



Celebrating the Past, Embracing Tomorrow's Possibilities

BACKGROUND

Jasper National Park of Canada embarked on a review of its park management plan in March 2009.

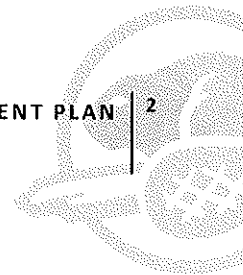
Management plans are 'road maps' used by national parks, national historic sites and national marine conservation areas to achieve Parks Canada's mandate. They are designed to guide decision-making for 10 to 15 years, are reviewed every five years, as required by the *Canada National Parks Act*. The new plan replaces the previous park management plan, approved in 2000.

Jasper National Park is located in the southern Canadian Rockies, approximately 360 km west of Edmonton, Alberta. Established in 1907, the park spans 11, 228 km² of broad valleys, rugged mountains, glaciers, forests, alpine meadows and wild rivers, and is the largest of the southern mountain national parks. A core protected area in the greater Yellowhead ecosystem and a part of the Canadian Rocky Mountains World Heritage Site, the park's importance extends well beyond its boundaries.

Each year approximately two million people visit the park where they enjoy a range of facilities.

The park contains a community of 4,700 residents (the town of Jasper), is traversed by several major transportation and utility corridors (the Yellowhead TransCanada Highway, the Canadian National Railway and the Kinder-Morgan Pipeline), and is a cornerstone for the regional tourism industry.





Ensuring the conservation of ecological and cultural resources in the park and strengthening Canadians' connection with their heritage presents both challenges and opportunities, and requires the dedication of people working together. Under the new plan, Parks Canada will:

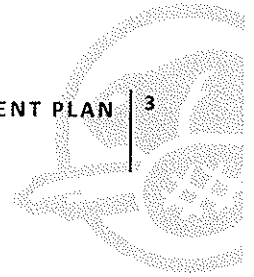
- ✓ Provide more Canadians with new and improved opportunities to experience the park firsthand and connect them to inspiring experiences that are grounded in Jasper National Park's distinctive natural and cultural characteristics.
- ✓ Reach out to Canadians, some of whom live far from the national parks, with stories of Canada's remarkable mountain heritage.
- ✓ Continue to build on conservation successes to maintain or restore ecological integrity.
- ✓ Raise the profile of Jasper's rich human history, national historic sites, Canadian Heritage River and World Heritage Site status.
- ✓ Maintain established limits to growth and development.
- ✓ Strengthen relationships with Aboriginal communities with historic associations with the park and facilitate their increased participation in Parks Canada's activities.
- ✓ Ensure that all three elements of Parks Canada's mandate—resource protection, visitor experience and public appreciation—support one another.

The PDF of the new Jasper National Park of Canada Management Plan is posted on the JNP website at: www.pc.gc.ca/jasper

PLANNING IN PARTNERSHIP

A public and Aboriginal participation program shaped the development of the new park management plan. More than 20 separate public participation events, from public forums to workshops to school visits and Aboriginal community visits, supported a rich and productive dialogue about the future of the park.

Parks Canada received more than 200 written submissions about Jasper National Park, including a dozen detailed submissions from non-governmental organizations representing recreational users, environmental interests, businesses, and from provincial and municipal levels of government.



PROTECTION

Current Situation:

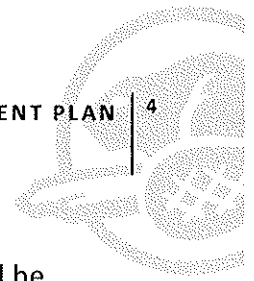
- Vibrant scenery, wildlife and healthy ecosystems are at the heart of Jasper's ongoing attraction and the prerequisite for a sustainable tourism industry. The park also protects and presents a rich tapestry of human history woven from Aboriginal traditions, European exploration and fur trade, early outfitters, railway and nation-building, conservation and tourism.
- In the last ten years, management has focused on disturbed ecosystems, fire, wildlife-human interactions, sharing habitat in the valleys, caribou recovery, regional collaboration, new management plans for the park's four national historic sites, heritage building restoration and opportunities for visitors to learn about and contribute to resource conservation.

Key Achievements:

- The park has worked toward raising awareness and understanding of ecological integrity and ecosystem management through communication and hands-on learning.
- Staff participate in or lead recovery planning for species at risk.
- Impaired ecosystems are being restored with the involvement of Aboriginal people and others.
- Cultural resource management practices have been strengthened.

Action Plan:

- A caribou conservation strategy will be developed for the park.
- New strategies, developed with public involvement, will reduce elk abundance.
- Measures to maintain or restore ecological integrity (e.g. use fire to maintain healthy vegetation, control invasive plants, restore aquatic connectivity, promote and lead environmental stewardship initiatives) will be implemented.



- The profile of national historic sites, such as Athabasca and Yellowhead passes, will be increased by providing a range of innovative and engaging opportunities to keep their stories alive and relevant.

VISITOR EXPERIENCE

Current Situation:

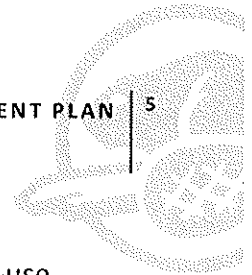
- The “Gentle Giant” of the mountain parks, Jasper offers grandeur in size and choices to around two million visitors every year.
- A primary concern for Parks Canada is to ensure that national parks have continued relevance in a changing, more urban Canada. Parks Canada is working to ensure that no matter their background or interest, visitors can create exceptional mountain-based experiences that are meaningful and rewarding to them—from the iconic scenery of the Canadian Rocky Mountains World Heritage Site, to Jasper’s own signature places and activities, and the small town hospitality of its mountain community.

Key Achievements:

- The development of area concepts for distinct areas of the park, such as the Icefields Parkway, Mount Edith Cavell and Three Valley Confluence, provide detailed direction for improving visitor experience, resource protection and public appreciation and understanding.
- Pilot programs to attract new Canadians, urban youth, families and less experienced park visitors, are being undertaken.
- New recreational opportunities and events, and redeveloping existing opportunities, are helping to broaden the appeal of the park for priority visitor groups.

Action Plan:

- The park will work with Brewster Transportation and Tours to update the Icefields Centre area.



- Improvements to the Edith Cavell Road and parking area, along with trails and day-use facilities in the area, will be made.
- The range of services, programs and activities in campgrounds (e.g. group shelters, family areas, access to key attractions, short trails, playgrounds) will be increased.
- The *Three Valley Confluence Trail Network Plan*, developed through the Jasper Trails Project, will be implemented. The project engaged trail users in reconfiguring the Three Valley Confluence day use trail network to improve visitor experiences and better meet the needs of wildlife and sensitive ecosystems.

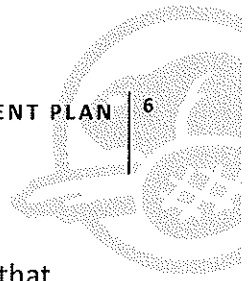
EDUCATION AND OUTREACH

Current Situation:

- Reaching a larger number of Canadians is critical to the future of our system of heritage places. To promote an ongoing dialogue and lifelong passion for parks and healthy landscapes, Parks Canada brings the stories of mountain culture, science, recreation and park management to people who may not otherwise have an opportunity to learn about or become involved in our national parks and national historic sites.
- Parks Canada is also committed to broadening participation in park management, and to approaching problem-solving in ways that are innovative and rewarding for participants.

Key Achievements:

- Parks Canada's reach is being extended through popular media and technology, and outreach programs, to bring current, lively and engaging content into the homes, schools and communities of Canadians across the country.
- A diverse community of interested Canadians are being engaged to learn together, share information, creatively imagine options, and collaborate on solutions that create new success stories.



- Strong and mutually-beneficial working relationships with Aboriginal communities that have documented historic associations with the park are being fostered.

Action Plan:

- The transformation of the Palisades into a national centre of excellence for stewardship education and training will continue.
- Parks Canada will report annually to Canadians on management plan implementation.
- Aboriginal access to the park for spiritual and ceremonial purposes will be supported.

Next Steps:

Parks Canada reports annually to the public on progress in implementing the park management plan. Every five years, Parks Canada reports on the condition of resource protection, visitor experience and public appreciation and understanding through the State of the Park Report.

For more information on the Jasper National Park Management Plan, please contact:

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