, A Coast Miwok Cultural Exhibit

**Objective:** The cultural exhibit is the primary site for interpreting the history of the Coast Miwok Indians. This resource also provides a tremendous opportunity to develop contacts and positive relationships with Native Americans. After visitors leave the facility, they should have developed an understanding of the Coast Miwok culture and have knowledge regarding their presence on the Seashore.

**Significance:** This is an integral, but not essential part, of the interpretive program. This cultural exhibit, however, is the best location and program to generate visitor understanding and respect for Native Americans, particularly Coast Miwoks. In the past, the program has generated enthusiastic support from the Native American community and the general public.

**Location:** The facility is located by trail approximately 1/4 mile from the Bear Valley Visitor Center near Park Headquarters.

**Hours of Operation:** The facility is open daily. Staffing is provided between 9:00 a.m. to 4:30 p.m. Demonstrations are primarily conducted on weekends. Three festivals are offered each year when demonstrators are hired to perform, in dancing regalia, Native American ceremonial dances and traditional ways of everyday life.

**Audience:** The facility is open to and intended for all ages.

**Fee:** No fees are charged.

**Supplies:** The Village has a shed with supplies for conducted programs. Other supplies are stored at the Bear Valley Visitor Center.

**References:** A number of excellent books are available in the Park's library. See supervisor for listing.

**History:** The Village was created in 1976 during the Bicentennial of the Constitution. Since that time, the programs have received nationwide publicity because of the work of several Native American cultural demonstrators.

## 5. General Park Roving

**Objective:** The Park has a large percentage of visitors that do not enter the three main visitor centers. Roving interpretation allows interpreters to make contact with visitors at a natural or cultural resource site. This contact with visitors allows us to educate them regarding park safety issues and resource management concerns. In turn, interpreters can provide educational and orientation information. Visitors after a two-five minute interpretive contact should have a more thorough understanding of the particular resource site.

**Significance:** This is an integral, but not essential part, of the interpretive program. However, these informal contacts allow us to enhance the visitor's understanding of park programs and educate the visitor regarding park safety problems and concerns.

**Location:** Roving is concentrated around high use areas near the Lighthouse, Drakes Beach, and Bear Valley Visitor Center.

**Program Time:** Contacts vary from 2-5 minutes. Roving is designated by District supervisors. Roving is conducted during peak visitation periods: weekends, whale season and summer months.

**Audience:** All ages.

**Fee:** No fees are charged.

**Supplies:** First aid kits, park radios, brochures and field guides are available from Visitor Centers.

**References:** A number of excellent books are available in the Park's library. See supervisor for listing.

## 6. Historic Lighthouse

**Objective:** This historic Lighthouse is an attended station where visitors can learn about aspects of maritime history--particularly details of the construction and operation of the over 100-year-old Light. Visitation at the Light, even though it is 300 steps down from the Lighthouse Visitor Center, is approximately 50,000 individuals.

**Significance:** This is a minimum part of the interpretive program. The Lighthouse is of national significance and must be available to the general public. The observation area next to the Lighthouse is one of the best spots on the west coast to watch gray whales during their annual migration.

**Location:** The facility is located at the western end of Sir Francis Drake Highway. The road ends at the Point Reyes Lighthouse, located at the north/west end of the peninsula.

**Hours of Operation:** The facility is open Thursday through Monday 10:00 a.m. to 4:30 p.m. During the whale watching season, the facility is open seven days a week.

**Audience:** The facility is open to and intended for all ages.

**Fee:** No fees are charged.

**Supplies:** Books are stored within the Visitor Center. Office supplies are available at Park Headquarters when needed.

**References:** A number of excellent books are available in the Park's library. Maintenance handouts and operating procedures are available from supervisor.

**History:** The Point Reyes Lighthouse was first in operation in 1870 and was turned over to the National Park Service in 1975 from the U.S. Coast Guard. It was listed on the National Register of Historic Places in September, 1991.

## **PART III**

### **ANNUAL COST AND PRODUCTIVITY ANALYSIS**

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

**ANNUAL INTERPRETIVE PROGRAM REPORT**

| PARK ORG. CODE | FISCAL YEAR | AREA                          |
|----------------|-------------|-------------------------------|
| 8530           | 1993        | Point Reyes National Seashore |

**FUNDING FOR ANNUAL INTERPRETIVE PROGRAM**

Park Interpretive Budget (ONPS) \$ 380,632 (% of Total Park ONPS Budget 14 %)

VIP Funds \$ 6,500

Coop. Assoc. Donated Funds \$ 19,000

Other Donated Funds \$ 16,900

Total Funds Expended for Interpretation \$ 423,032

**STAFFING FOR ANNUAL INTERPRETIVE PROGRAM**

FTE's Perm. 6.66 No. Positions 8

FTE's Temp. 6.75 No. Positions 21

Total FTE's 13.41 Total Positions 29

% of Park FTE's Devoted to Interpretation 20 %

FTE's VIP 9.90 No. Positions 1299

FTE's Other 3.00 No. Positions 3 (Cooperating Association)

To complete this report, copy the information from your Program Cost and Productivity Worksheet (Part III of your Statement For Interpretation) to the reverse side of this form. Then send the original and one copy of this report to your Regional Chief of Interpretation by November 15. DO NOT SEND IT DIRECTLY TO WASO!

**NOTE:** The totals of the calculations on the worksheet on the back of this form are not expected to equal the budget allocations to the Interpretive Division that you listed above. Don't worry about making them match up.

## PROGRAM COST AND PRODUCTIVITY WORKSHEET

| SERVICE CATEGORY<br>AND<br>COMPONENTS | NUMBER OF<br>DIFFERENT<br>ACTIVITIES<br>OR FACIL. | TOTAL<br>WORK<br>YEARS | NUMBER<br>OF<br>VISITOR<br>CONTACTS | NUMBER OF<br>VISITOR<br>ACTIVITY<br>HOURS | TOTAL<br>COST<br>(ONPS) | AVERAGE<br>COST<br>PER<br>V.A.H. | TOTAL<br>BENEFITS<br>VIP/<br>OTHER |
|---------------------------------------|---------------------------------------------------|------------------------|-------------------------------------|-------------------------------------------|-------------------------|----------------------------------|------------------------------------|
|---------------------------------------|---------------------------------------------------|------------------------|-------------------------------------|-------------------------------------------|-------------------------|----------------------------------|------------------------------------|

### • PROGRAM MANAGEMENT & SUPPORT

|                             |  |             |  |  |                |  |  |
|-----------------------------|--|-------------|--|--|----------------|--|--|
| Gen. Mgmt. & Administration |  | 2.15        |  |  | 81,721         |  |  |
| Supervision, Auditing, Etc. |  | 1.46        |  |  | 49,183         |  |  |
| Training                    |  | 10          |  |  | 4,000          |  |  |
| Other                       |  | 20          |  |  | 6,500          |  |  |
| <b>SUB TOTAL</b>            |  | <b>3.91</b> |  |  | <b>141,404</b> |  |  |

### • PERSONAL SERVICES

|                            |             |             |                |                |                 |  |  |
|----------------------------|-------------|-------------|----------------|----------------|-----------------|--|--|
| I & O Centers              | 3           | 4.39        | 495,568        | 247,784        | 97,163          |  |  |
| Attended Stations          | 3           | 1.58        | 90,337         | 90,337         | 43,683          |  |  |
| Roving Assignments         | 447         | 10          | 3,891          | 973            | 1,800           |  |  |
| Tours and Walks            | 557         | 1.46        | 18,773         | 18,773         | 28,388          |  |  |
| Talks and Campfires        | 563         | .65         | 14,352         | 14,352         | 15,292          |  |  |
| Presentations              | --          | --          | --             | --             | --              |  |  |
| Rec. Skills Demo's/Wkshops | 145         | .04         | 5,821          | 30,560         | 3,500           |  |  |
| Creative & Performing Arts | 1           |             | 45             | 45             |                 |  |  |
| Formal/Environmental Ed.   | 54          | .06         | 2,370          | 73,040         | 1,500           |  |  |
| Special Events             | 4           | .02         | 4,425          | 25,950         | 1,200           |  |  |
| Other                      | 76          | .10         | 2,415          | 4,830          | 2,000           |  |  |
| <b>SUB TOTAL</b>           | <b>1883</b> | <b>8.40</b> | <b>637,997</b> | <b>506,644</b> | <b>1194,526</b> |  |  |

### • NON-PERSONAL SERVICES

|                             |           |            |                |  |               |  |  |
|-----------------------------|-----------|------------|----------------|--|---------------|--|--|
| Self Guiding Facilities     | 3         | .30        | 250,425        |  | 10,268        |  |  |
| Media Development & Editing | 76        | .10        | 100            |  | 4,846         |  |  |
| <b>SUB TOTAL</b>            | <b>79</b> | <b>.40</b> | <b>250,525</b> |  | <b>15,114</b> |  |  |

### • OUTREACH SERVICES

|                          |           |            |            |  |               |  |  |
|--------------------------|-----------|------------|------------|--|---------------|--|--|
| Schools                  | 23        | .05        | 793        |  | 1,700         |  |  |
| Community Groups         | 7         | .10        | 130        |  | 3,000         |  |  |
| Media (Radio, TV, Press) |           | .10        |            |  | 1,715         |  |  |
| Mail/Phone Responses     |           | .40        |            |  | 5,945         |  |  |
| Other                    | --        | --         | --         |  | --            |  |  |
| <b>SUB TOTAL</b>         | <b>30</b> | <b>.65</b> | <b>923</b> |  | <b>12,360</b> |  |  |

### • NON-NPS SERVICES

|                         |          |            |           |  |              |  |  |
|-------------------------|----------|------------|-----------|--|--------------|--|--|
| Concession              |          |            |           |  |              |  |  |
| Cooperating Association | 1        | .05        | 64        |  | 2,500        |  |  |
| Other                   |          |            |           |  |              |  |  |
| <b>SUB TOTAL</b>        | <b>1</b> | <b>.05</b> | <b>64</b> |  | <b>2,500</b> |  |  |

## III.2 DEFINITIONS AND CALCULATION NOTES

**SERVICE CATEGORY:** one of the broad headings under which informational and interpretive services are reported i.e., Personal Services, Non-personal Services, Outreach Services, and Non-NPS Services.

**SERVICE COMPONENT:** a broad type of informational or interpretive service reported within a Service Category e.g., I&O Center, Self-guiding Facility, Community Groups, Cooperating Association.

**ACTIVITY OR FACILITY:** a specific informational or interpretive service offered throughout or within the reporting year e.g., a visitor center open daily year round (Marmot Gulch Visitor Center), a guided walk offered daily during the summer season (Morning Wildflower Walk), a snowshoe walk offered weekends only during the winter (Afternoon Snowshoe Walk).

**EPISODE** a single occurrence of an informational or interpretive service e.g., one guided walk, one day of visitor center operation, one campfire program,. . . . Each episode will most likely involve a number of individual visitor contacts.

**CONTACT TIME:** the average length of time spent conversing with one visitor. This must be determined by averaging a wide variety of conversations most likely ranging from one minute or less to several minutes in length. At the risk of being extremely unscientific, it can be readily estimated by an individual (s) who is engaged in the service for any length of time.

It is extremely important to project contact time out to include everyone to who the interpreter has been talking. One person in a party of three may ask the question, but three people are actively listening. You just made three contacts! This concept is important in information desk contacts, but is critical in roving assignments. At an overlook, one person may ask the question, but it is very easy to convey the answer and interpret the resource to others not associated with the individual or her party. Counting all of the legitimate contacts while roving either makes or breaks the activity in a cost/benefit ratio.

## PROGRAM MANAGEMENT AND SUPPORT

GEN. MANAGEMENT AND ADMINISTRATION: the total time spent in general program management and administrative duties associated with the parks interpretive program e.g., planning, hiring employees, budget, programming, coordinating projects, etc.

SUPERVISION, AUDITING, ETC.: the time spent in supervising, auditing, critiquing, etc. interpretive employees, VIPs and others involved in delivering the parks interpretive and informational services.

TRAINING: the total time involved in developing, conducting and participating (by all involved) in training associated with the parks interpretive program.

OTHER: Optional category for use of time or cost that doesn't fit in the above categories.

## PERSONAL SERVICE

I & O CENTER: a visitor center, museum, kiosk, or similar contact facility used to convey informational and/or interpretive services via personal and/or non-personal means. The entire facility, its information desk, exhibits, AV presentations, etc. should be considered as one unit and reported under this Service Component. Of course you are welcome to keep separate data on AV program attendance, desk contacts, etc. for your personal use if this information is useful to you. But please consolidate everything in this component for inclusion in the Annual Interpretive Program Report.

-Contact Time is the average length of time a visitor spends in or at the facility regardless of whether they are conversing with the interpreter, viewing AV programs, reading exhibits, etc. The rationale for considering the facility as a whole is that its various components and services would not be available to the visitor without the presence of the interpreter responsible for its operation. Considering the facility as a single complete entity will provide a visitor activity hour (VAH) figure reflecting what it really cost to operate the facility, as opposed to one segment of its operation such as the information desk.

Note: the interpreter(s) whose primary responsibility is the operation of the I & O Center should be charged to the component. If visitation is low and other work is accomplished, consider it "gravy." However, if one is intentionally working on another project e.g., developing an evening program, in the center but is not responsible for center operation duty, his time should be charged to the project and not to the operation of the I & O Center.

-Other Cost include actual or estimated expenses for films, AV maintenance, handouts, etc. Do not include the cost of utilities, facility maintenance, etc., since they are usually funded as a maintenance or administrative item, and in some areas the building may also be used by other operations e.g., concessions, protection, administration, not immediately related to the informational and interpretive services.

ATTENDED STATIONS: an employee assigned to a particular location for the purpose of interpretation and resource protection e.g., a room in a historic structure, a cave location, etc. It may be a location where visitors are not permitted unless the employee is on duty. At an Attended Station, the interpreter is stationary or is limited to a general area through which visitors pass. The assignment may include repetitive talks and/or informal interpretation.

-Contact time is the average time engaged in conversation with one visitor.

-Other cost are supplies and materials, AV program materials, publications etc. directly related to the operation of the Attended Station.

ROVING ASSIGNMENT: personal service time spent in a location e.g., scenic overlook, fragile resource area, historic structure or its vicinity, etc., in order to provide informational and interpretive services and to accomplish resource and visitor protection as the opportunity arises. Visitors are most likely permitted in the area whether or not an interpreter is present. A roving interpreter has considerable latitude to move about the area and indeed is supposed to seek out and mingle with the visitors gathered there. On the other hand, an Attended Station is a designated location to which visitors are attracted and at which the interpreter is expected to be for the duration of the shift, conversing with the visitors who come to her location.

-Contact time is the average time engaged in conversation with one visitor. (see Contact time definition on page 1)

-Other cost include transportation, etc. associated with the roving assignment.

Note: Contact time and Other cost are consistent for the remainder of these definitions and will not be repeated.

TOURS AND WALK: a scheduled or special request interpretive service that takes place along a route of travel e.g., nature walk, building tour, etc. and directly interprets the park and its resources through a specific theme, story, or has other continuity to its content.

**TALKS AND CAMPFIRES:** a scheduled or special request interpretive service presented at a specific location e.g., auditorium, campfire circle, outdoor amphitheater, historic structure, etc. and directly interprets the park and its resources through a specific theme, story, or has other continuity to its content.

**PRESENTATIONS:** an interpretive service that is unique in its technique and/or in the treatment of its subject matter e.g., living history, cultural demonstration, costumed interpretation, etc. Not all costumed interpretation is necessarily a presentation. A costumed interpreter delivering a prepared evening or auditorium program would more correctly be reported under Talks and Campfires.

**REC. SKILLS DEMO'S/WORKSHOPS:** an interpretive service teaching recreational "how to" topics as its main theme as opposed to an understanding of the park resources. Minimum impact camping, climbing, safe boating, fishing, energy-saving hiking techniques, etc., are examples of this category.

**CREATIVE AND PERFORMING ARTS:** a play, poetry reading, musical or dance performance, etc. presented as a specific program as opposed to serving as part of a campfire program or other service category.

**FORMAL/ENVIRONMENTAL ED:** an educational service that conveys environmental/ecological/historical principles as its main theme even though it uses park resources as illustration in the course of instruction. It may be presented off- or on-site and is primarily offered to school groups or other education assemblies.

**SPECIAL EVENTS:** programs developed and presented to commemorate an anniversary, bestow a dedication, or to interpret a non-routine topic or theme. A recurring program or weekend not part of the weekly interpretive schedule e.g., Brigade Days at Fort Vancouver. An un-scheduled guest speaker whose program is presented in addition to, rather than in place of, a talk or campfire. If inserted in a campfire slot for a one time program, report as a campfire program.

## **NON-PERSONAL SERVICES**

**SELF-GUIDING FACILITIES:** Trails, buildings, areas, etc. interpreted via self-guiding media: booklet, signs, audio (visual) stations, etc. and tied together as a theme or subject. Self-guiding facilities generally have a number of stops along the route. The key in this service is "guiding". Work years should reflect the time devoted to development and production, repair, cleaning updating, etc.

**MEDIA DEVELOPMENT/EDITING:** the time devoted to development,

production, writing and/or editing, illustrating, repair, cleaning, updating, etc., National Park Service media for use either on- or off-site. Include the development or review of movie scripts, radio and TV spots, audio messages, press releases, etc., as well as exhibits and publications generated by the park service. This component contrasts with "Outreach Services - Media: Radio, TV, Press" which is intended to show the time interpretive personnel spend serving outside media sources.

## OUTREACH SERVICES

SCHOOLS: Off-site service presented to educational groups of all academic levels from grade school through college.

COMMUNITY GROUPS: Off-site services presented to service clubs, community organizations, scout groups, etc. not associated with a school.

MEDIA - RADIO, TV PRESS: Time spent working with radio and TV stations, newspaper, film crews, writers, editing manuscripts, complying data, etc. requested by media people. Their work may take place in the park, or be requested by mail or phone. This component contrasts with "Non-personal Services - Media Development/editing" which reports NPS generated media.

MAIL/PHONE RESPONSES: Time spent responding to information request from people not associated with the Media e.g., potential visitors, "I'm writing a paper for school . . .," "please identify this picture," etc.

## NON-NPS SERVICES

CONCESSION: NPS time working with concessioner provided informational and interpretive services e.g., writing interpretive items for publication by the concessioner on menus, editing written material generated by the concessioner, training concession employees to provide interpretive services, auditing concession provided interpretive services, etc.

COOPERATING ASSOCIATION: NPS time spent on work related to the cooperating association, include both association provided interpretive services and association coordination related duties. Editing manuscripts for publication by the association, etc., should be included in the Media Development/Editing component of Non-personal Services if generated by the NPS.

OTHER: NPS time spent on working with "other" organizations involved in providing interpretive services in the National Park e.g., educational institutions, friends, groups, non-profit institutes (Yosemite Institute), etc.

## CALCULATIONS FOR PROGRAM COST AND PRODUCTIVITY FORM

NUMBER OF VISITOR CONTACTS: number of individuals contacted or participating in a service.

CONTACT TIME: average time of interaction between a visitor and the informational or interpretive service e.g., verbal, viewing an AV presentation, reading an exhibit, etc.

VISITOR ACTIVITY HOUR (VAH) = number of contacts X contact time expressed in hours. One visitor for one hour, two visitors for 30 min. each, etc.

ONPS PERSONNEL COST: NPS employee cost based on the average hourly rate of employees involved in providing the service. Suggest figuring on a quarterly basis (use quarters of the fiscal year). "Off season" quarters may be more expensive than "peak season" due to participation of higher graded employees. Average them out for the annual report.

OTHER COST: actual or estimated expenses other than personnel cost associated with the service or facility.

TOTAL COST (ONPS): ONPS Personnel Cost + Other Cost

AVERAGE COST PER VAH: Total ONPS Cost divided by Visitor Activity Hours

TOTAL BENEFITS VIP/OTHER: use the following in calculating this figure.

TOTAL VIP and/or NON-NPS HOURS: any time, or portion of the time, the service was provided by other than ONPS funded position.

AVERAGE HOURLY RATE FOR VIP and/or OTHERS NON-NPS HOURS: use figure calculated for same service if provided by ONPS paid personnel.

VALUE OF VIP/OTHER SERVICES: Total VIP/Other hours X average hourly rate for VIP/Other.

OTHER FUNDS CONTRIBUTED FROM NON-NPS SOURCES: funds donated from cooperating associations and/or other sources that are used to support a particular service.

TOTAL BENEFITS VIP/OTHER: The value of VIP/Other Services + Other Funds contributed from non-NPS sources.

THEORETICAL TOTAL COST OF A SERVICES CATEGORY OR COMPONENT: Total ONPS Cost + Total Benefits VIP/Other

## VISITOR USE ANALYSIS SECTION OF THE STATEMENT FOR MANAGEMENT.

- A ten-year bar chart or other year-by-year graphic of total visitation ending on the last complete year, showing both recreational and non-recreational visits. Where overnight stays are involved, a similar graphic should be prepared, broken down between lodging and camping as well as between Park Service and concessioner. Where relevant, information on numbers, growth trends and visitors served by the nearby private sector should be included. A narrative explanation of any factors affecting visits or counts of visits during this period should be provided.
- A month-by-month graphic and narrative explanation for the latest available complete year, showing both recreational and non-recreational visits where available. Information on use patterns for the current incomplete year would also be useful.

Where applicable, a similar graphic and narrative should be prepared for monthly overnight use, broken down between lodging and camping and Park Service and concessioner operations. Where facilities are closed seasonally, this should be indicated.

- An accurate listing or best estimate of visitation on peak days taken from the last complete year, with any desirable comments or analysis, as well as average daily visitation for the peak month.
- A narrative description of daily and weekly use patterns and variation during the peak use season, i.e., the months in which 60 percent or more of all recreational use occurred.

Other current information to be supplied, as available, includes:

- origin of visitors (local, regional, national, etc.).
- length of stay, both day use and overnight use.
- principal kinds of activities, including adverse uses where relevant, in which visitors engage, including accurate numbers or best estimates of the amount of such use, seasonal occurrence and other information pertinent to the present planning effort.