ANNUAL IMPLEMENTATION PLAN

THE JUAN BAUTISTA DE ANZA NATIONAL HISTORIC TRAIL
October 1, 2003 – September 30, 2004

Vision

By 2020, thousands of people will knowingly use the Anza Trail each year. They will be able to start their journey in Mexico where Anza first recruited members for the expedition. The visitor will be able to travel a well-marked trail connecting interpretive facilities that provide a variety of perspectives on one of the most epic events in the history of North America. The story of Juan Bautista de Anza and the colonists who followed him from Mexico to San Francisco will come alive through signs, living history programs, multi-media museum exhibits, and school curricula. Those that follow in the expedition's footsteps will discover places that the settlers saw, as well as landscapes that have been transformed partially because of their actions. A journey along the trail will provide insight into a vanished age when history was written by a small band of settlers headed for an unknown home on the edge of what was the end of the Spanish Empire. The Anza trail will draw together the rich heritages of Spain and Mexico in what is ultimately a uniquely American story exposing a broad and diverse range of visitors to its story and resources. The Juan Bautista de Anza National Historic Trail will be an established, well-known and respected institution. A broad range of partners and volunteers will provide continued support for the interpretation of this important American story.

Purpose

The Annual Implementation Plan for the Juan Bautista de Anza National Historic Trail is the second component of the Comprehensive Interpretation Plan. It is an action-oriented document identifying specific issues and projects that will be addressed during the current fiscal year. The action items addressed in the AIP come directly from the proposals identified in the Long Range Interpretive Plan.

Summary

The recently published Anza Trail's Long Range Interpretive Plan (LRIP) provides specific direction as to the major interpretive projects to be addressed in this year's Annual Implementation Plan. This marks the first year the Juan Bautista de Anza National Historic Trail has attempted to plan and implement an annual interpretive plan.

The LRIP identifies three specific phases for trail interpretation during the next decade. In the initial phase, staff will focus on increasing the public's knowledge about the existence of the historic trail. This phase is intended to run through FY 2005. Approximately half of the action items listed for this phase are included in this AIP, with the expectation that the second half will be completed in FY 2005. In summary, during FY 2004, the trail administration plans on the following:

- Identifying key advisory groups to review park publications and media

- Providing a centralized and authoritative resource source through the Anza Trail website and information pertaining to Anza and the trail
- Beginning research on an overall demographic study of public knowledge about the trail along the existing recreational trail
- Complete signage along the driving trail
- Create and publish interpretive site bulletins for half of the counties along the trail

Key to the success of this phase is the development of relationships with the existing state and national park visitor centers along the Anza Trail as well as an increased level of effectiveness among trail volunteers.

The second phase of the LRIP extends through FY 2008 and builds upon the increasing level of public knowledge about the trail to increase interpretive outreach. At this stage, activities, programs, and exhibits will be designed to encourage a greater sense of connection with the trail's thematic resources. With the likely award of a grant from the Parks as Classrooms Program early in FY 2004, the trail administration will move ahead on one of the second phase projects and begin training teachers in curriculum relating the Anza Trail. Additionally, because of increased interest in the Trail Passport program, staff will obtain passport stamps for all of the Tier I visitor centers and begin work on crafting a user friendly, informative Anza Trail passport.

The third phase of the plan sees the trail as an international reality. It will end in FY 2013 and envisions offering visitors a more continuous trail experience that is international in scope. The action items for this phase are dependent on a certain level of success for the previous two phases.

Analysis of Current Program

Until 2003, interpretation along the Anza Trail has to a great degree been reactive and not strategic. In 2003, two specific events pushed the trail staff to become more strategic in thinking. Principally, the first meeting of the Anza Trail Advisory Council brought together motivated and knowledgeable stakeholders who helped staff think more strategically about public awareness and support. This helped move the trail staff to think about how to make their efforts more effective. Secondly, the publication of the LRIP in the fall of 2003 gave staff a guide with specific directions on where to direct their energies.

With a limited staff, the Anza Trail relies on volunteers and partners to make the interpretive media and offer the personal services. During 2003, volunteers provided a limited number of interpretive walks and talks as well as produced two trail guides. Other volunteers staffed tables at county fairs and festivals,

informing the public about the Anza Trail. Festivals, like Presidio Pasados, brought in hundreds of visitors who were new to the Anza Trail. In order to offer better direction, the staff published a volunteer plan that offered guidance on how to encourage and direct increased volunteer activity along the trail. As a result, trail staff met with volunteers in Santa Cruz, Pima, San Luis Obispo, and Santa Barbara Counties, providing an increased sense of partnership between VIPs and the trail. Although there are a number of individual volunteers in the additional 15 counties, there is still a general lack of a concentrated volunteer effort along the majority of the trail.

During 2003, trail staff provided a total of 24 interpretive programs that reached just under a thousand trail visitors. Additionally, staff created a number of temporary exhibits that were placed in visitor centers along the trail and used by volunteer groups. Work continued on a variety of Challenge Cost Share Projects. These included completion of a number of trailside interpretive panels, work on the auto tour audio guide, and expansion of the Coast Starlight docent program.

Management Issues Facing Interpretation

In the coming year, trail staff will continue to be faced with three overarching concerns: support and staffing from volunteer groups, outreach to new audiences, and sustainable funding sources

1. Support and staffing from volunteer groups – Although there are some very effective individuals and groups at the city and county level along the trail, the general lack of a functional friends group at the state or national level hampers the ability of staff to coordinate interpretive work. While trail administration will continue to implement the volunteer plan in an effort to create trail awareness, a more functional friends group is needed.
2. Diverse User Groups – The interpretive products from the Anza Trail have yet to draw in the broad range of stakeholders envisioned in the CMP and other planning documents. An initial demographic study in FY 04 and a follow up in FY 05 will help to determine who the actual trail users are and if the existing interpretive media meets their needs. This information will then be used to create appropriate new media helpful to underrepresented audiences.
3. Funding – Cost of living increases have had the net effect of decreasing the overall Anza Trail budget during the last three years. Our FY 04 $40,000 base increase, while a boon now, will be eroded away in a like manner if we do not supplemental project funding. When funding opportunities arise, such as the Park as Classroom Grant or end of the year program funds, staff needs to have projects identified that can be produced in relatively short period of time to take advantage of momentary windfalls,

while at the same time ensuring we are following our strategy. Staff will need to continue to look for supplementary funding mechanisms and identify projects that can be funded on short notice.

Annual Work Plan

The annual work plan follows the same general format as the LRIP. It covers the first phase of the plan as well as a few items from the second phase.
Recent interest in trail signage in Baja California by the Mexican government addresses one Phase III goal that the trail will move forward on in FY2004.

1. Becoming an Anza Trail Resource

The Trail administration will continue to work to become an accurate and comprehensive source of information related to the Anza Trail. In order to do this:

- Resources
    - Native American Issues – Identify and contact a individuals with each of the tribes associated with the Anza Trail. Together, these people can serve as a resource to review and edit interpretive related materials relating to indigenous peoples and the trail. Specifically, designated members of a tribe can give feedback on issues that are specific to their tribal or clan group.

      ACTION – Identify official representatives from each tribe.
      Designate individuals to act as tribal liaisons.
      Seek advice on outreach and interpretive materials.

    - Latino/Hispanic Heritage – Identify individuals to provide input on interpretive issues related to the Hispanic Community and the Anza Trail.

      ACTION - Identify individuals from the Trail's Advisory Council and from other Latino/Hispanic interest groups
      Designate individuals to serve as advisors.
      Seek advice on outreach and interpretive materials.
- Assemble Resources
    - Online Resources – There are currently two primary trail related web sites – the NPS link or the Center for Applied Technology site (Web de Anza). Trail staff will continue to work with both systems and work to integrate them. A major goal will be to get all available resources onto the web for public use.

ACTION- Choose appropriate venue (NPS or Web de Anza) for future Anza information
Publish Frequently Asked Question sheet
Publish links to all existing Anza resources

- *Noticias*- The trail newsletter will serve as a tool for more historical in-depth information about Anza and the National Trail. Each issue will include at least one detailed article that includes research into the trail or related subjects. Trail staff will continue to find sources for historical and cultural information to create articles for *Noticias*.

  ACTION- Include in-depth Anza articles in *Noticias*

- Information Packets – Assemble information packets for easy distribution to trail partners and teachers. These packets will include both existing materials and items that would be especially helpful to a potential visitor, the press, or to a school teacher.

  ACTION- Create press information kit
  Create visitor information packets
  Create teacher information packets

- Demographic Study – Knowing the current user base and their needs will help determine how to craft appropriate interpretive products for the future.

  ACTION- David Smith will work with NPS and SFAU (Stephen F. Austin University) staff to design an appropriate and useful demographic study. Working with interns and volunteers, he will conduct studies along the recreation trail in Tucson, Los Angeles, and the San Francisco Bay Area. Results will be available and published in May of 2005.

II. Increase Public Knowledge

- Auto Route Signage – The Auto Route sigs have proven to be the most effective tool in communicating with the public at large. The trail segments in Baja California, Arizona, Sonora, and Sinaloa are not yet signed.

  ACTION – The Superintendent will continue to work with Arizona Department of Transportation, the

governor's office, and county governments to sign the trail in Arizona. She will continue to work with the Instituto Nacional de Antropología y Historia (INAH) to sign the segment in Baja California.

- Site Bulletins – Each county along the trail will eventually have a two sided, 8 ½ by 11 or 14 brochure or site bulletin describing the trail resources and history with a local focus.

  ACTION – Site bulletins will be written and published for nine locations along the trail. They will be distributed at venues where the driving guide is distributed and available on the web and through the mail. These will include in Arizona Santa Cruz and Pima; in California, Imperial, Los Angeles, Santa Barbara, San Luis Obispo, San Francisco, Alameda, and Contra Costa.

- Maps – Accurate maps are an important and effective tool for showing the public where the Anza Trail is located.

  ACTION – All of the site bulletins will include accurate maps that depict the historic route, recreational trail, and the auto route.
  By the end of the year, at least half all of the existing recreational segments will be GPSed by volunteers, staff, or contractors.

- *Noticias* serves as an important tool connecting partners along the Anza Trail.

ACTION - Quarterly publications with in depth historical information will continue to be published.

III. Establish a Network of Visitor Information Sites

- The LRIP identifies eight NPS and four state park sites that will serve as the principal visitor information sites along the trail.

ACTION – Trail staff will coordinate at least one annual visit with each site to help train staff and volunteers about the trail, identify their needs, and provide them with the resources they need.

Create a general resource guide for each site, including information on historical and recreational sites associated with the trail.

IV. Establish a Volunteer Program

- County coordinators - Trail volunteers are crucial to the continued success of interpretation along the trail. Trail staff will need to expand the current volunteer base by implementing the provisions of the Volunteer Plan in the LRIP.

ACTION – Trail staff will work to identify and recruit one county coordinator for volunteer activities in nine counties along the trail (see *site bulletins* above).

V. Increase Interpretive Outreach

- Education – In the likely event the trail receives the Parks as Classroom grant, staff will move ahead to implement the grant even though it is identified as a Phase II project in the LRIP.

ACTION – Provide teacher workshops in six cities along the trail.
Create appropriate traveling trunk to compliment the program.
Translate program into Spanish.
Post resources on web.

- Trail Passport – The trail will eventually use a passport that will connect all of the historic sites along the trail.

ACTION – Trail staff will insure that all of the key contact stations along the trail (the eight NPS and four state sites) have an Anza Trail passport stamp that can be used in the NPS passport.
Staff will begin to assemble the resources for a trail specific passport.

VI. An International Reality

- Trail Signage – Baja California

ACTION – Trail signs will be installed along the historic trail route in Baja California. The *Instituto Nacional de Antropología y Historia* is currently working to create

a driving guide and install trail signs along the Anza Trail route.

New Interpretive Programs

In FY 2004, the trail interpreter will continue to use existing interpretive programs to reach audiences. These include:

Educational Programs – 4th Grade in class living history programs (60 minute)
Historic Trail Hikes – Life in the time of the Anza Expeditions
Changing Landscapes – What has changed in two centuries?
Special Places - Hike for Physically/Mentally disabled children

Adult Programs – Presidio to Mission Walk
Living History Programs

Additionally, in FY 2004, the Anza Trail will continue to partner with the Crissy Field Center to provide interpretive programs on the Presidio. Plans for 2004 include an historic living history hike at Mountain Lake and a campfire living history program at the Crissy Field Center. Additionally, staff will continue to make presentations at appropriate regional and national conferences to inform the public about the Anza Trail. This will include an April meeting with the National Trust for Historic Preservation.

Status of Implementation Plan

2004 marks the first year that the Anza Trail staff has attempted to implement an interpretive plan. During the two years that the LRIP was prepared, staff began implementing portions of what would become the eventual plan. This included: developing the volunteer plan, searching for additional sources of funding, and modifying the existing curriculum to be useful as part of the Parks as Classroom Grant. Trail staff also created a frequently asked questions log on the Anza Trail.