

THE
FUTURE
OF
AMERICA'S
NATIONAL
PARKS

First Annual
Centennial Strategy for

Juan Bautista de Anza National Historic Trail

August 2007

CENTENNIAL INITIATIVE



Site: JUBA

Year: 2007

Vision Statement

The Congressionally-authorized Juan Bautista de Anza National Historic Trail runs approximately 1200 miles from Nogales, Arizona to the San Francisco Bay area. An additional 640 miles of potential trail exists in Sinaloa, Sonora, and Baja California, Mexico. While in the US we generally view settlement as progressing from east to west, Spanish and Mexican settlement of the southwest moved from south to north. The Anza Trail represents the south to north overland route used by the Anza Expedition to establish the Spanish presidio at San Francisco. Today the Anza Trail passes through both rural and urban areas. The 2000 census shows that well over 27 million people live in the 19 counties that contain segments of the Anza Trail. Since the NPS does not own the land associated with the Anza Trail, the program is administered through partnerships with federal, state and local governments, non-profit groups, and private landowners. Our vision for the Anza Trail is as an international driving route where individuals can visit historic sites and landscapes associated with the Anza Expedition and as a continuous non-motorized recreation trail for hiking, biking, and horseback riding. Partnerships with Mexican organizations are essential to our mission. Across the Anza Trail we tell the story of the Anza Expedition through a variety of mediums that focus on five major themes: 1) commemorate the success of the Anza Expedition and the founding of San Francisco; 2) celebrate the diversity of the Anza Expedition members; 3) highlight the role Native Americans played in the success of the Expedition; 4) detail the consequences of European settlement on Native cultures; 5) detail the consequences of European settlement on the natural environment. An important aspect of the Anza Trail is outreach to traditionally underserved groups and through the Anza story and the use of English and Spanish language materials we reach a diverse audience.

Park/ Superintendent/ Program Manager

Stanley Bond

Site: JUBA

STEWARDSHIP

Improve the condition of park resources and assets.

Complete all cultural resource inventories for designated priority resources.

JUBA will develop a Historic Resources Study based on Anza-related sites along the Anza Trail route. This plan will be used to help partner organizations identify and preserve significant historic sites, cultural landscapes, and other cultural resources in their communities. As well this study will assist JUBA staff in highlighting potential new sites and partners where the Anza story can be told.

The work described currently is supported by OFS and/ or PMIS

Site: JUBA

STEWARDSHIP

Assure that no compelling chapter in the American heritage experience remains untold and that strategically important landscapes are acquired, as authorized by Congress.

Other Park/ Program performance goal(s)

The Anza Expedition was undertaken by Spain to strengthen its defensive position along the Pacific coast and deter Russian and British expansion from the north. The Anza story is one highlight in Spain's settlement of North America. The Anza Expedition members were ethnically very diverse and included Spaniards, criollos, mestizos, mulattos, and Indians. Since Anza recruited families, many of the Expedition members were women and half of the Anza Expedition members were under 16. Their multi-faceted stories allow us to interpret the Anza Expedition in ways that reach out to Latinos, African-Americans, women, and children. Through our focus on the role Native Americans played in the Anza Expedition and consequences they suffered we also will establish a strong outreach program to Native tribes. All of these stories will be told through a variety of media, including wayside exhibits along the recreation trail, exhibits at partner sites, a permanent Anza Expedition exhibit at the Martinez Adobe, a brochure on Afro-Latino contributions to early California history, and a pamphlet about Native perspectives on the Anza Expedition. Where possible materials will be in Spanish and English.

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Site: JUBA

ENVIRONMENT

Engage partners, communities, and visitors in shared environmental stewardship.

Other Park/ Program performance goal(s)

One theme of the Anza story is the consequences to the environment from European settlement. Current and planned exhibits will give Anza Trail visitors a long-term vision of how the landscape along the Anza Trail has changed over time and the consequences of that change. Seeds from invasive plants can be found in hay brought to trailheads by horesback riders. JUBA has been working with PWR-Natural resource staff on a brochure concerning weed-free feed for horses used on NPS and other trails. JUBA will promote the use of weed-free feed through its equestrian partners and through information at trailhead locations.

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Site: JUBA

RECREATION

Encourage collaboration among and assist park and recreation systems at every level—federal, regional, state, local—to help build an outdoor recreation network accessible to all Americans.

Rehabilitate over 2,000 miles of trails within or connected to national parks, including trails accessible to those with disabilities.

It is the goal of JUBA to have a continuous non-motorized multi-use Anza recreation trail from Nogales, Arizona to the San Francisco Bay area. Currently there are about 250 miles of certified trail and approximately 150 additional miles of accessible trails. JUBA will continue to work with its partners to develop and maintain Anza recreation trail segments. Key projects include a Rivers, Trails, and Conservation Assistance award for Anza Trail master planning in Santa Cruz County, AZ; bond funds for trails in Pima County, AZ; and trail planning and development in Marana, AZ, Pinal County, AZ, Maricopa County, AZ, and Yuma County, AZ. In California Anza Trail expansion is planned in Los Angeles County (RTCA and several partners), Ventura County (Santa Monica Mountains Restoration Trust and Santa Monica Mountains NRA), San Luis Obispo County (RTCA, Amigos de Anza, and local government), San Benito County (local government), Santa Clara County (Midpeninsula Regional Open Space District and local government), San Francisco County (Golden Gate NRA, Presidio Trust, and local government), Alameda/Contra Costa Counties (Esat Bay Regional Parks).

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Site: JUBA

RECREATION

- Establish "volun-tourism" excursions to national parks for volunteers to help achieve natural and cultural resource protection goals.
- Increase annual volunteer hours by 100 percent, from 5.2 million hours to 10.4 million hours.

JUBA relies on volunteers for much of our trail development and maintenance, educational outreach, and interpretive programs. This volunteer effort includes such things as interpretation on the Amtrak Coast Stralight route between Santa Barbara and San Luis Obispo, classroom presentations (generally fourth grade), interpreted walks along the Anza Trail, and formal public presentations. JUBA will continue to support partner groups and volunteers that enhance our local programming and recreation trail development through training, supplies, materials, and volunteer recognition.

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Site: JUBA

RECREATION

- Focus national, regional, and local tourism efforts to reach diverse audiences and young people and to attract visitors to lesser-known parks.
- Increase the number of visitors that attend ranger-facilitated programs such as campfire talks, hikes, and school programs.

JUBA currently conducts a number of ranger-facilitated programs each year. Some are annual events, such as Anza Days in Tubac, AZ (Arizona State Parks), Pasados del Presidio in San Francisco, CA (Presidio Trust), National Park Family Day in Fresno, CA (National Park Conservation Association), and Ranch Days in San Jose, CA (County Parks). We also have programs at one-time events and formal presentations at conferences, meetings, classrooms, and for professional organizations. JUBA will continue to support current facilitated programs and explore possibilities for additional program locations.

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Site: JUBA

EDUCATION

Cooperate with educators to provide curriculum materials, high-quality programs, and park-based and online learning.

Other Park/ Program performance goal(s)

JUBA has a five-day on-line curriculum revolving around the Anza Expedition that meets teaching standards for California and Arizona. Trail staff continually update this material. Summer teacher trainings on the use of this curriculum will be held and the curriculum will be featured at teacher-oriented programs.

JUBA will develop traveling trunks for checkout to fourth-grade classes that tell the Anza Expedition story. Trunks will be developed for each county that the Anza Trail passes through. Text material will be in English and Spanish. JUBA partners with the Center for Advanced Technology at the University of Oregon on the Web de Anza. This web site has copies and translations of the Anza Expedition journals, other research material, graphics, and Anza lesson plans developed by many different teachers. JUBA will continue to upgrade materials available on this site.

JUBA staff give and will continue to give Anza Expedition presentations at a variety of settings, including schools and universities.

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Site: JUBA

EDUCATION

Introduce young people and their families to national parks by using exciting media and technology.

Increase the number of web hits through the introduction of advanced, interactive features that attract young people to national parks.

JUBA has developed an interactive virtual tour of the Anza Trail using Google Earth as the tour platform. Web site visitors can download Google Earth and a small Anza Trail file. With this technology a visitor can zoom in and out of locations along the Anza Trail, explore the Anza Trail historic corridor and driving route, locate Anza campsites and other historic sites, access the Anza journals, access information on other historic sites, get directions, and view a 3-D model of Mission Dolores in San Francisco. This program will be updated to add new features and material as time and research permits. JUBA has an Anza Trail Guide posted on its web site that can be accessed by the public. It contains a county by county description of the Anza Trail, recreation trail segment locations, historic site locations and information, historic background on the Anza Expedition, and downloadable period music. This material is being constantly updated as new information and additional recreation trail segments become available.

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Site: JUBA

EDUCATION

Promote life-long learning to connect generations through park experiences.

Enroll an additional two million children in the Junior Ranger program.

JUBA partner the South Coast Railroad Museum has developed and maintains the JUBA Junior Ranger web site. The Junior Ranger site is linked from our NPS web site. Children can go on line, complete an electronic journey on the Anza Trail, and receive a certificate and Junior Ranger badge in the mail. JUBA will continue to promote the Junior Ranger web site at partner locations along the Anza Trail. JUBA staff also provide an opportunity for children to participate in the Junior Ranger program at several Anza Trail-related events. We will continue to staff these events and add new ones when there is an opportunity and appropriate staffing.

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Other Park/ Program performance goal(s)

In 1976 and 2000 the Anza Trail friends group Amigos de Anza held Anza Expedition reenactment rides from Mexico to San Francisco. In 2004 a small reenactment ride sponsored by Anza Trail friends group the Anza Trail Coalition of Arizona was held from Nogales to Tucson. All of these rides were extremely popular with the general public and left lasting impressions in the communities through which they passed. JUBA and its two primary friends groups, the Amigos de Anza and the Anza Trail Coalition of Arizona, will sponsor a new reenactment ride from Mexico to San Francisco in order to promote the Anza Expedition story and support Anza Trail programming.

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Site: JUBA

EDUCATION

Impart to every American a sense of their citizen ownership of their national parks.

Increase visitors' satisfaction, understanding, and appreciation of the parks they visit.

JUBA will place informational kiosk exhibits at Tumacacori Mission NHP, Casa Grande NM, Santa Monica Mountains NRA and Golden Gate NRA, all of which are along the historic Anza Trail route.
JUBA will work in conjunction with John Muir NHS to place a permanent Anza Expedition exhibit in the Martinez Adobe. The adobe is an historic structure and the Martinez family was descended from Anza Expedition members.
JUBA will place a permanent exhibit in the 1906 Nogales Courthouse near the US-Mexican border and at the beginning of the Anza Trail in the US.
JUBA will place informational panel exhibits at Arizona rest stops along the Anza Trail driving route.
JUBA will continue to work with its partners to develop exhibits and distribute brochures and other material along the Anza Trail route. JUBA will work with state and local tourism groups to promote heritage tourism along the Anza Trail.

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Other Park/ Program performance goal(s)

In conjunction with Dr. Emilyn Sheffield JUBA will develop an action plan for outreach to groups that have historically been underserved by the NPS. In this case our outreach will focus on Latinos, African Americans, and Native Americans. JUBA will meet with organizations that represent these groups in order to gain their support for JUBA outreach programs.
JUBA will develop brochures, exhibits, curricula, and other materials related directly to underserved groups. Materials will be in Spanish and English and will be available on the JUBA web site.

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Site: JUBA

PROFESSIONALISM

Be one of the top 10 places to work in America.

Attain the highest employee satisfaction rate of all federal agencies, as measured by Office of Personnel Management surveys.

All JUBA employees will be allowed to attend at least one training, meeting, or conference per year that will enhance their professional abilities and have the potential to advance their career.

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Site: JUBA

PROFESSIONALISM

Model what it means to work in partnership.

Other Park/ Program performance goal(s)

Since the Anza Trail does not own any land we must work in partnership with federal, state, and local governments, non-profit groups, and private landowners to achieve our mission goals. The Anza Trail will continue to develop partnerships through cooperative agreements with these various entities to support and enhance Anza Trail programs and achieve the goals established in our Comprehensive Management Plan and Long-Range Interpretive Plan. Partners will continue to carry out such programs as recreation trail development and maintenance, educational and interpretive programs, and research and publication. Essential to achieving our goals is the development of partnerships with organizations in Mexico. Anza Trail staff will continue to pursue cooperative agreements with the National Institute of Anthropology and History (INAH) and with tourism offices in Sinaloa, Sonora, and Baja, Mexico. New contacts need to be made with universities, historical societies, museums, and other groups in these three Mexican states. Planned projects include research on Anza Expedition members and their lifeways in Mexico, museum and wayside exhibits, driving route development, and publications.

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