

Communicating to Travelers: Glacier National Park is the Sum of Its Partnerships

Lisa Ballard, P.E.
2005-2006 Transportation Scholar
and
Amy Vanderbilt
Communications Lead

Glacier National Park
August 15, 2006
Big Sky, Montana
NRITS 2006.



Glacier National Park is the Sum of its Partnerships



What's in it for you?

- Pointers for partnering with parks
- Communications solutions
 - About remote parking problems
 - About transit
 - Through 511
- Pretty pictures



Background



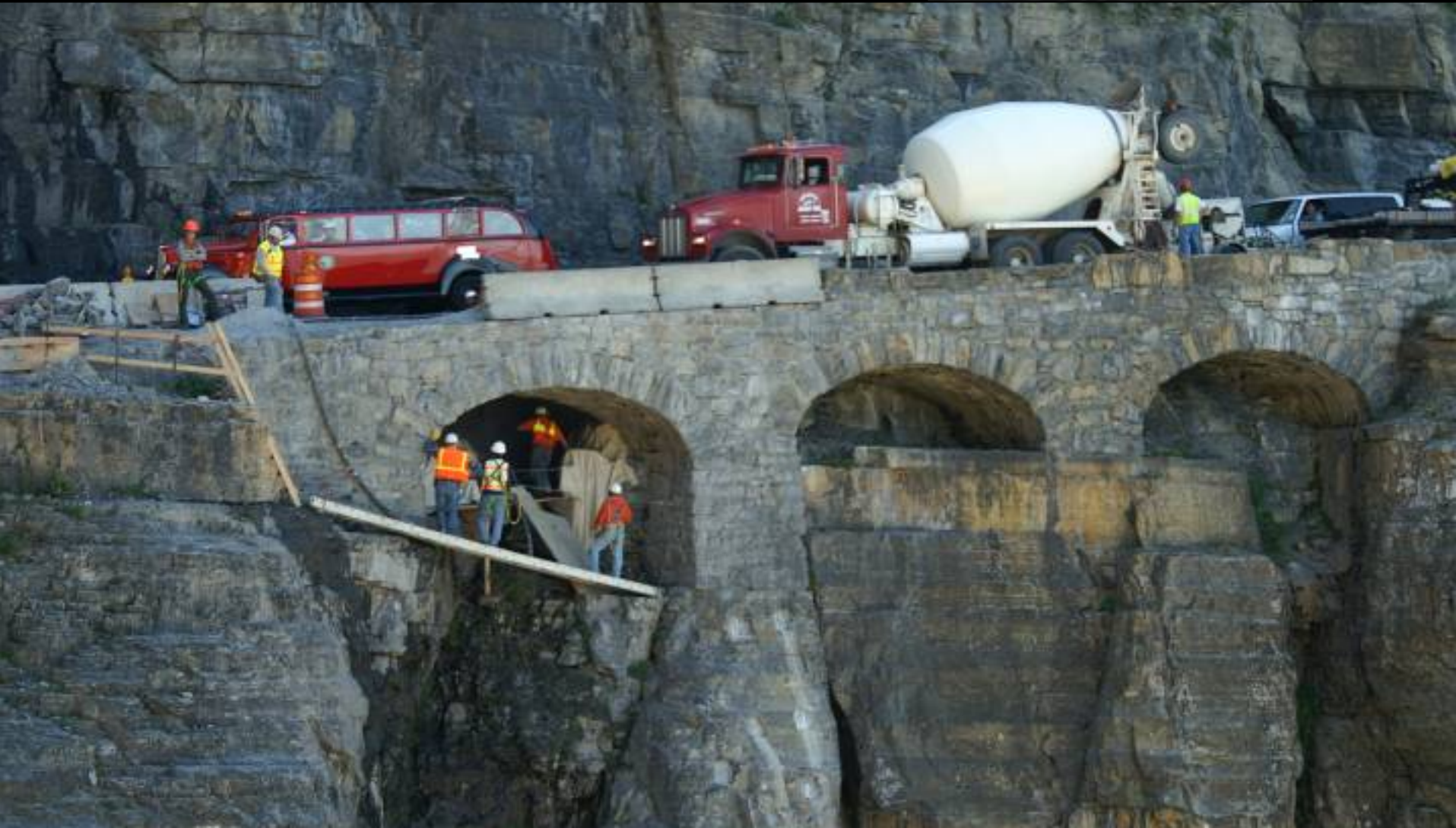
Background



Nature Takes its Toll



Successful Rehabilitation



Glacier National Park

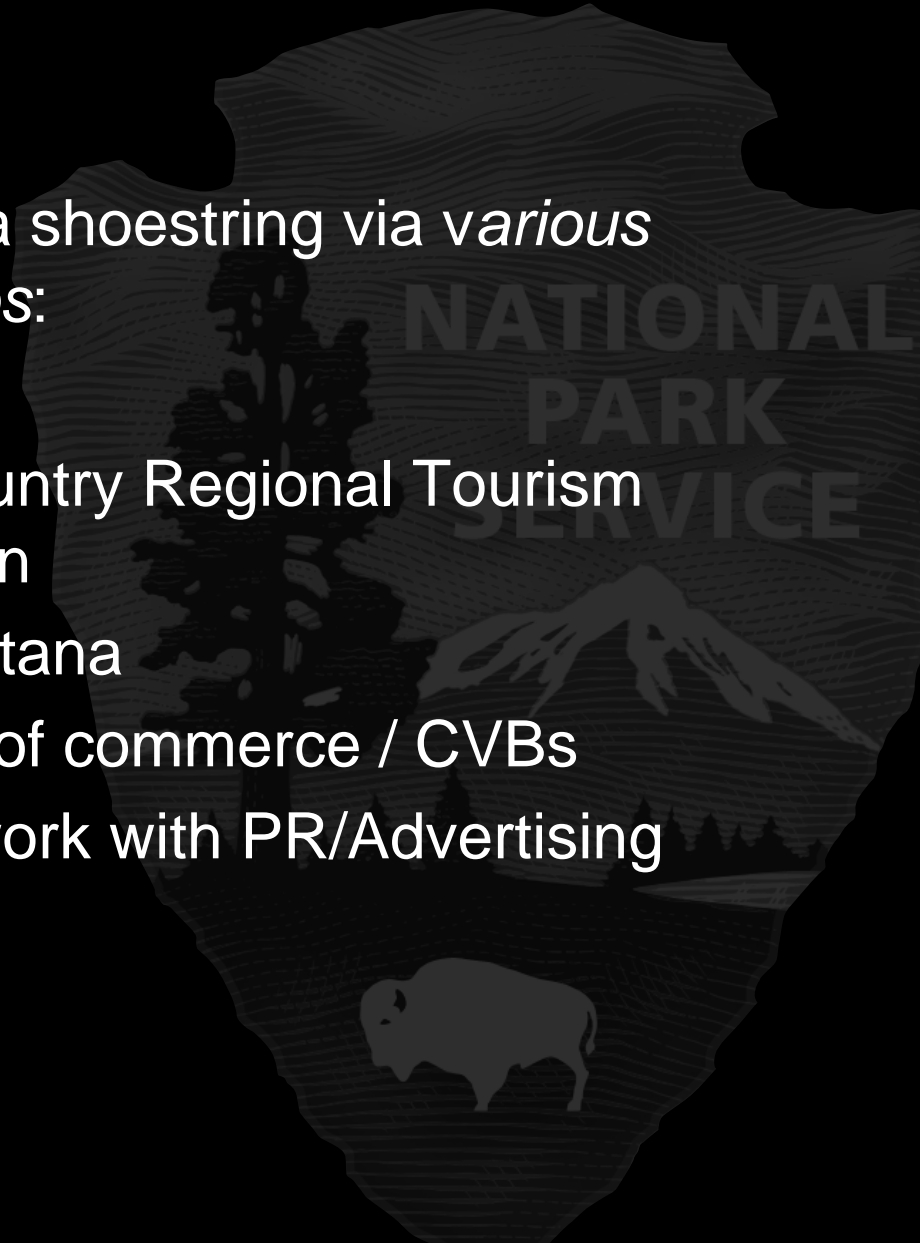


Partners



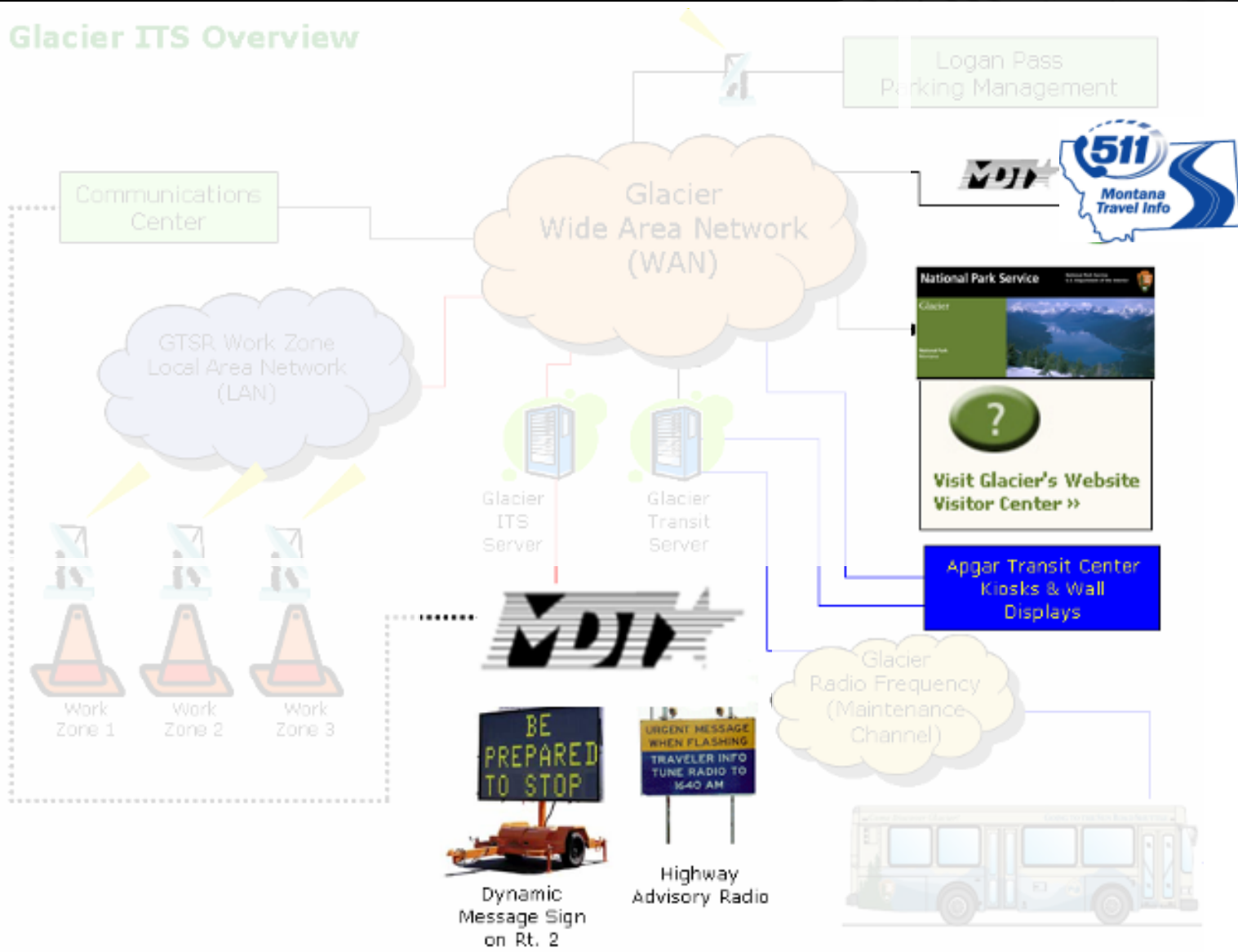
Outreach on a shoestring via *various partnerships*:

- FHWA
- Glacier Country Regional Tourism Commission
- Travel Montana
- Chambers of commerce / CVBs
- Pro bono work with PR/Advertising firms



ITS Tools for Communications

Glacier ITS Overview



Key Points in Partnerships

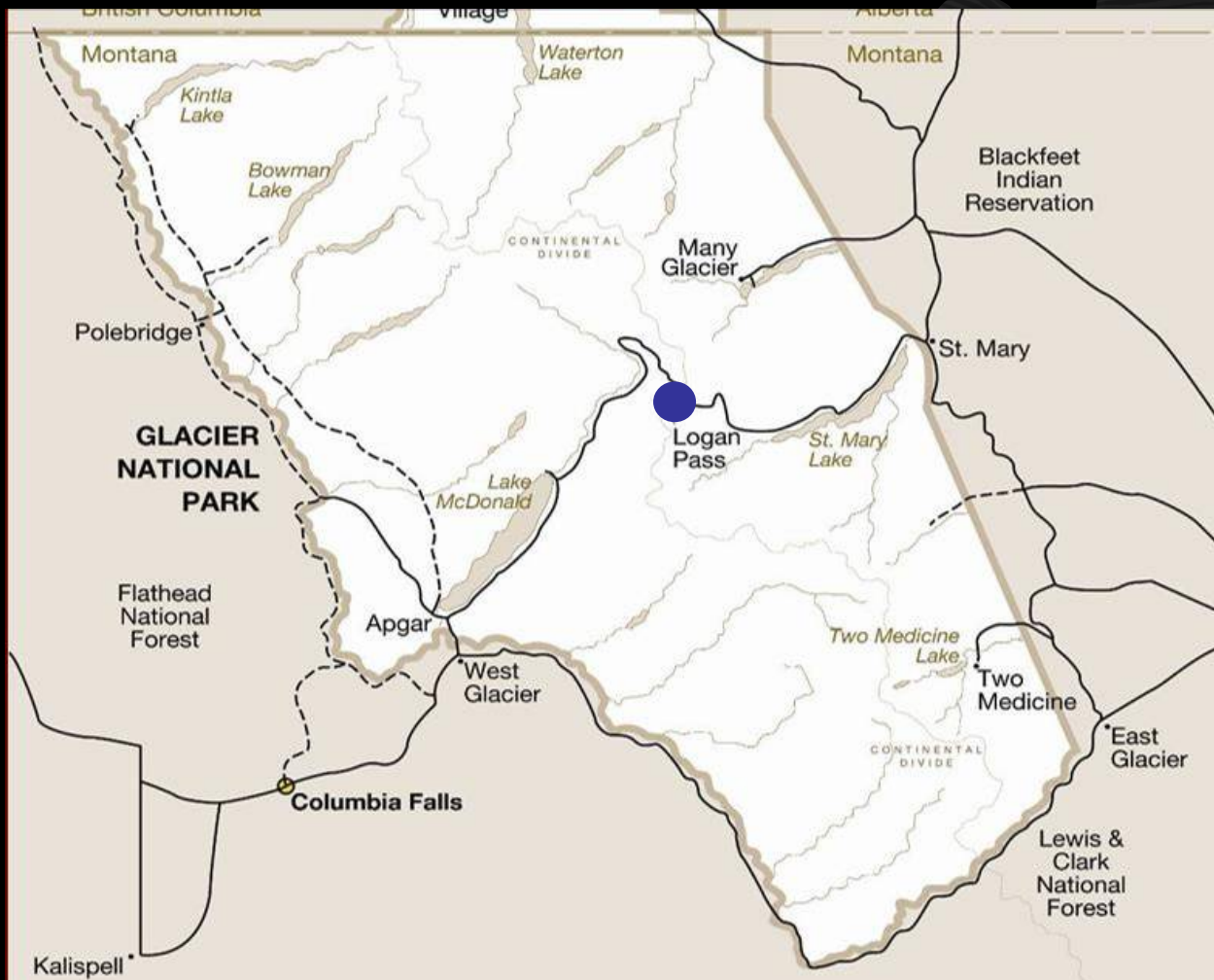
- Understand the partners' challenges
- Take advantage of the partners' strengths
- Partner for solutions



Understand the partners' challenges



Glacier National Park



NATIONAL
PARK
SERVICE



Logan Pass



Logan Pass



Logan Pass



Take advantage of partner's strengths



Glacier's Perspective on Communication



Communications Opportunities

- Pre-Arrival Communication
- Wayfinding
- Transit & Visitor Plazas
- Transit & Visitor Centers
- Shuttles, Boarding Areas, Shuttle Stops



Pre-arrival

- Large parking lot with pre-arrival signage miles from entrances.
- 1610 am Radio miles from the park.
- Shuttle awareness.
- Vehicle restrictions for driving.



Zions' Wayfinding

- Shuttle and Visitor Center directional signs.
- Vegetation and sign placement relation.



NATIONAL
PARK
SERVICE



Zion's Plaza – Trip Planning

- “Experience Zion - Less than 3 Hours”
- “Experience Zion - More than 3 Hours”
- “Beyond Zion”



Zion's Shuttle Stops

- Common identifying sign.
- Inconsistent labeling – both in the park.



NATIONAL
PARK
SERVICE



Bryce's Shuttle Stops

- Shuttle stop with no shelter or signs.
- Visitors stranded because they didn't know where to go.



Zion's Visitor Center – Trip Planning

- Non-personal Interpretation.
 - Dynamic
 - Static
 - No Shuttle Information



Partner for solutions



“...Due to weather conditions, Logan Pass is no longer accessible by vehicles for the season. On the west side, Going-to-the-Sun-Road is open Lake McDonald Lodge, approximately 10 miles from the west entrance.

On the east side, the road is open to Rising Sun, approximately 6 miles from St. Mary...”

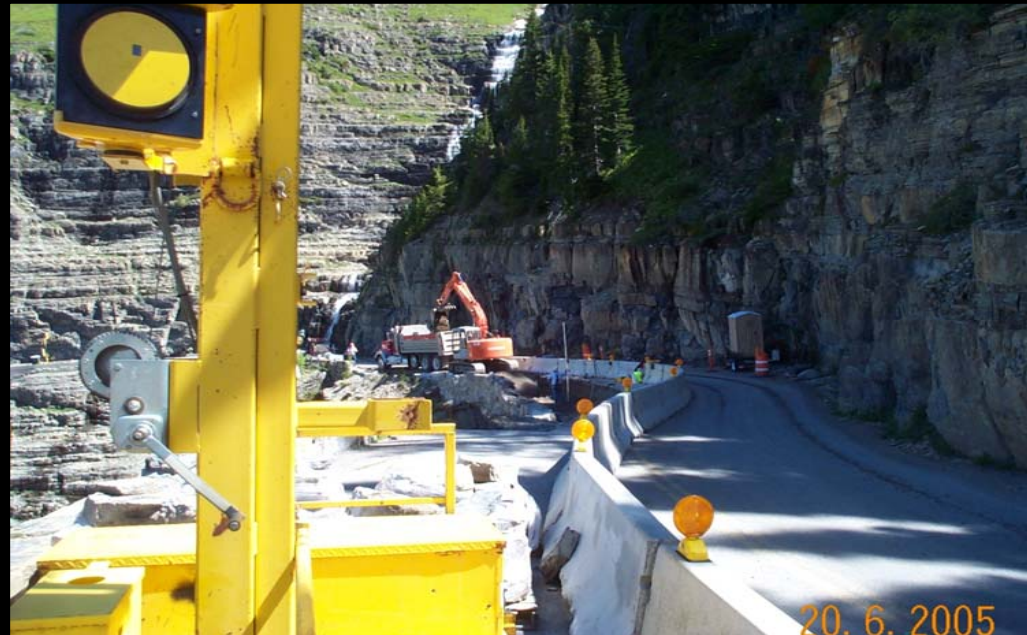


511 – Things the Park Needed Answers To

- Who pays?
- What will it cost?
- Who operates it?
- What are the messages?

Lesson Learned: With a person dedicated to it and time, it can happen.

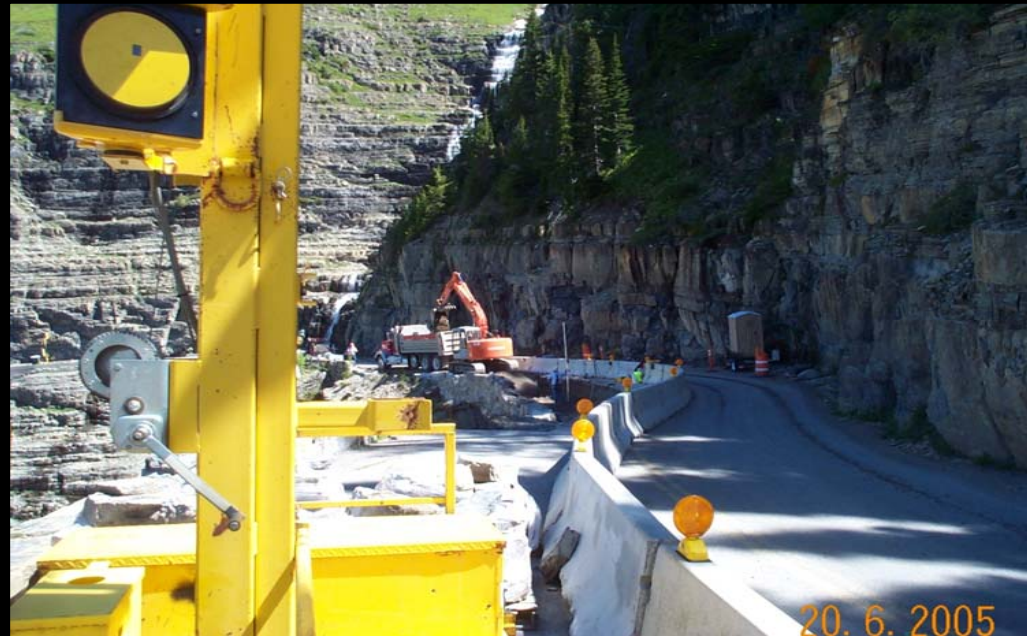
Corollary: The park had a reason to make it happen.



511 – Things the Park Needed Answers To

Lesson Learned: With a person dedicated to it and time, it can happen.

Corollary: The park had a reason to make it happen.



Follow-up Partnerships

- Transit operations
- Sharing vehicles
- Traveler information outside the park



Conclusions

- Understand your partner's challenges
- Take advantage of their strengths
- Partner for solutions.



Lisa Ballard, P.E.

(406) 581-4601

lballard@currenttransportation.com

