

BC Parks Interpretation:

A Strategic Role in Meeting Provincial Goals

And

Report on Summer 2010 Interpretive Season



Prepared for BC Nature by

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All photos courtesy of Erica Bloom, Nicholle Middleton, and Gail Ross

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Summary

This report serves two purposes: to explore the value of interpretation to the public and in meeting several goals of the provincial government, and to summarize the summer 2010 BC Parks Interpretation season.

This report explores the several benefits offered by interpretation programs to the public, the Province of BC, and Park Facility Operators (private contractors which operate BC Parks' campsites and day use areas). For example, programs facilitate and encourage healthy lifestyles, stewardship of ecological integrity, and contribute greatly to visiting tourists' appreciation of BC. Furthermore, the report draws specific connections between interpretation and its role in achieving various goals of the provincial government.

Additionally, this report summarizes summer 2010, when 21 interpreters delivered programs in 15 provincial parks. Programs included nature walks, evening amphitheatre programs, and Jerry's Rangers (children's) programs. As usual, programs covered diverse topics such as bear safety, climate change, "areas to explore" and invasive species. Over 49,000 visitors attended programs; while interpreters made contact with 44,381 visitors through "roving"; and 49,341 guests visited five operating nature houses.

Written feedback was collected from park interpretation program attendees to gauge their opinions of interpretation. Overall, 249 feedback forms were received representing 1188 program attendees. Initial findings are clear: interpreters have done an outstanding job, interpretation programs are incredibly popular and well-received tools for education. 100% of attendees agreed that they enjoyed the program, and 77% said they have or would extend their park stay in order to see an additional interpretive program.



Kokanee Creek Naturalist shows the lifeline of sturgeons, beginning in the prehistoric era

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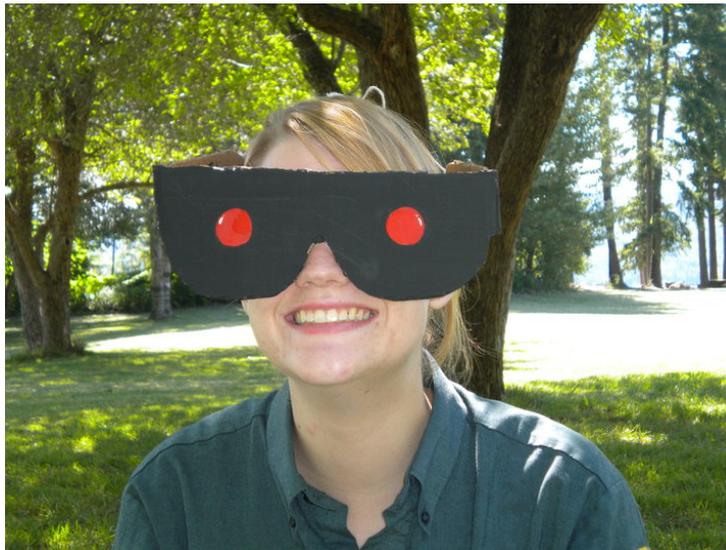
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Introduction

Interpretation is “a communication process that forges emotional and intellectual connections between the interests of the audience and the inherent meanings in the resource¹.” In the case of BC Parks, this resource is the natural environment and heritage of the parks.

Interpretation is a long-standing tradition in British Columbia, having been part of Provincial Parks since 1957. Interpretation in BC Parks for summer 2010 took the form of interactive programs including nature walks, children’s programs (Jerry’s Rangers), and evening presentations for all ages. Some parks also have nature houses which interpreters helped staff. Interpreters (also known as Park Naturalists) are enthusiastic individuals who enjoy instilling awareness and respect for nature through outdoor activities.

Interpretation programs in BC Parks were provided in 2010 through a partnership headed by BC Nature (Federation of BC Naturalists), working with the Park Facility Operators (PFO’s), financial support from Service Canada’s summer student program, and with some support from BC Parks. This report summarizes the 2010 interpretative season in BC Parks and demonstrates the many benefits interpretation can have for the public, PFO’s, and the Province of BC, highlighting interpretation’s fit with various provincial goals and strategies.



An interpreter encourages visitors to see Lac La Jeune Provincial Park through the eyes of the many bats inhabiting the area

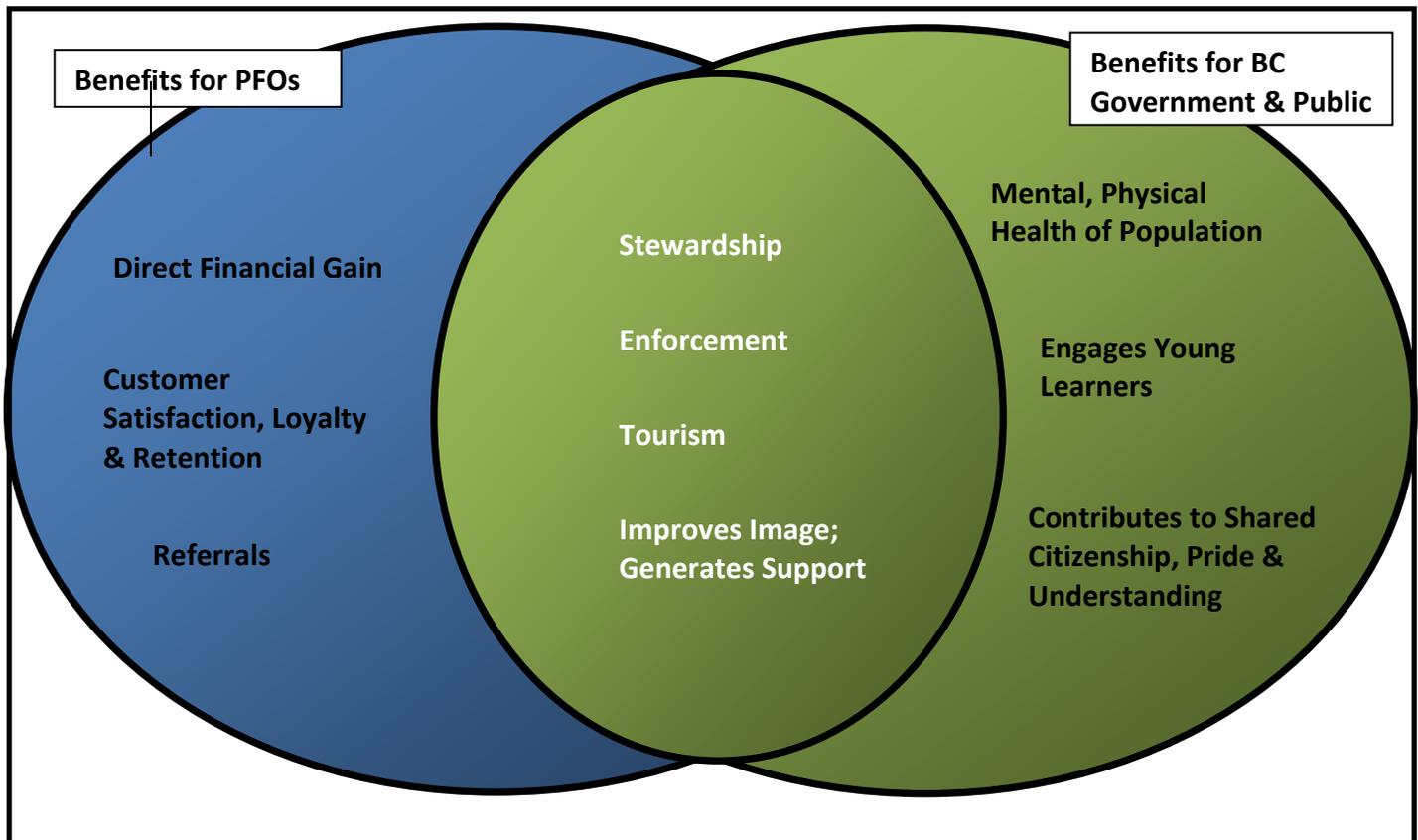
¹ National Association of Interpretation, http://www.interpnet.com/about_nai/mission.shtml

Part 1 – The Case for Interpretation

1.1 Benefits of Interpretation to Government, Park Operations and the Public

Interpretation in BC Parks provides great benefits, in both the long and short term. The values of the programs extend far beyond the immediate wage and training costs for the interpreters.

The below graph organizes the many benefits of interpretation, demonstrating which benefits are specific to Park Facility Operators (PFO's), which are specific to the Province, including the public, and which benefits are common to both entities.



1.1.1 Common Benefits (shared by BC Government, Public and PFO's)

1. Stewardship

Interpretation leads to increased feelings of stewardship and ownership for a given park, as well as nature and the province in general. This leads to improved outdoors etiquette (staying on trails, not feeding wildlife) and therefore decreased costs on the part of PFO's and government for items such as: enforcement and maintenance, litter clean up, euthanizing/relocating animals which have become problems due to close contact with humans, and search and rescue costs. It is likely that this improved stewardship attitude is also carried out of the particular park and people attending interpretive programs would be more likely to take better care of other parks and recreation areas; however, this has not been tested. This is expected because people attending the programs have not only an increased sense of appreciation and stewardship, but also have been educated at programs what *not* to do. Naturalists anecdotally report that visitors spread stewardship information to other park visitors who may have not attended interpretive programs.

Stewardship is an important component of many governmental strategic goals and action plans, as outlined in Section 1.2 and the respective appendices iv-xiii.

Finally, stewardship minimizes negative impacts on BC's resources, preserving its value as a tourist attraction. As the natural environment is often one of the largest draws for BC's tourism, it plays a fundamental role in attracting the over \$9.79 billion of tourism revenue annually², and activities which contribute to conserving nature should be encouraged accordingly.

2. Enforcement

Stewardship also results in a positive, "soft management" style of enforcement. The following excerpt perhaps best describes this role:

*"Interpretation has become an integral part of visitor management. In the context of visitor management, interpretation has joined information and visitor codes as elements of soft management strategies which help reduce or replace hard management strategies such as physical, regulatory, and economic aspects (Piagram, 1983; Cooper, 1991; Orams, 1996; Moscardo, 1999; Kuo, 2002). For example, rather than increasing fees, or limiting access to certain sites with permits, visitors might be persuaded by information purveyed through interpretation to travel to more remote, less used sites."*³

-Saren Calvert

² 2005 figure, www.tca.gov.bc.ca/tourism/docs/tourism_action_plan.pdf

³ Calvert, Saren (2003): Effects of the loss of interpretive programs in BC Parks. As prepared for Parks and Protected Areas Management:
http://www.hypernexussolutions.com/Projects/Effects_of_the_loss_of_interpretive_programs_in_BC_Parks.pdf

3. Tourism

Park interpretation enhances tourist's experience of BC. Many visitors who submitted feedback were from Alberta, some specifically mentioned coming to BC for their summer holidays for the interpretation programs. Interpretation also supports local tourism, further encouraging BC citizens to vacation within the province.

We have chosen to camp in BC Parks the last 3 years because of the Jerry Rangers program, which we lack in Alberta. Our children are 6, 9 & 11 and still enjoy Jerry's Rangers.

–Guests from Alberta

4. Improves image of agency; Develop[s] advocates and support for agency activities⁴

Interpretation encourages positive views of Government and PFO's when visitors are informed of the organizations providing the funding. Interpreters organize and develop their programs around key messages provided annually by BC Parks. The programs are effective tools to distil these messages to people. They are also a good vehicle to explain issues specific to the park (for example, why an area of the park was suddenly closed off), or to the province (for example when Mountain Pine Beetle reached epidemic proportions, explaining its role in the ecosystem and what actions the government had taken).

1.1.2 Benefits for Park Facility Operators

1. Financial Gain (Short Run)

77% of respondents said they either have, or would, extend their stay at a provincial park in order to attend additional interpretation programs. 27% of these respondents have actually done so in the past.

A conservative financial model demonstrates that substantial amounts of revenue can be derived from visitors extending their stays. Based on the 48,200 visitors attending programs, and with a conservative estimate that only half of those who said they would stay an extra night for a program, did so, this would result in about \$100,000 of extra revenue⁵.

Increased Spending within Park

Many parks have facilities and services where guests can spend money. Staying an extra day or two may mean more revenues from firewood, convenience stores, canoe rentals, etc

⁴ This benefit as suggested by InterpScan.

Ellen Fast, S. (Spring 2010). 46 Benefits of Interpretation. *InterpScan*, 33(2), 21- 23.

⁵Refer to Appendix i for calculations

Decreased enforcement costs

See page 6 for discussion of interpretation and enforcement.

2. Customer Satisfaction, Loyalty & Retention



Teenager at Manning Park happily displays cupcakes provided for Canada Day celebrations by the Park Facility Operators. Naturalists and PFO's often collaborate to host special events.

95% of program attendees said park interpretation was an important part of their BC Parks visit, and 100% attending programs agreed that they enjoyed the programs⁶. Customer satisfaction leads to increased loyalty (returning to the same destinations yearly or several times during the same season), and it is commonly accepted that the most cost effective business approach is to maintain current customers as opposed to building relationships with a new group of customers each year⁷.

Additionally, because interpreters cater programs to the specific park in which the program takes place, the sense of ownership makes people want to return. Many generations return with their own (grand)children to share their positive experiences at the park. Visitors have commented that the interpretation programs increase satisfaction because the

programs are a common meeting point for all generations, while others enjoy the sense of community created amongst campers who attend programs.

3. Referrals

⁶ See Section 2.4

⁷ Grewal, D., Levy, M., Persaud, A., & Licht, S. (2008). *Marketing*. McGraw-Hill Ryerson Higher Education; Storbacka, K., Strandvik, T., & Grönroos, C. (1994) Managing Customer Relationships for Profit: The Dynamics of Relationship Quality. *International Journal of Service Industry Management*, 5(5), 21 - 38.

Customers enjoying the program enough to increase the length of their stay are likely to refer friends and relatives to the parks, generating free word-of-mouth marketing. Visitors occasionally noted this in the feedback forms collected:

We tell lots of people about these and we know of a lot of people who didn't know about them and they now want to attend.

-Kokanee Creek Visitor

1.1.3 Benefits for BC Government and the Public

1. Mental & Physical Health of Population

People generally enjoy improved mental health when in contact with the outdoors^{8 9}. Improving the quality of visitor experiences through interpretation programs will encourage more frequent visits. Through the encouragement of hikes and other outdoor activities suitable to fitness levels, guests' physical health is also improved. A healthy population can reduce provincial health care costs, and may also decrease missed work days from absenteeism, etc.¹⁰

2. Engages and interests young learners.



Nearly all visitors providing written feedback commented on how engaged children were during the programs. Many commented with pleasure how much their children had retained, returning home with a desire to continue learning. Engaging children in learning has long term benefits for the province, and aligns with Provincial Goals¹¹.

Inset: Children at Lac La Jeune eagerly participate

3. Contribute[s] to shared citizenship, pride, understanding¹²

As visitors learn how important and unique BC's parks are, people feel a sense of pride to be associated with BC and its parks.

⁸ Pretty, J., Griffin, M., Hine, R., Sellens, M., & South, N. (2005). *A Countryside for Health and Well-Being: The Physical and Mental Health Benefits of Green Exercise*. Essex, Colchester: Countryside Recreation Network.

⁹ Townsend & Weerasuiya, 2010: Beyond blue to green: The benefits of contact with nature for mental health and wellbeing
http://www.hphpcentral.com/wpcontent/uploads/2010/09/beyondblue_togreen.pdf

¹⁰ Maller, C., Townsend, M., Pryor, A., Brown, P., & St Leger, L. (2005). Healthy nature healthy people: 'contact with nature' as an upstream health promotion intervention for populations. *Health Promotion International*, 2(21), 45-54.

¹¹ Refer to Section 1.2

¹² Suggested by InterpScan.

Ellen Fast, S. (Spring 2010). 46 Benefits of Interpretation. *InterpScan*, 33(2), 21- 23.

1.2 Connection to Specific Provincial Government Strategies & Goals

Interpretation can play an important role in achieving many of the goals and strategies set out by the BC Government. Its proven effectiveness as a tool for education and behavioural change, as well as proven popularity with all age groups, makes it particularly useful. While traditionally viewed as a tool for encouraging stewardship and recreation, interpretation extends beyond these boundaries and can be used to promote tourism, increase awareness (education), create jobs, improve public health and foster healthy lifestyles.

Appendix ii notes that 8 of 20 ministries have areas of responsibility which can be linked with interpretation. For example, the Ministry of Agriculture and Lands could encourage interpretive programs with Weed Control themes. Visitors could be educated on invasive species, the ministry's course of action, and citizens' roles in assisting with these issues.

This section provides a basic overview of some linkages between interpretation and various provincial government goals and strategies. The aim of this analysis is to increase governmental awareness of the potential value of interpretation. Specific documents have been examined, highlighting relevant linkages with interpretation using detailed appendices. However, these lists are not exclusive and many opportunities exist to meet departmental, ministerial and provincial goals which are not explicitly mentioned in the accompanying appendices.

The below examines linkages of interpretation with: BC's Five Great Goals¹³; Conservation of Ecological Integrity in B.C. Parks and Protected Areas (Auditor General - 2010)¹⁴; Ministry of Environment's Service Plan (2010/11 – 2012/13)¹⁵; BC Parks Program Plan (2007-2012)¹⁶; Environmental Stewardship Division's Outreach Strategy¹⁷; Conservation Framework (2009)¹⁸; Ecosystems Program Plan (2010)¹⁹; Wildlife Program Plan²⁰; Freshwater Fisheries Plan (2007)²¹; Ministry of Tourism, Culture and the Arts Service Plan (2010/11 – 2012/13)²²; and BC's Tourism Action Plan²³. (Note that the reference to Ministries is before the reorganization of October 25, 2010)

¹³ http://www.bcbudget.gov.bc.ca/2006/stplan/StrategicPlan_06.pdf

¹⁴ http://www.bcauditor.com/files/publications/2010/report_3/report/OAGBC_Parks%20Report_OUT2.pdf

¹⁵ www.bcbudget.gov.bc.ca/2010/sp/pdf/ministry/env.pdf

¹⁶ www.env.gov.bc.ca/bcparks/program_plan/program_plan_oct2008.pdf

¹⁷ www.web.uvic.ca/~mrhaines/Documents/outreach%20strategy.pdf

¹⁸ <http://www.env.gov.bc.ca/conservationframework/>

¹⁹ www.env.gov.bc.ca/esd/documents/EcosystemsProgramPlan.pdf

²⁰ www.env.gov.bc.ca/esd/documents/WildlifeProgramPlan.pdf

²¹ www.env.gov.bc.ca/esd/documents/ff_program_plan.pdf

²² www.bcbudget.gov.bc.ca/2010/sp/pdf/ministry/tca.pdf

²³ www.tca.gov.bc.ca/tourism/docs/tourism_action_plan.pdf

Explanation of Appendices iv-xii

The appendices iv-xii detail links between interpretation and various other strategies and objectives produced by the provincial government. The intention of this approach is to increase awareness of interpretation’s relevance to many areas of the provincial government’s strategy

Below is an example from Appendix iv. It lists the Goals, Objectives, and Strategies, outlined to achieve each goal. If there is a potential link to interpretation, there is a check mark (✓) in the “Potential Link to Interpretation?” column. For example, in the below excerpt, there is a ✓ next to Goal 1, because interpretation can be linked to help with effective action on climate change, there is a ✓ next to Objective 1.1, as Interpretation can help reduce provincial greenhouse gas emissions, and there is a ✓ next to the strategy “coordinating the development and implementation of a public outreach and strategic engagement program to mobilize citizens and partners to reduce provincial greenhouse gas emissions”.

For the sake of brevity, the reports referred to in the appendices are not set out in full, but only sections with relevance to interpretation.

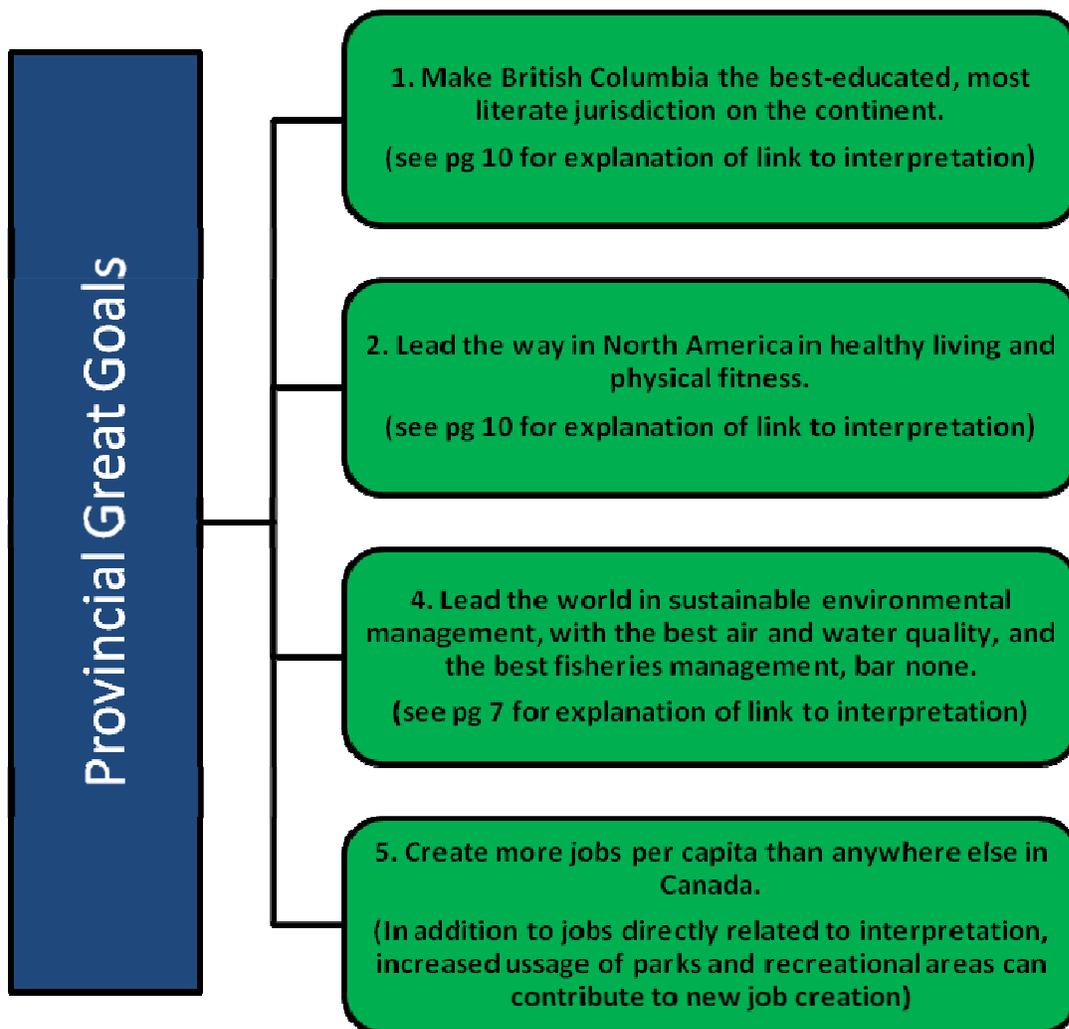
Excerpt from Appendix iv, Ministry of Environment Service Plan

Ministry of Environment Service Plan (2010/11-2012/13)	
	Potential Link to Interpretation?
Goal 1: Effective action on climate change	✓
Objective 1.1: Reduced provincial greenhouse gas emissions	✓
Key strategies for this objective include:	
· coordinating the development and implementation of a public outreach and strategic engagement program to mobilize citizens and partners to reduce provincial greenhouse gas emissions.	✓

Province of BC: Five Great Goals

BC's Five Great Goals set out the government's strategic direction. The below figure highlights four of the five goals which can be directly related to interpretation, and refers to areas of this report which substantiate these claims. The Organizational Context Figure (p. 13) deals specifically with the Ministry of Environment, demonstrating how the goals presented in the MoE's Service Plan build upon these Great Goals.

Four of Five Great Goals Relating to Interpretation

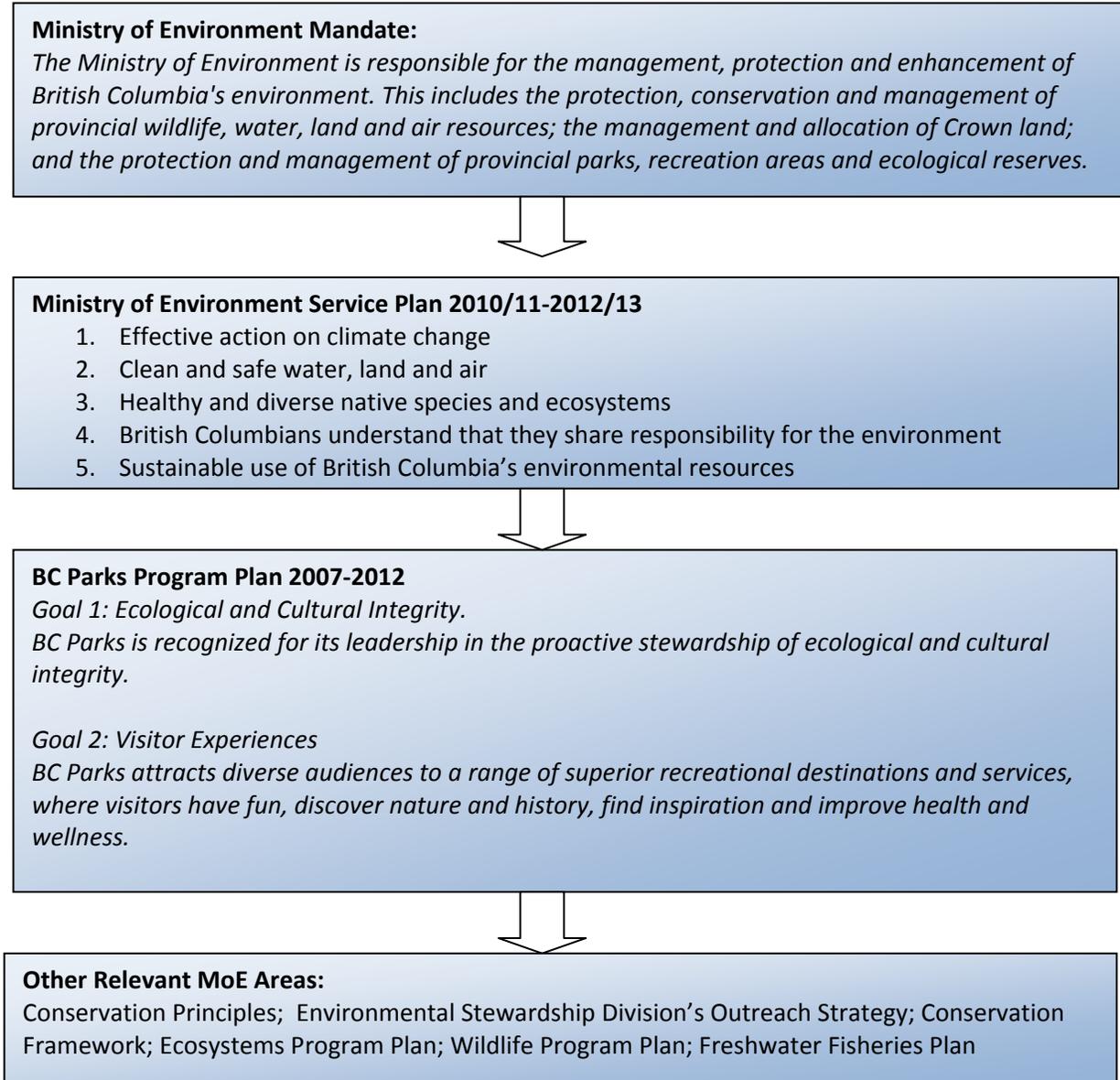


Ministry of Environment (Context)

There are clear links between interpretation and the MoE's many goals and areas of responsibility. The Ministry of Environment's Service Plan helps build upon four of the aforementioned Great Goals.

According to the Ministry of Environment, “*The Service Plan informs the development of annual business plans for the Ministry’s seven divisions, including the Environmental Stewardship and Parks and Protected Areas Divisions. The BC Parks Program Plan provides an important link between these higher-level planning processes and the activities that staff, partners and others will undertake during the next three to five years.*”²⁴ The below diagram aims to highlight and provide organizational context for appendices relating to the Ministry of Environment (MoE)²⁵.

Organizational Context for Interpretation’s Role in the Ministry of Environment



²⁴BC Parks Program Plan, 2008

²⁵ Adapted from Exhibit 4 of the Office of the Auditor General of British Columbia’s *Conservation of Ecological Integrity in B.C. Parks and Protected Areas*, 2010

Conservation of Ecological Integrity in B.C. Parks and Protected Areas - Office of the B.C. Auditor General, 2010 (Appendix iii)

The Ministry of Environment has a vision to, “create the best park system in the world” (Parks for People Strategy) and a goal to be recognized for its leadership in the “proactive stewardship of ecological integrity (BC Parks Program Plan).”²⁶

In August 2010, the Auditor General released a report assessing whether the Ministry of Environment is meeting the goal of ecological integrity. The report found that, “Despite its declared intentions and clear vision to conserve the ecological integrity in British Columbia’s parks and protected areas, the Ministry of Environment is not successfully meeting this goal.”²⁷

“Despite its declared intentions and clear vision to conserve the ecological integrity in British Columbia’s parks and protected areas, **the Ministry of Environment is not successfully meeting this goal.**”

-Auditor General, 2010

The Report states that “ecological integrity of parks and protected areas is integral to the quality of life in British Columbia. These areas regulate our climate, purify the water, provide habitat to rare and endangered species and contribute to our responsibility to protect the last remnants of wilderness.”²⁸

Specific note was made that:

“Threats and stressors to the biodiversity in Class A parks and ecological reserves are increasing but we found that the ministry was not adequately addressing the following:

- *Human use as a threat.* In 2008/09, an estimated 19.6 million people visited one or more provincial parks. Although the ministry has the dual mandate of providing recreational opportunities and conservation, it recognizes in its Conservation Risk Assessment tool that the greatest risk to British Columbia’s parks is from inappropriate and/or unmanaged recreational use. **Public understanding of the conservation values and the potential impact that improper use can have on them is therefore critical to reducing this threat and to building support for BC Parks’ efforts to meet ecological integrity objectives. However, in 2002 the ministry made the decision to discontinue its interpretation program – a move that, at the time, made the province one of only two jurisdictions in North America without such a program.**²⁹

²⁶ http://www.bcauditor.com/files/publications/2010/report_3/report/OAGBC_Parks%20Report_OUT2.pdf

²⁷ Ibid.

²⁸ Ibid.

²⁹ Ibid.

It was also found that “conservation policies are not being consistently upheld”³⁰

Interpretation is an important step towards leadership in **proactive** stewardship of ecological integrity. The above deficiencies can be readily addressed using interpretation. 99% of visitors in the summer 2010 sample said that park interpretation increased their appreciation and/or understanding of the parks³¹. Section 1.1 details the link between interpretation and stewardship. Appendix iii demonstrates that interpretation may play a viable role in attaining **six of seven recommendations** from the Auditor General.

Ministry of Environment Service Plan 2010/11-2012/13 (Appendix iv)

“The Ministry of Environment encourages environmental stewardship, engages stakeholders and the public, and actively promotes the sustainable use of British Columbia’s environmental resources. The Ministry works with other organizations to promote sustainable economic activity for the long-term health and benefit of the province and its citizens.”³²

As displayed in the figure on page 13, Interpretation can be linked to virtually all five overarching goals for the Ministry of Environment’s Service Plan. Appendix iv demonstrates which strategies and objectives specifically can be delivered through interpretation.

BC Parks Program Plan 2007-2012 (Appendix v)

BC Parks identifies three main goals, and interpretation can have a direct influence on two of these goals, and partial influence on the third as outlined in Appendix v. In fact, interpretation can play a role in 10 of 12 objectives outlined to achieve BC Parks goals.

Goal 1 (Ecological and Cultural Integrity): BC Parks is recognized for its leadership in the proactive stewardship of ecological and cultural integrity.

Interpretation is unique in its ability to deal with issues not only reactively (e.g. a program about bear safety in response to visitor’s leaving food around campsites), but proactively as well. By instilling and fostering stewardship values in all ages, interpretation provides visitors with respect for nature and an attachment to their natural surroundings. Interpretation often also provides visitors with the initial tools to act upon this connection with nature, such as conserving water or not feeding wild animals.

Goal 2 (Visitor Experiences): BC Parks attracts diverse audiences to a range of superior recreational destinations and services, where visitors have fun, discover nature and history, find inspiration and improve health and wellness.

³⁰ Ibid.

³¹ See section 2.4

³² www.bcbudget.gov.bc.ca/2010/sp/pdf/ministry/env.pdf

The above goal is a true embodiment of interpretation's impacts, as visitors commonly "have fun, discover nature and history, find inspiration and improve health and wellness" through interpretive programs.



Visitors delighted in seeing a grouse during a nature walk at Manning Path, and gained a greater appreciation for the bird's plight when the Naturalist explained it was trying to detract visitors' attention from its young.

Fostering Stewardship Behaviour: An Outreach Strategy for the Environmental Stewardship Division (2006) (Appendix vi)

This document presents a strategic framework for outreach in the Environmental Stewardship Division (ESD). The Environmental Stewardship Division (ESD) has a broad mandate to establish standards for the use and protection of species and habitats; to collect and manage scientific information; to provide sustainable outdoor opportunities in parks and protected areas, and through hunting, fishing, and wildlife viewing; and to promote the effective management of fish, wildlife, ecosystems, and park resources. The ESD Outreach Program's vision as stated in the document is:

"Through outreach activities that demonstrate the benefits of shared stewardship, British Columbians become engaged and motivated to adopt a stewardship ethic and act accordingly, resulting in sustainable environmental management."³³

This statement clearly shows that interpretation can be included seamlessly with the ESD's strategy and broad mandate. Interpretation readily engages British Columbians to be motivated to adopt a stewardship ethic and act accordingly.

Appendix vi clearly shows that the ESD could gain significantly from an interpretation program, according to the *Fostering Stewardship Behaviour* report. For example,

³³ www.web.uvic.ca/~mrhaines/Documents/outreach%20strategy.pdf

Objective A of Goal 1: “Encourage and enable ESD partners, clients, and stakeholders to practice shared stewardship and responsible outdoor recreation behaviours and to voluntarily comply with MoE regulatory requirements.” Five of six strategies identified for achieving this goal can be linked with interpretation, one such strategy is to “Use outreach as a tool to achieve identified ESD program priorities”³⁴.

Conservation Framework November 2009 (Appendix vii)

The Conservation Framework outlines three major goals, all of which interpretation can play a role in achieving. For example, Goal 2: “To prevent species and ecosystems from becoming at risk”³⁵, can be supported by interpretation programs which increase awareness about species and ecosystems which are at risk. Naturalists can also share activities which visitors can encourage their friends and family to participate in to decrease the chances of species becoming at risk.

Ecosystems Program Plan June 2010 (Appendix viii)

The Ecosystems Program Plan describes the Ministry of Environment’s Ecosystems Program and the work of the people in the program in Victoria headquarters and MOE regions across the province.

“The purpose of the Ecosystems Program is to conserve and manage healthy native species and ecosystems.”³⁶ Interpretation can clearly play a role in this purpose.

Drivers and challenges that affect the work of the Ecosystems Program, as identified in the Plan, are often topics integrated into interpretive programs, e.g. Habitat Fragmentation and Loss, Climate Change, and Cumulative Effects.

Two of the four goals outlined for this Program Plan correspond well with Interpretation. Goal 3, “Informing Resource Use”, has many strategic objectives which could be attained with integration to an interpretation program. Most activities outlined in Objective 3.3, Promoting Shared Environmental Stewardship, can be brought about with interpretation, and almost all performance measurements can be directly impacted by interpretation (increased park visitors and visitor satisfaction). Some examples of interpretive activities supporting this objective include, “Support initiatives that link children and nature” and “Conduct programs with stakeholders and the public promoting ecological literacy”³⁷. Goal 2, Conservation, also aligns ideologically although no specific strategies outlined in the program have direct links to interpretation.

³⁴ Ibid.

³⁵ <http://www.env.gov.bc.ca/conservationframework/>

³⁶ www.env.gov.bc.ca/esd/documents/EcosystemsProgramPlan.pdf

³⁷ Ibid.

BC's Tourism Action Plan (Appendix xii)

“With a strong focus on outdoor recreation, tourism has been identified as a primary growth opportunity in rural British Columbia¹”.

BC hopes to double its annual tourism revenues to \$18 billion annually and grow its tourism from “good” to “great”.

Guiding Principles

The Plan's Guiding Principles set out to achieve the above goal include leveraging BC's competitive advantages. Below are two such guiding principles relevant to interpretation:

Aggressively seize opportunities and leverage BC's competitive advantages.

BC's natural environment and well established history of interpretation are unique competitive advantages which should be utilized to their maximum potential.

Utilize effective partnerships with clear accountabilities and deliverables.

Effective partnerships are readily incorporated into provincial interpretation; PFO's have had strong relationships with interpretation in the past, as does BC Nature. Partnering with the MoE would be an effective partnership.



BC's rich outdoors is a competitive advantage. Wells Grey Provincial Park attracts many tourists from Germany for its stunning scenery. Photograph – Interpreter showing guest how to count tree needles

Tourism Action Plan: Key Strategic Areas for Action

¹ www.tca.gov.bc.ca/tourism/docs/tourism_action_plan.pdf

Key Strategic Area: Marketing and Promotion

This key strategic area is readily linked with interpretation. Key points include: “Attracting more visitors and increasing their length of stay” is something which interpretation has been proven effective in. Many visitors from Alberta come specifically for the interpretation program, and 77% have or would increase their stay in parks to see certain interpretive programs⁴¹.

There is also a clear link with the “Parks and outdoor recreation” aspect of the Marketing and Promotion key strategic area. Interpreters are natural marketers and regularly recommend other outdoor activities and areas of interests to program visitors; many visitors and interpreters have anecdotally related that visitors follow through by engaging in these activities/location.

Potential links can be created with Aboriginal tourism, as interpretation could play a key role in sharing Aboriginal culture and values with visitors.

Tourism Action Plan: Markets for Growth

Markets identified for revenue growth in the Tourism Action Plan include China, Alberta, Ontario and BC. Visitor feedback was obtained from program attendees of all of these locations, all incredibly positive. Many Albertans came specifically for BC’s interpretive programs. Many visitors came to BC specifically for its natural environment and parks, from as far as Ontario and China. There may be an opportunity to employ Chinese-speaking interpreters in order to facilitate this interaction between the countries, or at least a translator. Visitors with little grasp of English (mainly from China and Germany) still enjoyed both the walks and more language-intensive evening programs despite limited understanding. Their experiences would undoubtedly be enriched with the opportunity for a native speaker to let them follow the programs closely.

The programs should definitely remain in the BC Parks – this is one reason we come here and not camp in Alberta. There are more programs here and it is a major attraction point. Thanks [Naturalist]!

-Visitors from Calgary, AB

My children really enjoyed all the programs. We hope that the programs are here next year because they added to our enjoyment of our 11 day stay.

The programs have all been interesting & entertaining...please keep the programs for next year!!! They are so great and educational and enjoyable.

-Visitors from Ephrate, WA, USA

Additionally, many local BC residents enjoyed interpretation programs. While most are familiar with interpretation, some still were new:

“I have never experienced an interpreted hike before this trip to Manning but the three hikes that we went on with the park naturalists here make my previous walks in the woods

⁴¹ See Section 2.3

seem like a waste of time. My goodness, I learned so much about the plants and animals in the region – and I've lived here my whole life.

[...]As I leave this week, I'm going home with a good sized list of books to read about trees, animals, plants and geology, and I have every intention of returning to Manning next year to see and do more, and I plan to check out the naturalist programs at other BC Parks closer to home. My 5-year-old daughter also loved these programs and wants to be a Naturalist when she grows up, the first step: becoming a full-fledged Jerry's Ranger!"

-Manning Park Visitor



Local fire spinner volunteers at a special event, (performing on pavement next to the lake as one of the safety precautions!). Both BC Natives and tourists appreciate events organized by interpreters.

Part 2 – Summer 2010

2.1 Logistics

Visitors and Park Locations

The summer of 2010 brought the delivery of interpretive programs to over 49,000 park visitors. Additionally, there were over 44,000 communications with park visitors (“guests”) through roving (when interpreters walk throughout the park and campsites informing people about the programs) and another 49,000 visitors to nature houses.

Twenty-one interpreters delivered programs in the following 14 Provincial Parks in 2010: Miracle Beach (2 interpreter positions), Rath Trevor (2 positions), Newcastle Island, Goldstream (3 positions), Alice Lake, Porteau Cove, Sasquatch Lake, Manning (2 positions), Kokanee Creek (2 positions), Shuswap Lake–Scotch Creek, Lac Le Jeune, Wells Gray, Ten Mile Lake (2 days only), and Mt Robson (part-time position). BC Nature also assisted with a summer student at the Boundary Bay Wildlife Management Area (Semiahmoo Bay). In addition some Park Facility Operators provided programs on their own, such as Ruckle (with assistance from Salt Spring Trail & Nature Club) and Montague Harbour Provincial Parks. This final category was not included in the program numbers for this report.



Nicholle Middleton

Alpine Meadows of Manning Park

Funding the Park Interpreters

Seventeen interpreters were hired by BC Nature through Canada Summer Jobs grants provided by Service Canada, with top-up wage provided by the Park Facility Operators (PFOs); plus one position and a part-time position were entirely funded by PFOs. BC Parks provided funds to cover basic training and mentoring of the interpreters in the field, plus BC Parks funded two positions and assisted with four of the other positions.

Background:

BC Nature became involved in hiring summer student park interpreters after the provincial government cut funding for interpretation in summer 2002. BC Nature began hiring student interpreters in 2004 through the federal government's summer student job creation funding, in partnership with the Park Facility Operators.

BC Parks provided staff support and grants to BC Nature to expand the program for four years (2006 to 2009: \$40,000, \$40,000, \$70,000 and \$8,800, respectively). In addition, for four years, Ministry of Environment funded Conservation Corps interpreter positions (2006 to 2009 saw 12, 12, 16 and 10 positions funded, respectively). A BC Parks employee also supported the program until August, 2009.

Summer 2010:

It was more difficult to coordinate the program in summer 2010. BC's Ministry of Environment cancelled the Conservation Corps positions and BC Parks did not commit funds over the winter application/hiring period, nor provide staff support. However, BC Nature once again successfully applied for summer students, through the Service Canada program, in partnership with the Park Facility Operators. For summer 2010, Service Canada provided approximately \$76,000 in wages (through federal government summer student job creation) and the Park Facility Operators contributed \$40,000, plus extensive in-kind support in the parks through on-site safety and supervision. In April, BC Parks eventually committed \$30,000 to BC Nature to support summer interpretation.

“[Without stable funding] it was more difficult to coordinate the interpretation program in summer 2010”

-Bev Ramey
BC Nature

The uncertainty of receiving funding from unconfirmed grants creates challenges and an inability to properly strategize and plan interpretive programs. For some parks, it was unknown whether funding would be available for positions until mid-May. This also presented challenges for hiring and training candidates. Confirmed funding in the winter, and the certainty of multi-year funding, is necessary for quality program delivery.

2.2 Park Interpreters

Training

New interpreters attended a mandatory training session in late May, held at Mount Seymour Provincial Park, North Vancouver. Gail Ross coordinated and delivered the training session in conjunction with BC Nature.

During the three-day training session, interpreters gained an understanding of the tradition and customs of interpretation, and the confidence and resources to deliver programs successfully. Interpreters met their program directors and coordinators, as well as each other. The new naturalists gained an overview of interpretation techniques, learned about BC Parks, brainstormed and prepared programs based on key program themes and messages. Interpreters were introduced to the skills and expectations of being a park naturalist, and learned from guest speakers, such as a demonstration on effective usage of props to aid in the presentation of an educational program.

All program scripts were reviewed through Gail Ross. She also attended interpreters' programs unannounced in order to observe a program, after which she would provide support and suggestions for improvement. The BC Nature program assistant initiated email communication between the interpreters, sharing of program information, and a bi-weekly newsletter. Newsletters included various administrative announcements, updates on thematic issues such as wildlife safety, as well as reminders and tips for how to organize and deliver effective programs.



New interpreters pose with a life-sized cut-out of a black bear during a rainy training day on Mount Seymour

Responsibilities of Park Interpreters

The general outline of duties for a park interpreter is diverse, and includes research, program development, program promotion, and delivery to the public. The interpreters are highly energetic, self-starters with a deep respect for the natural environment and a passion to share this with visitors.

In general, during a work week of 35 hours, an interpreter delivers a minimum of seven programs. A normal work week consists of:

- four evening programs
- roving before all evening programs (one hour minimum) to promote programs and provide information to the public
- minimum of two Jerry's Rangers programs and one additional walk, extended hike or special event
- special events (Parks Day, BC Day, etc.) and for some parks, group and/or school programs during May and June

Responsibilities include submitting all evening program outlines to the contract supervisor for final approval; posting weekly schedules in the park; compiling daily statistics, maintaining inventory of supplies; and writing a final report for their park. Interpreters provide information on how residents and visitors can recreate and enjoy the BC Parks system.

Interpreters are also expected to “rove”; walking through their park prior to a program, welcoming visitors and promoting the upcoming programs (see Section 2.4 for summer 2010's roving numbers).



Jerry's Rangers participating at a Manning Park Amphitheatre show

2.3 Programming

Types of Programs

The main role of interpreters is to deliver programs, including evening programs, nature walks, and daytime children's Jerry's Rangers:

Evening (Amphitheatre) Programs

Evening programs cater to larger audiences (greater than 30 visitors) and to all age groups. They are performed at an amphitheatre if one is available, or other outdoor setting. Programs are structured around delivering provincial messages (pg. 27). Feedback from guests indicates the delight of audience members in visiting a program which kept all generations of a family engaged⁴².

Each evening program begins with an introduction of the interpreter and the partnerships sponsoring their positions. This is generally followed by a few minutes of questions and answers, such as where visitors are from and what other parks they have visited. Then the main program follows, about 45 minutes in length. While presenting the interpreter also records program attendance numbers⁴³. Interpreters often look for ways to "move" the audience (physically) in order to promote active lifestyles.

Nature Walks

Generally nature walks are about an hour in length. Some walks are specifically geared at young children, but most are for all ages. Walks may have specific themes (such as flowers or geological formations) but most encompass a variety of features of interest for that particular area, from signs of animals and insects, to different plants, water sources, history, etc. The walks are an active way for people to forge hands-on understanding and connections with nature.

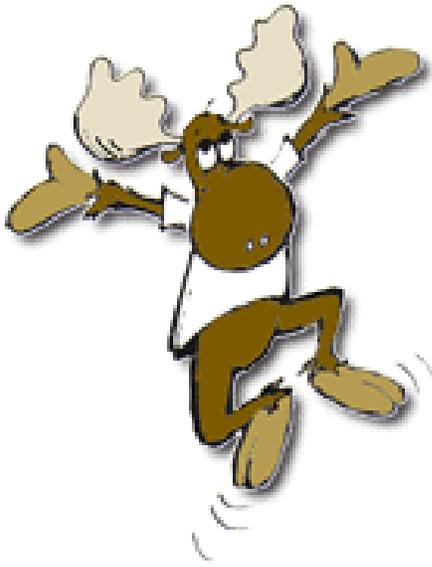
For those unfamiliar or uncomfortable with going out on their own, longer guided hikes provide an opportunity for visitors to see new areas of the park and to have some physical exercise.

Jerry's Rangers

Jerry's Rangers programs focus on a variety of programs which help younger visitors (approximately 5-12 years old) have an enjoyable time while being active and learning to value parks and the environment. Children are awarded with a certificate for attending their first Jerry's Rangers program. Each program then awards a sticker to children who participate in the activities and correctly answer a program-related question. After attending eight programs (and receiving eight stickers), children are awarded a button. This incentive has often led to families staying in parks for an extra day or two to enable their children to complete the certificate.

⁴² See Appendix xvii for a compilation of written feedback

⁴³ See Section 2.4 for program attendance statistics



Many adult visitors fondly recall being Jerry's Rangers as children, and frequently admit to now learning a great deal at the children's programs as well⁴⁴. Several visitors from Alberta noted that they chose BC Parks over Alberta's parks in order to take their children to the Jerry's Rangers programs.

All programs end with interpreters giving attendees a suggestion or action item involving exploring the park, British Columbia, or affecting positive environmental change. This encourages visitors to take lessons learned beyond the length of the program.

(Inset) Jerry the Moose, the well-known mascot which helps encourage young visitors to learn about the parks

2010 Interpretive Messages

Messages are a key component of interpretive programs. Past messages, such as Mountain Pine Beetle, have deepened visitors' understanding of the causes of the epidemic and actions which have been taken by government to cope with the outbreak.

Gail Ross, former BC Parks Interpretation Program Manager, worked with parks staff in the development of the 2010 messages and oversaw the interpreters' program development and theme incorporation.

The 2010 Provincial messages were:

1. Climate Change is a major global challenge of this century
2. Healthy by Nature – BC Parks contributes to our quality of life and our physical well-being
3. “Nature” of your Park
4. Stewardship and Safety

1. Climate Change

- BC Parks protect ecosystems that store carbon and help remove carbon dioxide from the atmosphere
- BC Parks protect important habitat, which by accommodating both latitudinal and elevational movement, helps species cope with climate change

⁴⁴ Ibid.

The aim of programs with the Climate Change theme was to educate the public on ways to reduce their impact on the environment. Since programs taught visitors to appreciate the delicate ecosystems of the parks they were enjoying, it was a suitable time to look at the environment from a wider perspectives. Visitors came away informed in a positive and engaging way.

For example, one program provided interactive visual displays, using a hockey stick to demonstrate warming trends and balls to demonstrate greenhouse gas molecules to visitors. The naturalist encouraged guests to “think big, act small”, and choose small local actions which can be carried out in their homes and parks.

I liked how even if some children were too young to understand the science behind climate change, they still left the program feeling that by helping the environment, they could make a positive difference.

-Sasquatch Park Visitor

2. Healthy by Nature

- Promotion of BC Parks and local outdoor recreational opportunities and skills
- Parks are safe and fun!!!

To deliver this message, interpreters were encouraged to get their audience active – and to highlight the benefits of getting out and exploring the park and learning new recreational skills. From nature walks, to longer hikes, to activities before and during programs such as volleyball, this message was well received. See Section __ for linkages with provincial goals.

“My five-year-old daughter liked the hike to 3 Falls Trail so much, she did an 8 hour hike up Windy Joe the next day!”

-Manning Park Visitor

3. “Nature” of Your Park

- Natural, cultural and recreational values of your park
- Fire and insects are natural processes and part of functioning ecosystems
- Invasive species & species/ecosystems at-risk and how we can all help

Programs on this theme highlighted the natural, cultural and/or recreational values of the park. Two parks delivered programs on the mountain pine beetle, as components of functioning ecosystems and how we can work together to reduce the impacts of invasive species and ecosystems/species at risk. Meanwhile, Sasquatch Park had a “Stop The Alien Invasion” program about invasive plant species and how people can help stop invasives from spreading.

The interpretive programs are a great “fun” way to educate children and adults on nature while we experience nature. Well done!

-Shuswap Visitor



Children and adults help demonstrate the effects of mountain pine beetle on the understory of forests at an evening program

4. Stewardship and Safety

- Caring for parks and the environment
- Being safe in parks

Programs provided information on how to be safe in parks, and how to care for parks and the environment. Visitors at all parks expressed appreciation for these messages and how important they are for campers. For example, many visitors to Manning Park were unaware that simply storing food in coolers does not deter bears. This resulted in the euthanizing of a bear at one of the campgrounds by a conservation officer, due to its continued contact with human food. Visitors were informed of this unfortunate incident and relayed proudly to interpreters their efforts to tell other campers proper bear safety procedures⁴⁵.

⁴⁵ Refer to Section 1 for linkages to provincial goals such as enforcement

The programs have all been interesting & entertaining, and my 8 year old son has really latched on to all the information and is now trying to get people to act more “park friendly”

-Kokanee Creek Visitor

I was very pleased with all the presentations however the talk on how to survive, If lost in the woods, was “exceptional” and should become a routine presentation considering the frequency of people getting lost in BC forests. It was valuable information for kids and adults.

-Porteau Cove Visitor

Program Topics

All programs delivered addressed at least one of the four 2010 messages as guided by BC Parks. Program development sheets were prepared for approval by Gail Ross. Ross ensured that, in addition to including the relevant park messages, the programs contained accurate information, were relevant for the target age groups, and were sufficiently engaging. In addition all programs related to species or features within the park so that the visitors left with an overall sense of why the particular park they visited has been protected, information on its special features and key values, and its role in the park system. See the below box for a sample list of some of the programs titles delivered during summer 2010:

Sample Program Titles for 2010

Marine Mammal Olympics	Three Tree Stories
Bear Aware	Water Wise
Poop vs. Prints	Know-It-Owl
Animals in Jeopardy	The Dirt on Worms
Pioneers and Place Names	Beginner Birding
Crabby-But-Cool	Climate Change
Happy Hiker	

Special Events

Canada Day (July 1)

Despite many interpreters having just started their new roles, many hosted special events on Canada Day for park visitors. These ranged from barbeques to scavenger hunts to Canada trivia.

Parks Day (July 17)

Parks Day is an annual celebration which consists of a multitude of events in parks and historic sites across Canada. Interpreters organize activities that focus on a variety of

topics, such as why parks are created; the global significance of parks for natural area preservation and environmental education; and the public's role in the stewardship of parks

All interpreters organized Parks Day celebrations. Jerry's Rangers' mascot 'Jerry the Moose' attended some parks as part of the celebration. Activities included the popular sandcastle building competitions, park/nature bingo, art contest, and special guests. For example, local Big Foot researchers were able to speak at Sasquatch Park. Darrick and Michael, winners of the VANOC "u-reduce/u-produce" environmental video, performed the well-received "Hurting Our Planet" rap for visitors at Porteau Cove and Alice Lake Provincial Parks.

BC Day (August 1-3)

Interpreters also arranged special programs to celebrate BC Day in commemoration of the province's 152nd birthday. Activities included face painting, BC Trivia, and special hikes.

Special Guests

Most parks invited special guests for a variety of topics specific to the park or region. For example, returning favourites Learn 2 Fish and The Community Astronomy Team visited many of the parks throughout the summer.



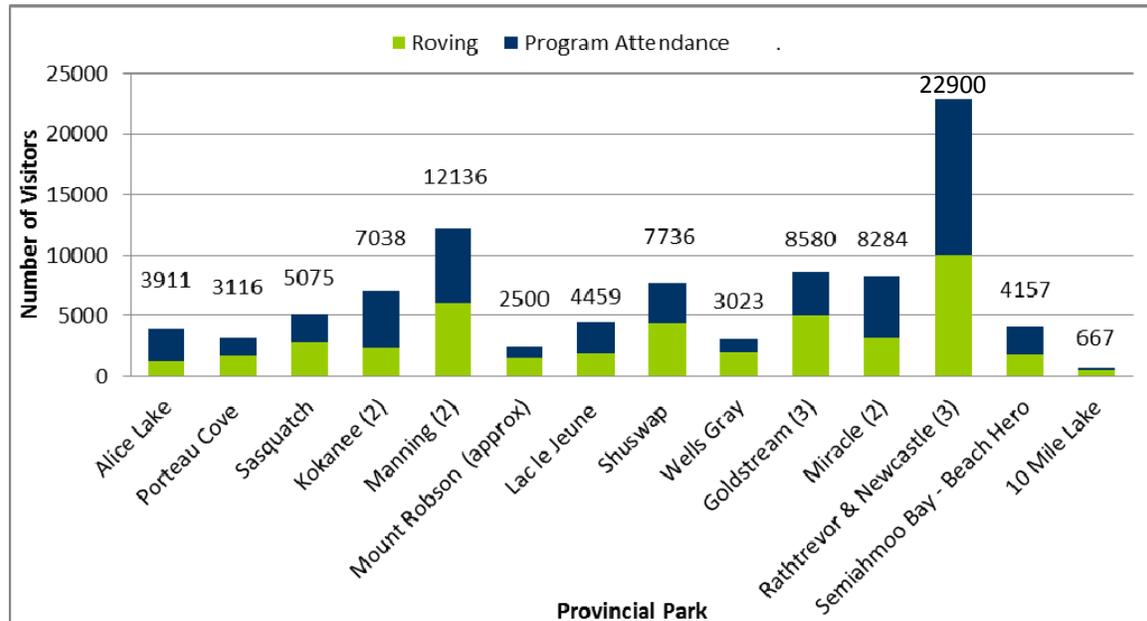
A common sight at BC provincial parks, the inquisitive squirrel peers out from a wildlife tree

2.4 Statistics for 2010

Attendance and Roving Figures

The below chart summarizes the total number of visitors interpreters reached through roving and/or program delivery in summer 2010. For a detailed breakdown of these figures, please refer to Appendix xiv.

2010 Interpretation Roving and Program Attendance Numbers



Note: the (2) represents the number of interpreters in that park if more than one interpreter. 10 Mile Lake saw programming only for two days.

Program Attendance

The roving numbers and program attendance numbers were carefully documented by each interpreter. Roving numbers refer to the people an interpreter spoke with in the campgrounds to promote their program and to answer questions about the park. Program numbers include people attending evening programs, daytime walks, and Jerry's Rangers programs.

Total program attendance for the season was 49,201 visitors. In total, interpreters made contact with guests over 93,000 times through program delivery and roving. Although this is a reduction from the previous year's figure of 107,031 visitors, it is easily understood given the reduction in positions supported by Ministry of Environment. In 2008 there were 37 interpreters delivering programs in 24 Provincial Parks, 2009 had 24 interpreters in 15 Provincial parks, while 2010 had only 21 interpreters (some part time) interpreters delivering programs in 15 Provincial parks.

Nature Houses

Nature houses are a park attraction, allowing interactive displays to be enjoyed indoors. Nature Houses are located at Shuswap, Kokanee Creek, Goldstream, Rath Trevor & Miracle Beach. These houses are staffed by an interpreter, Park Facility Operator, or volunteers in some cases.

Numbers of visitors to the nature houses have not been included in the Roving and Attendance Number. Below is visitor attendance at the nature houses.

BC Parks Summer 2010 Nature House Visitors

Nature House	Visitors
Goldstream	20379
Kokanee Creek	6607
Miracle Beach	17650
Rathtrevor	22500
Shuswap	2584
Total Nature House Visitors	49,341

Visitor Feedback on Programs

Interpreters invited park visitors to complete a short survey at the end of their programs over a 2-3 week period. These provided enough data to represent all program attendees at a 99% confidence level within $\pm 3.72\%$ of recorded values. Results have provided valuable insight into the value of interpretation in the province.

Methodology

For a 2-3 week period ending August 14th, 2010, interpreters asked program attendees to fill out a short feedback form at the end of each program.

A sample feedback form is attached in Appendix xv. Visitors were asked to read six statements, rating from 1-5 if they agreed with the statements (1 – Strongly Disagree, 3 – Neutral, 5- Strongly Agree). Visitors were then asked three yes/no questions and given a space for additional comments. General information was also requested including where visitors were from, the number of people in each group, the date, the program name, etc.

Results

As would be expected, those attending interpretive programs are very supportive of the programs. It is clear that programs are a significant attraction at the provincial parks.

249 responses were received, representing over 1188 program attendees (most visitors would fill out a form representing the views of his/her entire group or family). Given the population size of 91,734 program attendees, this gives a 99% confidence level that results are accurate within $\pm 3.72\%$.

Feedback forms were received from the following parks, determined by where logistics allowed for their distribution: Kokanee Creek, Manning Park, 10 Mile Lake, Shuswap, Sasquatch, Porteau Cove, and Lac La Jeune.

The below table summarizes the answers received to questions by percentages. Appendix xvi details the actual number of responses for each question.

% Summary of Program Feedback		
	Total Feedback Forms Received	249
	# Visitors Represented by the forms	1188
	“Ranked” Statements (1-5)	% Agree
1	I/we really enjoyed this program	100%
2	Park interpretation is an important part of my BC Park visit	95%
3	Park interpretation programs have influenced my decisions when choosing BC Parks in the past	68%
4	Park interpretation programs will influence my decisions when choosing BC Parks in the future	88%
5	Park interpretive programs have increased my understanding and/or appreciation of BC Parks	99%
6	Park interpretation should continue in future years	100%
	“Yes/No/No, but I would increase my stay after seeing the program” Question	
7	I have/would increase the length of my stay in a BC Park in order to attend a certain interpretive program	77%
	“Yes/No” Questions	
8	As a child, I attended interpretive programs	68%
9	As a child, I attended Jerry's Rangers programs	26%

Written Comments were transcribed in full, and can be found in attached Appendix xvii

Recommendations for Future Data Collection

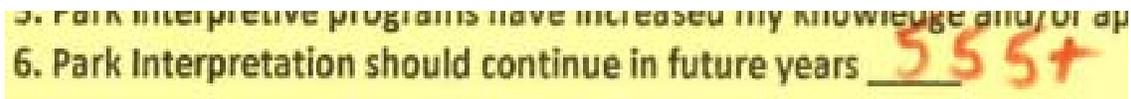
As with any research, there are many limitations in data collection. While there was sufficient data for high levels of confidence intervals, data could have been made even more representative by:

- a) Have all parks participate and submit data. Several logistical issues prevented this from occurring for summer 2010.
- b) Take data over an extended period during the summer, as opposed to the 2-3 week period.
- c) Select visitors to reply based on a randomized selection process. Inviting all participants to reply may have created a voluntary response bias, resulting in

representativeness issues (e.g. visitors with the most extreme view from either end of the spectrum would be more likely to submit feedback).

Discussion

Overall, the feedback was incredibly positive. All parks had similarly positive feedback, both numerically as well as with the anecdotal written comments. Without exception, no extremely negative feedback was given by attendees. Appendix xvii compiles all written comments, some which have been dispersed throughout the report. It was noted with interest that many visitors created their own rating system and awarded numbers above 5 to show their enthusiasm for the interpretative programs. While not included in the statistics, Appendix xviii provides an informal sampling of these enthusiastic responses. Question 6, “Interpretation should continue in future years”, was the question most commonly eliciting this response. Below is an example taken directly from a feedback form:



Written comments were essentially all positive. There were some written comments (less than 10 of over 240) with park-specific suggestions for improvement of program content or delivery; however, all in a positive context reiterating their overall enjoyment of the programs.

- 1) Programs were extremely well done. Comments continually included the following words to describe the programs and/or interpreter themselves: excellent, fun, informative, educational, interactive
- 2) Jerry’s Rangers is a tremendous program, children (and adults!) fully enjoy and learn from the programs. The interpreters were excellent with children
- 3) Interpretive programs are often the highlight of a group’s stay
- 4) Programs instil appreciation for nature in young and old
- 5) Programs should continue being funded
- 6) Programs contributed to overall enjoyment of parks because of the increased knowledge & appreciation visitors take away with them

Part 3 – The Future for BC Parks Interpretation

3.1 Recommendations

It is clear from the results of this report that interpretation is a valued and effective tool for achieving many provincial goals. The following are recommendations for the future of interpretation in BC Parks:

Funding

Premier Gordon Campbell, speaking to the Union of BC Municipalities on October 1, 2010, announced that funding will be instated to “restore... and enhance interpretive programs” (cite). However, the current amount remains unclear, as does the duration of this funding (and whether or not it extends beyond 2011’s 100-year birthday for BC Parks). BC Nature’s proposal recommends that a minimum of \$275,000 annually be allocated to fund a “bare bones” interpretation program, that funding be confirmed in December/January, and that funding be assured over several years to grow the programs. Clearly, in order to take full advantage of the strategic benefits which can be brought about by interpretation as outlined in the previous section, a greater amount of funding would result in even greater benefits. Note that through Cross Ministry Initiatives (proposed below), it may be possible to obtain funding beyond the Ministry of Environment.

Partnerships (Cross Ministry Initiatives)

The Ministry of Environment makes specific reference to the importance of Cross Ministry Initiatives, and interpretation is a good example of one which can be included across several ministries. As described in Sections 1.0, there are numerous opportunities for cross ministry initiatives. It is recommended that the Ministries noted in Appendix ii, particularly Ministry of Tourism and Ministry of Healthy Living and Sport, and Ministry of Forests and Range, participate jointly. There may also be a link with Ministry of Aboriginal Relations and Reconciliation. Aboriginal Tourism is identified as an area of growth in Tourism Action Plan, which further fortifies the potential for interpretive programs featuring Aboriginal themes to encourage understanding and sharing.

Partnerships created by BC Nature already exist with PFOs for many interpreter positions. It is hoped that the summer student job creation program from the federal government can supplement the core provincial interpretation budget.

Expansion

In 2008/09, an estimated 19.6 million people visited one or more provincial parks⁴⁶. Considering less than 100,000 people attended interpretative programs during that period,

⁴⁶ http://www.bcauditor.com/files/publications/2010/report_3/report/OAGBC_Parks%20Report_OUT2.pdf

this represents an enormous opportunity for expansion. Very few park visitors would not stand to benefit from and enjoy interpretive programs.

Performance Measures

Future, more robust, feedback collection processes should be used to further quantitatively demonstrate interpretation's role in achieving various goals. An additional component could be randomized surveying of attendees to see how many have retained the messages communicated during programs (e.g. Ministry of Community & Rural Development could include a question assessing the before and after understanding of the effects of Mountain Pine Beetle, and government actions which have been carried out).



Calypso Bulbosa are beautiful orchids to be found in many BC provincial parks. However, they are so tiny that without a well-versed Naturalist, many visitors would never stop to notice them.

Part 4 – Conclusion

In 2010 BC Parks interpreters delivered a vast variety of programs, including information on the parks' natural and cultural history, recreational opportunities of BC Parks, healthy living, stewardship and safety. Programs also introduced special themes including climate change and healthy by nature. Contact was made with guests over 93,000 times through program delivery and roving.

Visitor feedback was overwhelmingly positive: 100% of the 1188 attendees sampled “really enjoyed the programs”; 99% confirmed that interpretation has “increased my understanding and/or appreciation of BC Parks”; and 100% agreed that “interpretation should continue in future years”. Interestingly, 77% also said they have or would extend the length of their stays in a BC Park in order to attend additional interpretive programs, which speaks to the potential for direct financial gains from the programs. Despite the voluntary sampling bias, it is clear from collected feedback that visitors enjoy and learn from interpretive programs.

The Province's Five Great Goals can be readily linked to opportunities with park interpretation, and many ministerial goals also stand to benefit directly and indirectly from a well-planned and delivered interpretation program in BC. Furthermore, other stakeholders who stand to benefit include PFO's, who will gain benefits such as increased revenues and visitor retention, and the general public, who stand to benefit from increased enjoyment, understanding of, and health benefits associated with actively learning about the environment and being outdoors. While coinciding extensively with the Ministry of Environment's mandate and goals, funding interpretation needs not be the sole responsibility of that ministry. Partnering with other agencies may allow for increased funding and an enriching experience for all parties involved.

The 2010 interpretation season coordinated by BC Nature was successful despite its barebones structure and the uncertainty of its funding. The nature of receiving the majority of funding at the last minute from an uncertain source is not an effective means of delivering such an impactful and important service to the province. Interpretation serves as an enticement for many park visitors to return year after year and is a key component of maintaining British Columbia's Provincial Motto, “Splendour without diminishment”.

After this visit, I now consider the presence of a naturalist program virtually essential in BC Parks. There's no better way to appreciate the natural wonders of the parks than to discuss them with an enthusiastic Naturalist.

-Manning Park Visitor

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Appendix i - Projected Added Revenue from Interpretative Programs

This scenario has been created using feedback collected from summer 2010 park visitors as described in Section 2.4, pg. 33.

While 77% of respondents have or would extend their stay for an additional interpretative program; we will consider a conservative model and make the following assumptions:

- 1) 50% of respondents extend their stay
- 2) Visitors only extend their stay for one night
- 3) The average group size will be estimated at 5 people. Based on numbers reported on feedback forms and interpreters' informal observations, this is the average size for a group of people sharing a campsite.
- 4) The average camping fee at the parks is \$20 per night
- 5) There would be space available in the campsites for the visitors to stay another night⁴⁷
- 6) Data collected represents all BC Parks program attendees for summer 2010⁴⁸.

Factors not accounted for in this scenario:

- 1) The additional money generated as visitors use park amenities (fire wood, restaurants, canoe rentals, etc.)
- 2) Some of the groups may extend their stay longer than one day

Calculations:

Program Attendance for summer 2010	48201
Assume 50% of attendees extend their stay	x 50%
	24200
Assume family of 5 (paid by campsite)	÷5
	4840
Assume \$20 per night	x \$20
Total Projected Revenue	\$96,800

This scenario gives us projected \$96,800 in revenues as a direct result from interpretation.

⁴⁷ During summer 2010, this was indeed the case as many interpreters reported campsites were rarely at capacity

⁴⁸ Section 2.4 demonstrates this data to have a 99% chance of accuracy within ±3.71% of reported values

Appendix ii – Interpretation’s Relevance Across BC Government Ministries

The below table demonstrates that interpretation can assist in achieving goals relating to many areas of responsibility from several BC government ministries⁴⁹.

Ministry	Relevant Areas of Responsibility
MINISTRY OF ABORIGINAL RELATIONS AND RECONCILIATION	First Peoples’ Heritage, Language and Culture Council
MINISTRY OF AGRICULTURE AND LANDS	Commercial fisheries and fish processing
	Weed control
MINISTRY OF CHILDREN AND FAMILY DEVELOPMENT	Child and Youth Mental Health
MINISTRY OF COMMUNITY AND RURAL DEVELOPMENT	Mountain Pine Beetle
MINISTRY OF FORESTS AND RANGE	Forest stewardship and timber supply
	Forest protection – pests and fire
	Compliance and enforcement
MINISTRY OF HEALTHY LIVING AND SPORT	Health promotion and protection
	Sports and recreation
	ActNow BC
MINISTRY OF TOURISM, CULTURE AND THE ARTS	Tourism strategy
	Aboriginal tourism
	Heritage conservation
	Recreation sites and trails
	Recreational fish and wildlife promotion
	Public backcountry recreation
MINISTRY OF ENVIRONMENT	Parks, wilderness and protected areas
	Air, land and water pollution prevention and waste management
	Fish and wildlife habitat and species protection
	Species at Risk Coordination Office
	Compliance and enforcement
	Water quality
	Drought management
	Dam and dyke safety and regulation
	Flood plain management
	Ocean management strategy
	Watershed restoration
	Environmental emergencies
	Conservation Officer Service
	Climate Action Secretariat
	Environmental Assessment Office
State of Environment Reporting	

⁴⁹ <http://www.env.gov.bc.ca/main/divisions.html>

Appendix iii - Conservation of Ecological Integrity in B.C. Parks and Protected Areas - August 2010 (Office of the Auditor General, 2010)

The below details specific recommendations made by the Auditor General’s report, *Conservation of Ecological Integrity in B.C. Parks and Protected Areas*, highlighting those areas which could form strong links with interpretation.

Conservation of Ecological Integrity in B.C. Parks and Protected Areas

	Potential Link to Interpretation?
Summary of Recommendations	
1. The ministry update its BC Parks Program Plan so that it includes clarification of ecological integrity and performance targets that adequately address the ministry’s goal of proactive stewardship of ecological integrity.	✓
2. The ministry complete the strategic direction and procedural guidelines for its Conservation Management Program and ensure that the Conservation Program policies are consistently upheld.	✓
3. Government develop a plan to address current gaps in the parks and protected areas system.	✓
4. The ministry obtain the information it needs in order to determine management actions for the conservation of ecological integrity and ensure that its policy of developing a five-year conservation management activities plan (research, inventory and monitoring) is met.	✓
5. The ministry review and update its Master Plans Policy to clarify what type of management plan is required for each park and protected area, how ecological integrity in each area will be conserved and when each plan should be reviewed and updated.	✓
6. The ministry conduct annual planning for each park and protected area to determine what actions are needed to address conservation objectives, threats and stressors, determine priorities from this plan, and monitor and evaluate action items against conservation objectives.	✓
7. The ministry report periodically to the Legislative Assembly and public on how it is conserving ecological integrity in the province’s parks and protected areas system.	

Appendix iv: Ministry of Environment Service Plan 2010/11 – 2012/13

The below details and highlights specific areas in the MoE Service Plan which could form strong links with interpretation.

Ministry of Environment Service Plan 2010/11-2012/13

	Potential Link to Interpretation?
Goal 1: Effective action on climate change	✓
Objective 1.1: Reduced provincial greenhouse gas emissions	✓
Key strategies for this objective include:	
· coordinating the development and implementation of a public outreach and strategic engagement program to mobilize citizens and partners to reduce provincial greenhouse gas emissions.	✓
Objective 1.2: Preparing for unavoidable climate change and its impacts	✓
Key strategies for this objective include:	
· continuing to build robust observation networks that contribute to increased understanding of the direction and pace of climate change in British Columbia; and	✓
Goal 2: Clean and safe water, land and air	✓
Objective 2.1: Enhanced protection and stewardship of our water resources	✓
Key strategies for this objective include:	
· motivating shared water stewardship by leading and coordinating the implementation of the actions and commitments in Living Water Smart: British Columbia's Water Plan;	✓
Performance Measure 3: Water quality trends monitored under the Canada – B.C. Water Quality Monitoring Agreement	✓
Objective 2.3: Enhanced protection and stewardship of our air	✓
Key strategies for this objective include:	
· leading the implementation of the BC Air Action Plan, which is aimed at continuing to reduce emissions from industry, transportation, urban growth, ports and marine vessels;	✓
Objective 2.4: Effective management of environmental risks	✓
Key strategies for this objective include:	

· managing the environmental risks of human-wildlife interactions through proactive and reactive strategies;	✓
Goal 3: Healthy and diverse native species and ecosystems	✓
Objective 3.2: Well-managed parks and protected areas	✓
Key strategies for this objective include:	
· providing high-quality outdoor recreational opportunities and experiences;	✓
· increasing and promoting partnerships to expand the opportunities and involvement in stewardship initiatives;	✓
Goal 4: British Columbians share responsibility for the environment	✓
Objective 4.1: British Columbians understand the effect of their actions on the environment	✓
Key strategies for this objective include:	
· continuing to work with stewardship organizations to increase environmental awareness; and	✓
· promoting outdoor activities to foster a connection to and an appreciation for the natural environment.	✓
Objective 4.2: Shared environmental stewardship is a priority for all British Columbians	✓
Key strategies for this objective include:	
· recognizing, promoting and enhancing shared stewardship through communication, consultative processes and volunteer initiatives that engage stakeholders, clients and partners;	✓
· using the Living Water Smart blog to promote shared water stewardship;	✓
· enhancing and promoting shared stewardship through effective and timely communication of compliance activities to protect the environment.	✓
Goal 5: Sustainable use of British Columbia's environmental resources	✓
Objective 5.1: Wise management and continued benefits of water and air British Columbia's water and air resources sustain a full range of economic, community and ecosystem needs. The Ministry seeks to ensure that all British Columbians will continue to benefit from the wise and prudent management of these resources.	✓
Key strategies for this objective include:	

· promoting increased community and stakeholder involvement at the local level;	✓
· reviewing water laws to improve the protection of stream health and aquatic environments, provide opportunities for community involvement and provide incentives for efficient water use;	✓
Objective 5.2: Optimize outdoor and economic opportunities from British Columbia's parks, fish and wildlife	✓
Key strategies for this objective include:	
· optimizing stewardship and economic opportunities with First Nations, local communities, non-profit groups, private land owners and others;	✓
· developing strategic plans for parks, fish and wildlife management that promote exceptional outdoor opportunities, while ensuring long-term protection of natural resources;	✓
· developing and implementing marketing strategies to promote active living through park visitation;	✓
· offering the public increased opportunities for park recreation;	✓
· working in partnership with the Freshwater Fisheries Society of BC to recruit and retain anglers through the promotion and delivery of high-quality urban, rural and wilderness recreational fishing opportunities;	✓
· promoting awareness of contributions to the Park Enhancement Fund.	✓
Performance Measure 7: Park visitation and visitor satisfaction	✓
Park visits	✓
Visitor Satisfaction Level	✓

Appendix v: BC Parks Program Plan 2007 – 2012

The below details and highlights specific areas in the BC Parks Program Plan which could form strong links with interpretation.

BC Parks Program Plan 2007-2012

	Potential Link to Interpretation?
Goal 1 (Ecological and Cultural Integrity): BC Parks is recognized for its leadership in the proactive stewardship of ecological and cultural integrity	✓
Objective 1: A dynamic parks and protected areas system that supports the adaptation of species and ecosystems.	✓
Strategies	
• Work with other areas of government and non-government organizations to maximize the effectiveness of protecting natural and cultural assets.	✓
Objective 2: British Columbia’s diverse First Nations heritage is respected, preserved and enhanced.	✓
Strategies	
• Develop innovative mechanisms for improved communication and information sharing about the successes, benefits and challenges of collaborative management.	✓
Objective 4: Objectives for ecological and cultural integrity are understood and supported.	✓
Strategies	
• Develop, implement and communicate the conservation strategy.	✓
• Develop partnerships to achieve and support conservation objectives.	✓
• Produce and distribute outreach, educational and stewardship materials on the conservation of natural, recreational and cultural assets and ecosystem management within parks and protected areas.	✓
• Work with others to highlight the role parks and protected areas play in carbon sequestration.	✓
Goal 2 (Visitor Experience): BC Parks attracts diverse audiences to a range of superior recreational destinations and services, where visitors have fun, discover nature and history, find inspiration and improve health and wellness.	✓

Objective 1: We will celebrate the 2010 Olympics and the 100th anniversary of BC Parks in 2011.	✓
Strategies	
• Develop and implement a strategy for celebrating the 100th anniversary of BC Parks to increase connections with communities, and build strong support for the parks and protected areas system.	✓
• Identify opportunities to present innovative parks and protected areas management that highlights the diversity of British Columbia during the 2010 Olympics and the 100th anniversary of BC Parks in 2011.	✓
Objective 2: An appropriate and diverse range of quality outdoor visitor experiences is provided.	✓
Strategies	
• Work with Tourism BC to share outdoor trend research including new outdoor activities.	✓
• Provide innovative, affordable and safe opportunities and places for people to experience the natural environment, with a focus on youth and new Canadians.	✓
• Develop a range of facilities, outdoor education and outreach programs which respond to trends and are accessible to people with a range of abilities.	✓
• Work with others to provide better integration of outdoor recreational opportunities inside and outside of parks and protected areas.	✓
Objective 3: Opportunities to improve the physical and mental health of people of all ages and abilities are promoted.	✓
Strategies	
• Include messaging, where applicable, on the physical and mental health benefits of park visitation in interpretive and educational programs, cross-promotion with partners, and marketing campaigns.	✓
• Develop partnerships with other agencies such as ActNow BC to promote the use of parks as essential to a healthy lifestyle.	✓
Objective 4: A marketing and communication strategy is in place that uses partnerships, builds strong brand recognition and links BC Parks to the broader tourism sector.	✓
Strategies	
• Further develop partnerships with Tourism BC respecting tourism research, web development, visitors' centres and Discover Camping.	✓
• Work with the Freshwater Fisheries Program to identify and promote under-utilized angling and fish viewing opportunities in parks and protected areas.	✓
• Participate in tourism and recreation sector development such as Experiences BC.	✓

GOAL 3 (Organizational Excellence): BC Parks is a model of organizational excellence.	✓
Objective 2: Develop and improve relationships and partnerships to engage British Columbians in achieving parks and protected areas goals.	✓
Strategies	
• Collaborate and share information and best practices with other park agencies, nationally and internationally.	✓
• Develop and implement a strategy for volunteers.	✓
• Develop and implement a community engagement strategy to increase the involvement of communities to develop a greater sense of pride and ownership.	✓
• Work with others to promote understanding of and compliance with parks and protected areas' regulations that protect important natural and cultural assets.	✓
• Establish closer working relationships with other enforcement agencies.	✓
Objective 3: BC Parks' commitment to management excellence and continuous improvement is demonstrated through its own practices.	✓
Strategies	
• Introduce and showcase environmental excellence such as the use of green technologies in park facilities and practices.	✓
Objective 4: BC Parks is an effective steward of public funds and resources.	✓
Strategies	
• Work with public and private sectors to develop new opportunities to resource the parks and protected areas system.	✓

Appendix vi – Fostering Stewardship Behaviour: Stewardship Outreach Project, Environmental Stewardship Division

The below details and highlights specific areas in the *Fostering Stewardship Behaviour* report which could form strong links with interpretation.

Fostering Stewardship Behaviour: Stewardship Outreach Project, Environmental Stewardship Division (2006)

	Potential Link to Interpretation?
GOAL 1: Encourage and enable ESD partners, clients, and stakeholders to practice shared stewardship and responsible outdoor recreation behaviours and to voluntarily comply with MoE regulatory requirements	✓
Objective A. ESD outreach activities increased to advance government, ministry, and division priorities and goals	✓
Strategies for Objective A:	
☐ Use outreach as a tool to achieve identified ESD program priorities.	✓
☐ Focus outreach efforts on changing behaviours that have significant environmental consequences.	✓
☐ Incorporate outreach into delivery of existing ESD projects when appropriate.	
☐ Use effective communication and extension principles in all formal and informal outreach projects and activities.	✓
☐ Develop partnerships in environmental stewardship with key stakeholders and First Nations	✓
☐ Provide information, expertise and other support to stewardship groups.	✓
Objective B. Outreach approaches and techniques positively change compliance and stewardship behaviour of partners, clients, and stakeholders	✓
Strategies for Objective B:	
☐ Within MoE, link outreach activities to other ministry incentive or reward, monitoring and reporting, and compliance and enforcement programs.	✓
☐ Apply effective communication and extension principles, approaches, and techniques when carrying out day-to-day informal outreach activities.	✓

Objective C. Knowledge of regulatory requirements and stewardship communicated and shared through consultative processes that engage partners, clients, and stakeholders	✓
Strategies for Objective C:	
☐ Support and assist partners who play key roles in promoting and implementing ESD priorities, particularly delivery of stewardship and outreach projects and activities.	✓
GOAL 2: Empower ESD staff and partners to provide and participate in outreach activities.	
Objective B. ESD staff and partners have the capacity, training, tools, and materials to do outreach effectively	✓
Objective C. Outreach is a long-term, ongoing priority for the ESD	✓
GOAL 3: Integrate outreach project planning, development, and delivery with the MoE's regular business processes	
Objective A. Outreach planning integrated with the existing work-planning process	✓
Strategies for Objective A:	
☐ Identify significant outreach projects and activities through existing business planning, work planning, and budget allocation processes.	✓
☐ Identify complementary projects and ensure communication among work units throughout the ESD.	✓
Objective B. Consistent outreach project planning and development	✓
Strategies for Objective B:	
☐ Identify project leads for all significant outreach projects.	✓
☐ Clearly articulate objectives of outreach projects in terms of desired compliance and stewardship behaviours among partners, clients, and stakeholders.	✓
☐ Develop outreach project plans for all significant outreach projects.	✓
<i>f</i> Identify all major outreach projects being done in the ESD on an annual basis, and prepare an annual outreach report summarizing all work being done. Projects that relate specifically to inducing compliance with regulations or guidelines should be identified so they can be captured in the annual ministry Compliance Plan.	✓

Objective C. Outreach activities and projects adequately resourced	✓
Strategies for Objective C:	
☐ Pursue fundraising, partnerships and sponsorships that support stewardship outreach projects and activities.	✓
GOAL 4: Continuously improve outreach delivery to achieve ESD goals.	
Objective B. Results shared within the ESD, and with our partners, clients, and stakeholders	✓
Strategies for Objective B:	
☐ Share outreach project outcomes and lessons learned with relevant partners, clients, and stakeholders.	✓
Objective C. Future outreach planning, development, and delivery informed by results.	✓
Strategies for Objective C:	
☐ Consider the results of past outreach projects when planning and implementing new projects.	✓

Appendix vii – Conservation Framework

The below details and highlights specific areas in the *Conservation Framework* which could form strong links with interpretation.

Conservation Framework November 2009

	Potential Link to Interpretation?
Goal 1. To contribute to global efforts for species and ecosystems conservation;	✓
Goal 2. To prevent species and ecosystems from becoming at risk; and	✓
Goal 3. To maintain the full diversity of native species and ecosystems.	✓

Appendix viii – Ecosystems Program Plan

The below details and highlights specific areas in the *Ecosystems Program Plan* which could form strong links with interpretation.

Ecosystems Program Plan June 2010

	Potential Link to Interpretation?
Goal 2: Conservation	✓
Goal 3: Informing Resource Use	
Objective 3.3. Promoting Shared Environmental Stewardship: Through outreach, the Ecosystems Program supports integration of conservation objectives for species, habitats and ecosystems into management decisions and supports the stewardship actions of stakeholders and the public that promote conservation of species, habitats and ecosystems.	✓
Strategy 3.3.a: Outreach Activities	✓
Engage with partners, stakeholders and the public through outreach, education and incentives to promote ecological literacy and foster effective environmental stewardship of species, habitats and ecosystems.	✓
Activities Include:	
Provide user-friendly, current information and best management practices on species, habitats and ecosystems to MOE partners, stakeholders and the public.	✓
Consult, collaborate and coordinate environmental stewardship approaches and project with partners both internal and external to government.	✓
Support initiatives that link children and nature.	✓
Strategically approach outreach planning and actions to achieve Ecosystems Programs goals	✓
Conduct programs with stakeholders and the public promoting ecological literacy.	✓
Assist stewardship organizations to increase their core capacity to operate efficiently and effectively.	✓
Assist stewardship organizations, stakeholders and the public to promote incorporation of conservation measures within resource management decisions.	✓
Success Measures	

Stakeholders and the public view the Ecosystems Program as a key source of credible information and advice, and use program resources as a common reference.	✓
There is increased stakeholder and public participation in environmental stewardship activities	✓
Partners, stakeholders and the public understand and promote ecological literacy	✓
Partners, stakeholders and the public promote the conservation of species, habitats and ecosystems within decision-making processes	✓

Appendix ix – Wildlife Program Plan

The below details and highlights specific areas in the *Wildlife Program Plan* which could form strong links with interpretation.

Wildlife Program Plan	
	Potential Link to Interpretation?
Governance objectives:	
Improve compliance to protect and manage wildlife and wildlife habitat	✓
Promote the use of the Conservation Officer Service Report All Poachers and Polluters (RAPP) Line and actively engage stakeholders, partners, and the general public in monitoring activities	✓
Governance objectives:	
Improve wildlife management through the effective engagement of stakeholders, clients, and the public	✓
<u>Develop and implement a strategic and effective consultation approach for wildlife management and conservation.</u>	
Develop a multi-pronged approach to consultation on wildlife conservation and management, which may include engaging an advisory group of key stakeholders, hosting public discussions, conducting opinion polls and surveys, and implementing outreach and extension programs.	✓
<u>Develop and implement a strategic and effective consultation approach for wildlife use.</u>	
Review current approaches and methods of developing and communicating hunting and trapping regulations, and document all consultation approaches, tools, and processes.	✓
Conservation objectives:	
Foster shared stewardship of B.C.'s native wildlife	✓
Strategies & Activities	
<u>Collaborate and partner with stakeholders to attain mutual wildlife conservation goals and build positive working relationships over the long term.</u>	✓

Foster sustainable wildlife management through collaborative management approaches.	✓
Ensure partners, clients, and stakeholders are well-informed about Ministry wildlife management policies, Division business plans, and conservation priorities.	✓
Continue to partner with and support the wildlife stewardship efforts of organizations such as the Habitat Conservation Trust Foundation (HCTF), British Columbia Conservation Foundation (BCCF), and the Stewardship Centre for British Columbia (SCBC).	✓
Foster a shared stewardship approach with other government agencies that affect wildlife and habitats through the use of informal partnerships, formal written commitments, and effective means of communication. Establish stewardship management and partnership agreements with specific organizations that align with Conservation Framework priorities, and seek resources to support these partnerships.	✓
<u>Outreach will be used strategically in programs that support wildlife conservation priorities.</u>	✓
Identify and prioritize issues that have a negative effect on wildlife and their habitats, and develop clear outcomes and measures of success that will foster a stewardship ethic and influence specific practices of target audiences.	✓
Use signs and other outreach materials in a strategic manner to inform target audiences that need to change certain behaviours.	✓
Engage client groups in wildlife stewardship projects that reflect mutual priorities.	✓
Support stewardship groups in conserving wildlife by providing access to information, and where possible, providing staff expertise and logistical support.	✓
Use objectives:	
Prevent or reduce negative effects of wildlife-human encounters	✓
Strategies and Activities	
<u>Minimize the negative effects of wildlife-human conflicts through continued implementation of the Wildlife-Human Conflict Strategy.</u>	✓
Reduce public safety risks that are associated with dangerous native and exotic wildlife.	✓
Reduce risks to public safety, property, and wildlife due to wildlife-vehicle collisions.	✓
Review and update the strategy to reflect changes in legislation, emerging issues, best practices, and lessons learned.	✓

<u>Promote Shared Stewardship.</u>	✓
Strengthen accountability and responsibility for prevention of wildlife-human conflicts among stakeholder groups.	✓
Use outreach to increase public and stakeholder understanding of all types of wildlife-human conflicts and solutions.	✓
Build partnerships within the Ministry and with other government agencies, local governments, First Nations, industry, businesses, and individuals.	✓

Appendix x – Freshwater Fisheries Plan

The below details and highlights specific areas in the *Freshwater Fisheries Plan* which could form strong links with interpretation.

Freshwater Fisheries Plan 2007

	Potential Link to Interpretation?
Goal 1 (Ecological and Cultural Integrity): BC Parks is recognized for its leadership in the proactive stewardship of ecological and cultural integrity	✓
Governance Goal: Compliance	✓
Promote regulatory compliance through education, verification and enforcement	✓
<u>Activities</u>	
Promote regulatory requirements to encourage voluntary compliance	✓
Conservation Goal: Fish Populations and Habitat	✓
Conserve and restore freshwater fish populations and their habitats	✓
Conservation Goal: Species at Risk	✓
Protect and recover freshwater fish species at risk	✓
<u>Activities</u>	
<u>Protection</u>	
• Develop proactive measures to mitigate risks to candidate species	✓
• Support stewardship initiatives including the development of communication and educational materials	✓
Recreation Goal: Sustainable Opportunities	✓
Maintain and develop diverse and sustainable opportunities for fishery resource users	✓
<u>Activities</u>	
Promote and market through partnerships	✓
• Build stronger relationships with tourism B.C. to attract users to B.C.'s freshwater fish resource	✓
• Build partnerships with other stakeholder groups to increase marketing capacity and effectiveness (e.g. B.C. Wildlife Federation (BCWF), angling guides)	✓

• Identify and promote under-utilized angling and fish viewing opportunities	✓
Recreation Goal: Stakeholder Values	✓
Integrate stakeholder values into freshwater fisheries management decision making	✓
<u>Activities</u>	
Understand the users	✓
• Investigate non-consumptive demand to identify new freshwater resource uses (e.g. fish viewing)	✓
Small lakes action plan summary	
<u>Activities</u>	
Recreation	
• Promote use of small lakes through targeted marketing programs	✓
• Evaluate the success of stocking programs in terms of fish performance, angler catch rates, client satisfaction and cost/benefit analyses	✓
• Optimize the use and accessibility of fisheries inventory data by the public	✓
Sport fisheries renewal action plan	
<u>Activities</u>	
Governance	
• Develop education programs to promote understanding of and compliance with angling regulations	✓
Fish & Habitat Conservation	
• Liaise with tourism associations and sport fishing industry representatives so that they are informed of key messaging regarding the value of fish and fish habitat	✓
Recreation	
• Develop and deliver 'learn to Fish' and youth-oriented programs in schools, municipalities and through other partners	✓
• Develop specific communication tools and programs to recruit new anglers from diverse cultural groups (e.g. regional fishing guides)	✓
Invasive species management action plan	
<u>Activities</u>	
Governance	
• Develop a prevention strategy aimed at improving compliance with statutes and regulations regarding import and transfer of live fish into new water bodies	✓
Fish & Habitat Conservation	
• Develop well-advertised disincentive programs, education and enforcement to further reduce spread of invasive species	✓

<ul style="list-style-type: none"> •Develop public consultation/communications package regarding key eradication tools 	✓
Recreation	
<ul style="list-style-type: none"> • Provide supporting educational materials and a communication package to foster a sense of community ownership and stewardship of native biodiversity and to discourage activities such as illegally introducing sport fish 	✓

Appendix xi – Ministry of Tourism, Culture and the Arts 2010/11 - 2012/13 Service Plan

The below details and highlights specific areas in the *Ministry of Tourism, Culture and the Arts Service Plan* which could form strong links with interpretation.

Ministry of Tourism, Culture and the Arts 2010/11 - 2012/13 Service Plan	
	Potential Link to Interpretation?
Goal 1: Increase revenue by attracting visitors from multiple markets, with seasonal and geographic distribution across B.C.	✓
Objective 1.1: Increase interest in B.C. as a tourist destination by connecting consumers to the product of choice through the channel of choice.	✓
Strategies	
Use targeted consumer campaigns and on-line marketing tactics to draw more visitors to HelloBC.com, and other related sites such as the Driving Routes website.	✓
Conduct research and provide analysis and evaluation on markets, products and trends to assist industry planning and decision-making.	✓
Performance Measure 1: Visitors to HelloBC.com consumer websites worldwide (millions).	✓
Objective 1.2: Increase awareness of B.C. tourism products and experiences by generating unpaid coverage of B.C. worldwide.	✓
Goal 2: A tourism industry that delivers a world-class, comprehensive range of tourism products, destinations and enhanced visitor experiences.	
Objective 2.2: Implementation of the Trails Strategy and new Off Road Vehicle framework attracts visitors, and leads to enhanced community connections and improved rural economies.	✓
Strategies	
Sustain existing partnerships and attract new partners for managing recreation sites and trails for the enjoyment of British Columbians and visitors.	✓
Protect and manage present and future recreation resources on Crown lands outside of parks and settled areas in collaboration with other responsible agencies.	✓

Continue implementation of a market development plan for recreation sites, in collaboration with other tourism sectors.	✓
Apply sustainable environmental practices and procedures when supporting development, upgrading, maintenance and management of recreation sites and trails.	✓
Performance Measure 5: Public Use of Recreation Sites and Trails that are under provincial oversight.	✓
Objective 2.5: Maximize efficiency and effectiveness of marketing within the B.C. tourism industry.	✓
Strategies	
Encourage the growth of Aboriginal cultural tourism in B.C. and First Nations investment in tourism and outdoor recreation.	✓
Goal 3: A creative economy that provides sustainable jobs, economic growth, and supports the heritage and social fabric of British Columbia	✓
Objective 3.2: Coordinated cross-government initiatives to foster creative people, places, and experiences.	✓
Strategies	
Work with communities and the Heritage Tourism Alliance to develop and promote cultural tourism throughout B.C.	✓
Build capacity for community heritage conservation through youth engagement, public awareness, training, heritage planning advice and outreach, and professional expertise.	✓
Objective 3.3: British Columbia's historic places are effectively conserved.	✓
Strategies	
Deliver a long-term sustainable heritage strategy based on sound consultation with stakeholders and partners.	✓
Partner and work with all levels of government and the heritage and related sectors to foster the sustainability and rehabilitation of the historic built environment and to promote the exemplary recognition and conservation of historic places in B.C.	✓
Foster effective stewardship of publicly owned historic places.	✓
Build capacity for community heritage conservation through youth engagement, public awareness, training, heritage planning advice and outreach, and professional expertise.	✓
Objective 3.4: British Columbia's archaeological sites are effectively protected.	✓

Appendix xii – BC Tourism Action Plan

The below details and highlights specific areas in the *BC Tourism Action Plan* which could form strong links with interpretation.

BC Tourism Action Plan to 2015

	Potential Link to Interpretation?
	✓
Action 2: Government agencies and ministries will increase access to and enjoyment of BC's parks and protected areas for tourism and outdoor recreation by developing a business plan for new management framework and delivery model. The framework will:	✓
-Expand recreation services opportunities and user access in parks, protected areas and Crown land areas adjacent to them.	✓
-Establish partnerships to facilitate private- and public-sector funding to support tourism and recreation program delivery and infrastructure development inside and outside of provincial parks.	✓
-Promote entrepreneurial activities for existing and new commercial operators in or adjacent to parks and protected areas.	✓
-Establish a provincial trails program (BC Trails) for both urban and rural trail systems on Crown land.	✓
Action 4 Government and agencies will increase First Nations investment in the tourism and outdoor recreation sectors:	✓
-Identify opportunities for First Nations to partner with new or existing resort operations.	✓
-Establish First Nations cultural visitor centres and name significant First Nations features and/or sites in selected parks and protected areas.	✓
Action 26: Work with Tourism BC to incorporate the following provincial priorities into its business plans for marketing and product development:	✓
-2010 Olympic and Paralympic Winter Games;	
-Aboriginal tourism;	✓
-Asia Pacific opportunities;	✓
-BC Parks;	✓
-Outdoor recreation opportunities;	✓
-Provincial environmental stewardship linked to "Super, Natural BC" marketing initiatives;	✓

-Growth of B.C.'s market share in international education tourism; and	✓
Action 33 Increase participation in B.C.'s freshwater and saltwater recreational fisheries by implementing the B.C. Angling Market Development Plan developed by government, industry and recreational angling organizations.	✓
The focus will be on:	
-increasing awareness of the resource and the wide array of angling opportunities offered in B.C.;	✓
-undertaking innovative and targeted marketing campaigns with partners including destination marketing organizations, industry and non-governmental organizations;	✓

Appendix xiii – Water Stewardship Division Strategic Plan

The below details and highlights specific areas in the *Water Stewardship Division – Strategic Plan 2008* which could form strong links with interpretation.

Water Stewardship Division – Strategic Plan 2008

	Potential Link to Interpretation?
3 Main Goals, that water is:	
1. Safe	✓
2. Sustainable	✓
3. Valued by All	✓
Objective 2.4: Leading science informs decision making	
Strategy 2.4.4: Assess emerging water issues and trends on an ongoing basis	
•Communicate about water science and enhance the relationship among government, society and science in managing the water resource.	✓
Objective3.1: British Columbians recognize the many values of water and share responsibility for stewardship.	✓
Strategy 3.1.1 Improve understanding of the value of water to British Columbia	✓
•Use outreach tools to communicate with British Columbians about the intrinsic value of water to our identity, culture and spiritual values.	✓

Appendix xiv – Roving and Program Attendance Summary Table

The below table provides figures recorded by interpreters for summer 2010 while roving and delivering programs.

Roving and Program Attendance Summary Table

Park	# Interpreters	Roving	Program Attendance	Total
Alice Lake	1	1234	2677	3911
Porteau Cove	1	1657	1459	3116
Sasquatch	1	2811	2264	5075
Kokanee	2	2374	4664	7038
Manning	2	6095	6041	12136
Mount Robson (approx)	1 (part time)	1500	1000	2500
Lac le Jeune	1	1927	2532	4459
Shuswap	1	4410	3326	7736
Wells Gray	1	1964	1059	3023
Goldstream	3	4946	3634	8580
Miracle	2	3178	5106	8284
Rathrevor & Newcastle	3	10022	12878	22900
Semiahmoo Bay - Beach Hero	1	1734	2423	4157
10 Mile Lake	Two day trial only	529	138	667
Totals	21	44381	49201	93582

Appendix xvi – Cumulative Feedback For summer 2010 Interpretative Programs

The below table is the compiled responses from feedback forms (see appendix xv) at seven provincial parks.

BC Parks 2010 Interpretive Program Feedback								
	Question	Response					Statistics	
		SD	D	N	A	SA	Total Response	% Agree
1	I/we really enjoyed this program	/	/	1	41	248	290	100%
2	Park interpretation is an important part of my BC Park visit	1	1	12	55	227	296	95%
3	Park interpretation programs have influenced my decisions when choosing BC Parks in the past	10	14	68	60	138	290	68%
4	Park interpretation programs will influence my decisions when choosing BC Parks in the future	3	7	25	77	169	281	88%
5	Park interpretive programs have increased my understanding and/or appreciation of BC Parks	/	1	1	42	242	286	99%
6	Park interpretation should continue in future years	/	/	1	7	279	287	100%
	Question	Response			Statistics			
		Yes	No, but after experiencing this program I might in the future	No	Total Response	% Agree		
7	I have increased the length of my stay in a BC Park in order to attend a certain interpretive program	78	145	68	291	77%		
	Question	Response			Statistics			

		Yes	No		Total Response	% Agree
8	As a child, I attended interpretive programs	259	123		382	68%
9	As a child, I attended Jerry's Rangers programs	76	219		295	26%

Total Feedback Forms Received **249**
#People Represented by the forms **1188**

Note:
SD = Strongly Disagree; D=Disagree; N=Neutral; A= Agree; SA=Strongly Agree

Appendix xvii – Compiled Written Comments from 2010 Feedback Forms

Comments are from Manning, Kokanee, Sasquatch, Porteau Cove, Squamish, Lac La Jeune Provincial Parks). Comments are sorted by park but otherwise in no particular order.

Comments were transcribed exactly as written, including spelling errors, etc., in order to preserve authenticity. Other than “smiley faces” represented as “☺” in transcription, the occasional drawings included by guests were not included.

When feedback included the Naturalist’s name, [The Naturalist] was inserted to protect privacy.

Manning Provincial Park

We loved the show and camping here.

I really liked going on stage.

Really enjoyed the program and the actual real [scat] samples were fantastic! Scat

This Program was very interesting and Highly Informative. Very well done.

All the programs have been excellent and very informative and fun for all ages!

Thank you for doing these programs, me and my sister really enjoyed learning lots.
Thank you!

My kids love these programs and have been going for years. Keep up the good work!
My kids look forward to going to Jerry’s and evening shows.

Our park naturalist was enthusiastic, well spoken and creative with her presentation. We enjoyed our time!

Nice audience participation. Great Program!

Very nice and informative.

Great job! Love the grouse dance.

[The Naturalist] is very interactive. She keeps the audience involved. She is fun.

Very interesting. Our Naturalist was excellent with her presentation. Very knowledgeable. My teenagers enjoyed the programs as well. Thanks for everything!
Well Done!

Really well run interpretive programme, very enthusiastic leader, very good at engaging children. Very much improved our learning and understanding of wildlife on our short stay in BC. Thank you. Keep it going. [From England]

Thank you, [Naturalist], for encouraging the kids to learn more about nature.

Excellent for kids. Good humour.

Great kid involvement!

Our kids loved it! Great and educational! The Naturalist was fun and enthusiastic!

Thank you.

Great job! Good info!

Excellent. Very good information, good presentation & [The Naturalist] was great with the children.

Very informative. Lots of fun for parents and kids alike.

Good job – great 4 kids! ☺

My grandkids were great animal imitators!

Great program. Our son loves attending these programs. Fosters respect, knowledge about our parks. Please continue with these programs. Thank you!

I learned quite a few things about local wildlife and plants in the area that I did not already know. I enjoyed the format of “Real or Not Real” ☺

This program was an interesting and excellent approach – comment from 2 retired teachers! [they gave us all 5’s]

My young kids LOVE the nature programs. They learn & remember so much! Thank you

[The Naturalist] did a great great job. I have seen programs at the Grand Canyon, the Oregon Coast, Long Beach and she is as good as any of them. Thanks for funding this.

Very lively, interesting. Thanks

[The Naturalist] is awesome! Thank you

The scat program was well done. We have chosen to camp in BC Parks the last 3 years because of the Jerry Rangers program, which we lack in Alberta. Our children are 6,9 & 11 and still enjoy Jerry's Rangers. -Alberta

Fun presentation – enthusiastic. Imaginative, interactive games. Great with kids! Good visuals. Thanks!

Thank you for the great show. Kids LOVED it.

Excellent program and naturalist.

Great program tonight. Very interactive for kids.

Had a great time, keep up the programs for the kids and us adults too!

We don't arrange our trip around the programs but once we get here we always look for the schedule and look forward to the programs. The kids love it. Very informative.

They are awesome and funny. I love the shows. I don't like not getting picked for volunteering. [promptly program was changed so all kids had a chance to volunteer!!]

Please keep doing this ☺

These programs are really great. They should be at every park. Very cool and fun.

Our kids LOVE this program. It's educational and a highlight of our summer vacation.

Very informative program in a fun way. Naturalist is very well prepared. Jerry's Rangers program is important for children.

Our vacation was great because of these programs. Awesome.

I have never experienced an interpreted hike before this trip to Manning but the three hikes that we went on with the park naturalists here make my previous walks in the woods seem like a waste of time. My goodness, I learned so much about the plants and animals in the region – and I've lived here my whole life.

After this visit, I now consider the presence of a naturalist program virtually essential in BC Parks. There's no better way to appreciate the natural wonders of the parks than to discuss them with an enthusiastic Naturalist. As I leave this week, I'm going home with a good sized list of books to read about trees, animals, plants and geology, and I have every intention of returning to Manning next year to see and do more, and I plan to check out the naturalist programs at other BC Parks closer to home. My 5-year-old daughter also loved these programs and wants to be a Naturalist when she grows up, the first step: becoming a full-fledged Jerry's Ranger!

Very fun and energetic plus great learning principles and props. Suggestion: When talking about a bird generically like “When an owl flies...” don’t always use he. Use she at least half the time. You have a lot of little girls in your audience and they deserve to be included. Thanks!

Great presentation, enthusiastic presenter. Learned lots and now know what to look for.

Found the program educational & entertaining. Also, if a program could be incorporated intended specifically for older kids, would be helpful.

I have attended many presentations in the past and come to Manning from Vancouver because I really enjoy these programs, esp for the children. You’re the best! Thank you

- Great Program
- Children look forward to it every year
- Keeps us coming back every year

Would very much like to see additional programs like this in BC Parks! See this as a great contribution to my kids education.

Great interpreter . Lots of fun and very educational for grown-ups and kids ☺ Great job. Well be back next year!

Thoroughly enjoyed the program. When my Grandson is older we will be coming to Manning Park for sure. Keep up the good work!!!

I was very happy with the program. Thank you very much.

Our kids love this part of camping [guided walks] and look forward to the shows!!!

This is a great program that has really given my children an appreciation of the natural world! WWS

- Programs are very valuable and great for kids as they look forward to these programs
- Excellent naturalist and as a parent, I too, enjoy these programs. It reminds us of the importance of our forests and healthy and protection of wildlife.

Great hike. Very informative. Kids enjoy it too.

I really enjoyed this. It was a wonderful program. Thank you.

Thank you! Very interesting and informative! Great for our kids!

Fun activities!

[The Naturalist] rocks! And these programs are terrific – I learn many things each time.
Thank you!

Very informative and fun programs.

We value these programs; they are a great family time and great learning opportunities for children and adults alike.

Excellent!!!

Interesting. Pointed out good details.

I enjoyed the show and hope there are more in the future.

Very valuable for our kids. Thanks.

Keep the programs please! ☺

We really appreciate and enjoy the Interpretation Programs and would like to see them continued and expanded in the future. Aiden (6 years old) wanted to say he liked the show because he learned stuff about birds and my dad wanted to go to the skyline trail now and I wanted to go too and see a Golden Eagle.

I love the amphitheatre because it teaches me lots of things. I think the amphitheatre should keep going because my friends and I love to sing the songs. Amphitheatre ROCKS.

These are important for kids to learn about nature – adults, too.

Great info, great rep.

THANK YOU ☺

Really enjoyed tonight's program.

Very entertaining and informative session on birds in Manning Park.

One of the main reasons we come to Manning is because of this program. We do not have interpretative programs in the Okanagan. The kids love the program. Thank you Manning very much.

We can't extend our stay because it is all reserved ☹ !! Kind of childish, would appreciate teen-driven programs.

Great programs, keep funding! – Calgary, Alberta

FABULOUS. Good info. Keep up the programs. Education programs are essential. Never stop funding! Thanks. – Calgary

[The Naturalist] was great!

Excellent info. Great value, learning, etc for kids. Kudos. Did [Animal] Olympics [program] today, also an excellent program for the kids.

I love the programs they should continue.

This is my first experience camping (I'm 47 years old) and I really enjoyed the park interpretation programs. I feel that they are essential to educate the campers to the natural surroundings they are visitors to. I'd like to see a program dedicated to educating visitors about respecting wildlife (eg. Not feeding them!) If you already have one, great! We think the naturalist do a super job (especially [The Naturalist]!). Please keep these programs going!!

Very informative, not too long and droning. Thanks!! ☺

Interesting and fun!

Very informative! Enjoyed it very much! Thank you!

Keep these programs going. Soooooo informative. Thank you! Great presentation!

We come every year because of these programs. Fantastic time!

Very important to learn about nature, birds, animals, how to take care of BC.

Very educational and great speaker! I could clearly determine the audience was captivated! MPB

The Jeopardy Program/Game was fun..we learned a lot! ! Great questions about animals in the park. Kids love the game!!

Excellent format.

Great job!! ☺

This is a neat program. It's a programme set up like a game show. NEAT!!!

Jeopardy is a fun way to learn about different species.

I liked everything. It was great.

I like everything about the show.

I love BC because of these programs. I continued to come to parks and interpretative programs because I want my kids and grandkids to learn and know about nature.

Awesome!!! ☺

We love it. Lots of fun. Something to look forward to during the day. Thanks [Naturalist]!

Kudos for today's Paintbrush Trail Walk. These programs have given the kids great knowledge, that they have been using while staying here. ☺ Thx.

The naturalists was entertaining and interacted with the audience well.

The program s great. My kids are very excited to get their Jerry Ranger's Badge (one day).

Well prepared. Kid oriented.

Great info and very inspiring for kids. Nice variety of presentations!

- The group volleyball activity is a terrific bonding activity
- Very good demo, visuals and props
- A slide show of hike with use of hiking supplies would be appropriate
- Talk geared more towards children than adults?
- Activity was worthwhile and fun!!

My children look forward to the programs. We actually organize our day around the programs.

I found it interesting to hear from one of the group who has been coming of the park for years that I was great to have the park interpreter because they learned something new and different each time. Each interpreter has their own way of teaching and this one was knowledgeable and you could tell she loved her job. Her name was [Naturalist].

Great presentation! Lots of fun

Great job by provider, please kep this program running. This is a highlight for the kids stay in the park. We only camp at BC Parks!! ☺

Excellent intro for my children to appreciate Nature, and understand ecosystems and increase backcountry knowledge.

Thank you for putting on these programs. It's really important for kids and adults to be aware of our natural world around us, especially since 90% of humans live in urban settings now

I'm pleased the interpretive programs have not been eliminated by budget cuts.

Please keeps doing the programs, the kids and I learn a lot. Thanks.

Our 5 year old daughter looks forward to camping because of the Jerry Ranger Program.

[The Naturalist] did a great job!

Kokanee Creek Provincial Park

I really like the entertainment of both the night programs and Jerry's Rangers. It was awesome! This is one of the best places I have ever been to! - Ontario

I think that this interpretive centre with its programs is quite important to the life of this park. Progressive thinking would ensure that the education of its participants protect and preserve what is here. – Calgary

Programs are very good, educational. Please continue with it. – Calgary

[The Naturalists] were Great! They did a wonderful job.

[The Naturalists] were energetic, fun and great. Please keep doing this – it was awesome and educational!

We had a great time as a family and learned a lot of valuable information about nature and the great importance of camping in BC. –Alberta. We value this program, please contact us if you'd like additional feedback. Great job [Naturalist]! And thank you for a great holiday!

The Naturalists were great, love the program, keep it up/do not lose this more shows.

These programs are so important!! As a child I attended them as often as possible, now my nieces and nephews do! Thanks!

My children really enjoyed all the programs. We hope that the programs are here next year because they added to our enjoyment of our 11 day stay.

The programs have all been interesting & entertaining, and my 8 year old son has really latched on to all the information and is now trying to get people to act more "park friendly".

Please keep the programs for next year!!! They are so great and educational and enjoyable.

-Ephrate, WA, USA

Most important. Even helped my daughters to go into experiential education.

The interpretive programs were our deciding factor in coming here. We attended last year and our children were very proud to be Jerry's Rangers. They talked about it all year and were much more aware. While on walks they pick up garbage because they are "Jerry Rangers". My husband and I also attend the programs and learn something new each time. Love it – Please – Please continue. -Coleman, AB

I have such fond memories of attending interpretive programs at BC Parks as a child. It is such an effective educational tool. The things I learned as a child at this park (Kokanne Cr) and Monck Park have stuck with me for a lifetime. I really wish more BC Parks had these programs. The nature walks are also wonderful. Please bring back these interpretive programs to Monck Park!!!

Very good. Could you do one every year in BC? - Calgary, AB (kid)

Really good. Maybe you guys should do a program on mosquitos! - Calgary, AB

Excellent work. My family really enjoyed the staff and programming.

Would like to see a better photo display of Busk/Hamilton Estate maybe even info at the site as well. One is left to imagine the grounds original condition. It's fascinating and we were wanting more.

First time in the park – fantastic~! Love the trails.

Excelent family activity; educational and entertaining. Would prefer earlier starting time, 7? – Rocky Mountain House AB

Always look forward to the interaction and discussion these programs bring out in our children. A valuable learning of all of us will carry on. – Alberta

Jerry's Rangers did not exist when I was a child. I'm sure pleased my children are able to take advantage of it. Interpretive programs have all but died out in Alberta. I really miss the progras – low taxes mean fewer luxuries. I think the programs are a fabulous wayo instill an appreciation of our environment in all ages.
-Calgary, AB

The Jerry's Rangers and uest speaker program have added a lot to our stay at the park and has been very important for my kids as it is both fun an deducational. We look forward to attending next year.

Great job, loved it, learned lots too.

[The Naturalists] were fantastic. We have brought our daughter here for 7 years. This past summer 2010 she was so enthused about Jerry's Rangers. It was great to have [The Naturalist] back, and [The Other Naturalist] was super. Look forward to next summer. – Banff, AB

Programs are informational and well done, and appreciated. We believe they should continue. Thank you. Calgary, AB

Excellent Job [Naturalist!]
Entertaining & Educational. Loved It!
-Rocky Mountain House, AB

The interpretive programs provide excellent safety information and give people a better understanding of the people, places and environment we are visiting.

Parks are an important resource for families. There is little use continuing to increase the number of parks while continuing to underfund them. Most parks are not what they were when I was young (70's).

[The Naturalist] was wonderful – we learned so much about the sturgeon – very important for my children to learn about endangered species.

My kids and I really enjoyed the presentations and think they are a welcome accompaniment to our camping experience.

Jerry's Rangers Programs were very informative – really helped the kids learn to appreciate nature as it is & how to maintain it for the future. Thanks.
-Barrhead, AB

Good programs. We tell lots of people about these and we know of a lot of people who didn't know about them and they want to attend. Smokey the bear was great last year. Batman was another one this year.

Both [The Naturalists] at Kokanee Creek are enthusiastic, knowledgeable, confident, helpful and great with the kids – relating info so the kids (ours are ages 4 yrs and 7 yrs) can understand, have fun, and feel like they have been part of Jerry's Rangers in an important and fun filled way.

This is the first year that the kids have completed their 8 programs to get “badges” for Jerry's Rangers, and they both loved it. We also enjoyed bringing the kids and learning some new info too. We have been at the visitor's interpretation in past years here and loved the info offered by those funning the centres too! Kokanee Creek Park and its programs will continue to bring great memories for our family to share in the future! Please keep including them for the years to come! -Calgary, AB We have been coming to Kokanee Creek for 5 years and the Jerry's Rangers Program is a highlight of our visit.

[The Naturalist] is awesome!
[The Naturalist] rocks!

The programs should definitely remain in the BC Parks – this is one reason we come here and not camp in Alberta. There are more programs here and it is a major attraction point. Thanks [Naturalist]! -Calgary, AB

Best program I've ever seen in a park

Thanks for helping our children learn to be more responsible campers. It helps to have reinforcement from outside our family, and in such a fun way. -Calgary, AB

The interpreters were great!! They were very good at what they did.

[The Naturalists] should keep their jobs. They're good at it. -Edmonton, AB

It was awesome! I love it!

We love the programs and our kids look forward to them every year. Thanks.

Great program. The kids wanted to extend our stay so we could come back ☺ maybe next year ☺ -Wakima, WA

Me and my sister rilly enjoy ovr time hear and love comeing to your shows. This is how we learn about ovr B.C. animals. Thank you. -Lethbridge, Alberta

The kids enjoyed every morning & evening program in the 7 days we were here. They were the highlight of our holiday here for the 2nd year in a row. Thx. -Lethbridge, AB

[The Naturalist] was the highlight of my stay at the park, her cheery demeanour and bright smile made me very happy! Please hire her again next year!

These programs are great for the whole family. I enjoy them even as an adult with the knowledge. Big thanks for the great attitudes of the park employees. -Edmonton, AB

Great facilitator. Banff, AB

The Jerry's Rangers and Interpretative Programs were excellent, both for kids and adults. We all learned something at every session. We attended every session during our stay and extended our stay by 2 days, largely because of the program. The programs are a major reason we visit Kokanee Creek. We came back this year after enjoying the area and programs last year. We would likely consider going to another park that had a program if there wasn't at Kokanee Creek.

[The Naturalists] were excellent! They are both knowledgeable, enthusiastic and excellent with kids. Please continue funding these programs. They are a major reason we come to BC from Alberta.
-Edmonton, AB

Very prepared naturalists. [The Naturalists] are very good. -Edmonton, AB

I learned so much about different species and their methods of communication. “Dr Meg” is a very intelligent and captivating presenter. I will definitely be attending future shows!

Park Interpreter was absolutely fantastic. Her interactions with the crowd made the program really entertaining and engaging. She demonstrated a high level of knowledge on wildlife and nature. I look forward to the next time!

We have enjoyed the programs at the parks.

We enjoyed the history hike of this area. My 8 yr old son loved the bear aware program and is so excited to participate in Jerry’s Rangers. Such a fun way to educate our children in the summer!! – Washington

Our children really enjoyed the evening seminars. [The Naturalists] were entertaining and informative. My child decided to join Jerry’s Rangers. – Midhurst, Ont

Everything is fun and there is lots to do.

I wouldn’t change anything because it is fun. Keep the Jerrys Rangers.

There are lots of fun things to do and everything you need to see. I love the visitor centre, everyone is really fun and the shows were awesome!

We would like to see Jerry’s Rangers being run every day, even twice per day. The Jerry’s Rangers and Interpretive programs were excellent, for both kids and adults. We all learned something at every session. This is a major reason we visit Kokanee Creek. We came back this year after enjoying the area and programs last year. [The Naturalists] were excellent. They are both knowledgeable, enthusiastic, and great with kids. Please continue funding these programs.

Porteau Cove Provincial Park

Facilitation was very knowledgeable and informative. The topics are very well related to the parks aims and everyone in attendance really enjoyed the program on trees.

Excellent! Great for the kids

The facilitator was excellent. Thank you!

I found the interpretative program well organized, informative and engaging. Please keep the programs coming!!

Very fun

Great program – always look forward to these programs

Great programs for whole family – very informative

Very informative. Made me more aware.

Programs were informative and well presented. I was very pleased with all the presentations however the talk on how to survive If lost in the woods was “exceptional” and should become a routine presentation considering the frequency of people getting lost in BC forests. It was valuable information for kids and adults. Thanks, keep up the good work!

We like the lobster & sarcastic French head & squids! Awesome! Totally loved it!

I was particularly interested in the part about the squids. It was good. Their reproductive dance is especially elegant.

Very good program. Please continue.

My children love these programs and are both working on filling up their second certificates. Any extra education that our children can receive about nature is such a future promotion to their respect & appreciation of our fabulous outdoors! Keep up the great job! 😊

I liked how [The Naturalist] teaches us.

I learned a lot.

I wish I could have gone to them earlier in the week – there were no programs

Great job! Lots of fun!

The Ranger [corr. The Naturalist] was very informative. Great job in relaying the info!

The park program & sticker program was a highlight of our camping trip. My 5 year old looked forward to it every day & couldn't wait to listen & learn. Overall, a great program.

Popcorn is needed.

We really liked the movies and Park Naturalist.

Thank you for all the programs. Love movie night.

Very well done! 😊

Excellent presenter, topic & presentation. My kids, Husband and myself totally enjoy and get a lot out of these programs. Thank you for continuing with them. [-Calgary]

I have been here lots. I like the programs. Me and my brother watch movies here.

Sasquatch Provincial Park

Thank you!

Wonderful for kids and adults. Very informative. Please keep the programs!!!

Presenter was excellent & very patient with the kids questions.

My older kids have learned lots about outdoors and the importance of taking careful care of it and how to enjoy.

The younger ones don't have as much opportunity to do so.

We would really like more funding to have the next generation know as much or more as we do about our beautiful outdoors.

It was entertaining and educational – the young man was a perfect host and wonderful with the crowd.

Our children love all of the programs. They learn a lot and enjoy the talks. Thank you for the programs.

YOU ROCK MAN 😊

The guys here are great! We love to make Hicks a part of our vacation! THANKS.

Well done!

We enjoyed it very much and it's perfect for children and adults! 😊 [-Germany]

Loved [The Naturalist]. He is great, should be on youtube promoting BC Parks.

[The Naturalist] makes program very entertaining.

-And educational.

Thank you! 😊

Great fun! We look forward to these programs!

-Excellent information

-Well done entertaining the kids

-Patient and friendly with the young kids

The guy who teaches this program is amazing with kids. They all come back with something new they've learned. He works really well with kids of all ages.

Kids really enjoyed the Program! Fun & educational.

Great skilled knowledgeable fun patient staff!

It was amazing. [The Naturalist] is Amazing.

Excellent leader – knowledgeable & enthusiastic. Great!

Well prepared and presented with information expressed both for children & adults. Great!

My grandchildren have had a wonderful time here & plan our weekends around the program agenda to enjoy each segment. PS. Have told other parents that were unaware of the Prov. Park program.

Shuswap/Scotch Creek Provincial Park

Our whole family enjoys the Jerry's Rangers programs & we schedule our whole camping trips around the programs at the parks.

These programs provide a tremendous amount of information for kids & adults & I believe are incredibly important.

Very good informative show. As a parent I liked the fact that children participated. Keep these programs going.

We have been coming to this campground for 3 years & thoroughly enjoy the interpretive programs. We arrived on Monday and were disappointed to find out that the first program was Friday (Excluding T-Shirt painting). Love the program

This is my 5th year coming!

Well Done!

We have really enjoyed all the programs so far. It would be nice though to have a later show (9pm?) It's always fun in the dark & slide shows can be fun too! Thanks for all your hard work ☺

Excellent speaker and great with kids

Fun & interactive, great job!

A bit too long. More young children friendly. Age groups? 3-5, 6's and up?

I think it's an important thing for kids to learn educational information while out exploring and experiencing true nature. Really appreciate this for our kids.

Our child age 2 now loves the programs. Have attended programs for 7 years. Would hate to see the programs stop. My husband and I also like the programs.

Good program for adults and children. Please continue the program in future years.

- Have thoroughly enjoyed for years
- Educational for all family members
- I feel education is the only way we are going to preserve our environment and the heritage that makes us who we are.

As a child I remembered coming to these & always valued them and we wanted our daughters to have the same experience. I am 50 years old. Please keep these programs! My daughter asks to go to each one and requests coming to the park because of these very valuable programs.

My children love the programs. We also attend at Manning. My children (8,11) plan their day around the programs they want to attend.

I liked how even if some children were too young to understand the science behind climate change, they still left the program feeling that by helping the environment, they could make a positive difference.

Great

Great job!! Keep up the great work!

The interpretive programs are a great "fun" way to educate children and adults on nature while we experience nature. Well done!

Great Job, Kids loved it! 😊

[The Naturalist] was fantastic and made the program as interesting for the kids and adults. The sticker incentive is great too!

We would like to see two park interpretive people! We really enjoyed all of [The Naturalist's] presentations. Keep up the great work. Our kids really enjoyed the presentations. We were really disappointed they don't have two people. It would really be nice to have the program every night as we can't come out when [The Naturalist] was here.

Kids loved the craft & information activity. Adults loved the show and information.

These programs are so great @ Shuswap. The kids love Jerry Ranger. We were disappointed to learn there were not as many programs as last year but happy they are still around. Please keep the programs!

We brought our children here to these programmes and now we are here with our grandchildren so these programmes have spanned generations. They are excellent. Great teaching tool.

My 2 children (ages 5 & 3) enjoyed the program very much! We scheduled our time here to include as many programs as we could.

After the programs about bats we kept our eyes peeled for bats and both my kids enjoyed finding them each evening.

My son said "I love [The Naturalist]'s programs."

I would certainly check and see if there was an interpretive program in any BC park I visit in the future.

Please continue and expand the program!

-My children said "I loved it!" {the program}

-My children said their most favourites are 1) fish 2) bats 3) nature hikes

-[The Naturalist] was very nice and nice with children. She affirmed all the kids who attended the program

-Guest speakers (stars, fish) were also nice to be included in the program

-It would be wonderful to have a nature house with more exhibitions, bathroom.

Please don't end the Interpretive or Jerry's Rangers programs at Shuswap Lake (Scotch Creek) Park. My children enjoy this so much and it is something they talk about all year around. We usually stay one week but now stay longer just to take in more programs. We need this program to continue, please don't stop, our kids love it. The Naturalist is very well informed and makes it interesting for children and adults. Also the Nature House is another important part of the Scotch Creek Park and I think more or new things should be added. The displays are well over 15 years old and should be brought up to date. Our family loves this park, please don't take things away. Thank You.

These programs highlight our BC parks trip.

Our kids love Jerry's Rangers and they & us parents learn so much! Please continue the programs, it makes us all aware and we then pass the good info onto others.

Very enjoyable. Fun for adults & kids. Kids learned material, while enjoying their time.

10 Mile Lake Provincial Park

These programs need to come back and be more common!

Great show

The idea of the age of the earth being millions of years old is not accepted by all people. According to Genesis and biblical evidence a large Christian community disagrees. But other than that ☺ Awesome program!

Very informative, fun, kids enjoyed it, - Not enough of these

You are great! You handled the crowd great! ☺

You are a great presenter. Very energetic!

Great Props. Great Prizes, keep up these great programs! Very good informative show!

Need more programs like this in our parks. It is interesting to know about nature and B.C.! Great job!

We support all park interpretive programs – BC Parks and Parks Canada. The quality is wonderful & appeals to all ages.

Love interpretive Programs!

Loved it!

Very good program. Thanks!

Keep up the Shows!

Great Program!

Loved the program hope to see more of them in the future!

Love the outdoor environment

Sturgeon Rule!

Appendix xviii – Samples of enthusiastic (5+) feedback forms

The below are excerpts from completed feedback forms demonstrating that many program attendees were enthusiastic to the point of going beyond the highest ranking of “5” to show agreement with the following statements:

6. Park Interpretation should continue in future years 5!!

2. Park interpretive programs have increased my knowledge and/or appreciation of BC Parks 5
6. Park Interpretation should continue in future years 5 YES, YES!

Please check an answer for each of the following:

6. Park Interpretation should continue in future years FOREVER 5+

Please indicate your agreement with the following statements on a scale from 1-5:
(1: Strongly Disagree, 2: Disagree, 3: Neutral, 4: Agree, 5: Strongly Agree)

1. I/We really enjoyed the program 5
2. Park Interpretation is an important part of my BC Park visit 5+
3. Park interpretation programs have influenced my decisions when choosing BC Parks in the past 5+
(ie. I chose a park because of the interpretive program/arranged dates of travel to coincide with a program)
4. Park interpretation programs will positively influence my decisions when choosing BC Parks in the future 5+
(ie. I will choose a park because of the interpretive program/arrange dates of stay to coincide with interpretation program)
5. Park Interpretive programs have increased my knowledge and/or appreciation of BC Parks 5+
6. Park Interpretation should continue in future years 5+++!

Please check an answer for each of the following:

1. I/we really enjoyed the program 5+
2. Park Interpretation is an important part of my BC Park visit 5+
(ie. I chose a park because of the interpretive program/arrange dates of stay to coincide with interpretation program)
5. Park Interpretive programs have increased my knowledge and/or appreciation of BC Parks 5!!!
6. Park Interpretation should continue in future years 5

5. Park Interpretive programs have increased my knowledge an
6. Park Interpretation should continue in future years 5

1. I/We really enjoyed the program 5
2. Park Interpretation is an important part of my BC Park visit 5 absolutely vital!!
3. Park interpretation programs have influenced my decisions when choosing BC Parks in the past 5
(ie. I chose a park because of the interpretive program/arranged dates of travel to coincide with a program)
4. Park interpretation programs will positively influence my decisions when choosing BC Parks in the future 5
(ie. I will choose a park because of the interpretive program/arrange dates of stay to coincide with interpretation program)
5. Park Interpretive programs have increased my knowledge and/or appreciation of BC Parks 5
6. Park Interpretation should continue in future years 5 absolutely!! add more please!

6. Park Interpretation should continue in future years 5!!

6. Park Interpretation should continue in future years 5!

5. Park interpretive programs have increased my knowledge and/or appreciation of BC Parks 5!
6. Park Interpretation should continue in future years 5!

6. Park Interpretation should continue in future years 10

6. Park Interpretation should continue in future years YES 5

5. Park interpretive programs have increased my knowledge and/or appreciation of BC Parks
6. Park Interpretation should continue in future years 5!!!

5. Park interpretive programs have increased my knowledge and/or appreciation of BC Parks
6. Park Interpretation should continue in future years 555+

5. Park interpretive programs have increased my knowledge and/or appreciation of BC Parks
6. Park Interpretation should continue in future years ✓✓✓✓✓✓✓✓✓✓ x 100

6. Park Interpretation should continue in future years 5 YES YES

Please check an answer for each of the following:

5. Park interpretive programs have increased my knowledge and/or appreciation of BC Parks
6. Park Interpretation should continue in future years 5 Definitely!

Please check an answer for each of the following:

5. Park interpretive programs have increased my knowledge and/or appreciation of BC Parks
6. Park Interpretation should continue in future years 5+

5. Park interpretive programs have increased my knowledge and/or appreciation of BC Parks
6. Park Interpretation should continue in future years 5 IMPORTANT

Please indicate your agreement with the following statements on a scale from 1-5:
(1: Strongly Disagree, 2: Disagree, 3: Neutral, 4: Agree, 5: Strongly Agree)

1. I/We really enjoyed the program 5
2. Park Interpretation is an important part of my BC Park visit 5!!!
3. Park interpretation programs have influenced my decisions when choosing BC Parks in the past 5
(ie. I chose a park because of the interpretive program/arranged dates of travel to coincide with a program)
4. Park interpretation programs will positively influence my decisions when choosing BC Parks in the future 5
(ie. I will choose a park because of the interpretive program/arrange dates of stay to coincide with interpretation program)
5. Park interpretive programs have increased my knowledge and/or appreciation of BC Parks 5!!!
6. Park Interpretation should continue in future years 5!!!!

6. Park Interpretation should continue in future years ✓ YES!

6. Park Interpretation should continue in future years 5 ~~5~~