

Annual Interpretive Plan



Juan Bautista de Anza National Historic Trail

October 1, 2007 – September 30, 2008
Accomplishments



Meeting the Pima by David Rickman

Juan Bautista de Anza National Historic Trail

Mission

Juan Bautista de Anza National Historic Trail (NHT) is administered by the National Park Service (NPS) and was amended to the National Trails System Act on August 15, 1990. The 1210-mile historic trail commemorates, protects, marks, and interprets the route traveled by Anza during the years 1775 and 1776 from Sonora, Mexico (New Spain), to bring settlers to establish a mission and presidio at today's San Francisco, California. It is the mission of the NPS to promote the preservation of, the public access to, and the enjoyment and appreciation of the historic and cultural resources and associated outdoor areas related to the Anza expedition, its descendants, and the American Indians who allowed them passage.

Significance

The Anza Trail tells the story of an expedition consisting of a diverse group of people, representing a broad range of social and ethnic groups. The people of the Anza expedition are a reflection of the Spanish frontiers of the late 18th century. In many ways, they mirror the diverse communities that line the Anza Trail today.

The Anza Trail tells the story of women and children - not just soldiers and priests - and the roles they played in the settlement of California and the overall success of the Anza Expedition. Recruiting families for the expedition was an attempt to guarantee the future success of the Spanish settlements by increasing the overall Spanish presence in Alta California.

The Anza Trail links the stories of over a dozen different American Indian groups that were contacted by the expedition in the course of the trip. The records created by the expedition diaries paint an informative, if biased, picture of the different people who were contacted along the trail.

The Anza Trail was the completion of a long held Spanish plan to populate the northern frontier via an overland route connecting Sonora to Alta California and was an integral part of Spanish colonial policy in the New World.

The Anza Trail story shows that Anza displayed remarkable leadership in bringing so many people safely over a little-known route in a potentially hostile environment. The successful arrival of nearly 300 colonists, soldiers, and their families at the Monterey Presidio was largely due to Anza's planning, direction, and guidance.

Annual Interpretive Plan

Purpose

The Annual Interpretive Plan (AIP-formerly known as the Annual Implementation Plan) for Juan Bautista de Anza (NHT) is the second component of the Comprehensive Interpretation Plan. The purpose of this plan is to outline specific products, projects, and issues the trail staff has identified for the current fiscal year. The action items addressed in the AIP are from the 2003 Long Range Interpretive Plan (LRIP), other planning documents, and expressed community needs. At the end of the fiscal year, the AIP becomes an accomplishment report that will state which goals were accomplished, partially accomplished, postponed, or not accomplished, and explain why goals were not met.

Summary

In summary, by the end of fiscal year 2008, the Anza Trail staff is projected to complete the following major tasks:

- Assist in planning for permanent Anza Trail exhibit and additional materials for the Martinez Adobe John Muir National Historic Site
- Develop interpretive labels for David Rickman art exhibit
- Develop new site bulletins for at least six sites or counties
- Revise the Anza Trail volunteer policy
- Evaluate and update curriculum

Annual Work Plan - Interpretative Program

“Noticias de Anza:” Create and distribute newsletter four times during the year in October, January, April, and July. Solicit materials from partners. Maintain mailing list database and keep contact information as accurate as possible. Offer newsletter in two formats – hard copy for mailings and distribution at public events, and as a PDF on the trail website.

Accomplished: Four issues produced and distributed, contact database maintained and up to date.

Assist with Martinez Adobe Exhibit: Assist exhibit design contractors with developing the permanent Anza Trail exhibit at John Muir National Historic Site in Martinez, CA.

Accomplished: Four meetings with designers, providing feedback on exhibit design/layout and draft exhibit text. Provided needed resources. Review continues into FY09.

Assist with Development of Native American Pamphlet: Assist Heyday Books writer and photographer with the development of the pamphlet focusing on the Native American perspective of the Anza Expedition.

Accomplished: Provided feedback on draft text of pamphlet. Interview quotes available for Martinez Adobe exhibit.

Assist with the Development of the Afro-Latino Brochure: Assist African-American Museum and Library at Oakland staff with developing a brochure focusing on the Afro-Latino experience on the Anza Expedition.

Accomplished: Reviewed and provided feedback on draft text. Developed layout and prepare for printing in FY09.

Develop Text for Rickman Art Exhibit: Write interpretive text, label, panels, and materials to accompany David Rickman traveling art exhibit. Install first exhibit in Anza Room at Nogales, AZ 1904 Courthouse.

Accomplished: Interpretive text labels written for Rickman's 12 illustrations. First displayed at "First Contact" events at Corazon del Pueblo in Oakland, CA throughout March. Will be installed for Anza Trail Room dedication in 1904 Nogales Courthouse in FY09.

Update and Replace Portable Exhibit Panels: Review existing portable exhibit panels for partners at John Muir NHS, Amigos de Anza-SLO, and ATCA-Don Kucera. Update content and media, reprint, and send to partners. Determine if additional partners are interested in portable exhibit panels.

Not Accomplished: Due to other project priorities, the existing portable exhibit panels were not reviewed.

Develop New CMS WebPages: Evaluate current website to determine what pages to build. Post new pages and accompanying material to CMS system (photo galleries, CA trailheads, add partners, add other sites to visit, and kid's page). Evaluate web statistic reports to determine public use and navigation patterns.

Partially Accomplished: New Anza Trail CMS webpages were not developed, but existing pages were enhanced and updated (For Teachers, Schedule of Events, News). Staff dedicated time to assisting with extensive updates for the 'Anza Trail Guide' website.

Site Bulletins: Develop site bulletins from a template for at least 6 specific sites along the trail or counties it passes through.

Not Accomplished: Due to other project priorities, new site bulletins were not developed.

Develop Living History Program: Develop female Anza Expedition character (research period clothing/background, create costume and interp programs). Seek existing and additional volunteers to enhance program.

Partially Accomplished: Period clothing researched and made by Rick Collins through the Environmental Education Exchange. Thirty-six individuals are represented (soldados, children, women, men, saddle). Clothing will initially be used for Anza Trail filming project in FY09 then returned to Oakland headquarters.

Develop Demo Traveling Trunk: Research other traveling trunk programs related to historical events and characters. Locate potential partners to expand program in the future.

Partially Accomplished: Anza and mission education trucks reviewed at Santa Barbara Trust for Historic Preservation. Trucks will be developed when period clothing returned to headquarters.

Additional Unplanned Projects

- Assisted with initial interpretive theme development for Santa Barbara Channel Coast State Park Anza Trail wayside project (Challenge Cost Share).
- Provided feedback for draft text of Anza Trail film project script
- Assisted with updating info and links for on-line 'Anza Trail Guide'

Annual Work Plan – Volunteer Program

Revise 'Anza Trail Volunteers-In-Parks' Policy: Review exiting policy, collect feedback from exiting volunteer group leaders and individuals, develop more effective procedures for recruiting volunteers, managing groups, collecting statistics, and providing recognition. Create new agreements and update signatures. Develop reporting system for collecting volunteer stats for VIP and SIR.

Accomplished: Received additional base VIP funding for number of VIPs and hours submitted in FY07. Received additional VIP Special Project funds for Anza Trail 'Volunteer Group Manager Roundtable' on August 19. Seven volunteer partners attended. Anza Trail VIP policy reviewed with trail partners and updated. Improved stat collection. Developed regular communication procedure. New agreements prepared for FY09.

Amtrak/NPS Trails & Rails Program: Work with on-site coordinator, Gary Coombs, to extend exiting route (Santa Barbara to San Luis Obispo) to include Oakland one day a week during the summer. Assist with revising the script, if needed. NPS/Amtrak coordinators are scheduled to audit and evaluate the program this Fiscal Year with informal and unannounced on board monitoring. Feedback will identify strengths and areas for program improvement.

Accomplished: Oakland trips consistent and successful for summer season. New Oakland module programs successfully tested. Monitoring reports submitted by Gary Coombs and NPS validated presence of on-board programs. New portable PA system successfully tested for preparation of full use in FY09. Program expansion considered for Yuma to LA trains route in FY09.

Increase Knowledge of Volunteer Activity: Locate unknown volunteer activities related to the Anza Trail. Determine if appropriate to incorporate into VIP program. Determine if there is a process or vehicle for recruiting volunteers through organized groups and individual interpretive program needs.

Accomplished: VIP Group Managers Roundtable shared ideas on recruitment within their communities. New VIPs added: Los Californianos (individuals, but not group), La Puerta Foundation, Yuma National Heritage Area.

Annual Work Plan – Education Program

Evaluate & Update Curriculum: Current curriculum determined cumbersome for subject strapped educators. Evaluate current curriculum with representative of target teachers. Develop more accessible curriculum.

Accomplished: Teacher-Ranger-Teacher summer seasonal hired at San Juan Bautista (3) and Santa Monica Mountains NRA (2). Developed new curriculum based education programs for use trail-wide and for local field trips (3-4th grade and high school). Programs adapted for on-line accessibility and trail-wide use. Posted on Anza Trail website and teacher packets developed for info table events.

Annual Work Plan – Community Outreach

NPS Passport Program: Expand Anza Trail NPS Passport program to include additional sites. Add new locations to website.

Not Accomplished: End of year funds not available.

Develop Additional Info Table Materials: Evaluate info table materials and determine if more engaging materials or ‘hook’ are needed.

Accomplished: Developed Anza Trail ‘Lotería’ game. Borrow Paul Bernal soldado period clothing for local events and VIP Frank Martinez marched kids in costume.

Interpretive Staff

Interpretive Specialist GS-0025-11
Oakland, CA
Margaret Styles

Park Ranger GS-0025-09 (Oct-April)
Tucson, AZ
Jeff Axel

Park Ranger GS-0025-07 (June-Sept)
San Juan Bautista, CA
Michelle Armijo

Park Ranger GS-0025-07 (July-August)
Santa Monica Mountains NRA
Adam Lucas

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