

Joffre Lakes Park 2019 Visitor Use Management *Action Plan Review*

At Joffre Lakes Park, BC Parks developed and implemented a 2019 Visitor Use Management Action Plan alongside the Lil'wat Nation and N'quatqua. The purpose of the plan was to address the pressing concerns around safety and increased visitor use at the park for 2019, with plans to release a long-term strategy in spring 2020.

The information below details the actions that were taken in the summer of 2019, as well as their status. Read the 2019 Visitor Use Management Action Plan [here](#).



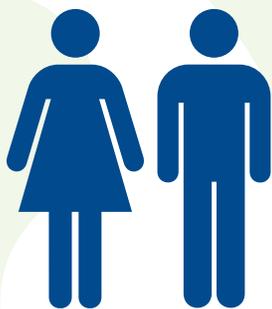
Goal 1: Address Illegal Parking and Safety Concerns with Park Access

Actions	Status
1.1.1 Install signage to inform visitors of no-parking zones.	Partially completed – further work to be completed in 2020.
1.1.2 Partner with MOTI and RCMP to enforce parking restrictions by towing vehicles and/or issuing tickets to drivers that disregard no-parking zones.	Yes – no cars were towed or tickets issued. Compliance was achieved with the support of RCMP and the Conservation Officer Service who informed visitors of the restriction and worked to achieve voluntary compliance.
1.2.1 Install a communication service for park visitors to use during an emergency or in the event their vehicle is towed.	Partially completed – a satellite phone system has been ordered and is being installed.
1.2.2 Explore the feasibility of installing a highway webcam, to enable visitors to see road conditions.	Explored – not feasible at this time.
1.2.3 Install an emergency helipad near the backcountry campground.	Complete. The helipad was constructed in fall 2019, and is located near Second Lake.
1.2.4 Continue to remove danger trees and monitor fuel load and fire risk.	Ongoing, this work is completed annually as part of regular park maintenance and operations.
1.2.5 Create a pathway from the secondary parking lot to the main lot entrance, providing visitors a safe route to the trailhead.	Complete.
1.3.1 Provide a shuttle bus service on weekends and holidays from Duffey Lake Park to the Joffre Lakes Park trailhead.	Complete. Mid-season the staging location was changed from Duffey Lake Park to the Cayoosh lot (this lot was closer to the trailhead). The shuttle service operated on peak weekends for a total of 13 operational days throughout the season.
1.3.2 Increase the Parkbus service frequency to the park from Vancouver.	Increased in summer 2019 – a total of 1,950 people utilized the Parkbus service to Joffre Lakes Park.
1.3.3 Encourage carpooling.	Completed by posting messaging on BC Parks social media channels and website.



Goal 2: Ensure Park Facilities Support Levels of Use

Actions	Status
2.1.1 Expand the capacity and improve the layout of the main and secondary parking lots.	Complete – the overflow parking lot expansion was completed in June 2019. There are now approximately 350 parking spaces available between the two lots.
2.1.2 Upgrade and expand toilet facilities at the main parking lot.	Complete – total of four toilets now at trailhead.
2.1.3 Build toilets at the overflow parking lot.	Complete – two toilets built at overflow parking lot.
2.1.4 Increase toilet cleaning frequency and Park Operator staff presence.	Complete.
2.1.5 Continue to plow the parking lot in the winter season.	BC Parks plows a portion of the overflow to provide some winter parking. The overflow lot was plowed periodically in winter 2019/2020.



Goal 3: Effectively Manage Day-Use Visitation

Actions	Status
3.1.1 Use social media and BC Parks website to inform visitors about the less busy times to visit (e.g. mid-week).	Complete – through social media posts and website updates.
3.2.1 Engage with stakeholders and the public to explore the support for tools to limit visitation (e.g. day use permits) without causing displacement of visitors to other areas.	Complete – through stakeholder outreach and public surveys. Engagement is underway. Winter: 71 responses received Summer: 815 responses received Online: 2,578 responses received
3.2.2 Explore the concept of establishing a carrying capacity to ensure visitation levels are sustainable.	Complete.
3.2.3 Assess whether actions implemented in 2019 (e.g., expanded parking lot size and new shuttle bus service) are sufficient to accommodate sustainable visitation levels.	Complete.
3.3.1 Add Joffre Lakes campground to the Discover Camping Reservation Service.	Complete – all campsites are now reservable online.
3.3.2 Educate overnight visitors to carpool and arrive early to increase their likelihood of obtaining a parking space.	Complete – through social media posts and website updates.
3.4.1 Place temporary digital highway signs at strategic points to inform visitors of key messages.	Complete – signage was placed in key locations along the highway on long weekends.
3.4.2 Post parking information on the BC Parks website to encourage visitors to arrive early to increase their likelihood of finding parking.	Complete.
3.4.3 Share important parking information through social media.	Complete.
3.4.4 Explore options for creating real-time updates on parking conditions at the park on the BC Parks website.	Explored – not feasible at this time.

Goal 4: Increase Public Appreciation and Respect for the Park

Actions	Status
4.1.1 Utilize a variety of mediums to share messaging with visitors (i.e. blog posts, social media, films, signage).	Complete and ongoing – social media posts, signs, website updates and blog posts were used.
4.1.2 Share information with visitors on-site through park ranger and park steward presence.	Complete and ongoing – First Nation park stewards provided cultural education, park rangers and park stewards educated visitors on best practices for visitor behaviour and environmental stewardship.
4.2.1 Partner with First Nations, our stakeholders, and tourism agencies to create and share stewardship messaging.	Complete and ongoing. Messages were shared throughout the season.

Goal 5: Increase our Knowledge of Park Users and Recreation Trends

Actions	Status
5.1.1 Survey visitors coming to Joffre Lakes Park.	Complete – both online and in person surveys were done in spring and summer.

Goal 6: Protect Biological Diversity and the Natural Environment

Actions	Status
6.1.1 Continue to educate visitors and enforce park restriction on domestic animals, such as dogs.	Complete and ongoing.
6.2.1 Install vegetation restoration barriers and signage, where appropriate.	Not completed – project to be completed in 2020.
6.3.1 Require backcountry camping reservations through Discover Camping, thereby limiting backcountry camping to designated tent pads.	Complete – all campsites are now reservable online.
6.4.1 Conduct a backcountry impact monitoring assessment to gather baseline data.	Complete – further assessment to occur in 2020.

Goal 7: Manage the Park in a Financially Sustainable Manner

Actions	Status
7.1.1 Explore feasibility and public support for day-use fees by soliciting public input and engaging with all key stakeholders.	Initial engagement complete. Public and stakeholder engagement is underway and will be completed through public consultation on the draft visitor use management strategy.

Goal 8: Recognition of First Nation Territories

Actions	Status
8.1.1 Introduce a First Nations Park Stewards pilot program.	Complete – two First Nations park stewards were hired for the summer. They educated visitors on Indigenous culture and environmental stewardship, implemented public engagement projects, and worked on operational tasks throughout the park. Exploring funding to continue the park stewards program.
8.1.2 Explore opportunities for local First Nations members to share their culture and history within the park.	Ongoing.
8.1.3 Support community access for berry picking and food sustenance activities.	Ongoing.

Goal 9: Celebrate First Nations Culture throughout the Park

Actions	Status
9.1.1 Incorporate Indigenous culture and information into park signs.	Signage project in progress, and to be completed in summer 2020.
9.1.2 Explore opportunities to offer cultural tours by local First Nations in the park.	Ongoing.
9.1.3 Explore opportunities to showcase local First Nations culture and art within the park.	Ongoing.