

# Annual Interpretive Plan



## Juan Bautista de Anza National Historic Trail

October 1, 2008 – September 30, 2009  
*Accomplishments (Oct-May)*



*Kids on Trails* program along the Anza Trail at Mt. Lake in San Francisco



## **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 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 2009, the Anza Trail staff is projected to complete the following major tasks:

- Complete and approve exhibit design for permanent Anza Trail exhibit and additional materials for the Martinez Adobe John Muir National Historic Site and select fabricator
- Publish Afro-Latino brochure
- Redesign and publish new standard trail brochure
- Assist in completion and distribution of Anza Trail film
- Develop and promote interpretive programs, products, and services with new period clothing supply

### 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.

*Partially Accomplished:* Three issues produced and distributed on schedule (Oct, Jan and April). Contact database maintained and up to date. May not be a July issue to due limited staff.

*Assist with Martinez Adobe Exhibit:* Finalize and approve exhibit design for the permanent Anza Trail exhibit at John Muir National Historic Site in Martinez, CA, and select fabricator.

*Partially Accomplished:* Purchased images and reviewed design/text drafts. Exhibit design finalized and approved. Preparing for fabricator selection.

*Publish and Distribute Afro-Latino Brochure:* Finalize layout and publish brochure with content from the African-American Museum and Library at Oakland staff.

*Not Accomplished:* Layout in draft form in a PowerPoint file. New Challenge Cost Share project to have it expanded into a booklet with Heyday Books (much like the Native American Perspective booklet).

*Install Rickman Art Exhibit:* Install and dedicate Anza Trailhead room in 1904 Nogales Courthouse in AZ.

*Accomplished:* Anza Trail Room and trailhead dedicated in October.

*Amtrak/NPS Trails & Rails Program:* Work with on-site coordinator, Gary Coombs, Amtrak coordinator, Anne McGinnis, and NPS National Coordinator, Jim Miculka, to review FY08 monitoring results and develop program for FY09 (research additional programs on Yuma – LA and LA-Yuma Amtrak trains, determine whether to continue with SBA-OJK segment or not, identify strengths and areas for program improvement).

*Partially Accomplished:* Program started in March SBA-SLO. Summer Oakland program is scheduled for Memorial Day to Labor Day weekend. Yuma-LA segment will not be started this year.

*Expand 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.

*Not Accomplished:* Due to limited staff time, CMS was not expanded. News section was updated quarterly.

*Develop Living History Programs and Services:* Develop interpretive programs, products, and services using new period clothing supply. Seek existing and additional volunteers/community groups to enhance program.

*Partially Accomplished:* New period clothing was used for special events. Clothing kept in AZ until trail filming (delayed due to budget delays).

*Assist Partners in Wayside Design:* Work with the California State Parks to design Anza Trail waysides for the Channel Coast District and East Bay Regional Park trailheads.

*Partially Accomplished:* Assist California State Parks and East Bay Regional Park staff with starting projects and accessing resources. Extensions recommended.

#### *Additional Unplanned Projects*

- Redesign official Anza Trail brochure to have unigrid style (George Su GOGA & Michael Norelli GGNCA)

*Partially Accomplished:* Design completed with community comments. Anticipate completion in late June.

### **Annual Work Plan – Education Program**

*Expand Curricula:* Reformat and streamline remaining Teacher-Ranger-Teacher 4<sup>th</sup> grade curriculum from San Juan Bautista for accessibility and upload onto trail website.

*Accomplished:* San Juan Bautista 4<sup>th</sup> grade field trip curriculum reformatted and uploaded. Used in Hollister teacher workshop by Diane Barr, Teacher-Ranger-Teacher staff.

*Develop New Living History Classroom Activity:* Using new period clothing supply, design a traveling trunk program for 4<sup>th</sup> grade classrooms. Design activities and logistics for shipping materials.

*Not Accomplished:* Period clothing not available until FY10 when trail filming is finished.

## **Annual Work Plan – Community Outreach**

*Assist Partner in Developing Demo Traveling Trunk:* Work with Santa Barbara Trust for Preservation to develop Anza Trail traveling trunk for community groups.

*Not Accomplished:* Partner has not started the project.

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

*Partially Accomplished:* New locations were not added. Replaced stolen and outdated passports for several sites.

*Develop Re-enactment/Living History Activity:* Design activity for participants at community events to try on and engage in activities with new period clothing supply.

*Accomplished:* Work with local volunteer reenactors and period clothing to dress up kids as soldados during special events in AZ and CA.

### *Additional Unplanned Projects*

- Promote NPS/Amtrak Trails & Rails Program at NAI and May 9 National Train Day at LA Union Station, develop rack card, poster and stickers

*Accomplished:* Program promoted at NAI conference and National Train Day.

## **Interpretive Staff**

Interpretive Specialist GS-0025-11

Oakland, CA

Margaret Styles (Vacated position on June 2, 2009)