



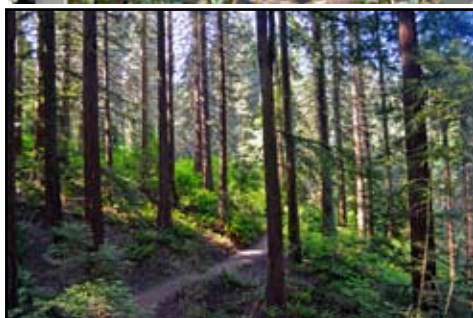
## Introducing Region #7 Portland, Oregon by Richard Weiner Director, Region #4

In March of 2015 at our annual Parks Conference in San Diego, Portland, Oregon was voted into the Park Ranger Association of California and became the second region outside of California.

At our conference I volunteered to become the board liaison to our new region. So, in May I took a two-week road trip up to Portland. Along the way I stopped to meet with rangers in Santa Cruz, Humboldt County and Walnut Creek, California. Upon arriving in Portland I had a meeting with Vicente Harrison, our new Director for the Region, and was introduced to his supervisor and the rest of the ranger staff. We then sat down and went over some of the duties and responsibilities of being a director and what PRAC is about and what he can do to facilitate these goals. The next day we took a tour of some of the major parks in Portland and saw some parks that were measured in feet and some that were measured in acres.

Here are some of the statistical facts of the Portland Ranger program and the parks:

### Some Parks of Portland



1. Population of Portland: 609,000
2. Ranger Program Started in 1995
3. Number of Rangers: 7 Full Time, 20 Seasonal & 2 Parking Officers
4. 279 Combined Parks and natural Areas
5. Over 10,000 acres of parks
6. The largest park in Portland—Forest Park 5,100 acres is one of the largest municipal parks in the United States
7. Basic training required for new rangers: Department of Public Safety Standards and Training, Defensive Tactics, OC Spray, Verbal Judo, AED/First Aid, ICS, Law Enforcement Bike Training

This new region might be the beginning of PRAC's push for more members in the Northwest. We hope that this new region will be an asset to our organization and wish them the best.

# 16 Steps to Enhancing a Visitor's Experience

by Matt Cerkel

1. Smile—As simple as this may seem, not everyone smiles.
2. Greet Them—Use words to make them feel welcome.
3. In-Person is Priority—Never break off a face-to-face interaction with a visitor to answer the telephone or speak with another employee.
4. W.I.N—W.I.N stands for “What’s Important Now.”
5. Please and Thank You—Say it. Say it often. We all like to hear please and thank you.
6. You’re Welcome—Do not say “No Problem.” Use your manners and say “You’re Welcome.”
7. Recognize Who You Work For—Every one of us in Parks is a government employee.
8. It Is What You Say—What you say to a park visitor can strongly influence they experience have at the park.
9. Find the Answer and Follow-up—From time to time a visitor will ask you a question you do not have the answer to. Instead of saying “I don’t know” and leaving it there, tell the visitor you do not know but that you will find out and get back to them.
10. Make Time for the Visitor—I understand in parks it is not always possible to do this, but when you can take the time to show a visitor what they are looking for, you certainly should.
11. “Thank You for Supporting Our Parks”—After every financial transaction you make with a customer, thank the guest for their support.
12. Listen to Park Leaders Podcast—In particular, listen to [this episode about customer service](#) with Lee Cockerell.
13. You are putting on a Show Every day—At Disney World employees are called Cast Members because they play a role in the big show they put on every day. You may not be at Disney World, but you are putting on a show every day.
14. Your personal problems don’t matter to the park visitor—I am not saying your personal problems don’t matter. I just want to be clear that your personal problems do not matter to the park visitor. Your issues should not get in the way of delivering top notch service.
15. Wear the Flat Hat—If you are a park ranger you need to wear the iconic flat hat when you interact with park visitors. If park visitors don’t get to see a park ranger often, then seeing you should meet their expectations. They expect you to wear the flat hat.
16. Serve like it is your mother—Have you ever had a loved one receive wonderful service? How did that make you feel? Your mother is special to you and you want others to treat her that way. This is exactly how you should treat every park visitor.

This list originally was developed by Eric Watilo, a Region Manager with Washington State Parks. It was expanded by Jody Mayberry, a former Washington State Park Ranger and host of the Park Leader Show. The list is discussed in the Park Leader Show [podcast http://parkleaders.com/visitor-experience/](http://parkleaders.com/visitor-experience/). Jody will be a presenter at the 2016 California Parks Training Conference in Santa Rosa. <http://www.calranger.org/services/conf2016.html>

The registration deadline for the upcoming IRF (International Ranger Federation) Congress is September 1<sup>st</sup>.

Anyone interested in attending needs to contact  
[PRAC President Heather Reiter](#).

# A Conversation with Monica Edwards

by Candi Hubert, Region 5 Director

*How did you become interested in Graphic Design?*

Well, first of all, I don't really consider myself a designer. My schooling and most of my working career has been as an illustrator. They are very different fields, even though they both carry elements of each other.

I have been interested in it for as long as I can remember, but my deciding factor was in college. I was a biology student and realized that drawing for my lab experiments was my passion. So I scratched my 4 years of science classes and went to CSU Long Beach for their renowned Biomedical arts program. I've been very fortunate to have had the opportunity to work within this passion for 30+ years.

*You worked for the zoo at OC Parks and also as a Park Ranger. How has this influenced any graphic art that you have done?*

I have to say that probably the law enforcement aspect of the Park Ranger job has had an interesting influence on me. I realized the importance of clear interpretive signs and educational materials. The best tool for maintaining a compliant public is education. And as Park Rangers you understand that not everyone responds to being told what to do. Educating the public on ecosystems and animal behaviors through inviting visuals and interpretive materials has a long lasting and self-perpetuating positive effect on the public's sympathy for the parks.

*Do you find inspiration in nature that helps you find new ideas for graphic design?*

All of my inspiration comes from nature. Whether it's the light and how it reflects off different planes, or the organic shapes that intermingle and connect all spaces. When one takes the time to really observe nature, you get a deep understanding of how everything connects and this comes to play in shapes, designs, colors, and compositions. I'm always learning and there is no end to the depth that nature can teach.

*It seems that many of us know each other in the Orange County environmental community. Do these connections help you in getting new clients? Where do most of your clients for come from?*

But of course! That's how I met you, Candice, and how I had the wonderful opportunity to work on this Park Ranger Association Logo. I've been very blessed with the connections I've made through parks. It's a small world and you never know where someone will cross your path again and usually with a friend.

*What do find most satisfying about being a Graphic Artist? Is there any other profession you would be interested in pursuing?*

I love visual storytelling. It's my passion and it's what I know most and do best. But that said, it generally requires many hours of sitting behind a computer or an easel. That has me constantly searching for additional jobs that take me outdoors, doing something more physical. Last summer I had a wonderful job in Alaska as a tour guide for a private company. I was leading hikes through temperate rain forests and through glacier moraines and whale watching tours. I love seeing the faces of guests when they learn new concepts and begin to connect the dots in a world they live in. It's the perfect complement to visual journalism.

*How have you seen your profession change over the years? What do you see in the future for graphic art?*

Oh yes. Think of it this way...I started in this field when there were no personal computers. To make color separations for graphics, I had to cut rubylith by hand and figure out the percentage of each color overlay to get the acquired color. I thought I died and went to heaven when I found out a computer program could now automatically separate your graphic in CMYK! Wow.

Now, the field is all about interactivity and the science behind what captures attention better, faster and retains attention for more than a split

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# A Conversation with Monica Edwards

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second. Things have certainly changed. It's been an exciting ride!

I think the future is going to be all about how to best submerge your audience in the experience. The new mediums only make more experiences possible.

*What challenges do you face as a graphic artist?*

Hmmm, challenges? I think mainly my challenges come from within. Problem solving is a big challenge. How to best convey the concept using the most pleasing, inviting and effective visuals is a challenge. My biggest challenge is to not settle with "good enough", but to push myself into my greatest good. The struggle to be the best I can be is constant.

*Who has been the biggest influence for you in your profession?*

Oh boy, I have had so many influences and they come in all shapes and sizes. But the ones that come to mind right off the bat are Frank Netter and his Atlas' of Human Anatomy. I used to sit

for hours, flipping through my parents' medical books and studying every drawing in those books. And when I was finished with those, I would pour over and dream about all the amazing scientific illustrations that would come out of National Geographic. I would get lost in those infographics for hours and dream of being one of their cartographers. I just love that stuff.

*What do you feel are your biggest accomplishments?*

Raising a talented and kind hearted son, having a full life of good friends, and a career that has been a joy is my biggest accomplishment.

I'd like to take this opportunity to thank you on behalf of the Park Rangers Association of California for this interview and most importantly for the contribution of our Logo for the 2016 40<sup>th</sup> Anniversary California Parks Conference.

It has been my pleasure. And thank you for this wonderful opportunity. I hope to be able to serve again with any of your interpretive needs. I wish you a fruitful conference!



# Under the Flat Hat

## by Matt Cerkel

In the last few issues of *The Signpost* I have discussed the history of the park ranger profession, the importance of the generalist park ranger who “is a peace officer ranger with other duties including, but not limited to, wildland firefighting, EMS, search and rescue, education/interpretation and resource management and maintenance duties”, and KASE (Knowledge, Authority, Skills and Equipment) needed to be a professional generalist park ranger. In this article I will discuss the various state codes (laws) concerning park rangers and how at least one of these laws is holding back the park ranger profession in California. Currently in California there are 25 state code sections regarding “ranger” positions/title. Of these, 13 are about “park ranger” positions/title and all the codes either imply or expressly state that park rangers are peace officers and/or public safety. Nine of these state codes about park rangers apply to park rangers employed by local agencies.

I recently had a discussion with a coworker on the use of the park ranger job title. Public Resources Code (PRC) section 4022 came up after the Marin Independent Journal newspaper ran an editorial on the need for Marin County Open Space Park Rangers to crack down on “trail scofflaws.” The editorial states “Open space officials add that rangers also don’t have the authority to make arrests\*\* and have to call a deputy sheriff.” The editorial also fails to mention the Marin County Open Space District shares boundaries with three separate agencies that employ sworn park rangers (park rangers with peace officer powers and authority). Having some park rangers with peace officer powers and others with little or no law enforcement authority is a serious problem, confuses the public and has the potential to create officer safety and use of force issues. The coworker wanted to know why agencies are allowed to employ non-sworn park rangers. I told him it is because of PRC 4022, enacted in 1990, which declared all park rangers to be peace officers, but grandfathered in agencies that were already using the park ranger job title. PRC 4022 states:

“4022. (a) The titles of ranger, park ranger, and forest ranger, and derivations thereof, may only be used by persons who are peace officers under Chapter 4.5 (commencing with Section 830) of Title 3 of Part 2 of the Penal Code, employees of the Department of Forestry and Fire Protection, or employees of the Department of Parks and Recreation classified as State Park Ranger (Permanent Intermittent). Any person, other than a peace officer or employee of the Department of Parks and Recreation, as described in this section, or employee of the Department of Forestry and Fire Protection, who willfully wears, exhibits, or uses any authorized badge, insignia, emblem, device, label, title, or card of a ranger, park ranger, forest ranger, or a derivation thereof, to identify the person as a ranger, park ranger, or forest ranger, or who willfully wears, exhibits, or uses any badge, insignia, emblem, device, label, title, or card of a ranger, park ranger, or forest ranger, which so resembles the authorized version that it would deceive an ordinary, reasonable person into believing that it is authorized for the use of a ranger, park ranger, or forest ranger, is guilty of a infraction.

(b) Subdivision (a) does not apply to positions and titles of agencies of the United States government or to any local agency which is officially using any title specified in subdivision (a) as of January 1, 1990.

There have been previous efforts to eliminate the “grandfather clause” from PRC 4022. They have not been successful, largely due to lobbying from agencies such as Marin County Parks and Open Space and East Bay Regional Parks. Currently there is a discussion from within California State Parks to modify PRC 4022 as part of their so-called “reforms.” They want to create a class of non-sworn so-called “generalist” rangers and want to change the language of PRC 4022 to allow for that (a “reform” that will further reduce vital services, resource protection, and public safety in a once great organization that already does not have adequate park ranger patrol coverage in most of their parks).

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Now may be the time to modify PRC 4022, but instead of eliminating the “grandfather clause” it would instead change who PRC 4022 applies to. Since there are no provisions of any state codes besides PRC 4022 authorizing “rangers” or “forest rangers” as peace officers and there are numerous state codes that to apply to “park rangers” with peace officer and public safety duties, why not change PRC 4022 to apply only to “park rangers.” That way non-sworn rangers can remain rangers, but across the state all “park rangers” would be sworn peace officers. It seems like a good compromise and over time the ranger profession could continue to professionalize, but those in non-sworn positions can continue to use the proud title of ranger.

Under my proposal PRC 4022 would state the following:

“4022. (a) The titles of park ranger, may only be used by persons who are peace officers under Chapter 4.5 (commencing with Section 830) of Title 3 of Part 2 of the Penal Code. Any person, other than a peace officer, who willfully wears, exhibits, or uses any authorized badge, insignia, emblem, device, label, title, or card of a park ranger, to identify the person as a park ranger, or who willfully wears, exhibits, or uses any badge, insignia, emblem, device, label, title, or card of a park ranger, which so resembles the authorized version that it would deceive an ordinary, reasonable person into believing that it is authorized for the use of a park ranger, is guilty of an infraction.”

(b) Subdivision (a) does not apply to positions and titles of agencies of the United States government or to any local agency which is officially using any title specified in subdivision (a) as of January 1, 1990.

Some of the other state codes to apply to the park ranger profession include the following:

Government Code section 6254.24 defines “public safety official” including park rangers in regards to inspection of public records

Government Code section 20391 defines “state peace officer/firefighter member” for PERS safety member classification for “safety retirement.”

Government Code section 20392 also defines “state peace officer/firefighter member” for PERS safety member classification for “safety retirement.”

Government Code section 20410 defines “state safety member” for PERS safety member classification for “safety retirement.”

Government Code section 20414 also defines “state safety member” for PERS safety member classification for “safety retirement.”

Government Code section 20423.5 defines park rangers under Penal Code section 830.31(b) as “local safety members” for PERS safety member classification for “safety retirement.”

Government Code section 20442 defines “County peace officer” status county park and recreation employees with law enforcement, EMS and fire suppression duties within the “Park Ranger class series” eligible “safety retirement.”

Government Code section 31470.2 makes “peace officers in the Park Ranger class series” employed by a 1937 Act County eligible for “safety retirement.”

Government Code section 50086 provides liability protection to a person summoned by a park ranger to help in an search and rescue operation and provides emergency services.

Penal Code section 830.31(b) grants peace officer powers to local agency park rangers.

Penal Code section 830.34(d) grants peace officer powers to municipal water district park rangers.

Penal Code section 830.6 grants peace officer powers to reserve park rangers.

Penal Code section 830.8 defines National park rangers as not being California peace officers, but allows them to have peace officer powers incident-

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## From the Redwoods

Dear Park Professionals,

As another summer draws to a close, we find, yet again, that Fire Season is far from over. That is, if it indeed ever ended from the year before. With deadly fires raging over most of the State, we are reminded of the vulnerability of our planet and of ourselves. I have watched five fires ravage my own parks in just the past few months. Nothing strikes fear into our hearts like a fire. There is little I can say here to capture the gravity and magnitude of loss that many are feeling. I will, however, say this: Look out for each other. Take care of one another and also yourselves. Reach out to your colleagues in affected agencies; in times like these, we are our own greatest strength. The human, environmental and economic toll that this year brings will be felt long after the fires are extinguished, so it is the support system that we have in each other that will matter the most.

In solidarity,

**Heather Reiter**

PRAC President

## Under the Flat Hat

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tal to their federal duties or when providing law enforcement services in response to a request by California state park rangers.

Penal Code section 13510 required County of Los Angeles park rangers employed under 830.31(b) to meet full POST standards (note County of Los Angeles park rangers were absorbed into the County of Los Angeles Safety Police, which in turn was taken over by the Los Angeles County Sheriff). Another local agency park ranger programs can voluntarily become a POST participating agency, but are not legally required to do so. Currently Sacramento County, City of Los Angeles, Marin Municipal Water District and Lake Hemet Municipal Water District park rangers programs are POST participating and are required to meet full POST standards. The disbanded City of Glendale and City of Oakland park ranger programs were also POST participating agencies before their cities unwisely did away with them.

Public Resource Code section 5010 allows funds received by State Parks through certain auctions to be used for training employees in the Ranger/Lifeguard classification.

Vehicle Code section 1808.4 allows for peace officers, including park rangers, and National Park Service Rangers working in California to have confidential DMV records.

Water Code section 71341.4 establishes standards for municipal water district park rangers.

Based upon the state codes it seems clear that the State of California intends those with the “park rangers” job title to be peace officers, the same cannot be said about the “ranger” job title. It is time to bring PRC 4022 in line with this intention. It would also help the ranger profession to move forward and bring clarity to the profession.

\*\*Actually, Marin County Park Rangers do have the power to arrest under Public Resources Code section 5560.1 and Penal Code sections 853.5 and 853.6 which allows for “cite and release” for those “arrested” for an offense declared to be an infraction (853.5) or misdemeanor (853.6).

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