

Education and Interpretive Elements





Photo credit: Regional Parks staff

EDUCATION AND INTERPRETIVE ELEMENTS

Introduction

“Interpretation is a communication process, designed to reveal meanings and relationships of our cultural and natural heritage, through involvement with objects, artifacts, landscapes and sites.”

This definition was developed by a Canadian task force in 1976 and is used by many institutions throughout the world, including universities. Interpretive communications is a specific communication strategy that is used to best translate information to diverse audience members - from technical experts to young park visitors. Comprehensive interpretation uses a mix of professional communication principles, which includes: journalism, marketing, psychology, educational theory and presentation, business management, recreation and tourism planning/principles, and media planning/design principles.

Interpretation at Tolay Lake Regional Park balances the need to relay information natural and cultural resources to park visitors, while protecting those same resources. In other words, interpretation strategies need to maximize the Park’s positive impact on visitors by impressing thoughts, feelings, and behaviors while avoiding structures, mechanisms, and activities that might negatively affect the Park’s pre-historic and historic cultural resources, ecology, aesthetic, and values. This goal of this chapter is to give people:

- a connection to place and self,
- excitement at seeing and learning something new,
- relation of past with future,
- to provoke, relate, reveal, and remember.

Purpose and Significance of the Interpretive Master Plan

The Interpretive Master Plan is an element of the Tolay Lake Regional Park Master Plan (Park Master Plan). The Park Master Plan develops a framework to provide outdoor recreation, environmental education, cultural resource protection, and sensitive habitat protection. The Interpretive Master Plan supports that purpose by identifying and prioritizing opportunities to interpret cultural and natural elements of Tolay Lake Regional Park for park visitors.

Tolay Lake and its surrounding landscape symbolize balance and the continuum of human history. For thousands of years, people have gathered here for spiritual and healing purposes. Today, Tolay Lake Regional Park unites cultural, agricultural, ecological, and communal aspects in order to revive the spirit of human gathering and discovery. Its value is reflected in these aspects, and park visitors can better understand these values through education and interpretation.

This chapter helps Park staff focus on overarching themes and on how and where these messages would best be told. The plan aims to guide decisions by identifying challenges and providing solutions to balance interpretation with protection of cultural and natural resources; broaden and deepen our understanding of the audience; and evaluate interpretive media and techniques and identify those that best fit the Park.

Regional Parks’ vision is to:

- Preserve and protect Sonoma County’s most important natural resources and scenic beauty to enhance our quality of life and sustain our county’s ecology and economy;
- Access for all people, across generations and cultures, to experience the wonder of nature through our parks and trails, to engage their hearts and minds and engender a lifelong love of

- parks for physical, psychological, ecological, and spiritual well-being;
- Recreation that inspires personal growth, healthy lifestyles, connection to nature, and sense of community.
- Knowledge through programs that connect visitors and youth, to nature through joyful, hands-on, place-based environmental education experiences.

Tolay Lake Regional Park unites ecological conservation, pre-historic and historic cultural preservation, historic agricultural practices, and the story of human interaction with the land. The park preserves the remaining stories of Native Americans' relationship with the land through the preservation of pre-historic archaeological sites. For thousands of years, Native Americans respected and cherished this land. The ranch and agricultural remnants tell the story of people and land management practices for the past one hundred fifty years; many of those practices continue in the Park today as part of the working ranch. The Park's primary goals are:

- Habitat Restoration and Enhancement
- Cultural Resource Conservation and Protection
- Open Space Preservation and Protection (i.e. protecting values related to aesthetic and ecological resources)
- Ecological, Cultural, and Agricultural Education
- An awe-inspiring destination for passive recreation and public access provided in appreciation of the diverse culture of the region, and made accessible and inviting to people of all ages and abilities

The goals are used to guide development and management of the Park in order to:

- develop and manage the land for enhancement and sustainability of resilient ecological systems;
- focus restoration of Tolay Lake to a more historic condition and riparian restoration throughout the entire watershed to better meet habitat needs for native wildlife;
- protect and preserve sensitive species;
- adaptively manage agricultural and rangeland management practices, and public recreation in a balance that will sustain and protect native wildlife habitat pre-historic, historic, and cultural resources.

Park Values are to return Tolay Lake Regional Park to a place that revives the spirit of human gathering and discovery; a reflection of people as part of the natural world, protecting, restoring and preserving the Tolay Lake Valley for all native wildlife, and in celebration and inspiration of all that it preserves.

Context for Interpretation

Tolay Lake Regional Park is a:

- natural treasure;
- significant pre-historical site;
- place for passive recreation;
- place for outdoor education and scientific research; and
- historic site, which remains in part a working ranch.

The site provides an opportunity to adapt, learn, and expand Regional Parks' existing knowledge pertaining to land management. The Tribe and Regional Parks will collaborate to find new ways to excite and educate the public about the Park's natural



Photo credit: Regional Parks staff

and cultural history. The expected result is that visitors will feel a connection to the land, and hopefully inspire park visitors to become stewards of the land.

Definition

Information, education, and interpretation are interrelated principles within communications. Together, these principles will be used to provide an insightful and gratifying experience at the Park. The definitions of these communication principles are as follows:

- Information
Facts, figures, dates, direction, rules, etc. This is often linked directly to decision-making, i.e., “Where am I? Is this use allowed? Is it too far?”. The information audience usually consists of individuals or small groups, and information is effectively used on signs at park entrances or accessed remotely on the park website. For the purposes of this document, “information” will be confined primarily to complimenting education and interpretation.
- Education
Promote the acquisition of knowledge through learning and instruction. Education is usually structured and undertaken in formal groups to achieve knowledge-based objectives. Many techniques may be applied to education, including interpretation.
- Interpretation
Free-choice learning where knowledge, emotional connection, and behavioral outcomes are objectives. Interpretation is most effective when it is first-hand, and related directly to a site or object. Feeling a sense of place may be linked changes to behavior (e.g. increased empathy for the environment)



Photo credit: Regional Parks staff

Through the communication process, the primary focus of interpretation is on the Park values listed above. Interpretative development will focus on determining which stories best provide the visiting audience with a sense of place. Our intention is to inspire the public to uphold Park values and to journey with us into the future as we protect and restore the Tolay Lake Valley with respect and reverence of its past.

Resources for Interpretation

Park features provide an abundance of interpretive material for Parks staff. This section documents the natural and cultural features that form the interpretive resources for the Park. The interpretive features listed below are intrinsically interrelated. For example, the Coast Miwok and Tolay Lake connect to almost every feature of park interpretation in some way. A guiding principle for interpretation is to highlight these connections in order to tell a holistic and rich story.

Natural Features

- Wildlife Corridors and Habitat Linkages are preserved because thousands of acres of land have been conserved through ownership and easement adjacent to the Park. Habitat and linkages are protected between Petaluma and Sonoma-Napa Marshes, to Cougar Mountain and the greater Mayacamas Mountains region. Almost the entire Tolay Valley Watershed has been protected with the acquisition of the property as a Regional Park.
- Tolay Lake is the dominant water feature of the Park, and was at one time the largest natural lake in Sonoma County. Tolay Lake formed on the valley’s heavy clay soils behind a natural earthen barrier. Floodplain terraces and seasonal streams support open grassland and

riparian woodland habitat, which provide riparian cover and resources for wildlife to forage and breed. The lake and riparian corridor provide cover and sustenance for local wildlife and for migratory birds that travel along the Pacific Flyway.

- Birds are in abundance at the Park. The Park is a birder's paradise, where the golden eagle, white-tailed kite, and burrowing owl are just a tiny fraction of bird species that may be observed. The Park is a haven for raptors - harriers, kites, kestrels, and red-tailed hawks are numerous.
- Serpentine Soils and rocks harbor unique vegetation. These soils are found along slopes primarily in the southwest region of the Park. Due to the soil's low calcium-to-magnesium ratio, serpentine soils create a harsh growing environment for plants. This environment has led to increased specialization of plant species which out-compete many of the exotic grassland species. These serpentine soils produce fantastic wildflower displays in the spring.
- The San Andreas Fault Zone is the junction between two crustal plates in the region. The movement between these two plates has produced the northwest trending ridges and valleys present in Sonoma County during the past millions of years. The Tolay fault runs northwest through the Park, and some sympathetic movement could occur due to its proximity to the active Rogers Creek fault.
- Hydrological impacts of the site's agricultural heritage can be still be seen on the land. The natural hydrological regime that filled Tolay Lake was altered; Tolay Creek was channelized to dry fields for crop production. Tolay Lake itself is a notable remnant of these practices. The natural earthen dam was removed in the mid to late 1800's, and seasonal drainages were turned into irrigation ditches that enter the system below the lake. This was a boon for ranchers because crops grown on the lake did not require irrigation during the summer.
- Upland Ponds are man-made ponds created before the 1970s on Cardoza Creek, near the center of the Park. These ponds provide habitat for a variety of species and clean water for aquatic organisms. Most notably, the ponds provide habitat for the California red-legged frog and the western pond turtle. The California red-legged frog is listed by the U.S. Fish & Wildlife Service as federally threatened, and both the California red-legged frog and the western pond turtle are listed by the California Department of Fish and Wildlife as species of special concern.
- The Petaluma Gap is a geographical expanse between the Pacific Ocean and San Pablo Bay. The physical characteristic of this landform combines with large marine bodies to create a microclimate within the sub-region characterized by robust wind patterns primarily out of the northwest. Vineyards have been prevalent in the Petaluma Gap since the 1880s and the area is now a designated American Viticultural Area.
- Restoration efforts can be viewed throughout the Park along seasonal drainages. Most notably, along the lower three miles of Tolay Creek. This is the location of mitigation for the Caltrans U.S. 101 Marin-Sonoma Narrows HOV Widening Project. Exclusionary fencing protects thousands of newly planted trees. Bio-engineered structures, both in-stream and on creek banks, are used to stabilize the severely eroded stream tributary.
- The Tolay Lake Restoration project focuses on returning the lake to a more natural system that is designed to function closer to its historic condition to benefit native wildlife flora and fauna.
- Panoramic Vistas provide views from many locations on ridgelines in the park. The Bay Area's prominent peaks, bridges, and cities are all on display. The West Ridge provides picturesque views of the Petaluma River Valley.



Cultural Heritage Features

Tolay Lake Regional Park's history provides the public with an incredible opportunity to learn about the history of the region. Within this watershed, there are extensive stories about the human experience: the shift in relationships between people and the land; changes in the region's cultures; and interactions between different cultures within this region. By learning about the Park's rich historical background, the objective would be to inspire Park staff and visitors to protect, preserve, and sustain the cultural resources found within the Park.

- Native Americans have inhabited the region for roughly 8,000 years. The Tolay Lake Valley is within the tribal territory of the Coast Miwok, who lived and prospered for millennia, managing the land to stimulate productive hunting and gathering and creating an economy based on sustainable ecological practices.
- The Coast Miwok social structure was organized by tribes with land-holding units throughout California. Within each tribal territory, there were several semi-permanent villages, with campsites in outlying areas that were used seasonally. Hunting and gathering territory was defended against trespassers; these territories typically contained oak and buckeye trees and populations of fish and game for hunting, fishing, clam digging. Except for these resource-rich territories, land was not considered privately owned.
- Village structures included conical grass-covered family dwellings, and semi-subterranean earth-roofed sweathouse which served as the social and work center for men. Larger villages included a dance house that served as a "secret society" ceremonial center and was made similarly to the sweathouse.
- Societal Structure was led by the Chief who cared for the people, gave advice, and addressed the people daily. Female elders would oversee the organization and equipping of dance-house construction and various ceremonies. This was led by the leader of the woman's ceremonial house.
- Economically, Coast Miwok are described as "collectors" that engaged in hunting and plant gathering. Their complex economy included organizing villages and camps to address the variability in the quantity and seasonal distribution of resources. Special task groups would travel to and reside in different environmental zones throughout various seasons. This strategy provided a varied and plentiful diet. Food was stored for winter, where people would concentrate in the main village.
 - » Acorn was an important part of the Coast Miwok diet. Nuts were roasted and eaten or ground and shaped into cakes to be baked as bread. The acorn nut could be stored for long periods of time. The Coast Miwok animal diet was varied and included deer and crab year-round, seasonal salmon runs, geese in the winter, clams, rabbit, elk, squirrels, birds, and a wide assortment of fish.
 - » Coast Miwok traded clams, clamshells, clam disc beads, and abalone shells. Beads from these shells served as a form of currency. The Coast Miwok would travel to Wappo territory to collect medicinal plants and used clamshell disc beads to purchase obsidian.
- The Alaguai Tribe inhabited the Tolay Lake area at the time of first recorded European contact. Father Jose Altimira was sent out by the California Governor to establish a new mission. Altimira noted his visit to the Tolay Valley on June 27, 1823 with the following entry "... Laguna de Tolay [was] so named after the coast Miwok man who was chief of the tribe from this area."
- Tolay Valley is a place of prayer and reflection for the Coast Miwok. Various locations throughout the valley showcase the mountains that are sacred to Coast Miwok. Mount Diablo is perfectly framed by the south end of the valley when looking out from the east shore of the ancient lakebed. Four mountains, Mount Diablo, Mount Burdell, Mount Tamalpais, and Mount Saint Helena, are all visible from one point on the eastern ridge. Seeing these high points incites feelings of awe and reverence.
- Tolay Lake is the final lake in a chain of lakes from Parson's Meadows above Santa Rosa to San Pablo Bay. Each of these lakes served a specific ceremonial purpose; Tolay Lake was

for holding sicknesses and healing. Over the millennia, Tolay Lake was considered to be a spiritual center that drew Native Americans from across California and from Oregon to Mexico. With the permission of the Alaguali tribe, people received treatment at the lake.

- » It was the responsibility of the Alaguali tribe to invite people from abroad to their territory to participate in ceremonies and healing activities.
- » As a result of doctoring at the Lake, knowledge was shared between invited guest doctors from other areas. Tolay was renowned by many communities in much the same way as the Stanford University Medical Center is renowned for their practice and research in the medical profession today.
- » Charmstones were used by doctors to extract sicknesses from patients and then placed into the lake to contain the sicknesses and keep them from infecting other people. Thousands of charmstones were placed in Tolay Lake by many generations of doctors.
- Living Tribe - In the effort to preserve their ancestral lands, the Tribe has been in full support of the property being acquired as a Regional Park. The Tribe has worked in partnership with Regional Parks providing funding and leadership in development of the Park.
 - » The Tribe has staged active programs during the Fall Festival each year since the property became a Regional Park.
 - » The Tribe monitors all construction and maintenance projects in the Park, which includes overseeing all ground disturbing activities.
 - » A Tribal citizen (and at the time a UC Berkeley post-graduate doctoral student) has conducted several archeological research projects on the property.
 - » The Tribe is working to have artifacts that were removed from the site over the last 150 years returned to them. Artifacts are still in the possession of the Smithsonian Institution and former land owners.
- Future interests and programs that are developed may lead to interpretive opportunities such as:
 - » Ethno-botanical plant gathering and uses
 - » Restoration projects
 - » Ceremonial and celebratory uses
 - » Children's educational programs
- Spanish Missions were established throughout the area beginning in 1776. The Governor advised Father Jose Altimira to establish a new mission at Sonoma. Existing conditions of missions in San Francisco and San Jose were deteriorating along with the health of Native Americans in these facilities. The mission in Sonoma was the last of California's 21 missions, and was established just a few days after Father Jose Altimira visited the Tolay Lake Valley.
- Coast Miwok were rapidly incorporated into the mission system with only a few individuals escaping enforced conversion. From the late 1700s to early 1800's members of the Alaguali tribe were moved into three missions that were closest to Tolay Lake Valley. Those that survived ending up mostly at Mission San Francisco Solano, located in downtown Sonoma.
- Vaqueros translates to cowboy or rancher. In 1833 the Mexican Governor ordered General Mariano G. Vallejo to explore and settle the area, largely to monitor the nearby Russian colony at Fort Ross. Vallejo applied for and received a 44,000-acre land grant, which was increased by 22,000-acres a few years later, making it one of the largest in the state.
- Petaluma originally referred to a Coast Miwok village. General Vallejo borrowed the name and his translation of Petaluma as "Oh Fair Vale" is of doubtful authenticity. Tom Smith, a Miwok elder who was interviewed in the 1930s, said petaluma meant "back" or "flat back" which is an assumed reference to the shape of the hills in the area – particularly, Sonoma Mountain.
- The rancho relied on local tribal labor, many of them former mission residents. They produced products like hides, tallow, blankets, candles, clothes and shoes and managed large herds of cattle, horses, and sheep.
- American Settlers began immigrating to the area in approximately 1840, and received land

- grants that displaced Native Americans and consumed land.
- William Bihler eventually purchased the land around Tolay Lake in the 1860s and began draining the lake for agriculture.
 - Granville P. Swift acquired the Tolay Lake area from Vallejo before 1850. Swift was a trapper and hunter and the great-nephew of trapper Daniel Boone. He also utilized “Indian Vaqueros” to build his ranch and manage the land. Swift was also one of the leaders of the Bear Flag Party in 1846, which was part of Sutter’s campaign that led to the formation of California as a state.
 - Portuguese immigration peaked in the first years of the 20th century and again in the 1960s and 70s. Some of the reasons for immigration were limited space, weak economy, and famine in their country.
 - Many came by way of Hawaii where they worked in the sugar mills until they became discouraged by their poor treatment and low wages. In the late 1800s to early 1900s many left for California.

Agricultural Features

Tolay Lake Regional Park is a “limited” working ranch. Ranching operations are continued at the Park to preserve its agricultural heritage and to manage the vast grasslands.

- In 1865 William Bihler purchased the area that eventually became the 1,737-acre Cardoza Ranch – which is now a Regional Park property. Besides growing crops on the drained lakebed, Bihler had one of the area’s first large-scale vineyard operations, preceding the viticultural boom of the 1880’s.
- James G. Fair acquired the land after Bihler. He amassed his fortune in the Comstock Lode and served as a United States senator. At the ranch, he raised thoroughbred horses and cattle; operated a vineyard producing wines and brandies; and operated the “first continuous brandy distillery on the Pacific Coast.”
- The vineyard was most likely the largest single ownership vineyard in the county at the time.
- Arthur W. Foster purchased the ranch in 1905 and operated it for two decades. Foster was president of the San Francisco North Pacific Railroad and operated the ranch as the Lakeville Stock Farm.
- Foster purchased most of the land between Petaluma and Sonoma Creek and combined the properties into a large landholding unit located along his railroad line.
- Foster planted the eucalyptus trees along Lakeville Road, with hired labor carrying barrels of water to irrigate them.
- Foster, his wife, and their nine children never lived on the ranch; they resided at their home in San Rafael.
- Foster continued manipulating the lake for agricultural practices. The elaborate irrigation and drainage system at the ranch may have been constructed during his time.
- Tolay Lake’s natural barrier was believed to have been dynamited sometime between 1865-1885 by William Bihler, and Tolay Creek was channelized through the lakebed to dry out the lake and prevent its reversion to historical lake conditions.
- Various crops were grown on the lake and the water table was so high that crops did not need additional summer water.
- The Coast Miwok people believe that draining the lake meant all the stored sickness and poison was now spilling as pollutants into the San Pablo Bay. This was a sign that



Photo credit: Regional Parks staff

the world was out of balance and possibly ending.

- Agriculture in the lakebed continued to be practiced until the purchase of Tolay Lake as a Regional Park in 2005.
- What was once a 500 acre-foot lake diminished to approximately 120 acre-feet in approximately 170 years.
- The Cardoza Family were Portuguese farmers and purchased the ranch in 1943. Many of the existing ranch buildings were built in 1940s and 50s by the Cardoza family. The Cardozas continued historical European ranching and agricultural practices.
- Marvin and Rita Cardoza were deeded the majority property interest in 1979, with seven percent deeded to other family members.
- They began to produce pumpkins on the lakebed for their annual pumpkin festival.
- Thousands of people and school children came to the ranch during the festival.
- They converted the granary to a museum and event center for the Pumpkin Festival.

Site Analysis

EXISTING EVENTS & INTERPRETIVE PROGRAMS

- **Healthy Earth, Healthy Bodies** - Nationwide, communities have faced a drastic increase in obesity, especially among children. The increase in obesity is characterized by both poor nutrition and a lack of exercise. Poor lifestyle choices as individuals and communities lead to personal health problems and a strain on public resources. Healthy Earth, Healthy Bodies is an elementary school field trip program run by Sonoma County Regional Parks at Tolay Lake Regional Park, which focuses on connecting students with where their food comes from and showing how that affects both their own health and the health of the environment. Local classroom teachers seek resources for science-based interdisciplinary lessons in the field. While attending Healthy Earth, Healthy Bodies, students learn about farming, stewardship, biology, natural and cultural resources, nutrition, and healthy recreational choices such as hiking and through participating in age-appropriate activities that exceed the California State Science and Health Standards.
- **Acorns to Oaks** - Have you ever touched history? Have you felt your connection to a place deepen as you made beads, wove a basket, or watched a golden eagle soar over land where people stood thousands of years before you? Local classroom teachers struggle with a lack of hands-on cultural programs that truly make history come alive. California students visit Missions, but rarely have opportunities to tangibly experience Native American cultural history. Acorns to Oaks is an elementary school field trip program run by Sonoma County Regional Parks, which engages students with the rich heritage and culture of local Native communities. Students take a half-day hike, explore replicated Coast Miwok houses, learn ethnobotany, and participate in traditional storytelling and crafts. Hands-on activities include bead-making, basket-weaving, and acorn grinding. While attending Acorns to Oaks, students learn about stewardship, biology, natural and cultural resources, and healthy recreational choices such as hiking. They participate in age-appropriate activities that exceed the California State Science, Social Studies and Health Standards. The program has been offered since 2012 at Tolay Lake Regional Park. The demand for Acorns to Oaks has been tremendous; it has sold out every year.
- **Tolay Fall Festival** - The Tolay Fall Festival offers two weeks of old-fashioned, nature-based fun each October at the Park. The public is invited to attend on the weekends and school groups attend throughout the week. The festival is a seasonal celebration that connects visitors with the beauty and history of the Park. Festival activities are low-key, hands-on, and educational by design. Festival activities may include:
 - » Exploring of the “Nighttime Creatures Barn” with its exhibits of native and exotic snakes, birds of prey, tide pool animals, and taxidermized wildlife.

- » Venturing into the “Creepy Crawly Room”, where tarantulas and scorpions glow under black lights.
- » Taking a hayride to a pumpkin patch in the park and find the perfect Halloween pumpkin.
- » Visiting a replica of a Native American village and try farm activities like wool carding and candle dipping.
- » Entering the World-Record Pumpkin-Seed Spitting Contest for a chance to win a year of bragging rights
- » Joining experts for hands-on demonstrations.
- » Participating in gunnysack races or finding your way through a straw maze, and petting barnyard animals.
- » Enjoying food and desserts from local vendors or bringing a picnic to enjoy at the park.

Children attend the Tolay Fall Festival over the five school field trip days that are offered. Students make farm- and environment-themed crafts, learn about local wildlife through live displays in a historic barn, and play old-fashioned games. The special field trip introduces students to the role of agriculture and farming in healthy communities.

The Preferred Interpretive Plan Map is shown in Figure 7-1, Proposed Conceptual Interpretive Plan. This map shows the story fields and themes that were developed based on the Park’s resources. The analysis addresses opportunities for proposed interpretation-related uses of the Park.

OTHER POTENTIAL INTERPRETIVE RESOURCES

- Proposed Visitor Center, located in the Park Complex, provides an opportunity to welcome visitors and give them an overview of the property. Varying degrees of interpretation will provide visitors with the information they need to understand their surroundings, from basic orientation and broad context of the Park, to focused and in-depth interactive displays.
- Trails, existing and proposed, provide the principle means of comprehensive public access to the Park. Much of park trails are multi-use trails, meaning they are designed for hikers, equestrians, and mountain bikes. A wide range of interpretive strategies will be used to inform trail users of their surroundings. They include: interpretive signage, self-guided cultural and nature tours, docents staged at points of interest or seasonal displays, and smartphone story-telling apps.
- Picnic areas are provided in various spots and places within the Park Complex and along trails for informal use by park visitors. Group picnicking facilities, through reservation, will be available at the Park Complex for visitors looking to host a more organized outing.



Photo credit: Regional Parks staff

- Camping, by reservation only, is proposed as a hike-in opportunity near the center of the park and group camping is provided both at the Park Complex and near the upland ponds. Group sites, designed for a certain capacity, will be utilized by school programs and other youth or outdoor groups.
- Proposed recreational activities and organized events may include, but is not limited to: running/race events, bird counts, equestrian trail rides, ranger led boat paddles open water tour (kayak/canoe), camping, overnight stay for school and/or scouting programs, Native American cultural events/celebrations, Tribal interpretive space, and backcountry camping classes.
Tours will include: docent/ranger led hikes and self-guided brochure or smart-phone app led hikes.
- The Tolay Fall Festival now includes wagon rides. Horse-drawn hayrides could be expanded during other Park events or throughout the summer months.
- The Tribe may sponsor events, in coordination with Parks. These events may be open to the public as the Tribe deems appropriate. The Cultural Gathering Area may be used for celebration, interpretation, or other occasions.
- Special events will be limited to the Park Complex and trails.



Photo credit: Regional Parks staff

Audience Evaluation

Capacity Analysis

In order to preserve open space, wildlife, and cultural resources, built facilities are concentrated at the Park Complex. New building footprints are minimized and are located in areas that are already developed.

Trails are designed to use existing ranch roads on stable alignments, when feasible. New trail alignments are limited to the shortest distance required to navigate the property and various points of interest, which includes locations with panoramic views. Trail alignments are designed to stay outside fenced restoration zones in order to minimize human disturbance in riparian zones.

Tolay Lake is, in large part, protected from human interaction. The existing causeway trail, the boardwalk from the causeway trail, and the existing access at the southern end of the lake will continue to provide visitors with views and interaction at the lake, but the north end and the east side of the lake have been preserved for traditional cultural practices and wildlife, with no public access provided.

Picnicking facilities will be focused around the Park Complex. Both single tables for informal uses, and group facilities by reservation, will be available for more formal visitor events. The most intense picnic footprint is located at the Park Complex. Informal picnic table sites are made available at a handful of areas throughout the Park. Tables will be located at points of interest, providing areas to enjoy a hike-in picnic while capturing a bit of solitude with stunning views.

There are two group campsites in the Park: one in the Park Complex and one near the upland ponds. In part, these group campsites were designed to support school groups. There will be two single-family hike-in camp sites. The sights, sounds, wildlife, night sky, sunsets, and sunrises at these campsites help park visitors feel a sense of place within the region.

Audience

Tolay Lake Regional Park is located approximately five miles southeast of the City of Petaluma, within 30 minutes of Santa Rosa and Sonoma Valley, and within 60 minutes of approximately 1.2 million residents in the adjacent counties of Marin, Napa, and Solano. Sonoma County has become a popular destination for millions of travelers outside of the region. Tax revenue from tourism within the County is nearly \$150 million per year and the city of Petaluma reports approximately 10% of those tax receipts.

The Tolay Lake Ranch property has been operating as a Regional Park through the approved Day-Use Permit Program since 2009. The approved Tolay Lake Regional Park Interim Access Plan 2008, as outlined, allows weekend access to the Park's approximately 4,500 permit holders. The Park now is of interest to birders, equestrians, and hikers. School and non-school programs at the Park attended by residents from Sonoma County and surrounding areas include:

- Healthy Earth, Healthy Bodies offered since 2009 with an estimated annual attendance of 2,200 participants;
- Acorns to Oaks Program offered since 2012 with an estimated 2,500 students attending annually.
- Tolay Fall Festival has been operating since 2006, with approximately 6,500 school children and another 12,000 members of the visiting public attending annually.

The Park will continue to provide place-based and culturally sensitive interpretive educational opportunities for school children and the greater visiting public. The Park's pre-historic resources and the stories they preserve are of regional and state importance. The beauty of the Tolay Lake Valley and panoramic views of the region from the Park will inspire more users once the Park is fully open. Passive and active recreational users like bird enthusiasts, equestrians, mountain bikers, and make up the bulk of the Park visitors. The Park will provide an opportunity for educational interpretive events, activity-based events, and visitor celebrations.

ACTIVITIES PROVIDED IN THE PARK

- Passive Recreation - people coming to seek out experiences based on their needs and interests:
 - » Static use – e.g., birders, artists, fishers, etc.
 - » Active use – e.g., hikers, backpackers, equestrians, mountain bikers, etc.
 - » Educational interest – e.g., local community, tourists, etc.
 - » Celebration – e.g., Tribal citizens, families, tour groups, etc.
 - » Casual curious – e.g., opportunistic travelers
 - » Pursuits of Traditional Practices
 - » Tribal citizens
 - » Education and skills development – generally group events
 - » School groups
 - » Scouting groups
 - » Natural resource management groups
 - » Research
 - » Equestrian outings
 - » Services on Site
 - » Staff
 - » Volunteers
 - » Volunteer Docents
 - » Park Experience

- » Solitude
- » Share with family and friends
- » Organized groups – tours, classroom, scout troops, etc.
- » Subject experts - ranger/subject expert led tours/events (ig. nature hike, bird study, wildflower study, open water boat paddle)
- » Group camping
- » Single family hike-in camping

VISITOR PROFILE

The existing resource descriptions, along with interest of existing Park visitors, school programs, and out of region visitors provide ideas on potential Park visitors.

- **Drive By**
The Park entrance is on Cannon Lane off of Lakeville Highway, a route used by thousands to and from the area. Park signage near the intersection of Cannon Lane and Lakeville Highway will generate use by visitors that are curious about the Park. Travelers from out of the area may visit as a place to get out and stretch or people in need of a place to picnic during travel.
- **Family Outings**
This group is most likely to visit during school breaks and weekends. They will be interested in the array of recreation and interpretive opportunities.
- **Tribal Citizen visitors**
Both as individuals and/or as a part of organized celebration for ceremonial or traditional cultural Tribal use or event.
- **School Groups**
These groups expect a level of interpretation that is educational, experiential, and focused. Users' focus in the Park now is K-12, which most likely will remain the dominant focus. The Park provides opportunity for school groups of all ages and interests. A variety of interpretive elements focused on both younger and older students should be considered.
- **English as a Second Language**
Hispanic population in Sonoma County in 2013, per the U.S. Census data, consisted of approximately 26% of the County's population. Interpretive programs, graphic, and audio components should be developed with Spanish language speakers in mind. Companion guides, audio programs, and other supplemental materials should provide Spanish language options.
- **Visitors Seeking Solitude**
The 3,400-acre Park provides opportunity for users to find solitude and space seeking a workout or just a great place to sit and enjoy birds, wildlife, or the view.
- **Campers for Hike-in Overnight Stays**
The two sites near the center of the Park provide an opportunity for families seeking a backpacking outing with young children or beginners to this type of outing.
- **Group Campers for Overnight Stay**
These users are more likely to be school groups or scouting groups with some focus on experiential learning. Other use groups could include equestrian groups, research groups, outdoor/restoration related conference/trainings, etc.



Photo credit: Regional Parks staff

Thematic Structure

Main goals, themes, messages, interpretive communication objectives, and storylines are the key elements that drive the development of the Interpretive Master Plan. This chapter addresses questions like, “What is the most important idea to be passed on to visitors?” and “How to organize all themes around a central idea?” To answer these questions, it is necessary to create a clear communication style.

Often, emotional connections and experiences are most memorable. The interaction of emotion, intellect, and action constitute our human experience. A high quality, interpretive experience provides these connections in a way that offers visitors a special, personal and lasting experience – a unique memory.

In developing interpretive programs, elements, and stories, consideration should be given to different methods of learning as well as behavioral and emotional outcomes. Behavioral and emotional objectives are critical tools in providing a meaningful and memorable Park experience. The interpretive program should be developed in tandem with a way to measure the target audience’s ability meet the interpretation objectives.

Guidelines

The following foundational guidelines were crafted using input from multiple sources to guide the development of interpretive themes and elements at Tolay Lake Regional Park, and will serve as guiding principles for the goals outlined in chapter 2.

Goal 1: All interpretation emphasizes connections, balance, and historic relationships between natural uses and cultures at Tolay Lake.

Goal 2: Interpretation focuses on the past, present, and future of Tolay Lake, natural systems, habitats, Native Americans, and ranching/agriculture.

Goal 3: Using a layered approach, interpretation offers a multi-sensory and interactive visitor experience, allowing for varying degrees of discovery and learning.

Goal 4: Interpretation is in step with developing technologies, encourages reflection and deeper understanding, and has a light impact on the land.

Goal 5: Stories pertaining to Native American culture and heritage will be developed for public education in collaboration with Federated Indians of Graton Rancheria (FIGR) and with respect to the sacred quality of the landscape, and the site’s cultural resources, and rich heritage of oral traditions. Traditional Coast Miwok language should be featured in exhibits.

Goal 6: Exhibits/installations that change based on education goals, societal need, and interest ensure that visitors always find new things to explore at Tolay Lake.

Goal 7: All interpretive content will be developed to deepen visitors’ personal and emotional connections to Tolay Lake, thereby cultivating public stewardship.

Goal 8: Through educational efforts, programs, and partnerships, Tolay Lake will strive to raise awareness, improve knowledge and encourage responsible actions and behaviors while focusing on natural and cultural history.

Goal 9: Interpretive kiosks, museum exhibits, signage, programming, and other interpretive features will be universally accessible (ADA) per the 2015 California State Parks Accessibility Guidelines.

Themes, Messages, and Stories

- The Theme is the central and most important idea for any site and its interpretation.
- Subthemes are used to organize complex stories under the umbrella of the larger theme.
- Messages are the summarizing statements forming the basis for the objectives we're trying to achieve with our interpretive audience.
- Stories should be the fun stuff. Stories contain the content that helps visitors to form a relationship to the Park.

HOW THEMES, MESSAGES AND STORIES ARE USED

A list of themes and sub-themes for the Park are included below. The Story Fields and Theme Locations Map (Figure 7-1) help correspond the themes with an appropriate location, or backdrop. There are several ways to organize themes, messages, stories, and types of media used.

- Introductory programs are those that provide an overview of the Park its values and goals. A broad and more general view of as many of the Park themes that can be practically shared should be included. Types of interpretive programs could be visitor center exhibits, site tours, outreach programs, and publications.
- Specialized programs focus on a specific theme. The sub-themes should be used as a supplemental message to provide a rich story. A docent-led tour of the Lake may focus on birds that inhabit the lake, with sub-themes that highlight the Lake's cultural value to the Coast Miwok and the living Tribe, and how hydrological manipulation has changed the Lake.
- Interpretive panels should focus on subjects that require very little text. No more than a couple of stories to highlight the theme for a single panel should be used. The theme should be easily determined by the audience.
- Film, audio tours, brochures and self-guided tours can be varied in depth of detail. A single theme should be the focus, with subthemes providing stories to enrich and elaborate on each subject.
- Some forms of interpretation may be better suited to specific themes and subjects. Explore options and types of interpretation and work to determine the best form for programming.

INTERPRETIVE THEMES

The following collection of interpretive themes was developed by focusing on the site's natural and cultural assets, many of which have been documented in previous studies. This includes the 2008 Cultural Resources Study completed by LSA, the 2009 Biological Resources Study completed by LSA, the 2012 Historic Structures Report completed by Architectural Resources Group, and the 2014 Cultural Landscape Inventory completed by MIG. Stakeholder meetings and public outreach associated with the Park Master Plan also provided a forum for information gathering.

Most information about local Native American culture and history is not documented in reports. Therefore, it is imperative that interpretation of native culture be done in consultation with the FIGR to determine which stories are appropriate to tell, and what style of interpretation best reflects the FIGR's vision for public education at Tolay Lake.

OVERARCHING THEME

Tolay Lake and its surrounding landscape symbolize a continuum of human history and a theme of balance. For thousands of years, people have gathered here for spiritual and healing purposes; today, visitors can connect with the sense of place created by the Park's rich history. The natural, cultural, and agricultural histories are unified in this iconic landscape, and this is a legacy that must be cherished and protected.

SUBJECT SPECIFIC THEMES

Regional Overview

Tolay Lake Regional Park is part of the Sonoma County Parks and Recreation system, and contributes to important natural and cultural systems in the region.

Sample sub-topics:

- Overarching introduction to Sonoma County.
- Context within the Sonoma County Parks and Recreation system.
- Introduction to Native Americans - Coast Miwok people

Property Overview

Welcome to Tolay Lake. This landscape possesses rich layers of history and distinctive natural resources.

Sample sub-topics:

- Overarching introduction of Tolay Lake's cultural history & timeline of human activity (Native American history through 20th century agricultural uses).
- Overarching introduction of outstanding natural resources in the park, and description of Tolay Lake's dramatic seasonal changes.
- Message emphasizing sacred quality of the landscape and respect for cultural resources and tribal beliefs.
- Overarching story of California history focusing on immigration, ranching, and agricultural history.
- Orientation to the park – maps, where to find interpretive locations, rules and regulations, invitation to experience all Tolay Lake has to offer including the pursuit of health, recreation, and connection to our past.

Native Americans

Tolay Lake reflects millennia of regional Native American history. Ancient cultural beliefs and a unique archaeological record make this site a sacred place. In spite of tremendous hardship and loss of culture, many of California's indigenous tribes have survived. Today, the Federated Indians of Graton Rancheria continue to honor their cultural traditions here.

Sample sub-topics:

History and Values

- Warning about federal and state protection of archaeological sites, and the legal consequences of vandalizing or looting.
- Description of the types of archaeological sites and artifacts found.
- Discussion of how some Tolay Lake artifacts are at The Smithsonian Institution today; how the artifacts got there, and how the FIGR is working to get them returned.
- Overview of how site was used during the pre-contact era – seasonal use, settlements, ceremonies, hunting, and gathering.
- Description of prehistoric relationships between indigenous residents of the area and food sources (hunting animals and harvesting plants).
- Description of early native communities, chronologies, and introduction to FIGR community.
- Description of cultural significance of Tolay Lake to FIGR and, if appropriate, descriptions of past and present cultural activities performed there.
- Present overview of California history for Native Americans in the region including disease, loss of ancestral lands, missionaries, and cultural revival.

Ethnobotany

- FIGR continues to use this area for traditional cultural ceremonies, gathering plants, etc.
- Ethnobotanical description of plant types used for cultural and medicinal purposes by the tribal community, and use of seasonal burning techniques to encourage desired plant growth.
- FIGR Traditional Environmental Knowledge and western science – exploring different ways of understanding the natural world.

Vaqueros

Lieutenant Mariano G. Vallejo was the first non-native person to settle the Tolay Lake area. His Rancho Petaluma operation relied on Native American labor to produce hides and tallow, agricultural products, blankets, candles, and shoes. The Tolay Lake margins and foothills likely served as rangeland for his herds of cattle, horses, and sheep.

Sample sub-topics:

- Introduce the first European settlement of the area including Vallejo and how the establishment of the nearby Mission San Francisco Solano affected the native people and the landscape.
- Provide context for this era from a regional, state and international perspective, including how the Native Americans were affected by European settlement, the influence of the establishment of Catholic missions, and the conflict between Spain and Mexico and then the U.S. in gaining control over this part of the country.
- Overview of how site was used during early contact era – seasonally, settlements, agriculture, hunting and gathering.

Early Ranching/Farming

Nineteenth-century agricultural practices transformed Tolay Lake and helped define the current character of Sonoma County.

Sample sub-topics:

- Introduce early ranchers and farming families that operated out of Tolay Lake including Bihler, Fair, Foster, and North Bay Farms Company.
- Contextualize settlement of the area by Euro-American residents in broader state and county history.
- Overview of how site was used during early agriculture/ranching era – types of crops grown/ animals raised, scale of operations, type of built features constructed, machinery used, effect of ranching on the land, etc.
- Effects of historic ranching/farming on the land – draining lake for fields, ranching effects on grasslands - tie into how uses affect character of landscape (compare with Native American burning of grasslands for food and materials).

Portuguese Ranchers/Farmers

The Cardoza Family left a lasting agricultural legacy at Tolay Lake.

Sample sub-topics:

- Introduce the Cardoza Ranch family and their dairy and livestock operations.
- Contextualize arrival of Portuguese immigrant families in Sonoma County and their contributions to the region.
- Describe Cardoza family's creation of an on-site museum for Native American artifacts and historic agricultural implements – early interpretive efforts, how awareness of site's prehistoric cultural resources and treatment of those resources has changed over time (tie into information about artifacts at The Smithsonian Institution and how the FIGR is working to get artifacts returned).

- Overview of how site was used during later agriculture/ranching era (1940- 1950s) – types of crops grown/animals raised, scale of operations, type of built features constructed, machinery used, effect of ranching on the land (informed with interviews with living Cardoza family members).

Current Agricultural Uses

The site still employs grazing and other agricultural practices as land management tools, providing opportunities for agricultural and natural resource education and community involvement through an integrated, interdisciplinary, multi-agency approach.

Sample sub-topics:

- Describe current agricultural practices and reasons why these crops/animals (cattle, viticulture, food crops) are being used – examples include land management and historic uses.
- Connecting people with the food they eat and the land on which it grows – how factors such as culture, climate, soil composition, and water source affect which crops are grown locally.
- Opportunities for hands-on learning, growing, and eating, as well as partnerships with local farmers and schools.

Tolay Lake

For thousands of years, Tolay Lake has been revered as a place for health, healing, spiritual renewal, and agricultural production.

Sample sub-topics:

- Describe importance of Tolay Lake to Native American culture and practices – for example, healing ceremonies that were performed at Tolay Lake (based on oral history).
- Infuse poetic reflections / quotes about health, healing, and water as a source of life into the area.
- Describe era when lake was drained for agricultural purposes and the distress that this caused for local Native American tribes; contrast perspectives between cultures about Tolay Lake.
- Contextual information about Tolay Lake in relationship to site and region's hydrological system and features (Tolay Creek, San Pablo Bay, springs, manmade ponds).
- Description of lake restoration efforts today and how that will alter site's hydrological system (and how those efforts reflect our current perspective about Tolay Lake).
- Upper and Lower Ponds – history, purpose, and current functionality.
- Duck pond and waste water system – what is it, and how it works. Associated with former hunting blinds and a well, this feature is related to the historic hunting use on site. The Duck Pond no longer retains water after the area was modified for farming, but its berm and the pond footprint are still visible.

Climate Change and Local Effects

Climate change has changed Tolay Lake's landscape and ecosystems, and will continue to contribute to future changes.

Sample sub-topics:

- Discussion of climate change and its potential effect on the region and site – potential for future flooding in the region (but not within site) with predicted sea level rise, weather pattern changes, droughts, and wildfires.
- Dynamic overview of climate change in action at Tolay Lake with past, present, and future conditions, as well as human adaptation – how the region and site has been affected by changes in global climate over centuries and millennia.

Geology/Geomorphology

The region surrounding Tolay Lake has a fascinating geomorphologic history and unique geologic features that are evident in today's landscape.

Sample sub-topics:

- The Tolay fault – where it is and how it relates/reacts to the lateral-shifting San Andreas Fault and corresponding Pacific and North American plates.
- The Petaluma Formation, Sonoma Volcanics and Franciscan Complex – what they are, what historic era they date from and what types of habitat they foster.
- Serpentine soils and their contribution to the evolution of rare plants around the site, including identifying the rare plants that grow there.

Natural Habitat

From native grasslands to seasonal wetlands, the natural environment of Tolay Lake is constantly changing and is home to diverse plant species and wildlife.

Sample sub-topics:

- Overview of Tolay Lake and Tolay Creek's seasonal patterns of wet and dry (Mediterranean climate) including explanation about why Tolay Lake is not a lake, but a wetland.
- Description of types of diverse natural vegetation and the types of wildlife that thrive/can be found in these habitat types at Tolay Lake. Habitats include fresh water springs, marsh/wetland, riparian, serpentine ecosystem, Bay oak woodland, and Bay ecosystem (see more specific information under Restoration/Preservation Efforts).
- Ethnobotanical description of plant types used for cultural and medicinal purposes by tribal community and use of seasonal burning techniques to encourage desired plant growth.
- Description of cultural vegetation in the park, i.e., historic eucalyptus windbreaks, non-native grasslands, and how agricultural techniques have impacted native vegetation and contributed to non-native plant species.
- Tolay Lake supports an incredible number of bird species, including two state protected species, three species of special concern, and serves as nesting grounds for many native birds. Overview of significant bird diversity and Pacific Flyway migration routes – what bird species are here seasonally and what bird species are present year-round. Weave in activity focused on identifying common and rare species by season. Description of protected and special concern species and their habitat needs.

Restoration/Preservation Efforts

Tolay Lake has long been home to a diverse range of plant and wildlife. Fragile or rare habitats and resources are in need of restoration and protection. Thanks to ongoing efforts, Tolay Lake can serve as a place where these endangered habitats and resources remain.

Sample sub-topics:

- Highlight lake and habitat restoration efforts, including: riparian areas, marsh/wetland, Bay oak woodland.
- Highlight preservation efforts of the cultural landscape and historic features, including: historic buildings and structures (bridges), historic roads, agricultural ditches, eucalyptus allee, etc.
- Highlight what the future holds for Tolay Lake – the need to achieve balance and engineer thoughtful solutions with variants such as climate change, adaptation, economics, preservation and stewardship
- Overview of restoration efforts underway today to improve wildlife habitats. Special feature on threatened-species: the California Red-Legged Frog. Special feature on endangered species of butterflies: Callippe Silverspot Butterfly and Myrtle's Silverspot Butterfly and diet of violets and wildflowers.

Crash Site Memorial

A U.S. Air Force transport plane crashed along what is now the boundary between the Tolay Lake Regional Park and the Roche Winery on May 4, 1970, killing 13 of the 14 personnel aboard.

Sample sub-topics:

- Tell the story of the rescue and recovery of the sole survivor.
- Highlight the site of the crash as a place of remembrance.



Challenges and Strategies

Planning Approach

The various stakeholders, users, and user interests presents a challenge in managing the Park. Regional Parks has a responsibility to Park visitors and stakeholders that are essential to preserve and maintain the Park's natural and cultural resources. Regional Parks' collaboration with partners should be viewed as an opportunity to enhance the visitor experience. Stakeholders' perspectives may enrich stories shared with visitors.

The Tribe's unique perspective is a valued opportunity to enhance visitor experience and to allow visitors to appreciate the value of Tolay Lake Regional Park. The Land Trust as former land owners and managers of the large Tolay Creek Riparian Enhancement Project have their own unique perspectives that should be shared. The Sonoma County Agricultural Preservation and Open Space District and as Conservation Easement holders helps to maintain Park values and present interpretive subject opportunities. The Coastal Conservancy and California Department Fish and Wildlife also have a vested interest, particularly in lake restoration.

The graphic below highlights the relationships of Park users with many possible opportunities to interact in a variety of ways. It is important to identify potential conflict to best mitigate so that the interaction of users and visitor experiences are positive.



Challenges

ENHANCE TOLAY LAKE REGIONAL PARK OPERATIONS:

- Develop operational approaches that underscore collaboration across disciplines and organizations.
- Support Park Staff, Tribal Staff, docent volunteers, and subject experts by encouraging meeting regularly to support the collaborative effort.
- Support Park staff and volunteers by providing trainings on docent-led tours and how to share with the public the many Park stories.
- Form partnerships with community groups and organizations that can provide interpretive and messaging support.

REDUCE ON-SITE USER CONFLICTS

The Tolay Regional Park Master Plan and Resource Management Plan have been developed in acknowledgment of the possible conflicting interests. Section 3, Audience Evaluation of this document describes the approaches taken in developing the Master Plan. In programming interpretive activities and events scheduling should include consideration of common visitor uses, biotic resource season, and ranching seasons working to minimize potential conflict. Adaptive management should be a prominent tool used, understanding that as stewards of the Park we learn from past experience and should boldly shift strategy to better provide protection of resources and service to Park visitors.

ADDRESS SOCIO-ECONOMIC AND LANGUAGE BARRIERS

The points developed below are in recognition of and support the ongoing effort to provide recreational and interpretive opportunities for the diverse population and communities that make up the County. Park visitors have a varied background in terms of family income level, ethnic identify, and language spoken. Currently, 50% of school groups that attend field trips at the Park receive scholarships due to the high percentage of students that receive free or reduced-cost lunches. The school groups and youth that visit the park reflect the increasing diversity of Sonoma County residents.

- Provide opportunities for lower income participation in diverse activities.
- Develop affordable, group event, overnight stay opportunities.
- Reach out to a diversity of community leaders.
- Develop strategies to reach out to Hispanic communities in program development.

PROVIDE ACCESSIBLE FACILITIES AND INTERPRETIVE PROGRAMS

- Provide a range of recreational and interpretive opportunities for users of varying cognitive and physical abilities. Examples include incorporating braille on interpretive signs, providing headphones to play pre-recorded tours in various languages, and having tour staff with sign language capabilities.
- Develop programs to adapt to specific user needs.

BROADEN APPEAL

- Increase exposure and message
- Work to attract new audiences
- Develop activities and programs that are coupled with real learning for an intentional special experience
- Appeal to a niche that is unique from surrounding offerings
- Recognize limitations inherent at Tolay Lake Regional Park, and therefore cannot adapt and appeal to everyone

AESTHETICALLY AND ENVIRONMENTALLY SENSITIVE DESIGN

Interpretive facilities should be designed to pay respect to the natural beauty and scenic quality of the Park. New buildings, picnic areas, signs, and built features should be designed to enhance the natural beauty and/or historical significance of the Park. They should blend in and help communicate the Park's history and values through architecture. For example, environmentally sustainable design would reflect one of the Park's values..

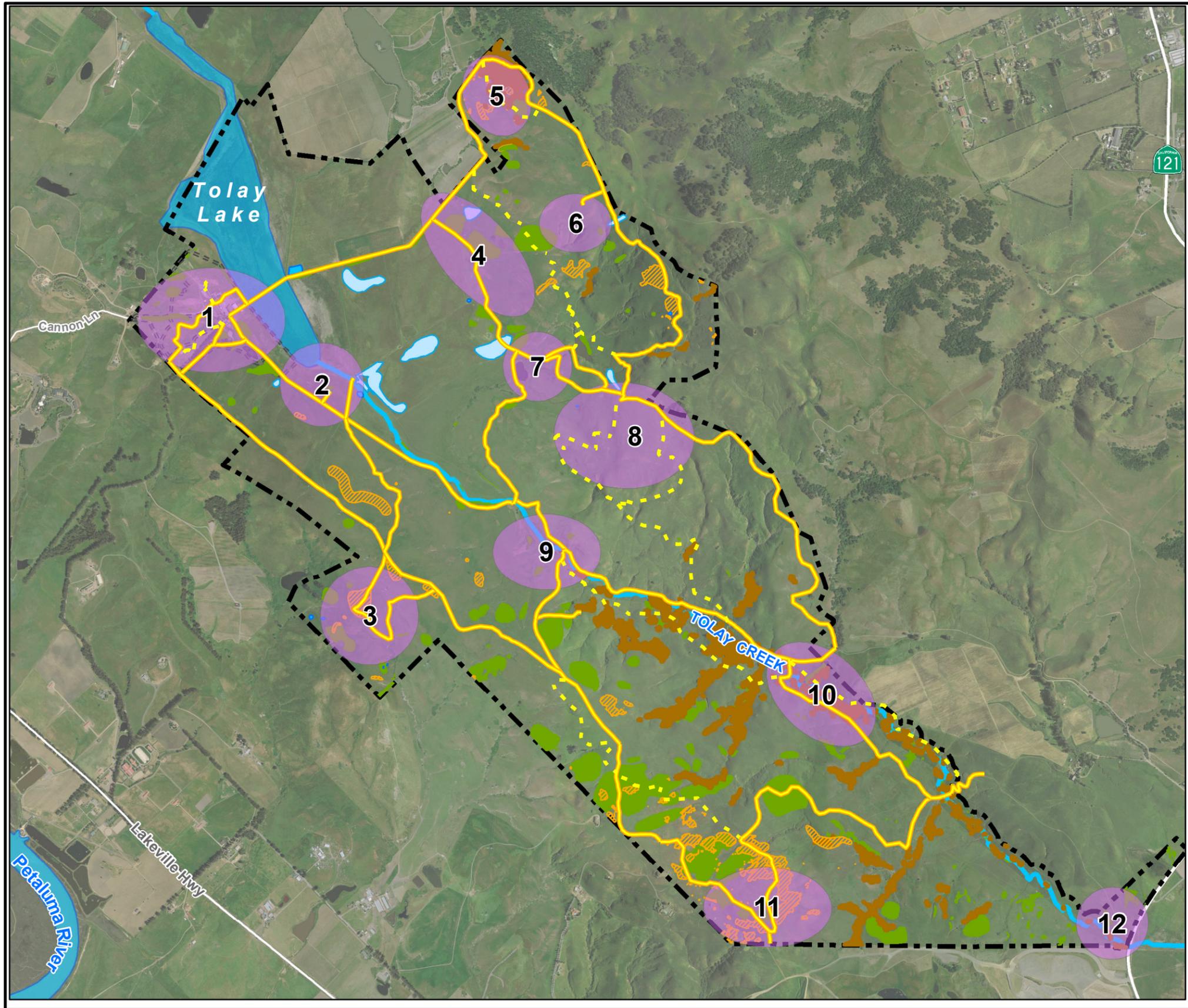
OPERATION AND MANAGEMENT

The Park features complex experiences with new programs that result in frequent and intensive use. Staff, volunteers, and operation and management density requirements will be adjusted to manage events, overnight facilities, and programs. Possible additional staff and operational requirements include:

- Managing and maintaining staff at the Visitor Center
 - » Managing and maintaining staff for overnight stay facilities.
 - » Staffing additional knowledge-based natural and/or cultural resource staff at the Park
- Park Complex
 - » Increased staffing for operation of retail services at the Visitor Center.
 - » Have expert staff or volunteer docent lead tours near sensitive biotic resources.
 - » Provide adequate and competent staff to monitor both natural and cultural resources, oversee preservation efforts, and continue to develop strategies for adaptive land management
 - » Increase management staff to oversee volunteers working at the Park



Photo credit: Regional Parks staff



STORY FIELDS AND THEMES

- 1 - RANCH / VISITOR CENTER**
 - Regional Overview
 - Site Overview (from turnout near entry gate)
 - Native American Comprehensive Story of Tolay Valley
 - Vaqueros story
 - Portuguese farmers story
 - Present agricultural use
 - Duck pond and wastewater system
- 2 - LAKE VISTA**
 - Native American significance
 - history & values
 - ethnobotanical uses - Living Tribe
 - Story of the Lake
 - Hydrology
 - Birds
 - Ecosystem of native flora / fauna
- 3 - PETALUMA MARSH**
 - Natural habitat - marsh/wetland
 - Restoration - marsh/wetland
 - Climate change and local effects
 - Native American prehistoric tribal values
 - Lakeville town story
 - Geology / geomorphology
- 4 - AGRICULTURE**
 - Restoration - ag ditching and diking
 - Native American significance - land changes
 - ethnobotanical uses - Living Tribe
 - Ranchers story
 - Vaqueros story
- 5 - OAK WOODLANDS**
 - Native American significance
 - history and values
 - ethnobotanical uses - Living Tribe
 - Ranchers story
 - Restoration - Bay oak woodland
- 6 - EAST RIDGE VIEW POINT**
 - Views
 - Native American surrounding community
 - Regional overview
 - Site overview
 - Geology / geomorphology
- 7 - CENTRAL PONDS**
 - Natural habitat - fresh water springs
 - Native American changes through time
 - Historical route
 - Birds
 - Fishing destination
- 8 - MIDDLE REACH**
 - Views
 - Native American land management
 - Crash site memorial
- 9 - HISTORICAL ROUTE**
 - Historical route
 - Natural habitat - riparian
 - Restoration - creek riparian areas
- 10 - TOLAY CREEK**
 - Historical route
 - Natural habitat / Restoration
 - riparian, Bay oak woodland
- 11 - BAYVIEW POINT**
 - Native American regional tribe land uses
- 12 - SOUTH ENTRANCE**
 - Native American overview of story
 - history of Living Tribe

POTENTIAL MEDIA TYPES

- | | |
|---|---|
| <ul style="list-style-type: none"> Trail maps or site maps Interior interpretive signage / displays Laminated story books Use of #hashtags on social media sites Embedded and/or etched interpretive elements Artifact display Static or multi-media dioramas Soundscapes Film and theatre space | <ul style="list-style-type: none"> Audio tours Place-based, cutting-edge art installations Farm to table educational program Horse drawn cart tours Kiosks Roving bird blind Authentic Ranger Led Boat Paddle Smart-phone storytelling app Restoration and demonstration areas |
|---|---|

- | | |
|---|--------------------------------|
| Hiking Only Trail | Woodlands |
| Multi Use Trail | Sensitive Biological Resources |
| Upland Grasslands and Wildflower Fields | Water Feature / Wetland |



Sources: Esri Digital Basemap, Sonoma County Regional Parks



Figure 7-1
Proposed Conceptual Interpretive Plan

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