



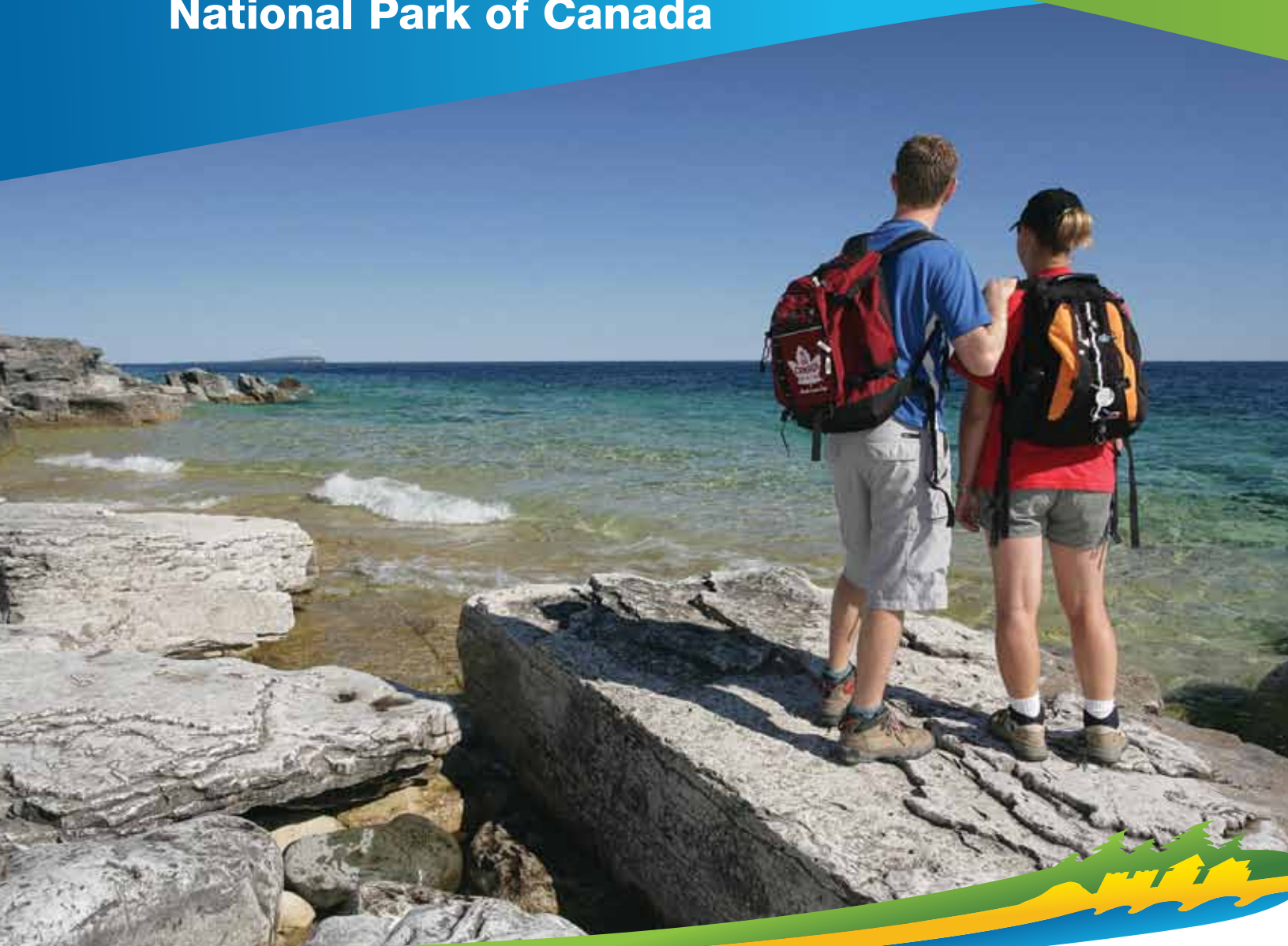
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# State of the Park Report 2010

## Bruce Peninsula National Park of Canada



Canada

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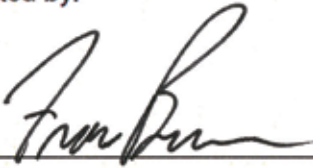
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*Cover Image: Hikers at the cliffs of Cave Point, Halfway Log Dump. Photo Credit: Parks Canada/Ethan Meleg*

**STATE OF THE PARK REPORT  
BRUCE PENINSULA NATIONAL PARK OF CANADA**

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## EXECUTIVE SUMMARY

The State of the Park Report for Bruce Peninsula National Park provides an overview of the condition of natural and cultural resources, visitor experience elements, public outreach education activities and stakeholder and partner initiatives. This report is the foundation for the management planning process for the park as it draws attention to issues that need to be considered during the plan review and development. The 'State of' report signals the need for any adjustments that may be required in order for the park to achieve its mandate for heritage resource protection, facilitating visitor experience and promoting public appreciation and understanding.

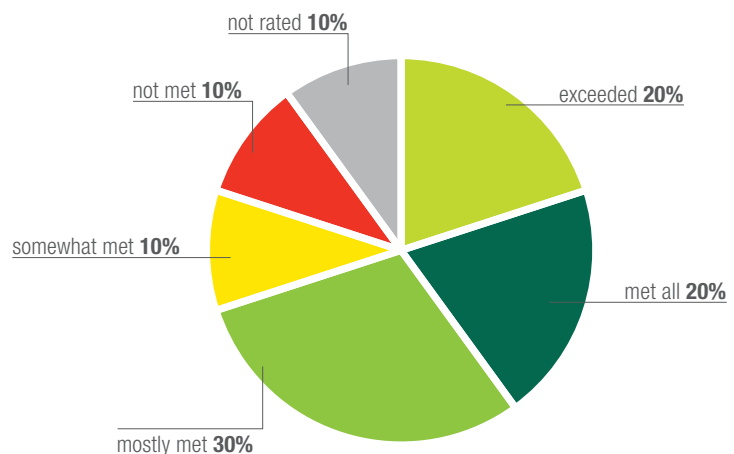
The report begins with a brief overview of the important relationship between the First Nations communities and the park. The Saugeen Ojibway Nations include the Chippewas of Nawash Unceded First Nation and the Chippewas of Saugeen First Nation. Both communities have an historic relationship to the "Saugeen Peninsula". Currently, there is a renewed interest between Parks Canada and the Saugeen Ojibway Nations to work together in the park management planning process.

The overall state of the park is summarized on Table 1. Many of the indicators are in good condition and where sufficient information existed, trends have been identified. Forests and wetlands are in good condition and streams are assessed as fair. The status of inland lakes and species at risk was not rated because of insufficient data. In general, more monitoring data is required to discern trends in ecological indicators, with the exception of the forest indicator for which a long term monitoring program has existed in the park. The condition of cultural resources and cultural resource management indicators have been assessed as fair and lacking data, respectively. Visitor experience indicators are generally good with improving trends and the public appreciation and understanding indicators are noted to be stable.

Performance ratings for the park are outlined along with the rationale for the targets. The Parks Canada performance expectations from the 2005-06 corporate plan have largely been met or exceeded during the implementation of the current management plan (1998). New performance expectations will be outlined in the next management plan and reported in the subsequent state of the park report.

Management plan results from the 1998 park management plan are presented to connect the current state of the park and the management actions that have been undertaken. The various programs and projects undertaken at Bruce Peninsula National Park have resulted in significant positive outcomes for the natural environment and the experience of visitors.

The final section of the report briefly summarizes the key issues that have been substantiated in the analysis of the indicators. The key issues presented cover all aspects of the park's mandate (protection, experience, education) and will be considered in the development of the management plan for the park.



**FIGURE 1**  
**Rating for Bruce Peninsula National Park in Achieving 2005 Parks Canada Performance Expectations**

**TABLE 1**  
**State of the Park Summary**

INDICATOR	STATE	RATIONALE
<b>Resource Conservation – Ecological Integrity</b>		
Forest		Four of six measures are in good condition. White-tailed deer population is currently low and habitat connectivity rates fair. Trend information is not available for most measures.
Wetland		Wetland abundance/connectivity and frog diversity measures are in good condition, but there is limited data for the beaver measure. There is no information available on trends.
Stream		Water quality is good and brook trout are rated as poor. At present, Parks Canada does not have sufficient data to assess trends.
Inland Lakes		This is a new monitoring program comprised of three measures: water quality, fish community, and lake bottom insects.
Species at Risk		12 of the 14 species in the park that are protected under the Species at Risk Act currently have ranks, and a program is underway to be able to report on the condition of all SAR species, including trends in populations and, in the factors that contribute to their condition.
<b>Resource Conservation – Cultural Resources</b>		
Resource Condition		With the exception of archaeological resources, the measures are assessed as good and fair.
Selected Management Practices		Several of the initiatives identified in the 1998 management plan have not been implemented, therefore, no ratings have been assigned.
<b>Visitor Experience</b>		
Visits		Visitation statistics indicate an 8% rise in the number of person-visits between 2007 and 2009.
Learning		A significant shift in participation from personal to non-personal learning has occurred since the Visitor Centre opened in 2006. Learning and satisfaction with learning show improving trends.
Enjoyment		Four of five measures have information that shows an improving trend.
Satisfaction		Overall satisfaction shows a positive trend, whereas no trend is shown for satisfaction with fees. Comments from campers suggest that dissatisfaction exists in regards to fees.
Meaning		No information on trends is available. However, in 2009, 55% of survey respondents were repeat visitors, suggesting a strong connection to the park.
<b>External Relations</b>		
Appreciation and Understanding		Public outreach education has been focussed on formal education, group presentations, special events and landowner visits. The need for a comprehensive strategy is recognized.
Support		The park is active in a variety of external initiatives with partners and stakeholders.

CONDITION				TREND			
Good	Fair	Poor	Not rated	Improving	Stable	Declining	Not rated

Note: Refer to Appendix 1 for definitions related to condition and trend

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# 1

## Introduction

### PURPOSE

The purpose of the State of the Park Report (SoPR) is to:

- Provide a snapshot of the state of the park;
- Report the park's achievement in meeting its performance expectations, as well as its contribution to the Agency's strategic outcome;
- Report the results of the park's efforts to maintain or improve the state of the park since the last management plan; and
- Identify key issues facing the park for consideration in management planning.

### THE PARK

In the heart of a World Biosphere Reserve, the 'Bruce' is a place of global significance. Thousands of visitors come each year to experience the massive, rugged cliffs of the park, inhabited by thousand year old cedar trees, overhanging the crystal clear waters of Georgian Bay. The park is comprised of an incredible array of habitats from rare limestone barrens (i.e. Alvares) to dense forests and clean lakes. Visitors to the park enjoy the chance to discover these diverse natural areas and to connect in their own way to this special place. Whether it's a peaceful stroll along a sandy beach or an intense hike along the rocky escarpment, the majority of visitors find their expectations are surpassed (VIP, 2007). A strong network of stakeholders and partners work with park staff to develop and deliver programming at the park and through public outreach education initiatives which are offered to school groups, special interests and landowners.

Bruce Peninsula National Park lies at the tip of the Bruce Peninsula which separates Lake Huron from Georgian Bay.

The peninsula is 1700 km<sup>2</sup> and the most prominent feature is the Niagara Escarpment which runs along the entire eastern edge. Within the park, the escarpment forms the Georgian Bay shoreline and is recognized as part of the core area of a UNESCO World Biosphere Reserve. The park hosts several species found only in the Great Lakes region and Parks Canada is the lead agency in conserving five of these species under the Species at Risk Act.

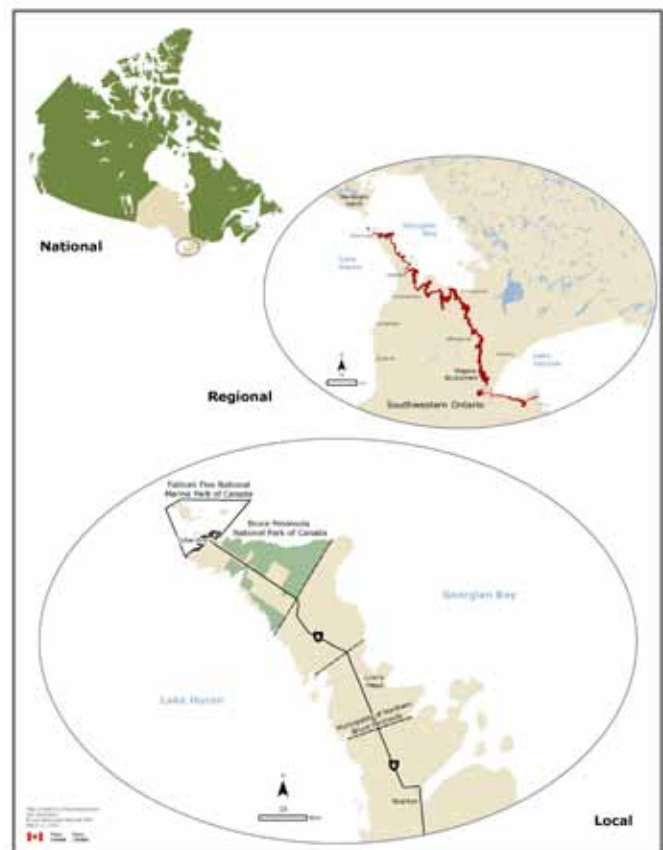


FIGURE 2  
Location of Bruce Peninsula National Park

Situated in the former Township of St. Edmunds and now part of the Municipality of Northern Bruce Peninsula, the park will be 156 km<sup>2</sup> when fully established. It is interwoven with private land, a First Nation hunting reserve, provincial crown land and provincial parks. Highway 6, which is the main transportation artery of the peninsula, bisects the park. More than 200,000 visitors travel this highway each year to visit the park, thereby contributing to local and regional tourism on the peninsula.

Bruce Peninsula National Park was established by the federal government to protect a representative example of the Great

Lakes/St. Lawrence Lowlands natural region. Under the federal-provincial agreement, Cyprus Lake Provincial Park (established in 1966) was transferred to the federal government in December 1987 to form the nucleus of the new national park. The park is not gazetted under the Canada National Parks Act and currently operates under a mix of provincial and federal legislation which creates a complex governance structure.

Parks Canada continues to acquire land within the park boundary. To date, the park owns or manages 78% of the final park area and is increasing ownership on a willing-seller, willing-buyer basis.

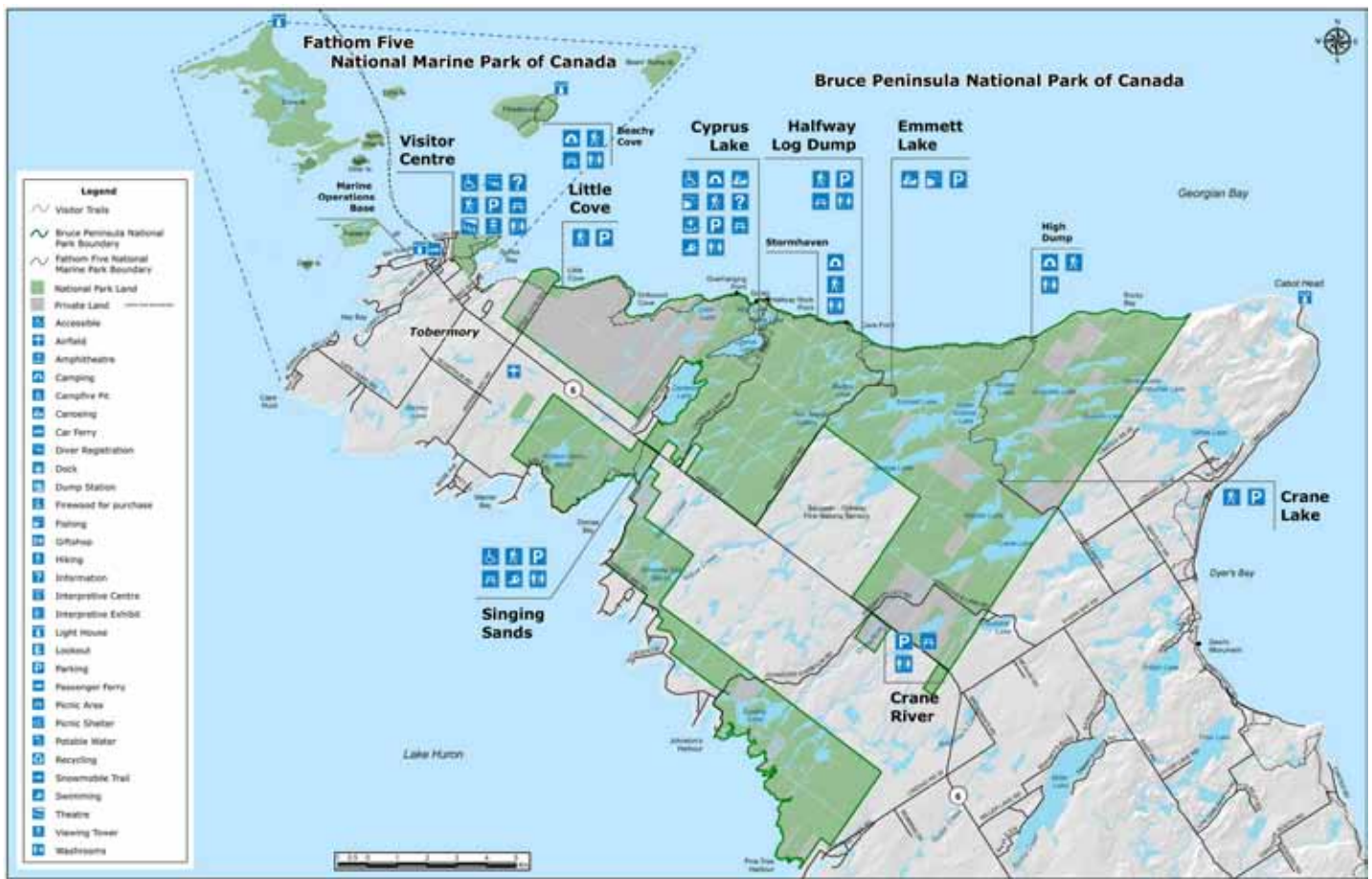


FIGURE 3  
Map of Bruce Peninsula National Park and Fathom Five National Marine Park

# 2

## First Nations Context

### FIRST NATIONS RELATIONSHIP WITH BRUCE PENINSULA NATIONAL PARK

There are two First Nations communities in the area of the Bruce Peninsula. The Chippewas of Nawash Unceded First Nation is located approximately 70 km southeast of the park near Wiarton, Ontario and the Chippewas of Saugeen First Nation is located 85 km to the southwest, near Southhampton, Ontario. When working together on matters of mutual interest they are collectively identified as the Saugeen Ojibway Nations. In the former St Edmunds Township, they share a Hunting Reserve that is surrounded on three sides by Bruce Peninsula National Park.

The Saugeen Ojibway Nations and the federal and provincial governments have unresolved matters related to the interpretation of earlier treaties, in particular Treaty 45 ½ (1836) and Treaty 72 (1857) on the issues of unsold, surrendered lands on the peninsula and on hunting and fishing rights on surrendered lands. In 1994, the Saugeen Ojibway Nations began litigation in Superior Court of Ontario, challenging the validity of Treaty 72 and suing for compensation, along with

the return of federal and provincial lands, including those lands being assembled for the national park. In 2003, the Saugeen Ojibway Nations filed a second litigation, claiming Aboriginal title to the lakebeds and waters of Lake Huron and Georgian Bay.

When Bruce Peninsula National Park and Fathom Five National Marine Park were established on July 20, 1987 under a Federal- Provincial Agreement signed between Ontario and the Government of Canada, limited discussion took place with Saugeen Ojibway Nations. The first management plans for both parks were completed in 1998 and were also developed with limited direct Saugeen Ojibway Nations engagement. First Nations' input to decisions was sought mainly through the Park Advisory Committee, in concert with many partners and stakeholders. When the courts began defining "consultation" more clearly, the Saugeen Ojibway Nations withdrew from participation in the Park Advisory Committee because they did not want their attendance at meetings to be construed as formal consultation.

Bruce Peninsula National Park hired an Aboriginal Liaison Officer for a specified term and also designated a management position to carry out liaison directly with the two First Nations' Councils. The park has organized a special workshop dealing with relationship building and information sharing around Species at Risk, held at the Chippewas of Nawash in January 2009. Joint natural resource inventory and data sharing about species at risk also take place. The new Visitor Centre contains many cultural elements linked to First Nations and First Nations people have been hired to conduct interpretive programs with Aboriginal content.

Specific employment and economic opportunities in the parks have been available to Saugeen Ojibway Nations members over the years. Various efforts have been ongoing



First Nations drummers *Photo Credit: Willy Waterton*



to recruit Saugeen Ojibway Nations members into park staff positions. Training programs are utilized by Saugeen Ojibway Nations members and career progression has led to full-time permanent employment for several members. Economic opportunities include contracts within the Saugeen Ojibway Nations communities and businesses. On occasion, aboriginal set aside contracts through the federal government Procurement Strategy for Aboriginal business, have been awarded to Saugeen Ojibway Nations companies. Examples include clearing the Visitor Center road and firewood supply at Cyprus Lake. Entry fees to the national parks are waived for Saugeen Ojibway Nations members and park facilities, such as the cabins at Emmett lake Research Station, have been provided at no charge.

More recently, new talks have started that are aimed at building better relationships between the Saugeen Ojibway

Nations and Parks Canada. The two First Nations were invited to put forward a work plan and budget that would allow “partnership” discussions to occur around Parks Canada’s corporate priorities such as employment, socio-economic opportunities, resource protection, interpretation and cultural heritage protection. A draft partnership agreement includes items such as cross cultural training, increased employment of First Nations people, shared natural resource inventory efforts, and site visits to other national parks with similar challenges and opportunities.

Parks Canada Agency and Saugeen Ojibway Nations have negotiated a Memorandum of Understanding concerning formal management plan consultation and will also look at ways of developing a formalized Aboriginal Advisory relationship with the park.



FIGURE 4  
Map of traditional territories

# 3

## State of the Park

Four aspects were examined to determine the overall state of the park for Bruce Peninsula National Park: resource conservation (ecological integrity), resource conservation (cultural resources), visitor experiences, and external relations. Each aspect is described through various indicators and measures within the park. Some of the resource conservation measures have been reviewed and modified since the last state of the park report in 2004 whereas the visitor experience and external relations aspects are new to state of the park reporting. As such, the three Agency mandate elements; protection of heritage resources, facilitating opportunities for visitor experience, and promoting public appreciation and understanding are now included in the state of the park report.

The state of the park report provides a high level snapshot of the condition of natural and cultural resources and gives an indication of whether or not the condition is improving, stable or declining. In some cases data are lacking and further monitoring will be required. The synopsis on the following pages forms the foundation for identifying park management strategies that will achieve desired outcomes for protection, visitor experience and public appreciation and understanding.

### Ecological Integrity Indicators

Most indicators of ecological integrity have been rated as either good or fair. The forests and wetlands in the park are in good condition, whereas streams are fair and there is insufficient data to report the condition of inland lakes. Because of a change in the reporting framework since the 2004 “State of” report, many of the ecological measures are in the early stages of monitoring and trends are not discernable in this round of reporting. Lack of data for several measures is a concern, especially for inland lakes where uncertainty exists with respect to fishing and invasive species.

### Cultural Resource Management Indicators

The condition of cultural resources is fair with the exception of archaeological resources which are in poor condition. Management practices related to cultural resources have not been rated due to the lack of data. The lack of information on condition and trends reflects minimal progress related to cultural resource management since the last management plan which is an issue that requires attention.

### Visitor Experience Indicators

A significant amount of social science information was collected and analysed in the 2007 Visitor Information Program (VIP). The VIP reported on many of the measures in this report and how they rate against Parks Canada’s performance targets. Although there are currently no Agency wide criteria/thresholds in place to be able to guide the assessment for the visitor experience measures and indicators, where the VIP reported that Agency standards were exceeded, the measures have been reported as ‘good’. As a result, the Learning, Enjoyment and Satisfaction indicators were all considered ‘good’ with improving trends.

Two separate visitor surveys do provide information to help discern trends for visitor experience at the park and these trends are generally improving. The indicators used to evaluate visitor experiences included visits, learning, enjoyment, satisfaction and meaning. Most of these measures were from surveys in year 2000 and 2007, thereby providing an indication of trends. Visitation is on the rise for Bruce Peninsula National Park with enjoyment and satisfaction measures improving. Iconic features like the Grotto continue to attract visitors in droves during the peak season. Attendance methodologies changed in 2007, however, since then the data shows a definite increase in visitation. The opening of the Visitor Centre in 2006 has resulted in a shift in learning activities at the park.

## External Relations Indicators

Public appreciation and understanding is a new indicator that will be measured on a national basis and local park initiatives will contribute towards results. A significant number of partners and stakeholders work with park staff to develop and deliver protection and education programs. Park staff take pride in their relationships with volunteers and the local community. Despite the many positive initiatives, the lack of an overall strategy suggests that there is room to improve this indicator.

## 3.1 RESOURCE CONSERVATION: ECOLOGICAL INTEGRITY

The following five indicators have been assessed to determine the state of ecological integrity of Bruce Peninsula National Park. Ecological integrity is defined as a condition that is determined to be characteristic of its natural region and likely to persist, including abiotic components and the composition and abundance of native species and biological communities, rates of change and supporting processes. Maintaining the ecological integrity of the park will result in the protection of natural heritage resources.

### Forest Ecosystem Indicator

Forests are the most abundant terrestrial ecosystem in the park. The forest indicator is in good condition and trends for three of the six measures are reported as stable.

Forest Measures	State
Habitat Abundance and Connection	▼
Salamanders	↔
Black Bear	↔
Forest Health	●
Forest Birds	↔
White-tailed Deer	↓

**Habitat Abundance and Connection** - This measure examines the specific types of land cover that animals need for survival. Both the amount of land available and its spatial arrangement contribute to habitat quality. Habitat area and

the connection between habitat patches were estimated for four groups of species that live in the forest: deciduous forest birds, amphibians, small mammals and large mammals. The sub-measures take into account the preferred forest type of each group, their ease of movement and the role of roads in preventing movement. Values for Bruce Peninsula National Park were compared with those from 175 similarly sized areas in two ecozones, (mixedwood plains and boreal forest) including all of Ontario south of Sault Ste. Marie. The park is in fair condition for supporting its forest animals. The amount of habitat and the connection between habitat patches for the park is average for the area shown in Figure 5.

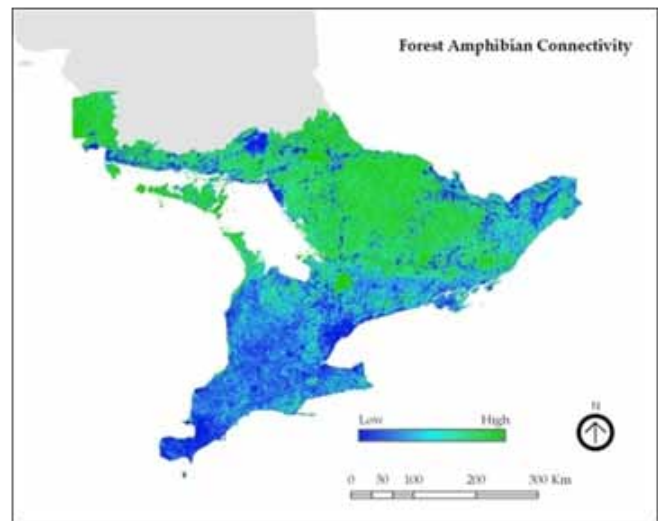


FIGURE 5  
Forest Amphibian Connectivity

**Forest Birds** - The forest bird community is healthy, with 7 of 9 targeted species within or above expected values (e.g. Eastern Wood-Pewee). The green line in Figure 6 represents 3 standard errors below the average number of birds observed.

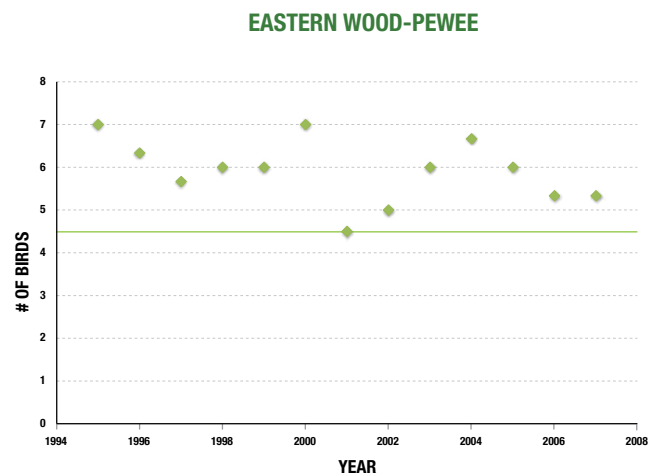


FIGURE 6  
Eastern Wood-Pewee Counts



Deciduous forest bird communities, taken as a whole, showed low rates of change and hence high integrity, while bird communities in coniferous forests were less resilient showing a moderate rate of change.

**Salamanders** – Based on available data, redback salamanders are abundant and stable. It should be noted, however, that only large changes in abundance are detectable at this stage in the program (i.e. an annual decline of 14% is rated as fair).

**Forest health** - Forest health is good with no mortality of mature trees in forest plots (between 3 and 5% mortality would be considered fair condition) and a decline in the amount of woody debris on the forest floor that is within one standard deviation of the average over the previous six years.

**Black Bear** – Black bears are rated as healthy, with abundance currently above the threshold of 32% of bait stations showing the presence of bears. There was no detectable trend over the last nine years in this percentage. The index will generally increase with the population density of bears but does not account for the possibility of a single bear tampering with many stations. The best information on bears, based on hair samples collected in the park in 2001-03, suggests that the population is low compared to other wilderness areas in Ontario.

**White-tailed Deer** – Presently, there is a low population of deer. The size of a “deer yard”, a wintertime grouping of deer in areas with low snow depth and good refuge from their predators, reflects the density of the population in the surrounding area. The deer yard in the Johnston’s Harbour area in 2009 was the smallest recorded in the last 41 years. An area less than 23 km<sup>2</sup> reflects a poor condition. In addition, the winter was moderately severe (a cumulative score between 100 and 125 for the winter period), as measured by snow depth and temperature. Combined, these sub-measures indicate a poor population status for the



White-tailed Deer Photo Credit: Chantal LaRiviere

white-tailed deer, a distinct decline since the last State of the Park report. However, white-tailed deer is a resilient species and its status could rapidly improve over the next few years without any intervention. Furthermore, due to the ecology of deer, more deer do not always mean a healthier ecosystem, so the ‘poor’ condition rating should not be interpreted out of context of the greater ecosystem and other measures. This measure will be reviewed for the next reporting cycle.

## Wetland Ecosystem Indicator

Wetland Measures	State
Habitat Abundance and Connection	●
Frog diversity	↑
Beaver	N/R

Wetlands are diverse ecosystems that offer ecological services to both forest and freshwater ecosystems. Wetlands in the park are in good condition but there is not yet enough information to report on an overall trend.

**Habitat Abundance and Connection** – Wetlands are abundant and well connected in Bruce Peninsula National Park. Compared with similar sized areas in two ecozones (Mixedwood Plains and Boreal), including all of Ontario south of Sault Ste Marie (see habitat measure in Forest Ecosystem Indicator), the park ranks in the top third for both marsh birds and amphibians.

**Frog Diversity** – Amphibians are an important part of the wetland fauna, and are sensitive to changes in the environment. The measure is derived from data collected at stations along a permanent route, and is sensitive to the number of species recorded as well as to the dominance of any one species (e.g. Spring Peepers). Frog diversity has been increasing steadily since 2002, and exceeds the threshold value of 2.8. It is in a good condition and improving.

**Beaver** - Beavers are very common in the park. They are an important contributor to wetland processes, including the creation and maintenance of wet meadows and other types of wetland habitats. They also impact on water temperature and fish movements within the aquatic habitats of the wetlands. Initial indications are that they may be more common within park boundaries than on neighbouring lands. Thresholds for this measure are in development.

## Stream Ecosystem Indicator

Stream Measures	State
Water quality	●
Brook Trout	■
Stream Insects	N/R

Streams are a small but vital component of the Bruce Peninsula ecosystem. They are literally the lifeblood of the park, connecting the forests and the wetlands to the Great Lakes. Although the monitoring program is relatively new in this ecosystem, streams were assessed to be in fair condition overall. It is too early to discern trends in the measures at this time.

**Water Quality** – Willow Creek and Crane River, the two streams within the park have very good water quality for the protection of aquatic life. Based on 13 water samples over two years, there were no causes for concern among a range of chemical tests. Though a longer time frame will help confirm this conclusion, the water quality index, developed by the Canadian Council of Ministers of the Environment, was a perfect 100 for the streams (an index score between 80 and 100 is considered good by national standards).

**Brook Trout** – This species is native to cold water streams in the park and is an important top predator where it is found. Only one stream in the park, Willow Creek is monitored for brook trout since it is spring fed and has historically supported the species. The measure is based on habitat conditions for brook trout, namely water temperature data.



Stream Ecosystem - Crane River Photo Credit: Parks Canada

Continuously monitored water temperature data show that a critical threshold of 22°C was exceeded in two of the last four years and because these temperatures are too warm for brook trout, the measure was assessed as poor. Warming may be attributed to beaver activity and climate patterns, and the trend could not yet be established. In addition, the first year of rigorous sampling at the mouth of the creek yielded no brook trout, however, the species was found in the headwaters of the stream outside the park using the same methods.

**Stream Insects** – Aquatic insects and other animals living on the bottom of streams are known as benthic invertebrates and are commonly used as an indicator of aquatic ecosystem health. Although there is not yet enough data to report on the state of benthic invertebrates in the park, there are some early indications that these communities are in good health. For example, the communities in Willow Creek and Crane River showed very little change over a two year period. This stability is a good sign.

## Inland Lake Ecosystem Indicator

Lake Measures	State
Water quality	●
Fish Community	N/R
Lake bottom insects	N/R

Inland lakes are an important component of the Bruce Peninsula ecosystem. At this time, there is not enough information to assign a condition or trend, however the park has established three measures for future State of the Park reporting.



Inland Lakes - Cyprus Lake Aerial Photo Credit: Willy Waterton



**Water Quality** – Water quality was assessed as good based on two sub-measures. A group of 10 chemical tests on 8 samples in 2007 and 2008 showed few concerns except for a higher level of nutrients than expected for this type of lake. Overall, the park's lakes have a score of 87/100 using the Water Quality Index developed by the Canadian Council of Ministers of the Environment. Any score above 80 is good based on national standards. A trend of this index over time is not yet available, however, nutrients (phosphorus and nitrogen) in the water have been consistent over the last 30 years in 4 of the monitored lakes, indicating no major changes in lake nutrient dynamics.

**Fish Community** – Fish are an important and diverse component of the inland lakes within the park. The park has recently completed a new fish inventory for the inland lakes as the previous inventory was done in the 1970s. Some of the differences in fish communities observed between the inventories have resulted from the cessation of fish stocking and beaver trapping after the establishment of the national park. A measure of fish community is in development and will provide data on state and trends of this measure for future reports.

**Lakebed Insects** – Benthic invertebrates are reliable indicators of the lower food-web in lakes and this measure is still in the early stages of monitoring, so no status or trend are available at this time.

## Species at Risk Indicator

In addition to maintaining and improving ecological integrity, Parks Canada strives to protect and recover species at risk that occur on its lands and within its waters. Fourteen species listed under the federal Species at Risk Act (SARA) use the Bruce Peninsula National Park for some significant portion of their life cycle (Table 2). Notable among these are several globally rare plant species including Hill's Thistle, Dwarf Lake Iris, Eastern Prairie Fringed-Orchid, and Lakeside Daisy. The latter is listed as 'globally imperilled' by NatureServe.

In recent years, Bruce Peninsula National Park has invested in thorough inventories to assess the status of several species at risk and thereby identify conservation priorities. This is done through an internationally standardized system of Managed Area (MA) ranks ranging from critically imperilled (MA1) to secure (MA5). Although current data are insufficient to establish trends for most species, changes over time in the MA ranks of species will allow reporting to Canadians on the results of recovery and protection efforts for species at risk. For example, the Eastern Massasauga Rattlesnake, the only venomous snake in eastern Canada, is very misunderstood by the public. Leading this species to recovery and presenting it to Canadians as a heritage treasure is an important opportunity for the park.

One of the most exciting outcomes of the recent species at risk inventories in the park was the discovery of the Spotted Turtle and the re-discovery of a reptile known to previously occur in the park: the Queen Snake. As a result of these efforts it is now known that Bruce Peninsula National Park is home to Canada's northernmost population of Queen Snake! Recent inventories have focussed primarily on terrestrial species and much work remains to be done to document aquatic species at risk in the park.



Inland Lakes - Rock Bass *Photo Credit: Scott Currie*



Species at risk - Spotted turtle *Photo Credit: Parks Canada*

TABLE 2  
Species at Risk Status

Species	SARA designation	MA Rank*	Trend	Comments
<b>Birds</b>				
Least Bittern	Threatened	MA1-MA2	↔	One or two pairs consistently nest in a large, remote wetland.
Golden-winged Warbler	Threatened	MA1	N/A	This species is only rarely recorded in the park during the summer breeding season.
<b>Reptiles</b>				
Eastern Milksnake	Special Concern	MA3	N/A	Recent inventories yielded many records of this species, but trends and threats are not known.
Queen Snake	Threatened	MA1	N/A	Targeted inventories from 2006-2008 revealed the presence of a population in the park.
Eastern Massasauga Rattlesnake	Threatened	MA3	↔	The focus of popular outreach and education programs and research, Ontario's only venomous snake has a stable population inside Bruce Peninsula National Park.
Eastern Ribbonsnake (Great Lakes population)	Special Concern	MA3-MA4	N/A	Recent inventories yielded many records of this species, but trends and threats are not known.
Spotted Turtle	Endangered	Not ranked	N/A	Newest species at risk, discovered at the park in 2009.
<b>Plants</b>				
Tuberous Indian-plantain	Special Concern	MA3	N/A	Through recent inventories most park populations are now documented.
Hill's Thistle	Threatened	MA3	N/A	Through recent inventories most park populations are now documented.
Dwarf Lake Iris	Threatened	MA3	N/A	Through recent inventories most park populations are now documented.
Eastern Prairie Fringed-orchid	Endangered	MA1	↔	Ten years of monitoring has revealed a dynamic relationship between populations of this species and water levels, but a stable long-term trend.
Hill's Pondweed	Special Concern	MA3	N/A	Recent inventories greatly expanded knowledge of this cryptic aquatic plant.
Lakeside Daisy	Threatened	MA3	↔	Populations of this conspicuous plant are well-documented in the park and appear to be stable over time.
<b>Insects</b>				
Monarch Butterfly	Special Concern	Not ranked	N/A	Lack of sufficient information to rank this species.

MA: Managed Area (i.e. Park)

\*MA1 – critically imperiled; MA2 – imperiled; MA3 – vulnerable; MA4 – apparently secure; MA5 – secure.

## 3.2 RESOURCE CONSERVATION: CULTURAL RESOURCES

Cultural Resource Measures	State
Archaeological Sites	■
Buildings and Structures	●
Landscapes and Landscape Features	●
Objects	▼

Protecting cultural resources in the park involves the identification, assessment, planning, monitoring and management of these resources. The following indicators provide an assessment of the state of cultural resources and associated management actions.

### Cultural Resource Condition Indicator

Limited archaeological research has been conducted in Bruce Peninsula National Park. Specific areas on the upper peninsula like Dunks Bay, Cyprus Lake and in the marine environment have been subject to small investigations. The most recent archaeological resource investigation done in the park was in 1988.

The overall resource condition is fair.

**Archaeological Sites** – The ‘pace and shovel’ investigation in 1988 focussed on the Georgian Bay shore and only a cursory assessment of Lake Huron lands was conducted. Two objectives of the investigation were to identify Aboriginal and Euro-Canadian inhabitants and briefly describe their ways of life; and to comment on cultural resources within the park that should be candidates for zone 1 (i.e. preservation).



Aboriginal pot from Little Cove *Photo Credit: Parks Canada*



Farmhouse at Warder Ranch *Photo Credit: Robyn Korn*

A total of 14 sites were located and documented. Eight sites were of high significance, three medium and three low. According to a 1991 evaluation of the known archaeological sites in the park, over half of the sites have been damaged or are at risk of being damaged due to the proximity of trails or campsites.

The remains of two buildings in the park have been identified as having archaeological value. Two log cabins that likely served as a logging camp for second growth forest and also as a base for zinc mining were identified in the 1988 survey. Other structures, which are best described as archaeological resources, identified in the survey included a collapsed privy, a well, two preserved mine shafts, two structural depressions at Halfway Log Dump Camp and four large log cribs that supported a log flume.

**Buildings and Structures** – The outbuildings, stables, footbridge and canals at the Warder/Shaw property at the south end of the park have been identified as historic examples of pioneer farming on the peninsula. All buildings have been subject to federal heritage building review office (FHBRO) evaluations and while they are not considered to be federal heritage buildings, they have some collective value related to the park theme of historic land use.

**Landscapes and Landscape Features** – The Warder/Shaw properties have had an assessment by Parks Canada. The Warder/Shaw properties as a cultural landscape, is a cultural resource. The buildings, structures, etc. on these properties are landscape features that collectively contribute to the historic value of the properties. The Love property, located in the south central portion of the park was also reviewed and deemed to be non-heritage. There are few, if any, additional above grade resources that have potential of being considered cultural resources in the park.

**Objects** – The cultural artefacts for the park are stored and presented in the Bruce / Fathom Five Visitor Centre in Tobermory. This is a vast improvement in storage conditions from the previous location. An assessment of artefacts was undertaken in 1997 which outlined appropriate measures to conserve the objects. Many of these conditions have been met in the design of the Visitor Centre. In total there are over 1000 objects, only about 5% of which are directly associated with the Bruce Peninsula National Park. Approximately 40% of all objects have received conservation treatment and the remaining objects are considered stable in their current condition.

## Selected Cultural Resource Management Practice Indicator

Selected Management Practices Measures	State
Inventory	N/R
Evaluation	N/R
Cultural Resource Management Strategy	N/R
Monitoring	N/R

Although the 1998 park management plan identifies several cultural resource management priorities, including the development of a comprehensive cultural resource management strategy, most have not been implemented. Currently, there is no management strategy or cultural resource values statement. As a result, no ratings have been assigned.

**Inventory** – The archaeological inventory completed in 1988 was limited in scope. The survey, focussed mainly along the Georgian Bay shore, was only a cursory examination of areas with good site potential, relying on surface examination and limited shovel testing. The survey pointed to several other

areas of potential cultural value and noted that further research was required on interior lakes and marshes; draws and gullies through the escarpment; and dune structures at Cameron Lake and Dorcas Bay. No further research has been conducted.

**Evaluation** – The cultural resource values statement is the main instrument used to evaluate cultural resource management levels and the nature of a resource's historic value (physical values and human themes). The park has not undertaken this exercise yet. Limited activities have been undertaken to document important areas of the park. An oral history project was initiated in 1991 in co-operation with The Friends of Bruce District Parks. Currently 47 interviews have been completed and an associated image collection has been archived. Analysis, presentation and additional interviews are needed.

**Cultural Resource Management Strategy** – The need for a cultural resource management strategy is identified in the 1998 park management plan. Currently, there is no strategy.

**Monitoring** – No formal monitoring program exists. When specific projects are undertaken that require an environmental assessment, cultural resources are researched and mitigation and/or protection measures are developed. There is a need for regular monitoring of archaeological resources to detect change in condition. A monitoring program will be a component of the broader management strategy.

## 3.3 VISITOR EXPERIENCE

Visitor experience is defined as the sum total of a visitor's personal interaction with the park, an interaction that awakens the senses, affects the emotions, stimulates the mind, and helps the visitor create a sense of personal connection to the park.

Although there are no Agency wide criteria/thresholds currently in place to guide the assessment for the visitor experience measures and indicators, where the VIP reported that Agency standards were exceeded, the measures have been reported as 'good'. As a result, the Learning, Enjoyment and Satisfaction indicators were all considered 'good' with improving trends. Two separate visitor surveys, conducted in 2000 & 2007 also allows for trends to be assessed for most of the indicators and measures presented.

## Visits Indicator

Measures	State
Attendance	↑
Satisfaction with Information	↔
Marketing Efforts	↔

Key features that attract visitors to Bruce Peninsula National Park are the rugged Georgian Bay shoreline with its exceptional geologic features, unique flora along the Lake Huron shoreline (particularly orchids), outdoor activities and a state of the art Visitor Centre.

According to the 2007 Visitor Survey, the majority of visitors

to Bruce Peninsula National Park are from Southwestern Ontario (43%), with a large number of visitors from Central Ontario (38%) which includes Toronto. The average party size is 3 people; however, 46% of visitors travel in pairs. The majority of visitors (52%) are between the ages of 35 and 54. Of particular significance, this same survey identified that over 30% of visitors are foreign-born, indicating a new target market that was also identified in the 2009 Visitor Experience Assessment (VEA). Over 86% of visitors are day-users, with the remaining 14% as campers.

**Attendance** – Attendance recording methodology was changed in 2007 with the establishment of vehicle counters at Singing Sands, Halfway Log Dump, and Crane Lake and trail counters at the Grotto and along the Bruce Trail.

### BRUCE PENINSULA NATIONAL PARK VISITATION

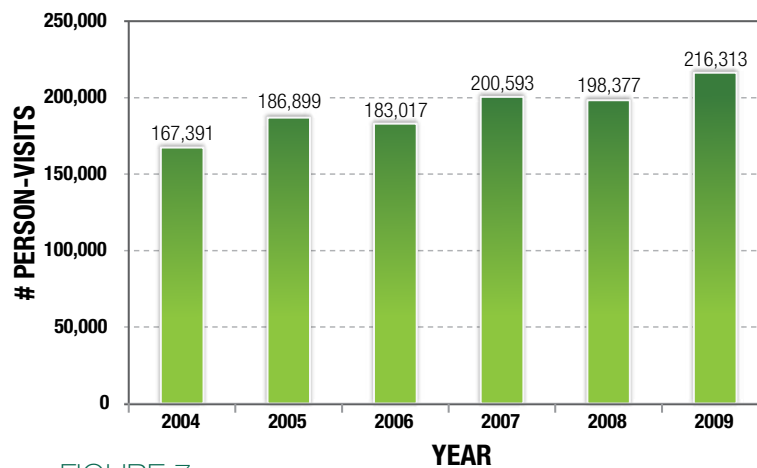


FIGURE 7  
Attendance Data for Bruce Peninsula National Park (Person-Visits)

### VISITATION BY MONTH (2009)

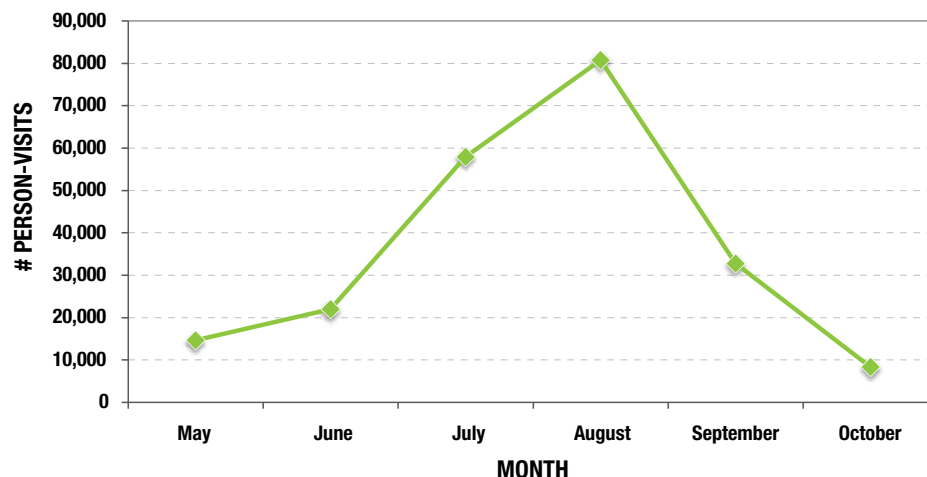


FIGURE 8  
Monthly Attendance Data for Bruce Peninsula National Park (Person-Visits)



Visitation numbers indicate an 8% rise in the number of person-visits between 2007 and 2009.

**Site Capacity** - Visitation tends to be concentrated in July and August as shown in Figure 8. The 2000 Strategic Marketing Plan identified the importance of building and promoting a shoulder season (Apr-Jun & Sep-Nov). The 2009 Visitor Experience Assessment also identified opportunities for increasing visitation in the shoulder season. Several funding programs have focussed on the renewal of the Cyprus Lake area, which will enhance and diversify visitor experience opportunities in the shoulder seasons.

**Satisfaction with Information** - (A measure of marketing efforts) In the 2000 Visitor Survey, 76% of visitors were satisfied with availability of pre-trip information and 74% were satisfied with the usefulness of this information. The 2007 visitor survey indicates that the level of satisfaction with pre-trip information is decreasing slightly as only 73% of visitors were satisfied.

The 2007 Visitor Survey and the 2009 Visitor Experience Assessment identified the Parks Canada website as a weakness for trip planning due to the lack of information on the site.

Plans are in place to improve the quality of information available to potential visitors for pre-trip planning on the Parks Canada website, in PDF format for emailing purposes, and in print for visitors already on-site.

**Marketing Efforts** - Park staff have been able to successfully market the park by nurturing relationships and linking with external projects and partners, particularly with Bruce County Tourism. A significant number of media tours have occurred and the park continues to be a focus of a substantial amount of editorial content in regional tourism publications.

The *Locals Know* campaign by the Canadian Tourism Commission resulted in an enormous amount of awareness of the park, particularly of the Grotto area. You Tube, Facebook, and other social networking sites have also increased the visibility of the park online.

The park is represented on two committees to promote tourism in the region. The *Georgian Bay Destination Marketing Partnership* has focused on making all of Georgian Bay a tourism destination, with sites promoting other tourism attractions within the region. The *Ontario Tourism Marketing Partnership - Outdoor Product Committee* is working on research-driven tourism products and is assisting staff in developing marketing techniques.



Father and son at Indian Head Cove Photo Credit: Scott Currie

Regardless of park marketing efforts, the 2007 Patterns of Visitor Use study pointed out that word-of-mouth was the main reason why visitors visited the park; indicating the importance of maintaining quality visitor experiences.

## Learning Indicator

Measures	State
Attendance/Participation	↔
Learning	↑
Satisfaction: Learning	↑

Bruce Peninsula National Park offers various learning opportunities to visitors through on-site formal education programming, weekly summer interpretive programming, seasonal special events, brochures/literature, and the new Visitor Centre gallery. While noticeable shifts in the type of learning have occurred, this indicator is considered to be 'good' with an improving trend.



Amphitheatre presentation Photo Credit: Willy Waterton

**Formal Education** - On-site formal education includes three well-established programs (Escarpment Explorer, Hardwood Café Hike, and Singing Sands Stroll) and a variety of individualized programs (typically requested by local schools and university field courses). Programming is delivered to students ranging in age from kindergarten to fourth-year university undergraduate students. Development of a Formal Education Strategy began in 2007, but has not been completed. Consequently, there is no comprehensive plan guiding the promotion, delivery, and evaluation of formal education programming.

**Summer Interpretive Programming** - Summer programming includes campfire programs, guided hikes, amphitheatre programs, interpretive stations, workshops, and interactive demonstrations. Programs typically run weekly from the last week in June until Labour Day.

**On-site Special Events** - Park staff play a substantial role in the development and delivery of special event programming held on-site. The Friends of Bruce District Parks host the Orchid Festival each spring to promote the conservation of wildflowers. The Bruce Trail Conservancy hosts the Outdoor Festival each autumn to highlight the geology, ecology, and outdoor recreation opportunities of the park. In June 2008, the park also hosted Niagara Escarpment Celebration Day to celebrate the unique natural and cultural features of the Niagara Escarpment. New in 2009, Dark Sky Celebration Weekend commemorates the establishment of Bruce

Peninsula National Park as a Dark Sky Reserve and promotes conservation of the night sky.

**Brochures/Literature** - Printed information is presently being rewritten, following the new branding guidelines for publications. Much of the current information about the park has been published by the *Friends of Bruce District Parks*, the *Owen Sound Field Naturalists*, or other individuals.

**Visitor Centre** - In 2006, the Visitor Centre was opened to the public, featuring interactive content about both Fathom Five National Marine Park and Bruce Peninsula National Park. Visitation to this site continues to increase as more people become aware of it. This site provides a new method of offering learning opportunities to visitors.

**Attendance/Participation** - The 2007 Visitor Survey identified that 71% of visitors participated in some type of learning experience, which is well above the 50% Parks Canada corporate target. Overall participation in interpretive activities has risen since the opening of the Visitor Centre in 2006, providing a new way for visitors to learn about the natural and cultural heritage of the park. During the same time period, a significant reduction (53%) in visitor participation in staff-guided programs has occurred. This shift in the type of learning activity can be attributed to increased focus on the Visitor Centre gallery and programs, changing visitor demographics and fewer guided programs being offered.

TABLE 3

**Attendance Data for Bruce Peninsula National Park Interpretive Activities**

Learning Activity	2006	2007	2008	2009	Change from previous year
On-site Formal Education	545	662	1146	801	-30%
On-site Special Events	~230	~240	~350	~480	+37%
Guided Interpretive Programs	7922	6985	7735	3641	-53%
Visitor Centre	30511	56844	59878	66359	+10%
<b>TOTAL</b>	<b>39208</b>	<b>64731</b>	<b>69109</b>	<b>67640</b>	<b>-2%</b>

TABLE 4

**Satisfaction Ratings of Interpretive Activities (2000 and 2007 Visitor Surveys)**

	Very Satisfied (target 50%)		Satisfied		Total (target 85%)	
	2000	2007	2000	2007	2000	2007
Interpretation Activities	2000	2007	2000	2007	2000	2007
Amphitheatre Programs	58	72	28	20	86	92
Brochures/Literature	47	53	38	34	85	87
Guided Hike	42	66	26	25	68	91
Exhibits (2000 survey)	35	n/a	31	n/a	66	n/a
Visitor Centre Exhibits	n/a	66	n/a	24	n/a	90
Presentations (2000 survey)	48	n/a	28	n/a	76	n/a
Visitor Centre Programs	n/a	71	n/a	24	n/a	95
Availability of Interpretation Activities	40	43	37	32	77	75
Visit as a Learning Experience	34	56	38	30	72	86
<b>OVERALL</b>	<b>45</b>	<b>53</b>	<b>31</b>	<b>30</b>	<b>76</b>	<b>83</b>

*n/a – information not available in the survey*



Interpreter teaching basket making Photo Credit: Parks Canada



**Learning** - Although the specific question regarding whether or not “visitors consider that they learned about the natural heritage of the place” was not asked in either the 2000 or 2007 Visitor Surveys, visitors were requested to identify six statements regarding the park’s natural and cultural heritage as either true or false. The 2000 Visitor Survey resulted in 61% of visitors answering 4 or more questions correctly and 9% with all correct responses. In the 2007 Visitor Survey, over 80% of respondents answered four or more statements correctly, with 21% of visitors answering every question correctly.

**Satisfaction: Learning** - From the 2000 Visitor Survey to the 2007 Visitor Survey, a significant increase in satisfaction with interpretive activities is shown, with overall satisfaction rising from 76% to 83%. Both surveys identified room for improvement with the availability of interpretive activities, with 77% (2000) and 75% (2007) satisfaction ratings.

## Enjoyment Indicator

Measures	State
Extent: Enjoyment	N/R
Facilities	↑
Services	↑
Activities	↑
Staff	↔

Enjoyment is measured through two types of questions: those related to satisfaction factors and those addressing the visitor service offer. Overall, this indicator is considered to be ‘good’ with an improving trend.

**Extent: Enjoyment** - This question has not been asked in any visitor survey to date.

**Facilities** - Different questions were asked regarding facilities on the 2000 and 2007 Visitor Surveys. The most significant comparison is the increase in satisfaction of the cleanliness of washrooms, from 70% to 79%. The 2007 Visitor Survey identified three items below Parks Canada targets: Availability

TABLE 5  
Satisfaction Ratings of Facilities (2007 Visitor Survey)

Facilities	Very Satisfied (target 50%)	Satisfied	Total (target 85%)
Availability of Campsites	36	28	64
Condition of your Campsite	60	27	87
Availability of Trails to Shoreline	57	31	88
Condition of Hiking Trails	75	21	96
Condition of Washrooms	51	29	80
Cleanliness of Washrooms	47	32	79
Condition of Picnic/Day Use Areas	50	38	88
Condition of Beaches	70	23	93
Condition of Visitor Centre	77	17	94
Quality of Visitor Centre	71	20	91
<b>OVERALL</b>	<b>63</b>	<b>31</b>	<b>94</b>

of Campsites, Condition of Washrooms, and Cleanliness of Washrooms. Visitor comments also noted the lack of showers (56% stated that showers were important). However, since overall satisfaction with facilities increased from 80% in 2000 to 94% in 2007 an improving trend has been assigned to this measure.

**Services** - Overall satisfaction with the quality of services increased from 81% to 90% between 2000 and 2007. This may be due to the exclusion of Night Noise Control as a measure of satisfaction in the 2007 Visitor Survey. An analysis of the 2009 comments from campers identified that 23% of comments received were regarding noise and needing more staff patrols at night. Visitor comments noted that the lack of a park store, and the sale of ice, was inconvenient.

**Activities** - The overall visit as a recreational experience scored an 89% satisfaction in the 2000 Visitor Survey, and increased to 96% satisfaction in the 2007 Visitor Survey. Visitor comments identified bike trails and rental equipment as desirable. New activities have been assessed in collaboration with partners and stakeholders. For example, bouldering (low-impact rock climbing) is a new activity proposed for a specific area of the park.

**Staff** - Overall satisfaction with staff increased between 2000 and 2007 from a 91% to 94% satisfaction rating, and the percentage of visitors who were very satisfied with staff increased by 9%. Availability was the one element that did not meet the Parks Canada target at only 83% overall satisfaction, although 60% of visitors were very satisfied.



Bouldering at Halfway Log Dump *Photo Credit: Ethan Meleg*



Staff providing information *Photo Credit: Willy Waterton*



Inside the Visitor Centre *Photo Credit: Willy Waterton*

TABLE 6

Satisfaction Ratings of Staff (2000 and 2007 Visitors Surveys)

Staff	Very Satisfied (target 50%)		Satisfied		Total (target 85%)	
	2000	2007	2000	2007	2000	2007
Availability		60		23		83
Helpfulness	63		30		83	
Knowledge	44	64	40	29	84	93
Courteousness	66	77	28	19	94	96
<b>OVERALL</b>	<b>58</b>	<b>67</b>	<b>33</b>	<b>24</b>	<b>91</b>	<b>94</b>

## Satisfaction Indicator

Measures	State
Overall	↑
Fees	N/R

**Overall** - Overall visit ratings increased by 10% during 2000 to 2007 from 85% to 95% satisfied visitors.

**Fees** - The 2000 Visitor Survey did not ask the question about value for entry fee, but it did consider value for camping fee. In the 2000 Visitor Survey, 75% of visitors felt that they received good value for their camping fees compared to 78% satisfaction in 2007. The dissatisfaction with fees may be attributed to the issues identified by the visitors such as the importance of showers, on-site store and electrical sites. The VIP also identified the need for bike trails, issues with parking and the importance of picnic areas. This survey did not differentiate between frontcountry and backcountry campers, which may have shown interesting differences.



Kayakers and cliffs Photo Credit: Parks Canada



Hikers on overhang Photo Credit: Ethan Meleg



**TABLE 7**  
**Satisfaction Ratings of Fees (2007 Visitor Survey)**

FACILITIES	Very Satisfied <i>(target 50%)</i>	Satisfied	Total <i>(target 85%)</i>
Value for Entry Fee	50	24	74
Value for Camping Fee	45	33	78

Ratings were lower for satisfaction with value for entry fee, with a 74% satisfaction rating in the 2007 Visitor Survey. These statistics may be skewed with the inclusion of the Visitor Centre as a Bruce Peninsula National Park destination, as it is linked to Fathom Five National Marine Park visitation and revenue, thereby requiring a separate entry fee.

Recent promotion of an annual pass, with an early bird sale in April and May has appeared to improve many visitors' (particularly local residents) perspectives of value for the entry fee.

Additionally, a combined entry fee is currently being considered for Bruce Peninsula National Park and Fathom Five National Marine Park and an explorer pass – whereby a visitor who purchases three consecutive days would receive a discount. Simplifying the fee system will impact how visitors experience both parks and may provide a more value-added perception.

Since 86% of visitors are day-users and value for entry fees was only asked on the 2007 survey, this measure cannot receive a rating.

## Meaning Indicator

Measure	State
Overall	N/R

Meaning is measured through a new question in visitor surveys, which focuses on the place being meaningful to the visitor. This question has not been asked in any visitor survey at Bruce Peninsula National Park to date.

Parks Canada staff are working in concert towards a common strategic outcome, whereby Canadians have a strong sense of connection to their heritage places. The sum of all visitor experience indicators is expected to lead to a personal connection to the places visited. As mentioned previously, the Locals Know campaign by the Canadian Tourism



Girl with Monarch Photo Credit: Don Wilkes



Kids in tent Photo Credit: Don Wilkes

Commission resulted in an enormous amount of awareness of the park, particularly of the Grotto area. This, along with other social networking sites that highlight the park suggest that Canadians do have a strong connection to the park.

The 2007 Visitor Survey included a question about meeting visitor expectations. An impressive 91% of visitors stated that their park experience exceeded their expectations, and only 4% indicated that their experience did not meet their expectations. Additionally, 55% of visitors were repeat visitors, implying that the site has a sense of meaning for those individuals/groups returning year after year. According to the 2007 Patterns of Visitor Use study, word-of-mouth through friends and family was the main way in which visitors became motivated to travel to the park.

More social science research is needed to fully understand the personal connection that visitors have to Bruce Peninsula National Park. More specifically, more research is required on: the proportion of visitors who consider the park a special place, and/or a part of their identity; the proportion of visitors who believe that they can enjoy certain activities only in Bruce Peninsula National Park; and the relationship between products and services offered and visitor expectations and preferences.

### 3.4 EXTERNAL RELATIONS

Public outreach education includes a wide range of activities that contribute to fostering a sense of connection to Bruce Peninsula National Park. Stakeholder and partner engagement activities also aim to promote a common understanding and appreciation of the natural and cultural heritage values of the park.

There are currently no Agency wide criteria/thresholds in place to be able to guide the assessment of condition (good, fair, poor) for the external relations indicators (Appreciation and Understanding, Support). The 2007 VIP does not assess the following measures against Agency performance targets. Ratings have therefore not been assessed. Trends have been assigned based on the information available.

#### Appreciation and Understanding Indicator

Measure	Condition
Overall	↔

#### National Level

Parks Canada’s expected results are that “Canadians learn about the heritage of Parks Canada’s administered places

and understand that these places are protected and presented on their behalf”. By March 2014, Parks Canada expects an “increase in the percentage of Canadians that have learned about the heritage of Parks Canada’s administered places” and that they are “protected and presented on their behalf”.

#### Park Level

Public outreach education at the site level has been focused on formal education groups; organized naturalist, outdoor, or community groups; special events; landowner site visits; and external communication products.

**In-school Formal Education** - Development of a Formal Education Strategy began in 2007, but has not been completed. Consequently, there is no comprehensive plan guiding the promotion, delivery, and evaluation of formal education programming.

In-school formal education has occurred on an ad hoc basis, based on the needs and interests of teachers from kindergarten to grade 12. Three local schools have been the primary recipients of programs that have focused on species-at-risk, aquatic ecology, outdoor safety, sustainable living, and aboriginal studies.

**Special Formal Education Initiatives** - Throughout the last two years, there have also been several formal education based initiatives in which Bruce Peninsula National Park has played a lead role. The Park maintains a unique relationship with one local school (Bruce Peninsula District School) and has assisted with the development of a curriculum-based course – Environmental Resource Management. Recent effort has gone into an extra-curricular Ecology Study Group, where high school students with a keen interest in the environment spend one day/month exploring various aspects of the park’s ecosystems.

TABLE 8  
Number of Participants/Contacts in Public Outreach Education

OUTREACH ACTIVITY	# Participants/Contacts				Change from previous year
	2006	2007	2008	2009	
Formal Education					
In-school	51	73	310	373	+20%
Special Initiatives	~340	~340	~420	~450	+7%
Group Presentations	~800	~800	~800	~800	0%
Special Events					
Off-site	~400	~400	~16500	~8500	-51%
Landowner Visits	~32	~38	~52	~64	+23%
<b>Total</b>	<b>~1623</b>	<b>~1651</b>	<b>~18082</b>	<b>~10187</b>	<b>-44%</b>



Ontario Travel Tourism Tradeshow Photo Credit: Parks Canada

In April 2009, two staff delivered a full-day workshop for deaf and hard-of-hearing children from the Avon Maitland District School Board.

Starting in 2006, the park has played a significant role in planning and hosting the annual Footprints Environmental Conference, where students from the local School Board are exposed to environmental careers. This event has been successful in influencing students' educational and career choices.

Park staff also assist with the annual Children's Water Festival and Envirothon by hosting interpretive stations that test students' ecological knowledge.

**Organized Group Presentations** - Staff from both visitor experience and resource conservation departments have provided their expertise to a variety of organized groups. Presentation themes include Aboriginal culture, general ecology, geology, flora and fauna, species-at-risk, aquatic ecology, park research, sustainable living, and outdoor survival. Local field naturalist groups are the most common audience, with Scouts and Roots & Shoots groups also receiving programming. The park has partnered with the Bruce County Museum to participate in their seasonal lecture

series and occasionally set up interpretive exhibits for their visitors. In 2009, Hydro One requested a special presentation to improve their field staff's response to rattlesnake sightings. Approximately 22 presentations are delivered each year.

**Off-site Special Events** - Staff attend various local, regional, and provincial events to promote appreciation of Parks Canada and Bruce Peninsula National Park specifically. Local events include Bruce Peninsula Bird Observatory's annual open house and Saugeen and Cape Croker's annual PowWows. Regional events include the International Plowing Match held in Teeswater in 2008. Provincial initiatives include PowWows, Chinese New Year, and Taste of Asia cultural events in Toronto.

**Landowner Site Visits** - Landowner site visits have traditionally aimed to educate local residents about the eastern massasauga rattlesnake. In 2002-2003, a substantial effort was put into visiting homes in proximity to critical habitat in the Greater Park Ecosystem (GPE) to explain the many misconceptions and current park research about rattlesnakes and to promote positive values and actions regarding this species-at-risk. As a result of this relationship development, many landowners will now contact park staff

when they find a snake on their property. Follow-up visits to the landowner's property help to strengthen positive stewardship values.

Throughout 2009, visits were also made to firewood retailers and tourism information centres to promote the acquisition of local firewood in order to reduce the spread of emerald ash borer.

**External Communications** - Over the last several years, the planning and development of external communication products has decreased in priority. Most effort has been towards creating editorial content for tourism-based publications. Periodic articles in the local paper have outlined current projects and events or highlighted seasonal natural phenomena.

CBC television's documentary "Geologic Journey" featured a significant portion of one episode on the parks' ancient geology. During the summer of 2009, a media crew was hired by Parks Canada to film a half hour documentary on the park for distribution across specialty HD channels. This film "A Park for all Seasons" draws attention to the natural and cultural aspects of the park. As well, park staff have been invited to showcase cultural and natural features of the park on the local Rogers cable television channel.

External communications tend to be issue-based and/or responsive to the needs of the media. Park staff have successfully launched media-awareness campaigns, receiving national media attention. Two resource-based issues have been the centre of these campaigns – poaching of ancient cedars by bonsai collectors and the ecological impacts of bouldering (low-impact rock climbing).

## Support Indicator

Measure	State
Overall	↔

### National Level

Parks Canada's expected results are that stakeholders and partners are engaged in the protection and presentation of Parks Canada's administered places. By March 2014, it is expected that the "percentage of stakeholders and partners that support the protection and presentation of Parks Canada's administered places" will increase and that these stakeholders and partners will "feel that they have opportunities to influence and contribute to Parks Canada's activities".

## Park Level

### Profile of Stakeholders and Partners

The Park has 139 stakeholders and partners that can be divided into the following categories, based on the purpose of the relationship. Table 9 highlights the categories and extent of partners and stakeholders. Further work is required to understand the effectiveness and strength of these relationships. For example, the list in Table 9 is extensive, but there is no indication of the level of engagement of any particular group.

TABLE 9  
Partner Profile

Partners & Stakeholders		
Categories	#	%
Environmental Management	58	42
Academic	20	14
Travel/Tourism	16	11
Community Groups	12	9
Outreach	11	8
Recreation	10	7
Safety	4	3
Other Parks/Sites	4	3
Culture	3	2
Cooperating Association	1	1
<b>TOTAL</b>	<b>139</b>	<b>100</b>

### Partner Involvement and New Partnering Arrangements

Partnering is defined as a working relationship between two or more organizations with separate identities and independent accountabilities, based on mutual benefit and a clear agreement that sets out the shared goals and objectives and the terms of the arrangement.

*Cooperating Association* - The Friends of Bruce District Parks are a small but active group dedicated to supporting park operations and mandate by promoting awareness of the natural and cultural resources of the park and surrounding area. The majority of the Friends activities in Bruce Peninsula National Park are centred around the Orchid Festival. In the spring of 2009, park staff worked with the Friends to obtain a movie license to show both nature documentaries and feature films that align with Parks Canada goals. Additionally, they operate a moderate-sized gift shop out of the Visitor Centre and an unmanned sales centre out of the campground office. Revenue from this operation supports children's programming throughout the year.



*The Bruce Trail* - Hiking the rugged Niagara Escarpment shoreline is the flagship visitor experience opportunity at the park. The world-renowned Bruce Trail enhances this experience for park visitors by providing shoreline access throughout the park and a vehicle to connect with audiences from Tobermory to the Niagara Peninsula. Through a formal agreement in 2003, the park has maintained a strong relationship with the Bruce Trail Conservancy and the local Peninsula Bruce Trail Club in planning and operating the Bruce Trail on national park lands, and a volunteer agreement has been established to facilitate the involvement of its members in trail maintenance. This partnering arrangement has not only been a foundation for visitor experience, but has also supported numerous resource conservation and public outreach education initiatives.

*Marketing Partnerships* - Engagement with the tourism industry, at multiple levels, is essential both to promote visitor experience opportunities and to raise awareness of the national park. On a day-to-day basis, the park works closely with the Tobermory Chamber of Commerce and Bruce County Tourism on local tourism initiatives. Bruce Peninsula National Park is a member of the Georgian Bay Destination Development Partnership, an initiative to brand Georgian Bay as an internationally recognized iconic tourism region. In the past year, the park has worked with Ontario Tourism on a major Georgian Bay campaign, which has leveraged significant provincial and national exposure for the national parks.

*Sources of Knowledge Forum* - A subcommittee of the Park Advisory Committee, the Sources of Knowledge Forum

brought together 130 individuals from 70 organizations to profile social and ecological research initiatives in and around the park. The goal of this event was to create a platform for sharing knowledge and to identify the park as a leader in the collection of applicable research.

*Earthbound Greenhouses* - In 2009, Parks Canada developed an agreement with Earthbound Greenhouses to deliver an annual workshop on native landscaping. Earthbound donated both human and plant resources to the event, where a section of disturbed land around the Visitor Centre was revitalised into a wildflower garden.

### **Stakeholder Involvement**

Stakeholders are defined as groups or individuals who have a vested interest in park operations because they/he/she can affect and are affected by the park's policies and decisions. The park has an active Park Advisory Committee (PAC) consisting of representatives from 19 organizations with local to national interests in the park. Until recently, PAC has acted strictly as an advisory body; however, new efforts have been made to expand the function of the group, resulting in two new subcommittees. For example, the Conservation Land Management subcommittee involves eight organizations that meet to discuss solutions for land management issues (e.g. illegal recreation use, species-at-risk).

Park staff participate in several multidisciplinary committees and working groups that provide mutually beneficial resources. Some of the more significant include: Niagara Escarpment Biosphere Reserve, Bruce Peninsula Biosphere





Association, Greenway Initiative, and Lake Huron Binational Partnership, and Niagara Parks and Open Spaces System Council.

### Community Involvement

Because of its isolated location on the end of a Peninsula, the park's involvement in community events is focused around Tobermory and Lion's Head. Each year, park staff enter a float into the community Christmas Parade. The park also hosts two films in the summer Environmental Film Festival presented by the Bruce Peninsula Environment Group. There is a close relationship with community members and groups, demonstrated through the use of the Visitor Centre for community events.

Two annual events provide an opportunity for local residents to participate in citizen science: Butterfly Count (~25 participants) and Christmas Bird Count (~ 40 participants).

### Volunteer Programs

A small number of active volunteers work with the park. These dedicated individuals share their time to improve various aspects of the park. Volunteers participate in Visitor Services activities as Campground Hosts, in Resource Conservation activities as researchers, and in Heritage Presentation activities through the delivery of special programming. In the winter of 2008-2009, a volunteer was responsible for the park's designation as a Dark Sky Reserve, completing all of the lighting inventory and filing all paperwork required for this designation.

### Bequests

In the autumn of 2009, the park received a generous financial donation from the estate of Marjorie LeDrew, after submitting a successful proposal to her family. This money will support the revitalisation of Cyprus Lake area, particularly for the development of yurts and a shower building.

While there are a significant number of partners and stakeholders, it is recognized that stakeholder engagement can be more effective. For example, stakeholders and partners need to be engaged in defining how they want to be involved in park activities and initiatives.



Students at Regional Envirothon Photo Credit: Parks Canada



Footprints Conference Photo Credit: Scott Currie



# 4

## Performance Rating

In order to achieve its strategic outcome, Parks Canada identifies Agency-wide expected results and performance expectations, for each program, that are outlined in the Parks Canada Corporate Plan. This chapter reports the extent to which the park has achieved its park-level performance expectations, which contribute to the Agency's strategic outcome. These results will help improve or maintain the state of the park in areas that the Agency has the ability to influence.

The park has worked towards achieving the strategic outcome by maintaining its overall ecological integrity and by having more people report that they are enjoying the park (94% overall satisfaction rating). Below are the specific performance expectations that were set in the 2005 Corporate Plan along with the corresponding results.

TABLE 10

**Planned Results:** Maintain or improve ecological integrity of national parks and the sustainability of national marine conservation areas.

Performance Expectation	Rating	Results/ Rationale
All national parks have fully functioning ecological integrity monitoring and reporting systems by March 2008.	Met All	Bruce Peninsula National Park was one of the first parks to meet the criteria for the 2008 review of ecological integrity monitoring.
Improve aspects of the state of ecological integrity in each of Canada's 41 national parks by March 2014.	Somewhat Met	The park has identified the forest indicator as the aspect of ecological integrity to be improved by 2014 along with several specific restoration projects.
Minimize environmental impacts of Parks Canada's operations.	Met All	The park contributed to reduced environmental impacts through the environmentally responsible construction of the visitor centre and the development and implementation of the Shorezone Plan and Dorcas Bay Area Plan both of which identified natural resource values and ways to protect them to ensure a quality visitor experience at two popular visitor attractions.
National park plans are up to date and consistent with latest management plan guidelines by March 2010.	Not met	The management plan has been delayed as an agreement with the Saugeen Ojibway Nations is developed for consultation through the management planning process.

TABLE 11

**Planned Results:** Canadians, visitors, and stakeholders appreciate and understand the significance of heritage places and support their protection.

Performance Expectation	Rating	Results/ Rationale
50% of national park visitors participate in a learning experience related to natural and/or cultural heritage.	Exceeded	The 2007 Visitor Survey identified that 71% of visitors participated in some type of learning experience.
85% of visitors are satisfied, 50% are very satisfied with on-site heritage presentation programming.	Mostly Met	The 2007 Visitor Survey identified that 83% of visitors were satisfied and 53% were very satisfied with their overall experience with heritage presentation programming. All indicators were above the 85% target except <i>Availability</i> .
75% of visitors understand the significance of the heritage place.	Mostly Met	Although the specific question regarding whether or not “visitors understand the significance of the heritage place” was not asked, visitors were requested to identify six statements regarding the park’s natural and cultural heritage as either true or false in the 2007 Visitor Survey. Over 80% of respondents answered four or more statements correctly, with 21% of visitors answering every question correctly.
Canadians, visitors and stakeholders actively support the integrity of heritage places.	Mostly Met	No measure is currently in place to define success for this performance expectation. 139 stakeholders and partners actively contribute to park operations, decision-making, or other activities.

TABLE 12

**Planned Results:** Visitors are welcomed, have safe visits, and are satisfied with service quality.

Performance Expectations	Rating	Results / Rationale
85% of visitors are satisfied and 50% are very satisfied with their visit.	Exceeded	According to the 2007 Visitor Survey, 95% of visitors were satisfied with their visit and 67% were very satisfied.
Minimize public safety incidents.	Not Rated	No measure currently in place to define success for this performance expectation.

#### Legend – Performance Rating (Treasury Board Secretariat)

Exceeded	More than 100% of the expected level of the performance was achieved.
Met all	100% of the expected level of the performance was achieved.
Mostly Met	80-99% of the expected level of the performance was achieved.
Somewhat Met	60-79% of the expected level of the performance was achieved.
Not Met	Less than 60% of the expected level of the performance was achieved.

# 5

## Management Plan Results

### SUCCESS STORY

#### **Opening of the National Parks Visitor Centre for Bruce Peninsula National Park and Fathom Five National Marine Park – August 16, 2006**

On August 16, 2006, local residents, partners, First Nations, and dignitaries came to Tobermory, Ontario to celebrate the opening of the Visitor Centre for Bruce Peninsula National Park and Fathom Five National Marine Park. This state-of-the-art facility has become the gateway to the two parks and a significant vehicle for communicating the relevance of Parks Canada's sites to the public. The Visitor Centre has been the most significant success for the park over the past five years by: (1) reaching new market groups and enhancing visitor experience opportunities in all seasons; (2) building relationships with partners and stakeholders; (3) facilitating new opportunities for educational programs; and, (4) communicating Parks Canada's role in protecting and presenting nationally significant resources. It has not only been an important facility for Parks Canada, but a source of pride and a gathering place for the local community.

Located in the town of Tobermory, the 14,000 sq. ft. multi-use facility incorporates public reception areas, a large exhibit gallery, a 100-seat high definition theatre, a boardroom, and office space for park staff. Prior to the establishment of this facility, the park had no central location for visitor orientation and reception. In addition to fulfilling this function, the Visitor Centre also offers exciting educational experiences for all ages, which did not previously exist at the park. Visitors now have several opportunities for self-guided learning programs, including an orientation movie on the two parks and an exhibit gallery that showcases the natural and cultural history of the parks through interactive exhibits. A 20m lookout tower offers visitors a stunning panoramic view of the tip of the Bruce Peninsula, native landscaping demonstration gardens provide ideas for private land stewardship, and hiking trails lead to scenic

lookouts on Georgian Bay via wheelchair accessible trails and connect with the Bruce Trail. The Visitor Centre is a new venue for personal education programs, including a wide range of interpretive programs, children's activities, speaker series, and special events. It has also become an integral part of the local community by providing a venue for various activities such as local movie nights, meeting location for groups/associations and fundraising events.

According to the 1998 Park Management Plan, "the Visitor Centre will be established in close co-operation with the local community". Its development is a testament to strong relationships and the involvement of local residents, partner organizations, and First Nations. Since its inception, the local community has been engaged in the planning and development of the Visitor Centre. A local planning committee advised on content, messaging, and media. Since then, the community has continued to contribute to the development of the facility and the Park Advisory Committee continues to provide advice on operations and management.

The Visitor Centre at Bruce Peninsula National Park and Fathom Five National Marine Park has been a significant success for Parks Canada and the local community, and it has allowed Parks Canada to deliver on its mandate by strengthening relationships with partners and stakeholders, facilitating enhanced experience opportunities for visitors and local residents, and engaging Canadians in the protection and presentation of this special place.

### Management Plan Results

Approved by the Minister and tabled in Parliament in 1998, most objectives outlined in the current park management plan have been accomplished. Since the first State of the



Park report in 2004, significant progress has been made in the modification of monitoring programs. This is evidenced in the increased reporting on indicators and measures that did not have sufficient data in 2004. The 1998 management plan provided useful guidance and through its implementation significant outcomes have been realized. The most notable outcomes are presented below:

1998 MANAGEMENT PLAN FOCUS	SIGNIFICANT OUTCOMES
<b>The Natural Environment</b>	
Ecological Integrity Monitoring Program (EIMP)	Completed in 2006 and serves as the base of knowledge for the natural heritage of the park. This comprehensive monitoring program provides an indication of change in the natural environment.
Collaborative research partnerships	Partnering with the Cliff Ecology Group from the University of Guelph has resulted in an understanding of the ancient forests, alvars and the impacts of rock climbing. This work will inform management decisions with respect to climbing in the park.
Species at Risk initiatives	A cooperative approach to the protection of species at risk in the Greater Park Ecosystem was undertaken with and the Saugeen Ojibway Nations. These projects have helped to build the relationship between the park staff and the Saugeen Ojibway Nations.
Planning projects	Over 10 planning projects provided a forum for a coordinated approach to specific park management issues and led to actions in the park. The Georgian Bay Shorezone Management Plan, for example, was developed with partners and implemented to address back country camping and trail issues.
<b>Enjoying the Park</b>	
Visitor Centre	The most significant achievement since 1998 is the development of the Bruce / Fathom Five Visitor Centre. Opened in 2006, the Visitor Centre has allowed Parks Canada to deliver on its mandate by strengthening relationships with partners and stakeholders, facilitating enhanced experiences for visitors and local residents, and engaging Canadians in the protection and presentation of this special place. The Visitor Centre is a regional point of orientation for Bruce Peninsula National Park and a link with Fathom Five National Marine Park.
Camping	Backcountry camping has been implemented at High Dump and Storm Haven in response to a comprehensive review of the Bruce Trail and Georgian Bay shoreline. The Georgian Bay Shorezone Management Plan, 1999 was developed in cooperation with the Bruce Trail Conservancy.
Partnering	Through a formal agreement in 2003, the park has maintained a strong relationship with the Bruce Trail Conservancy and the local Peninsula Bruce Trail Club in planning and operating the Bruce Trail on national park lands, and a volunteer agreement has been established to facilitate the involvement of its members in trail maintenance. This partnering arrangement has not only been a foundation for visitor experience, but has also supported numerous resource conservation and public outreach education initiatives.
New facilities	Many planning projects were focussed on the renewal of the Cyprus Lake campground facility which is the primary visitor node in the park. Concept plans focussed on facilities, trails and activities were developed and are now being implemented. The outcomes of this work are facility upgrades, including trails, washrooms and showers as well as new opportunities like yurt camping.
Understanding the visitor	Social science has been conducted to understand visitor interests and expectations. A visitor information program, patterns of visitor use study, and visitor experience assessment all contribute to the improvement of visitor experience opportunities at the park.

A group of five hikers with large backpacks are standing in a forest. They are wearing various outdoor gear like jackets and hats. The number '6' is overlaid on the left side of the image.

# 6

## Key Issues

Key issues arising from the assessment of indicators that need to be brought forward in the management plan cycle are briefly outlined below. These issues are supported in varying degrees by the condition and trends of the indicators and measures presented in this report. All significant park issues will be reviewed in the management planning process to identify opportunities and concerns associated with each and to develop appropriate management direction for the park.

### **Relationship with the Saugeen Ojibway Nations.**

The partnership between Parks Canada and the Saugeen Ojibway Nations has experienced successful initiatives related to species at risk and the development of First Nations exhibits and programming at the park. Along with the success, the partnership has been strained occasionally with issues related to resource use and other legal matters. A renewed focus on the partnership has begun with the signing of a Memorandum of Understanding outlining how the Saugeen Ojibway Nations will be consulted through the management planning process.

### **Restoration Opportunities.**

Habitat abundance and connection is rated as fair. The properties acquired through the land acquisition program have extensive infrastructure (houses, roads, agriculture etc) which diminishes ecological integrity and detracts from a quality visitor experience. Ecological restoration of the disturbed sites and where appropriate, creation of new visitor experience opportunities such as converting old roads into bike trails will present an opportunity for integrated delivery of the Agency mandate. Many opportunities exist for public

understanding and appreciation by working with our partners on restoration and stewardship projects associated with these disturbed areas.

### **Weaknesses in the Trip Cycle.**

Information in the Visitor Information Program and Visitor Experience Assessment points to a few weaknesses in the trip cycle, namely; pre-trip planning, way-finding and facilities. Visitors have expressed dissatisfaction with the web site and trip planning information. While at the park, negative comments regarding signage have been reported by visitors and are echoed by park staff. Feedback from visitors suggests that cleanliness of washrooms, condition of roads, lack of bike trails, lack of a camping store (ice) and lack of rental equipment are concerns. Visitor experience product development is also an area that needs to be addressed to ensure we are meeting the needs and expectations of our visitors.

### **Low visitation in the shoulder seasons.**

As shown in section 3, visitation is concentrated in the summer months and tapers towards the shoulder seasons. Opportunities for increasing visitation in the shoulder season need to be identified based on visitor needs and expectations and supported through marketing.

### **Cultural Resource Management.**

Despite the goals of the 1998 management plan for the development of a comprehensive Cultural Resource Management program; a program of archaeological assessments; and consultation with First Nations on all issues relating to Aboriginal history and cultural artefacts, minimal progress can be reported.

**Public outreach education requires an overarching strategy.**

A coordinated approach is required to achieve a top quality public outreach education program. Increased efforts are required to build on the existing network of stakeholders and partners needed to promote the park and build appreciation and understanding with Canadians about their natural and cultural heritage.

**Refinement and implementation of the monitoring and reporting programs.**

Many of the indicators and associated measures did not have sufficient data to justify rating the conditions and/or trends. While this may not point to a strategic level issue for the park, it is worth noting that Agency performance expectations are supported by monitoring and reporting. For example, it is expected that 90% of SAR that occur in national parks will have stable or improved populations. Current information is inadequate on what species occur, their distribution and status within the park. Freshwater aquatic ecosystems are particularly under-studied as considerable uncertainty exists with respect to fishing and invasive species.



# 7

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# 8

## Glossary

**Boreal Shield Ecozone** – The Canadian Shield forms the nucleus of the Boreal Shield ecozone, which lies on a very ancient granite bed. It is a broad U-shaped zone that extends from northern Saskatchewan to Newfoundland, passing north of Lake Winnipeg, the Great Lakes and the St. Lawrence River. Its rolling landscape is dotted with a large number of lakes of all sizes. The soil is acidic, poor and often undeveloped. Outcrops are common.

**Cultural Resource** – A human work or a place which gives evidence of human activity or has spiritual or cultural meaning, and which has been determined to have historic value.

**Ecological Integrity (EI)** – A condition that is determined to be characteristic of its natural region and likely to persist, including abiotic components and the composition and abundance of native species and biological communities, rates of change and supporting processes.

**Ecosystem** – A community of organisms, including humans, and its non-living environment interacting with one another and intimately linked by a variety of biological, chemical and physical processes. Ecosystems are often embedded within other ecosystems of larger scale.

**Federal Heritage Buildings Review Office (FHBRO)** – An interdepartmental advisory body responsible for identifying which federal buildings merit designation as federal heritage buildings, and for monitoring the conservation and continued use of these buildings.

**Indicator** – A nationally or bio-regionally consistent summary reporting statement that provides a comprehensive synopsis of each component of the Agency mandate. It is based on a combi-

nation of data, measures, and critical success factors that provide a clear message about current conditions and the change since the last measurement.

**Measure** – Any data, surveys or other measurements that present conditions or trends.

**Mixedwood Plains Ecozone** – The Mixedwood Plains ecozone encompasses the lower Great Lakes (Ontario and Erie) and the St. Lawrence Valley. It is fairly flat, with only a few hilly areas. Its sandy and clayey rich soils make it one of the most productive agricultural regions in Canada.

**Partners** – Groups or individuals with separate identities and independent accountabilities engaged in a working relationship based on mutual benefit and a clear agreement that sets out shared goals and objectives and the terms of the arrangement.

**Person Visits** – Any individual who visits the park for purposes of heritage appreciation. Persons re-entering on the same day and persons staying overnight do not constitute new person visits.

**Result** – For the purpose of management planning, this term is defined as a change in, or maintenance of the desired condition of a national park, national historic site, or national marine conservation area, when the change is caused by deliberate management actions. The results defined for management plans should specify both what will be changed and how long it will take until the change happens.

**Species at Risk (SAR)** – An extirpated, endangered, threatened, or species of special concern as defined by the Species at Risk Act.

**Stakeholders** – Groups or individuals that have a vested interest in park operations because they can affect and are affected by the park's policies and decisions.

**State of the Park Report (SoPR)** – This report provides a synopsis of the current condition of a national park and assesses performance in meeting established goals and objectives for indicators associated with the Agency's mandate. These reports are produced on a five-year cycle, and are the basis for the scoping document and five-year management plan review.

**Threshold** - Level of an indicator or measure that represents a good (green) fair (yellow) or poor (red) condition. It represents the point of transition between the three levels of condition on which the Agency reports.

**Visitor Experience Assessment (VEA)** – The VEA is a diagnostic tool that assists the park staff in assessing the current state of the visitor experience offer from the perspective of the visitor. This 2-day workshop brings together a cross-functional team to examine the current state of visitor experience opportunities.

**Visitor Information Program (VIP)** – A program implemented by Parks Canada to collect information about visitors to its national parks, national historic sites, and national marine conservation areas. The program is designed to gather information on various performance and service indicators required for effective business and management planning.



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## APPENDIX 1

### Legend for condition and trend rating

Condition		
<b>Good</b>		Good, effective, or not currently impaired
<b>Fair</b>		Fair, or minor to moderate impairment. Requires improvement.
<b>Poor</b>		Poor, ineffective, seriously impaired or a significant attribute missing (whether related to condition or selected management practices).
<b>Not Rated</b>		Not rated or not reported on because the information is not available.

Trend		
<b>Improving</b>		The state of the indicator/measure has improved since the last assessment.
<b>Stable</b>		The state of the indicator/measure has not changed since the last assessment.
<b>Declining</b>		The state of the indicator/measure has declined since the last assessment.
<b>Not Rated</b>		No trend is available.