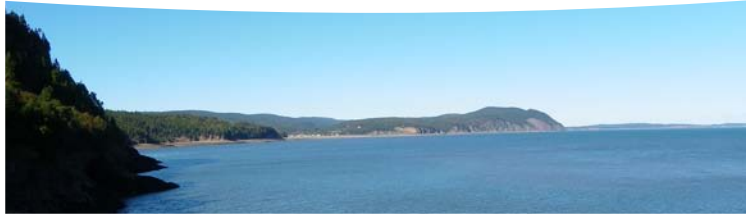




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Fundy

National Park of Canada

Management Plan

2011



Canada

NOVEMBER 2011

Fundy

National Park of Canada

Management Plan

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Cette publication est aussi disponible en français.

National Library of Canada cataloguing in publication data:

Parks Canada
Fundy National Park of Canada management plan [electronic resource].

Electronic monograph in PDF format.
Issued also in French under the title:
Parc national du Canada Fundy, plan directeur.

Issued also in printed form.
ISBN 978-1-100-13552-6
Cat. no.: R64-105/80-2010E-PDF

1. Fundy National Park (N.B.)—Management.
 2. National parks and reserves—New Brunswick—Management.
 3. National parks and reserves—Canada—Management.
- I. Title.

FC2464 F85 P37 2010 971.5'31 C2009-980240-6

**For more information about the management plan or about
Fundy National Park of Canada:**

Fundy National Park of Canada
P.O. Box 1001, Fundy National Park, Alma, New Brunswick Canada E4H 1B4

tel: 506-887-6000, fax: 506-887-6008
e-mail: fundy.info@pc.gc.ca
www.parkscanada.gc.ca/fundy

Front Cover
top images: Chris Reardon, 2009
bottom image: Chris Reardon, 2009

Foreword



Canada's national historic sites, national parks and national marine conservation areas are part of a century-strong Parks Canada network which provides Canadians and visitors from around the world with unique opportunities to experience and embrace our wonderful country.

From our smallest national park to our most visited national historic site to our largest national marine conservation area, each of Canada's treasured places offers many opportunities to enjoy Canada's historic and natural heritage. These places serve as sources of inspiration, relaxation, learning and discovery. They represent the very best that Canada has to offer, and it is through these special places that we are all deeply connected to what it means to be Canadian.

Having been entrusted with this important legacy for over a hundred years, we reflect upon the steady growth of the Parks Canada network of protected areas as we continue to expand it. As we plan for the years to come, we can encourage lasting connections to our heritage and promote our protected places to be 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 build personal connections with our natural and cultural heritage.

These values form the foundation of the new management plan for Fundy 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 Fundy National Park of Canada Management Plan.

A handwritten signature in black ink that reads "Peter Kent". The signature is fluid and cursive, with a long horizontal flourish extending to the right.

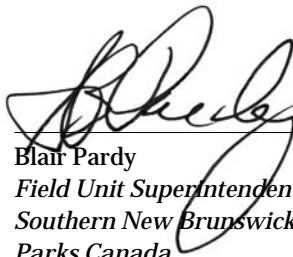
Peter Kent
*Minister of the Environment and
Minister responsible for Parks Canada*

Recommendations

Recommended by:



Alan Latourelle
*Chief Executive Officer
Parks Canada*



Blair Pardy
*Field Unit Superintendent
Southern New Brunswick Field Unit
Parks Canada*

Executive Summary

This management plan for Fundy National Park of Canada provides strategic direction for achieving Parks Canada's mandate related to the protection of ecological and cultural resources; the facilitation of meaningful visitor experiences; and fostering public appreciation and understanding of Parks Canada's heritage places in an integrated fashion. The plan was developed by a multi-disciplinary planning team with input received from Aboriginal peoples, partners, stakeholders, staff, visitors, and the public. The Mi'gmaq and Wolastoqiyik (Maliseet) of New Brunswick were involved through a consultation process to develop the management plan. The management plan will be the primary public accountability document for the park and provides Parks Canada staff with a framework for decision-making.

The management plan includes:

- a vision for the future;
- three key strategies that will guide the direction of the park over the next ten to fifteen years;
- two area management approaches which provide strategic direction for the Headquarters Area and the Wolfe Lake area;
- a zoning plan that classifies park lands according to their need for protection;
- a summary of the administration and operations for the park, including the park's environmental stewardship strategy;
- a summary of the Strategic Environmental Assessment (SEA) conducted for this management plan; and
- an implementation strategy that summarizes the planned actions.

The key strategies found within this plan provide concrete direction for addressing the major challenges and opportunities facing the park and focus on efforts and resources required to achieve the park's long-term vision. The strategies provide a clear overview of how

the protected heritage place will be managed, and how the three mandate elements will be achieved in a mutually supportive manner. A description of the three key strategies developed for Fundy National Park can be found below.

KEY STRATEGY 1: WORKING WITHIN AND BEYOND OUR BOUNDARIES TO PROTECT OUR ECOLOGICAL INTEGRITY

Fundy National Park (FNP) protects representative areas of two important ecological regions – the *Fundy Coastal* and the *Southern Uplands* – however the park cannot attain its ecological integrity goals alone. This strategy seeks to improve the ecological health of the park by building on strong relationships with partners and stakeholders in the region and to improve and influence conservation in southern New Brunswick. Visitors and the public will be engaged through innovative stewardship and outreach education opportunities with an emphasis on aquatic ecosystem programming. Fundy National Park's efforts will focus on engaging New Brunswick Aboriginal communities, partners, stakeholders, and local communities in the protection and presentation of the park.

Partners and stakeholders will have opportunities to influence and contribute to park activities, and their involvement in management planning will be carried out in ways that meet their needs and expectations. Where common ecological integrity goals exist, FNP continues to support conservation and education efforts with adjacent landowners, organizations, and government departments. Involvement with multi-stakeholder partners such as the Fundy Biosphere Reserve provides important opportunities to demonstrate an integrated delivery of the PCA mandate and support sustainable tourism efforts. Building and strengthening relationships with Aboriginal communities and groups

is paramount. The creation of an Aboriginal Advisory Committee and the continued relationships being developed with Mi'gmaq and Wolastoqiyik conservation networks will help guide FNP on Aboriginal issues and identify opportunities to work on mutually beneficial initiatives.

The ongoing restoration of aquatic ecosystems continues to be the highest ecological integrity priority for the park. Park conservation efforts have great potential to engage visitors and facilitate meaningful visitor experiences. A diversity of programs that focus on enjoyment, discovery and learning will expand and evolve to meet the needs and interests of visitors and promote repeat visitation. Conservation efforts that have potential to be incorporated into public outreach programs to connect Canadians with Fundy National Park will be explored.

KEY STRATEGY 2: CREATING CONNECTION TO FUNDY NATIONAL PARK – CHANGING WITH THE TIMES

This strategy seeks to develop new opportunities unique to the Bay of Fundy area to connect the public to this spectacular region. These evolving opportunities will be based on a better understanding of the needs and expectations of our urban and rural audiences. Through collaboration and partnering opportunities, FNP will maintain a key position within the Upper Bay of Fundy regional sustainable tourism strategy. As a national park, Fundy is a key tourism destination in New Brunswick. Visitors from every corner of Canada and from abroad are drawn by the world's highest tides in the Bay of Fundy. Through the development of new and innovative market-responsive products, more strategic marketing and a refreshed brand, FNP will continue to add to the economic health of the region. FNP will work together with stakeholders and partners who share Parks Canada's goals to make this region a place for visitors to stop, discover, enjoy and return to this unique coastal area.

The Fundy Coastal Drive will link together several destinations between Saint John and Moncton, including Fundy National Park, Hopewell Rocks Provincial Park, the Fundy Trail Parkway and the Fundy Biosphere

Reserve and all the experiences they offer. Together, they will become a world-class destination. FNP will be recognized as a major sustainable, four-season, tourism destination by regional, national, and international visitors. This will build on the existing awareness of the park and visitor experience opportunities, increase exposure to wider audiences, and inevitably attract more visitors. FNP will work with its partners and stakeholders to coordinate efforts to realize this endeavour. Through focused research and analysis, the park will better understand its current and potential markets. By completing reviews of its activities and services, the park will be able to meet visitor needs and interests by keeping what works and enhancing or developing what is needed to respond to evolving trends.

KEY STRATEGY 3: UNCOVERING AND COMMUNICATING OUR PARK'S UNTOLD STORIES IN THE LAND OF "SALT AND FIR"

The Fundy National Park area is rich in human history stories distinct to the Upper Bay of Fundy. This strategy focuses on discovering and telling the stories of people's relationship to the park, and sharing this knowledge and their experiences for the enjoyment of all Canadians. There is great potential for FNP to establish a renewed relationship with former park residents, their families and descendants and to work with the local community to facilitate enriched opportunities for visitors to experience. Both on-site and public outreach education programs are important avenues to communicate the rich historical research already conducted on the settlements that were once part of the park landscape and to communicate the ongoing relationship that people have with the park.

Fundy National Park's cultural resources play an important role in visitor experience and education opportunities. FNP will continue to advance its efforts to meet the learning interests of visitors. Additional work is required to inventory and evaluate the park's cultural resources. As additional research is conducted on the park's cultural resources, FNP will be able to incorporate the stories from this research to enrich the existing interpretation programs currently being offered based on evolving visitor interests. Exploring

Aboriginal peoples' historical connection to the park and relating these stories will enrich experience opportunities at FNP and public outreach education initiatives. By building upon the park's positive working relationship with the Fort Folly First Nation to develop a Medicine Trail, efforts will be made to engage other Aboriginal communities who have an interest in FNP and to seek new partnering opportunities. Through the creation of an Aboriginal Advisory Committee, the park will receive guidance on Aboriginal matters to engage our privileged partners and create opportunities to work with New Brunswick Aboriginal communities on mutually beneficial initiatives.

Area management approaches will provide focused management direction for specific areas of the park including the Headquarters Area and Wolfe Lake.

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Acronyms

AAC	Aboriginal Advisory Committee
ASC	Atlantic Service Centre
ATK	Aboriginal Traditional Knowledge
COSEWIC	Committee on the Status of Endangered Wildlife in Canada
CRM	Cultural Resource Management
CRVS	Cultural Resource Value Statement
DFO	Department of Fisheries and Oceans
EI	Ecological Integrity
EMAN	Ecological Monitoring and Assessment Network
FHBRO	Federal Heritage Buildings Review Office
FNP	Fundy National Park
FNPC	Fundy National Park of Canada
GFE	Greater Fundy Ecosystem
GFERG	Greater Fundy Ecosystem Research Group
GIS	Geographic Information Systems
GPS	Global Positioning System
HSMBC	Historic Sites and Monuments Board of Canada
iBoF	Inner Bay of Fundy
PCA	Parks Canada Agency
PWGSC	Public Works and Government Services Canada
SAR	Species at Risk
SARA	Species at Risk Act
SoPR	State of the Park Report
VEA	Visitor Experience Assessment
VIP	Visitor Information Program

1.0 Introduction



Jacques Pleau

Parks Canada manages national parks, national historic sites and national marine conservation areas on behalf of Canadians. Parks Canada is a proud steward of these heritage places and protects and presents them for the benefit and enjoyment of Canadians while ensuring that they remain unimpaired for present and future generations. Parks Canada's mandate, which underpins all management planning, consists of three elements: protecting heritage resources, facilitating opportunities for visitor experience, and promoting public appreciation and understanding.

1.1 PURPOSE OF THE MANAGEMENT PLAN

The *Canada National Parks Act* (2000) and the *Parks Canada Agency Act* (1998) require Parks Canada to produce a management plan for each national park. The purpose of a

management plan is to develop clear direction for the management and operations of a park for a 10 to 15 year period. The management plan outlines how Parks Canada's legislated mandate of protection, education and enjoyment of the national park will be met, complies with and reflects the legislation and policies of the Parks Canada Agency, and is developed through public consultation.

Public involvement is essential to the management planning process. A management plan is a key instrument for ensuring that Parks Canada delivers on its commitments to the people of Canada. The process of management planning enables Aboriginal Peoples, stakeholders, partners, local communities, and the public to have an effective voice in shaping the future direction of a national park. Management plans are approved by the Minister and are tabled in Parliament every five years.

A Management Plan for Fundy National Park of Canada

This third management plan for Fundy National Park of Canada is the key accountability document for Fundy National Park to the Canadian public and has been approved and tabled in Parliament by the Minister of the Environment. This plan replaces the *Fundy National Park Management Plan* that was approved and tabled in Parliament in November 2005. Many of the priorities in the 2005 plan have been addressed and many changes have occurred that affect the management and operation of the park since the 2005 management plan was completed. This plan provides a renewed direction for the park, a framework for decision-making for Parks Canada staff and establishes how Parks Canada, stakeholders, partners and the general public will work together to manage the park in the coming years.

This plan sets a clear, strategic direction for the management and operation of Fundy National Park by outlining a 15-year vision, establishing a set of 5-year to 15-year objectives and outlining a 5-year implementation strategy with focused targets and actions. In doing so, this management plan contributes to achieving Parks Canada's vision that "*Canada's treasured natural and historic places will be a living legacy, connecting hearts and minds to a stronger, deeper understanding of the very essence of Canada.*" The plan will be reviewed every five years to ensure that the direction remains relevant.

Management direction presented in this plan ensures that actions undertaken for protection, visitor experience and public outreach education are integrated and mutually supportive. The plan also ensures the effective use of public funds in park management by providing for the means to monitor and measure the effectiveness of actions found in the plan. All of the commitments outlined in this plan are achievable within the existing financial capacity of the field unit. It will guide the development of the Southern New Brunswick Field Unit Business Plan and park work-planning processes. Annual implementation reporting will monitor progress towards achieving management plan priorities.

1.2 LEGISLATIVE AND POLICY BASIS FOR MANAGEMENT PLANNING

A common legislative and policy context influences the management of all protected heritage places owned and/or administered by Parks Canada.

The *Parks Canada Agency Act* (1998) confers on Parks Canada the responsibility to implement the *Canada National Parks Act* (2000) and ensure the ecological integrity of national parks. In accordance with this Act, a management plan is prepared for national parks owned and/or administered by Parks Canada. Such plans are to be reviewed and updated every five years. The current management plan was approved in 2005 and has been reviewed in accordance with Section 32 of the *Parks Canada Agency Act* (1998).

The *Parks Canada Guiding Principles and Operational Policies* (1994) provides the broad policy basis for management planning. The *Guide to Management Planning* (2008) outlines Parks Canada's principles of management planning and provides direction on how to prepare a management plan according to the Agency's integrated delivery of the mandate.

Parks Canada is working to strengthen and deepen its relationships with Aboriginal peoples in and around national parks. Parks Canada acknowledges that the Mi'gmaq and the Wolastoqiyik peoples have asserted Aboriginal title throughout the province of New Brunswick. Parks Canada will engage in discussions with the Mi'gmaq and Wolastoqiyik peoples concerning its policies which relate to the protection and enhancement of Aboriginal peoples' rights and traditions. Parks Canada has a policy in place regarding access by Aboriginal peoples to lands owned and administered by the Agency.

1.3 PLANNING ACCORDING TO THE INTEGRATED DELIVERY OF PARKS CANADA'S MANDATE

There are three core elements of Parks Canada's mandate which form the foundation of management planning: protecting heritage resources, facilitating opportunities for visitor experience, and promoting public appreciation and understanding. These three mutually supportive areas are delivered in an integrated fashion. The integrated approach to management planning promotes the interdependency and synergies among all three mandate elements.

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 the ecological and commemorative integrity of these places for present and future generations.

– from Parks Canada Agency's Charter

Protection of Heritage Resources

In national parks, protection includes all those activities related to the protection of cultural and natural resources and natural processes.

Facilitating Opportunities for Meaningful Visitor Experience

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

Public Appreciation and Understanding

Parks Canada aims to reach Canadians at home, at leisure, at school and in their communities through communication and education opportunities designed to increase awareness, understanding, and appreciation of the significance of Parks Canada's heritage places and the importance of protecting and presenting them. Parks Canada also seeks to broaden its base of support by engaging its stakeholders and partners, and encouraging shared leadership through active participation in the development and implementation of the Agency's future direction.

This management plan for Fundy National Park of Canada reflects Parks Canada's integrated approach to planning and sets priorities for future management of the park.

2.0 Importance of Fundy National Park of Canada as a Protected Heritage Place



Matthews Head coast. Brian Townsend

The National Parks System Plan provides a framework for park establishment in Canada. The plan is based on a land classification system that divides the country into 39 distinct terrestrial natural regions. One of Parks Canada's goals is to establish at least one national park in each of these regions. Within this context, the primary role of Fundy National Park is to protect for all time a representative example of two important ecoregions: the *Fundy Coastal* and the *Southern Uplands* ecoregions (Map 1). FNP is also considered the important core of the UNESCO Fundy Biosphere Reserve (designated in 2007), which focuses on protection and encouraging sustainable tourism in the biosphere region.

Fundy National Park of Canada was established in 1948. It protects 206 km² of the *Fundy Coastal* and the *Southern Uplands* ecoregions. This natural region is characterized by a rolling, hilly plateau cut by deep valleys and cascading rivers. The *Fundy Coastal* eco-region includes sheltered coves, salt marshes, estuaries and rugged cliffs that rise 150 m from the bay. Within the *Southern Uplands* ecoregion the topography reaches over 400 m, with the Upper Salmon River, Point Wolfe River, and Goose River carving steep-sided ravines down to the coast.

While it does not include marine components or the intertidal zone, the park protects the coast and spectacular viewplanes looking out to the Bay of Fundy and across to the northern coast of Nova Scotia.

2.1 REGIONAL CONTEXT AND GEOGRAPHIC LOCATION

Fundy National Park (FNP) is located in southern New Brunswick, nestled in the southeast limits of Albert County and bordered on the south by the Chignecto Bay in the Upper Bay of Fundy (Map 2). Kings and Saint John counties lie to the west of the park. The surrounding area is sparsely populated, with the community of Alma, situated at the southeastern edge of the park, being the only adjacent settlement. The major population centres of the region include Saint John, Fredericton, Sussex, and Moncton. Highway 114 bisects the park for 21 km, extending from Wolfe Lake in the northwest to Alma in the southeast, and provides a transportation link to the Trans-Canada Highway.



A large silver eel found in Dickson Brook during monitoring effectiveness monitoring in 2007. Parks Canada

The principal industries that drive the regional economy are based on forestry, fishing, farming, tourism and mining. Fundy National Park is an anchor for the tourism industry of southern New Brunswick, attracting visitors from regional, national, and international markets. It is an important destination that draws visitors to the Fundy Coastal Drive and to a number of other nearby heritage attractions that complement the experiences and opportunities offered by the park. These attractions include Cape Enrage, Hopewell Rocks Provincial Park, the Shepody National Wildlife Area (which includes the Mary's Point Hemispheric Shorebird Reserve), the Sackville Waterfowl Park, the Cape Jourimain Nature Centre, and the Caledonia

Gorge Protected Area. West of the park, eleven kilometres of the Fundy Trail Parkway have been completed. This parkway includes a scenic drive, hiking trails and interpretive facilities along the Fundy coast. The Fundy Footpath hiking trail has also been developed in this area and offers a challenging 50 km linear hiking trail along the coast.

2.2 THE MANAGEMENT PLAN REVIEW PROCESS, ABORIGINAL CONSULTATION AND PUBLIC ENGAGEMENT

The Agency has a long history of engaging with the public and stakeholders. Engaging Canadians on management plans is a legal requirement for national parks and national marine conservation areas and a policy requirement for national historic sites. The Agency has increased its efforts to more fully engage and involve Canadians in shaping the vision for managing protected heritage places. The management planning cycle is one of many opportunities the Agency uses to involve stakeholders, partners, Aboriginal peoples and the public in defining heritage values and in the planning and operation of heritage places.

Local communities, Aboriginal peoples, stakeholders, partners, and staff were invited and engaged in workshops, an open house event, market day booths and various meetings to actively contribute to the development of a new management plan for Fundy National Park. The conversations that took place during the public engagement process provided important platforms for Parks Canada staff and interested partners, stakeholders and the public to meet face-to-face, and to discuss key challenges to be addressed in the management plan and to work together to build a common vision for Fundy National Park regarding the Agency's core mandate elements. During the engagement process, Parks Canada heard that regular discussions and open communication are needed between the park, communities, stakeholders and partners. FNP plans to meet at least on an annual basis with stakeholders and partners to build upon existing relationships and to create new partnerships, where possible.

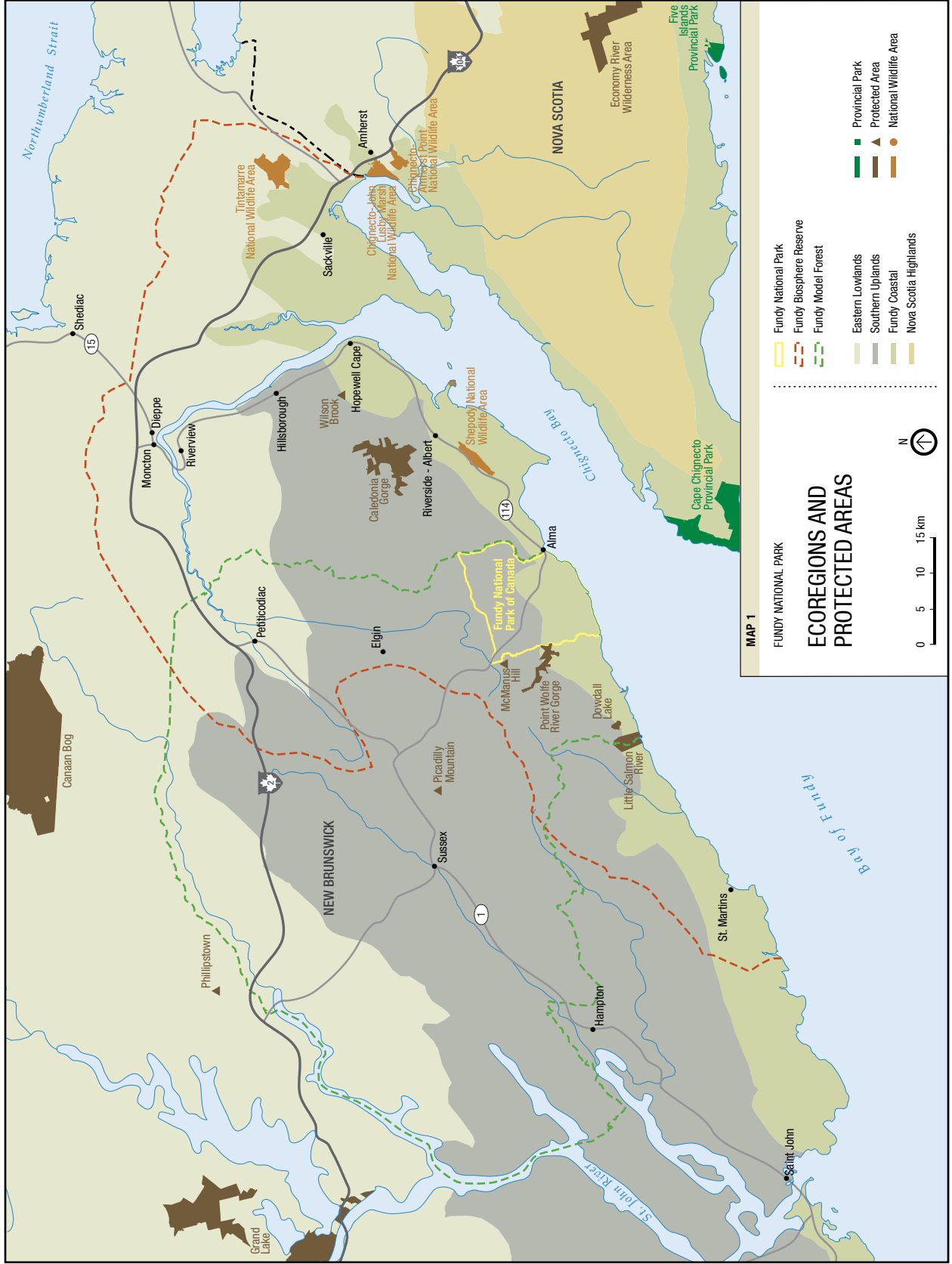


Open house event held in March 2010 during the public engagement process. Parks Canada

The Mi'gmaq and Wolastoqiyik of New Brunswick were consulted on the management plan between June and October 2010 to discuss the future direction of the park and to discuss the impacts of this management plan on their asserted rights and interests. During the consultation process, the draft management plan was circulated for comments and issues or concerns were discussed during the scheduled meetings. This management plan reflects these discussions and the accommodations reached.

The comments and ideas shared during the management plan review process provided valuable input to the management plan. The feedback received were all reviewed and considered by the planning team and the major themes were incorporated into the management plan in this strategic document. Parks Canada is committed to engaging partners, stakeholders, Aboriginal peoples and visitors as this plan is implemented.

Further details on the management plan review, Aboriginal consultation and public engagement process can be found in Appendix 2.



Map 1: Ecoregions and Protected Areas



3.0 Planning Context and Current Park Situation



Chris Reardon

The foundation for developing the vision and the key strategies for this management plan was based on the findings from the 2010 *State of the Park Report* for Fundy National Park which provided a snapshot of the current state of ecological integrity, visitor experience, public outreach education, Aboriginal relations, and stakeholder and partner engagement, as well as the feedback received through the public engagement process in March 2010.

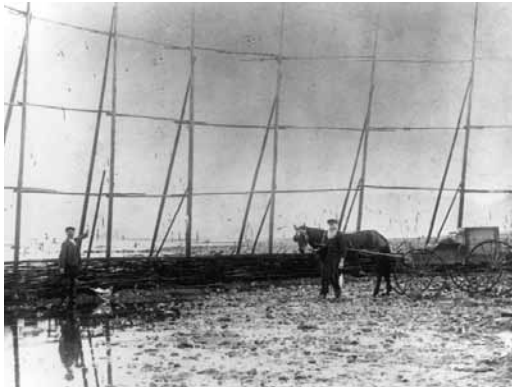
This plan focuses on delivering more innovative visitor experience, public outreach education and engagement opportunities that meet the needs and interests of Canadians so that they can make connections with this special national park. It continues to build upon the work being done with stakeholders and partners and focuses on strengthening those relationships especially with local communities and New Brunswick Aboriginal communities that have an interest in the park. It also

continues to build upon the strong conservation efforts and direction that came out of the previous management plan.

3.1 PARK HISTORY

Fundy National Park falls within traditional Mi'gmaq territory called Siknikteiwag ("drainage area"). The Mi'gmaq, Wolastoqiyik (Maliseet) and Passamaquoddy Aboriginal peoples have a long history in FNP and its greater ecosystem region and consider the area part of their traditional territory.

The first Europeans to arrive in the area found willing trading partners in the Mi'gmaq and Wolastoqiyik peoples, who had developed sophisticated trading networks over the millennia. During the succeeding centuries, Mi'gmaq and Wolastoqiyik territory, especially the rich coastline, was gradually overtaken



Wier at Canontown Beach, circa 1905. Parks Canada

by European settlements and intense competition for the region's resources ensued. European diseases were particularly devastating for the Mi'gmaq and Wolastoqiyik; within one hundred years of the contact period, seventy-five percent of the population was gone, along with much knowledge and history (Whitehead, 1983). By the 1800s, the Mi'gmaq and Wolastoqiyik were left with mostly small "reserves" set aside for them, which had few resources.

Against incredible odds, the Mi'gmaq and Wolastoqiyik have maintained their cultural traditions, while adapting to the modern world. Many still speak the Mi'gmaq and Wolastoqiyik languages, which are taught to the children in First Nations' schools.

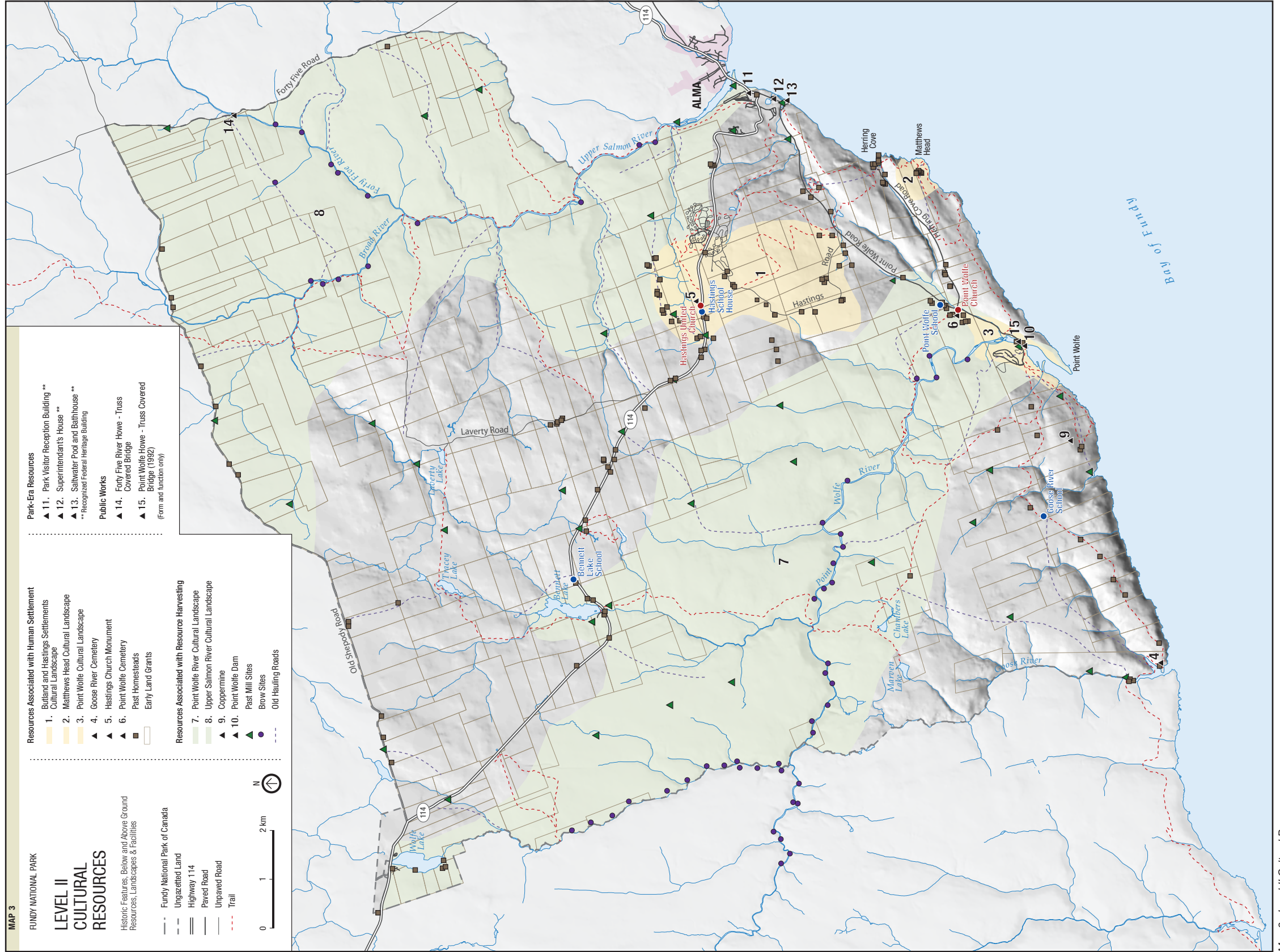
European settlement in the park area began around 1825 with the establishment of Alma Parish, which was tied to logging and subsistence farming. The first settlers came from the British Isles to harvest red spruce for the ships of the British Navy. By 1870, there were five small communities in the vicinity of the park including Point Wolfe, Herring Cove, Alma-Alma West and Hastings, as well as a number of farms and sawmills. Settlements such as those at Point Wolfe and Alma tended to cluster around river mouths close to logging-related work, transportation, shipbuilding and access to fishing in the Bay. For a brief point in time a copper mine was worked and then abandoned. Visitors to the park can discover remnants of this mine along the Coppermine trail.

Prior to park establishment in 1948, homesteads, village houses, roads and tracks, cemeteries, schools, bridges, and industry-related structures such as dams (to permit log driving and to power sawmills), wharves and mills were built (Map 3). Remnants of these are the remaining evidence of the lives of former park residents and form a part of the visitor experience opportunities related to cultural resources. Vestiges of these settlements remain in the form of old foundations, regenerating fields and introduced plant species such as apple trees. There is currently no documented evidence of Aboriginal presence within the park, possibly due to European settlements being built on top of previously occupied Aboriginal settlements.

Due to the influence of the logging industry, approximately 70% of the forest in Fundy National Park that was at one point so much a part of the park's landscape has been cut. Areas of considerable size were flooded on the East Branch, Point Wolfe, and Upper Salmon rivers. Dams at Bennett Lake and Wolfe Lake modified the landscape of those areas, and today still restrict the free movement of resident fish populations. Numerous pools were modified and riverbeds and hydrology were altered through log-driving activities. Lumber mills were constructed at the mouth of the Point Wolfe and Upper Salmon rivers and were active in the 1800s and early 1900s. In addition, several portable mills operated in the interior in the early 1900s. The crash of the lumber markets in the 1920s, followed by the establishment of the park in 1948, concluded the practice of river log-driving. Today, while native plant communities have re-established in much of the park and natural succession stages are present, evidence of these past activities persists.

Current Park Situation

Fundy National Park is a key tourism destination in southern New Brunswick and one of the key destinations along the Fundy Coastal Drive. With its proximity to the world's highest tides located in the Bay of Fundy, visitors from every corner of Canada and from abroad are drawn to the region to experience the twice-daily event of the rising and falling of the tides, as well as the amenities that the



Map 3: Level II Cultural Resources

park has to offer. As part of the tourism sector, FNP has been a major contributor to the economic health of the region. However the park recognizes that it needs to reinvigorate its current services and infrastructure to remain an attractive option for visitors. Through an increased coordination with regional partners and stakeholders who share sustainable tourism goals, FNP sees opportunities to make this region a place for visitors to stop, discover, enjoy and return to this unique coastal area.

The Fundy Coastal Drive will eventually link together several destinations between Saint John and Moncton including Fundy National Park, Hopewell Rocks Provincial Park, and the Fundy Trail Parkway (once completed). This offers an opportunity for the southern New Brunswick region to be considered an increasingly attractive world-class destination. The west-end park entrance located near Wolfe Lake does not have the infrastructure or visitor experience opportunities to currently function as a welcoming gateway that will meet the increased needs and expectations of visitors who use this park entrance.

3.2 BIOPHYSICAL CONTEXT

The park protects two principal ecoregions: the *Fundy Coastal* and the *Southern Uplands* which make up 20% and 80% of the park respectively.

The geological and geomorphological features that have shaped FNP are integral to its ecosystems. Glacial activity that occurred within the park is most evident in several of the park's topographical features. The advancing edge of the glaciers pushed gravel and sediment into the steep V-shaped river valleys. The fill effectively protected the valleys as glaciers travelled over the top of them instead of sculpting them into wide U-shaped valleys.

Within the highlands, glaciers flattened the bedrock to form the existing plateau. Large chunks of glacial ice left behind in depressions and covered over with sediment created deep ponds such as MacLaren Pond within the Headquarters area. Over the years, rivers and streams carved into the rock to form steep valleys. The drop in elevation from the highlands area to sea level created swift running waters,

numerous waterfalls, rapids and deep pools that have come to define the various experiences available at the park. These freshwater rivers, streams and lakes occupy only a small portion of the park's landscape (approximately 2.0%), yet are critical to the healthy functioning of the park. The park protects only a portion of each its two main river systems, the Upper Salmon (77%) and Point Wolfe River (57%) watersheds (Map 4). The remainder of each upper watershed is embedded in an industrial forestry landscape outside of the park.

The park contains an assemblage of different forest types within the Southern Uplands eco-region that covers approximately 95% of the park. Some forest stands are progressing toward late successional sequences following extensive logging in the early 20th century. Other areas of the park have experienced successional regression due to population eruptions of spruce budworm in the late 1970s and early 1980s, resulting in large areas of young, regenerating stands. Along the coast, where frequent fog and cool breezes from the Bay influence forest ecosystem development, the dominant tree species are red spruce and balsam fir. On well-drained upland hills and slopes, tolerant hardwood forests of sugar maple, yellow birch, and American beech occur. River valleys support mixed coniferous and deciduous stands, and a few small, poorly-drained sites support black spruce and larch stands. Although the forests have recovered substantially from the effects of logging, the present distribution of forest types does not yet reflect the predicted natural forest composition for the park.

The coastal zone contains two distinct areas. Half of the coast, from Point Wolfe towards the mouth of the Bay, is composed of erosion-resistant igneous and metamorphic rocks that form cliffs up to 200 m high, with much of the shore exposed to wave action, and with only a few protected beaches. In the other direction, from Point Wolfe eastward to Alma and beyond, the shore and cliffs rise up to 30 m high and are greatly affected by wave undermining. They are composed of softer sandstones, shales and glacial deposits that contribute their eroded materials to the wide intertidal mud or sand flats and salt marshes.

Wetlands constitute 2.5% of Fundy National Park. There are 111 different swamp areas found within the park that occupy 7,040,294 m² and are considered by far the most dominant class of wetlands. These are followed by bogs (22 that total 599,966 m²), and marshes (15 that total 203,105 m²). While covering only a small portion of the park, wetlands are hotspots of biodiversity with a unique flora and fauna within them as well as a large number of species attracted to the ecotones along their edges.

Although the Bay of Fundy is not within the boundaries of the park, it exerts great influence over the park's ecosystems. What happens in the Bay affects the park in natural cyclical ways. The giant tides of the Bay resonate in response to the push of the tide from the Atlantic Ocean. This occurs because the particular length of the Bay of Fundy gives it a rocking timing or period (seiche) that, coincidentally, is almost the same as the time between the lunar-caused high tides of the Atlantic. This tidal action mixes the deep, cold waters of the Bay on a daily basis and it is this mixing that result in the cool, wet summers along the park's coast, often characterized by a heavy fog that blankets the coastal forest in moist, cool air. Within the highlands of the park, however, summers are warmer, and colder winters are experienced similar to the rest of New Brunswick.

3.3 SPECIAL CHARACTERISTICS OF FUNDY NATIONAL PARK FOR VISITOR EXPERIENCE

World's Highest Tides: One of the most important draws for visitors to the region and to FNP is to experience the tides and the tidal flats. The effects of the tides on the shoreline and the local weather are easily seen and experienced from the park. The dramatic impact and size of the tides can be seen in the rise and fall of the local fishing fleet tied to the wharf in Alma, at times sitting on the ocean floor.

Ocean Views: Fundy National Park is known as the "Land of Salt and Fir". The landscapes, climate and biodiversity of Fundy National Park are inextricably linked to the ocean, the Bay of Fundy and its immense tides. Visitors can experience the magic of the coast by walking the ocean floor at low tide, hiking one of several coastal trails or stopping at the Butland Lookoff on Highway 114 to take in the awe-inspiring views and wide vistas up and down the coast. Cape Enrage and its iconic lighthouse can be seen jutting into the Bay of Fundy while the Cape Chignecto Provincial Park and the mysterious Isle Haute appear deceptively close on the opposite side of the Bay in Nova Scotia.



The Point Wolfe estuary. Brian Townsend

Local Culture and History: Logging, fishing and shipbuilding were the mainstay of the economy of the region during the settlement period in the early 1800s. Evidence of these activities are still visible today. Names such as Butland, Rossiter, Sinclair and others evoke families that are deeply rooted in this area. Today logging, fishing and tourism constitute the main engine of the local economy.

Local Fishing Industry: The Village of Alma is home to a vibrant fishing industry and is inextricably linked to the coastal region. Visitors can experience the daily activities of a working wharf; they can see fishing boats tied to the wharf, how they are loaded and unloaded; and can purchase freshly caught produce at several commercial outlets within easy walking distance from the wharf and the Headquarters area in the park.

Aboriginal Peoples' Use and Occupation: Fundy National Park will be working with the Aboriginal Advisory Committee to begin to examine pre-contact and historical period use and occupation of the park and its adjacent areas by Aboriginal peoples. As part of this process, FNP and the Advisory Committee will work together to develop and implement a traditional knowledge study for the park area and this information will help provide educational materials and more culturally relevant activities and ceremonies within the park for the benefit of visitors.

3.4 THE STATE OF THE PARK

The "State of" report provides a synopsis of the current condition of a national park, national historic site or national marine conservation area and assesses performance in meeting established objectives for indicators associated with the Agency's mandate and helps to determine issues and priorities to address in the next management plan. It is required to be produced every five years and is the basis for the five-year management plan review process.

The first *State of the Park Report* (SoPR) was developed for Fundy National Park in February 2010 and identified a number of challenges that the park currently faces. The

park is working to address these challenges through this management plan. A brief summary from the recent *State of the Park Report* that highlights the major findings can be found below.

Aboriginal Perspectives

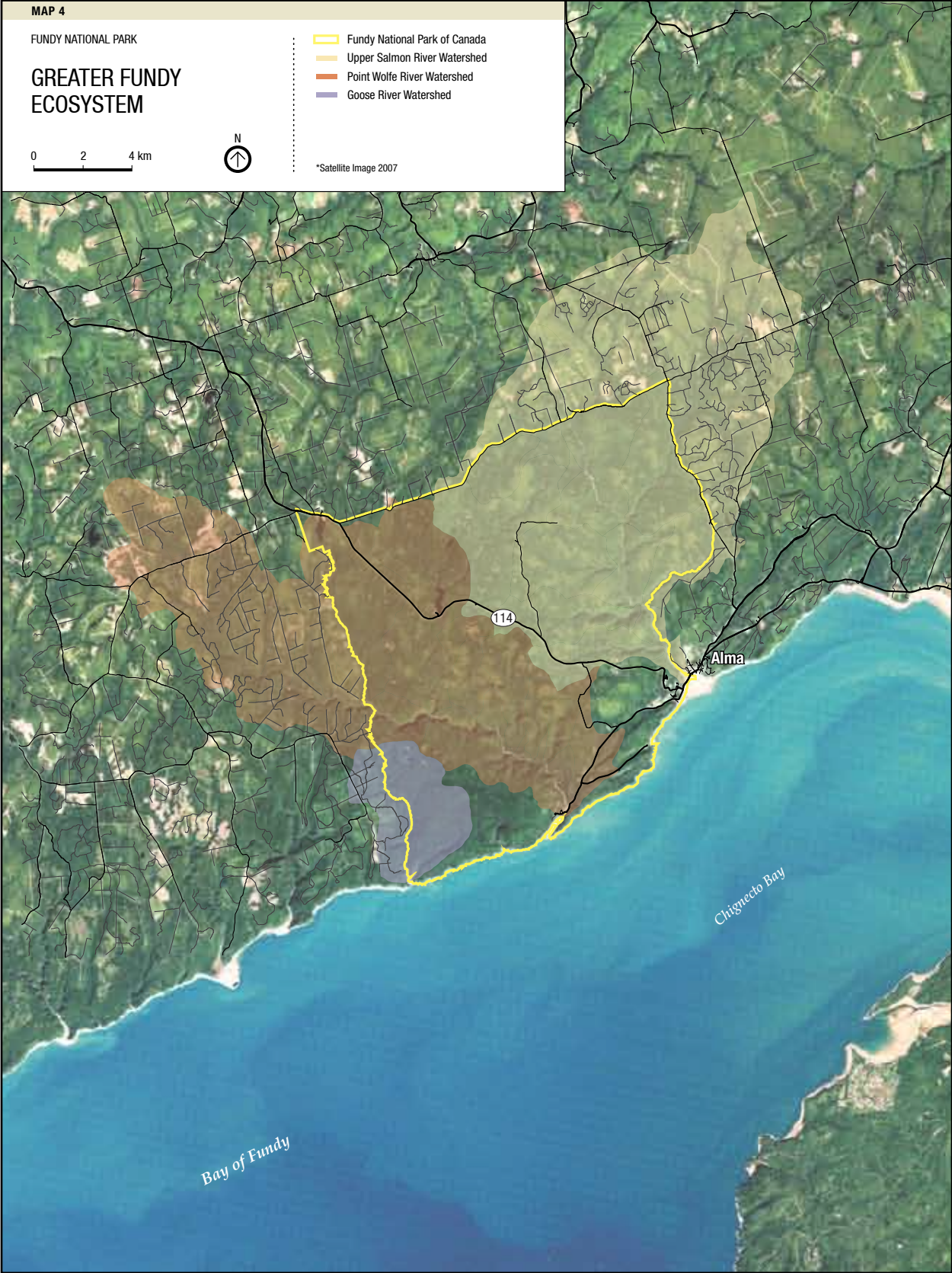
The park continues to develop relationships with Aboriginal communities and groups within New Brunswick to gain a better understanding of their interest in the park. The park has a strong working relationship with Fort Folly First Nation; however, the 2010 *State of the Park Report* found that FNP needed to further explore the current level of interest in the park by Aboriginal peoples throughout New Brunswick and engage them in meaningful and mutually beneficial ways to fully represent their interests as privileged partners.

State of Ecological Integrity

The overall rating in the SoPR for the park's ecological integrity was found to be fair and stable. The forest, coastal and freshwater ecosystems are in fair condition with stable trends, while the wetlands ecosystem is in good condition and stable. The protection of critical habitat and ecological integrity within the park was found to be a major challenge which the park will address through this management plan.

Today, two-thirds of native fish species in the park may have been extirpated (American shad, gasperau, and American smelt). Three dominant species remain: American eel, Atlantic salmon and brook trout. Of these three remaining fish populations, two are considered species at risk. American eels were assessed in 2006 by the Committee on the Status of Endangered Wildlife in Canada (COSEWIC) as being of special concern while the inner Bay of Fundy population of Atlantic salmon was listed as endangered under the Species at Risk Act (SARA) in 2004.

Six of the 42 native mammal species have either been extirpated or are at risk of extirpation within the park. Three freshwater fish species and 20 species of vascular plants have also been lost from the park. Fundy National Park has played an important role in efforts to re-establish several of these species, including marten, Atlantic salmon, and peregrine falcon.



Map 4: Greater Fundy Ecosystem

The large-scale ecological changes occurring around the park continue to present a challenge to effective biodiversity conservation in the park and surrounding landscape.

Cultural Resources

The SoPR concluded that there is limited knowledge of the condition of the park's cultural resources (further evaluations and inventories are required) and that cultural resource research and information has not been consolidated in order to present it to the public for park visitor enjoyment.

An overall rating of green (good) was applied to the Resource Condition indicator. Most of the landscapes and landscape features were not rated in the report, as the information necessary to properly assess these resources had not yet been gathered by the park. The majority of identified buildings and structures are in good condition while the overall rating for objects is yellow (fair).

The overall rating for Selected Management Practices (inventory, evaluation, cultural resource management strategy and monitoring program) was determined to be yellow (fair). The park has a good understanding of the inventory of the cultural resources; however, a cultural resource management strategy and monitoring program for cultural resources in FNP has not been developed to date.

Although there is no known physical evidence of use or occupation of the park area by Aboriginal peoples, oral history speaks of the area as falling within the traditional territories of the Mi'gmaq, the Wolastoqiyik (Maliseet) and Passamaquoddy peoples. Significant progress has not been made since the last management plan to investigate the potential for oral history, nor has documented research been carried out to elucidate the role that the park area may have played in the lives of Aboriginal peoples prior to and during European settlement of the region.

Visitor Experience

The data for visitor numbers showed a declining trend. Park attendance in 2008 was down 7% from 2007, and down 11% compared to the five-year average from 2003 to 2007; 2008 camping figures were down 24% compared to

the average for 2003 to 2007; and there was a decrease in the number of rounds played at the golf course starting in 2008.

The SoPR found that promotional activities and on-site interpretation programs have not fully engaged audiences to completely meet their interests and needs. This may be having an impact on return visits to the park. The SoPR also identified a need to focus marketing strategies and increase the understanding of visitor market segments and park audiences in order to capture new markets.

The need to review park infrastructure at the west end of the park in order to meet the needs and expectations of future park visitors and act as a welcoming gateway as a result of the future opening of the Fundy Trail Parkway was identified.

The SoPR also found that there are opportunities to work with regional partners and stakeholders on developing a regional tourism strategy.

Stakeholder and Partner Engagement

The SoPR identified the need to better understand the park's roles with each of its stakeholders and partners to enhance these relationships and promote mutually beneficial initiatives.

Public Outreach Education

Fundy National Park's public outreach education program has traditionally focused on working with school groups within a 120-km radius of the park and has received very positive feedback on the programming it provides to these schools. The high demand for these school programs often outnumbers the ability of the park to meet the needs and requests from schools. In addition, research and evaluations concerning these public outreach education programs have not been conducted by the park to determine their effectiveness and possible efficiencies.

Initiatives to reach Canadians at home, at leisure and in their communities have not been fully explored to date due in part to capacity issues at the park.

3.5 CHALLENGES AND OPPORTUNITIES

Challenges

Headquarters Area: The park initiated an overall review of the Headquarters area to coordinate its redevelopment efforts for the Visitor Centre, swimming pool, use of “The Bowl” (grassy area across from the Visitor Centre), restaurant, golf pro shop, former chalets area, area circulation flows, and the Highway 114 redevelopment due to the timing of lease agreements and funding availability. The Headquarters area redevelopment will involve input from a working group to review options to improve visitor experiences so that visitors can better enjoy and connect to the Bay of Fundy, improve safety and circulation, and increase opportunities for interpretation related to resource protection.

Cruise Ships: As an agency, Parks Canada has focused efforts to attract the growing cruise ship industry. FNP has been working directly with cruise ship operators and executives of cruise ship industries to identify mutually beneficial programs for passengers. Data shows that in 2004, 197 cruise passengers who arrived through the Port of Saint John visited Fundy National Park, while this number rose to 1,275 in 2008. The growth in this market is encouraging; however, competition from other regional attractions and the ability of the park to influence the number of cruise ship visits that can be made to the park is limited.

Opportunities

UNESCO Designation: In September 2007, UNESCO designated the New Brunswick side of the Upper Bay of Fundy as a Biosphere Reserve (Map 1). Parks Canada played an active, leadership role as part of the committee to designate the watersheds and coastal areas that extend from St. Martins through to the Tantramar Marsh that drain into the Upper Bay of Fundy. One of the main objectives of the Biosphere Reserve is to encourage sustainable tourism in the biosphere region. In conjunction with its partners, Fundy National Park has an opportunity to be part of a model of global best practice in sustainable tourism

development and protected area management. Citizens within the region will have opportunities to participate in park and region-wide initiatives that are of interest to them and their well-being.

Parks Canada Celebrations: The celebrations to commemorate the 125th anniversary of Banff National Park and the 100th anniversary of the establishment of Parks Canada occurring between May 2010 and May 2012 offer an opportunity for national profile for FNP. The themes established by Parks Canada for on-site activities will target visitors and local-area communities, Canadians living in urban and remote areas, and youth in order to increase awareness of and visitation to the park.

Fundy Trail Parkway: The expected completion of the Fundy Trail Parkway in 2014 is seen as a high-profile infrastructure project for the Government of New Brunswick and has been designated as a high priority in the Government of Canada’s Action Plan. As a scenic coastal link between Saint John and Moncton that will eventually connect with provincial roads to Highway 114 and Fundy National Park, it is the tourism initiative that will have the single largest impact on future visitation to the park and is the final link that will create a regional world-class destination.

Once completed, the Fundy Trail Parkway will substantially alter visitor numbers and movement patterns through the park. Effects will be most prominently seen on the levels of traffic, numbers of tourists and a diversification of visitor experience offers at the park’s west end. Within 10 years of completion, the parkway is expected to attract 115,000 additional visitor parties per year, create new jobs, and greatly increase the demand for services in the region.

4.0 Vision for Fundy National Park



Jacques Pleau

During the engagement process, stakeholders, partners and the public provided the park with strong feedback indicating that a regional tourism strategy for the Upper Bay of Fundy is essential to maintain a healthy regional economy and that Parks Canada plays a core role in that strategy. Fundy National Park is seen as a place where visitors can experience a complete range of activities and programs for various levels of ability and mobility.

The vision for Fundy National Park:

It is 2025, mid-summer, early morning in Fundy National Park. Fog blankets the stillness of the Upper Bay of Fundy and rises like a ghostly apparition up steep cliffs and flows inland to feed the ecosystem of the coastal fog forest. As if voicing their joy, a hermit thrush's melodious call echoes throughout the understory of the Acadian forest. As the forest breathes like the lungs of a giant, the ocean tide pulses its twice-daily dance with the moon in the mighty Bay of Fundy. Life here continues its uninterrupted cadence....

Friendly and knowledgeable park staff welcome an unprecedented number of visitors to discover, enjoy and experience the park's natural setting and the world's highest tides. The completed Fundy Trail Parkway provides access to the longest stretch of wild, undeveloped coastline on the eastern seaboard. The

area between the villages of St. Martins and Alma, which includes Fundy National Park, is world-famous for its dramatic coastal cliffs, huge tides, expansive beaches, rare salt marshes, and rugged terrain. Visitors hike the shores of wild rivers that cascade to the sea over spectacular waterfalls and watch once-endangered inner Bay of Fundy Atlantic salmon swim in cold, clear pools. Indeed, the park has become a world leader for ecological research and restoration, drawing on the participation of Canadian and international volunteers who share their passion, knowledge, and expertise.

The park's unique, changing array of visitor experiences draws visitors back to rekindle their connection with their favourite national park. Outdoor enthusiasts are a mainstay given the opportunities for backcountry hiking, sea kayaking, mountain biking, cross-country skiing, snowshoeing and wildlife viewing. Other travellers gaze in awe at the expansive views from Butland Lookout and other lookout points throughout the park to the Bay of Fundy and beyond, enjoy a short interpretive walk and later dine on lobster in the nearby gateway community of Alma. Increased demand by visitors for products and services related to experiential tourism has reinvigorated the economy of south eastern New Brunswick. Tour companies specializing in intimate natural and cultural tours have flourished and support local businesses. Visitor accommodations range from primitive backcountry campsites to comfortable yurts. A creative and collaborative process between the park and its stakeholders has resulted in a revitalization of the main visitor hubs of Alma, Headquarters, Point Wolfe, Wolfe Lake and Bennett Lake. Urban Canadians are engaged through a range of virtual programs and tools that bring the park into their homes, schools, and workplaces.

A broad foundation of trust has been built with our privileged partners, the Mi'gmaq and Wolastoqiyik (Maliseet) nations through the development of cooperative management programs including Aboriginal tourism partnerships, cultural interpretation, and traditional activities. The strong relationships developed with neighbours and the descendants of former park residents are honoured through activities and events that reconnect them to the park and connect Canadians to the human history of the park. As the "core area" of the UNESCO Fundy Biosphere Reserve, Fundy National Park along with its partners has become a model of global best practice in sustainable tourism development and protected area management. As one of "Canada's treasured natural and historic places", Fundy National Park is "a living legacy, connecting hearts and minds to a stronger, deeper understanding of the very essence of Canada."

5.0 Management Direction

Key strategies translate the vision which forms the foundation for the plan, into concrete strategic direction in a park-wide context. The vision statement serves as a basis for key strategies to focus on the broad management approaches needed to address major issues for heritage resource protection, visitor experience, and public outreach education. The key strategies provide a clear overview of how the park will be managed, and how the three mandate elements will be achieved in a mutually supportive manner.

Fundy National Park will continue to be committed to stakeholder and partner engagement, facilitating visitor experience opportunities, focusing on maintaining ecological integrity and cultural resource management and providing opportunities for Canadians to connect with the park through public outreach education initiatives. This chapter provides direction at a strategic level and focuses on new management direction for Fundy National Park.

KEY STRATEGY 1: WORKING WITHIN AND BEYOND OUR BOUNDARIES TO PROTECT OUR ECOLOGICAL INTEGRITY

Fundy National Park protects representative areas of two important ecological regions – the Fundy Coastal and the Southern Uplands ecoregions; however, the park cannot attain its ecological integrity goals alone. This strategy seeks to improve the ecological health of the park by building on strong relationships with partners and stakeholders in the region and to improve and influence conservation in southern New Brunswick. Visitors and the public will be engaged through innovative stewardship and outreach education opportunities with an emphasis on aquatic ecosystems and staff will become ambassadors for the park.

Fundy National Park's efforts will focus on engaging partners, stakeholders, and local and Aboriginal communities in the protection and presentation of the park. Many opportunities to influence and contribute to park activities are available to partners and stakeholders and their involvement will be carried out in ways that meet their needs and expectations. Where common ecological integrity (EI) goals exist, FNP will continue to support conservation and education efforts with adjacent landowners, organizations, and government departments. Involvement with multi-stakeholder partners such as the Fundy Biosphere Reserve provides important opportunities to demonstrate an integrated delivery of the Agency mandate and support sustainable tourism efforts.

Parks Canada considers Aboriginal peoples not as stakeholders but as privileged partners. Building and strengthening relationships with Aboriginal communities and groups is paramount. The creation of an Aboriginal Advisory Committee and the continued relationships being developed with Mi'gmaq and Wolastoqiyik (Maliseet) conservation networks will educate and help guide FNP on Aboriginal culture and issues and identify opportunities to work on mutually beneficial initiatives.



Working with regional First Nations and other national parks to recover the population of American eel. Chris Reardon

The ongoing restoration of aquatic ecosystems continues to be the highest EI priority for the park. The health of the park's ecosystems is closely connected to freshwater and wetland EI indicators even though they only cover 4.5% of the park area combined. The upper reaches of the park's two main river systems, the Upper Salmon and Point Wolfe, go beyond the park's protective boundaries, where 23% and 43% of each respective watershed is embedded in an industrial forestry landscape. Over the past decade, FNP has focused its restoration efforts on the inner Bay population of Fundy Atlantic salmon (SARA – endangered species). Parks Canada has jurisdiction for the species within FNP and co-leads the recovery strategy with the Department of Fisheries and Oceans. Recent regional initiatives are introducing innovative and collaborative projects to recover populations of American eels (COSEWIC – threatened species) by working with partners and stakeholders as well as Aboriginal communities and organizations.

Park conservation efforts have great potential to engage visitors and facilitate meaningful visitor experiences. Recent *Citizen Science* programs have proven to be successful at engaging visitors in EI-related activities that appeal to them. Similar programs that offer a range of opportunities for visitors to participate in park management activities that integrate EI initiatives and are focused on enjoyment, discovery and learning will expand and evolve to meet the needs and interests of visitors and promote repeat visitation. The range of programming will reflect visitor interests and learning styles and will provide hands-on activities that facilitate the sharing of memorable experiences with friends and family. Conservation efforts that have potential to be incorporated in public outreach programs to connect Canadians with Fundy National Park will be explored.

Objective 1.1: Aboriginal peoples, stakeholders and partners are involved and able to influence the protection, presentation and facilitation of visitor experience opportunities related to ecological integrity activities in the park and the greater region.

Target(s):

- By 2012, FNP will have established a clear understanding of stakeholder needs and interests gleaned from the national stakeholder survey and through ongoing discussions.
- 80% of stakeholders and partners will express being “very satisfied” in the 2013 stakeholder survey.
- Between 2010 and 2013, FNP will initiate programs with Aboriginal peoples and stakeholders in the region to coordinate ecosystem monitoring and species at risk recovery efforts in the greater ecosystem.

Actions:

- Work with adjacent landowners, universities, local organizations, government departments and other stakeholders and partners who influence regional conservation efforts on protection, presentation and visitor experience initiatives related to ecological integrity.
- Contribute to restoration work for Atlantic salmon habitat in the greater park ecosystem as part of a salmon coalition led by the Fundy Model Forest.
- Work with the Aboriginal Advisory Committee to identify training programs with Aboriginal communities such as the Building Environmental Aboriginal Human Resources (BEAHR)¹ project and seek funding to increase capacity within Aboriginal communities (Map 5).

¹ BEAHR (Building Environmental Aboriginal Human Resources) is a long-standing project of ECO Canada, established as a partnership between two sector councils, ECO Canada (the Environmental Careers Organization) and the Aboriginal Human Resource Council (AHRC) in 2001. ECO Canada, through BEAHR, is committed to increasing Aboriginal employment in the environmental sector through career awareness, the provision of training and employment resources, and the recognition of environmental excellence.

Objective 1.2: The park is a centre of excellence for best practices in ecological restoration, monitoring, active management and public engagement that facilitate discovery related to the park's EI programs.

Target(s):

- By 2013, conduct management effectiveness monitoring for all restoration and species at risk recovery actions included in the integrated funding projects.
- By 2013, develop an ecological restoration strategy for FNP.
- By 2014, improve the ecological health of FNP's aquatic ecosystem.

Actions:

- Establish the status and trend of each of the selected monitoring measures and provide a comprehensive assessment of the condition of park ecosystems.
- Complete culvert work for Highway 114 to allow for fish passage and the Bennett Lake fishway construction.
- Host additional *Citizen Science* activities that meet the needs and interests of visitors related to aquatic monitoring programs to engage and build awareness.
- Prepare a communication action plan for visitor, partner and stakeholder engagement opportunities related to the park's EI programs.
- Use the website and new media to expand communication related to the active ecosystem management and restoration work being conducted within the park.



Chris Reardon

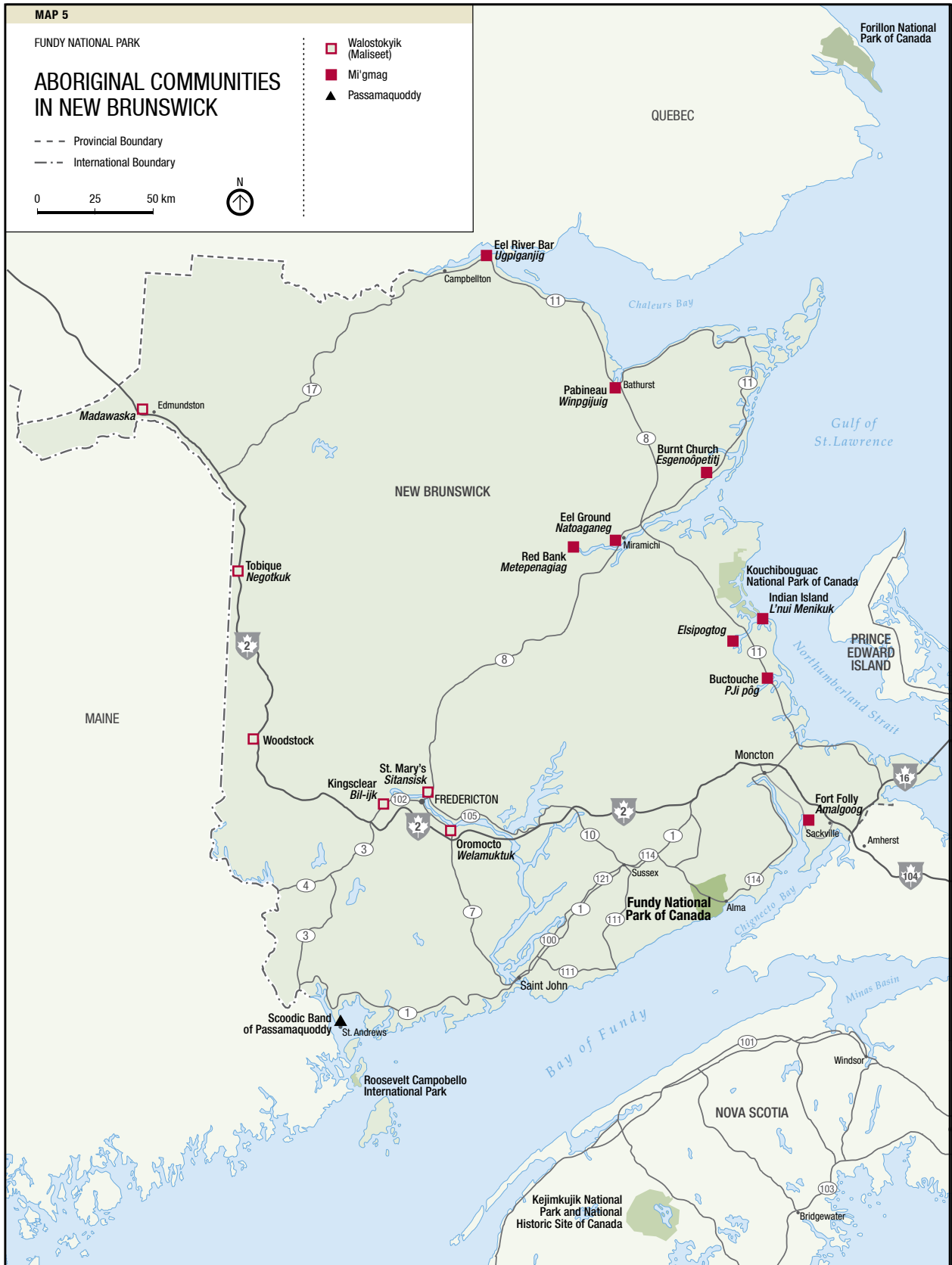
Objective 1.3: Aboriginal communities and organizations are engaged in ecological integrity projects in ways that meet their interests and needs.

Target(s):

- By 2011, meet with Aboriginal groups to discuss mutually beneficial partnerships related to ecological integrity projects to gain an understanding of interests in these projects.
- By 2011, engage New Brunswick Aboriginal groups in the development and implementation of recovery strategies for species at risk (eg., American eel and iBoF Atlantic salmon) as directed in the *Species at Risk Act*.
- By 2013, increase the number of projects with New Brunswick Aboriginal groups related to recovery efforts.

Actions:

- Dialogue with New Brunswick Aboriginal communities and First Nations field researchers to determine shared objectives related to ecological integrity projects.
- Engage Aboriginal conservation groups and networks such as the Aboriginal Traditional Knowledge (ATK) network and the Maliseet Nation Conservation Council (MNCC) in discussions on ecological integrity projects to determine interests and future engagement.
- Work with the Aboriginal Advisory Committee and interested Aboriginal communities to develop and implement a traditional knowledge study of the area.
- Through the multi-park integrated funding project, complete actions for the recovery of culturally significant American eel, which include a focus on the collection and integration of Aboriginal Traditional Knowledge.
- Hire 3-5 Aboriginal persons each year to work on EI projects with a focus on building capacity within Aboriginal communities.
- Establish a formal relationship with the Maliseet Nation Conservation Council.



Objective 1.4: Visitors, staff and the public are actively involved in conservation efforts related to protection, restoration and monitoring in ways that promote enjoyment, discovery and understanding of conservation efforts.

Target(s):

- By 2012, launch enhanced web components for the park's aquatic restoration and monitoring program.
- By 2013, the Fundy Stewards Program will be established and have attained more than 1,000 volunteer hours focused on eco-systems projects (baseline 2010).

Actions:

- Through the communication action plan, identify and launch web applications for Fundy National Park's ecological integrity programs.
- Hire a Stewardship Coordinator to engage visitors in volunteer initiatives through the Fundy Stewards Program.
- Promote and deliver presentations related to the "Water for Life" and other ecological integrity projects of interest to groups within the region.
- Support projects which encourage cross-sectional participation among staff with respect to restoration and monitoring efforts and promote their participation so that they can act as community ambassadors with respect to conservation activities.
- Work with the Aboriginal Advisory Committee to involve Aboriginal communities in the Fundy Stewards Program in ways that are of interest to them.

Objective 1.5: Fundy National Park meets its responsibilities for the species at risk under its jurisdiction (primarily for iBoF Atlantic salmon and American eel).

Target(s):

- Between 2010 and 2013, maintain the existing genetic diversity of the iBoF Atlantic salmon population from the gene bank.
- Between 2010 and 2013, achieve a better understanding of the ecology of the American eel within the park's aquatic ecosystems.
- Between 2010 and 2013, assess the need to manage other listed species at risk.

Actions:

- Engage the Fundy Biosphere Reserve, New Brunswick universities and other partners in species at risk recovery programs.
- Monitor population levels and gene diversity of iBoF Atlantic salmon.
- Work with research partners who have an interest in iBoF Atlantic salmon and American eel recovery efforts to develop research goals.
- Develop new engaging American eel recovery programs for visitors and school groups using social science information, including new hands-on monitoring activities.
- Support and contribute efforts to the American eel network and the Atlantic Aboriginal Protection of Species Committee (AAPSC).
- Communicate activities related to iBoF Atlantic salmon and American eel programs to park visitors, Aboriginal communities and the public through an improved website and in-park interpretation.
- Participate on the national recovery team for the iBoF population of Atlantic salmon and the Canadian American Eel Science Working Group (CAESWG).

5.2 KEY STRATEGY 2 : CREATING CONNECTION TO FUNDY NATIONAL PARK – CHANGING WITH THE TIMES

This strategy seeks to develop new opportunities unique to the Bay of Fundy area that connect the public to this spectacular region. These evolving opportunities will be based on a better understanding of the needs and expectations of our urban and rural audiences. Through collaboration and partnering opportunities, FNP will maintain a key position within the Upper Bay of Fundy regional sustainable tourism strategies.



Chris Reardon

As a national park, Fundy is a key tourism destination in New Brunswick. Visitors from every corner of Canada and from abroad are drawn to the area by the world's highest tides of the Bay of Fundy. Through the development of new and innovative market-responsive products, more strategic marketing and the Parks Canada brand, FNP will continue to add to the economic health of the region. FNP will work together with stakeholders and partners who share in Parks Canada's goals to make this region a place for visitors to stop, discover, enjoy and return to this unique coastal area. FNP will promote cultural awareness, regional Aboriginal tourism, and connections with Aboriginal peoples within New Brunswick.

The Fundy Coastal Drive will link together several destinations between Saint John and

Moncton including Fundy National Park, Hopewell Rocks Provincial Park and the Fundy Trail Parkway, and all the experiences they offer. Together, they will become an increasingly popular world-class destination. FNP will be recognized as a major four-season, sustainable tourism destination by regional, national, and international visitors. This will build awareness of the park and its experience opportunities, increase exposure to a wider audience, and inevitably attract more visitors. FNP will work with its partners and stakeholders to coordinate efforts to realize this endeavour.

Through focused research and analysis, the park will better understand its current and potential markets. By completing reviews of its activities and services, the park will be able to meet visitor needs and interests by keeping what works and enhancing or developing what is needed to respond to evolving trends. By sharing information and working in collaboration and partnership, Fundy National Park's approach to the travel planning cycle will evolve with those of Tourism New Brunswick and other regional tourism partners around the Bay of Fundy. With all of these partners, Fundy National Park will share an important role in regional tourism strategies. Research conducted by the New Brunswick Department of Tourism and Parks indicates an increased interest in, and demand for, outdoor activities such as hiking, canoeing, cycling, cross-country skiing and snowshoeing. Coastal experiences are the leading activity sought by vacationers to New Brunswick. This includes "discovery beaches" suitable for exploring, ecotourism, beachcombing, birding, opportunities for wildlife viewing, picnicking, walking, paddling (freshwater and sea kayaking), cross-country skiing, snowshoeing, heritage and culture and traditional/authentic food and other related activities. Fundy National Park's product development and marketing initiatives will complement the Tourism New Brunswick provincial tourism strategy.

Prior to the designation of the Fundy Biosphere Reserve, a regional tourism report sponsored by the Tourism Industry Association of New Brunswick highlighted concerns regarding Fundy National Park. The authors highly recommended that Fundy

National Park reinvigorate its infrastructure and tourism offers to make it competitive from a value-for-money perspective and to remain relevant to Canadians. Fundy National Park has embraced these recommendations and will use them to guide its program reviews and development.

Objective 2.1: Visitation to FNP is increased through opportunities for experiences focused on involvement, enjoyment and discovery targeted to specific markets.

Target(s):

- By 2012, increase visitation to FNP by 9% (baseline 2009 figures).
- By 2013, increase visitation by cruise ship passengers by 10% (based on 2009 figures)
- By 2011, increase and diversify marketing efforts to reach target markets for year-round and seasonal experiences by developing a marketing strategy.
- On average, 90% of visitors surveyed at Fundy National Park are satisfied, and on average 50% of them are very satisfied with their visit (reported on every five years through the VIP).

Actions:

- Complete a visitor experience opportunity concept for the park to identify and develop opportunities for enhancing programs, products and activities.
- Develop and implement a marketing strategy that includes opportunities for collaboration with key tourism and sustainable development partners.
- Develop products and marketing strategies that target urban markets. Conduct a review of the trail system (including a review of trail maintenance) to identify and develop new opportunities for visitors.
- Work closely with tour operators to capture more of the market share of cruise ship passengers entering through the Port of Saint John.
- Work with partners and stakeholders to develop new interactive and experiential opportunities.

- Develop relationships with regional multicultural associations to identify and develop educational and experiential opportunities for new Canadians.
- Improve visitor experience opportunities for Aboriginal peoples.
- Work with the media toward promoting positive messages about the park.
- Restructure the volunteer program to increase opportunities for involvement of visitors and local communities that encourage return visitation to the park.
- Work with the Royal Astronomical Society to achieve Dark Sky Preserve designation.



"Crab nab" on the beach. Chris Reardon

Objective 2.2: Visitor experience opportunities are increased and improved through the enhancement of the park's year-round service offers.

Target(s):

- By 2011, begin implementing a marketing strategy that focuses on year-round offers.
- By 2010 and 2011, increase the marketing of the winter offer to local and regional markets.
- By 2013, identify new potential market segments using social science data.

Actions:

- Review and renew the winter program to offer a broader range of experience opportunities taking into account trip planning and marketing.
- Explore options to diversify the camping experiences including ready-to-camp units to meet the needs and expectations of visitors and address declining camping figures.
- Reinvigorate current winter, spring and fall offers.
- Develop programs and activities that are aimed at reaching currently untapped markets.
- Work with stakeholders and partners to offer winter events.
- Open the Visitor Centre on a year-round basis.

Objective 2.3: Fundy National Park is an active partner/cornerstone in the development of a regional tourism strategy.

Target(s):

- By Spring 2011, conduct a market research gap analysis for the park.
- The park figures prominently in the regional tourism strategy.
- By 2013, begin the multi-year redevelopment of the Headquarters area (see also Section 6.1).

Actions:

- Review the park's infrastructure, services, products and programs vis-à-vis the park's ability to meet changing market needs.
- Develop Fundy National Park's unique selling proposition in order to strengthen the park's competitiveness in the tourism market.
- Collaborate with partners to develop a destination tourism strategy for the region. Focus on joint promotions, packaging and product development initiatives.
- Implement solutions based on the findings from the market research gap analysis conducted for the park.
- Evaluate infrastructure and program needs to support visitors at the western entry (based on social science research).
- Work cooperatively with the Mi'gmaq and Wolastoqiyik to integrate Aboriginal traditional networks, commerce, and social structures – to promote cultural awareness, regional Aboriginal tourism, and interconnectivity of Aboriginal peoples within New Brunswick. Coordinate efforts with Kouchibouguac National Park and the Metepenagiag Heritage Park.

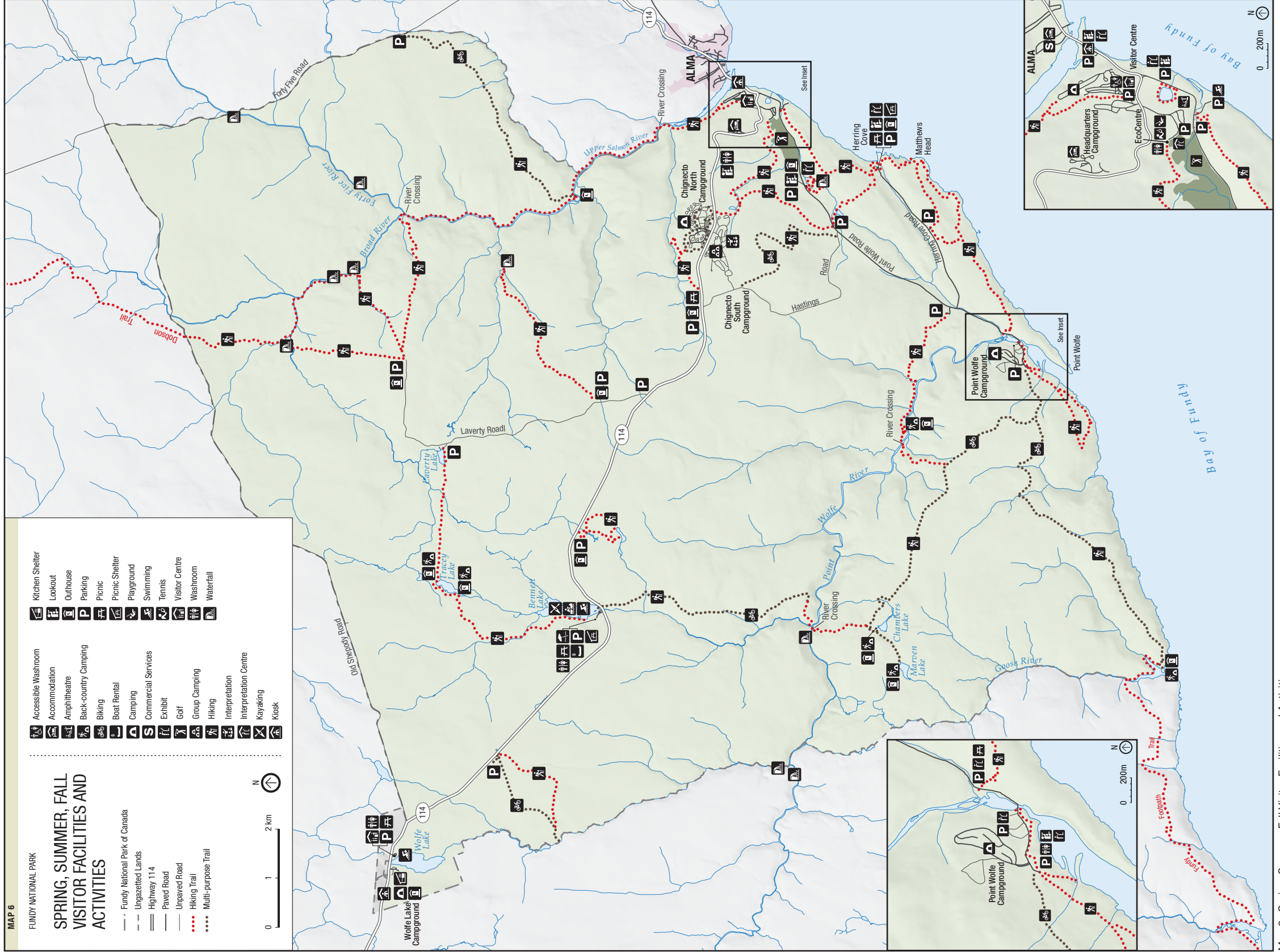
Objective 2.4: Visitors have the information they need to plan their trip to Fundy National Park and access to information on programs and activities while staying at the park.

Target(s):

- By 2011, review existing park publications, information and delivery of these materials to better meet visitor needs.
- Revise the Fundy National Park web page by end of 2012-13 to meet the current needs of interested web users, for example include updated information regarding programming, current projects, research links, special events and related organizations.

Actions:

- Regularly update and provide timely information on the park's website related to trip planning, programs, activities and special events.



Map 6: Spring, Summer, Fall Visitor Facilities and Activities



Chris Reardon

- Increase marketing efforts through social media to capture the attention of regional and national audiences focusing on what makes Fundy National Park unique and opportunities to experience the park.
- Provide internet access at select locations within the park.
- Prepare social media videos which focus on popular visitor experiences – such as camping, golfing, hiking, skiing, snowshoeing, and hiking – and place on the park's website.

Objective 2.5: New public outreach education products for communities and the general public improve Canadians' understanding and appreciation of the park by showcasing visitor experience opportunities and ongoing conservation activities.

Target(s):

- 75% of target audiences are satisfied with outreach activities.
- By 2011, Fundy National Park's current external communications tools, products and outreach and education initiatives are reviewed.
- By 2012, Water Web² will receive at least 5,000 on-line visitors to the site per year and annual numbers of visits will increase by more than 50% by 2013 (baseline 2011 figure).

- Meet with targeted regional school boards (Districts 1, 2, 6 and 8) on a yearly basis to develop programs, activities and curriculums that meet the needs and interests of school groups.
- Meet with Aboriginal chiefs and councils, communities and schools on a yearly basis to develop programs, activities and curriculums that meet their needs and interests.

Actions:

- Develop baselines for satisfaction levels for outreach education activities.
- Develop partnerships with educational or other experiential organizations to access and engage urban audiences.
- Incorporate findings from the review of the park's external communications tools, products and outreach education initiatives to improve the park's external communications.
- Establish a presence at local and regional community special events with a focus on urban audiences.
- Work with the Aboriginal Advisory Committee to develop programs and initiatives with Aboriginal schools.
- Work with educators to bring Parks Canada into classrooms while meeting their interests and objectives.
- Explore the possibility of offering bus relief to schools who are unable to access the park due to cost barriers.
- Explore opportunities with regional education providers to provide job shadowing and co-op experiences.
- Produce an annual newsletter highlighting aspects of the "Water for Life" project for the community, industry, stakeholder organizations and field unit staff.

² The Water Web (Fundy Stewards web site) will serve as the primary non-personal outreach education tool for the Integrated Funding Program. The site will provide information on stewardship programs, review results and findings from work conducted with the help of Fundy Stewards, and highlight resource conservation activities and noteworthy scientific findings.

5.3 KEY STRATEGY 3 : UNCOVERING AND COMMUNICATING OUR PARK'S UNTOLD STORIES IN THE LAND OF "SALT AND FIR"

The Fundy National Park area is rich in human history stories distinct to the Upper Bay of Fundy. This strategy focuses on discovering and telling the stories of people's relationship to the park, and sharing this knowledge and their experiences for the enjoyment of all Canadians.

There is great potential for FNP to establish a renewed relationship with former park residents, their families and descendants and to work with the local community to facilitate enriching opportunities for visitors to experience. Both on-site and public outreach education programs are important avenues to communicate the rich historical research already conducted on the previous settlements that were once part of the park landscape and to communicate the ongoing relationship that people have with the park.

Fundy National Park's cultural resources play an important role in visitor experience and education opportunities. Surveyed visitors see history and local culture as a topic of most interest for park interpretation. FNP will continue to advance its efforts to meet the interests of visitors. Additional work is required to inventory and evaluate the park's cultural resources. Once a Cultural Resource Value Statement (CRVS) is developed for the park, the evaluation, protection and presentation of the park's cultural resources will be better directed.

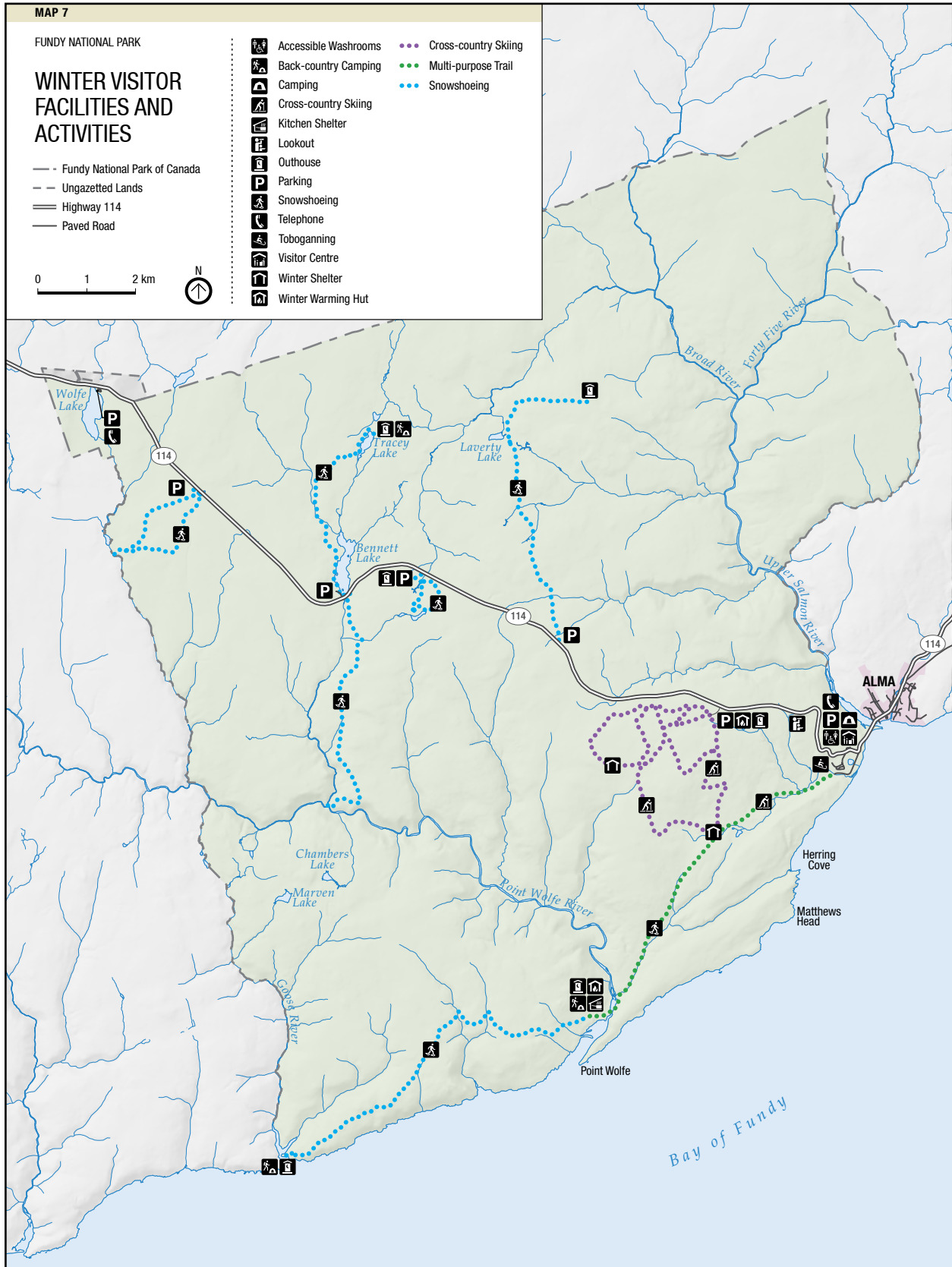
As additional research is conducted on the park's cultural resources, FNP will be able to incorporate the stories from this research to enrich the existing interpretation programs currently being offered based on evolving visitor interests. The presence, resilience and contributions of Aboriginal peoples will be reflected through opportunities for park visitors to engage in Aboriginal



Log run at Mill Pond, circa 1910. Courtesy of Maurice Martin.

cultural experiences and ceremonies within the park. The addition of "Place Names" of previous settlement areas within the park will help to reconnect descendants of former park residents to the park and pay tribute to those who shaped the landscape. The "Place Names" project will also extend to Aboriginal names for geographic or culturally important features of the park.

Exploring Aboriginal peoples' pre-contact and historical connection to the park and relating these stories will enrich visitor experiences at FNP. These connections can also enrich public outreach education initiatives and make FNP more relevant to Canadians. By building upon the park's positive working relationship with the Fort Folly First Nation to develop a Medicine Trail, efforts will be made to engage other Aboriginal communities who have an interest in FNP and seek new partnering opportunities. Through the creation of an Aboriginal Advisory Committee, the park will receive guidance on Aboriginal matters to engage our privileged partners and create opportunities to work with New Brunswick Aboriginal communities on mutually beneficial initiatives.



Map 7: Winter Visitor Facilities and Activities

Objective 3.1: Former park residents and their families, local communities, historical societies, Aboriginal communities and interested stakeholders and partners contribute to visitor experience opportunities and public outreach education that connect Canadians with the rich history of the Upper Bay of Fundy region.

Target(s):

- Increase the % of stakeholders and partners who feel they have opportunities to influence and contribute to activities in Fundy National Park.
- By 2013, create a regional network with partners and stakeholders to develop historical themes that can be used to develop visitor experience opportunities.
- By 2013, complete the “Place Name Project”.³

Actions:

- Work with former residents, communities and related interest groups to incorporate former park resident history and their stories for visitors to enjoy and commemorate their lives.
- Consolidate research and knowledge of local and park history archived at the park.
- Partner with the Albert County Historical Society and other heritage and educational institutions with an interest in the history, anthropology and archaeology of the region to complement the stories being told by other destinations along the Upper Bay of Fundy and facilitate unique visitor experience opportunities.
- Develop on-site and public outreach education programs related to the human settlement of the Upper Bay of Fundy region using tools such as Google Earth to engage the public and generate interest in the region.
- Work with the Aboriginal Advisory Committee to complete the “Place Name Project” to reflect an Aboriginal perspective.
- Include cultural history of the park and stories from former residents in on-site and outreach programming.



An in-class Adopt-a-River training session delivered to citizen scientists volunteering at the park. Parks Canada

- Interpreters from destination partners and Parks Canada staff are trained together to deliver consistent messages.

Objective 3.2: The Cultural Resource Value Statement guides the management of cultural resources within the park.

Target(s):

- By March 2012, complete a Cultural Resource Value Statement (CRVS) for FNP.⁴
- By 2013, conduct assessments and evaluations of the cultural resources found within FNP to management standards.

Actions:

- Develop a Cultural Resource Value Statement (CRVS) for the park with stakeholder and partner input.
- Inventory and evaluate the park’s cultural resources to gain a better understanding of their values to local and regional communities, to improve the visitor experience offers within the park, and to meet the interests of visitors.
- Work with the Aboriginal Advisory Committee to expand upon the Aboriginal oral history of the park, such as the Wolastoqiyik creation story.
- Work with Aboriginal peoples, staff, stakeholders, partners and local communities and organizations to expand upon the park’s knowledge of the park’s cultural resources.

³ This project identifies the names of places historically used in the park area.

⁴ A CRVS helps direct the protection and presentation of the park’s cultural resources and identify historic/heritage values and their attributes (tangible and intangible) associated with the park.

Objective 3.3: New Brunswick Aboriginal communities are engaged in park activities and their interest in and connection to the park are understood.

Target(s):

- By 2011, meet with interested New Brunswick Aboriginal communities to discuss their interest in and historic connection to Fundy National Park.
- By March 2013, implement the memorandum of understanding⁵ between New Brunswick First Nations and Parks Canada that establishes the First Nations Advisory Committee.
- Explore opportunities to engage visitors about Aboriginal culture and heritage with the Aboriginal Advisory Committee.
- Work with the Aboriginal Advisory Committee to extend public outreach programs to target Aboriginal schools and communities in New Brunswick.
- Work with the Aboriginal Advisory Committee to create at least one permanent position for an Aboriginal person and a support program that focuses on recruitment and retention of Aboriginal staff.
- Work with the Aboriginal Advisory Committee to develop training on sustainable tourism for Aboriginal communities.

Actions:

- Work with the Aboriginal Advisory Committee to guide the park on Aboriginal matters, engage Aboriginal communities, identify opportunities to work on mutually beneficial initiatives and provide advice on park-related matters related to visitor experience, ecological integrity, external relations and other initiatives.
- Engage New Brunswick Aboriginal communities who have an interest in FNP and seek new partnering opportunities to increase their involvement as defined by them. For example, invite Aboriginal elders and community members to be involved in park programming and to host events on-site.
- Explore New Brunswick Aboriginal peoples' historical connection to the park and surrounding area and work with interested communities to consolidate historical research.

⁵ The memorandum of understanding is between the New Brunswick First Nations and Parks Canada (Northern and Southern New Brunswick Field Units) to establish an Advisory Committee that will provide ongoing input and advice on a wide range of park planning and operational issues and processes which are outside of the formal Consultation and Accommodation process.

6.0 Area Management Approach

Specific area management plans provide focused direction for protecting resources, facilitating visitor experience opportunities and delivering public outreach education for distinct areas in the park. While key strategies focus on addressing issues and challenges that affect the park as a whole, there are certain areas within a protected heritage place that merit a specific management focus. The fundamental purpose of presenting the management plan by area/location is to facilitate the integration of planning solutions and their subsequent implementation.

In Fundy National Park, there are four key visitor nodes – the Headquarters area, Point Wolfe, Bennett Lake and Wolfe Lake – that offer diverse opportunities for visitor experience. Over the course of this management plan, the park will prioritize its efforts on the Headquarters and Wolfe Lake areas (Map 8).

6.1 THE HEADQUARTERS AREA

The Headquarters area is the main focal area for all park visitors and where the main Visitor Centre is located. It includes the Visitor Centre, Park Administration building, Dickson Brook and golf course area, Headquarters area campground, former chalets area, tennis courts, open playing fields, saltwater pool as well as all associated roads, infrastructure and trail heads, maintenance compound, and “the Bowl”.⁶

The vision for the Headquarters Area is to become the primary welcoming gateway for visitors to the park and a hub for the community. The redevelopment of the Headquarters area will bring improvements to the park’s visitor experience offers, complement other tourist destination offers, increase opportunities for overnight visits, improve the overall

circulation and use of this area and bring necessary changes to the park’s infrastructure. To date, the park has developed two concept plans that were reviewed by the local communities, stakeholders, partners, staff and the general public during the public engagement process as a starting point for discussions. FNP will establish a Headquarters Area Plan Working Group consisting of members from the community, Aboriginal peoples, stakeholders, partners and Parks Canada staff who bring a mix of experience and expertise from a cross-section of backgrounds. Working group members from Fundy National Park will represent all functions within the park.

There are a number of opportunities for applying an integrated area management approach in the Headquarters area to ensure:

- a coordinated use of resources;
- improved visitor flow and safety in this area;
- increased use of underutilized areas; and
- facilitate visitor experience opportunities and improve visitor orientation in the park.

The Headquarters area has been the main gateway to the park since its opening and some local communities and regional visitors have strong connections to features within



Headquarters area. Parks Canada

⁶ The “Bowl” is the large depressed area located across from the Visitor Centre.

⁷ Components of the Headquarters area redevelopment will be implemented as a multi-year project to maximize the involvement of visitors and local communities, and coordinated through the park’s operational and capital planning process.

the Headquarters area. Any changes to these features may be difficult for some who associate these features with the welcome area as a defining feature of Fundy National Park.

Objective 6.1.1: The Headquarters area creates a welcoming gateway that meets the expectations and needs of visitors to the park and complements other destination offers provided along the Fundy Coastal Drive.

Target(s):

- 75% of visitors are satisfied with the Headquarters area as a welcoming gateway (baseline VIP).

Actions:

- Work with the Headquarters Area Plan Working Group to explore options through the development of concept plans for facilitating visitor experience opportunities and celebrating park history through events, programs and exhibits.
- Finalize and implement the selected concept plan with guidance from the Headquarters Area Plan Working Group.
- Work with local community members to develop events, programs, activities and exhibits that are relevant to them and continue to connect them with the park.



Wolfe Lake. Parks Canada

6.2 WOLFE LAKE

The Wolfe Lake area and west park entrance is a visitor node that will become increasingly important once the Fundy Trail Parkway is complete in 2014 (subject to funding). Visitation to this area is expected to greatly increase and the importance of the west gate kiosk as a welcoming gateway to the park. The area includes: Wolfe Lake; day-use picnic area; dam; west gate entrance kiosk/visitor information building; campground; staff accommodation (house and garage); closed burrow pits; west gate entrance kiosk; all associated roads, infrastructure and trailheads. Currently, this visitor node is underutilized and has little to no staff presence either at the gate or at the visitor centre. This entrance needs to better orient visitors by providing information about the park, trails, accommodations, activities and other non-personal interpretation.

The completion of the Fundy Trail Parkway is a high-profile infrastructure project for the Government of New Brunswick. As a scenic coastal link between Saint John and Moncton that will eventually connect provincial roads to Highway 114 and Fundy National Park, it is the tourism initiative that will have the single largest impact on future visitation to the park. It is anticipated that once completed, the Fundy Trail Parkway will substantially enhance visitor numbers and movement patterns through the park. Effects will be most prominently seen on the levels of traffic, numbers of tourists and a diversification of visitor experience offers at the park's west end. The parkway is expected to attract approximately 115,000 additional visitor parties per year, create new jobs, and greatly increase the demand for services in the region.

FNP will use social science and the Explorer Quotient tool to ensure that programs are tailored to meet the needs and expectations of visitors.

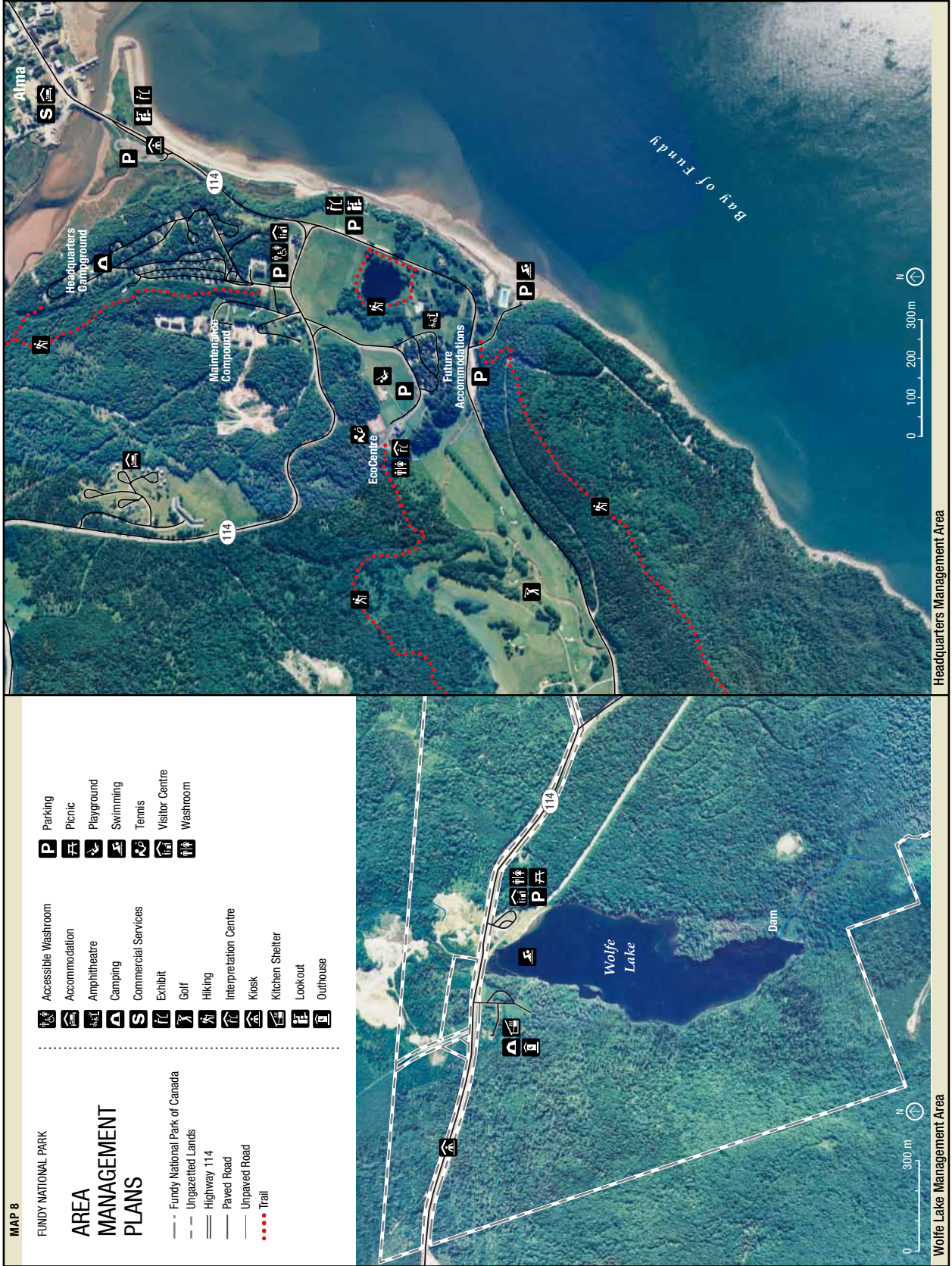
Objective 6.2.1: Requirements to support visitors at the west park entrance (Wolfe Lake) gateway are understood.

Target(s):

- Determine current visitor expectations for this area by the end of 2011.
- By 2015, review the infrastructure and service offers (including trails) at the west end of the park in accordance with current visitor needs and expectations to understand the future requirements of this area.

Actions:

- Collate the 2010 VIP responses and conduct additional research as necessary to determine current visitor expectations for the west park entrance.
- Use social science research to determine the Explorer Quotient profiles for these new visitors to ensure that programs are tailored to meet their needs and expectations.
- Conduct the necessary upgrades to trails and trailheads as determined by the infrastructure and service offer review and a review of the Visitor Information Program responses.
- Work with partners and stakeholders to develop visitor experience opportunities for the Wolfe Lake area that ensure links with other service and experience offers in the park.
- Review service offers designed to meet the needs of visitors travelling to the park by car.



Map 8: Area Management Plans

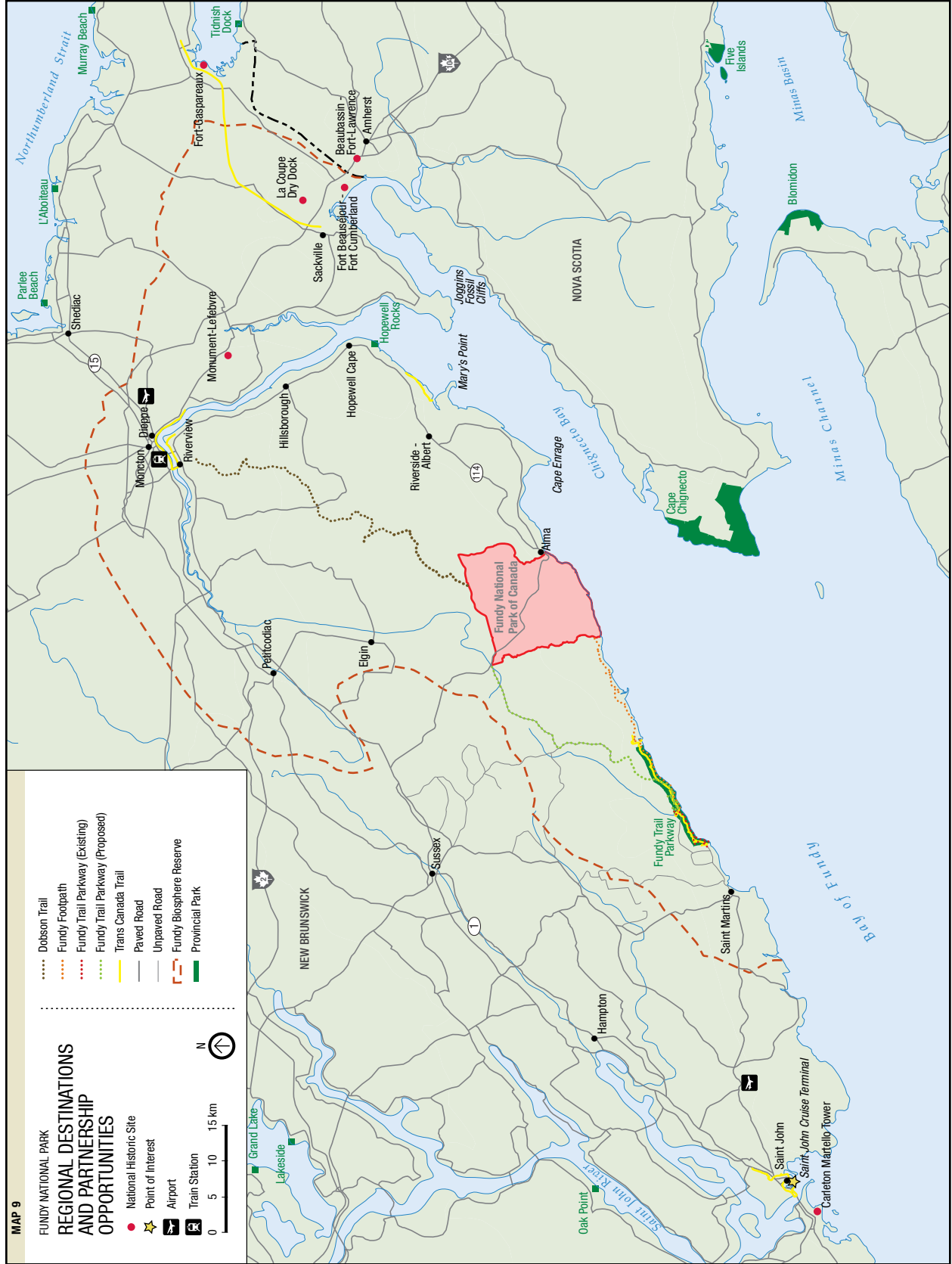
7.0 Partnerships and Public Engagement



Local students planting disease-resistant American beech trees in the park. Parks Canada

Public engagement is an important means for FNP to involve the public in the management of the park. Parks Canada is committed to enhancing public involvement in the protection and presentation of Canada's nationally significant heritage places. The Agency's success in safeguarding these areas for future generations depends on its ability to fully engage Canadians through a sense of connection to the heritage place, to share its passion for the use and enjoyment of these special places, and to build commitment to long-term ecological and commemorative objectives.

A stakeholder and partner engagement national survey was initiated in 2009 to monitor the effectiveness of stakeholder and partner relations. A stakeholder and partner engagement registry was rolled out in 2010 in support of the national survey, and is seen as a key tool for program-wide information management related to stakeholders and partners. FNP will use the information provided by the survey and registry to meet business plan requirements, maintain current records and gain an understanding of the needs and expectations of stakeholders and partners.



Map 9: Regional Destinations and Partnership Opportunities

Fundy National Park has traditionally maintained strong, positive relationships with research groups, universities and tourism industry organizations within the region. Formal methods of engagement used by the park include the provision of funds to partners, development of agreements for joint projects, and staff involvement in working groups, boards and committees. The park will benefit from developing new working groups and advisory committees to provide advice on park-related matters.

Tourism

FNP works with a number of key tourism industry organizations in the region on promotional and advertising campaigns including New Brunswick Tourism and Parks; the Fundy Trail Parkway Development Authority; Albert County Tourism Association; Tourism Saint John; Go Moncton; City of Moncton Marketing; Tourism Industry Association of New Brunswick; the Federal Council; Aquila Tours; and the Bay of Fundy Tourism Partnership.

Fundy National Park will share an important role in regional tourism strategies with these tourism partners. Through information sharing and working in collaboration and partnership, Fundy National Park's approach to the travel-planning cycle will evolve with that of Tourism New Brunswick and other regional tourism partners around the Bay of Fundy.

Community

The External Relations section of the field unit is working closely with the community of Alma on joint events to strengthen cross-promotional efforts and ensure that planned events are organized in a collaborative

manner and that individual activities taking place both in the park and in the community complement one another. Local communities will be involved in the redevelopment of the Headquarters area in the park through the establishment of a Headquarters Area Plan Working Group. This group will provide input into park decision-making related to the Headquarters area.

The park is also working with the Albert County Heritage Trust and the community of Alma on a project to save the Molly Kool House as a cultural heritage resource. The childhood home of Molly Kool, one of Canada's first female sea captains, has been relocated to the Alma Beach parking area and turned into a heritage centre.

Partner and Stakeholder Engagement

A Fundy National Park Stakeholder Advisory Committee will be established to provide advice and identify future opportunities for the park related to visitor experience, heritage protection and public outreach education. The advisory committee will help to identify opportunities for the park, partners and stakeholders and surrounding communities to collaborate in areas of mutual interest.

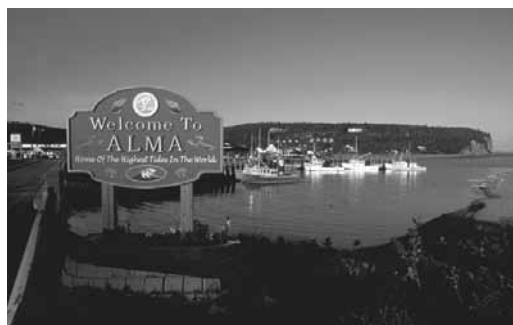
Aboriginal Relations

Parks Canada considers Aboriginal peoples not as stakeholders but as privileged partners.

Fundy National Park and Kouchibouguac National Park have jointly established an Aboriginal Advisory Committee to guide the parks on Aboriginal matters, help engage Aboriginal communities in New Brunswick, and identify opportunities to work on mutually beneficial initiatives.

The park has established a good working relationship with Fort Folly First Nation through collaborative agreements. The shared traditional knowledge and active participation in park recovery efforts and research by Fort Folly have made their participation integral to the success of park projects.

The park has supported the development of Aboriginal Traditional Knowledge (ATK) protocols for New Brunswick through the Mawiw Council of First Nations and has committed to a multi-year project that will utilize ATK together with western science to



Parks Canada

address the problem of disappearing American eels identified by COSEWIC as a species of special concern. Parks Canada in its efforts to recover species at risk such as the inner Bay of Fundy salmon and American eels, will consider ongoing representation and engagement of Mi'gmaq and Wolastoqiyik peoples in any actions undertaken to restore and protect species and their habitat. Aboriginal traditional knowledge is particularly important to the implementation of species at risk recovery and action plans and require a long-term relationship approach that will span the life of this plan.

FNP will also work with First Nations to establish better relations with the Fundy Biosphere Reserve, Fundy Model Forest, Fundy Trail Development Authority, Greater Fundy Ecosystem Working Group and the Scientific Advisory Committee for New Brunswick Protected Areas.

Research partners

Fundy National Park has been working with Université de Moncton, the University of New Brunswick, Aboriginal communities, the Department of Fisheries and Oceans and other government agencies and non-governmental organizations on the recovery of the American eel and the Atlantic salmon, on-site programs, research and educational curriculum collaboration.

The protection of Fundy National Park's ecosystems and ecological integrity relies just as much on activities taking place outside of the park's boundaries as inside its boundaries, and ensuring that strong relationships exist with park stakeholders is crucial to the effective management of the park. The park has been working collaboratively with regional stakeholders and partners to promote ecologically sustainable land use in the surrounding

area including the Greater Fundy Ecosystem Research Group, the Fundy Biosphere Reserve and the Fundy Model Forest. For over 15 years, Fundy Biosphere Reserve and FNP have worked together on the Biosphere Trails project designed to link communities within the Biosphere area and with the Fundy Model Forest to support their goals in the area of sustainable forest management within Acadian forests. Through this work, FNP has gained access to a large network of stakeholders and partners who have similar goals.

Third-party operators

Fundy National Park works with a number of third-party operators to provide services to park visitors. These include: canoe, row-boat and kayak rental operators at Bennett Lake, Fundy Highlands Chalets and Fundy Park Motel (formerly Fundy Highlands Inn & Chalets) located along Route 114 and the non-profit association, Fundy Guild Cooperative Association. The Guild provides services in the areas of interpretation, bookstore/gift shop operations (within the Visitor Centre at the Headquarters area), sponsorship of the Naturalist Club, the Park Trail Map, special events and nature publications.



Visitors explore the park's coastline. Chris Reardon

8.0 Through Highway



Highway 114. Parks Canada

Highway 114 is a secondary highway that cuts across Fundy National Park diagonally, between the Village of Alma, located at the southeast entrance of the park, and the north-west park entrance just beyond Wolfe Lake. The highway provides a transportation link to the Trans-Canada Highway near Sussex and is used by local communities such as Moncton, Saint John and Fredericton as a commuting route. Approximately 250,000 to 300,000 automobiles each year use Highway 114, including park visitors and commuters.

The maintenance of a safe road system is a management priority for Fundy National Park. The park aims to provide a safe and enjoyable route for visitors and local traffic through FNP on a year-round basis that meets highway standards and allows visitors to experience the park.

Funding was received through budget 2005 and the Economic Action Plan which allowed for major construction work to be initiated in 2008 and for the completion of two phases of Highway 114 upgrades. Securing funds for the remaining third phase of the road upgrades will be a priority for the park in order to address the recommendations in the Public Works and Government Services Canada (PWGSC) *Pavement Management Update – Parks Canada’s Atlantic National Parks and Historic Sites 2007* report. In total, approximately 12 km of highway construction upgrades are planned for completion within the park, with each phase of construction entailing approximately 4 km each.

As part of the construction upgrades to the through highway and in an effort to integrate environmental practices into park operations and infrastructure work, the park ecologists

were involved in the design development phase to build culverts that allowed for fish passage. Three culverts were upgraded through Phase 1 and 2 construction work to allow for fish passage. During any construction, FNP ensures that efforts are made to mitigate impacts to adjacent natural and cultural resources. Where construction will have an impact on these resources, restoration work is carried out by the park. The Atlantic Service Centre (ASC) archaeologist was on-site with the park's environmental protection officer to ensure that cultural resources such as homesteads were accurately recorded and protected. A number of other efforts were made during the construction upgrades to integrate environmental practices: a planting plan was used to provide a more natural, contoured, tree-lined edge along the highway; invasive species were removed during construction; and trees were transplanted and moved to the new highway sections for replanting and landscaping purposes.

The park took advantage of the highway upgrades to design and expand the existing scenic lookoff point along Highway 114, to improve safety conditions at the lookoff and to improve visitor experience opportunities as they travelled through the park. The Butland Lookoff was completed in the spring of 2010 and provides opportunities for visitors to pull off the highway and enjoy scenic views of the Bay of Fundy.

Monitoring, Assessment and Reporting

The park will implement ongoing monitoring, assessment and reporting for Highway 114 to ensure continued safety standards are met, identify maintenance requirements for the highway and ensure the safe passage of the public through the park. Should Phase 3 funding not be secured, PCA will continue to implement an asphalt replacement and repair program along Highway 114. Regular reporting will assist in establishing priority areas.

9.0 Zoning and Declared Wilderness Area



Salt marsh. Jacques Pleau

Zoning is an important tool and a required element in the planning, development and management of national parks and national marine conservation areas. Parks Canada uses a zoning system to help support the park vision and management objectives by identifying the degree of ecosystem and cultural resource protection that is required and the area's ability to provide and sustain different types of visitor experience opportunities in the long term. As such, zoning is a valuable tool in the translation of general policy into park-specific application. Parks Canada uses a system of five categories described in Parks Canada's *Guiding Principles and Operational Policies* (Parks Canada, 1994) ranging in intensity of use from Special Preservation to Park Services. A description of each of the four zones that apply to Fundy National Park are described below. Zone V Park Services applies

to communities in existing national parks and is not applicable to FNP.

Zoning plans are based on the best available natural and cultural resource information. Particular attention will be paid to Zones I and II. Since the completion of the last management plan in November 2005, a number of small changes have been made to Fundy National Park's zoning plan to reflect measures taken to restore ecological integrity. These changes are found below and graphically represented on Map 10.



The Point Wolfe River valley influences the river habitat of Atlantic salmon. Brian Townsend

9.1 ZONE I – SPECIAL PRESERVATION

Zone I areas provide the highest level of protection offered by Parks Canada zoning policy. Specific areas or features under this zoning deserve special preservation because they contain or support unique, threatened, or endangered natural or cultural features or values, or are among the best examples of a natural region. Preservation is the key consideration. Motorized access and circulation is not permitted and visitor access is not encouraged in order to protect these features. Special features may be interpreted off-site.

There are five areas within FNP that are categorized as Zone 1 areas. These areas cover approximately 1 % of the park and include:

Point Wolfe Coastal Cliffs – contain one of two known New Brunswick sites of the bird's-eye primrose, a small herbaceous plant of northern affinity. This area is also one of the best potential nesting locations in the park for the peregrine falcon, a species at risk. The best examples of the inner Bay of Fundy soft rock (sandstone and conglomerate) coastal cliffs are also located in this zone.

Goose River Coastal Cliffs – contain the second of two known New Brunswick sites of the bird's-eye primrose. Along this rugged, precipitous coast there are also potential peregrine falcon nesting sites.

Rossiter Brook Valley – contains stands of rare old red spruce trees.

Caribou Plain – contains excellent examples of black spruce and raised-bog vegetation types, which are very rare in the park and surrounding region. These habitats are sensitive to visitor disturbance.

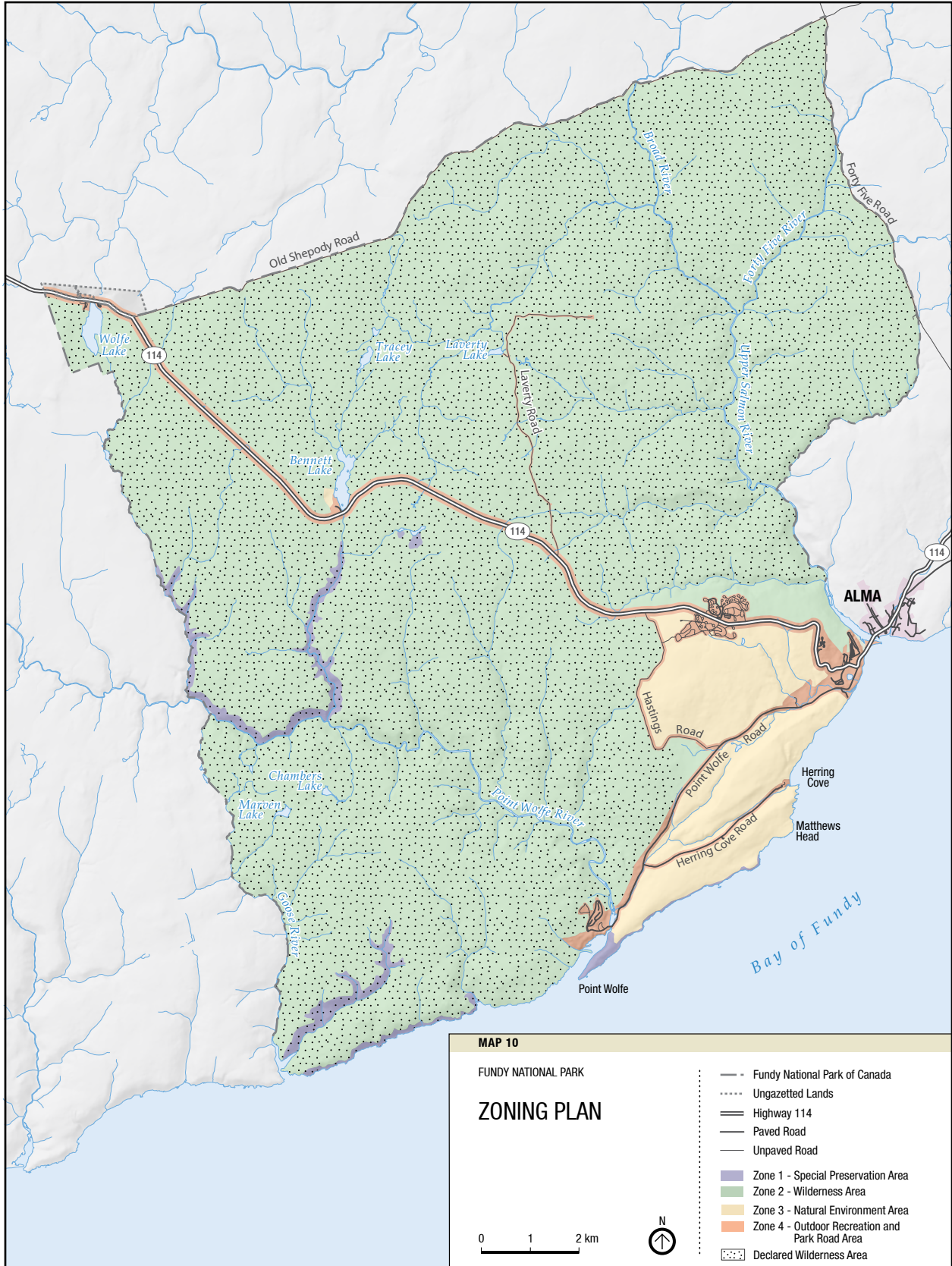
Point Wolfe River and Bennett Brook Ravines – the east branch of the Pointe Wolfe River and the lower part of Bennett Brook are the only locations in the park where the following rare flora are known to occur: slender spikemoss, squashberry, green spleenwort, a rare sedge species, and fir clubmoss. This area also contains some of the best examples of critical habitat for the endangered Atlantic salmon (inner Bay of Fundy), including some of the largest salmon pools on the Point Wolfe River.

9.2 ZONE II – WILDERNESS

The purpose of the Zone II designation is to provide a high level of protection for large areas that well represent a natural region and that will be conserved in a wilderness state. Perpetuation of ecosystems with minimal management intervention is encouraged. Visitors experience the remoteness of such zones in ways that are compatible with maintaining the wilderness character such as hiking and backcountry camping. Motorized access and circulation within this zone is not permitted and infrastructure is restricted to rudimentary facilities such as hiking trails and backcountry campsites.

There are four areas within FNP that have been designated a Zone II area. The majority of the park is designated Zone II – Wilderness. More than 88 % of the park is designated as Zone II Wilderness. These Zone II areas include:

- Upper Salmon Valley
- Point Wolfe River Valley
- Tracey Lake Wilderness Campsite
- Goose River Wilderness Campsite



Map 10: Zoning Plan

9.3 ZONE III – NATURAL ENVIRONMENT

Zone III designations are applied to areas that are managed as natural environments and that provide opportunities for visitors to experience a park's natural and cultural heritage values through outdoor recreation activities requiring minimal services and facilities of a rustic nature. These areas are capable of sustaining a range of outdoor activities, which are compatible with preserving natural settings, including swimming, canoeing, hiking, biking, picnicking, non-motorized boating, snowshoeing, skiing and on-site interpretation. While motorized access may be allowed, it is controlled.

There are five areas within FNP that are categorized as Zone III areas that cover approximately 7 % of the park. These designated Zone III areas include: the small area of Bennett Lake; the Point Wolfe to Matthews Head area; the land between Herring Cove Road and Point Wolfe Road; land bounded by Point Wolfe Road, Hastings Road and Highway 114 (excluding the Zone IV designations); and the old hostel area rezoned from Zone IV to Zone III.

9.4 ZONE IV – OUTDOOR RECREATION

This designation is given to limited areas which are capable of accommodating a broad range of opportunities for understanding, appreciating and enjoying the park's heritage values and related essential park services and facilities, in ways that impact the natural and cultural resources of the park to the smallest extent possible. Direct access by motorized vehicles is permitted. Landscaping activities in Zone IV areas will place a greater emphasis on utilizing native species and restoring natural habitats where feasible.

There are seven main Zone IV areas within the park that cover approximately 4% of the park's surface area. These general areas include:

- Headquarters area and maintenance facilities
- day-use areas
- campgrounds
- Highway 114
- swimming pool
- golf course
- all of the roads inside the park

9.5 PROPOSED CHANGES TO THE ZONING PLAN

The following changes to the existing zoning plan have either been completed to date or are in the process of being completed in order to conserve these areas in a wilderness state:

- the old hostel and Devil's Half Acre Trail have been decommissioned. The area where the old hostel was located is to be rezoned from Zone IV to Zone III;
- realignment of the official wilderness designation area with the Zone II boundary;
- realignment of all zoning boundaries to coincide with 1:10,000 stream and boundary files;
- area around the old Micmac Group Campground area has been changed from Zone III and IV to Zone II; and
- Zone II and Zone IV areas around the golf course, Herring Cove, and the Headquarters area have been updated to more accurately reflect differences in land use.

9.6 DECLARED WILDERNESS AREA (DWA)

Any region of a park that exists in a natural state or is capable of returning to a natural state may be declared a wilderness area. Declared wildernesses are those areas where the public will have a high degree of assurance that development and use inconsistent with wilderness character will not occur.

A wilderness area was formally established in Fundy National Park in 2009. In general, the declared wilderness area boundaries follow Zone II – Wilderness boundaries. In addition, where Zone I – Special Preservation areas are included in or are adjacent to Zone II areas, or are large enough to be considered on their own, they may be included in declared wilderness areas. This is the case for Fundy National Park where Zone I and II make up the DWA for the park (Map 10) and cover approximately 89% of the park's land base.

9.7 ENVIRONMENTALLY SENSITIVE SITES

Areas which contain resources that are unique, rare, or especially vulnerable to disturbance but which are too small to be considered for designation as a Zone I area are classified as environmentally sensitive sites. These sites receive a high degree of protection through careful management. Designation as an environmentally sensitive site ensures that the unique values of these sites are considered in future planning, research, and development activities.

The environmentally sensitive sites are described in Appendix 3. The criteria used in identifying these sites include:

- natural features or habitat of species that are rare nationally, regionally, or locally;
- fragile ecosystem components that are sensitive to visitor use and/or development; and
- habitat that is essential to a species for specific periods of its life cycle, such as denning, spawning, breeding and overwintering areas.

10.0 Administration and Operations



Chris Reardon

Parks Canada strives to deliver on its mandate of protection, visitor experience, and public outreach education while demonstrating effective and cost-efficient management of human and financial resources and sound environmental stewardship. The park promotes environmental stewardship by integrating the use of sound environmental practices and technologies into park operations and seeks cost-effective means of carrying out park operations.

Fundy National Park has demonstrated leadership by exploring opportunities to integrate renewable energy technologies into existing park facilities, improving the environmental performance of park campgrounds, and using appropriate native vegetation around park facilities and road right-of-ways. The park will continue to capitalize on opportunities to reduce greenhouse gas emissions and reduce energy consumption. Light-fleet vehicles will

continue to be replaced by with similar sized or smaller, more fuel-efficient vehicles once they are ready for replacement. Off-road vehicles and small engines will continue to be replaced with cleaner burning, more fuel-efficient equipment. Implementation of the ARI (Automotive Resources International) Insights software program, scheduled for Fall 2010, will allow the park the ability to track all costs associated with individual vehicles. This information will be vital in providing data for efficiencies.

Parks Canada will maintain and construct only those roads, buildings, and other infrastructure which are necessary to operate the park, protect natural and cultural resources, and facilitate safe and enjoyable visitor experiences. Health and safety requirements will continue to be satisfied and facilities maintained through regular maintenance programs.

Timely and appropriate maintenance will help to ensure that park assets are maintained to acceptable standards and that facilities remain serviceable over the full span of their economic life. Park structures, facilities, grounds and roadways will be operated and maintained so as to comply with established safety and health standards, and in a manner that promotes environmental stewardship and meets the approved Facility Appearance Guidelines for Fundy National Park.

Opportunities for partnerships with the local community, the Province of New Brunswick, and other agencies such as Public Works and Government Services Canada will continue to be sought by Parks Canada where efficiencies are possible.

10.1 INFRASTRUCTURE

Many of the park's assets are aging and require regular maintenance. As roads, buildings and other park infrastructure require repairs or maintenance, they are upgraded to meet current codes and standards. PCA will continue to maintain existing secondary and gravel roads to the appropriate provincial and federal standards. Where greater efficiencies can be found for the park's infrastructure and assets they will be incorporated through improved design, replacements, and upgrades.



Bennett Lake Dam reconstruction. Chris Reardon

Reinvestment will continue to be a priority to ensure that all facilities are safe for visitors and staff and to upgrade those facilities in poor condition. All highway bridges have been inspected and repairs have either been completed or will be undertaken in order of

priority. Similar inspections for golf course bridges (vehicle, cart and pedestrian), and trail bridges are planned for the next two years.

The inventory, condition description and code compliance requirements for all park assets and facilities are being reviewed and updated. This information is currently being entered into the national Asset Management System. The system will be upgraded within the next two to three years and will provide more detailed reports and record-keeping of work completed, and costs to maintain and repair assets in the park. A similar inventory and management system for fleet vehicles will be completed and in operation by 2011.

Major new capital projects planned for the period of this management plan include: rebuilding Bennett Dam (including installation of fish passage), Headquarters water system, and Phase 3 (Chignecto to the East Gate) of the repairs to Highway 114. Funding has been allocated for the dam and Parks Canada will continue to seek resources for the highway work at the program level.

10.1.1 Visitor Facilities

Green practices are integrated into the operations of visitor facilities wherever possible. Recycling and reuse of materials is a general park practice and has been put into place throughout the park. Older fixtures and systems are replaced with more efficient ones during facility renovations.

The network of hiking trails will continue to be upgraded. Existing biking trails are being reviewed with an aim to identify opportunities to upgrade or add to the biking trail network with input from local communities and mountain bike organizations. FNP will continue to promote mountain biking as one of the many opportunities available to park visitors to discover and experience the park.

Rehabilitation work in the west end of the park will continue and plans are to rehabilitate Devil's Half Acre and the old bog trail at Caribou Plains, the old MicMac group campground, part of the old highway in the west end and the former Foster Brook staff residence area.

10.1.2 Administration and Operation Facilities
Renovations to the Administration Building (Assembly Hall), located within the Headquarters area, have been carried out that include upgrades to the building envelope to improve its efficiency. The addition of improved insulation and new energy-efficient heating, cooling, and air-circulation systems will result in decreased operational costs and lower greenhouse gas emissions.

Although the park will retain minimal staff housing operations, much of the former inventory of staff housing is being closed as the park works with local, private sector operators to provide these facilities through third parties. One of the residences along the Forty Five Road has been sold as well as the Foster Brook residence and garage. The staff bunkhouse in the Maintenance Compound is no longer in use as a residence. FNP will continue to review the most economic and efficient means of providing staff housing, whether it is through third-party delivery or continuing to own accommodations.

Other park operational facilities will continue to be reviewed. If facilities are no longer required (e.g. the former sewage treatment plant at Point Wolfe), they will be removed and the area rehabilitated. If facilities are still required, upgrades will aim to increase energy efficiency and lower operating costs.

10.2 ENVIRONMENTAL STEWARDSHIP

Parks Canada is committed to minimizing the aspects of its operations that have an actual or potential impact on the environment. The Agency is also committed to building support among visitors, stakeholders, staff, in-park businesses, and the Canadian public in the pursuit and achievement of this goal. FNP will continue to follow the Parks Canada Environmental Management Directive (2009) and remain compliant with Parks Canada requirements and the requirements of other federal and provincial agencies.

- FNP will implement the national fleet management system as per Treasury Board requirements in 2010.
- FNP will continue to maintain its component of the national registries for petroleum storage tanks and halo carbons.
- Special recycling agreements for hazardous materials have been established in recent years and will be maintained and expanded.
- Upgrades to potable water systems have reduced the amount of water consumption through fixing leaks.
- FNP will continue to participate in the Westmorland-Albert Wet/Dry solid waste recycling program established by the Westmorland-Albert Solid Waste Commission. FNP will continue to support the wet-dry system.
- All business travel is closely monitored and requires approval by either the Field Unit Superintendent or a manager. Coordination of local travel has been put into place to minimize travel to local suppliers for pick-up of materials and supplies.

Through participation in the Parks Canada contaminated sites program, potential contaminated sites in the park will be assessed and classified for further action, including remediation and risk management, where necessary. Parks Canada will seek funding through the Federal Contaminated Sites Action Plan to achieve this. To date, seven sites in the park have been registered on the Federal Contaminated Sites Inventory. Further details on these sites can be found through the link to the main website of the revised Federal Contaminated Sites Inventory at <http://www.tbs-sct.gc.ca/fcsi-rscf/home-accueil.aspx?Language=EN&sid=wu12248281560>.

A salt management plan was developed for FNP in 2010 that takes into consideration the overall environmental strategy. Efficiencies in this area include: consideration of a new salt storage facility; incorporating a pre-wetting agent prior to salting; and the proper calibration of salt-spreading equipment. Parks Canada's objective is to use road salt in the most environmentally responsible manner while ensuring public safety.

11.0 Monitoring



Brook Trout Monitoring on Bennett Lake. Parks Canada

Management plans implement the direction set out in the Parks Canada Corporate Plan for all program activities, and use management directions, objectives, and actions to deliver results. Monitoring the on-going implementation of the management plan provides essential information to ensure that planned actions are effective in achieving desired results/key strategies and to allow for possible adjustments. Effective park management is informed by accurate, timely information on park heritage resource protection, visitor experience and public appreciation and understanding. The management planning cycle incorporates monitoring and evaluation to assess the progress of each plan. Annual implementation reports record performance in putting the management plan into action.

State of the Park Reports provide an assessment of the park's condition and trends

relative to the Agency's three mandate areas and report on the progress in meeting corporate performance expectations. "State of" reports also give an account of what has been done to maintain or improve the state of the park, by assessing performance in achieving desired results identified in the management plan. The 2010 *State of the Park Report* (SoPR) for Fundy National Park formed the basis for the five-year management plan review, and identified key challenges that needed to be addressed in this management planning cycle. A short summary of the SoPR is found in Section 3. Parks Canada is completing baseline information to assist park managers with developing monitoring programs.

Monitoring covers two aspects: effectiveness and condition. Effectiveness monitoring addresses what was done and whether actions accomplished what the park set out to do.

Condition monitoring answers the question “What is the current state of the park?” and is performed through the on-going process of collecting and analyzing data on a suite of selected monitoring indicators in a rigorous and consistent manner, and comparing and reporting the results to pre-identified management targets.

11.1 CONDITION MONITORING

Condition monitoring is a snapshot of long-term trends that serves to determine if the park’s ecological condition, visitor experience offer, public outreach education, and stakeholder and partner relations are improving, deteriorating or remaining relatively stable.

Fundy National Park evaluates the condition and trends of ecological integrity through an ecological monitoring program and uses four ecosystem indicators: forest, wetland, freshwater and coastal ecosystems. Monitoring data was established in 2008 for these four ecosystem indicators. As 2008 was the first year of implementation some baselines are still in the process of being established for some measures. The park will be using these established baselines to conduct condition monitoring in the park.

Resource Condition and Selected Management Practices are the two indicators used to determine the overall rating for the state of cultural resources for the park. The development of a long-term monitoring program for cultural resources was not completed during the last management plan cycle and is considered a significant gap in the management of cultural resources. A Cultural Resource Value Statement (CRVS) will be conducted for the park during this management plan cycle which will inform the monitoring program to ensure that resources are being properly protected. Some cultural resources are monitored through other regular park operations and maintenance (ex., FHBRO buildings/bridges found within the park) especially where visitor experience and safety may be a concern.

During the course of the management plan, Parks Canada will implement a structured monitoring program that will measure the state of visitor experience offers to ensure that Fundy National Park is successfully facilitating opportunities for visitors to establish a strong sense of connection to the park. The program will use Visitor Information Program (VIP) surveys, custom surveys, research, and trends in attendance as tools to monitor condition and will help the park measure its success in meeting corporate objectives.

The success of public outreach education programming will be monitored at a national level, and Fundy National Park will implement activities that meet national baselines. The public will have an understanding of the park and Parks Canada through public outreach education programs where they receive information that is of interest to them, when they want it and through a variety of media. Web-based statistics and social media reviews may be used to monitor the condition of outreach education programs.

11.2 EFFECTIVENESS MONITORING

Effectiveness monitoring evaluates the specific results of direct management actions. These are shorter-term performance evaluations and are used to determine if management decisions leading to actions are achieving the intended results. Performance in achieving desired results is shown in the annual implementation report, as well as in “state of” reports.

Active management projects that restore a valued ecosystem component or significantly reduce an ecosystem stressor will be a key method to meet the performance expectation of improving ecological integrity in FNP. FNP has established targets and actions through this management plan focused on improving aquatic ecosystem health within the park.

Management decisions related to visitor experience will be monitored for effectiveness to measure whether the quality of the visitor experience improved. Both qualitative and quantitative measures are used to determine effectiveness that result in an increase in the level of satisfaction of visitors, thereby creating a sense of personal connection, combined with an accountable expenditure of public funds.

Several indicators are used to monitor the effectiveness of management actions at FNP:

- Visitor Information Program (VIP) survey: conducted every five years, assesses visitor satisfaction levels concerning various aspects of park facilities, services and programs;
- Visitor statistics and attendance numbers: can be used to determine satisfaction through repeat visitation or new growth areas that suggest park products, marketing, and programs are meeting user demands and expectations;
- Direct feedback: through visitor comments and public consultation exercises; and
- Monitoring revenue generated from fees for programs and activities.

Other visitor experience opportunities mentioned in the plan that require further development over the next five years will be reviewed for effectiveness.

An Agency priority is to build support for national protected heritage places through increasing Canadians' awareness, appreciation and understanding of them. Parks Canada is in the process of developing a national program that will measure Canadians' level of awareness and understanding of Parks Canada's administered places and the level of stakeholder and partner engagement in their protection and presentation. The park will measure the effectiveness of its activities and programs in reaching targeted Canadians, and in engaging its stakeholders and partners.

12.0 Summary of Strategic Environmental Assessment

Parks Canada is responsible for assessing and mitigating the impact of its actions on natural ecosystems and cultural resources. The “*Cabinet Directive on the Environmental Assessment of Policy, Plan and Program Proposals*” requires an environmental assessment of all plans, programs and policies submitted to the federal Cabinet or to a Minister for approval, including management plans for national parks.

Accordingly, a strategic environmental assessment (SEA) of the objectives, programs, and management actions outlined in the management plan was carried out. The objectives of the SEA were:

- to ensure that the strategic directions, objectives, and specific actions contained within the plan respect and support the ecological integrity goals and objectives for Fundy National Park;
- to assess the implications of various alternatives considered in the plan, to enhance positive effects and avoid or mitigate negative effects;
- to ensure that the plan adequately addresses the multiple stressors and concerns relating to the residual and cumulative effects; and
- to document the potential trade-offs and implications, including both positive and adverse residual impacts of the overall plan.

The SEA included evaluation of cumulative environmental effects from all proposed actions. It also considered the full range of potential impacts on the natural and cultural resources of the park, both from ongoing operations and from proposed actions.

Relevant federal environmental policies, including those of Parks Canada, were considered in the policy review. The proposed strategic directions outlined in the management plan are consistent with these policies.

Implementation of the management direction and the specific actions that are proposed are expected to result in progress towards greater ecological integrity for Fundy National Park of Canada.

Collectively, the strategic direction and management actions outlined in the management plan are in line with the integrated mandate of Parks Canada and will contribute to overall protection and improvement of the ecological integrity of Fundy National Park of Canada. The management plan proposes a few management actions that could potentially result in some adverse environmental impact. However, it is expected that these impacts can be mitigated once they are examined more closely during project-specific environmental assessments required under the *Canadian Environmental Assessment Act*. The following initiatives may be subject to project-specific environmental assessments:

- Fish passage and culvert work on Highway 114;
- Highway upgrades and resurfacing;
- Special events that occur in the park;
- Trail maintenance/development;
- Installation of new structures;
- Restoration/recapitalization activities;
- Addition of camping infrastructure;
- New recreational activities;
- Granting a licence of occupation to a 3rd party; and
- Contaminated sites remediation.

In addition, the following plans and strategies may be subject to strategic environmental assessments:

- Cultural Resource Management Strategy;
- Salt Management Plan; and
- Species of Concern Management Strategies.

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APPENDIX 1

Summary of Planned Actions:
 Implementation Strategy

Implementation of a management plan is directly linked to the Field Unit’s annual business plan, where resources are specifically allocated for plan implementation. The following high-priority items will be completed within the next five years.

Key Strategy 1

Working within and beyond our boundaries to protect our ecological integrity

Work with adjacent landowners, universities, local organizations, government departments and other stakeholders and partners who influence regional conservation efforts on protection, presentation and visitor experience initiatives related to ecological integrity.

Contribute to restoration work for Atlantic salmon habitat in the greater park ecosystem as part of a salmon coalition led by the Fundy Model Forest.

Work with the Aboriginal Advisory Committee to identify training programs with Aboriginal communities such as the Building Environmental Aboriginal Human Resources (BEAHR) project and seek funding to increase capacity within Aboriginal communities (Map 5).

Establish the status and trend of each of the selected monitoring measures and provide a comprehensive assessment of the condition of park ecosystems.

Complete culvert work for Highway 114 to allow for fish passage, and the Bennett Lake fishway construction.

Host additional *Citizen Science* activities that meet the needs and interests of visitors related to aquatic monitoring programs to engage and build awareness.

Prepare a communication action plan for visitor, partner and stakeholder engagement opportunities related to the park’s EI programs.

Use the website and new media to expand communication related to the active ecosystem management and restoration work being conducted within the park.

Dialogue with New Brunswick Aboriginal communities and First Nations field researchers to determine shared objectives related to ecological integrity projects.

Engage Aboriginal conservation groups and networks such as the Aboriginal Traditional Knowledge (ATK) network and the Maliseet Nation Conservation Council (MNCC) in discussions on ecological integrity projects to determine interests and future engagement.

Work with the Aboriginal Advisory Committee and interested Aboriginal communities to develop and implement a traditional knowledge study of the area.

Key Strategy 1 (continued)

Working within and beyond our boundaries to protect our ecological integrity

Through the multi-park integrated funding project, complete actions for the recovery of culturally significant American eel, which include a focus on the collection and integration of Aboriginal Traditional Knowledge.

Hire 3-5 Aboriginal persons each year to work on EI projects with a focus on building capacity within Aboriginal communities.

Establish a formal relationship with the Maliseet Nation Conservation Council.

Through the communication action plan, identify and launch web applications for Fundy National Park's ecological integrity programs.

Hire a Stewardship Coordinator to engage visitors in volunteer initiatives through the Fundy Stewards Program.

Promote and deliver presentations related to the "Water for Life" and other ecological integrity projects of interest to groups within the region.

Support projects which encourage cross-sectional participation among staff related to restoration and monitoring efforts and promote their participation so that they can act as community ambassadors related to conservation activities.

Work with the Aboriginal Advisory Committee to involve Aboriginal communities in the Fundy Stewards Program in ways that are of interest to them.

Engage the Fundy Biosphere Reserve, New Brunswick universities and other partners in species at risk recovery program.

Monitor population levels and gene diversity of iBoF Atlantic salmon.

Work with research partners who have an interest in iBoF Atlantic salmon and American eel recovery efforts to develop research goals.

Develop new, engaging American eel recovery programs for visitors and school groups using social science information, including new hands-on monitoring activities.

Support and contribute efforts to the American eel network and the Atlantic Aboriginal Protection of Species Committee (AAPSC)

Communicate activities related to iBoF Atlantic salmon and American eel programs to park visitors, Aboriginal communities and the public through an improved website and in-park interpretation.

Participate on the national recovery team for the iBoF population of Atlantic salmon and the Canadian American Eel Science Working Group (CAESCG).

Key Strategy 2

Creating connection to Fundy National Park – changing with the times

Complete a visitor experience opportunity concept for the park to identify and develop opportunities for enhancing programs, products and activities.

Develop and implement a marketing strategy that includes opportunities for collaboration with key tourism and sustainable development partners.

Develop products and marketing strategies that target urban markets.
 Conduct a review of the trail system (including a review of trail maintenance) to identify and develop new opportunities for visitors.

Work closely with tour operators to capture more of the market share of cruise ship passengers entering through the Port of Saint John.

Work with partners and stakeholders to develop new interactive and experiential opportunities.

Develop relationships with regional multicultural associations to identify and develop educational and experiential opportunities for new Canadians.

Improve visitor experience opportunities for Aboriginal peoples.

Work with the media toward promoting positive messages about the park.

Restructure the volunteer program to increase opportunities for involvement of visitors and local communities that encourage return visitation to the park.

Work with the Royal Astronomical Society to achieve Dark Sky Preserve designation.

Review and renew the winter program to offer a broader range of experience opportunities taking into account trip planning and marketing.

Explore options to diversify the camping experiences including ready-to-camp units to meet the needs and expectations of visitors and address declining camping figures.

Reinvigorate current winter, spring and fall offers.

Develop programs and activities that are aimed at reaching currently untapped markets.

Work with stakeholders and partners to offer winter events.

Open the Visitor Centre on a year-round basis.

Review the park's infrastructure, services, products and programs vis-à-vis the park's ability to meet changing market needs.

Develop Fundy National Park's unique selling proposition in order to strengthen the park's competitiveness in the tourism market.

Collaborate with partners to develop a destination tourism strategy for the region. Focus on joint promotions, packaging and product development initiatives.

Implement solutions based on the findings from the market research gap analysis conducted for the park.

Key Strategy 2 (continued)

Creating connection to Fundy National Park – changing with the times

Evaluate infrastructure and program needs to support visitors at the western entry (based on social science research).

Work cooperatively with the Mi'gmaq and Wolastoqiyik to integrate Aboriginal traditional networks, commerce, and social structures – to promote cultural awareness, regional Aboriginal tourism, and interconnectivity of Aboriginal peoples within New Brunswick. Coordinate efforts with Kouchibouguac National Park and the Metepenagiag Heritage Park.

Regularly update and provide timely information on the park's website related to trip planning, programs, activities and special events.

Increase marketing efforts through social media to capture the attention of regional and national audiences, focusing on what makes Fundy National Park unique and opportunities to experience the park.

Provide internet access at select locations within the park.

Prepare social media videos which focus on popular visitor experiences – such as camping, golfing, hiking, skiing, snowshoeing, and hiking – and place on the park's website.

Develop baselines for satisfaction levels for outreach education activities.

Develop partnerships with educational or other experiential organizations to access and engage urban audiences.

Incorporate findings from the review of the park's external communications tools, products and outreach education initiatives to improve the park's external communications.

Establish a presence at local and regional community special events with a focus on urban audiences.

Work with the Aboriginal Advisory Committee to develop programs and initiatives with Aboriginal schools.

Work with educators to bring Parks Canada into classrooms while meeting their interests and objectives.

Explore the possibility of offering bus relief to schools who are unable to access the park due to cost barriers.

Explore opportunities with regional education providers to provide job shadowing and co-op experiences.

Produce an annual newsletter highlighting aspects of the "Water for Life" project for the community, industry, stakeholder organizations and field unit staff.

Key Strategy 3

Uncovering and communicating our park's untold stories in the land of "Salt and Fir"

Work with former residents, communities and related interest groups to incorporate former park resident history and their stories for visitors to enjoy and commemorate their lives.

Consolidate research and knowledge of local and park history archived at the park.

Partner with the Albert County Historical Society and other heritage and educational institutions with an interest in the history, anthropology and archaeology of the region to complement the stories being told by other destinations along the Upper Bay of Fundy and facilitate unique visitor experience opportunities.

Develop on-site and public outreach education programs related to the human settlement of the Upper Bay of Fundy region using tools such as Google Earth to engage the public and generate interest in the region.

Work with the Aboriginal Advisory Committee to complete the "Place Name Project" to reflect an Aboriginal perspective.

Include cultural history of the park and stories from former residents in on-site and outreach programming.

Interpreters from destination partners and Parks Canada staff are trained together to deliver consistent messages.

Develop a Cultural Resource Value Statement (CRVS) for the park with stakeholder and partner input.

Inventory and evaluate the park's cultural resources to gain a better understanding of their values to local and regional communities, to improve the visitor experience offers within the park, and to meet the interests of visitors.

Work with the Aboriginal Advisory Committee to expand upon the Aboriginal oral history of the park, such as the Wolastoqiyik creation story.

Work with Aboriginal peoples, staff, stakeholders, partners and local communities and organizations to expand upon the park's knowledge of the park's cultural resources.

Work with the Aboriginal Advisory Committee to guide the park on Aboriginal matters, engage Aboriginal communities, identify opportunities to work on mutually beneficial initiatives and provide advice on park-related matters related to visitor experience, ecological integrity, external relations and other initiatives.

Engage New Brunswick Aboriginal communities who have an interest in FNP and seek new partnering opportunities to increase their involvement as defined by them. For example, invite Aboriginal elders and community members to be involved in park programming and to host events on-site.

Explore New Brunswick Aboriginal peoples' historical connection to the park and surrounding area and work with interested communities to consolidate historical research.

Explore opportunities to engage visitors about Aboriginal culture and heritage with the Aboriginal Advisory Committee.

Key Strategy 3 (continued)

Uncovering and communicating our park's untold stories in the land of "Salt and Fir"

Work with the Aboriginal Advisory Committee to extend public outreach programs to target Aboriginal schools and communities in New Brunswick.

Work with the Aboriginal Advisory Committee to create at least one permanent position for an Aboriginal person and a support program that focuses on recruitment and retention of Aboriginal staff.

Work with the Aboriginal Advisory Committee to develop training on sustainable tourism for Aboriginal communities.

Area Management 1

Headquarters Area

Work with the Headquarters Area Plan Working Group to explore options through the development of concept plans for facilitating visitor experience opportunities and celebrating park history through events, programs and exhibits.

Finalize and implement the selected concept plan with guidance from the Headquarters Area Plan Working Group.

Work with local community members to develop events, programs, activities and exhibits that are relevant to them and continue to connect them with the park.

Area Management 2

Wolfe Lake

Collate the 2010 VIP responses and conduct additional research as necessary to determine current visitor expectations for the west park entrance.

Use social science research to determine the Explorer Quotient profiles for these new visitors to ensure that programs are tailored to meet their needs and expectations.

Conduct the necessary upgrades to trails and trailheads as determined by the infrastructure and service offer review and a review of the VIP responses.

Review service offers designed to meet the needs of visitors travelling to the park by car.

Work with partners and stakeholders to develop visitor experience opportunities for the Wolfe Lake area that ensure links with other service and experience offers in the park.

APPENDIX 2

Summary of Public Engagement and Aboriginal Consultation

Public Engagement

A one-day stakeholder and partner workshop was held on March 26th, 2010 at the Alma Activity Centre which brought together a cross-section of organizations and interests to discuss the future of Fundy National Park. It gave stakeholders and partners an opportunity to gain an understanding of the Agency's mandate and new direction and to work on shared priorities and concerns. Participants involved in the multi-stakeholder workshop consisted of the park's key stakeholders and partners including representatives from tourism, local communities and businesses, government, environmental non-governmental organizations, special interest groups, and academia as well as interested New Brunswick Aboriginal communities.

Participants gave their time to share ideas and to contribute to updating the park's long-term vision and to provide feedback on the draft key strategies presented. Participants and Parks Canada staff discussed the park's challenges and opportunities related to resource protection, visitor experience, public appreciation and understanding, and to gain an understanding of mutually beneficial partnering opportunities. A summary of the feedback received during the workshop was provided to stakeholders and partners to confirm what was heard during discussions.

The general public, interested local community members and stakeholders were invited to an open house on March 28th, 2010 at the Alma Activity Centre to comment on the proposed direction for the park and to speak with park staff. Approximately 60 people from Fredericton to Moncton attended the open house.

Staff and students were engaged through surveys distributed during the 2009 summer and fall season and through a staff workshop that was held on March 22nd, 2010. Workshop participants focused on the vision for the park over the next 10-15 years, brainstorming on how to address certain challenges facing the park and defining objectives for management planning.

The website for Fundy National Park was updated during the engagement process and an on-line survey was available to interested public members to provide their input on a vision for the park and the management of heritage resources, visitor experience opportunities and public outreach education. A dedicated telephone line and email address for the management plan process was also made available to capture additional feedback from the public.

Aboriginal Consultation

The consultation between Fundy National Park and the Mi'gmaq and Wolastoqiyik of New Brunswick followed a similar process and terms of reference established for the Kouchibouguac National Park management plan through the Northern New Brunswick field unit.

Three meetings were held with the Assembly of First Nations' Chiefs in New Brunswick Inc. during the months of June, August and October 2010. During the first meeting in June 2010, a comprehensive draft management plan and future direction for the management of the park was presented to the Assembly of First Nations' Chiefs in New Brunswick Inc. The subsequent meetings provided further opportunities to discuss concerns and comments brought forward by the Assembly. The final meeting with the Assembly saw the signing of the Memorandum of Understanding for the New Brunswick First Nations and Parks Canada Advisory Committee and closed the formal consultation period.

A comprehensive draft management plan and future direction for the management of the park was also presented to the New Brunswick Aboriginal Peoples Council in August 2010. Comments on the draft management plan were received in September 2010. The accommodations received from the Assembly of First Nations' Chiefs and the Aboriginal Peoples Council have been reflected in this management plan.

The draft plan was also circulated to the Passamaquoddy of New Brunswick and to the Woodstock First Nations for their comments and input.

APPENDIX 3

Environmentally Sensitive Sites

1. Salamander Habitat*Hemidactylum scutatum*
(four-toed salamander)

In New Brunswick, this species is known from only one confirmed site in Fundy National Park. Although a park-wide survey in 1999 has confirmed its presence at only one location in the park, potential habitats also exist at several other locations.

Ambystoma laterale
(blue-spotted salamander)

With a patchy distribution in southern New Brunswick, this species is known from only one location in Fundy National Park.

Desmognathus fuscus (dusky salamander)

Fundy National Park is the only national park in Canada in which this species is present, and it is found at only one location within the park.

2. Rare Bryophytes (mosses and liverworts)*Cyrtomnium hymenophylloides*

This is a significant bryophyte species in the Gulf of St. Lawrence region. It is an example of an arctic-alpine species, requiring specific habitat conditions. It is found at four locations in Fundy National Park, two of which are protected within Zone I areas. A third site is designated as an environmentally sensitive site because it is vulnerable due to its easily accessible location.

Hygrophyllum montanum

This is a significant bryophyte species, infrequent in the Gulf of St. Lawrence region, and known from only one location in New Brunswick, found in Fundy National Park in 1968.

Radula tenax

The discovery of this liverwort species growing on a humid shaded cliff in Fundy National Park represents the only record of its existence in Canada.

Tetradontium brownianum

A boreal species of moss with a disjunct distribution in North America, it is found in three sites in the park where it is highly habitat-specific.

Tortella humilis

A moss species considered rare in the Gulf of St. Lawrence region, which is at its northern limit in the park.

3. Rare Vascular Plant Species*Habernaria hyperborea* (leafy green orchid)

This species is rare in the park, where it is found in only a few locations.

Sanguisorba canadensis (Canada burnet)

This plant is rare in New Brunswick and in the park, where it is found at only two locations.

4. Atlantic Salmon Pools and Spawning Habitat*Salmo salar* (Atlantic salmon)

The inner Bay of Fundy Atlantic salmon population has been designated as endangered by COSEWIC as of May 2001. In the park, two rivers contain potentially critical habitat for this species.

5. Rare Salt Marsh Habitat

Salt marsh vegetation communities are rare in the park. The only habitat in the park for mummichogs (*Fundulus heteroclitus*) and ninespine sticklebacks (*Pungitius pungitius*), is found in one of the salt marsh estuaries.

6. Frost Pocket Heathland

Plant associations and climatic conditions found in the frost pocket heathland are unique in the park, and are representative of flora usually found in more northerly climates.

SITES DELETED FROM THE LIST

The following sites were identified as environmentally sensitive sites and resources in the 1992 Park Management Plan but have been deleted from the current list:

1. **Beaver Pond Wetlands:** Do not harbour any rare elements.
2. **Meadow Lake Bog:** Does not harbour any rare elements.
3. **Mile Brook:** Red spruce already protected in Rossiter Brook Zone I area.
4. **Coastal Area:** White-tailed Deer Wintering Area: Does not harbour any rare elements. Deer are not a rare or sensitive species, and this wintering area is no longer critical to their habitat needs.
5. **Coastal Area:** Winter Denning Area: Does not harbour any rare elements.
6. **River flood plains:** Rare elements, if any, not identified or confirmed.

APPENDIX 4
Critical Habitat



Map 11: Critical Habitat

APPENDIX 5

Glossary of Terms

Area Management Approach: An approach to ensure the integrated delivery of the Agency mandate in a specific geographic area. The area can be based on the complexity of issues; the size of the heritage place; the logical grouping of resources; the special attachment to the area by local residents or visitors; or simply lends itself to a distinct management approach.

Connection to Place: A concept that reflects the relevance and importance of protected heritage places to Canadians. It expresses the emotional, intellectual, and spiritual attachment Canadians and visitors feel toward natural and cultural heritage places. Parks Canada works to foster this sense of attachment through meaningful opportunities for enjoyment and learning provided on-site and through public outreach education. Respecting, understanding, and facilitating the relationship between heritage places and Canadians, including Aboriginal peoples, visitors, partners and stakeholders, help promote a shared sense of responsibility for heritage places and engage minds and hearts to support their protection and presentation now and for future generations.

Contaminated Site: A contaminated site is defined as a site at which substances occur at concentrations: (1) above background levels and pose or are likely to pose an immediate or long-term hazard to human health or the environment, or (2) exceeding levels specified in policies and regulations. [Federal Contaminated Sites Action Plan definition]

COSEWIC: The Committee on the Status of Endangered Wildlife in Canada is a committee of experts that assesses and designates which wildlife species are in some danger of disappearing from Canada.

Cultural Resource Management: Generally accepted practices for the conservation and presentation of cultural resources, founded on principles and carried out in a practice that integrates professional, technical and administrative activities so that the historic value of cultural resources is taken into account in actions that might affect them. In Parks Canada, Cultural Resource Management encompasses the presentation and use, as well as the conservation of cultural resources.

Ecological Integrity: With respect to a park, a condition that is determined to be characteristic of its natural region and likely to persist, including abiotic components and the composition and abundance of native species and biological communities, rates of change and supporting processes.

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

Level II Cultural Resource: A resource that is not of national historic significance may have historic value and thus be considered a cultural resource.

National Historic Site: Any place declared to be of national historic interest or significance by the Minister responsible for Parks Canada.

Public Outreach Education: Public outreach education is reaching Canadians at home, at leisure, at school and in their communities through effective and relevant learning opportunities designed to increase understanding and appreciation of the natural and historical heritage of Parks Canada places, and to encourage individuals and communities to support and become engaged in their protection and presentation.

Species at Risk: Species at risk are extirpated, endangered or threatened species or a species of special concern. “Extirpated species” means a wildlife species that no longer exists in the wild in Canada, but exists elsewhere in the wild. “Endangered species” means a wildlife species that is facing imminent extirpation or extinction. “Threatened species” means a wildlife species that is likely to become an endangered species if nothing is done to reverse the factors leading to its extirpation or extinction. “Species of special concern” means a wildlife species that may become a threatened or an endangered species because of a combination of biological characteristics and identified threats.

Stakeholder: A person or organization with an interest in Fundy National Park. Organizations may include both government and non-government organizations, commercial, and for profit and non-profit organizations.

Target: Established to facilitate measuring and reporting on progress in achieving results.

Visitor Experience: Visitor experience is the sum total of a visitor’s personal interaction with heritage places and/or people that awakens their senses, affects their emotions, stimulates their mind and leaves them with a sense of attachment to these places.

APPENDIX 6:

Acknowledgements

The preparation of this management plan involved many people. The plan was guided by the input from a number of individuals and organizations who contributed to the development of this plan. They include interested members of the general public, partners and stakeholders, local communities and business operators, non-governmental organizations, tourism organizations, heritage groups, government organizations and field unit staff. The input from this diverse group of individuals has resulted in a plan that will guide the management of Fundy National Park for many years.

Parks Canada appreciates and thanks all those who took the time to share their ideas with the planning team through their attendance at the workshop, open house or market day events.

Special thanks are due to the New Brunswick Aboriginal communities (represented by the Assembly of First Nations' Chiefs in New Brunswick Inc. and the New Brunswick Aboriginal Peoples Council) who provided important feedback on the draft management plan.