

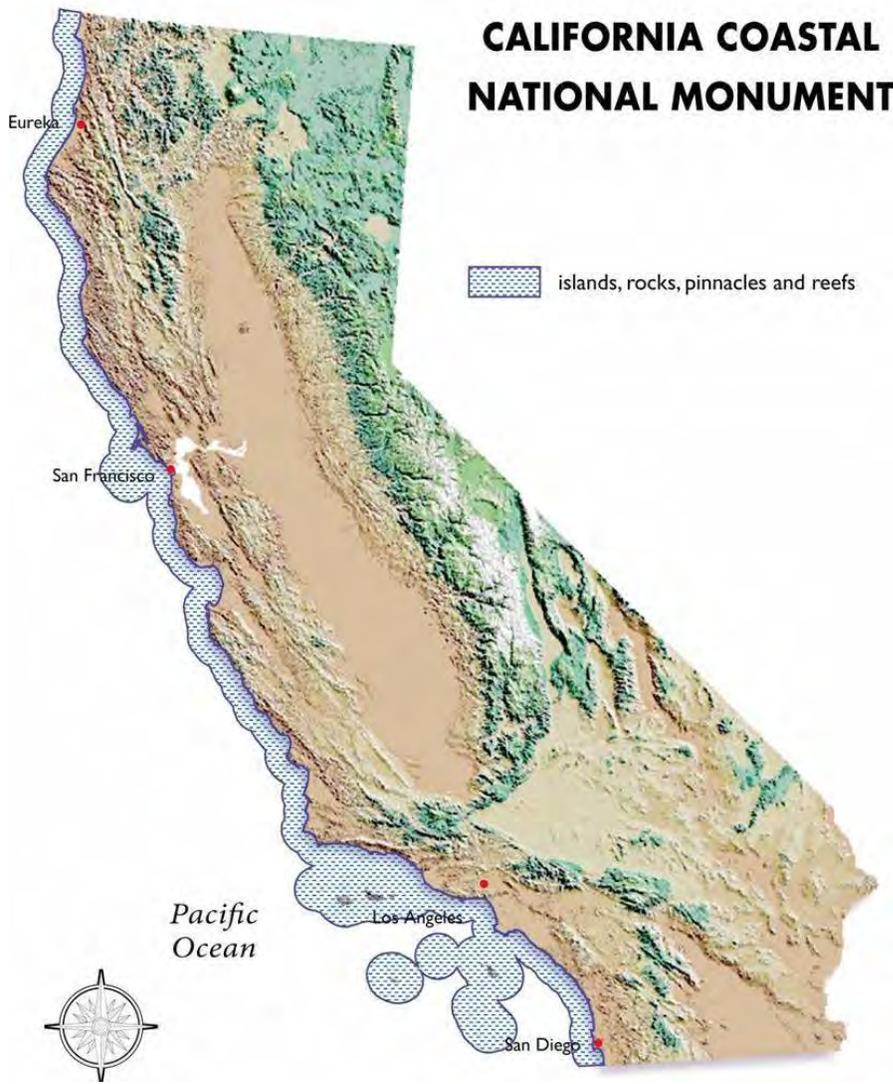


BUREAU OF
LAND
MANAGEMENT

CALIFORNIA COASTAL NATIONAL MONUMENT
INTERPRETIVE PLAN

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1.0 Executive Summary

Located along the 1100 miles of California coastline, the California Coastal National Monument comprises more than 20,000 small islands, rocks, exposed reefs, and pinnacles. The Monument includes public lands that are exposed above mean high tide, within a corridor extending twelve nautical miles from the shoreline between Mexico and Oregon. The scenic qualities and critical habitat of this public resource are protected as part of the National Landscape Conservation System, administered by the Bureau of Land Management, US Department of the Interior. The Monument has a core staff remotely located from the Bureau's state office. Responsibilities overlap with the local management of the five Bureau of Land Management California field offices with coastal responsibilities.

This Interpretive Plan offers guidelines for the development and implementation of information, orientation, and interpretation for the Monument. Specifically, this plan includes interpretive goals, objectives, themes, and design guidelines for interpretive efforts. The plan also identifies existing accomplishments and offers a list of resources for partnerships, design, implementation, and future strategies.

The plan builds on direction from the California Coastal National Monument Resource Management Plan and the Interim Integrated Communication Plan goals for interpretation. The goal for the Interpretive Plan is heightened public awareness of the Monument, which will dovetail with enhanced appreciation for themes of natural and cultural heritage conservation, respectful recreation, and a shared vision for the future through a protocol of protections for the public lands. These three themes will be blended or gain focus depending on the opportunities for messaging. This plan is the next level of overarching direction for outreach, environmental education, and interpretation, drawing on the accomplishments of the goals in the Communication Plan.



Elk, Mendocino

2.0 Organizational Structure

2.1 Introduction

This Interpretive Plan (Plan) is a tool offering themes and storylines for Bureau of Land Management (BLM) employees to build on in their interpretive planning. An expectation of the Resource Management Plan (RMP) is that the Bureau of Land Management (BLM) will work collaboratively with partners from the planning stage forward to best serve site specific interests and needs. Together partners prioritize messages and opportunities to best accomplish shared goals, resolving possible differences in interpretive design and branding guidelines. The applicability of the Interim Integrated Communication Plan (IICP) goals is based on a number of assumptions about the current and anticipated future of BLM management of the California Coastal National Monument (CCNM). Significant changes to audience or federal decisions may require modification to the Plan.

The following assumptions provide a foundation for the Plan:

- Interpretation will be a tool to educate the public about the natural and cultural resources along the CCNM.
- The Plan provides a synopsis of relevant Monument communications management and an outline for BLM interpretive actions, included goals, themes, stories, and suggested messages.
- The BLM will work cooperatively with the Core-Managing Partners, overlapping coastal management entities such as the National Marine Sanctuaries and Marine Protected Areas, gateways, communities of place, and communities of interest in order to make the best use of interpretive opportunities.
- The Plan will help to strengthen the BLM, National Landscape Conservation System (NLCS), and CCNM capacity for effective communication and strategic planning for public engagement.
- Most CCNM interpretive activities develop from individual field office initiatives with the support of the Monument office.
- Some CCNM interpretive activities are developed by Monument partners. When these efforts occur the Plan represents desired messages and outcomes with relation to public awareness. Shared messaging is strongly supported.
- The BLM will monitor and evaluate bureau supported interpretive services and will cooperate with these actions when interpretation is accomplished by partners.



Pismo Beach, San Luis Obispo

2.2 Mission

The mission of the California Coastal National Monument (CCNM) is to protect and foster an appreciation for and a stewardship of unique coastal resources associated with the Monument.ⁱ

As a resource unit of the NLCS managed by the BLM, the Monument mission reflects the overarching conservation goals of both the Bureau and the NLCS. The mission of the NLCS is to conserve, protect and restore nationally significant landscapes with outstanding cultural, ecological and scientific values.ⁱⁱ NLCS units are public lands managed by the BLM which have been designated by Congress, or the President using the authority granted by the Congress through the Antiquities Act, to be managed as their respective enabling legislation or Proclamation directs.

Working with its partners at the local, state, and national levels, the BLM addresses its mission of sustaining the health, diversity, and productivity of the public lands for the use and enjoyment of present and future generations.ⁱⁱⁱ

The BLM interpretive program supports the Bureau's mission and goals by serving customers, promoting the health of the land, and enhancing the public's enjoyment, understanding, and appreciation of public land's natural and cultural resources and its management.^{iv}



Geology Tour led by Mendocino College Instructor, Stornetta Public Lands, Mendocino

2.3 Management Vision

As stated in the RMP the vision for the CCNM is:

- *A spectacular interplay of land and sea,*
- *A healthy and safe haven for flora and fauna that contributes to the integrity and richness of California's coastal environment,*
- *An inspiration to visitors to appreciate and protect coastal ecosystems, and*
- *A catalyst for fostering cooperative stewardship of the monument's resources and California's coastal ecosystems.^v*

BLM's interpretive program fosters an appreciation for the resources and an understanding about the relationships between the people and the public lands. Interpretation communicates how the BLM manages resources and provides opportunities for public use. As a result of BLM's interpretive program, the public will be more environmentally responsible while enjoying their public lands.^{vi}

2.4 Legislative History

President William Clinton established the CCNM by Presidential Proclamation on January 11, 2000, to protect and manage geologic and biological resources by setting aside all unappropriated and unreserved public lands in the form of islands, rocks, exposed reefs, and pinnacles above mean high tide within twelve nautical miles of the California shoreline. These features were already under the administrative responsibility of the BLM under the multiple use mandate of the Federal Land Policy and Management Act of 1976. The pristine qualities were, however, ensured through a directed shift in decision-making when in the spring of 2000, the NLCS was created through a Secretarial Order and the Monument was included within it. The NLCS status prioritizes preservation, conservation, and restoration practices for BLM's most treasured landscapes, including its National Conservation Areas, National Monuments, Wilderness, Wilderness Study Areas, Outstanding Natural Areas, Wild and Scenic Rivers, and National Scenic and Historic Trails.

The RMP completed in 2005 presents these management goals to guide actions toward the vision of the 2000 Presidential Proclamation:

Goal 1. Protect the geological formations and the habitat that they provide for biological resources of the CCNM.

Goal 2. Protect the scenic and cultural values associated with the CCNM.

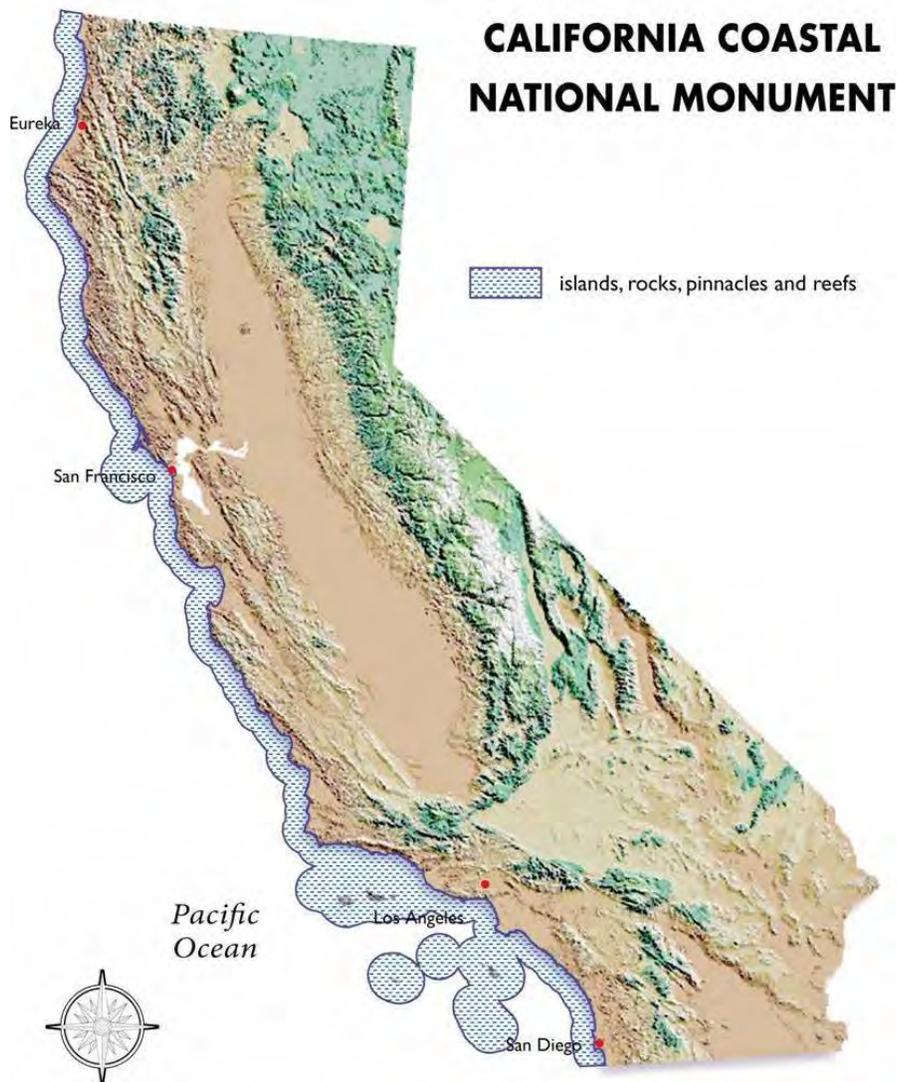
Goal 3. Provide and promote research opportunities to understand the resources and values of the CCNM.

Goal 4. Provide the public with interpretive information and educational initiatives regarding the values and significance of the monument and the fragile ecosystems of the California coastline.

Goal 5. Coordinate planning and management activities with the numerous jurisdictions on and adjacent to the CCNM and use the CCNM to help enhance cooperative and collaborative initiatives and partnerships with a variety of communities, agencies, organizations, academic institutions, the public, and other stakeholders.^{vii}

The IICP, 2008, focuses on Goals 3, 4, and 5, constructing a framework for public affairs, outreach, environmental education, and interpretation. This overarching document was accomplished collaboratively with partners in order to establish a standard for accomplishment within the Bureau and generate tools for implementation.^{viii} The Plan builds on Goals 4 and 5, and is an action of accomplishment defined in the IICP. The Plan does not attempt to define, address, or constrain Bureau public affairs. It is a resource for BLM employees seeking reference or direction, and promotes partner and public awareness of the Bureau goals. This document was collaboratively drafted with the assistance of the Core-Managing Partners, Monument management, the BLM California State Office, and the coastal BLM Field Offices.

3.0 Considerations of the Plan



3.1 Setting and Partners

The interpretive planning area for the Monument is the geographic area covered by the RMP, including all lands regardless of jurisdiction. This area includes the Monument Corridor, that seascape above mean high tide and out twelve nautical miles along the coastline of the State of California, and the California Coastal Commission’s Coastal Zone, which includes portions of all the coastal counties. Additional consideration is focused on opportunities created through technology. By extending the planning area beyond the Monument boundary, the coastal ecosystems and urban communities benefit from a more realistic picture of landscape level management, including the impact of a popular natural resource on the adjacent communities. This consideration is also consistent with the RMP discussion of CCNM Gateways^{ix}.

Monument Administration

The Monument staff provides guidance and assistance to the five BLM field offices with management roles for segments of the coastline. Staffing and resources are shared between the Monument staff and the field offices in support of the resource mission. The interdependent coastline ecosystem that includes the Monument features demands that responsibilities extend beyond the direct management of the resource, to participation as appropriate with support and monitoring of actions that occur adjacent, in the water and air, and on shore.

The BLM is committed to management activities that do not create another level of bureaucracy for coastal management. Instead, cooperation for all management practices, and within that, interpretation and education, occurs through coordination and partnerships. With partnerships there can be shared purpose and efficiencies, increased resources, decreased risks, innovative solutions, better communication, greater stewardship and enhanced organizational morale.^x

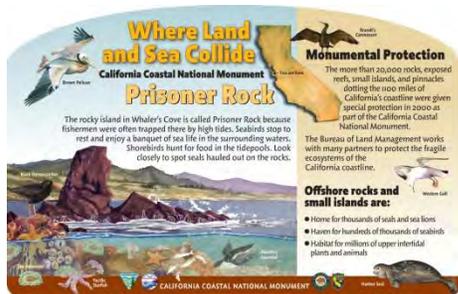
Monument management regularly updates partners and the public through email and CCNM website postings of the CCNM Update every three or four months, and with frequent postings on the California BLM NewsBytes, an emailed weekly news journal. With formalized partnerships collaboration occurs dynamically, depending on each partner's ability to participate but tied to the roles and responsibilities defined in the memorandum of understanding document representing that relationship. The RMP refers to the following three kinds of partnerships.

Core-Managing Partners agree to collaborate in the management of the Monument through four actions: (1) use-authorization related to the CCNM; (2) preservation of the objects of historic and scientific interest outlined in the Proclamation; (3) mapping and understanding resources within the CCNM; and (4) working with the public to explain the values of the CCNM. The BLM manages the land forms, in consultation for major decision-making with the California Department of Fish and Game, which is responsible for managing the State's fish, wildlife, and plant resources, and the habitats upon which they depend, and with California State Parks, which provides for the health, inspiration, and education of the people of California by preserving and protecting resources and providing opportunities for outdoor recreation. The interdependence of the three Core-Managing Partners' agency responsibilities logically promotes cooperation. The BLM and CCNM also participate with California's implementation of the Marine Life Protection Act and the National Marine Sanctuaries Act.

Collaborative Partners, organizations with missions that overlap with these many resource interests, are fostered to accomplish managerial actions in teamwork with the BLM and Core-Managing Partners.

Stewards are select entities with ownership and management responsibilities for portions of the coast that adjoin part of the CCNM and who have formalized their interest in serving as stewards for distinct portions of the Monument.

The public partnership component is also managed through CCNM Gateway initiatives. Gateway relationships are fostered along the coast where the rocks are most apparent and likely to be part of the recreational or cultural fabric of the community. Gateways most often serve as a forum for local resource management discussions.



Two Versions of Prisoner Rock, Pigeon Point Gateway, San Mateo

3.2 Context and Planning

The RMP directs that coordination with stakeholder agencies and partners in planning and implementation is critical to the success of the BLM efforts in resource management.

These are the key points to the Education and Interpretation Management Action as defined in the RMP:

- Expand on preliminary data to complete a comprehensive inventory of existing coastal facilities that could serve as visitor gateways;
- Identify mainland gateways where visitors will be able to receive educational and interpretive materials regarding the CCNM;
- Develop educational and interpretive programs at these visitor gateways, using existing or new BLM or partner facilities and infrastructure, as resources or funding allow;
- Generate and distribute printed and web-based resources regarding the CCNM. Educational and interpretive materials will be offered in multiple languages, as appropriate, to allow greater accessibility by non-English-speaking populations.

Additionally, through the establishment of CCNM Gateways along the coast, the vision of the CCNM functioning as a catalyst for the consortium of partners to craft and stage interpretation plans has great potential. CCNM Gateways are developed to provide a sense of place for the Monument, serve as visitor contact points, and link the CCNM with local communities and local initiatives. Because BLM-managed lands on the coast are limited and isolated, and CCNM partners are located the length of the coast, the catalyst role is best served through participation in or support of existing programs, parks, and institutions.

The RMP identifies twelve mainland visitor gateways and explains that additional visitor gateways will continue to be developed using the following criteria:

- Presence of appropriate pre-existing visitor facilities and infrastructure to accommodate CCNM educational exhibits and interpretation;
- Sensitivity of CCNM resources, size and number of rocks and islands in the vicinity;
- Proximity of well-traveled roads and frequently visited coastal public properties;
- Visual accessibility from nearby vistas, roads, and another coastal access points;

- Local community interests and concerns;
- Costs associated with establishing visitor contact, and availability of funds; and
- Participation by partnering entities.^{xi}

3.3 Parameters

Timing

Other than the CCNM, the responsibilities of BLM along the California coast are limited to several specific locations, so there is little overlap of Bureau resources that could promote Monument awareness. Public support for the conservation of this unique resource must keep pace with the growing number of people who live along the coast and visitors who utilize these areas for recreation. The beauty of California's Scenic Highway 1 draws many visitors to the coastal highway and intertidal zones.

Partnerships with coastal communities such as businesses, chambers of commerce, and local governments, as well as agencies including California State Parks and the California Department of Fish and Game provide the opportunity to consolidate interpretive messaging on resource management that continues to provide stewardship for the ecosystem. Planning the type and placement of interpretive signage is accomplished first through research with partners to comply with the stakeholder partners' management regulations and collaborate with existing plans.

Implementation of the Plan is the responsibility of the CCNM management and BLM field offices, who will integrate the specific direction of their office Resource Management Plans with opportunities to work with partners and gateway communities. These efforts strive to create an effective presentation to the public that targets key themes, represents universal interests, allows for locally specific information, offers accurate and updated regional information, and makes best use of resources. Ongoing efforts to connect for collaborative accomplishments in support of local ownership might include organizations identified in the Internet Resources section following the Bibliography of this Plan

Funding

Funding for the CCNM is irregular. Entrepreneurial initiatives abound in response to these constraints. The Monument's Core-Managing Partners are also bound by resource decisions and internal direction which may result in limited capacity to participate. In order to ensure that best results arise from intermittent opportunities, the coalition of partners should generate a strategic ordering of common goals and objectives. This coordination will minimize the expense related to duplicated efforts and the competition for resources made available through granting opportunities. Working with external partners, shared staffing and resources will improve communication and create greater understanding of common goals. Through coordination within the BLM, interpretive elements developed at the field offices can be shared and duplicated.

Identity

The CCNM has a unique opportunity to define itself through its RMP-determined network identity. Also unique within BLM management is the Monument's inability to define itself with visitation numbers, the usual BLM management method of defining need for resources. Because interest in preservation of ocean resources is a high priority in California at all levels of government, the opportunity arises regularly to be included in assessment of natural resources and resource

management. The existence of the CCNM in a location that must be considered in environmental impact reviews for coastal actions defines its role as a catalyst or touchpoint for larger decisions.

Facilities

Of the five BLM California field offices with Monument responsibilities, only the most northerly is located on the Pacific coast. Also on or near the coast are several satellite BLM offices with opportunities for direct Monument outreach as an element of their public programming: Piedras Blancas Light Station Outstanding Natural Area, the King Range National Conservation Area, and Fort Ord Public Lands. This status supports potential efforts to promote awareness inland, but also leaves personal public contact at the water's edge to be fulfilled primarily through collaboration. As BLM responsibilities increase along the coast additional satellite or co-located offices with partners may be established. Once again the strength of the RMP's partnerships and gateway designs is apparent, in that the multiple benefits of blended interpretation can be developed and experienced by local communities with a potential to engender further stewardship for coastal resources.



Trinidad Kayakers, Humboldt

3.4 Interpretive Goals

Definitions: The following terms are defined in the Definitions Project, 2007, National Association for Interpretation, and as they are widely accepted for interpretive planning, these definitions function for the purpose of this Plan.

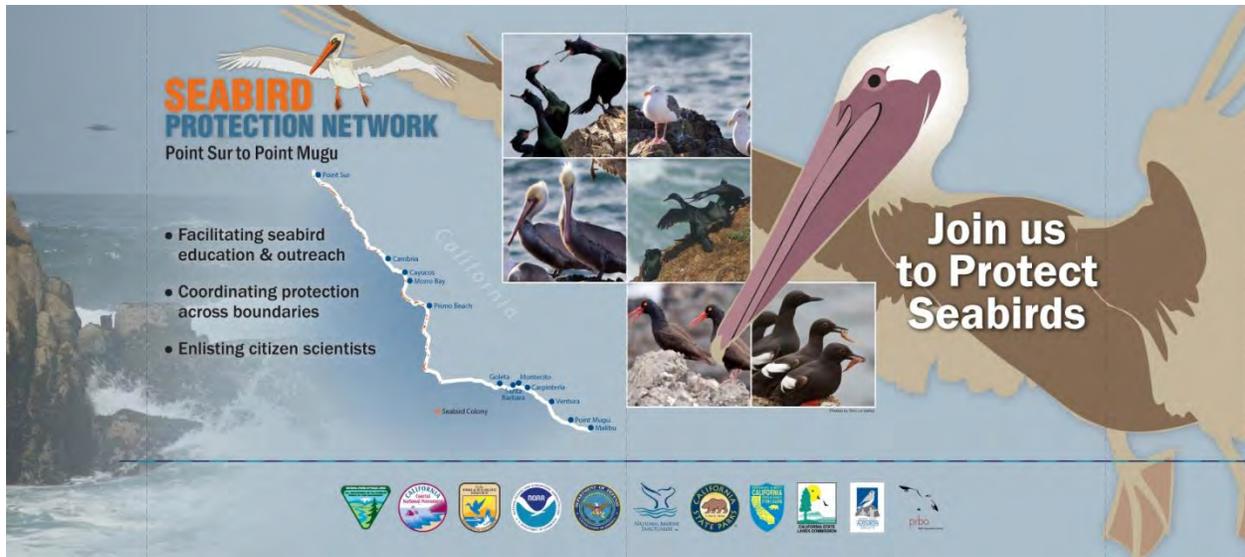
- *Audience* is a person or group of persons for whom messages and/or services are designed or delivered. Synonymous terms might include: visitors, learners, customers, users, recreationists, stakeholders, guests, buyers, consumers, clients, patrons.
- A *goal* is a stated desired outcome of a process or project.
- *Impacts* are the collective effects, achievements, benefits, or changes brought about by an interpretive or education program on its intended audiences or on the environment. Impacts often embody lasting changes, such as improved environmental conditions and changes in the way people think and live.
- *Interpretation* is a mission-based communication process that forges emotional and intellectual connection between the interests of the audience and the meanings inherent in the resource.

- *Media* is the means, methods, devices, or instruments by which the interpretive message is presented to the public
- *An objective* is a statement of a specific, measurable, and observable result desired from an educational or interpretive activity or experience; a stated expectation about audience, behavior, condition, and degree that will result from a learning experience.
- *Outcomes* are the intended results of an education program.
- *Output* is the material products, programs, or other media of a program or project. Examples include maps, workshops, curriculum materials, and other media.
- *A theme* is a succinct, central message about a topic of interest that a communicator wants to get across to an audience.^{xii}

Outcomes, or benefits, as they are identified in the BLM Cultural Resource Management Handbook, from public interpretation and education can be direct, through personal experience, or indirect, from media and artifacts. There are seven categories of benefits from interpretation that the BLM has identified which are integrated into the objectives of this Interpretive Plan.

- Information benefits, increased knowledge, and understanding of the resource;
- Applied benefits, application of learning from one resource toward understanding another;
- Sociocultural benefits, including a greater appreciation for multicultural perspectives;
- Economic benefits, a tangible gain that a community can experience through enhanced awareness;
- Recreational and inspirational benefits, derived from an increased sense of place and connectedness;
- Educational benefits, enhanced comprehension of the sciences and history through application and investigation of public lands; and
- Intra- and Intergovernmental benefits, through improvements of relations of tribal, local, state, and federal parties.^{xiii}

In the planning process the interpretive effort is focused on a need (goal). With that need in mind, projects or products (outputs) are presented which will shift the audience experience in such a way (outcomes) that there will be a corresponding result on the welfare of the resource (impact). To reach the identified audiences for the CCNM, these goals and objectives frame the analysis for relevance in application when opportunities arise, as defined in planning, in participation with a partner's interpretive effort, on occasion through an influx of resources, or in the event of an unanticipated window of engagement.



Tabletop Display for the Seabird Protection Network, Point Sur to Point Mugu Chapter

Goal 1 The biotic resources related to the Monument – the rocky intertidal zone dwellers, pinnipeds, seabirds, pelagic species, unique terrestrial vegetation, the ocean, and watersheds – receive a greater level of protection.

- Objectives that address this goal require awareness for the projects that currently exist or are underway, and identify gaps in the interface, be it with local school children and residents, visitors to the coast, or the internet public.
- Where gaps exist, facilitate or initiate actions to address the shortfall in interpretive media.
- Support the learning opportunities in the coastal planning areas, tie to the Education and the Environment Initiative led by the California Environmental Protection Agency, contribute to independent efforts that address related content standards, and enhance effective education programming managed by resource partners.
- Advocate for existing partner interpretation and education efforts through shared messaging, and support through augmented resources and accepted scientific research.
- Geotourism principles (tourism that sustains or enhances the geographical character of a place), sustainable tourism principles (tourism that protects the destination), and civic tourism (tourism that redirects tourism goals from economic focus to enhanced local management goals), guide decision-making in Gateway community enterprises.

Goal 1 objectives are likely to have informational, educational, applied, recreational, and inspirational benefits.

Outputs:

- Generate bilingual Monument-related lesson plans that tie to implemented curriculum.
- Generate family-friendly education products featuring the Monument for coastal partners.

- Participate in or support efforts undertaken by related resource managers with funding, by attending planning meetings, and lending expertise where appropriate.
- Support education efforts undertaken by related independent conservation organizations through shared resources, professional services, and by having a presence at local events.
- Ensure that interpretive media messages define appropriate interactions with wildlife and explain impacts.
- Facilitate the creation of a grassroots-driven sustainable tourism marketing tool.

Outcomes:

- Choices for coastal holiday celebrations no longer include fireworks.
- Visitors to the beach practice Leave No Trace principles.
- News and popular media features include pristine public lands.
- Coastal tourism opportunities demonstrate wildlife conservation practices.
- Wildlife viewing recreation increases.

Impacts:

- Seabird colonies more successfully rest, roost, nest, breed, and brood on the Monument.
- Pinniped populations on the Monument increase.
- Fewer seabird deaths are related to fishing line, six-pack plastic, and other jetsam.
- Fewer pinniped deaths are related to ingesting plastic bags.



Brown Pelicans, Pismo Beach, San Luis Obispo



Morning Bird Watching Tour led by Mendocino Coast Audubon, Stornetta Public Lands, Mendocino

Goal 2 Awareness of the interdependence of personal decisions and healthy public lands fortifies conservation practices.

- Objectives that tie to this goal focus on fostering stewardship for public lands, extend ownership beyond personal to community, and facilitate landscape level planning and management. Opportunities that link ownership to volunteering and partnerships magnify the relevance of the interaction and reward personal initiative.
- Actions integrate intergenerational learning and youth engagement with empowered choice.
- Principles of Leave No Trace gain meaning as the word “responsibility” is reframed as the powerful joining of two concepts: ability and response.
- Actions build on the federal and social youth outdoors initiatives to underpin eco-awareness and visioning for tomorrow.

Educational, economic, socioeconomic, inspirational, intergovernmental, and applied benefits will become evident through successful implementation of Goal 2 objectives.

Outputs:

- Bureau partner coastal volunteer events include messaging of the Monument’s purpose.
- Related nonprofit organizations include awareness of the Monument in their objectives.

- BLM field offices with coastal responsibilities show greater presence and offer more volunteer opportunities on the coast.
- Coastal universities, colleges, and schools are offered stewardship opportunities through internships, volunteer events, and arrangements of shared management practices.
- Formalized relationships with local stewardship organizations increase.
- Increased numbers of Leave No Trace learning opportunities are offered in coastal communities.

Outcomes:

- Visitors to the coast practice Leave No Trace principles.
- Increased numbers of family groups are recreating on the coast.
- There are increased numbers of visitors to coastal education centers.
- There are increased numbers of BLM volunteer contributions.
- Volunteer statistics of partner groups are reflected in CCNM reporting.
- Citizen science groups accomplish site data collection more successfully.
- Public curiosity about the Monument increases.
- Family pets on the beach are controlled and their waste is disposed of properly.

Impacts:

- There is a decrease in visitor related management costs due to decrease in resource damage.
- There is a decrease in violations relating to disturbance of marine birds and mammals.
- There are increased solicitations from schools for opportunities to develop responsible roles in resource management.
- Wildlife watching opportunities proliferate due to enhanced habitat.
- There is an increase in wildlife watching opportunities to serve the increased skill level of viewers or guides.
- Improved water quality supports vitality of the biota.



Whitethorn Students blend Environmental Education with Theater, Humboldt

Goal 3 Public awareness and appreciation for the CCNM and its partners, the NLCS, and the BLM, fosters understanding for the ways that public land resources enhance daily life.

- Objectives that address this goal include integration of universal accessibility in presentation and expanded message circulation to include diverse audiences, both culturally and generationally.
- Efforts build on and dovetail messages with existing Bureau and partner outreach actions.
- An innovative variety of interpretive techniques are utilized to serve a broad audience through the most universal means possible.
- CCNM representation optimizes opportunities to extend the awareness of the NLCS goals of preservation, conservation, and restoration.

Successful objectives for Goal 3 have information benefits, applied benefits, and intra- and intergovernmental benefits.

Outputs:

- Recognition in partnership with the local chambers of commerce in all twelve of the identified Gateway communities of the RMP promoting awareness of the local presence of a national monument and a unit of the NLCS.
- Brochures are generated with each of those CCNM Gateway communities and made available locally, on-line, and in California Welcome Centers.
- Monument kiosks are located at each Gateway.

Outcomes:

- There is increased communication with representatives of local governmental representatives.
- Increased communication and interdependence exists among local natural resource managers.
- There is increased representation in government processes by private conservation organizations that are focused on resource management.
- Increased innovation is evident in local businesses desirous of promoting the inspirational and recreational experiences inherent in interaction with the Monument.

Impacts:

- The enhanced profile of the economic significance of the Monument initiates independent agents desire to have the resource known, including the Monument in their messages.
- Marketing tools become more effective in offering thematically complete visitor information, avoiding duplication of services and mixed messages.
- There is a decreased need for mitigation of negative activity and vandalism to resource messaging tools.



Public Outreach Events at the Pacific Grove Museum of Natural History and Trinidad Gateway

4.0 Monument Audience

4.1 Markets and Stakeholders

A successful strategy will identify target audiences, infer best programming, and outline key actions to bring about desired results. Analysis of the present visitor group to the California coast suggests the existing status of interaction with the Monument, though awareness may be lacking. These observations support strategic planning to target audiences and anticipate opportunities and challenges for the future. The makeup of the populations most likely to be engaging with Monument resources are assessed from this data.

The California Travel and Tourism Commission (CTTC) 2008 statistical report recognizes that the travel industry is second only to microelectronics manufacturing in California's export-oriented industries.

71% of all travelers plan their trips online ahead of departure.

25% of all vacationers included the coast in their trips.

13.4 million foreign travel person stays occurred. (overnight in one location)

338 million domestic person stays occurred.

84% of domestic travelers were from California.

23% of all traveling groups were families.

50% of travelers had college educations.

53% were day trips.

35% were 1-3 day trips.

Hearst Castle®, a unit of the California State Park System and located within the Piedras Blancas/San Simeon Gateway area, has averaged approximately 650,000 visitors per year over the last three years. The informationroadtrip.com survey reflects that the Pacific Coast Highway is the most popular route among scenic drives in America. Very little public transportation is available on the coast highway and most travel by car, as the windy roads are challenging for bicycles, RVs, and tour buses.

Coastwalk California figures estimated 30,000,000 users on the California Coastal Trail in 2009. This figure includes populations regularly using coastal paths that may lack awareness of the designation.

Research conducted by the Travel Industry Association of America for National Geographic published in 2002 revealed that of 154 million travelers over a three year period, 46% of these travelers fit into market segments interested in the experiences of geotourism destinations. Additionally, 46% of travelers spent over 76% of each tourist dollar. The research also determined that those travelers stayed longer and were more likely to return. The CTTC research for 2008 reflects that 54% of travelers engaged in geotouristic activities (which may be coastal). The 2009 National Geographic Traveler Magazine scorecard for global locations evaluating qualities of authenticity and stewardship rated California's north and central coasts highly, though not outstanding.

According to the U.S. Census Bureau 2008 facts, more than 42% of California's population is non-white Hispanic, and Spanish is the second most spoken language. The National Education Association's 2005-2006 statistics state that California has the greatest number of students, 6.2 million, and of those, the majority at 48% are Hispanic. Ten of the 25 most populous counties are coastal. California Department of Finance reports that in 2010 the twenty coastal counties are home to 69% of California's 37.2 million people.^{xiv}

A summary of visitor data indicates:

There is a strong rationale to address local, national, and international tourists.

There is a distinct opportunity for on-line messaging.

The most common way for tourists to experience the coast is independently by car or bus.

The most popular means of outdoor recreation along the coast is on the California Coastal Trail.

Goals of sustainability should be integrated into tourism messaging.

The potential to internalize conservation values through formalized education is high.

Interpretation and education outreach should be bilingual whenever appropriate and possible.

Means for quantitative analysis continue to evolve and will be considered and integrated into future planning actions.



The California Coastal Trail on Monterey Bay

5.0 Thematic Guidelines



Pismo Beach, San Luis Obispo

5.1 Central Interpretive Theme of the California Coastal National Monument

The California Coastal National Monument is a dynamic interplay of land, sea, and life, which provides a safe haven for plants and animals, and contributes to the integrity and richness of California’s coastal experience.

The central theme integrates the Monument’s mission and goals of resource preservation with the desire for fostering public ownership and engagement. The statement combines the *what* with the *how* and *why* this Plan is developed. Subthemes are based on an aspect of the central theme, which creates opportunities for enhanced understanding of the resource. Storylines are suggested starting points for focused awareness and connection to the resource, developed from the subtheme. There can be any number of subthemes tied to a central theme. The complexity of storylines also varies, reflecting understanding and respect for the identified audience. Depending on the context, audience, and breadth of the design, interpretive planners addressing the Monument may draw from the theme, subthemes, and storylines when developing interpretive media.

5.2 Subthemes and Storylines

Subtheme 1. Seabirds are adapted to this challenging environment and dependent on the Monument features as safe havens to rest, roost, breed, nest, and brood.

- Brown Pelicans, recently removed from the endangered species list, are plentiful and can be observed year round, foraging and nesting along the California coast.
- American Black Oystercatchers are easily distinguished birds, with their red eyeliner, orange beak, and raucous call.
- Common Murres nest in large communities; their eggs have evolved to a shape that keeps them from rolling off of rocks.
- Cormorants are great fishermen, indicating a plentiful ocean. They dive up to 200 feet to catch fish.
- Peregrine Falcons sometimes nest on the rocks, and enjoy the predatory opportunities in and around the Monument.
- Western Gulls are a hardy species, a predator to some birds, and are very resilient in urbanization.
- Pigeon Guillemots, with red legs and white wing patches, nest in crags and rocky cavities on cliffs and islands.
- If a bird is reacting to your presence you are probably too close.

Subtheme 2. Seals and sea lions are pinniped marine mammals dependent on Monument features to restore themselves and raise pups safely apart from human populations.

- Pinnipeds need to haul out to warm themselves, and thermoregulate by raising their flippers into the air to warm the circulating blood.
- One can tell true seals from sea lions by the presence of an ear flap on sea lions (seals don't have this ear flap). On land, sea lions move about using their tail like a foot. Seals wiggle and bounce along on their bellies.
- If a seal or sea lion is reacting to your presence you are probably too close.



Subtheme 3. Tidepools found on exposed reefs are delicate and complex ecosystems.

- Life forms in tidepools are resilient to changes in temperature, dramatic wave action, exposure to air, and variety of salinity.

- Each tidepool hosts a unique interdependent community.
- Tidepools are vulnerable to human disturbance, both direct and indirect.

Subtheme 4. The geology of the California coast relates the drama of the North American continent's formation.

- The California coast owes its rugged beauty to the fact that it is a geologically active place. It is situated in a zone of collision between the shifting Pacific Plate and the North American Plate, and to the north the Mendocino triple junction with the Juan de Fuca Plate at Cape Mendocino.
- Many of the rocks and small islands are part of the Franciscan formation of Jurassic and Cretaceous age, the upper Cretaceous strata, and the upper Miocene strata, each with distinct characteristics identifiable by the weathering of their geologic materials by wave, wind, and tidal action.
- The actions of wind and waves upon the land create an ever-changing landscape which can be both beautiful and dangerous.
- Geologic features found in the Monument have either of two basic formative histories: Tectonic and volcanic activity generated uplifts that formed some of the larger islands as well as some nearshore CCM features. Other nearshore rocks and islands are sedimentary in formation, the result of deposition of geologic material over time.



Piedras Blancas Gateway, San Luis Obispo

Subtheme 5. Human relationships with Monument resources persist across time and cultures.

- Native Americans have lasting relationships with the features and pelagic seasonal changes. California's offshore rocks and islands were used by humans as early as 13,000 years ago.
- Humans have used these resources as temporary landing areas, resource procurement locations, habitation sites, and landmarks for both offshore and onshore navigation.
- Seagoing vessels engage with the Monument, sometimes ending in disaster.
- Outdoor recreation opportunities abound in and on the water, as well as from the shore.

- The responsibility for protecting the resources of the CCNM is so challenging that we need everyone to work together to accomplish the task.
- Local, national, and international conservation organizations assist in ecological and administrative oversight.
- The interrelated missions of the numerous public agencies responsible for managing the coastal region lead to conservation accomplished at the landscape level.

Subtheme 6. Interactions between offshore currents influence temperature, nutrients and distribution of organisms, creating three distinct marine bioregions along the California coast.

- The intertidal zone shows signs of life at low tide with crabs and worms and mid tide where mussels, anemones and seastars cling. Snails and leafy algae can live in high tide regions and the hardy splash zone life forms tolerate regular spray of salty water.
- A diverse blend of terrestrial grasses, forbs, and succulents naturally exist on many of the taller Monument features.
- Conifers, chaparral and scrub communities exist on larger islands where similar vegetation thrives onshore.

Subtheme 7. National monuments provide economic, social, and ecological benefits for communities.

- Contemporary medicine has linked healthy children with activities in natural settings.
- Tourism trends indicate a rising preference for hiking and natural settings.
- The presence of a national monument ensures the activity of federal resources spent directly and indirectly on its management, which can support adjacent communities.
- The responsibility for preservation of Monument geologic forms and habitat ensures that the BLM will take every means possible to sustain these natural characteristics.

5.3 Interpretive Media Planning

Designs for signs and publications are consistent with the principles of the National Association for Interpretation, the Americans with Disabilities Act, the Bureau of Land Management Interpretive Strategy: Interpretation is the Voice of the Resources, and the Bureau of Land Management: Guidelines for a Quality Built Environment.

Elements generated following the release of the Plan should include a review process that includes all partners affected by the interpretive element. The review should occur at key points in element development, with approvals at every stage.

Basic guidelines for CCNM interpretive efforts are:

Collaborative Planning

- Coordinate with other entities' regional plans for interpretation, including Core-Managing Partners, the Seabird Protection Network, Marine Life Protection Act projects,

governmental and non-governmental organizations, and other CCNM partners. Collaborating in those efforts may be the most effective option.

- Agree with partners on the goals for production.
- Submit proposals and receive all legal approval for signs located on partners' lands.
- Consider all alternatives for messaging and to expand the applicability of the interpretive effort. Consider technological options such as QR codes, websites, social media, and cell phone.
- Identify all partners collaborating in the messaging effort in their desired or required brand.
- Include the logo for the CCNM and BLM. Mission and contact information, NLCS identification, and management details should be included as appropriate.
- BLM-produced publications meet national BLM design standards.



Photo from the City of Rancho Palos Verdes Draft Sign Plan, identifying the recommended site for a panel intended to interpret the connection between a Tongva deity and a CCNM rock.

Content

- Match the message and delivery mechanism to the identified audience.
- Ensure that texts are personable, written and designed with a specific audience response.
- Consider audience needs relating to alternative languages. Use graphics and international symbols whenever possible.
- Regard universal accessibility – typeface, fonts, language, and messages should be represented in several learning styles.
- Avoid jargon, acronyms, or technical terms without definitions.
- Present regionally specific and meaningful information, relating stories that cohesively tie to universal concepts.
- Use imagery, with identification.
- Engage multiple senses to support the message.

- Reward the viewer with a sense of accomplishment from the interaction.
- Inspire the audience to participate as stewards of the landscape, using Leave No Trace principles.

Setting

- Be mindful of safe setting and anticipated audience size.
- Make discerning selection of materials for environmental conditions.
- Be visually appropriate and respectful of the setting.
- Develop measures for effectiveness to test the feature before and after its creation.

5.4 Media Descriptions

These existing interpretive elements are products promoting Monument awareness, produced by the BLM field offices, the CCNM office, or CCNM partners. Unless otherwise indicated their measure for effectiveness is unknown. There is no order to the listing of existing elements except that when multiple locations are listed they are identified from north to south.

All elements should be listed on the California Coastal National Monument Interpretation Database, a file on the Monument sharepoint that is updated regularly by field offices and maintained by the CCNM office.

Interpretive Element #1 – Monument Management Publications

Audience: BLM employees, Monument partners, public

Objectives: These publications offer general or specific management decisions to inform the audience of overarching BLM direction. Elements may promote initiatives such as gateways, can describe the resource in a variety of ways, and/or document management activities.

Location: Available in visitor centers, from CCNM partners, at BLM offices, and on-line through BLM websites.

Description: Publications may be virtual or printed in the format most useful for the element.

Printed media is commonly used to promote awareness of the monument, such as CCNM brochures, anniversary posters, and the CCNM Gateway fact sheet. CCNM management publications are also available online, which facilitates widespread distribution of smaller print run publications such as the RMP. Some materials such as screen savers are only available in electronic format.

Existing:

CCNM Brochure

CCNM Gateway FAQ

CCNM Interpretive Plan

CCNM RMP

CCNM Website

Interpretive Element #2 – Gateway Brochures

Audience: Geotourists, tourists interested in civic and sustainable tourism.

Objectives: Brochure readers are interested in experiencing the natural and cultural elements of the communities, and know of the Monument. Gateways partners work together to design a brochure.

Through participation in the production of this brochure a team process evolves, with the

recognition of a shared goal for preservation and a dialogue based on shared investment in the future. A more coordinated landscape level management follows initiating regional interpretation.

Location: Available in visitor centers, BLM field offices, and on-line through the CCNM.

Description: The brochure offers a synopsis of the location history and prehistory. Pictured and described are numerous features of local interest relating to cultural tourism, ecotourism, agritourism, outdoor recreation opportunities, and access to public resources. CCNM and any other NLCS or government-managed lands are identified. Local partners contact information, the CCNM mission and contact data, and resource protection suggestions are displayed on the back. A wayfinding map is included.

Existing:

CCNM Trinidad Gateway Brochure

CCNM Lost Coast Gateway Brochure

CCNM Point Arena Gateway Brochure

CCNM Palos Verdes Peninsula Gateway Brochure

Interpretive Element #3 – Gateway Kiosks

Audience: Local community, visitors to the Gateway

Objectives: Support Gateway partners with resources to promote local and visitor awareness for the CCNM and the CCNM Gateways Initiative, NLCS, and BLM in every CCNM Gateway community.

Location: Determined by the community, near the shoreline adjacent to Monument features.

Description: The three sided kiosk is wooden, freestanding on wheels, and easily transported. Two panels feature Bureau-specific messages; the third side identifies Monument features in the area, linking the community as a Gateway to the CCNM.

Existing:

Trinidad Museum, Humboldt County

Point Arena Lighthouse, Mendocino County

Arena Cove City Hall, Mendocino County

Pigeon Point Light Station State Historic Park, San Mateo County

San Simeon Chamber of Commerce, San Luis Obispo County

Cabrillo Marine Aquarium, Los Angeles County

Point Vicente Interpretive Center, Los Angeles County

Interpretive Element #4 – Coastal Highway interpretation

Audience: Highway travelers, California Coastal Trail users

Objectives: Establish regionally acceptable means for visitors to engage with vistas along the coastal highway, to ensure local perspective and preferences are understood, the visitors and wildlife are safe. Through collaborative efforts a team is formed that directs the interpretive elements regionally.

Description: CCNM Gateway communities or other partners such as scenic byway consortiums develop an interpretive plan, oversee planning and design, ensure consistency in quality, appearance, and accuracy in information, and mitigate visitor hazards at highway pullouts by facilitating consensus on appropriate locations/means of messaging. Clearances with California Transportation Department are accomplished before installation occurs.

In process:

Monterey County, Big Sur Scenic Byway is researching, hoping to tie into electronic messaging with the Monterey Bay Sustainable Tourism effort.

San Luis Obispo County has Scenic Byways funding. The plan and the CCNM panel are complete.

California Department of Transportation, San Luis Obispo District is in the planning stage.

Rancho Palos Verdes Peninsula is reviewing CCNM generated interpretive sign plan.

Interpretive Element #5 – Site Specific Interpretive Panels

Audience: Coastal Trail users, coastal visitors, adjacent communities

Objective: Through effective interpretation of the flora and fauna at that location dispersed visitors will act on inspiration to demonstrate responsible ownership values in interactions with coastal resources.

Location: Community access points to the CCNM vistas.

Description: Illuminating the details of the picture, rich natural and cultural subthemes on shore and on the Monument are interpreted to facilitate meaningful connection. The generation and specific messages of unique panels are initiated often by field offices and other NLCS units having responsibility for coastal resources. California State Parks and Coastwalk California sometimes interpret the CCNM on their wayfinding signs. Panels are weather resistant, address universal accessibility standards, and are visually consistent with interpretive groupings.

Existing:

Trinidad, Humboldt County: tribal context for rocks and kayaking guidance.

Trinidad, Humboldt County: oceanic flora and fauna interpretation.

King Range National Conservation Area, Humboldt County: seabird identification

King Range National Conservation Area, Humboldt Coast: tidepool identification

Pigeon Point Lighthouse, San Mateo County: Monument rock name, history, seabird identification

Bean Hollow State Beach, San Mateo County: Monument rock name, seabird identification

Piedras Blancas Light Station Outstanding Natural Area, San Luis Obispo County: Monument story and seabird identification

Palos Verdes Interpretive Center, Los Angeles County: Seabird and mammal identification

Laguna Beach, Orange County: Monument story, rock name, seabird identification

Interpretive Element #6– Monument Photo Exhibit

Audience: Coastal communities and visitors

Objective: Viewers appreciate the scenic qualities of the Monument and are inspired to support its mission of preservation.

Location: Temporary installations. The exhibit can be a stand-alone interior display for a CCNM Gateway community, or can serve as a component of an event that celebrates Monument resources.

Description: two sets of twenty-five flush mounted medium sized professional color photographs and three interpretive panels, and one set of three long hanging banners are available for installations with minimal impact to wall surfaces. Images include a breadth of locations, kayakers, seabirds, and pinnipeds.

Interpretive Element #7 – Sustainable Tourism Mapping Project

Audience: Geotourists, tourists interested in civic and sustainable tourism.

Objectives: With an on-line sustainable tourism infrastructure, local communities foster geotouristic relationships with travelers worldwide. Simultaneously, a stewardship council works to maintain the mechanism standards and regional relevance.

Location: Internet, although the choice exists for partners to build on accomplishments to develop additional forms of publication.

Description: Implement the 2008 California Coastal Geotourism Initiative through the creation of an online Mapguide or similarly functioning infrastructure for coastal county regions to facilitate the creation of a regional stewardship council and to support tourism that sustains or enhances the

geographical character of those counties. Initiate and facilitate a discussion among destination and resource managers to support the local preference for a tourism tool. This tool potentially is the voice of the community, for all kinds of tourism that underscore the authenticity of place. Representatives of tribal communities, land managers, heritage preservation organizations, colleges, and chambers of commerce, as well as philanthropic organizations such as Rotary and Lions all are invited to participate in the identification of features to be included on the map, to continue to participate in the depiction of those distinct features, and by self-identification participate in a regional stewardship council to oversee the local vision and management of the map. The maps offer order to a cacophony of marketing efforts, with the goals of preservation, the common denominator for many coastal communities. This process also promotes local and worldwide awareness and understanding for the mission of the CCNM, NLCS, and the BLM. The web based tool meets American with Disabilities Act (ADA) standards, and has an unlimited capacity to represent the communities and evolve with the tourist profile.

Existing:

Redwood Coast: Paradise Untamed – representing Del Norte, Humboldt, Mendocino, Sonoma, and Marin, the five coastal counties north of San Francisco, and also Lake County

In process: the Monterey Bay National Heritage Area Alliance, including representation from Santa Cruz, San Benito, and Monterey Counties.

Interpretive Element #8 – Coastal Discovery Center Field Experience Packs

Audience: Families, school groups, and special events

Objectives: 15,000 visitors, families and schools visiting the interpretive center each year can gain a better understanding of coastal resources by taking advantage of the Center's self-guided experiential packs. A self-guided experiential model for visitors has been generated for BLM by the Monterey Bay National Marine Sanctuary under National Oceanographic and Atmospheric Administration (NOAA), California State Parks, and other partners for their education programming.

Location: Coastal Discovery Center, San Simeon State Beach.

Description: The Coastal Discovery Center is managed by the Monterey Bay National Marine Sanctuary, the National Oceanographic and Aeronautic Administration, in partnership with California State Parks. Field Experience Packs are available to use with school groups, or for families to check out while visiting the state beach. The packs guide learning opportunities on the shoreline, utilizing the set of experiences and experiments detailed and made possible with tools provided. Packs for visitors include a pair of binoculars, field guides for local marine life, and pier and beach exploration activities. Experiential packs for school groups focus on one of four subjects: marine birds and mammals, oceanography and plankton, watersheds, and the natural and cultural history of San Simeon

Interpretive Element #9 – Facilitating Multicultural Field Experiences

Audience: Twenty-three teachers and extended learning program leaders from nineteen sites in the communities of San Miguel, Freedom, Marina, Monterey, Pajaro, Salinas, Santa Cruz, Seaside, and Watsonville, and 650 historically underserved students in Monterey Bay and northern San Luis Obispo Counties.

Objectives: Low income underserved populations living near the Monument have enhanced opportunities to learn ocean ecology and apply their skills, extending ownership ethics. Through support for this program a unique, Monument related set of lesson plans is generated that dovetails with the existing curriculum, as well as five additional field supply kits for each of the BLM field

offices with Monument responsibilities, like those provided for each teacher. The complete bilingual curriculum is also available for BLM outreach.

Description: The Monterey Bay National Marine Sanctuary's Multicultural Education for Resource Issues Threatening Oceans (MERITO) program prepares identified educators with bilingual lesson plans, facilities, and mentoring, simultaneous to leading education programs for identified youth. Items in the kits include clam tubes (for mudflat exploration), fish/bug nets, viewer bug boxes, water quality test kits, hand lenses, observation tubs, tongs, multiple books, guides, and posters, two DVDs.

Interpretive Element #10 – CCNM Website

Audience: Internet users seeking information about BLM, NLCS, CCNM resources

Objective: To serve as a hub of information and interpretation for the Monument.

Description: From the main CCNM page visitors can access a calendar of events, visitor information, maps, site characterization, background history, planning documents, a gallery of images, and contact information to the Monument administrative office. The site is regularly reviewed to enhance the serviceability for partners and Gateways, and is a mechanism for distribution of brochures, posters, postcards, research data, and for scheduling the traveling photo exhibit.

Interpretive Element #11 – Community Events Interactive Exhibits

Audience: CCNM Gateway community members and dispersed visitors

Objective: The community profile is enhanced by including the presence of the Monument in the local array of geotouristic opportunities.

Description: Depending on the facility, Monument staff lead or support BLM field office staff in hands-on educational outreach activities that facilitate children's reflection of Monument resources. Explanation of the Monument occurs with parents during the interaction with the children. Other elements such as CCNM and Gateway brochures, partners' brochures, posters, pencils and pins are shared as mementos with event attendees, following discussions with staff.

5.5 Strategy for Implementation

The Interpretive Plan is an expanded analysis of the Monument interests, as they are identified in the RMP and the IICP. The process outlined in 3.4 Interpretive Goals and Objectives is included to inform and model for users the analytical steps taken to stage successful outcomes. Trained interpretive specialists commonly make use of the structure of themes, subthemes and storylines, as well as the standards offered in the design guidelines. This document is the CCNM primer for BLM employees tasked with facilitating interpretation or environmental education. Elements of this plan may also serve Monument advocates who are new to the art of interpretation.

There are four arenas of implementation to the Interpretive Plan. By recognizing and prioritizing the variety of directions where Monument goals can be met, the fluctuating funding and professional resources available to the Monument and partners can be optimized. CCNM Gateway communities' initiatives, BLM field office initiatives, and Monument administrative initiatives define the action hubs for addressing CCNM interpretive goals and benefits. Partner initiatives can draw on the Monument interpretive goals and components to create a multifaceted story for their audiences.

Each arena has its own network of partners, private and governmental, and trained interpretive specialists represent most regions. BLM California also has an Interpretive Program Lead who can assist in Monument projects. The combination of partners usually defines the potential means for accomplishment based on various resource tools. Heeding the intent of the Presidential Proclamation, when reckoning occurs for limited resources priority will be for interpretive mechanisms that have potential to most immediately protect the biotic and abiotic resources of the CCNM.

Gateway Communities Initiatives

Gateways can be areas, towns, cities, or communities that have infrastructure and interest in providing visitor information and services. There are twelve locations identified in the RMP for CCNM Gateways but there are no limitations to potential CCNM Gateway relationships. Gateway meetings become grassroots efforts to define collaborative creative resource management solutions for individuals, organizations, and agencies. By working together local stewardship evolves with a civic tourism perspective among the variety of management interests. Outsider big government shadows fade.

These meetings reveal the variety of plans generated for managing beaches, coastal pullouts, recreation areas, interpretive centers, and adjacent natural areas. Ensure that the California Department of Transportation is engaged in these discussions early on. The interpretive component for these plans may be absent or incomplete, and the opportunity exists to revisit the discussion. Working as a team the group prioritizes a visitor contact plan, develops the messages, and defines the steps to implementation. Best messaging locations and interpretive themes along the coastline are determined, and visitor use issues such as unsafe pullouts and social trails are addressed. Other mechanisms for regional promotion like internet marketing, social media opportunities, and events management are part of the discussion to creatively blend resource interests with visitor needs.

BLM Field Office Initiatives

These initiatives include efforts that are sourced from NLCS units managing coastal resources, as those units are tied to the field office management oversight. As cooperative relationships build between coastal communities and BLM field offices, awareness of the Monument, NLCS, and Bureau missions develop. Invitations to participate in local resource discussions and celebratory events are made more frequently. Depending on specific priorities for their regions, field office managers vary the degrees of field office resources committed to management of the Monument. Depending on the fluctuating capabilities of Monument management staff, the responsibility for local relationship development shifts back and forth between the two entities. Overall, it is advantageous for local communities to have awareness of open communication with field offices having regional responsibility for resource management, so that stewardship for NLCS and BLM partnerships can flourish.

Monument Administrative Initiatives

There is local appeal for the awareness that a community is part of a bigger picture, a conceptually larger management plan that will serve to protect the invaluable scenic and biotic qualities of the dramatic CCNM, critical to the coastal economies. The presence of Monument staff on location somewhere along an 1100 mile coastline indicates the commitment to fulfill the directives of the RMP to represent unique communities, to manage the Monument collaboratively. Interpretive initiatives of the Monument administration relate to Goal 3, awareness for the CCNM and its mission, the NLCS, and the BLM. Interpretive efforts undertaken at the administrative level include

the continuing commitment to new partnerships to proliferate resource protection, generate guidelines for messaging, support and edit interpretive elements produced by partners and BLM, lead overarching projects that include more than one field office, and manage the public interface online.

Partner Initiatives

Management responsibilities that include the California coastline often include interpretation to guide public awareness for that resource. Local governments, nonprofit trail managers, the California Department of Transportation, and scenic byway organizations, to name a few, are all engaged in enhancing the user experience while creating a safe sustainable setting. It is incumbent on the BLM to support these efforts in every possible way, and also respect the level of ownership for the process, the region, and the entity branding the effort. Occasionally the planning for those regions and projects has occurred before the partner’s awareness of the Monument, so BLM action is optimized in promotion of ecosystem awareness and an expanded network of partners with shared goals. The CCNM interpretive themes and subthemes are adaptable to partner needs, in support of the CCNM management vision for cooperative stewardship.

5.6 Action Plan

| Tasks | Champion | Completed by |
|--|--------------------|---------------------|
| 1. Complete RMP Gateway contacts | Monument Manager | June 2013 |
| 2. Circulate MERITO materials to BLM | Monument Staff | January 2013 |
| 3. Circulate field packs model to BLM | Monument Staff | January 2012 |
| 4. Complete RMP Gateway brochures | Field Office Staff | June 2015 |
| 5. Complete RMP Gateway kiosks | Monument Manager | January 2017 |
| 6. Update website, regular review | Monument Staff | January 2010 |
| 7. Complete CenCal tourism map project | Monument Manager | June 2013 |
| 8. Initiate SoCal tourism map project | Monument Manager | January 2014 |
| 9. Complete SoCal tourism map project | Monument Manager | June 2016 |
| 10. Revisit Interpretive Plan | Monument Manager | January 2017 |

6.0 Conclusion

This Plan functions as a thematic guideline and analysis method appropriate for strategic planning for entities representing Monument interests. It is not useful to create limitations to interpretive outputs, as partners numbers multiply with Monument awareness, and, as capabilities increase, collaborative production impetuses vary. Means of accomplishing the BLM mission will evolve. An interpretive plan that serves the interests of local communities and businesses, and local, state, and federal agencies will ensure that all partners who have a stake in the coastal areas can work together. Interpretive themes, goals, and messaging to targeted audiences in compliance with legal requirements should serve the mission of each partnership. The Plan can function as a catalyst to contribute to the multiple missions of the resources’ partners. Through the preservation of this dynamic interplay of land, sea, and life, a safe haven for plants and animals will thrive, contributing to the integrity and richness of California’s coastal experience.

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- ⁱ California Coastal National Monument Resource Management Plan, 1-1
- ⁱⁱ http://www.blm.gov/wo/st/en/prog/blm_special_areas/NLCS.html
- ⁱⁱⁱ http://www.blm.gov/wo/st/en/info/About_BLM.html
- ^{iv} http://www.blm.gov/wo/st/en/prog/Recreation/recreation_national/interpretation.html
- ^v California Coastal National Monument Resource Management Plan
- ^{vi} Bureau of Land Management Interpretive Strategy, 1999
- ^{vii} California Coastal National Monument Resource Management Plan, 1-2
- ^{viii} California Coastal National Monument Interim Integrated Communication Plan, 2008
- ^{ix} Bureau of Land Management California Coastal National Monument Resource Management Plan
- ^x Practitioner's Guide to Partnerships, 2011
- ^{xi} California Coastal National Monument Resource Management Plan, 2-20, 2-21
- ^{xii} Definitions Project, 2007
- ^{xiii} Bureau of Land Management Manual -Interpreting Cultural Resources for the Public, 2004
- ^{xiv} <http://www.dof.ca.gov/research/demographic/reports/estimates/e-5/2011-20/view.php>

Bibliography

Sourced Documents

BLM Interpretation Toolkit: Interpretation: The Voice of the Resources. This website resource is invaluable to the federal employee needing direction for strategic planning and on the ground applications. Contracts, wayside plans, position descriptions, and links to additional sources are found here.

web.blm.gov/internal/wo-600/00_wo_interp/index.html

BLM: Interpreting Cultural Resources for the Public, 2004, Manual Transmittal Sheet 8170. This document is useful in the purpose analysis of interpretive planning, identifying the kinds of benefits to the interpretive effort. In this model benefits are analogous to outcomes in the goal – output-outcomes – impact National Association for Interpretation planning process.

www.bing.com/search?q=interpreting+cultural+resources+BLM&src=IE-SearchBox&adlt=strict

California Coastal National Monument Formalized Partnerships. Forty Memorandum of Understanding documents have been crafted with public and private organizations to formalize the partnership between the BLM and other entities to assist with the preservation and stewardship of the Monument. A component of geotourism is part of each agreement, ensuring that the location's geographical character is sustained or enhanced through the identified relationship. Each of these entities represents a perspective of information sharing, to be considered both uniquely and for a branded message.

www.blm.gov/ca/st/en/prog/blm_special_areas/nm/ccnm/partners.htm#Corel

California Coastal National Monument Framework of Management Action. Extracted from the RMP, the Framework is defined to ensure that equally important aspects gain ongoing attention and focus, the framework describes tasks to accomplish the four elemental foci: Preservation (the management focus), Landscape (the ecosystem focus), Partnerships (the collaborative focus) and Communities (the local focus).

www.blm.gov/ca/st/en/prog/blm_special_areas/nm/ccnm/faqs.html#Q8

California Coastal National Monument Manager Updates. These virtual publications have been generated quarterly since 2003 and are archived on-line for review. They document and date all managerial accomplishments and events.

www.blm.gov/ca/st/en/prog/blm_special_areas/nm/ccnm.html

California Coastal National Monument Resource Integrated Communications Plan, 2008. This document is the foundation for the Interpretive Plan, involving numerous BLM representatives and core-managing partners from California State Parks and California Fish and Game. It provides an overarching framework and plan for the goals of communications, outreach, and education.

www.blm.gov/ca/st/en/prog/blm_special_areas/nm/ccnm.html

California Coastal National Monument Site Characterization. A characterization document has been initiated to offer a summary of the existing data for the Monument's natural and cultural resources. In order to provide a complete ecological perspective, all three of the basic dimensions of an ecosystem – physical, geological, and socio-cultural need to be taken into account. To date, a

literature search, a summarization of key biological resources, and a geologic characterization study have been accomplished.

www.blm.gov/ca/st/en/prog/blm_special_areas/nm/ccnm/site_characterization.html

California Coastal National Monument Resource Management Plan, 2005. This document provides the framework for management of the Monument by defining the goals and objectives and identifying dozens of management actions to implement the plan, and offers a schedule of implementation priorities.

www.blm.gov/ca/st/en/prog/blm_special_areas/nm/ccnm/ccnm_rmp_index.html

California Tourism Industry Website – Find Research. The most up to date and comprehensive data for travelers in California is on this website. Statistics for Monument visitors may change from year to year, and those variations will be identified on this site. Sources for quoted statistics in the Interpretive Plan are drawn from the CCTC sponsored reports published online.

www.industry.visitcalifornia.com/research

King Range National Conservation Area Resource Management Plan, 2005. The King Range is a BLM NLCS unit that represents approximately forty-five miles of undeveloped coastal access, and is a very active recreation resource. The King Range was designated a National Conservation Area in 1970, so community relationships, partnerships, and education programming are well institutionalized.

http://www.blm.gov/ca/st/en/fo/arcata/kingrange/planning/king_range_plan.html

National Association for Interpretation Definitions Project, 2007. This collaborative production is a dynamic resource generated by the National Association for Interpretation, governmental and nonprofit organizations, and professional societies, dedicated to providing a common vocabulary to support understanding and collaborative efforts.

www.interpnet.com/definitions

Piedras Blancas Light Station Outstanding Natural Area Interpretive Plan. Another unit of the BLM NLCS managed collaboratively with California State Parks this document is germane to the Monument because of its common resource management goals and outstanding education materials for both natural and cultural resources. The facility serves as a Gateway to the CCNM Piedras Blancas rocks on the San Luis Obispo County coast.

www.blm.gov/ca/st/en/fo/bakersfield/Programs/pbls.html

Practitioner’s Guide to Partnerships, 2011. This handbook was generated collaboratively by the National Park Service Mather Training Center, Bureau of Land Management National Training Center, and the US Fish & Wildlife Service National Conservation Training Center. To be used as a spine for an online learning tool, the chapters of the publication detail five steps: Partnerships Overview, Preparing for a Partnership, Developing a Written Agreement for the Partnership, Implementing a Partnership, and Ending a Partnership.

Internet Resources

There are innumerable resources related to opportunities in partnering in interpretation for the Monument. The majority of these can be accessed and researched on-line. Because recreation opportunities abound for the California coast, organizations that address those large scale regional

visitor opportunities are key to the equation. As new resource management organizations come into existence they also should be brought into the circle. This brief list offers access to additional opportunities to accomplish education, interpretation, and outreach with coastal partners.

Natural and Cultural Heritage Education

American Association for the Advancement of Science: www.aaas.org
Association of Partners for Public Lands: www.appl.org
Boy Scouts of America: www.scouting.org
California Marine Protected Areas Education Resources: www.californiampas.org
California Regional Environmental Education Community: www.creec.org
Camp Sea Lab: www.campsealab.org
Children in Nature Network: www.childrenandnature.org
Connecting Kids to Conservation: www.kidstoconservation.org/index.htm
Data in the Classroom: www.dataintheclassroom.org
EarthSky: www.earthsky.org/tonight
Education Resources, U.S. Geological Survey: www.education.usgs.gov
Environment for the Americas: Conserving Birds by Connecting People: www.birdday.org
Girl Scouts of the USA: www.girlscouts.org
Hands on the Land: www.handsontheland.org
Leave No Trace: www.lnt.org
Limpets: www.limpetsmonitoring.org/what.php
Los Arrecifes de Coral: www.seagrantpr.org/arrecifes/index.html
Get Outside, National Wildlife Foundation: www.nwf.org/Get-Outside.aspx
Pacific Grove Museum of Natural History: www.pgmuseum.org
Project Archaeology: www.projectarchaeology.org
Santa Cruz Museum of Natural History: www.santacruz museums.org
Seabird Protection Network: blm.gov/ca/st/en/prog/blm_special_areas/nm/ccnm/spn.html
Take It Outside: www.blm.gov/pgdata/content/wo/en/prog/more/Children_and_Nature.html
Teachers-At-Sea: www.graysreef.noaa.gov/education/teacheratsea/welcome.html
Thank You Ocean: www.thankyouocean.org
Trinidad Museum Society: www.trinidadmuseum.org

Governmental Partners

California Coastal Conservancy: www.scc.ca.gov
California State Parks: www.parks.ca.gov
California Department of Fish and Game: www.dfg.ca.gov
Chesapeake Bay Gateways Network: www.baygateways.net
City of Fort Bragg: www.city.fortbragg.com
City of Point Arena: www.cityofpointarena.com
City of Rancho Palos Verdes: www.palosverdes.com/rpv
City of Trinidad: www.trinidad.ca.gov
National Landscape Conservation System:
www.blm.gov/wo/st/en/prog/blm_special_areas/NLCS.html
NOAA Channel Islands National Marine Sanctuary: www.channelislands.noaa.gov
NOAA Cordell Bank National Marine Sanctuary: www.cordellbank.noaa.gov
NOAA Gulf of the Farallones National Marine Sanctuary: www.farallones.noaa.gov
NOAA Monterey Bay National Marine Sanctuary: www.montereybay.noaa.gov

Seabird Protection Network: www.farallones.noaa.gov/eco/seabird/welcome.html
Trinidad Rancheria: www.trinidad-rancheria.org
US Coast Guard: www.uscg.mil
US Fish & Wildlife Service: www.fws.gov
Vandenberg Air Force Base: www.vandenberg.af.mil
Yurok Tribe: www.yuroktribe.org

Interpretation Resources

BLM Built Environment www.blm.gov/wo/st/en/prog/Recreation.html
BLM International Recreation Symbols: www.blm.gov/nstc/mapstandards/intlsym.html
BLM Interpretation Toolkit: web.blm.gov/internal/wo-600/00_wo_interp/index.html
BLM Image Library: www.blm.gov/wo/st/en/bpd.html
BLM Library: www.blm.gov/nstc/library/library.html
California Coastal Record: www.californiacoastline.org
Coast & Ocean Archive: www.scc.ca.gov/coast-and-ocean-archive
Content Standards, California State Board of Education: www.cde.ca.gov/be/st/ss
Definitions Project, National Association for Interpretation: www.interpnet.com/definitions
Del Norte County Historical Society: www.delnortehistory.org
Federal Mapping Standards: www.blm.gov/nstc/mapstandards/colormod.html
Harpers Ferry Center, National Park Service: www.nps.gov/hfc/index.htm
Interpretation and Education, National Park Service: www.nps.gov/learn
Interpretive Development Program, National Park Service: www.idp.eppley.org
Interpretation and Outreach, U.S. Army Corps of Engineers:
www.corpslakes.usace.army.mil/employees/interpretive/interpretive.cfm
Mendocino County Historical Society: www.pacificsites.com/~mchs
My Environmental Education Evaluation Resource Assistant: www.meera.snre.umich.edu
National Association for Interpretation: www.interpnet.com
National Center on Accessibility: www.ncaonline.org
National Heritage Areas Program, National Park Service: www.nps.gov/history/heritageareas
Native Daughters of the Golden West: www.ndgw.org
Photographic Library, U.S. Geological Survey: www.libraryphoto.cr.usgs.gov

Natural Resource Partners

Audubon California: www.ca.audubon.org
Multi-Agency Rocky Intertidal Network: www.marine.gov
Partners in Flight: www.partnersinflight.org
Conservation Lands Foundation: www.ourconservationlegacy.org
Humboldt State University Marine Laboratory: www.humboldt.edu/marinelab
Laguna Ocean Foundation: www.lagunaoceanfoundation.org
Mendocino Area Parks Association: www.mendoparks.org
Mendocino Coast Audubon Society: www.mendocinocoastaudubon.org
Mendocino Land Trust: www.mendocinolandtrust.org/
Moat Creek Managing Agency: www.landscape.org/connect/find/landTrusts/127494
Monterey Bay Sanctuary Foundation: www.mbnmsf.org
National Association of Recreation Resource Planners: www.narrp.org
National Environmental Education Foundation: www.neefusa.org
Palos Verdes Peninsula Land Conservancy: www.pvplc.org

PRBO Conservation Science: <http://www.prbo.org/cms/index.php>
NewsBytes: www.blm.gov/ca/news/newsbytes/index.html
Navy Region Southwest: www.mwrtoday.com
Orange County – Travel: www.egov.ocgov.com/ocgov/Visitor
Redwood Region Audubon Society: www.rras.org
Save the Redwoods League: www.savetheredwoods.org
Sea Ranch Association: www.tsra.org
Stewards of the Coast and Redwoods: www.stewardsofthecoastandredwoods.org
Trees Foundation: www.treesfoundation.org
Trinidad Coastal Land Trust: www.trinidadcoastallandtrust.org
Wilderness Society: www.wilderness.org

Recreation and Tourism Partners

American Recreation Coalition: www.funoutdoors.com
California Roundtable on Recreation, Parks, and Tourism: www.calroundtable.org
California Travel and Tourism Commission: www.visitcalifornia.com
Center for Sustainable Destinations, National Geographic
: www.travel.nationalgeographic.com/travel/sustainable
Coastwalk California: www.californiacoastaltrail.info
Humboldt County Convention and Visitors Bureau: www.redwoods.info
International Ecotourism Society: www.ecotourism.org
National Fish and Wildlife Foundation: www.nfwf.org
Los Angeles Convention and Visitors Bureau: www.discoverlosangeles.com
Marin County Convention and Visitors Bureau: www.visitmarin.org
Mendocino Coast Botanical Gardens: www.gardenbythesea.org
Mendocino Coast Chamber of Commerce: www.mendocinocoast.com
Monterey Convention and Visitors Bureau: www.seemonterey.com
Pacifica Chamber of Commerce: www.pacificachamber.com
Point Arena Lighthouse Keepers: www.pointarenalighthouse.com
Point Arena Merchants Association:
www.pointarena.net/pama/ppointarenamerchantsassociation.html
Redwood Coast Chamber of Commerce: www.redwoodcoastchamber.com
Redwood Coast: Paradise Untamed, North Coast Tourism Council: www.visitredwoodcoast.com
Route 1 – Big Sur Coast Scenic Byway: www.byways.org/explore/byways/2301
Recreational Fishing Alliance: www.joinrfa.org
San Diego County - Travel: www.egov.ocgov.com/ocgov/Visitor
San Luis Obispo County – Travel: www.sanluisobispo.com
San Luis Obispo North Coast Byway: www.byways.org/explore/byways/2475
San Mateo County Visitors and Convention Bureau: www.sanmateocountycvb.com
Santa Cruz County: www.santacruzca.org
Ventura Convention and Visitors Bureau: www.ventura-usa.com/
Visit Mendocino, Inc.: www.visitmendocino.com