

# Protecting America's Legacy





## *Our Parks*

National parks exist at the intersection of conservation and culture. They protect America's iconic landscapes and tell the story of our nation's rich and complicated history. Parks connect us to the past and reflect the hope we have for the future. For over 100 years, the National Parks Conservation Association has served as the voice of our national parks, speaking up to preserve these special places so we can enjoy them for generations to come.

## *Our Mission*

Protecting and enhancing America's National Park System for present and future generations.

## *Our Vision*

National parks are a legacy we as Americans have been fortunate to inherit. It is now our responsibility, and our honor, to protect America's legacy.

Together with our members supporters, NPCA will protect and defend America's national parks—and engage advocates as diverse as the parks themselves, inspiring them to protect and preserve our parks long after we pass the torch.



## *Our Plan*

# PARKS THRIVE FOR THE NEXT 100 YEARS

By connecting and protecting ecosystems, strengthening park management, and confronting the climate crisis, we will ensure that national parks can thrive for the next 100 years.

### **Connecting and Protecting Park Ecosystems**



- Advance strong state and federal laws that put national parks at the heart of connected, protected landscapes.
- Promote the restoration of native fish, plant and wildlife species to national parks and adjacent lands.
- Ensure that park ecosystems are ecologically resilient and protected from the threats of pollution and habitat fragmentation.

## Strengthening Park Management



- Ensure that national parks are managed according to science-based standards for long-term ecological and climate resilience.
- Secure funding for the National Park Service to hire diverse people with the credentials, experiences, and knowledge to aid in preservation of sites and engage with people from different backgrounds.
- Cultivate leadership and solutions so that national parks and communities can advance sustainable solutions for transportation, clean energy and management of park resources.

## Confronting the Climate Crisis



- Encourage investment in nature-based “green infrastructure” such as coastal dune systems to make national parks more resilient in the face of a changing climate.
- Achieve significant reductions in climate pollution by pursuing stringent enforcement of the Clean Air Act, while preserving and strengthening bedrock conservation laws.
- Advance policies that will increase the use of thoughtfully developed renewable energy solutions while phasing out the extraction of fossil fuels from federal public lands.

## Enriching Education

NPCA is working to secure funding to help the Teacher Ranger Teacher program grow, expanding park education opportunities for youth in diverse communities.



## *Our Plan*

# NATIONAL PARKS TELL STORIES OF ALL AMERICANS

By enhancing park storytelling, creating new parks, and deeply engaging the public, we can ensure that national parks represent, welcome, and share a fuller American story with all visitors.

### Enhancing Park Storytelling



- Promote improvements to park programs, technology and interpretive materials to make them more inclusive, memorable and engaging.
- Work with the National Park Service and Congress to modernize cultural resource management practices throughout the National Park System.
- Drive the adoption of more accessible, multilingual and culturally appropriate interpretive and educational strategies in the National Park Service.



## Creating New Parks



- Build coalitions of communities and decisionmakers to create new parks that will tell important stories about civil rights, human rights and cultures including Latino, LGBTQ, Asian, Indigenous and Pacific Islander.
- Lift up community voices so that national park sites tell more complete stories, even where telling those stories might be difficult or painful.
- Secure federal funding so that new and existing national park sites can protect and preserve resources and integrate into gateway communities.



## Engaging the Public



- Bolster the National Park Service as the federal government's leading voice in education focused on cultural diversity, science and history.
- Ensure that current and new programs diversify and enhance the preservation of culture and history in communities beyond park boundaries, such as through National Heritage Areas and the National Underground Railroad Network to Freedom.
- Celebrate and highlight the value of our national parks to the public for the 250th anniversary of our country in 2026.



NPCA is working to ensure that the National Park Service Cultural Resources Challenge will secure funding and improve interpretation of historic and cultural resources.

# Park Stories Rise to the Challenge



## Our Plan

# NATIONAL PARKS ARE FOR EVERYONE



Building communities in parks, neighborhoods and across the country to ensure that everyone is welcome, enriched by and empowered to protect national parks.

### In Parks



- Ensure that National Park Service advisory councils include diverse representation and support for tribal consultation and co-management related to national park issues.
- Build expertise and expand our work on issues including National Park Service policies and protocols on Confederate Monuments, park policing and perceptions of safety for communities of color.
- Actively listen to and uplift the voices that have been historically absent, removed from or underrepresented in national park decision making.



## In Communities



- Help the National Park Service build a 21st century vision focusing on community connection, diverse staffing, and a safer, more welcoming park system.
- Ensure that communities are more meaningfully included in park policy decisions that affect them, including decisions involving visitation, safety and management.
- Deepen our work with diverse communities to build support for parks through inclusive, reciprocal, and community-focused programs.



## Across the Country



- Mentor, support and empower a new generation of park advocates.
- Build authentic and equitable relationships with communities of color and Indigenous people to ensure these leaders and advocates can bring their profound contributions to our mutual public lands agenda.
- Support communities as they advocate for their self-interests with skills learned from NPCA and provide opportunities for park advocates to use their voices.

## Continuing Service

NPCA is working with veterans groups to provide opportunities to continue their service to America through park protection, and to benefit from the healing power of national parks.



# Our Plan

## HOW WE'LL DO IT

- **Community Partnership.** The challenges of the future can only be met by a conservation movement that continues to grow with our nation. NPCA can drive that growth through community-centered work that prioritizes the protection of places and stories that are important to all our communities.
- **Authentic Connections.** We will actively listen to and uplift the voices that have been historically absent, removed from or underrepresented in national park decision making. By working to understand the history, experience and needs of allies and partners in all communities, NPCA can become better allies and leaders for the protection of all national parks.
- **National Impact.** Through collaboration with communities, volunteer leaders and NPCA staff across the country, we can bring national attention and resources to support and elevate place-based campaigns that reach the highest levels of government.
- **Strategic Storytelling.** By finding, elevating and sharing stories that reflect the identities of all those who call this country home, NPCA can lead the conservation movement and the national parks themselves in telling the full American story.
- **Lasting and Committed Membership.** We will build the



largest, most diverse and most engaged community of park advocates ever. By meeting people where they live, engaging them in ways that are most meaningful to them and offering levels of support and membership that meet their means and needs, we can bring together people of all ages, ideologies and backgrounds.

- **Organizational Transformation.** NPCA's culture, leadership, and management support a productive, professional work environment that embraces our commitment to justice, equity, diversity and inclusion. NPCA staff continue to build a diverse network of volunteers that provide expertise in fundraising, conservation, communications, cultural equity and inclusion, business, entertainment and politics.

