



United States Department of the Interior

NATIONAL PARK SERVICE

1849 C Street, N.W.
Washington, D.C. 20240

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Memorandum

To: Jennifer Eberlien, Interagency Service First Coordinator

Through: Kate Stevenson, Acting Assistant Director for Business Services *Kate Stevenson*

From: Jane Moore, Fee Manager *Jane Moore*

Subject: Nomination for the America the Beautiful – the National Parks and Federal Recreational Lands Pass Interagency Pass Program

I would like to nominate the below interagency group of individuals (a core team and an honorable mention team) who were key in establishing the new interagency America the Beautiful – the National Parks and Federal Recreational Lands Pass Program which was launched in January of 2007. The new interagency pass program has been instrumental in providing a more seamless, consistent and professional pass program across five Federal Land Management Agencies. Passes are sold and honored at approximately 2,000 Federal sites. The program includes four pass types: Annual, Senior, Access and a new Volunteer pass for those contributing 500 hours of service. The passes are now more convenient to purchase via the internet and via a toll free phone number. In addition, there are new companion products to make the passes easier to display such as hang tags and decals. The image on the annual pass is selected each year from the new “Share the Experience” Federal Lands Photo Contest which helps to expose more visitors to all our Federal lands. The passes are more durable and incorporate modern technology for better statistical tracking and accountability.

The pass program generated approximately \$25 million dollars in FY 2007. Over 2 million passes have been shipped to field sites and to date, over 1 million passes have been issued or sold. The revenue from pass sales is used to improve visitor facilities, upgrade exhibits, provide more visitor programs, provide more amenities and protect resources at sites across the Federal lands. This new program is a model for how agencies can cooperatively work together to provide visitors a more consistent, convenient option for paying fees to access Federal lands.

The integration of multiple agencies into one pass program began in 2005. There were tremendous challenges associated with addressing all the logistical needs and procedural requirements of five different agencies. An extensive planning effort was done on a short timeline to develop a statement of work and implementation plan. The RFP planning team tackled multiple procurement challenges, printing requirements, funding issues, expedited timeframes, inconsistent agency processes and different manager expectations and was able to meet the implementation launch date of January 1, 2007.

Tasks that were completed included: setting up interagency and reimbursable agreements with USFS, NBC and GPO. Setting up all the operational procedures, web site development and call center customer service protocols with the USGS Fulfillment Center, setting up sub contracts with multiple vendors for all the pass products, coordinating artwork, proofing, printing and shipping of materials, setting up a field ordering process for nearly 1,500 field sites, setting up inventory and accountability procedures, working with solicitors and the NPF to establish the new Federal Lands Photo Contest, developing a field SOP guide, conducting training for field staff and USGS Fulfillment staff, setting up 3rd party partner sales agreements, and 3rd party marketing guidelines, ensuring that all the technology and encoding of cards was compatible with park equipment, and setting up guidelines and revenue distribution strategies.

The high profile nature of this program also required extensive briefings with Departmental managers, Congressional representatives, and key constituency groups. Formal public meetings were conducted and an extensive pricing analysis was conducted with the University of Wyoming to assist the team in establishing the price of the annual pass.

This project was successful because of the dedication of the work team that pulled together a complex program on a very tight timeframe. The challenges were great but the cooperative can-do attitude of the team made all the difference. I am privileged to nominate this outstanding group of individuals for a Service First Award.

Interagency Pass Team (Core Group)

Carolyn Hill, NPF,
Brandon Flint, NPS,
Rick Delappe, NPS,
Chris Williamson, NPS
Marcia Keener, NPS
Jolene Johnson, NPS
Ben Simon, DOI
Kim Magraw, DOI
Jim Weiner, DOI
Martha Ketelle, USFS
Rebecca Halbe, USFW
Patrick Donahoo, USGS
Laurie Jasso, USGS
Daniel Jorjani, DOI, Counselor to Deputy Secretary
Anthony Bobo, BLM

Honorable Mention

Charlie Grymes, NPS
Jeanelle Leyba, USGS
Chris Buffum, USGS
Kelli Haylett, USGS
Joselyn Biro, USFS
Marilyn Hryciw, USFS
Vernon Lovejoy, BOR
Tami Wert, NPS
Lori Jones, USFW
Sally Bowden, USFW
Jane Leche, USFS
Kim Koons, NPS
Janet Lin, BLM
Rob Howarth, DOI