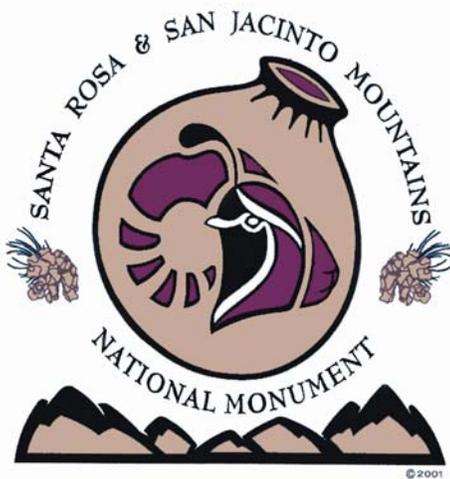




Santa Rosa & San Jacinto Mountains National Monument



Interpretive and Environmental Education Concept Plan

Prepared and submitted by
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I. Introduction

This plan contains general recommendations for the development of interpretation and environmental education for the Santa Rosa and San Jacinto Mountains National Monument. It takes into account the multiple management and partners of the Monument, and addresses recommendations to all parties currently offering interpretation or education regarding the National Monument. The plan covers settings, themes, objectives, and recommendations for interpretation at selected sites, design standards, media costs, and inventories.

All recommendations were derived by analyzing the major factors critical to the development of successful interpretive opportunities. These factors include:

Goals: What can the interpretive program do to help accomplish overall management goals for the Santa Rosa and San Jacinto Mountains National Monument?

Audience: Who is using the Monument, experiencing the interpretation or education? What are their needs and expectations? What audiences do we want to reach (under represented populations) and how can we reach them?

Parameters: Under what circumstances must the program be implemented and under what situations must it function?

Resource Inventory: What stories are being and can be effectively told in and about the Monument, and what sites are appropriate for telling these stories? How can interpretation help meet management goals?

Because of the collaborative nature of the Monument's management and communities, input on this plan was gathered from and covers the programs of a variety of sources, including:

Managing Agencies:

Bureau of Land Management (BLM),
USDA Forest Service (FS)

Partners:

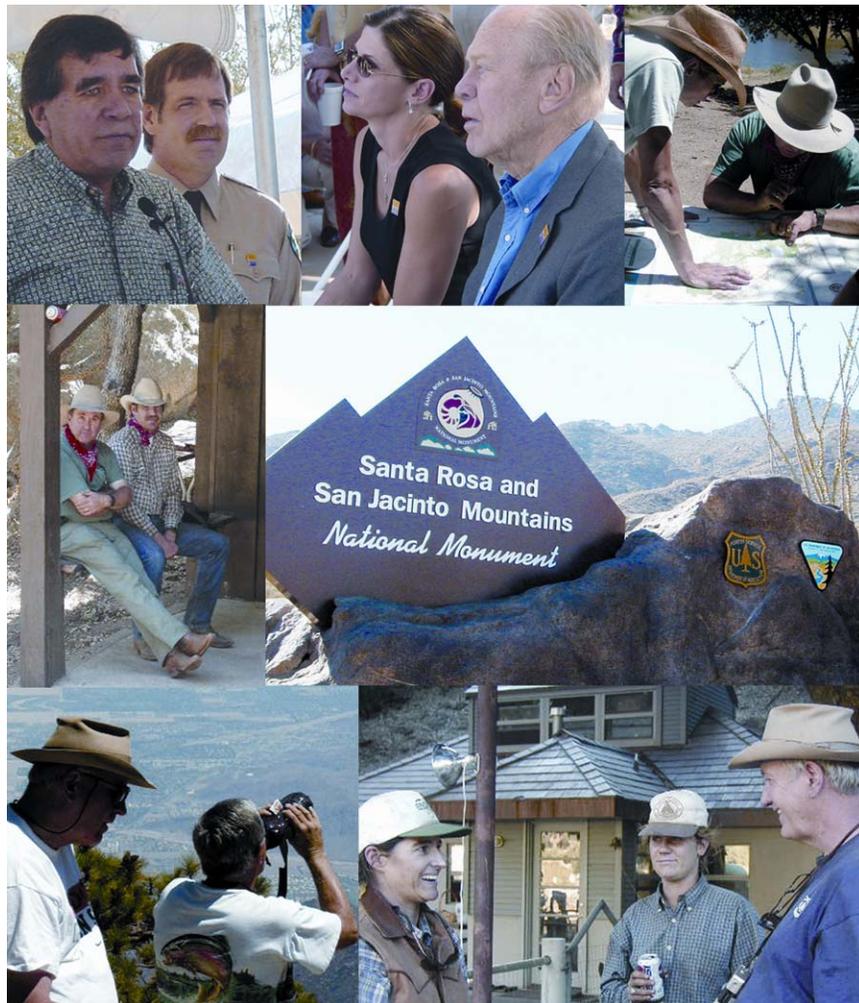
Agua Caliente Band of the Cahuilla Indians
California State Parks
City of Palm Desert
City of Palm Springs
Coachella Valley and Mountain Communities
Friends of the Desert Mountains
County of Riverside

A complete list of sources, contacts, and materials is included in the Appendices.

This plan represents a synthesis of all the information gathered from these sources, as well as recommendations from the Interpretive Planning and Design Team. It is intended to provide a broad, conceptual framework for developing an integrated network of interpretive and education opportunities throughout the Monument. As such, it does not contain specific designs for signs, exhibits, brochures, and other interpretive devices. Instead, it contains guidelines so that

communities, agencies, and other partners who provide interpretive services may select and develop opportunities that complement, rather than compete with, related interpretation and education about the Monument.

It is intended that this draft conceptual plan will be followed by a detailed final plan that includes specific recommendations with design elements and sample text and graphics for interpretive locations around and within the Monument. This plan is designed as the foundation or blueprint for a fully developed messaging program. As a “living document,” it forms a portion of the draft Monument Communications Plan, and will be integrated, as appropriate, into the Collaborative Management Plan currently being developed by the USDA Forest Service and the US DOI Bureau of Land Management.



II. Setting

The Santa Rosa and San Jacinto Mountains National Monument (SRSJM National Monument) was designated by Congress in 2000. The Monument encompasses 272,000 acres and embraces a dramatic landscape rising from sea level near Palm Springs to the 10,804-foot San Jacinto Peak. It includes Indian Canyons, the largest system of native fan palms in the U.S., owned and managed by the Agua Caliente Band of Cahuilla Indians. The Palm Springs Aerial Tramway carries tourists through the National Monument to Mt. San Jacinto State Park, also within the Monument boundaries.

Portions of the Monument are a part of Santa Rosa Mountains National Scenic Area, established in 1990. A complete inventory of total trail mileage is not yet available. There are over 500 miles of trail throughout the Monument, including the Pacific Crest National Scenic Trail. Several Research Natural Areas are protected in cooperation with the University of California.



The Monument houses four unique wilderness areas: the Santa Rosa Mountains Wilderness Additions (administered by BLM), Santa Rosa Wilderness and San Jacinto Wilderness (administered by the USDA Forest Service), and Mt. San Jacinto State Wilderness (administered by California State Parks). Roughly 35% of the total monument acreage (94,590 acres) is designated as wilderness.

A wide diversity of habitats and plant and animal species call this region home, including threatened and endangered species such as Peninsular Ranges Bighorn Sheep, Least Bell's Vireo, and Fan Palms. Bald Eagles winter along the shores of Lake Hemet near the Monument. Over 500 species of plants are native to the Monument.

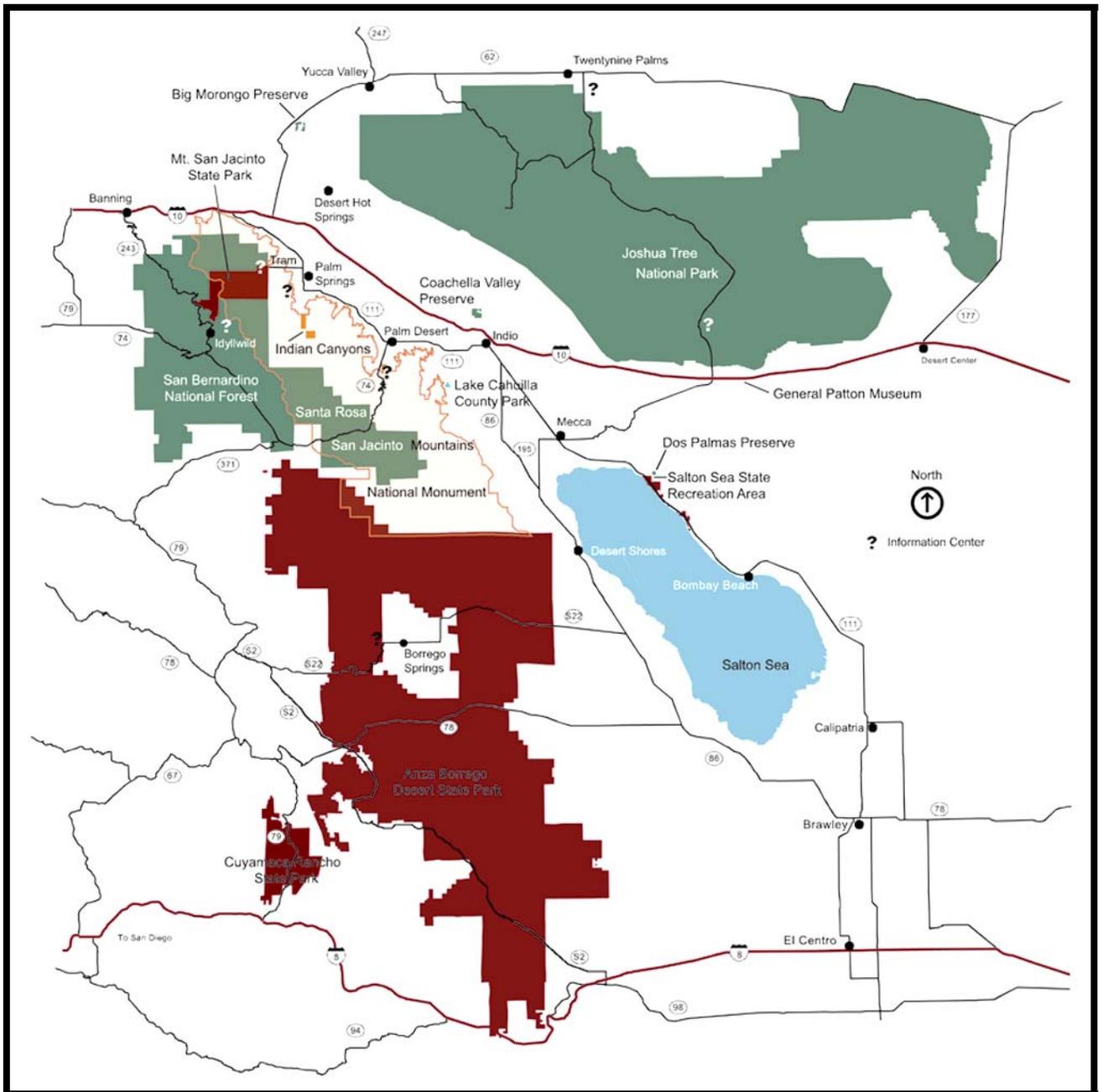
The area contained in the SRSJM National Monument has been the homeland for the Agua Caliente Band of the Cahuilla Indians for over 3,000 years. Within the Santa Rosas are sacred sites and landscape features of great

importance to the Cahuilla Tribe.

The Monument includes a unique combination of lands: 55% federal, 20% private, 17% state and county, and 8% tribal land. The impetus for Monument designation came from local communities and conservation groups. With rapid growth in the Coachella Valley, many local people were concerned about protecting the landscape in their backyard. Local organizations reviewed the bill, ensuring it met community needs and protected private property rights.



Santa Rosa & San Jacinto Mountains National Monument & surrounding area



III. Context

In an area managed and overseen by as complex a group as is involved with this Monument, the processes of communication and collaboration become vital to its success. It is important to remember that this is a living plan, and will be modified throughout the Monument planning and design process.

This plan, as all others for Monument development, must take into account the array of management goals, communication focuses, regulations and use patterns of all the separately managed areas in the Monument. A number of specifics in this regard have a direct effect upon this plan. These items are listed below as assumptions under which this plan has been developed.

- In general, there has been and continues to be strong public support for the establishment of the Monument. Likewise, there is strong interest in and demand for interpretation and education.
- There is a need to increase visibility, opportunities, and access to the Monument.
- Because of the complexity and number of managers and partners in the Monument, the coordination of efforts around messaging has at times been difficult. While the highest priority for visitor experience is the presentation of seamless Monument messages, the reality is that each entity must work within parameters of its own directives, funding, priorities, and management focus.
- There is a 2-3 mile “zone of visitor activity” around the boundary of the Monument. It is this zone that most interpretation would be focused to reach the majority of visitors. While recreationists move beyond that zone, the majority of users can be reached with this approach.
- The greatest number of visits to the Monument is generated from Coachella Valley and surrounding areas. While visitors may not originate there, the access to higher elevations is primarily from the valleys.
- The second highest source of visitors is the scenic corridors along California Highway 74 and California Highway 243.
- The Monument by itself is not likely to be a primary destination for the majority of visitors. Visits are usually part of a trip to Palm Springs and surrounding communities.
- Most use in the Monument tends to be day-use.
- There are several historically high-use entrance points to the Monument, which will probably continue with that use pattern. These are the Palm Springs Aerial Tram and the Indian Canyons.

Interpretive products in planning or development stages

Bureau of Land Management/Forest Service

- Cooperative agreement for recreation guide to Coachella Valley & surrounding area (completed)
- Monument logo (completed)
- Communications plan

Forest Service

- FS Visitor Guide. 50,000 copies (completed)
- Renovation of the Idyllwild San Jacinto Ranger Station
- Forest web page (which will include Monument information)
- Portable traveling Monument display
- Monument video
- Regional office graphic logo for Scenic Byways

Bureau of Land Management

- Monument boundary signing three major portal signs (rock art)
- Develop interim Monument map and brochure
- Monument hiking map/guide
- Lists of mammals, plants, insects
- Monument poster series, postcards and special projects (4 posters)
- BLM Wilderness kiosk
- Plant brochure
- Bird list for Monument (being developed, through Friends and the FS)
- Desert safety brochure (being developed)

BLM Santa Rosa Visitor Center

- Development of new interpretive exhibits for visitor center
- Trail expansion with interpretive guide
- Multi-agency kiosk
- New entrance sign at visitor center
- Environmental education curriculum

Palm Springs Aerial Tramway

- Interpretive panels at valley level (entrance to tram)

Mt. San Jacinto State Park

- Remodeled building/exhibits at state park museum on mountain level (top of tram)



IV. Management Goals and Resource Issues

The BLM and the USDA Forest Service manage federal lands in the SRSJM National Monument in coordination with the Agua Caliente Band of the Cahuilla Indians, state agencies, and local governments to protect the Monument's cultural, scenic, biological, and recreational resources. The agencies place priority on these key management goals:

- Protect biological resources, including the endangered Peninsular Ranges Bighorn Sheep, palm oases and other native species and communities.
- Protect cultural resources including working collaboratively with the tribe.
- Preserve the scenic backdrop of the Coachella Valley communities including scenic corridors and visitor gateways.
- Provide recreational opportunities and visitor services for people to experience and enjoy the biological resources and scenic value of the monument.
- Support the above goals through partnerships, cooperative management planning and a land acquisition program, as authorized by legislation.



Some of the most prominent resource issues are shared among the managers and partner agencies, although specific regulations and management approaches differ. For the purposes of this Interpretive Concept Plan, these issues are listed and briefly described below. They have been taken from the Resource Management Plan section of the Preparation Plan for the Monument.



1. Interagency coordination: There are challenges and opportunities in determining how partners of the National Monument integrate the different management plans, rules, and regulations governing each agency and area of jurisdiction. In all cases, seamless management and positive visitor experiences are paramount.

2. Recreation: A major focus of the Monument is the multiple recreation use for which the Monument Act provides. Solutions are sought for present and future carrying capacity issues, specific issues related to recreational trail use, wilderness use, etc. Interpretation/education can be powerful management tools in forming solutions to recreation issues.

3. Cultural resources and tribal coordination: This geographic area is one of the most important in California to Native Americans. It also has significant archaeological resources. Existing information is largely anecdotal, however, and additional inventory and ethnographic overview is needed. The tribe's

stories are being told and resources are being protected with their existing focus and direction. Effective interpretation can be an additional tool for the Agua Caliente Band of the Cahuilla Tribe

4. **Wildlife management:** The Coachella Valley Multiple Species Habitat Conservation Plan (CVMSHCP) addresses threatened and endangered species issues for the National Monument, and does so on a regional basis. Coordination with this process is key to management of the same issues by the Monument. Interpretation and education will help tell the story and meet the objectives of issues regarding biodiversity in the Monument. Key among them are issues relating to the Peninsular Ranges Bighorn Sheep and other threatened and endangered species.
5. **Wilderness areas:** With three different agencies managing the four wilderness areas (Forest Service, BLM, California State Parks), concerns arise regarding regulation and management differences. Interpretation in and about key wilderness entry points can help inform users about differences in jurisdiction and regulations.
6. **Fire management:** The ecological role of fire is an important message to communicate to the public, as well as the ways in which fire is managed in the Monument. Key messages include potential wildland fire hazards, fire-dependent ecological processes, wildland fire use and fire suppression.
7. **Land use issues:** Some land use restrictions are necessary to protect the natural and cultural resources in the Monument. Seasonal uses may be curtailed and areas may be closed at times to protect habitat or meet management goals. To the degree that these issues impact recreation and use patterns by the public, they will be a focus of interpretive/management messages.
8. **Watersheds:** The steep slopes, riparian areas, and alluvial fans provide dramatic examples of watershed formation and characteristics. The importance of watersheds, particularly in the arid Southwest, is an integral message underlying many interpretive stories.
9. **Non-native species:** Here, as in most areas of Southern California, the challenge of controlling noxious weeds is a prominent example of problems posed by non-native species. The control of tamarisk is a major concern in the Monument. Problems are also caused by the release of unwanted pets. This concept is a vital one to communicate in interpretive and educational messaging.
10. **Land acquisition:** Contiguous ownership patterns make the management of the Monument more efficient. The interpretation of the “why” behind land acquisitions and the possible inclusion of information about tribal lands being returned, are all part of this complex story.



V. Audience Analysis and Visitation Patterns

Developing an interpretive strategy requires a significant amount of research to develop an audience analysis, parameters of functional programs, and appropriate interpretive developments. Analysis of these facts assists in decision-making and guides planners. A complete analysis of visitors and use patterns is not within the scope of a conceptual plan. More thorough research and analysis in this area will strengthen an interpretive/education program.

Successful interpretation relates to a visitor's background. This concept plan characterizes visitors in three groups. "Local residents", "Non-local visitors", and "Organized groups". Below are the characteristics of these three groups.

Local residents

These are full- and part-time residents to the area that surrounds the Monument. A majority of these residents live in the Coachella Valley or on the slopes to the high country. Typically this group is not in the Monument with a specific need or expectation for interpretive opportunities, as the environment is familiar to them. They view the Monument as a backdrop or as a site for specific recreational activities such as hiking, biking, horseback riding, etc. This resident group and the non-local group may be receptive to both interpretation and adult-based as well as school-age-based environmental education.

It is important to reach residents with basic messages relating to management and protection of the cultural and natural resources of the Monument. Residents have a significant impact on the area and can set an example for visitors of proper use and resource protection in the Monument.

Non-local visitors

Visitor trend information provided by the Coachella Valley Visitor and Convention Bureau indicates that an estimated three million people visit the Coachella Valley annually. Fifty percent (50%) of the total visitation originates in California (35% from Southern California and 15% from Northern California).

Major visitor origination areas in the United States include the Pacific Northwest, Chicago, New York, New Jersey, Texas, and Arizona. Foreign visitation includes travelers from the United Kingdom, Canada, and Germany, with UK leading and Germany second. The fact that this area now offers a National Monument is of greater significance to European visitors than to those in the United States, as the expressed desire to visit National Monuments is greatest among European travelers.

Annual travel monitoring reveals trends that the two most rapidly growing activities in this area are nature-based recreation and spa visits. These activities correspond with two expanding user groups not traditionally associated with the area: families and Europeans. In 2001, according to the Coachella Valley Visitor and Convention Bureau, Palm Springs was rated by national travel monitors as the 20th most popular vacation destination in the country.

Use in the valley area is clearly seasonal in the types of visitors who vacation here. Younger travelers, both singles and families, tend to visit the area during off-peak seasons, when hotels and services charge lower rates. Winter visitors lean more toward the retired groups. Due in part to resurgence of interest in “retro” architecture from the 1960s and 1970s, more of the 20-40 age group are visiting areas like Palm Springs. Recreational use patterns of this age group lean more heavily toward nature-based recreation than those of retired visitors.

It seems generally supported by tourist data that visitors to the area are not likely to consider the Monument as a main attraction or destination, but may, with knowledge of its existence and offerings, add it to their list of activities while in the area. There may not be a significant economic impact on the tourism industry by the establishment of the Monument, but its existence and increased interpretive opportunities will greatly enhance the quality of the visitor experience. The non-local visitor will need orientation information on site and may also seek this orientation prior to their trip to the monument.

Although there is little data regarding use patterns in nature-based recreation, the Indian Canyons and recent, but currently inoperative, local jeep tours have provided the best documentation of measured recreation use of Monument areas. In addition, the Monument Visitor Center has used a door counter to obtain visitor counts for several years. An additional source of information for use patterns may be the Forest Service, BLM, and State Park wilderness permits.

Overall visitation to the area within the monument is estimated at 547,550 people. The Palm Springs Aerial Tram is the most visited site in or directly accessing the monument, with 380,000 users in 2000. California Highway 74 and California Highway 243 encircle much of the area and provide the main access routes to the Monument.

It is well recognized that there is a significant under-represented visitor population, including Hispanics, African Americans, and Asians. While it is agreed that we need to reach these populations and attempt to increase their use of the Monument, no specific actions have been recommended to accommodate this need.

Organized groups

Organized groups are those visitors using the Monument or being contacted by representatives of the Monument for general interest or educational purposes. This includes groups affiliated with public and private schools (K-12), colleges and universities, civic groups, church groups, camps, agencies, hiking clubs, equestrian groups, and private providers.

Interest in using the Monument for such purposes is increasing with time, awareness, and recreational/educational access and options. Activities and materials targeting both adult and school-age audiences are needed for these groups. Many of the needs of organized groups relate to the availability of facilities such as bus parking and turn-around space and relatively flat, level terrain for universal accessibility. Some characteristics of this group are:

- Heaviest use by this group tends to be in spring.
- Organized groups tend to be large (20 people and more).
- Organized groups prefer to have direct contact with agency personnel.

VI. Interpretive Themes and Objectives

Themes are a method of organizing information and focusing interpretive efforts toward presentation of key ideas. Based upon the goals, audience, parameters, and significant stories identified, this plan recommends that all information presented to visitors in the Monument communicate the main, general theme, and focus upon the sub-themes identified below, and/or more specific themes emanating from these.

Main theme:

From desert oases to granite peaks, the Santa Rosa and San Jacinto Mountains National Monument encompasses a land of contrasts and a story of adaptations.



Sub themes:

- The SRSJM National Monument encompasses diverse biological communities and geological resources, such as large areas associated with the San Andreas Fault, that form major features including mineral hot springs and palm oases.
- Community-based collaboration and support is the foundation and a unique characteristic of the Monument.
- Throughout time people have adapted their lifestyles and modified the landscape to live in the National Monument's seemingly inhospitable environments.
- The management of the land is as diverse as the matrix of the landscapes and ecosystems that comprise the Monument.

Interpretive objectives:

Visitors to the Monument will recognize the collaborative effort that created it, the communities' involvement in current management, and some of the benefits derived from the Monument's designation. As a result of their exposure to the Monument, at least 30% of visitors will be able to:

- State that the Monument is the result of a partnership that includes a variety of agencies and communities.
- Name three permitted uses and one non-permitted activity in the Monument.
- Name two of the managing agencies or collaborative partners.

Monument users will understand and experience the contrasts and diversity of the Monument's landforms and its native communities of plants, and animals. As a result of Monument interpretation and education, people will be able to:

- Identify at least two different ecosystems or life zones in the area.
- Describe the concept of habitats and how plants and animals depend upon them.
- Explain how and why oases are formed.
- Identify geological aspects and elements of the Monument.

Monument messages will enhance understanding of the cultural history and values of the Monument. At least 40% of area visitors will be able to:

- Recognize the Agua Caliente Band of Cahuilla Indians in the context of area prehistory and current-day culture.
- Identify at least three significant events in the cultural history of the area.
- Describe at least three ways in which past and current cultures shaped or were shaped by the land that is within the Monument.

Visitors and community members will understand resource management issues within the Monument and will communicate and explore options regarding those issues. At least 25% of visitors and community members will be able to:

- Name two threatened and endangered species and how/why they are protected.
- Identify two attributes unique to wilderness areas.
- Explain the effect of fire on the land (natural and human-caused wildland fires).
- Understand and support general concepts of resource carrying capacity and sustainable recreation patterns.

People who experience the story of the Monument will feel a sense of connection to its natural and cultural history, and demonstrate a commitment to protect and enhance the Monument's areas and stories.

Indicators of meeting this objective include data from records showing increases in:

- Number of school/group trips to the Monument.
- Number of school/group programs presented off site.
- Number of letters, comments, and phone calls to Monument personnel.

VII. Interpretive Inventory

Existing interpretive sites in or along the boundaries of the Monument

USDA Forest Service, San Jacinto Ranger District

INTERPRETIVE SITES	TOPIC	MEDIUM	EXISTS	PLANNED/CHANGED
San Jacinto RD office	Backcountry use	Publications, handouts	X	
BPOE prkng lot(near bndry)		0	X	X
Overlook	Short trail & signs	Short trail and signs (fiberglass)	X	
Verde fire stn(hwy 243)CDF	Cmpgrnd info, wldlfe	Interpretive panels	X	
Indian Vista Interp area	Cahuilla	Highway pullout vista signs	X	
Tewanet Overlook	Culture, ntl history	Fiberglass signs	X	
Pacific Crest Trailhead	(Cal. hwy 74 crossing)	Wildlife, culture, trail, Mon't		X
Humber Park Trailhead	Wilderness, bckcntry	Signs	X	X

BLM Palm Springs/South Coast Field Office

INTERPRETIVE SITES	TOPIC	MEDIUM	EXISTS	PLANNED/CHANGED
Santa Rosa VC	Gen'l information	Exhibits, bookstore, publications, handouts, interp trail, kiosk, wysde	X	X
BLM Palm Springs Office	Orientation/info	Handouts	X	

Mt. San Jacinto State Park

INTERPRETIVE SITES	TOPIC	MEDIUM	EXISTS	PLANNED/CHANGED
District Office	Gen'l information	General information	X	
Idyllwild campground	Orientation/info	Interpretive panel	X	
Mountain Station	Park Wilderness	Signs, sales, museum, theater	X	
Long Valley	Natural history	Signs & interpretive trail	X	

Agua Caliente Band of Cahuilla Indians

INTERPRETIVE SITES	TOPIC	MEDIUM	EXISTS	PLANNED/CHANGED
Tahquitz Canyon VC	Canyon story	Guided walks, cases, video	X	
Indian Canyons		Planned VC/ museum	X	X
Indian Canyons	Culture, area uses	Panels @ oases & store	X	
Agua Caliente Ctl Msm	Indian culture	Signs, artifacts	X	

Private sector

INTERPRETIVE SITES	TOPIC	MEDIUM	EXISTS	PLANNED/CHANGED
Tram Valley Station	Natural history/view	Signs	X	X
P.S. Desert Museum	Native flora/fauna	Exhibits, galleries, perform. arts	X	
Living Desert wldlfe pk.	Wildlife	Living animals for world deserts	X	
Coachella Valley Musm.	Pioneer culture	Signs and artifacts	X	
Riverside Cnty Pks ntr ctr	Natr'l & cult. history	Signs, artifacts, publications	X	

Potential interpretive sites within the Monument

INTERPRETIVE SITES	TOPIC	MEDIUM	EXISTS/CHANGE	DOES NOT EXIST
Pullouts on hwys 74,243	Wildlife,views,fire	Wayside exhibits, audio tour	X	X
Hiking/Mtn bike trails	Various	Trail guide, signs(overlooks)		X
Pacific Crest Trail	T&E Wildlife, other	Trailhead signs		X
Garner Valley	views, ranching hist	Wayside panels, audio tour		X
Lake Hemet	Wildlife	Signs/a blind/vol. staffing		X
SRSJM Mon Visitor Center	Map of interp sites	Outdoor, lighted kiosk by bldg.		X
USFS SJ Rngr office	Various/Mon't	Indoor exhibits/handouts/sales	X	
Ca St.Pks SJ Rngr office	Various/Mon't	Indoor exhibits/handouts/sales	X	
Dark Canyon		Waysides, signs, audio tour		X
Black Mountain		Waysides, signs, audio tour		X

Potential regional interpretive opportunities

INTERPRETIVE SITES	TOPIC	MEDIUM	EXISTS	PLANNED/CHANGED
Joshua Tree NP			X	
Anza Borrego SP			X	
Salton Sea				
Chiriaco Summit				
Riverside County Park				
Lake Fulmor				

Gateways

SITES	GATEWAY	EXISTS	POTENTIAL
SRSJM National Monument Visitor.	X		
Palm Springs Aerial Tram	X		
Indian Canyons	X		
Tahquitz Visitor Center	X		
Pinyon	X		X
Lake Cahuilla County Park	X		X
Living Desert Museum	X		X

Existing interpretive/educational materials in or about the Monument

Jointly-produced

- Recreation Guide to Santa Rosa and San Jacinto Mountains
- Palms to Pines Recreation Guide

USDA Forest Service

- San Bernardino NF Website
- San Bernardino NF Visitor Guide
- Recreation/outdoor guides
 - Hiking trails
 - Campgrounds
 - Adventure Pass
 - San Jacinto RD What To Do/Where To Do It
 - Accessible Recreation Opportunities
 - San Jacinto RD Some Wilderness Hikes
 - Guide to the Santa Rosa Wilderness
 - Guide to the San Jacinto Wilderness
- San Bernardino NF Map
- SBNF Explorers Guide (Tabloid for children)

Bureau of Land Management

- Monument Website
- Santa Rosa Mountains National Scenic Area (typed info sheet)
- California's Natural Wildlands Legacy
- The Flat-tailed Horned Lizard brochure
- Palm Springs and Borrego Valley District maps
- Bighorn sheep information
- Palm Springs Desert Access Guide
- NM brochure
- NM FAQ sheet
- Environmental education curriculum

Agua Caliente Band of the Cahuilla Indians

- Website
- Indian Canyons brochure
- Tahquitz Canyon brochure
- Agua Caliente Cultural Museum brochure

Mt. San Jacinto State Park

- Website
- Information sheets on the state park and state park camping

Private sector

- Coachella Valley Trails Council Scenic Area Map
- Pacific Crest Trail Map
- Palm Springs Desert Resort Guide
- Recreation Guide To The Santa Rosa and San Jacinto Mountains

National Park Service

- Pacific Crest National Scenic Trail Map



Sources of income from interpretation

Interpretive associations (also called natural history associations) have been developed to provide educational materials through sales to the public, with the ability to direct profits gained from those sales back into the unit where they operate. This is particularly important for Federal Agencies that are limited by regulation from soliciting or making sales directly to the public. The sales of products and product lines are not arenas in which Federal Land Management agencies operate; yet this is an important part of the visitor experience. In addition, profits from such sales can provide essential financial support directed toward the operation and development of interpretive services.

There is also an opportunity for fee-based education programs operated and managed by interpretive associations. Recent research has shown that, nationwide, the public is interested in having more on-site interpretive and educational opportunities in their national forests, and they are willing to pay for them. Other areas have sustained charges of from \$5 to \$25 per interpretive walk or trip, ranging from a one-hour walk to half- and full-day events.

Donation boxes are another effective source of income directed to the site where donations are collected. A secondary benefit of donations is as an indicator of public support for interpretive programs or offerings.

Existing and potential interpretive associations/education groups

- Mt. San Jacinto Natural History Association (State Parks and Tram)
- Friends of the Desert Mountains Interpretive Association
- FS Volunteer Association
- Bighorn Institute
- Sierra Club and other environmental organizations?
- Foundation for North American Wild Sheep?

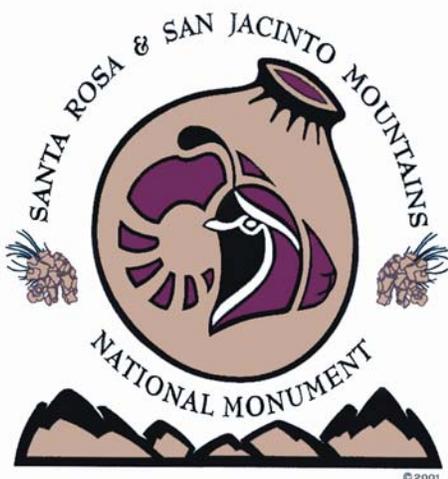


VIII. Design Guidelines

Monument recognition and unity are most easily established through visual images, and consistency is the key to building recognition, credibility, and effectiveness in a design vocabulary for the Monument. Fonts, colors, and layout need to be consistent for items ranging from rack cards to special event banners. A Monument logo is an essential element in the design vocabulary and it needs to reflect the theme of the Monument.

This design guideline lays the groundwork for developing the design standards, which will define the elements of the design vocabulary. Design standards include selection of fonts, a color palette, layouts, publication and sign materials and formats, and architectural recommendations for waysides, kiosks, sign supports and buildings. The next steps in developing the design standards are to inventory existing and developing interpretive and entryway signs and publications for fonts and colors and to check with and strive for consistency among agencies and organizations for their design and sign standards.

The design guidelines need to be presented in ways that make the partners' jobs easier. All logos, layout templates, fonts, colors etc. need to be electronically available for use by the partners and their contractors.



The logo

The logo should both represent the Monument's theme and be a stylized piece usable at sizes ranging from letterhead to large banners. The Monument's theme is one of contrasting landscapes and of adaptation. The contrasting environments of the desert oasis and granite peaks and the culture of the tribe should be represented in the logo. A long and linear logo would provide a sense of the dramatically changing elevation and it would also provide a visual that could "contain" the long Monument name. The current circular logo also accomplishes these purposes.

Colors, fonts and layouts

Colors and fonts should represent the Monument's environments and people, be easily readable, and meet accessibility guidelines. Design standards will define the approved font families, and recommended sizes and styles for various applications. Serif and sans serif type faces should be selected with specifications as to their applications (i.e. as body text, headers, etc.). Required elements will be defined. The Monument logo will be required on publications and signs, and the BLM and Forest Service logos may also be required on agency materials. If required, it is recommended that agency logos be placed in the lower right corner of signs and at the bottom of the front page of publications. The Monument logo placement should be determined and consistent applied. One recommendation is to place the logo on the upper left.

A color palette should be selected to complement the logo as well as the landscape. Colors should be defined utilizing a standard color matching system (i.e. the Pantone system). Many exhibits, panels and publications will use full-color. Using a standardized color palette for text and other elements will help establish the Monument's visual identity. The San Bernardino

National Forest Graphic Standards for Signage can be referenced for design components to be included; however, colors and fonts specific to the Monument should be defined.



Gateways

The unifying element to the Monument is its granite bedrock. From the sun-baked red desert to the glistening white peaks, granite underlies most of the landforms. Not only is granite a prominent theme in the Monument, it is also found throughout the towns of the valley floor. Red granite rocks, etched with petroglyph figures, greet visitors to the town of Palm Desert. The walls of the Cahuilla Tribe's spa and casino are created from layers of reddish-brown granite. If the Monument uses granite as a key design element, it will immediately establish a sense of place, reflecting both natural and architectural elements found throughout the area.



Highway entrance signs

The Monument Status Report (dated 8/11/2001) specified that entrance signs will be white lettering in a basic font on brown wood. The base will be "a dynamic, quality rock art-type asymmetrical base of background mountains with etched BLM and FS logos." The Monument logo should be added to the signs.



A Monument sign plan should be developed, specifying standards and guidelines for use by all agencies and organizations placing signs in and about the Monument.

Palms to Pines Corridor Management Plan

The San Bernardino National Forest expects to develop a management plan for the "Palms to Pines" corridor, and anticipates using funding from TEA21 grants to do so. This will be developed in the next few years.

Gateway buildings

The BLM Santa Rosa and San Jacinto Mountains National Monument Visitor Center is one the existing gateways. Its exterior design includes reddish-brown granite and cement pillars that are textured and colored to mimic the rock.



Although not currently a gateway, the Cahuilla Tribe's Tahquitz Canyon Visitor Center uses similar design elements. It has a metal bridge that has an urban feel but is colored in a way that blends with its desert surroundings. Planning is underway for a new museum and amphitheater in Indian Canyons.

The San Jacinto Ranger District Office has also begun planning for an expanded visitor information area.

The Palm Springs Aerial Tramway building is also considered a gateway. It is metal and concrete, and does not architecturally convey a sense of arrival to the Monument. However, this building was opened in 1963, before any of these concepts were developed. Since new panels are being designed at the valley building and new exhibits and signs are planned for the mountain building at the top of the tram, it is hoped that a Monument message and graphics using the above described design elements will be incorporated.

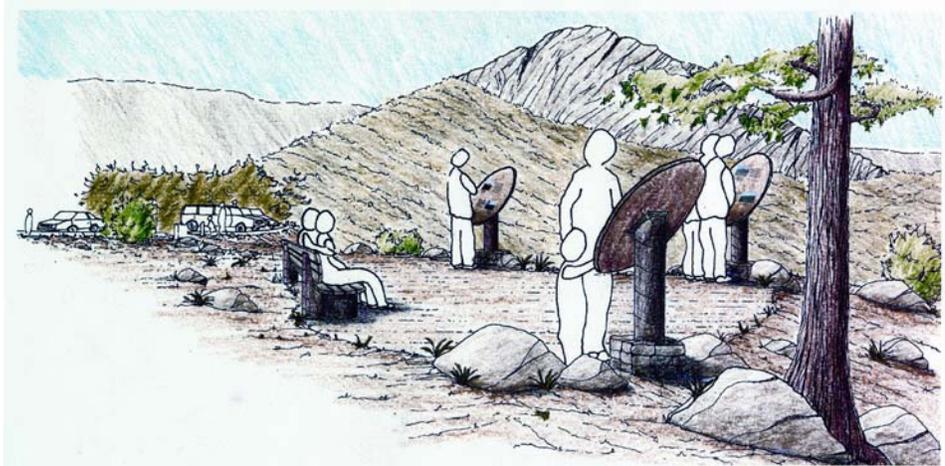
Future gateways could build on the two existing visitor center designs, incorporating similar design elements and enhancing visual recognition. The Forest Service San Jacinto Ranger District Office is the only high elevation gateway proposed. It should create a sense place – both for the Monument and the town of Idyllwild.

Trail entrance and interpretive signs

Many trails enter the Monument. These portals should be consistently and easily identifiable as part of the Monument. The following are two recommendations with a couple of variations.

Simple yet beautiful rock sign supports (pillars, “L” brackets, or other shapes) with the Monument’s logo, located at every portal entrance would provide visitors with a visual recognition factor for entering the Monument while providing a place for the partners’ signs.

For example, at Humber Park, the signs welcoming hikers to the San Bernardino National Forest Wilderness Area would carry the colors and shape that identify the Forest Service and they would be hung from a rock support system incorporating the National Monument logo and name.



Another option is a poured, round concrete post, varying from 12”-24” in diameter as appropriate, colored to match local rock, and beveled at a 45 degree angle at the top. The Monument logo would appear on the beveled top of the post, and partner logos would spiral down the side, embossed into the concrete by means of a rubber mold (see illustration).

At a minimum, each trail entrance, overlook, or other access point to the Monument would have one of these small posts, standing approximately 36” above ground. These are attractive, easy to produce, low maintenance, and conform to the design recommendations. The idea for this recommendation is taken from the posts supporting the BLM Santa Rosa Visitor Center. Rock art symbols could also be incorporated into the posts.

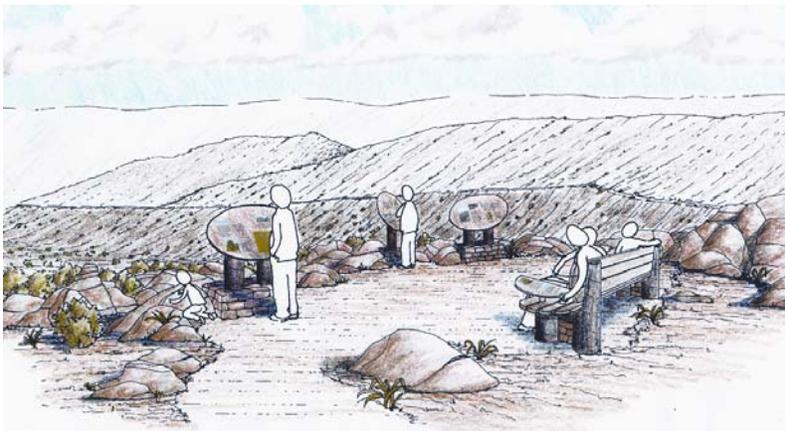


Similar posts could be used as support members for thematic pavilions, kiosks, trail mileposts, barrier posts, benches, and other applications, creating a common recognition factor and design vocabulary for all of the partners in the Monument.

Oval interpretive signs, mounted at a 45-degree angle on concrete posts, would continue this design element. Several signs of varying heights could be clustered, providing an attractive way to present multiple messages at a single site. Multiple copies signs bearing important management messages could be produced and combined as needed in these clusters, realizing a significant savings in development costs, yet allowing for customization of clusters to meet the needs at each location. Oval “flip books,” consisting of multiple half-moon shaped pages hinged at the center and mounted on a single post, could provide an interactive format for telling more in-depth interpretive stories.

Settings and seating

Signs, interpretive panels, kiosks and buildings need to be part of professionally designed settings. A landscape architect’s skills are critical.



Benches are important components in a setting. Benches designed to reflect the Monument theme would add a subtle and professional touch. Properly designed, the seating areas can define space in an interpretive context, even carrying themes such as the granite bedrock, petroglyphs on stone, or artistic designs that fit interpretive contexts.

Interpretive and orientation panels

In all gateway centers, as well as at trailheads and roadside pullouts, panels will welcome and orient visitors. They will also serve as a key tool for communicating information and interpretation. All panels should incorporate the design guideline’s colors, fonts, layouts, and sign stanchions. Because panels are highly visual mechanisms, a successful exhibit generally consists of richly illustrative graphic elements combined with concise text.

Recommended material: Digital images fabricated in a high-pressure laminate material. This sign material offers the greatest use of colors in a very durable material which allows much flexibility in size, shape and mounting, at a very low cost. Poured and molded concrete posts, similar to those described as trail entrance posts, with 45-degree bevel on top can act as supports for oval interpretive signs.

Publications

All publications should incorporate design elements that represent the Monument, including consistent layout and placement of the partners’ logos and the Monument logo. An electronic template should be designed for each standard publication type: three- and four-fold brochures, rack cards, tabloids, and flyers. The templates will include all appropriate logos, properly placed, and utilize the color and font palettes identified in the design standards.

X. Interpretive Recommendations

Area-wide interpretation

Publications

An annual or bi-annual Monument tabloid is an easy and cost-effective way to distribute up-to-date information and interpretation. The tabloid provides a format familiar to visitors. It can cover a variety of topics, including information about the Monument and why it was created, general visitor information, and interpretation of the Monument's cultural and natural history. It should be printed on high-quality paper. Artistically designed tabloid distribution boxes can be used on-site. Networking with the local communities' visitor services can provide effective off-site distribution.

A family of brochures is an effective way to build Monument recognition while providing visitor information and interpretation. An introductory brochure and/or rack card should be produced and widely distributed. Both of these publication formats fit easily into brochure racks and will be welcomed by regional visitor centers and tourist attractions.

All of the partners will find times when they want to get Monument information out quickly. Flyers and Web sites are the most effective ways to disseminate this short-term information. Electronic templates for flyers and Web pages will provide quick and visually consistent formats for such information.

Pre-visit materials

In addition to publications a web site is a critical piece in pre-trip planning. The design should be consistent with interpretive design standards and accompanying publications.

Traveling exhibit

A portable exhibit should be produced for use at conferences and meetings, special events, and trade shows. The exhibit can also be used as needed at area visitor centers, as well as for a variety of public events. A companion publication rack should be fabricated. Special publications could be produced to complement the exhibit, or tailored to meet the needs of the event or location where the exhibit is displayed.

Monument orientation panels

A highly graphic panel with a map and introduction to the Monument should be placed at all gateways, waysides, and many trailheads. This panel can also be placed at museums and other visitor contact locations in the valley. "You Are Here" indicators will make the piece site-specific and provide orientation for visitors. Smaller paper copies, more detailed information on the back, can be made for distribution at visitor contact points.



Kiosks/thematic pavilions

Kiosks (roofed structures that house information or interpretive panels) or thematic pavilions (open-walled, roofed structures that provide seating, interpretive panels, and other desired elements) are attractive, easily recognizable, effective ways to convey messages at a variety

of sites. The pavilions add the benefit of providing a place for visitors to sit and connect with the Monument. Larger pavilions offer a staging area for interpretation and environmental education programs.

Self-guided trails

Short, self-guided interpretive trails can be added to the existing pullouts on California Highways 74 and 243, and along trails that enter the Monument from the valley and mountain towns.

Programmatic interpretation

Volunteers

The development of a strong Monument volunteer program should be undertaken as soon as possible. It may be most efficient to build upon or expand existing agency or organization volunteer programs. All Monument volunteers should understand Monument regulations and management, and be able to explain variations in the policies and management objectives of the various partner agencies. The end result must be seamless, “one-voice” communication on the part of the volunteer cadre.

Partnerships and funding opportunities

A logical focus for the many groups supporting and involved in the establishment of the Monument is the development of partnerships and funding sources. The existence of these external funding sources will ensure relative independence from limitations imposed by agency funding, and allow a greater sense of ownership and involvement on the part of existing partners that are not tied to a Federal agency. The development of grants and partnerships is often critical to the success of interpretive programs.

Special events

The Monument will host a variety of special events. A special event kit should be developed and made available to all Monument partners. The kit should include sample Monument publications and promotional items, traveling exhibits, banners, etc. A Monument press kit should also be developed and made available to the media and visiting dignitaries.

Interpretive programs

Visitors often comment that a “live ranger” program was the highlight of their trip. As often as feasible, professional interpretive programs should be offered. This is an area where partner collaboration really makes a difference. By creatively working together, partners can produce the best programs for the public and the Monument with the least amount of expense. Programs can be offered on- or off-site.

Site-specific interpretation

Forest Service

San Jacinto Ranger District Office

Recommendations include changing the name of the office, when it is enlarged, to “visitor center,” a designation that lets visitors know they are welcome. Interpretive exhibits should be available to introduce the Monument and provide information on area-specific opportunities, particularly backcountry use information. Interpretation should also highlight resource management objectives.

Palms to Pines Scenic Byway – California Highways 74 and 243

These highways form a loop around the Monument and are natural routes along which to interpret land stewardship in the area. This route is designated as both a Forest Service and a State Scenic Byway, and portions of the route travel through land managed by the BLM and the Cahuilla Tribe. Changes in vegetation types, ranging from Fan Palms to Ponderosa Pines, dramatically illustrate the Monument's theme of contrast and adaptation. Pullouts on Highway 74 and Highway 243 would benefit from interpretive wayside exhibits. A self-guided, interpretive audio component might be made available on CD or short wave radio. CDs could generate income for interpretive associations through sales or rentals.



Cahuilla Tewanet Overlook

This fully accessible ¼ mile trail leads visitors to a viewpoint overlooking the Santa Rosa Wilderness. Signs tell the story of the Cahuilla people. Recommendations for the existing viewing deck include the addition of a Monument orientation panel, benches, and perhaps sturdy outdoor viewing scopes.

Indian Vista

This overlook on State Highway 243 provides interpretive signs that reflect the Byway interpretive theme: "The San Jacinto Mountain landscape tells the story of ancient homelands and modern resource use, of natural ecosystems and managed forest, of wilderness and urban civilization. The mountains have many special places which visitors can discover, enjoy, and help care for."

Pacific Crest Trailhead on California Highway 74

A kiosk at the trailhead could include the Monument introductory panel, a brief history of the Pacific Crest Trail, and possibly a panel on the Flat-tail Horned Lizard, a sensitive species native to the area.

Wilderness trailheads

Add design elements at each trailhead that are consistent with the design guidelines outlined in this document. Also, consider providing panels that interpret the meaning of wilderness and its role in the Monument at wilderness trailheads and vista points overlooking wilderness.

Short loop-trail or vista

Provide interpretation on a short, easy loop trail or at a scenic vista of the high country's granite peaks. This would meet the needs of the non-hiking visitors who currently do not have an easy place to view the peaks. This could be accomplished by redesigning the parking area at Humber Park to include a day-use area with a scenic vista of Suicide Peak and Tahquitz Peak.

Bureau of Land Management

Santa Rosa Visitor Center

Currently there are plans to redesign the exhibits, build an outside kiosk, and expand and interpret the trail just outside of the visitor center. To be most effective and to represent the

Monument, the exhibits, trail guide and kiosk should tier under this interpretive plan's goals, objectives, and themes. Primary topics to include are an introduction to the Monument, its management, and opportunities for visitors. Additional topics that could be interpreted are Peninsular Ranges Bighorn Sheep, other threatened and endangered species in the area, and desert ecology. This is a major gateway for the Monument and all of the Monument's family of publications should be highly visible and readily available here.

In addition, this facility may need to be expanded in size. A larger amount of display and visitor-gathering floor space would aid greatly in accommodating and addressing groups of visitors. It may be that the re-design of exhibits and the existence of an outdoor kiosk will meet this need, but current accommodations for groups to gather with a visitor center staff person, or to view an orientation film, or enjoy exhibits, are all at a minimum.

This visitor center is also a natural site to meet the needs of the environmental education audience. Again, the facility needs to accommodate larger groups in order to meet this need. A shaded ramada and amphitheatre along the trail would be a partial solution.

Exhibit ideas

Etched visitor center windows and/or translucent panels can graphically represent the wildlife that lives in the environments outside the window. Decorative windows can feature indigenous rock art, prose and poetry or other quotes related to the Monument, or other creative, relevant elements, while still allowing visitors to enjoy the view.

Interactive computer tour

The computer program will use streaming video to offer visitors a narrated visual tour of the Monument. This is also one method of providing an alternative way to experience parts of the the Monument that are not accessible to people with disabilities. Some examples of this technology are at Alcatraz National Monument and Joshua Tree National Park.

Decomposable Art: a collaborative exhibit

A highlight of the Monument is its collaborative creation and management. This exhibit will go beyond "interactive," which often means interacting with a computer screen, to "collaborative." Visitors will collaborate with nature and with each other. This exhibit, actually an art installation, is ephemeral and ever changing (like nature). It also adapts to a variety of "habitats" and settings, and draws from natural elements in the Monument.

Setting #1)

As visitors enter the visitor center they see a rock arrangement/sculpture. On each rock is a written word, phrase, or image that captures the essence of a visitor's experience of the monument. A stack of rocks and drawing/writing supplies sits nearby, inviting visitors to express their experiences on a rock and add to the evolving artform.

Setting #2)

Visitors attend a workshop where an interpreter leads them through a series of interactive exercises, and together they build an art sculpture using decomposable natural materials. Throughout the event others are invited to add to the sculpture. This collaborative activity provides an opportunity for visitors to explore and connect with the natural elements of the Monument as well as with each other, while leaving their "mark" in an artistic and creative way.

Environmental Education Considerations

The Monument Visitor Center design should encourage use by a variety of educational and civic groups. Bus parking, restrooms and potable water should be available. Sign height should be appropriate for children as well as adults. Facilities should be accessible to people with disabilities. A covered outdoor pavilion to encourage use by educational groups should also be considered.

BLM Palm Springs Office

The office is moving into a town location within the next two years. If the office is centrally located, a visitor area should be included and the Monument's introductory panel and publications should be available.

California State Parks Mountain Station

New interpretive panels are in the planning stage. To be most effective and to represent the Monument, the panels need to tier under this interpretive plan's goals, objectives, and themes.

Long Valley

New interpretive panels are in the planning stage. To be most effective and to represent the Monument, the panels should tier under this interpretive plan's goals, objectives, and themes.

Palm Springs Aerial Tramway Station and tram cars Exhibits

New interpretive panels are currently being fabricated for the valley tramway station, and a Monument orientation panel should be added to the exhibit area. The Monument publications should be readily available here, as well.

Audio

The visitors in the tramway cars are a captive audience for 20 minutes each way. A quality audio interpretive program with narration, natural sounds, and music, would be a very effective tool to convey messages, creating a sense of awe for the Monument.

Agua Caliente Band of the Cahuilla Indians

While the Agua Caliente Band has the largest involvement in the Monument, there are a other groups of Cahuilla and Mission tribes connected in varying degrees with the Monument, including the Torrez-Martinez, the Santa Rosa, the Morongo, the Cabazon, and the Ramona.

Indian Canyons

Recommendations for Indian Canyons include building a thematic pavilion that conveys a sense of the tribe and its lands. Interpretive exhibits, art elements, and hand-crafted benches can transform a simple, open-walled pavilion into setting where visitors connect with the land and culture of the tribe. An audio component could play the songs of the bird singers and traditional stories. The pavilion can act as a staging area for guided programs.



Indian Canyons Museum

A museum and amphitheater are planned for the Indian Canyons area. This is an excellent opportunity to showcase the tribe and the Monument. Designs can incorporate rock art, basket design, and visual aspects of traditional knowledge. Program elements can also include living history presentations.



Indian Canyons Store

New interpretive panels demonstrating historic and current tribal lifestyles are recommended for the patio area that overlooks the oasis. Interactive elements should be part of the panels. Sales items should be theme-related.



Tahquitz Canyon Visitor Center Exhibits

Temporary exhibits are currently in place at the visitor center. New exhibits interpreting the traditional story of Tahquitz, the changing management of the canyon, traditional lifeways, and canyon rock art would provide a strong feeling of the canyon. An audio component with a tribal elder telling the Tahquitz story would add a sense of drama and personalize exhibits.

A Monument orientation panel and relevant publications should be added.

An area map made of tiles or colored concrete, located on the patio floor of the visitor center's vista side would be a powerful interpretive tool. The scale of the map could be designed such that the span of an adult human foot becomes the scale (e.g. one "FOOT" = approximately one mile). This concept is similar to that of timelines in concrete sidewalks, with historical events identified along the walkway.



Etched visitor center windows and/or translucent panels can graphically represent the wildlife and plants that were traditionally used, or they can show indigenous rock art, prose and quotes. This design element will compliment the logos etched on the glass doors.

Interactive computer tour

The computer program can use streaming video to provide a visual tour of the Monument. This is one method of meeting accessibility recommendations for non-accessible parts of the Monument.

Guided walks

The current guided walks are a very effective interpretive and resource management tool, and are integral to the interpretive program here.

Garden of traditional medicinal and food plants

The walkway to the visitor center is an ideal location for a traditional native plant garden. Traditional medicinal and nutritional purposes of these plants can be interpreted with programs and signs.



Potential Gateways

Lake Cahuilla County Park

A pavilion or kiosk is recommended for providing an introduction to the Monument and site-specific interpretation.

Pinyon

A kiosk is recommended for providing an introduction to the Monument and site-specific interpretation. This location, although at the edge of the boundary, serves the area of the Monument with the highest concentration of under-served publics, including a high Hispanic population. This would be an ideal location to design interpretation, art and messaging to meet the specific needs and interests of these prospective user groups.

Private sector interpretation

The Monument introductory panel and map, plus relevant Monument publications, should be available at the following locations:

- Riverside Parks Nature Center
- Palm Springs Desert Museum
- Living Desert Wildlife Park

Additional interpretive opportunities suggested in the Palms to Pines Byway Nomination Report:

Garner Valley:

Living history programs depicting the cowboy life-style and wayside panels interpreting scenic views of the Desert Divide.

Lake Hemet:

Wildlife viewing blinds, interpretive signs describing wildlife and the lake; a small information and interpretation station staffed by volunteers and community members in the summer months.

Watchable Wildlife:

Roadside pull-offs at signed wildlife viewing areas along the route.

Mountain Bike Trail System:

Interpretive trail guide; trailside interpretive signs at overlooks and other points of interest.

X. Priorities and Strategies for Implementation

Priorities for implementation

1. Develop basic design guidelines, including those that meet accessibility needs.
2. Develop Monument logo
3. Design traveling exhibit
4. Special event – Anniversary Celebration
5. Tabloid
6. Monument introduction panel – design, fabricate, and install
7. Monument visitor center exhibits
8. State Park's Mountain Center exhibits
9. Kiosks
10. Create family of Monument publications
11. Indian Canyons – pavilion/kiosk or panels
12. Pre-visit materials
13. Special event kit
14. Trail entrance signs
15. FS short trail/vista in high country
16. Scenic Byway audio
17. Tram audio



Strategies for implementation

Interpretive development is, to some extent, dependent upon recreation development, and must be coordinated with SRSJM National Monument planning as well as individual agency planning. The Monument master plan is to be completed by October 2003. It is expected that the final interpretive/environmental education plan will be incorporated into the master plan. The Bureau of Land Management, USDA Forest Service, California State Parks, and Cahuilla Tribe all have plans for interpretive development. The most effective interpretive development will result from the partners developing and following a collaborative strategy.

Criteria for interpretive project prioritization

1. How well does the project meet established goals?
2. What percentage of the identified audience does the project reach?
3. How well does the project function under existing parameters?
4. Is the project coordinated with timetables for associated recreation development?
5. What is the current condition of the interpretive site? Is it run down? Out of date? Is the information accurate?
6. What are funding and cost considerations?
7. What is the sensitivity of the site or resource? Do people need to be drawn away from the site or toward the site? Does visitor behavior need to be modified in any way?

Specific recommendations for development in the next 1-2 years are outlined below.

- **Design guidelines** – Partners should form a design team, or agree on an outside group, to create design standards. At a minimum, the colors and fonts need to be determined so that the first interpretive elements, the logo and traveling exhibit, can be consistent. Accessibility requirements need to be addressed.
- **Logo** – Is the current Monument logo temporary or permanent? If temporary, the creation of a permanent one is of utmost urgency. If the existing logo is permanent, all partners should agree upon its use. Once a logo is in place (as the current one is), it quickly becomes perceived as the brand or “icon” and is, in the public’s eye, representative of the place.
- **Traveling exhibit** – A traveling exhibit should be developed very soon for use not only on-site, but also off-site at such special events as Palm Springs’ weekly Street Fair, the Idyllwild Jazz Festival, etc.
- **Special events** – Monument Anniversary Celebration, Fishing Days, Friends and Volunteer appreciation events, annual awards ceremonies, etc.
- **Tabloid** – The tabloid can be done internally by one of the partners or produced externally. In either case, a team of partners needs to determine and prioritize the messages and story lines and provide visuals and reviews.
- **Monument orientation panel** – Design, fabricate, and install. The panels can be designed internally by one of the partners or contracted out. In either case, a team of partners needs to determine and prioritize the messages, provide maps, visuals, and reviews. (Locations for this panel are listed under Interpretive Recommendations.)
- **Monument Visitor Center exhibits** – Develop the exhibits using the final version of this plan and the design standards.
- **Mt. San Jacinto State Park’s mountain-top exhibits (at top of tramway)** – Develop the exhibits using the final version of this plan and the design standards.
- **Kiosks** – (walk-around information towers, 6 or 8-sided, with roof.)
- Develop the exhibits using the final version of this plan and the design standards.
- **Publications** – Develop a family of publications using the final version of this plan and the design standards.
- **Indian Canyons** – Pavilion/kiosk or panels. Develop the exhibits using the final version of this plan and the design standards.
- **Pre-visit materials** – Jointly develop Monument Web site and other materials. Ensure that there are links to Web sites of other partners, alliance groups, and related sites.

XI. Monitoring and Evaluation

The effectiveness of interpretation and education as a management tool is identified and measured by monitoring and evaluation. This is the vital last step that is often the difference between a program being funded or being cut out of the budget. Interpretation stands a much greater chance of receiving manager support if managers see measurable differences in visitor behavior, measurable improvement in a resource condition, or increased support or revenue, such as letters and comments expressing gratitude for programs.

The goals and measurable objectives identified in the beginning of the plan (II. Interpretive Objectives) are the basis for this evaluation. If the goals are clearly stated and the objectives are measurable, the foundation is set for monitoring and evaluation. When possible, it is best to state the objectives in terms of desired educational, behavioral, and emotional outcomes.

While evaluation is a critical step, the effect of interpretation is frequently difficult to measure in tangible terms. This measurement is especially hard to do in the field at the site of the program or exhibit and at the time of the viewing or event. Many times the message delivered in a program or exhibit isn't fully realized until days or even months later, when the visitor is confronted with a reminder of something they have seen or heard during an interpretive experience. This situation, also common in educational settings, is called the "sleeper effect." Thus, monitoring and evaluating interpretive products and services, while critical to the program manager, can become quite complex and rarely are we able to measure all dimensions of an interpretive experience.

Several methods are frequently used to evaluate the effectiveness of these interpretive offerings. While Federal agencies are constrained to conducting very limited forms of questionnaires without formal approval, informal contacts and observations of visitor behavior are statistically valid forms of information gathering. They usually fall into the following categories.



Direct observation

Direct observation provides a systematic technique for observing, recording, and evaluating behavior. Such observation follows specific procedures and is much more exhaustive and objective than casual observation. There are three methods of direct observation, and each has its requirements to maintain statistical relevance: direct observation of events as they occur, observation of visitors, or observations of the effects of visitor actions.

The collection of data from direct observation usually requires specified observers, observation forms, locations and consistent times to record occurrences of behavior. A simple example might be the posting of one or more observers at locations along an interpretive trail, recording the amount of time spent by visitors at each interpretive sign, or recording comments made by visitors after they read the signs.

These observations would ideally be followed by observation of changes in visitor behavior within the context of the interpretive objective related to the trail interpretation. For example, a researcher might greet the exiting visitor, or cards might be available upon exiting the trail, with questions directly based upon the measurable objectives for the trail. e.g. "Can you remember two threatened and endangered species in the Monument?" "Do you know why this area is fenced?" "Are you willing to limit your activities based upon this understanding?"

Casual observation

This category is less stringent but similar in purpose to direct observation. Although not always statistically significant, the resulting information gained by well-designed observation and visitor contact often provides sufficient information to direct management actions. In addition, it is less formalized and easier to accomplish than more advanced forms of gathering data. It is also less intimidating to the casual visitor, and acquires valuable information with less investment by visitors or by staff. The observations may occur at specific intervals, with only one or two questions asked in informal, friendly conversation with visitors who have just experienced the interpretation. As long as the questions are the same at each encounter, and encounters are made after visitors have experienced the same level of experience, the information is valid (e.g. "How'd you like the trail?" "Did you figure out our key endangered species?").

Casual and direct observations can be made with or without face-to-face visitor contact. Often these are the simplest and most effective observations. General conversations with visitors are also a personal way to compile information concerning general impressions (likes and dislikes), comments concerning design, areas of confusion, and areas of understanding or inspiration.

Monitoring of visitor compliance

Another tool is the monitoring, recording, and reporting of specific visitor activities, vandalism and/or disappearance of signs/exhibits. For example, if a campground experiencing a large volume of litter is posted with signs explaining hazards litter poses to wildlife and people, this becomes an interpretive tool designed to address a management problem. If the number of pickups and amount of trash collected were recorded before and after the signs were posted, the difference in the amount of trash collected could serve as a measure of the effectiveness of the interpretation.

Visitor self-reporting

Self-reports from subjects are another form of evaluation, although sometimes difficult to limit to evaluation of interpretation alone. Such reports include comment cards, questionnaires, written diaries, suggestion boxes, etc. Subjects under study can be asked to report the desired information to the investigator. Essentially this requires the subjects to observe their own characteristics, behavior, or feelings about what they do, or events that go on about them.

Personal presentation evaluation

This evaluation tool is relevant to personal contacts through programs (walks, talks), or front desk information. Evaluation of presentations can be made by a self-evaluation checklist, by making an audio/video recording of oneself for later review, or by having a colleague or mentor observe a presentation and offer suggestions. Another effective and simple tool is presenting a program or talking in front of a mirror, for immediate feedback on mannerisms and effectiveness of presentation style.

Peer review

Informal exchange of colleagues' observations, comments, and criticisms is particularly helpful in evaluating interpretive products and programs. Peer review, by invitation or contract, is also an excellent means of evaluation. It is especially effective to obtain reviewers from outside the area or agency to check on inadvertent use of "bureaucratese" or "tech-speak" terms.

Visitor, group, and car counts

Baseline data can be collected to measure increases or decreases in use at major portals and facilities around the boundaries of the monument. Re-visiting these portals each year and comparing use trends will help managers adjust their interpretive offerings.



XII. Environmental Education

Environmental education is similar to interpretation in that it encompasses both natural and cultural aspects of the environment. It differs in regard to audience and types of delivery. Environmental education audiences are usually pre-scheduled, organized groups that are similar in age range or theme association. They are traditionally school groups but may also be service groups, youth groups, university students and adults. These groups desire more in-depth information, and opportunities that offer direct study. To be most effective the delivery of messages should include pre-visit activities and information that can be easily incorporated into the groups' overall education program.

The "Natural Science Collaborative of the Desert" is a resource guide that highlights some current providers of environmental education in the area. Providers whose offerings include Monument topics and resources include:

- Agua Caliente Cultural Museum
- Bighorn Institute
- Coachella Valley Archaeological Society
- The Living Desert
- San Jacinto State Park
- BLM Santa Rosa Visitor Center
- Palm Springs Desert Museum



The State Park offers pre-visit packets and "ranger" talks and walks for school groups at the Tram Mountain Station, and the Palm Springs Aerial Tram offers school discounts. The BLM, in cooperation with Friends of the Desert Mountains, offers field trips, class visits and special programs for school groups. The Tribe offers programs on traditional lifestyles and archaeology, and San Bernardino NF personnel occasionally make classroom visits.

Educational materials should include curriculum units for schools, student journals, activity packets, teacher workshops, traveling education trunks, on-site interpretation during peak-use periods, and special events both on- and off-site. Some of these items and programs are in place and available in the area, and some are yet to be developed.

The Monument Visitor Center on State Highway 74 should be designed to encourage use by a variety of educational and civic groups. Important considerations for facility design include parking spaces for several buses, restrooms and potable water, a sign height appropriate for children as well as adults, accessibility for visitors with disabilities, and a covered outdoor pavilion to encourage use by educational groups. This same strategy may also be applied to the Indian Canyons and other areas that might be used for environmental education programs.

An exciting, non-traditional educational program to pursue is a cooperative agreement with local resorts and hotels in the valley and mountain communities to offer programs for their guests. These programs could be held on and/or off-site. The programs could be fee-based, and could generate funding and positions for the Monument's education program.

The value of offering educational programs to both children and adults should not be underestimated for its long-term role in meeting interpretive and management program goals.

XIII. Conclusion

The Santa Rosa and San Jacinto Mountains National Monument provides a unique example of collaboration among agencies, organizations, and communities. Its natural and cultural, recreational and aesthetic qualities are outstanding. The potential for this Monument to shape the direction and approach to managing national monuments around the country is remarkable. We hope that this potential will also be realized in the creativity and collaboration of its interpretive and educational partners and opportunities.

Aldo Leopold, one of the greatest conservationists of the last century, sums it up:

“There must be some force behind conservation more universal than profit, less awkward than government, less ephemeral than sport, something that reaches into all time and places where men live on land, something that brackets everything from rivers to raindrops, from whales to hummingbirds, from land estates to window boxes.

I can see only one such force: a respect for land as an organism; a voluntary decency in land use exercised by every citizen and every land owner, out of a sense of love and obligation to that great biota we call America.”



XIV. Contacts and Reviewers

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IV. Appendices

Accessibility standards for interpretive products

Special Populations: Programmatic Accessibility Guidelines for Interpretive Media

Source: National Park Service, Harpers Ferry Center, September 1991, version 2.1

Cost estimates for typical interpretive media

Estimating media cost without specific designs and material is a hazardous guess at best. However, as a rough rule of thumb, some low to average range media costs are presented below. Please note that these are highly variable.

- **Exhibits:** ~\$350/sq ft (of total size of room being filled with exhibits)
This considers a mix of interactive exhibits and flatwork, not including any high-tech electronic exhibits.
- **Digital, high-pressure laminate panels, 24"X36"** \$300 (fabrication only)
- **Metal wayside frames** (standard Hopewell style) \$500 each
- **Interactive computer-based exhibits:** \$1,000 per linear display foot
- **4-color/3 fold brochure** (4X9) Print cost only 50,000 copies: \$5,000-\$8,000
- **Tabloid** 2-color 8 page, high quality paper \$0.20 – 0.25 each
(Cost reduces as number printed increases) ~ \$3,000 for 50,000
- **Brochure writing, design, and layout** ~\$5,000
- **Interpretive sign writing and design** (not including research) ~\$5,000
(decreasing with number of panels in job)
- **Poster printing** (4-color) \$3,000 - \$5,000
- **Exhibit design** 30% of construction cost
- **Narration and music** (~15 min.) \$4,000-\$5,000
- **PowerPoint or slide program** (~15 Minutes) \$3,00 - \$5,000

XVI. Bibliography / Reference Materials

Jointly-prepared materials and documents

SRSJM Ntl. Mon. Status Briefing Report & press release	Aug.11, 2001
Memorandum of Understanding between USFS/BLM	July 01
SRSJNM Celebration Public Relations Pack	Dec. 2000
Notes from first meeting of BLM/FS Service	Aug. 2001
SRSJM National Monument Project Update List	Aug. 5, 2001
Recreation Guide to the San Jacinto and Santa Rosa Mountains	~ 1999
A Collaborative Strategy for Managing the SRSJM National Monument	Jan.2001
SRSJM National Monument Interim Map	June 22, 2000

USDA Forest Service

San Bernardino Visitor Guide	2001/2002
Palms to Pines Scenic Byway Nomination Report	April 1993
Interpretive Services (I.S.) Program Prospectus and Action Plan	Nov. 1995
Interpretive Services Watchable Wildlife Site Inventory (Vol 3)	Nov.1995
SBNF I.S. Graphic Standards for Signage	Nov. 1995
SBNF I.S. Media Inventory	Nov. 1995
SBNF I.S. Line Art Collection	Oct. 1995
SBNF/San Jacinto RD Recreation Outdoor Guides (single sheets)	
• Mountain biking	Feb. 2001
• Hiking trails	Feb. 2001
• Campgrounds	Feb. 2001
• Adventure pass	Feb. 2001
• What To Do/ Where To Go	Feb. 2001
• Accessible Recreation Opportunities	April 1993
• Some Wilderness Hikes SJRD	
San Jacinto District Office Renovation Draft Prospectus	July 2001
Guide to the Santa Rosa Wilderness (map format)	1989
Guide to the San Jacinto Wilderness	1989
San Bernardino National Forest Map	1991
Explorers Guide SBNF (Children's Tabloid)	2001

Bureau of Land Management

Preparation Plan for the SRSJM National Monument	April 2001
BLM Monument Web page	Aug. 2001
"Suite" of BLM California State Office, Area publications (8.5 x 11, folded sheets)	2000
Santa Rosa Mountains National Scenic Area (typed information sheet)	
<u>California's Natural Wildlands Legacy</u>	2000
Flat-tail Horned Lizard brochure	
BLM Palm Springs and Borrego Valley maps	1998

Aqua Caliente Band of the Cahuilla Tribe

Malki Museum Newsletter	Winter 2000/2001
<u>"A Place Of Power: Mescalero Apache Sacred Sites/Sensitive Areas"</u> (article by David L. Carmichael)	
Agua Caliente History	
Indian Canyons and Tahquitz (brochures & rack cards)	

Agua Caliente Cultural Museum (brochure)
The Desert Cahuilla Birdsongs, sung by Robert Levi (CDs)
The Rock Art of Tahquitz Canyon, by Daniel F. McCarthy
The Cahuilla Indians, by Harry C. James
 Tribal Assessment for the Agua Caliente Indian Reservation (PowerPoint program)
Archaeological, Ethnographic, and Ethnohistoric Investigations at Tahquitz Canyon
 (Vol. II Riverside County Flood Control and Water Conservation District)
 Trail plan for the Agua Caliente Band of Cahuilla Indians Oct. 1, 2000
Fading Images, by Gerald A. Smith & Steven M. Freers (illustrations) 1994

Palm Springs Aerial Tramway

Interpretive scripts for tramcar rides (“up” and “down” scripts)

Mount San Jacinto State Park

Park and camping information sheets

National Park Service

Pacific Crest Trail Map
 Joshua Tree NP Draft General Mgmt Plan

Other

On Interpretation: Sociology for Interpreters of Natural and Cultural History,
 by Gary E. Machlis and Donald R Field, revised edition. 1992
The Interpreter’s Guidebook, Interpreters Handbook Series,
 by Kathleen Regnier, Michael Gross, and Ron Zimmerman 1992
Our Araby – Palm Springs, by J.Smeaton Chase 1920
The San Jacintos, by John W. Robinson & Bruce D. Risher 1993
Idyllwild Visitor’s Guide Summer 2001
Palm Springs Desert Resort Guide August, 20001
 Public Law 106-351: Bill establishing SRSJM National Monument October 24, 2000
 US District Court Injunction re: Dunn Road use March 16, 2000
 “Can You Make A Difference?” California State Parks/Pacific Bell (brochure)
 Coachella Valley Museum & Cultural Center (brochure)
Natural Science Collaboration: The Desert Region Resource Guide/Directory
 Mt. San Jacinto State Park Campground flyer
 Coachella Valley Trails Council Map, SRMN Scenic Area 1995
 Santa Rosa Mtns. Ntl. Scenic Area Trails Map (Coachella Valley Trails Council) 1995
 10 Interpretive Plans and Prospectus from Various Land Management Agency Sites
Managing Outdoor Recreation In California: Visitor Contact Studies 1989-1998
 Rack cards:

- Palm Springs Aerial Tram: Up and Down Interpretive Scripts
- Living Desert Museum
- Palm Springs Aerial Tramway
- Palm Springs Street Fair
- Palm Springs Air Museum

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Interpretive Arts Unlimited!

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