

Interpretation Action Plan:

Goal 1. Orient Visitors to San Juan Bautista State Historic Park

Task #	Task Description	Priority	Duration	Cost Range
1.1	Work with a contractor to create new park signs to direct visitors and school groups to San Juan Bautista SHP, located in the outside boundaries of the city in order accurately guide visitors to the park.	1		\$3,000 to \$5,000
1.2	Create new park signs that identifies park boundaries and Mission San Juan Bautista's property, located on the center grass lawn.	2		\$1,000
1.3	Develop new promotional materials to be distributed in the city's visitor center, and special events booth.	2		\$500
1.4	Work with state transportation agency to have new state park signs on highway 101, directing visitors to the park.			TBD
1.5	Coordinate with the cities of San Juan Bautista, Hollister, and Gilroy to provide park information at public transportation hubs, community centers, and car rental agencies.			Staff time
1.6	Collaborate with local AAA and travel agencies to promote and direct visitors to San Juan Bautista SHP.			Staff time

Interpretation Action Plan:

Goal 2. Connect Visitors to the Park’s Human Stories.

Intent

Interpretation at San Juan Bautista SHP contains significant human stories.

The interpretive programs and services offered provide visitors many ways to explore the park’s legacy of California history, discovering the four main groups of people that have made San Juan their home.

Task #	Task Description	Priority	Duration	Cost Range
2.1	Develop new materials for the four main school programs to enhance the fourth grade field-trip experience.	1		Staff time and printing costs
2.2	Create new park school program on the Indigenous Mutsun people collaborating with the Amah Mutsun and utilizing the Native American Garden as program site.	1		Staff time
2.3	To work with District Specialists (Interpreter III, Historian III and Archeologist) to develop plans for the Taix lot to interpret the use of the lot during the mission period. During the process, work closely with Amah Mutsun and other interested groups.			Staff time plus the cost for interpretive signage \$3,000 to \$5,000
2.4	Develop new cell phone tours to include the Castro-Breen Adobe, Plaza Stable, and Zanetta family home.	2		Staff time
2.5	Re-design the Audio Visual room to include new TV monitor, modern projector and screen, new table and chairs, and new visuals of the four main cultures/peoples of San Juan.	2		Staff Time \$10,000
2.6	Develop new interpretive panels on the Zanetta family history, located in the Zanetta family house museum.	2		\$3,000

2.7	Create new Ramada in the Castro-Breen courtyard to house school programs, Living History demonstrations, and special events. Ramada will be designed to complement existing ramada structure and the Castro-Breen Adobe.	3		\$20,000
2.8	Develop new Living History demonstration baking site behind the Zanetta Family House. Baking area will consist of an accurate 1860's brick or iron range oven, freeing up the Castro-Breen Ramada for Californio era baking demonstrations.	3		TBD
2.9	Create new park brochures in Spanish and Mandarin.	3		Staff Time plus printing costs
3.0	Develop a one page guide for teachers and students for the Castro-Breen Adobe and place on the park's website for teachers to download. Place all the educational material on the park's website.	1		Staff time

Interpretation Action Plan:

Goal 3. Connect visitors to the park's natural resources.

Task #	Task Description	Priority	Duration	Cost Range
3.1	Develop new Interpretive panel on the San Andreas fault line, explaining the different tectonic plates that park sits on.	1		\$3,000
3.2	Create new park panels that show; describe the native Coast Live oak trees that once covered the Gavilan hills, along with the extinct marshland of the San Juan valley.	2		\$3,000
3.3	Replant a Coast live Oak tree(s) in the Castro-Breen Adobe used as an Interpretive tool, utilizing its acorns and leaves, also to provide shade.	2		Staff time
3.4	Create new interpretive talk on the workings of a historic orchard, using revitalized park orchard' new fruit, trees, and leaves.	2		Staff time
3.5	Develop an environmental science interpretive program about the relationship between native and invasive grasses, European animals, and human activity.	2		Staff time
3.6	Collaborate with local fire station on the tools of preventing forest fires and the dangers of climate change.	2		Staff time

Interpretation Action Plan:

Goal 4. Integrate interpretation and resource protection.

Task #	Task Description	Priority	Duration	Cost Range
4.1	Promote the restoration of San Juan's four main museum buildings by utilizing new brochures.	1		Staff time plus printing costs
4.2	Create new panels on the damage that wear and tear causes on historic structures.	2		\$3,000
4.3	Develop new interpretive message in all school programs that highlight the threat that the historic structures are in. Use the real damage that currently exist to further enhance that message.	1		Staff time
4.4	Discuss the importance of regulatory information during interpretive programs.	2		Staff time
4.5	Develop new signs on the dangers of climbing and touching historical resources.	2		\$1,000
4.6	Collaborate with park's maintenance staff to create new resources to protect the historic structures.	2		Staff time
4.6	Work with Historian to complete any needed Historic Structures Reports	1		Staff time

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Goal 5. Enhance Recreation.

Task #	Task Description	Priority	Duration	Cost Range
5.1	Create new wood picnic benches to allow more park visors and school students to use on the park grounds.	1		\$1,000
5.2	Update park materials on the prohibited sensitive areas not open to the public, and add new areas where the public might be allowed to use.	2		Staff time
5.3	Re-develop new applications for the public to find accessible recreation areas.	2		Staff time
5.4	Rebuild all new public restrooms consistent with ADA requirements.	3		TBD
5.5	Develop new recreational opportunities in the historic orchard, including new wood benches for city events, day use area.	2		\$1,000
5.6	Update park website on recreational uses at San Juan Bautista SHP.	3		Staff time

Interpretation Action Plan:

Goal 6. Park stewardship and community support.

Task #	Task Description	Priority	Duration	Cost Range
6.1	Collaborate with Mission San Juan to form a weekly group to incorporate stewardship goals. Work with them to form a joint Interpretive Plan.	1		Staff time
6.2	Recruit interns from local colleges and universities to conduct research and prepare interpretive content for programs.	2		Staff time
6.3	Recruit and train students to lead interpretive talks and walks.	2		Staff time
6.4	Redevelop the parks' docent library to provide research opportunities to students and the public.	2		Staff time
6.5	Create new opportunities to the local Mutsun tribe to expand their Native American Garden, restoring existing one.	2		Staff time

6.6	Develop relationships with community organizations whose programs fit the park's interpretive periods and themes.	2		Staff time
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Interpretation Action Plan:

Goal 7. Visitor outreach.

Task #	Task Description	Priority	Duration	Cost Range
7.1	Adapt the four main school programs to be conducted at various local elementary schools during the school year, utilizing new interpretive tools and materials.	1		Staff time
7.2	Develop interpretive materials, programs and media in multiple languages and formats.	2		Staff time and printing costs
7.3	Create new brochure material to be distributed at the San Benito County Historical park.	2		Staff time and printing costs
7.4	Work with local elementary schools and provide interpretive messaging.	2		Staff time

