



Pukaskwa

National Park of Canada

Management Plan



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Pukaskwa

National Park of Canada

Management Plan



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.

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.

Our Government's vision is to build a culture of heritage conservation in Canada by protecting these irreplaceable places and 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 Pukaskwa 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 Pukaskwa National Park of Canada Management Plan.

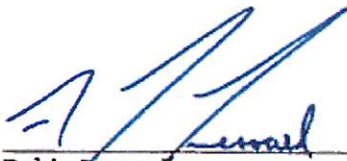
Leona Aglukkaq
*Minister of the Environment and Minister responsible for
Parks Canada*

Pukaskwa National Park of Canada Management Plan

This plan has been recommended for approval by:



Alan Latourelle
Chief Executive Officer
Parks Canada



Robin Lessard
Field Unit Superintendent
Northern Ontario Field Unit
Parks Canada

Executive Summary

This is the third management plan for Pukaskwa National Park of Canada, located on Lake Superior close to several First Nations, and situated between Marathon and Wawa, Ontario.

Pukaskwa is in the home of the Anishinaabek, the people of the northern Superior region connected by a common language and culture. First opened as a national park in 1983, Pukaskwa represents the Central Boreal Uplands natural region within Canada's National Parks System Plan. It is characterized by rugged terrain, boreal forests of Jack Pine and White Birch, rushing rivers, and a spectacular coastline. Visitors to Pukaskwa enjoy wilderness experiences in ways that include camping, hiking, interpretive programs and special activities, and have opportunities to learn about the Anishinaabek, plant and animal species, and natural processes. The park's "signature" attraction is its 60-kilometre Coastal Hiking Trail and paddling route along Lake Superior.

This management plan for Pukaskwa National Park provides renewed direction towards achieving Park Canada's mandate, namely: conserving ecological and cultural resources, fostering public appreciation and understanding of protected heritage places in its care, and facilitating meaningful visitor experiences. The plan was developed in consultation with the First Nations of the Northern Superior region and with Métis of the Lake Superior north shore. It was also developed with partner, stakeholder, visitor, public, and staff involvement. The plan is the primary public accountability document for the park and provides Parks Canada staff with a long-term framework for decision making.

This management plan includes:

- A vision for the park;
- Three key strategies which provide concrete direction for the next ten to fifteen years in order to realize the vision;
- Two area management approaches, which provide strategic direction to Hattie Cove (the front country of the park), and the Lake Superior Coast;
- An updated zoning plan;
- A summary of administration and operations;
- A summary of the Strategic Environmental Assessment (SEA) conducted for this management plan; and
- An implementation strategy that presents the planned actions.

THE VISION

The vision for Pukaskwa National Park is a written expression of its desired future state. The vision statement in this management plan describes an ecologically-restored place of year-round discovery and enjoyment, whose wilderness experience is powerful and memorable. Pukaskwa is known not only as a destination of unsurpassed beauty on the largest freshwater lake in the world by surface area, but as the home of the Anishinaabek and an important source of learning about their culture. Visitors to Pukaskwa, together with partners, stakeholders and communities, actively participate in the stewardship of its natural and cultural resources.

KEY STRATEGIES

The following key strategies provide direction in addressing the issues and opportunities facing the park, and set the course for the plan's implementation, focusing efforts and resources to achieve the vision.

1. AN ENDURING RELATIONSHIP: Honouring the Anishinaabek and Métis, and their connection to the land known as Pukaskwa

This strategy is about having a mutually beneficial relationship between local First Nations and Parks Canada as they move forward co-operatively in protection and presentation of the park. Understanding that consultation is a continuous process, Pukaskwa National Park will establish a First Nations Advisory Committee structure and will work with local First Nations towards co-operative management. The park will continue to ensure that at least 50% of park employees are members of the Robinson Superior Treaty Group (a Ministerial commitment) and will work with local First Nations to encourage use of the park for traditional activities. It will also work with local First Nations groups regarding their interest and involvement in visitor experience and public outreach opportunities. As Métis complete their studies of traditional land use, the park will work with them to document their interest in Pukaskwa so that they can determine how they may participate in the park's programs.

2. A WILDERNESS SUSTAINED: Experiencing Pukaskwa's wilderness through strengthened ecosystems

This strategy sets the stage for memorable wilderness experiences and for enriched learning on the part of visitors and Canadians. Parks Canada will advance heritage conservation responsibilities by working with partners and stakeholders to strengthen coastal and inland ecosystems. It will work co-operatively with local First Nations in ecosystem management, and will engage Canadians and visitors in ecosystem protection activities in ways that are meaningful to them.

3. A "SUPERIOR" CONNECTION: Making Pukaskwa more relevant to Canadians

The purpose of this strategy is to foster a sense of connection to Pukaskwa among greater numbers of Canadians, and among those of varied backgrounds and interests. This means that the park must work to raise visitation levels while maintaining and improving ecological integrity. Accordingly, an updated marketing plan will be prepared in which the park will determine market segments and set marketing priorities. The park will then develop visitor experience opportunities that will meet the needs of target markets and be compatible with the park's ecosystems and cultural resources. Park staff will work with local First Nations and Métis, communities and stakeholders to position the park as a unique destination through branding and a consistent image.

AREA MANAGEMENT

While key strategies affect Pukaskwa National Park as whole, the following areas of the park merit a specific management focus:

1. Hattie Cove

Hattie Cove, the front country of the park, allows visitors to experience the park's wilderness character through day visits and camping opportunities. The existing conceptual plan for Hattie Cove will be reviewed including uses, services, facilities and activities, and will use visitor experience assessment information to develop a new conceptual plan. Programs and activities will be developed in cooperation with First Nation groups, partners and stakeholders that will increase knowledge of natural and cultural heritage and invite discovery of the backcountry.

2. Lake Superior Coast

The Lake Superior Coast is Pukaskwa's "signature" attraction. Part of the longest stretch of roadless coastline in the Great Lakes, this area presents opportunities to attract audiences interested in both water and land-based activities. Pukaskwa National Park will collaborate with partners and stakeholders in resource protection and monitoring, and will continue to invest in recovery actions related to species at risk – including Woodland Caribou and a plant known as Pitcher's Thistle – which inhabit the Lake Superior Coast. By engaging the public through outreach opportunities using new and conventional media, the Lake Superior Coast and its iconic imagery will be present in the hearts and minds of Canadians.

Key strategies and area management approaches are accompanied by targets which state the desired result of each objective. These targets are reflective of the performance expectations (called the "Performance Management Framework") established for protected heritage places. They will be used as a guide to further strategic planning and program development at Pukaskwa.

Park zoning, which assigns levels of protection to land areas based on the level of activity that can be sustained, will be employed as a management tool in facilitating visitor experiences and providing land management direction. Parks Canada's land management system also enables the designation of environmentally and culturally sensitive sites, for example rare or threatened species and many of the stone formations in the park known as "Pukaskwa Pits," a part of the cultural history of the Anishinaabek.

Parks Canada will continue to monitor and report on perspectives of local First Nations and Métis, the condition of park ecosystems, cultural resources, visitor experience, and public outreach, and on the effectiveness of its management actions at Pukaskwa.

This Pukaskwa National Park Management Plan is intended to guide management of the park in such a way that it will be a place enjoyed and appreciated by more Canadians who have found in its timeless and majestic natural setting a window on Canada, and a means to inspired discovery.

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1.0 Introduction

Pukaskwa National Park is part of a system of national parks, national historic sites, and national marine conservation areas held in trust by the Parks Canada Agency and administered for the people of Canada. Parks Canada works to foster, through meaningful experiences, Canadians' strong sense of connection to these places, and further works to ensure their protection in ways that leave them unimpaired for present and future generations.

In support of its work, Parks Canada produces a management plan for each of Canada's national parks, national marine conservation areas, and national historic sites. A management plan is a forward-looking strategic tool used to guide the long-term management and operation of these places. Management plans have a ten- to fifteen-year horizon and are reviewed every ten years in order to ensure that their vision, objectives and actions remain relevant to Canadians. Management plans are tabled in Parliament and are Parks Canada's key accountability document with Canadians.

1.1 LEGISLATIVE AND POLICY BASIS FOR MANAGEMENT PLANNING

Federal legislation and official policies direct the management of all protected places owned and/or administered by Parks Canada. For national parks, the *Parks Canada Agency Act* (1998) and the *Canada National Parks Act* (2000) are the two pieces of federal legislation that prescribe the Agency's mandate and its responsibilities with respect to protection of the resources in its care.

Parks Canada's *Guiding Principles and Operating Policies* (including the "National Parks Policy") and its *Corporate Plan* guide staff in carrying out these responsibilities. The *Guiding Principles* provide the underlying philosophy and approach to the management of these places. They include the fundamental principle of ecological and commemorative integrity which must take precedence in managing heritage places, and specific policies for park establishment, planning, zoning, and ecosystem protection within the National Parks Policy. The *Corporate Plan* establishes performance targets, and management plans identify objectives to meet these performance targets.

1.2 AN INTEGRATED MANAGEMENT APPROACH

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.
The Parks Canada mandate

The Parks Canada mandate sets the Agency's overall direction. Stemming from this mandate is the Strategic Outcome, or desired result, which is: "*Canadians have a strong sense of connection, through meaningful experiences, to their national parks, national historic sites and national marine conservation areas and these protected places are enjoyed in ways that leave them unimpaired for present and future generations.*"

Parks Canada exercises its mandate in the following ways:

- **Protection of heritage resources** – protecting for Canadians those natural and cultural resources directly related to the reasons for park or marine conservation area establishment and historic site designation;

- **Fostering public appreciation and understanding** – reaching Canadians at home, at leisure, and in their communities through communication and educational opportunities designed to increase awareness, understanding and appreciation of the significance of Canada’s national heritage places and why they should be protected and presented. By engaging stakeholders and encouraging shared leadership through active participation in the development and implementation of the Agency’s future direction, Parks Canada also seeks to broaden its base of support; and
- **Learning and enjoyment through meaningful visitor experiences** – the sum total of a visitor’s personal interaction with a protected heritage place, 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.

A key principle in Parks Canada’s approach to management is the delivery of the three elements of its mandate in an integrated manner, that is, the elements are mutually supportive, and actions are carried out interdependently. Accordingly, this management plan has been formulated to ensure the integration of these elements.

1.3 PURPOSE OF THIS MANAGEMENT PLAN

This management plan is the third for Pukaskwa National Park since Canada and Ontario signed the agreement to establish Pukaskwa in 1978. It replaces the *Pukaskwa National Park Management Plan* which was approved and tabled in Parliament in 1996. Providing clear direction for the management and operation of the site over the coming ten- to fifteen-year period, this management plan is a strategic document from which subsequent planning, implementation, monitoring and reporting will take place. Furthermore, it will be an essential tool in decision-making and will guide the Northern Ontario Field Unit’s business plans. The intent is that the actions proposed will be achievable within the financial capacity of the Field Unit at the time of approval.

1.4 DEVELOPMENT OF THIS MANAGEMENT PLAN

This management plan was developed by a planning team appointed by the Superintendent, Northern Ontario Field Unit, comprising staff members of the park, the Field Unit, and the National Office of Parks Canada. The process, which began with the production of a *State of the Park Report* (2010), included a review of the 1996 plan and an exploration of issues, opportunities, elements of a vision and key strategies.

Active public engagement in policy, planning and management practices is a fundamental guiding principle of Parks Canada’s operations. This management plan was informed by a process of consultation with local First Nations and with the Métis of the Superior north shore. Partners, stakeholders and the general public were also engaged in discussions about management planning and the future of the park. The plan was developed in a spirit of cooperation to achieve mutually compatible objectives.

The involvement of First Nations of the northern Superior region is of critical importance in park development and operations. These First Nations include the Ojibways of the Pic River First Nation, Pic Mobert First Nation, Michipicoten First Nation, Pays Plat First Nation, Long Lake #58 First Nation, Kiashke Zaaging Anishinaabek (Gull Bay), Bijiitiwaabik Zaaging Anishinaabek (Rocky Bay) Bingwi

Neyaashi Anishinaabek (Sand Point), Red Rock Indian Band, Animbiigoo Zaagi'igan Anishinaabek (Lake Nipigon), Whitesand First Nation, and Fort William First Nation.

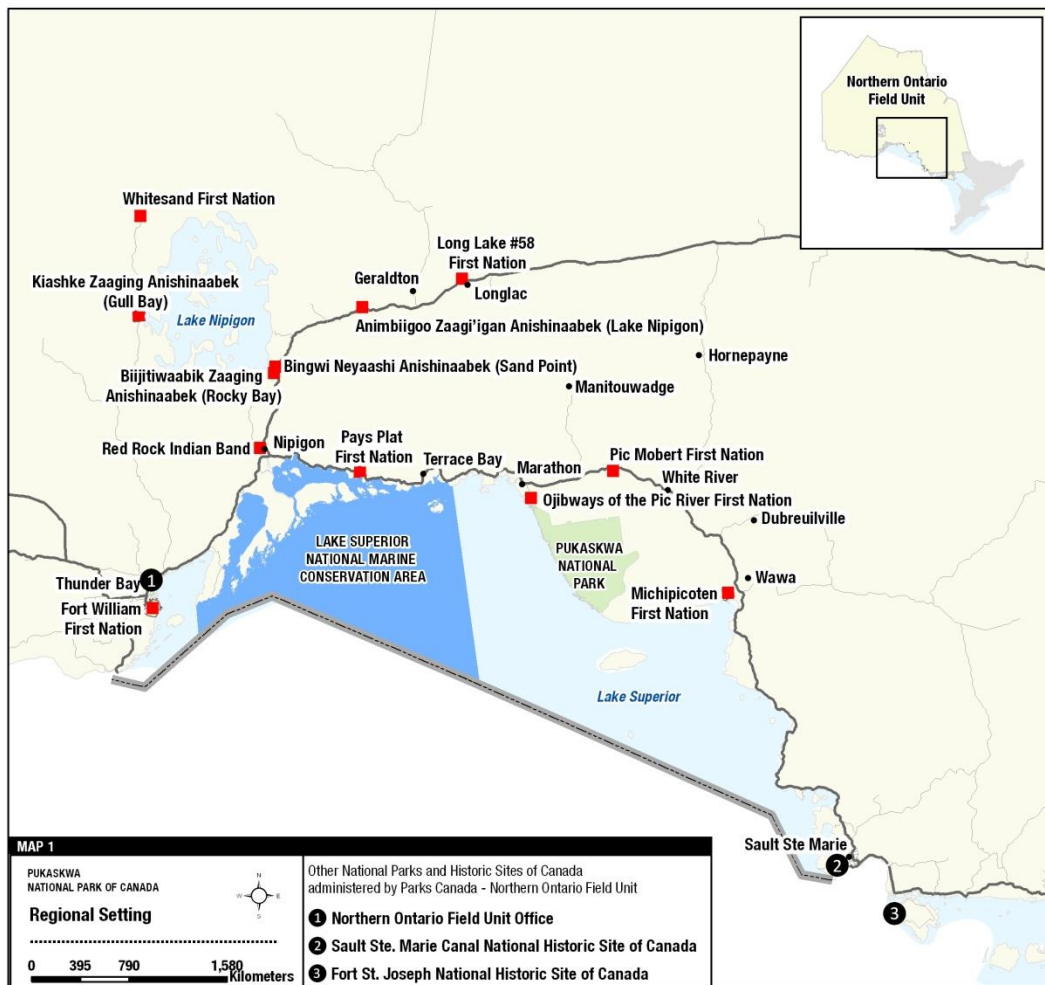
During discussions regarding park establishment in the 1970s, Ministerial commitments were made to beneficiaries of the Robinson Superior Treaty. Appendix B contains a summary of the Ministerial Commitments. Parks Canada is accountable for these commitments. They include ensuring the continuation of treaty rights, (hunting and fishing) plus continued trapping activities within the national park, free access to carry out these activities, and free camping permits when fishing in Lake Superior. These commitments continue to be honoured today. Additionally, a target of 50% employment (minimum) of northern Superior First Nation members was assured. Meetings to discuss the nature and scope of the management plan were conducted to ensure that these commitments are not affected, while also allowing for discussion of specific proposals, including the potential role of local First Nations in park management as well and their engagement, as partners, in heritage protection, public outreach and visitor experience opportunities.

Formal contact with local First Nations and local representatives of Métis Nation of Ontario regarding management planning commenced in September 2009, with meetings taking place through 2010 and 2011. Nine First Nations, as well as Métis Nation of Ontario representatives, expressed their wish for face-to-face consultation. Three other First Nations stated that consultation is not necessary for this plan, but that they wish to be kept informed. For those First Nations and Métis who wished to be consulted, discussions took place in a spirit of respect and good faith in matters regarding the scope of the plan and the interests and concerns of each group. These interests and concerns include opportunities for employment, training and advancement, partnership opportunities, entrepreneurial opportunities, and engaging in traditional activities in the park such as ceremonies and other events. Such interests and concerns have been addressed in the objectives and actions of this management plan.

Consultation with First Nations and local Métis representatives took place in a manner respectful of consultation protocols that had been developed by them. Consultation on this management plan has been concluded. In the interests of maintaining the pathways to full engagement of First Nations towards co-operative management of the park, and with regard to park activities and programming, discussion on park operations will be ongoing. Discussions with the Métis community will continue as Parks Canada develops an understanding of Métis interests in the Pukaskwa area.

Consultation with the general public began in the spring of 2010. An information bulletin was circulated throughout the Lake Superior north shore, including mail postings to First Nations and Métis groups, and to partners and stakeholders. This information was also available on the Parks Canada web site (www.pc.gc.ca/pukaskwa) and avenues for feedback were provided. In addition to ongoing meetings with local communities, a public open house and meetings with key stakeholders were held during the spring, summer and fall of 2010. These included one-on-one discussions with the Friends of Pukaskwa (a group of volunteers who support the park operations), local tourism providers, the Ontario Ministry of Natural Resources, and the Towns of Marathon and White River.

The feedback received through the process of consultation with local First Nations and Métis, with partners and stakeholders, and with the general public, was carefully considered by the planning team in the development of this plan.



2.0 A place of national and regional significance

To cross the bridge over the Pic River leading to the park entrance is to enter a world where nature's rhythms reign. Whether camping, hiking, paddling or interacting with interpreters, we discover the sights and sounds of a place of rugged beauty, where a great northern forest of Jack Pine, White Birch and Black Spruce meets the picture-perfect rocky headlands and sheltered coves of Lake Superior, the largest of the Great Lakes. This land is home to the Anishinaabek and we are welcomed to participate in and learn about their way of life. This is an inspiring world where every view and vista is an expression of nature's artistry, and where our experience is made more real by our newfound respect for the land, its peoples, and the power of natural processes.

2.1 PUKASKWA'S ROLE IN THE NATIONAL PARKS SYSTEM PLAN

Pukaskwa National Park (Map 1) is protected and presented for the benefit of Canadians to represent the Central Boreal Uplands natural region of Canada. The Central Boreal Uplands, one of thirty-nine terrestrial regions in Canada's National Parks System Plan, extends from northern Saskatchewan to western Québec – a massive expanse of boreal forest within the Canadian Shield. Pukaskwa is the only park in the national system representing this natural region.

There are numerous provincial and local parks in the Lake Superior area. Those situated nearby are White Lake Provincial Park, Neys Provincial Park, Obatanga Provincial Park, and Lake Superior Provincial Park south of Wawa. As the only national park in the region, Pukaskwa is uniquely positioned to facilitate opportunities to experience its nationally significant natural and cultural heritage in a manner complementary to the scope and purpose of other protected places, in ways that involve the presentation of stories that are of interest to Canadians.

2.2 NATURAL AND CULTURAL HERITAGE VALUES

Pukaskwa National Park is best known for its rugged mountainous coast, accented by shores of ancient granite bedrock and isolated sand and cobble beaches. High rocky domes exemplified by Tip Top Mountain – at 646 metres one of the highest points of land in Ontario – add to the uniqueness of this place. Inland from Lake Superior, over 950 small-to medium-sized lakes provide habitat for Brook Trout, Walleye and Northern Pike. Coaster Brook Trout and Lake Sturgeon inhabit the swift-flowing rivers and streams, which find their way through 22 watersheds within the park to sheltered coves and granite headlands of Lake Superior. In addition to classic boreal forest species – Moose, Black Bear, Wolf and Lynx – Pukaskwa is home to one of the last Woodland Caribou populations in the Great Lakes basin. The mixed forest cover is complemented by rare or unique flora, notably arctic-alpine plant species that cling to exposed bedrock, an endangered plant species known as the Pitcher's Thistle that occupies coastal dunes, and other rarities such as Franklin's Ladyslipper, Northern Twayblade, and Mountain Huckleberry – a shrub found nowhere else in Ontario.

While Pukaskwa National Park was established as a national park for its natural heritage values, there are cultural heritage values worthy of note. Pukaskwa is located within the traditional home of the Anishinaabek, the peoples of the northern Superior region connected by common language and culture. Primarily, this area is associated with traditional life-ways and the story of these peoples. Indeed, some Anishinaabe Elders begin this story with their placement here, on Turtle Island, by the Creator, in millennia

past. Most prominent in terms of tangible heritage resources are petroforms which one Anishinaabe Elder describes as *Maandawaab-kinganan* or “strange form of rocks”) and known locally as “Pukaskwa Pits”. Archaeological sites and artefact collections are further evidence of the generally nomadic lifestyles of the north shore. While on-site investigation to date has focused on the coastline, there may have been more abundant fish and game in the region, suggesting a high potential for inland archaeological resources of significant cultural value.

Pukaskwa is more recently associated with exploration, settlement, industry and commerce, and tourism. These are expressed in archaeological sites, archival material, oral accounts and histories, and remaining features that include cabins and camps, many of which are associated with logging on the Pukaskwa River. Much of the post-contact oral history was documented for Parks Canada during the period of park establishment and continues today. Less known, but having potential for park programming and for collaboration between neighbours, are contemporary values of First Nations communities which are manifested in cultural activities within the park.

Taken together, Pukaskwa offers a special boreal forest and wild lakeshore environment worthy of exceptional opportunities for discovery, learning and enjoyment.

2.3 A REGIONAL INFLUENCE: CURRENT MANAGEMENT OBLIGATIONS

2.3.1 Protection of Species at Risk

In the Lake Superior region, Pukaskwa plays an important role in ecological stewardship. This role is demonstrated by the Agency’s responsibilities under the Species at Risk Act (SARA) (2002), which provides for the protection and recovery of species that are federally listed as endangered, threatened or special concern that occur on these lands. Parks Canada led the development of the Recovery Strategy for Pitcher’s Thistle and is participating in the development of recovery strategies for other species at risk that occur in Pukaskwa (Appendix C). Concerted efforts are being made to manage Pitcher’s Thistle and Woodland Caribou in Pukaskwa. SARA critical habitat in Pukaskwa has been identified for Pitcher’s Thistle and will be considered for other listed SARA species occurring in the park.

2.3.2 Collaboration with our neighbours

In honouring its commitments to First Nations in the Northern Superior area, Pukaskwa works most closely with the four First Nations nearest the park. The park is beginning to work towards involvement of these First Nations in management, encouraging activities in the park, and recognizing First Nations as cultural assets to the park.

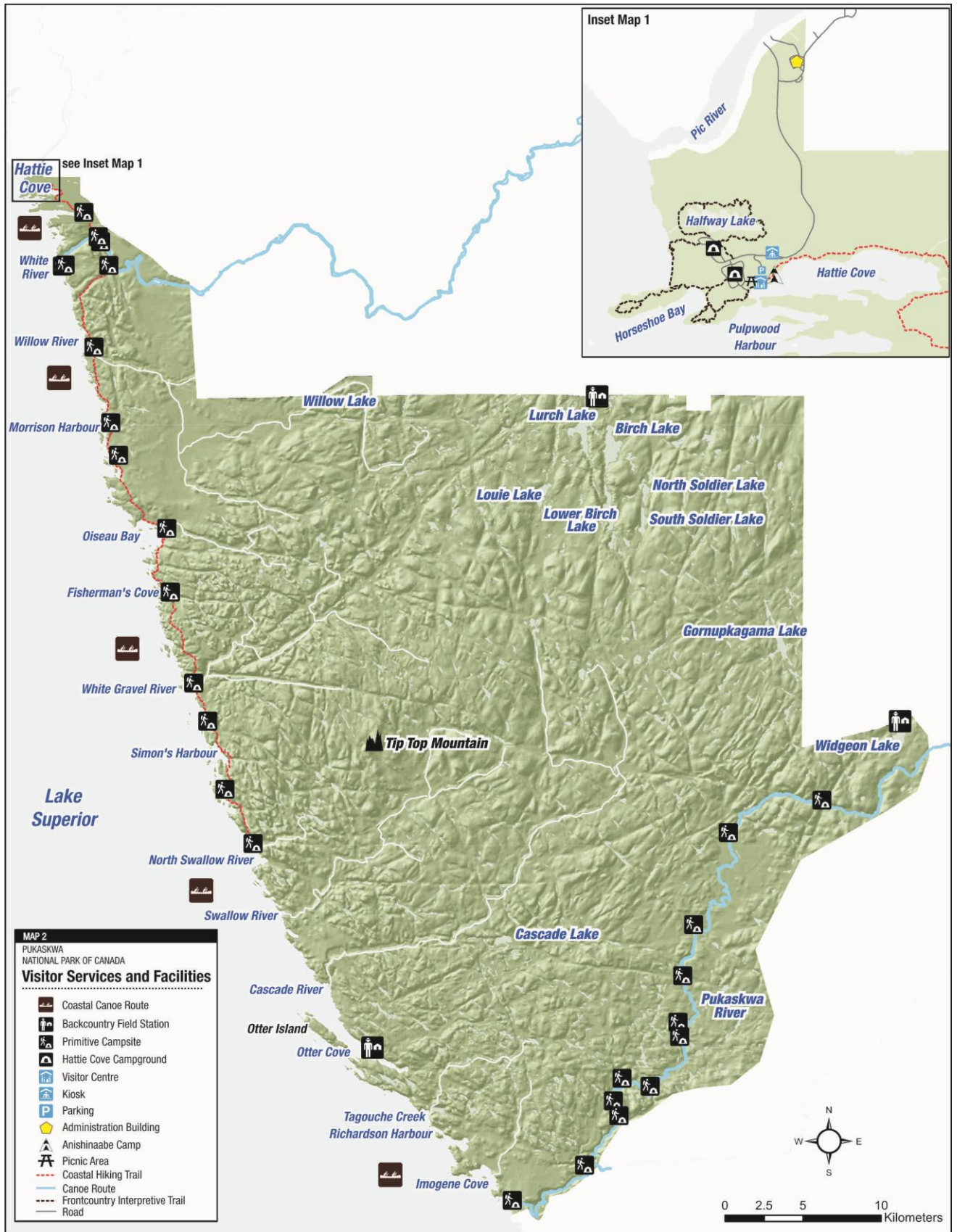
Pukaskwa works closely with the “Friends of Pukaskwa”, a cooperating association, to achieve common objectives including community events and promotion. Pukaskwa National Park has begun to strengthen its connection with local municipalities by participating in local events, regular meetings and surveys to better understand local interests.

Pukaskwa has several agreements with other levels of government. The park has entered into a fire management agreement with the Ontario Ministry of Natural resources (OMNR) to ensure that park lands and stakeholder values on Crown land are protected against unplanned and unwanted forest fires within a ten-kilometre zone on either side the park boundary (five kilometres on each side of the boundary). A “Zone of

Cooperation Working Group,” established in 2006, provides an open forum of discussion for the park, the forest industry, the Ontario Ministry of Natural Resources (OMNR), the local White River Area Co-management Committee and the Ojibways of the Pic River First Nation. The park supports a Lake Sturgeon tagging and monitoring project initiated in 2006 by the Anishinabe/Ontario Fisheries Resource Centre.

2.3.3 Shared stewardship of the Great Lakes

The Canada-Ontario Agreement respecting the Great Lakes Basin Ecosystem sets the parameters for shared stewardship of the Great Lakes watersheds. Parks Canada plays a role in Lake Superior’s protection and stewardship through its participation with other federal government departments (Canada and the United States), provincial and state governments, and First Nations/U.S. tribal governments. In particular, Pukaskwa National Park works with its “twin park”, Pictured Rocks National Lakeshore in Michigan, in that it undertakes joint projects and shares information.



3.0 Current Planning Context

"[We took] a wilderness trip in September to Pukaskwa National Park on the shores of Lake Superior, a wonderful pristine paradise where we kayaked and camped, fished and ate and laughed for a week...my annual wilderness trip with friends. The beauty of this trip was that it was my first kayak trip since I fell ill, and for that reason it was all the more memorable. My kayak on the beach symbolizes for me my return to calm and serenity, where beauty is everywhere."

William Brock, park visitor (with permission)

This section provides contextual information on the history of Pukaskwa National Park and its geographical, biophysical, and historical features. Observations are made on contemporary perspectives of First Nations and Métis, ecological integrity, the visitor experience and public outreach, and stakeholder and partner engagement. Corresponding issues and challenges are identified where appropriate.

3.1 PARK HISTORY

The land that came to be known as Pukaskwa National Park was first identified as a potential national park in the mid-1960s. At that time, its possible designation as a national park presented an opportunity to protect and present an area of boreal forest in a region where no national park then existed. Discussions between Canada and Ontario commenced in the winter of 1970. In April 1971 an *Agreement of Intent* included a provision that Canada negotiate with First Nations regarding rights in the proposed park. Initial meetings were then held between Canada, the Robinson Superior Treaty First Nations, and the Union of Ontario Indians. Several Ministerial commitments were made to the Robinson Superior Treaty Group to ensure the continuance of treaty rights in the park, trapping, as well as employment and other benefits. The Ministerial commitments are summarized in Appendix B of this Management Plan. A comprehensive review of the Ministerial commitments is identified as an action within this Management Plan. The transfer of land from Ontario to Canada took place in 1978 and Pukaskwa National Park officially opened to the public in 1983.

Pukaskwa has been presented primarily as a wilderness park, with camping and visitor services in the front country (Hattie Cove) and with limited facilities in the backcountry. Interpretive plans were developed over the years for both front country and backcountry, leading to opportunities for a visitor experience whose central elements are still valid today: "timelessness," "the power of natural processes," "natural order," and "the permeating essence of the wilderness." The park has consistently been promoted as "the Wild Shore of an Inland Sea", building on its iconic Lake Superior coastline. An important addition was the development of interpretive programming associated with the history and culture of the Anishinaabek.

Because of outstanding assertions of Aboriginal rights and title, Pukaskwa National Park is not yet scheduled under the *Canada National Parks Act*.

3.2 GEOGRAPHICAL CONTEXT

Pukaskwa National Park is located on the north shore of Lake Superior (Map 2). It is situated within the Robinson Superior Treaty area and the traditional territory of First Nations of the northern Superior region. The Ojibways of the Pic River First Nation is adjacent to the park and the Pic Mobert First Nation is located to the northeast, close to

the park. The main access to the Park for staff and visitors is through the community of Pic River. The Métis Nation of Ontario serves Métis in this area and has established regional consultation committees.

In proximity to Pukaskwa National Park are the towns of Marathon to the west, Wawa to the south-east, and White River to the north-east. These local communities, with populations that range from 1,000-5,000, were founded upon forestry, pulp and paper and mining. The Trans-Canada Highway (Highway 17) skirts the park and provides access to smaller settlements, mining and forestry sites, provincial parks, and roadside services. The highway is now a primary means of transport for people and goods between eastern and western Canada and is the only means of access to Highway 627 which ends at the park.

Encompassing an area of 1,878 square kilometres, the park is a key link in a chain of Provincial and United States National or State parks and visitor attractions that are associated with Lake Superior's spectacular beauty and the opportunities for outdoor recreation that it presents. Pukaskwa is now joined by the Lake Superior National Marine Conservation Area located in western Lake Superior – a fact that invites mutually beneficial collaboration on promotion, the facilitation of opportunities for visitor experience, public outreach, stewardship knowledge, and cooperation in research.

During the 25-plus years of Pukaskwa's operation, the Superior north shore economy has remained focused on forestry and mining sectors. Recently, world economic forces have shaped change in the nearby community of Marathon, where Marathon Pulp Inc. closed its mill indefinitely. Although resource harvesting and processing are still dominant, new green power ventures and tourism are being contemplated. Parks Canada works closely with communities, tourism agencies and tourism operators in the area to jointly develop an attractive tourism offer for the region. Pukaskwa, along with the Lake Superior National Marine Conservation Area, local First Nations and Métis, and local communities, can expect to play a continuing role in the economy and life of the Lake Superior region in the years to come.

3.3 BIOPHYSICAL CONTEXT

The land mass that includes Pukaskwa National Park is part of the Canadian Shield, comprising both igneous and metamorphic bedrock. Glaciation some 10,000 to 20,000 years ago is responsible for the shape and features of the land we know today. The rocky and mountainous terrain of the backcountry gives Pukaskwa its characteristic "rocky dome" topography.

The park contains many inland lakes and wetlands connected by streams that flow into the major rivers that, in turn, drain into Lake Superior. The White and Pukaskwa Rivers are the largest rivers in the park and are well suited for backcountry recreation. The park's location at the southern edge of the boreal forest results in the presence of both northern and southern tree species: White Birch, Trembling Aspen, Balsam Poplar, Black and White Spruce, Jack Pine and White Pine. Large mammals include Moose, Black Bear, Grey Wolf and Woodland Caribou. White-tailed Deer, a species known to be expanding its natural range into the north, has not become established in the park to date, but it is being closely monitored. Smaller mammal species (Beaver, Otter, Canadian Lynx and others) are also prevalent. Inland lakes support various communities of native fish including Brook Trout, Yellow Perch, Northern Pike, Walleye, and White Sucker, and have remained relatively free of invasive species. Non-native species of fish

introduced into the Great Lakes such as Coho Salmon and Rainbow Trout are present in Pukaskwa's coastal streams and rivers, and they may be impacting native species through competition for resources. The waterfalls present along the coast have naturally prevented the spread of many non-native fish species from entering inland waters. However, other types of aquatic species (for example, Rusty Crayfish) have invaded Lake Superior, and the protection of inland waters from such invasive species is of growing concern.

Mean daily temperatures at the park range from minus 15 degree range in January to plus 15 degrees in July, and with greater extremes in the interior. Dramatic storms on Lake Superior can present a challenge even to the most skilled of backcountry visitors. Winds are predominantly westerly, and fog, a not infrequent occurrence, adds to the park's aura of mystery. These characteristics – the unruly climate, the topography, the unspoiled and variable coastline, the boreal forest and rare plant species – form the distinguishing characteristics of Pukaskwa and make it an ideal place for learning and discovery.

3.4 HISTORICAL CONTEXT

The Anishinaabek of the Superior north shore tell a remarkable story of this land, a story that is passed from generation to generation, and one that can resonate with all Canadians.

Archaeologists understand that the human history of Pukaskwa begins with hunter-gatherer groups of the Palaeo and Archaic periods (7500 BC to AD 200). Identified archaeological resources in the park date mainly to the Initial Woodland period (AD 200-800) and the Terminal Woodland period (AD 600-1750). These periods have a rich cultural history characterized by the introduction of distinctive pottery styles, and it is believed that at least some of the area's "Pukaskwa Pits" (*Maandawaab-kinganan*) may have been created at this time.

Post-contact local history, that is, from the period 1700 to the mid-twentieth century, is characterized by rapid changes, waves of European exploration and development, fur trading, timber harvesting, mining, and settlement. By the 1840s, settlement in Upper Canada had expanded to a point where lands in Ontario's near north would be opened to colonists – a fact related to the discovery of minerals in the area. The Robinson-Superior Treaty, 1850, assured harvesting rights for First Nations members. Later, seasonal fishing, trapping, logging (including up to 400 people in camps on the Pukaskwa River), mining, and recreational tourism became the mainstays of economic activity in the region. At the same time, the area became closely associated with shipping and the lore of shipwrecks. Early vessels hugged the coastline, making waters off Pukaskwa a regular sea-going transportation route well into the twentieth century.

Throughout the comings and goings of explorers and settlers, the presence of the Anishinaabek in this land remained steadfast. Stories are told of fishing, hunting and trapping, and even carrying mail for the Hudson Bay Company. Many Anishinaabek continue to practice a variety of traditional activities in the park, including camping, fishing, harvesting of plant materials, and traditional ceremonies.

The history of this region is a history of peoples' connection to the land, and a deep sense of the power and mystique of the Lake Superior coast and its inland forests. This landscape, well exemplified at Pukaskwa, has formed part of the collective memory of

Canadians for generations. The historian W.L. Morton considered it to be “as central in Canadian history as it is to Canadian geography, and to all understanding of Canada.” The rugged coastline has been called “the haunted shore” by author Wayland Drew in a photographic essay of the same name on Lake Superior. The archaeological objects, he went on to write, have a “beauty compounded by mystery and imagination, based in shared humanity.” Indeed, the power of this landscape, having found expression in books, art, and film, is so imbued in the Canadian imagination that even Canadians who have never visited the area may be familiar with it. Pukaskwa is now a place protected by partnering with local First Nations, where present and future generations of Canadians can walk on the same ground and feel a spiritual connection like that experienced by the Anishinaabek and those who followed – a meaningful experience that takes Canadians from imagining to real and inspired discovery.

3.5 THE STATE OF THE PARK

The Pukaskwa National Park *State of the Park Report (2010)* reports on Parks Canada’s level of success in the protection of natural and cultural resources. It also reports on the state of relations with local First Nations communities, connection to place (visits to the park and how the park is being experienced by visitors and outside audiences), and on stakeholder and partner relations.

3.5.1 Contemporary First Nations perspectives

Over 50% of the staff at Pukaskwa National Park are members of local First Nations. Local First Nations continue to exercise treaty rights in the park supported by the Ministerial commitments, as well as free access and free camping in the park. Anishinaabe culture is presented to visitors and some traditional ceremonies are held in the park.

Despite these measures, the State of the Park Report noted, on the basis of feedback provided by the Ojibways of the Pic River First Nation, that the status of the relationship between the First Nations communities and Pukaskwa is average at best – “not totally negative, but does need significant improvements.” Feedback indicated that some members of the community “feel like outsiders on their own land.” Steps are being taken to address this issue. For example, there is an increasing number of partnering arrangements between Parks Canada and local First Nations, including business contracts, events for community members and youth, and a recently-established “Hattie Cove Campground Committee.” Future state-of-the-park reports may also be informed by a relationship developed between Parks Canada and the local Métis community.

It is clear to all who have an interest in the park that greater efforts must be made toward repairing and building relationships with the Anishinaabek and Métis for lasting and mutual benefit. Not only is it important to foster and develop such relationships, it is one of Parks Canada’s corporate objectives. This plan proposes to establish permanent advisory relationships with First Nations to support the planning and management of Pukaskwa National Park.

3.5.2 Ecological integrity

Ecological integrity refers to a condition where the structure and function of an ecosystem is determined to be characteristic of its natural region and likely to persist, that is, an ecosystem unimpaired by any stresses induced by human activity. For national parks, legislation places an obligation on Parks Canada to consider ecological

integrity in any decisions regarding acquiring, managing and administering these places and their related programs. Enhancing and maintaining ecological integrity requires an integrated approach to park management, in which park employees work co-operatively, and with external agencies, to meet their stewardship responsibilities.

In the *State of the Park Report* (2010), the ecological integrity of the forest ecosystem is considered to be 'good' overall. However, work is needed to re-establish the natural forest disturbance regime through prescribed burns. The coastal ecosystem is considered to be 'fair' given that the population of Woodland Caribou that inhabit this area is critically imperilled, requiring urgent action. This area also contains other identified species at risk, including Pitcher's Thistle and Peregrine Falcon. The report indicated that baseline information must be gathered in order to assess ecological integrity.

3.5.3 Cultural resources

The protection of cultural resources within national parks is essential to the understanding and appreciation of the legacy of human presence on the land. A *cultural resource* is a human work or a place which gives evidence of human activity or has spiritual or cultural meaning, and which has been determined to have historic value.

Tangible cultural resources at Pukaskwa of prime significance are the petroforms or "Pukaskwa Pits". These cobblestone formations, mounds or depressions on beachfronts may have been used for temporary shelter, storage or for spiritual purposes. Other cultural resources include archaeological sites connected with the fur trade, and cabins and camps associated with forestry, fishing, and leisure tourism.

Since 1992, Parks Canada has operated the *Pit Site Inspection and Documentation Project* for the Pukaskwa Pits, beginning at the mouth of the Pukaskwa River and moving northward. Other cultural resources are documented as part of this process. As of September 2011, 677 pit features at 79 confirmed sites have been documented. They illustrate patterns of living over a 2-3,000 year period after the retreat of the last glaciers. In the 2010 *State of the Park Report*, the condition of the Pukaskwa Pits is considered 'fair', since they appear to be in stable condition. However, they are at risk of damage from natural or human alteration. Therefore, park employees work with the Anishinaabek to raise public awareness of the cultural value of the Pits, while ensuring protection of the features themselves.

3.5.4 Connection to place: visitor experience

Parks Canada's work to facilitate opportunities to experience Canada's protected places is successful when Canadians develop a strong and lasting sense of connection to these places. "Connection to place" is a concept that expresses the emotional, intellectual, and spiritual attachment Canadians and visitors feel toward our natural and cultural heritage places. Its meaning to the Anishinaabek is closely aligned to spiritual attachments to the land, and indeed to their cultural identity. Métis also express connection to the lands traditionally used by their communities.

Parks Canada's approach is that a visitor's experience of a protected heritage place follows a complete cycle (known as the Visitor Experience Cycle). Beginning with awareness of the protected place (wishing), the cycle continues with trip planning, continuing with the journey (wayfinding), the arrival, the actual visit, the departure, and remembering the visit. The experience is meaningful when visitors learn about and

enjoy a protected place on their own terms, and at the same time gain an appreciation of its relevance to all Canadians. For this reason, Parks Canada employs the Canadian Tourism Commission's *Explorer Quotient* and social science data to understand visitors' motivations, interests and expectations, and to identify target markets. In this way, Parks Canada develops, promotes, and facilitates visitor experience opportunities that meet the needs of those markets.

Since the 1996 Management Plan, a marketing plan was undertaken and social science tools were applied to support strategic direction in visitor experience planning at Pukaskwa, as follows:

- The *Pukaskwa National Park Strategic Marketing Plan (2002)* identified a number of target markets. In addition to staff, partners and stakeholders, these markets included Robinson Superior Treaty Group members, school groups, front country campers, coastal paddlers, and coastal hikers. A need exists, nevertheless, for new information to develop an updated marketing plan. Since 2006, the park has been engaged with Parks Canada's social science professionals to gather new, relevant data and assess the quality of service in preparation for new visitor experience strategic planning.
- Knowledge of current audiences for Pukaskwa National Park is largely based on the *Visitor Information Program (VIP) Report (2006)*. These audiences are primarily from Ontario and northern U.S.A., range in age from 45 to 64, and arrive in parties of two. Two thirds of these people have not visited Pukaskwa before and they will stay for an average of two nights. The majority (81%) participate in some type of park interpretation activity. The *VIP Report* also presented findings on visitor satisfaction. Generally, there is a high level of satisfaction with the recreational side of the visitor experience, although this is less so for visitor facilities which are either lacking or in need of upgrading. A VIP survey conducted in 2012 will provide new knowledge of Pukaskwa's audiences.
- Pukaskwa National Park's most recent *Visitor Experience Assessment (VEA) Report* was conducted in 2006. Strengths were identified in frontline service delivery such as telephone and e-mail communication, the response to messages of inquiry, and the variety of heritage presentation activities offered. Additionally, relationships with commercial outfitters were reported to have improved. Nevertheless, the Report indicated that there is room for improvement in some areas: the web site; inconsistent quality of trail signage; a lack of special programs; and an absence of backcountry orientation and off-season uniformed presence.

The foregoing is summarized in the 2010 *State of the Park Report* which rates visitor experience as 'good'. Nevertheless, annual attendance at the park, which has been consistently reported in the 7,000 range over the past five years, is down from a 10,000 range in the 1990s – a fact that speaks to the wider phenomenon of lower numbers of visitors to protected heritage places. Increasing visitation is more than a matter of providing service. Rather, it is a function of relevance, recognizing Canada's changing demographic and the differing interests and purposes of travel among Canadians. At present, strategies for national parks, national historic sites and national marine conservation areas includes increasing our reach to urban and new Canadians, young families, young adults and school-age children.

There is much in Pukaskwa's natural and cultural environment to appeal not only to outdoor recreation enthusiasts of all ages and backgrounds, but also to people interested in the sciences, history, the arts, and those seeking spiritual growth and a renewed sense of place and identity. This management plan's key strategies include actions that take a marketing approach to the development and promotion of visitor experience opportunities.

In working to broaden its audience profile, the park will address gaps in social science research data by making use of existing valid data as well as external data from partners, the Canadian Tourism Commission, the Ontario Tourism Marketing Partnership Corporation, and leaders in social science research located at Lakehead University's School of Outdoor Recreation, Parks and Tourism. Additionally, Ontario Parks will be approached to discuss their involvement in data gathering strategies.

3.5.5 Connection to place: public outreach

One of Parks Canada's strategies is to reach Canadians in their communities, at home and at leisure. This is done to encourage the involvement of Canadians in places protected for them, so that they value the significance of these places and support their protection and presentation.

Residents of the north shore of Lake Superior have a deep attachment to the natural character of the area, an attachment bolstered by a strong sense of community. This is important in efforts to gain local engagement and support.

Despite these positive attributes, measures for 'appreciation,' 'support' and 'engagement' in the 2010 *State of the Park Report* are considered to be 'fair,' and 'understanding' is not rated. The *Report* pointed to a need for updated social science data to help refine public outreach programming, and expand programs to engage communities. Presently, social science research is underway to help address these gaps. Data collected will be a key factor in developing communication and awareness strategies for the park's neighbouring residents. There is clearly a need to raise the profile of the park nationally and to improve relationships with communities in the northern Superior region.

3.5.6 Stakeholder and partner relations

Effective stakeholder and partner relationships are essential in carrying out the programs and services at national parks. By engaging stakeholders and partners in ways that interest them and where they can make the most positive contribution, they can become local 'champions' for protected places and they often provide important complementary services.

In the *State of the Park Report*, the rating for 'support' from partners and stakeholders is considered 'good' overall owing to positive media attention. At the same time, engagement with this sector has improved as a result of recent investment in increasing the park's capacity for stakeholder relations and partnering, for example the park's participation in local committees and events. It is important to recognize the mandates, jurisdictions, and needs of partners and stakeholders in order to ensure that much-needed relationships are sustained in the long term.

4.0 Vision for Pukaskwa National Park of Canada

*Gii abinoogwian, gii onishin, kin gegoon
Gii binadad, gaye miigaainedaman
Gichigamii gii iyaayan
Niinigok ogii kenda na waa, apii
Gebemamad, ziwaad
Ja mino bibamakiiwad.
Anishinaabe akiig, miigaonji bimaadziyang
Mii, omaa, endaayang.*

I remember as a child how beautiful, strong and refreshing it was, the feeling of being beside the lake. My family knew how to travel the land in any season and how to read the weather to have a safe journey. For the Anishinaabe, the land is where we grew up, where we experienced a sense of belonging - it was our home. Pukaskwa is still a home to us.

Collette Goodchild, Elder, Ojibways of
The Pic River First Nation

This vision statement describes how we want to see Pukaskwa twenty years in the future. The remainder of the plan describes the direction we want to take to achieve this vision.

Pukaskwa National Park of Canada welcomes discovery and enjoyment of a spectacular corner of Lake Superior, whose boreal forest and 60-kilometre unbroken natural shoreline present opportunities to experience a wilderness of beauty and drama, and a memorable sense of solitude. People from near and far are able to see, hear, smell and touch a land that has remained virtually unchanged for thousands of years - one that has inspired generations of Canadians and continues to do so. The Anishinaabek, for whom Pukaskwa has special meaning, share their experiences with others who are discovering the park for the first time.

Pukaskwa National Park takes prominence as one of the treasures of national heritage significance in the Great Lakes region. The park is known as a destination of unsurpassed beauty. With care and reverence, and with the active engagement of partners, community stakeholders and visitors, Pukaskwa's coastal and inland ecosystems are restored and maintained as a touchstone for future generations. Through public outreach, many more Canadians are aware of Pukaskwa and the importance of protecting its natural and cultural heritage. In particular, for local schools, colleges and universities, the park is a source of knowledge, about the culture of the Anishinaabek, and about natural science and history.

Pukaskwa is an important place in the northern Superior region, a place where local First Nations feel a sense of belonging and are engaged in traditional activities. Visitors to Pukaskwa understand and respect this place as the home of the Anishinaabek, a place important to surrounding First Nations traditionally, spiritually, and economically. Indeed, local First Nations are recognized as cultural assets to the Park. The story of the Anishinaabek, their culture, and their spiritual connection to the land is told by them in ways – both new and traditional – that appeal to all ages, walks of life and abilities. Management and programming are developed through formalized advisory

relationships with local First Nations. Métis share their history in this area as well. Canadians have a new awareness of the culture and aspirations of First Nations and Métis, which opens doors to mutual understanding and respect.

Pukaskwa National Park is known nationally as a place where First Nations, partners, stakeholders, and skilled and knowledgeable staff work co-operatively and in an atmosphere of respect. This place of wild shores, rocky headlands and boreal forest is understood and appreciated by all who have an interest in this area and in its future well being.

5.0 Key Strategies

The greatest campsite I ever stayed at is Hideaway Lake in Pukaskwa National Park...The north shore of Lake Superior is breathtakingly beautiful, and this site is no exception. But not only is it located in a bay between dramatic granite headlands topped with spruce and aspen, it is set back just enough to escape the wind without losing the presence of the Lake. The water is crystal clear, showing the myriad colours of each submerged boulder...The only signs of human existence are the tent pads and the contrails overhead.

Sean Richens, visitor, June, 2008 (with permission)

Key strategies are the ways in which the park will realize its vision. They are the broad management approaches used to address issues and opportunities in the three parts of Parks Canada's mandate: heritage resource conservation, public appreciation and understanding, and visitor experience. They are written in such a way that the three parts of the mandate can be delivered in an integrated manner. The strategies must also address the performance expectations that are set out in the Agency's Performance Management Framework. Annual reporting will show how the key strategies have been implemented on a year-to-year basis.

Each key strategy is structured using objectives, targets, and actions designed to be implemented over the plan's ten- to fifteen-year horizon. In addition, where needed, approaches are developed for the management of specific areas with their own objectives, targets and actions. Appendix A provides a detailed forecast of the implementation of the plan's actions.

Three key strategies and two area management approaches will guide the management of Pukaskwa National Park. The key strategies and the area management approaches address the issues identified in the *State of the Park Report (2010)* as well as feedback received through discussions with First Nations and Métis, with stakeholders, and with members of the general public.

5.1 Key Strategy 1: AN ENDURING RELATIONSHIP: Honouring the Anishinaabek and Métis, and their connection to the land known as Pukaskwa

The purpose of this strategy is to have mutually beneficial relationships between local First Nations and Parks Canada, as they move forward co-operatively in protection, presentation, management and operations at Pukaskwa National Park. This strategy is also intended to guide the park in establishing a new working relationship with Métis.

The Ojibways of the Pic River First Nation, and other local First Nations, have actively participated in Pukaskwa's management and operations since its official opening in 1983. This key strategy's objectives include the establishment of formalized advisory relationships with the Ojibways of the Pic River First Nation and with other nearby First Nations, including the Pic Moberg First Nation, the Michipicoten First Nation and the Pays Plat First Nation, and in so doing respecting the Ministerial commitments made when the park was established, and the rights and aspirations of these communities. The proposed advisory committee structure formally recognizes the interest on the part of local First Nations in what happens at the park and, by extension, their economic and social well-being. The proposed committee structure further recognizes the need for pro-active planning and decision-making in the spirit of co-operation in order to ensure that the rights and title of First Nations are respected. Intended to create the pathways necessary to fully engage local First Nations as partners in protection and presentation of

Pukaskwa, the proposed advisory committee structure will also facilitate continuing dialogue and address issues in management and operations.

An “*enduring relationship*” will be achieved when the Anishinabek and Métis feel at home in the park, and when their contribution to the protection of the park’s natural and cultural heritage protection, to the visitor experience, and to public appreciation and understanding, enriches learning and enjoyment.

5.1.1 Objective 1:

Ongoing consultations and working relationships with local First Nations are supported by an advisory committee structure for the purpose of co-operative management.

<i>Targets</i>	<ul style="list-style-type: none"> ▪ A First Nations Advisory Committee structure is established by 2014; ▪ A draft framework on co-operative management is developed by 2015.
<i>Actions</i>	<ul style="list-style-type: none"> ▪ Work with local First Nations to develop and jointly agree upon an advisory committee structure and mandate; ▪ Conduct, with First Nations a comprehensive review of the fulfillment of Ministerial commitments made by the Crown to the Robinson Superior Treaty Group when the park was established; ▪ In co-operation with First Nations, develop a co-operative management framework to support the implementation of co-operative management in the park.

5.1.2 Objective 2:

Local First Nations feel a personal connection to Pukaskwa, and they support and actively use the park.

<i>Targets</i>	<ul style="list-style-type: none"> ▪ Pukaskwa continues to ensure that at least 50% of park employees are members of the Robinson Superior Treaty Group; ▪ Pukaskwa National Park works to respect the rights and interests of local First Nations; ▪ The park is actively used for traditional activities that foster connection to place among the Anishinaabek.
<i>Actions</i>	<ul style="list-style-type: none"> ▪ Work with First Nations to develop an employment strategy that includes representation of northern Superior First Nations throughout the organization, succession planning, retention, and training; ▪ Develop and deliver, with First Nations, cultural awareness training for park staff and volunteers, including training related to historical and current issues of the Anishinaabek, in order to ensure a greater understanding and appreciation of First Nation perspectives; ▪ Communicate, in co-operation with First Nations, their values and interests in park operational manuals and guidelines, in visitor experience opportunities (for example in demonstration of traditional skills and interpretation of the Anishinaabek), and in public outreach opportunities;

	<ul style="list-style-type: none"> ▪ Establish a strategy, with First Nations, to deliver an Anishinaabe Youth Camp in the backcountry of the park; ▪ Encourage, in co-operation with local First Nations, a view of the park as a living landscape where traditional activities are practised; ▪ Consider, in co-operation with neighbouring First Nations, alternative visitor experiences that would be facilitated by visitor contact points at or near local First Nations.
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5.1.3

Objective 3:

First Nations of the northern Superior region feel they have opportunities to influence and contribute to activities at Pukaskwa, and are actively involved in sharing and presenting their traditions, values and stories.

<i>Targets</i>	<ul style="list-style-type: none"> ▪ Activities and programs at the park incorporate traditional values and local knowledge of the Anishinaabek; ▪ First Nations and Métis are actively involved in the delivery of visitor programs and activities; ▪ A new tourism opportunity is developed by local Anishinaabe partners by 2016, with the support of park management.
<i>Actions</i>	<ul style="list-style-type: none"> ▪ Work with First Nation communities to review and examine local Ojibway place names and associated language, for incorporation into programming and services; ▪ Work with the local community, including businesses belonging to First Nation members and the Métis community, regarding their interest and involvement in visitor experience and public outreach opportunities, including program development projects that address historical as well as contemporary culture; ▪ Ensure that opportunities related to the heritage, culture, and socio-economic development of First Nations and Métis are integrated into the visitor experience; ▪ Include, in collaboration with First Nations, traditional knowledge into the park's programs (including citizen science, volunteer monitoring, cultural resource management, social sciences, and species at risk); ▪ Create a Cultural Resource Values Statement for Pukaskwa in collaboration with local First Nations (to examine traditional use and reflect cultural perspectives), partners and stakeholders, and apply the identified values to visitor experience opportunities; ▪ Work with the Ojibways of the Pic River First Nation to examine documents, pictures, and artefacts in possession of the Park, and if requested by the First Nation, develop a plan to return originals to them; ▪ Include Anishinaabe language, artwork and cultural content in the park's place names, visitor experience products and assets.

5.1.4 Objective 4:
The interests of Métis are addressed through a new working relationship.

<i>Target</i>	<ul style="list-style-type: none"> ▪ Pukaskwa and Métis representatives are clarifying Métis interests in the Pukaskwa area.
<i>Actions</i>	<ul style="list-style-type: none"> ▪ Work with Métis of the Superior north shore to support their efforts to document their interest in the Pukaskwa area; ▪ Work with Métis of the Superior north shore to determine how they may convey their history and culture through protection, the visitor experience and public outreach components of the Parks Canada mandate at Pukaskwa National Park.

5.2 Key Strategy 2: A WILDERNESS SUSTAINED: Experiencing Pukaskwa’s wilderness through strengthened ecosystems

The purpose of this strategy is to advance Parks Canada’s heritage protection responsibilities while working in co-operation with partners, stakeholders and visitors in restoring and maintaining coastal and inland ecosystems, thereby setting the stage for a transformative wilderness experience and enriched learning for Canadians.

Pukaskwa’s natural landscape and spectacular shoreline vistas, and its sense of place beside an inland sea, have been the source of life and spirit for the Anishinaabek for generations. This landscape has also welcomed and inspired visitors, including hikers, campers and paddlers, and has found expression in both historical and contemporary Canadian arts. Many visitors have commented that the experience has been restorative to their personal health and well-being.

Protected and appropriately managed, the park’s wilderness is a place where native species and natural processes can persist, and where visitors can support and engage in conservation efforts through Parks Canada’s Ecological Integrity Monitoring Program. As the Ojibways of the Pic River First Nation implement a traditional territory monitoring program, there are opportunities to work with them to ensure that these programs work in harmony.

A “*wilderness sustained*” will be achieved when Canadians connect with this special environment in ways that leave its ecological integrity unimpaired for present and future generations.

5.2.1 Objective 1:
With the support and engagement of Canadians, key ecosystem processes and species are restored and maintained.

<i>Targets</i>	<ul style="list-style-type: none"> ▪ By 2017, knowledge of the state of ecological integrity for the entire park, and of the condition of coastal ecosystems, is improved through ecological monitoring of key indicators including condition targets and thresholds for state-of-the-park reporting;
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	<ul style="list-style-type: none"> ▪ Disturbance regimes, including a fire regime restoration target of 20%, are achieved by 2016; ▪ Recovery initiatives for species at risk that occur within Pukaskwa (Appendix C) are implemented.
<i>Actions</i>	<ul style="list-style-type: none"> ▪ Update and maintain natural resource databases to ensure accurate information is used in resource management, visitor experience opportunities and public outreach; ▪ Work co-operatively with local First Nations to integrate traditional knowledge into resource management and species-at-risk recovery initiatives; ▪ Continue to implement the park’s Ecological Integrity Monitoring Program for the purpose of maintaining or improving ecological integrity, while recognizing the traditional territory monitoring program of the Ojibways of the Pic River First Nation and ensuring that the programs operate in harmony; ▪ Foster a sense of connection to place through the development of educational and citizen science programs about park ecosystems and species; ▪ Work co-operatively with partners and stakeholders including neighbouring protected areas to ensure compatible ecosystem management objectives in areas such as fire, species at risk, and water quality; ▪ Develop management guidelines for environmentally and culturally sensitive sites. Work with First Nations to increase protection and appreciation of Pukaskwa Pit sites.

5.2.2

Objective 2:

Pukaskwa’s unique wilderness environment is the defining element of the visitor experience.

<i>Target</i>	<ul style="list-style-type: none"> ▪ 85% of backcountry visitors have meaningful experiences characterized by a high degree of remoteness and solitude, which may foster lifelong connections.
<i>Actions</i>	<ul style="list-style-type: none"> ▪ Using the Explorer Quotient segmentation tool as well as knowledge of the current and potential markets, facilitate a wilderness experience ensuring that the product and service offer meets the interests and needs of the target markets while ensuring the maintenance of ecological integrity; ▪ Use Visitor Information Program, and social science data on attitudes and motivations, to develop programs to engage visitors in ecosystem monitoring; ▪ Enhance awareness of Pukaskwa’s wilderness by exploring opportunities for formal external recognition of the park as a partner in local, regional, national and international initiatives.

5.3 Key Strategy 3: A “SUPERIOR” CONNECTION: Making Pukaskwa more relevant to Canadians

The purpose of this strategy is to foster a sense of connection to Pukaskwa among greater numbers of Canadians, and among those of varied backgrounds and interests. As part of the longest stretch of natural shoreline remaining on the Great Lakes, and one of the world’s largest freshwater lake ecosystems, Pukaskwa’s wild nature can be enjoyable and meaningful to those who experience it. The backcountry, in particular, can be an invigorating challenge for even the most experienced of hikers and paddlers. However, such outdoor opportunities may not appeal as much to newer generations of Canadians. Given changing market trends and population demographics, Parks Canada must find new, innovative ways for its national heritage places to be relevant to Canadians by recognizing different interests, abilities, and purposes for travel.

Unique qualities of Pukaskwa, such as the majesty of wilderness, and the knowledge of peoples in this area, can be used, with social science, to identify market segments and develop programs and services that will protect and celebrate the park. Reaching out and connecting to such markets will broaden Pukaskwa's base of support and engagement both within the park and in local communities.

A “*Superior’ connection*” to Pukaskwa will be fostered when present and future generations of Canadians discover the iconic nature of this corner of the Canadian Shield, find their experience memorable and meaningful, and support the continued protection of its natural and cultural heritage.

**5.3.1 Objective 1:
 Greater numbers of Canadians discover and rediscover Pukaskwa National Park.**

<i>Targets</i>	<ul style="list-style-type: none"> ▪ By 2016, visitation is 10% above 2010 baseline attendance (7277); ▪ On average, 85% of surveyed visitors consider Pukaskwa meaningful to them; ▪ On average, 90% of visitors are satisfied with their visit.
<i>Actions</i>	<ul style="list-style-type: none"> ▪ Using the Visitor Information Program and the Visitor Experience Assessment tools, social science data and the Explorer Quotient segmentation tool, create an updated marketing plan to identify target audiences and opportunities for visitors to be engaged in programs and activities that meet their interests, motivations and expectations, encompassing both natural and cultural heritage; ▪ Work with local partners on a public outreach program to raise awareness of, and interpret, Pukaskwa through conventional and social media; ▪ Position Pukaskwa as a destination of unsurpassed beauty through branding, consistent imagery on highway signs, printed matter and products for sale, and through media stories and website development.

5.3.2 Objective 2:

First Nations, communities and stakeholders are fully engaged in facilitating the discovery of the Park, and share knowledge about the heritage values of this place.

<i>Targets</i>	<ul style="list-style-type: none">▪ By 2017, the percentage of visitation by local residents (local First Nations and communities) is 6% above 2006 baseline levels;▪ New partnering activities are developed with First Nations, communities and stakeholders in the Lake Superior region by 2016.
<i>Actions</i>	<ul style="list-style-type: none">▪ Encourage collaboration of First Nations, nearby municipalities and stakeholders in developing visitor experience opportunities, providing services and facilities, and monitoring of natural and cultural resources;▪ Work with local communities to develop mutually beneficial programs where local citizens and park employees are knowledgeable ambassadors for the park.

6.0 Area Management

The key strategies in Section 5 set out to realize the vision for Pukaskwa National Park through the integration of the heritage resource conservation, visitor experience facilitation and public appreciation and understanding components of Parks Canada's mandate. While these key strategies address issues and opportunities affecting the park as a whole, certain areas merit a specific management focus due to their strategic importance.

Two areas, Hattie Cove and the Lake Superior Coast, are identified for the purpose of focused management and the achievement of specific objectives, targets and actions.

6.1 HATTIE COVE

The Hattie Cove area is the front country of the Park and serves as the primary visitor reception and activity area. In addition to camping facilities for both tents and recreational vehicles, this area offers hiking trails, beachfront areas at Horseshoe Bay, a Visitor Centre containing displays, and an Anishinaabe Camp where visitors can learn about culture and values in a traditional setting.

As “the edge of wilderness”, Hattie Cove allows visitors to experience the park's wilderness character from a day-use or camping perspective. The majority of the park's visitors will experience only the front country, and as the point of entry for most visitors, it offers the first and last impression of Pukaskwa. It is imperative, therefore, that the visitor experience in this area is one that supports the park's wilderness character. In particular, Hattie Cove contains one of only a few coastal wetlands in the park, and it is a valuable spawning habitat for northern pike. As such, Hattie Cove presents an excellent opportunity for hands-on monitoring of water quality, wetland species and marsh birds, as well as invasive species early detection monitoring. In addition, there is considerable potential in the hosting of new and varied types of day visitors, such as photographers, painters and creative writers.

During the park establishment phase in the early 1980s, Hattie Cove was the first area to be developed. Various concepts prepared over the years established the location of new trails, a permanent visitor centre, and camping and orientation facilities. The most recent plan for Hattie Cove, in 2003-04, included a new orientation area, connected trails, the afore-mentioned Anishinaabe Camp, an additional gathering place, and associated signage. In any concept development, attention should be focused on how the organization and programming of front country space can best be managed to meet visitor needs as they evolve. Accordingly, this plan proposes that front country organization and programming be refreshed to reflect the needs and expectations of visitors, while supporting objectives toward greater participation of First Nations and Métis in the presentation of local culture and values.

The Hattie Cove area management approach will be successful when this front country experience provides a sense of personal discovery and connection to place – an invitation to further explore the park, while offering high-quality services and facilities in a safe, peaceful and pleasant environment.

6.1.1 Objective 1:

Visitor experiences at Hattie Cove are facilitated by services and facilities that are accessible, safe, and provide a sense of welcome.

<i>Targets</i>	<ul style="list-style-type: none"> ▪ 90% of visitors to Hattie Cove are satisfied with its facilities and services; ▪ Visitor experiences are improved to accommodate the needs of current and potential visitors so that visitor use is increased by 10% above 2010 baseline data (7277).
<i>Actions</i>	<ul style="list-style-type: none"> ▪ Review the existing conceptual plan for Hattie Cove including services, facilities and activities, their location, related landscaping treatments, views and orientation, and use Visitor Information Program, Visitor Experience Assessment and social science data to develop an updated front country conceptual plan; ▪ Maintain the trail system so that there are opportunities for various age groups and physical abilities; ▪ Review welcome and park orientation media, including electronic and print media, and review directional and way-finding signage, to establish a co-ordinated orientation package that meets Parks Canada’s service standards and signage renewal program, and accommodates the Ojibway language.

6.1.2 Objective 2:

Programs and activities at Hattie Cove set the stage for memorable experiences and invite personal discovery.

<i>Targets</i>	<ul style="list-style-type: none"> ▪ Programs and products are provided that convey the culture of the Anishinaabek and the natural history of Pukaskwa, and they are available weekly during the summer season; ▪ 60% of visitors to Hattie Cove consider that they learned something about the natural and cultural heritage of Pukaskwa.
<i>Actions</i>	<ul style="list-style-type: none"> ▪ With local First Nations, facilitate the development of a refreshed concept for the Anishinaabe Camp; ▪ With local First Nations, facilitate the development of new programs and activities at Hattie Cove that present the heritage and culture of the Anishinaabek; ▪ Work with partners and stakeholders to develop programs and services specifically tailored to the front country markets identified in the updated marketing plan; ▪ Work with partners and stakeholders to develop interpretive education tools and activities that encourage day use visitation at Hattie Cove and invite discovery of the backcountry.

6.2 LAKE SUPERIOR COAST

The Lake Superior coast is Pukaskwa’s signature attraction. A treasure within the park, the coast sets Pukaskwa apart from other national parks. Indeed, Pukaskwa contains the

longest stretch of roadless coastline in the Great Lakes, inviting discovery of its spectacular landforms, shoreline vistas, exposure to wildlife and pre-contact history.

The Lake Superior Coast presents opportunities, through positioning of the park and branding, to attract a variety of audiences interested in discovering this special place, gaining a sense of its indomitable spirit, and developing their own wilderness skills according to their abilities. Furthermore, greater awareness of the natural and cultural value of this place among audiences in communities through public outreach can help to ensure its protection. Therefore, enjoyment of the Lake Superior coast through hiking, boating, sailing, canoeing and kayaking must be supported by sensitivity to the ecosystem and to cultural resources.

The Lake Superior Coast area management program will be successful when Canadians are aware of, enjoy, and discover the spirit of the Lake Superior Coast, while participating in and promoting its protection.

6.2.1 Objective 1:

The ecological integrity of the Lake Superior Coast is improved in ways that support memorable visitor experiences.

<i>Targets</i>	<ul style="list-style-type: none"> ▪ By 2016, the preferred recovery strategy actions for Woodland Caribou in Pukaskwa are being implemented; ▪ The ecological integrity indicator rating in the next State of the Park Report for the coastal ecosystem is improved from ‘fair’ to ‘good’.
<i>Actions</i>	<ul style="list-style-type: none"> ▪ Collaborate with the Ontario Ministry of Natural Resources, local First Nations, and local municipalities in protection of the Lake Superior Coast from Hattie Cove to Michipicoten Harbour, on Woodland Caribou recovery; ▪ Continue to invest in ecological integrity research and monitoring in order to apply the best scientific and traditional knowledge to coastal ecosystem management as well as planning for visitor experience opportunities and public outreach programs; ▪ Work with local First Nations, Métis, partners and stakeholders to foster a sense of shared responsibility for stewardship on the coastline; ▪ Using new and conventional media, develop public outreach tools on the value of Pukaskwa’s coastal ecosystem, ensuring that such programs meet the needs and interests of outreach audiences; ▪ Develop opportunities for visitors to engage in volunteer monitoring and protection of the coast, ensuring that such monitoring is in harmony with the Ojibways of the Pic River First Nation traditional territory monitoring program; ▪ Confirm the location of a marine base of operation for Parks Canada vessels to support asset management, ecosystem monitoring and visitor safety along the coast.

6.2.2 Objective 2:

The iconic imagery of Pukaskwa’s Lake Superior Coast is present in the hearts and minds of Canadians.

<i>Targets</i>	<ul style="list-style-type: none"> ▪ More Canadians appreciate the significance of the Lake Superior Coast; ▪ By 2016, visits to Coastal Hiking Trail and Coastal Paddling Route campsites are 10% above 2010 baseline data;
<i>Actions</i>	<ul style="list-style-type: none"> ▪ Use Visitor Information Program and social science data to identify target audiences for Lake Superior Coast experiences, and establish baseline levels of appreciation; ▪ Partner with First Nations, the Lake Superior National Marine Conservation Area, local communities, universities and interest groups to develop visitor programs and public outreach products that present the natural and cultural features of the Lake Superior Coast; ▪ Ensure that the Lake Superior Coast takes prominence of place within Pukaskwa’s marketing plan.

7.0 Partnering and Public Engagement

Parks Canada defines partnering as involving the use of formal agreements between the Agency and other organizations that achieve shared objectives by way of mutually-beneficial initiatives and the combining of resources. Stakeholder and partner engagement is based on mutual respect, mutual interest, and the achievement of shared outcomes that builds on the specific interests of partners and stakeholders.

The active engagement of First Nations, Métis, stakeholders, partners and the general public in the planning and management of Canada's protected areas, in ways that interest them and where they can make the most positive contribution, is one of the Park's Canada's key guiding principles. Partnering and public engagement builds public understanding and support, and provides opportunities for Canadians to contribute their knowledge, expertise and suggestions.

As recognized in the Ministerial commitments of the 1970s, a special relationship exists between Pukaskwa and the First Nations of the Northern Superior region. Ongoing dialogue and consultation will continue with them. It is essential in this context to attain a better understanding of the interests of local First Nations. Such an approach is reflected in this management plan's key strategies, particularly *Key Strategy 1: An Enduring Relationship*, and subsequent objectives and targets, particularly those which involve formalizing relationships. Further dialogue with Métis of the Superior North Shore will inform the nature of the formal relationship established with them.

Parks Canada's staff will continue to develop its partnering opportunities with regional, provincial and national bodies in the areas of natural resource conservation and stewardship and tourism development. These include its responsibilities under the *Species at Risk Act*, the Canada-Ontario Agreement respecting the Great Lakes Basin Ecosystem, and the "Zone of Cooperation" Working Group respecting the forest ecosystem surrounding the park. In so doing, and in the same spirit demonstrated during the process of developing this management plan, the park will meet regularly throughout the plan's implementation with a broad range of stakeholders and partners so that issues are collectively shared, understood, discussed and resolved.

The effectiveness of partnering and public engagement initiatives will be monitored using the Federal Government guidelines on partnering, specifically ensuring that guidelines respecting the public interest, professionalism, ethics, respect, and conflict of interest are shared.

8.0 Park Zoning

Parks Canada employs a system of zoning in which land and aquatic areas of national parks are classified according to ecosystem and cultural resource protection requirements, and their suitability to set the stage for visitor experience opportunities. Zoning is thus a tool to guide the types of visitor experiences that can be sustained in the long term, and provides direction for the activities of park staff and park visitors alike. The five zoning classes and their application at Pukaskwa National Park are described in this section and on Map 3 and Map 4.

Parks Canada's zoning system enables a designation overlay of "environmentally or culturally sensitive sites." These areas or sites may require special management attention because of their fragility. Environmentally and culturally sensitive sites at Pukaskwa are described in this section and environmentally sensitive sites are shown on Map 5. Culturally sensitive sites are not mapped in order to respect the wishes of local First Nations and because these sites are fragile.

During the management plan review process, small adjustments were made to the zoning plan that has been in effect since the 1995 Management Plan. These changes are related to the existence of species at risk (for example Woodland Caribou and Pitcher's Thistle) as well as knowledge acquired as a result of archaeological field work conducted since the mid-1990s on petroform sites (the "Pukaskwa Pits"). Given the importance of zoning in supporting park management objectives, periodic review and assessment will be necessary during each ten year review cycle to determine if changing conditions require a zoning change.

8.1 ZONE I – SPECIAL PRESERVATION

Zone I is the most protective level of zoning within the Parks Canada zoning system. Zone I areas deserve "special preservation" because they contain or support unique, threatened or endangered natural or cultural features. In Pukaskwa, these areas may also harbour the best examples of features that represent the Central Boreal Uplands natural region, or the best examples of a specific type of cultural resource.

Motorized access and circulation is not permitted in Zone I and in most cases the fragility of the area is such that public access is strictly managed. Every effort is therefore made to provide park visitors with appropriate off-site information on that area's special characteristics.

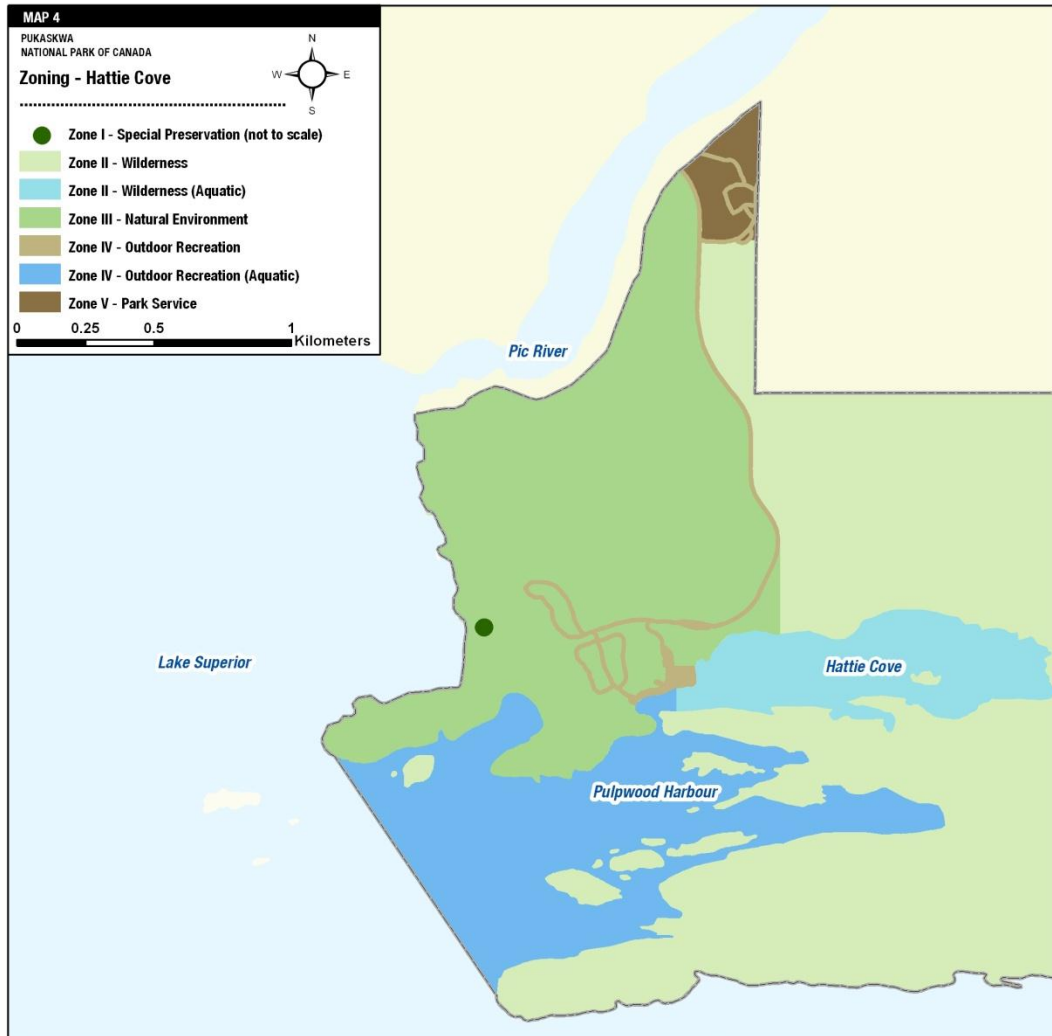


At Pukaskwa, Zone I lands include:

- 8.1.1 **Front country** – an area of terrain in proximity to North Beach containing Pitcher’s Thistle and Franklin’s Ladyslipper habitat;

- 8.1.2 Backcountry** – Otter Island (the entire island except the Lighthouse property which is owned by the Canadian Coast Guard), an important calving area and wintering range for Woodland Caribou, in order to provide adequate protection for this species;
- 8.1.3 Backcountry** – an area of Oiseau Bay containing a rare but native population of Pitcher’s Thistle, an area identified as critical habitat required by the species;
- 8.1.4 Backcountry** – selected petroform sites ("Pukaskwa Pits") located primarily on cobble beaches along the Lake Superior Coast. The Pukaskwa Pits were the first cultural resources in any national park in Canada to be assigned Zone I status. Since the 1996 management plan, many more petroform sites have been documented. For the 79 confirmed sites documented (to September 2011), criteria have been assigned to assist in their zoning classification. These criteria are threefold: the petroform must be of First Nation origin, must be especially vulnerable to damage (whether intended or not), and must be considered to be notable, rare or among the best examples. Accordingly 18 petroform sites have been assigned Zone I status. Remaining petroform sites are protected through the “Culturally Sensitive Site” designation (see Section 8.6).

Out of respect for local First Nations and for the fragility of all petroform sites, these sites are not illustrated in the zoning map in this management plan. Off-site visitor experience and public outreach programs will be developed with First Nations to increase appreciation and protection of these sites.



8.2 ZONE II - WILDERNESS

The Zone II category provides a high level of protection for large areas of a park that provide good representations of a natural region and that will be conserved in a wilderness state. The perpetuation of ecosystems and ecological process is the management goal. Zone II areas offer opportunities for visitors to experience the park's

wilderness with a sense of remoteness and solitude. Facilities, if in existence at all, are primitive or rudimentary.

The Zone II designation, which has the largest coverage in the park, is as follows:

- 8.2.1 Front country** – lands surrounding Pulpwood Harbour and Hattie Cove;
- 8.2.2 Front country** – waters of Hattie Cove;
- 8.2.3 Backcountry** – all backcountry lands and waters with the exception of the coastal river portions described in Zone IV.

Due to the fact that it was constructed prior to park establishment, the Hydro One transmission corridor located in the northern and northwestern portion of Zone II exists as a license of occupation within Zone II.

Declaration of a Wilderness Area

The *National Parks Act* enables the designation, by Order in Council, of Wilderness Areas that place a legislative constraint on development. When this occurs, the provisions of the zone act as regulation as opposed to policy guideline. It is intended that the wilderness area boundaries would be consistent with Zone II boundaries. As previously stated, Pukaskwa National Park is not yet scheduled under the *National Parks Act*, and therefore cannot subscribe to this provision. In the event of scheduling, Parks Canada will consider a Wilderness Area as part of a future management plan, and will do so in consultation with First Nations and Métis communities, stakeholders, and the general public.

8.3 ZONE III – NATURAL ENVIRONMENT

Zone III designation is given to areas that are managed as natural environment and that provide opportunities for visitors to experience the park through outdoor recreation activities requiring minimal services, and facilities of a rustic nature. While motorized access will be allowed, it will be controlled, typically by limiting traffic volume.

The Zone III designation is as follows:

- 8.3.1 Front country** – area north and west of Hattie Cove containing walking trails and passive interpretation.

8.4 ZONE IV – OUTDOOR RECREATION

Areas designated Zone IV accommodate a broad range of opportunities for understanding, appreciation and enjoyment of the park's ecological and cultural heritage values and related essential services and facilities.

Access by motor vehicle is permitted. At Pukaskwa, motorized access includes access by motor boats, although no form of visitor facilities such as docks or buoys are permitted, and water-based activities in park-controlled waters of Lake Superior designated Zone IV must be compatible with the character of the park and respectful of other visitors. All water-based visitors are required to be self-sufficient.

The Zone IV designation is as follows:

- 8.4.1 Front country** – main park road and buffer defined as extending eight (8) metres on both sides of the road, measured from the centre line of the road;
- 8.4.2 Front country** – waters of Pulpwood Harbour; and waters of Hattie Cove, west of the Visitor Centre;
- 8.4.3 Backcountry** – Lake Superior waters under park jurisdiction;
- 8.4.4 Backcountry** – navigable portion of major rivers up to the first natural barrier.

8.5 ZONE V – PARK SERVICES

This zone is applied to areas in national parks that contain a concentration of visitor services and support facilities, and/or park operation and administrative functions.

The Zone V designation covers the smallest portion of park land and is as follows:

- 8.5.1 Front country** – area containing Park administration building and ancillary structures.

8.6 ENVIRONMENTALLY AND CULTURALLY SENSITIVE SITES

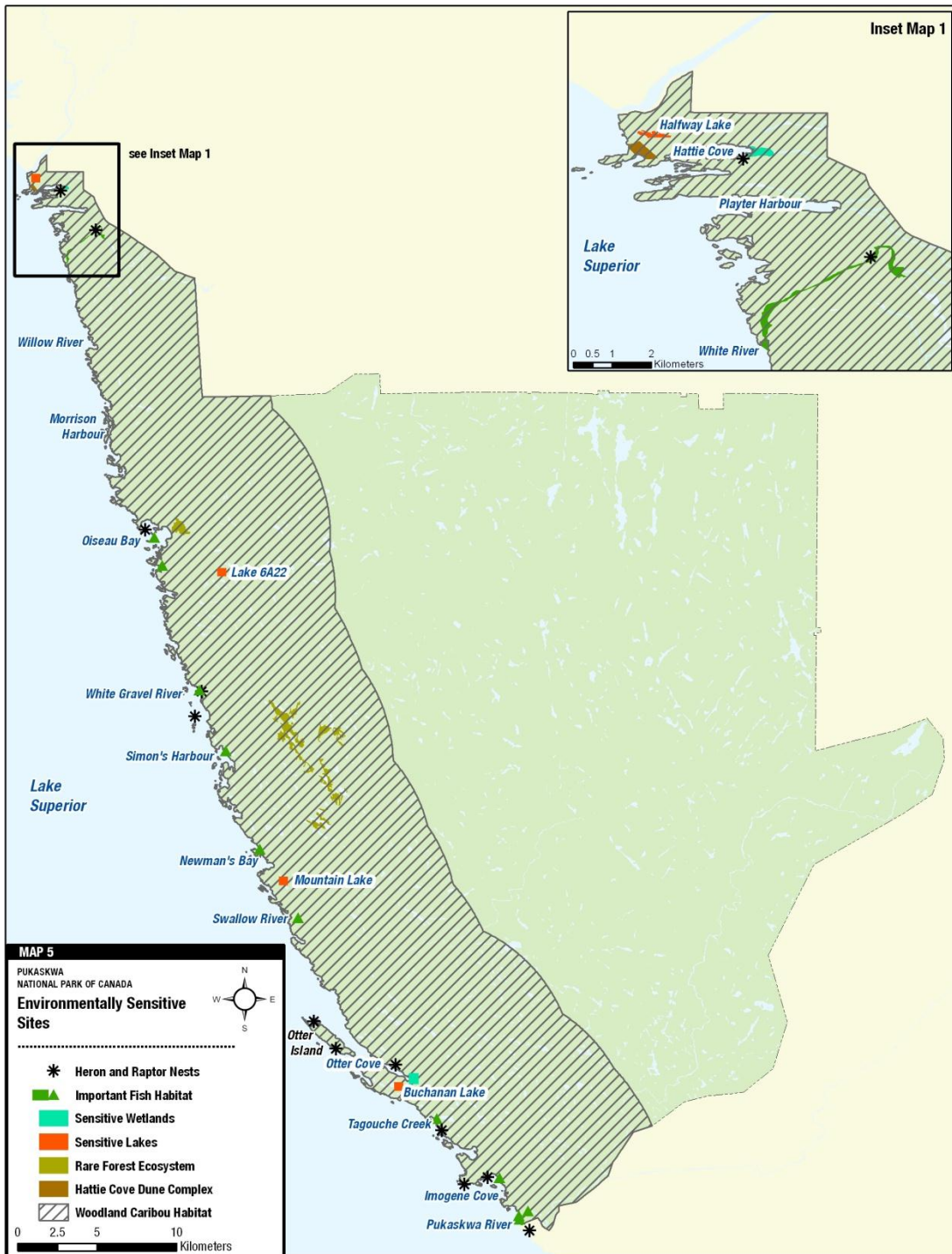
Certain areas or sites in national parks may require special management because they are rare unique or especially vulnerable to disturbance. These may be designated as environmentally or culturally sensitive sites when the area in question requires special protection, either because the site may be variable from one year to the next, or to enable park management to guide visitor activity in special ways to ensure protection of the resource.

Environmentally sensitive sites are indicated on Map 5. They include an identified rare plant/dune ecosystem, Woodland Caribou habitat, heron rookeries, rare forest ecosystems that include a unique Jack Pine stand and Mountain Huckleberry, Peregrine Falcon nesting sites, and Lake Sturgeon, Coaster Brook Trout and other rare fish habitat populations.

There are currently 79 confirmed “Pukaskwa Pit” sites. Of these, 18 such are sites designated as Zone I by reason of their rarity and representativeness. The remaining 61 additional sites are designated as culturally sensitive sites because they are valued cultural resources to be considered in any management, visitor experience, public outreach, and park operations. As with Zone I petroform sites, these culturally sensitive sites are not mapped in this plan out of respect for local First Nations and for the fragility of all petroform sites. Off-site visitor experience and public outreach programs will be developed with First Nations to increase appreciation and protection of these sites.

Management guidelines will be developed for all environmentally and culturally sensitive sites. These guidelines will include approaches to protection, monitoring, and the

criteria under which visitor access will be permitted. The park will work closely with local First Nations in the development of management guidelines for the Pukaskwa Pits.



9.0 Administration and Operations

The *Parks Canada Agency Act*, the *Canada National Parks Act*, and Parks Canada's *Guiding Principles and Operational Policies* as well as other relevant federal legislation including the *Species at Risk Act* set the legislative and policy context for the administration and operations of Pukaskwa National Park. The park strives to be cost-effective in its management of human and financial resources, and also strives to demonstrate sound environmental stewardship in its operations. The practice of sound environmental stewardship meets the Agency's "Greening Parks Canada's Operations" initiative, which in turn supports the Federal Sustainable Development Strategy.

9.1 INFRASTRUCTURE AND FACILITIES

Most assets, including roads, buildings and other infrastructure are aging and require increasing levels of maintenance, upgrades or replacement. Any interventions to existing infrastructure will be made recognizing public health and safety, visitor needs, environmental considerations and ensure the protection of natural and cultural resources.

Of key interest in the effective management of the park is the confirmation of a permanent marine base of operation for Parks Canada vessels for the purpose of asset maintenance, ecosystem monitoring and visitor safety along the coast. Prior to the current management planning process, a review was undertaken that set out location options for a marine base, currently existing at the Pic River. The development of a new site must consider environmental impacts and fiscal accountability. A solution will be sought during this management plan's ten year implementation cycle.

Visitor Information Program surveys indicate that visitors are generally satisfied with facilities and services, although recent public consultations conducted as part of this management plan review indicate a public desire for improvements in park facilities. Parks Canada will address these interests in its review of the Hattie Cove concept, as indicated in the area management approach for Hattie Cove, Section 6, Objective 6.1.1 of this plan. Finally, because suitable staff accommodations are available privately in the Town of Marathon, park-owned houses in Marathon have been sold.

9.2 ENVIRONMENTAL STEWARDSHIP

Parks Canada is committed to minimizing 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, business partners and staff in the pursuit and achievement of responsible environmental stewardship. Management of Canada's national parks, national marine conservation areas and national historic sites is guided in this aspect by the Agency's "Greening Parks Canada's Operations" initiative.

Pukaskwa National Park has undertaken a number of initiatives, including the purchase of light fleet and hybrid vehicles, encouraging the shared use of motor vehicles for staff travel, and the installation of composting toilets for shoulder season in the Hattie Cove campground. Recycling in remote areas is cost-prohibitive due to the need to transport recyclable materials to urban centres. Therefore, the park is partnering with the Ojibways of the Pic River First Nation to ensure that recycling is provided for Hattie Cove in a cost-effective manner.

10.0 Monitoring and Reporting

Management planning is not a static process. Monitoring of the continuing implementation of this management plan, and reporting on results, provides essential information to ensure that planned actions achieve the expected results – as expressed in the objectives and targets contained in this plan – and allow for adjustments over the life of the plan, if necessary. Monitoring contributes to Parks Canada’s ability to report on the overall state of its protected heritage places and the achievement of corporate results. Monitoring can also identify potential challenges to the achievement of this management plan and allow the Field Unit to adjust its actions and objectives.

Parks Canada utilizes two types of monitoring: condition monitoring (measuring the state of ecosystem health, the visitor experience, and public appreciation and understanding), and effectiveness monitoring (measuring the results of management actions and comparing them to previously-set targets).

Condition monitoring includes the assessment of park ecosystems, cultural resources, the visitor experience and public outreach. Condition assessments are completed for key indicators using a set of quantitative measurements for each indicator. Conditions are evaluated against a prescribed trend or target for each measure. For some measures, targets are based on existing research and information, but in other cases adequate information needs to be collected before a specific target can be set.

In future assessment of the state of the park, Pukaskwa National Park will maintain existing data and derive new results from its Ecological Integrity Monitoring Program, and will utilize information from the ongoing Pit Site Inspection and Documentation Project for its assessment of the state of cultural resources. Additionally, renewed monitoring efforts for cultural resources may be developed as a result of the planned preparation of a Cultural Resource Values Statement for Pukaskwa. Parks Canada’s diagnostic tools, such as the Visitor Information Program, attendance reporting, and point-of-sale data, will be used to measure the state of visitor experiences. Techniques for the assessment of the state of relationships with local First Nations and Métis will be developed in partnership with them.

Effectiveness monitoring involves the assessment of the park’s management actions by reporting on how well the park has met expectations established at the national level and whether the desired results outlined in this management plan have been achieved.

The Ojibways of the Pic River First Nation have begun to establish a traditional territory monitoring program for lands within its traditional territory. Parks Canada will work with the Pic River First Nation to ensure that the two processes work in harmony and are mutually supportive.

11.0 Summary of Strategic Environmental Assessment

A strategic environmental assessment (SEA) was completed on the Pukaskwa National Park management plan in accordance with the 2010 Cabinet Directive on the Environmental Assessment of Policy, Plan and Program Proposals. The following is a summary of the scope, potential environmental effects and proposed mitigation measures.

The SEA compares the results of each proposed action in this plan against critical factors identified from the indicators and measures described in the 2010 *State of the Park Report* (SOPR). Targets and thresholds for each measure are considered as desired outcomes and are used in the analysis to assist in identifying those management actions which may require further consideration. Potential effects to species at risk are also considered.

The management plan actions, by and large, are expected to result in positive environmental effects and contribute towards objectives in support of ecological integrity, cultural resource management and the provision of meaningful visitor experiences. Several actions are focused towards improving relationships with local First Nations and working co-operatively in the management of the park. Incorporating the local Ojibway language into signage and visitor experience programs, refreshing the concept for the Anishinaabe Camp in Hattie Cove and developing an aboriginal youth camp in the backcountry are all positive examples.

Visitor experience and outreach programming will be enhanced through working with municipalities, stakeholders and the public to identify target audiences and opportunities for visitors to be engaged in programs and activities that meet the interests, motivations and expectations encompassing both natural and cultural heritage. Actions for both the Hattie Cove and Lake Superior Coast management areas have been identified in order to achieve these objectives.

There are several management actions which will positively contribute to the parks natural resource management program which are supportive of maintaining and ecological integrity. Updating and maintaining the natural resource data base, integrating traditional knowledge into the resource management and species at risk recovery initiatives and the continued implementation of the ecological integrity monitoring program are all positive contributions. The action to work cooperatively with partners and stakeholders, including neighbouring protected areas to ensure compatible ecological management objectives, will provide positive results to the parks natural resources and species at risk. This action is supported by similar action statements in the Lake Superior Coast management area section.

Although the majority of management actions presented in the plan are positive, in some cases, there is also a potential for adverse effects to result to other important ecological, cultural or visitor experience measures. Those actions where adverse effects have been identified are primarily associated with enhancing or creating new visitor activity offerings which may require the development of new infrastructure, the introduction of new activities, or providing visitor activities in sensitive environments. Potential adverse effects may include such things as a loss of vegetation, fragmentation, effects to wildlife, introduction of exotic invasive species and effects to species at risk, including critical

habitat. For the backcountry and along the Lake Superior Coast, the sensitivity of the ecosystem in a wilderness setting and in particular, effects to the Woodland Caribou population and habitat requirements, mitigation measures may require more restrictive access control in certain locations, or temporal restrictions due to species sensitivities during certain times of the year. These restrictions may adversely affect visitor experience opportunities.

Given the strategic nature of management plans, the SEA proposed mitigation measures and enhancements are at a broad level; for example, applying temporal restrictions on certain projects or activities during rutting or calving seasons for Woodland Caribou. For those management actions where adverse effects have been noted, the majority of those effects could be minimized or eliminated through detailed planning. In addition, as specific projects or activities are developed in support of management actions, there may be requirements for preparing an environmental impact analysis pursuant to the Parks Canada Interim Directive on the Implementation of CEAA 2012. More specific mitigation will be developed when conducting those analyses.

A large number of proposed management actions relate to improving Pukaskwa's relevance to Canadians by providing a broader suite of visitor experience opportunities. The focus will be largely restricted to Hattie Cove and the Lake Superior Coast. Cumulative effects relating to the intensification of use in these areas should be fully considered prior to the implementing any one specific project or activity. During the development of specific projects or activities, the cumulative effects analysis will be critical when determining how targets and thresholds might be affected. A thorough analysis of the effects to thresholds and targets for all anticipated projects or activities holistically will lead towards improved project or activity planning, thereby minimizing the potential for significant adverse environmental effects.

The analysis of the management plan actions concluded that residual environmental effects will be predominantly positive. When developing specific projects or activities in support of management actions, those projects or activities should be developed in ways which minimize or eliminate potential adverse effects. This may be facilitated by carrying out an appropriate level of environmental impact analyses for these projects or activities.

There are no specific follow-up monitoring requirements identified in this SEA. Any effectiveness monitoring identified in future SEA's or project specific environmental impact analysis, will contribute towards identifying the success of any mitigation proposed and identifying unforeseen adverse effects so that corrective action can be taken. In addition, condition monitoring for each SoPR measure is an ongoing requirement. Monitoring is also a requirement for the Species at Risk and the Fire Management Programs.

Overall, the SEA concluded that the direction proposed in the management plan is consistent with Parks Canada and Government of Canada environmental policies and the majority of the proposed actions will result in positive environmental effects. With the implementation of future planning and assessment requirements as outlined in the SEA, no adverse residual environmental effects are expected as a result of plan implementation.

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Appendix A: Planned Actions

This management plan gives long-term strategic direction for the managers and staff at Pukaskwa National Park. It provides a framework for more detailed planning and decision-making, and a strategic reference for Northern Ontario Field Unit business planning, capital expenditure forecasts, and future management operations.

Accountability for the implementation of this management plan rests with the Superintendent, Northern Ontario Field Unit. Implementation will be directed through the Northern Ontario Field Unit business plan.

Progress on management plan implementation will be assessed and communicated through periodic reporting. Annual reporting will include progress with First Nations and Métis in this management plan.

Key Strategy 1: AN ENDURING RELATIONSHIP	Short Term	Long Term
Work with local First Nations to develop and jointly agree upon a First Nations Advisory Committee structure and mandate.	•	
Conduct, with First Nations, a comprehensive review of the fulfillment of Ministerial commitments made by the Crown to the Robinson Superior Treaty Group when the park was established.		•
In co-operation with First Nations, develop a co-operative management framework to support the implementation of co-operative management in the park.	•	
Work with First Nations to develop an employment strategy that includes representation of RSTG members throughout the organization, succession planning, retention, and training.	•	
Develop and deliver, with First Nations, cultural awareness training for park staff and volunteers, including training related to historical and current issues of the Anishinaabek, in order to ensure a greater understanding and appreciation of First Nations perspectives.	•	
Communicate, in co-operation with First Nations, their values and interests in park operational manuals and guidelines, in visitor experience opportunities (for example in demonstration of traditional skills and interpretation of the Anishinaabek), and in public outreach opportunities.		•
Establish a strategy, with First Nations, to deliver an Anishinaabe Youth Camp in the backcountry of the park.	•	
Encourage, in co-operation with local First Nations, a view of the park as a living landscape where traditional activities are practised.		•

Consider, in co-operation with neighbouring First Nations, alternate visitor experiences that would be facilitated by visitor contact points at or near local First Nations.		•
Work with First Nation communities to review and examine local Ojibway place names and associated language, for incorporation into programming and services.		•
Work with the local community, including businesses belonging to First Nation members and the Métis community, regarding their interest and involvement in visitor experience and public outreach opportunities, including program development projects that address historical as well as contemporary Anishinaabe culture.		•
Ensure that content related to the heritage, culture and socio-economic development of First Nations and Métis is incorporated into the visitor experience.		•
Include, in collaboration with the First Nations, traditional knowledge into the park's programs (including citizen science, volunteer monitoring, cultural resource management, social sciences, and species at risk).		•
Create a Cultural Resource Values Statement for Pukaskwa in collaboration with local First Nations (to examine traditional use and reflect cultural perspectives), partners and stakeholders, and apply the identified values to visitor experience opportunities.		•
Work with the Ojibways of the Pic River First Nation to examine documents, pictures and artefacts in possession of the park, and if requested by the First Nation, develop a plan to return originals to them.		•
Include Anishinaabe language, artwork and cultural content in the park's place names, visitor experience products and assets.		•
Work with Métis of the Superior north shore to support their efforts to document their interest in the Pukaskwa area.		•
Work with Métis of the Superior north shore to determine how they may convey their history and culture through protection, the visitor experience and public outreach components of the Parks Canada mandate at Pukaskwa National Park.		•

Key Strategy 2: A WILDERNESS SUSTAINED	Short Term	Long Term
Update and maintain natural resource databases to ensure accurate information is used in resource management, visitor experience opportunities and public outreach.		•
Work co-operatively with First Nations to integrate traditional knowledge into resource management and species-at-risk recovery initiatives.		•

Continue to implement the park's Ecological Integrity Monitoring Program for the purpose of maintaining and enhancing ecological integrity, while recognizing the traditional territory monitoring program of the Ojibways of the Pic River First Nation and ensuring that the programs operate in harmony.		•
Foster a sense of connection to place through the development of educational and/or citizen science programs about park ecosystems and species.	•	
Work co-operatively with partners and stakeholders including neighbouring protected area to ensure compatible ecosystem management objectives in areas such as fire, species at risk, and water quality.		•
Develop management guidelines for environmentally and culturally sensitive sites. Work with First Nations to increase protection and appreciation of Pukaskwa Pit sites.		•
Using the Explorer Quotient segmentation tool as well as knowledge of current and potential markets, facilitate a wilderness experience ensuring that the product and service offer meets the interests and needs of the target markets while ensuring the maintenance of ecological integrity.		•
Use Visitor Information Program, and social science data on attitudes and motivations, to develop programs allowing the participation of visitors in ecosystem monitoring.	•	
Enhance awareness of Pukaskwa's wilderness by exploring opportunities for formal external recognition of the park as a partner in local, regional, national and international initiatives.		•

Key Strategy 3: A 'SUPERIOR' CONNECTION	Short Term	Long Term
Using the Visitor Information Program and the Visitor Experience Assessment tools, social science data and the Explorer Quotient segmentation tool, create an updated marketing plan to identify target audiences and opportunities for visitors to be engaged in programs and activities that meet their interests, motivations and expectations, encompassing both natural and cultural heritage.		•
Work with local partners on a public outreach program to raise awareness of Pukaskwa through conventional and social media.		•
Position Pukaskwa as a destination of unsurpassed beauty through branding and consistent imagery on highway signs, printed matter and products for sale, and through media stories and website development.	•	
Encourage collaboration of First Nations, nearby municipalities and stakeholders in developing visitor experience opportunities, providing services and facilities, and monitoring of natural and cultural resources.		•

Work with local communities to develop mutually beneficial programs where local citizens and park employees are knowledgeable ambassadors for the park.		•
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Area Management: HATTIE COVE	Short Term	Long Term
Review the existing conceptual plan for Hattie Cove including uses, services, facilities and activities, their location, related landscaping treatments, views and orientation, and use Visitor Information Program, Visitor Experience Assessment and social science data to develop an updated front country area conceptual plan.		•
Maintain the trail system so that there are opportunities for various age groups and physical abilities.	•	
Review welcome and park orientation media, including electronic and print media, and review directional and way-finding signage, to establish an identifiable and co-ordinated orientation package that meets Parks Canada's service standards and signage renewal program, and accommodates the Ojibway language.	•	
With local First Nations, facilitate the development of a refreshed concept for the Anishinaabe Camp.	•	
With local First Nations, facilitate the development of new programs and activities that present the heritage and culture of the Anishinaabek.		•
Work with partners and stakeholders to develop programs and services specifically tailored to the front country markets identified in the updated marketing plan.		•
Work with partners and stakeholders to develop interpretive education tools, and activities that encourage visitation at Hattie Cove and invites discovery of the backcountry.		•

Area Management: LAKE SUPERIOR COAST	Short Term	Long Term
Collaborate with the Ontario Ministry of Natural Resources, local First Nations, and local municipalities in protection of the Lake Superior Coast from Hattie Cove to Michipicoten Harbour, on Woodland Caribou recovery.		•
Continue to invest in ecological integrity research and monitoring in order to apply the best scientific and traditional knowledge to coastal ecosystem management and planning for visitor experience opportunities and public outreach programs.		•
Work with local First Nations, partners and stakeholders to foster a sense of shared responsibility for ecological integrity on the coastline.		•
Using new and conventional media, develop public outreach and information tools on the value of Pukaskwa’s coastal ecosystem, ensuring that such programs meet the needs and interests of outreach audiences.		•
Develop opportunities for visitors to engage in volunteer monitoring and protection of the coast, ensuring that such monitoring is in harmony with the Ojibways of the Pic River First Nation traditional territory monitoring program.		•
Confirm the location of a marine base of operation for Parks Canada vessels to support asset management, ecosystem monitoring and visitor safety along the coast.		•
Use Visitor Information Program and social science data to identify target audiences for Lake Superior Coast experiences, and establish baseline levels of appreciation.	•	
Partner with First Nations, local communities, universities and interest groups, to develop visitor programs and public outreach products that present the natural and cultural features of the Lake Superior Coast.		•
Ensure that the Lake Superior Coast takes prominence of place within Pukaskwa’s updated marketing plan.		•

Appendix B: Summary of Ministerial Commitments

During discussions regarding park establishment in the 1970s, Ministerial commitments were made to beneficiaries of the Robinson Superior Treaty. These commitments address the continuation of treaty rights of hunting and fishing in the park, as well as trapping, access, employment and other benefits. The Ministerial commitments are described in a letter from Minister of Indian and Northern Affairs, Judd Buchanan to Chief Patrick Hardy, Rocky Bay Indian Band on January 14, 1975 as follows. These commitments were affirmed by letters from subsequent Ministers of Indian and Northern Affairs Warren Allmand (1976) and Hugh Faulkner (1978).

“January 14, 1975

Dear Chief Hardy:

Upon their return from the November 8, 1974 meeting with you and the representatives of the Indian people of the Robinson Superior Treaty area, Messrs Lesaux and Davidson informed me that they had presented two options which I previously approved for the delegates' consideration and that agreement had been reached on points of vital interest both to your people and to my Department.

I understand that the below-itemized points were presented and that they were agreed to in a Resolution which was approved by each Band and unanimously by those in attendance at the meeting.

The points of agreement are as follows:

HUNTING, FISHING AND TRAPPING

1. Robinson-Superior Treaty Indians are to retain their Treaty Rights to hunt and fish in Pukaskwa National Park. In addition, Robinson-Superior Treaty Indians will continue their trapping activities.

It is the position of my Department that the Robinson-Superior Treaty confers upon the Robinson-Superior Treaty Indians, the right to hunt and fish for domestic use within the boundaries of the proposed park. The Treaty, and our Agreement, does not include any right to hunt and fish on park land for commercial purposes. Trapping, as a commercial activity is not a Treaty right, but its continuation is recognized as a right derived from past use of the land.

I will recommend to the Governor General in Council that, before a National park is created in any part of the area covered by the Robinson-Superior Treaty, special regulations be made whereby Robinson-Superior Treaty Indians shall have the right to hunt and fish and trap in the proposed National Park in accordance with the understanding that has been reached.

NEGOTIATIONS

2. I am prepared, at any time, to have my officers negotiate compensation for the discontinuation of the above-mentioned rights.

FREE ACCESS

3. Robinson-Superior Treaty Indians will have free access to the park to exercise their Treaty or trapping rights.

4. The Robinson-Superior Treaty Indians will be provided free fishing licences for the National Park.
5. Whenever the Robinson-Superior Treaty Indians wish to fish in Lake Superior from the park area, access and accommodation will be permitted for this purpose by issuing free camping permits.

NAME OF PARK

6. The Department is prepared to consider the recommendation for an alternate name for the park from the Robinson-Superior Treaty Indians.

ROAD

7. To ensure that the proposed access road across provincial land to the park provides maximum advantage to the Indian people, it is my intention that the Government of Canada will collaborate with Ontario in its location. The objective will be to ensure that the road passes through or adjacent to one of the Indian reserves.

ECONOMIC OPPORTUNITIES

8. The main visitor services complex will be at the north end of the park. The Department will offer first refusal for the establishment of the various units or enterprises in the complex to Robinson-Superior Treaty Indians. Money from the Indian Development Fund will be available for the implementation of the proposal.

EMPLOYMENT

9. The Department will use its best efforts to maximize Indian employment in the park. Like my predecessor, I want to see Robinson-Superior Treaty Indians form at least 50% of that park's staff. However, we cannot guarantee results. This can only be achieved through joint co-operation of the Indian people, Parks Canada and Indian Affairs
10. In-service training will be provided to as many Robinson-Superior Treaty Indians as possible, to ready them for increased opportunity in the Parks Canada Program. Additional efforts will be made to provide training for potential Robinson-Superior Treaty Indian employees and those embarking on visitor services businesses in the visitor service complex. Proper courses will be established or found in collaboration with Band Councils.

ANIMAL REDUCTION PROGRAM

11. With only Robinson-Superior Treaty Indians hunting in the area, we can expect an increase in animal population in the park. Two things may happen:
 - a) the park may become a reservoir or resupply source of animals which will spill over into the surrounding area for hunting;
 - b) with hunting in the park limited to only Robinson-Superior Treaty Indians, the park animals population may develop beyond the carrying capacity of the park range, thereby requiring a controlled animal population reduction program.

The animals produced from such a reduction program will be given to Robinson-Superior Treaty Indians. Furthermore, Parks Canada will employ Robinson-Superior Treaty Indian people, for these programs but contingent on park management concepts and programs.

PARK TO BE ESTABLISHED

12. Robinson-Superior Treaty Indians accept the establishment of the park under the terms of this option.

SETTLEMENT NOT PREJUDICIAL

13. You and your people have my assurance that this settlement does not prejudice in any way, a settlement in respect to any other right, title or interest of the Robinson-Superior Treaty Indians.

I wish to congratulate you and your people on your decision for I am confident that the establishment of this new National Park will greatly benefit the Indian people of the Robinson-Superior Treaty.

Yours sincerely,

Judd Buchanan”

Appendix C: Species at Risk

The following species found within Pukaskwa National Park merit special attention as they are currently listed in Schedule 1 of the *Species at Risk Act (SARA)*. This schedule is updated regularly. Species may be added or removed from the Schedule depending on their status.

Birds

Olive-sided Flycatcher
Common Nighthawk
Canada Warbler
Rusty Blackbird
Chimney Swift
Peregrine Falcon
Whip-poor-will

Fish

Northern Brook Lamprey

Invertebrates

Monarch

Mammals

Woodland Caribou

Reptiles

Snapping Turtle

Plants

Pitcher's Thistle

Appendix D: Glossary

Citizen Science: Projects or programs of scientific work in which volunteers, many without formal scientific training, participate in research-related tasks.

Connection to Place: Reflects the relevance and importance of heritage places to Canadians. The concept expresses the emotional, intellectual, and spiritual attachment Canadians and visitors feel towards our natural and cultural places.

Critical Habitat: The habitat that is necessary for the survival or recovery of a wildlife species listed on Schedule 1 of the *Species at Risk Act* and that is identified as the species critical habitat in the recovery strategy or in an action plan for the species.

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

Cultural Resource Values Statement: A strategic document that identifies cultural resources and values for places, other than national historic sites, which are under the responsibility of Parks Canada. It identifies historic and other heritage values and their character-defining elements (both tangible and intangible) associated with a national park or national marine conservation area as a whole, as well as the range of cultural resources that contribute to these values.

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.

Environmentally and Culturally Sensitive Sites: Sites that warrant special management, due to the sensitive nature of the environmental or cultural resources found there. Guidelines for the protection and operation of these sites may be required.

Explorer Quotient: A tool that helps identify visitor needs, interests, and expectations based on their personal values and travel motivations (www.pc.gc.ca/voyage-travel/qe-eq/qe-eq_e.asp)

Federal Sustainable Development Strategy: a strategy tabled in Parliament in October 2010 that establishes targets for departments and agencies aiming to reduce the government's footprint in such areas as buildings, greenhouse gas emissions, electronic and paper waste, and procurement.

Field Unit: An administrative division developed by Parks Canada, combining the management and administration of one or more national park(s), national historic sites(s), marine conservation area(s) or historic canal(s).

Key Strategy: Concrete expression of the vision statement that provides place-wide direction for the heritage place. A key strategy must give a clear overview of how the protected place will be managed and how the three mandate elements will be achieved in a mutually supportive manner.

Partner: An organization that is in a working relationship with Parks Canada. The working relationship is based on mutual benefit and a clear agreement that sets out shared goals and objectives, and the terms of the arrangement. Partners can be from both government and non-government organizations, and for profit and non-profit sectors.

Service Standard: A promise to Parks Canada’s visitors that defines the level of service they can expect in various areas such as interactions with Parks Canada personnel or asset maintenance. Service standards are also used to monitor the performance of an organization.

Social Science: A discipline dedicated to understanding society – people and their relationships with their environments. It focuses on people and uses social theories and methods to understand human behaviour – preferences, decisions, intentions and actions – and more importantly, the underlying drivers of behaviour – perceptions, beliefs, attitudes, motivations and values – and the social and cultural circumstances that inform, influence and change the drivers of behaviour in different contexts in order to predict and/or modify behaviour.

Species at Risk: Extirpated, endangered or threatened species or a species of special concern. “Extirpated species” means a 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 because of a combination of biological characteristics and identified threats.

Species at Risk Act (SARA): A key federal government commitment to prevent wildlife from becoming extinct and secure the necessary actions for their recovery. It provides for the legal protection of wildlife species and the conservation of their biological diversity.

State of the Park Report: A report that provides a synopsis of the current condition of a national park, national historic sites, or national marine conservation area, and assesses performance in meeting established goals and objectives for indicators associated with the Agency’s mandate.

Stakeholder: A person or organization with an interest in Pukaskwa National Park of Canada. Organizations many 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.

Target Market: A market segment is a group of individuals that are similar to one another and have something significant in common, such as needs, wants and/or characteristics. The market segments that are prioritized and actively pursued are the target markets.

Vision: A passionate, inspirational, unique picture of the heritage place at its desired future. It must portray the integrated relationship between the mandate components and be prepared with the involvement of the public, First Nations and Métis, stakeholders and partners.

Visitor Experience: The sum total of a visitor’s personal interaction with heritage places and people that awakens their senses, affects their emotions, stimulates the mind and helps the visitor create a connection and a sense of attachment to these places.

Visitor Experience Assessment: A flexible diagnostic and planning tool to help managers and staff assess, understand and enhance the staging of visitor experiences at national parks, national historic sites and national marine conservation areas. It assesses the current state of the visitor experience offer from the perspective of visitor expectations and needs which ultimately leads to an action plan.

Visitor Experience Cycle: A concept of visitor’s needs and expectations from the time they start thinking about visiting, to the time they travel, visit, and return home with memories. The Visitor Experience Cycle is used as a tool in assessing visitor experiences.

Visitor Information Program: A program that provides information to Parks Canada regarding the operation of national parks, national historic sites, and national marine conservation areas. The program was designed to gather information on various performance and service indicators required for effective business and management planning. Some of the information collected includes visitor satisfaction, visitor demographics, visitor trip planning, understanding of the site/park and site/park specific information needs.