

Sonoma-Mendocino Coast District Redwood Interpretation Master Plan

January 25, 2023



Save The Redwoods
LEAGUE



ALDRICHPEARS ASSOCIATES

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Sonoma-Mendocino Coast District Redwood Interpretation Master Plan

December 2022

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Executive Summary

This document represents a comprehensive, actionable interpretation master plan (IMP) for the 15 redwood parks in the Sonoma-Mendocino Coast District. It is a foundation for all future interpretation projects.

PROJECT BACKGROUND

This planning project, its process, and the joint goals of the project partners—Save the Redwoods League and California State Parks—are introduced in Section 1 Introduction and Section 2 Project Foundations. These sections provide a foundation from which to understand the plan's key findings and recommendations.

KEY FINDINGS

Key findings were distilled from site visits, conversations, workshops, and surveys with wide-ranging project partners and stakeholders. This engagement process provided a better understanding of the interpretive context in the district, from existing interpretive infrastructure and messaging to visitor numbers and motivations. Participants identified interpretive priorities from their perspectives on the ground.

Section 3 Summary of Analysis captures the outcomes from the engagement process and points to the following trends throughout the district:

- Not all redwood parks meet the same standard in identity and branding, wayfinding, orientation and redwood messaging.
- Redwood parks vary in visitation. Some see large numbers of visitors, others are smaller and less used.
- Many visitors, including some Indiangous communities, local residents, and multigenerational campers, have deep long-term relationships with specific parks and places. Other local communities, such as some Latine communities, are beginning to form these relationships.
- In some redwood parks, existing interpretation is incorrect, outdated, or incomplete.
- A number of redwood parks have aging interpretive infrastructure including well-used visitor centers and outdated park brochures.
- There is an opportunity to expand and build on accessible experiences throughout these redwood parks.

RECOMMENDATIONS

Based on these key findings, the plan provides wide-ranging recommendations, both at the district level and at the park level.

Section 4 Interpretive Direction provides a thematic framework that will shape redwood messaging. It also offers the following district-level planning principles that emerged from the engagement process and directly address our key findings:

- Bring all parks up to a common standard.
- Go where the people are for the biggest impact.
- Prioritize long-term relationships.
- Better to have no message than a harmful one.
- Improve what's already there.
- Prioritize accessible experiences.

Section 5 Working with Tribal Nations and Indigenous Communities provides recommendations for a step-by-step process for developing interpretive projects with these communities. It includes best practices for building social capital and trusting relationships as well as engaging in government-to-government consultation between California State Parks and Tribal Nations for interpretive projects.

Section 6 Recommendations, Interpretive Context, and Content outlines specific design strategies to guide the implementation of interpretive projects at the level of individual parks:

- Create modular structures and add content when it's ready.
- Outdoor signage is always available.
- Work within agency constraints to avoid bureaucratic hurdles.
- Cluster, don't clutter.
- Introduce and orient visitors to the redwood forest.
- Include diverse stories and voices to connect with underserved communities.
- Include Indigenous languages and Spanish where appropriate.
- Invest in map making.

Importantly, the section also provides two priorities for district-wide interpretive planning:

- Top priority: Design and implement a Welcome Package in redwood parks across the district, in order to bring all parks up to a common standard. The package will include a standardized park identity signage and branding, a wayfinding program tailored to the needs of each park, and a welcome kiosk with orientation information, Indigenous content, and redwood messaging. A modular approach allows known content to be implemented at once and unknown content, such as Indigenous messaging, to be developed and implemented when ready.

- High priority: Conduct concept design for deeper interpretation in select parks identified as high priority. Park-level concept plans will help to confirm media selections, develop cost estimates, research untold stories, and create sketches for fundraising. Conducting this work at the same time as the design of the Welcome Package offers cost efficiencies.

Each redwood park in the district is assigned a priority level using the planning principles from Section 4 and the design principles from Section 6. Visitor motivations, interpretive context, interpretive content, and stakeholder ideas for improving interpretation at each park are also documented to support decision-making and prioritization between parks.

Finally, **Section 7 Media** and **Section 8 Implementation** illustrate how planning and design principles can be realized through implementing the Welcome Package:

- Park Identity Sign and modular branding element
- Wayfinding Program
- Welcome Kiosk

and additional interpretive media options, customized for each park, including:

- Mobile Website / App
- Printed Trail Maps
- Outdoor Wayside Panels
- Live / Personal Interpretation
- New Visitor Center
- New Exhibits in Existing Building

CONCLUSION

This plan outlines actionable recommendations that align with the highest level aspirations of California State Parks and Save the Redwoods League as well as their diverse partners and stakeholders. Implementing these recommendations will support their missions in service of precious natural habitats and the people connected to them. Putting this plan into practice will promote respect for parks, increase inclusion and diversity in parks, and develop lasting relationships between parks, their partnering organizations, and visitor communities. It will foster the public's care and stewardship of these protected places, thereby advancing the shared goals of both organizations.

1 Introduction



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1.1 DISTRICT OVERVIEW

From north of Jug Handle State Natural Reserve in Mendocino County down to Sonoma Coast State Park in Sonoma County, Sonoma-Mendocino Coast District's 23 parks are closely linked to California's coastline, estuaries, and watersheds.

Of these 23, 15 are considered "redwoods parks." Visitors come to these parks to connect to diverse coastal and inland habitats that include old-growth and second-growth redwood forests, engage in outdoor recreation, explore cultural sites, and experience breathtaking vistas.

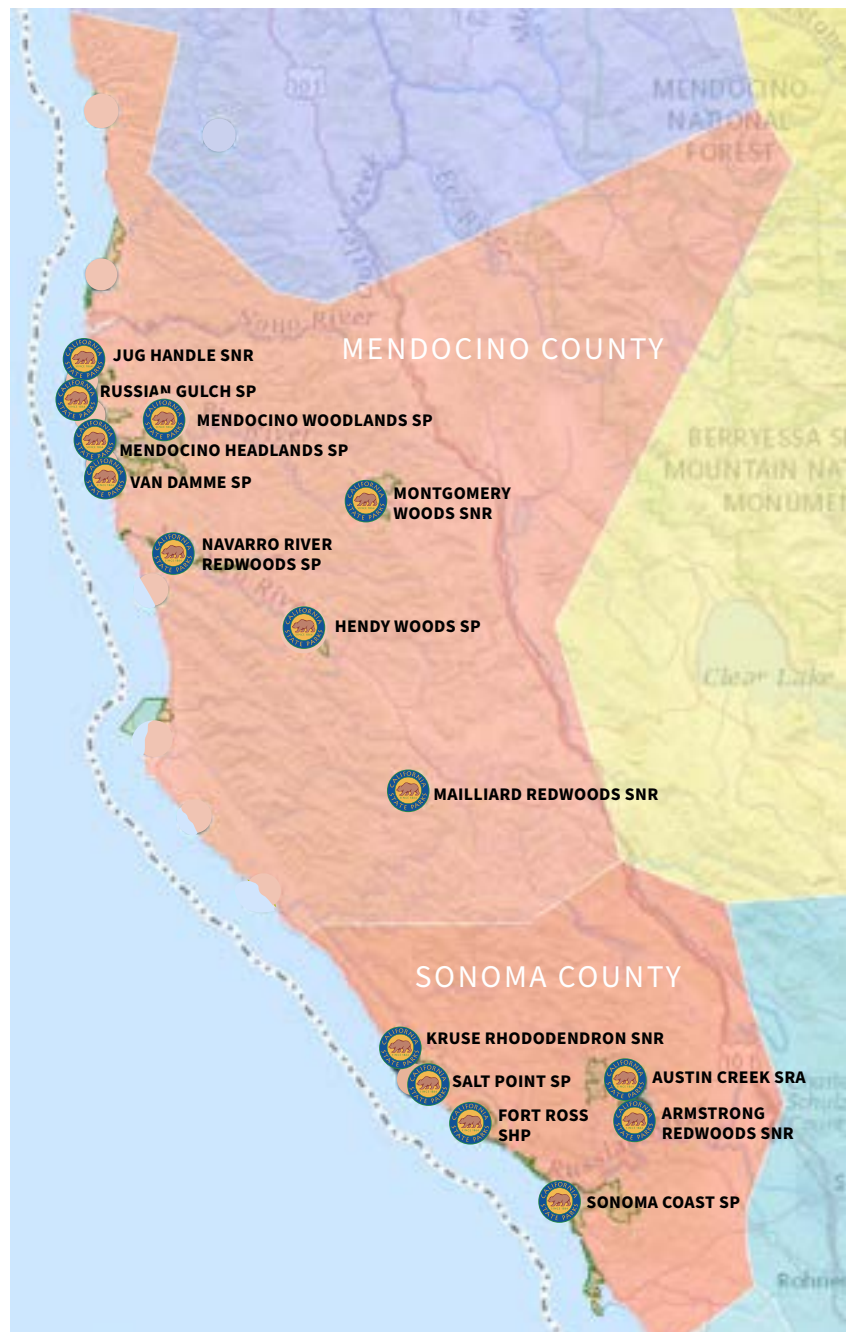
A Note on Terminology Regarding Indigenous Peoples

Terms that refer to Indigenous people(s) carry with them complex histories and nuanced political implications. It is important to define these terms and use them consistently. Whenever possible, it is preferable to use the specific names that groups use to refer to themselves. However, when needing to refer to groups more generally, this plan uses the following general terms:

Indigenous peoples or Indigenous communities: In the context of this plan, these terms generally refer to any individual or group descended from the peoples who inhabited the United States before (as well as during and after) European colonization. This term is equivalent to "American Indian and Alaska Native" or "Native American" and is inclusive of non-federally recognized Tribes.

Tribal Nations: This term refers specifically to federally recognized Tribes. It acknowledges the formal government-to-government relationship that exists between Tribal governments and the United States government including the requirement for consultation.

Tribal Nations and Indigenous communities: This term refers to both federally recognized and unrecognized Tribes as well as the Indigenous-focused organizations that serve them. It is used when discussing planning work that may involve wide-ranging participants, while still acknowledging the formal relationships specific to federally recognized Tribes.



1.2 PLAN PURPOSE

1.2.1 Overarching Goals

This document details a comprehensive, actionable interpretation master plan (IMP) for the 15 redwood parks in the Sonoma-Mendocino Coast District. It establishes a foundation for future interpretation by:

- Developing cohesive, consistent visitor messaging for redwood parks across the district.
- Identifying opportunities to tell unique and complementary stories at individual parks.
- Providing a framework for prioritizing future park interpretive projects.
- Supporting the efforts of Save the Redwood League and California State Parks towards relationship-building and collaboration with Indigenous communities and with communities identified by California State Parks as underserved.
- In addition, the project aims to support formal government-to-government relationships between Tribal Nations and California State Parks.
- Supporting the relationships between Save the Redwood League, California State Parks, and other Park Partners.

1.2.2 Metrics for Success

Through the interpretive planning process, a number of additional metrics for success were established. To be successful, the IMP must:

- Be actionable. The IMP contains a clear process for future implementation of interpretive projects at a park-by-park level, which is especially important where no general plan exists for a park.
- Advocate for the intrinsic value of interpretation within the California State Parks system. The IMP highlights interpretation's role in supporting all California State Parks' other' priorities including law enforcement, public safety, and protection of natural, cultural, and recreational resources.
- Act as a resource and training tool for California State Parks staff and partners. The IMP includes best practices and step-by-step instructions for interpretive planning and project prioritization.

- Help park partners understand the role of California State Parks in these redwood parks. This IMP introduces and contextualizes the interpretive work of California State Parks across the district's 15 redwood parks.

1.3 PLANNING PROCESS

1.3.1 Core Planning Team

Through the planning process, the following core team has participated in regular coordination meetings, review sessions and workshops:

California State Parks

- Heather Holm – *Interpretive Planning and Programs Manager, Interpretation and Education Division*
- Michelle Levesque – *State Park Interpreter II, Sonoma-Mendocino Coast District*
- Christopher Kimsey – *District Tribal Liaison, Sonoma-Mendocino Coast District*

Save the Redwoods League

- Jessica Carter – *Director of Parks and Public Engagement*
- Deborah Zierten – *Education and Interpretation Manager*
- Leslie Parra – *Outreach Program Manager*

AldrichPears Associates (Interpretive Planning Consultant)

- Isaac Marshall – *Principal*
- Robin Anderson – *Project Manager and Interpretive Planner*
- Anna Wilkinson – *Interpretive Planner and Content Developer*

1.3.2 Project Phases

Phase 1: Background and Workshops

This phase focused on confirming the audiences, stories, and media priorities for each redwood park, and building relationships with the district's Indigenous communities and underserved communities.

As the final outcome of the first phase of the project, the Background and Workshop Summaries Report (July 15, 2022) summarized a series of workshops, listening sessions, and surveys that were conducted with three key groups:

- California State Parks staff and stakeholders
- Representatives from three Indigenous communities
- Members of the Latine community, identified as a key underserved community

This document was posted on an online Project Portal to allow for participants to review, add, and correct the notes from these sessions.

Phase 2: Draft Plan

The focus of this phase was drafting an actionable plan that analyzes the results of the research and workshops from the previous phase and distributes messaging priorities across the district's redwood parks.

This Draft Plan was distributed to California State Parks staff and stakeholders, focus communities, and Indigenous communities via the online Project Portal for review and feedback.

Phase 3: Final Plan

Feedback on the Draft Plan was integrated into the Final Plan during this phase.



Save The Redwoods League

2 Project Foundations



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2.1 ROLE OF INTERPRETATION IN MISSIONS

Interpretation has the power to spark curiosity, foster connection, and transform behavior. As such, it plays a key role in the missions of Save the Redwoods League and California State Parks.

2.1.1 Save the Redwoods League

Mission

The mission of Save the Redwoods League is to protect and restore redwood forests and connect people with their peace and beauty so these wonders of the natural world flourish.

Role of Interpretation

Interpretation and education are essential to the "connect" pillar of the League's mission, ensuring that all redwood park visitors have an inspiring, inclusive experience and that the complexity and value of the forest is understood by visitors from California and beyond. The League's interpretive and educational resources and live programs foster connection for people of all ages. By supporting interpretive projects with various partners, the League is able to meaningfully engage with diverse communities and stay connected to the lands that it has helped to conserve.

2.1.2 California State Parks

Mission

To provide for the health, inspiration and education of the people of California by helping to preserve the state's extraordinary biological diversity, protecting its most valued natural and cultural resources, and creating opportunities for high-quality outdoor recreation.

Role of Interpretation

Tasked with protecting the state's natural and cultural resources, interpretation is a powerful tool in the California State Parks toolkit. For California State Parks, the goal of interpretation is to convey messages that help visitors value their experience, that foster a conservation ethic, and promote a dedicated park constituency. Interpretation can also help to support the mandates of other divisions such as Cultural Resources and Natural Resources (by encouraging respectful interaction) and Law Enforcement (by helping visitors appreciate the reasoning behind regulations).

2.2 DISTRICT RESOURCES

2.2.1 Natural

DISTRICT AT A GLANCE

- **Coastline, estuaries, long beaches and inland valleys** are key features of the district
- The active **San Andreas Fault** has shaped its geology and ecology
- It contains some old-growth redwoods but mostly **second- and third-growth forests**
- **Creeks and rich alluvial floodplains** nourish remaining inland old-growth and contribute to productive second-growth forest



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Sonoma-Mendocino Coast District contains distinct ecological environments shaped by an active coastline, unique geological features, a history of logging—and increasingly, climate change. The district stretches along miles of coastline and includes both terrestrial habitats and underwater ecosystems. Visitors to the district’s redwood parks encounter coastal dunes, prairie, mixed forests, and marine protected areas and see diverse marine mammals, birds, and fish including salmonids.

Bluffs and cliffs, constant wind and sea spray and steep rocky slopes characterize much of the coastline. The district’s sandy dunes reflect the constant accumulation of marine sediments carried by strong ocean winds. Continual uplifting of the North American Plate along the active San Andreas fault has created a series of geological terraces. Each of these terraces has a distinct ecology, giving the series the name "ecological staircase." The terraces culminate in a climax community called a Coastline, estuaries, long beaches and inland valleys. The only place in the world that the pygmy forest occurs is in a few isolated patches in northern California. This staircase and the associated pygmy forest are clearly visible in parks like Van Damme SP and Jug Handle SNR.

In addition to these distinct habitats at the ocean's edge, the district contains several inland redwood parks. There, redwoods grow in valley bottoms, riparian areas, and north slopes. These areas are characterized by a juxtaposition of oak woodlands, Douglas-fir, grasslands, and other distinctive habitats.

In general, the district's proximity to the coast has shaped its relationship to natural resource extraction. Prior to the mid-1800s, the rocky coastline, doghole ports, and turbulent ocean conditions kept the area of present-day Sonoma-Mendocino Coast District secluded. However, intensive logging reached the region in the early 1850s and lumber was shipped out via doghole ports characteristic of the area. Today, many of the district’s protected redwood forests are second- or third-growth. These protected forests exist side-by-side with the active harvesting site of Jackson Demonstration State Forest and commercially logged forests.

As in other parts of the state, rising temperatures and drought brought on by climate change have contributed to larger and more extreme wildfires. Signs of recent fire are visible in parks like Armstrong Redwoods SNR.

2.2.2 Cultural

DISTRICT AT A GLANCE

- **Indigenous peoples** have lived in connection with the land here since time immemorial
- **Doghole ports** and remnants of the **logging industry** highlight a history of resource extraction
- Structures like the **Russian fort**, **ranch-era homes** and **Civilian Conservation Corps** buildings reflect diverse uses over time
- Over the decades, **communities have come together** to preserve and protect redwoods here



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Sonoma-Mendocino Coast District has a rich cultural history, ranging from deep and ongoing Indigenous relationships with the land to historical industrial uses and deeply rooted conservation movements.

This region is the ancestral home of a number of Indigenous peoples. These people have been here since time immemorial and have strong, living connections to this land. The first Europeans in the area included early Spanish explorers and Russians from the Russian American Fur Company who settled in the location of present-day Fort Ross SHP. These and later waves of immigration would lead to the genocide and displacement of many Indigenous peoples from their ancestral homelands.

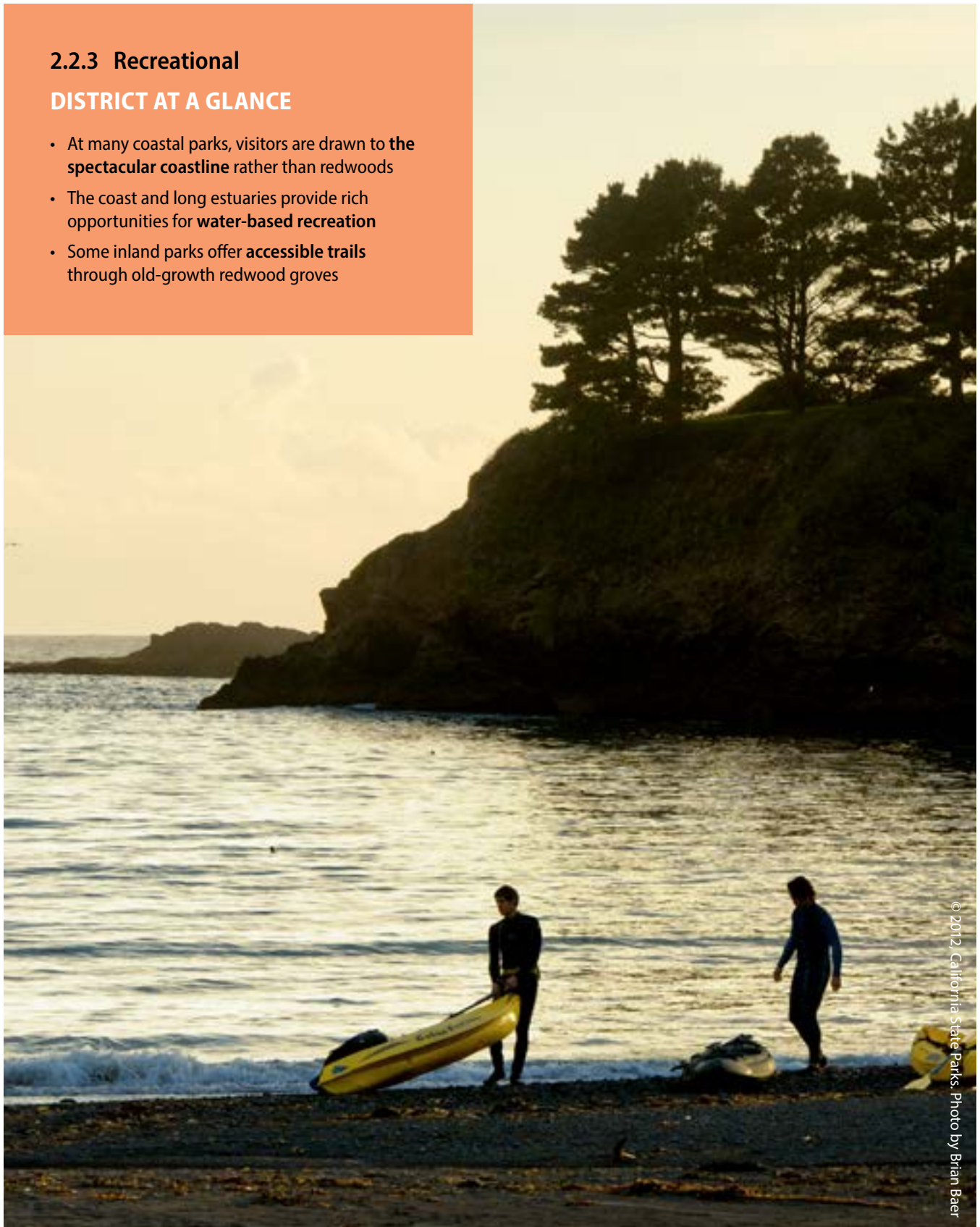
By about 1850, the Gold Rush brought massive migration to the area, and the consequential expansion of the timber and lumber industries. Several lumber mills and companies were set up in the region, with most parks noting the historic location of at least one mill.

Conservation came in many forms. The 1930s saw the Works Progress Administration and the Civilian Conservation Corps constructing iconic wood-and-stone buildings and structures in several of the district's redwood parks. In a number of cases, local grassroots conservation movements played critical roles in establishing and/or protecting the redwood parks themselves. Throughout, Indigenous connection to and care for the land has persisted.

2.2.3 Recreational

DISTRICT AT A GLANCE

- At many coastal parks, visitors are drawn to **the spectacular coastline** rather than redwoods
- The coast and long estuaries provide rich opportunities for **water-based recreation**
- Some inland parks offer **accessible trails** through old-growth redwood groves



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In general, recreational activities and resources differ between redwood parks located on the coast and those located inland. Along the coast, open ocean water, estuaries, beaches, and coastal bluff trails draw visitors looking to engage in water-based activities like kayaking, surfing, fishing, whale watching, and viewing expansive coastal vistas. Redwood groves are not the main draw. In inland parks like Hendy Woods SP, Armstrong Redwoods SNR, and Montgomery Woods SNR, many visitors come specifically to experience the redwoods and engage in activities like picnicking and hiking amongst the trees. In parks like Navarro River Redwoods SP and Mendocino Headlands SP (Big River subunit), river-based recreation like swimming, boating, and fishing are the focus.

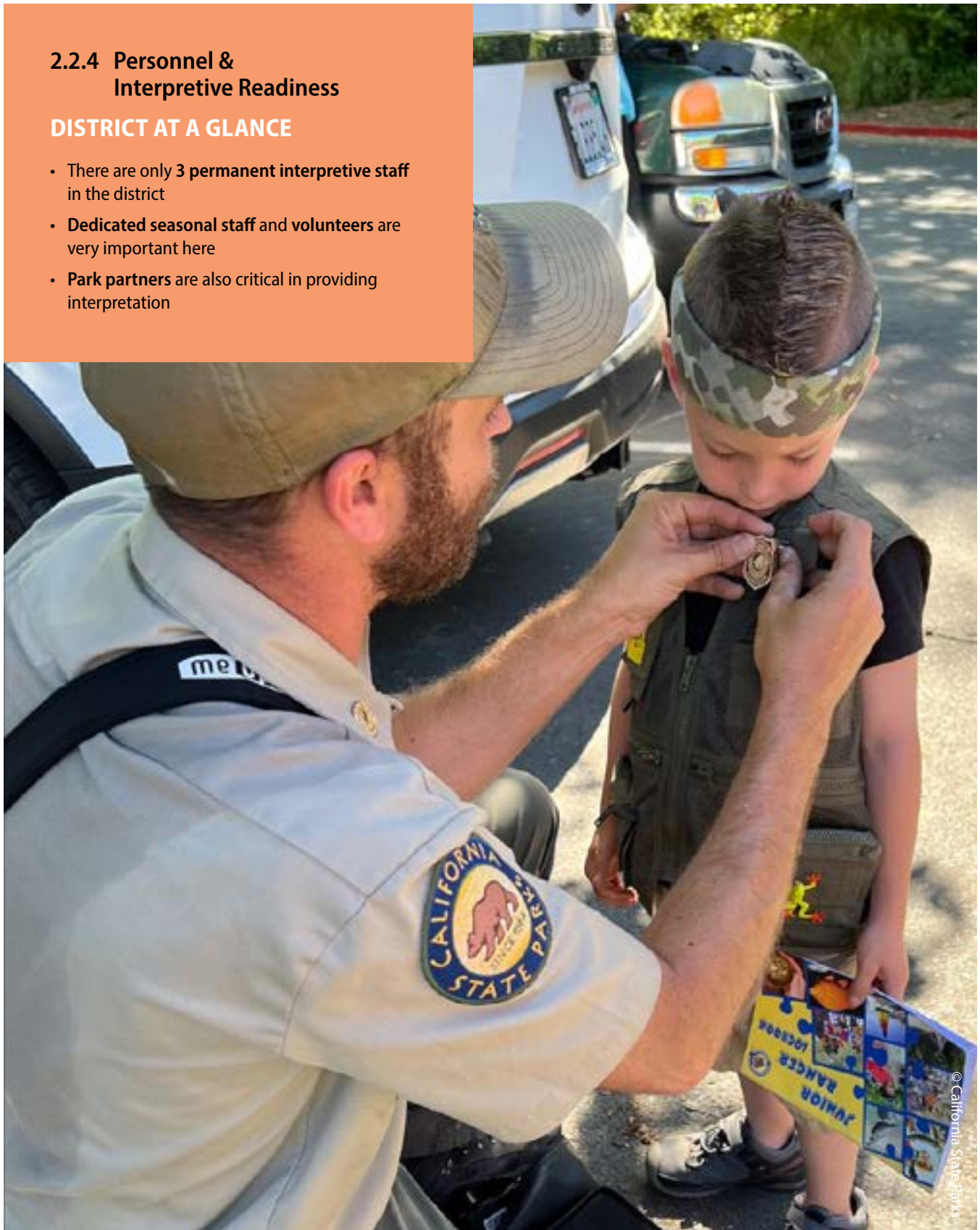
All redwood parks in the district have some form of accessible amenities, though quantity and quality vary between them. Sonoma Coast SP and Armstrong Woods SNR may be some of the most accessible; both have accessible visitor centers and multiple accessible trails. Armstrong Woods SNR and Hendy Woods SP offer accessible trails through old-growth groves.

Throughout the district, camping is extremely popular. Over half the redwood parks offer at least some number of individual campsites and certain parks are an important part of annual family camping traditions.

2.2.4 Personnel & Interpretive Readiness

DISTRICT AT A GLANCE

- There are only 3 permanent interpretive staff in the district
- Dedicated seasonal staff and volunteers are very important here
- Park partners are also critical in providing interpretation



Staffing

- Permanent interpretive staff: 3 (2 are being hired)
- Seasonal interpretive staff: 2
- Interpretive volunteers: 30
- Volunteers from supporting organizations: 60
- Due to the Sonoma-Mendocino Coast District's small staff, it relies on partner organizations to conduct most of the interpretation in the Russian River Sector.
- The district has had up to 5 seasonal interpreters in the past, so planning for seasonal staff expansion is essential for interpretive readiness.
- It is one of a handful of districts that lacks a State Park Interpreter III (Supervisory) position.

Training

- Training sessions per year: 1-2 California State sponsored
- Yearly training sessions for volunteers from supporting organizations: 10-15
- With the Interpreter II position vacant for over two years and recently being filled, this district had been limited with the amount of effective training it could provide to seasonal staff and docents. Now with this position filled, more intensive training (e.g. NAI's Certified Interpretive Guide course) can be provided.

Budget

- A small annual budget exists for interpretive projects. It is not sufficient to undertake major projects, but can be used to replace interpretive panels and small exhibits or upgrade A/V equipment. A small annual budget also exists for K-12 access support.
- Other interpretive funds come from specific requests and outside partners.

Note: All numbers are valid in 2022.

2.2.5 District Planning History

This Interpretation Master Plan builds on thematic frameworks and interpretive planning priorities from past plans where available and where relevant. However, as reflected in the chart, many of the parks do not have General Plans, and where they do exist they were often created many decades ago. This makes the current interpretive planning effort all the more necessary.

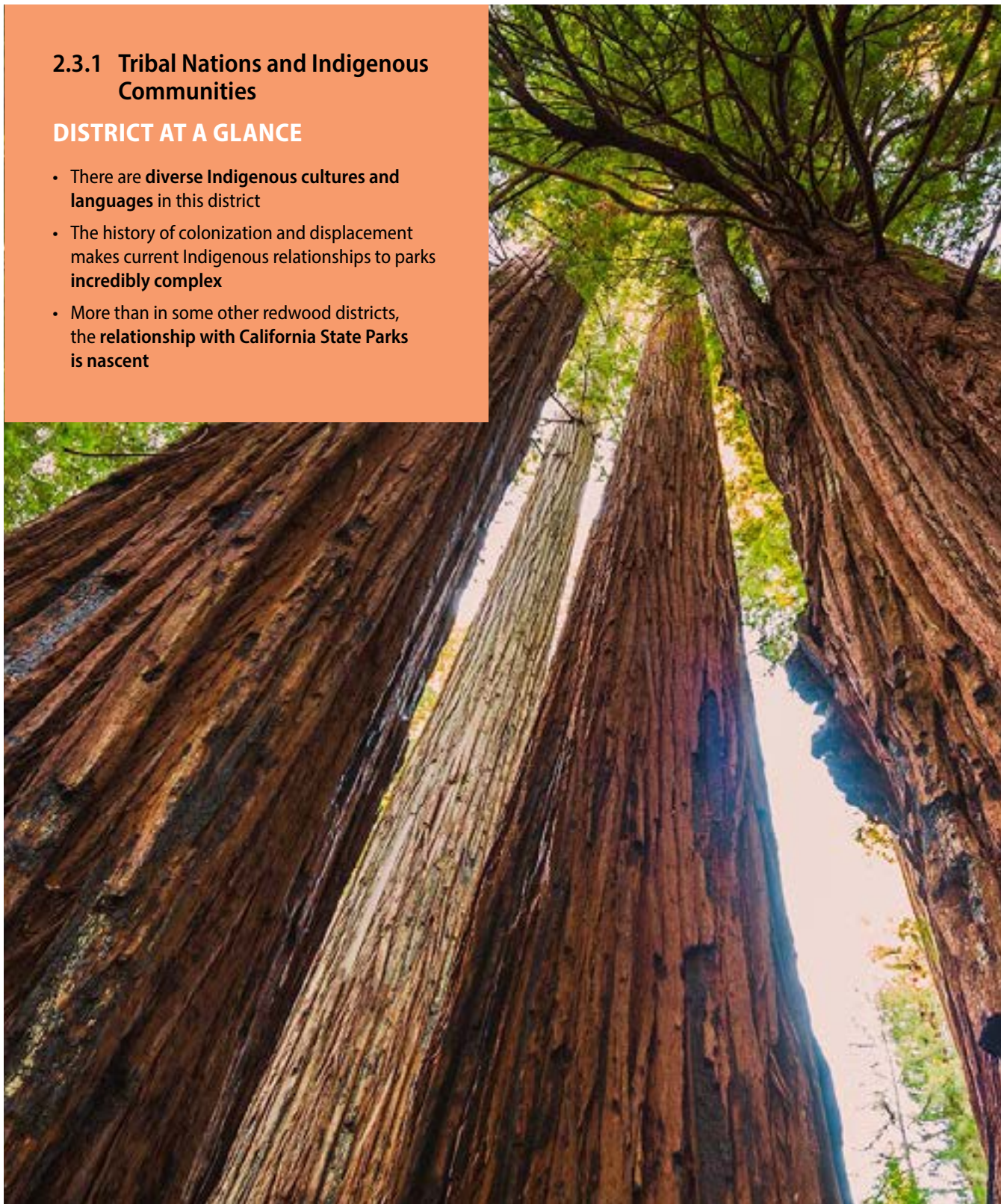
Park	Plan	Declaration of Purpose
Jug Handle SNR		<ul style="list-style-type: none"> • Yes, in 1975 Interpretive Prospectus • And also from 2000 General Plan Policy Committee
Russian Gulch SP	<ul style="list-style-type: none"> • 1992 Interpretive Element for General Plan (contains many key topics, resources and themes similar to Van Damme's 1992 plan) 	<ul style="list-style-type: none"> • Yes, in 1975 Statement of Purpose
Mendocino Woodlands SP		<ul style="list-style-type: none"> • Yes, in 2000 General Plan Policy Committee
Mendocino Headlands SP	<ul style="list-style-type: none"> • 1976 General Development Plan 	<ul style="list-style-type: none"> • Yes, in 1976 General Development Plan
Van Damme SP	<ul style="list-style-type: none"> • 1975 Interpretive Prospectus • 1992 Interpretive Element for General Plan (contains many key topics, resources and themes similar to Russian Gulch's 1992 plan) • 1995 General Plan 	<ul style="list-style-type: none"> • Yes, in 1975 Interpretive Prospectus
Montgomery Woods SNR	<ul style="list-style-type: none"> • (no date) Interpretive Plan • 1975 Interpretive Prospectus 	<ul style="list-style-type: none"> • Yes, in 1975 Interpretive Prospectus
Navarro River Redwoods SP	<ul style="list-style-type: none"> • 1975 Interpretive Prospectus for Paul M. Dimmick Wayside Campground (not for the whole park) 	<ul style="list-style-type: none"> • Only for Paul M. Dimmick Wayside Campground
Hendy Woods SP	<ul style="list-style-type: none"> • 1975 Interpretive Prospectus • 1976 Interpretive Plan • 1962 General Plan 	<ul style="list-style-type: none"> • Yes, in 1975 Interpretive Prospectus
Mailliard Redwoods SNR	<ul style="list-style-type: none"> • 1975 Interpretive Prospectus 	<ul style="list-style-type: none"> • Yes, in 1975 Interpretive Prospectus
Kruse Rhododendron SNR		<ul style="list-style-type: none"> • Yes, in 1965 Sonoma-Mendocino Coastal Study (re: park expansions)
Salt Point SP	<ul style="list-style-type: none"> • 1976 General Plan 	<ul style="list-style-type: none"> • Yes, in 1976 General Development Plan
Fort Ross SHP	<ul style="list-style-type: none"> • 1975 General Development Plan: No management plan for the eastern side of the park where redwoods are 	<ul style="list-style-type: none"> • Yes, in 1965 Sonoma-Mendocino Coastal Study (re: park expansions) • And also in 1975 General Development Plan
Sonoma Coast SP	<ul style="list-style-type: none"> • 1984 Sonoma Coast State Beach Interim Management Plan • 2007 General Plan and Environmental Impact Report 	<ul style="list-style-type: none"> • Yes, in 2007 General Plan
Austin Creek SRA		<ul style="list-style-type: none"> • Yes, in 2000 General Plan Policy Committee
Armstrong Redwoods SNR		<ul style="list-style-type: none"> • Yes, from 2000 General Plan Policy Committee

2.3 LOCAL & REGIONAL INFLUENCES

2.3.1 Tribal Nations and Indigenous Communities

DISTRICT AT A GLANCE

- There are **diverse Indigenous cultures and languages** in this district
- The history of colonization and displacement makes current Indigenous relationships to parks **incredibly complex**
- More than in some other redwood districts, the **relationship with California State Parks is nascent**



Since time immemorial, Indigenous peoples have lived with and cared for the land and waters of this region. This area is culturally complex, home to many different Indigenous peoples with distinct cultures and languages. Relationships to place are also complex, with territories sometimes overlapping, and sometimes including non-contiguous areas.

Violent colonial histories of forced displacement, genocide, and cultural genocide have further complicated the relationships between Indigenous peoples and their ancestral lands. Many Indigenous peoples have been displaced from their territories, relocated and constrained to reservations and rancherias without full access to their territories. In the decades—sometimes centuries—since these events, Indigenous peoples have formed and reformed their relationships to their ancestral lands. Contending with colonial administration practices, some groups have been split up so that a single cultural group is now represented by many Tribal Nations; other Indigenous communities have had to push for any federal recognition at all.

These complexities, injustices, and myriad present-day structural inequalities shape individual Tribal Nations and Indigenous communities' relationships with the land currently within park boundaries, and with California State Parks itself. Recognizing the rights and sovereignty of these groups must form the foundation of any work together.

Establishing lasting and trusting relationships is a top priority for the Sonoma-Mendocino Coast District. With the support of the District Tribal Liaison and park partners, project partners are actively engaged in consultation and engagement with some Tribal Nations and Indigenous communities on redwoods-related projects. In some parks, however, relationships were at the beginning stage when this Plan was written in 2022. This work is ongoing, and current efforts as part of this Interpretation Master Plan process are described in Section 3.4 Indigenous Engagement Process for This Plan.

2.3.2 Park Partners

DISTRICT AT A GLANCE

- **Park partners** are critical in providing interpretation at almost all of the district's redwood parks
- Each has a **unique relationship** with California State Parks
- Other important partners providing wide-ranging support include **Calforests** and **CAL FIRE** among others



In the Sonoma-Mendocino Coast District, California State Parks partners with the League and several other key organizations to operate redwood parks and deliver interpretation.

Mendocino Area Parks Association (MendoParks) is a cooperating association that provides financial support for six redwood state parks that are part of this planning project. It operates visitor centers in two of those parks, and partners with California State Parks on special events, community programs, and educational activities.

Hendy Woods Community is a cooperating association that serves Hendy Woods SP and the Paul M. Dimmick Wayside Campground at Navarro River Redwoods SP. The organization was formed to save Hendy Woods SP in 2011. Since then, they have worked with California State Parks to provide programs, services, and infrastructure improvement that would not otherwise be possible. They facilitate access to the park for local residents and students, and operate a visitor center.

Stewards of the Coast and Redwoods (Stewards) is a park co-manager that operates campgrounds, visitor centers, and interpretive and school programs at three redwood parks. This organization has also partnered with other nonprofits in the past to provide inclusive camping experiences in redwood parks. Stewards currently partners with Save the Redwoods League on climate science education programs in the district's redwood parks.

Fort Ross Conservancy is a park co-manager that works to preserve natural and cultural assets, offer educational programming, organize community events, and facilitate recreation at Fort Ross SHP and Salt Point SP. At Fort Ross SHP, they run overnight and one-day Environmental Living Programs (ELP) and Marine Ecology Programs (MEPs) for students. They operate the visitor center at Fort Ross SHP and the campgrounds at Salt Point SP.

Mendocino Woodlands Camp Association is a park co-manager that operates the Mendocino Woodlands SP (a National Historic Landmark), and the Mendocino Outdoor Science School. The organization provides group camping retreats, special events, and an outdoor school.

Other key partnerships include restoration and research organizations like Trout Unlimited, Mendocino Coast Audubon Society, and California State Polytechnic University, Humboldt. Sustainable timber partners include California Forestry Association (Calforests), and California Department of Forestry and Fire Protection (CAL FIRE) which operates Jackson Demonstration State Forest.

The district also partners with California Department of Fish and Wildlife, California Native Plant Society, Sonoma County Agricultural Preservation and Open Space District, Mendocino Land Trust, Sonoma Land Trust, and Sonoma County Regional Parks.

2.3.3 Underserved Communities

DISTRICT AT A GLANCE

- **Latine** and **Indigenous communities** are underserved across the district
- **Mendocino County** is home to a greater number of economically disadvantaged communities than Sonoma County
- The project partners are partnering with **local schools** and **other organizations** to reach these communities



Save The Redwoods League

Across the district, the largest groups currently underrepresented at redwood parks are Latine and Indigenous communities. These groups are disproportionately represented in low-income communities. In general, Sonoma County has a median household income greater than the state of California median household income, while Mendocino County is home to economically disadvantaged communities. People living in poverty can find it harder to make the time for outdoor recreation and to physically access parks which may be far from their communities. These and other social and historical barriers make it all the more important to actively engage with underrepresented communities to ensure parks are genuinely welcoming for them.

The League is partnering with Latino Outdoors and other community organizations to help Latine community members access and experience redwood parks.

By partnering with local schools in low-income communities and Boys and Girls Clubs, Stewards is serving greater numbers of these audiences in Sonoma County. Mendocino Outdoor Science School (MOSS) conducts outreach with underserved and socioeconomically disadvantaged youth in Mendocino County. MendoParks launched a Backyard Junior Rangers program to engage disadvantaged youth in Mendocino County in the summer of 2020. The district is also planning a Parks Prescription Program, working with local health organizations to promote the physical and mental benefits of outdoor recreation in parks.

Based on input from community members, project partners have identified direct actions to encourage park visitation within these communities. These actions include diverse representation among staff and in the stories and voices represented in parks, and working with partnering organizations to offer tailored programming, transportation, and other means of support. This work is ongoing, and current engagement as part of this IMP process is described in Section 3.3 Focus Community Engagement for This Plan.

2.3.4 Communication, Education & Accessibility Considerations

Communication & Languages

Translation of interpretation—both personal and non-personal—into languages other than English is strongly encouraged by California State Parks. When determining if translation is required, California State Parks staff and partners are asked to consider changes in visitor trends; the demographics of the surrounding communities and of target audiences for the park; and the park's history and heritage. Based on the underserved communities identified for Sonoma-Mendocino Coast District, this plan recommends that California State Parks staff and partners consider translation of interpretive materials into Spanish and Indigenous languages wherever feasible.

In addition, interpretive staff and partners should also consider methods of delivering messages without words, including graphics or tactile experiences that don't require proficiency in English.

Education & Curricular Connections

California's school children are one of the most consistent and diverse visitor groups to redwood parks in California. One of California State Parks' key missions is to "provide educational opportunities both in California State Parks and in the classroom, assisting educators with curriculum needs and offering activities that enable students to investigate, research, and participate in interactive learning."¹ In support of this mission, California State Parks staff prioritize K-12 access to parks through their work.

Interpretation created for school audiences should incorporate hands-on and / or interactive learning opportunities and take into account different learning styles. In order to be successful, California State Parks staff and partners should collaborate with teachers, school districts, and County Offices of Education, and be aware of current educational trends and initiatives locally and nationally. In addition, California State Parks staff should actively collaborate with partners

like the League on these programs in order to leverage expertise, materials, and resources.

Interpretation developed for school groups should be aligned with State of California educational frameworks and their associated academic content standards, as applicable.

Additionally, California State Parks staff and partners should review the following California State Parks resources before undertaking any interpretive project:

- Basic Interpretation Learning System: Basic Interpretation Handbook
- California State Parks Interpretation Planning Workbook

Accessibility

As a public agency, California State Parks has a legal and moral obligation to ensure all programs, media, and facilities available to the general public are also accessible to people with disabilities and other barriers to access. Parks offering visitors physical access to interpretive facilities cannot be considered truly accessible unless staff, partners, and volunteers are able to communicate effectively with all visitors. Access to facilities and to interpretation are equally important.

This plan recommends that California State Parks staff and partners review the following policies for improving the accessibility of facilities, programs, and printed works before undertaking any interpretive project:

- California State Parks Accessibility Guidelines
- Transition Plan for Accessibility in California State Parks
- California State Parks Brand Standards Handbook
- All Visitors Welcome: Accessibility in State Park Interpretive Programs and Facilities
- California Governor's Outdoor Access for All initiative

Any interpretive media being developed must be reviewed by the California State Parks Accessibility Division to ensure basic accessibility requirements are being met.

¹ Source: DPR Operations Manual: Interpretation and Education (February 2010)



Save The Redwoods League

3 Summary of Analysis



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This section synthesizes the information, stories, and perspectives gathered from a wide range of California State Parks staff and stakeholders. This input of participants in the site visits, workshops, and planning conversations has informed the core of Section 6 Recommendations, Context and Content.

3.1 CALIFORNIA STATE PARKS STAFF & STAKEHOLDERS WORKSHOPS

Process Description

To explore the audience motivations, unique stories, and interpretive media priorities across Sonoma-Mendocino Coast District's 15 redwood parks, three online workshops were held. Participants included League representatives, California State Parks leadership and staff, people affiliated with park partners and partnering organizations, and knowledgeable community members.

Workshop 1: May 26, 2022

Park Partners: Stewards of the Coast and Redwoods + Fort Ross Conservancy

- Austin Creek SRA (Stewards of the Coast and Redwoods)
- Armstrong Redwoods SNR (Stewards of the Coast and Redwoods)
- Fort Ross SHP (Fort Ross Conservancy)
- Sonoma Coast SP (Stewards of the Coast and Redwoods)
- Salt Point SP (Fort Ross Conservancy)
- Kruse Rhododendron SNR (no park partner)

Workshop 2: June 2, 2022

Park Partners: Hendy Woods Community + Mendocino Outdoor Science School

- Hendy Woods SP (Hendy Woods Community)
- Mendocino Woodlands SP (Mendocino Outdoor Science School)
- Mailliard Redwoods SNR (no park partner)

Workshop 3: June 9, 2022

Park Partner: Mendocino Area Parks Association (MendoParks or MAPA)

- Navarro River Redwoods SP
- Jug Handle SNR
- Russian Gulch SP
- Mendocino Headlands SP
- Van Damme SP
- Montgomery Woods SNR

Summary of Findings

Audience Motivations

Across the 15 parks, the most common audience motivations include:

- Group programs
- Nature watching / research
- Outdoor recreation
- School programs
- Unique experiences (environmental education, community science, "second church," etc.)
- Unique ecosystem

Some Park-Specific motivations include:

- Camps
- Family camping
- Local history
- Marine mammal watching
- Abalone fishing (prior to fisheries closure in 2017)
- Iconic landmarks
- Visitor centers

Unique Stories

Across the 15 parks, the most commonly cited unique topics were:

- Art / culture
- Conservation and co-management
- Climate change and drought (and research)
- Current underserved communities
- Growing conditions of very large trees
- Indigenous uses
- Indigenous stories (including displacement, ecological knowledge, etc.)
- Industrial uses of land and trees

- Interconnected ecologies / geologies
- Intersecting cultures
- Settler history (logging, mill, ranching, fur trade, etc.)
- Wildfire resilience

Park-Specific stories are elaborated on in Section 6.2. Some notable topics include:

- CCC history
- Diverse marine ecology
- Impact of logging on watershed
- Local Indigenous histories and contemporary cultures
- Local community stories (Hendy Hermit, Boontling language, Ynes Mexia, wildfires of 2008 and 2020, John Olmsted, Emmy Lou Packard, etc.)
- Russian settlements
- Water use history

Interpretive Media Priorities

Across the 15 parks, the most commonly cited interpretive media priorities include:

- Orientation / wayfinding
- Physical exhibits / panels
- Programming
- Digital media

Park-Specific media priorities and recommendations are elaborated on in Section 6.2. Some of these Park-Specific interpretive media priorities include:

- Multilingual interpretation
- Programming at campgrounds
- Park brochures
- Nature-based exploration areas
- Ecological messaging
- Visitor center interpretation refresh

3.2 CALIFORNIA STATE PARKS NATURAL RESOURCES WORKSHOP

Process Description

Since many staff from California State Parks Natural Resources Department were unable to attend the Park-Specific workshops, a separate session was held to capture their unique perspectives and insights on redwood parks across the district. Discussion questions covered:

- Important messages to communicate to visitors no matter which redwood park they're in
- Unique ecologies
- Research initiatives
- Climate change
- Salmon / redwood connections
- Restoration activities
- Management intentions / interpretive priorities for Mailliard SNR
- How interpretation can support resource management

Their responses have been integrated into Section 6 Park Recommendations, Context and Content. Some additional findings are shared here.

Summary of Findings

Messages to Communicate Across All Redwood Parks

- Forest structure
- Tree structure / "architecture"
- Interconnected vegetation communities
- Flood & fire as relates to redwoods
- Fire suppression / fire as management tool
- Restoration / active land management
- Messaging around park etiquette; staying on trails
- Coastal versus inland redwood attributes (relative to the overall redwood range)

3.3 FOCUS COMMUNITY ENGAGEMENT FOR THIS PLAN

Process Description

The Latine community is a key focus for the Sonoma-Mendocino Coast District. To engage with this community, two strategies were employed: an informal verbal questionnaire in a park setting and a formal written survey in a non-park setting.

Summary of Findings

Informal Verbal Questionnaire in a Park Setting

In partnership with Latino Outdoors (North Coast chapter), Save the Redwoods League hosted a hike and picnic at Hendy Woods State Park on April 23, 2022, with Latine families (26 participants: 16 adults and 10 children) and asked the following questions to participants after they had completed their guided hike:

- Raise your hand if you knew that this is a redwood State Park.
 - » 10/26
- Raise your hand if this is your first time visiting a redwood State Park.
 - » 8/26
- What did you most enjoy about your time in this redwood park?
 - » Trees
 - » Learning from peers / one another
 - » Meeting new folks
 - » Enjoying the outdoors with common people
 - » Observing plants / biodiversity
- What did you know about redwoods before you arrived?
 - » Large
 - » Fire resistant
 - » Gather moisture from air
 - » Redwood fairy rings
 - » Territorial
 - » Shallow roots

- What questions do you have about redwoods after your hike?
 - » How do they grow?
 - » You don't know what you don't know
 - » Why are they still being milled?
- How do you think we could encourage more members of your community to come to redwood State Parks?
 - » Distance (weekend friendly)
 - » Public transportation
 - » Offer similar incentives (free parking and lunch)
 - » Bilingual guided hikes
 - » Redwood educational songs
 - » Evening community gatherings

Formal Written Surveys in a Non-Park Setting

On May 13, 2022, the League's Outreach Program Manager hosted a table at the Mendocino College Student Resource Fair. A total of 24 surveys were completed: 16 in English and 8 in Spanish.

- All (24/24) participants visit redwood state parks.
- Most like to visit with family (21) and friends (18). Some like to go with school groups or social clubs (4), and few (1) like to go alone.
- Many like to walk / hike (22), experience the redwoods (20), picnic (18), and swim (11). Some like to take their dog (8) and take a guided tour (7).
- Many want to know more about "the cool and amazing discoveries in the redwood forest" (16), "how people are helping the forest heal from logging" (15), "the relationship Indigenous peoples have with these forests" (14), "stories of how people have worked together to protect the forests" (11).
- Respondents were almost evenly split in terms of preference between receiving interpretation in English or Spanish.

3.4 INDIGENOUS ENGAGEMENT PROCESS FOR THIS PLAN

The goals for Indigenous engagement in this plan focused on developing a mutually agreed process for collaboration on interpretive planning projects, identifying key areas and activities that need to be addressed in these relationships, and big picture communication and education strategies. A critical component of this stage of work has been nurturing relationships with Indigenous communities and building a better understanding of the process required for future interpretive consultation and collaboration. With all of this in mind, an Introductory Workshop was scheduled for May 19, 2022, with the following goals:

- Introduce the project
- Repeat back what we've heard so far (through the Statewide Redwood Interpretation Master Plan and previous Listening Sessions)
- Confirm high-level messages across all parks
- Propose / confirm process for identifying topics and messages park by park

Three local Indigenous individuals attended the session. The low turnout along with guidance and feedback received during the session, and further guidance from Sabine Talaugon (California State Parks Tribal Affairs Program Manager) led the core team to outline new strategies for engagement moving forward.

The Indigenous engagement process continued through July and August through informal calls between the core team members and members of Tribal Nations and Indigenous communities, further building relationships. The interpretive framework proposed in this plan has been developed to be flexible and adaptable. It will be able to respond to messaging developed with specific Tribal Nations and Indigenous communities, when the relationships and processes are ready to incorporate these specific stories and communication goals.

See Section 5 Working with Tribal Nations and Indigenous Communities for a step-by-step process on developing interpretive projects at the park level.





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4 Interpretive Direction



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4.1 INTERPRETIVE GOALS & PRIORITIES

Goals identified in the Statewide Redwood Interpretation Master Plan have been confirmed, adjusted and added to through this current planning effort.

4.1.1 Interpretive Goals

- Connect redwoods parks across the range through a shared interpretive vision.
- Develop cohesive, consistent visitor messaging throughout the range.
- Effectively engage diverse audiences, particularly those that have been underrepresented in parks, through culturally relevant content, experiences, and programs.
- Promote consultation and collaboration with Tribal Nations and Indigenous communities (and increase land acknowledgments, messaging, and histories in park units through these consultations and collaborations).
- Identify opportunities to tell unique stories at individual parks, including untold stories of cultural and historical relevancy.
- Emphasize California State Parks and Save the Redwoods League current research and initiatives, such as climate change research and ecological restoration.
- Develop interpretive opportunities that appeal to a variety of learning styles and are innovative, including leveraging of technology and distance learning.
- Promote the partnership between California State Parks and Save the Redwoods League.
- Serve as a resource and tool for other parks partners, including for training docents and volunteers.
- Advocate for the role of interpretation in meeting park and partner mandates.
- Assist in the prioritization of future park interpretive projects.

4.1.2 Interpretive Priorities

- Increase Indigenous messaging, land acknowledgments and partnerships across the range.
- Ensure that diverse audiences and voices are represented in all redwoods parks and through the interpretive planning process.
- Help visitors orient themselves within the redwood range.
- Fill in gaps and update redwoods messaging.
- Fill in gaps in interpretation (non-personal, personal, and virtual).

4.2 EMERGENT PLANNING PRINCIPLES

When planning and prioritizing between projects, parks, and locations, consider the following planning principles that emerged through workshops and conversations.

Bring all parks up to a common standard

Ensure all redwood parks in the district meet a shared baseline for identity and branding, wayfinding, and district-wide content (see Section 7). Visitors must be able to find, enter, and orient themselves spatially and conceptually within redwood parks. Only then will they be ready to engage with the unique experiences and interpretation offered in each park.

Go where the people are for biggest impact

Campgrounds, visitor centers, high-use day areas such as picnic areas and beaches, and even park toll gates and parking lots see large numbers of visitors. Prioritize heavily-used parks over smaller, less-used parks. Locate orientation and high-level interpretive messaging where it will be encountered by the greatest number of people, and use the opportunity to make connections with the interpretive resource. For example, a well-placed graphic panel could help beach-goers become aware of nearby redwood forest experiences and help them make connections between these different habitats.

Prioritize long-term relationships

Many state park visitors aren't just visiting. Indigenous peoples have connections with these lands that predate and supersede the state park system. Local area residents and multigenerational camping families return regularly and have strong emotional connections with these places. Underserved communities have the opportunity to develop multigenerational connections with their local state parks. The planning process and delivery of interpretation should prioritize their access, languages, interests, and feelings. For example, when expending finite resources on adding languages other than English, prioritize Indigenous languages and Spanish over those spoken by international guests.

Ultimately, when specific parks or sensitive areas are

threatened, the people with deep, ongoing connections to these places are the ones who show up to defend, preserve, and heal them. Nurturing long-term relationships has long term benefits.

Better to have no message than a harmful one

Factually incorrect, incomplete, and outdated interpretation can cause real harm. Most significantly, allowing untrue and offensive interpretation regarding Indigenous peoples to persist does ongoing damage to the relationship between parks and these communities. Also, outdated perspectives on the climate crisis and other ecological challenges miseducate visitors. Removing harmful interpretation is an interpretive priority.

Improve what's already there

Many parks in Sonoma-Mendocino have aging interpretive infrastructure such as well-used visitor centers and outdated park brochures. Focus efforts on updating and improving existing interpretive tools and structures before implementing new ones. For example, create new exhibits in an existing visitor center in one park before building a visitor center in a park that doesn't currently have one.

Prioritize accessible experiences

California State Parks recognizes the importance of accessible experiences in its "Accessible Parks for All" policy and in the California State Parks Accessibility Guidelines. Save the Redwoods League has also endeavored to make the redwoods available to ever more people by publishing "A Disabled Hiker's Guide to the Redwoods." While it is not possible for every trail or park experience to be ADA accessible, prioritize interpretation in locations where accessible trails and amenities do exist. Interpretation should be planned and designed to the highest standards of accessibility and universal design achievable within a given budget. Non-accessible interpretive opportunities should include alternative accessible formats (i.e., closed captioning, alternate formats, video tours, etc.).

4.3 INTERPRETIVE THEMES

4.3.1 Statewide Themes

The following themes were established during the Statewide Redwood Interpretation Master Plan and are meant to guide high-level interpretive messaging for redwood parks across the state.

UNIFYING THEME

Redwoods are connectors of the coast

(Ocean/Redwoods Interface)

Uniquely adapted to life at the edge of land and ocean on California's coast, redwoods are enduring and resilient points of connection for diverse natural and human communities across space and time.

PRIMARY THEME

Redwood stewardship sustains the planet

(Changing Values/Conservation)

Redwoods are resilient but fragile. Conservation and collaboration have always been, and will always be, critical for their survival and the survival of interdependent species, including humans.

PRIMARY THEME

Redwoods inspire deep personal connections

(Personal Connections)

Ancient and abiding, the intangible essence of redwoods resonates deeply with human beings, helping us connect with nature, each other, and ourselves.

PRIMARY THEME

Redwoods support an interconnected coastal community

(Ecology)

Redwoods do not exist as isolated, individual trees; they are a keystone species that support an interconnected web of coastal life.

THEMES DEVELOPED BY INDIGENOUS PEOPLES

(To be determined in consultation and collaboration with Tribal Nations and Indigenous communities in future phases.)

NARRATIVE THREAD

Redwoods are witnesses to and agents of change

(Past, Present, Future)

Redwood trees are guardians of a vast span of history, reminding us of where we've been, where we are, and shaping where we're going.

4.3.2 Sonoma-Mendocino Coast District Themes

These district-specific themes have been updated from those found in the Statewide Redwood Interpretation Master Plan, based on the stories and messages brought forward by staff, stakeholders, and workshop participants during this current planning effort.

UNIFYING THEME

Redwoods are connectors of the coast

(Ocean/Redwoods/Human Interface)

Sonoma Mendocino’s proximity to the ocean, its distinctive long estuaries, and its river highways have shaped redwood habitats and the ways in which communities have related to these trees, this land, and each other over time.

PRIMARY THEME

Redwood stewardship sustains the planet

(Changing Values/Conservation)

Sonoma-Mendocino’s pockets of ancient forest, interspersed among primarily second- and third-growth redwood forests, tell the story of changing connections to the land and shifting values around conservation.

PRIMARY THEME

Redwoods support interconnected coastal and inland communities

(Ecology)

Sonoma-Mendocino’s redwoods ecosystems are shaped by unique geologies and distinct conditions of the coast, floodplains, and inland valleys.

PRIMARY THEME

Redwoods inspire deep personal connections

(Personal Connections)

Old growth groves and cultural traditions bring people into previously logged forests, to heal both people and forests.

THEMES DEVELOPED BY INDIGENOUS PEOPLES

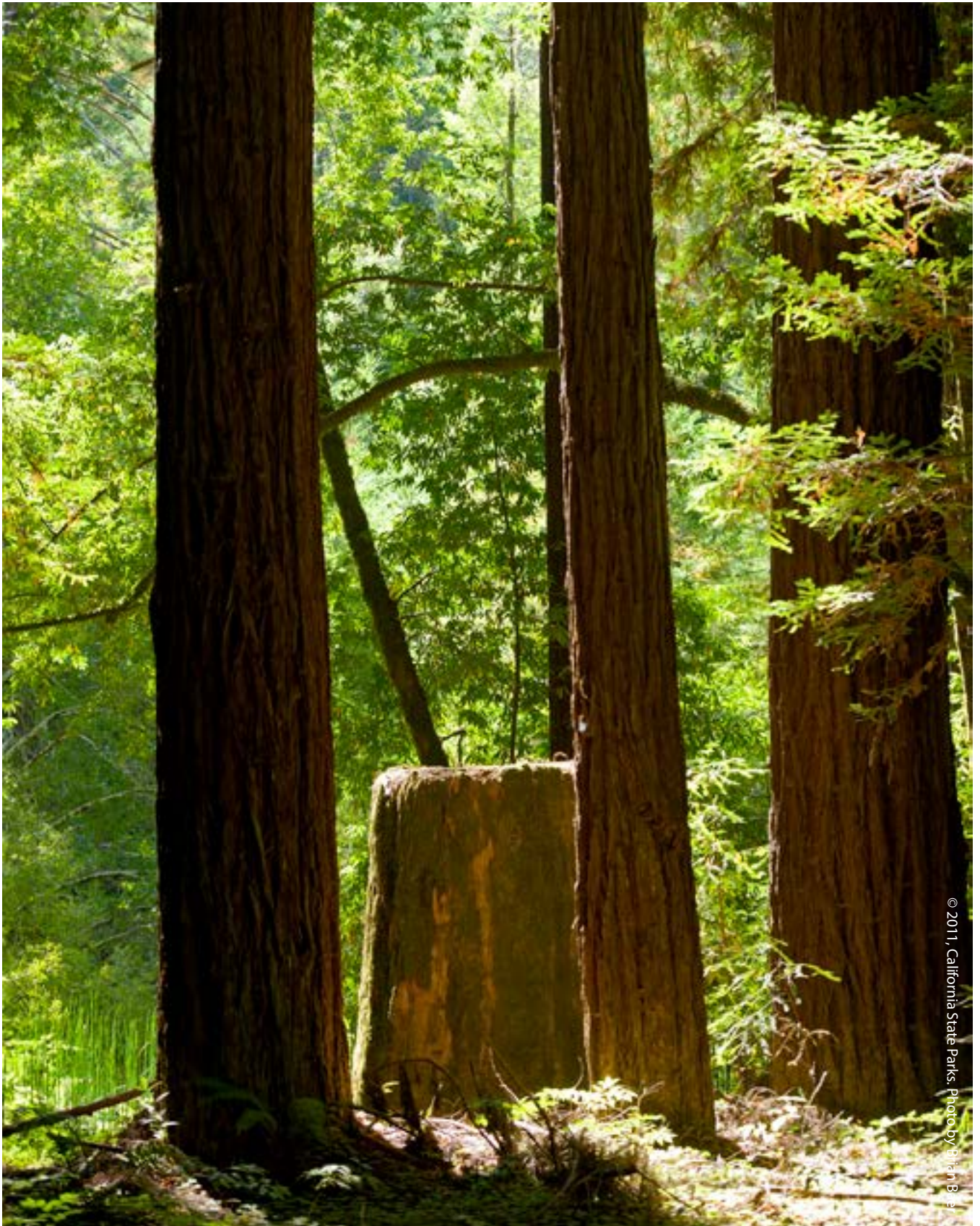
(To be determined in consultation and collaboration with Tribal Nations and Indigenous communities in future phases.)

NARRATIVE THREAD

Redwoods are witnesses to and agents of change

(Past, Present, Future)

Redwood trees are guardians of a vast span of history, reminding us of where we’ve been, where we are, and shaping where we’re going.



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5 Working with Tribal Nations & Indigenous Communities



This section describes recommendations and best practices for working with Tribal Nations and Indigenous communities on planning and implementing interpretive projects at the park level. It uses League and California State Parks resources and policies as a foundation from which to build in flexibility and adaptability to project processes and timelines.

5.1 RECOMMENDATIONS FOR PLANNING PARK-SPECIFIC INTERPRETIVE PROJECTS

Start by building social capital

The groundwork for a successful project involving Tribal Nations and Indigenous communities can be laid long before the project begins. Agencies and organizations can offer Tribal Nations and Indigenous communities outreach, experiences, events and employment opportunities. Inviting Indigenous participation and attending a Tribal Nation's or Indigenous community's own events are great ways to build mutual awareness and nurture personal relationships.

This long process of getting to know and trust each other is vitally important. Dedicating time to relationship-building helps us understand, balance, and honor Indigenous priorities, both those related to park priorities and others. It helps us establish mutually beneficial relationships that endure.

Invite early, invite often

Ensure that Tribal Nations and Indigenous communities are informed and invited to participate from the very beginning of a project. Update them on the project's progress and re-invite them at every new phase of the project.

Assume the need for government-to-government consultation

At the interpretation master plan level, informal engagement and listening sessions with individual Indigenous people have been useful for identifying big picture communication and education goals, forging new relationships and nurturing existing ones. However, as the district undertakes park-level interpretive planning, offering opportunities for comprehensive consultation will be critical for implementing any interpretive project with input from Tribal Nations and Indigenous communities.

California State Parks's Departmental Notice No. 2007-05 "Native American Consultation Policy & Implementation Procedures" states that it is "the policy of California State Parks to engage in open, respectful, ongoing consultation with appropriate (California Native American) tribes or groups in the proper management of areas, places, objects or burials associated with their heritage, sacred sites and traditional cultural properties or cultural traditions in the State Park System." The notice goes on to highlight interpretation as a primary area for consultation.

Public Resources Code § 21080.3.1(a), cross-referencing Government Code § 65352.4, defines "consultation" as the "meaningful and timely process of seeking, discussing and considering carefully the views of others, in a manner that is cognizant of all parties' cultural values and, where feasible, seeking agreement. Further, consultation between government agencies and Tribal Nations and Indigenous communities shall be conducted in a way that is mutually respectful of each party's sovereignty. Consultation shall also recognize the Tribal Nation's or Indigenous community's potential needs for confidentiality with respect to places that have traditional cultural significance. The State Legislature supports these definitions of consultation."

Note that consultation also applies to gathering, access, and renaming of parks. Project partners involved in interpretive planning should consider how these topics might be addressed via interpretation whenever possible.

Identify a consultation list

All consultation for park-level interpretive projects must begin with California State Parks staff requesting, and obtaining, from the Native American Heritage Commission (NAHC) the Native American Consultation List for the designated area—in this case the county in which the redwood park is located, either Sonoma or Mendocino. The NAHC is the only organization that can provide an official list of Tribal Nations and Indigenous communities within one of California's counties.

Some considerations for this process include:

- Certain Indigenous affiliations contain as many as 20 or more Tribal Nations and Indigenous communities. An important outcome of the consultation process is the broadening of outreach beyond Tribal Nations and Indigenous communities that may have had representation on past projects.
- California State Parks staff can consider reaching out to the District Tribal Liaison, who may have a recent list from the NAHC to share. Staff can also reach out to Tribal Nation and Indigenous community contacts from previous NAHC lists while they wait for an updated list from the NAHC office.
- Given complex histories of movement across large traditional territories, forced displacement, and connections to new areas, California State Parks staff may consider asking the District Tribal Liaison to identify additional neighboring counties for which to request consultation lists, especially in circumstances where a Tribal Nation or Indigenous community they expected to be on a list is absent. This will help ensure that all Tribal Nations and Indigenous communities that may have connections to the redwood park are contacted and offered the opportunity to consult.
- California State Parks staff should note that it may take anywhere from one to six weeks to hear back from the NAHC about their request and should build this into their project timeline.

Send out requests for consultation

Once the list is identified, project partners must contact each Tribal Nation and Indigenous community listed for the area in a written letter that contains the following information:

- A clear statement of the purpose of the consultation, inviting the Tribal Nation or Indigenous community to consult and reinforcing the importance of the Tribal Nation's or Indigenous community's participation in working to identify, protect and preserve their heritage and traditions.
- A narrative description of the proposed activity and/or project.
- Maps clearly showing detail of the geographic area(s) described in the narrative. Maps should be of reasonable scale with sufficient references for easy identification of the affected area(s).
- The deadline (date) by which California State Parks and its partners request the Tribal Nation or Indigenous community to agree to consultation with District personnel. The Tribal Nation or Indigenous community shall have 90 days from the date of the notice to request consultation.
- Contact information of representatives of California State Parks and/or its partners to whom the Tribal Nation or Indigenous community should respond.
- Technical reports, including summaries of cultural resources reports and archaeological reports applicable to the area, if available.

Staff should refer to California State Parks's Departmental Notice No. 2007-05 "Native American Consultation Policy & Implementation Procedures" for more details on this process.

In addition to these requirements, project partners should consider the following best practices for beginning the consultation process:

- Run a draft of the letter by the California State Parks District Tribal Liaison. This is a chance to gain feedback and create awareness as the District continues consultation on other matters with Tribal Nations and Indigenous communities.
- Ideally, formal requests for consultation should be sent out at the time of first engagement with Tribal Nations and Indigenous communities for a new interpretive project.
- Personal follow-up by phone and/or email should accompany the formal written request to increase successful information sharing and understanding.
- If emails are unavailable, check the Tribal Nation's or Indigenous community's website.
- Requests should be concise, clear, and informative to ensure understanding by all parties.
- Provide Tribal Nations and Indigenous communities with specific calendar dates for requests for consultation. Project partners should outline the major benchmarks so Tribal Nations and Indigenous communities can mark their calendars.



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Follow best practices for conducting consultation

The following best practices can help to support a successful process:

- During introductions, representatives of the Tribal Nation or Indigenous community go first. Ask the top-ranking person if they'd like to start the meeting and if they would like to introduce their staff.
- Stay focused, but be prepared to receive feedback outside of your specific project.
- Stay true to what you know.
- Be comfortable with silence.
- Defer questions directly to the highest ranking official in the room. They might want to confer with people who are not present before making a decision.
- Ensure meeting notes and outcomes are provided to the Tribal Nation or Indigenous community for review after all meetings, to ensure accuracy.
- Action items for project partners should be clear to ensure there is accountability.
- Maintain records of all outreach to Tribal Nations and Indigenous communities.

Assemble an integrated interpretive planning team

Save the Redwoods League has issued a report titled "League Standards for Creating Inclusive and Accessible Interpretive Exhibits" (April 2022), which includes the following recommendation that can be considered by project partners:

- Include one to two representatives from each relevant Tribal Nation and Indigenous community as part of the core interpretive planning team. Ideally, these representatives have a direct connection to the ancestral lands and site of the project.

It is also ideal if representatives are able to participate in the project within their professional capacity. Their role may be to act as liaisons between the project and the communities they represent, bringing forward community perspectives and priorities, relaying back project questions and developments, and facilitating reviews and approvals.

Including Indigenous representatives in the planning team moves the project process from consultation to ongoing partnership.

Consider compensation

In some cases it may be appropriate to compensate Indigenous participants for travel and for time spent sharing their expertise, especially for individuals not acting in a professional capacity (i.e., Elders sharing their knowledge). This should be accounted for in project budgets.

California State Parks is only able to offer compensation to individuals after filling out paperwork that some individuals may find prohibitive. It can be especially challenging to support individuals in filling out this paperwork if they are participating in an online meeting. If compensation is appropriate, some other options that could be considered include:

- Having a partnering agency or organization offer the compensation
- Giving grocery cards or gas cards
- Giving a culturally-appropriate gift item
- Hosting a thank-you event

In all cases it is wise to seek advice from the Tribal Nation or Indigenous community directly about what is appropriate.

Plan for flexibility and adaptability

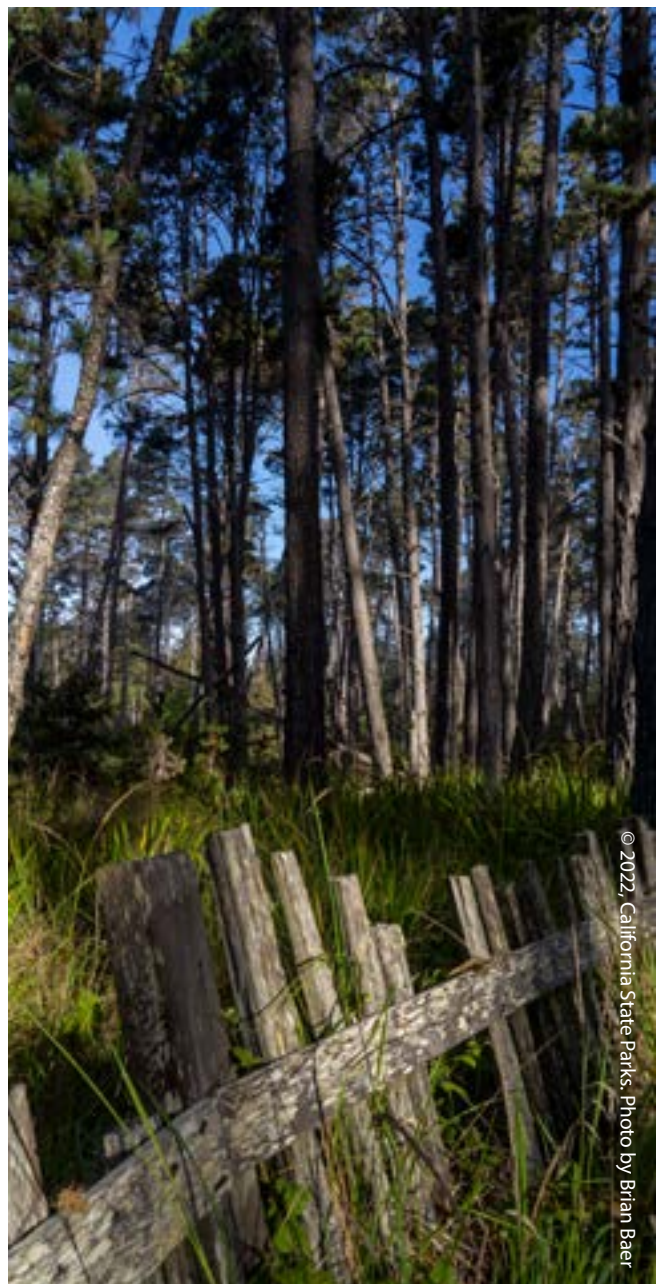
While the requirement to consult applies to all Park-Specific projects, the needs of specific Tribal Nations and Indigenous communities will shape what this process looks like. No two relationships are the same and therefore no two processes will be the same. In order to set a foundation for success, project partners should:

- Plan to make a concerted effort to engage Tribal Nations and Indigenous communities. Account for the personnel hours, project time, and project funds that will be necessary for relationship-building and consultation. If Tribal Nations or Indigenous communities are not responding to communications, not able to travel, not able to meet deadlines, or otherwise not fitting into the standard project process, it means that more project effort, time, funds, and flexibility may be required for successful consultation or collaboration to take place.

- Understand that not all Tribal Nations or Indigenous communities contacted will have the desire or capacity to engage in consultation on every project; in some cases informal engagement may make more sense when co-developing interpretation. It is up to the Tribal Nation or Indigenous community to make that decision.
- Be aware that there can be changes in personnel and circumstances within Tribal Nations and Indigenous communities that can change their capacity or their relationship with project partners, and that this can affect timelines.
- Come to the table prepared – look for sources already developed by Tribal Nations and Indigenous communities themselves.
- Instead of immediately telling Indigenous representatives about how a project will benefit them, it is best to start by taking on an active listening role to better understand needs, challenges, and other considerations for project planning and implementation.
- Give Tribal Nations and Indigenous communities the opportunity to guide and adjust agendas for all meetings.
- Ask about who from the Tribal Nation or Indigenous community has the right or duty to review project materials, and who from the community may approve them. The people who have the right to speak for the community and in what capacity differs by community and by type of project, and could include elected Council members, traditional or hereditary leaders, a cultural committee, individual Elders, and subject matter experts.
- Ask questions about the appropriate protocol for sharing stories and traditional knowledge; it might only be appropriate for some Indigenous representatives to tell certain stories, and some stories are not meant to be shared with the public at all.
- Remember that the current project is but one step in a long process of relationship building.

Circle back and celebrate!

Inform participants and communities when a project has moved into a new phase. Invite Indigenous representatives to be present when breaking ground. Host a community event to celebrate the completion of a major milestone of the project. Acknowledge peoples' contributions to the project—privately, publicly and in the interpretive product itself. Celebrating together continues to build good relationships.



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5.2 RECOMMENDATIONS FOR DEVELOPING INTERPRETATION WITH TRIBAL NATIONS & INDIGENOUS COMMUNITIES

Use best practices for developing inclusive and accessible interpretation

When it comes time to develop content for interpretive exhibits or programs, there are a number of best practices that can be employed to ensure the process is equitable and prioritizes Indigenous input. The following best practices are summarized from “League Standards for Creating Inclusive and Accessible Interpretive Exhibits” (April 2022) report and can be considered by project partners:

- Include one to two Indigenous representatives as part of the core interpretive planning team, ideally representatives who have a direct connection to the ancestral lands and site of the project.
- Seek photographers, artists, researchers, writers or other contractors from Indigenous communities.
- Ask that Indigenous representatives draft text and/or actively review interpretation.
- Include a land/territory acknowledgment as part of entry and orientation signage, as directed by Indigenous input.
- Weave in Indigenous cultures and presence throughout interpretive elements including but not limited to: language, quotes, stories, traditional uses, photography, motifs and visual patterns.
- Incorporate stories that have not previously been told and that promote an inclusive and multicultural society, especially regarding communities that have been historically marginalized.
- Increase visual representation across all channels to authentically and accurately portray California’s diverse communities with a multitude of connections to the redwoods, including but not limited to: non-traditional family structures, racial and cultural diversity, different ages, physical abilities, diverse body shapes and sizes, etc.
- Design interpretive experiences for a diversity of learning styles, ages, and abilities.
- Add closed captioning and languages commonly

spoken in communities in the area to all videos.

- Follow all national and state accessibility standards for visual, auditory, and physical disabilities.

Use best practices for Land Acknowledgments

All land in California is Indigenous land. Almost all is unceded. In many cases there was never any land transfer through treaty, or if there was a treaty it was never ratified by Congress. The very few treaties that do exist were made under duress.

Land/territorial acknowledgments are an important tool for recognizing this difficult history and can be used as a tool for reconciliation and reexamining settler colonial pasts. They should be seen as just the beginning of a deeper process of healing and collaboration.

Land/territorial acknowledgments are about building good relations and should come from a place of respect. The process of developing a thoughtful land acknowledgment must always start with asking Tribal Nations and Indigenous communities how they would like to be acknowledged.

The following list of best practices were provided by the California State Parks Tribal Affairs Program and are part of a Draft Land Acknowledgment document currently under development by California State Parks. In general, those working on land acknowledgments should:

- Aim to produce an acknowledgment that is clear, concise and written in the present tense
- Use sources developed by Tribal Nations and Indigenous communities, e.g., history sections on a Tribal Nation’s website
- Encourage readers to think about land from an Indigenous perspective and emphasize current relationships with land and resources
- Not make assumptions about stories that are most important to tell within the acknowledgment; this information should come out of formal consultation
- Build flexibility into the official process to address specific needs of the Tribal Nation or Indigenous community
- Work closely with the District Tribal Liaison

- Use the official NAHC list to confirm ancestral territories; however, it should be understood that even this list is dynamic and can change over time
- Research other existing examples of California State Parks land acknowledgments
- Understand the need for informal land acknowledgments while official signage is being developed; statements shared verbally or on social media should be qualified as unofficial to avoid offence if people are unintentionally left out. If you are unsure how to pronounce a Tribal Nation or Indigenous place name, check their website or respectfully ask.
- Not develop signage until all Tribal Nations and Indigenous communities are in agreement

Consider other acknowledgments

The following are other types of acknowledgments that may be appropriate.

Access and Harvesting Rights statement

Indigenous representatives have expressed that access is about more than physical entry into a space. It is about the ability to hold ceremony undisturbed by the public, and to gather materials within state parks for traditional use. Interpretation can support these forms of access by informing the public about them, if Tribal Nations and Indigenous communities express interest in communicating this information to park visitors.

Acknowledgment of genocide or other atrocities

Interpretation can help make visitors aware of uncomfortable truths about our shared history. Should a Tribal Nation or Indigenous community indicate through consultation or collaboration that it wants these histories to be addressed within the project, the project partners must be ready to do so. This process may require re-examination of long-standing settler beliefs and narratives about certain places or people.

6 Recommendations, Interpretive Context & Content



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6.1 DISTRICT-WIDE PRINCIPLES, RECOMMENDATIONS & CONTENT

Certain general principles, recommendations, and content apply to all redwood parks in the Sonoma-Mendocino Coast District. These were used to identify the appropriate media to support that hierarchy, as presented in Section 7 Media.

6.1.1 Emergent Design Principles

The following principles will guide the design and placement of interpretive experiences within individual parks across the district.

Create modular structures and add content when it's ready

Some content, such as Indigenous-developed messages, will arrive on its own schedule. By creating modular structures, we can build what's ready now and still ensure dedicated space for that important content.

Outdoor signage is always available

Visitor centers are only open some of the time as staffing permits (in some cases, only on weekends), but outdoor signage is available to visitors whenever the park is open and there is daylight. If an important message needs to be available to all visitors regardless of day or time, place it outside.

Work within agency constraints to avoid bureaucratic hurdles

Different types of state lands such as parks, reserves, beaches, and recreation areas each allow for different activities and uses. Be familiar with the types of structures permitted, and the approval process that will be required. Wherever possible, work within agency constraints to avoid hurdles. For example, putting new structures into undisturbed park ground requires approval from several divisions and levels of leadership within California State Parks. Instead, replace existing or aging signage and re-use the same footings, or place new footings in disturbed ground such as at the edge of a parking lot. Construction materials for coastal environments need to be carefully considered.

Cluster, don't clutter

When designing interpretive interventions in parks, group waysides and interpretive experiences near amenities or near the beginning of the trail. Leave the last 2/3^{ds} of the trail free of interpretation so that visitors can process and integrate what they've learned, reflect, and just enjoy being out in nature.

Introduce and orient visitors to the redwood forest

Help visitors understand, appreciate and connect with the forest, understand its context, and know where else they can find redwood experiences. Deliver key "redwoods 101" messages in every redwood park.

Include diverse stories and voices to connect with underserved communities

Represent the diversity of peoples connected to these places and to the redwood forest through stories, quotes, images, programs, events, and staff. People relate more easily when they see themselves represented.

Include Indigenous languages and Spanish where appropriate

Seek opportunities to include Spanish and the relevant Indigenous language(s) to deliver interpretive content. This helps communicate important messages to specific audiences, raises the profile of these languages, and creates a sense of inclusion. Assess how multiple languages can be delivered effectively across various media. Tailor programming specifically for different language groups.

Invest in map making

Accurate maps of parks, campgrounds, and trails are important tools that enable visitors to safely access and appreciate interpretive assets. Some parks have excellent maps based on ArcGIS at trailheads or in their park brochures. Other parks do not. Standardizing the way maps look and the kinds of information they convey will enhance and connect the interpretive experience throughout redwood parks in the district. Abundant data and some assistance are available through Cultural Resources and Natural Resources Divisions.

6.1.2 District-Wide Recommendations and Content

Design and implement a Welcome Package across the district

Priority: Highest

The Emergent Planning Principle (Section 4.2) that implies a district-wide intervention is:

- Bring all parks up to a common standard

To achieve this, we recommend designing and implementing a Welcome Package in all parks. The proposed Welcome Package will include:

- Updating and standardizing identity signs, redwood park branding, and wayfinding programs in parks for which it is necessary
- Delivering consistent high-level messaging using a new, modular welcome kiosk in all parks

Bringing all parks up to this shared standard is recommended as a top priority project for the Sonoma-Mendocino Coast District.

Conduct concept design for each park

Priority: High

Concurrent with the design of the Welcome Package, we recommend developing a concept plan for each park (or a selection of high-priority parks). The concept plan will build on the work done in this plan, and include:

- Exploring and confirming media selections, quantities, and locations
- Developing documentation and a cost estimate to allow for further prioritization and planning
- Developing sketches for fundraising
- Researching untold stories

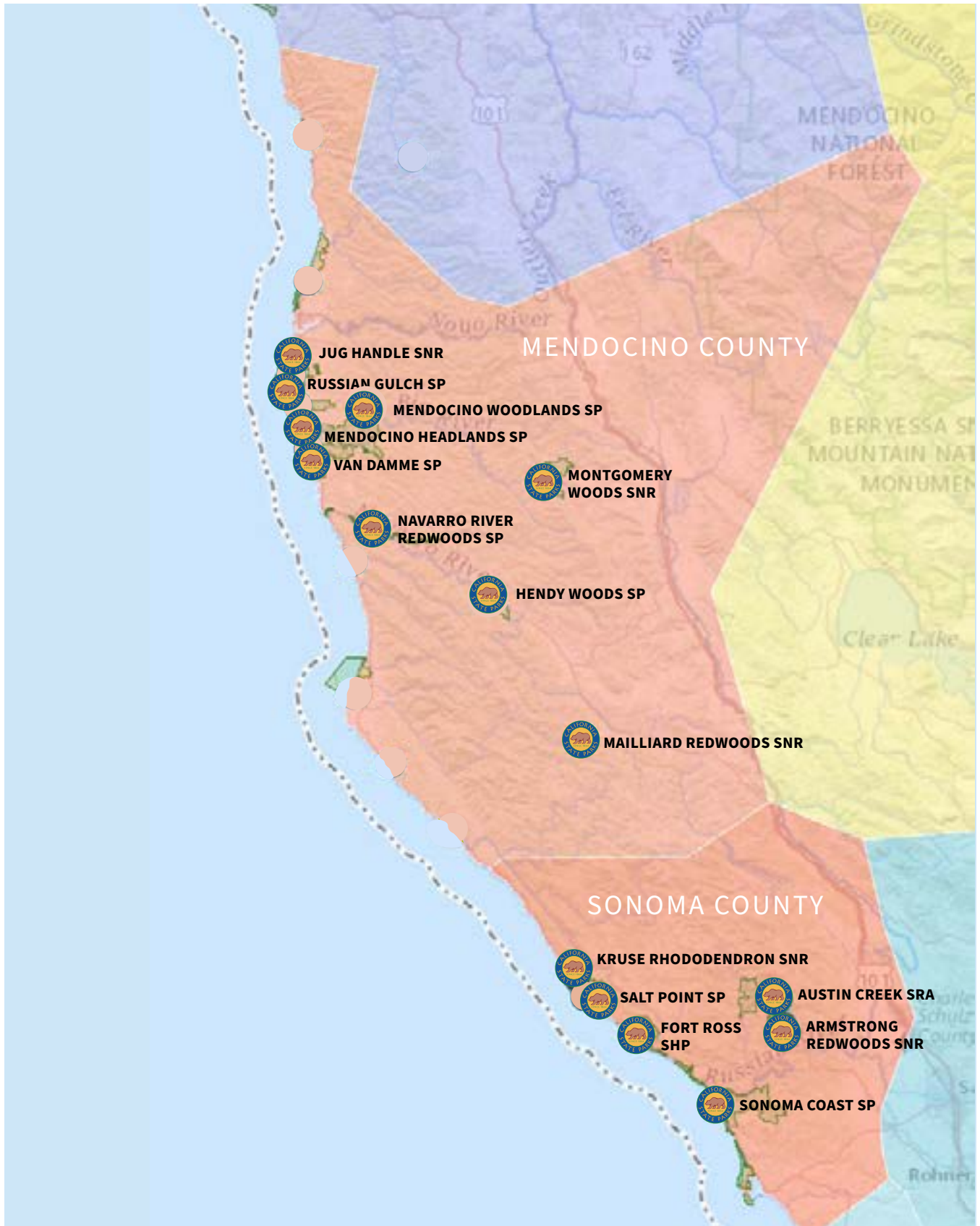
This detailed understanding of each park will provide a solid foundation for future interpretive interventions.

It is efficient to undertake both of these recommendations together. See Section 7 Media and Section 8 Implementation for more.

Recommendations Identified by Participants

Additional recommendations were identified through conversations with core team members and other California State Parks staff during the planning process.

- Hire more public-facing park staff
- Provide all public-facing park staff with training as NAI Certified Interpretive Hosts (or similar CSP training), so they are better equipped to answer the questions visitors are already asking them
- Provide interpretive staff with training to work with Indigenous communities and represent Indigenous voices, perspectives, and worldviews in an integrated way that threads past, present, and future
- Provide better maps and wayfinding to help visitors access natural and interpretive resources safely
- Involve the Interpretation and Education Division in the planning stage of Natural Resource (NR) projects—they are welcome any time to NR staff meetings at 9am every Wednesday.
- Communicate restoration efforts on social media and in programming; social media requires dedicated staff as in other districts
- Develop effective messaging for staying on trails, similar to “Keep it crumb clean”; highlight damage done so people understand cumulative effects of behavior; integrate this with other behavior-management techniques like staff presence and physical barriers
- Promote participatory activities like CalFlora, OneCam in Marin County, volunteer science apps and initiatives, etc.; highlight how people can report what they see in parks
- Show changes over time (time lapse / camera stand): fire recovery, seasonal changes
- Consider the importance of trails for interpretation—they help visitors access and appreciate the natural and cultural assets in our parks
- Using a stump or nurse log as a dedicated exploration area where people can climb and play is acceptable, but it must be paired with messaging about why people shouldn’t do this elsewhere in the forest
- Promote trail information for all parks available on OuterSpacial app



District-Wide Content Overview

THEME	MESSAGE
	1. PARK IDENTITY
	<ul style="list-style-type: none"> ● Park Name ● “Redwood Park” Branding ● Ancestral land acknowledgment / Indigenous place name (as directed by Tribal Nations and Indigenous communities)
	2. WAYFINDING
	<ul style="list-style-type: none"> ● Vehicular Wayfinding as needed ● Pedestrian Wayfinding as needed
	3. WELCOME
	<p>PARK ORIENTATION</p> <ul style="list-style-type: none"> ● Park Map / Site Map / Trailhead Information ● “Redwood Park” Branding ● Partner Logos (check latest guidelines on branding and interpretive panel design for details on logo placement and size) ● Etiquette & Regulations ● Program Information (changeable, where appropriate)
Indigenous-Developed Themes TBD	<p>INDIGENOUS-DEVELOPED MESSAGES</p> <ul style="list-style-type: none"> ● Indigenous-Developed Statement and / or Welcome ● Access / Harvesting Rights Statement ● Other Messages or Stories
<p>Statewide Themes:</p> <ul style="list-style-type: none"> ● Ecology ● Conservation ● Personal Connections 	<p>REDWOOD ORIENTATION</p> <ul style="list-style-type: none"> ● Map Of Redwood Range / Nearby Redwood Parks ● Redwood Ecology 101 ● Unique features at this park ● Climate Change ● Calls To Action (where appropriate)

6.2 PARK-SPECIFIC RECOMMENDATIONS, INTERPRETIVE CONTEXT AND CONTENT

A note on recommendations

The recommendations included in this section are informed by the Park-Specific interpretive conditions and content, and shaped by the planning principles established through the IMP process. Note that the amount of information available to the planners varies by park and some recommendations are necessarily very preliminary.

These recommendations are included as starting points for future park-level interpretive planning. To detail specific interpretive needs and associated costs for each park, a concept design for each is recommended. The execution of this concept stage is described in Section 8 Implementation.

A note on content

Most content came directly from participants in the planning process; the only literature reviewed was that provided by California State Parks. Because these sources focus heavily on settler history and colonizer perspectives, those stories are disproportionately represented here.

More thorough research will be required for future interpretive projects. In particular, research and/or community consultation will be required to develop the following themes and topics:

- Indigenous-developed themes and messages
- Undertold stories
- Personal Connections theme
- Past, Present, Future narrative thread

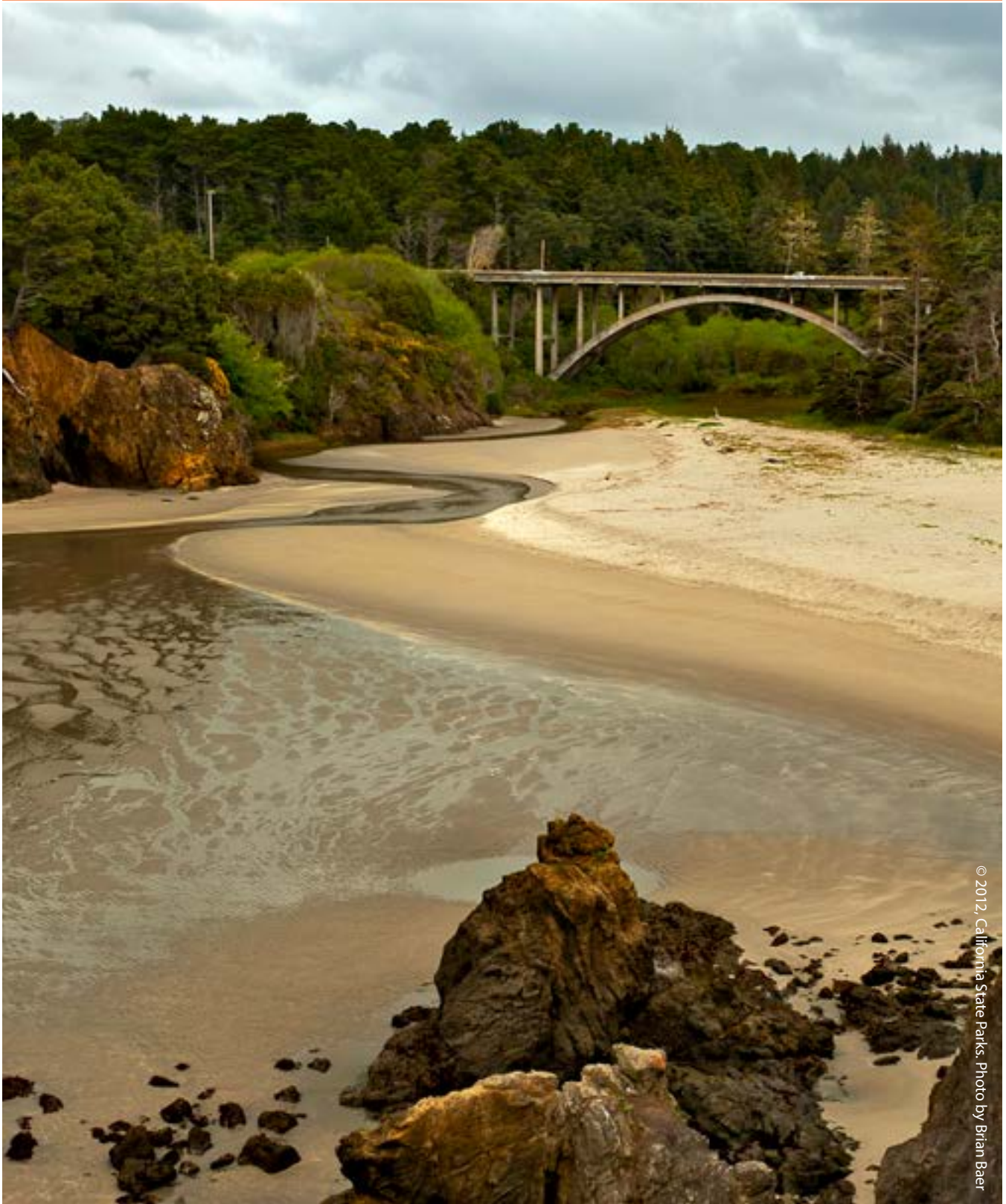
Further work on these topics is needed to reflect the goals and values stated in Section 1.2 Plan Purpose.

A note on park visitation numbers

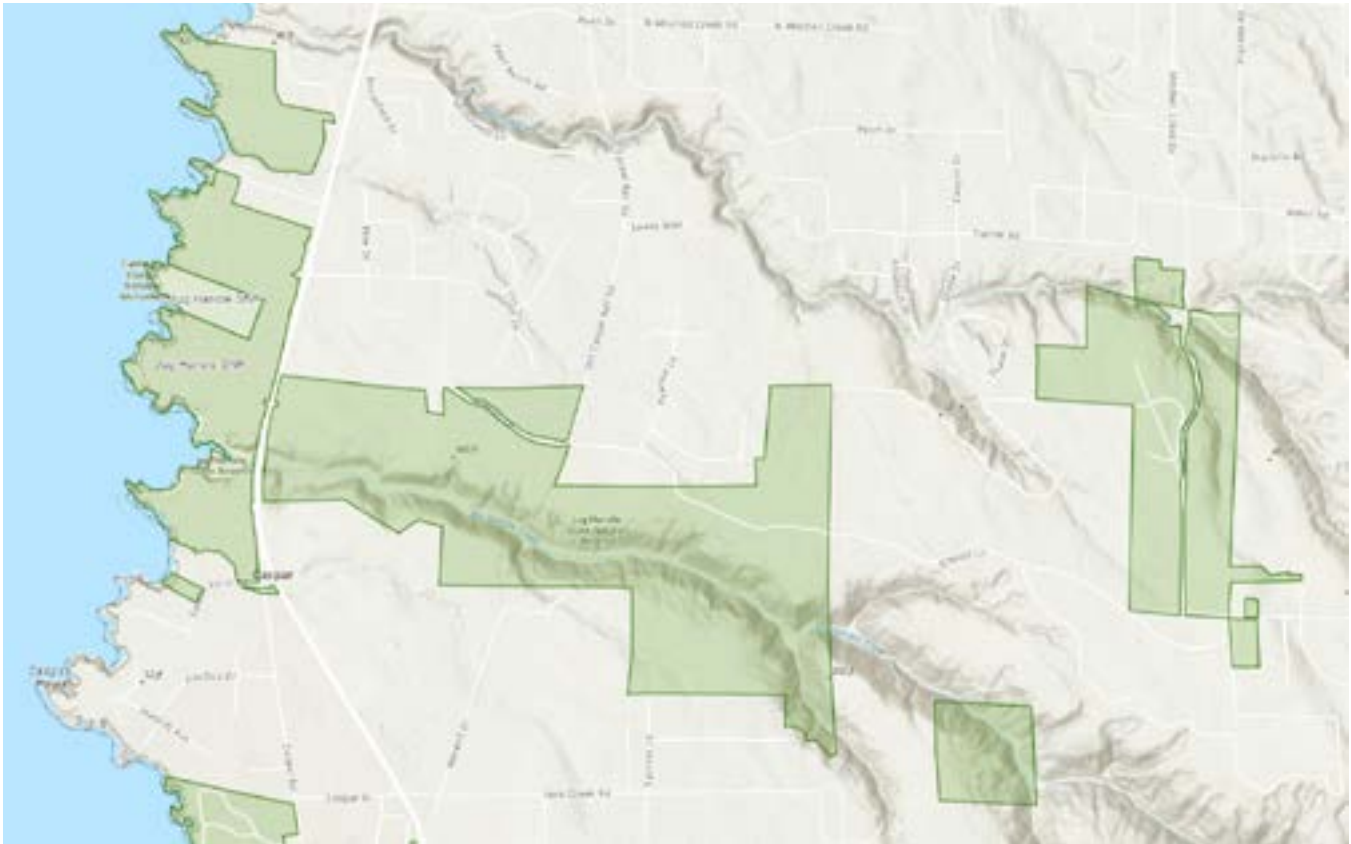
Visitation numbers provided here may not be consistent with actual visitation patterns. Several different sources for visitation numbers were provided during the Statewide Redwood Interpretation Master Plan. In some parks no numbers are available. In other parks, numbers only provide an incomplete estimate of visitors.

Generally, visitation is undercounted, and the trend is that visitation is growing across all parks.

6.2.1 Jug Handle SNR



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RECOMMENDATIONS

Priority: Medium

This park is identified as a medium priority for interpretive intervention based on the following project goals and planning principles.

- Go where the people are for biggest impact
 - » People congregate at the beach; concentrate messaging there to advertise and draw people to the redwood and pygmy forest experiences.
- Improve what's already there
 - » The pygmy forest boardwalk provides access to a unique resource, and is the best way to see pygmy redwoods. It needs updated and additional interpretation to help visitors understand this forest's value.
- Create “redwoods gateway” experiences
 - » Integrate redwood messaging into interpretation at the beach to get visitors excited about the “Jurassic feel” of the nearby mixed conifer forest.

DECLARATION OF PURPOSE

10/2000 - General Plan Policy Committee

The purpose of Jug Handle State Reserve is to preserve and protect a sequence of emergent marine terraces known popularly as the Jug Handle Ecological Staircase. This sequence illustrates five progressively older and higher marine terraces, their unusual geologic features and soils which support—on the higher, older terraces—the unique Mendocino pygmy cypress forest and its associated plant community. Other terraces support a variety of plant communities: the grand fir/Sitka spruce forest, coast redwood forest, Bishop pine forest, and the shore pine forest. The unit includes the riparian habitats of Jug Handle Creek and its tributaries, the creek mouth, as well as a coastline with spectacular headlands, dramatic sea cliffs, sandy beach and offshore environs.

California State Parks will preserve, protect, restore, interpret and manage the unit's natural, scientific, cultural, aesthetic and scenic resources, features and values, making them available to the public for their educational, inspirational and recreational benefits. The department will work cooperatively with other entities to further these objectives.

Source: Department of Parks and Recreation State Park System. Purpose Statements.

INTERPRETIVE CONTEXT

Park Partner

- Mendocino Area Parks Association

Visitation

- Entry fee: No
- Annual visitation: 170,907
- Beach access at Jug Handle Beach/creek is a draw to this small park

Visitor Amenities and Existing Interpretation

- Park identity sign: Yes
- Amenities:
 - » Wheelchair accessible restrooms and picnic area only
- Trails:
 - » 5 miles of trail, some are dog friendly, some are not
 - » Boardwalk along the creek
 - » Current (2022) plans to make bluffs portion of the trail ADA accessible
- Interpretation:
 - » Programming by Jug Handle Creek Farm and park staff occasionally offered to groups staying at Jug Handle Creek farm
 - » 3 interpretive panels at park entrance
 - » California State Parks prioritizes program assistance to Indigenous communities
 - » Ecological Staircase self guided brochure contains 33 numbered stops as well as four interpretive wayside panels along the 2.5 mile trail

Connectivity

Wifi: Poor

Cell service: Limited

Cultural Resources

- Arched CCC bridge over creek

Natural Resources

- Krummholz trees
- Jug Handle Beach and bluffs
- Marine terraces, ecological staircase
- Riparian
- Pygmy forest east of Highway 1
- Mushrooms, skunk cabbage, wildflowers
- Vistas along the bluffs
- Redwoods, fir trees “with lots of moss give it that Jurassic feel”
- Second-growth forest west of Highway 1
- Sitka spruce (southernmost location)

Challenges

- Limited cell reception
- Trail system needs a lot of work; Ecological Staircase Trail and steps to the beach are not accessible
- Ecological staircase panel needs to be updated
- Eastern portion of the park is badly neglected and subject to illegal activities (dumping, ATV/ equestrian trespass, vandalism, social trails, mushroom gathering)

Opportunities

- Opportunity to build on existing programming and interpretation

Priorities Identified by Participants

- Crowds are at Jug Handle Beach so need messaging there to encourage people to go east to see the pygmy forest



JUG HANDLE SNR - CONTENT OVERVIEW

THEME	PARK-SPECIFIC TOPICS, STORIES AND MESSAGES
	INDIGENOUS MESSAGING
Indigenous-Developed Themes: <ul style="list-style-type: none"> ● TBD 	INDIGENOUS-DEVELOPED MESSAGES <ul style="list-style-type: none"> ● To be developed ● Ethnobotany section added to trail guide with Pomo plant uses and names
Indigenous-Developed Themes: <ul style="list-style-type: none"> ● TBD 	ARCHEOLOGY <ul style="list-style-type: none"> ● Since time immemorial ● Contains several archeological sites: 2 middens and 3 occurrences of isolated chert flakes or tools¹
	UNDERTOLD STORIES
District Themes: <ul style="list-style-type: none"> ● Personal Conn. ● Past, Present, Future 	<ul style="list-style-type: none"> ● Requires more research
	PERSONAL CONNECTIONS
District Themes: <ul style="list-style-type: none"> ● Personal Conn. 	<ul style="list-style-type: none"> ● Requires more research
	GEOLOGY / ECOLOGY
District Themes: <ul style="list-style-type: none"> ● Ecology 	ECOLOGICAL STAIRCASE Classified as a natural reserve due to the unique botanical and ecological resources within the park. There is an existing trail known as the Ecological Staircase that leads visitors from the coastal prairie inland over a series of former marine terraces through mixed conifer forest to the pygmy forest. The following ecotypes are distinct: <ol style="list-style-type: none"> 1) Coastal prairie. Well-preserved coastal prairie full of native wildflowers and grasses; following species are easy to identify and see throughout the year: <ul style="list-style-type: none"> ● yarrow (<i>Achillea millefolium</i>) ● Mendocino coast paintbrush (<i>Castilleja mendocinensis</i>) ● blueblossom (<i>Ceanothus</i> spp.) ● native bentgrass (several species, genus <i>Agrostis</i>) ● pearly everlasting (<i>Anaphalis margaritacea</i>)

¹ Pygmy Forest Ecological Staircase Feasibility Study (1974).

THEME	PARK-SPECIFIC TOPICS, STORIES AND MESSAGES
	<ul style="list-style-type: none"> ● California orobanche (<i>Aphyllon californicum</i>) ● dwarf brodiaea (<i>Brodiaea terrestris</i> ssp. <i>terrestris</i>) ● coral roots (<i>Corallorhiza</i> spp.) <p>Coastal prairie is an important ecosystem that supports small mammals like Western Harvest Mouse, and brush rabbit, drawing in prairie-specialist raptors like White-tailed Kites, Northern Harriers, and American Kestrels. Wildflowers and native grasses support important insect species like native bees, butterfly species (West-coast lady, buckeye, and various moths), as well as larger fauna like Black-tailed Deer, and, in the recent past, Roosevelt Elk.</p> <p>2) Mixed-conifer forest. Characterized by presence of Douglas-fir (<i>Pseudotsuga menziesii</i>), coast redwoods (<i>Sequoia sempervirens</i>), and bishop pine (<i>Pinus muricata</i>). The health of this forest was historically dependent on fire. Home to some very interesting understory plants:</p> <ul style="list-style-type: none"> ● Ferns: <ol style="list-style-type: none"> i. five finger fern (<i>Adiantum aleuticum</i>) ii. ladyfern (<i>Athyrium filix-femina</i>) iii. brittle fern (<i>Cystopteris fragilis</i>) iv. sword fern (<i>Polystichum munitum</i>) ● California ground-cone (<i>Kopsiopsis strobilacea</i>) ● coast lily (<i>Lilium maritimum</i>) ● rein orchid (<i>Piperia elegans</i>) ● western azalea (<i>Rhododendron occidentale</i>) <p>3) Pygmy cypress forest community. Jug Handle is also unique for its incredibly well-preserved pygmy cypress ecological community. This community supports unique plant life due to a layer of acidic soils that is only about a foot deep atop a layer of heavy clay that prevents root penetration. These nutrient-poor soils are produced by marine terrace uplift and support some extremely rare, dwarfed versions of native plants that are decades to centuries old but are still under 20 feet in height. Pygmy cypress community generally has a sparse understory but is rich in lichens and mosses.</p> <ul style="list-style-type: none"> ● Mendocino pygmy cypress (<i>Hesperocyparis pygmaea</i>) ● dwarfed bishop pine ● manzanita (<i>Arctostaphylos columbiana</i>) ● pygmy manzanita (<i>Arctostaphylos nummularia</i> ssp. <i>mendocinoensis</i>) ● Bolander pine/ lodgepole pine (<i>Pinus contorta</i> ssp. <i>bolanderi</i>)

JUG HANDLE SNR - CONTENT OVERVIEW CONT'D

THEME	PARK-SPECIFIC TOPICS, STORIES AND MESSAGES
	<p>4) Sphagnum bog. This watery ecotype is characterized with a low botanical diversity but is instead occupied by a huge diversity of mosses! It is extremely rare to find a sphagnum bog lower than 650 feet in elevation, and all sphagnum bogs found below that elevation are associated with pygmy cypress communities and soils.</p> <ul style="list-style-type: none"> • Carnivorous plants (Sundews, genus <i>Drosera</i>) are associated with the border of sphagnum bog in Jug Handle
<p>District Themes:</p> <ul style="list-style-type: none"> • Ecology 	<p>LOWLAND SPHAGNUM BOGS²</p> <ul style="list-style-type: none"> • Rare ecosystem in areas lower than 650 feet in elevation • Low botanical diversity but contains a huge diversity of mosses • Carnivorous plants (Sundews, genus <i>Drosera</i>) are associated with the border of the bog in the park • Must confirm its location in Jug Handle specifically
<p>District Themes:</p> <ul style="list-style-type: none"> • Ecology 	<p>REDWOODS</p> <ul style="list-style-type: none"> • Redwood mixed-conifer forest does occur in places • Mostly 2nd growth • Redwoods appear more on slope (they don't like to be too close to the ocean) • “Ecotone” or transition point between pygmy forest and redwood forest occurs very suddenly at edge of old dunes and in canyon, where creek has eroded away the staircase’s hardpan³
<p>District Themes:</p> <ul style="list-style-type: none"> • Ecology 	<p>PYGMY FOREST</p> <ul style="list-style-type: none"> • Pygmy forest’s official scientific name is “Mendocino Cypress Woodland alliance” • Need a creative way to talk about the pygmy forest as that is often a challenge to get people to be interested and engaged in this forest • Not all that exciting to look at but have to dig deeper to understand the forest and get past the visual aspect
<p>District Themes:</p> <ul style="list-style-type: none"> • Ecology 	<p>ENDEMIC & ENDANGERED SPECIES</p> <p>The following list may change and should be verified when developing interpretation:</p> <ul style="list-style-type: none"> • Mendocino coast paintbrush (<i>Castilleja mendocinensis</i>) • coral roots (<i>Corallorhiza</i> spp.)

² Ibid

³ Ibid.

JUG HANDLE SNR - CONTENT OVERVIEW CONT'D

THEME	PARK-SPECIFIC TOPICS, STORIES AND MESSAGES
	<ul style="list-style-type: none"> ● California ground-cone (<i>Kopsiopsis strobilacea</i>) ● rein orchid (<i>Piperia elegans</i>) ● Mendocino pygmy cypress (<i>Hesperocyparis pygmaea</i>) ● dwarfed bishop pine ● Sundews, genus <i>Drosera</i>
	SETTLER AND LOGGING HISTORY
District Themes: <ul style="list-style-type: none"> ● Connectors of the Coast ● Conservation 	SETTLER HISTORY AND TIMBER INDUSTRY <ul style="list-style-type: none"> ● Commercial logging began in 1850s ● Wreck of the “Cora” lumber schooner at Caspar Cove doghole port in 1883
District Themes: <ul style="list-style-type: none"> ● Connectors of the Coast 	UNDERTOLD STORIES <ul style="list-style-type: none"> ● Abbie Jackson Krebs-Wilkins, female lumber baron⁴: At her father Jacob Jackson’s death in 1901, Abbie assumed presidency of the Caspar Lumber Company, until her own death in 1924. <ul style="list-style-type: none"> ○ Need to confirm that this happened in Jug Handle, not Caspar Headlands SB?
	CONSERVATION
District Themes: <ul style="list-style-type: none"> ● Conservation ● Past, Present, Future 	CONSERVATION STORY John Olmsted <ul style="list-style-type: none"> ● Jug Handle was slated to become site of coastal hotel and resort in 1972 ● Olmsted started legal action to stop bulldozers ● Imagined the ecological staircase as an outdoor classroom

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⁴ *Resource Summary: Caspar Headlands State Reserve and Jughandle State Reserve* (no date).

JUG HANDLE SNR - CONTENT OVERVIEW CONT'D

THEME	PARK-SPECIFIC TOPICS, STORIES AND MESSAGES
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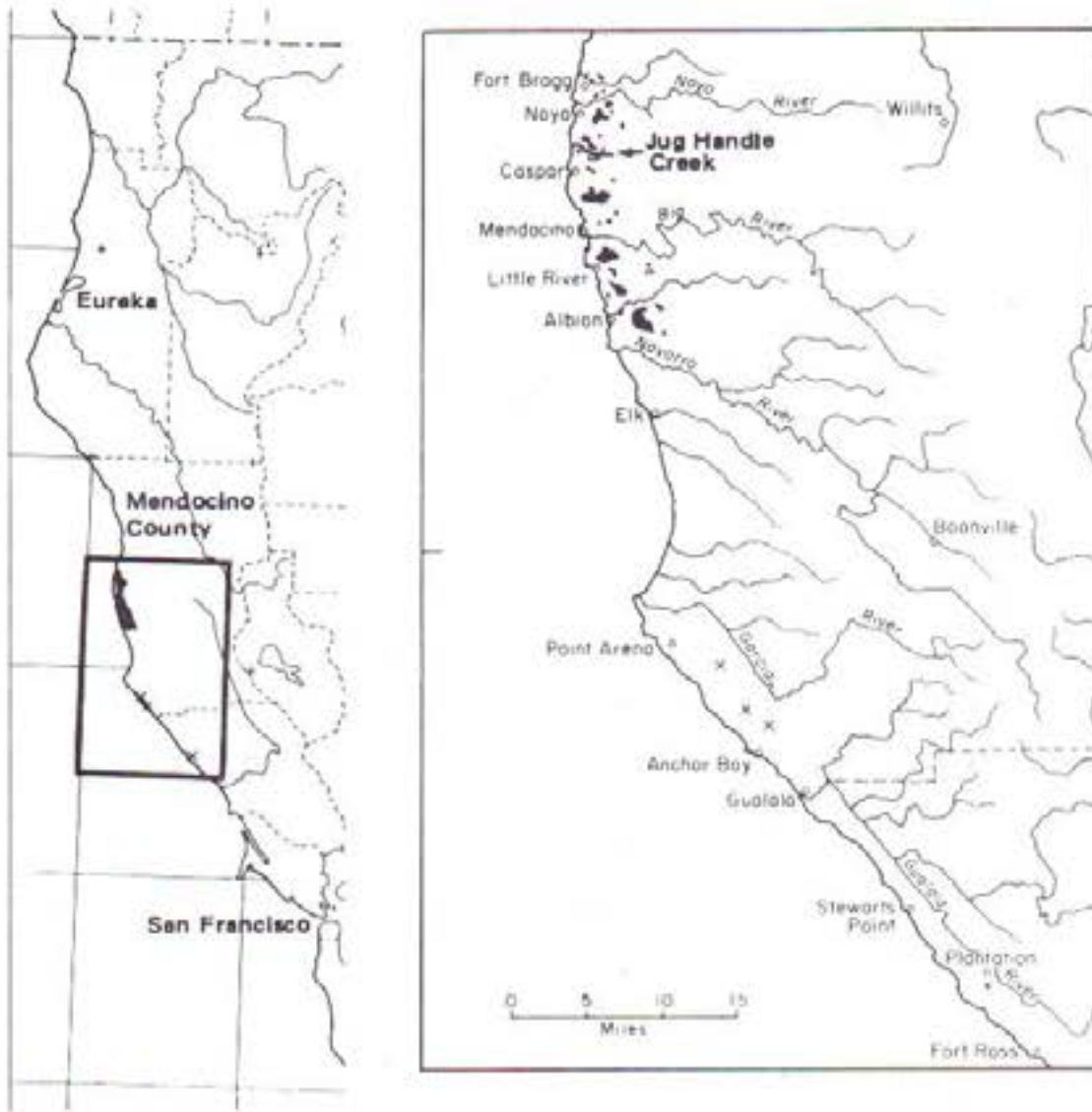
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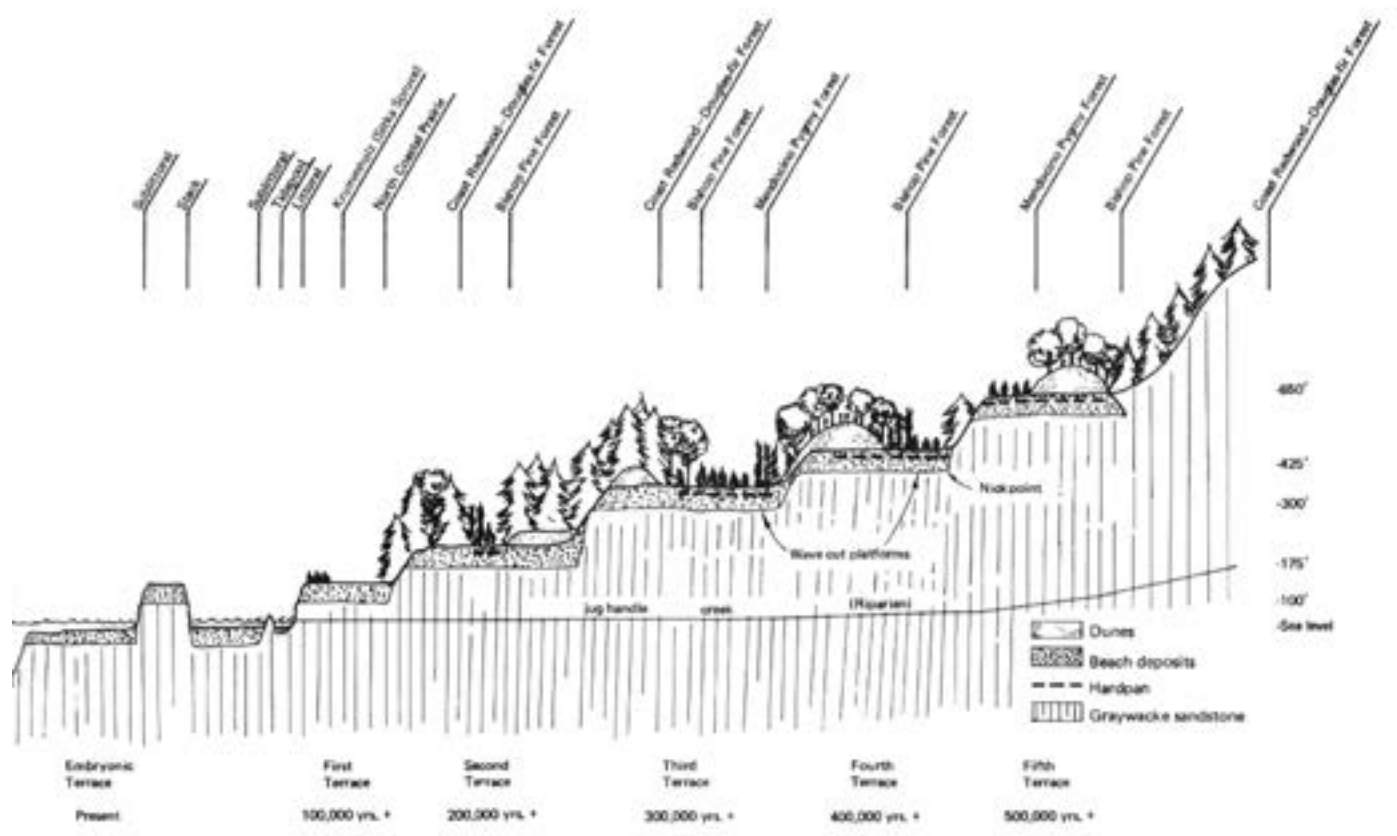
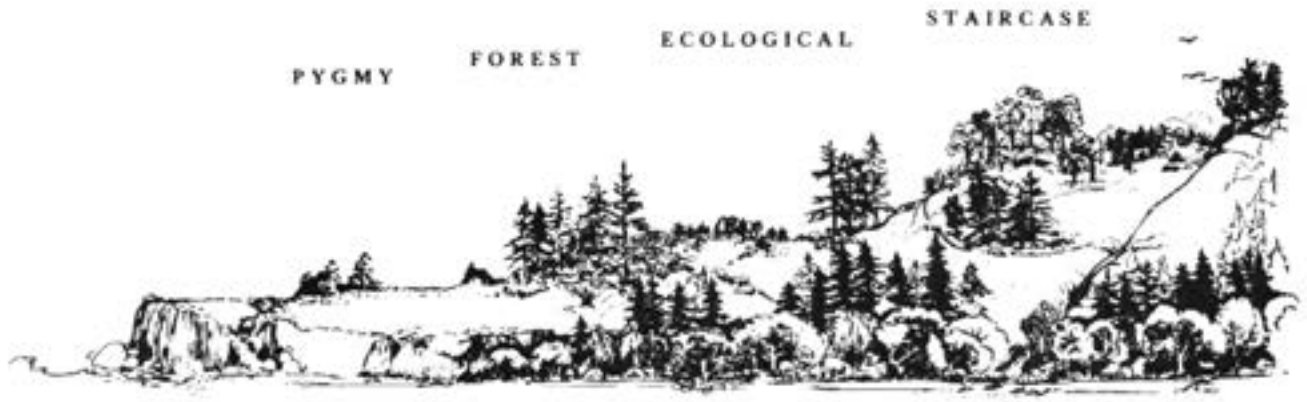
**FIGURE 1
LOCATION MAP
PYGMY FOREST**



-  Group of stands more than 2 miles across
-  Stands less than 2 miles across or of unknown size

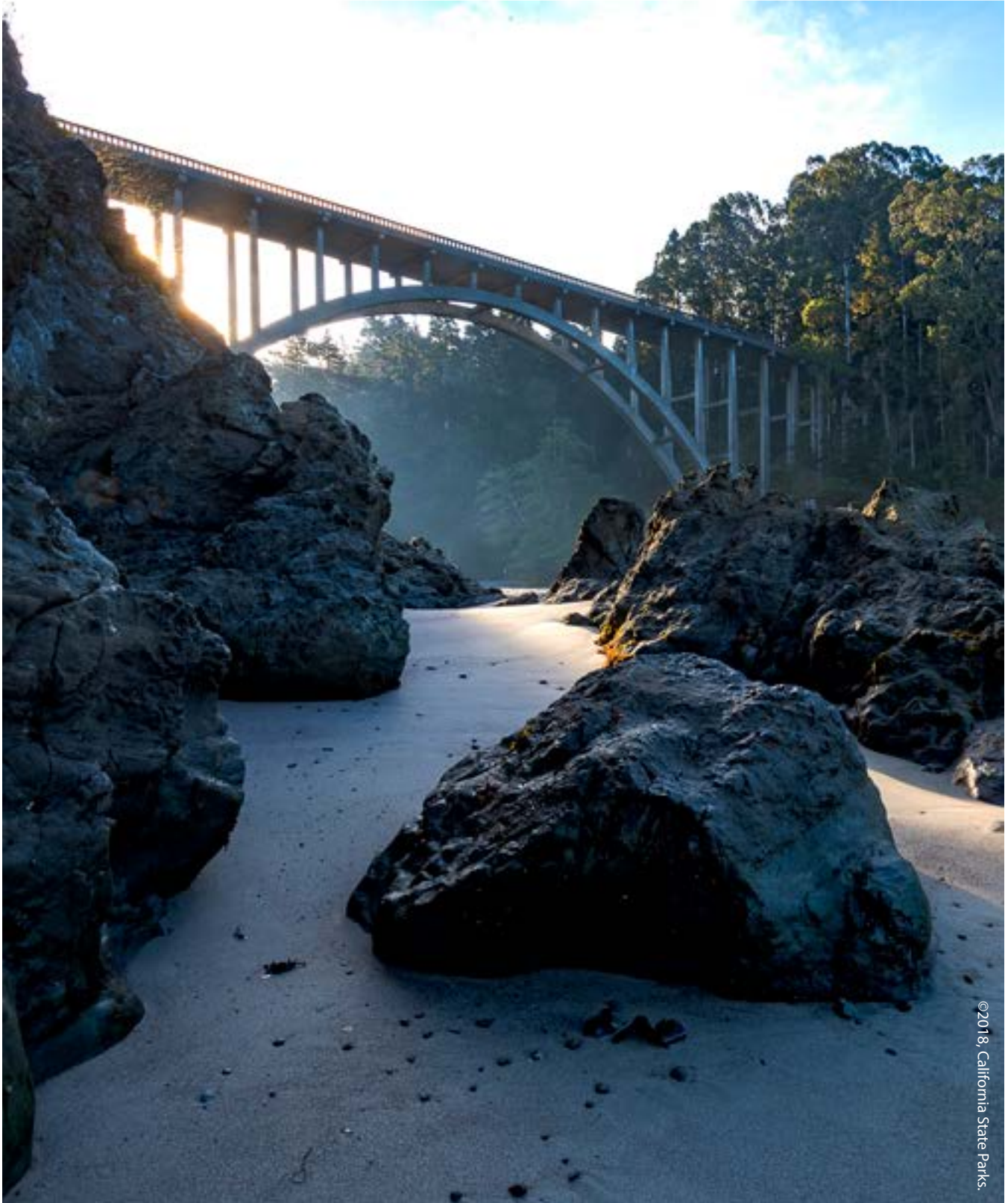
Source:
Pygmy Forest Ecological Staircase Feasibility Study, 1974, CalState Parks

FIGURE 2



Source: Pygmy Forest Ecological Staircase Feasibility Study, 1974, CalState Parks

6.2.2 Russian Gulch SP



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RECOMMENDATIONS

Priority: Medium

This park is identified as a medium priority for interpretive intervention based on the following project goals and planning principles. The many and varied offerings in this park are currently under-appreciated.

- Go where the people are for biggest impact / Prioritize long term relationships
 - » The multi-generational families at the campground are a captive audience; many visitors stay for multiple nights and are looking for something to do. Increase interpretive signage and programming to capture their interest.
 - » The picnic area near the highway is a great place to catch the attention of drivers-by.
- Prioritize accessible experiences
 - » Cluster interpretation near the park's accessible features including its accessible campsite, restroom and a portion of Fern Canyon Trail.
- Create "redwoods gateway" experiences
 - » Use interpretation to encourage picnickers to head to the trails and experience the fern canyon / redwoods.
 - » Erect interpretive panels identifying old wharf and lumber chutes.

DECLARATION OF PURPOSE

12/1975 - Statement of Purpose

Russian Gulch State Park has as its purpose the perpetuation of the scenic and recreational shoreline of the Pacific Ocean in the vicinity of the mouth of the Russian Gulch, together with Russian Gulch itself extending inland for 3-1/2 miles with its riparian zone, including areas of Pygmy Forest, and other natural features, ecological entities and archeological resources which occur in the area. Overnight and day use recreational activities by the people may be enjoyed to the extent that they do not impair the primary resources of the park or interfere with its natural ecological processes.

Source: Department of Parks and Recreation State Park System. Purpose Statements.



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INTERPRETIVE CONTEXT

Park Partner

- Mendocino Area Parks Association

Visitation

- Entry fee: Yes
- Annual visitation: 192,612
- Water activities
 - » Fishing
 - » Diving (used to be big spot for abalone divers)
 - » Kayaking
- Hiking / camping
 - » Generational recreation/camping history
 - » Hiking Fern Canyon Trail
 - » Waterfall Trail
- Camps and programs
 - » Junior Rangers (not operating 2018-2022 due to lack of seasonal interpreters)
 - » Horse camp
- Local base-camp for exploring the area
 - » Easy local access
 - » Close to Mendocino
 - » Blackberry picking

Visitor Amenities and Existing Interpretation

- Park identity sign: Yes
- Amenities:
 - » Camping: 26 standard sites, one ADA site, one group site
 - » RV / Motorhome OK
 - » Washroom with showers
 - » Picnic area with great view of the bridge
- Trails:
 - » 15 miles; horses allowed on designated trails; waterfall trail
- Interpretation:
 - » Not a lot of interpretation or signage; one interpretive panel by the beach parking area focused on Marine Protected Areas

Connectivity

- Wifi: Poor
- Cell service: Non existent

Cultural Resources

- Iconic bridge
- CCC-era rec hall

Natural Resources

- Second-growth redwoods
- Waterfall
- Fern canyon
- Pygmy forest
- Iconic coast line (marine protected area; tsunami zone)
- Devil's Punchbowl
- Salmon but the waterfall is natural barrier to their migration
- Marbled Murrelet are here; usually found in old growth

Challenges

- Fairly rundown
- Poor connectivity
- Multiple points of access

Opportunities

- Dedicated visitorship arriving for outdoor recreation and intergenerational camping
- Centrally located for exploring other parks/areas

Priorities Identified by Participants

- Brochure
 - » Needs to be more comprehensive
- Guided trail signs
 - » Interpretive panels
 - » More established trailheads
 - » Trail reconstruction
 - » Interpretation focused on natural features, construction techniques, human impact
- Ecological messaging
 - » Climate change interpretation
 - » "Keep It Crumb Clean" messaging campaign
 - » Social media campaigns
 - » Wildlife viewing opportunities and messaging
- Digital media
 - » Virtual Adventurer app if download ahead of time
 - » Need mention of Indigenous cultures on website
- Recommendations from 1992 plan include:
 - » Panels at headlands, beach restroom, underwater trail in the cove, fern canyon (transition between old and 2nd growth, and salmonids),
 - » Brochure with map, auto tour, bike tour, programs



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RUSSIAN GULCH SP - CONTENT OVERVIEW

THEME	PARK-SPECIFIC TOPICS, STORIES AND MESSAGES
	INDIGENOUS MESSAGING
Indigenous-Developed Themes: <ul style="list-style-type: none"> TBD 	INDIGENOUS-DEVELOPED MESSAGES <ul style="list-style-type: none"> To be developed
Indigenous-Developed Themes: <ul style="list-style-type: none"> TBD 	ARCHEOLOGY <ul style="list-style-type: none"> Since time immemorial Shell midden¹ Date range 9,000BPE
	UNDERTOLD STORIES
District Themes: <ul style="list-style-type: none"> Personal Conn. Past, Present, Future 	<ul style="list-style-type: none"> Requires more research
	PERSONAL CONNECTIONS
District Themes: <ul style="list-style-type: none"> Personal Conn. 	<ul style="list-style-type: none"> Requires more research
	CONTEMPORARY ACTIVITIES
District Themes: <ul style="list-style-type: none"> Personal Connections 	BRIDGE <ul style="list-style-type: none"> Single-pour concrete bridge Popular photo op Picnic spot with view to bridge
	GEOLOGY / ECOLOGY
District Themes: <ul style="list-style-type: none"> Past, Present, Future 	DEVIL'S PUNCH BOWL <ul style="list-style-type: none"> Geology in action
District Themes: <ul style="list-style-type: none"> Ecology 	FIRE <ul style="list-style-type: none"> Fire suppression and tree mortality

¹ Smith, Sheli O. and Laurel H. Breece (2002). *California State Marine Managed Areas, Cultural Resource Survey 2001/2002*.

RUSSIAN GULCH SP - CONTENT OVERVIEW CONT'D

THEME	PARK-SPECIFIC TOPICS, STORIES AND MESSAGES
<p>District Themes:</p> <ul style="list-style-type: none"> ● Ecology ● Connectors of the Coast 	<p>ECOLOGICAL STAIRCASE</p> <ul style="list-style-type: none"> ● Marine terraces/uplift ● Tsunami zone ● Pygmy forest transition
<p>District Themes:</p> <ul style="list-style-type: none"> ● Ecology 	<p>PYGMY FOREST</p> <ul style="list-style-type: none"> ● Pygmy forest’s official scientific name is “Mendocino Cypress Woodland alliance” ● Note: Pygmy forest is up top; no redwoods in this one
<p>SETTLER AND LOGGING HISTORY</p>	
<p>District Themes:</p> <ul style="list-style-type: none"> ● Past, Present, Future 	<p>HISTORY</p> <ul style="list-style-type: none"> ● Reason this park is called Russian Gulch: local legend relates that when the Americans arrived in the mid-19th century a fur warehouse still stood at Russian Gulch.”² ● Homestead historical sites — not advertised to public ● Lighthouses ● Doghole port at Rule’s Landing, i.e., Russian Gulch Landing, handled timber lumber from Russian River mills, 1880s³ <ul style="list-style-type: none"> ○ John and Elizabeth Rule bought it in 1860s; he passed away shortly after; she ran the ranch, dairy, and timber operations ○ Various technical changes and improvements to chute over time ○ Overlogging caused mill closures in 1910 ● 4 reported vessel losses (shipwrecks not located) ● Marine artifacts connected with logging industry: 6’ tall iron anchor (mid-1880s), chain, vessel transom recovered from underwater (still extant?)
<p>District Themes:</p> <ul style="list-style-type: none"> ● Past, Present, Future 	<p>CCC ERA</p> <ul style="list-style-type: none"> ● CCC's camp. Lots of historic photos ● CCC camp stoves at picnic area ● CCC rec hall moved locations by the CCCs, building has been lifted multiple times — is not listed on California Register of Historical Resources (as of 2001)

² Smith, Sheli O. and Laurel H. Breece (2002). *California State Marine Managed Areas, Cultural Resource Survey 2001/2002*.

³ NOAA Office of National Marine Sanctuaries and California Department of Parks and Recreation (2018). *Maritime Cultural Landscape of Sonoma’s Doghole Ports*

RUSSIAN GULCH SP - CONTENT OVERVIEW CONT'D

THEME	PARK-SPECIFIC TOPICS, STORIES AND MESSAGES
	<ul style="list-style-type: none"> ○ Currently used for weddings and events ○ Could be used for interpretation ● A few residences ● See “Civilian Conservation Corps Camps and Projects in the California State Park System” (1982, Donald Hobart for US Forest Service)
<p>District Themes:</p> <ul style="list-style-type: none"> ● Past, Present, Future 	<p>SHIPWRECKS</p> <ul style="list-style-type: none"> ● Bay gets heavy surf ● Tragic wreck of La Paz (Valparaiso) in 1855⁴ ● Wreck of steam schooner Newburg in 1918⁵
<p>District Themes:</p> <ul style="list-style-type: none"> ● Past, Present, Future ● Conservation 	<p>FOREST STRUCTURE SHAPED BY LOGGING</p> <ul style="list-style-type: none"> ● Logging shapes the park’s structure ● Acquired around same time as Van Damme; not logged post 1930s (CCC restoration and construction) ● More old-growth elements than Van Damme ● Scattered structural elements throughout that function as old growth / late seral ● Variation in structure scattered throughout this park: some late seral, lots of second growth (sprouting/family structure)
CONSERVATION	
<p>District Themes:</p> <ul style="list-style-type: none"> ● Conservation 	<p>CONSERVATION & PARK HISTORY</p> <ul style="list-style-type: none"> ● Longstanding state park-ownership since 1933, so logging stopped then (before mechanized logging); cove was added 1970 ● Story of how the park was established
<p>District Themes:</p> <ul style="list-style-type: none"> ● Conservation ● Past, Present, Future 	<p>ENDANGERED SPECIES</p> <ul style="list-style-type: none"> ● Murrelet found in 2005; haven't had recent detection; one of few sightings in Mendocino County; usually found in later seral (old growth) ● Salmon: There are salmon but there is a waterfall (natural barrier) part way up so salmon don’t go past that
PREVIOUSLY DEVELOPED THEMES AND RECOMMENDATIONS	
	<p>Recommendations from Smith, Sheli O. and Laurel H. Breece (2002):</p>

⁴ Tooker, Richard (1971). *Coastal History, The Wreck of the Ship La Paz*.

⁵ Tooker, Richard (1964). *Coastal History, Russian Gulch - Sonoma County*.

RUSSIAN GULCH SP - CONTENT OVERVIEW CONT'D

THEME	PARK-SPECIFIC TOPICS, STORIES AND MESSAGES
	<ul style="list-style-type: none"> ● Announce in signage near the water and at entrance that Russian Gulch is a Marine Managed Area. ● Erect interpretive panels near the beach and on the north headland that ties Russian Gulch and the immediate coast to the maritime lumbering activities especially the lumbering of Caspar and Point Cabrillo. ● Move anchor closer to beach and erect an interpretive panel. ● Erect interpretive panels identifying old wharf and lumber chutes. <p>Interpretive Plan (1992)⁶ has themes and high-level content for:</p> <ul style="list-style-type: none"> ● Underwater Park ● Rocky Shore ● Coastal Streams ● Second growth redwood forests ● Pygmy Forests ● Native species (rare, endangered) ● Atmospheric and ocean forces ● Kelp forest ● Marine Mammals ● Coastal Bluff Ecosystems ● Pomo ● Timber ● CCC Camp SP11

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 - Problems and Prospects of Russian Gulch, Van Damme, Sal Point, Fort Ross, Sonoma Coast.
 - Reported Ship Losses
 - Tools: Examples, Archeological Site Decision Tree, Diving Audience
- Tooker, Richard (1964). Russian Gulch - Sonoma County, *Coastal History*.
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⁶ Hare, Robert (1992). *Interpretive Element for Russian Gulch State Park General Plan*.

RUSSIAN GULCH SP - CONTENT OVERVIEW CONT'D

THEME	PARK-SPECIFIC TOPICS, STORIES AND MESSAGES
	<ul style="list-style-type: none">● Gruver, Dionne (2007). <i>Russian Gulch State Park Cultural Resource Inventory, Lift Station Replacement at CCC Recreation Hall Water Treatment Plant Replacement</i>. State of California, Department of Parks and Recreation.● Mellon, Knox and John L. Kelly (2001), correspondence between the Office of Historic Preservation, and Department of Parks and Recreation.● Welts, Allen W. (1969). <i>Lightstations Along the California Coast</i>.● NOAA Office of National Marine Sanctuaries and California Department of Parks and Recreation (2018). <i>Maritime Cultural Landscape of Sonoma’s Doghole Ports, Including the Waters of Greater Farallones National Marine Sanctuary</i>.

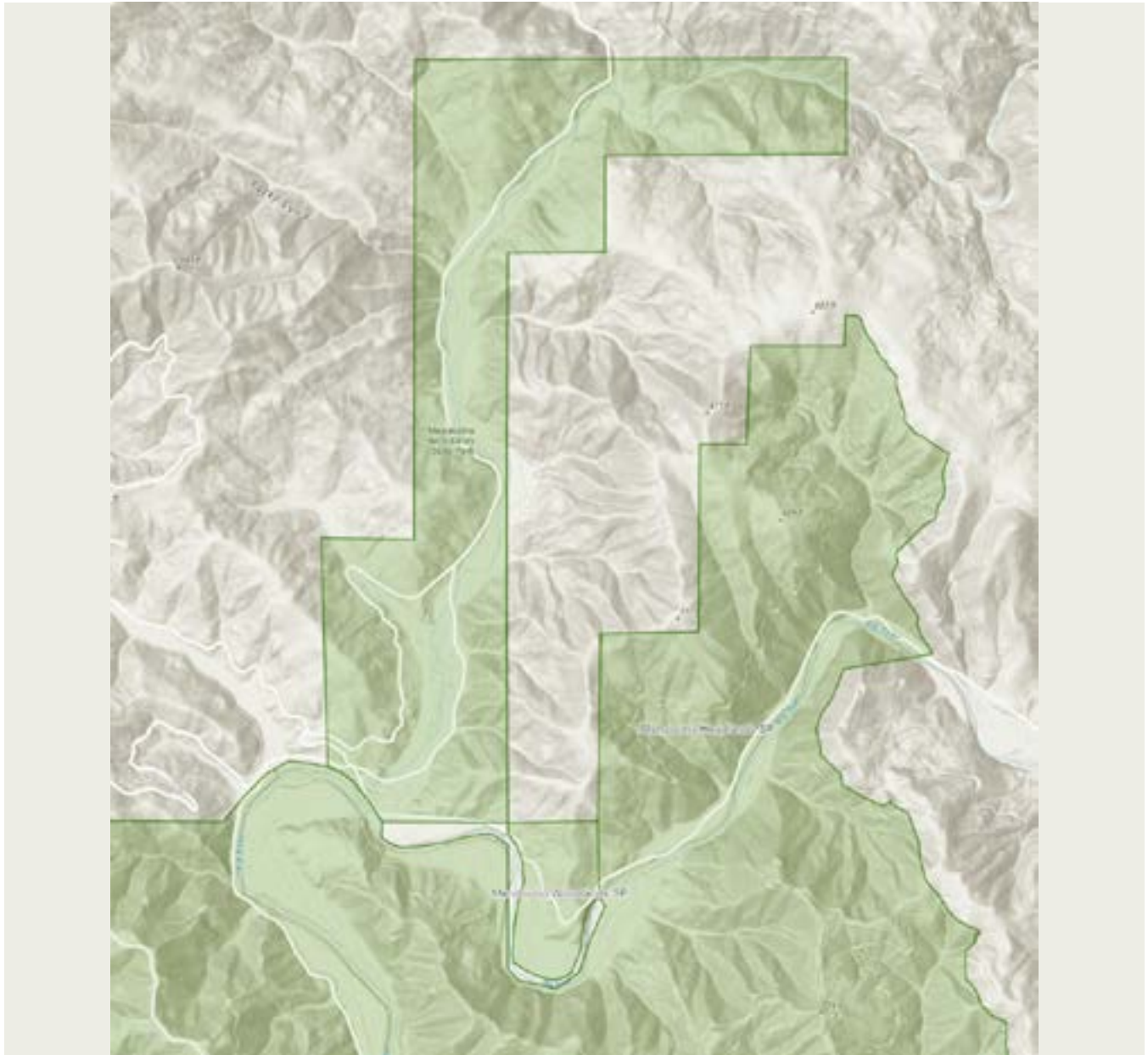


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6.2.3 Mendocino Woodlands SP



© 2012, California State Parks. Photo by Brian Baer



RECOMMENDATIONS

Priority: Medium

This park is identified as a medium priority for interpretive intervention based on the following project goals and planning principles. Currently, programming and camps offered by various partnering organizations serve the overnight camps well. However, little interpretation is available to day users. Non-personal interpretation would enrich the redwood park experience for these visitors.

- Go where the people are for biggest impact
 - » Use interpretation to connect with local day users at the swimming hole.
- Prioritize long term relationships
 - » The organizations that offer overnight camps in the park may be well-placed to deliver any programming content that is developed by the project partners.
- Create “redwoods gateway” experiences
 - » Use programming to help campers connect to a second-growth forest in recovery.

DECLARATION OF PURPOSE

10/2000 - General Plan Policy Committee

The purpose of Mendocino Woodlands State Park, in Mendocino County, is to preserve and protect the unit's historic facilities and natural features, and to make available to the public the types of public recreation and educational experiences for which the historic Mendocino Woodlands Outdoor Center was originally created. This large-scale complex of overnight accommodations and associated support facilities, designated as a National Historic Landmark, developed in the late 1930s by the federal Works Progress Administration and the Civilian Conservation Corps, exhibits a high state of preservation and extraordinary historic integrity. The unit contains largely second growth coast redwood forest, freshwater marshlands, and riparian forest bordering streams which provide habitat for anadromous fish.

California State Parks will preserve, protect, restore, interpret and manage the unit's cultural, natural and aesthetic resources, features and values, making them available to the public for their educational, inspirational and recreational benefits. The department will work cooperatively with other entities to further these objectives.

Source: Department of Parks and Recreation State Park System. Purpose Statements.



INTERPRETIVE CONTEXT

Park Partner

- Mendocino Woodlands Camp Association

Visitation

- Entry fee: None for day use visitors
- Annual visitation: 28,948
- Private groups / campers
 - » Science School
 - ◆ Makes up about 20% of visitation
 - ◆ Takes place in the spring and fall; school groups from all over California for one week at a time
 - » Camps
 - ◆ This is a very diverse group of visitors from all over
 - ◆ Legacy camps (some have been coming since the 1950s): Jack & Jill, Scandia, Middle Eastern, and Lark World Music Camp
 - ◆ Other groups include: Folk camp, Belly dance camp, Balkan Camp, Outdoor Camp, 4H, etc.
 - ◆ Pomo group is looking to come in October
 - ◆ Group camping, including wedding and events
- Public day users
 - » Come to use the trails, swimming holes, go hiking, see redwoods, etc.
 - » This is a family-friendly park
 - » Locals specifically come here for the swimming hole
- Other users / draws
 - » History buffs; National Historic Landmark status and architecture
 - » Movie fans: The Howling, a campy horror movie, was filmed here
 - » Mountain bikers: One of our biggest user groups. Most are day users, but some camp overnight

Visitor Amenities and Existing Interpretation

- Park identity sign: “There's not a lot of orientation/ park ID signage here”
- Amenities
 - » 3 separate camp areas including 3 commercial kitchens, many tent cabins, many bathrooms, etc.
 - » Each camp has capacity for 100 people or more
- Trails:
 - » Yes
- Interpretation:
 - » Little existing non-personal interpretation
 - » Two self-guided trails with brochures: (1) Forest History Trail created by CalFire; (2) Redwood Riparian Trail in Camp Three designed by Mendocino Community High School students, supported by Mendocino Woodland Camp Association and camper donations; focuses on natural features along the trail including redwoods and salmon

Connectivity

- Wifi: Non existent
- Cell service: Limited

Cultural Resources

- CCC camp structures; one of the largest remaining concentrations of CCC architecture on the west coast
- National Historic Landmark Site for WPA and CCC structures

Natural Resources

- Second-growth forest in recovery
- Surrounded by Jackson Demonstration Forest; active harvest site
- Salmon spawning stream

Challenges

- Limited cell service / no wifi
- Inadequate to non-existent ADA facilities
- The park can be difficult to find via Google Maps
- There are no interpretive facilities for day users currently
- Lack of orientation signage to Boyle swimming hole (popular with locals)
- Buildings are historic, which makes them difficult to improve or update

Opportunities

- Opportunity to interpret and highlight CCC buildings

Priorities Identified by Participants

- Multilingual interpretation
 - » Spanish would be helpful
 - » This is an opportunity to communicate with DIVERSE/GLOBAL audience; this may be their only visit to redwoods
- Unstructured nature exploration area
 - » Kids are already doing this in undesignated areas/on logs
- Interpretation targeting day users (e.g. day use area, trails)
 - » Day use area is a great place to communicate with campers and the public
 - » Day users see the cabins and ask who built them and why
- Low-tech interventions / signage
 - » Signage at trailheads
 - » Orientation (Boyle swimming hole)
 - » Other ideas:
 - ♦ “Place yourself in a historic photo”/Low-tech augmented reality, i.e. transparent photos
 - ♦ A booklet describing the history of the park (CCC in the 1930s, logging, group camps, restoration work etc.)
 - ♦ A self guided hike pamphlet in collaboration with California State Parks; a numbered post system could be used
- Interpretation of CCC buildings
 - » Use historic photos to tell the CCC story inside the buildings (e.g. groups dining inside the dining hall from the 40s, construction photos, swimming hole that doesn't exist anymore)
 - » The buildings even have some of the original furniture - almost 100 years old!

MENDOCINO WOODLANDS SP - CONTENT OVERVIEW

THEME	TOPIC / KEY IDEAS
	INDIGENOUS MESSAGING
Indigenous-Developed Themes: <ul style="list-style-type: none"> TBD 	INDIGENOUS-DEVELOPED MESSAGES <ul style="list-style-type: none"> To be determined
	UNDERTOLD STORIES
District Themes: <ul style="list-style-type: none"> Personal Conn. Past, Present, Future 	<ul style="list-style-type: none"> Requires more research
	PERSONAL CONNECTIONS
District Themes: <ul style="list-style-type: none"> Personal Conn. 	<ul style="list-style-type: none"> Requires more research
	SETTLER AND LOGGING HISTORY
District Themes: <ul style="list-style-type: none"> Past, Present, Future 	PARK HISTORY <ul style="list-style-type: none"> Creation of park; unique history Mendocino Woodlands Recreation Demonstration Area established in 1935 National Park Service operated camp from 1937 to 1947 Transferred to California Division of Forestry in 1947 1975, transferred to California State Parks Camp David West: Depression-era project (Camp David is president’s retreat) Was its own entity before CalFire; unique history (Cyrus can help with this) Surrounded by Jackson Demonstration Forest: CCC camps (Camp David West) has a network of trails and historical resources Culturally rich
District Themes: <ul style="list-style-type: none"> Past, Present, Future 	CAMP HISTORY AND CURRENT USE <p>Over 80 years of group camping; diverse faces through time</p> <ul style="list-style-type: none"> Woodlands Outdoor Center built in 1930s

MENDOCINO WOODLANDS SP - CONTENT OVERVIEW, CON'T

THEME	TOPIC / KEY IDEAS
	<ul style="list-style-type: none"> ● The founding of Mendocino Woodlands Camp Association, a nonprofit created in 1949, to operate and maintain the historic property for group camping, outdoor education and day use. ● Historic camp groups: many groups have been attending the camp since the 1940s ● CCCs/WPA/construction of camp¹ <ul style="list-style-type: none"> ○ CCC built 120 buildings in 3 separate camps ○ Currently, one of the largest remaining concentrations of CCC architecture on the west coast ● Today, diverse interests coming to the redwood park: <ul style="list-style-type: none"> ○ Groups bringing dance and music into the park, e.g., Scandinavian folklore and dancing group ○ Jack and Jill camp – African American family camp ○ Camp Fire (formerly Camp Fire Girls of America)
District Themes: <ul style="list-style-type: none"> ● Connectors of the Coast ● Past, Present, Future 	LOGGING <ul style="list-style-type: none"> ● Boyle’s Camp, 1912, with railroad extension opened up Little North Fork to timber harvest²
ECOLOGICAL RECOVERY/CONSERVATION	
District Themes: <ul style="list-style-type: none"> ● Ecology ● Conservation 	FOREST RESTORATION <ul style="list-style-type: none"> ● This area was historically clear-cut ● Active logging still happening nearby — creates challenges ● Landscape scale restoration is needed: Part of this is stream restoration and part is trying to get forest back to old-growth conditions ● This is a second-growth forest in recovery ● This is a good park to tell natural resource /restoration stories
District Themes: <ul style="list-style-type: none"> ● Ecology ● Conservation 	WATERSHED RESTORATION <ul style="list-style-type: none"> ● We do it for the salmonids (and other species)! ● Undoing legacy of water blockages, and repairing damage created by logging dams

¹ State of California, Department of Parks and Recreation (no date). *Historic Resources Inventory, Mendocino Woodlands Outdoor Center 2327.*

² Van Bueren, Thad M. (2012). *Mendocino Woodlands Historical Resource Evaluation.*

MENDOCINO WOODLANDS SP - CONTENT OVERVIEW

THEME	TOPIC / KEY IDEAS
	<ul style="list-style-type: none"> ● Salmon restoration work: increase public awareness re: salmon bearing streams ● Little North Fork of the Big River; great temperatures, nice and cold, baby salmonids swim down their creeks and then up the Little North Fork of the Big River; has good coho composition ● Watershed restoration involves placing large woody debris in streams; barrier removal (such as roads and culverts)
<p>District Themes:</p> <ul style="list-style-type: none"> ● Ecology ● Conservation 	<p>RELATIONSHIP WITH JACKSON DEMONSTRATION FOREST</p> <ul style="list-style-type: none"> ● Park is surrounded by and connected to the demonstration forest ● History of park and related history of Jackson Demonstration Forest; there are differences in missions/friction ● This park is surrounded by active timber land: messaging re: connection between areas; impact of active land management – both logging and restoration? ● CalForests is a sister agency; DPR reviews CalForests’ timber harvest plans; we work in concert and need to represent this to the public in a balanced way ● “Timber Harvest Plan” means that there is active harvesting from Jackson Demonstration Forest
<p>District Themes:</p> <ul style="list-style-type: none"> ● Ecology ● Conservation 	<p>CLIMATE CHANGE, ARIDIFICATION, FIRE</p> <ul style="list-style-type: none"> ● While the forest in Mendocino Woodlands was historically visited by low-intensity fire, it also frequently floods due to the large watercourses (Little North Fork Big River, Manly Gulch, etc.) that run through the park. Many trees near the watercourses show high water marks. Many tributaries in this park are habitat for anadromous fish species like Coho Salmon and Steelhead. ● Want people to minimize water use and become aware of how it impacts streams/waterways
<p>District Themes:</p> <ul style="list-style-type: none"> ● Ecology ● Conservation 	<p>REDWOODS ECOLOGY</p> <ul style="list-style-type: none"> ● There are currently gaps in redwoods messaging ● There are only 2 redwood interpretive signs: one on salmon restoration and another on large woody debris program ● People come to hike amongst the trees ● Redwood Riparian Trail

MENDOCINO WOODLANDS SP - CONTENT OVERVIEW, CON'T

THEME	TOPIC / KEY IDEAS
	<ul style="list-style-type: none"> • Mendocino Woodlands is a redwood dominated forest with some old-growth but mostly second- and third-growth trees. It is home to Douglas-fir (<i>Pseudotsuga menziesii</i>), coast redwoods (<i>Sequoia sempervirens</i>), manzanita (<i>Arctostaphylos nummularia</i>), and grand fir (<i>Abies grandis</i>). These large trees provide great habitat for endangered species, like Marbled Murrelet, Northern Spotted Owl, and Sonoma Tree Vole.
District Themes: <ul style="list-style-type: none"> • Ecology • Conservation 	ETIQUETTE / MESSAGING <ul style="list-style-type: none"> • Should provide messaging around why there are designated areas; why it is harmful to play in/walk on social trails
District Themes: <ul style="list-style-type: none"> • Ecology 	UNIQUE ECOLOGIES <ul style="list-style-type: none"> • Mendocino Woodlands has a large freshwater marsh that is home to many amphibians. It is also habitat for waterfowl (wood ducks!) wading birds, and there used to be American beaver there. Not sure if they are still present, but within the last 30 years or so. • Freshwater marsh³ – a pond that was historically used as a holding pond for logs before they were floated down Big River is now filled with pond lillies, cattails, western pond turtles, red-legged frogs, otters, beaver, wood ducks, etc. The pond in Camp One and another pond below the maintenance shop might be considered "freshwater marsh." There are also lots of wet flood plains
District Themes: <ul style="list-style-type: none"> • Ecology 	RARE PLANTS <ul style="list-style-type: none"> • Some rare plants that can be found in Mendocino Woodlands understory: <ul style="list-style-type: none"> ○ swamp harebell (<i>Campanula californica</i>) ○ Humboldt bay owls-clover (<i>Castilleja ambigua</i> var. <i>humboldtiensis</i>) ○ running pine (<i>Lycopodium clavatum</i>)

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MENDOCINO WOODLANDS SP - CONTENT OVERVIEW, CON'T

THEME	TOPIC / KEY IDEAS
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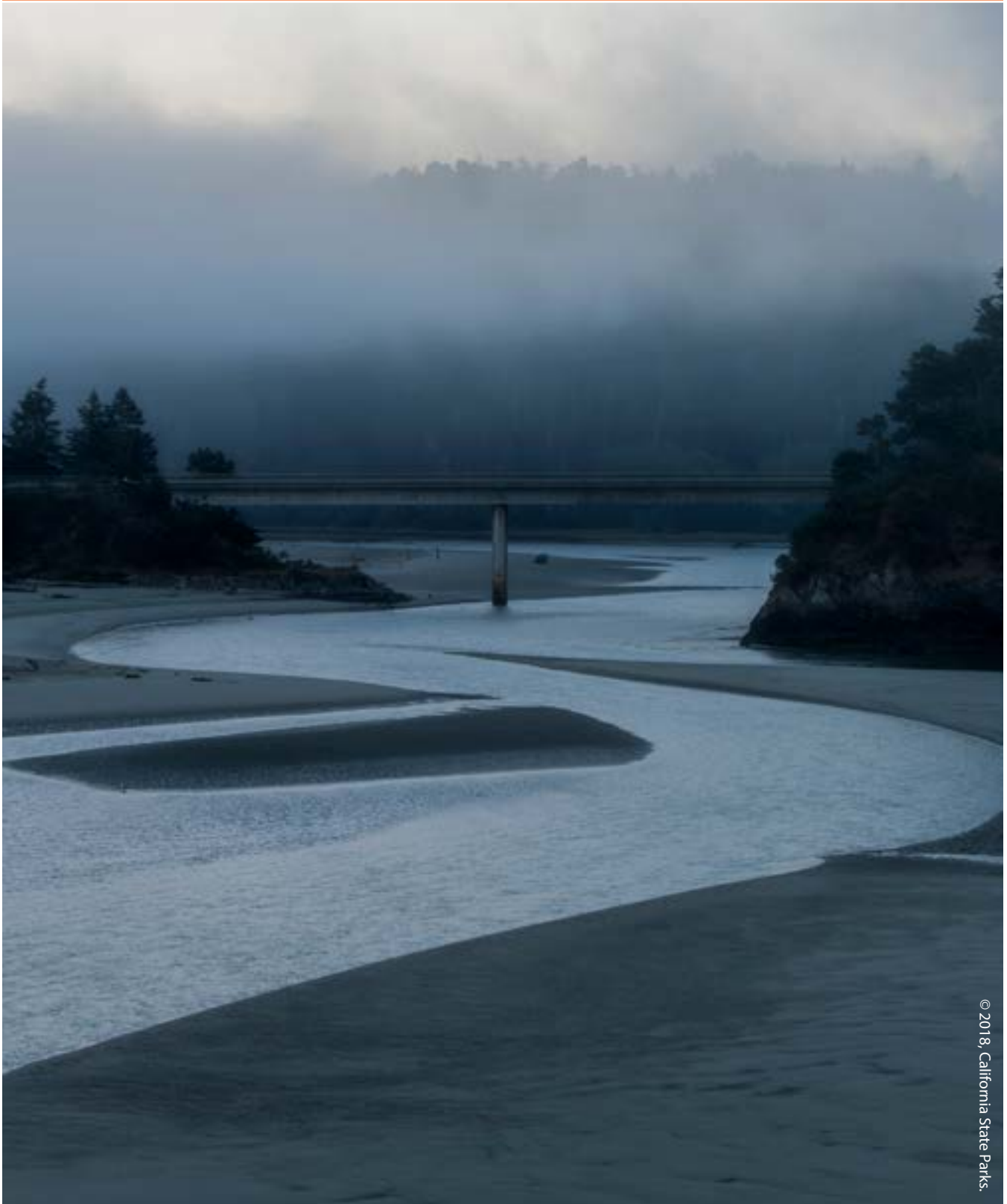
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- State of California, Department of Parks and Recreation and Department of Conservation. (1974). *Pygmy Forest Ecological Staircase Feasibility Study*.



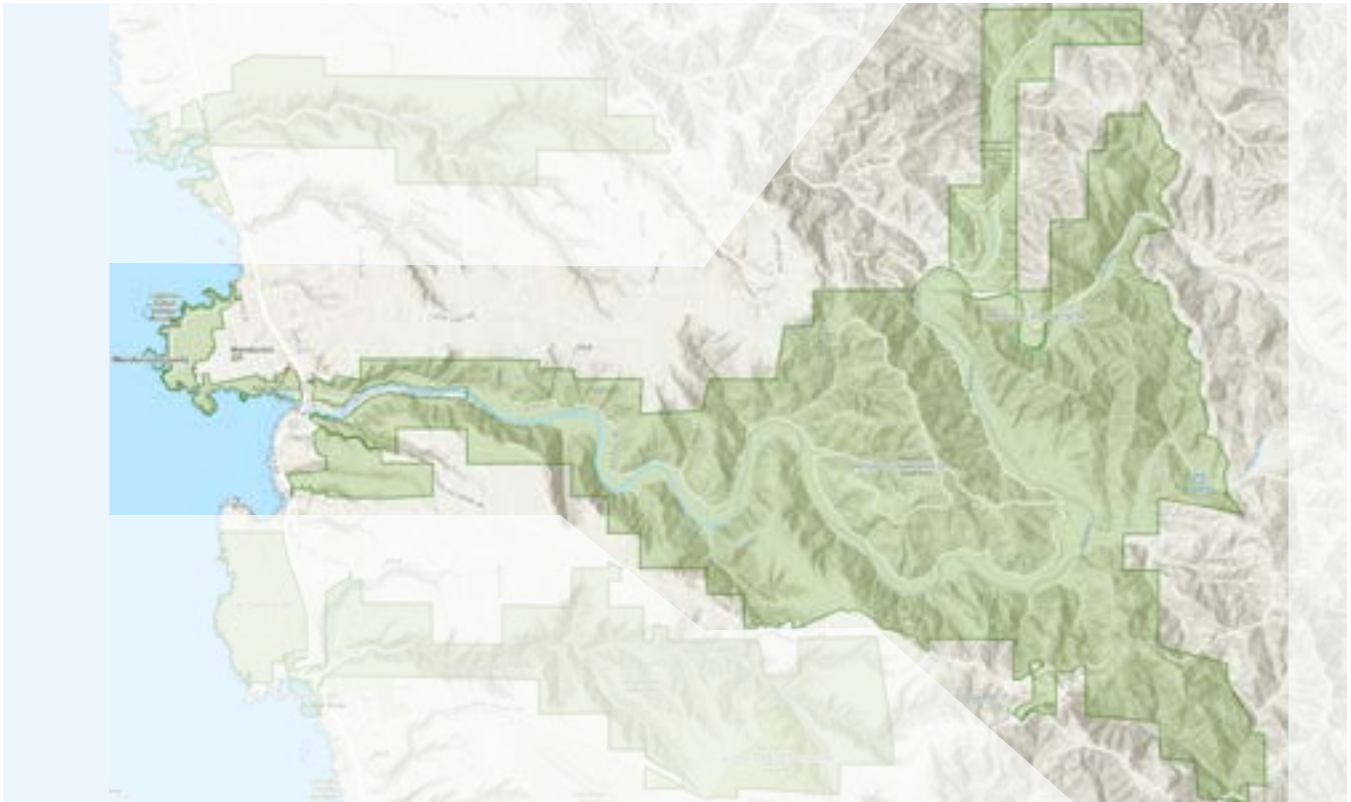


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6.2.4 Mendocino Headlands SP



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RECOMMENDATIONS

Priority: High

This park is identified as a high priority for interpretive intervention based on the following project goals and planning principles. For interpretive purposes, this park’s two subunits should be treated separately. Visitor demographics and motivations vary greatly by subunit, and the Headlands subunit is subject to an additional layer of regulations as a Historic District.

- Go where the people are for biggest impact
 - » According to the numbers available, this park sees the highest visitation of any in this district—likely driven by visitation to the Headlands subunit. This makes it a high priority park overall for interpretive projects.
- Prioritize long term relationships
 - » MendoParks has a relationship with some of the associated Tribal Nations and Indigenous communities, and has undertaken art and interpretive projects with them. These relationships should continue to be nurtured and prioritized in future interpretive projects.
- Better to have no message than a harmful one / Improve what’s already there
 - » The Visitor Center in the historic Ford House is a charming part of the Mendocino experience. It requires updated exhibits.
- Prioritize accessible experiences
 - » Given the demographic of visitors to the town of Mendocino, the Headlands subunit would benefit greatly from accessible experiences. None are currently available (according to the park’s website).
- Create “redwoods gateway” experiences
 - » Use Ford House and logging industry remnants at the Mendocino bluffs to encourage visitors to experience redwoods in the Big River subunit or other nearby parks.

Due to the Historic District regulations, programming is a good way to deliver Park-Specific messaging at the Headlands subunit. The Big River subunit would benefit more from non-personal interpretation.

DECLARATION OF PURPOSE

03/1976 - General Development Plan

The primary purpose of Mendocino Headlands State Park is to make available to the people its outstanding scenic, natural, educational, and historical values, existing in a relatively small area, which extends from the mouth of Big River upcoast to Russian Gulch and includes the estuary of Big River. The scenic values are as spectacular as any found on the California coast, and include both the quaintness of the historic Mendocino City and the boldness of the wave- sculptured Mendocino Headlands.

Source: Department of Parks and Recreation State Park System. Purpose Statements.

INTERPRETIVE CONTEXT

Park Partner

- Mendocino Area Parks Association

Existing Plans

- This park has a General Development Plan

Visitation

- Entry fee: No
- Annual visitation: 1,377,740
- 2 units in this park:
 - » Headlands near town of Mendocino
 - ◆ (Mainly older) visitors to town of Mendocino/ easy walking trails on the bluffs
 - » Big River subunit: estuary, no redwoods until you get here
 - ◆ Recreation-oriented visitors to Big River
 - Fishing
 - Mountain biking
 - Hiking
 - Horseback riding
 - Dog-friendly trails
 - Kites
 - Meditation
 - Canoeing/kayaking on Big River
 - Paddle boarding, surfing
 - Wildlife viewing

- Tourists from Bay Area/Mendocino County
 - » Booming/big increase in numbers as this has been “discovered” by tourists
 - » Region is a destination for wine tasting, seafood, foodies
 - » These are mostly weekend visitors, too far for a day trip

Visitor Amenities and Existing Interpretation

- Park identity sign: Unknown
- Amenities:
 - » Big River: Public restroom at parking area for Haul Road Trail; portable toilet at beach parking; fire rings west of the bridge.
 - » Headlands: Public bathrooms (“fanciest bathroom with Indigenous art”)
- Trails:
 - » Easy walking trails; Big River Haul Road access; horse allowed on some trails but not at the headlands
- Interpretation:
 - » Ford House Visitor Center: (exhibits are “pretty dated”), location of MendoParks HQ
 - » Little to no interpretive signage

Connectivity

- Wifi: Non existent
- Cell service: Adequate

Cultural Resources

- Ford House (historic building)
- Trestles
- Important Indigenous site
- “Seaside Village”

Natural Resources

- Spectacular coastline
- Marine Protected Area
- Whales/whale watching
- Harbor seals
- Big River and wetlands that link to inland redwoods
- Logging story attached to river
- Salmon-bearing rivers
- River otters
- Driftwood at Portuguese Beach “nature’s play area”

- Huge tidal flats (8 miles)
- Unusually long estuary; one of few parks where entire estuary is protected

Challenges

- Visitors entering the park from Main street, Mendocino Village often do not realize they are in a state park
- Restrictions around putting up new panels in historical park area
- Abalone fishery closure—need updated messaging to let people know why
- Currently no accessible activities at this park

Opportunities

- Easy access from village of Mendocino; park wraps around it
- Plans for an ADA section of the Headlands Trail have been drafted by the Northern Service Center / California State Parks
- Decent cell signal
- River access

Priorities Identified by Participants

- Programming opportunities for families
- Guided tours
 - » Guided walks up Big River
 - » Guided walking, boating, biking tours
 - » Guided hikes for people with disabilities / mobility issues
- Trail guides
 - » Inventory of trails, identify district-sanctioned trail and type of usage
 - » Promote OuterSpatial app—this area has decent cell signal
 - » Paper guide?
- Interpretive panels
 - » Needs passive interpretation due to heavy day use
 - » Panels along Big River Haul Road could be updated with new content
 - » Logging focus currently, but bigger and more varied stories could be told
- Digital media
 - » PORTS

- » Augmented reality (Virtual Adventurer and/or OuterSpatial)
- Plant interpretation
 - » Native Plant Society mapping of vegetation communities
 - » Botany walks, plant guides
 - » iNaturalist; SEEK
 - » Community-focused special events (cultural center?)



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MENDOCINO HEADLANDS SP - CONTENT OVERVIEW

THEME	PARK-SPECIFIC TOPICS, STORIES AND MESSAGES
	INDIGENOUS MESSAGING
Indigenous-Developed Themes: <ul style="list-style-type: none"> • TBD 	INDIGENOUS-DEVELOPED MESSAGES <ul style="list-style-type: none"> • To be developed
Indigenous-Developed Themes: <ul style="list-style-type: none"> • TBD 	INDIGENOUS STORIES <ul style="list-style-type: none"> • Indigenous village site that is older than the Egyptian pyramids. Telling this story in a way that is special but doesn't encourage people to try to find it is a challenge • Important cultural Indigenous sites. Not well documented • There is a Pomo exhibit underway at Ford House (spring 2022)
	UNDERTOLD STORIES
District Themes: <ul style="list-style-type: none"> • Personal Conn. • Past, Present, Future 	<ul style="list-style-type: none"> • Requires more research
	PERSONAL CONNECTIONS
District Themes: <ul style="list-style-type: none"> • Personal Conn. 	<ul style="list-style-type: none"> • Requires more research
	ECOLOGY
District Themes: <ul style="list-style-type: none"> • Ecology 	ECOLOGY <ul style="list-style-type: none"> • Nesting birds; migratory birds • Historic food plants • Botanically rich area with rare plant species • Historic garden/ornamental plants have naturalized and now grow wild: true "living history" • Unique Estuary System <ul style="list-style-type: none"> ○ Unusually long estuary; one of few parks where entire estuary is protected ○ Lower part is brackish; challenging for resident fish populations to deal with salinity fluctuations

MENDOCINO HEADLANDS SP - CONTENT OVERVIEW, CON'T

THEME	PARK-SPECIFIC TOPICS, STORIES AND MESSAGES
	<ul style="list-style-type: none"> ○ Now not a lot of habitat in lower estuary due to various human practices ○ Huge tidal flats (8 miles of them)
	SETTLER AND LOGGING HISTORY
<p>District Themes:</p> <ul style="list-style-type: none"> ● Connectors of the Coast ● Past, Present, Future ● Conservation 	<p>SETTLER HISTORY AND TIMBER INDUSTRY</p> <ul style="list-style-type: none"> ● Logged since the 1850s until acquisition (2002) ● Motorized logging post WWII ● Visible signs of logging / infrastructure: <ul style="list-style-type: none"> ○ <u>Big River Subunit</u>: logging booms, splash dams (not on property), trestles — visible if you are hiking, biking, or kayaking (but not from road) ○ Original mill was located on the headlands by shipping point. It burned down and the new mill was constructed in what is now the beach parking area ○ Splash dams used in logging: they built dams, then floated cut logs on the reservoirs these created, then unleashed water and logs all at once to float them downstream to mills / transportation. Efficient and destructive process; created flood events ○ <u>Headlands Subunit</u>: Logging relics on headlands (wharf, chain, railroad ties); doghole port; Underwater ship survey ○ Damages ● 2nd- and 3rd-growth forests ● Really interesting book on the logging history of Big River — “Damming of Big River” — https://www.kelleyhousemuseum.org/big-river-was-dammed/
	CONSERVATION
<p>District Themes:</p> <ul style="list-style-type: none"> ● Conservation 	<p>CONSERVATION & COMMUNITY ACTION</p> <ul style="list-style-type: none"> ● Battle fought at Big River; community wanted to protect the estuary (1970s study describes its importance); took 30 years to get it protected ● Emmy Lou Packard (artist) was instrumental in saving the park - along with community involvement / support ● The town and headlands are part of a historic district
<p>District Themes:</p>	RESTORATION

MENDOCINO HEADLANDS SP - CONTENT OVERVIEW, CON'T

THEME	PARK-SPECIFIC TOPICS, STORIES AND MESSAGES
<ul style="list-style-type: none"> ● Conservation 	<ul style="list-style-type: none"> ● Restoration project to add large woody debris back into waterways for salmon runs ● Needs active restoration due to industrial impacts ● Had to stop the salvaging of sunken logs: river used as transportation; this led to sinker logs which people collected; salvage operations disturb river bottom <ul style="list-style-type: none"> ○ Determined that people needed permits to remove them because they were important habitat ● Restoration: over 90 miles of logging roads to remove; many culverts, barrier removal; restore water courses, put in large woody debris

Bibliography - No resource provided by California State Parks

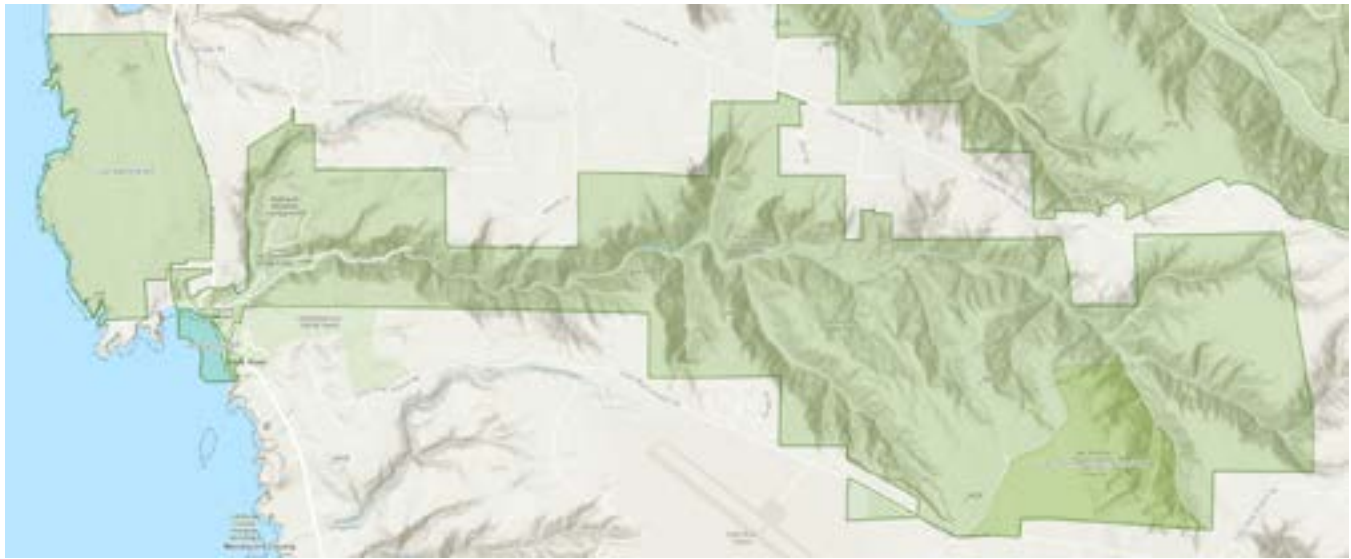


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6.2.5 Van Damme SP



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Additional Unit to the south.

RECOMMENDATIONS

Priority: High

This park is identified as a high priority for interpretive intervention based on the following project goals and planning principles.

- Go where the people are for biggest impact
 - » The two campgrounds make this a highly visited park; many visitors stay for multiple nights and are looking for something to do. To engage these visitors, each campground will need its own Welcome Package.
 - » Use interpretation at the beach area to direct visitors to the Fern Canyon and the Pygmy Forest Trails.
- Prioritize long term relationships
 - » Indigenous representatives have written the newer interpretive text in the Visitor Center; there are good existing relationships with MendoParks that should be nurtured and prioritized.
- Improve what's already there
 - » Exhibits in the existing Visitor Center, within a historic CCC-era building, should be refreshed.
 - » The Pygmy Forest Self-Guided Nature Boardwalk is generally accessible and could be greatly improved with refreshed interpretation and bump-outs to improve circulation.
- Prioritize accessible experiences
 - » Prioritize placement of interpretation at this park's existing accessible features including: ADA accessible trails, visitor center, restroom, campfire center, and camp sites.
- Create "redwoods gateway" experiences
 - » Fern Canyon Trail is a beautiful redwood experience, similar to what many visitors have in mind when they think of the redwood forest. Use this experience to get visitors hooked on the redwoods.

DECLARATION OF PURPOSE

06/1995 - General Plan

The purpose of Van Damme State Park is to make available to the people for their inspiration, enlightenment, and enjoyment, in an essentially natural condition, the outstanding scenic features and natural values, including the coastline and offshore environs; the dramatic seacliffs, and stretches of sandy beach; the headlands and marine terraces; the riparian habitats associated with Little River and Beal Creek; the variety of forest communities including the grand fir/sitka spruce forest, Bishop pine forest, redwood forest, and Mendocino pygmy cypress forest; the geology and plant and animal life; the significant historical and archaeological resources; and the scientific values therein.

The department shall define and execute a program of management to perpetuate the unit's declared values and provide recreational facilities, interpretation and access, that make these values available in a manner consistent with their perpetuation.

Source: Department of Parks and Recreation State Park System. Purpose Statements.

INTERPRETIVE CONTEXT

Park Partner

- Mendocino Area Parks Association

Visitation

- Entry fee: Yes
- Annual visitation: Unknown
- Outdoor recreation
 - » Cyclists
 - All pile in together; have a shared culture
 - "Hike & Bike" camp spot heavily used
- Camping
 - » Beach camping is major draw
 - » Campers are respectful of the park
 - » Two levels — one camp in pine forest and one near beach
- Abalone diving
 - » Fishery closed in 2017 and remains closed through 2026
 - » Intergenerational tradition, despite lack of abalone
- Environmental camp
- Day hikes / day use (Pygmy Forest Trail, Bog Trail, Fern Canyon Trail)
- Kayak tours
- Artists
 - » People go here to do paintings of the derelict barn
- Visitors attending traditional interpretive programs



Visitor Amenities and Existing Interpretation

- Park identity sign: Yes
- Amenities:
 - » 2 campgrounds
 - ◆ 63 standard sites, 5 tent-only sites, 1 group site; restroom includes showers
 - ◆ Backcountry camping on Fern Canyon Trail
 - » Picnic area
- Trails:
 - » Fern Canyon Trail
 - ◆ 4 interpretive panels have been recently updated (Salmon life cycles, CCC, Pomo panel is waiting to be installed here)
 - » Pygmy Forest Trail
 - ◆ Boardwalk is in fairly good shape; could benefit from bump-outs to allow others to pass, provide seating
 - ◆ Aging orientation and intro panels at entry
 - ◆ Guided tour markers, but no guided tour currently
 - ◆ No redwoods in this pygmy forest, but much of interest
 - » Interpretation:
 - ◆ Visitor Center
 - Built by CCC in the 1930s; exhibits were done in the 1990s
 - There has been some content updates done in collaboration with Pomo

Connectivity

- Wifi: Poor
- Cell service: Non existent

Cultural Resources

- 1930s-era visitor center was once a recreation hall for the CCC
- Historic Spring Ranch and Barns
- Collection of historic photos at Ford House
- History related to doghole port

Natural Resources

- Pygmy forest
- Little River fern canyon
- Redwood forest
- Salmon

- Beach and upland areas on the Mendocino Coast
- Kelp forest
- Punch bowls
- Natural history specimens at VC

Challenges

- Interpretation of Indigenous peoples is in past tense
- Needs updated trail map

Opportunities

- Visitor Center has wifi (may not be particularly strong)
- MendoParks is joining in listening sessions for this and related projects
- Indigenous representatives have written the newer text for interpretation in the VC—good relationships
- Day-use and camping areas are well-maintained and very popular, including summer campfires and Junior Ranger programs

Priorities Identified by Participants

- Visitor Center refresh
 - » Van Damme Visitor Center has a beautiful mural and recreated rockface
 - » Exhibits need an update, has volunteers, but there is a need for message curation
- Increase messaging re: ecology
 - ◆ Interpretation of abalone explaining decline of stock
 - Current panel about abalone includes MPA interpretation
 - ◆ Beach interp (needs to be durable enough to withstand storm surge)
 - ◆ PORTS: Keystone species and the kelp forest
- Spring Ranch interpretive panels
- Revamp and print old brochures about logging sites in park
- Traditional in-person interpretation via Junior Rangers/campfire program
- Virtual Adventurer and/or OuterSpatial—there is wifi at Visitor Center

VAN DAMME SP - CONTENT OVERVIEW

THEME	PARK-SPECIFIC TOPICS, STORIES AND MESSAGES
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INDIGENOUS MESSAGING	
Indigenous-Developed Themes: <ul style="list-style-type: none"> • TBD 	INDIGENOUS-DEVELOPED MESSAGES <ul style="list-style-type: none"> • To be developed
Indigenous-Developed Themes: <ul style="list-style-type: none"> • TBD 	INDIGENOUS HISTORY <ul style="list-style-type: none"> • Attributed to Pomo Indians • 5 shell middens, date range 8,000BPE¹
UNDERTOLD STORIES	
District Themes: <ul style="list-style-type: none"> • Personal Conn. • Past, Present, Future 	<ul style="list-style-type: none"> • Requires more research
PERSONAL CONNECTIONS	
District Themes: <ul style="list-style-type: none"> • Personal Conn. 	<ul style="list-style-type: none"> • Requires more research
GEOLOGY / ECOLOGY	
District Themes: <ul style="list-style-type: none"> • Ecology 	GEOLOGY / ECOLOGICAL STAIRCASE <ul style="list-style-type: none"> • Geological uplift — iron hardpan and "bonsai" trees of pygmy forest • Tsunami escape route
District Themes: <ul style="list-style-type: none"> • Ecology 	BOG ECOLOGY <ul style="list-style-type: none"> • TBD
District Themes: <ul style="list-style-type: none"> • Ecology 	MARINE ECOLOGY <ul style="list-style-type: none"> • Salmon runs • Kelp forest in decline • Abalone / urchin
District Themes: <ul style="list-style-type: none"> • Ecology 	SALMONIDS <ul style="list-style-type: none"> • Salmon monitoring station; better place to interpret salmon

¹ Smith, Sheli O. and Laurel H. Breece (2002). *California State Marine Managed Areas, Cultural Resource Survey 2001/2002*.

THEME	PARK-SPECIFIC TOPICS, STORIES AND MESSAGES
	<ul style="list-style-type: none"> ● One of the few old-growth coast redwood parks on the very eastern edge of the range, rare in Mendocino county ● Short hike to old-growth — an experience that is above average and people are in awe ● Visitors want to go out and have an experience in an old-growth forest. Want to know how old the trees are and where the biggest trees are ● Dogwoods as you approach Montgomery woods ● Tiger Lilies blooming in early summer ● “Redwoods love catastrophe/chaos” they are adapted to fire, floods, etc. ● Redwood relationship with flooding; they need sediment brought in by floods and these floods also kill competing trees ● Sword fern (on hill) versus chain fern (in floodplain) ● Goosepens - some really big ones ● Albino redwood ● “Fire, flood and fern”
<p>District Themes:</p> <ul style="list-style-type: none"> ● Ecology 	<p>CONTRASTS TOP TO BOTTOM!</p> <ul style="list-style-type: none"> ● Redwoods are constricted to the valley; ridges are too dry ● Hydrology: low-gradient, high-elevation redwood stand ● Contrast in temperature and humidity between ridge and valley (maybe 30 degree difference) ● Stark transition — happens in minutes when hiking up or down ● Valley bottom provides a lot of moisture here ● The park is inland so it is more susceptible to fire ● Fine sediments have supported tree growth/stores a lot of water ● Fog and temperature research came out of this area/thermal gradients ● Unique juxtaposition: Oak woodland/grassland/rock outcrops ● Wildlife: Red-bellied newts! breeding in the stream
<p>District Themes:</p> <ul style="list-style-type: none"> ● Ecology 	<p>CONTRASTS IN THE REDWOODS THEMSELVES</p> <ul style="list-style-type: none"> ● Differences in needle structure top to bottom ● From bottom to top of a single redwood tree: contrast in temperatures (contrast is greater inland), it might be cool below and hot up top ● Conditions can be suitable for controlled burning at the bottom, but be tinder dry up top — makes fire management difficult; can’t assume ● There are some big trees here now in the central region of redwoods (unusual this far inland) ● Composite of other forest types: drier, more fires ● Used to have tallest known tree at the time (before Lidar data)

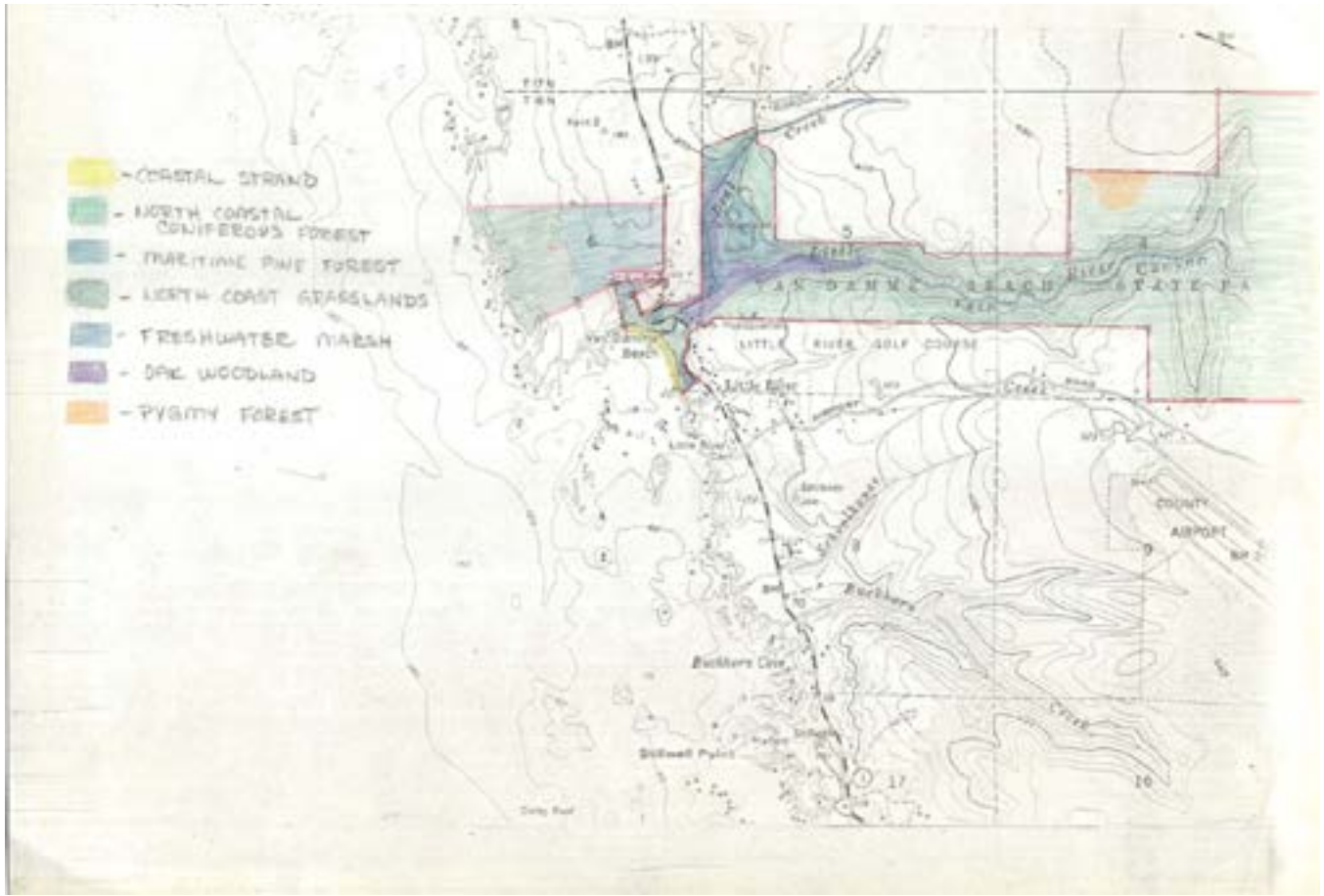
THEME	PARK-SPECIFIC TOPICS, STORIES AND MESSAGES
	<p>public park so that all could enjoy the beach. With the creation of the park (1970), the State forced Indigenous peoples out of their summer fish and abalone camp along the beach.⁷</p>
<p>District Themes:</p> <ul style="list-style-type: none"> ● Ecology ● Conservation 	<p>Interpretive Plan (1992)⁸ has themes and high-level content for:</p> <ul style="list-style-type: none"> ● Underwater Park ● Coastal Streams ● Pygmy Forests ● Second-growth redwood forests ● Native conifer forests ● Native species (rare, endangered) ● Marine resources ● Atmospheric and ocean forces ● Kelp forest ● Rocky shore ● Sandy shore ● Exposed sea stacks ● Logging industry / history

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- Department of Parks and Recreation, Operations Division (1975). *Van Damme State Park Interpretive Prospectus*.
 - Introduction / Park description
 - Statement of Purpose
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- Jackson, Francis (1980). A History Walk in Van Damme State Park, *Mendocino Historical Review*.
 - Includes historic photos, maps and histories.
- Smith, Sheli O. and Laurel H. Breece (2002). *California State Marine Managed Areas, Cultural Resource Survey 2001/2002*. Long Beach City College Maritime Archeology Certificate Program. Prepared for Department of Parks and Recreation Underwater Parks and Reserves Plan.
 - Problems and Prospects of Russian Gulch, Van Damme, Salt Point, Fort Ross, Sonoma Coast.
 - Reported Ship Losses
 - Tools: Examples, Archeological Site Decision Tree, Diving Audience
- Tooker, Richard (1965). Little River - Part Two, *Coastal History*.

⁷ Tooker, Richard (1965). Little River - Part Two, *Coastal History*.

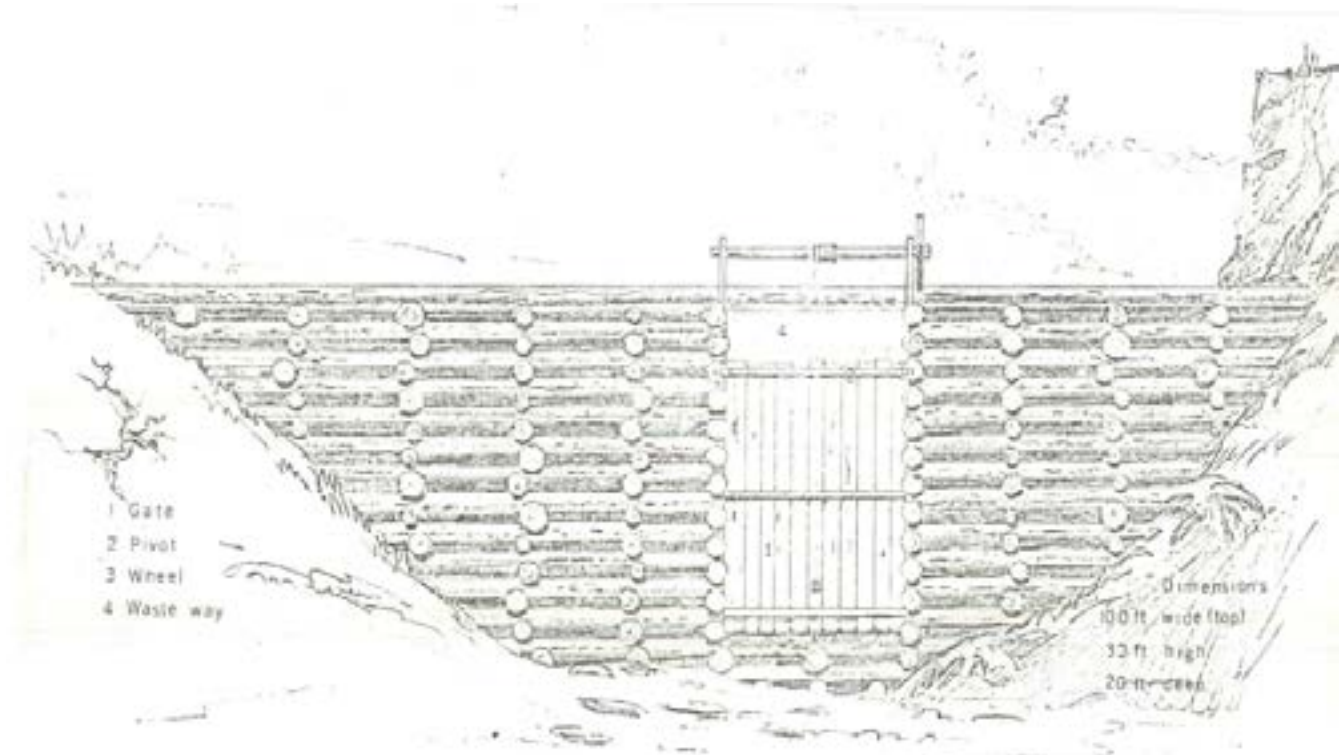
⁸ Hare, Robert (1992). *Interpretive Element for Van Damme State Park General Plan*.



Van Damme SP Map, 1975



Interpretive Assets A Van Damme SP, Jackson, 1980



"MIDDLE DAM"

The next point of historical interest is but a short way upstream from the two river crossings. It will be the largest mass of remnants you will see of logging activities of one hundred years ago. They can be looked down on from the log seat by the path, where you can pause to rest and survey the scene before you.

Sketch by Jackson, shaded by E. John Robinson
Contemplate, if you wish, the efforts of the men who worked this dam. It could be used only in winter time, in pouring rain, or in the icy weather after a storm. No lightweight thermal underwear or down jackets then, just bulky, heavy rain-soaked clothing that steamed as it dried in their cabins by the wood stove at night.

Middle Dam Van Damme State Park, Jackson, 1980

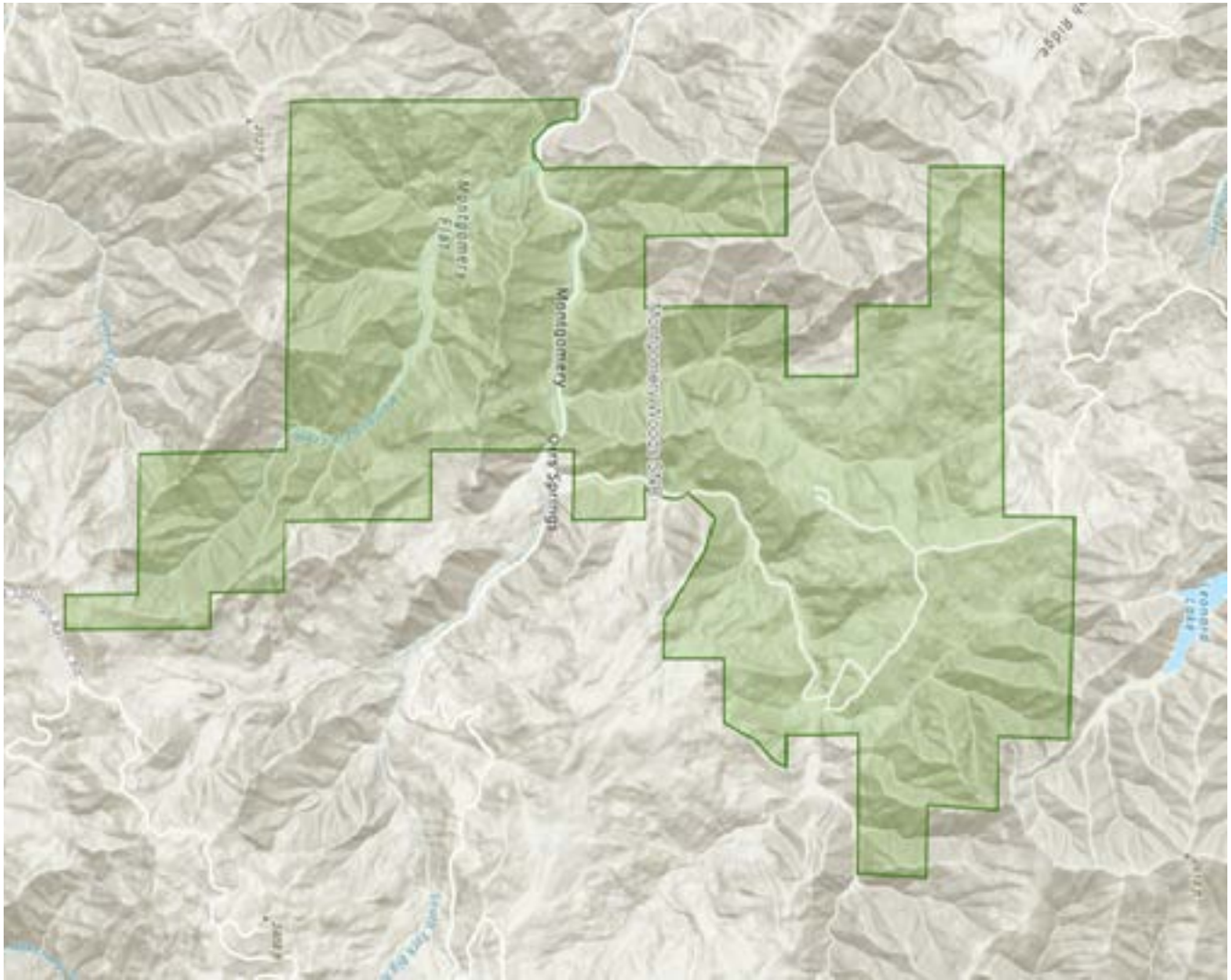


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6.2.6 Montgomery Woods SNR



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RECOMMENDATIONS

Priority: N/A

As interpretive interventions are already being planned for this park, no priority is specified through this planning process. A Welcome Package near the parking lot, plus some interpretive waysides are likely sufficient to meet the interpretive needs of this park.

DECLARATION OF PURPOSE

09/1975 - Interpretive Prospectus

The purpose of Montgomery Woods State Reserve is to make available for the public's inspiration, education, and appropriate use the Reserve's small, but outstanding, old growth grove of Coast Redwoods and associated environments.

The function of the Operations Division of the Department of Parks and Recreation is to protect and manage the above resources, to interpret their value, and to provide services and facilities for the public in a way consistent with the declared purpose.

Source: Department of Parks and Recreation, Operations Division (1975). Montgomery Woods State Reserve Interpretive Prospectus.

INTERPRETIVE CONTEXT

Park Partner

- Mendocino Area Parks Association

Visitation

- Entry fee: No
- Annual visitation: 10,502
- Low visitation numbers
- Those coming are coming for the redwoods:
 - » Hiking
 - » Natural features
 - » Cooler temperatures
 - » Opportunities for solitude

Visitor Amenities and Existing Interpretation

- Park identity signage: Yes, but faces one direction on the hwy, not very visible from the other direction
- Amenities:
 - » At parking lot: restroom, picnic area
- Trail:
 - » 1 loop trail up a short, steep incline then flattens out around floodplain
- Interpretation:
 - » Some interpretation at the parking lot
 - » Wayside interpretive panels along the loop trail
 - » Update is planned for 2023

Connectivity

- Wifi: Non existent
- Cell service: Non existent

Cultural Resources

- Remnants of logging history

Natural Resources

- Old-growth forest
- Stream and river
- Goosepens
- Floodplain
- Canyon / "hanging valley"
- Salmon
- Ferns (sword, chain, albino)
- Tiger lilies
- Dogwoods

- Fire scars

Challenges

- » Difficult to find
- » No cell service at the park; digital components are difficult
- » Remote location makes site difficult for school group visits
- » Initial steep hill to get onto the trails makes it less accessible; orientation signage should let visitors know that the steep trail is only a few minutes long and the rest of the path is relatively flat
- » Very small parking lot; insufficient
- » Lack of guided interpretation

Opportunities

- The League has a climate change research plot here
- Opportunity for nature exploration area in one of the open areas
- Future fencing/platform around trunk provides opportunity for compaction messaging
- Raised trail provides a great place to tell the flood story. Highlight difference in fern species / growth
- Interpret old growth characteristics. Not just big trees; it's also about forest structure, e.g. snags

Priorities Identified by Participants

- Whatever media we choose we have to have a soft approach because the area that the people use is small so we don't want to overwhelm visitors
 - » Interpretive signs as you walk up the hill since people may be moving slower up that part, we can encourage them to slow down — something tasteful
 - » Roving interpretation is needed here
- Messaging around human impacts
 - » Interpretive signs need to deliver an important message of what impact visitors are having on the forest because sometimes they don't know
 - » Be a forest friend — stay on the trail!
 - » Damage is happening, even if you think you are having a small impact. Don't move features of the park
- From 1975 plan:

- » Media: Outdoor exhibit shelter at edge of grove; self-guided interpretive trail via brochures dispensed at trailhead; personal/ranger-led talks; no built interpretive features within the grove
- » Themes: Contrast old growth with second growth / managed forests, and emphasize the importance of both; ecological relationships and species with redwood forest; redwood life-cycle and growth characteristics; park and conservation history
- Interest in a dedicated Nature Based Exploration Area, at the top of the incline up to the valley floor, possibly near entrance to the floodplain



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MONTGOMERY WOODS SNR - CONTENT OVERVIEW

THEME	PARK-SPECIFIC TOPICS, STORIES AND MESSAGES
	INDIGENOUS MESSAGING
Indigenous-Developed Themes: <ul style="list-style-type: none"> • TBD 	INDIGENOUS-DEVELOPED MESSAGES <ul style="list-style-type: none"> • To be developed
	UNDERTOLD STORIES
District Themes: <ul style="list-style-type: none"> • Personal Conn. • Past, Present, Future 	<ul style="list-style-type: none"> • Requires more research
	PERSONAL CONNECTIONS
District Themes: <ul style="list-style-type: none"> • Personal Conn. 	<ul style="list-style-type: none"> • Requires more research
	ECOLOGY
District Themes: <ul style="list-style-type: none"> • Ecology 	FIRE 2008 Wildfire <ul style="list-style-type: none"> • Great to tell the story of fire impacts on redwoods and their relationship with each other • Amount of redwoods destroyed by fire is very small compared to those that live with fire
District Themes: <ul style="list-style-type: none"> • Ecology 	SALMONIDS <ul style="list-style-type: none"> • Coho salmon at the headwaters of the Big River, Pruitt (may be portion of Montgomery) • Salmon Spawning in Big River <ul style="list-style-type: none"> ○ There's barrier to salmon passage into the grove itself; steep gradient at bottom of valley ○ However, in river itself, conditions are just right
District Themes: <ul style="list-style-type: none"> • Ecology 	OLD-GROWTH REDWOOD FOREST ECOLOGY <ul style="list-style-type: none"> • Home of the Mendocino Tree — deemed tallest tree in the world in 1996, 367'8" tall (taller trees have been measured since, with LIDAR) - mention without identifying the exact tree!

MONTGOMERY WOODS SNR - CONTENT OVERVIEW, CON'T

THEME	PARK-SPECIFIC TOPICS, STORIES AND MESSAGES
	<ul style="list-style-type: none"> ● One of the few old-growth coast redwood parks on the very eastern edge of the range, rare in Mendocino county ● Short hike to old-growth — an experience that is above average and people are in awe ● Visitors want to go out and have an experience in an old-growth forest. Want to know how old the trees are and where the biggest trees are ● Dogwoods as you approach Montgomery woods ● Tiger Lilies blooming in early summer ● “Redwoods love catastrophe/chaos” they are adapted to fire, floods, etc. ● Redwood relationship with flooding; they need sediment brought in by floods and these floods also kill competing trees ● Sword fern (on hill) versus chain fern (in floodplain) ● Goosepens - some really big ones ● Albino redwood ● “Fire, flood and fern”
<p>District Themes:</p> <ul style="list-style-type: none"> ● Ecology 	<p>CONTRASTS TOP TO BOTTOM!</p> <ul style="list-style-type: none"> ● Redwoods are constricted to the valley; ridges are too dry ● Hydrology: low-gradient, high-elevation redwood stand ● Contrast in temperature and humidity between ridge and valley (maybe 30 degree difference) ● Stark transition — happens in minutes when hiking up or down ● Valley bottom provides a lot of moisture here ● The park is inland so it is more susceptible to fire ● Fine sediments have supported tree growth/stores a lot of water ● Fog and temperature research came out of this area/thermal gradients ● Unique juxtaposition: Oak woodland/grassland/rock outcrops ● Wildlife: Red-bellied newts! breeding in the stream
<p>District Themes:</p> <ul style="list-style-type: none"> ● Ecology 	<p>CONTRASTS IN THE REDWOODS THEMSELVES</p> <ul style="list-style-type: none"> ● Differences in needle structure top to bottom ● From bottom to top of a single redwood tree: contrast in temperatures (contrast is greater inland), it might be cool below and hot up top ● Conditions can be suitable for controlled burning at the bottom, but be tinder dry up top — makes fire management difficult; can’t assume ● There are some big trees here now in the central region of redwoods (unusual this far inland) ● Composite of other forest types: drier, more fires ● Used to have tallest known tree at the time (before Lidar data)

MONTGOMERY WOODS SNR - CONTENT OVERVIEW, CON'T

THEME	PARK-SPECIFIC TOPICS, STORIES AND MESSAGES
	GEOLOGY
<p>District Themes:</p> <ul style="list-style-type: none"> ● Past, Present, Future 	<p>GEOLOGY</p> <ul style="list-style-type: none"> ● Steep canyon that protected it to some degree from logging ● Alluvial floodplain ● Mid-slope, old-growth and ancient landslide ● Deep shade and cool temperatures, to the other side of the hill and it is hot ● Unique Geology <ul style="list-style-type: none"> ○ Unexpected “hanging” valley (but not glacial) ○ Bedrock outcrops at the downstream end of the valley hold the valley in place; fine sediment has built up in this bowl of rock and holds in a lot of moisture, allowing unusually big trees to grow ○ This shape of the valley creates an upland or hanging floodplain, floods annually ○ The bedrock at the downstream end of the valley has not yet eroded down; water exits via a high gradient ripple reach (i.e., “steep stream,” not quite a waterfall) <p>Flood Plain</p> <ul style="list-style-type: none"> ● Great 12 months out of the year: trillium and other features ● Being near water is very therapeutic, so visitors want to get close to the water but don't realize the impact they have on riparian area
	SETTLER AND LOGGING HISTORY
<p>District Themes:</p> <ul style="list-style-type: none"> ● Connectors of the Coast ● Past, Present, Future 	<p>LOGGING HISTORY</p> <ul style="list-style-type: none"> ● Remnants of old skid road visible¹ (at least, they were visible in 1984, and the recommendation in that report is to protect and interpret these historic features) ● Hilltops and hillside were logged surrounding Montgomery Flats and its steep slopes² ● History of the Orr family, who owned some surrounding properties
	CONSERVATION

¹ Department of Parks and Recreation (1984). *Archeological Survey Report*.

² Department of Parks and Recreation, Operations Division (1975). *Montgomery Woods State Reserve Interpretive Prospectus*.

MONTGOMERY WOODS SNR - CONTENT OVERVIEW, CON'T

THEME	PARK-SPECIFIC TOPICS, STORIES AND MESSAGES
<p>District Themes:</p> <ul style="list-style-type: none"> ● Conservation 	<p>CONSERVATION HISTORY</p> <ul style="list-style-type: none"> ● Steep canyon that protected it to some degree from logging ● Conservation history, covering how Montgomery become a state park ● Acquired with the help of Save the Redwoods League
<p>District Themes:</p> <ul style="list-style-type: none"> ● Conservation 	<p>UNDERTOLD STORIES</p> <p>Ynes Mexia</p> <ul style="list-style-type: none"> ● Ynes suffered with mental illness, she found her solace in nature with the Sierra Club ● Mexican-American, soon-to-be world renowned botanist wrote newly formed Save the Redwood League to stop logging in Montgomery ● The League in response, negotiated the exchange of 2 neighboring property owners to save the Montgomery Giant which the property line ran through the middle of
<p>District Themes:</p> <ul style="list-style-type: none"> ● Conservation 	<p>RESTORATION</p> <ul style="list-style-type: none"> ● Road removal is needed ● Large woody debris / restoration is needed ● Some second-growth on property ● Southern end of stands was partially logged; some within Montgomery Woods itself ● Partially logged: upper end of the valley ● Seen as fragile area ● Challenges to active management: not many roads; challenge to get there; will require hand crews as you can't get heavy machinery in ● Ross Ranch acquisition at the top end of the valley: still no road access
<p>District Themes:</p> <ul style="list-style-type: none"> ● Conservation 	<p>RESEARCH</p> <ul style="list-style-type: none"> ● The League has a climate change research plot here; active research! ● Steve Sillet's research – this was one of the original 10 climate change research plots

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- Department of Parks and Recreation, Operations Division (1975). *Montgomery Woods State Reserve Interpretive Prospectus*. State of California.

MONTGOMERY WOODS SNR - CONTENT OVERVIEW, CON'T

THEME	PARK-SPECIFIC TOPICS, STORIES AND MESSAGES
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- Department of Parks and Recreation, Division of Beaches and Parks(1966). *Montgomery Woods State Reserve Expansion Study*. State of California.



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6.2.7 Navarro River Redwoods SP



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RECOMMENDATIONS

Priority: High

This park is identified as a high priority—specifically for a general plan and for concept development—based on the following project goals and planning principles. While this park has two main points of entry (on Highway 128), it is a long park and visitors use it to access the river at multiple points. The best locations for Welcome Package components or other outdoor interpretation will require careful study during concept development. This park is an excellent candidate for an audio driving tour to help drivers appreciate this “Avenue of the Second Growth Giants”.

- Go where the people are for biggest impact/prioritize long term relationships
 - » The multi-generational families at the seasonal Paul M. Dimmick Campground are a captive audience; many visitors stay for multiple nights and are looking for something to do. Interpretation here will help enrich their experience. However, a creative solution is needed as the small day use area provides only very limited space for personal interpretation, and there are no trails within park boundaries.
- Improve what’s already there
 - » Captain Fletcher’s Inn has recently been beautifully restored. Its role in providing interpretation should fit within a plan for the whole park.

- Prioritize accessible experiences
 - » The Paul M. Dimmick Campground offers accessible redwood experiences, making it a good location for increased non-personal interpretation.

DECLARATION OF PURPOSE

0/1975 - Interpretive Prospectus

The purpose of Paul M. Dimmick Wayside Campground is to provide the public with a near-the-highway overnight campground in a near natural setting.

The function of the Department of Parks and Recreation is to protect, develop, operate, and maintain this unit as may be necessary for the declared purpose.

Source: Department of Parks and Recreation State Park System. Purpose Statements.



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INTERPRETIVE CONTEXT

Park Partner

- Mendocino Area Parks Association
- Hendy Woods Community (especially relating to Paul M. Dimmick Wayside Campground)

Visitation

- Entry fee: No
- Annual visitation: 27,597
- Drive-by visitors
 - » Most visitors experience this park from Hwy 128
 - » Access to a whole corridor (river and Hwy 128), not just a single location
 - » First point on the coast that people reach as they're traveling from the inland on Hwy 128
- Recreation on the water
 - » Park is along 11 miles of Navarro River, ending at Navarro Beach

Navarro River:

- » Some visitors access the river beaches at pull outs along the way; these are local swimming holes
- » River fishing, but fishery is depleted
- » Most people put boats in at highway crossing

Navarro Beach:

- » Ocean beaches
 - » Driftwood forts
 - » Birding
- Camping

Visitor Amenities and Existing Interpretation

- Park identity sign: Unknown

At Paul M Dimmick Wayside Campground

- Amenities:
 - » 1 campground that floods regularly, must bring own drinking water
 - » RV/ Motorhome OK
 - » Picnic & restroom
- Trails:
 - » No hiking trails into redwoods, some trails near river
- Interpretation:
 - » None

At Navarro Beach

- Amenities:
 - » Primitive camping
- Trails:
 - » Some near beach, none into redwoods
- Interpretation:
 - » Interpretive center; just opened recently
 - » Some interpretive panels located at Navarro Beach, no redwood messaging

Connectivity

- Wifi: Non existent in most areas in the park; available at Navarro-by-the-Sea visitor center
- Cell service: Non existent

Cultural Resources

At Navarro Beach:

- Captain Fletcher's/Navarro Inn
 - » Beautiful historic building
 - » Will be a visitor center run by MendoParks, with sales on bottom floor
- Mill House
- Mill pond dams, but no major dams
- Old schooner dock and mill site

Natural Resources

- Navarro River
- Estuary
- Floodplain
- Salmon
- Primarily second-growth with some residual old-growth
 - » Our “Little Avenue of the Giants”
 - » “Redwood tunnel to the sea”

Challenges

- Cell / wifi is not available through the park
 - » This is a dead zone; can hardly get radio!
 - » The visitor center has a land line now, and wifi
- No management plan or interp plan for the whole park
- California State Park “recommends a park plan before making any changes to Navarro Inn”
- Paul M. Dimmick Wayside Campground used to have a water system but it has fallen into disrepair. Vandalism/theft has greatly contributed to both the water system and waste system falling into disrepair.

Opportunities

- Catch visitors at the campground

Priorities Identified by Participants

- General Park Plan is needed
- Paul Dimmick Campground could use some programming
- Indoor Visitor Center interpretation really needs help
 - » No real displays or exhibits, e.g., need Pomo story, Captain Fletcher and Inn
 - » Needs organization
 - » There are items of interest but no real interpretation
- Guided tours (self guided and guided), e.g.:
 - » Navarro River Redwood self-guided tour would be cool!
 - » Audio museum tour? Audio driving tour? Estuary kayak tours?
 - » Ranger canoe tours — used to do this — was AWESOME; parks supplied the canoes, LFDs



The restored Fletcher's Inn, 2014.



Peterson, Dan Avila Architects, 2001, Captain Fletcher's Inn, CA., 1865 Report.

NAVARRO RIVER REDWOODS SP - CONTENT OVERVIEW

THEME	PARK-SPECIFIC TOPICS, STORIES AND MESSAGES
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	INDIGENOUS MESSAGING
Indigenous-Developed Themes: <ul style="list-style-type: none"> • TBD 	INDIGENOUS-DEVELOPED MESSAGES <ul style="list-style-type: none"> • To be developed
	UNDERTOLD STORIES
District Themes: <ul style="list-style-type: none"> • Personal Conn. • Past, Present, Future 	<ul style="list-style-type: none"> • Requires more research
	PERSONAL CONNECTIONS
District Themes: <ul style="list-style-type: none"> • Personal Conn. 	<ul style="list-style-type: none"> • Requires more research
	GEOLOGY / ECOLOGY
District Themes: <ul style="list-style-type: none"> • Ecology 	<p>REDWOOD GROWTH CONDITIONS</p> <ul style="list-style-type: none"> • Today, this is THE most productive second-growth in the redwood range – conditions are just right • Steve Sillet research: found largest second-growth redwood tree he's encountered • Really good ground for redwood growth because of sediment deposition from river paired with sunshine of interior (vs foggy coast) • Some second-growth getting within size range of old-growth redwoods <p>INDOMITABLE REDWOODS</p> <ul style="list-style-type: none"> • Floodplain¹ <ul style="list-style-type: none"> ○ Each winter the park water system and camp furniture are removed because of the ever-present possibility of flooding. ○ In 1955 ten feet of water covered the park, in 1964 fifteen feet, in 1968 three feet, and in 1970 about a foot. ○ The lack of undergrowth and forest duff, the silty soil, the nature of the riparian environment, and the silt marks on the redwood trunks all tell the story of the flood waters.

¹ Department of Parks and Recreation (1975). *Paul M. Dimmick Campground Interpretive Prospectus*.

NAVARRO RIVER REDWOODS SP - CONTENT OVERVIEW, CON'T

THEME	PARK-SPECIFIC TOPICS, STORIES AND MESSAGES
	<ul style="list-style-type: none"> ● Flood/Fire/Catastrophe: Redwood can survive extreme forces ● Sediment lines on the trees: see the flood levels; 6-8 feet in some areas; see how much the areas flood (can see this at Founders Grove)
District Themes: <ul style="list-style-type: none"> ● Ecology 	SALMONIDS <ul style="list-style-type: none"> ● On north fork of Navarro, one of last areas for healthy coho run
SETTLER AND LOGGING HISTORY	
District Themes: <ul style="list-style-type: none"> ● Connectors of the Coast ● Past, Present, Future 	LOGGING AND MILL HISTORY <ul style="list-style-type: none"> ● Ship-building ● Captain Fletcher <ul style="list-style-type: none"> ○ Fletcher's gun: he was constantly asked to lend his gun (they were in short supply) so he got a new one, too big for anyone else to handle (he was tall); there is a great picture of his daughter with this gun ○ His home burned in a fire ○ Fletcher acted as an ally to Indigenous people ○ Fletcher's Inn's front porch was a safe haven for Indigenous people navigating "lawless" mill town that was distinctly unfriendly (MendoParks is funding an interpretive brochure, working with Elders, for the Inn featuring accounts of his kindness to the Pomo (provided by his granddaughter) ● Historic Structures <ul style="list-style-type: none"> ○ Remaining historic structures: Inn and Mill House (Superintendent's home 1864) are both on national register <ul style="list-style-type: none"> ■ Inn is really well preserved with multiple layers of wallpaper. It has "layers of history" – visible wallpaper, wood paneling, and Fletcher's original redwood walls ■ The 1865 Inn has survived, but remains isolated; it is now used as the interpretive center ○ The rest of the mill town (church, school, worker housing, cemetery, etc.) is all gone ○ There are workers' camps upriver at Hop Flat; some ruins on Mendocino Redwood Company land
District Themes:	LOGGING TODAY

NAVARRO RIVER REDWOODS SP - CONTENT OVERVIEW, CON'T

THEME	PARK-SPECIFIC TOPICS, STORIES AND MESSAGES
<ul style="list-style-type: none"> Connectors of the Coast Past, Present, Future 	<ul style="list-style-type: none"> Primarily second-growth with some residual old-growth Owned by Mendocino Redwoods/nearby areas being managed for active harvesting Most of watershed being actively logged – makes restoration very challenging, but these companies work with us and partner with us
	CONTEMPORARY ACTIVITIES
	<p>PUBLIC BEACH ACCESS</p> <ul style="list-style-type: none"> Navarro Beach: 1970s Supreme Court case law to secure public access to the beach in the "King Decision"² It was a “free beach,” and a hippie community settled here before State Parks took over Still "wild west" with regards to camping in our district; no reservations Paul Dimmick Campground is important to local Anderson Valley people
	CONSERVATION
<p>District Themes:</p> <ul style="list-style-type: none"> Conservation 	<p>HEAVILY IMPACTED WATERSHED & RESTORATION</p> <ul style="list-style-type: none"> Overallocated for Water Use: <ul style="list-style-type: none"> Streams are losing depth/structure (this is happening everywhere) as water is siphoned away for agriculture and residential uses Sedimentation: <ul style="list-style-type: none"> As landscape erodes, silt builds up in river bottom, creating a shallower, warmer river over time Putting in large woody debris helps bring pools back Important to keep riparian area protected; but can't do much for water availability Out of balance (“dynamic equilibrium” has been upset): Water table is dropping and more sediment is being deposited Decline in salmon habitat/population Sedimentation-affected habitat Marine Conservation Area: estuary

² Navarro-by-the-Sea Center, California State Parks (no date). *Coastal Access Navarro River Redwoods State Park*.

https://static1.squarespace.com/static/5e1284d54eae7b304610a29e/t/5f9c717433dfe3452ca39633/1604088189339/3_coastal+access-NRRSP.pdf

NAVARRO RIVER REDWOODS SP - CONTENT OVERVIEW, CON'T

THEME	PARK-SPECIFIC TOPICS, STORIES AND MESSAGES
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<p>District Themes:</p> <ul style="list-style-type: none"> ● Conservation 	<p>CONSERVATION HISTORY</p> <ul style="list-style-type: none"> ● Community organization Navarro-by-the-Sea Center’s efforts to preserve the historic Captain Fletcher’s Inn <ul style="list-style-type: none"> ○ Their website contains a history of the Inn and Mill with historic photos: http://www.navarro-by-the-sea-center.org/
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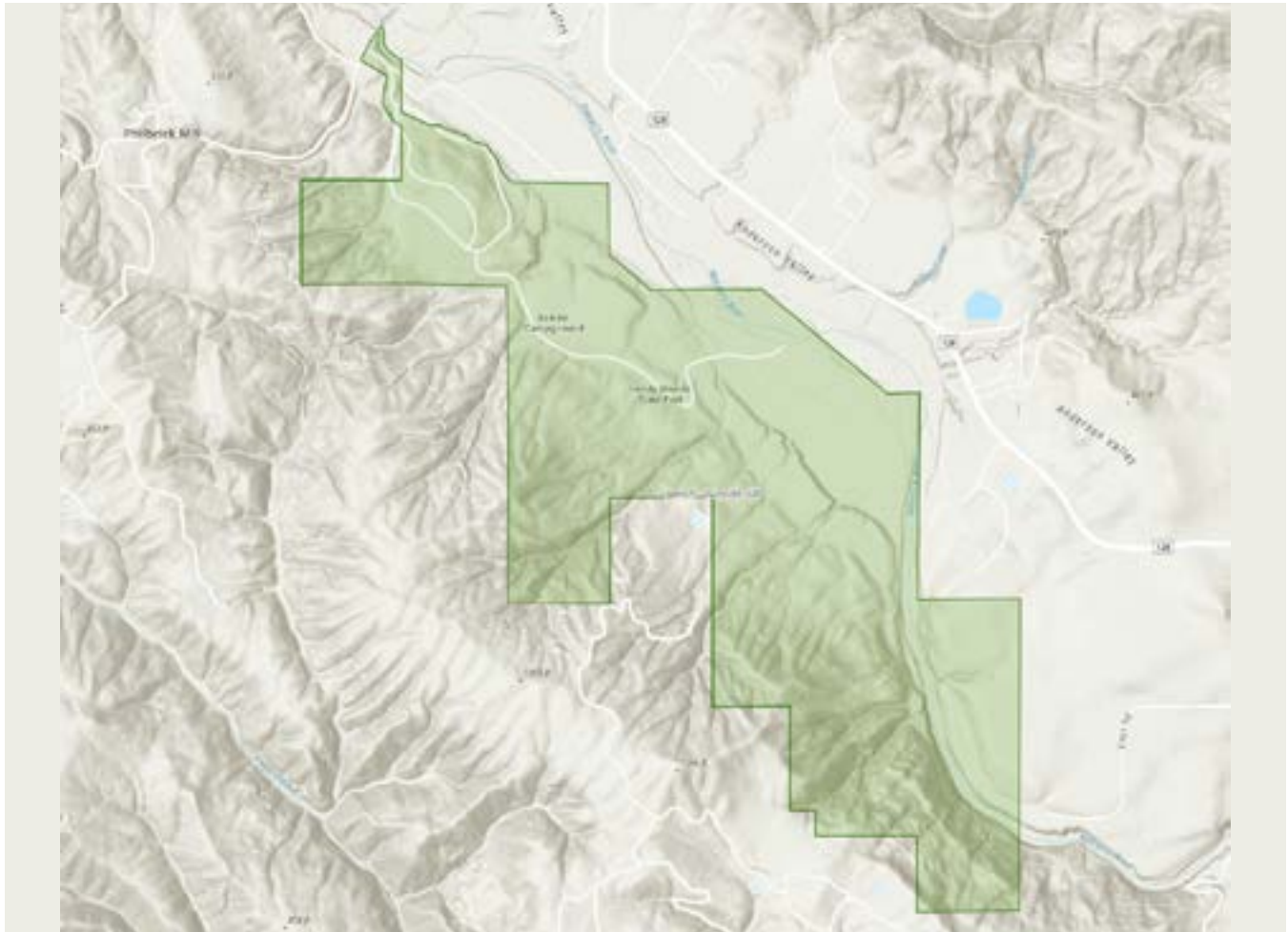


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6.2.8 Hendy Woods SP



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RECOMMENDATIONS

Priority: High

This park is identified as a high priority for interpretive intervention based on the following project goals and planning principles.

- Go where the people are for biggest impact
 - » The two campgrounds make this a highly visited park; many visitors stay for multiple nights and are looking for something to do.
 - » The beach (not technically a part of the park) is popular with local day users
- Prioritize accessible experiences
 - » This park includes ADA accessible trails, picnic areas, restroom and camp sites.
 - » ADA trails go through old-growth forest, a rare and valuable experience in this district.
- Prioritize long term relationships
 - » Multigenerational family camping traditions at the two campgrounds keep visitors returning year after year.
 - » Local community investment in this park is very high.
 - » School group access is also very high, facilitated by Hendy Woods Community.
 - » Relationships with associated Tribal Nations and Indigenous communities need to be established.
- Create “redwoods gateway” experiences
 - » Live programming can connect school and family groups to the redwoods.

This park needs a new visitor center structure; a new location should be investigated.

DECLARATION OF PURPOSE

09/1975 - Interpretive Prospectus

The purpose of Hendy Woods State Park is to preserve the Big and Little Hendy Groves of primeval Coast Redwood in an essentially natural condition, together with the surrounding forest and wood-land bordering the Navarro River near Philo in Mendocino County; and to make them available to the public for their inspiration, enjoyment, and appropriate recreational use.

The function of the Operations Division of the Department of Parks and Recreation is to manage the redwood groves and other park resources so as to perpetuate their values, to interpret these values to the public, and to provide such facilities and services, consistent with the declared purpose of the park, as are necessary for the enjoyment of the Park by visitors.

Source: Department of Parks and Recreation (1975). Hendy Woods State Park Interpretive Prospectus.



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INTERPRETIVE CONTEXT

Park Partner

- Hendy Woods Community

Visitation

- Entry fee: Yes
- Annual visitation: 174,978
- Day use
 - » The only public space in Anderson Valley, only place for community picnics, no other public parks
 - » Swimming, especially for locals, picnics, parties
 - » Getting away from inland heat / escaping the fog on the coast
 - » Free days on the second Sunday of the month (Hendy Woods Community pays the day use fee for locals)
 - » Biking along Highway 128; Hike & Bike campsites
- School programs
 - » Field trips
 - » 4th Grade Annual Pass
 - » Blackbird Farm (Inner city / at risk kids Gr 9-12)
- Events
 - » Wine tastings
 - » Beer fest, fair, etc.
- Family camping
 - » Family tradition
 - » Summer family programs
 - » Campfire program
- Affordable accommodations
 - » Few accommodations elsewhere in Anderson Valley/Lack of places to stay in valley
 - » Close to the city: Santa Rosa, San Francisco, Sacramento
 - » Accessible camping and cabins
- Visitors coming for old growth redwoods
 - » Walk in old growth
 - » Accessible redwood grove
 - » Guided hikes
- Destination park; it's not on the way to anything
 - » "Lost Coast"

Visitor Amenities and Existing Interpretation

- Park identity sign: Yes
- Amenities:
 - » 2 campgrounds, totalling 94 campsites
 - » RV hookup
 - » Many ADA accessible amenities: accessible trails, restroom and shower, cabins in campground, Visitor Center
 - » Visitor Center; there is a desire for a new one
 - » Day use covered picnic area
- Trails:
 - » ADA trail through old growth
 - » Fire Road trail through old growth / 2nd growth transition
- Interpretation
 - » Programs and interpretive walks:
 - ◆ Hendy Woods Community offers programs, interpretive walks and runs a small visitor center
 - ◆ One seasonal park interpreter offers junior Ranger programs, guided hikes, and campfire programs during the summer season
 - » An Agents of Discovery app is on its way
 - » The League has updated panels a few years ago but still need updating probably



ADA accessible cabin.

Connectivity

- Wifi: Poor
- Cell service: Adequate

Cultural Resources

- Conservation/Unity Club history
- Hendy Hermit

Natural Resources

- Old growth; Big Hendy and Little Hendy Groves
- Navarro River
- Floodplain
- Otters in the river
- 3 biotic communities: Mixed evergreen, old growth redwood, and riparian (Navarro River)
- Black-tailed deer, western grey squirrel, Townsend chipmunk, bobcat, raccoon and skunk; common egrets, great blue herons, black bear, mountain lion, many bird species



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Challenges

- Fee to enter; \$8 day use fee can be prohibitive. Increasing interpretation is noble, but if local people can't afford to come, what is the value?
- Limited bus parking
- Limited connection with local Indigenous communities at this stage
- Visitor Center is aging, very small; there are some exhibits (including tactile) but limited interpretation. If a new VC is considered, recommend changing the location as current site is limiting
- Metal signage looks out of place
- Understory in grove gets trampled, kids run and climb throughout, need messaging around that; this happens especially on the Discovery Trail

Opportunities

- Accessible trails through old growth
- 7,000 students this year in this park!
- This park gets cell reception (in some places)
- Local people need to feel connected to this park – they are the ones that protected it when it needed saving!
- Evening programming has more participation (daytime is beach time)
- Needs a group campsite – old lumber staging area would be ideal (spike camp, where workers stayed as they developed the park). Staff is a limiting factor
- Walking up fire road, you can easily see transition from 2nd to old growth
- Provide results of studies by Dr. Steve Sillett and others at Humboldt University to park staff, Henny Woods Community, and District / Sector; create closer connection between researchers and community

Priorities Identified by Participants

- Orientation
 - » Accurate trail map
 - » Self-guided brochures
- Interest in a dedicated Nature Based Exploration Area.
 - » Right now the whole floodplain is an unstructured nature exploration area, and this is impacting roots and undergrowth.
- Visitor Center
 - » Low tech media is good here!
 - » Interpretive panels
 - » Tactile exhibits
 - ◆ Skeletons that can be touched
 - ◆ Stuff for kids to handle like snakeskins
 - ◆ Stuffed critters
 - ◆ Touch table
- Apps
 - » Agents Of Discovery (already in the works)
 - » Augmented reality app
- Online Outreach
 - » PORTS programs
 - » Virtual tours
- Live Interpretation
 - » Songs
 - » K-12 field trips

HENDY WOODS SP - CONTENT OVERVIEW

THEME	PARK-SPECIFIC TOPICS, STORIES AND MESSAGES
	INDIGENOUS MESSAGING
Indigenous-Developed Themes: <ul style="list-style-type: none"> TBD 	INDIGENOUS-DEVELOPED MESSAGES <ul style="list-style-type: none"> To be developed
Tribe-Developed Themes: <ul style="list-style-type: none"> TBD 	INDIGENOUS HISTORY <ul style="list-style-type: none"> Local Pomo village across river that was obliterated by agriculture — Tabate (sp?) — needs more research Obsidian arrowheads found¹ Historical Society Museum has a little info on this; more research required
	UNDERTOLD STORIES
District Themes: <ul style="list-style-type: none"> Personal Conn. Past, Present, Future 	<ul style="list-style-type: none"> Requires more research
	PERSONAL CONNECTIONS
District Themes: <ul style="list-style-type: none"> Personal Conn. 	<ul style="list-style-type: none"> Requires more research
	GEOLOGY / ECOLOGY
District Themes: <ul style="list-style-type: none"> Ecology 	GROWING CONDITIONS OF REALLY BIG TREES <ul style="list-style-type: none"> “Avenue of Little Giants” It is right in the middle of the redwood range Flood plain Valley gets morning and evening fog regularly, but mostly river / ground water and silt buildup Watermark of flood / mudline is overhead!! Some trees estimated at 1,500 or older²
District Themes:	INTERPRETING THE CANOPY

¹ Department of Parks and Recreation (1975). *Hendy Woods State Park Interpretive Prospectus*.

² Department of Parks and Recreation (1975). *Hendy Woods State Park Interpretive Prospectus*.

HENDY WOODS SP - CONTENT OVERVIEW, CON'T

THEME	PARK-SPECIFIC TOPICS, STORIES AND MESSAGES
<ul style="list-style-type: none"> ● Ecology 	<ul style="list-style-type: none"> ● Great canopy structure ● Only a couple places in parks where you can get up high on a trail to see canopy (Montgomery Woods will have this with the new trails) ● Fire road at Hendy affords some good views: mid-slope view ● Needs new upslope trails ● National Geographic poster: good example of interpretation of canopy ● Use Lidar imagery: put human in for scale; show detail of canopy ● Epicormic branching ● Maybe a panel or video in VC (bad cell signal for apps) ● Redwood Coast Canopy app
<p>District Themes:</p> <ul style="list-style-type: none"> ● Ecology 	<p>GEOLOGY</p> <ul style="list-style-type: none"> ● Sloping Landscape ● Gradient like Montgomery — cool in floodplain and hot on hilltops — temperatures drop from meadow to redwoods ● "Gets its feet wet" ● Active landslides / sediment; there are areas that actively flood
<p>District Themes:</p> <ul style="list-style-type: none"> ● Ecology 	<p>CLIMATE CHANGE AND ENVIRONMENTAL RESEARCH</p> <ul style="list-style-type: none"> ● < 1/2 of "normal" rainfall ● Research in 2015 by Steve Sillet, an environmental hero; what did he find? Locals want to know
<p>District Themes:</p> <ul style="list-style-type: none"> ● Ecology 	<p>FIRE</p> <ul style="list-style-type: none"> ● Fire evidence
<p>District Themes:</p> <ul style="list-style-type: none"> ● Ecology 	<p>ECOLOGY</p> <p>Hendy Woods is most notable for groves of old-growth Coast Redwoods. Hendy Woods is a redwood and mixed-conifer forest. Characterized by presence of Douglas-fir (<i>Pseudotsuga menziesii</i>), coast redwoods (<i>Sequoia sempervirens</i>), bay laurel (<i>Umbellularia californica</i>), and tanoak (<i>Notholithocarpus densiflorus</i>). The health of this forest is dependent on frequent, low-intensity fire. Home to some very interesting understory plants:</p> <ul style="list-style-type: none"> ● Ferns <ul style="list-style-type: none"> ■ five finger fern (<i>Adiantum aleuticum</i>) ■ ladyfern (<i>Athyrium filix-femina</i>) ■ brittle fern (<i>Cystopteris fragilis</i>) ■ sword fern (<i>Polystichum munitum</i>) ● coast lily (<i>Lilium maritimum</i>)

HENDY WOODS SP - CONTENT OVERVIEW, CON'T

THEME	PARK-SPECIFIC TOPICS, STORIES AND MESSAGES
	<ul style="list-style-type: none"> ● western azalea (<i>Rhododendron occidentale</i>) ● Endangered or rare species: <ul style="list-style-type: none"> ■ rein orchid (<i>Piperia elegans</i>) ■ California ground-cone (<i>Kopsiopsis strobilacea</i>) <p>Park also include riparian biotic community (Navarro River)</p> <ul style="list-style-type: none"> ● Otters in the river <p>Other species (this list may change and should be verified):</p> <ul style="list-style-type: none"> ● Black-tailed deer, western grey squirrel, Townsend chipmunk, bobcat, raccoon and skunk; common egrets, great blue herons³, black bear, mountain lion
	LOCAL STORIES
<p>District Themes:</p> <ul style="list-style-type: none"> ● Personal Conn. 	<p>LOCAL COMMUNITY STORIES</p> <ul style="list-style-type: none"> ● Boontling – local dialect developed in 1890s by local farmers, recognized as a “lingo” of the US along with Appalachia and Creole, 6 or 7 surviving speakers ● Hendy Hermit <ul style="list-style-type: none"> ○ Maybe Russian? Ukrainian? ○ 1950s, lived in hollowed out stump / hut for 20 years ○ Bartered with campers and farmers such as Joan Warsing ○ Not well documented ○ First the trail network then the park grew around him ○ Part of mythology of park now ○ More: https://www.ukiahdailyjournal.com/2022/08/02/petrov-the-man-who-lived-in-the-woods/
	SETTLER AND LOGGING HISTORY
<p>District Themes:</p> <ul style="list-style-type: none"> ● Connectors of the Coast ● Past, Present, 	<p>LOGGING HISTORY</p> <ul style="list-style-type: none"> ● Contrast of logged areas versus old-growth; you can see both in the park ● One of the only remaining old-growth groves of Mendocino County ● Logging impacted waterways

³ Department of Parks and Recreation (1975). *Hendy Woods State Park Interpretive Prospectus*.

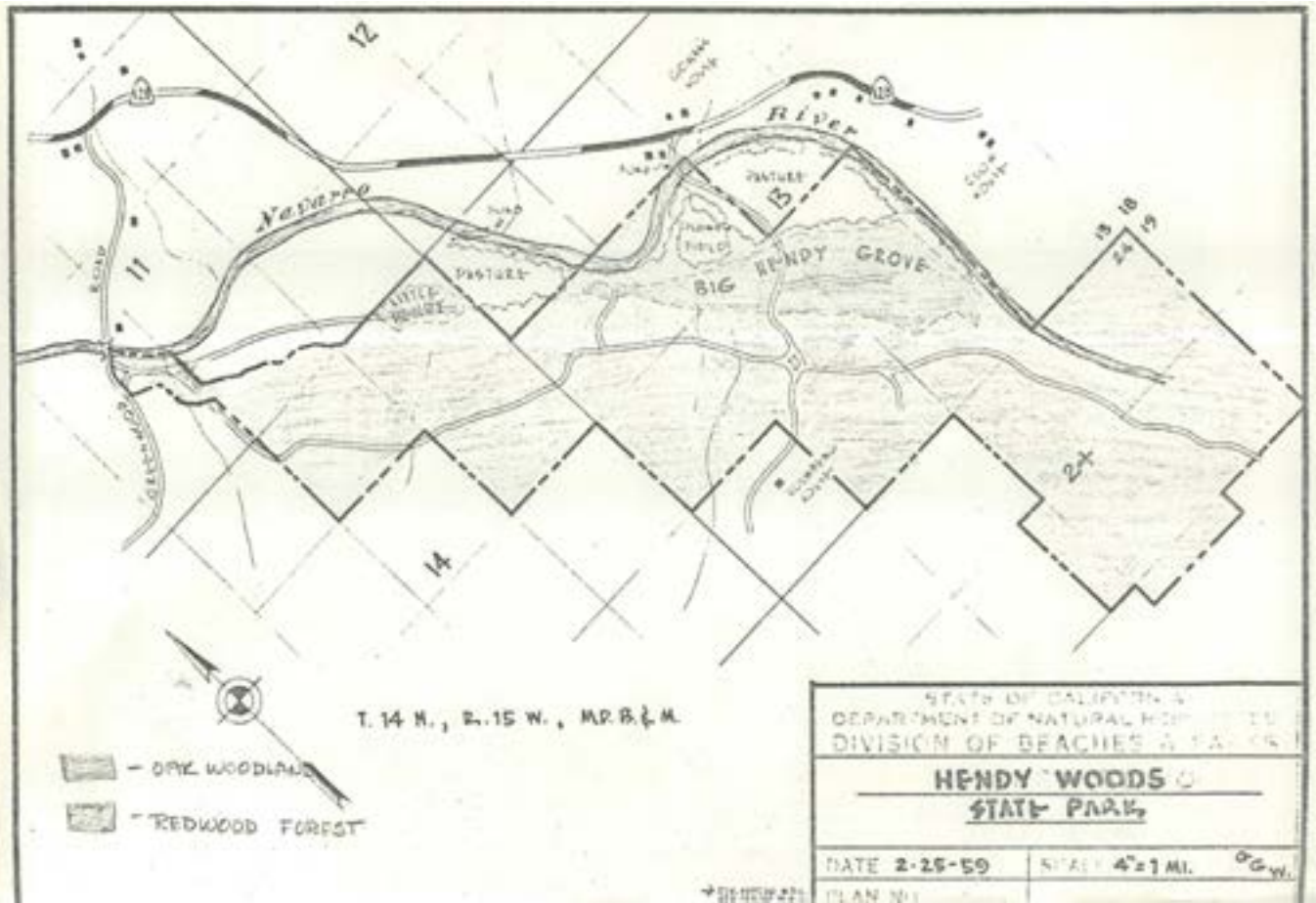
HENDY WOODS SP - CONTENT OVERVIEW, CON'T

THEME	PARK-SPECIFIC TOPICS, STORIES AND MESSAGES
<p>Future</p> <ul style="list-style-type: none"> ● Conservation 	<ul style="list-style-type: none"> ● Joshua Hendy’s story — Mr. Joshua Hendy was a mill owner, into ship building and mining equipment, but he never logged these groves (Big Hendy and Little Hendy) because he wanted to preserve them. By the time his successors acquired the property, the mill had closed, providing a reprieve that gave local people time to save the area.
<p>District Themes:</p> <ul style="list-style-type: none"> ● Ecology 	<p>WATER USE HISTORY</p> <ul style="list-style-type: none"> ● Navarro Watershed ● Local economy ● Environmental impact to Navarro River with agricultural development ● Grape industry, diversion, ponds being built ● Impact on remaining steelhead, salmon, trout, coho
	<p>CONSERVATION</p>
<p>District Themes:</p> <ul style="list-style-type: none"> ● Conservation 	<p>CONSERVATION & COMMUNITY ACTION</p> <ul style="list-style-type: none"> ● Saved through community action, including Unity Club members — a women’s club (still active) that campaigned to create this park ● Transferred to State of California in 1958 and made into a State Park in 1963⁴ ● Eleanor Clow (a member of the club) was blind; Unity Club motivated for the ADA accessible trail ● Hendy Woods Community played important role in 2011 when the park was threatened with closure <ul style="list-style-type: none"> ○ “Occupy Hendy Woods” ○ There is a film about the movement on HendyWoods.org ○ The conservation is not well told in existing interpretation

Bibliography

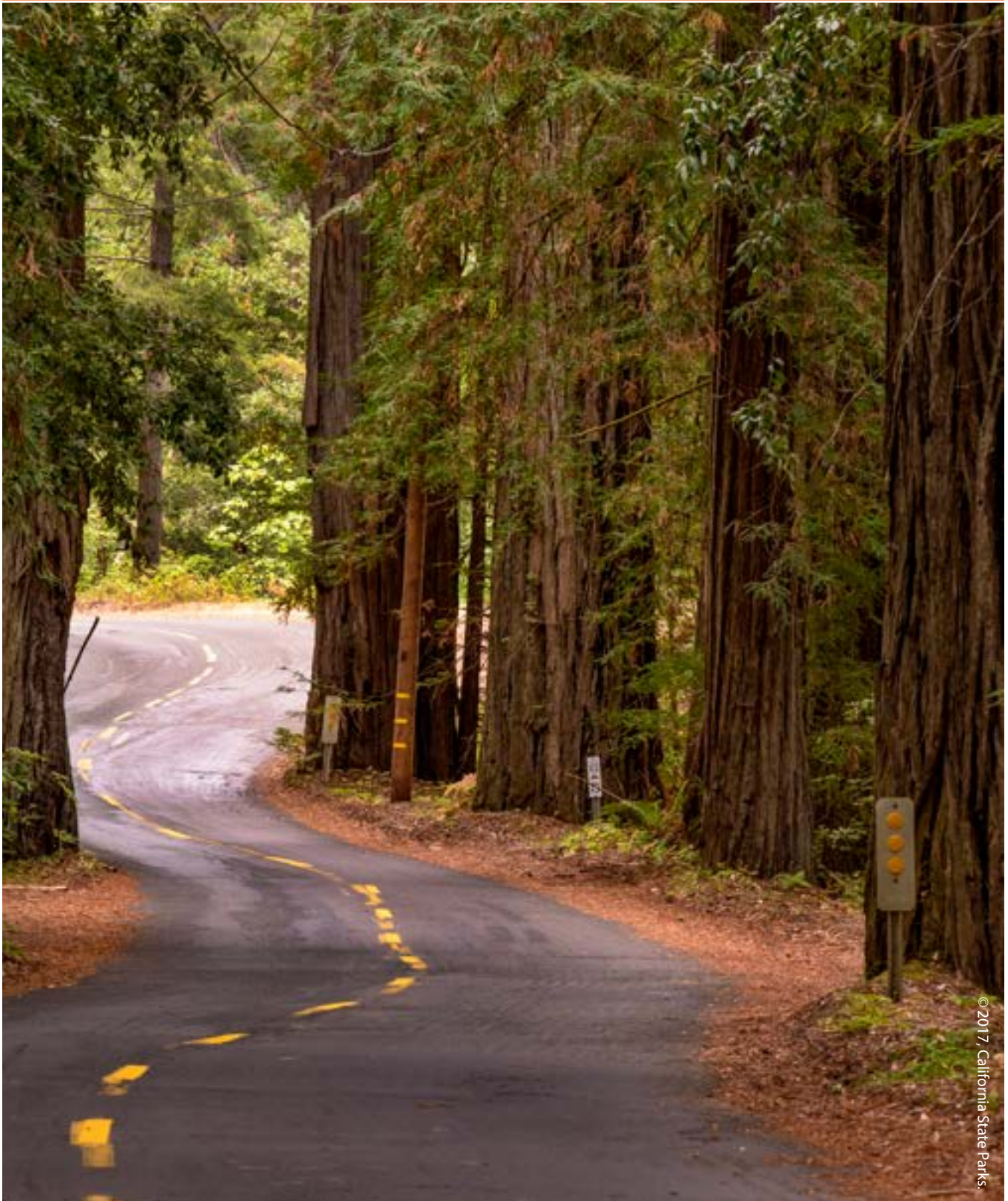
- Department of Parks and Recreation (1975). *Hendy Woods State Park Interpretive Prospectus*. State of California.

⁴ Department of Parks and Recreation (1975). *Hendy Woods State Park Interpretive Prospectus*.



Hendy Woods SP Interpretive Prospectus Map

6.2.9 Mailliard Redwoods SNR



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RECOMMENDATIONS

Priority: Lowest

Due to very low visitation and the absence of visitor amenities, this park is identified as low priority for interpretive intervention. A Welcome Package with high-level messaging would be appropriate if and when other amenities are implemented.

DECLARATION OF PURPOSE

09/1975 - Interpretive Prospectus

The purpose of Mailliard Redwoods State Natural Reserve, in Mendocino County, is to preserve and protect, in an essentially natural condition, the coast redwood forest and associated wildlife habitat which occurs along the Garcia River and adjacent watersheds.

Source: California State Parks website:
https://www.parks.ca.gov/?page_id=439

INTERPRETIVE CONTEXT

Park Partner

- None

Visitation

- Entry fee: No
- Annual visitation: 3,873
- Low visitation / low interpretation priority
 - » Very low visitor numbers
 - » It's really off the beaten track; no through travel; 15 minutes off Hwy 128
 - » Would need basic amenities like parking and a restroom; currently has none

Connectivity

- N/A

Visitor Amenities and Existing Interpretation

- Park identity sign: Yes
- Amenities:
 - » None (other than 1 picnic table at the side of the road)
- Trails:

» No

- Interpretation:
 - » None

Cultural Resources

» N/A

Natural Resources

- Acquired to protect the old-growth here primarily
- Surrounded by private property
- Postage stamp property (242 acres)
- Garcia River

Challenges

» N/A

Opportunities

» N/A

Priorities Identified by Participants

- Outcome of conversation with natural resources department: Very low priority for interpretation



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MAILLIARD REDWOODS SNR - CONTENT OVERVIEW

THEME	PARK-SPECIFIC TOPICS, STORIES AND MESSAGES
	INDIGENOUS MESSAGING
Indigenous-Developed Themes: <ul style="list-style-type: none"> ● TBD 	INDIGENOUS-DEVELOPED MESSAGES <ul style="list-style-type: none"> ● To be developed
Indigenous-Developed Themes: <ul style="list-style-type: none"> ● TBD 	INDIGENOUS HISTORY <ul style="list-style-type: none"> ● Central Pomo
	UNDERTOLD STORIES
District Themes: <ul style="list-style-type: none"> ● Personal Conn. ● Past, Present, Future 	<ul style="list-style-type: none"> ● Requires more research
	PERSONAL CONNECTIONS
District Themes: <ul style="list-style-type: none"> ● Personal Conn. 	<ul style="list-style-type: none"> ● Requires more research
	GEOLOGY / ECOLOGY
District Themes: <ul style="list-style-type: none"> ● Ecology 	ECOLOGY <ul style="list-style-type: none"> ● An example of an easterly old-growth redwood grove ● Uncut, but younger trees “in the first stage of transition”¹ growing on the steep slopes either side of Fish Rock Road / Garcia River ● Great Habitat <ul style="list-style-type: none"> ○ Great habitat along the river — successional forest stands, beautiful stand of old-growth redwoods with creek and picnic area ○ Black-tail deer, feral pig, bobcat, black bear and many smaller animals²
	CONSERVATION
District Themes:	CONSERVATION

¹ Department of Parks and Recreation (1975). *Mailliard Redwoods State Reserve Interpretive Prospectus*

² Department of Parks and Recreation (1975). *Mailliard Redwoods State Reserve Interpretive Prospectus*

MAILLIARD REDWOODS SNR - CONTENT OVERVIEW, CON'T

THEME	PARK-SPECIFIC TOPICS, STORIES AND MESSAGES
<ul style="list-style-type: none"> • Conservation 	<ul style="list-style-type: none"> • John Ward Mailliard was an active member of Save the Redwoods League and deeded the property to State of California via Save the Redwoods League in 1953 • Mailliard family still owns the surrounding area, used as sheep range (at least, as of 1975), but just entered into a conversation easement with SRL. • Mailliard family has interest in protecting it – value in contacting them directly.

Bibliography

- Department of Parks and Recreation (1975). *Mailliard Redwoods State Reserve Interpretive Prospectus*. State of California.

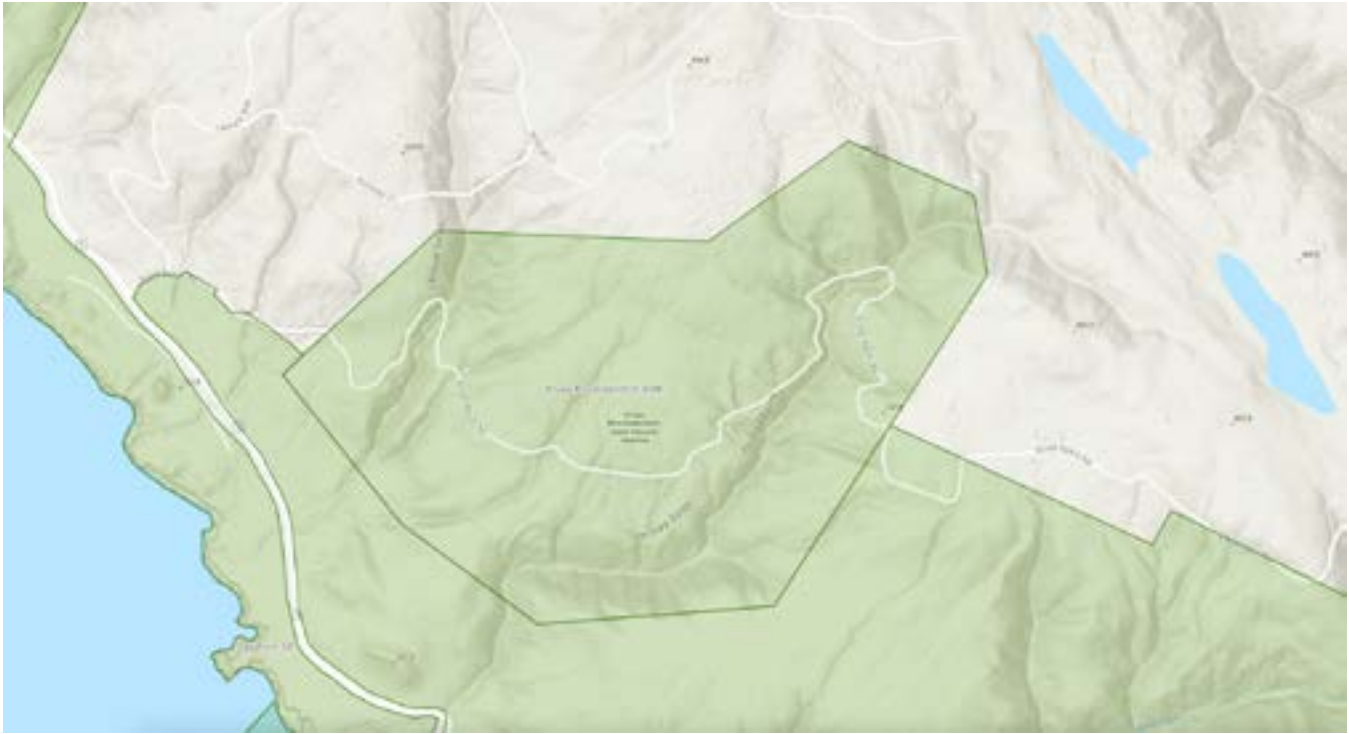


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6.2.10 Kruse Rhododendron SNR



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RECOMMENDATIONS

Priority: Low

This is a small park, accessible through Salt Point SP and with amenities limited to hiking trails and a picnic area. This park could benefit from a Welcome Package, and some additional interpretation focusing on the unusual forest management approach that prioritizes rhododendrons.

DECLARATION OF PURPOSE

04/1965 - Sonoma Mendocino Coastal Study

Adopted Declaration of Purpose for Kruse Rhododendron State Reserve:

The purpose of Kruse Rhododendron State Reserve is to make permanently available to the people, for their enjoyment and edification, the densely wooded area of coastal forest land lying west of the community of Plantation in Sonoma County, containing an outstanding growth of native Rhododendron.

The function of the Division of Beaches and Parks at Kruse Rhododendron State Reserve is to manage and protect the resources and values of the Reserve in such a way as to assure their perpetuation; to interpret these values effectively; and to provide such facilities and services, consistent with the purpose of the Reserve, as are necessary for its full enjoyment by visitors.

Source: Brown, Edmund G., Hugo Fisher, Fred L. Jones, and Charles A. Deturk (1966). Sonoma Mendocino Coastal Study: Fort Ross, McKerricher, Gualala River, Ten-Mile Beach, Manchester, Salt Point-Kruse Rhododendron, Willow Creek. California State Parks Commission.

INTERPRETIVE CONTEXT

Park Partner

- No Park Partner

Visitation

- Entry fee: No
- Annual visitation: 13,404
- Hiking
- Nature viewing
 - » Redwoods
 - » Rhododendrons blooming from mid-April to mid-June
- Visitors looking for unique nature experiences
 - » "Second church" rejuvenation, relaxation
 - » Looking for wild places

Visitor Amenities and Existing Interpretation

- Park identity signage:
 - » Yes
- Amenities:
 - » Parking, restroom, 1 trail (2 miles), accessed through Salt Point SP
 - » No staff presence
- Trails:
 - » Yes
- Interpretation:
 - » No interpretative signage or programming

Connectivity

- Wifi: Non existent
- Cell service: Non existent

Cultural Resources

- N/A

Natural Resources

- Rhododendrons
- 2nd growth redwoods
- Mixed conifer
- Tanoak
- Ferns, etc.

Challenges

- Wayfinding and orientation are not adequate

Opportunities

- N/A

Priorities Identified by Participants

- It is a small park so it doesn't need much interpretation but there should be updated site maps, trail signs and parking signs.



KRUSE RHODODENDRON SNR - CONTENT OVERVIEW

THEME	PARK-SPECIFIC TOPICS, STORIES AND MESSAGES
	INDIGENOUS MESSAGING
Indigenous-Developed Themes: <ul style="list-style-type: none"> TBD 	INDIGENOUS-DEVELOPED MESSAGES <ul style="list-style-type: none"> To be developed
	UNDERTOLD STORIES
District Themes: <ul style="list-style-type: none"> Personal Conn. Past, Present, Future 	<ul style="list-style-type: none"> Requires more research
	PERSONAL CONNECTIONS
District Themes: <ul style="list-style-type: none"> Personal Conn. 	<ul style="list-style-type: none"> Requires more research
	ECOLOGY
District Themes: <ul style="list-style-type: none"> Ecology 	ECOLOGY <ul style="list-style-type: none"> Second-growth redwoods, mixed conifer, tanoak and rhododendrons, ferns, etc. Late seral stands No salmon Location, Orientation, and Gradient: Gradient is different here; a little less fog and higher temperatures due to orientation of the coast
District Themes: <ul style="list-style-type: none"> Past, Present, Future Ecology 	FIRE <ul style="list-style-type: none"> Fire in 1920s allowed space for rhododendrons to take over Fire fed by logging slash Fire impact is very visible, e.g. rhododendrons, open canopy, etc. Sudden oak death: fire suppression since 1920s has led to dense forests of aging oak population susceptible to disease (QUESTION: is this specifically Kruse? Or Salt Point?)
District Themes: <ul style="list-style-type: none"> Ecology Past, Present, Future 	MANAGED FOR RHODODENDRONS <ul style="list-style-type: none"> After fire, the regenerating forest gradually overwhelms the rhododendrons; late succession forest is redwood and Douglas fir

KRUSE RHODODENDRON SNR - CONTENT OVERVIEW, CON'T

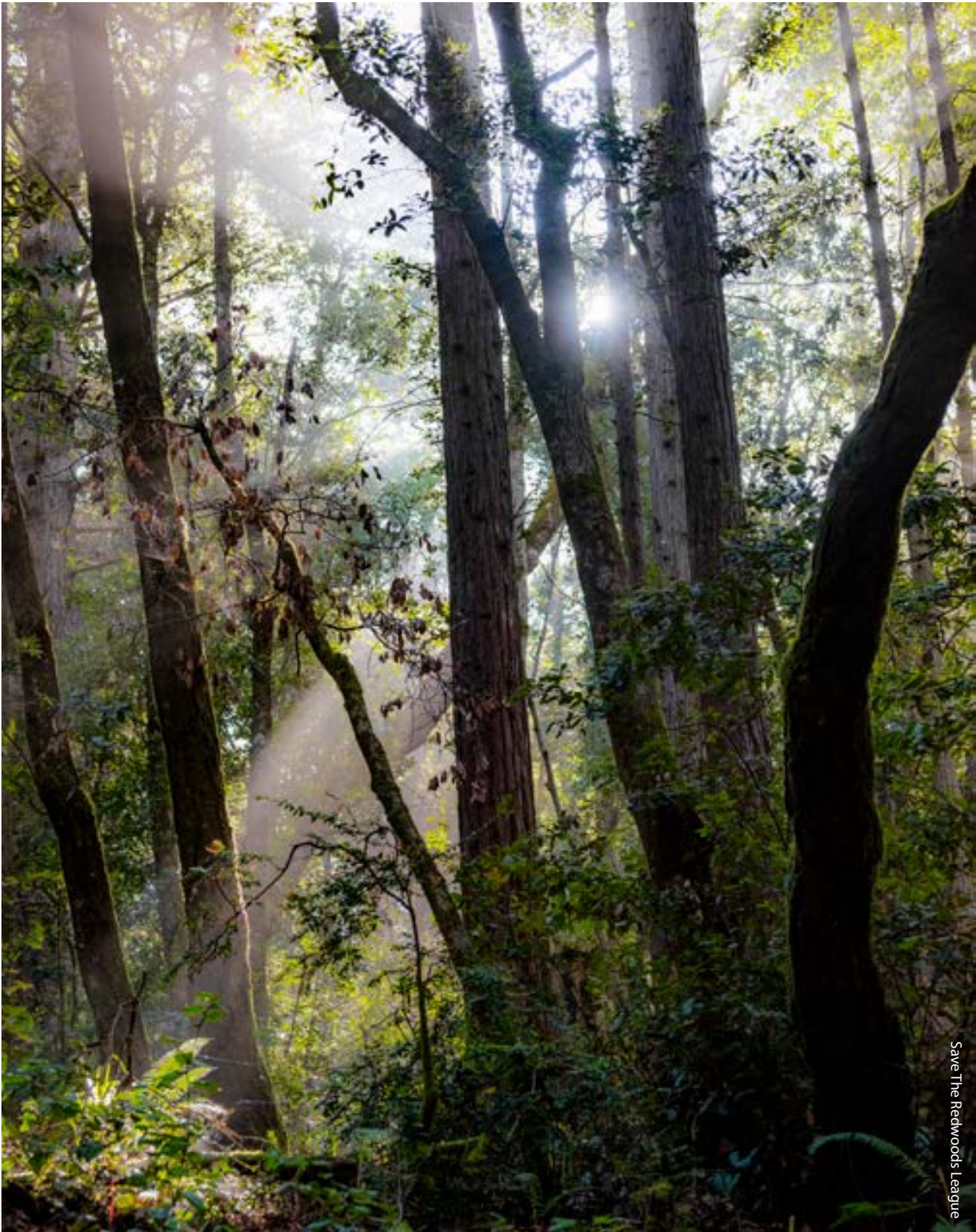
THEME	PARK-SPECIFIC TOPICS, STORIES AND MESSAGES
<ul style="list-style-type: none"> • Conservation 	<ul style="list-style-type: none"> • The forest is managed to slow this process / to prolong the early successional/post fire forest, by removing tanoak, Douglas fir to open up areas in the canopy and facilitating sunlight reaching rhododendrons¹ • Rhododendrons are pruned
	CONSERVATION
<p>District Themes:</p> <ul style="list-style-type: none"> • Conservation 	<p>CONSERVATION HISTORY</p> <ul style="list-style-type: none"> • Tied to Salt Point; Salt Point expanded in 1990s; Kruse is nested into this • Edward P. Kruse donated the land to the people of California in 1933 as a living memorial to his father, a founder of San Francisco's German Bank. The land was part of a large ranch established in 1880, on which the Kruse family raised sheep and carried on logging and tanbark harvesting operations.²

Bibliography

- Brown, Edmund G., Hugo Fisher, Fred L. Jones, and Charles A. Deturk (1966). *Sonoma Mendocino Coastal Study: Fort Ross, McKerricher, Gualala River, Ten-Mile Beach, Manchester, Salt Point-Kruse Rhododendron, Willow Creek. California State Parks Commission.*
 - Discussion of merit of expanding various park units
 - Contains Declaration of Purpose of each park listed

¹ https://www.parks.ca.gov/?page_id=448

² https://www.parks.ca.gov/?page_id=448

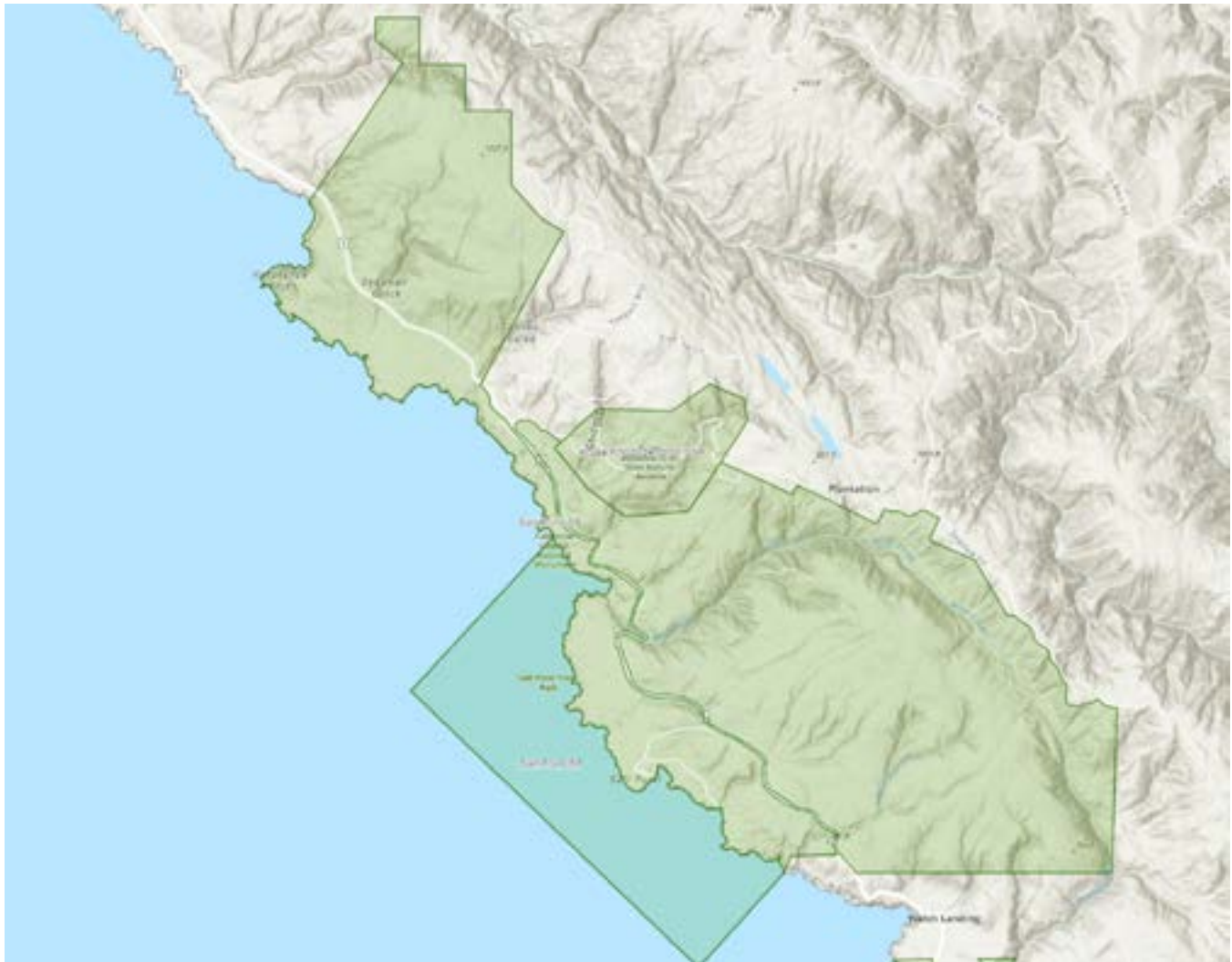


Save The Redwoods League

6.2.11 Salt Point SP



© 2022, California State Parks. Photo by Brian Baer



RECOMMENDATIONS

Priority: High

This park is identified as a high priority for interpretive intervention based on the following project goals and planning principles.

- Go where the people are for biggest impact
 - » The two campgrounds make this a highly visited park; many visitors stay for multiple nights and are looking for something to do. Each campground will need its own Welcome Package.
- Prioritize long term relationships
 - » Ensure that interpretation meets the needs of associated Tribal Nations and Indigenous communities, and the following highly invested groups:
 - ♦ Multigenerational family campers at the two campgrounds who return year after year.
 - ♦ Mycological societies who are involved and invested in this park.
- Improve what's already there
 - » Improve the existing visitor center, which has a charismatic and beautifully located building.
- Prioritize accessible experiences
 - » Integrate interpretation near this park's accessible features including ADA accessible trails, picnic areas, and camp sites.
- Create "redwoods gateway" experiences
 - » Use the visitor center to guide visitors' attention to redwood groves / ecosystem connections.
 - » Use programming to help campers connect to a second-growth forest in recovery.

DECLARATION OF PURPOSE

03/1976 - General Development Plan

The primary purpose of Salt Point State Park is to preserve the outstanding scenic, scientific, natural, and cultural values found on the Sonoma Coast, including offshore areas extending seaward to approximately the 20-fathom line, which is approximately one mile seaward at the north end and one-half mile seaward at the south end of the unit. The offshore areas will be perpetuated for public enjoyment in a natural condition with restoration of pristine conditions wherever feasible.

Most of the marine terrace grassland areas will be retained for scenic and pastoral enjoyment by people in an open and essentially natural condition.

Young bishop pine forest areas west of the highway may be developed for day or overnight uses, interpretive uses or educational uses, provided their perpetuation is not endangered, and provided the overall aspect of the area for scenic and other pastoral enjoyment by the public is not impaired. The inland forest areas may be used by the public for day or overnight uses relating to the enjoyment of the coastal scene, provided such uses do not adversely alter the natural appearance of the area or impair its general ecological integrity. The open highland meadows will be retained for public enjoyment in an open and undisturbed aspect, with no intrusions of features or activities other than trails and related passive uses.

The cultural values of Salt Point State Park, whether currently known (see inventory) or discovered in the future, will be fully protected and interpreted for public enlightenment and enjoyment. There are many archeological sites in the area.

Source: Department of Parks and Recreation State Park System. Purpose Statements.

INTERPRETIVE CONTEXT

Park Partner

- Fort Ross Conservancy

Visitation

- Entry fee: Yes
- Annual visitation: 123,230
- Camping
 - » Repeat yearly campers
- Drive-by visitors
 - » On their way somewhere else
 - » Access to Kruse Rhododendron SNR - rhododendrons blooming
- "Second church" i.e. rejuvenation, relaxation
 - » Looking for wild places
 - » Wide open spaces
- Mushroom pickers
 - » Salt Point is the only park that folks are allowed to forage mushrooms in the state—within regulations (weight limit)
- Outdoor recreation
 - » Diving, exploring tide pools, camping
 - » Hiking

Visitor Amenities and Existing Interpretation

- Park identity signage: Yes
- Amenities:
 - » 2 camping areas, one on ocean side of hwy, one on forest side of hwy
 - » RV/Motorhome OK
 - » Picnic & restroom
 - » There is no real site map/orientation signage, just brochures behind plastic
- Trails:
 - » 20 miles of trails; Horses allowed on designated trails
 - » “Wayfinding and orientation very much lacking”; signs do not tell visitors the name of the trail or the distance
- Interpretation:
 - » Visitor Center – small, beautiful building, but very old and outdated; includes a couple large wall illustrations on the coast and forest
 - » Some existing programming
 - » A couple interpretive panels on the coast talking about the State Marine Reserve
 - » One of the trails has small signs with plant information. Many of them looked destroyed and others were faded or dirty

Connectivity

- Wifi: Non existent
- Cell service: Poor

Cultural Resources

- N/A

Natural Resources

- Second-growth redwoods
- Mushroom picking is allowed and has attracted a dedicated community (classes, clubs)
- Pygmy forest
- Wildflowers
- Cool rock formations along bluff on ocean side – instant natural play areas
- Coyote, gray fox, bobcat, pelicans, osprey
- Gray whales
- Kelp forests
- Statement Specifying Park Values Sought in 1965 expansion study:
 1. Highly picturesque and potentially useful coves from the stand-point of recreation including: Fisk Mill Cove, Stump Beach, Gerstle Cove and Ocean Cove.
 2. Rocky bluffs plunging to the sea and rocky shoreline containing tide pools.
 3. Fine wooded section west of the highway above Gerstle Cove.
 4. A stretch of beach at Stump Beach furnishing surf fishing and clamming as well as passive pursuits.
 5. Certain rocky lands west of the highway between Stump Beach and Gerstle Cove now devoted to sheep grazing having a pastoral quality and containing unusual landscape character. (NOTE: This land is no longer devoted to sheep grazing, and is actively managed as a coastal prairie.)
 6. A well wooded upland area constituting the drainage basin of many streams and forming a scenic backdrop and integral part of the area.

Challenges

- Visitors are drawn to the coast not the redwoods
- Forest hikes are through 2nd growth along old logging roads (doesn't have "forest trail" feeling)
- Multiple entry points

Opportunities

- Some cell service
- Mycological Society makes trips here
- Audience at campgrounds are looking for things to do

Priorities Identified by Participants

- New orientation map at entrance
- Interest in a dedicated Nature Based Exploration Area, possibly one for each campground.
- Updated interpretive signage
- Interpretive Center is outdated. Ideas to integrate:
 - » Interactive, hands-on exhibits
 - » Interactive play
 - » Places to climb
 - » Time-lapse of change over time

- Interpretive staff
 - » Dedicated core of volunteers
 - » Appeal to multiple audiences
 - » Human interaction
 - » Open-ended exploration
- Augmented reality/digital media
 - » Agents of Discovery app
 - » Virtual Adventurer app, AR/VR
 - » Some cell service, not required if pre-downloaded the app
 - » Interact with objects virtually via app
- Other
 - » Need to clarify regulations eg. mushrooms



SALT POINT SP - CONTENT OVERVIEW

THEME	TOPIC / KEY IDEAS
	INDIGENOUS MESSAGING
Indigenous-Developed Themes: <ul style="list-style-type: none"> • TBD 	INDIGENOUS-DEVELOPED MESSAGES <ul style="list-style-type: none"> • To be developed
Indigenous-Developed Themes: <ul style="list-style-type: none"> • TBD 	INDIGENOUS HISTORY / ARCHEOLOGY <ul style="list-style-type: none"> • Since time immemorial • In Kashia territory • Collaboration between Indigenous peoples and settlers • Pre-contact Indigenous use • Former community of Plantation (Plantation Trail is named after it) • Date range 8,000BPE; archeological sites may be present¹
	UNDERTOLD STORIES
District Themes: <ul style="list-style-type: none"> • Personal Conn. • Past, Present, Future 	<ul style="list-style-type: none"> • Requires more research
	PERSONAL CONNECTIONS
District Themes: <ul style="list-style-type: none"> • Personal Conn. 	<ul style="list-style-type: none"> • Requires more research
	GEOLOGY / ECOLOGY
District Themes: <ul style="list-style-type: none"> • Ecology 	GEOLOGY AND ECOLOGY <ul style="list-style-type: none"> • The area is characterized by topography ranging from the molded "hills of the upland to the steep drainage swales of Miller Creek, Phillips Gulch, Chinese Gulch and Canon Gulch~ the precipitous bluffs plunging to the ocean and some relatively flat lands, both forested and stark, between the ocean bluffs and the highway. The region abounds in Monterey and Bishop Pine, native plant associations in the upland area..."² • Ecological staircase

¹ Smith, Sheli O. and Laurel H. Breece (2002). *California State Marine Managed Areas, Cultural Resource Survey 2001/2002.*

² Brown et al. (1966). *Sonoma Mendocino Coastal Study.*

SALT POINT SP - CONTENT OVERVIEW, CON'T

THEME	TOPIC / KEY IDEAS
	<ul style="list-style-type: none"> ○ Oligotrophic soil conditions create pygmy forest at park’s highest point (no pygmy forest at Fort Ross) ○ Pygmy forest now called the “Mendocino Cypress Woodland Association/Alliances” ● Sandstone along the coast <ul style="list-style-type: none"> ○ Tafoni formation: interaction between salt water and rock ● San Andreas Fault Line, sink ponds visible; rupture zone; creates two different geological zones ● Quarrying of the rock from Salt Point to build the streets after the 1906 earthquake in San Francisco ● Gerstle Cove State Marine Reserve (completely protected underwater area)
District Themes: <ul style="list-style-type: none"> ● Ecology 	ECOLOGY <ul style="list-style-type: none"> ● Second-growth redwoods ● Coyote, gray fox, bobcat, pelicans, osprey ● Gray whales ● Kelp forests
District Themes: <ul style="list-style-type: none"> ● Ecology 	ENDEMIC/ENDANGERED SPECIES <ul style="list-style-type: none"> ● Abalone vs purple urchins ● Endangered butterfly: Behren's silverspot (endemic to range from Manchester to Salt Point, I believe; found nowhere else; it’s a subspecies) <ul style="list-style-type: none"> ○ “We had a viola planting project at Salt Point in January; Viola adunca is the host flower for the endangered Behren's silverspot butterfly” ● Bishop pine
District Themes: <ul style="list-style-type: none"> ● Ecology 	FIRE <ul style="list-style-type: none"> ● Traditional Ecological Knowledge and the Use of Fire ● Efforts to mitigate spread of fire, managing for fire ● 2020 fire
District Themes: <ul style="list-style-type: none"> ● Ecology 	RESULT OF FIRE SUPPRESSION: TREE PATHOGENS <ul style="list-style-type: none"> ● Two key diseases ● Can look back up the slope and clearly see the progression of sudden oak death and pine pitch canker (<i>fusarium circinatum</i>)

SALT POINT SP - CONTENT OVERVIEW, CONT.

THEME	TOPIC / KEY IDEAS
	<ul style="list-style-type: none"> In Sonoma County, pitch pine canker primarily infects Bishop pines (<i>Pinus muricata</i>) and can cause high rates of mortality. Some stands in Salt Point SP and Fort Ross SHP exhibit 100% mortality, creating numerous standing dead trees which pose a hazard to park visitors, staff, and facilities.
<p>District Themes:</p> <ul style="list-style-type: none"> Ecology 	<p>CLIMATE CHANGE</p> <ul style="list-style-type: none"> Absence of fire Effects of Monoculture/monotypic stands of bishop trees along the coast that impacted by age, disease, and climate. Drought
<p>SETTLER AND LOGGING HISTORY</p>	
<p>District Themes:</p> <ul style="list-style-type: none"> Connectors of the Coast Past, Present, Future 	<p>SETTLER HISTORY</p> <ul style="list-style-type: none"> Logging 24 reported vessel losses³ throughout the park <p>At Salt Point Cove</p> <ul style="list-style-type: none"> Shipping — doghole ports — National Historic Landmark <ul style="list-style-type: none"> Detailed history⁴ Products included: <ul style="list-style-type: none"> Lumber Cord wood posts Tanoak bark harvested for tanning in SF⁵ (also produced hides) Produce (in later years) Stone Visible features include⁶ : <ul style="list-style-type: none"> Visible hardware such as winch on top of bluff Anchor near the park entrance Sandstone quarries (stone went to SF)

³ Smith, Sheli O. and Laurel H. Breece (2002). *California State Marine Managed Areas, Cultural Resource Survey 2001/2002*.

⁴ NOAA Office of National Marine Sanctuaries and California Department of Parks and Recreation (2018). *Maritime Cultural Landscape of Sonoma’s Doghole Ports*.

⁵ *Ibid.*

⁶ *Ibid.*

SALT POINT SP - CONTENT OVERVIEW, CON'T.

THEME	TOPIC / KEY IDEAS
	<ul style="list-style-type: none"> ○ Hardware features, including anchor, underwater / on marine terrace ○ 6 reported vessel losses ○ Wreck of the <i>Norlina</i> accessible to divers ● 4 miles of railway connected neighboring mills to chute at doghole port here <p>At Fisk Mill Landing</p> <ul style="list-style-type: none"> ● Shipping — doghole port <ul style="list-style-type: none"> ○ Detailed history⁷ ○ Hotel served stagecoach road ○ 3 reported vessel losses ● Visible features include hardware, cutouts in the rock, iron windlass
	CONSERVATION
District Themes: <ul style="list-style-type: none"> ● Conservation 	CONSERVATION <ul style="list-style-type: none"> ● Park established in 1970

Bibliography

- Brown, Edmund G., Hugo Fisher, Fred L. Jones, and Charles A. Deturk (1966). *Sonoma Mendocino Coastal Study: Fort Ross, McKerricher, Gualala River, Ten-Mile Beach, Manchester, Salt Point-Kruse Rhododendron, Willow Creek. California State Parks Commission.*
 - Discussion of merit of expanding various park units
 - Contains Declaration of Purpose of each park listed
- Smith, Sheli O. and Laurel H. Breece (2002). *California State Marine Managed Areas, Cultural Resource Survey 2001/2002.* Long Beach City College Maritime Archeology Certificate Program. Prepared for Department of Parks and Recreation Underwater Parks and Reserves Plan.
- NOAA Office of National Marine Sanctuaries and California Department of Parks and Recreation (2018). *Maritime Cultural Landscape of Sonoma’s Doghole Ports, Including the Waters of Greater Farallones National Marine Sanctuary.*

⁷ NOAA Office of National Marine Sanctuaries and California Department of Parks and Recreation (2018). *Maritime Cultural Landscape of Sonoma’s Doghole Ports.*



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6.2.12 Fort Ross SHP



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RECOMMENDATIONS

Priority: Medium

This park is identified as medium for interpretive intervention based on the following project goals and planning principles. The recreated fort is a good candidate for a virtual reality app/experience that would communicate historic population densities without touching the structures.

- Go where the people are for biggest impact
 - » This is a highly visited park; the visitor center and fort in particular see many school groups and international visitors. The park also hosts annual local events. This park is a good location to engage a high concentration of visitors.
- Prioritize long term relationships
 - » Fort Ross SHP and Fort Ross Conservancy have an ongoing relationship with the Kashia Pomo Tribe, codified in a Memorandum of Understanding. Future interpretive projects should nurture and prioritize this relationship.
- Better to have no message than a harmful one
 - » Currently, messaging in the Fort Ross Visitor Center regarding Indigenous peoples and Alaska Natives is inaccurate; the role of settlers in the exploitation of these peoples is also inaccurate. This interpretation should be removed.
- Improve what's already there
 - » The visitor center is a beautiful newer building with comfortable and accessible amenities, and a capacious gift shop; new exhibits are required.
- Prioritize accessible experiences
 - » Integrate interpretation near the park's accessible features including its ADA accessible trails and amenities.
- Create "redwoods gateway" experiences
 - » Use the park's highly visited facilities to engage visitors in the redwoods story:
 - ◆ Fort structures themselves are built of redwood timber
 - ◆ There is a second growth stand near the visitor center
 - ◆ There is also an easily accessible old growth stand across the highway

DECLARATION OF PURPOSE

11/1975 - General Development Plan

The purpose of Fort Ross State Historic Park is to enable modern Californians to know, enjoy, and understand the Russian adventure in California. The visitor's experience should center on his better comprehension of the role of Russia in California's exploration and settlement. The interpretive objectives at Fort Ross State Historic Park are to be a presentation of Fort Ross' rise in Russian fur trade imperialism and its affect on the local situation in terms of the Indians and Spanish/Mexicans, and ultimately on modern American society.

The primary theme of Fort Ross State Historic Park centers on Russian political and economic affairs during this era with special concern for relationships with Spain and Mexico. As background to this major theme, consideration will be given to Russian international affairs generally, colonization, territorial expansion, economic and material growth, and the development of agriculture. Russian religious affairs and multi-ethnic relations will also be included. The secondary themes will include the Indian history and the effect of European contact on their development up to recent times and will include the American Era, stressing the economic, agricultural, shipping, and ranching activities. The period of time covered will be the time of Russian occupation (1812 - 1841), especially the last eleven years of the colony when it was at its height. Due consideration will be given to the American Era in the flow of history, particularly the American ranching activities.

*Although Fort Ross is an historical unit of the State park System, it has tremendous natural and scenic value as well. In addition to the common species of plants and animals associated with the north coastal prairie, coastal sage scrub, redwood forest, and mixed evergreen forest biotic communities, two rare and endangered plant species (*Chorizanthe valida* and *Dichondra donnelliana*) are found here, and the brown pelican, an endangered bird, may be seen flying along the coast during the winter. Many interesting geologic features can be observed in the park, including part of the San Andreas Fault zone. The fault has drastically changed the course of Fort Ross Creek and modified the growth configurations of trees along its course. These natural resources and the outstanding views of mountains, coast, and ocean will enhance the visitor's experience at the state historic unit; also, their preservation is essential to the primary historical purpose of the unit inasmuch as the historical values are to be presented in their original, natural setting to the fullest extent possible.*

The primary cultural resources consist of the archeological remains of the Pomo Indians, the Russian people and Aleuts; and, the reconstructed buildings and walls. Secondary cultural resources are the American Era buildings and associated materials.

The Zone of Primary Cultural Interest is the area of Fort Ross itself and the village structures around the fort, as well as certain outlying locales. These outlying locations include the workshop area in the ravine to the east of the fort, the Russian cemetery, the rock pattern area in the grove of trees west of the fort, the warehouse area east of the ravine, and the remains of the Russian Road.

Source: Department of Parks and Recreation State Park System. Purpose Statements.

INTERPRETIVE CONTEXT

Park Partner

- Fort Ross Conservancy

Visitation

- Entry fee: Yes
- Annual visitation: 211,026
- Tourists
 - » National tourists and international tourists including Russians
- School programs
 - » Environmental Living Program (ELP); kids stay overnight during ELPs
 - » 4th Grade field trips
- Roadtrippers traveling on Hwy 1 stumble upon it
- History is the main draw
 - » The historic park and Russian architecture are the main reason people visit
 - » There is a historical re-enactment program depicting life in the 19th century settlement (though not entirely accurate)
 - » The park is marketed as a historical attraction

Visitor Amenities and Existing Interpretation

- Park identity signage: Yes
- Amenities:
 - » Paved accessible trail to recreated / restored Fort
 - » Semi-developed camping area: open April 1–October 31. 21 sites, first come, first served
 - » Picnic & Restroom
- Trails:
 - » Several trails, including ADA accessible trails
- Interpretation:
 - » Visitor Center with exhibits and introductory video; exhibits are outdated
 - » Call House Museum (ranch era)
 - » Outdoor interpretive panels in need of updating
 - » Family and school programming
 - » Online programs including
 - ◆ Interactive lectures and seminars for international students via zoom etc.
 - ◆ Fort Ross Dialogue (online and in person), an annual international conference which engages thought leaders from Washington, DC and beyond. This event has created excellent promotion of Fort Ross State Historic Park.

Connectivity

- Wifi: Poor
- Cell service: Non existent



Cultural Resources

- MOU signed between Kashia and California State Parks in 2018 that describes and protects cultural uses, ceremonies
- Fort structures (recreated / restored) - original and reconstructions are all made from redwoods
- Oldest windmill in California
- National Historic Landmark designated Russian Orthodox chapel
- Site of Russian logging operations
- American ranch history and buildings
- Shipwreck of the *Pomona*
- Kashia dance circle - contemporary
- Historic cemetery (Kashia, Alaska Native, Russian)
- Across the highway: historic orchard
- People tour the Call House museum in addition to the fort buildings
 - » Collections, significant artifacts
 - » Google reviews are positive for cleanliness and accessibility

Natural Resources

- Spyra Grove, on east side of the park with no real trails in the area
- San Andreas Fault Line/marine ecology/geology

Challenges

- Spyra Grove, across the highway near Old Orchard, not signed; no interpretation and very undervisited
- Visitors do not come for the redwoods, they come for history and Visitor Center
- Interpretation at VC is very outdated, inaccurate re: Indigenous peoples
- Interpretation in Fort is mostly live; a few panels; and some historic displays that leave the visitor with questions
- The park also offers opportunities for marine mammal watching, coves, beaches; however there are few trails



Opportunities

- Opportunity to integrate redwood story into historical/site use story
- Fort Ross Days
 - » Kashia dance circle
- Goal is to get a better Kashia footprint at Fort Ross
- Want to have bark houses put up in Fort Ross; visitors should understand that their culture is different than stereotypes of plains people; they don't use peace pipes or tipis

Priorities Identified by Participants

- Orient visitors to and interpret the redwoods
 - » People go to Old Orchard for apple harvest events; integrate a map that shows the adjacent redwood grove
- Digital media
 - » A Virtual Adventurer app is being planned to tell the cultural trail story
 - » Virtual reality? When you visit Fort Ross, it is missing the people—it was a village, not just a fort, with hundreds of people living outside the walls, what you see is misrepresenting the history of this settlement
 - » QR codes on panels for translations or additional information
- Physical exhibits / panels
 - » Replace outdated interpretation at the Visitor Center
 - » Interpretive panels for Call House
 - » New/renovated exhibits
 - » Self guided tour brochure for the redwood trail that nobody knows about
 - » ADA accessibility for the upper levels of the Russian buildings

- Programming
 - » PORTS programs
 - » Environmental Living Program; this is undergoing a makeover; it is very popular but needs more messaging
 - » [Flipgrid](#)
- Rehabilitating routes/trails
 - » Little funding available for this work
 - » Important for interpretation and resource management
- Other recommendations:
 - » Erect signage that informs the public Fort Ross is a Marine Managed Area.
 - » Erect interpretive overlook for North Cove with historic projections of the historic lumber chute and *Pomona* shipwreck site.
 - » Erect interpretive overlook for South Cove with historic projections of the cove buildings, chute and industry.

FORT ROSS SHP - CONTENT OVERVIEW

THEME	PARK-SPECIFIC TOPICS, STORIES AND MESSAGES
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	INDIGENOUS MESSAGING
Indigenous-Developed Themes: <ul style="list-style-type: none"> • TBD 	INDIGENOUS-DEVELOPED MESSAGES <ul style="list-style-type: none"> • To be developed
Indigenous-Developed Themes: <ul style="list-style-type: none"> • TBD 	INDIGENOUS HISTORY <ul style="list-style-type: none"> • Kashia¹ <ul style="list-style-type: none"> ○ Much that can be interpreted ○ Brendan and others have good relationships with Kashia • Kashia had good relationship with Bennet family • Archeology dated to 8,000BPE²
	UNDERTOLD STORIES
District Themes: <ul style="list-style-type: none"> • Personal Conn. • Past, Present, Future 	<ul style="list-style-type: none"> • Requires more research
	PERSONAL CONNECTIONS
District Themes: <ul style="list-style-type: none"> • Personal Conn. 	<ul style="list-style-type: none"> • Requires more research
Indigenous-Developed Themes: <ul style="list-style-type: none"> • TBD 	INDIGENOUS MESSAGING <ul style="list-style-type: none"> • 2018 MOU with CSP <ul style="list-style-type: none"> ○ Initially there were not good feelings from tribe about Kashia coming back to do ceremonies at Fort Ross; There was not a lot of trust between tribal government and Fort Ross; Over time this worked itself out • Need interpretation at Dance Circle location to prevent disrespect of location

¹ Department of Parks and Recreation (2007). *Sonoma Coast State Park: Final General Plan & Environmental Impact Report.*

² Smith, Sheli O. and Laurel H. Breece (2002). *California State Marine Managed Areas, Cultural Resource Survey 2001/2002.*

FORT ROSS SHP - CONTENT OVERVIEW, CON'T

THEME	PARK-SPECIFIC TOPICS, STORIES AND MESSAGES
	<ul style="list-style-type: none"> ● Importance of protecting environmental / ecological resources, sacred trees, traditional use plants (some native plants have been wiped out with history of logging) ● “We need nature more than it needs us” ● Cultural Use and Abalone <ul style="list-style-type: none"> ○ Abalone has died off in the cove because of various factors / increase in sea urchins, many shells washed up on beach but couldn't be collected; need better process for sharing / cultural uses
	GEOLOGY / ECOLOGY
<p>District Themes:</p> <ul style="list-style-type: none"> ● Past, Present, Future ● Connectors of the Coast 	<p>GEOLOGY</p> <ul style="list-style-type: none"> ● Active Landscape / Fault Line <ul style="list-style-type: none"> ○ Geology: good opportunity to highlight the geology/fissures because it is not as forested; fault line is clearly visible ○ 1906 earthquake ○ Coastline of the park (not very accessible): San Andreas Fault meets the coastline; can actually see the different geologies there ○ All creeks follow the San Andreas Fault here, can even see areas where streams do a dog-leg where fault interrupted their beds
<p>District Themes:</p> <ul style="list-style-type: none"> ● Ecology 	<p>ECOLOGY</p> <ul style="list-style-type: none"> ● Similar to Salt Point <ul style="list-style-type: none"> ○ Steeper slopes/great visibility back upslope ● Tree Architecture <ul style="list-style-type: none"> ○ Krummholz (ocean-wind stunted trees)
<p>District Themes:</p> <ul style="list-style-type: none"> ● Ecology 	<p>SALMONIDS</p> <ul style="list-style-type: none"> ● Salmon bearing stream!
<p>District Themes:</p> <ul style="list-style-type: none"> ● Ecology 	<p>REDWOODS</p> <ul style="list-style-type: none"> ● Small stand logged by Russians in 1820s³ (across Hwy) is a fine example of historic logging practices ● Second-growth stand near visitor center needing some thinning ● Old-growth stand across the Hwy near the historic orchard

³ Brown et al. (1966). *Sonoma Mendocino Coastal Study*.

FORT ROSS SHP - CONTENT OVERVIEW, CON'T.

THEME	PARK-SPECIFIC TOPICS, STORIES AND MESSAGES
	<ul style="list-style-type: none"> ● Redwood trees with reiterated trunks – some say caused by the 1906 earthquake (and the San Andreas fault escarpment itself), however League scientists think it is more due to strong winds
	<p>HISTORY</p>
<p>District Themes:</p> <ul style="list-style-type: none"> ● Past, Present, Future <p>Indigenous-Developed Themes:</p> <ul style="list-style-type: none"> ● TBD 	<p>RUSSIAN ERA HISTORY</p> <ul style="list-style-type: none"> ● Interactions between diverse peoples; this is what makes Fort Ross unique ● Indigenous story is not being told well here currently; need more history from the Kashia as well as the descendents from Alaska Natives who lived here ● Russian settlement <ul style="list-style-type: none"> ○ Russian-American Fur Company (Russian American Company of Alaska) established post here in 1812 ○ Some of the oldest original redwood structures circa 1820s still standing – i.e., Chapel of Ross from 1925 ○ Biases within the history/written by Russians ○ Redwoods were not the reason Russians came; it was more about the vegetation and mammals, although they did make redwood prefab houses ○ Russians came due to the “agricultural promise” of supporting northern settlements with California agriculture ○ Russians had other outposts, but there are no other State Parks like this ● Kashia stories <ul style="list-style-type: none"> ○ Kashia welcomed the Russians because they were seeking protection from the Spanish at the time ○ Kashia did not hunt marine mammals ● Alaska Native stories <ul style="list-style-type: none"> ○ Enslaved/forced/indentured Alaska Native labor ○ Not well told here yet, concurrent with Russians, muddled; Alaska Natives took on Russian surnames ○ Alaska Native artifacts
	<p>SETTLER AND LOGGING HISTORY</p>

FORT ROSS SHP - CONTENT OVERVIEW, CON'T.

THEME	PARK-SPECIFIC TOPICS, STORIES AND MESSAGES
<p>District Themes:</p> <ul style="list-style-type: none"> ● Connectors of the Coast ● Past, Present, Future 	<p>LOGGING HISTORY</p> <ul style="list-style-type: none"> ● Use of redwood lumber and the quality of wood ● Use of the site for timber production; when the Russians left, there were a series of owners including Fairfax & Dixon, who bought land purely to harvest timber. This is not unique to Fort Ross, but remnants of this history are visible here ● Remnants from this time period are visible today and well documented⁴: railroad, doghole port, chutes used for lumber ● Underwater archeology on schooners
<p>District Themes:</p> <ul style="list-style-type: none"> ● Connectors of the Coast ● Past, Present, Future 	<p>AMERICAN RANCHING HISTORY</p> <ul style="list-style-type: none"> ● Call Ranch era <ul style="list-style-type: none"> ○ Butter, dairy, hogs, apples ● This era was very problematic for Kashia, this is when their community at Fort Ross was "kicked out" and sent to reserve. These terrible stories are not well told at all here ● Continued logging, dog-hole port⁵, until 1920s <ul style="list-style-type: none"> ○ Tanbark, posts, cordwood ○ 10 reported vessel losses⁶ ● Historic orchard ● How ranch-era people survived earthquake ● History of Call House. A history of the house was developed by volunteers who became ranch-era experts; it is well researched but only live interpreters/docents currently use the material for tours (a tour is online here: https://www.youtube.com/watch?v=NR_rqwA-6E) ● First-hand descriptions and sketches exist from this era⁷ ● Visible features⁸: <ul style="list-style-type: none"> ○ Today's walkways are on old roadbeds to the wharf ○ Flattened area probably used as a storage /staging area ○ Iron hardware (eyebolts, etc.) ○ Underwater: shipwreck material, anchor, many other features located but not yet identified

⁴ NOAA Office of National Marine Sanctuaries and California Department of Parks and Recreation (2018). *Maritime Cultural Landscape of Sonoma's Doghole Ports*.

⁵ Ibid.

⁶ Smith, Sheli O. and Laurel H. Breece (2002). *California State Marine Managed Areas, Cultural Resource Survey 2001/2002*.

⁷ Ibid.

⁸ Ibid.

FORT ROSS SHP - CONTENT OVERVIEW, CON'T.

THEME	PARK-SPECIFIC TOPICS, STORIES AND MESSAGES
	<ul style="list-style-type: none"> ○ Wreck of the steamship <i>Pomona</i>, others ○ Many buildings / remnants of buildings with good history as to their use ● Most interesting history happens in transitions!
	CONSERVATION
<p>District Themes:</p> <ul style="list-style-type: none"> ● Conservation 	<p>CONSERVATION</p> <ul style="list-style-type: none"> ● California's first historic park; it is also a National Landmark (based on one of the Russian buildings) ● Relationship between Fort Ross Conservancy, Save the Redwoods League, and California State Parks ● League helped purchased upslope of Fort Ross and added to Park ● The original management plan focused only on Russian history; it literally called for removal of everything else! ● There is an old-growth grove on east side of the highway that is underutilized by visitors
<p>District Themes:</p> <ul style="list-style-type: none"> ● Conservation 	<p>ENVIRONMENTAL IMPACT OF THE FUR TRADE/RESTORATION</p> <ul style="list-style-type: none"> ● Fur was financial driver between Russian, English and Spanish ● While not unique to Fort Ross, this was the epicenter of the sea otter hunt / trade ● Impact of the extirpation of local sea otter populations ● There was an impact on other sea mammals too ● Led to purple urchin overpopulation and loss of kelp forests ● Restoration story: Marine Protected Areas have seen rebounding populations

Bibliography

- Brown, Edmund G., Hugo Fisher, Fred L. Jones, and Charles A. Deturk (1966). *Sonoma Mendocino Coastal Study: Fort Ross, McKerricher, Gualala River, Ten-Mile Beach, Manchester, Salt Point-Kruse Rhododendron, Willow Creek. California State Parks Commission.*
- NOAA Office of National Marine Sanctuaries and California Department of Parks and Recreation (2018). *Maritime Cultural Landscape of Sonoma's Doghole Ports, Including the Waters of Greater Farallones National Marine Sanctuary.*

FORT ROSS SHP - CONTENT OVERVIEW, CON'T.

THEME	PARK-SPECIFIC TOPICS, STORIES AND MESSAGES
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- Smith, Sheli O. and Laurel H. Breece (2002). *California State Marine Managed Areas, Cultural Resource Survey 2001/2002*. Long Beach City College Maritime Archeology Certificate Program. Prepared for Department of Parks and Recreation Underwater Parks and Reserves Plan.
- Tribal Listening Session 2021-04-07, with Kaylee Pinola and Jerry Pinola, Kashia Band of Pomo Indians. Save the Redwoods League, California State Parks, AldrichPears Associates.
- Department of Parks and Recreation (2007). *Sonoma Coast State Park: Final General Plan & Environmental Impact Report*. State of California.



6.2.13 Sonoma Coast SP



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RECOMMENDATIONS

Priority: High

According to the visitation data available, this is the most visited park in Sonoma-Mendocino Coast District. The campground combined with the robust volunteer program at this park make it a good candidate for programming.

- Go where the people are for biggest impact / Prioritize long-term relationships
 - » Pomo Canyon and Red Hill trails are much used and allow visitors to access and interact with multiple related ecosystems including redwood forest, coastal vistas, and coastal prairie. Interpretive experiences along these trails would help visitors better appreciate these resources.
 - » Willow Creek subunit is increasing in popularity (despite not being officially open yet in 2022).
- The multi-generational families at the campground are a captive audience; many visitors stay for multiple nights and are looking for something to do.
- » People congregate at the beach; concentrate messaging there to advertise and draw people to the redwood forest experience at Pomo Canyon.
- » Proximity to several cities make it a candidate for establishing relationships with underserved urbanized populations.
- Prioritize accessible experiences
 - » Integrate interpretation near the park's accessible campsites, visitor center and trails.
- Create "redwoods gateway" experiences
 - » Use the remarkable coastal features of redwoods here to connect visitors with other nearby redwood experiences.

DECLARATION OF PURPOSE

01/2007 - General Plan

The purpose of Sonoma Coast State Park is to make it available to the people, for their inspiration and enjoyment forever, a segment of scenic Northern California Coastline in the vicinity of Bodega Bay, the Russian River, and the Willow Creek watershed by providing a diversity of recreation and education opportunities for the millions of visitors each year while protecting, maintaining, and restoring, in perpetuity, the State Park's abundant and unique natural, cultural, and aesthetic resources.

The functions of the California Department of Parks and Recreation at Sonoma Coast State Park are to prescribe and execute a program that provides facilities and opportunities for optimum enjoyment and protection of the natural, cultural, and aesthetic resources of the unit, in accordance with the declared purpose of the State Park.

Source: Department of Parks and Recreation State Park System. Purpose Statements.



INTERPRETIVE CONTEXT

Park Partner

- Stewards of the Coast and Redwoods

Visitation

- Entry fee: \$8 / vehicle
- Annual visitation: 3,500,000
- Environmental education
 - » [LandPaths](#), individual schools, public education tours (birding, geology of shell beach)
- Community science, clean-up events
- Outdoor recreation
 - » Seaweed collecting, fishing, camping, sand castle building, bicyclists, boating, kayaking
 - » Horseback riding, kite flying
 - » Surf, walk, hike along the coast on the trails, drive for the scenic views, get cooler air, eat seafood, camping, fishing, watch the sunsets, barbecues, play in the ocean water, bicycling Hwy 1, boating out of Bodega, swimming in the estuaries, horseback riding
 - » Dog walking
- Whale / seal watching
 - » Whale watching on Bodega Head: Visitors often don't know about whale watching, just come to the rocky coast
 - » See the seals pupping

Visitor Amenities and Existing Interpretation

- Park identity sign: Yes
- Amenities:
 - » Camp site with 126 standard sites
 - » Picnic & Restroom incl. showers
 - » RV / Motorhome OK
 - » Accessible amenities
- Trails:
 - » Horses allowed on designated trails. Prohibited on certain beaches to protect the snowy plover
 - » 5 miles of trails
 - » 4 accessible trails

- Interpretation:
 - » Visitor Center
 - » Stewards has funded interpretive signs on the coast - the only ones that include redwoods would be our watershed signage in the Willow Creek watershed

Connectivity

- Wifi: Poor
- Cell service: Poor

Cultural Resources

- Russian era ranches within Sonoma Coast SP
- Archeological evidence dated to 1000 AD
 - » Shell middens, lithic scatter, petroglyph

Natural Resources

- Craggy coastline north of Jenner. Long sandy beaches, rugged headlands, natural arches, secluded coves
- San Andreas fault line
- Coastline
- Bodega Bay, the Russian River, and the Willow Creek
- Goat Rock formation / beach
- Bodega Dunes
- Russian River and Salmon Creek
- Salmon
- Steelhead trout
- Marsh / wetland
- Cockles, abalone
- Sea lions, harbor seals
- Whales
- Snowy plover

Challenges

- Poor reception/connectivity
- The park is spread out with multiple entrances and campgrounds

Opportunities

- Robust volunteer program

Priorities Identified by Participants

- » Needs Spanish and multilingual signs
- » Interest in a dedicated Nature Based Exploration Area, possibly one for each campground
- » Digital Media
 - ◆ VR would be really cool in any setting, scanning

for information, driving tours for historical information, interpretive panels, updated names or panels that include historical names of places and links for more information

- ◆ Apps to share info on your phone

Physical exhibits

- » Ideas to have one central interpretive center on the coast that all different organizations would contribute to and could use to for interpretation with nice bathrooms
- » Place where you can stand on either side of the fault line
- » Theater to show movies, videos to learn about Sonoma Coast and how it is used or could be used
- » People take pictures of maps on their phone and then use that instead of carrying the map with them

Programming

- » Other areas where you could have Indigenous dancers
- » Events: community science activities led by interpreters; dress-up history events; park tidepool van at Jenner VC
- » Events where people can contribute something

Other considerations

- » Time and resources are a limiting factor - lots of potential but never enough people

Other recommendations

- » Erect signage that informs the public of the four Marine Protected/Managed Areas surrounding it:
 - ◆ Bodega Head State Marine Conservation Area
 - ◆ Bodega Head State Marine Reserve
 - ◆ Russian River State Marine Conservation Area
 - ◆ Russian River State Marine Recreational Management Area
- » Tie Duncan's Mill Landing to other parks with doghole landings through interpretive panels and educational programming
- » Erect a historical projection at Duncan Mills landing of the historic landing
- » Erect interpretive panels for the World War II gun emplacements at Bodega Headlands

SONOMA COAST SP - CONTENT OVERVIEW

THEME	PARK-SPECIFIC TOPICS, STORIES AND MESSAGES
	INDIGENOUS MESSAGING
Indigenous-Developed Themes: <ul style="list-style-type: none"> ● TBD 	INDIGENOUS-DEVELOPED MESSAGES <ul style="list-style-type: none"> ● To be developed
Indigenous-Developed Themes: <ul style="list-style-type: none"> ● TBD 	ARCHEOLOGY <ul style="list-style-type: none"> ● Kashia Pomo and Coast Miwok territories¹ ● Early archeology² <ul style="list-style-type: none"> ○ Village site ○ Archaeological evidence dated to 1000 AD³ ○ Shell middens, lithic scatter, petroglyph⁴ ● In 1579 when Francis Drake came up the coast he noted dozens of Miwok villages describing their houses and mode of water transport as the tule raft
	UNDERTOLD STORIES
District Themes: <ul style="list-style-type: none"> ● Personal Conn. ● Past, Present, Future 	<ul style="list-style-type: none"> ● Requires more research
	PERSONAL CONNECTIONS
District Themes: <ul style="list-style-type: none"> ● Personal Conn. 	<ul style="list-style-type: none"> ● Requires more research
	GEOLOGY / ECOLOGY
District Themes:	GEOLOGY

¹ Department of Parks and Recreation (2007). *Sonoma Coast State Park: Final General Plan & Environmental Impact Report.*

² Department of Parks and Recreation (2007). *Sonoma Coast State Park: Final General Plan & Environmental Impact Report.*

³ Stewart, Suzanne B. (1986). *Cultural Resources Survey of the Willow Creek Unit Sonoma Coast State Beach.* Report prepared for California Department of Parks and Recreation.

⁴ Department of Parks and Recreation (2007). *Sonoma Coast State Park: Final General Plan & Environmental Impact Report.*

SONOMA COAST SP - CONTENT OVERVIEW, CON'T.

THEME	PARK-SPECIFIC TOPICS, STORIES AND MESSAGES
<ul style="list-style-type: none"> ● Ecology ● Connectors of the Coast 	<ul style="list-style-type: none"> ● San Andreas Fault⁵ <ul style="list-style-type: none"> ○ Location on the fault line; “separates the granitic mass of Bodega Head from the adjacent, largely Franciscan rocks of the mainland.”⁶ ○ San Andreas fault goes through Bodega Bay ○ Dr. Doris Sloan ○ How the coast was formed with the Pacific plate and continental plate coming together ● Coastal Shelf formation process⁷ ● Goat Rock formation / beach — beach level is accessible by road — harbor seals haul out here⁸ ● Bodega Dunes^{9, 10} ● Penny Island in the mouth of Russian River¹¹ — important for wildlife ● Geology: <i>The drainage basin of Willow Creek coupled with frontage lands on the Russian River form the basis for the land character of this project. This is an area of diversified topography with fine river bottom flats along Willow Creek and well forested ridges. This is a redwood complex with oak and madrone and Douglas Fir. The land falls quite precipitously to the Russian River northeast of the proposed day use area along its benches. This makes vehicular access to this portion of the river impractical. However, there is the possibility of a fine boat-oriented camp along the bank of the river approximately 4, 000 feet above the proposed day use area. The area offers many miles of trail and scenic overlooks.</i>¹²
<p>District Themes:</p> <ul style="list-style-type: none"> ● Ecology 	<p>SALMONIDS</p> <ul style="list-style-type: none"> ● Willow Creek Watershed

⁵ Department of Parks and Recreation (2007). *Sonoma Coast State Park: Final General Plan & Environmental Impact Report.*

⁶ Department of Parks and Recreation (1984). *Sonoma Coast State Beach Interim Management Plan.*

⁷ Department of Parks and Recreation (2007). *Sonoma Coast State Park: Final General Plan & Environmental Impact Report.*

⁸ Tays, George (1937). *History of California State Parks: Sonoma Coast Park, State Park No. 22.*

⁹ Tays, George (1937). *History of California State Parks: Sonoma Coast Park, State Park No. 22.*

¹⁰ Department of Parks and Recreation (2007). *Sonoma Coast State Park: Final General Plan & Environmental Impact Report.*

¹¹ Tays, George (1937). *History of California State Parks: Sonoma Coast Park, State Park No. 22.*

¹² Brown, Edmund G., Hugo Fisher, Fred L. Jones, and Charles A. Deturk (1966). *Sonoma Mendocino Coastal Study.*

SONOMA COAST SP - CONTENT OVERVIEW, CON'T.

THEME	PARK-SPECIFIC TOPICS, STORIES AND MESSAGES
	<ul style="list-style-type: none"> ○ Important area for out-migrating salmon ● Russian River and Salmon Creek ● Salmon ● Steelhead trout
<p>District Themes:</p> <ul style="list-style-type: none"> ● Ecology 	<p>MARINE ECOLOGY</p> <ul style="list-style-type: none"> ● Marsh / wetland ● Upwelling on the coast which adds to the diversity of marine life <ul style="list-style-type: none"> ○ Cockles, abalone ○ Sea lions, harbor seals ○ Whales ● Marine terraces ● Marine Protected Areas ● Recently saw starfish nurseries; this is something completely new ● Short-term history: what climate change has done to the tidepools, maybe over the past 20 years. A few years ago the mussels got baked and died because it was so hot ● Natural history with confluence of Russian River and ocean and fish involved ● Currents and how dangerous coast can be; warning signs of danger
<p>District Themes:</p> <ul style="list-style-type: none"> ● Ecology 	<p>REDWOODS</p> <ul style="list-style-type: none"> ● Tree Structure <ul style="list-style-type: none"> ○ Upslope trees with great structure ○ Krummholz stand: at the Red Hill Trail ○ Trail touches on this but there is limited interpretation and access currently
<p>District Themes:</p> <ul style="list-style-type: none"> ● Ecology 	<p>ECOLOGY / RARE / ENDANGERED¹³</p> <ul style="list-style-type: none"> ● Wildflowers ● Birds: major migratory pathway, seabird colonies ● Rare endangered plants, peregrine falcon, osprey, brown pelican, spotted owl, freshwater shrimp¹⁴
<p>District Themes:</p> <ul style="list-style-type: none"> ● Ecology 	<p>RESEARCH</p>

¹³ Department of Parks and Recreation (2007). *Sonoma Coast State Park: Final General Plan & Environmental Impact Report*.

¹⁴ Tays, George (1937). *History of California State Parks: Sonoma Coast Park, State Park No. 22*.

SONOMA COAST SP - CONTENT OVERVIEW, CON'T.

THEME	PARK-SPECIFIC TOPICS, STORIES AND MESSAGES
	<ul style="list-style-type: none"> • Bodega Marine Laboratory associated with the University of California system; have it open and visitors can learn about research
	SETTLER AND LOGGING HISTORY
<p>District Themes:</p> <ul style="list-style-type: none"> • Connectors of the Coast • Past, Present, Future 	<p>INDUSTRIAL/LAND USE HISTORY</p> <ul style="list-style-type: none"> • Russian use of Willow Creek and subsequent farming • Early European explorer history^{15, 16} • Sir Francis Drake and the history of the Pirates • Spanish land grants that the Mexican government gave to the area when Mexico was dividing territory up with Russia¹⁷ • Jasper O'Farrell, became senator of Sonoma County • Russian era: ranches within Sonoma Coast SP¹⁸ • How Russian River has changed over the years with logging, gravel mining, loss of salmon and beaver • History of fishing and dairy industry in the area • Rancho Bodega Historical Society along Sonoma Coast
<p>District Themes:</p> <ul style="list-style-type: none"> • Connectors of the Coast • Past, Present, Future 	<p>LOGGING HISTORY</p> <ul style="list-style-type: none"> • The horse-drawn railroad and history of logging and how logs were transported out to the coast • 17 reported vessel losses¹⁹ • World War II coastal gun emplacement at Bodega Headlands²⁰ • Duncan's Landing doghole port²¹; 2 reported vessel losses; visible hardware (iron eyebolts) • Rule's Landing doghole port²² is historically documented, no visible features have been identified yet but they could be present; historic drawings of the site

¹⁵ Smith, Sheli O. and Laurel H. Breece (2002). *California State Marine Managed Areas, Cultural Resource Survey 2001/2002*.

¹⁶ Tays, George (1937). *History of California State Parks: Sonoma Coast Park, State Park No. 22*.

¹⁷ Department of Parks and Recreation (2007). *Sonoma Coast State Park: Final General Plan & Environmental Impact Report*.

¹⁸ Department of Parks and Recreation (2007). *Sonoma Coast State Park: Final General Plan & Environmental Impact Report*.

¹⁹ Ibid.

²⁰ Ibid.

²¹ NOAA Office of National Marine Sanctuaries and California Department of Parks and Recreation (2018). *Maritime Cultural Landscape of Sonoma's Doghole Ports*.

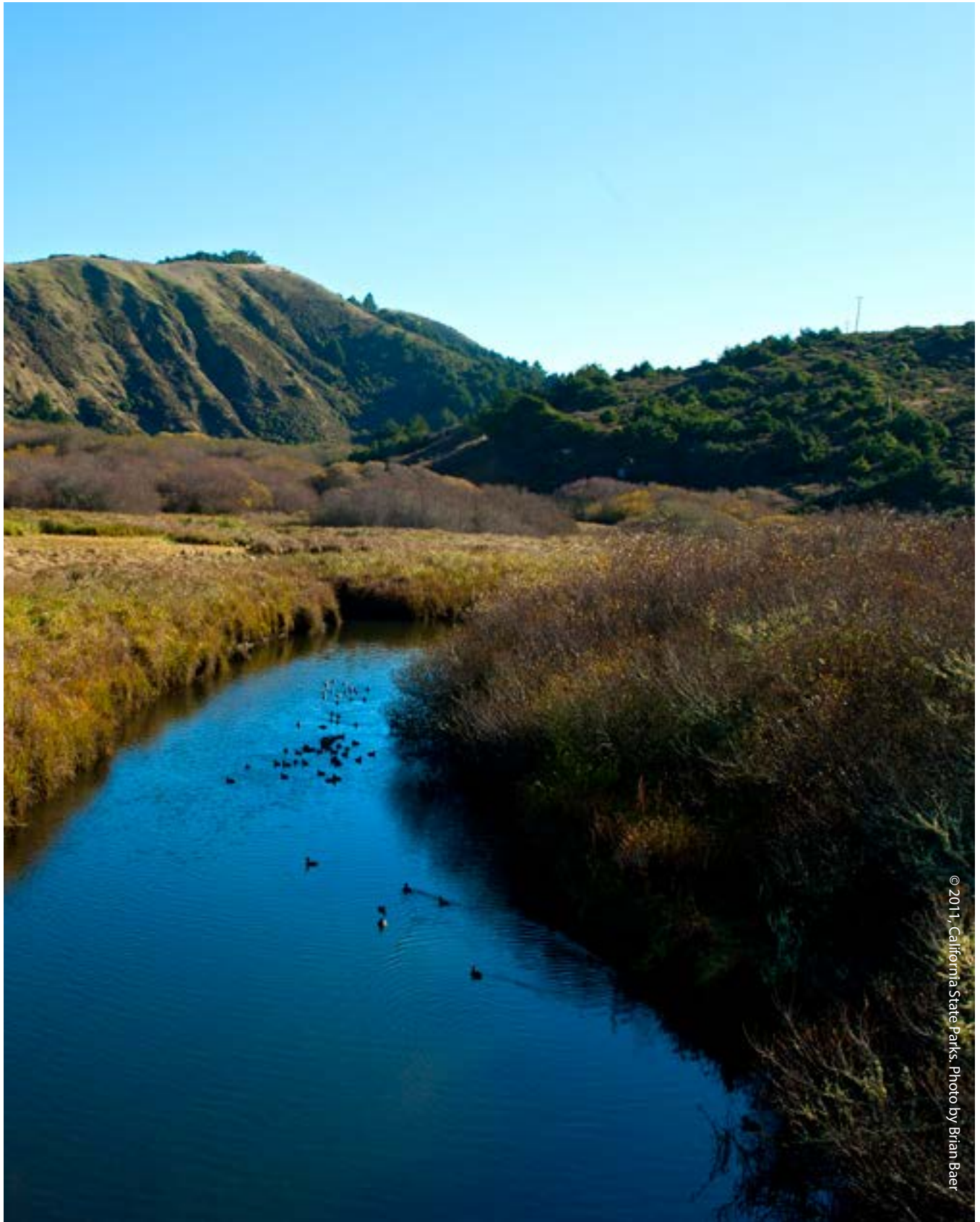
²² Ibid.

SONOMA COAST SP - CONTENT OVERVIEW, CON'T.

THEME	PARK-SPECIFIC TOPICS, STORIES AND MESSAGES
	CONSERVATION
<p>District Themes:</p> <ul style="list-style-type: none"> • Conservation 	<p>CONSERVATION</p> <ul style="list-style-type: none"> • Community Involvement • Park established in 1933; marine protected area in 1970 • Preservation of our coast: magical things that happened in the 60s and 70s that protected our coast. They were going to open a power plant and dredge the river • Access to the coast is remarkable but how that happened needs to be known. Citizen participation and how they saved the coasts • Kortum trail: stopped nuclear power plant and protected the coast. A lot of women (e.g., Virginia Heckman - stopped Jenner development) should be recognized • Degradation caused by tourism

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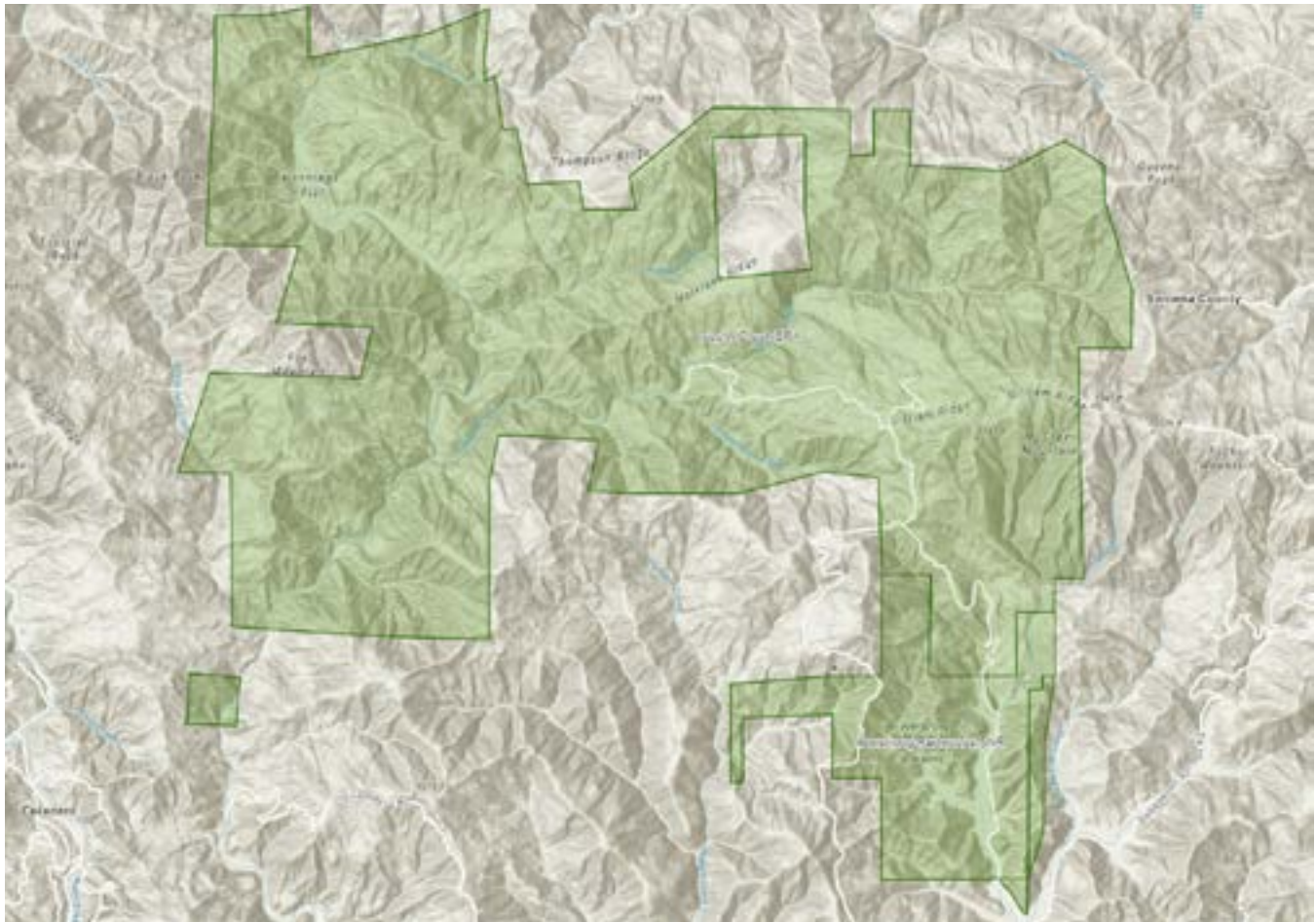


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6.2.14 Austin Creek SRA



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RECOMMENDATIONS

Priority: Low

This park is only accessible through busy, interpretation-intensive Armstrong Redwoods SNR. Little interpretation is recommended in order to preserve the wild feel of the ridgetop campgrounds. This park could benefit from the standard Welcome Package that includes wayfinding (beginning at the bottom of the hill, within Armstrong Redwoods SNR), a welcome kiosk (at the ridgetop), and some additional interpretation focusing on wildlife, and the recent fire and resulting epicormic sprouting delivered via a panel or live programming.

More intensive programming, like a walk-in program to Bullfrog Pond, could be considered as a once-a-year event.

A concept phase should be undertaken to explore the best media for interpreting historic Pond Farm.

DECLARATION OF PURPOSE

10/2000 - General Plan Policy Committee

The purpose of Austin Creek State Reserve, in Sonoma County, is to preserve and protect a remote and little-touched segment of the scenic Coast Range. This area features attractive landscapes of round, grassy slopes, draws and canyons thick with vegetation, as well as valuable riparian ecosystems in the watersheds of Upper Fife Creek and the East Fork of Austin Creek. The unit contains rare plants and plant communities dependent upon serpentine soils.

California State Parks will preserve, protect, restore, interpret and manage the unit's natural, cultural and aesthetic resources and values, making them available to the public for their educational, inspirational, and recreational benefits.

Source: Department of Parks and Recreation State Park System. Purpose Statements.

INTERPRETIVE CONTEXT

Park Partner

- Stewards of the Coast and Redwoods

Visitation

- Entry fee: Yes
- Annual visitation: 289,436
- School programs
 - » 5th and 6th Grade groups spend multiple nights at a camp and then head into Armstrong
- Accessible outdoor recreation
 - » Affordable for visitors from many different economic backgrounds
 - » Austin Creek is less accessible but a more serious hiking experience
 - » Hike-in camping at Bullfrog Pond
- History enthusiasts to Pond Farm
- Connecting underserved communities
 - » Oakland/Sacramento students: Tribal Administration for Children and Families (TANF) brought them to the coast; connecting students to their Indigenous heritage
 - » Afro-Latine/Afro-Indigenous communities: LandPaths is an organization that is bringing these groups into the park

Visitor Amenities and Existing Interpretation

- Park identity signage: Unknown
- Amenities:
 - » Bullfrog Pond: drive-in camping at the top of the ridge, many repeat campers (not well advertised)
 - ◆ Picnic Area & restroom
 - » Hike-in camping at Tom King and Mannings Flat
 - ◆ Hike-in route along creek offers 4 mile hike through beautiful old-growth redwood forest
 - ◆ 2 restrooms, no designated campsites
 - ◆ “No one knows it’s there”
- Trails:
 - » Trails usually open in the dry months, subject to seasonal closure. Horse trailers park in Armstrong Redwoods SNR
 - » 20 miles of trails
- Interpretation:
 - » Some outdoor interpretive signs
 - » Set up temporary exhibits about Pond Farm on the days they schedule tours of the site—usually once a month
 - » Programming at Pond Farm

Connectivity

- Wifi: Generally poor but available at Pond Farm
- Cell service: Poor

Cultural Resources

- Pond Farm Pottery Historic District
 - » National Register of Historic Places
 - » Artist in residence program
 - » Marguerite Wildenhaim story; left Nazi Germany
 - » Garden and walkway
 - » Existing documentary film
 - » Some of her students still live there
 - » Wifi and cell service
 - » Rustic—no running water
- This area (top of the ridge) is a central meeting place for multiple Indigenous communities
- This park does include Indigenous cultural sites; generally we do not identify/interpret specific sites, but interpreting in a general way (including “What to do if you encounter...”) is really important

Natural Resources

- Redwoods; partially burned in the fires of 2020; unique response to burns; “bottle brush” epicormic sprouting
- Open woodlands, rolling hills, meadows, panoramic views, abundant wildlife, including wood ducks and spotted owls.
- Waterfall
- Wild turkeys
- Pygmy forest
- Magnacite - Kashia created columns with holes drilled through the center as currency
- Newts in the creek do an annual migration to mate

Challenges

- Stewards doesn't have a strong relationship with overlapping Indigenous communities in Armstrong/ Austin Creek yet
- Cell reception is better in Austin Creek than Armstrong

Opportunities

- Pond Farm Pottery has wifi; good place for an audio tour
- Robust volunteer program
- Very popular among campers

Priorities Identified by Participants

- Digital media / outreach
 - » They are currently looking at audio tours/QR codes on panels
 - » Download app/audio tour ahead of time
 - » During the pandemic, park staff went out into the parks with video; could do videos like this again with focus on features like lichen and ecology; use PORTS format
 - » Non-profits have been holding online courses/ zoom calls; getting experts together
- Programming
 - » There are no programs for those interested in 2-3 day camping trip guided by naturalists; this is an opportunity
 - » Austin Creek offers a backwoods experience which is rare

AUSTIN CREEK SRA - CONTENT OVERVIEW, CONT'D

THEME	PARK-SPECIFIC TOPICS, STORIES AND MESSAGES
	INDIGENOUS MESSAGING
Indigenous-Developed Themes: <ul style="list-style-type: none"> TBD 	INDIGENOUS-DEVELOPED MESSAGES <ul style="list-style-type: none"> To be developed
Indigenous-Developed Themes: <ul style="list-style-type: none"> TBD 	INDIGENOUS HISTORY <ul style="list-style-type: none"> Indigenous uses — stories of two permanent settlements and a seasonal encampment at old ox bow Indigenous uses of resources Magnacite — Kashia created columns with holes drilled through the center as currency
District Themes: <ul style="list-style-type: none"> Connectors of the Coast Indigenous-Developed Themes: <ul style="list-style-type: none"> TBD 	INTERSECTING CULTURES <ul style="list-style-type: none"> Russian River as a superhighway for many communities Interrelations with Russian River; from coast to tribal lands; acted as a highway; settlers used it to travel here; a place for interactions Indigenous and Euro-American interactions Pomo and Miwok interactions Chinese heritage/history?
	UNDERTOLD STORIES
District Themes: <ul style="list-style-type: none"> Personal Conn. Past, Present, Future 	<ul style="list-style-type: none"> Requires more research
	PERSONAL CONNECTIONS
District Themes: <ul style="list-style-type: none"> Personal Conn. 	<ul style="list-style-type: none"> Requires more research
	CONTEMPORARY STORIES
	ART/CULTURE <ul style="list-style-type: none"> Pond Farm Pottery and Marguerite Wildenhain 1934 Memorial to a Sheriff / sportsman club - a fountain near the picnic area

AUSTIN CREEK SRA - CONTENT OVERVIEW, CONT'D

THEME	PARK-SPECIFIC TOPICS, STORIES AND MESSAGES
	GEOLOGY / ECOLOGY
<p>District Themes:</p> <ul style="list-style-type: none"> ● Ecology 	<p>FIRE & RESILIENCE</p> <ul style="list-style-type: none"> ● 1923 Fire: started in Austin Creek; burned all the way to the coast; how it spread ● The story of the 2020 Walbridge Fire: the fire itself, effect on park, deep concern shown by people concerning the trees, efforts of firefighters, regrowth <ul style="list-style-type: none"> ○ “Bottlebrush” — epicormic sprouting due to very hot fire at ridgetop ○ Impacted Douglas fir ● Fire is subject to higher fire return interval and intensity — drier interior <ul style="list-style-type: none"> ○ Burned hot during 2020 fire ○ Upslope/colluvial stand structures
<p>District Themes:</p> <ul style="list-style-type: none"> ● Ecology 	<p>REDWOODS</p> <ul style="list-style-type: none"> ● Inland Gradient <ul style="list-style-type: none"> ○ Surrounded by oak woodland matrix: similar to other inland parks ○ Gradient: hot on top/cool down in the trees
<p>District Themes:</p> <ul style="list-style-type: none"> ● Ecology 	<p>GEOLOGY</p> <ul style="list-style-type: none"> ● Austin Creek has a lot of complicated geology; can't necessarily see the different rock types here though; you can see it more on the coast ● Unique geology: serpentine area has unique plants due to this; accreted terranes
<p>District Themes:</p> <ul style="list-style-type: none"> ● Ecology 	<p>ECOLOGY</p> <ul style="list-style-type: none"> ● Interrelationship of ecosystems is unique: floor, riparian, oak woodlands ● Ridgetop <ul style="list-style-type: none"> ○ Wild turkeys ○ Amazing vistas ● Bullfrog Pond <ul style="list-style-type: none"> ○ Lots of amphibians: newts, red legged frogs – if these are easily visible that’s a great resource because they can be hard to spot sometimes ○ Salmon/steelhead are important here
	SETTLER AND LOGGING HISTORY

AUSTIN CREEK SRA - CONTENT OVERVIEW, CONT'D

THEME	PARK-SPECIFIC TOPICS, STORIES AND MESSAGES
District Themes: <ul style="list-style-type: none"> ● Connectors of the Coast ● Past, Present, Future 	SETTLER / INDUSTRIAL HISTORY <ul style="list-style-type: none"> ● Logging industry ● Foresters/ranching history ● First railway and single track / 116 gauge rail created by the quarry by Forestville ● Magnesite development/mining at Austin Creek
	CONSERVATION
District Themes: <ul style="list-style-type: none"> ● Conservation 	CONSERVATION <ul style="list-style-type: none"> ● Austin Creek has a great conservation story ● Planned development for Austin Creek; resorts in the park ● Difference between State Nature Reserve (Armstrong) and State Recreation Area (Austin Creek)
	GENERAL COMMENTS/QUESTIONS
	General Comments/Questions <ul style="list-style-type: none"> ● Need to check accuracy of the stories; there is a lot of local lore

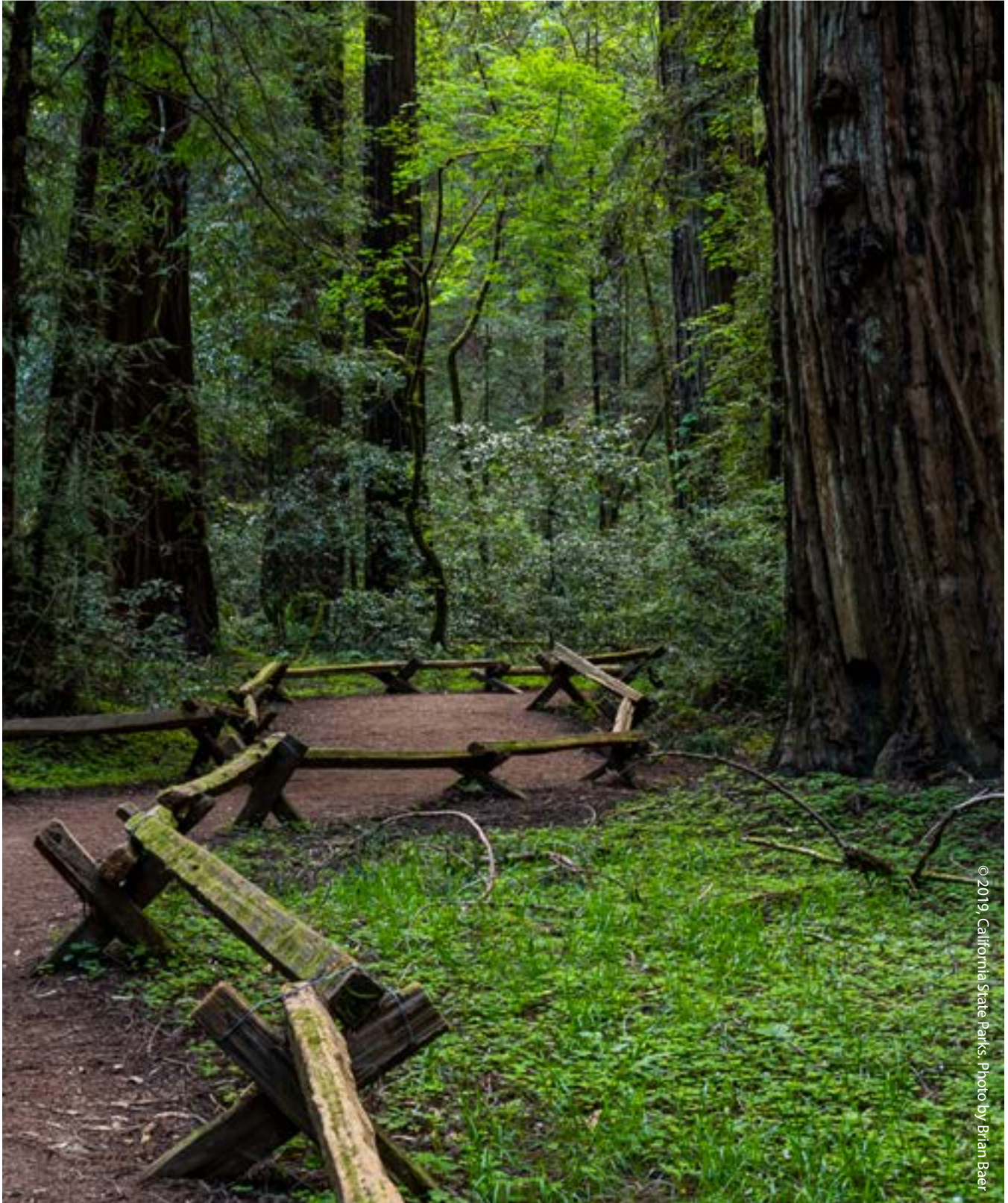
Bibliography

- Many articles, documents, and histories regarding Marguerite Wildenhain and Pond Farm

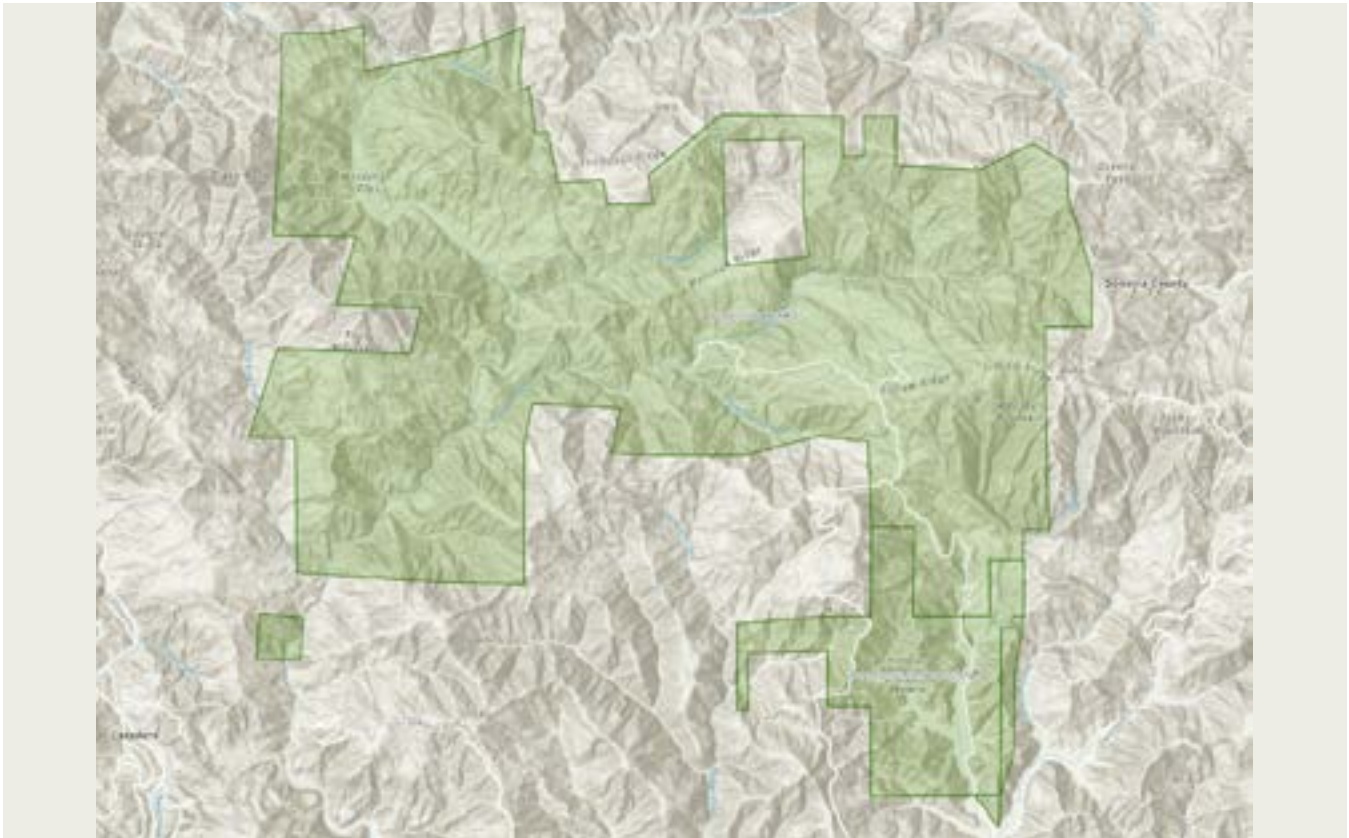


Courtesy of California State Parks, 2019.

6.2.15 Armstrong Redwoods SNR



© 2019, California State Parks. Photo by Brian Baer



RECOMMENDATIONS

Priority: High

This park is identified as a high priority for interpretive intervention based on the following project goals and planning principles. The role and location of the visitor center can be further explored to ensure it is best able to serve the high numbers of day users seen at this park.

- Go where the people are for biggest impact
 - » According to the numbers available, this park sees among the highest visitation of any in this district; highest visitation specifically for redwoods.
 - » Ensure that interpretation focuses on high use day areas and potential audiences including:
 - ◆ Picnickers, dog-walkers, families, and local residents
 - ◆ Determine if campers in adjacent Austin Creek SRA are a potential audience for daytime programming in Armstrong SNR
- Prioritize long term relationships
 - » Ensure the following relationships are being leveraged when undertaking new interpretive projects:
 - ◆ Robust volunteer program
 - ◆ This park is beloved by locals
 - ◆ Underserved, urbanized populations; this park's proximity to several cities make it a good candidate for establishing relationships
 - » Note that relationships with associated Tribal Nations and Indigenous communities need to be established
- Improve what's already there
 - » Use non-personal interpretation to educate visitors about the existing "huggable tree" and the importance of having ramps leading to it.
- Prioritize accessible experiences
 - » Integrate interpretation near this park's ADA accessible trails, picnic areas, and restroom.
 - » Note that the ADA trail goes through old growth forest, a rare and valuable experience in this district.

DECLARATION OF PURPOSE

10/2000 - General Plan Policy Committee

The purpose of Armstrong Redwoods State Reserve, in Sonoma County, is to preserve and protect, in an essentially natural condition, the last remaining publicly owned old growth coast redwood within the county, along with the lower watershed of Fife Creek and its riparian habitat.

California State Parks will preserve, protect, restore, interpret and manage the unit's natural, cultural and aesthetic resources, features and values, making them available to the public for their educational, inspirational, and recreational benefits. The department will work cooperatively with other entities to further these objectives.

Source: Department of Parks and Recreation State Park System. Purpose Statements.

INTERPRETIVE CONTEXT

Park Partner

- Stewards of the Coast and Redwoods

Visitation

- Entry fee: Yes
- Annual visitation: 930,874. Heavily visited; almost 1 million visitor / year (counted by vehicles)
- Haven for locals
 - » Small / quaint
 - » Local spots for Guerneville residents
 - » Lots of people at picnic area with family and friends
 - » People walk their dogs on paved surfaces
- School programs
 - » Large school groups come for recreation and education
 - » Students come here to learn about climate science via middle school and high school field trips
 - » 5th and 6th Grade groups spend multiple nights at a camp and then head into Armstrong
- Accessible outdoor recreation
 - » Visitors enjoy the ease of access to redwoods; it offers opportunities to get outside for hikes, family gatherings, and to just hang out
 - » Accessible trails (Armstrong floor) for those with mobility challenges
 - » Affordable for visitors from many different economic backgrounds
 - » Can see flagship tree even from a vehicle
 - » Bicyclists use the park
- Group tours
 - » Tour companies
 - » Bicycle tours
- Unique experiences
 - » Rootball – famous place for photos and Instagram/TikTok posts
 - » People come for relaxation, quiet meditation, stress reduction and various sensory experiences related to the forest ecosystem
 - » Wedding ceremonies
 - » Scattering ashes of deceased (requires permit)
- Nature watching / research
 - » Birdwatchers, mycologists, naturalists

- » Researchers looking into fire recovery
- » Save the Redwoods League research at the park's fern plot; students from Santa Rosa Junior College will also be involved as trail crew and monitors
- » Fire followers since the Walbridge Fire 2020
- History enthusiasts

Visitor Amenities and Existing Interpretation

- Park identity signage: Yes
- Amenities:
 - » 2 large picnic areas with CCC diablo stoves
 - » RVs only in parking lot
 - » Restroom
 - » Map is good
 - » Directional signage is poor; people get lost driving and walking
 - » CCC Forest Theater
- Trails:
 - » Pioneer Nature Trail, Discovery Trail, and Armstrong Nature Trail
 - » Accessible trails (rare in redwood parks); wheelchairs with large tires are also available for use on trail system
 - » Horse trails on East Austin and Pool Ridge Trails open in summer; Horses not allowed on Pioneer or Discovery Trails
- Interpretation:
 - » Visitor Center - needs to be redone
 - » Programming
 - ◆ Hope to receive a permanent naturalist position soon
 - ◆ Stewards sponsors docent and public education seminars as well as an annual California Naturalist Certification Program.
 - ◆ Park serves about 5,000 school children with reservations to use the park as an outdoor classroom, of those about half use docents for their programming
 - ◆ Hosts college students and interns periodically -not on a regular basis.
 - ◆ Would like to have more community-based events in the Forest Theater to activate it; it's underused currently (but there also isn't enough parking to accommodate the capacity of the theater)

- » Interpretive signage
 - ◆ There is a small amount of interpretation on CCC Forest Theater and there are historical photos to support the story.
 - ◆ Reported excellent interpretive panels, boardwalk/trail signage, self guided trail map that includes redwoods messaging (RIMP)
 - ◆ Stewards has replaced 12x12 nature trail signs and larger interpretive panels with sturdy laminated signage with donor contributions.

Connectivity

- Wifi: Poor (but available at Visitor Center)
- Cell service: Poor

Cultural Resources

- Pomo and Miwok connections / interactions
- CCC Forest Theater
- CCC diablo stoves in picnic area (no reservations but you have to bring your own wood; Stewards doesn't promote this per se)
- Colonel Armstrong tree
- Lizzie Armstrong rock
- Robert Coon (county planner) helped to create the park
- Stewards of the Coast and Redwoods have an archival collection (relating to Pond Farm?). A 2018 assessment made several recommendations, have they been implemented?

Natural Resources

- Fife Creek (seasonally dry)
- Scattered old growth; mostly second growth; partially burned in fires of 2020
- Redwood sprouts/seedlings (rare)
- Floor, riparian, oak woodlands
- Sorrel carpet
- Rarest lichen in the state; a beard lichen
- Salmon (although very diminished here because of downstream issues: urban inputs/development in Guerneville)

Challenges

- Can we set up a nature exploration area in a Reserve?
 - » Distinction between Reserve (very limited activities and infrastructure), Park (general recreation), and Recreation Area (motorized off road vehicles, motorized boats, mountain biking, horseback riding).
 - » Although Armstrong and Austin Creek have different designations, they are perceived by the public as being one park... they are also managed as a unit. Their different designations sometimes causes problems. Have looked into changing the designation.

Opportunities

- "Huggable tree" has ramps that mitigate compaction of roots however there is no sign interpreting this
- Visitors consist of families and schoolchildren making this a good place potentially for unstructured play (esp. in picnic areas) however, potential issues with implementing in a SNR
- High visitor numbers
- Has money and good programming
- Robust volunteer program
- Would like to have more community-based events in the Forest Theater to activate it; it's underused currently (but there also isn't enough parking to accommodate the capacity of the theater)

Priorities Identified by Participants

- Interest in a dedicated Nature Based Exploration Area, and several good candidates for locations. Interpretation for adults could be adjacent to this area for kids.
- Interpretation for "huggable tree"
- Digital Media
 - » Consideration: Poor cell reception in Armstrong; improves in Austin Creek
 - » They are currently looking at audio tours/QR codes on panels
 - » Download app/audio tour ahead of time or at VC
 - » During the pandemic, park staff went out into the parks with video; could do videos like this again with focus on features like lichen and ecology; use PORTS format
 - » Non-profits have been holding online courses/zoom calls; getting experts together to
- Physical Exhibits/Panels
 - » Interpretive Center (note: there is an existing visitor center)
 - » Braille tour existed in the past; want to bring that back in some form
 - » Refreshed interpretive signs including the tree cookie panel at the entrance to the park
 - » Multisensory interpretive media that engage 5 senses to fit different learning styles
- Programming
 - » There are no programs for those interested in 2-3 day camping trip guided by naturalists; this is an opportunity
 - » They are doing a lot of reprogramming now; reaching out with community events, e.g. yoga
 - » Seminars: They have the staff to do this; this could be a Powerpoint type presentation and could be paid



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ARMSTRONG REDWOODS SNR - CONTENT OVERVIEW

THEME	PARK-SPECIFIC TOPICS, STORIES AND MESSAGES
	INDIGENOUS MESSAGING
Indigenous-Developed Themes: <ul style="list-style-type: none"> TBD 	INDIGENOUS-DEVELOPED MESSAGES <ul style="list-style-type: none"> To be developed
Indigenous-Developed Themes: <ul style="list-style-type: none"> TBD 	ARCHEOLOGY <ul style="list-style-type: none"> Pomo territory¹ Indigenous uses — stories of two permanent settlements and a seasonal encampment at old ox bow
District Themes: <ul style="list-style-type: none"> Connectors of the Coast 	INTERSECTING CULTURES <ul style="list-style-type: none"> European explorers, settler expansion in the 1850s Russian River as a superhighway for many communities Interrelations with Russian River; from coast to Indigenous lands; acted as a highway; settlers used it to travel here; a place for interactions Indigenous and Euro-American interactions Pomo and Miwok interactions Chinese heritage/history?
	UNDERTOLD STORIES
District Themes: <ul style="list-style-type: none"> Personal Conn. Past, Present, Future 	<ul style="list-style-type: none"> Requires more research
	PERSONAL CONNECTIONS
District Themes: <ul style="list-style-type: none"> Personal Conn. 	<ul style="list-style-type: none"> Requires more research
	GEOLOGY / ECOLOGY
District Themes: <ul style="list-style-type: none"> Ecology Past, Present, Future 	REDWOODS & FIRE & RESILIENCE <ul style="list-style-type: none"> Exposed root ball of fallen tree — popular with visitors and on Instagram. People come just for this! Kids love to climb it and we let them. Fragility of undergrowth and roots

¹ Tays, George (1937). *History of California State Parks: Armstrong Redwoods State Park, State Park No. 20.*

ARMSTRONG REDWOODS SNR - CONTENT OVERVIEW, CONT'D

THEME	PARK-SPECIFIC TOPICS, STORIES AND MESSAGES
	<ul style="list-style-type: none"> ● 1923 Fire: started in Austin Creek; burned all the way to the coast; how it spread ● Aged Stand <ul style="list-style-type: none"> ○ Remnant old growth; mostly second growth ○ Doesn't have great old-growth structure ○ Will become classic old-growth in the future ● The story of the 2020 Walbridge Fire: <ul style="list-style-type: none"> ○ the fire itself, effect on park, deep concern shown by people concerning the trees, efforts of firefighters, regrowth ○ The dedication of fire fighters to save trees from devastating fires. This story can also translate to some other parks with legacy trees ○ Signs of 2020 fire <ul style="list-style-type: none"> ■ Heat got trapped in gully — gully acted “like a convection oven” ■ Can see how the road acted as a fire break — on one side, lots of evidence of fire, on the other side, nearly none ■ Firefighters actively defended Colonel Armstrong tree; have great photos ■ Used blockfires to protect and save redwoods ■ Positive impacts of fire; encouraged growth from seed (rare, first time in living memory) – cotyledons appeared in 2022, 2 years after the fire ■ https://stewardscr.org/wp-content/uploads/2021/09/Fire-Brochure_7.13.21.pdf ■ Prior to colonial settlement fires happened every 16 years; still happened even after settlement ○ Sprouts/seedlings; very rare – took two years for these to emerge ○ "Distressed cone crop" — the “distressed” part is probably a mis-nomer, as these trees would have relied on occasional massive fire for forest renewal before fire suppression ○ Humans have disrupted the dynamic equilibrium (not balance) ○ Cones are rare in redwoods, was it always this way? ○ Clean soil condition/ minimal overshadowing/removal of pathogens: need this for seedlings to survive ○ Why 2 years? Year 0 = fire; Year 1 = cones develop; Year 2 = cones drop and seedlings sprout
District Themes:	GEOLOGY

ARMSTRONG REDWOODS SNR - CONTENT OVERVIEW, CONT'D

THEME	PARK-SPECIFIC TOPICS, STORIES AND MESSAGES
<ul style="list-style-type: none"> ● Ecology 	<ul style="list-style-type: none"> ● Seasonal Stream along valley floor <ul style="list-style-type: none"> ○ Seasonal stream in this location – the dry creek beds we saw do fill with water seasonally, and the fact that redwoods thrive here illustrates the "sponginess" of alluvial plain ○ Upslope, where the soil is bedrock, water is visible in the streams year-round ○ In the “spongy” valley bottom, the water sinks into / is absorbed by the alluvial sediments and isn’t visible – but it’s still there
<p>District Themes:</p> <ul style="list-style-type: none"> ● Ecology 	<p>ECOLOGY</p> <ul style="list-style-type: none"> ● Interrelationship of ecosystems is unique: floor, riparian, oak woodlands ● Sorrel carpet <ul style="list-style-type: none"> ○ Undergrowth is direct result of barriers erected along the paths; until that was done, the undergrowth was completely trampled as in Hendy Woods ● Armstrong contains rarest lichen in the state: a beard lichen ● Inland Gradient <ul style="list-style-type: none"> ○ Surrounded by oak woodland matrix: similar to other inland parks ○ Gradient: hot on top/cool down in the trees ● Salmon <ul style="list-style-type: none"> ○ Salmon are very diminished here because of downstream issues: urban inputs/development in Guerneville
<p>District Themes:</p> <ul style="list-style-type: none"> ● Ecology 	<p>CLIMATE CHANGE / ARIDIFICATION</p> <ul style="list-style-type: none"> ● Dry Fife Creekbed; used to be salmon-bearing; highlights statewide story of drought / aridification <ul style="list-style-type: none"> ○ vs Geology story above - which is correct?
<p>SETTLER AND LOGGING HISTORY</p>	
<p>District Themes:</p> <ul style="list-style-type: none"> ● Connectors of the Coast 	<p>INDUSTRIAL USES</p> <ul style="list-style-type: none"> ● Logging industry and history² <ul style="list-style-type: none"> ○ Stumps with visible holes from springboards; highlights story of logging; ○ areas we can discuss second growth vs old growth; ○ theorize that they dug up the stumps for more wood (not a lot of stumps and lots of big holes in the ground)

² Ibid.

ARMSTRONG REDWOODS SNR - CONTENT OVERVIEW, CONT'D

THEME	PARK-SPECIFIC TOPICS, STORIES AND MESSAGES
	<ul style="list-style-type: none"> ● Foresters/ranching history ● First railway and single track / 116 gauge rail created by the quarry by Forestville ● Russian use of Willow Creek and subsequent farming
	CONSERVATION
<p>District Themes:</p> <ul style="list-style-type: none"> ● Conservation 	<p>CONSERVATION AND CO-MANAGEMENT</p> <ul style="list-style-type: none"> ● Lizzie Armstrong ● Col. Armstrong was a prominent lumberman; admired the stand of redwoods in this valley and didn't cut them; donated the land to become a park³ ● Parson Jones ● Lizzie Armstrong, daughter of Col. Armstrong and married to Jones, very involved in helping to save this forest ● The history of stewardship specific to this park^{4,5}; historically to present day co-management ● History of park management/current story of co-management; example of citizens stepping in ● The stories related to the movement of the park from private ownership to its current designation of a State Nature Reserve ● 1934 Memorial to a Sheriff / sportsman club — a fountain near the picnic area ● Colonel Armstrong tree ● Lizzie Armstrong rock ● Robert Coon (county planner) helped to create the park
<p>District Themes:</p> <ul style="list-style-type: none"> ● Conservation 	<p>CCC / WPA HISTORY</p> <ul style="list-style-type: none"> ● Works Progress Administration (not CCC) built⁶: <ul style="list-style-type: none"> ○ Forest Theater in 1936 ○ Park buildings, bridges, picnic tables, BBQ grills, and other “Park rustic” amenities ● CCC built roads and fire breaks ● Theater is used for the old growth festival

³ Tays, George (1937). *History of California State Parks: Armstrong Redwoods State Park, State Park No. 20.*

⁴ Tays, George (1937). *History of California State Parks: Armstrong Redwoods State Park, State Park No. 20.*

⁵ United States of America, State of California (1878). Acquisition Bill.

⁶ Parkman, E. Breck (2009). *The Forest Theater and the American Dream.*

ARMSTRONG REDWOODS SNR - CONTENT OVERVIEW, CONT'D

THEME	PARK-SPECIFIC TOPICS, STORIES AND MESSAGES
	<ul style="list-style-type: none"> ● There is currently only one rock with interpretation about this story; requires more research ● CCC diablo stoves in picnic area (no reservations but you have to bring your own wood; Stewards doesn't promote this per se)

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- Department of Parks and Recreation (2002). *Primary Record, Forest Theater, Armstrong Redwoods State Reserve*. State of California
- Department of Parks and Recreation (no date). *Historic Resources Inventory: Armstrong Redwoods Residence*. State of California.
- Department of Parks and Recreation (no date). *Historic Resources Inventory: Russian River Area Office*. State of California.
- Department of Parks and Recreation (no date). *Historic Resources Inventory: Garage, Residence #4*. State of California.
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- Parkman, E. Breck (2009). *The Forest Theater and the American Dream*. California State Parks.
- Ogden, Barclay (2018). *Preservation Needs Assessment of the Archives of the Stewards of the Coast and Redwoods*. California Preservation Program.
- Tays, George (1937). *History of California State Parks: Armstrong Redwoods State Park, State Park No. 20*. Department of Natural Resources, Division of Parks.
- United States of America, State of California (1878). Acquisition Bill.
- Stewards of the Coast and Redwoods, California State Parks (no date). *Armstrong Redwoods Fire Ecology Walk*. (brochure)



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7 Media



7.1 INTRODUCTION TO MEDIA OPTIONS

The proposed media options have been developed to meet the goals of (1) conveying consistent visitor messaging for all redwood parks in the district, and (2) identifying opportunities to tell unique and complementary stories at individual parks.

To achieve the goal of consistent messaging, we recommend designing and implementing a Welcome Package in all redwood parks in the district. To deliver unique and complementary Park-Specific content, we have developed a menu of media options from which to select on a park-by-park basis.

Welcome Package

1. Park Identity Sign (with modular branding element for redwood park branding, Indigenous land acknowledgement)
2. Wayfinding Program
3. Welcome Kiosk (incl. park orientation and map, Indigenous-developed messages and redwood interpretation)

To implement the Welcome Package, all parks will require a survey of existing signage and a detailed site assessment. These steps will allow us to determine which parks need identity signs and which only need to have redwood park branding / Indigenous land acknowledgements added to existing identity signs; the quantity of wayfinding signs required in specific parks; and any further Park-Specific information that needs to be communicated at the Welcome Kiosk.

Park Specific Content

4. Mobile Website / App
5. Printed Trail Maps
6. Outdoor Wayside Panels
7. Live / Personal Interpretation
8. New Visitor Center
9. New Exhibits in Existing Building

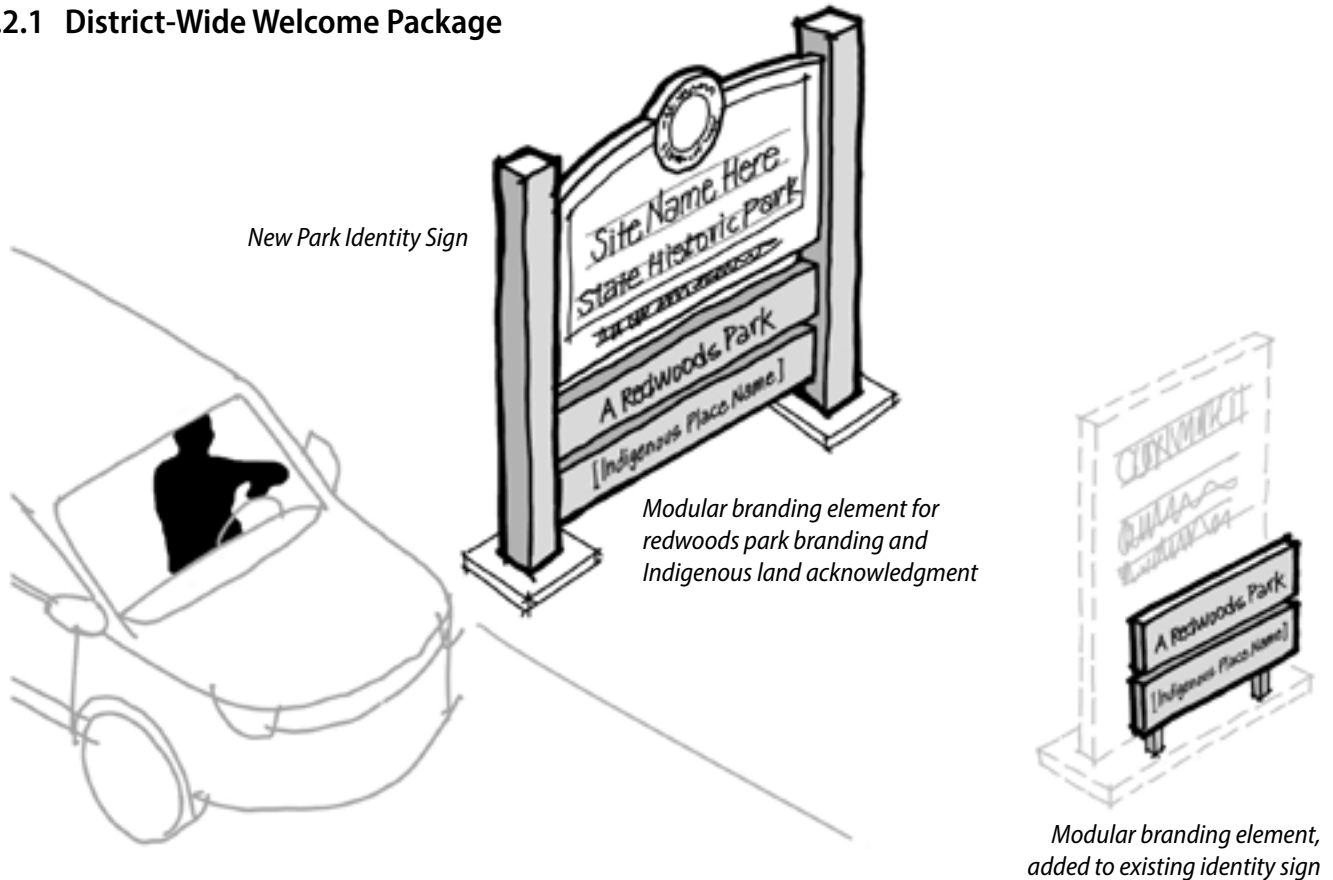
One or more of these media may be appropriate in each park. This current master planning process has made it possible to gain a sense of what is appropriate in some parks, however a detailed site assessment and concept plan for each park will clarify the best selection and allow us to quantify associated costs.

All media options are detailed in Section 7.3.

7.2 MEDIA OPTIONS

The following pages describe the media options in detail.

7.2.1 District-Wide Welcome Package



1. Park Identity Sign

Description

- At highway or road, near each major park entrance
- Some parks require more than one identity sign
- New identity signs will include modular / stand alone element for “Redwood Park” branding and land acknowledgment
- Existing identity signs will require addition of modular element for “Redwood Park” branding and land acknowledgement
- Design as per California State Park Brand Standards Handbook

Content

Main sign:

- Park Name

Modular element:

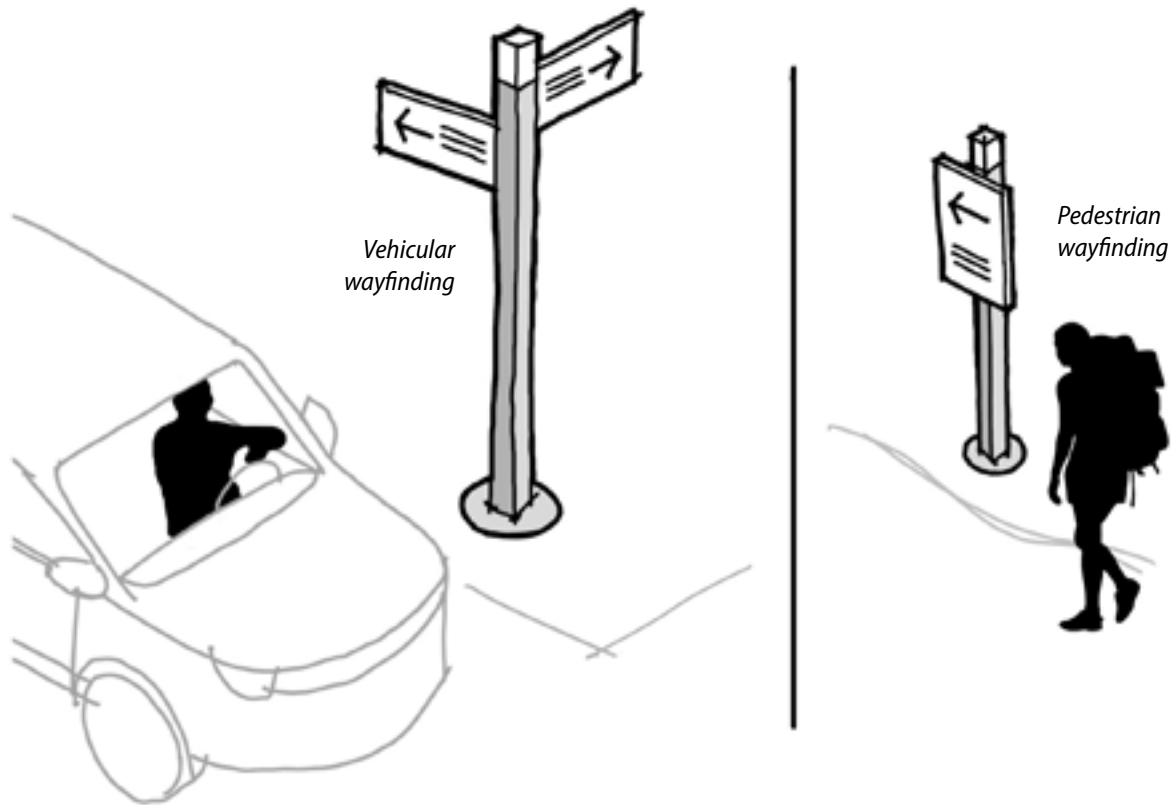
- “Redwood Park” Branding
- Ancestral land acknowledgment / Indigenous place name (as directed by Tribal Nations and Indigenous communities)

Estimated Costs Per Unit

- Fabrication & Installation of main identity sign and modular addition
» \$ 10,000 - \$13,000

Additional Costs

- Consultation and collaboration with Tribal Nations and Indigenous communities (for modular element)
- Design
- Infrastructure



2. Wayfinding Program

Description

- Quantity of signs will vary according to need

Content

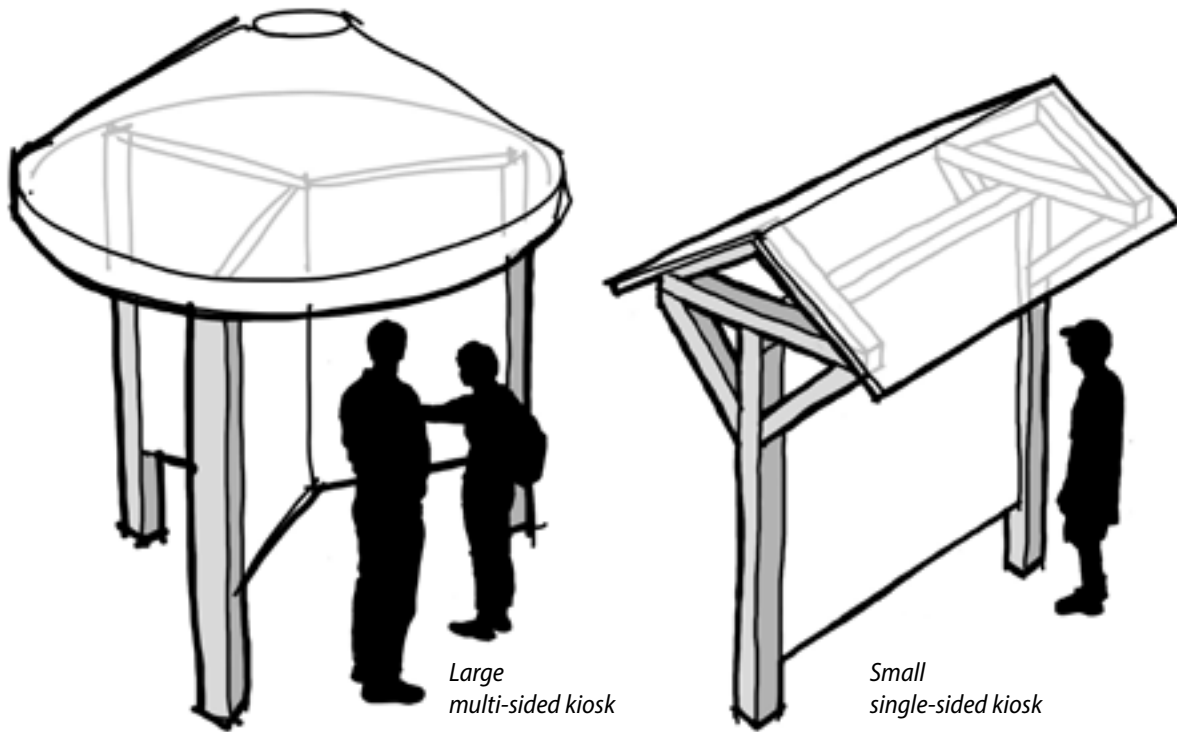
- Vehicular wayfinding as needed
- Pedestrian wayfinding as needed

Estimated Costs Per Unit

- Fabrication & Installation
 - » \$ 4,000 - \$ 8,000 Vehicular
 - » \$ 2,000 - \$ 5,000 Pedestrian

Additional Costs

- Design
- Infrastructure



3. Welcome Kiosk

Description

- Place in central location
- If possible, place in already-disturbed ground, such as parking lot, pavement, or trailhead
- Some parks will require more than one, depending on the size of the park and visitation patterns
- Covered structure
- Two size options:
 - » Large: 3 radial wings supporting 6 panels
 - » Small: 1-sided
- Park aesthetic

Content

Park Orientation

- Park Map / Site Map / Trailhead Information
- “Redwood Park” Branding
- Partner Logos (check latest guidelines on branding and interpretive panel design for details on logo placement and size)
- Etiquette & Regulations
- Program Information (changeable, where appropriate)

Messages Developed by Tribal Nations and Indigenous Communities

- Statement and/or Welcome
- Access / Harvesting Rights Statement
- Other Messages or Stories

Redwoods Orientation

- Map Of Redwood Range / Nearby Redwood Parks
- Redwood Ecology 101
- Unique features at this park
- Climate Change
- Calls To Action (where appropriate)

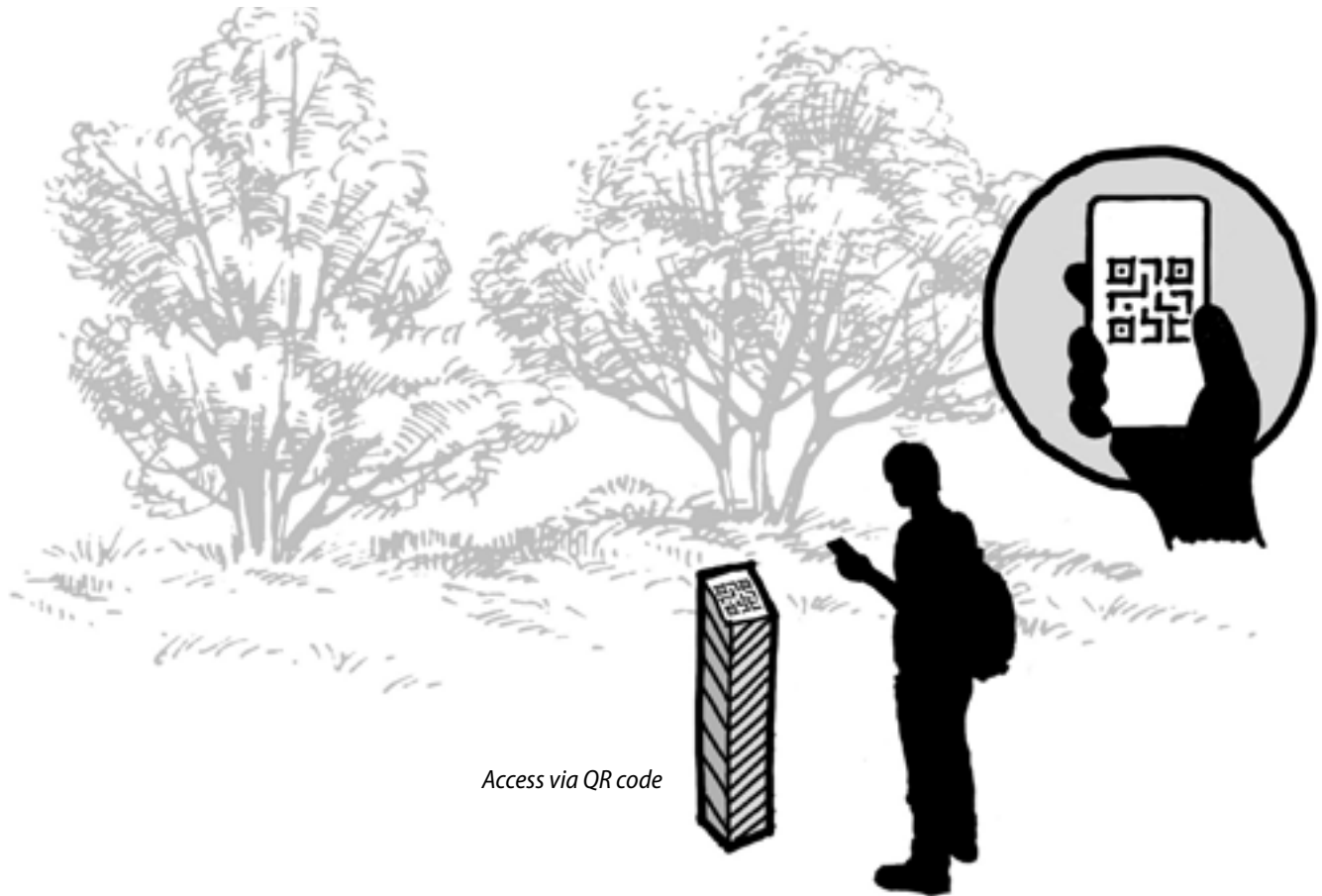
Estimated Costs Per Unit

- Fabrication & Installation
 - » \$33,000

Additional Costs

- Consultation and collaboration with Tribal Nations and Indigenous communities
- Content & Design
- Infrastructure

7.2.2 Park-Specific Interpretive Interventions



Access via QR code

4. Mobile Website / App

Description

- QR Code offered at Welcome Kiosk or on post at trailhead
- A sustainable option in parks with connectivity

Content

- All Welcome Kiosk content

Park-Specific Content

- Unique and untold stories in geology, ecology, human history, conservation, and restoration
- Messages and stories as determined through consultation and collaboration with Tribal Nations

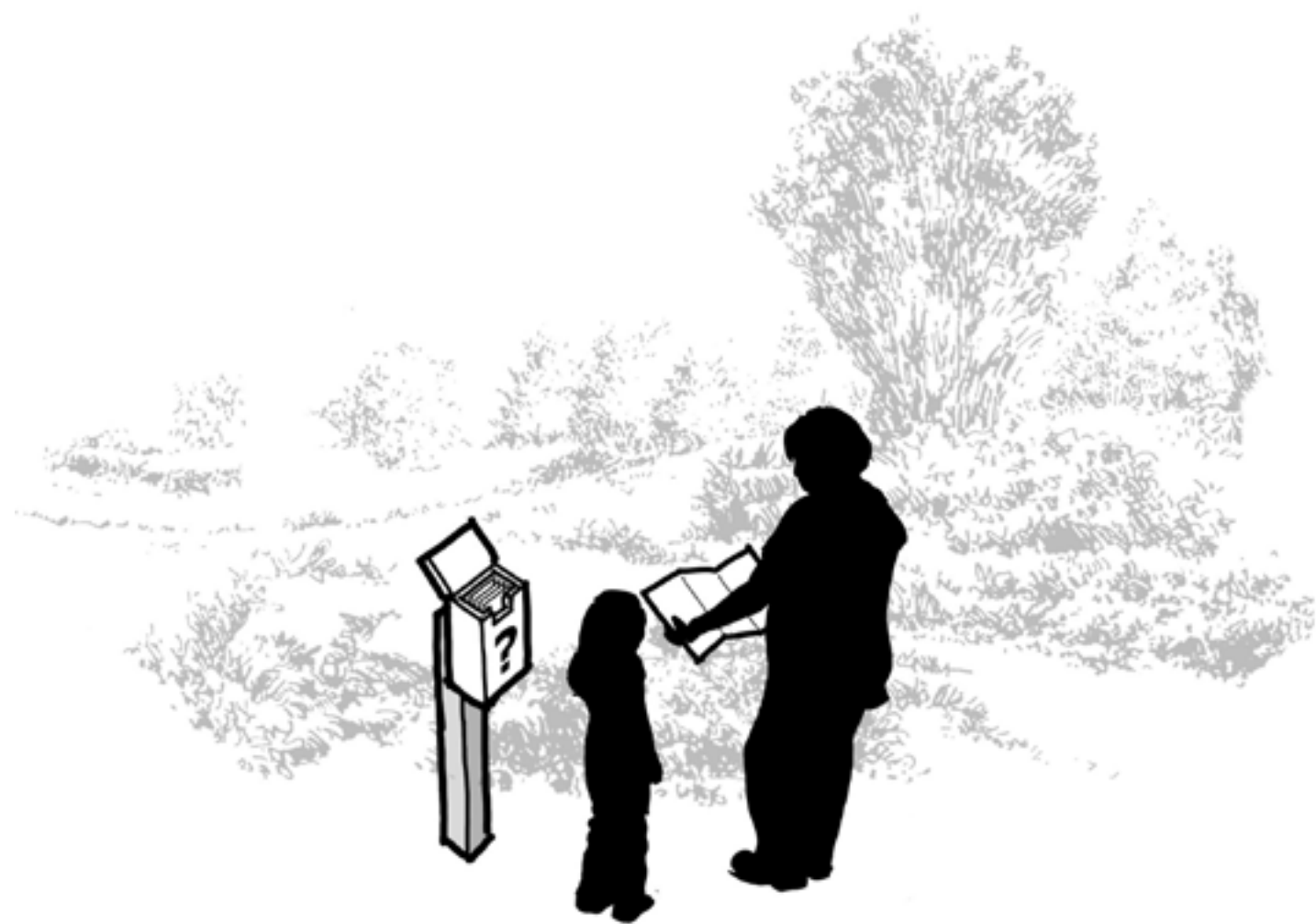
and Indigenous communities

Estimated Costs Per Unit

- Content
- Mobile website development / Virtual Adventurer
 - » \$10,000-\$25,000 per park (will vary depending on the number of stories)

Additional Costs

- Consultation and collaboration with Tribal Nations and Indigenous communities
- Translation



5. Printed Trail Maps

Description

- Offered at Welcome Kiosk or trailhead
- Enhances experience at trails with existing numbered stops
- An option in parks with poor connectivity

Park-Specific Content

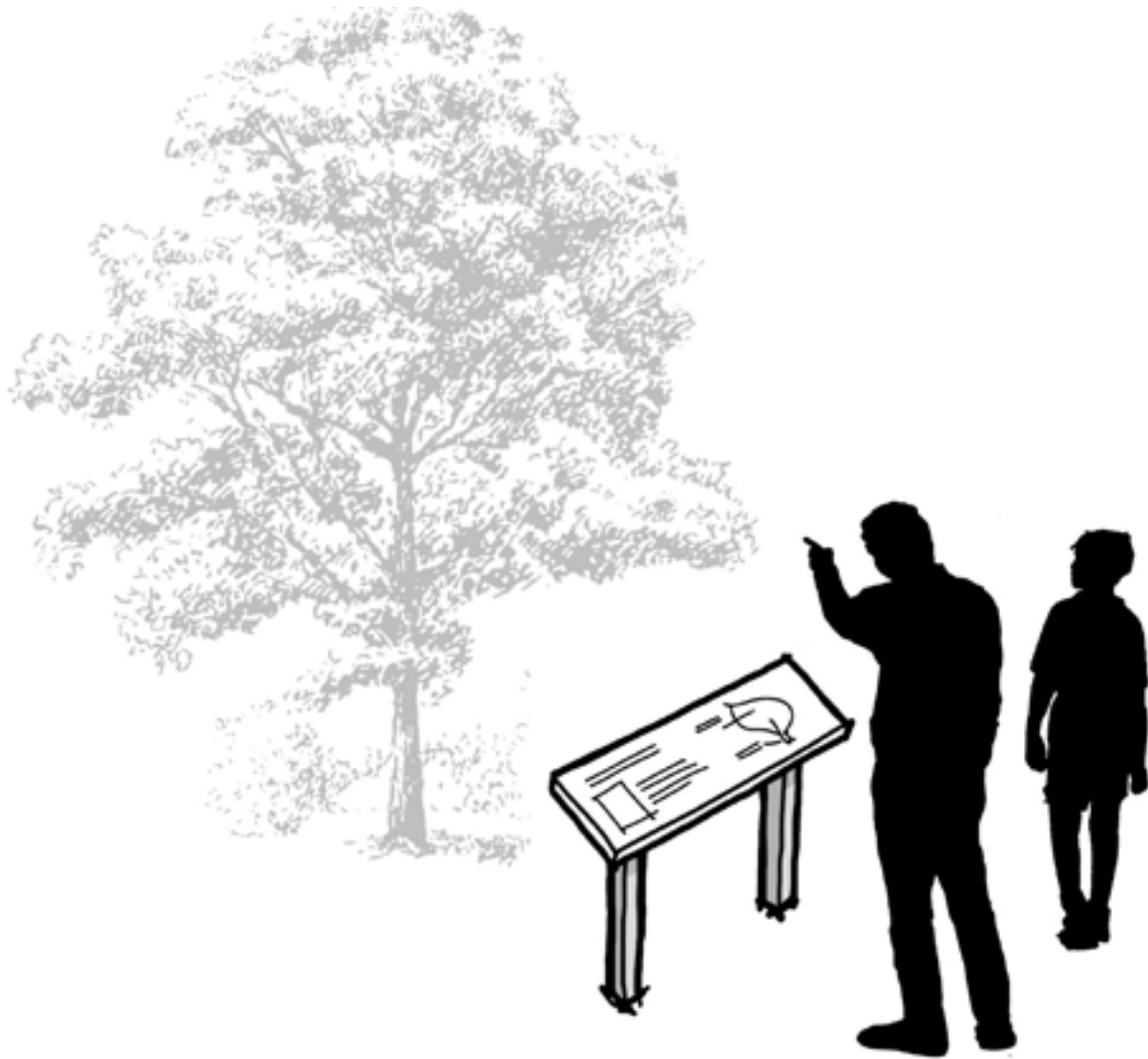
- Park Orientation, Land Acknowledgment
- Interpretation of numbered trail stops

Estimated Costs Per Unit

- Content
- Graphic Design
 - » \$7,000-\$12,000

Additional Costs

- Consultation and collaboration with Tribal Nations and Indigenous communities
- Printing (ongoing)



6. Outdoor Wayside Panels

Description

- Located at points of interest throughout park
- A sustainable option in parks without connectivity

Park-Specific Content

- Unique and untold stories in geology, ecology, human history, conservation, and restoration
- Messages and stories as determined through consultation and collaboration with Tribal Nations and Indigenous communities

Estimated Costs Per Unit

- Fabrication & Installation
» \$10,000-\$15,000

Additional Costs

- Consultation and collaboration with Tribal Nations and Indigenous communities
- Infrastructure
- Content & Design



7. Live / Personal Interpretation

Description

- Offered in parks with live interpreters (employees or volunteers of California State Parks or its partners)

Park-Specific Content

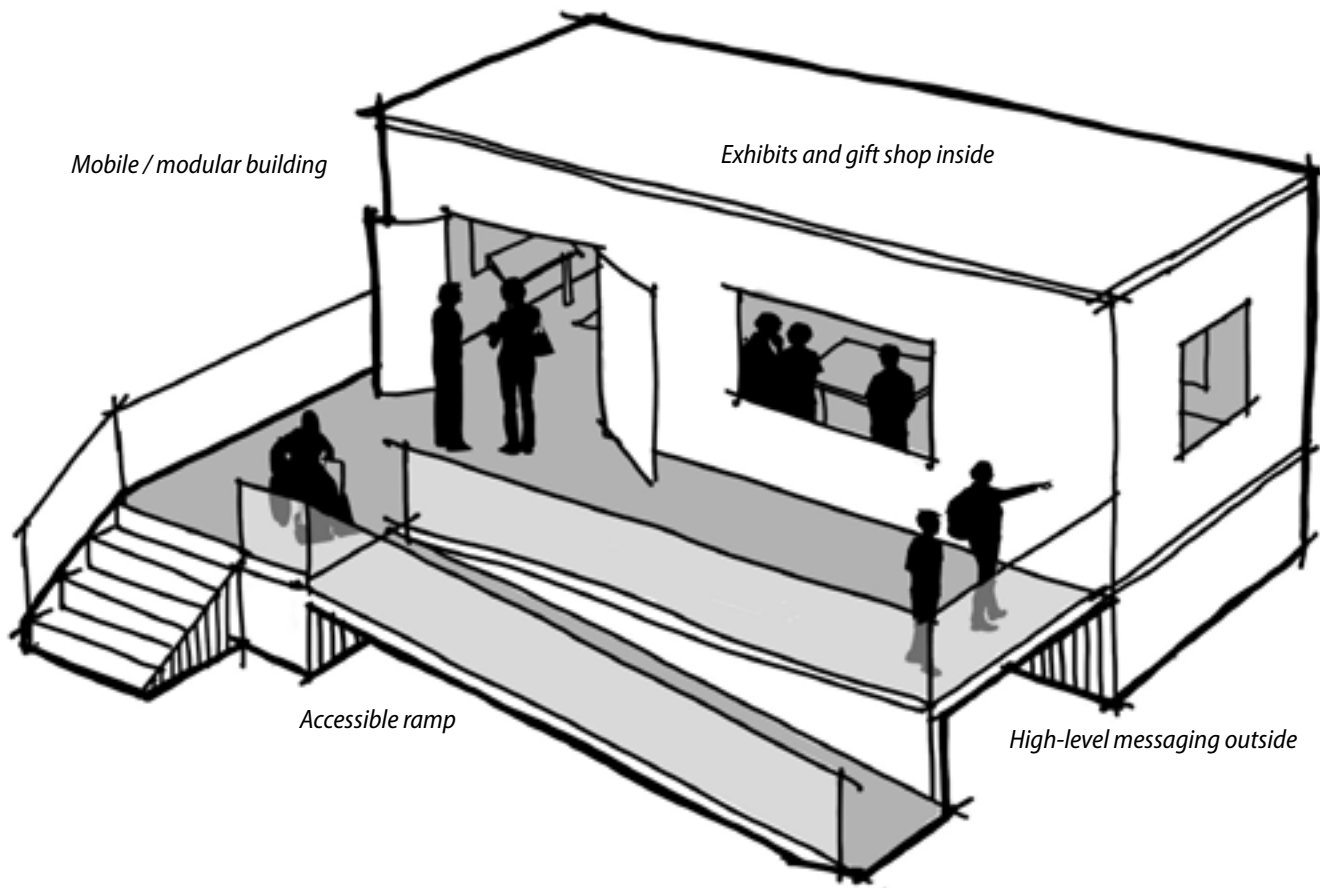
- Unique and untold stories in geology, ecology, human history, conservation, and restoration
- Messages and stories as determined through consultation and collaboration with Tribal Nations and Indigenous communities
- Save the Redwoods League education curriculum (both as a resource and as priority programming)

Estimated Costs Per Unit

- Content Development / Research
 - » \$10,000 - \$25,000 per park (will vary depending on the number of stories)

Additional Costs

- Consultation and collaboration with Tribal Nations and Indigenous communities
- Program materials
- Staff time for delivery



8. New Visitor Center

Description

- In parks where existing visitor center structure needs replacing
- Internal configuration would vary by park based on site specifics
- Mobile / modular building structure
- Park aesthetic
- Accessible ramp
- Porch with high-level messaging outside
- Exhibits and gift shop area inside

Park-Specific Content

- Unique and untold stories in geology, ecology, human history, conservation, and restoration
- Messages and stories as determined through consultation and collaboration with Tribal Nations and Indigenous communities

Estimated Costs Per Unit

- Mobile Building Structure (not including porch or ramp)
- ~1,000 sq ft of usable internal space, of which 1/3 is estimated for gift shop and 2/3 for exhibits
 - » \$ 200,000 and up

Exhibits

- Content
- Exhibit Design
- Exhibit Fabrication & Installation (see Section 7.4)
 - » \$ 225,000-\$ 325,000 for 650 sq ft of indoor exhibits and some outdoor panels

Additional Costs

- Consultation and collaboration with Tribal Nations and Indigenous communities
- Infrastructure



9. New Exhibits in Existing Building

Description

- New exhibits in existing visitor center, or
- New exhibits in existing heritage building

Park-Specific Content

- Unique and untold stories in geology, ecology, human history, conservation, and restoration
- Messages and stories as determined through consultation and collaboration with Tribal Nations and Indigenous communities

Estimated Costs Per Unit

- For indoor exhibit costs, see Section 7.4.

Additional Costs

- Consultation and collaboration with Tribal Nations and Indigenous communities
- Content & Design
- Architecture & Engineering

7.3 UNDERSTANDING COST ESTIMATES

For the media options offered above, we have developed per-unit cost estimates based on our experience with recent projects. The goal is to give a broad sense of potential costs to assist with future planning and fundraising. However, without a design or a timeline, the estimates come with certain limitations. It is important to understand what they do and do not include.

The cost estimates provided do include:

- Hard costs (what the “thing” actually costs)
- The fabricator’s general conditions which include administration, samples, prototypes/testing, and overhead and profit.
- Transportation and installation (note that this can vary greatly depending on the park location)

They DO NOT include:

- Design (see Section 7.5 Calculating Design Fees and Total Project Cost for more)
- Other associated costs as identified for each media type
- Inflation
- Applicable taxes

Cost estimates given above are based on information available in December 2022. After 12 months, all cost estimates should be re-evaluated for two main reasons. Firstly, while the rate of inflation in the U.S. has held fairly steady under 2.5% over the last decade, it averaged 8.5% over the past 12 months. This rate of increase is not expected to continue indefinitely, but it does mean that costs are rising unpredictably and necessitate frequent re-evaluation. Secondly, the markets for fabrication materials, transportation, and labor are all extremely volatile at this time, which can affect both cost and timeline.

7.4 COST PER SQUARE FOOT FOR INDOOR EXHIBITS

Particularly in the planning and early design stages of a project, it is convenient to describe exhibit costs in dollars per square foot. Generally, two factors determine exhibit costs: complexity and density. In any project there are simple exhibit units at a relatively low cost/sq. ft. and complex units at a higher cost/sq. ft. This mix is taken into account when average costs/sq. ft. are described and finally established as a target budget.

Fabrication and installation costs of good quality permanent museum exhibits today ranges between \$200 and \$950/sq. ft. The lowest figure buys static graphics and cases; the highest number buys complex interactives (visitor participatory technological exhibits), replicated environments, and elaborate audio-visual exhibits, including custom film/video presentations in special theaters.

Assuming that the exhibits are installed in a serviced and finished architectural space (floor finish, painted walls and ceiling, completed HVAC, electrical distribution complete, and service lighting installed), the typical cost vs. complexity range is as noted below.

Cost/sq ft as relating to Features/Complexity

\$350-500

Conventional cases, pedestals, panels with direct output graphics, mounted photographs and some artifacts. May include simple dioramas, higher quality static exhibits, special artwork, some simple electronic interactive devices and audio/visual, such as basic video playback. Good use of photomurals and banners to create environmental effects. Basic track lighting.

\$500-650

Above, plus more elaborate dioramas or simple replicated environments, more frequent and/or complex interactive technological exhibits. More possibilities for audio/visual techniques including better video programming and limited special effects. Possibilities for upgraded wall and floor treatment, high-end track lighting, some theatrical instruments. Excellent artifact presentation, casework, and lighting.

\$650-800

Above, plus immersive environments, more complex electrical/mechanical interactive exhibits, special artwork, high-quality casework, construction details, and exhibit/theatrical lighting. Audio/visual possibilities become quite extensive with custom photography, special effects and a good range of video/computer exhibits.

\$800-950

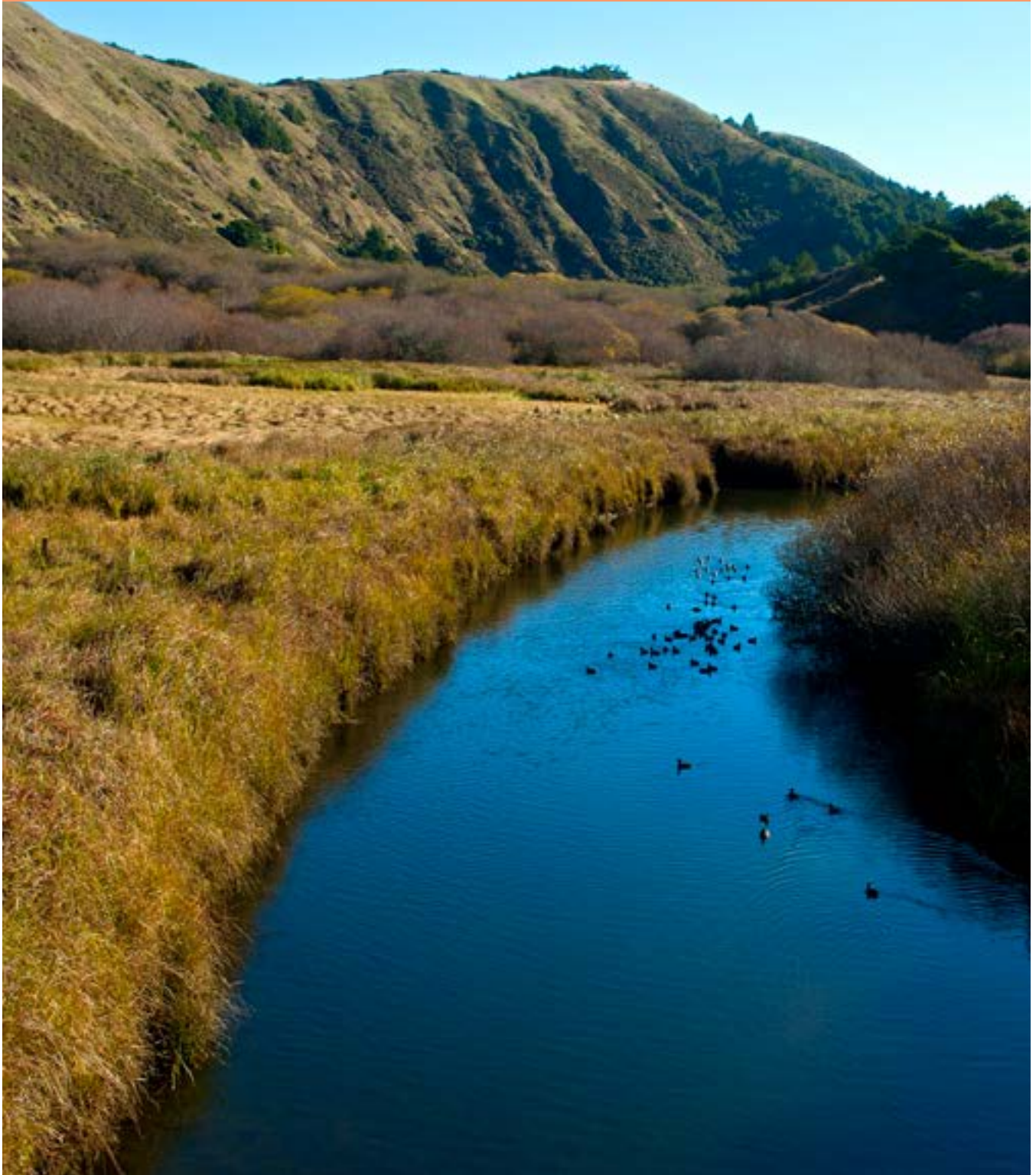
Above, plus a number of special exhibits requiring unusual design and construction, such as custom major film/video presentations in special theaters. At the top end the use of practically any technique, equipment and finish materials can be considered.

7.5 CALCULATING DESIGN FEES & TOTAL PROJECT COST

Design fees and related disbursements (such as communications, printing, scale models, rendered illustrations, or other out-of-pocket expenses) can be expressed as a percentage of the fabrication budget. Throughout the museum exhibit industry, net design fees range between 25%-40% of the fabrication cost. Variables that affect design cost are scale (smaller projects cost more), complexity (many factors, including extensive research or stakeholder/community consultation), location (remote locations can cost more) and overall scope of work details. Disbursements, excluding travel, are typically 8%-12% of the design fees.

To calculate total project cost, add fabrication budget, design fees and related disbursements, and any applicable taxes.

8 Implementation



8.1 IMPLEMENTATION PLAN

This Section outlines an actionable plan for completing the highest priority interpretive interventions in the Sonoma-Mendocino Coast District, as identified through this planning process. It describes the shortest workable timeline for achieving these priorities, although in practice the project partners may take more time to complete the Stages described here. Opportunities for cost efficiencies are also described.

Please note that this plan does not constitute a proposal.

A Note on Assessing Existing Park Signage

California State Parks is currently (2022) conducting an inventory of all existing park signage. This inventory will be invaluable in assessing the needs of specific parks regarding park identity signs, wayfinding, orientation, and interpretive signage. When beginning a new project, ask California State Parks to supply the inventory.

A Note on Regulations and Permits

To design, build, and install interpretive media in parks, review and approval is required, following the Department's established project review process, from several different California State Parks divisions and external regulatory agencies, including but not limited to:

- California State Parks Natural Resources Division
- California State Parks Cultural Resources Division
- California State Parks Interpretation and Education Division (review of interpretive media)

- California State Parks Accessibility Division (review of interpretive media)
- California Coastal Commission for parks along the coast

Ideally, the permitting and installation aspect of the project would be supported or led by an individual from the California State Parks District Operations and/or Facilities & Maintenance Program Management Team. Time is included in the Implementation Plan for the project partners to ensure that all regulatory requirements are met.



IMPLEMENTATION SCHEDULE

Year	1												2												3							
Month	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2						
	INDIGENOUS CONSULTATION & ENGAGEMENT BY PROJECT PARTNERS																															
STAGE 1 - TEST CASE - Montgomery Woods SNR	STAGE 1 - TEST PARK - Montgomery Woods SNR																															
	Complete Design																															
	REGULATIONS & PERMITTING BY PROJECT PARTNERS																															
													Bid, Fabrication & PRFs, Installation																			
STAGE 2 - WELCOME PACKAGE IMPLEMENTATION	STAGE 2 - WELCOME PACKAGE IMPLEMENTATION - District-Wide**																															
													Schematic Design - Parks By Cluster												** Re							
													CLUSTER A								CLUSTER B											
																									CLUSTER C							
																									REGULATION							
																									Detailed Desi							
OPTIONAL STAGE - PARK-SPECIFIC CONCEPT PLANS													OPTIONAL STAGE - PARK-SPECIFIC CONCEPT PLANS - Select Parks																			
																									PLANNING &							
STAGE 3 - PARK-SPECIFIC PROJECTS - Select Parks																																

INDIGENOUS CONSULTATION & ENGAGEMENT BY PROJECT PARTNERS

Rationale

This is an ongoing process undertaken by the project partners. For interpretive projects, it will include government-to-government consultation as well as less formal community engagement. These processes may take time that exceeds a project's stated timeline. The proposed modular design approach allows for immediate implementation of known content, and the addition of Indigenous content when it is ready, to the following Media:

- 1 Park Identity Signs (Land Acknowledgement / Indigenous place names added via modular branding element)
- 3 Welcome Kiosk (Indigenous-developed messages)
- 4-9 Interpretive Media (Indigenous-developed messages, stories)

STAGE 1 - TEST PARK - Montgomery Woods SNR

Rationale

The processes outlined in this plan will be tested by completing design, permitting & regulations, fabrication, and installation in a single park. Lessons learned in Stage 1 will be applied to 13 parks in Stage 2.

Stage 1 includes the development of designs for graphic layouts and exhibit structures for Media 1, 2, 3, and 6, which can be used in subsequent stages.

Stage 1 also offers an opportunity to test the services of a fabricator at a small scale before embarking upon the larger-scale Stage 2.

Complete Design

Design will be completed in three phases: Schematic Design, Detailed Design, and Contract Documents, with review by project partners and stakeholders.

REGULATIONS & PERMITTING BY PROJECT PARTNERS

Project partners will facilitate review and secure approval from any necessary California State Parks divisions and/or external regulating agencies.

Bid, Fabrication & PRFs, Installation

Project partners will send the project out to bid. The design team will complete graphic Production Ready Files (PRFs) and can provide Creative Oversight.

MEDIA LEGEND

- 1 Park Identity Sign
- 2 Wayfinding Program
- 3 Welcome Kiosk
- 4 Mobile Website / App
- 5 Printed Trail Map
- 6 Outdoor Wayside Panels
- 7 Live / Personal Interpretation
- 8 New Visitor Center
- 9 New Exhibits in Existing Building

STAGE 2 - WELCOME PACKAGE IMPLEMENTATION - District-Wide

Rationale

Stage 2 brings all redwood parks in the district up to a shared standard for visitor orientation and high-level interpretive messaging. This has been identified by the project partners as the top priority for interpretation in this district.

Stage 2 involves the design, fabrication and installation of the Welcome Package in the 13 remaining redwood parks in the district (excluding Mailliard Redwoods SNR, as no further interpretation is recommended there until such time as basic visitor amenities are provided). The Welcome Package consists of:

- Park Identity Signs
- Wayfinding
- Welcome Kiosk(s)

Lessons learned in Stage 1 will be applied, and any recommended changes or advancement in exhibit design will also be executed.

Schematic Design - Parks By Cluster

Rationale

The primary outcome of this phase is the ability to quantify the signage required to complete the Welcome Package in 13 redwood parks across the district. This will determine the design fees for Draft & Final Design, and allow the development of a preliminary Fabrication Cost Estimate, for planning purposes.

Schematic Design will be conducted by cluster of parks, to facilitate site visits, design, and the review process.

Content, graphics, and Indigenous consultation and engagement will also advance in this phase.

For any exhibit features not resolved for Montgomery Woods SNR in Stage 1, design will also advance.

Proposed Park Clusters

Cluster A - Mendocino Inland: Navarro River Redwoods SP, Hendy Woods SP, Mendocino Woodlands SP

Cluster B - Mendocino Coast: Jug Handle SNR, Russian Gulch SP, Mendocino Headlands SP, Van Damme SP

Cluster C - Sonoma: Kruse Rhododendron SNR, Salt Point SP, Fort Ross SHP, Sonoma Coast SP, Austin Creek SRA, Armstrong Redwoods SNR

Tasks

Detailed site assessment for each park

1 Park Identity signs and modular branding elements

- Confirm exact number, location of signs and modular branding elements, as required in each park
- Confirm all content; identify Indigenous place names / land acknowledgements to be added
- Budget

2 Wayfinding

- Detailed wayfinding analysis for each park; confirm number and location of signs
- Schematic design approach for wayfinding signs
- Budget

3 Welcome Kiosk

- Content matrix; graphic layouts; preliminary plans and elevations for exhibits
- Budget

Deliverables

Schematic Design Package: Content, Graphics, Exhibit Design

Proposal for Fees for Detailed Design and Contract Documents

Preliminary Fabrication Cost Estimate (to allow for planning)

Detailed Design & Contract Documents - All Parks

Rationale

Advancing design for all 13 parks together offers efficiencies in the design process and in the review processes. The main outcome at the end of the Contract Documents phase is a set of documents that the project partners can send out to bid.

Tasks

1 Park Identity Signs and Redwood modular branding elements

- Content, graphics, structure

2 Wayfinding

- Content, graphics, structure

3 Welcome Kiosk

- Content, graphics, structure (ongoing Indigenous consultation and engagement by project partners)

Deliverables

Detailed Design Package: Content, Graphics, Exhibit Design, preliminary Specification and updated Cost Estimate

Contract Document Package: Content, Graphics, Exhibit Design, Specification and final Cost Estimate

Bid

Fabrication & PRFs

Fabricating in bulk offers cost efficiencies, so it is recommended to fabricate the Welcome Packages for all 13 parks at once.

Tasks

Creative Oversight during fabrication

Deliverables

Production Ready Files (PRFs) for fabricating graphics

Installation (phased)

Installation could be contracted to the Fabricator; alternatively, it could be done by California State Parks for cost savings.

OPTIONAL STAGE - PARK-SPECIFIC CONCEPT PLANS - Select Parks

Rationale

This Optional Stage would run concurrently with Stage 2 - Schematic Design. During the site assessments necessary in Stage 2, the design team could develop Concept Plans for select parks identified as high priority by project partners. The Concept Plans would explore media options beyond the Welcome Package. They would include Cost Estimates to provide a basis for the strategic planning of any Stage 3 projects that the project partners might wish to pursue.

Conducting this work concurrently with Stage 2 - Schematic Design offers cost efficiencies (particularly in the travel required by the design team and project partners). An alternative would be to conduct this Concept Plan work at the start of Phase 3.

Tasks

Confirm / quantify media selections

Determine the relationship between themes and specific locations (bubble diagrams, flow diagrams)

Advance the content matrix (research on untold stories; other key topics)

Create sketches for fundraising

Provide a Cost Estimate for planning and fundraising

Deliverables

Concept Plan with sketches, preliminary Cost Estimate

STAGE 3 - PARK-SPECIFIC PROJECTS - Select Parks

Rationale

Interpretive Projects for Media 4 through 9 in select parks identified as high priority by project partners. The nature and scope of each project would be determined in the Optional Stage - Park Specific Concept Plans, and would differ by park.

Complete Design

Design will be completed in three phases: Schematic Design, Detailed Design, and Contract Documents, with review by project partners and stakeholders.

REGULATIONS & PERMITTING BY PROJECT PARTNERS

Project partners will facilitate review and secure approval from any necessary California State Parks divisions and/or external regulating agencies.

Bid, Fabrication & PRFs, Installation

Project partners will send the project out to bid. The design team will complete graphic Production Ready Files (PRFs) and can provide Creative Oversight.



