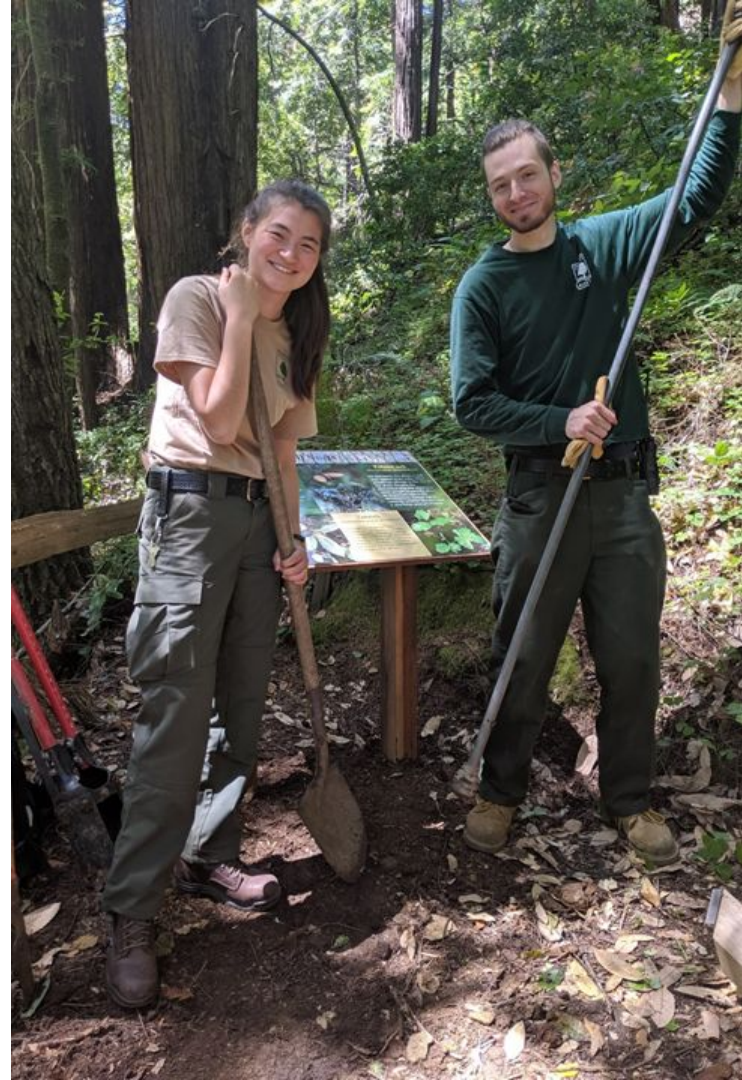




***San Mateo County Parks
Interpretive Strategic Plan***

Current Interpretive Program

- **Staffing:** Two full-time permanent Interpretive Rangers; Two full-time seasonal Interns; One Bilingual Intern (Spanish)
- **Events:** Take A Hike, Junior Ranger, Movies in the Park, Dia de los Muertos, Storytime with a Ranger, Nature Hikes, Kite Festival, etc.
- **Programs:** Classroom Visits, Partnering with Vida Verde Outdoor Education School, Park Rx Program; Interpretive Trainings for Staff and Volunteers
- **Sign Shop:** Interpretive Signage and Brochures
- **Social Media Management**





What is an Interpretive Plan?

An **interpretive plan** establishes the communication process, through which meanings and relationships of the cultural and natural world, past and present, are revealed to a visitor through experiences with objects, artifacts, landscapes, sites, exhibits and people.

-National Association for Interpretation

Interpretive Plan Goals

Better understand authentic activities that people want to engage in when they visit

Improve equitable access and enjoyment of our parks

Compare County Demographics and Park User Study Data (2016)

Engage with Stakeholders and Communities

Assessment of Current Partnerships

Better maximize the visitor experience and strengthen our messaging for each park

Consider Resource Issues and Concerns

Interpretive Goal Development for each Park site

Interpretive Goal Development for department-wide programs



Interpretive Plan Process and Timeline

*May - June
2021*

*June -
September 2021*

*October -
November 2021*

*December -
January 2022*

*February
2022*

Project Initiation

- Research
- Background documents
- Schedule creation
- Other logistics

Community Engagement

- Small Groups, Surveys, Interviews, and Workshops to solicit input from stakeholders
- Explore barriers to visitation to County Parks

50% Draft Submittal

- Overarching Interpretive Themes
- Goals and Visitor Objectives
- Stakeholder and Department Review

90% Draft Submittal

- Revised plan
- Draft Implementation plan included
- Comprehensive palette of message delivery systems
- Department Review

100% Final Submittal

- Presentation to Parks Commission
- Presentation to Board of Supervisors

What groups/organizations would you recommend we include in our Community Engagement Process?

- SMC Health
- SMC Libraries
- Puente de la Costa
- Unidos (CARON)
- Arts and Youth Commissions
- Girl and Boy Scouts
- Life Moves
- Outdoor Afro & Latino Outdoors
- Local Indigenous Groups
- Sheriff's Activities League
- Parks Friends Groups
- School Teachers
- And more!

