

Jasper

National Park of Canada

Management Plan

2010



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Jasper National Park of Canada Management Plan

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FOREWORD



Canada's national historic sites, national parks and national marine conservation areas offer Canadians from coast-to-coast-to-coast unique opportunities to experience and understand our wonderful country. They are places of learning, recreation and inspiration where Canadians can connect with our past and appreciate the natural, cultural and social forces that shaped Canada.

From our smallest national park to our most visited national historic site to our largest national marine conservation area, each of these places offers Canadians and visitors superb experiential opportunities to enjoy Canada's historic and natural heritage. These places of beauty, wonder and learning are valued by Canadians—they are part of our past, our present and our future.

Our Government's goal is to ensure that Canadians form a lasting connection to this heritage and that our protected places are enjoyed in ways that leave them unimpaired for present and future generations.

We see a future in which these special places will further Canadians' appreciation, understanding and enjoyment of Canada, the economic well-being of communities, and the vitality of our society.

Our Government's vision is to build a culture of heritage conservation in Canada by offering Canadians exceptional opportunities to experience our natural and cultural heritage.

These values form the foundation of the new management plan for Jasper National Park of Canada. I offer my appreciation to the many thoughtful Canadians who helped to develop this plan, particularly to our dedicated team from Parks Canada, and to all those local organizations and individuals who have demonstrated their good will, hard work, spirit of co-operation and extraordinary sense of stewardship.

In this same spirit of partnership and responsibility, I am pleased to approve the Jasper National Park of Canada Management Plan.

Jim Prentice

Minister of the Environment



RECOMMENDATIONS

Recommended by:



Alan Latourelle

Chief Executive Officer
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Greg Fenton

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EXECUTIVE SUMMARY

This updated management plan for Jasper National Park provides strategic direction for the integrated delivery of Parks Canada's mandate for resource protection, visitor experience and public appreciation and understanding. It sets out a vision for the future that involves Canadians in safeguarding the unique natural and cultural heritage of the park for all time, and for facilitating memorable experiences that allow Canadians to make deep connections with their heritage. It builds on strengths of previous plans and sets the direction needed to improve the condition of the park as described in the 2008 *State of the Park Report*.

The management plan includes seven key strategies that describe the overarching management approach to the park, as well as six area concepts that provide more detailed direction for specific geographic areas. The plan contains a framework for measuring and reporting on our progress in implementing the plan.

Participation programs provided a wide range of opportunities for Canadians to share their views and aspirations for this special place. The voices of Aboriginal people, stakeholders, community residents, park visitors and the general public all contributed to influencing the development of the plan. The key strategies and highlights of management actions that will be implemented during the life of this plan are summarized below.

Welcoming Visitors to Mountains of Opportunity

Offering Canadians inspiring and authentic park experiences is integral to Parks Canada's mandate. Jasper National Park's unique mountain heritage sets the stage for visitors to choose from a suite of opportunities that match their interests and aspirations. Actions by Parks Canada and collaborating partners will improve the quality of national park opportunities provided and maintain high levels of visitor satisfaction. Park visitation will increase and more Canadians will establish the deep personal connections that arise through personal experience of authentic, inspiring places. Those connections are the basis for ensuring the enduring support for heritage conservation that is essential to sustain Canada's protected areas legacy into the future. This strategy involves:

- making "welcome" a recurring theme at each stage of a visitor's trip
- strengthening the sense of arrival and welcome at all three park entry points
- increasing the number of visitors to ensure the park remains relevant to a broad cross-section of Canadians
- using the Explorer Quotient and other tools to connect visitors to experiences that are inspiring, aligned with their interests, and grounded in Jasper National Park's distinctive natural and cultural characteristics

- undertaking pilot programs to attract new Canadians, urban youth, families and less experienced park visitors
- providing new recreational opportunities and events and redeveloping existing opportunities that broaden the appeal of the park for priority visitor groups
- using new technology and other means to improve trip planning, offer programs for virtual visitors, and enhance opportunities for through-travellers
- developing a revised *Tourism and Marketing Strategy* and strengthening relationships with partners to offer authentic, world-class visitor opportunities

Bringing the Mountains to People Where They Live

Reaching a larger number of Canadians, many of whom live far from the national parks and are not aware of the significance of these special places, is critical to the future of our system of heritage places. Jasper National Park will extend its reach 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. This strategy involves:

- introducing Canadians, wherever they live, work or gather, to Canada's remarkable mountain heritage, and Jasper National Park
- bringing education programs to regional communities and larger urban centres on a regular basis, particularly in Alberta and British Columbia
- supporting and enhancing outreach education through partnerships and new technology
- exploring opportunities with partners to create a virtual centre of learning where educators, researchers, scientists and students can interact, inspire one another and share what they have learned with their home communities
- engaging youth, collaborating with schools, and continuing to transform the Palisades Stewardship Education program into a national centre of excellence for stewardship education and training

Celebrating History, Culture and the World Heritage Site

The cultural heritage of Jasper National Park reflects its landscapes, its position at the headwaters of the Athabasca River, its access to routes across the continental divide, and linkages with other great rivers. Jasper's rich tapestry is woven from Aboriginal traditions, European exploration and fur trade, early outfitters, railway and nation-building, conservation and tourism. The significance of this place to Canada is commemorated in four national historic sites—Athabasca Pass, Yellowhead Pass, Jasper House and Jasper Park Information Centre—and the Athabasca Canadian Heritage River. The park takes on global significance as part of the Rocky Mountain Parks World Heritage Site.

This strategy involves:

- enriching visitor experiences by offering enjoyable experiences that integrate nature, culture and history
- raising the profile of, and celebrating the national historic sites, Canadian Heritage River and the Canadian Rocky Mountain Parks World Heritage Site
- preparing and implementing a cultural resource management strategy and strengthening cultural resource management practices
- involving partners in protecting and presenting cultural heritage, stories and traditions, in ways that respect their ownership, authenticity and historic character

Ensuring Healthy Ecosystems

Maintaining or restoring ecological integrity is the first priority of park management. Protecting healthy ecosystems is also critical to ensuring that visitors continue to have outstanding opportunities to experience, enjoy, and learn about the unique natural heritage of Jasper National Park. Restoration initiatives continue to focus on vegetation health, wildlife movement, aquatic connectivity and returning disturbed sites to a natural state. Caribou and grizzly bears are species of special management interest and important symbols of wilderness. This strategy involves:

- raising awareness and understanding of ecological integrity and ecosystem management through communication and hands-on learning
- restoring impaired ecosystems with the involvement of Canadians and Aboriginal people
- participating in or leading recovery planning for species at risk – for woodland caribou and Haller’s apple moss
- improving opportunities to see and learn about wildlife while decreasing the potential for habituation, disturbance and human-wildlife conflict
- maintaining or improving habitat security for grizzly bears
- using fire to maintain and restore vegetation within the range of natural variability
- developing strategies, with public involvement, to reduce elk abundance
- eliminating or controlling non-native species

Fostering Open Management and Innovation

Jasper National Park will broaden participation in park management and approach problem-solving in ways that are innovative and more rewarding for participants. Better decisions will result from the sharing of information, critical analysis and creative thinking. Science will continue to be an important tool to inform management decisions and traditional knowledge will be encouraged.

This strategy includes:

- strengthening Canadians' involvement in key decisions concerning their park
- engaging a diverse community of interested Canadians in learning together, sharing information, creatively imagining options, and collaborating on solutions that create new success stories
- encouraging involvement in science and monitoring, and increasing the role of traditional knowledge
- strengthening youth involvement
- increasing opportunities for participation in volunteer and stewardship initiatives
- participating in and influencing regional land use planning

Strengthening Aboriginal Relationships

Parks Canada is committed to building strong and mutually beneficial working relationships with Aboriginal people. The perspectives, cultural ties, and stories of Aboriginal people are an important part of the park's historic fabric and its future. This strategy focuses on:

- fostering strong and mutually-beneficial working relationships with Aboriginal communities that have documented historic associations with Jasper National Park
- encouraging and strengthening interest-based participation by Aboriginal people in the management and benefits of Jasper National Park
- fostering reconciliation and reconnection with Jasper National Park
- improving the visitor experience by facilitating opportunities for Aboriginal people to present their culture, history and perspectives to park visitors

Managing Growth and Development

The community of Jasper, outlying lodges, hostels, bungalow camps, and day-use areas such as Marmot Basin ski area are important staging areas, from which visitors experience and learn about the park. Careful management of development and commercial activities will minimize impacts on the park's natural and cultural heritage while ensuring that well-designed staging areas continue to allow visitors to experience and connect with the park, and contribute to economic sustainability for both the private and public sector. This strategy focuses on:

- implementing growth limits for the community of Jasper and supporting its role as a visitor service centre, consistent with the *Jasper Community Sustainability Plan*
- applying the *Redevelopment Guidelines for Outlying Commercial Accommodations and Hostels in the Rocky Mountain National Parks (2007)* to guide any changes to commercial accommodations outside of the community of Jasper

- applying the *Marmot Basin Ski Area Site Guidelines for Development and Use (2008)* and *Parks Canada's Ski Area Management Guidelines*, to consider proposals that are consistent with policy, growth limits, and parameters in the site guidelines
- developing or supporting special events and new recreational activities that promote public understanding and appreciation of the park, and support relevant ecological and cultural heritage objectives
- demonstrating leadership in innovative stewardship practices

Area Concepts

In addition to the key strategies outlined above, detailed area concepts have been developed for six areas; each of which has a distinct identity defined by its landscape, ecological characteristics, human history, and offers unique opportunities for visitor experience. The area concepts describe current strengths and challenges, and key actions to achieve a desired future condition, for:

- Mount Edith Cavell and Highway 93A
- Three Valley Confluence (including the Community of Jasper)
- Icefields Parkway
- Maligne Valley
- Lower Athabasca
- Wilderness

Monitoring and Reporting

Performance measurement tools include park ecological integrity and cultural heritage indicators, most of which are shared with the other mountain national parks in the region. Indicators were developed nationally for public appreciation and understanding, and visitor experience. The framework also includes agency-wide performance indicators by program activity. Data from these indicators will be used to prepare a State of the Park report prior to the next five-year review of this plan.

Strategic Environmental Assessment (SEA)

A strategic environmental assessment of this management plan was conducted to evaluate potential environmental effects. Key factors considered were valued ecosystem components, cultural resources, and challenges presented in the *Jasper National Park State of the Park Report (2008)*. This assessment concluded that the plan is likely to result in many positive environmental effects. Potential negative effects can be reduced and mitigated by adopting an integrated management approach and paying close attention to desired outcomes for ecological integrity.



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JASPER NATIONAL PARK: A VISION FOR THE FUTURE

The Vision Statement is a portrait of Jasper National Park in its desired future state, achieved through the careful stewardship of Canadians. It illuminates the character and special heritage values of this park—the natural features and human stories unique to this place that resonate in the hearts and minds of visitors—connecting them to a stronger, deeper understanding of the very essence of the park and of Canada. The main ideas and direction in the management plan are encapsulated in the vision; it provides inspiration for implementation of the plan and a touchstone for assessing results.

Jasper National Park is an enduring symbol of the best that Canada offers to the world—spectacular scenery, a pristine environment, diverse sightseeing and recreational opportunities, welcoming hosts, vibrant Aboriginal and local culture, watchable wildlife, and large wilderness. Its best-known places are icons of the Canadian Rocky Mountains: the Athabasca Glacier, the snowy wedge of Mount Edith Cavell, Maligne Lake and Spirit Island, and the thundering Athabasca and Sunwapta waterfalls. The Icefields Parkway, one of the world's greatest scenic drives, showcases glaciers that are sources of vital headwaters and poignant indicators of climate change. Warm valley bottoms shelter grasslands, wetlands and wildlife. The Athabasca Canadian Heritage River corridor bears evidence of 9,000 years of human experience. Four national historic sites tell vivid stories that help to define what it means to be Canadian.

Jasper is the gentle giant of the mountain national parks—large, accessible yet unspoiled, a place for discovery and spiritual renewal. New and returning visitors, young and old, enjoy Jasper's most-loved places. Its wilder regions beckon and satisfy generation after generation of self-reliant travellers and adventurers in the spirit of David Thompson, Henry John Moberly, Mary Schaeffer, and their Aboriginal guides.

Aboriginal people from both sides of the Continental Divide reconnect with the park; their perspectives, cultures and traditions contribute to park management and enrich visitors' experiences. For all Canadians, Jasper National Park is a place to connect with mountains and headwaters. The park is renowned as a place to learn—to experience a living, vital landscape and its people, to grow in knowledge and respect, and to share in decisions and actions that ensure the health of this place for all time.

Jasper National Park is worthy of its place in the Canadian Rocky Mountains World Heritage Site. Canadians, guests from around the globe, and local communities understand and appreciate its ecological and cultural importance to the region, the country, and the world. The health of the park and surrounding ecosystem is paramount. Close cooperation and stewardship across borders ensures clean water, healthy forests, and security for grizzly bears and caribou. All who share an interest in Jasper National Park of Canada embrace responsibility and leadership in showing how people can live in harmony with their environment.





A MANAGEMENT PLAN FOR JASPER NATIONAL PARK

1.1 INTRODUCTION

National parks occupy a very special place in the hearts and minds of Canadians. These are enduring places that lift the human spirit, and in a world of change, they preserve for all time the best of Canada's inspiring natural living landscapes. These are among the most carefully protected places on the planet, valued for their beauty and integrity. They are places where visitors are welcome to renew themselves in surroundings that celebrate Canada's nature and history. In national parks, people find inspiration through personal experience of the real places and stories that define Canada.

Canada's National Parks Act requires each national park to prepare a management plan. A key tool for shaping the future, management plans reflect the policies and legislation of the federal government and serve as a framework for planning and decision making. Prepared in consultation with Canadians, Jasper's management plan will guide the park's overall direction for the next 10 to 15 years and will be reviewed in five years.

Parks Canada's Mandate

"On behalf of the people of Canada, we protect and present nationally significant examples of Canada's natural and cultural heritage and foster public understanding, appreciation and enjoyment in ways that ensure their ecological and commemorative integrity for present and future generations."

- *Parks Canada Agency Charter*



Parks Canada's approach to management planning for national parks, national historic sites and national marine conservation areas has evolved over the years. Today's plans are expected to provide strategic direction as opposed to specific prescriptive measures. Management plans must ensure the three elements of Parks Canada's mandate—resource protection, visitor experience and public appreciation and understanding—support one another.

Implementing the management plan for Jasper National Park will contribute to the following strategic outcome and Parks Canada's three priorities:

Canadians have a strong sense of connection, through meaningful experiences, to their national parks, national historic sites and national marine conservation areas. These protected places are enjoyed in ways that leave them unimpaired for present and future generations.



Photo : Landon Shepherd

- Parks Canada will continue to lead projects that improve the condition of key ecological integrity indicators. Strategic investments will achieve results on the ground.
- More Canadians will report that they are aware of the heritage places managed by Parks Canada and that they understand their value and purpose. As well, more Canadians will be aware of opportunities to become involved.
- Targeted initiatives will attract more visitors to experience national parks, national historic sites and national marine conservation areas. Parks Canada will focus on creating opportunities for memorable visitor experiences.

In implementing its core mandate that integrates heritage resource conservation, visitor experience, and public appreciation and understanding, the Parks Canada Agency gives first priority to the maintenance or restoration of ecological integrity. This ensures that national parks will remain unimpaired for the benefit, education and enjoyment of future generations.

This management plan builds on the strengths of previous plans approved in 1988 and 2000. Updated with the involvement of Canadians and Aboriginal communities, it responds to changing circumstances over the past decade by:

- addressing concerns raised in the *State of the Park Report (2008)*
- renewing and strengthening important direction for ecological integrity and cultural resource management
- increasing the level of detail in the discussion of visitor experience and education
- highlighting the park's unique character and special places



- focusing more attention on measuring performance and accountability
- identifying new opportunities for learning and reaching new audiences
- building on the participation of members of the public and Aboriginal people in implementing the plan and achieving Parks Canada's mandate

1.2 THE MANAGEMENT PLANNING PROCESS

In 2005, the first five-year review of the *Jasper National Park Management Plan (2000)* did not call for any amendments. In 2007, the first-ever management plans for Jasper's four national historic sites were approved; implementation of these plans is coordinated with the park management plan.

Beginning in 2009, Parks Canada strengthened a coordinated approach to management and decision-making by reviewing all the mountain national park management plans at the same time. As a result, Jasper, Banff, Yoho, Kootenay, Mount Revelstoke, Glacier and Waterton Lakes now share a mountain park vision and key strategies. Each management plan contains:

- a park-specific Vision
- policy and regulatory considerations
- key strategies for the park as a whole
- area concepts for specific geographic areas

Taken together, the policy and regulatory considerations, key strategies and area concepts provide the management direction for the park and should not be considered in isolation. Figure 1 illustrates the structure of a management plan.

In addition to updating the management plan, Parks Canada worked with the Municipality of Jasper to create the *Jasper Community Sustainability Plan (JCSP)*. Prepared in close consultation with the public, the JCSP replaces the *Jasper Community Land Use Plan (2001)*. For details about the relationship between the JCSP and the management plan see section 1.5.3.

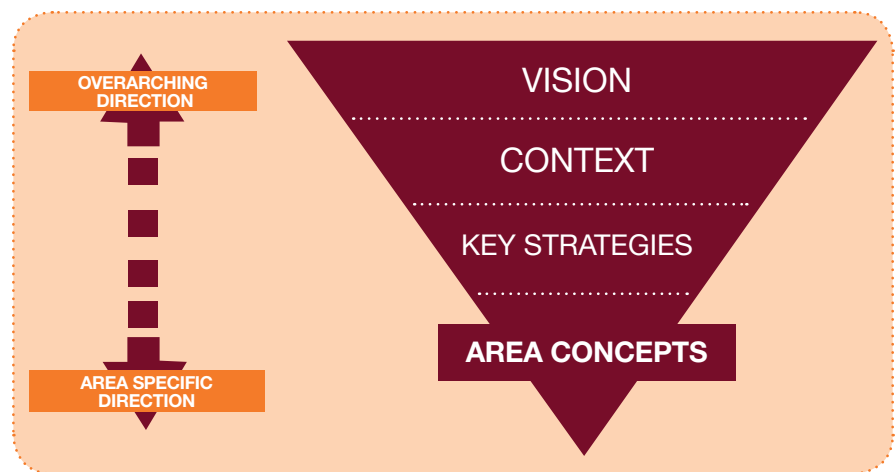


Figure 1. Elements of a Management Plan

Key Strategies

1. Welcoming Visitors to Mountains of Opportunity
2. Bringing the Mountains to People Where They Live
3. Celebrating History, Culture and the World Heritage Site
4. Ensuring Healthy Ecosystems
5. Fostering Open Management and Innovation
6. Strengthening Aboriginal Relationships
7. Managing Growth and Development

1.3 MEASURING SUCCESS

To measure performance, Parks Canada's protected areas use common, consistent regional or national indicators for all three elements of the mandate (Annex 1). The indicators used in the *State of the Park Report* to measure public appreciation, understanding and visitor experience have been updated; Parks Canada continues to work on refining them.

1.4 POLICY AND REGULATIONS

The *Parks Canada Agency Act* and the *Canada National Parks Act* set out the management authorities and accountabilities for national parks. Examples of other important legislation and regulations that make up the legal framework governing Parks Canada include the following:

- The *Canadian Environmental Assessment Act* and Parks Canada's *Policy on Strategic Environmental Assessment* require thorough, science-based consideration of potential environmental effects and appropriate public review of any development, licensing or policy decision.
- Parks Canada has specific obligations under the *Species at Risk Act* and works with federal and provincial agencies on recovery plans.
- The *Canada National Parks Act* (Schedules 4 and 5) sets specific limits on community and ski area development.
- The *National Parks Wilderness Area Declaration Regulations* legislate the protection of large mountain park areas to preserve their natural character and unique opportunities.

All operational and business planning decisions are subject to national and regional policies and guidelines. Some examples include:

- *Parks Canada Guiding Principles and Operational Policies*
- *Parks Canada's Ski Area Management Guidelines*
- *Redevelopment Guidelines for Outlying Commercial Accommodations and Hostels in the Rocky Mountains National Parks*
- *Recreational Activity and Special Event Assessments : Management Bulletin 2.6.10*

Parks Canada will continue to account publicly for its performance by preparing annual reports. Every five years, a *State of the Park Report* will summarize the park's current condition based on key indicators and assess performance in advancing the Agency's mandate.

1.5 WORKING WITH OTHERS

Jasper National Park is privileged to share the management of the park and its relationship to the region with many partners. Partnering and public involvement are fundamental to Parks Canada's success.



1.5.1 Aboriginal People

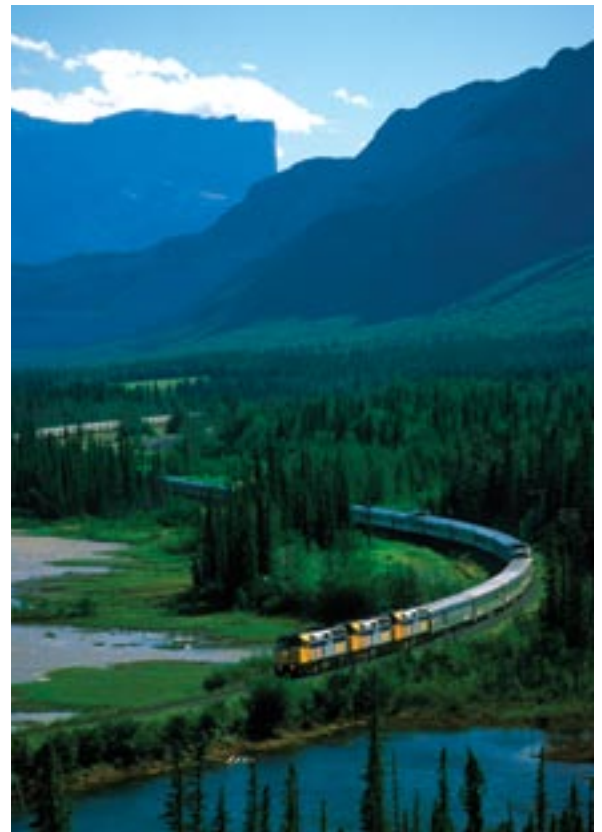
A number of First Nations, Métis and non-treaty Aboriginal groups have longstanding relationships with the lands now included in Jasper National Park. Parks Canada works with more than twenty groups through the Jasper Aboriginal Forum, established in 2006, and, since 2004 with the Council of Elders of the Descendants of Jasper. We share an interest in welcoming aboriginal people to reconnect with the park, celebrating and sharing Aboriginal culture and traditions, and making it possible for Aboriginal people to participate in and benefit from the park. The

management plan reflects this work, which is the focus of a key strategy—Strengthening Aboriginal Relationships.

1.5.2 Neighbouring Jurisdictions

Jasper National Park works with jurisdictions in Alberta and British Columbia who share responsibility for the regional landscape and for serving the people who depend on or value it. Jasper is situated in the greater Yellowhead ecosystem and, on an international scale, in the mountain cordillera that runs from Yellowstone National Park to the Yukon Territory.

Parks Canada and its neighbours share similar ecological, social and economic issues, and cooperate for the benefit of the park and adjoining lands. Areas of most active collaboration include tourism, forest health, fire management, caribou recovery planning, grizzly bear viability and security, access management, research and monitoring (e.g. the Foothills Research Institute), and education (e.g. Alberta's Grande Yellowhead Public School Division).



The park shares boundaries and interests with protected areas in Alberta and British Columbia. The United Nations Educational, Scientific and Cultural Organization (UNESCO) has designated Jasper, Banff, Kootenay and Yoho national parks, and British Columbia's Mt. Robson, Hamber and Assiniboine provincial parks as the Canadian Rocky Mountain Parks World Heritage Site.

1.5.3 The Municipality of Jasper

The town of Jasper serves as a visitor centre for Canadians and international visitors. Its unique governance structure emerged in response to the community's location in a national park and the desires of its residents. Administered by the federal government for almost a century, the town is now a specialized municipality. An agreement signed in 2001 sets out specific requirements for both the federal government and the town.

The Municipality of Jasper provides most of the services in the townsite and the surrounding rural service area. Parks Canada remains responsible for land use planning, development and environmental matters.

In implementing the *Jasper Community Sustainability Plan*, the municipality and Parks Canada will work together to achieve their common goals, while respecting their separate responsibilities and authorities. The municipality's land-use bylaws must be consistent with the park's management plan, which takes precedence. The area concept for the Three Valley Confluence describes the relationship between the community of Jasper and the park in more detail.

1.6 CANADA'S SOUTHERN MOUNTAIN NATIONAL PARKS

Seven mountain national parks—Jasper, Banff, Glacier, Kootenay, Mount Revelstoke, Yoho and Waterton Lakes—represent the Columbia Mountains and Rocky Mountains natural regions. These parks are the result of a conscious choice by Canadians to preserve a large part of their mountain heritage. Each park is unique, with individual qualities valued by Canadians and the international community.

Aboriginal peoples have used these lands for more than 9,000 years, as evidenced by countless archaeological sites and cultural artifacts, the stories of early travellers, and the oral traditions of contemporary Aboriginal communities. Fifteen national historic sites represent major themes in Canadian history.

Five of the seven parks are part of two UNESCO World Heritage Sites, reflecting the global community's recognition of their outstanding universal value. Given the shared importance of these parks, their management strategies must be both coordinated and contemporary.

While management of these parks is Parks Canada's responsibility, the advice and support of others is critical to success. Many hundreds of stakeholders, partners, Aboriginal people, area residents and volunteers contribute countless hours through working and advisory groups, partnering initiatives and voluntary stewardship projects. Thousands of Canadians contribute their views during consultations on management plans. All share in perpetuating and presenting Canada's mountain heritage to enrich the experience and understanding of generations now and to come.

In addition to each park's specific vision, the seven mountain national parks share a common vision:

Canada's mountain national parks are renowned living examples of all that is best in the conservation of mountain ecosystems and history, facilitation of authentic nature-based experience, shared initiative, meaningful learning, and mountain culture. Visitors to these places feel welcomed into experiences that exceed their expectations.

The silent peaks, forest mosaics, living waters, wildlife, people, clean air and endless capacity to inspire bring rejuvenation, hope and self-discovery to future generations, just as they have for the many generations that came before.





IMPORTANCE OF JASPER NATIONAL PARK

The *Jasper Forest Park of Canada*, created by Order in Council on September 14, 1907, protected the lands and headwaters of the Upper Athabasca, the proposed route for the Grand Trunk Pacific transcontinental railway. With the passing of the *Dominion Forest Reserves and Parks Act* in 1911, Jasper became the fifth national park in the Canadian Rockies, and the sixth in Canada.

Today, Jasper National Park is the largest and most northerly Canadian national park in the Rocky Mountains, spanning 11,228 km² of broad valleys, rugged mountains, glaciers, forests, alpine meadows and wild rivers along the eastern slopes of the Rockies. Visitors explore this vast area on a network of more than 1,200 km of trails and several spectacular mountain drives. A core protected area in the greater Yellowhead ecosystem, Jasper's importance extends well beyond the park boundary.

Opportunities to see wildlife are a highlight for many visitors. Elk, bighorn sheep, and mule deer, along with their natural predators such as grizzly bears, cougars, wolves and wolverines, connect visitors to one of the last great Rocky Mountain protected ecosystems. Unique features include:

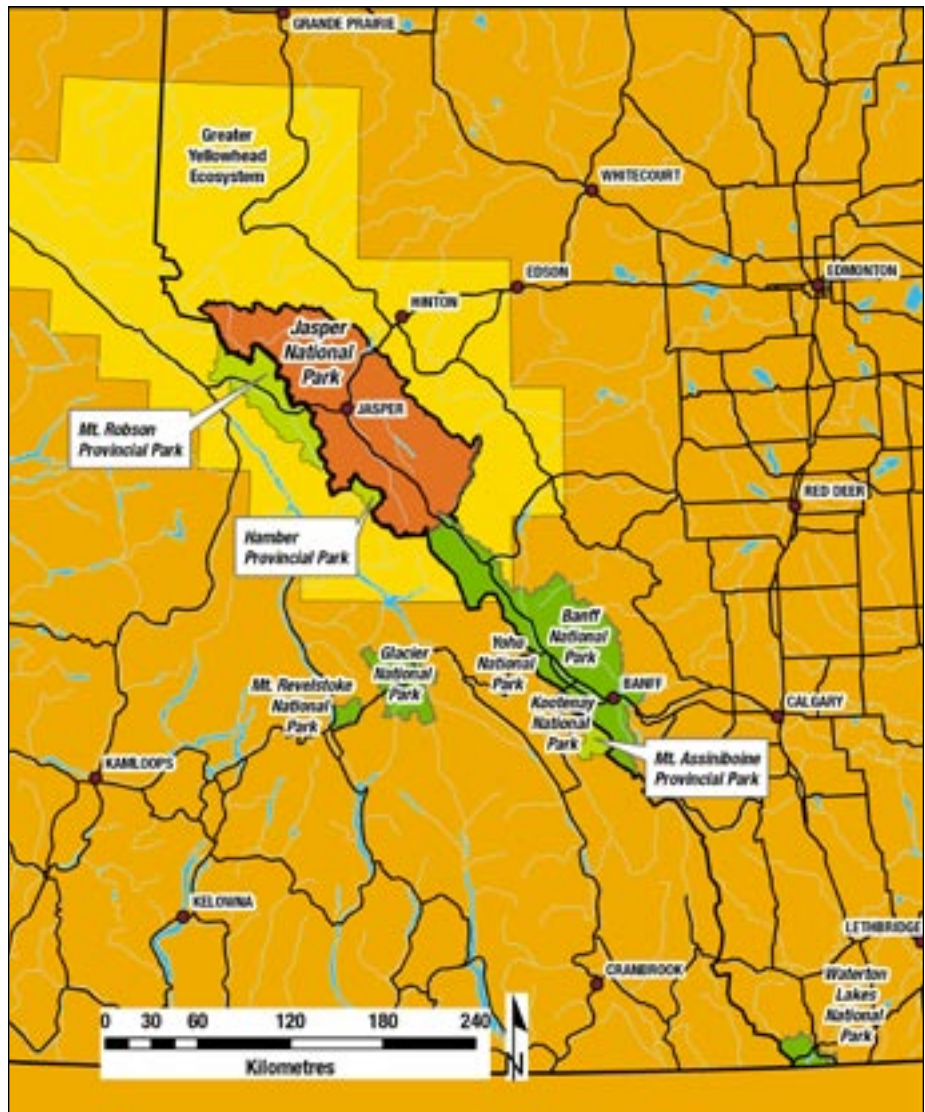
- headwaters of three major river systems: the Athabasca, North Saskatchewan, and Peace
- Columbia Icefield -- the hydrographic apex of North America from which water flows to three different oceans



- Maligne Valley karst -- the longest known limestone underground drainage system in Canada
- Mt. Columbia (3,747 m) -- the highest mountain in Alberta
- Jasper Lake dunes -- the only sand-dune ecosystem anywhere in Banff, Jasper, Yoho or Kootenay
- the northern limit in Alberta of Douglas fir trees
- unique array of alpine vegetation in the Edith Cavell meadows
- important protected range for the threatened southern mountain population of woodland caribou
- Athabasca Glacier -- the most accessible glacier in North America
- Maligne Lake -- at 22 km long and 97 m deep, the largest glacier-fed lake in the Canadian Rockies
- Miette Hot Springs -- the warmest springs in the Canadian Rockies
- over 10,891 km² of the park is managed as wilderness

The Athabasca is the park's main valley. A corridor and meeting place for millennia, the valley links travel routes from north to south and across the Great Divide through the Athabasca and Yellowhead passes.

Jasper's history lives in the landscape—archeological sites, early camps, Métis homesteads, abandoned railway grades, rustic park patrol cabins, heritage buildings, and old trail networks. The Jasper Yellowhead Museum and Archives maintains an important collection and welcomes the public to its permanent and temporary exhibits.



Map 1. Regional Context

Jasper National Park is recognized for its long history of conservation and its importance to the Canadian tourism industry. It is known for its contribution to glacier research, innovative ecological restoration, and the evolution of protected areas management. Youth from across Canada come to learn about the park first-hand.

Each year approximately two million people visit the park where they enjoy a range of facilities, and the town of Jasper is home to 4,700 residents. The Yellowhead Trans Canada Highway, the Canadian National Railway, and the Kinder-Morgan Pipeline run through the middle of the park. Managing the long-term health of the park and strengthening Canadians' connection with their heritage presents both challenges and opportunities, and requires the dedication of people working together.





CURRENT SITUATION

3.1 SOURCES OF INFORMATION

Parks Canada's priorities, a dialogue with Canadians and Aboriginal people, and research and monitoring programs all contributed to this management plan. One of the most important sources of information was the *State of the Park Report* (SOPR) prepared in 2008.

Every five years, the SOPR uses natural and cultural data from monitoring programs and social science data collected from visitors and other Canadians to evaluate:

- the condition of park resources
- the state of visitor experiences
- the state of public appreciation and understanding
- the effectiveness of Parks Canada's management actions

The report identifies deficiencies in current management approaches, emerging issues and information gaps.



The 2008 SOPR provided a robust assessment of the ecological integrity of the park; however information about visitor experiences and public appreciation and understanding was not as complete. Since then, several visitor surveys on specialized topics (e.g. camping trends, attitudes towards special events, and wilderness use) have filled some gaps in our knowledge. These data were supplemented by qualitative visitor experience assessments and analysis of existing data by a consultant in order to develop key strategies for visitor experience.

This section summarizes the findings of the most recent *State of the Park Report*, and other work that laid the foundation for this management plan. It offers a snapshot of Jasper's challenges and opportunities.

3.2 SITUATION ANALYSIS

3.2.1 Resource Protection

SOPR: Rating -- Fair Trend -- Stable

The most important ecological challenges facing the park are:

- the status of woodland caribou
- the regional grizzly bear population
- the abundance of elk in the Three Valley Confluence
- vegetation health
- human-caused wildlife mortality
- the integrity of wildlife movement corridors
- the effects of culverts on aquatic connectivity
- the effects of non-native species on aquatic and terrestrial ecosystems

Woodland Caribou

Canada's Species at Risk Act identifies the southern mountain population of woodland caribou as a threatened species. Long-term monitoring of the three herds in the southern part of the park indicates they are in decline. The factors believed to be contributing to this decline include high numbers of elk and deer, human-facilitated predation by wolves, human disturbance, and habitat loss and fragmentation inside and outside the park. Reversing the current trend by addressing these threats is a priority.



Photo : Mark Bradley

Grizzly Bears

Outside the park, rapid changes in land use have prompted concerns about the status of regional populations of woodland caribou and grizzly bears. Grizzly bears are an enduring symbol of the wilderness of the Canadian Rocky Mountains. This wide-ranging species

is broadly accepted as an indicator of the health and diversity of mountain ecosystems, and as a measure of sustainable land use practices. Where grizzly bears thrive, we can feel confident that the requirements of many other mountain species are met.



Photo : Mark Bradley

Elk

Wolves and other carnivores prefer to avoid people. This is a primary reason why the elk population near the community is artificially high. Overgrazing by elk affects vegetation, with consequences for other wildlife species and vegetation diversity. Measures to manage elk-human conflicts were originally successful; however, conflicts have recently begun to increase again.

Fire Suppression

As a result of a century of fire suppression, the diversity and resilience of park vegetation has suffered. Recently, however, there has been steady success in the use of prescribed fire to restore natural disturbance. Significant steps during the past five years have improved protection for the community and park facilities in the event of a wildfire; protective measures include thinning and reducing the amount of available fuel. Programs to slow the spread of mountain pine beetle have also been successful.

Montane Ecoregion

The effects of development, activities and past management practices are most acute in the montane ecoregion, which occupies seven per cent of Jasper National Park. Many ungulates and carnivores are killed on the highway and railway every year. Reduced speed zones and work with Canadian National Railway to minimize grain spills represent a few of the techniques used to reduce wildlife mortality. Construction associated with roads, the railway and other linear features, water diversions, and hanging culverts disrupt aquatic ecosystems. The park has recently restored fish movement in some areas.

Wildlife Movement

Progress has been made to restore wildlife corridors by modifying or moving Parks Canada's operational facilities, reconfiguring fencing along the golf course at Jasper Park Lodge, and engaging trail users in adjusting trails.

Non-native Species

Non-native species have a major effect on both terrestrial and aquatic species. Work is needed to reduce the effects of invasive non-native plants, non-native fish populations and blister rust, a non-native disease.



Photo : Mark Bradley

Environmental Stewardship

The SOPR reported on, but did not rate, environmental stewardship. The report recommended a review of long-term gravel needs. It also identified the need for more work to conserve energy, manage storm water, restore disturbed sites, clean up contaminated sites, and encourage residents and visitors to adopt environmentally sound practices. More work is needed to understand the likely effect of climate change on park ecosystems.

Cultural Resources

SOPR: Rating -- Fair Trend -- Stable to Improving

Appropriate measures are in place or in development to protect and manage the park’s archaeological sites, artifacts, historic objects, historic structures and federal heritage buildings, Métis homesteads, and the Athabasca Canadian Heritage River. The park needs to revise its Cultural Resources Management Strategy and raise the profile of the area’s human history and cultural resources.

3.2.2 Visitor Experience

SOPR: Rating -- Fair Trend -- Improving

Visitor Trends

Every year Jasper National Park welcomes almost two million people, a number that fluctuates in response to events that affect tourism globally. In the last nine years, the number of visitors to the park has increased by an average of one per cent or 22,000 visitors per year.

For some visitors, the park is their main destination. For others, it is one stop in a longer trip through the mountain parks or Western Canada. Although the park offers visitor services, facilities and programs year round, July, August and September are the peak months.

Approximately half of park visitors are from other countries. The remainder is Canadian, mainly from north-central Alberta. Independent visitors to Jasper are largely older, travelling without children, and seeking to immerse themselves in Jasper’s nature and culture. Commercial groups represent 16% of visitors; among the mountain parks only Yoho National Park has more group tours. In recent years there has been a noticeable shift, with regional visitors replacing international visitors. Data from campground permits indicate that the use of park campgrounds has decreased slightly over the past seven years.

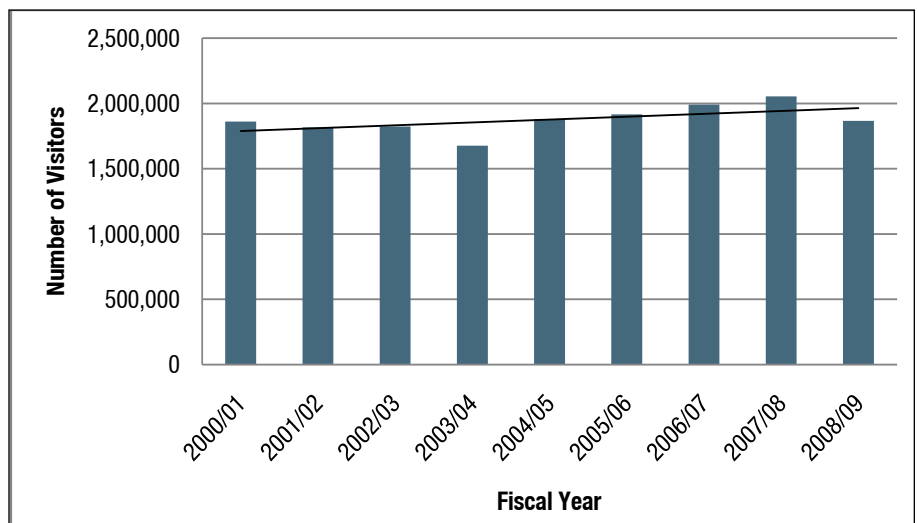


Figure 2. Number of Visitors to Jasper National Park (April 2000–March 2009)



Visitor Opportunities

Parks Canada and the private sector offer a broad range of opportunities to Jasper’s visitors, from recreational activities to sightseeing adventures. One of Parks Canada’s main challenges in delivering quality visitor services and programs is the condition of its assets—highways, campgrounds, day-use areas, washrooms, trails and other facilities that support the visitor experience. Only 24% of Parks Canada’s assets in Jasper National Park are in good condition or better, although significant progress has been made in recent years to modernize and upgrade facilities throughout the park.

Visitor Satisfaction and Connection to Place

A variety of factors motivate visitors. Chief among these is the desire to enjoy the scenery, experience nature and view wildlife. Visitor surveys consistently return high satisfaction scores.



Recent social science work has focused on understanding the values and motivations of park visitors. This information allows Parks Canada to match existing and new opportunities to their needs and expectations. It also allows Parks Canada to target visitor groups that are national priorities (e.g. urban Canadians, youth, new Canadians).

A primary concern for Parks Canada is to ensure national parks have continued relevance in a changing, more urban Canada. Jasper National Park can contribute to resolving this concern by renewing and reinventing visitor experience

in ways that respond to the motivations and interests of the full range of Canadians. Parks Canada will work with partners to improve the quality of national park opportunities provided and maintain or increase visitor satisfaction. Increasing visitation provides the opportunity for more Canadians to establish the deep personal connections that arise through personal experience of authentic, inspiring places. Those connections are the basis for maintaining the enduring support for heritage conservation that is essential to sustain Canada’s protected areas legacy into the future.

3.2.3 Public Awareness and Understanding

SOPR: Rating -- Fair Trend -- Improving

New initiatives and partnerships have extended the reach and relevance of public education, with a focus on youth. The Palisades Stewardship Education program is transforming an historic guest ranch and Parks Canada training facility into a vibrant youth education centre with the goal of cultivating stewards of the future. Through the Marmot Basin Learning Centre, Parks Canada reaches a broader cross-section of urban Canadians with education and awareness programs.



Although visitor satisfaction with interpretive programs is high, participation is low and fresh approaches are needed.

Better tools will improve Parks Canada's ability to evaluate the effectiveness and reach of its communication efforts. More work is needed to understand how opportunities to experience, learn, and get involved help connect visitors and residents to the park, and whether they influence their support for heritage protection and their participation in stewardship.



3.2.4 Partnering and Engagement

The combined efforts of many organizations make resource protection activities, visitor opportunities and educational programming possible. The Friends of Jasper, the Jasper Yellowhead Museum and Historical Society and members of the Interpretive Guides Association (IGA) provide a range of interpretive programs, events, services and self-guided opportunities. Partnerships with Grande Yellowhead Public School Division, Ski Marmot Basin, the Jasper Adventure Club for Kids and Outward Bound help youth understand, care for, and, eventually shape the future of their park.



Parks Canada works with partners such as Jasper Tourism and Commerce, the Municipality of Jasper and Travel Alberta to market the park as a destination and distribute information.

The work of countless volunteers has made the park a richer and healthier place. Citizen working groups and advisory bodies address diverse challenges including elk management, caribou recovery planning, montane restoration, and a better trail network in the Three Valley Confluence. Bird banders contribute to the park's monitoring program. The Foothills Model Forest initiative has been a valuable platform for research and the integration of regional land management, and has evolved into the Foothills Research Institute.





Seven key strategies summarize Parks Canada's overall approach to achieving its mandate in Jasper National Park:

1. Welcoming Visitors to Mountains of Opportunity
2. Bringing the Mountains to People where they Live
3. Celebrating History, Culture and the World Heritage Site
4. Ensuring Healthy Ecosystems
5. Fostering Open Management and Innovation
6. Strengthening Aboriginal Relationships
7. Managing Growth and Development



4.1 WELCOMING VISITORS TO MOUNTAINS OF OPPORTUNITY

Offering Canadians inspiring and authentic park experiences is integral to Parks Canada’s mandate. A renewed focus on experiential tourism based on Jasper’s unique mountain heritage will set the stage for visitors to have the best possible national park experience. Through the effective collaboration of Parks Canada, the tourism industry, and the broader park community, this effort will be evident in every program and activity, and in every aspect of service delivery.

The “Gentle Giant” of the mountain parks, Jasper offers grandeur in size and choices. For urban and rural Canadians, it offers contrast, renewal and restoration. For the young, it provides discovery, social networking and adventure. For Aboriginal people, it is a place to reconnect. Here, new Canadians are welcomed to Canada’s heritage and culture, and introduced to stories that define our country. Opportunities to view wildlife abound. Adventure-seekers love Jasper’s diverse terrain and activities. Wilderness explorers are rewarded with space and timeless landscapes spanning the headwaters of three great rivers.

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.

Understanding Visitors: The Explorer Quotient

Both Parks Canada and its tourism industry partners rely on ongoing research to understand social trends and visitor needs in order to attract and satisfy visitors with a wide array of interests and comfort levels.

Parks Canada is using a new tool, The Explorer Quotient, to understand the travel values and motivations of visitors. Developed by the Canadian Tourism Commission and Environics, a social science research firm, the Explorer Quotient will help Parks Canada to match visitors’ needs, interests, expectations and desires with opportunities for experiences tailored to those needs and interests. This approach will complement traditional sources of demographic and geographic information.

The Explorer Quotient divides visitors into nine “Explorer Types”, such as Authentic Experiencers, Gentle Explorers and No Hassle Travellers. Some Explorer Types, like the Authentic Experiencer, are well-represented in Jasper National Park. Others, like the Gentle Explorer and No Hassle Traveller, are under-represented when compared to the Canadian population. Parks Canada can use this information to create products that will help these visitors have a better park experience.

This strategy focuses on:

- ◇ Connecting visitors to experiences that are inspiring, aligned with their interests, and grounded in Jasper National Park's distinctive natural and cultural characteristics.
- ◇ Maintaining high levels of visitor satisfaction by providing new opportunities or redeveloping existing opportunities that broaden the appeal of the park for priority visitor groups.
- ◇ Increasing the number of visitors to ensure the park remains relevant to a broad cross-section of Canadians.
- ◇ Strengthening relationships with partners to offer authentic, world-class visitor opportunities.

4.1.1 Direction

1. Make “welcome” a recurring theme at each stage of a visitor’s trip.

- Reflect the sense of welcome to a protected mountain landscape in visitor facilities and in services provided by Parks Canada staff and others.
- Strengthen the sense of arrival and welcome at all three entry points.
- Foster a community of hospitality that develops knowledgeable park ambassadors.
- Support innovative orientation and accreditation programs by Parks Canada, the Municipality of Jasper and others.
- Extend the welcome not only to the mountain ecosystems and history of Jasper National Park, but to Parks Canada’s entire family of protected areas and the diversity they represent and celebrate.



2. Establish priorities to better meet visitor needs, and broaden the appeal of the park for under-represented or potential visitors.

- Conduct targeted social science research to understand what motivates visitors, anticipate needs and respond to interests.
- Undertake pilot programs to attract new Canadians, urban youth, families and less experienced park visitors.
- Review and update camping facilities:
 - ◇ Increase the range of services, programs and activities in campgrounds (e.g. group shelters, family areas, access to key attractions, short trails, playgrounds, concessions).
 - ◇ Invest in infrastructure for first-time campers, recreational vehicle users and those seeking hassle-free camping.



Five Types of Engagement for Visitor Experiences – from Connecting at Home to Wilderness Adventures

The **“Virtual Experience”** engages people interested in mountain ecology, culture, history and recreation, anywhere in the world within reach of technology. Jasper National Park will provide brief, intense visual and/or auditory experiences of mountain life, using electronic or print media. These experiences may be the only visit for armchair travellers; others may be inspired to make the trip to Jasper.

“Drive Through Awareness” aims to engage through-travellers who traditionally do not stop. Largely ignored, they represent nearly two-thirds of commercial and private traffic on the Yellowhead Trans Canada Highway. This offers a tremendous opportunity for connection to place and environmental stewardship. For this group, including rail passengers, the journey through the park showcases unspoiled scenery and dramatic contrasts, from the open Athabasca River valley to the Yellowhead Pass National Historic Site, an intimate corridor across the continental divide. Although still primarily a visual experience, interpretation will promote understanding of and support for this protected panorama and perhaps encourage travellers to stop or return for a longer stay.

A **“View from the Edge”** attracts those who prefer to stay close to civilization. They represent the second-largest visitor segment and make the most use of park programs, facilities and services. They may come for a day or spend a few days in the park as part of a longer vacation or conference. They stop to snap a picture, have a picnic, take a short stroll, ski downhill, or take in a festival or special event. Entertaining programming and dynamic media with heritage themes will bring the wilderness to the hotel room, day lodge, campsite or gathering place. This will appeal particularly to those seeking hassle-free travel, rejuvenation and relaxation, or freedom and excitement in outdoor settings.

A **“Step into the Wild”** experience is for visitors who stay for more than a few hours or a few days. Their primary focus is on experiencing the park, but they seldom venture far from civilization. They may visit attractions or take advantage of commercial guides and transportation to venture away from the road in relative safety. This segment has more time to explore the park—its more accessible trails and quieter day-use areas. Their park experience will give them renewal, a sense of freedom and connection to nature and authentic mountain culture.

“Rocky Mountain Wilderness” visitors may be interested in nature and/or adventure, challenge and discovery in mountain settings. Their experiences may include long day hikes, outfitted horse trips, expedition travel or lengthy, unguided backpacking trips. Trip planning information, unobtrusive assistance and, when desired, contact with certified guides support these wilderness adventures. With more than 97% of its space managed as wilderness, Jasper National Park has much to offer to this group.

3. Improve programs for virtual visitors and enhance opportunities for through-travellers, using new technology and other means (e.g. podcasts, webcams).

4. Guide visitors to opportunities they may enjoy, based on their interests, abilities and prior experiences:

- Improve information for trip planning at home and en-route.
- Improve access to off-site services such as on-line reservations and fee payment.
- Create itineraries that respond to visitors' interests, values and motivations using the Explorer Quotient.
- Improve orientation (e.g. signs, maps) to make it easier for visitors get to where they want to go.
- Encourage repeat visits by facilitating the sharing of memories through virtual experiences.
- To ensure their personal safety and protect park wildlife and ecosystems, provide visitors with the information they need to understand risks and make good decisions.



Photo : Nicole Gaboury

5. Work with partners like Travel Alberta, Jasper Tourism & Commerce, the Jasper Destination Marketing Corporation and the Municipality of Jasper to develop a revised *Tourism and Marketing Strategy* that:

- identifies mechanisms for sharing information about visitors
- sets priorities for social science research
- promotes tourism best practices
- uses promotions, products and events to direct visitors to ecologically resilient areas designed for intensive use, in seasons and locations where space is available
- emphasizes authenticity and inspiration
- uses time-sensitive and targeted communications to build anticipation, explain restrictions or limits, and offer alternatives
- supports the tourism industry in regaining long-haul domestic markets and destination visitors and in promoting the Canadian Rocky Mountain Parks World Heritage Site internationally
- responds to the increased environmental sophistication of visitors and positions Jasper as a place to learn about and actively participate in stewardship of the park and the environment
- encourages visits in the winter and shoulder seasons in ways that respect seasonal wildlife needs
- promotes value-added park experiences for visitors who already come to the park in the shoulder season (e.g. for tournaments, downhill skiing) thereby encouraging them to stay another day and strengthen their connection to the park



6. Invite Aboriginal communities with an historic association with the park to share their culture and traditions with visitors.

7. Work with Aboriginal communities to:

- develop new Aboriginal tourism products
- identify venues to showcase Aboriginal culture and traditions
- build capacity to participate in the benefits of the park

8. Pursue relationships with regional partners, such as gateway communities, to share best practices, anticipate changes in regional tourism and recreation, and participate in broader initiatives, such as regional transportation.

9. Develop, support, and promote new events and recreational activities that:

- promote public understanding and appreciation of Rocky Mountain ecosystems and history, and Parks Canada's mandate
- involve a diverse range of the park's partners and stakeholders in their development and delivery
- support outstanding visitor experiences
- respect the park's character (section 2) and area concepts (section 5)
- support relevant ecological (section 4.4) and cultural resource protection (section 4.3) goals



Photo : Yves Gagnon

Proposals may be evaluated through a structured public review process.

10. Periodically, or in areas where there are concerns, monitor activities to ensure they achieve the desired results for quality visitor experiences and resource protection.

11. Implement restrictions on use where no other effective measures exist to protect sensitive resources, or to ensure public safety. Communicate the rationale and need for restrictions to those affected by these closures. Where restrictions are required, strive to provide meaningful alternatives.



12. Continue to implement the *Guidelines for River Use Management in Jasper National Park*, and work with river users and service providers to improve river experiences (see also section 5.4, Maligne Valley).

4.1.2 Indicators of Success

The following indicators will be used to measure Parks Canada's performance in enhancing visitor experiences:

- Native Biodiversity
- Terrestrial Ecosystems
- Aquatic Ecosystems
- Visits
- Learning
- Enjoyment
- Satisfaction
- Meaning
- Public Safety



Associated measures, targets and performance expectations are outlined in Annex 1.

4.2 BRINGING THE MOUNTAINS TO PEOPLE WHERE THEY LIVE

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.

Almost 80% of Canadians live in urban centres and more than one-fifth were not born in Canada. Reaching a larger number of Canadians, many of whom live far from national parks and are not aware of the significance of these special places, is critical to the future of our system of heritage places. Parks Canada will endeavour to extend its reach through popular media, modern technology and outreach programs, to bring current, lively and engaging content into the homes, schools and communities of Canadians across the country.

The public profile and reputation of the mountain national parks creates both an opportunity and an obligation to expand awareness of the entire family of national parks, national historic sites and national marine conservation areas. Our hope is that learning about Jasper National Park motivates people to discover Canada's national heritage and to become active stewards.

This strategy focuses on:

- ◇ Introducing Canadians, wherever they live, work or gather, to Canada's remarkable mountain heritage.
- ◇ Fostering connections with other wild places, culture and history, through understanding and appreciation of Jasper National Park.
- ◇ Increasing the relevance of the park and promoting stewardship of Canada's heritage places.



4.2.1 Direction

1. Reach priority audiences, including youth, urban Canadians and new Canadians with programs that link them to the park and its stories, people and their experiences, and the dynamic environments of Jasper and the other mountain national parks.
2. Continue to transform the Palisades into a national centre of excellence for stewardship education and training; attract youth, new Canadians and other priority groups from major urban centres, Jasper, and nearby communities to learn about and experience the mountain landscape.
3. Bring education programs to regional communities and larger urban centres on a regular basis, particularly in Alberta and British Columbia.



4. Support outreach education through partnerships with other parks and protected areas, research institutions, heritage agencies, the non-profit sector, educational institutions and festival organizers.

5. Collaborate with provincial education authorities to tie mountain national park themes and opportunities to school curricula at all levels.

6. Use new technology to enhance education outreach.



- Regularly update web content to engage Canadians and others in learning, sharing and experiential opportunities.
- Work with partners to create a virtual centre of learning where educators, researchers, scientists and students can interact and inspire one another and share what they have learned with their home communities.
- Bring park settings and programs to schools, homes and other venues so Canadians can experience the excitement of being “virtually there.”

7. Reach a broader audience with information about the park, the World Heritage Site and the family of Canada’s protected areas through community events (e.g. Jasper rodeo, sports tournaments).

4.2.2 Indicators of Success

The following indicators will be used to measure Parks Canada’s performance in fostering public appreciation and understanding:

- Appreciation and Understanding
- Support
- Visits

Associated measures, targets and performance expectations are outlined in Annex 1.

4.3 CELEBRATING HISTORY, CULTURE AND THE WORLD HERITAGE SITE

A wealth of stories, traditions, and cultural resources define and illuminate Jasper National Park. They arise from Aboriginal traditions, European exploration and fur trade, early outfitters, and railway and nation-building. They celebrate the emergence and continuing evolution of conservation, recreation, tourism, and a vibrant local mountain community.

The park protects and presents cultural resources of local, regional and national significance: four national historic sites, numerous archaeological sites and artifacts, many fine examples of rustic mountain architecture, federal heritage buildings and a heritage railway station.

The Athabasca River within Jasper National Park was nominated to the Canadian Heritage Rivers System (CHRS) by Parks Canada in 1984. It was the first CHRS nomination of a river in a national park, based on its human, natural and recreational values.

Together with six adjoining protected areas, Jasper National Park shares the designation of the Canadian Rocky Mountains World Heritage Site. World Heritage Sites are outstanding global examples of the common heritage of all people. The site is inscribed for exceptional natural beauty and significant ongoing geological processes.

Federal Heritage Buildings

There are 38 federal heritage buildings in Jasper National Park. Buildings owned by the federal government that are 40 years or older are assessed for their heritage value by the Federal Heritage Buildings Review Office (FHBRO). FHBRO designates buildings that have heritage value as either “classified” or “recognized”. Proposed actions that could have negative impacts on their heritage value are carefully evaluated.

The park’s two classified buildings—the Jasper Park Information Centre and the Heritage Railway Station—are in good condition. A major project to conserve and rehabilitate the Information Centre was carried out in 2008 and 2009. The majority of the park’s 36 recognized buildings are in fair condition.

Our National Historic Sites

Canada’s family of national historic sites commemorates places, people and events of national significance. Each tells a piece of the story of our country’s history and identity. Jasper National Park commemorates four such sites: Jasper House, Athabasca Pass, Yellowhead Pass, and the Jasper Park Information Centre. The national historic sites have individual management plans, which are implemented in coordination with the *Jasper National Park Management Plan*.

By offering visitors enjoyable experiences that integrate nature, culture and history, Jasper National Park will strengthen Canadians’ awareness of their heritage and their support for Canada’s national parks and national historic sites.

This strategy focuses on:

- ◇ Enriching the visitor experience by sharing the cultural heritage of Jasper National Park.
- ◇ Celebrating the national historic sites, Canadian Heritage River and the Canadian Rocky Mountain Parks World Heritage Site.
- ◇ Strengthening cultural resource management practices.
- ◇ Involving partners in protecting and presenting cultural heritage, stories and traditions, in ways that respect their ownership, authenticity and historic character.

4.3.1 Direction

1. Prepare and implement a *Cultural Resources Management Strategy* that outlines how Jasper National Park will protect, manage and profile cultural resources located outside of its national historic sites. The strategy will establish priorities for:

- research, inventory, analyses and evaluation—determining what we have and putting it in context
- conservation and maintenance requirements for federal heritage buildings under the FHBRO
- monitoring the condition of cultural resources and managing collections
- protecting significant built heritage, archaeological resources, historic objects and documentary records, and valuing their conservation as irreplaceable cultural resources
- connecting visitors with cultural resources to enrich park experiences
- outreach and interpretation—outlining key interpretive themes and supporting information-sharing among partners



2. Profile the stories and experiences associated with the national historic sites. Relate the sites to the broader park and provide a range of innovative and engaging opportunities to keep their stories alive and relevant.

3. Offer more opportunities for visitors to connect with Jasper's history by providing roving interpretation and portable exhibits in popular areas.

4. Offer programs that link the history of Jasper National Park to contemporary experiences and key attractions.

5. Continue to work with local museums and heritage associations and pursue new partnerships to:

- provide more opportunities for visitors to learn about the history of the park
- plan and stage events or festivals with a cultural theme
- encourage the collection of historical information through oral histories and other methods

6. Strengthen the involvement of Aboriginal people in documenting and presenting their cultures and traditions.

7. Raise the profile of the Athabasca Canadian Heritage River, and strengthen monitoring and reporting.



8. With partners, increase the profile of the World Heritage Site, and support any future nominations by Alberta and BC to add adjacent provincial parks.

4.3.2 Indicators of Success

The following indicators will be used to measure Parks Canada's performance in raising the profile and improving the protection of cultural resources:

- Resource Condition
- Selected Management Practices
- Learning
- Appreciation and Understanding
- Terrestrial Ecosystems



Photo : Marta Rode

Associated measures, targets and performance expectations are outlined in Annex 1.

4.4 ENSURING HEALTHY ECOSYSTEMS



Photo : Ward Hughson

Vibrant scenery, wildlife and healthy ecosystems are at the heart of Jasper's ongoing attraction and the prerequisite for a sustainable tourism industry. Similarly, ensuring Canadians have meaningful and inspiring opportunities to connect with and learn about the parks' mountain ecosystems is integral to its future.

Visitors find a diversity of natural systems—from glacial headwaters and alpine meadows to montane lakes, streams and grasslands. Grizzly bears and other predators occupy most of their historic range in the

park. Bighorn sheep, elk, mountain goats and other large mammals are widespread—only bison are missing today. Caribou, threatened and a key concern, are still often seen by visitors to the Tonquin Valley. With their transportation corridors, artificial disturbances, fire suppression, non-native plants and abundance of elk, the Athabasca and Miette River valleys are places where high ecological value and high use overlap.





We continue to increase and apply our knowledge. By applying insights from ongoing natural and social science research, Jasper is able to offer opportunities for enriched park experiences and shared learning. The knowledge of area residents and Aboriginal people plays an important role in planning, decision-making and stewardship.

In the last ten years, management has focused on disturbed ecosystems, fire, wildlife-human interactions, sharing habitat in the valleys, caribou recovery, healthy regional landscapes, regional collaboration and opportunities for visitors to learn about and contribute to resource management.

This strategy focuses on:

- ◇ Building on recent successes, continuing to protect and, where necessary, restore ecosystems—with the involvement of Canadians.
- ◇ Establishing priorities for the components of the ecosystem that need more intensive management, including recovery planning for species at risk.
- ◇ Ensuring wild places continue to inspire Canadians who enjoy visiting and learning about healthy ecosystems.

4.4.1 Direction

1. Raise awareness and understanding of ecological integrity and ecosystem management through communication and hands-on learning.

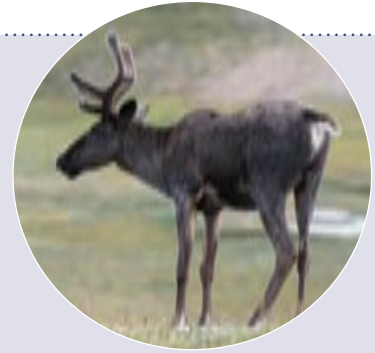
- In places where visitors gather, offer engaging programs about park ecosystems and conservation challenges.
- Provide opportunities for visitors and residents to participate in ecosystem management activities.
- Improve opportunities to see and learn about wildlife at popular viewpoints (e.g. Kerkeslin goat lick, Disaster Point), while decreasing the potential for habituation, disturbance and human-wildlife conflict.
- Promote events that profile sensitive wildlife, species at risk and ecological integrity.
- Provide opportunities to engage with scientists and subject experts.

2. Ensure Jasper National Park has the full complement of native species and communities that are characteristic of the Rocky Mountain Natural Region.

Species at Risk in Jasper National Park

Schedule 1 of Canada's *Species at Risk Act (SARA)* lists the following species:

Threatened:	woodland caribou (southern mountain population)
	Haller's apple moss
Special Concern:	western toad
	Lewis' woodpecker



The *SARA* requires a recovery strategy, one or more action plans and identification of critical habitat for any endangered or threatened species. Species of special concern require a management plan. Environment Canada is the lead agency for recovery planning for the southern mountain population of woodland caribou. Parks Canada is the lead agency for recovery planning for Haller's apple moss. Other species, currently being evaluated, may be listed during the life of this management plan.

3. Prepare and implement a conservation strategy for woodland caribou in Jasper National Park that will:
 - identify important caribou habitat
 - set conservation goals and objectives
 - identify approaches for the park, and provide for coordination with Banff, Yoho, Glacier and Mt Revelstoke
 - support the broader recovery plan led by Environment Canada
4. Prepare and implement a recovery plan for Haller's apple moss.
5. Collaborate with regional partners (e.g. federal and provincial agencies, landowners) to implement measures that will keep species from being added to Canada's species at risk list.



Photo : Mark Bradley

6. Investigate the feasibility of reintroducing bison.
7. Restore priority terrestrial habitats, with a focus on montane grasslands, Douglas fir and aspen stands, and riparian vegetation.
8. Take steps to eliminate or control non-native species and diseases, with a priority on the most invasive and the most likely to have lasting negative effects on terrestrial or aquatic ecosystems.



9. Allow ecological processes to play their traditional role in shaping park ecosystems; where public safety is a concern, use techniques that emulate ecological processes as closely as possible.

- Restore predator-prey dynamics in the montane ecoregion, with particular attention to caribou populations.
- Use fire to maintain and restore natural vegetation, using the range of natural variability as a guide.
- Monitor forest insects and diseases; develop appropriate responses to fluctuations of native forest insects and diseases; consider the interests of adjacent land managers.
- Improve our understanding of the impact of climate change on park ecosystems and identify appropriate management strategies.
- Include messages about a changing climate at the Icefields Centre, Mount Edith Cavell and other locations.



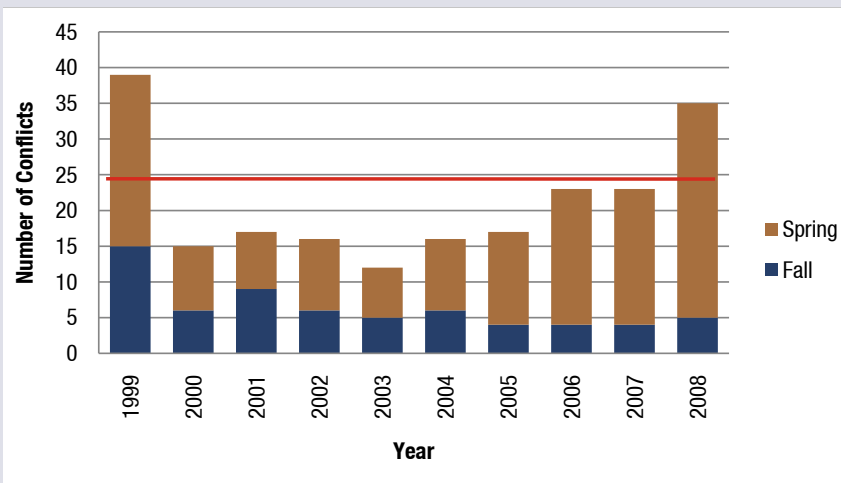
Photo : Mark Bradley

10. Adopt management strategies that support the range of natural variability in the abundance, distribution and behaviour of native wildlife species.

11. Develop and implement a strategy to restore appropriate elk distribution and abundance and reduce the number of elk-human conflicts in the Three Valley Confluence.

Elk—Too Much of a Good Thing?

Most visitors thrill at the chance to see the park’s most widespread member of the deer family. Elk are common year-round along park roads and near the townsite, where the number of people mean predators are scarce. A large elk population depletes vegetation, which in turn affects species that depend on aspen and willow. They may also support higher than normal populations of predators, who then prey on other species, notably woodland caribou.

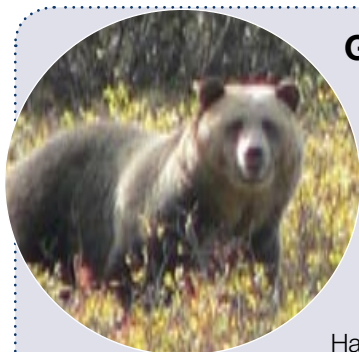


In 1999 and 2000, just over 200 elk were moved from the Three Valley Confluence to other parts of the park and the province. However, the number of elk has increased again as has the number of elk-human conflicts in the townsite area. Parks Canada’s target is to ensure that there are fewer than 24 elk-human conflicts per year.

This key strategy and the area concept for the Three Valley Confluence address the over abundance of elk.

Figure 3. Number of Elk-Human Conflicts in Jasper National Park (1999–2008)





Grizzly Bear Conservation

The goal of Parks Canada and its partners in British Columbia and Alberta is to maintain a non-declining grizzly bear population in the Rocky Mountains.

Research across North America has developed key concepts and analytical tools for managing grizzly bears, including mortality targets and habitat security. As survival of reproductive females is the key factor affecting population persistence, the target for human-caused mortality of independent female grizzly bears in Jasper, Banff, Yoho and Kootenay is set at no more than 1.2% of the total population.

Habitat is considered secure when there is little likelihood grizzly bears will encounter people. When their habitat is secure, grizzly bears can feed undisturbed and maintain their wary behaviour. Factors that influence habitat security for grizzly bears also directly influence the quality of the wilderness experience for people—the chance to be alone in the mountains, surrounded by natural sounds and vegetation. These experiences are becoming increasingly rare in the regional ecosystem and consequently, increasingly valuable.

Jasper National Park will continue to use bear habitat security targets based on validated, current analytic models as a key tool to manage development and human use. Park biologists will also continue to monitor grizzly bear mortality. Every five years, the *State of the Park Report* will assess the effectiveness of these measures. Annex 1 includes a complete list of the measures contained in the SOPR.

Photo : Gord Dubois

12. Work with regional land managers, non-governmental organizations and industry to ensure populations of grizzly bear, caribou and other wide-ranging species remain viable.
13. Identify threats to the survival of sensitive species and improve our knowledge of their population dynamics and habitat requirements.
14. Improve the quality and quantity of habitat for priority species, through techniques such as prescribed burning and trail adjustments.
15. Manage large areas of the park as wilderness, where minimal facilities and low levels of human use contribute to meeting the requirements of wide-ranging species.
16. Reduce human-caused mortality of wildlife, particularly woodland caribou, grizzly bears and carnivores; address sources of both direct and indirect mortality.
 - In cooperation with the Canadian National Railway, address grain spills.
 - Continue to refine and implement techniques to reduce highway mortality.
17. Reduce wildlife habituation and increase public safety through public awareness programs and more intensive measures where required (e.g. rerouting trails, restrictions on use, fencing, vegetation management).
18. Facilitate the movement of wildlife between key habitats, particularly in the montane ecoregion.

19. Ensure activities and facilities do not have any additional impact on key wildlife corridors; examine ways to make improvements.

20. Maintain aquatic ecosystems within their range of natural variability, for factors such as native species, water quality, water levels, and flow regimes.

- Restore aquatic connectivity where it has been affected by transportation corridors or water impoundment and where it will benefit native aquatic communities.
- Maintain or restore viable populations of native fish and other native aquatic species, particularly provincially or federally listed species. Identify actions where required to manage non-native species.
- Ensure that in-stream flow needs for aquatic and riparian areas take precedence over withdrawals or diversions of surface and ground water.
- Work with the province of Alberta to maintain or restore native populations of Athabasca rainbow trout and bull trout.
- Develop or refine targets and thresholds to determine aquatic ecosystem health and improve our understanding of aquatic community function.

4.4.2 Indicators of Success

The following indicators will be used to measure Parks Canada's performance in maintaining or restoring ecosystem health and ecological integrity:

- Learning
- Appreciation and Understanding
- Satisfaction
- Meaning
- Native Biodiversity
- Terrestrial Ecosystems
- Aquatic Ecosystems
- Regional Landscapes
- Climate and Atmosphere



Photo : Mark Bradley

Associated measures, targets and performance expectations are outlined in Annex 1.



4.5 FOSTERING OPEN MANAGEMENT AND INNOVATION

Success in achieving the vision and intended results of the management plan will come by involving people who care about the park in finding solutions to challenges large and small. Canadians are deeply attached to their national parks, and share their views on all aspects of park management. They demonstrate their commitment through countless hours served on advisory groups, partnering initiatives and voluntary stewardship projects.

Parks Canada is committed to broadening participation in park management, and to approaching problem-solving in ways that are innovative and more rewarding for participants. Better decisions will result from the sharing of information, critical analysis and creative thinking. Science will continue to be an important tool to inform management decisions and traditional knowledge will be encouraged. Recent experience from a range of projects—from the Jasper Trails Project to FireSmart/ForestWise—reminds us that positive outcomes come from working and learning together.



Photo : Nicole Gaboury

This strategy focuses on:

- ◇ Strengthening public involvement so Canadians feel confident they have an opportunity to participate in key decisions concerning their park.
- ◇ Approaching management challenges as an opportunity to engage a diverse community of interested Canadians in learning together, sharing information, creatively imagining options, and collaborating on solutions that create new success stories.
- ◇ Encouraging involvement in science and monitoring and increasing the role played by traditional knowledge.

4.5.1 Direction

1. Involve a broader cross-section of Canadians and strengthen opportunities for the public to influence management decision-making through:

- the establishment of advisory committees for management issues such as caribou recovery and the abundance of elk
- social science research and surveys



- an annual public planning forum and report on management plan implementation
 - new technology such as on-line discussion forums and video-conferencing
 - regular communications and outreach (see Bringing the Mountains to People Where they Live)
 - a youth forum and/or other venues for involving youth
2. Support effective participation in decision-making by ensuring:
 - access to clear, timely, relevant, objective and accurate information
 - early involvement, adequate notice and time for public review
 - careful consideration of public input
 - feedback on comments
 - respect for all interested parties and individual viewpoints
 - public involvement in designing forums and processes that meet their needs
 3. Ensure that new conservation solutions incorporate opportunities for visitor experiences and learning.
 4. Formalize the working relationships and priorities of the Jasper Aboriginal Forum.
 5. Encourage the gathering of knowledge about how Aboriginal people cared for the land; incorporate this knowledge when making decisions about ecosystem management.
 6. Improve understanding of complex issues, challenges and opportunities through natural and social science research and monitoring.
 7. Recognize the importance of the park as a benchmark for the scientific community. Communicate park research priorities to the scientific community.
 8. Engage interested stakeholders, park visitors and community members in research, data collection, and integrating and applying scientific findings.
 9. Provide more opportunities for Canadians to learn about the scientific research taking place in the park.



10. Participate in regional or national initiatives to coordinate land use planning.

- Pursue common goals for resource protection and visitor experience
- Support decision-making in the regional ecosystem

11. With partners, provide more opportunities for people to participate in volunteer initiatives (e.g. trail stewards, restoration workers, non-native plant controllers, campground ambassadors, advisory group members, citizen scientists).



4.5.2 Indicators of Success

The following indicators will be used to measure Parks Canada's performance in engaging the public and other organizations in park management:

- Support
- Regional Landscapes
- Satisfaction
- Meaning

Associated measures, targets and performance expectations are outlined in Annex 1.

4.6 STRENGTHENING ABORIGINAL RELATIONSHIPS

Parks Canada is committed to building strong and mutually beneficial working relationships with Aboriginal people. In recent years, Parks Canada has worked actively with Aboriginal communities that have documented historical associations with Jasper National Park. This includes showcasing Aboriginal culture, reconnecting to the park for cultural purposes, and understanding and incorporating Aboriginal knowledge and perspectives into park management. The perspectives, cultural ties, and stories of Aboriginal people are an important part of the park's historic fabric and its future.



A number of Aboriginal groups lost their traditional connection with the area when Jasper became a forest reserve in 1907. Today, more than twenty different Aboriginal communities from Alberta and British Columbia—First Nations, Non-Treaty, and Métis peoples—participate in the Jasper Aboriginal Forum or the Elders Council of Descendants of Jasper. Both groups support an interest-based process for healing and reconnecting. The Aboriginal Forum has identified six main areas of interest. This section summarizes direction that appears in different sections of this management plan.

Shared Interests

Through the work of the Aboriginal Forum, Parks Canada and Aboriginal communities historically associated with the park area have identified six main areas of common interest:

1. Opportunities to influence park management and decision-making
2. Traditional knowledge
3. Access to and reconnection with the park
4. Cultural programs
5. Resource conservation activities
6. Economic and employment opportunities

This strategy focuses on:

- ◇ Fostering strong and mutually-beneficial working relationships with Aboriginal communities that have documented historic associations with Jasper National Park.
- ◇ Encouraging and strengthening interest-based participation by Aboriginal people in the management and benefits of Jasper National Park.
- ◇ Fostering reconciliation and reconnection with Jasper National Park.

4.6.1 Direction

1. Facilitate the gathering of traditional indigenous knowledge about park ecosystems, relationships with park landscapes and cultural resources, and its incorporation into planning and decision-making, in ways that respect Aboriginal traditions and the ownership of the information.
2. Identify and facilitate opportunities for Aboriginal people to present their culture, history and perspectives to park visitors, and to participate in the economic activity of the park.
3. Support Aboriginal access to the park for spiritual and ceremonial purposes:
 - Develop an Aboriginal pass for use by communities with a documented historical connection with the park.
 - Work with interested groups to identify a place or places in the park for ceremonies and cultural learning (e.g. youth camps).
4. Foster cultural awareness among Parks Canada and its partners.
5. Promote capacity building and effective involvement in park planning and management.



4.6.2 Indicators of Success

The following indicators will be used to measure Parks Canada's performance in strengthening Aboriginal relationships:

- Support
- Learning
- Meaning
- Native Biodiversity
- Selected Management Practices (Cultural Resources)

Associated measures, targets and performance expectations are outlined in Annex 1.

4.7 MANAGING GROWTH AND DEVELOPMENT

Jasper's beautiful setting and natural attributes are the basis for its historic and continuing popularity as a tourism destination. Safeguarding those attributes has, over the years, required care and attention. Our understanding of natural systems has improved as has our management of the transportation infrastructure, facilities and attractions that support residents and a growing number of visitors. Most park development, including the highway, rail and pipeline corridors, is located in valleys, which are also the most productive wildlife habitat. To ensure that ecological functions are maintained, Parks Canada establishes limits to growth and development, defining the physical footprint and the types and intensity of uses.

A number of key staging areas and learning centres contribute to connecting visitors to the park and play an important role in economic sustainability. These include the community of Jasper, outlying lodges, hostels, bungalow camps, campgrounds, and day-use areas such as Marmot Basin ski area and the Columbia Icefields Centre. The implementation of limits and sensitive design criteria nurtures a sense of place and minimizes environmental impacts. Innovation, learning and stewardship practices will reduce waste and consumption to enhance water and air quality and energy efficiency. More people are making discriminating choices and selecting green destinations and service providers. This strategy ensures that Jasper National Park will continue to attract visitors with the promise of a healthy park environment.



This strategy focuses on:

- ◇ Reaffirming the importance of limits to development, while encouraging creative approaches that enhance visitor experiences and minimize environmental effects.
- ◇ Demonstrating leadership in innovative stewardship practices, positioning Jasper National Park as a green visitor destination.
- ◇ Fostering and maintaining a strong sense of place for Jasper National Park through sensitive design and redevelopment opportunities.



4.7.1 Direction

Municipality of Jasper

1. Maintain the role of the community of Jasper as a visitor service centre and work with the Municipality of Jasper to ensure it maintains its sense of place as a small mountain community scaled to the park setting. The *Jasper Community Sustainability Plan* contains key direction for the community's future growth and development:

- the community boundary will not expand
- the amount of commercial development is capped at 118,222 m² (1,272,531 ft²)
- the annual commercial rate of growth will not exceed 1,700 m² (18,299 ft²)
- commercial development will only be permitted within commercially zoned areas
- the size of the area zoned for commercial use will not increase; however it may be reconfigured to allow for more efficient use of some developable residential lands
- any reconfiguring of the commercially zoned area will require regulatory changes

Outlying Facilities and Marmot Basin

1. Apply the *Redevelopment Guidelines for Outlying Commercial Accommodations (OCAs) in the Rocky Mountain National Parks (2007)* to commercial accommodations outside the town. No new land will be released for overnight commercial accommodation outside the community.

2. Apply the *Marmot Basin Ski Area Site Guidelines for Development and Use (2008)* and *Parks Canada's Ski Area Management Guidelines*. Consider proposals that are consistent with the growth limits and parameters identified in the site guidelines.

3. Work with the Fairmont Jasper Park Lodge, Maligne Tours and Brewster Transportation and Tours to ensure consistency with the development and use limits that are set out in their leasehold agreements.

4. Consider proposals for new facilities required for outdoor recreational activities, subject to:

- the criteria for new recreational activities (point 9 in section 4.1.1 of Welcoming Visitors to Mountains of Opportunity)
- mitigation of any potential site-specific, park-wide or regional impacts, including potential conflicts between user groups
- the use of existing disturbed sites where feasible
- no net increase in landscape disturbance or wildlife displacement at a park scale

5. Allow redevelopment of day-use areas and frontcountry campgrounds that are accessible by road, to respond to changing visitor needs, achieve ecological objectives, and operate efficiently.

6. Maintain the overall capacity of existing campgrounds; allow adjustments within existing footprints or reallocation of capacity among campgrounds.

7. Restore disturbed landscapes to their natural state.

8. Prepare a long-term aggregate management strategy that considers both the requirements for road construction and maintenance and the need to restore disturbed areas. The strategy will:

- Permit the acquisition of material from inside the park.
- Prohibit gravel extraction in rare or important habitats, and places of cultural value or aesthetic importance.
- Ensure ongoing restoration of existing and new gravel sources.
- Include the cost for rehabilitation and the management of non-native plants in all highway construction and recapitalization budgets.

Gravel Extraction in Jasper National Park

Since construction of the first park roads, gravel has been extracted in Jasper National Park for maintenance and resurfacing. Most of Jasper's gravel use—over 5,000 m³ per year—is for abrasives to keep winter roads safe.

Three gravel pits are active in Jasper National Park and with planned expansions, will serve park needs for the next 15 years.

Extracting gravel in the park allows Parks Canada to:

- reduce negative environmental effects associated with transporting gravel over long distances (e.g. greenhouse gas production, increased traffic on park roads)
- avoid the introduction of non-native plants
- carefully manage environmental practices at gravel pits
- set high standards for pit restoration
- control financial costs and invest funds into pit restoration

9. Encourage the use of alternative energy and the redevelopment of existing power-generating facilities to improve efficiency and reduce greenhouse gas emissions.

10. Strengthen best management practices that reduce the environmental and aesthetic impact of Parks Canada and third-party operational activities (e.g. reducing the size of Parks Canada's fleet, upgrading petroleum storage tanks, improving salt management practices).

11. Require all development proposals to respect environmental stewardship principles, and architectural and sign guidelines.

12. Encourage innovation in the application of new environmental technologies related to green building, energy and water conservation, and waste management.

13. Encourage visitors and residents to participate in environmental stewardship programs (e.g. recycling).

14. Improve environmental programs in campgrounds and day-use areas.



Photo : Darren Robinson

15. Share and celebrate environmental and cultural stewardship initiatives with visitors and the broader Canadian public and to strengthen the park's position in the sustainable tourism marketplace.

16. Continue to assess, restore or manage the risk associated with contaminated sites.

17. Meet or exceed Parks Canada's mountain national parks leadership targets for wastewater effluent for release to water bodies.



Parks Canada Leadership Targets for Wastewater Effluent Discharged to Water Bodies

Wastewater in Jasper National Park is treated in a variety of ways. Wastewater from the community of Jasper and many outlying park and commercial facilities is treated at the municipal sewage treatment plant. Treated effluent from the plant is discharged into the Athabasca River.

In order to maintain the ecological integrity of aquatic ecosystems, Parks Canada has set leadership targets for the cold and nutrient poor waters in the mountain national parks. These leadership targets emphasize control of nutrients such as nitrogen and phosphorus which are recognized as key factors in changing aquatic environments. Because the leadership target for phosphorus is not yet achievable using current treatment technology, an interim discharge limit has been set.

Parks Canada may revise target values for some parameters to better reflect the condition of receiving waters, adjust parameters to reflect changes in monitoring methods, or add parameters (e.g. temperature, chlorine) to reflect changes to provincial or federal guidelines and best stewardship practices.

Category	Parameter	Value
Nutrients	Phosphorus	<0.005 mg/L (leadership target)
		<0.15 mg/L (interim discharge limit)
	NH3-N (Ammonia)	<1 mg/L (summer)
		<5 mg/L (winter)
Bacteriological	Fecal coliforms	<20 c.f.u./100mL (end of pipe)
		<2 c.f.u./ 100mL (end of mixing zone)
	BOD ₅	<10 mg/L (summer)
		<20 mg/L (winter)
Inorganic chemicals	Chlorine	TBD
Physical characteristics	Total Suspended Solids (TSS)	<10 mg/l
	pH	meets background levels of receiving waters
	Temperature	TBD



4.7.2 Indicators of Success

The following indicators will be used to measure Parks Canada's performance in managing growth and development:

- Terrestrial Ecosystems
- Aquatic Ecosystems
- Townsite Management
- Through Highway Management
- Learning
- Enjoyment
- Satisfaction
- Environmental Stewardship
- Asset Condition



Associated measures, targets and performance expectations are outlined in Annex 1.



AREA CONCEPTS

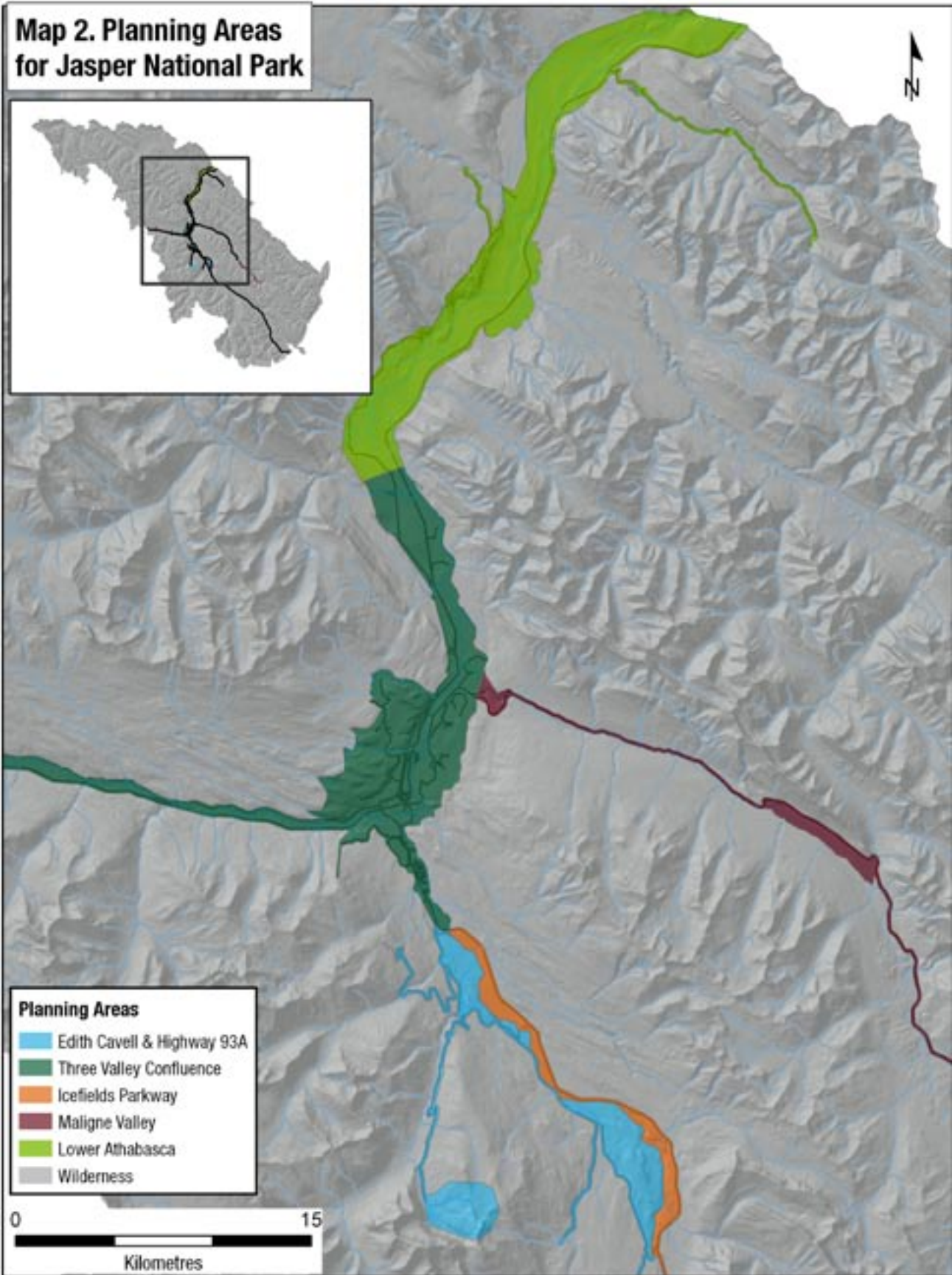
Parks Canada has identified six areas in Jasper National Park, each with a distinct identity defined by its landscape, ecological characteristics, human history and visitor opportunities. Key actions for each area will take us from the current situation to a better future. The six areas are:

1. Mount Edith Cavell & Highway 93A
2. Three Valley Confluence
3. Icefields Parkway
4. Maligne Valley
5. Lower Athabasca
6. Wilderness

Some of the areas, like the Icefields Parkway, have been the focus of detailed planning. Others, notably the lower Athabasca, have received little attention. Given the strategic nature of the area concepts, the public, partners and Aboriginal people will play an important role in refining key actions as Parks Canada proceeds with implementation.



Map 2. Planning Areas for Jasper National Park



- Planning Areas**
- Edith Cavell & Highway 93A
 - Three Valley Confluence
 - Icefields Parkway
 - Maligne Valley
 - Lower Athabasca
 - Wilderness

0 15
Kilometres



5.1 MOUNT EDITH CAVELL AND HIGHWAY 93A

Intended Future Condition

Prominent among peaks in the upper Athabasca Valley, snow-capped Mount Edith Cavell is a beacon to travellers. Visitors discover a pristine glacial basin with unparalleled opportunities to see an active hanging glacier and the dramatic effects of recently receding glaciers. Resident wildlife includes picas, Clark's nutcracker, and wide ranging grizzly bears and woodland caribou that need the space and security they find here and among adjacent ridges and valleys.

From the easy *Path of the Glacier* trail, thousands of visitors enjoy spectacular views of the Angel Glacier and witness as thundering debris falls to the lake below. More adventurous explorers take the *Cavell Meadows* trail through a dense subalpine forest to the famous meadows and their explosion of alpine wildflowers. Edith Cavell is also a place for climbers and an auspicious staging area for world-class wilderness excursions to the Tonquin Valley. Mount Edith Cavell is one of Jasper's most popular and compelling attractions; green transit options ensure parking and traffic congestion do not detract from the experience.



Photo : Mark Bradley

Highway 93A is the gateway to Mount Edith Cavell and the Marmot Basin Ski Area. It offers a quieter alternative to the Icefields Parkway for cyclists and other visitors to Athabasca Falls. Campers relish the quiet ambience of Wabasso Campground along the Athabasca River. At Meeting of the Waters, visitors appreciate the trials of early travellers who made the arduous crossing of the Great Divide over the historic Athabasca Pass.



Objectives

- Improve opportunities for a wide range of visitors to enjoy the area; focus on offering high quality “View from the Edge” opportunities and staging areas for “Step into the Wild” and “Rocky Mountain Wilderness” experiences.
- Continue to sustain the area’s high conservation values: protect rare plant communities in Edith Cavell meadows and maintain the integrity of important habitat for caribou and grizzly bears.
- Increase visitor awareness and understanding of the importance of the area’s unique ecosystems and human history.



Photo : Nicole Gaboury

5.1.1 Mount Edith Cavell

Current Situation

Strengths

- Easy access, proximity to the community, and spectacular views make Mount Edith Cavell one of the most popular day-use areas in the park.
- The Mount Edith Cavell Hostel provides overnight visitor accommodation that complements the area’s nature and character.
- The Edith Cavell Meadows are an Environmentally Sensitive Site, in recognition of the unusual and rare plants not found elsewhere in the four contiguous mountain national parks.
- The Astoria trailhead for the Tonquin Valley is near the north end of Cavell Lake—a quiet, picturesque lake just a short hike from the trailhead.
- In winter, skiers use the road for day trips or to reach the hostel or Tonquin Valley. Some restrictions apply in support of the caribou recovery strategy.



Challenges

- Maintaining the road to Mount Edith Cavell has proved challenging. The parking lot and access road are frequently congested by mid-day during peak season. Improvements to the road and parking lot began in the fall of 2009 and will continue in the spring of 2010.
- The area is important caribou and grizzly bear habitat. The park has implemented several measures to reduce the potential for disturbance and protect caribou from predators.
- Years of random hiking through the meadows, particularly in the spring, have had an impact on vegetation. Between 2002 and 2004, a project with the Friends of Jasper National Park hardened trails and improved interpretive signs. Controlling the opening of the trail allows the snow to melt, improving the visitor experience and protecting sensitive soils and vegetation.
- Interpretation and public safety signs along the *Path of the Glacier* trail are dated.

5.1.2 Highway 93A

Strengths

- Highway 93A offers a slower-paced option for cars and bicycles. The highway provides access to Edith Cavell and Marmot Basin, two campgrounds, several day-use areas, trailheads (e.g. Moab Lake, Whirlpool Valley, Fryatt Valley) and a rock-climbing area. Conditions for cross-country skiing are consistent.
- From Moab Lake Road visitors have access to the Athabasca Pass National Historic Site trail. Primarily for horses and hikers, bikers are allowed on the trail's first 11 km. It is also possible to walk to Moab Lake or to enjoy whitewater boating on the Whirlpool River.
- Marmot Basin offers exceptional downhill skiing.



Photo : Bob Covey

Challenges

- Highway 93A has been a lower priority for maintenance over the past ten years—the road and many facilities are in poor to fair condition.
- Infrastructure in the Wabasso campground needs updating.
- Interpretation needs to improve.

Key Actions

1. Improve trails and day-use facilities to meet the needs of visitors seeking a “View from the Edge,” including families, commercial groups, seniors, new Canadians and visitors engaging in easy recreational activities (e.g. short hikes).
2. Complete improvements to the Edith Cavell Road and parking area. Once completed, re-evaluate parking and traffic issues and explore long-term solutions (e.g. mass transit) to reduce congestion.
3. Ensure promotional material creates realistic expectations so visitors understand, before they come, that the area is very busy.
4. Encourage independent visitors to arrive at non-peak hours and seasons.
5. Maintain Highway 93A to accommodate slower-paced sightseeing; explore ways to improve visitor opportunities that support this type of experience.
6. Continue to use measures such as trail improvements, hardened viewing areas and communications to protect rare plant communities and woodland caribou.
7. Maintain habitat security for grizzly bears.
8. Enhance interpretation and opportunities to learn about the area’s important features (e.g. ecological and geological diversity, species at risk, and the indications of a changing climate).
9. Profile Athabasca Pass National Historic Site at a popular spot along Highway 93A.
10. Work with Marmot Basin to maintain the area’s contribution to ecological integrity through long-range planning and implementation of the *Marmot Basin Ski Area Site Guidelines for Development and Use (2008)*.
11. Use ski area facilities to tell the story of the area’s wildlife, ecology, research and human history.

5.2 THREE VALLEY CONFLUENCE

Intended Future Condition

The Three Valley Confluence, where the Athabasca, Miette and Maligne rivers join, has always been a natural meeting place. Its valleys and gentle benchlands are blessed with pristine lakes and rivers, grassy meadows, and fire-influenced groves of pine, aspen and Douglas fir. Critical and secure habitat for wildlife, the area offers inspiration and recreation for visitors and residents.

Generations of travellers have stopped, rested and refreshed themselves here. The town of Jasper is a vibrant community that maintains its historic roots and rustic character. Small, friendly and sustainable, it proudly showcases the splendor of Jasper National Park.

The Three Valley area is at the forefront of efforts to innovate and excel in ecological restoration, learning and visitor experiences. Success in these efforts means wolves, grizzly bears and other wary species persist in the area and move easily through important corridors like Signal Mountain, Whistlers Shoulder, Pyramid Lake, and the Lower Maligne.

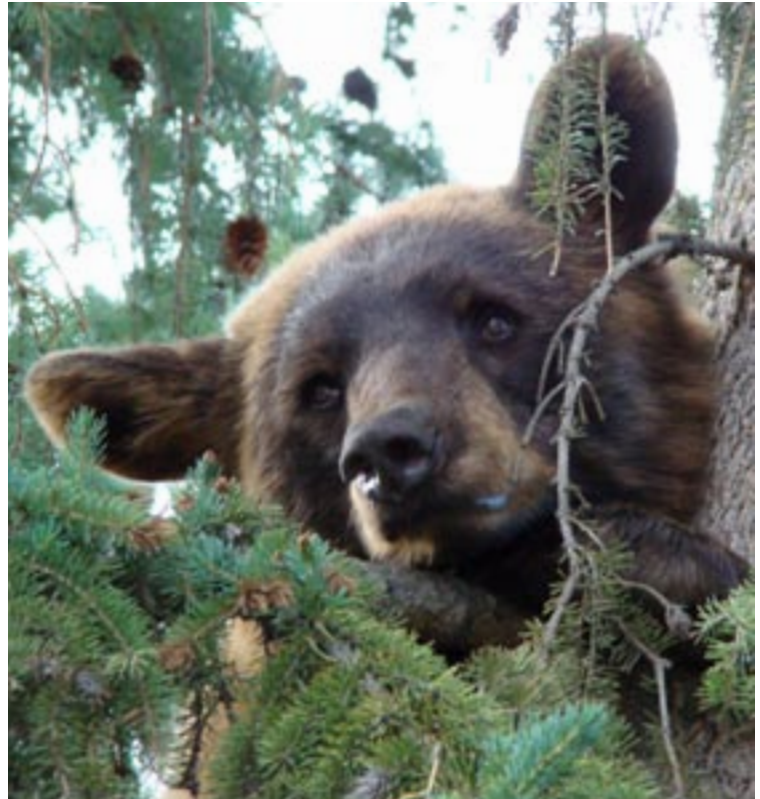


A network of partners in the community and at outlying facilities cooperates to ensure services and experiences are welcoming, authentic and inspiring. Through these shared efforts, visitors and local residents gain a broad understanding of the park's ecology, cultural heritage and opportunities and are motivated to form deeper connections with the park through personal discovery and stewardship.



Objectives

- Enhance the connection of a wide range of visitors, from gentle explorers to those seeking personal challenges or rejuvenation, to the park through their experience in the Three Valley Confluence.
- Restore the montane ecosystem with a focus on sharing the area with wildlife, improving vegetation health and demonstrating environmental stewardship.
- Manage development and activities to enhance visitor experiences, contribute to goals for the protection of natural and cultural resources and compliment the park setting.
- Enhance the community of Jasper's role as a platform from which visitors experience and learn about the park and contribute to its stewardship.



5.2.1 Outside the Community of Jasper

Current Situation

- Lake Edith Cottage area, established in the 1930's as an artist's colony and now managed as a seasonal resort, contains 50 leaseholds.
- The Jasper airstrip is a grass runway located east of the community adjacent to the Yellowhead Highway that was used for decades. It was closed by Parks Canada in 1998, who intended to decommission it. For reasons of aviation safety, in 2008 the Government of Canada decided that the airstrip will be relisted in the *National Parks Air Access Regulations*.
- Two major transportation corridors, the Yellowhead Highway and Canadian National Railway, provide easy access to the area. They also create ecological challenges—posing obstacles to wildlife movement, fragmenting terrestrial and aquatic habitats and are sources of wildlife mortality and habituation.



Strengths

- Approximately 80% of visitors spend time in the townsite and surrounding area. Travellers can choose from a variety of places to stay—full service campgrounds and a range of roofed accommodations including hostels, bungalow camps, and the Jasper Park Lodge.
- Popular day-use areas include Old Fort Point, Pyramid Bench, and Pyramid, Patricia, Annette, Edith, Mildred and Beauvert lakes.
- Opportunities to explore the area near the townsite abound. There are rivers to discover and an extensive trail network for hikers, mountain bikers and visitors on horseback. The Jasper Trails Project has produced a Trail Network Plan (March 2009) that will improve visitor experiences and ecological integrity.
- Two national historic sites—Yellowhead Pass and the Jasper Park Information Centre—and the Athabasca Canadian Heritage River remind us that this has long been a place to gather and explore.
- A management plan has been prepared for Yellowhead Pass National Historic Site.
- Partnerships and innovation have contributed to several successful ecological restorations—FireSmart/ForestWise, relocating the warden office, closing the Miette woodlot, fencing adjustments at Parks Canada’s Maligne Range, a wildlife corridor through the golf course and a reduction in the size of the Jasper Park Lodge leasehold.



Challenges

- The extent of development means care is required to ensure facilities, trails and other activities do not have a negative effect on ecological and cultural resources. Visitor congestion is an issue at some locations during peak season.
- Elk are prone to habituation and predators are not able to control the size of the elk population in the area. It is possible that the over-abundance of elk may play a role in increasing the frequency with which wolves prey on caribou
- Most black bear deaths occur in the Three Valley Confluence, primarily as a result of collisions with vehicles or trains.



- Non-native plants are common; research has identified 117 species. There has been some progress in restoring native vegetation in large disturbed areas, however more work is needed. Attention is also needed to clean up contamination at the Waste Transfer Station and other locations.

Key Actions

1. Redevelop day-use areas.

- At Lake Edith and Lake Annette, improve traffic circulation, address parking congestion during peak periods and update day-use facilities.
- Explore potential improvements at other popular areas, such as Old Fort Point, Lac Beauvert and Pyramid Lake.
- Identify opportunities to redevelop some park facilities for visitors seeking sightseeing, strolling, picnicking and easy recreational activities.

2. Examine, with the Municipality of Jasper and other partners, the potential to offer public transit to reach day-use areas and other facilities.

3. Work with partners to provide current and accurate visitor information at all major facilities.

4. Consider events and festivals that promote awareness of cultural and natural heritage.

5. Collaborate with Aboriginal groups to showcase Aboriginal culture and traditions.

6. Implement the *Three Valley Confluence Trail Plan*.

- Continue to involve the public in stewardship of the trail network (e.g. authorized maintenance, rehabilitation, monitoring, education and communication).
- Designate trails to reduce conflicts and support ecological objectives.
- Permit mountain biking on designated trails to support quality cycling experiences while limiting disturbance to sensitive wildlife, reducing conflicts with other users and preventing trail proliferation.



Photo : Jeanine D'Antonio

- Consider designating trails for commercial horse outfitters.
 - Continue to work with the Jasper Park Lodge and trail users to maintain or improve wildlife movement through the Golf Course and Signal Mountain wildlife movement corridors.
7. Continue to implement the FireSmart/ForestWise program.
8. Carry out prescribed burns as recommended in the *Jasper National Park Fire Management Plan*.
9. Implement an elk management strategy to establish more natural elk population levels, restore predation dynamics, reduce human-elk conflicts and support wildlife viewing opportunities.
10. Investigate ways to reduce human-caused black bear mortality.
11. Implement treatment programs to control and prevent the spread of invasive non-native plants.
12. Continue to restore disturbed areas and contaminated sites.
13. Close the landfill at the Waste Transfer Station.
14. Relist the Jasper Airstrip under the *Canada National Parks Act Aircraft Access Regulations*.
- Allow emergency and diversionary landings as well as private, recreational aviation.
 - Prohibit commercial flights.
 - Provide a grass runway with minimal maintenance and facilities, within the existing footprint.
15. Continue to manage the Lake Edith Cottage subdivision as a seasonal resort.
16. Encourage the replacement of Whistlers Hostel by a hostel within the Jasper townsite.



17. In the Yellowhead Pass corridor (Highway 16 traffic lights to the British Columbia boundary), continue to implement the management plan for Yellowhead National Historic Site.

- Raise the profile of the site and improve sense of arrival on Highway 16.
- Work with Mount Robson Provincial Park to improve visitor experience and focus presentation activities where people congregate.
- Coordinate cultural and ecological resource protection initiatives with partners including Canadian National Railway, Kinder-Morgan Canada, and BC Parks.
- Work with Aboriginal groups to incorporate key messages and stories about Aboriginal use of Yellowhead Pass.

5.2.2 The Community of Jasper

Current Situation

- The *Canada National Parks Act* requires that all national park communities have a community plan that:
 - ◇ is consistent with the relevant park management plan
 - ◇ respects any guidelines established by the Minister regarding appropriate activities within the park community
 - ◇ provides a growth management strategy
 - ◇ is consistent with the principles of no net negative environmental impact, responsible environmental stewardship and heritage conservation.
- In 2001, the Government of Canada and the Jasper Town Committee signed the *Agreement for the Establishment of Local Government in the Town of Jasper*, which came into effect in April 1, 2002. To reflect the terms of the governance agreement, the Province of Alberta established the Specialized Municipality of Jasper with an urban service area within the community of Jasper and a rural service area comprising 74,792 hectares outside the boundary of the community.



- The Governance Agreement sets out the specific responsibilities of both Parks Canada (on behalf of the Minister of Environment) and the Municipality of Jasper in the delivery and financing of social services, environmental protection, land use planning, culture, recreation, emergency services, development and other areas.
- Within the town of Jasper, the Municipality of Jasper has all the powers and authorities provided to a conventional municipality by the *Alberta Municipality Governance Act*, except those relating to land use planning, development, annexation and the environment. These areas continue to be the responsibility of Parks Canada.



Photo : FoTenn Consultants

- Outside the community of Jasper in the rural service area, the Municipality has limited responsibilities related to structural fire protection, ambulance service, culture and recreation, library, museum and community social services, as well as the assessment, administration and taxation related to these functions.
- The land use planning and development authorities of Parks Canada for the community of Jasper are set out in the *Canada National Parks Act* and all applicable regulations and policies.

Strengths

- The community of Jasper is a welcoming visitor service centre and home to about 4,700 residents (according to the 2008 Municipal census). It offers a broad range of accommodation, food, amenities and other services to visitors.
- The *Jasper Community Sustainability Plan (2010)* was completed jointly by the Municipality of Jasper and Parks Canada to integrate shared and separate responsibilities, and will guide direction for the community for the future (reviewed in five years). The plan is based on five principles of sustainability: environmental integrity, economic sustainability, social equity, cultural vitality and participative governance.
- The vision articulate in the sustainability plan is for Jasper to be a small, friendly and sustainable community set in the splendor of Jasper National Park.
- Public and privately owned heritage buildings make an important contribution to the character of the town and offer excellent examples of rustic mountain architecture.



Challenges

- Because it is located within a national park, management of the community takes on a complexity not commonly found elsewhere and requires significant collaboration between Parks Canada and the Municipality of Jasper in order to achieve their common goals, while respecting their separate responsibilities and authorities.
- The *Town of Jasper Zoning Regulations* are outdated and will eventually be replaced by the *Regulations Respecting the Use of Land in the Town of Jasper*, which are currently in draft form and being implemented as policy until they come into effect.
- The Parks Canada Information Centre (a national historic site) was not designed for the number of visitors it receives during peak season. Providing accurate and current visitor information is the responsibility of a large number of organizations and individuals.

Key Actions

1. Land use planning, development, operation and management of the town of Jasper will be consistent with the *Jasper Community Sustainability Plan (JCSP)*. The JCSP will be jointly administered by the Municipality of Jasper and Parks Canada based on their respective authorities, and under the direction of the Mayor and Council and the Superintendent of Jasper National Park, or designate.

This section highlights key actions from the plan. Unless otherwise noted, Parks Canada and the Municipality of Jasper will collaborate on implementation.



Photo : FoTenn Consultants

Environmental Integrity:

2. Apply the principles of no net negative environmental impact and responsible environmental stewardship in decision-making.
3. Continue to work with local partners to identify and manage contaminated sites.
4. Enhance current storm water management practices through monitoring and public awareness programs; if required, undertake additional treatment.

5. Develop a comprehensive green building policy for public and private buildings.

6. Examine the feasibility of a “green” transit system to serve both visitors and residents.

Economic Sustainability:

7. Support the creation of a Jasper Tourism Industry Council as a forum for strategic thinking and improved coordination.

8. Preserve the small, mountain community feel by maintaining the traditional architectural scale and character and respecting development guidelines.

9. Prepare and implement a strategy to encourage all local businesses to adopt recognized environmental management systems and/or environmental certifications.

10. Continue to recognize the environmental stewardship achievements of local businesses through the Environmental Stewardship Awards Program.

11. Continue efforts to expand visitor information and education facilities in the community.

Social Equity:

12. Continue to enforce eligible residency requirements.

13. Parks Canada will make residential reserve lands available to the Municipality of Jasper for affordable housing.

14. Private Home Accommodation will continue to be a discretionary use in R1 and R2 zones and will be licensed by the Municipality of Jasper.

15. All new commercial developments will be required to provide staff accommodation units at a ratio specified in applicable land use policies and regulations.



Cultural Vitality:

16. Continue to uphold the distinctive characteristics of Jasper's architecture through the *Architectural Motif Guidelines for the Town of Jasper*. Update the guidelines to reflect a number of changes outlined in the JCSP.
17. Explore and/or implement measures to promote the conservation of heritage buildings (e.g. Cultural Heritage Advisory Board, tax incentives, and awards).
18. Work with Aboriginal groups with historic associations to Jasper on initiatives of mutual interest.

**Participatory Governance:**

19. Continue to work collaboratively on issues of mutual importance.

20. Review the *Agreement for the Establishment of Local Government in the Town of Jasper*. If an agreement is reached, Parks Canada may recommend legislative changes to increase the role of the Municipality of Jasper in land use planning and development.

21. Provide opportunities for youth and community residents to influence decision-making.

22. Review the public consultation and communications procedures of the Planning and Development Review Committee.

Land Use Planning:

23. Complete and implement a Patricia Circle redevelopment plan.

24. Limits to commercial growth and development, consistent with the *Canada National Parks Act*, are outlined in Section 4.7.1, with details outlined in Section 3 of the JCSP.
25. Business licensees must meet appropriate use criteria and satisfy the Heritage Tourism objectives.
26. Home-based businesses are a discretionary use and will be licensed by the Municipality.



27. Redevelopment of non-conforming residential and commercial leasehold properties will be subject to the JCSP's growth management strategy and applicable land use policies and regulations.

28. Parks Canada will take the necessary steps to rezone parcels of land outlined in Section 3 of the JCSP.

29. Railyard District lands (zoned RY) are only permitted to be used for railway purposes.

30. The *Regulations Respecting the Use of Lands in the Town of Jasper*, which are currently under development to replace the *Town of Jasper Zoning Regulations*, will:

- continue to be used by Parks Canada as policy until they come into effect under law
- be revised by Parks Canada so that they are consistent with the JCSP
- be recommended, upon completion, for approval by the Government of Canada in order to bring them into effect under law.

5.3 ICEFIELDS PARKWAY

Intended Future Condition

Canadians and visitors from around the world who come to the Icefields Parkway in Banff and Jasper national parks find themselves immersed in a dramatic landscape of ice-draped ridges, jagged peaks, turbulent headwater streams, sweeping vistas of forest-carpeted valleys and alpine meadows bright with wildflowers.

Great rivers arise here at the very backbone of the North American continent, born of melting snow and ancient glaciers, and flowing to three oceans. Timeless pathways along the Athabasca and Sunwapta rivers guide travellers on a breathtaking journey from the valley bottom to the alpine of Sunwapta Pass.

From the road's edge and beyond, visitors witness dynamic natural forces at work—slow scouring ice, sudden-release avalanches, rushing waters, renewing fires, and variable mountain weather. Wildlife follow their ancient patterns, and visitors take pride in knowing and adopting behaviours that ensure that they can share space with wild, undisturbed grizzly bears, moose, mountain goats, wolves and other Rocky Mountain wildlife.

An Early Vision

Arthur O. Wheeler, founder of the Alpine Club of Canada, made his first excursion from Banff to Jasper on a pony trail blazed "through dense primeval forests, muskeg, burnt and fallen timbers and along rough and steeply sloping hillsides." He concluded that "a constant flow of traffic will demand a broad well-ballasted motor road. This wonder trail will be world renowned."

Rocky Mountain Landmarks, 1981

In this place, people find some of the wildest and most beautiful landscapes, and the most spectacular mountain road in the world. Visitor facilities, integrated with their wild surroundings are designed, used,



and maintained in ways respectful of the land and water. Exemplary stewardship is practiced and shared. Adventure-seekers, family groups, and armchair explorers alike are rewarded. Few return home from their journey along this scenic heritage highway unchanged.

Objectives

- Parkway visitors are offered a variety of ways to connect with their surroundings, whether they experience the parkway from their vehicles, step into wilderness, or leave the road far behind.
- Opportunities are designed to support a continuous visitor experience that engages interest from pre-trip planning to post-trip memories, and which gives all visitors “access to the spectacular.”
- Parks Canada, partners and stakeholders work closely together to design and implement key actions and monitor success, and to adopt and celebrate stewardship practices and designs that maintain and restore the natural environment.
- Wildlife safely use wilderness habitats right to the pavement’s edge, offering exceptional viewing opportunities to visitors who are aware of, and practice, responsible wildlife viewing behaviours.

- The qualities of the Icefields Parkway are retained as a scenic heritage drive and an important link between Jasper and Banff.

Current Situation

Strengths

- The Icefields Parkway (Highway 93 North) extends 230 km between the village of Lake Louise and the town of Jasper; it hosts about 400,000 vehicles each year.
- The entire parkway lies within the UNESCO Canadian Rocky Mountain Parks World Heritage Site and is one of the best-known features of Jasper and Banff national parks.



- Along the parkway are 14 day-use areas, three entrance gates, 16 viewpoints, 19 trailheads, five hostels, 11 frontcountry campgrounds, and seven outlying commercial accommodations.
- The parkway is a leisurely recreational drive; it is unfenced, winding and undulating and only two lanes wide; paved shoulders exist in some areas.
- The Icefields Centre and Athabasca Glacier is the most popular stop along the parkway—one of the few places in North America where a glacier comes so close to the road.



Photo : Mark Bradley

- A strategy and action plan have been developed through an advisory group process, involving Parks Canada, a dedicated group of stakeholders and First Nations representation; this section of the management plan summarizes that more detailed work.

Challenges

- Interpretation and infrastructure at some roadside pull-offs are dated. Trees have grown up and obscured the views at some locations.
- Some campgrounds need updating to accommodate modern visitor needs and vehicle sizes.
- Traffic congestion occurs at times.
- The road is meant for a leisurely drive and conflicts occur when some motorists drive too fast.
- Collisions with caribou are of particular concern—primarily between Sunwapta Station and Beauty Flats. Sheep are common on Tangle Hill. Near Mt. Kerkeslin, motorists watching goats at an important mineral lick beside the road cause congestion.

Key Actions

1. Implement the Strategic Concept for the Icefields Parkway, as summarized below and as presented in Annex 2.
2. Create a distinctive identity for the parkway, which conveys the iconic status of the parkway and its promised opportunities, and integrates messages promoting welcome, stewardship and personal safety.
3. Create a distinct sense of welcome, anticipation, arrival and departure at the three entry gates.





4. Based on enhanced understanding of visitor needs, interests and motivations, align existing and new visitor experience products to three types of experience: “View from the Edge”, “Step into the Wild” and, for more remote areas accessible from the parkway, “Rocky Mountain Wilderness”.

5. Implement consistent standards for viewpoints, day-use areas, and trailheads that take into consideration seasonality, ecological integrity, education, and operational efficiencies.

6. Collaborate with tourism partners and non-profit groups to develop and share best management practices, to implement strategies, to strengthen interpretation, and to promote and market the parkway.

7. Develop and implement prevention and enforcement strategies to manage traffic speeds and ensure that human-wildlife interactions minimize the risk of habituation or displacement of wildlife.

8. Link glacial landforms, historic treelines and other landscape features to interpretation of climate change and its effects on mountain landscapes, ecosystems and hydrology.

9. Redesign sensitive viewing areas (e.g. Tangle Falls, Kerkeslin Goat Lick) to address safety, quality of experience and wildlife issues.

10. In keeping with the parkway’s status as a leisurely, scenic, heritage drive, emphasize visitor experience and safety, not speed, when designing and implementing a highway standard.



11. Ensure visitors have timely information to make informed travel decisions in this remote setting.
12. Reduce the risk of caribou mortality on the parkway.
13. Work with Brewster Transportation and Tours to update the Icefields Centre area to enhance the visitor experience, improve environmental practices and update interpretation.

5.4 MALIGNE VALLEY



Intended Future Condition

The Maligne Valley's popularity is a testament to the excellent opportunities it offers to see wildlife and enjoy unspoiled wilderness scenery and pristine waters. Maligne Lake and Spirit Island are enduring and inspiring symbols recognized all over the world as the best of Canada. The valley attracts a wide range of visitors, from families to new Canadians, from independent travellers to organized groups, from photographers to anglers.

While their sense of wonder is fully engaged, visitors acquire a fuller understanding of the importance of the Maligne Valley as home and refuge for sensitive species including grizzly bears, caribou, and harlequin ducks, and the unique geological features that contributed to the designation of the Canadian Rocky Mountains World Heritage Site—Medicine Lake, Maligne Canyon, and one of the largest karst systems in North America.

Gentle explorers are attracted to three main areas: the gateway to the valley at Maligne Canyon, Medicine Lake, and Maligne Lake. For wilderness-seekers, the area is the departure point for paddling on Maligne Lake and breathtaking hiking in alpine areas like the Opal Hills, Bald Hills, and the Skyline trail. Winter is a magical and quieter time in the valley, and recreation is carefully aligned with caribou recovery initiatives. All visitors to the Maligne Valley take home vivid memories of a place well cared for that invites exploration and rediscovery in the spirit of Samson Beaver, Mary Schaeffer, Fred Brewster and Curly Phillips.



Objectives

- Visitors are welcomed at three key nodes that showcase the defining elements and opportunities of the Maligne Valley: at Maligne Canyon, Medicine Lake, and Maligne Lake.
- Orientation and circulation are improved at the Maligne Lake hub.
- Nodes for Wilderness access are informative, current, and welcoming (e.g. trailheads for Jacques Lake, the Opal and Bald Hills, and Skyline Trails).
- Habitat needs and security requirements are met for harlequin ducks, caribou and grizzly bears.
- Partners like Maligne Tours and other operators collaborate with Parks Canada to enrich visitor experiences in the Maligne Valley and ensure activities contribute to the area's high conservation values and wilderness character.



Current Situation

Strengths

- Maligne Canyon is popular in summer and winter. Recent upgrades to trails and foot bridges have improved safety and its appeal for visitors.
- Maligne Lake is an internationally recognized icon of the Canadian Rockies. Visitors enjoy day-use facilities and services, including short hikes, boat tours, food services, canoe and kayak rentals, easy, moderate, and challenging trails, picnic sites, angling and a boat launch. Several heritage buildings recall early tourism in Jasper.
- The valley offers multiple opportunities for day hikes and overnight trips, including access to spectacular alpine areas. The Skyline trail and the campgrounds on Maligne Lake that are accessible by boat are the most popular overnight backcountry destinations in the park. Introductory wilderness experiences are available along the Jacques Lake trail.
- The Maligne Canyon hostel provides rustic overnight visitor accommodation.
- The valley is popular for winter recreation—ice walks in Maligne Canyon, cross-country skiing, snowshoeing, ski touring, and winter camping. To support recovery of the caribou, ski trails are not track set at Maligne Lake.
- Maligne Lake is a main destination for anglers. Medicine Lake offers fly-fishing.
- The Spirit Island washroom and the Maligne Station are solar powered.



Challenges

- Visitors would benefit from a better sense of arrival in the Maligne Valley and at Maligne Lake.
- Interpretive media, trailheads, picnic areas, and other infrastructure need to be modernized. More stories about the area's cultural heritage are needed.
- Wildlife jams are common as visitors stop to look at sheep, moose or black bears.
- Habitat security for sensitive wildlife remains a challenge.
- Climate and a remote location affect the ability to manage wastewater and energy consumption.

Key Actions

1. Improve sense of arrival and orientation at the lower and upper ends of the Maligne Valley.
2. Renew infrastructure at two locations: Medicine Lake and Maligne Lake; ensure planning for each node considers potential needs and opportunities for three types of visitor experience: “View from the Edge”, “Step into the Wild” and “Rocky Mountain Wilderness”.
3. Improve communication and interpretation about the Maligne Valley.
 - Collaborate with third parties, such as Maligne Tours, other tour operators and Hostelling International.
 - Offer opportunities to learn about the unique characteristics of the valley: geology/karst system, human history, and sensitive species.
 - Create a storyline for interpretive media.
4. Enhance the ability of visitors to connect with the area while maintaining or improving space and security for wildlife.
 - Maintain or improve areas where motorists can safely pull off the road to view wildlife.
 - Explore ways to improve grizzly bear habitat security in the upper Maligne Valley.
 - Explore ways to improve caribou habitat security as part of the caribou conservation strategy (see section 4.4.1.3).
 - Ensure protection for wildlife in the Medicine Lake delta.



Photo: Nicole Gaboury

5. Continue to implement the *Jasper National Park Guidelines for River Use Management*.

- Consider alternatives for use of the mid-Maligne River¹, which is currently closed to in-stream use.
 - Proposals for use of the mid-Maligne River must be scientifically defensible based on the well-documented aspects of harlequin duck ecology that led to the original precautionary closure, and enjoy broad-based public support.
 - In the interim, continue the existing closure to protect harlequin ducks before and during the breeding season (i.e. close the mid-Maligne River to all in-stream use; close the Maligne Lake outlet to all use during May and June).
6. Permit staff housing for Maligne Lake Tours at the existing maintenance compound and limited staff accommodation in the day-lodge.
7. Explore energy conservation and green energy alternatives.

5.5 LOWER ATHABASCA

Intended Future Condition

“The Grand Entry Hall...”

All visitors receive a warm welcome at Jasper’s east entrance, located in a historic mountain portal through the front ranges. Visible from afar, Roche Miette’s blocky outline is a distinctive landmark that was often referred to by early travellers. Bighorn sheep and mountain goats range the steep side slopes of the valley. Jasper Lake dominates the centre of the valley, a widening of the river that floods and ebbs seasonally. Winter winds frequently raise silt columns over its exposed flats.



¹The mid-Maligne River runs from the outlet of Maligne Lake to the inlet of Medicine Lake.



The scenic Lower Athabasca bears evidence of its evolving history as a transportation corridor. Jasper House was a staging area for fur brigades making the arduous trip over the great divide. The setting inspires a strong sense of place for visitors, re-enforced by appreciating the art of Paul Kane (1846) and others, and rich travel narratives such as the Palliser Expedition:

“Jasper House is beautifully sited on an open plain, about 6 miles in extent, within the first range of mountains. As the valley makes a bend above and below, it appears to be completely encircled by mountains, which rise from 4,000 to 5,000 feet, with bold craggy outlines...

...Above the fort the river dilates into large shallow lakes [Jasper and Talbot Lakes], along the shores of which are piled great sand-hills. The wind generally blows in this valley with great violence, and often in the course of a few hours everything is covered many inches deep in sand.”

- Dr James Hector, January 1859

Gentle curves and long straight stretches of Highway 16 follow the path of the old Grand Trunk railway. Visitors stop at pull-offs where stories of coal mining, wildlife, ecology and the people of this landscape come to life. A side-trip up the Fiddle Valley attracts sightseers, campers, hikers, and the promise of a rejuvenating soak at the Miette Hot Springs.

The north side of Jasper Lake offers a different experience altogether—quieter, slower, more rustic. A gravel road from the Snaring River to the Moberly Homestead retraces old pathways to Jasper House, the Snake Indian River, and beyond to the North Boundary trail. This is an important area for Aboriginal people who share family associations with Jasper House and the Métis homesteads. Exhibits, print and audio media tell their story in their own words and voices.

Careful stewardship and restoration along road, rail and pipeline corridors preserve the visual and ecological integrity of this scenic and historic place. For all visitors, the Lower Athabasca Valley is a place of welcome and of gentle exploration.

Objectives

- The East Gate is a point of arrival, welcome and orientation.
- Park visitors and through travellers are welcomed to the park and provided with current information and basic orientation to make the most of their time in the park.



- Visitors and non-visitors connect with the opportunities and stories of the Miette Hot Springs, the Moberly Homestead, and Jasper House National Historic Site.
- Safe, informative roadside pull-offs showcase Jasper and Talbot lakes and wildlife viewing at Disaster Point and Mile 12.
- Montane ecosystem structure and function are restored.

5.5.1 Highway 16 Corridor

Current Situation

Strengths

- Visitors have an excellent “View from the Edge” along Highway 16. Railway passengers enjoy beautiful scenery and catch glimpses of wildlife.
- Jasper House National Historic Site is located on the north bank of the Athabasca where it meets Rocky River. An interpretive trail takes visitors on a short stroll through its history.
- Experienced paddlers can explore the Athabasca River and stay at one of the two designated campsites.
- Exhibits at Talbot Lake, an excellent stopping place, interpret the after effects of the 2003 Syncline fire; angling is popular here.

Challenges

- The welcome and orientation offered visitors require improvement.
- Day-use areas are dated.
- Waiting times at the gate for visitors and through traffic are a chronic concern.
- Visitors stopping to see wildlife at Disaster Point and other locations create congestion.
- Pull-offs along Highway 16 are frequently unmarked, unpaved or informal, creating uncertainty about whether it is appropriate to stop and what there is to do.
- Although there is no formal access, more and more visitors at Jasper Lake may impact the sensitive sand dunes and dune vegetation.
- Wildlife mortality on the highway and railway is a problem; reduced speed zones have improved the situation.
- Road, railway and pipeline corridors affect the scenic quality of the landscape, disrupt aquatic connectivity, and support persistent non-native plant infestations.
- The Pocahontas mine site and interpretive trail is underused. The mine superintendent’s house is deteriorating.



Key Actions

1. Strengthen the sense of arrival and welcome at the East Gate; improve traffic flow and reduce or eliminate line-ups.
2. Explore potential locations and partnerships to welcome and orient visitors at the east end of the park (e.g. east of the park gate, Pocahontas area).



3. Improve roadside pull-offs to enhance the “View from the Edge.” Group facilities where possible to reduce maintenance costs.

4. Improve access to Jasper Lake, while protecting sensitive features, minimizing the impact on wildlife and improving public safety; offer opportunities for visitors to learn about this unique ecosystem.

5. Monitor sensitive grasslands and dunes.

6. Include the stories of Aboriginal people, early explorers, railroad development, mining and special features such as the Pocahontas Ponds and Miette Hot Springs in presenting the area.

7. Provide virtual visits through the Internet and other media to experience the Miette Hot Springs, the Moberly Homestead, and Jasper House National Historic Site.

8. In partnership with others, continue to restore native plant communities at disturbed sites.

9. Continue to implement strategies to prevent, control or eliminate invasive non-native plants.

5.5.2 Fiddle Valley

Current Situation

Strengths

- A scenic side-trip up the valley showcases the geology of the front ranges.
- Two commercial operators offer accommodation in the valley. Regional visitors frequent Pocahontas campground.
- Miette Hot Springs are the warmest in the Canadian Rockies. Most visitors to the valley head to the pool, which is only open in summer.



Challenges

- Day-use areas and viewpoints need to be modernized.
- Miette Hot Springs needs to clarify its long-term direction.
- The wastewater treatment plant needs to be replaced.
- Wildlife habituation at Miette Hot Springs day-use area is a chronic concern (e.g. big horn sheep).

Key Actions

1. Improve awareness of the opportunities available in Fiddle Valley.
2. Include more information about the area in pre-trip planning material and as part of improved orientation in the east end of the park.
3. Modernize viewpoints, self-guided trails and day-use areas.
4. Prepare a site strategy for Miette Hot Springs that coordinates visitor use and development of the hot springs area.
 - Examine ways to improve the sense of arrival at the hot springs.
 - Explore the feasibility and ecological, social and economic considerations related to increasing the length of the operating season.
 - Improve the wastewater treatment plant at the hot springs to meet effluent treatment targets.
 - Reduce wildlife habituation.
5. Explore partnership opportunities with commercial operators and concessionaires in the valley (e.g. packages, joint ventures).



5.5.3 Snaring-Snake Indian Corridor

Current Situation

Strengths

- The Snaring–Snake Indian corridor offers a rustic scenic drive.
- Visitor use is low to moderate.
- Wildlife are not habituated and monitoring indicates a healthy level of predation.
- Visitors can follow a self-guided trail to the Moberly Homestead where they discover two buildings and a Métis family gravesite; a display tells the story of the Métis families who lived in the area at the turn of the century.
- The area offers access points for unique “Step into the Wild” and “Rocky Mountain Wilderness” visitor experiences.



Challenges

- The road to the Snake Indian River is rough and narrow; two cliff-side rock outcrops are unprotected.

Key Actions

1. Work with the descendants of the Métis homesteaders to raise the profile of the Moberly Homestead and present the area’s history at the Ewan Moberly site and off-site.
2. Encourage guided interpretive tours, with particular emphasis on training Aboriginal guides.
3. Develop a print or electronic eco/cultural tour of the area.
4. Use appropriate media to tell the area’s story to people who do not visit the site.
5. Explore two options for visitors who travel farther than Snaring Station:
 - a. Create a new experience for hikers, equestrians and cyclists by prohibiting motor vehicles past the gate at Snaring Station. Examine the potential for one or several campsites along the trail.
 - b. Retain the rustic nature of the Snaring-Snake Indian road so motorists and other travellers can enjoy the varied scenery. Provide new learning opportunities and raise awareness of existing opportunities.



5.6 WILDERNESS

Intended Future Condition

Connecting with the wilder side of Jasper National Park (the “Gentle Giant” of the mountain national parks) is as easy as finding the nearest trailhead. More than 97% of the park is managed as wilderness, offering a generous range of possibilities for all levels of skill and experience. Some of the more iconic routes in the Canadian Rockies and the longest trails in the mountain national parks are right here.

A clear menu of opportunities and services directs wilderness travellers to their first or next adventure, with access to knowledgeable guides and outfitters. Introductory “Step into the Wild” day hikes are offered on trails like the Sulphur Skyline or Geraldine Lakes, or an overnight trek to Jacques Lake. Some of Jasper’s signature trips—the Skyline trail, Brazeau Loop and Tonquin Valley—beckon the more adventurous. Fewer visitors undertake the longer excursions on the north and south boundary trails, classic hikes that evoke the natural rhythm of living outdoors.

Traditions and innovation coexist in Jasper’s wilderness. Historic log lodges, park patrol cabins and campsites retain their rustic charm, and operating and environmental practices demonstrate the highest standards of care. State of the art access to information and way-finding complement older and honoured traditions of leave-no-trace and self-sufficiency.

Wilderness experiences are inspiring and motivating. Sharing the landscape with grizzly bears and mountain caribou, visitors experience authentic wilderness in a landscape that enjoys ecological integrity.



Photo : Nicole Gaboury

Objectives

- A wide range of wilderness experiences are available from gentle immersion on day trails to overnight adventures and longer expeditions.
- Parks Canada and partners promote a menu of opportunities that fit visitors' interests, and profile Jasper's unique wilderness landscapes and heritage.
- Sustainable levels of service are established to support high quality experiences.
- Wilderness trip planning and orientation products and services are timely, inspiring and informative, and promote wilderness etiquette practices and safety.
- Habitat security is maintained for grizzly bears, caribou and other wide-ranging wildlife.
- Parks Canada influences decision making for lands adjacent to park boundaries, to achieve shared interests for wildlife conservation and protecting and promoting wilderness experiences.



Photo : Mark Bradley

Current Situation

Strengths

- Jasper National Park has more than 1,200 km of day and overnight trails and 100 backcountry campsites.
- Visitors of every skill and comfort level find engaging opportunities.
- Opportunities for mountain biking and bicycle-camping are available.
- Jasper's large wilderness sustains wide-ranging and sensitive wildlife.



Wilderness Opportunities

Day visits and overnight trips can be characterized using the framework for visitor experience described in Welcoming Visitors to Mountains of Opportunity.

Step into the Wild

- Visitors can step into the wilderness at any one of many trailheads, to connect with a wide variety of activities, time, distance and level of rigor—gentle or demanding.
- Overnight trails like Jacques Lake, Saturday Night Lake Loop, Fryatt Valley, Chaba/Fortress Lake and Fiddle River introduce novice backcountry visitors to wilderness in areas that are not too distant from civilization.
- Popular and iconic overnight wilderness destinations include the Skyline, Tonquin Valley and Brazeau Loop trails. These routes offer spectacular alpine scenery, a chance to see bears, caribou and other wildlife, well-maintained facilities and options for relatively short overnight outings.
- Backcountry lodges provide visitors with options for a catered experience. Huts in several different locations provide self-catering options.
- Two wilderness campgrounds on Maligne Lake are the second most frequented backcountry campgrounds in the park and offer a unique experience, being accessible only by boat. Two campsites are available for paddlers on the Lower Athabasca River.



Photo : Jen Grant

Rocky Mountain Wilderness

- Visitors seeking longer wilderness immersion can find it on the North and South Boundary trails, Maligne Pass, and Athabasca Pass—a National Historic Site.
- The Continental Divide and the Columbia Icefields area offer first class mountaineering and glacier travel.
- “Wildland” trips require a high degree of self-reliance, with no facilities. Where there are trails, they receive very low levels of maintenance. Random camping is permitted.



Challenges

- Parks Canada does not have the resources to maintain the park's extensive network of trails and facilities.
- Some trails and facilities do not meet the needs of the people who use them.
- Current information about people's needs and expectations is required to support good decisions.
- Wilderness travellers need better information about public safety, travel etiquette and conservation issues.
- Kiosks at trailheads need improvement.
- Signs to welcome and orient people to the park are inadequate at several well-used provincial access points (e.g. North Boundary trailheads at Rock Lake and Berg Lake).
- Horses and conflicts between visitors seeking different experiences continue to be of concern in the Tonquin Valley.
- Much of the wilderness area is important habitat for woodland caribou; careful management is required in support of caribou conservation efforts.
- While most grizzly bear habitat is secure, some improvement is required. Areas such as Opal Hills are closed to the public at certain times of the year to minimize bear-human conflicts.
- Changing land use along parts of the western and eastern boundaries—motorized recreation, hunting and road construction for mining, forestry and oil and gas development in particular—raises concern for the well-being of shared wildlife populations (e.g. caribou and grizzly bears) and the erosion of wilderness values.



Key Actions

1. Evaluate and update Parks Canada's wilderness experience offer to respond to changing visitor needs and to maintain and respect the distinct character of the park's wilderness areas.
 - Use social science research to understand visitor needs and expectations and monitor trends.
 - Explore opportunities to improve wilderness facilities and services for novice wilderness visitors, families and other priority groups.
 - Review the level of service for wilderness trails and facilities.
 - Prepare a master trail plan that sets priorities and promotes sustainability.
 - Make the more popular "Step into the Wild" experiences a priority for investment (e.g. Skyline trail, Maligne Lake, Tonquin, Brazeau Loop, Jacques Lake trail).



2. Increase awareness of the range of experiences and the importance of the area's unique ecosystems and human history.

- Use websites and other media to create virtual wilderness experiences and support trip planning.
- Improve signs at trailheads to orient visitors and create a sense of arrival.
- Improve communication about sensitive wildlife species so visitors can travel safely and avoid impacts on caribou and grizzly bears.
- Work with guides and other commercial operators to improve the distribution of information about special features and history to their clients.
- Work with partners to promote Jasper National Park's signature wilderness opportunities.

3. Maintain wilderness character by:

- Holding the capacity of commercial backcountry facilities at current levels:
 - ◊ the two Tonquin Valley lodges: 25 people each, for a total of 50 people
 - ◊ Wates-Gibson Hut: 30 people
 - ◊ Shovel Pass/Skyline Trails Lodge: 19 people
- Prohibiting new huts or shelters above the treeline.
- Permitting minor expansion of existing alpine huts where it improves ecological integrity, the visitor experience and learning opportunities.
- Allowing limited use of helicopters and over-snow vehicles to service and maintain facilities.
- Prohibiting the use of helicopters and off-road or over-snow vehicles to transport visitors and their personal gear or supplies to backcountry huts and lodges.
- Improving environmental stewardship practices and wastewater management.

4. Continue to work with outfitters and other equestrians to improve the quality of visitor experiences and manage the effects of horses on soil, vegetation and other wilderness users.

- Apply seasonal restrictions as required to prevent trail damage, protect sensitive areas and prevent conflicts with others on the trail.
- Prohibit horses on park trails at: Wilcox Pass, Fryatt Valley, Geraldine Lakes, Jonas Pass, the Skyline trail from Big Shovel Pass to Maligne Lake, the lower part of the Watchtower trail, Eremite Valley, the Sulphur Skyline trail, and all interpretive trails.



The Tonquin Valley

The Tonquin Valley is one of the premier wilderness destinations in Jasper National Park, offering unparalleled opportunities to experience the alpine environment in summer and winter. For decades, horseback was the traditional mode of transport into the area until hiking became increasingly popular over the past 25 years. The area provides important habitat for woodland caribou and grizzly bears.



The 2000 management plan identified objectives to improve horse use management to reduce conflicts with hikers that arise from poor trail conditions exacerbated by horse use, and to reduce effects of free-range grazing and trampling on soils and vegetation. Some progress has been made, but further action is needed to strengthen positive outcomes for visitor experience and ecological integrity.

The long-term viability of the Tonquin herd of caribou is a priority. A number of measures have been put in place, including steps to reduce the effects of humans in unintentionally facilitating predation by wolves. Trial adjustments to winter access to the Tonquin were made in 2009-2010, reducing the risk of wolf predation on caribou while providing for access opportunities after mid-February. Further measures will be developed in a caribou conservation strategy.

Measures will continue to be implemented to ensure habitat security for grizzly bears and avoid conflict with humans. Parks Canada will continue to work with hikers, horse users and other partners to achieve ecological goals and ensure the Tonquin Valley will always offer world-class backcountry experiences.



5. Improve visitor experiences and ecological conditions in the Tonquin Valley.

- Improve trail conditions and reduce braiding.
- Carefully manage horse use.
- Prohibit designated trails in Moat Pass, Tonquin Pass, Vista Pass, and Meadow Creek, in recognition of their role as critical movement corridors for grizzly bears.
- Review use in the Clitheroe, Majestic, Verdant and Campus Pass areas to determine the need for new tools to manage access.

6. Permit mountain biking on a limited number of designated trails in Wilderness.

7. Preserve habitat security and connectivity within the broader ecosystem for wide-ranging species.

- Maintain grizzly bear habitat security (see Annex 3).
- Explore ways to improve habitat security for grizzly bears in the Upper Maligne, Lower Athabasca, Tonquin, Mid Athabasca, North Brazeau, Poboktan and Upper Sunwapta Landscape Management Units.
- Use tools such as reconfiguring trails and facilities or seasonal closures to minimize the displacement of bears from prime food sources and improve public safety.

8. Work with adjacent land managers to achieve common objectives.

- Participate in planning processes concerning access and development adjacent to the park.
- Monitor regional land use and its effect on species that range outside the park.





ZONING AND WILDERNESS AREA DECLARATION

The zoning system classifies areas according to their need for protection. The suitability of areas for visitor activities is also a consideration in zoning decisions. The system's five categories are described in *Parks Canada Guiding Principles and Operational Policies* (1994).

6.1 NATIONAL PARK ZONING SYSTEM

Zone I—Special Preservation (less than one percent of the park)

Zone I lands deserve special preservation because they contain or support unique, threatened or endangered natural or cultural features, or are among the best examples of the features that represent a natural region. Preservation is the key consideration. Motor vehicles are not permitted. This plan identifies four Zone I areas that were also included in the 1988 and 2000 management plans.

Ancient Forest

The oldest living specimens of Engelmann spruce (*Picea engelmannii*) in the Canadian Rockies, and possibly North America, have survived in a subalpine site approximately one kilometer west of the Columbia Icefield Centre. The site, near the treeline, is flanked by moraine and the outwash of the Sunwapta River. The trees range in age from approximately 700 to 760 years. These trees are an excellent example of climax succession. The park will not encourage access to the area and will interpret the resources off-site.

Photo : Jurgen Deagle



Surprise Valley (Maligne Karst System)

The Surprise Valley is part of the Maligne karst system. The valley, located above the Maligne River, is drained entirely underground through limestone of the Upper Devonian Palliser Formation. It is associated with one of the largest underground river systems in North America. The valley contains deep sinkholes in glacier drift, sink lakes, and some of the finest examples of rillenkarren in North America. The Surprise Valley is designated as a Zone I area because of these significant surface karst features. No new access will be provided to the area. The remainder of the Maligne karst system can accommodate higher levels of controlled visitor activity and will be managed as Zones II, III, and IV.

Devona Cave Archaeological Site

The Devona Cave contains pictographs and other significant material that are important to understanding prehistoric activity and trade in this area. The area is not identified on the zoning map due to its sensitivity and access to the cave will be strictly controlled.

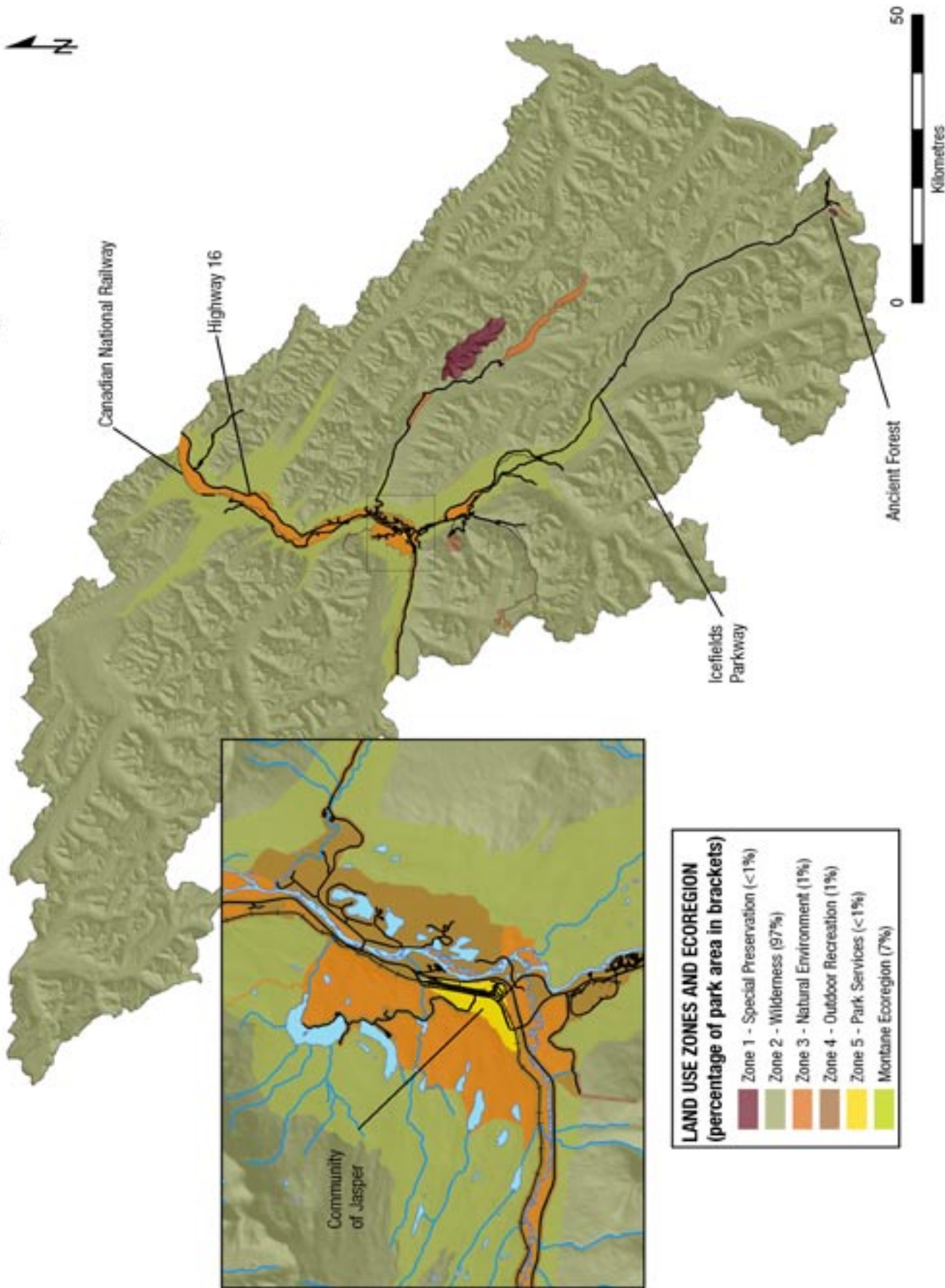
Jasper House

Jasper House, a national historic site because of its significant role in the fur trade, is rich in architectural features, artifacts, and faunal remains. Archaeological remains are intact and are very important in understanding the history of the site. The park's cultural resource management program will develop guidelines for Jasper House and the Devona Cave.

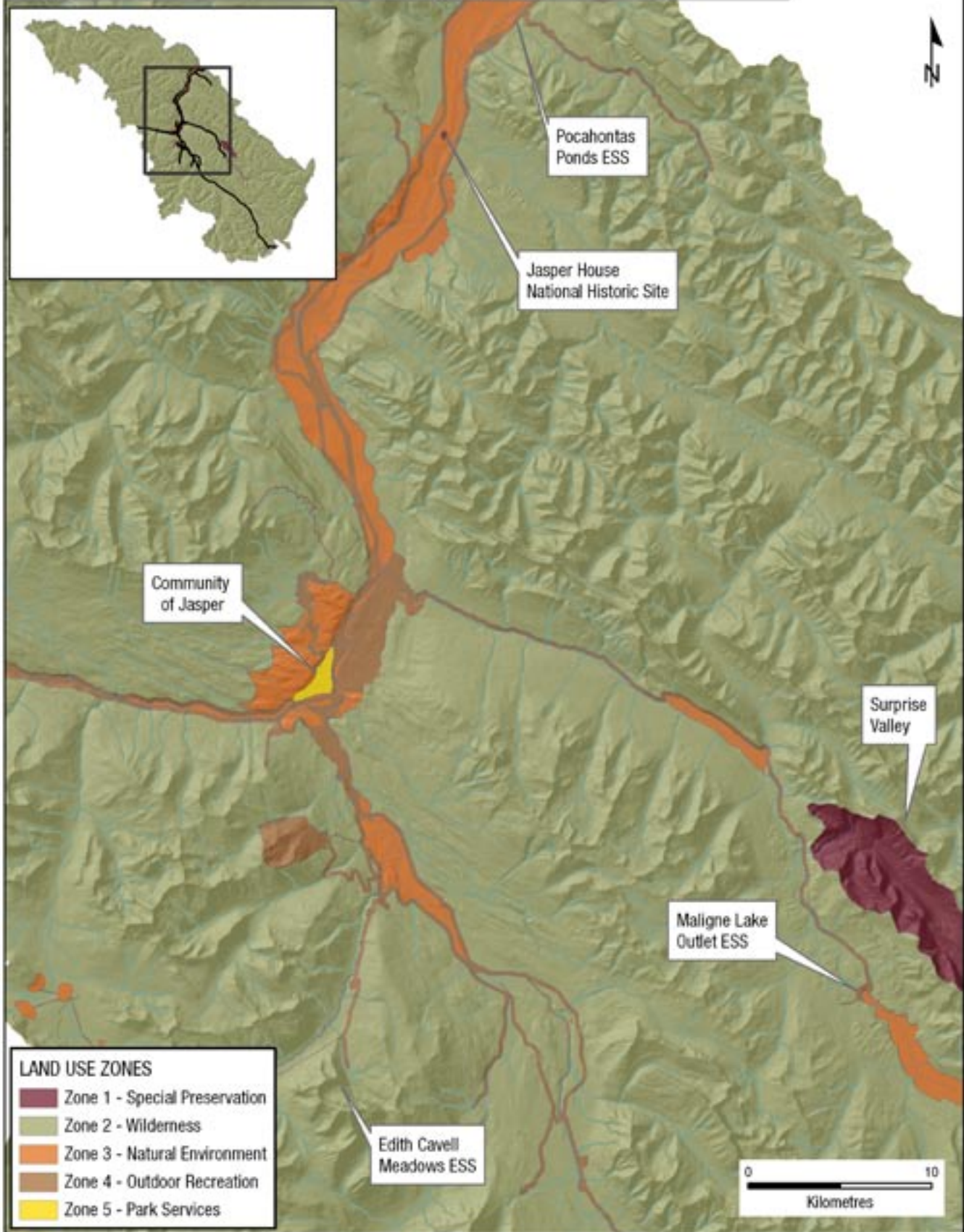
Zone II—Wilderness (97% of the park)

Zone II contains extensive areas that are good representations of a natural region and are conserved in a wilderness state. The perpetuation of ecosystems with minimal human interference is the key consideration. Zone II areas offer opportunities for visitors to experience, first-hand, the park's ecosystems and require few, if any, rudimentary services and facilities. In much of Zone II, visitors experience remoteness and solitude. Motor vehicles are not permitted. Much of this land consists of steep mountain slopes, glaciers and lakes. Zone II areas cannot support high levels of visitor use. Facilities are restricted to trails, backcountry campgrounds, alpine huts, trail shelters and patrol cabins. Sections of the park will continue to have no facilities.

Map 3. Land Use Zoning for Jasper National Park



Map 4. Environmentally Sensitive Sites (ESS) and Selected Zone I Areas



Zone III—Natural Environment (one percent of the park)

In Zone III areas, visitors experience the park's natural and cultural heritage through outdoor recreational activities that require minimal services and facilities of a rustic nature. Zone III applies to areas where visitor use requires facilities that exceed the acceptable standards for Zone II. No motorized vehicles are permitted, with the following exceptions:

- snowmobiles to set tracks and service backcountry facilities
- off-season servicing by helicopters
- motorized commercial tours on Maligne Lake (from Home Bay to Spirit Island), and the Athabasca Glacier as authorized through a valid lease
- seasonal use of Zone III lakes by boats with electric motors

Access routes and land associated with commercial backcountry lodges are in Zone III.



Zone IV—Outdoor Recreation (less than one percent of the park)

Zone IV accommodates a broad range of opportunities for understanding, appreciation and enjoyment of the park's heritage. Direct access by motorized vehicles is permitted. In Jasper National Park, Zone IV includes frontcountry facilities, the rights-of-way along park roads and supporting infrastructure such as gravel pits. Zone IV sites occur at Pocahontas, Miette Hot Springs, Snaring Campground and overflow, the Pyramid Bench, Athabasca Falls, Sunwapta Falls, Maligne Canyon, the Maligne Lake day-use area, Jasper Park Lodge, the Columbia Icefield Area and Marmot Basin ski area.

Zone V—Park Services (Community of Jasper—less than one percent of the park)

The community of Jasper is the only Zone V area in the park.

6.2 DECLARED WILDERNESS AREAS

Large tracts of protected wilderness are becoming a scarce and valuable resource. From an ecological perspective, their importance lies in their ability to support natural processes and to serve as benchmarks. They are critical for animal species with large home ranges and for migrating wildlife.

Most of Jasper's Zone II has been registered as Declared Wilderness. The intent of legally designating a portion of a national park as wilderness is to maintain its character in perpetuity. Only limited development required for park administration, public safety and basic facilities such as trails and rudimentary campsites is allowed in designated wilderness.

Any revisions to Declared Wilderness Area boundaries must go through a formal regulatory process with public review (e.g. potential adjustments to Marmot Basin's leasehold boundary as contemplated under the *Marmot Basin Ski Area Site Guidelines for Development and Use*).



6.3 ENVIRONMENTALLY SENSITIVE SITES



Photo : Mark Bradley

This designation applies to areas with significant, sensitive features that require special protection, but do not fit the zoning described above.

Edith Cavell Meadows

Many significant plant species grow in the upper subalpine and alpine meadows near Mount Edith Cavell. With one exception, all these species are located elsewhere in the park. However, the existence of such an array of unusual plants indicates environmental circumstances not found elsewhere in the four mountain parks. The meadows are also an important caribou calving and rutting area.

Pocahontas Ponds

The wetlands of the Athabasca floodplain near Pocahontas are known locally as the Pocahontas Ponds. This area of small ponds and stream channels is very important to wildlife. Critical winter range for elk and moose, the area is also important to small mammals. These prey species in turn attract carnivores. Numerous bird species occur in high densities, many of which are not found elsewhere in the parks. Raptors, such as osprey and bald eagle, nest here. The area also provides habitat for the river otter, a species that is rare in the park.



Any major construction in the area (e.g. roads) will change patterns of sedimentation and erosion. Care must be taken that future development and use do not have a negative impact on the area's special resources.

Maligne Lake Outlet

The Maligne Lake outlet is important for harlequin ducks, particularly during the pre-nesting period. Harlequin ducks require special management due to their sensitivity to human-caused disturbance, narrow ecological requirements and low reproductive potential. The outlet is part of the mid-Maligne River, a movement corridor between Maligne and Medicine lakes for harlequin duck broods.

6.4 THE MONTANE ECOREGION

Covering only about seven per cent of the park, the montane ecoregion is critical for wildlife. Warmer, drier winters and a relatively light snowpack offer some relief from harsh winter conditions at higher elevations.

These areas on the lower slopes and bottoms of large valleys are important wildlife corridors especially during the fall, winter and spring. This area is, however, also popular with visitors and most of the park's development is centered in the montane—the community of Jasper, the Yellowhead Trans-Canada Highway, the CN railway and most OCAs and facilities.



Because of the historical extent of development, it is not possible to put the montane ecoregion within a single zone. The montane area is shown on the zoning map (Map 2) to draw attention to the limited amount of land that remains undeveloped, and to ensure decisions take into account the nature of this important ecoregion.

Parks Canada will continue to emphasize the importance of maintaining the integrity and critical ecological role of the montane. Future work will focus on encouraging and supporting visitor opportunities in a manner that minimizes impacts on ecosystem components, in particular sensitive wildlife.



MONITORING AND REPORTING

Parks Canada reports on the condition of heritage protection, visitor experience and public appreciation and understanding through the *State of the Park Report* (SOPR). The process for state of the park reporting is relatively new and still evolving, with the goal of having monitoring programs in place for each key area of the mandate. The monitoring program for ecological integrity is more advanced than the others. Monitoring of cultural resources, visitor experience and public appreciation are under development and will be guided by national performance expectations and protocols.

For each area of the mandate, indicators are identified that provide a broad representation of key factors influencing the park. Several measures support each indicator. Some of these measures are monitored in all the mountain parks, using common protocols; others are monitored only in Jasper National Park. Some of the measures still under development may not appear in the next SOPR, due in 2014. Annex 1 contains the indicators and measures that are likely to form the basis for the 2014 SOPR.



Measures are rated by comparing their actual state with the desired state, or target. For some measures, targets are based on existing research or the previous management plan. In some cases, adequate information is not yet available to set a specific target.

Future work will focus on completing the monitoring framework for the next SOPR, particularly in the areas of visitor experience and public appreciation and understanding. Refinement at the park level will help evaluate programs for visitors, outreach, relationship-building with Aboriginal communities and the ability of Canadians to participate in and influence decision-making.



The next SOPR will also report on how well the park has met expectations established at the national level and the effectiveness of Parks Canada's actions in achieving the desired results outlined in the management plan, known as management effectiveness monitoring. For example, the 2008 SOPR reported on management effectiveness monitoring for the following areas:

- bare ground surveys in the Tonquin Valley to assess the effect of horses on vegetation
- area burned through prescribed fire
- grain spill monitoring along the railway
- wastewater effluent targets
- visitor satisfaction

The specific measures to be tracked during the first five years of this management plan are still under development.





STRATEGIC ENVIRONMENTAL ASSESSMENT

8.1 INTRODUCTION

Parks Canada conducted a strategic environmental assessment (SEA) of the 2010 *Jasper National Park of Canada Management Plan*, in accordance with *The Cabinet Directive on the Environmental Assessment of Policy, Plan and Program Proposals, 2004*.

The purpose of the SEA is to ensure that the strategies and actions presented in the plan are reviewed for their potential environmental results, both positive and negative, and that the means for avoiding or reducing adverse impacts and enhancing positive environmental effects are identified. The SEA began early in the management plan review process to enable early identification of potential concerns and make adjustments to the draft plan as it evolved.

8.2 PUBLIC ENGAGEMENT

The management plan review process included robust participation programs to involve the public and Aboriginal groups in updating the plan. Activities included meetings with members of the public, stakeholders and interest groups; school visits; workshops; web-based consultations and surveys; public forums held in Jasper and Edmonton; Jasper Aboriginal Forum meetings; visits to Aboriginal communities; and meetings with the Council of Elders of the Descendants of Jasper. Public and expert review of the draft plan contributed meaningfully to assessing its strengths and weaknesses, and resulted in a final management plan with stronger and clearer direction for all areas of the mandate.



8.3 ASSESSMENT AND FINDINGS

The SEA evaluates the expected outcomes of the management plan direction and whether they will cause positive or negative change to the ecosystem components and processes highlighted in the 2008 *Jasper National Park State of the Park Report* (SOPR). The SEA also considers potential impacts to cultural and paleontological resources and visitor experiences as a result of changes in the environment. Because ecosystem stressors and influences come from beyond park boundaries as well as inside the park, the SEA considers the effects of the management plan in combination with external sources of stress. The assessment begins with key strategies that apply to the whole park, followed by area concepts that provide direction for specific areas of the park.

8.3.1 Key Strategies

Several key strategies focus on raising awareness and understanding of the significance of the park and its natural and cultural resources; fostering support for the protection and presentation of the park; increasing the involvement of interested Canadians in park management; and strengthening relationships with Aboriginal communities with documented historic associations with the park. They are:

- Bringing the Mountains to People Where They Live
- Fostering Open Management and Innovation
- Strengthening Aboriginal Relationships

Since these strategies are not likely to create any adverse environmental effects, they are not discussed in detail. These strategies do play a role in contributing to reduce cumulative environmental effects on ecological and cultural resources by building increased awareness, understanding, support and involvement in management initiatives and park stewardship. Any physical projects that result from the implementation of these strategies will be assessed in accordance with the *Canadian Environmental Assessment Act*.

Welcoming Visitors to Mountains of Opportunity

This strategy provides a framework for strengthening the park's visitor experience offer through a range of initiatives. The intent of the plan is to improve the quality of visitor experience and to support higher levels of visitation in the future. For the first time, a target has been established to increase visitation to Jasper National Park by two percent per year over five years, to reach 2,214,609 visitors by 2013/14. Positive outcomes are expected in terms of strengthening Canadians' connection to Jasper National Park. Negative effects on park ecological and cultural resources may occur if use is not carefully managed, and the management plan addresses that concern.

Each of the key strategies and area concepts contributes to ensuring that visitor use does not impair ecological integrity, by paying careful attention to protecting: grizzly bear and caribou populations, wildlife movement corridors, aesthetic values, wilderness attributes, and the experiences of other visitors. Examples of strategies to manage the effects of visitor use on the park include:

- maintaining large areas of the park as wilderness
- implementing and maintaining limits to growth and development
- conducting and facilitating ecological and social science research and monitoring programs to better understand park ecosystems and the dynamics of visitor use, appreciation and understanding
- continued consideration and incorporation of all ecological objectives during management deliberations, project-level environmental assessments and implementation of decisions
- concentrating use at hardened developed nodes, and amalgamating or clustering facilities
- relocating facilities (e.g. trails, wilderness campsites) where appropriate to achieve ecological gains
- updating park infrastructure with a priority on “View from the Edge” experiences and decommissioning obsolete or low-use facilities
- restoring disturbed areas and dealing with contaminated sites
- completing a caribou conservation strategy and managing visitor opportunities to support caribou recovery
- improving environmental management programs for park operations
- developing green transit to reduce vehicle congestion and greenhouse gas emissions

Celebrating History, Culture and the World Heritage Site

The plan outlines direction to raise the profile of cultural heritage in the park, to strengthen cultural resource practices, and to connect visitors with cultural heritage. Key actions such as: completing a cultural resource management strategy and inventories of heritage buildings; investing in cultural resources; and researching and monitoring archaeological resources, are expected to improve the condition of cultural and archaeological resources. No adverse environmental effects are expected to result from this strategy.

Ensuring Healthy Ecosystems

This key strategy focuses on activities and direction for managing ecosystem components and processes. The management plan addresses the ecological challenges facing the park that were identified in the SOPR, with corresponding management direction to improve their conditions. The key ecological challenges are:

- the status of woodland caribou
- the regional grizzly bear population
- hyperabundant elk in the Three Valley Confluence
- vegetation health
- human-caused wildlife mortality
- the integrity of wildlife movement corridors



- the effects of culverts and other barriers or diversions on aquatic connectivity
- the effects of non-native species on aquatic and terrestrial ecosystems

Species at risk recovery strategies for woodland caribou and Haller's apple moss are a priority in the plan. The plan does not contain detailed actions for caribou recovery, which drew some public concern during the review of the draft plan; however, the plan commits to the next steps of developing that direction. A Parks Canada caribou conservation strategy will be completed with public involvement for Banff, Jasper, Mt. Revelstoke and Glacier national parks. The conservation strategy will support and contribute to the broader Environment Canada-led recovery plan under the *Species at Risk Act*.

Grizzly bears are a species of special concern and an important indicator species for all the mountain parks. The management plan identifies approaches for maintaining stable populations of grizzly bears in and adjacent to Jasper National Park by:

- collaborating with regional land managers
- maintaining or improving habitat security in park land management units
- reducing bear-human conflicts and human-caused mortality in the park
- maintaining large areas of the park as wilderness through the Declared Wilderness Area Regulations, zoning policies and established limits to growth and development

These measures contribute to maintaining viable populations of grizzly bears and other wildlife at a park and regional scale.

The development of transportation networks, visitor infrastructure and a community has fragmented the landscape and inadvertently created physical barriers to wildlife and aquatic circulation, predominantly in the valley bottoms of the park. The plan provides direction to maintain or restore wildlife corridors, improve aquatic connectivity and reduce human-caused wildlife mortality. Transportation networks are also implicated in non-native plant infestations, and measures are identified to reduce or control the spread of invasive non-native species. Other concerns for vegetation health will be addressed primarily by implementing prescribed fires and managing natural fires to attain natural vegetation mosaics. The implementation of this direction is expected to reduce the cumulative effects of human activity and development on terrestrial and aquatic ecosystems and enhance ecological integrity.

Managing Growth and Development

The updated management plan incorporates important decisions regarding limits to growth and development in Jasper National Park, recognizing that the park has a finite capacity to support human use and enjoyment without impairing ecological integrity and wilderness values. The town of Jasper and major leaseholds have fixed boundaries and clear limits to development. The *Marmot Basin Site Guidelines for Development and Use* and the *Guidelines for Outlying Commercial Accommodations* set clear limits for development and use, and establish important management parameters to maintain and protect park wildlife, flora, terrain and water resources.



Criteria are established to ensure ecological objectives are respected and supported (see 4.3.1.8 and 4.7.1.4) when considering potential new recreational activities and supporting facilities outside the community of Jasper, outlying commercial accommodations and the ski area. The criteria include achieving no net increase in landscape disturbance or wildlife displacement. Development and implementation of a long-term gravel extraction and restoration plan will also minimize future adverse effects on ecological processes and native species.

Ecological protection goals and associated indicators of success, such as maintaining or improving grizzly bear habitat security will be respected when considering new or changes in development, infrastructure and recreational activities. Environmental assessments and other planning tools will be used to support decision making for future developments. With these considerations, the management plan's directions for growth and development provide important tools for maintaining the park's finite cultural resources and ecological integrity and providing for quality visitor experiences.

8.3.2 Area Concepts

Area concepts were developed to provide more specific direction for six areas of the park. Each concept contains key actions to address site-specific ecological challenges, enhance visitor experiences and provide more opportunities to learn about the park. If implemented, key actions like the following will result in improved ecological integrity:

- continuing to implement measures to protect rare plants and caribou (Mount Edith Cavell and Highway 93A, Maligne Valley)
- re-establishing more natural elk population levels in Three Valley Confluence
- reducing the risk of caribou mortality caused by vehicle collisions (Icefields Parkway)
- upgrading the wastewater treatment plant at Miette Hot Springs (Lower Athabasca)
- maintaining or improving grizzly bear habitat security (all Areas, especially Wilderness)
- exploring energy conservation and green energy supply alternatives

A number of key actions are proposed to improve visitor opportunities, by updating infrastructure, facilities and interpretation in specific areas of the park. For example, the plan proposes to:

- review and renewal of popular facilities and infrastructure along the Icefields Parkway
- improve trails and day-use facilities at Edith Cavell
- update the Lake Annette and Lake Edith day-use areas, parking lots and access road

Direction in the key strategies described previously and project-level environmental assessments provide the framework to ensure that these projects do not result in significant adverse environmental effects.

As facilities are modernized there are opportunities to incorporate technologies to reduce environmental impacts, redesign facilities so that visitor impacts on surrounding vegetation, aquatic ecosystems, wildlife and cultural resources are reduced and concentrate use in areas that have ecological resilience.

The Three Valley Confluence Area Strategy reflects a decision made by the Government of Canada in March 2009 to relist the Jasper airstrip for use by private aircraft and for emergency and diversionary purposes. A strategic environmental assessment was prepared for the regulatory change. Resuming use of the airstrip will have minor adverse effects on runway soils and vegetation and visitor experience. Adverse effects on wildlife are also predicted to be minor given its historic use and future management within its existing footprint as a small grass strip with minimal maintenance and facilities.

In the Maligne Valley Area Strategy, policy for the mid-Maligne River is updated to indicate Parks Canada will consider alternative proposals for use that are scientifically defensible based on the aspects of harlequin duck ecology that led to closure of this river reach to in-stream use in 1999. Public involvement and an environmental assessment will be required as part of any future review process for a proposal. The criteria required for considering a proposal should ensure avoidance of new or additional risk to the productivity, habitat security and protection of harlequin ducks. The Maligne Lake outlet continues to be zoned an environmentally sensitive site. The *Jasper National Park Guidelines for River Use Management* were reviewed with the management plan and will continue to be implemented.

8.4 CUMULATIVE EFFECTS

A number of stressors throughout Jasper National Park contribute to existing and ongoing challenges in maintaining ecological and cultural integrity:

- Habitat fragmentation from concentrations of high human use and transportation corridors in main valleys (the Athabasca, Miette, Maligne, Fiddle and Sunwapta).
- Recreation in subalpine and alpine areas that contributes to local and regional stresses on caribou and other sensitive species.
- Historical management practices that have altered the natural range of ecosystem variability (e.g. fire suppression, disrupted aquatic connections, non-native weeds).

External stressors also affecting the park include:

- Industrial, recreational, residential and hunting activities on regional landscapes adjacent to park boundaries directly or indirectly impact shared wildlife populations, aquatic resources and vegetation communities.
- Changes in climate impact wildlife and vegetation distributions, freshwater flows and natural disturbance processes.



The plan's key strategies and area concepts are intended to result in positive effects for ecological integrity and cultural resource management, reducing adverse cumulative effects on the park. Managing external stressors is outside of Parks Canada's direct control, but the plan identifies key areas for collaboration with neighbouring jurisdictions and influencing regional land use decisions.

8.5 PLAN IMPLEMENTATION AND FOLLOW UP

The park management plan will be implemented over the course of the next 15 years. Some of the initiatives described in the plan are conceptual in nature and further planning and public involvement is required to achieve the desired results. Project-level environmental assessments will be conducted in accordance with the *Canadian Environmental Assessment Act*.

Performance measurement has been improved in the plan for all areas of the mandate. Parks Canada will implement the monitoring programs to assess and report on the outcomes of the management plan in the next *State of the Park Report* in 2014. Progress to implement the plan and results achieved will be presented in annual reports.

8.6 CONCLUSION

In conclusion, the plan is expected to achieve the desired results for ecological integrity, cultural resources and visitor experience in Jasper National Park. Appropriate strategies are identified to avoid or reduce potential negative effects of park management that could arise through individual initiatives or as a result of cumulative effects. The management plan is not likely to result in any significant adverse cumulative effects.



SUMMARY OF PRIORITY ACTIONS FOR 2010/11–2014/15

This management plan contains around 200 directions and key actions to carry Parks Canada and its partners forward to achieve the intended results. Some are discrete projects; others are ongoing commitments, such as the many tasks involved in reaching and welcoming a broader range of Canadians. Priorities are brought forward for implementation through the annual Jasper Field Unit Business Plan.

This summary identifies priority projects and activities for the next five years, with the understanding that adjustments will be made in response to changing circumstances. Progress will be reported each year through the annual report and Jasper National Park's annual public forum. Cumulative progress will be reviewed as part of the next *State of the Park Report* and the five-year review of this management plan.



KEY STRATEGY	FIVE YEAR PRIORITIES
<p>Welcoming Visitors to Mountains of Opportunity</p>	<ul style="list-style-type: none"> • With partners, develop and implement a <i>Tourism & Marketing Strategy</i>. • Take steps to promote shoulder seasons. • Improve camping facilities and services. • Develop, support and promote new events and recreational activities. • Facilitate development of Aboriginal tourism products. • Improve the winter activity offer in the Pyramid Lake area. • Implement the <i>Jasper National Park Guidelines for River Use Management</i>.
<p>Bringing the Mountains to People Where They Live</p>	<ul style="list-style-type: none"> • Expand the Palisades Stewardship Education Program, including completion of Phase I infrastructure upgrades. • Use new technology to enhance education outreach. • Update the park web-site. • Participate in the David Thompson bicentennial. • Reach new regional, urban and youth audiences through community events.
<p>Celebrating History, Culture and the World Heritage Site</p>	<ul style="list-style-type: none"> • Prepare a <i>Cultural Resources Management Strategy</i>. • Profile stories and experiences of the national historic sites. • Raise the profile of the Athabasca Canadian Heritage River and the World Heritage Site. • Facilitate oral histories and traditional knowledge studies.
<p>Ensuring Healthy Ecosystems</p>	<ul style="list-style-type: none"> • Complete and implement a SARA recovery strategy for Haller’s apple moss. • Prepare and implement a park caribou conservation strategy with public participation and coordinated with Banff, Yoho, Mt. Revelstoke and Glacier national parks; contribute to Environment Canada’s SARA recovery strategy for southern mountain caribou. • Continue forest health and prescribed burning programs. • Reduce invasive plant species and restore infested sites. • Restore aquatic connectivity and ecosystems. • Work with Alberta to maintain or restore native populations of Athabasca rainbow trout and bull trout.
<p>Fostering Open Management and Innovation</p>	<ul style="list-style-type: none"> • Increase opportunities for Canadians to influence decision-making. • Participate in regional planning. • Expand the trail volunteer program with the assistance of the Friends of Jasper. • Host annual planning forums and at least one youth forum/summit.



KEY STRATEGY	FIVE YEAR PRIORITIES
Strengthening Aboriginal Relationships	<ul style="list-style-type: none"> • Continue to work with Aboriginal communities to implement actions in key areas of interest. • Establish a site or sites for Aboriginal ceremonies and events.
Managing Growth and Development	<ul style="list-style-type: none"> • Work with Marmot Basin Ski Area to complete a long range plan. • Prepare a long-term plan for aggregate extraction. • Encourage innovation in environmental stewardship. • Assess, restore or risk-manage age contaminated sites.

KEY STRATEGY	FIVE YEAR PRIORITIES
Edith Cavell & Highway 93A	<ul style="list-style-type: none"> • Improve the Edith Cavell road and day-use area. • Profile Athabasca Pass National Historic Site.
Three Valley Confluence	<ul style="list-style-type: none"> • Form a public advisory group and develop strategies for elk hyperabundance and reducing human-elk conflicts. • Work with the Municipality of Jasper to implement priorities from the <i>Jasper Community Sustainability Plan</i>. • Implement priorities of the <i>Three Valley Confluence Trail Plan</i>. • Redevelop popular day-use areas. • Implement the management plan for Yellowhead Pass National Historic Site.
Icefields Parkway	<ul style="list-style-type: none"> • Implement priorities of the <i>Icefields Parkway Strategy</i>. • Redevelop the Icefields Centre and Glacier Gallery.
Maligne Valley	<ul style="list-style-type: none"> • Improve sense of arrival and orientation at the lower and upper nodes. • Improve communications and interpretation at key nodes.
Lower Athabasca	<ul style="list-style-type: none"> • Improve sense of arrival and welcome at the East Gate and relieve traffic congestion. • Assess feasibility of extending the Miette Hot Springs operating season. • Monitor sensitive dune and grassland sites. • Raise the profile of the Moberly Homestead. • Explore options for road beyond Snaring Station.
Wilderness	<ul style="list-style-type: none"> • Review levels of service for wilderness trails and infrastructure and develop a Park master trail plan. • Implement initiatives to improve visitor experience and ecological integrity in Tonquin Valley. • Provide a new family-based canoe campground at Maligne Lake.





ANNEX 1 PERFORMANCE MEASURES

The following table presents the indicators and measures that Parks Canada will use to measure its success in implementing the management plan and that are likely to form the basis of the next *State of the Park Report* for Jasper. Some measures, targets and thresholds are still under development.

INDICATORS	MEASURES	TARGETS OR THRESHOLDS
<p>Heritage Resource Protection</p> <p>Expected results:</p> <ul style="list-style-type: none"> ecosystem conservation is improved through active management the condition of cultural resources is maintained 		
<p>Native Biodiversity</p>	<p>Caribou population</p>	<ul style="list-style-type: none"> Annual adult female survival, averaged over five years, is greater than 0.89. The fall female calf to cow ratio, averaged over five years, is greater than 15 to 100. The average population growth rate over five years is positive ($\Lambda > 1$). Population estimates are stable or increasing over a five year period.
	<p>Grizzly bear mortality</p>	<p>Human-caused mortality of independent female grizzly bears does not exceed 1.2% of the estimated or known grizzly bear population, based on a 4-year running average.</p>
	<p>Grizzly bear habitat security</p>	<p>Habitat security (by Landscape Management Unit) is at least 68%, except for the 3-Valley Confluence, which is > 53% (see Annex 3 for habitat security estimates).</p>



INDICATORS	MEASURES	TARGETS OR THRESHOLDS
Native Biodiversity	Elk recruitment	The calf to cow ratio is less than 20 to 100.
	Species at risk	The recovery strategy for Haller's apple moss is completed and posted on the SARA registry.
	Elk population	Under development
	Wolf density	Under development
	Corridor condition	Under development
	Wildlife mortality	Under development
	Avian species richness	Under development
	Avian productivity and survival	Under development
Terrestrial Ecosystems	National parks conservation	The condition of the terrestrial ecosystems indicator has improved by March 2014.
	Aerial disturbance by fire	The percent area burned by ecoregion increases.
	Human-wildlife conflicts	There are fewer than 24 elk-human conflicts per year.
	Aerial extent of human footprint	The footprint at a pack scale remains the same or shrinks by 2014.
	Non-native plant roadside inventory	Under development
	Non-native plants in sensitive sites	Under development
	Forest insect & disease – whitebark pine	Under development
	Forest insect & disease – mountain pine beetle	Under development
	Aspen condition	Under development



INDICATORS	MEASURES	TARGETS OR THRESHOLDS
Aquatic Ecosystems	Water quality	Water quality in the Athabasca River meets or exceeds set values for phosphorus, ammonia, coliforms and particulate matter.
	Aquatic connectivity	Reduced number of crossing structures (e.g. culverts) that hinder fish passage or the movement of other aquatic wildlife.
	Benthic invertebrate diversity	Under development
	Fish index of biotic integrity	Under development
	Amphibian occupancy	Under development
Regional Landscapes	Regional access density	Under development
Climate and Atmosphere	Greenhouse gas emissions	Emissions from park operations are reduced from 2010 levels by 2014.
Resource Condition	Landscapes and landscape features	There is no appreciable deterioration or loss of critical components.
	Archaeological sites	There is no appreciable damage to or deterioration of known archaeological resources.
	Historic buildings and structures	Condition rating of federal heritage buildings maintained at fair, with no appreciable deterioration or loss of critical components.
	Objects	There is no appreciable damage to or deterioration of archaeological or historic objects.
	National historic sites conservation	Maintain 90% of historic objects in good or fair condition by March 2013.
Selected Management Practices	Inventory and evaluation	Tools for managing cultural resources, such as inventories and maintenance manuals are up-to-date; resources under threat are monitored regularly.
	Cultural Resource Management (CRM) Strategy	The park has an approved CRM strategy that includes a Cultural Resources Values Statement.



INDICATORS	MEASURES	TARGETS OR THRESHOLDS
<p>Public Appreciation and Understanding</p> <p>Expected results:</p> <ul style="list-style-type: none"> • Canadians learn about the heritage of Jasper National Park and understand that the park is protected and presented on their behalf. • Stakeholders and partners are engaged in the protection and presentation of Jasper National Park 		
<p>Appreciation and understanding</p>	<p>Outreach Education/ Learning</p>	<ul style="list-style-type: none"> • An increased percentage of Canadians consider that they learned about the natural and cultural heritage of Jasper National Park. • An increased percentage of Canadians understand the Jasper National Park is protected and presented on their behalf.
	<p>Appreciation</p>	<ul style="list-style-type: none"> • At least 75% of visitors consider Jasper National Park to be meaningful to them. • At least 60% of visitors and residents consider national historic sites, cultural resources and the World Heritage Site to be meaningful to them.
	<p>Awareness</p>	<ul style="list-style-type: none"> • At least 60% of visitors and residents are aware of Canada’s system of protected areas. • At least 60% of visitors and are aware of the UNESCO Canadian Rocky Mountain Parks World Heritage Site. • An increased percentage of visitors and residents are aware of the national historic sites, Athabasca Heritage River and cultural resources in Jasper National Park.
<p>Support</p>	<p>Stakeholder and Partner Engagement</p>	<ul style="list-style-type: none"> • An increased percentage of stakeholders and partners support the protection and presentation of Jasper National Park. • An increased percentage of stakeholders and partners feel that they have opportunities to influence and contribute to Parks Canada’s activities in Jasper National Park. • The number of volunteers increases.



INDICATORS	MEASURES	TARGETS OR THRESHOLDS
<p>Support</p>	<p>Stakeholder and Partner Engagement</p>	<ul style="list-style-type: none"> • The number of relationship agreements with Aboriginal communities for their engagement with Parks Canada increases. • Aboriginal communities are actively involved in presenting their culture, heritage and history to visitors to Jasper National Park.
<p>Visitor Experience Expected results:</p> <ul style="list-style-type: none"> • Visitors feel a sense of personal connection to Jasper National Park. 		
<p>Visits</p>	<p>Attendance</p>	<ul style="list-style-type: none"> • The number of visitors to Jasper National Park increases by 2% annually for the first five years of the plan, to reach 2,2148,609 visitors in fiscal year 2013/14. • There is an increase in visits to other national parks and national historic sites by Canadians who have visited Jasper National Park.
<p>Learning</p>	<p>National Parks Interpretation</p>	<ul style="list-style-type: none"> • At least 60% of visitors feel they learned something about the natural and cultural heritage of Jasper National Park. • At least 60% of visitors feel they learned something about Parks Canada’s system of protected heritage places. • At least 60% of visitors feel they learned something about national historic sites within Jasper, the World Heritage Site and Heritage River. • Parks Canada staff and private businesses are trained and certified to interpret park heritage to visitors.
<p>Enjoyment</p>	<p>National Parks Visitor Service Offer</p>	<ul style="list-style-type: none"> • On average, 90% of visitors at surveyed locations enjoyed their visit. • Availability of, and participation in, volunteer opportunities increases by 2014. • New virtual experience and drive through awareness products are introduced.



INDICATORS	MEASURES	TARGETS OR THRESHOLDS
Satisfaction	Overall Satisfaction	<ul style="list-style-type: none"> • On average, 90% of visitors at surveyed locations are satisfied, and on average, 50% are very satisfied. • There is an increase in and satisfaction with new and renewed winter visitor experience products. • All visitors feel welcomed and well oriented to the opportunities they seek.
Meaning	Connection to Place	On average, 95% of visitors at surveyed locations consider the place meaningful to them.
Public Safety	Public Safety	Under development
Townsite and Through Highways Expected results: <ul style="list-style-type: none"> • The condition of townsite infrastructure is maintained or improved • The condition of through highways is maintained. 		
Townsite Management	Limits to Growth	All townsite targets for legislated limits to growth are met.
	Sewage Effluent Quality	Leadership targets for sewage effluent quality are met.
	Asset Condition	<ul style="list-style-type: none"> • The condition of 25% of townsite assets rated as poor or fair is improved by March 2013. • The condition of 75% of townsite assets is maintained.
Through Highway Management	Condition of through highways is maintained	Zero days of closure due to asset condition.
Asset Condition		
Asset Condition	Asset Condition	At least 65% of Parks Canada’s public facilities are in good condition.
Environmental Stewardship		
Environmental Stewardship	Energy Efficiency	Energy efficiency of Parks Canada buildings is improved.
	Waste Diversion	<ul style="list-style-type: none"> • Improved recycling opportunities are provided at campgrounds and other Parks Canada facilities. • Solid waste disposal volumes from Parks Canada facilities are reduced by at least 5% by 2014.
	Development	Commercial growth is managed within established limits for outlying commercial accommodation facilities.





ANNEX 2

ICEFIELDS PARKWAY

STRATEGIC CONCEPT (2009)

The Icefields Parkway is a spectacular 230-km drive along the backbone of the continent between the park community of Lake Louise in Banff National Park and the town of Jasper in Jasper National Park. It is an icon, recognized by its status as part of the Rocky Mountain Parks World Heritage Site. As a place for Canadians and people from around the world to experience and sustain mountain life and wilderness with friends and family, it provides a focus for renewing our integrated mandate of education, protection and visitor experience. A public participation process that involved Parks Canada, a dedicated group of stakeholders and First Nation representation helped prepare this strategic approach. A commitment by stakeholders, commercial operators and partners to work closely with each other and Parks Canada with respect to visitors and stewardship will help carry the parkway to its future best.

The Icefields Parkway at its future best...

Canadians and visitors from around the world who come to the Icefields Parkway in Banff and Jasper national parks find themselves immersed in a dramatic landscape of ice-draped ridges, jagged peaks, turbulent headwater streams, sweeping vistas of forest-carpeted valleys, and alpine meadows bright with wildflowers. Great rivers arise here at the very backbone of the North American continent, born of melting snow and ancient glaciers, flowing to three oceans. Timeless pathways along the Bow, Mistaya, Sunwapta, Athabasca, and Saskatchewan Rivers guide travellers on a breathtaking journey from valley bottom to two of the highest passes that can be reached by paved road in Canada. In this place, people find some of the wildest and most beautiful landscapes in the world, protected for all time. The Icefields Parkway, part of the Rocky Mountain Parks World Heritage Site, is an icon of Canada's national park system.

Long before there was a Canada, this place was known to Aboriginal people on both sides of the continental divide. Aboriginal guides shared their routes and knowledge with early European explorers, traders, railroaders, and the first tourist-mountaineers. Their stories and our shared experiences of wonder and awe connect past, present and future; all of us are travellers, yearning to linger and discover.



From the road's edge and beyond, visitors personally witness dynamic natural forces at work – slow-scouring ice, sudden-release avalanches, rushing waters, renewing fires, and variable mountain weather. Wildlife follow their ancient patterns, and our stewardship as we share space with caribou, mountain goats, grizzly bears, and wolves will help us ensure that this is, and will remain, a wild place for all time.

Few return from their journey through the Icefields Parkway unchanged. Adventure-seekers, family groups, and armchair explorers alike are rewarded. Visitors take home a better understanding gained through personal discovery, and assimilation of well-presented stories. Visitor facilities, integrated with their wild surroundings, are designed, used, and maintained in ways respectful of the land and water. Exemplary and sustainable environmental and tourism practices and ecological restoration actions assure visitors that this place is very well cared for. Parks Canada, Aboriginal people, and tourism partners play coordinated roles in managing visitor opportunities, storytelling, and fostering the comfort, safety and convenience of travellers.

The ongoing protection of the landscapes, habitats and cultural heritage along the Icefields Parkway sets the foundation for meaningful experiences and making personal connections with wild places and with fellow travellers; these experiences provide a window that inspires people to care about the natural world and their connection to it.

Introduction

The opportunities the Icefields Parkway provides in Jasper and Banff national parks resonate with Canadians and international travellers. Visitors connect with dramatic mountain landscapes and glaciers, rivers, spectacular scenery, history and mountain culture, and the prospect of encountering wildlife, including several species at risk in Canada. The charms of this high-elevation mountain road include a wide range of opportunities that change with the seasons.

The challenge for all who value this unique and special place is to continue to enjoy and manage the parkway in a way that perpetuates the richness of the experience, the ecosystem, and the cultural resources. Parks Canada, together with a host of other organizations, will focus on excellence in visitor opportunities, protection, and education. We will reach out to Canadians to increase awareness and appreciation whether or not they visit. The quality and unique character of the parkway, in all its aspects, will be the primary consideration.

Key Directions

1. The Icefields Parkway¹ will have a single, distinctive identity as a scenic heritage destination that gives all visitors, no matter how they travel, “access to the spectacular.”
2. The parkway will reflect the three fundamental aspects of Parks Canada’s mandate -- education, experience and protection. Maintaining the ecological integrity², cultural resources, and visual integrity of the setting are fundamental for memorable visitor experiences and opportunities to learn and to appreciate the natural surroundings.
3. As part of the Canadian Rocky Mountain Parks World Heritage Site and two national parks, the parkway will inspire visitors through its high standards for ecological integrity and cultural resource protection. Key elements of ecological health include maintaining or restoring ecological processes (e.g. fire), aquatic ecosystem health, viable wildlife populations, key habitats and habitat connectivity, and ensuring that human-caused wildlife mortality and disturbance does not increase.
4. Concentrating efforts on the most popular day-use areas, viewpoints, and campgrounds will ensure a safe, enjoyable experience for visitors and make the most efficient use of investments. Services and facilities at less well-known sites will provide additional opportunities. At both primary and secondary locations, experiences and opportunities to learn will engage visitors with different needs and interests.
5. Planning will focus on the quality of visitor opportunities.
6. Providing incentives or removing barriers will encourage visitors to stop more often along the parkway. Better use of existing accommodation, especially campgrounds, means people will be more inclined to stay overnight.
7. Maintenance of this scenic heritage highway will focus on experiences and safety rather than through traffic.
8. Parks Canada will play a leadership and coordinating role in enhancing visitor experiences, and a stronger role in promoting broad national awareness of the parkway, Banff and Jasper national parks and the World Heritage Site, by working cooperatively with relevant destination marketing organizations and with individual operators who provide opportunities along the parkway.

¹ The Icefields Parkway includes the road along with the adjacent services, facilities and opportunities. This area has traditionally been known as “frontcountry.”

² When considering ecological integrity in the Icefields Parkway Initiative, scale is important. Many core ecological maintenance and restoration initiatives appropriately lie outside the scope of the strategy at the broader scale of the management plans for Banff and Jasper national parks.



9. Parks Canada will collaborate with stakeholders, commercial operators and partners to develop common key messages about the parkway and its national park and World Heritage Site status for staff training and for visitors. These groups will build seamless, high-quality visitor experiences by working together to develop products, sharing best practices for presentation and stewardship, and cooperating on promotion.
10. Visitors from the region are a primary market for the parkway. By providing satisfying experiences, the parkway will continue to resonate with Canadians and visitors from other countries and maintain its international status.
11. Consistent and clear information will allow visitors to plan their trip, visit the parkway and share their memories.
12. Discovery and learning will be fundamental. Key themes reflecting the area's environment and culture will shape opportunities and infrastructure. The parkway is a natural "interactive space" where visitors can gain personal insights into the area's ecological and cultural heritage.
13. Parks Canada, Aboriginal people and tourism partners will cooperate in managing visitor opportunities, storytelling, and fostering the comfort, safety and convenience of travellers.
14. Monitoring programs for both the parks and the parkway will help determine the need for mitigation or management adjustments. Of particular interest are the numbers of visitors, patterns of visitor use, visitor satisfaction, wildlife mortality, wildlife conflicts, etc.

Strategies

Five strategies and a corresponding set of key actions are proposed to move the Icefields Parkway towards its future best:

1. *Offer visitors a variety of ways to connect with their surroundings.*
2. *Provide opportunities for continuous experiences.*
3. *Work closely with stakeholders to design and implement key actions and to monitor success.*
4. *Adopt and celebrate stewardship practices and designs that maintain and restore the natural environment.*
5. *Retain the quality of the Icefields Parkway as a scenic drive and an important link between Banff and Jasper.*

Strategy #1: Offer visitors a variety of ways to connect with their surroundings.

Parkway visitors have a wide range of backgrounds, expectations and desires. The magic and uniqueness of the parkway rests in its ability to provide each of these visitors an opportunity to experience the area's history and its natural and cultural features. As stewards of the parkway, Parks Canada, the tourism sector, Aboriginal people, non-profit groups, etc., will value and provide for three broad relationships:

1. **A "View from the Edge" of wilderness** - most visitors experience the parkway from their vehicles, stopping occasionally to admire the view. The parkway introduces these visitors to the mountain wilderness that Banff and Jasper national parks represent.



Key Actions

- a. Review facilities and infrastructure (day-use areas, pull-offs, viewpoints, picnic spots, and campgrounds) to identify ways to enhance opportunities.
- b. Address the needs and safety of visitors, improve operational efficiencies and reduce environmental impacts by consolidating, redesigning or revitalizing facilities.
- c. Cluster³ opportunities or facilities where feasible.
- d. Identify and possibly close viewpoints and facilities that have minimal recreational potential, receive low use, or are a hazard.
- e. Use highway signs and exhibits at Howse Pass and Hardisty viewpoints to highlight the significance of Howse and Athabasca Passes as national historic sites.
- f. Create activity checklists and guides tailored to the various interests and time constraints of visitors.
- g. Increase the presence of Parks Canada staff at popular sites.
- h. Remove brush and selected trees at key locations to restore the view and promote the state of wildlife and visitors.
- i. Prepare and implement a sign plan, consistent with national guidelines, that communicates necessary messages while avoiding visual clutter.
- j. Orient visitors to the parkway at major locations.
- k. Increase basic awareness and appreciation for Canada's mountain parks and historic sites through interpretive programming/exhibits that reflect the "View from the Edge." Pique visitor's interest in learning and/or exploring.
- l. Maintain the parkway in winter so people can enjoy the "View from the Edge" and occasional stops at basic facilities such as pull-offs and privies.

2. A "Step into the Wild" – Visitors who prefer to linger can get closer to the wilderness without leaving the parkway too far behind. The focus here is on short, safe, high-quality opportunities for recreation and learning.

Key Actions

- a. Provide introductory level opportunities for self-guided learning that arouse curiosity and allow exploration.
- b. Offer more intensive learning opportunities for day-use and overnight visitors.

³ For example at picnic areas include formal strolling opportunities, play areas for children, learning opportunities, etc.

- c. Create and implement a camping strategy that supports the unique heritage and wilderness character of the parkway:
- Upgrade campgrounds to offer services for large recreational vehicles, smaller campers, and tents in the same campground.
 - Offer opportunities for camping that meet the needs of a wider range of visitors and that reflect the cultural context of the parkway (e.g. wall tents; equipment rental).
 - Provide information about opportunities, services and facilities for different campers.
 - Maintain the rustic ambiance and design elements that characterize a classic Icefields Parkway camping experience.
 - Provide opportunities for families, seniors, youth and groups.
 - Implement camping reservations in some or all campgrounds.
 - Consider converting Silverhorn overflow to a full time RV campground.
 - Assess winter camping in light of the needs of current campers and projected future demand.
 - Build short walking trails at day-use areas and campgrounds that reflect parkway themes with a strategy to manage maintenance costs; post information about the trails (e.g. distance, difficulty) at the trailhead.
- d. Work with Aboriginal groups to determine the potential for a site or sites for ceremonial use along the parkway.

3. “Rocky Mountain Wilderness” – These visitors leave the road behind – physically or mentally – in search of a better understanding of the area and its natural and cultural features. For this group, the Icefields Parkway is a starting point for trips of a day or more⁴.

The focus is on providing resources and opportunities for sustained, year-round exploration. These can include convenient and well-designed basic services such as pre-trip information and clearly marked trailheads.

Key Actions

- a. Work with outlying commercial accommodations and hostels on opportunities for learning that are consistent with the area’s key themes.
- b. Install highway signs to identify trailheads and associated facilities (e.g. privy, horse ramp, etc.) for summer and winter backcountry access/activities.
- c. Ensure adequate parking at trailheads; respect both site specific and broader ecological considerations.

⁴ This could include visitors who spend several days on the parkway taking advantage of most frontcountry recreational opportunities and who explore in-depth learning opportunities, or those who simply use the parkway as a staging area for single or multi-day backcountry activities.

- d. Ensure the design of trailhead kiosks, information/orientation panels, and park publications is consistent in Banff and Jasper national parks.
- e. Maintain winter access to select trailheads with basic facilities (parking, garbage cans, privies)
- f. Ensure visitors have access to avalanche bulletins and the avalanche terrain rating program.

Strategy #2: Provide opportunities for a continuous visitor experience that engage interest from pre-trip planning to post-trip memories.

The Visitor Experience Cycle will serve as the framework for a variety of experiences that reflect the three broad visitor relationships. The cycle will recognize a range of trip lengths for independent travellers and commercial tour operators and will offer opportunities to learn and to practice stewardship.

Key Actions

- a. Create an identity with a distinctive look and feel that visitors immediately identify with the parkway and its promised opportunities; ensure this identity reinforces Banff and Jasper national parks, Parks Canada and the mountain national parks story.
- b. To encourage an interest in learning, link opportunities to key themes that reflect the area's natural and cultural features and history. Develop themes based on the following topics:
 - *Backbone of the Canadian Rockies* -- mountain building, spectacular landscapes, life "on the edge"
 - *The Wild Side: Habitats and Wildlife of the Canadian Rockies* -- mountain animals, habitats, elevation, wide-ranging species, species at risk
 - *Glaciers and Flowing Waters* -- significance of this area for Canada's watersheds, water dynamics, climate change
 - *People and the Land* -- First Peoples, European explorers, mountaineers, building the parkway
 - *Protected Landscapes* -- stewardship, national parks, Rocky Mountain Parks World Heritage Site; this is a core topic, to be woven through each theme
- c. Create a distinctive design, inspired by the area's themes, for interpretive panels/bases, signs identifying geographical features, bridges and highways (steel rails/guide rails).
- d. Set consistent standards for viewpoints, day-use areas, and trailheads that take into consideration seasonal visitors, ecological integrity, education, and efficiency of operation.
- e. Increase the availability of pre-trip information, both electronic and print, that reflects the parkway's identity and messages.
- f. Present the Icefields Parkway as a complete experience and not as isolated stops or destinations.
- g. Promote opportunities for multi-day visits.

- h. Create a distinct sense of welcome, anticipation, arrival and departure at the three parkway gates.
- i. Carry the common look and feel guided by key themes throughout the parkway to strengthen its sense of place as a unique Canadian heritage route through two national parks and a World Heritage Site.
- j. Provide in-depth interpretation at outlying commercial accommodations, hostels, and campgrounds; provide interpretation at key campgrounds for visitors who are there for a few hours or a few days.
- k. Identify winter opportunities and required levels of service.
- l. Present information about ways to enjoy the parkway in different seasons.
- m. Consider integrating day-use facilities and campgrounds to make the best use of facilities and improve the cost-effectiveness of upgrading campgrounds.
- n. Provide follow up and reflection opportunities for visitors after their trip – on-line, books and CDs, podcasts, etc.
- o. Offer opportunities for visitors to share stories and experiences.

Strategy #3: Work closely with stakeholders to design and implement key actions and monitor success

Parks Canada, Aboriginal People and stakeholders will cooperate to enhance the quality of opportunities along the parkway. This includes a range of activities from storytelling, to protection, to fostering the comfort, safety and convenience of travellers.

Key Actions

- a. Develop and share best management practices related to orientation/training programs, education, stewardship, information, marketing, etc.
- b. Identify opportunities to implement the strategies using public-private partnerships and smaller joint ventures with individual operators.
- c. Continue to work with the Interpretive Guides Association and other interested parties to strengthen interpretation (key messages, story ideas, etc.) and to develop and present the themes.
- d. Collaborate with partners to promote and market the parkway and to increase national awareness of the two national parks and World Heritage Site status.

Strategy #4: Adopt and celebrate stewardship practices and designs that maintain or restore the natural environment.

This strategy recognizes the important interactions between the built and natural environment and the role of effective environmental stewardship in maintaining or restoring ecological health. It enables the Icefields Parkway to be an experiential classroom where visitors learn about the relationship between humans and the environment.



Education promotes local and global environmental stewardship, while on the parkway and back at home.

Key Actions

- a. Expand the use of meaningful and effective environmental stewardship practices such as alternative energy, rigorous wastewater treatment standards, etc.
- b. Base communications on key ecological concepts that reflect Parks Canada's resource management objectives (e.g. connectivity, aquatic ecosystem health, forest health, etc.); where feasible, include cultural stories.
- c. Identify educational initiatives to increase stewardship of the parkway by Canadians.
- d. Engage pertinent audiences through broader mountain park outreach initiatives (e.g. species at risk, climate change, healthy forests, etc.).
- e. Integrate messages promoting stewardship and personal safety.
- f. Ensure the design of facilities does not detract from the setting (e.g. roads, trails, buildings, campgrounds, etc.).
- g. Reduce environmental impact when building or modifying infrastructure.
- h. Profile the importance of the Howse Pass regional wildlife corridor at Saskatchewan Crossing and the Howse Pass 'node' to increase awareness of the value of wildlife corridor protection to ecological health.
- i. Redesign sensitive wildlife viewing areas (e.g. Mountain Goat Viewpoint, Tangle Hill) to address safety, quality of experience, and wildlife issues.

Strategy #5: Retain the quality of the Icefields Parkway as a scenic drive and an important link between Banff and Jasper.

The road will remain a scenic heritage highway with an emphasis on the visitor experience and safety, not speed. The impact of the road and its associated infrastructure on the environment will be kept to a minimum.

Visitors and residents will recognize that travel on the parkway can be challenging in the face of mountain terrain and weather, and plan accordingly, particularly in winter when safety may require closures for avalanche control or extreme weather.

Road standards and design will contribute to the visitor experience and ecological goals. Adequate investment in maintenance will allow visitors to experience the parkway and to reach their destinations in Jasper and Banff national parks safely.

Key Actions

- a. Provide a highway standard that recognizes the heritage drive experience within the limitations of the existing right-of-way (inconsistent shoulders, etc.).
- b. Review the needs of cyclists and develop options. Explore options to enhance opportunities.
- c. Give priority to the elements of the highway standard that encourage a more leisurely drive with frequent stops and that discourage speeding.
- d. Continue to restrict commercial truck traffic (weight restrictions).
- e. Provide information so motorists can plan their stops well in advance, while driving on the parkway.
- f. Ensure travellers know what to do and what to expect in an emergency (i.e., warden stations, emergency phone locations, etc.).
- g. Create realistic expectations about road conditions in both winter and summer.
- h. Ensure information about changing road conditions is up-to-date.
- i. Promote safe practices by visitors while driving or participating in recreational activities and encourage them to assume some personal responsibility for their safety and the safety of others.
- j. Involve partners in distributing consistent, accurate messages about safety that create realistic visitor expectations.



ANNEX 3

GRIZZLY BEAR HABITAT SECURITY



Map 5. Landscape Management Units for Jasper National Park



Grizzly Bear Habitat Security Estimates by Landscape Management Unit

Landscape Management Unit	Secure habitat below 2500 m elevation (%)
3-Valley Confluence	53
Athabasca Falls	85
Blue Creek	100
Chaba	100
Fiddle	94
Isaac	99
Lower Athabasca	78
Lower Maligne	80
Lower Miette	82
Lower Rocky	100
Lower Snake Indian	94
Lower Snaring	100
Medicine Tent	100
Middle Athabasca	77
Middle Snake Indian	96
Moosehorn	100
North Brazeau	72
Poboktan	73
Restless	100
Rock Creek	99
Short	100
Smoky	100
Southesk	100
Sunwapta/Athabasca	82
Tonquin	72
Upper Athabasca	100
Upper Maligne	73
Upper Miette	100
Upper Rocky	100
Upper Snake Indian	100
Upper Snaring	100
Upper Sunwapta	74
Whirlpool	100

Note: Areas > 2500 m elevation are mainly rock and ice, and therefore do not provide secure habitat.

