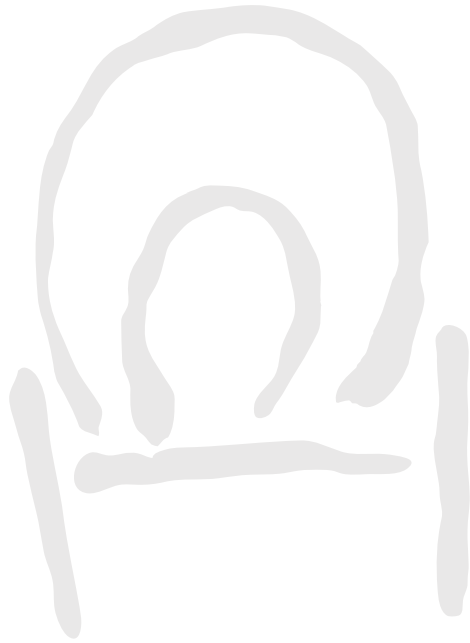




2015 CALIFORNIA TRAIL INTERPRETIVE PLAN:
Continuing the Journey
California Trail Interpretive Center



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STAKEHOLDERS/ STORYKEEPERS

With much enthusiasm and support for celebrating the success of the California Trail Interpretive Center, twenty-nine stakeholders—the Trail’s “storykeepers” from sixteen agencies—met to share knowledge and insights about the Center with the aim of contributing to its future growth and sustainability.

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Interpretive Plan prepared by Noble Erickson Inc
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PLANNING PROCESS

The *2015 California Trail Interpretive Plan: Continuing the Journey* is designed to serve as a friend-raising and fundraising tool for the California Trail Interpretive Center (CTIC). This Plan's fundamental purpose is to provide strategies to re-engage partners, re-energize the visitor experience, and sustain the Center's relevance into the future.

A two-day interpretive workshop, held in August 2014, brought together local and regional Stakeholders to determine **What's working? What's not working?** at the California Trail Interpretive Center.

On day one, participants broke into five groups representing five audience/visitor types—4th Graders, Teens/Young Adults, International Travelers, Cultural Heritage Travelers, and Parents—to tour the CTIC Plaza, Encampments, and Exhibits and evaluate the experience from their groups unique perspective.*

Each groups' assessment of **What's working? What's not working?** led to acknowledgment about the high quality of the current visitor experience and insight into how to enhance that experience for specific groups.

On the second day of the workshop, stakeholders focused on identifying interpretive themes/stories* that were not currently being addressed at the CTIC and had the greatest potential for engaging existing and new audience groups.

*See Appendix for meeting notes.

PREVIOUS PLANNING EFFORTS

To chart a path forward, it is important to assess the success of the California Trail Interpretive Center by understanding its foundational purpose, significance, mission, and goals.

The Interpretive Plan: California National Historic Trail Interpretive Center, created by the Bureau of Land Management, was completed in May 2002. This document guided the development of themes and interpretive exhibits, and positioned the Trail Center to become a western cultural and educational attraction:

Purpose of Interpretation (2002)

- Enable all people to envision and experience, in a coherent and convenient way, the heritage and impacts of the western overland migration.
- Encourage preservation of its history and physical remains.

Significance (2002)

- It is one of the major highways of the 19th century, which provided a 2,400 mile path for emigrants to the West (multiple routes and cutoffs total 5,839 miles across country). The resulting settlement by emigrants significantly contributed to changes in people, cultures, and landscapes.
- One of the largest overland migrations in American

westward expansion used the trail, fueled by the California gold rush.

- The route, followed earlier by Native Americans and western explorers and travelers, provided a foundation for American transportation and communication systems west of the Mississippi River.

Mission (2002)

The California Trail Center interprets the California Trail experience, its related themes, and provides educational and cultural enrichment to the general public.

Goals (2002)

Through interpretation the Trail Center will:

- Contribute to the appreciation and preservation of historic and cultural sites.
- Forge strong community partnerships.
- Enhance sustainable tourism in the region.

PURPOSE OF THE 2015 INTERPRETIVE PLAN

Building on the success of the CTIC, the *2015 California Trail Interpretive Plan: Continuing the Journey*, is designed as a course of action to guide the future interpretive exhibits, programs, and events.

The knowledge, insights, and ideas shared by the CTIC staff and interns in conjunction with that of engaged stakeholders form the strategic considerations of this *2015 California Trail Interpretive Plan: Continuing the Journey*. It is developed to be a catalyst for:

- Enhancing the visitor experience at the California Trail Interpretive Center through programs, events, and expanded interpretation.
- Revitalizing existing partnerships by creating strong collaborations, which are mutually beneficial.
- Creating new partnerships.
- Establishing the CTIC as a community resource.
- Building the Trail Center as a regional BLM “institute” for interpretation, where interpretive planners and guides are trained and mentored.
- Fostering dialogue between BLM National Historic Trail sites to share information and develop an integrated visitor experience.

EXECUTIVE SUMMARY

INTERPRETIVE PLANNING OVERVIEW

Director Gary Koy and Supervisory Interpretive Park Ranger, Lisa Dittman met the interpretive planning team at the CTIC Plaza in August 2014, with the question, “Where do you want to start? Do you want to go inside to see the interpretive exhibits, tour the Plaza and Encampments, or go to see the ruts made by the wagons which traversed the land over 150 years ago?” Wagon ruts won the day.

Would that all visitors could experience the California Trail under an expansive blue sky with a guide telling them how to “read the hills” above the Humboldt River valley, and experience the unforgettable feeling of discerning wagon ruts in the landscape for themselves.

For the interpretive planning team, this guided “rut tour” set the stage for exploring the CTIC Plaza and Encampments where views of the Ruby Mountains and the knowledge that I-80 follows the historic trail, made it easy to visualize and feel some of what the emigrants must have seen and felt. With this immersive introduction to the California Trail, the Center’s exhibits, coupled with the staff and interns welcoming greetings, completed the thought-provoking experience.

Moving forward, the CTIC must continue to provide these high-quality visitor experiences, while continuing to identify ways of enhancing visitor participation and successfully engaging new and diverse visitors.

*Interpretation is a communication process that forges intellectual and emotional connections between the interests of the visitor and the meanings of the resource.**

To accomplish this connection between the visitor and the California Trail in Nevada, the *2015 California Trail Interpretive Plan: Continuing the Journey* follows the National Association for Interpretation planning model to evaluate:

1. **Management:** Are the mission, goals, and objectives of the California Trail Interpretive Center (CTIC) aligned to interpretation?
2. **Markets:** Are the Trail audiences identified and does the CTIC interpretation serve each market segment?
3. **Message:** Are the interpretive themes relevant, and do the selected storylines align with management desires, visitor interest, and available resources that provoke visitor participation?
4. **Mechanics:** Where are the California Trail themes/stories best told; what are the opportunities and constraints.
5. Careful analysis of these four components informs: **Media:** What are the most effective communication tools for interpretation in support of management objectives, audience, and resources?

* National Association for Interpretation

MANAGEMENT

With the 2002 Interpretive Plan: California National Historic Trail Interpretive Center, as a foundation and based on stakeholder input in 2014-2015, the Mission, Vision, Goals, and Objectives were synthesized:

MISSION

The California Trail Interpretive Center provokes multi-generational and multi-cultural visitors to experience the California Trail through compelling exhibits, interpretive programs, Trail tours, digital/print materials, and events.

VISION

The California Trail Interpretive Center is hailed locally, regionally, and nationally as an interpretive training center and interpretive powerhouse for the conservation of the California Trail.

GOALS

Establish the Center as a community gathering place by expanding its reach to local, regional, and national audiences and organizations:

- Local—Re-engage community partners in 2015 mission and assess new ways to sustain and promote local resources and events in Elko.
- Regional—Foster partnerships with other Trail Centers and kindred organizations to develop high quality integrated visitor experiences.
- National—Engage national interpretive organizations and foundations in a dialogue about best practice, resources, and funding.

Management Objectives:

- The California Trail Center Foundation is a viable friends group and funding arm for the CTIC within two to three years.
- Increase efficiency and efficacy in the operations, programs, exhibit development, facility maintenance, and visitor experiences.
- Within five years, establish the CTIC as a regional interpretive institute through partnerships and Summit meetings among regional and national peer organizations.

Interpretive Objectives:

- Through enhanced interpretive experiences, engage new audience groups within two to three years.
- Within five years, be an educational resource for schools—both elementary (fourth grade Nevada history classes) and middle school to high school historic preservation activism.

Marketing Objectives:

- Increase visitor awareness and visitation of the California Trail Interpretive Center as a destination through targeted interpretive media and promotion.
- Within five years, create partnerships to leverage marketing opportunities through media agencies which promote the CTIC experience as part of the regional Elko experience among diverse audiences.

MARKETS

To expand the reach of the CTIC in attracting more visitors, four specific audience groups were identified by stakeholders for targeted interpretive messages and media development:

- **Students**
- **Families**
- **Cultural Heritage Traveler**
- **International Travelers**

Future interpretive messaging will be directed and targeted to meet these audience interests and travel priorities.

Strategic Considerations

At this juncture in the Center's evolution, there is no strategic marketing plan. It is strongly recommended that a Comprehensive Marketing Plan be developed outlining annual advertising, public relations, and social media goals, potential marketing partners, and the related budget expenditure needed to accomplish plan goals with partners.

It is critical to advocate for a Regional (NW Nevada) cooperative marketing group. Although it may not be appropriate for CTIC and BLM staff to be the lead on a regional marketing group, it makes sense to approach current partners such as the Elko Chamber and conventions and visitor authority about feasibility.

The Marketing Plan will analyze the current market climate to provide insight into how to respond with promotions and product strategies.

Hiring a market-research firm, that is prepared to work with staff and the interpretive planner to ensure appropriate thematic approaches are developed, is recommended. (A marketing plan, depending on depth and scope, will range between \$5,000–\$50,000.)

MESSAGE

As a means of organizing the many ideas, concepts and stories surrounding the California Trail in Nevada, Overarching, Primary Themes and Storylines were developed to guide the interpretive message and serve as a touchstone for creating engaging experiences for visitors of all ages and knowledge levels.

Overarching Theme

Individual journeys which transformed lives and the course of America are written in the landscape of the Great Basin.

Primary Theme One

Individual decisions forged the California Trail.

Storylines

- Emigrant decisions forged the California Trail through the Great Basin.
- Immigrant decisions forged the California Trail across the Great Basin.
- Today, individual decisions empower the California Trail.

Primary Theme Two

People who embarked on the California Trail for the greatest adventure of their lives forever changed world history.

Storylines

- Rewritten landscape of the Western Shoshone.
- The vanishing written landscape of the Great Basin.
- Will traces of the California Trail's written landscape disappear forever?

Strategic Considerations

Stakeholders participated in an exercise to evaluate the CTIC from the perspectives of: fourth graders, teens, parents, cultural heritage and international travelers, in an effort to identify, “What was working? and What was missing?”

Many participants found the exhibit, “text heavy” and a possible barrier to students, families and international travelers. Subsequently, in an effort to measure the California Trail exhibit panels for readability and comprehension level, the SMOG Index¹ was used.

A sampling of panel text, revealed that the narratives are written, on average, at the ninth grade level. While this is appropriate for adults, younger audiences require a different level of readability.

To address this, it is recommended that a supplemental fourth grade and middle school “program booklet” be developed that deals with headline text. Additionally, for school tours, create more interactive/hands on experiences for each of the exhibit “experience zones.” These new experience zones would reinforce the theme/storyline of exhibit/panel.

To appeal to younger audiences, it would also be meaningful to develop an educational scavenger hunt activity or “emigrant character cards” at each exhibit station, written at an appropriate reading level

from the diaries of young emigrants. Students, discovering the Trail from the perspective of an actual emigrant, make the story personal. And, by having students choose their trail route via a character, it provides an avenue to reinforce the theme of decision-making.

The “journey’s end” at the completion of the exhibit is the least satisfying, offering no conclusion or finale to the trek. All through the previous “experience zones, one gains an understanding of leave-taking, (a sense of adventure), which continues through the joys and travails of emigrating, (a sense of passage), but at the end there is no sense of arrival; no sense of the emigrant having completed the journey and embarking on a new life—visitors simply arrives at the end with no celebration or sense of accomplishment.

For students, experiencing the California Trail through a character, this can be dealt with by narrating what the person went on to do in their lives. For the adult visitor, it would be meaningful to create a sense of arrival and continue into “today.” A physical or digital world map, would give visitors the ability to record their trip on the Trail with a “pin” denoting where they are from—and the ability to share their own story. (This location would be an effective place to put the donation box.)

¹ The SMOG (Simple Measure of Gobbledygook) formula was developed by G. Harry McLaughlin to provide a general estimate of readability. See Appendix for SMOG Index and how to calculate.



MECHANICS

Currently, the California Trail Interpretive Center has four well-conceived and implemented locations where visitors can participate in understanding the California Trail emigrant experience:

- CTIC Plaza
- CTIC Interpretive Exhibits
- CTIC Trail
- CTIC Encampment/Shoshone Village

Each of these four locations, or *experience zones* will be addressed to better serve the targeted visitor audience: Students, Families, Cultural Heritage and International travelers with additional/supplemental interpretation to meet their interests.

In addition, a fifth location—actual trail ruts in the landscape—was identified as a missing, and necessary element of the CTIC experience. A trail rut guided tour and/or event as well as a written/audio/digital tour for visitors will be prioritized.

MEDIA

The media needs of: Students, Families, Cultural Heritage, and International travelers are diverse, but have overlap in application; and necessitate additional digital, print, video, and personal interpretation in each of the four experience zones as well as the proposed trail/wagon rut site development.

Strategic Considerations

It is recommended that in the Marketing Plan be completed within one to two years.

Consider making billboard marketing a priority in the recommended Marketing Plan. Billboards are currently a \$30,000 per year budget item. (The California Trail Foundation currently does grant development for the support of marketing efforts.

EXECUTIVE SUMMARY

MANAGEMENT ACTION PLAN

2015 - 2016

2016 - 2021

	2015 - 2016	2016 - 2021	
GOAL	<p>Local Foster the California Trail Foundation to become a friends group and funding arm for the CTIC.</p>	<p>Local Re-engage community partners in 2015 mission and assess new ways to sustain and promote local resources and events in Elko.</p>	<p>Regional Cultivate partnerships with other Trail Centers and kindred organizations to develop high quality integrated visitor experiences.</p>
OBJECTIVE	<p>1. Meet with the California Trail Center Foundation to understand their mission, review 2015 CTIC Interpretive Plan, and develop interpretive project priorities, and gain commit to action.</p>	<p>2. Convene a Summit with: Great Basin College; Chamber of Commerce; Convention and Visitors Bureau; Downtown Development Authority; NE Nevada Regional Development Authority; Humboldt High Road; Western Folklife Center; Western Shoshone; Trail of the 49ers.</p>	<p>3. Outreach to: Oregon Trail Interpretive Center, OR; National Historic Trails Foundation, WY; Black Rock Desert: High Rock Canyon Emigrant Trails NCA and its educational partner, Nevada Outdoor School in order to evaluate possible avenues of collaboration.</p>
OUTPUT	<p>Memorandum of Understanding.</p>	<p>Create an outreach/friend-raising list and contact schedule; cultivate connections with partners/organizations within Elko.</p>	<p>Communication in the form of e-mails, phone / video conferences, and site visits to create a best practice document.</p>
OUTCOME	<p>Integrated missions and goals between CTIC and the California Trail Foundation, established roles and responsibilities in stewarding the CTIC.</p>	<p>Celebrate past successes and partnerships to re-energize local community; the Trail Center is a community resource.</p>	<p>Network of professionals working toward same goals; cross-promotion between California and Oregon Trail interpretive centers/experiences.</p>
IMPACT	<p>Increased accountability, funding, and programming opportunities</p>	<p>Revitalization of existing partnerships by creating strong collaborations, which are mutually beneficial.</p>	<p>Integrated high quality visitor experiences of BLM interpretive trail centers.</p>

2016 - 2021

GOAL	<p>Regional <i>Establish the CTIC as a regional Interpretive institute through partnerships and Summit meetings among regional peer organizations.</i></p>	<p>National <i>Build the reputation of CTIC as an Interpretive Institute, by engaging national interpretive organizations and foundations in a dialogue about best practice, resources, and funding opportunities.</i></p>	<p>National <i>Develop new funding sources to sustain the CTIC mission and goals.</i></p>
OBJECTIVE	<p>④ Convene a Summit with: Oregon Trail Interpretive Center, OR; National Historic Trails Foundation, WY; National Historic Trails, Northeastern Nevada Museum, Western Shoshone, Trails West; Nevada Dept of Tourism and Cultural Affairs, Nevada Arts Council, and Southern Nevada Conservancy.</p>	<p>⑤ Convene a Summit with: Hands on the Lands, National Conservation Lands; Association of Partners for Public Lands; NPS–National Historic Trails; Oregon-California Trails Association; Southern Nevada Conservancy; Great Basin Institute; and California Trail Center Foundation.</p>	<p>⑥ Keep abreast of the BLM 2015 budget proposal to congressionally charter a National BLM Foundation; open channels of communication with BLM now to determine how to apply for and receive funding, if implemented.</p>
OUTPUT	<p>Involve national BLM, NPS, and USFS as well as tourism speakers and the National Association for Interpretation to provide insight into evolving methodology and programming.</p>	<p>Acknowledge existing collaboration and partnerships and determine new ways to sustain and promote resources.</p>	<p>Quarterly update to staff and partners.</p>
OUTCOME	<p>CTIC is recognized as a leader in interpretation.</p>	<p>Re-engage BLM, NPS, USFS and national partners in mission and in identifying potential contacts and joint projects i.e. partnering with NPS to link CTIC to Auto Tour: GIS Interactive Trails Map.</p>	<p>CTIC is prepared to apply and receive funding.</p>
IMPACT	<p>Increased awareness of the CTIC among peers; all California Trail Centers are the beneficiary of multi-agency expertise.</p>	<p>The California Trail Interpretive Center is recognized as a BLM “interpretive institute.”</p>	<p>CTIC is at forefront of new funding.</p>

EXECUTIVE SUMMARY

MANAGEMENT: BUSINESS ACTION PLAN

2015 - 2017

	GOAL	OBJECTIVE	OUTPUT	OUTCOME	IMPACT
	<i>Create partnerships to leverage marketing opportunities through media agencies which promote the CTIC experience.</i>	1. Renew Cooperating Agreement with Southern Nevada Conservancy for minimum of 2 years.	Completed two year Cooperating Agreement.	Known partner to support center during transition of cooperating agreement transfer to new partner.	Smooth transition of cooperating agreement to new preferred regional association partner.
	<i>Establish an endowment to sustain CTIC operations, exhibits, and programming.</i>	2. Complete five-year Business Plan ; investigate feasibility of instituting preferred permanent staffing level; include a formal Development/Fundraising Plan .	Comprehensive plan focusing on budgeting, staffing, and funding sources to guide the future of the CTIC; Development/Fundraising Plan to steer future fundraising efforts for next five years.	Benchmarks for the successful operations of the CTIC with pathway to fully funded preferred permanent staffing levels to ensure consistent high quality programs and visitor services; Established goals for ongoing and endowment fundraising with clear added value benefits.	Sustained operations funding; long term funding support for programs and operations.
	<i>Increase visitor awareness and visitation.</i>	3. Complete Marketing Program Analysis and develop a comprehensive Marketing Plan .	Comprehensive Plan outlining annual advertising, public relations, social media goals, potential marketing partners, and all related budget expenditures needed to accomplish goals.	Dynamic brand enhancement opportunities geared toward specific visitor groups.	Increased awareness and visitation at the CTIC.

2015 - 2020

GOAL	<i>Within five years, be an educational resource for schools—both elementary (fourth grade Nevada history classes) and middle to high school historic preservation activism.</i>	<i>Increase efficiency and efficacy in the operations, programs, exhibit development, facility maintenance, and visitor services.</i>	<i>Increase efficiency and efficacy in the operations, programs, exhibit development, facility maintenance, and visitor services.</i>
OBJECTIVE	4. Create Education Plan to address elementary, middle, and high school students (with the input of regional Trail Centers).	5. Integrate Interpretive Plan, Business Plan, Marketing Plan, Education Plan into a Multi-Year Action Plan	6. Develop ongoing and Deferred Facility Maintenance Plan .
OUTPUT	Education Plan; website pages for elementary, middle, and high school students.	Comprehensive Plan that integrates interpretive, educational, marketing, facility, and operational goals, including budgetary impacts	Comprehensive Plan for ongoing and deferred maintenance of the CTIC facility including budgetary impacts
OUTCOME	Engaging youth in interpretation/history.	Accountability measures for management, staff, and partners.	Improved stewardship of the CTIC Facility and grounds.
IMPACT	Creating future stewards of the Trail.	Improved efficiency and efficacy in the delivery of programs, facility maintenance, marketing, and development (fundraising) efforts.	Increased efficiency and efficacy in the operations, programs, exhibit development, facility maintenance, and visitor services.

EXECUTIVE SUMMARY

INTERPRETATION / MEDIA ACTION PLAN

2015 - 2016

GOAL	<p><i>Enhance the visitor experience at the California Trail Interpretive Center through programs, events, and additional interpretation.</i></p>		
OBJECTIVE	<p>①. With current staff, identify/record all typos/errors in CTIC exhibit panels; locate existing digital exhibit panel files.</p>	<p>②. Work with California Trail Foundation to assess how to create better access to the CTIC and Encampments.</p>	<p>③. With existing staff, write and format foundational "Info bulletins" interpreting the CTIC: Plaza, Trail, Encampments/Shoshone Village; and pertinent programs: e.g. Mountain Men, Western Shoshone; plus visitor ready wagon rut sites/map.</p>
OUTPUT	<p>Send files to PNCC for evaluation; work with PNCC to determine cost effective overlay or reprint of panels.</p>	<p>Possible demo of the wall separating visitors from the Plaza and Encampments; more welcoming/less distracting guard rail system between Plaza and Amphitheater.</p>	<p>Digital files of print ready interpretation for staff, and for use on website/blog; compiled into booklet/guide format.</p>
OUTCOME	<p>Historically accurate exhibits.</p>	<p>More welcoming experience to Plaza, better access to the Encampments.</p>	<p>Completed research, narrative, one-pagers, and booklet/guides enhance the self-guided visitor experience; and provide teaching materials to prepare/teach new interns.</p>
IMPACT	<p>CTIC is a true California Trail resource.</p>	<p>Improved visitor wayfinding creates enhanced CTIC experience of all site resources.</p>	<p>Visitor is aware and engaged in the full—outdoor and indoor—CTIC experience.</p>

2015 - 2016

GOAL	<i>Engage new audience groups through focused interpretation and programming.</i>		
OBJECTIVE	<p>4. Print With existing staff, create and print “collector card” series and stamp book; format collector card text and graphics for visitor “character cards” (see page 88).</p>	<p>5. Digital With current staff, shoot videos of existing interpretive programming.</p>	<p>6. Digital Once print and digital files, created for the info bulletins, collector cards/stamp book, and videos, are complete, utilize materials to enhance website.</p>
OUTPUT	Digital files of print ready art/illustration, interpretation/narrative; printed cards and stamp book and character cards.	Video files and video archives.	Populate social media with art/illustration, interpretation/narrative, and videos.
OUTCOME	Art/illustration, interpretation/narrative for use in printed cards and stamp book, which can be applied to education resource guide, website, blog; and future games, apps, programs.	Videos of all interpretive programs for uploading to the website; and as learning archive for future interns/guide development, and to maintain consistency of programming.	Greater web presence.
IMPACT	Visitors can take the experience home.	Videos create interpretation for website: to attract new visitors, as an educational resource, and as archival footage of programs to teach future interns and interpreters.	Greater web presence generating greater visitor awareness.

EXECUTIVE SUMMARY

INTERPRETATION / MEDIA ACTION PLAN

2016 - 2017

2017 - 2018

	2016 - 2017	2017 - 2018
GOAL	Enhance the visitor experience at the California Trail Interpretive Center through programs, events, and additional interpretation.	
OBJECTIVE	<p>1. Expand existing Education Resource Guide to be consistent with BLM National Historic Oregon Trail Interpretive Center for elementary students and/or families.</p> <p>Print/Digital</p>	<p>2. Design and implement a finale for the "end of the Trail" experience at the conclusion of the CTIC exhibits.</p> <p>Exhibit</p>
OUTPUT	A more robust student/teacher written guide, which integrates with Oregon Trail Interpretive Center and National Trails Interpretive Center); character card, participatory/scavenger hunt, experiences at each of the exhibit "stations".	A world map where visitors can mark where they are from; tell their stories; immigrant diaries for the international traveler.
OUTCOME	Integrated high quality resource guides for the entire California Trail experience; better serves teachers and students; creates more valuable presence on the website for pre-visit and post-visit learning.	Track where visitors are from; collect present day stories; demonstrates how the California Trail continues today.
IMPACT	Consistent BLM Interpretive Center experiences.	Increased satisfaction through visitor participation; and greater understanding of the historic and current aspects of the trail.
		<p>3. Establish a Youth Summit or comparable program for middle/ high school students. (See pages 64-65).</p> <p>Program</p> <p>Dedicated website, video, blogs, podcasts and vodcasts.</p> <p>Contact Herb Thompson, co-coordinator of the Geographic Alliance in Nevada: geomanlvnv.aol.com</p> <p>Create new audience for the CTIC; foster a new generation of California Trail stewards.</p> <p>Working with student groups to give input on what would make them want to go to the CTIC would provide valuable insight and prepare the next generation of Trail advocates.</p>

2017 - 2020

GOAL	<p>Enhance the visitor experience at the California Trail Interpretive Center through programs, events, and additional interpretation.</p>		
OBJECTIVE	<p>④. Event Develop a “wagon rut” guided tour for visitors and students; consider integrating tour with a California Trail fundraising event(s) like a “Taste of the Trail” or culinary offering with Native Indian foods and emigrant fare.</p>	<p>⑤. Digital Develop a California Trail App</p>	<p>⑥. Program Develop a facilitated dialogue program to interpret sensitive issues surrounding the issues of Manifest Destiny (emigrant/ immigrant and Native American cooperation and conflict).</p>
OUTPUT	<p>Working with California Trail Foundation, seek partners for funding, development, and the implementation of a rut tour/culinary event.</p>	<p>Working with the California Trail Foundation, contact Houghton Mifflin Harcourt to determine the possibility of creating a California Trail App similar to the Oregon Trail App www.hmhco.com/at-home/featured-shops/the-learning-company/oregon-trail</p>	<p>Facilitated Dialogue visitor programs.</p>
OUTCOME	<p>Enhanced visitor experience; attracts new and engaged audience participation.</p>	<p>Tool for 21st Century interpretation/education.</p>	<p>Authentic interpretation that addresses all realms of the California Trail; BLM trained facilitators able to create environments where students and visitors feel safe exploring and voicing ideas about complex issues.</p>
IMPACT	<p>Greater visitor awareness, understanding, and stewardship of surviving California Trail landscape.</p>	<p>Greater involvement with millennials and younger visitor audiences; more readily updatable interpretive format.</p>	<p>Connect visitors to the California Trail; CTIC gains recognition as a national interpretive institute.</p>

INTRODUCTION

History

Founders established the 2002 CTIC mission as: *“To interpret the California Trail experience, its related themes and provide educational and cultural enrichment to the general public.”*

“Through interpretation, the Trail Center contributes to the appreciation and preservation of historic and cultural sites, and by forging strong community partnerships, enhances sustainable tourism in the region.”

The California Trail Interpretive Center and the California Trail are part of the National Landscape Conservation System (NLCS). The Bureau of Land Management’s National Landscape Conservation System, better known as the National Conservation Lands, was created in 2000 with the mission to “conserve, protect, and restore these nationally significant landscapes that have outstanding cultural, ecological, and scientific values for the benefit of current and future generations.

The Conservation System was created in 2000, but without Congressional authorization, there was no guarantee that the System would be permanent. The National Landscape Conservation System Act was signed into law in March 2009. The Act permanently unified the individual units as a public lands System, protecting the System in law so that it would no longer exist at the pleasure of each president. This marked the first new congressionally authorized public lands system in decades. The Conservation

System act was included in the Omnibus Public Land Management Act of 2009, which also added 1,200,000 acres of new designations to the System, including a National Monument, three National Conservation Areas, Wilderness, Wild and Scenic Rivers and National Scenic Trails.

The California Trail Interpretive Center was the vision of many people in northeast Nevada. The California Trail Center Advisory Board (CTCAB), founded in 1999, was at the forefront of this movement, and is the privately funded local organization charged with seeing that the vision became a reality. The first step was to set preliminary goals and to complete a conceptual fundraising design for the interpretive center. The second was the selection of a site. Local, regional, state, and federal support for the project was developed. The 16,000 square foot California National Historic Trail Interpretive Center was charged with focusing on the California Trail experience and its global impacts from 1841–1869. The Trail Center has been open on a regular basis since the summer of 2010. The project also included construction of a network of wayside exhibits to interpret specific historic sites along the trails. The building design was based on an estimated annual visitation of 60,000-65,000 people. Since the opening of the center, the annual visitation rate has climbed to 33% of the goal.

Capital Funding

In 2000, Bill S -2749 was sponsored by Senator Harry Reid. The bill authorized federal funding for the development of the center and named the BLM as the owner of the center, with obligations and the authority to develop, operate, and maintain it. The CTCAB developed local, regional, and state funding for the project. In addition to the \$12 million in federal support, the State of Nevada allocated \$3 million and Elko County contributed \$1 million. The City of Elko contributed \$2 million through a bond program. The center is currently paying the bond commitment at a rate of \$150,000 annually. This capital fund arrangement allowed for the development of the center and named the BLM as the owner of the center, with obligations and the authority to develop, operate, and maintain the center.

Annual Report

The only evidence of annual reporting is through the Bureau of Land Management required reporting. The future development of an annual report as part of the annual marketing and public relations plan would assist in securing funds from private and corporate donors.

Contracts and Concessionaires

Background

In 1995, the National Park Service (NPS) established the Long Distance Trail Office in Salt Lake City, Utah, to improve interstate and interregional coordination. Specific responsibilities of this office include coordinating and supporting the protection of trail resources, marking and interpreting the trails, designating and marking an auto-tour route, and identifying and certifying high-potential sites. The NPS, Bureau of Land Management (BLM), and the U.S. Forest Service—the agencies that manage most of the federal land crossed by the trails—signed a memorandum of understanding in 1995 designed to ensure and expand continued long-term coordination and cooperation in planning, preserving, administering, and managing national historic trails. The 1995 memorandum was updated and renewed in 2001. It now includes the USDA Forest Service, Bureau of Land Management, National Park Service, Federal Highway Administration, and the National Endowment for the Arts. The California Trail Center Advisory Board (CTCAB), founded in 1999, has been at the forefront of this movement, and is the privately funded local organization charged with seeing that the vision becomes a reality.

Current Cooperating Agreement

The current management model is a public/private partnership. The Elko District Office of the Bureau of Land Management is the manager of the CTIC. The partnering organization is the Southern Nevada Conservancy (SNC). A 501(c)3 nonprofit organization, the SNC provides fiscal agency for the CTIC. The SNC is often referred as the “cooperating agency.” The partnership is maintained through a cooperating agreement. There is approximately one and one-half years under the current contract. The charitable purpose of the SNC is to enhance visitor appreciation and enjoyment of Southern Nevada through communication, media and engagement in other activities to enhance the understanding of historic, scientific, geological interpretive and other attributes of such areas through research and educational activities for the general public and its members.

The principle role during the development of the Center was to provide fiscal agency for the capital funds for the Trail Center and specifically for the infrastructure development of the California Trail Gift Shop. The Gift Shop continues to be managed through the cooperating agreement with the SNC and operated by Trail Center staff and volunteers.

The cooperating agreement between the BLM and SNC states that the profits from this store will be used by the Trail Center to fulfill its interpretive mission and the objectives of the agreement with SNC.

From the grand opening in June 2, 2012 to June 30, 2013 the Gift Shop made a profit of \$27,316.22 and the average sale was \$18.70. This means the Trail Shop provided about \$24,584.60 in funds for the Trail Center in one year. Furthermore, the cooperating agreement with the SNC allows the CTIC staff to develop grant proposals for additional funding support from local and state foundations and other private groups to support the center in marketing, special, and educational projects.

Staffing

Current staffing for the California Trail Interpretive Center includes:

- Manager GS12
- Supervisory Park Ranger GS11
- Interpretive Ranger GS09
- Maintenance Mechanic - .25 FTE GS06
- Two contract employees funded through BLM, one year renewable positions. (Position One is the Gift Shop/Site Historian/Interpretive Staff called a Research Associate. Position Two would also be a Research Associate but with different duties).
- Volunteers contribute to the Center as interpreters/ character players, general guides/hosts and as gift shop sales personnel.

The current permanent staff is augmented with Summer and Winter AmeriCorps interns and volunteers. This level of staffing is maintained through a complex system of direct annual BLM funding, unallocated government monies (not guaranteed), other agency acquisitions and grant funds. Maintaining the current staffing model through these complex relationships is vulnerable to say the least. Volatility in the basic governmental budget/funding process, along with political innuendos can compromise the private and corporate funding partner opportunities, well established, or emerging.

A more desirable staffing model would be to replace the current seasonal interns with a permanent GS05 level BLM employee focused on interpretive programs and visitor relations, along with a full time maintenance staff. These positions would bring efficiency and effectiveness to the programmatic aspect of the Center while ensuring routine maintenance does not evolve into more deferred difficult maintenance issues. This model would align with the quality of programs and service provided by National Park Service and private interpretive centers throughout the country. As indicated in the CTIC Management Plan, the preferred permanent staffing option is:

- Center Manager GS12
- Supervisory Park Ranger GS11
- Interpretive Specialist GS09

2011 – 2013 Cost Overviews

- Break even year for Center is still unknown with only 33% of the original attendance goal being met to date.
- Economic impact of the Center is measured at \$2,026,500–\$2,210,700 (out of town visitor expenditure impact). The Center management staff is not clearly supportive of this number at this time.
- Fee for Entrance Analysis—fee/ticket sales—current cost of infrastructure, training, and management makes this option not cost effective.

FY10 thru FY 13		
FY10 Direct Totals	373,463.00	Ops and Support
OPS	146,987.00	296,825.25
Labor	226,476.00	
Total FY10 Ops, Sup, Labor		523,301.25
FY 11	327,692.98	Ops and support
Ops	48,604.39	200,347.20
Labor	279,088.59	
Total FY 11 Ops, Sup, Labor		479,435.79
FY12	540,206.30	Ops and support
OPS	192,327.40	350,568.50
Labor	347,878.90	
Total FY10 Ops, Sup, Labor		698,447.40
FY13	361,307.70	Ops and support
OPS	151,798.82	309,934.82
Labor	209,508.88	
Total FY10 Ops, Sup, Labor		671,242.52

General Budget Notes

- Fiscal Year is based on government Fiscal Year: October 1st - September 31st.
- Support Labor includes IT, Payroll, CR, Budget, HR, Fleet.
- Budget variances can be contributed to:
 - Government Shut downs.
 - Government Funding Sequestration.
 - Visitor Donations.
 - Gift Shop Revenues.
 - Diminished access to non-designated government funds to maintain specific staff positions such as research assistant which is currently the Gift Shop Manager.

Strategic Considerations

A **Business Plan**, developed by the Executive Director and updated annually, will be critical in guiding the future of the CTIC. This Plan will influence business decisions and detail specific strategies on how to accomplish long-range goals and objectives, and include budget and staffing implications affecting established goals.

Funding the future of Center through an Endowment: At this juncture of the Center's evolution, there is a lack of vision for long term funding such as an agency endowment.

A Strategic Goal for both the BLM management team, cooperating associates of the Center and Supportive "Friends Of" groups should be the establishment of an endowment. Identifying an existing Foundation entity that would house an agency endowment is critical. Engaging with an established community foundation or other entity that could receive gifts on behalf of the Center and incorporate into a large investment pool would be an optimal situation. Annual interest could be reinvested into the endowment or used for operations, exhibits or programming as outlined by the Center Management staff, cooperating agent or one of its "Friends Group". A capital endowment campaign that yields a \$1M, could, at a typical 5% interest payout, contribute \$50,000 to the annual budget.

Funding Partners

Initial and current CTIC partnerships include:

Southern Nevada Conservancy

In May 2008 the BLM signed an assistance agreement with the Southern Nevada Conservancy (SNC) to act as a cooperating association for the Center. The purpose of the agreement is to "...enhance the interpretive and educational program for the CTIC..." and to "assist with administering and expediting the implementation of the Trail Center's exhibit plan."

The SNC share for the original \$738,000 grant was \$43,680 in salaries and a commitment to invest \$150,000 to develop the retail area. Subsequent to the original grant the BLM has added close to \$4 million to the original grant, the vast majority of which was appropriated dollars to complete the exhibit plan.

State of Nevada

The State of Nevada contributed \$3 million towards construction of the Trail Center with the agreement that the BLM would operate the Center. Subsequent to the substantial completion of the structure the State continued to support the Trail Center with a \$200,000 appropriation for Plaza interpretation, a \$240,000 State Lands Grant for interpretive trails, and grants from the Nevada Commission on tourism totaling \$32,500 to date.

Elko County

Elko County contributed \$1 million toward construction of the parking lot and access road. Elko County administered both the \$200,000 state appropriation and the \$240,000 state lands grant. In 2012 the county contributed \$5,000 towards grounds maintenance and irrigation repairs.

City of Elko

The City of Elko contributed \$2 million towards Center construction and has since provided \$10,000 plus supervision and administration for grounds keeping through the City Parks and Recreation Department.

National Park Service—Trails Office

The National Park Service (NPS) has overall jurisdiction over National Historic Trails and as such the NPS has been involved with the Trail Center since the earliest stages of planning. This involvement continues. The NPS has funded Trail Center staff to attend conferences and most recently have offered to assist the Trail Center with planning for the California Trail Backcountry Byway.

Elko Chamber of Commerce

The Trail Center and the SNC are both members of the Chamber. Trail Center staff works with the chamber on promoting the Trail Center and local events. The Trail Center Manager represents the BLM at Government Affairs Committee meetings and the Trail Center hosted a "business After Hours" event for the Chamber in 2013.

Elko Convention and Visitors Authority

The Elko Convention and Visitor Authority (ECVA) provide support for the Trail Center in a variety of ways. ECVA has provided technical support and \$9,000 in matching funds to acquire grants from the Nevada Commission on Tourism. ECVA provides the Center with the elkotraildays.com website; posts CTIC activities on their website, assists with the development of promotional materials, and facilitated contracting for Trail Center billboards. The Trail Center Manager is a member of the ECVA Marketing committee. Trail Center staff has hosted special events and familiarization tours for ECVA and assists with staffing Elko County booths at Travel and Sports Shows.

Nevada Commission on Tourism

In 2012 the Nevada Commission on Tourism (NCOT) granted the Trail Center Foundation \$20,000 for billboards and \$5,000 for Nevada Magazine ads. In 2013 the NCOT granted the foundation \$7,500 to attend travel shows in Los Angeles, San Francisco and Quartzite Arizona.

California Trail Center Foundation

The foundation is a 501(c)3 organization which works closely with the California Trail Interpretive Center to enhance the Center's value for the Elko community, visiting public, and future generations.

Oregon/California Trails Association

The Oregon California Trail Association (OCTA) is a national organization dedicated to trail preservation and education. OCTA is a long-time partner with the BLM primarily assisting with trail marking and mapping. OCTA established the trail classification system used by the BLM. OCTA has been very supportive of the Trail Center in many ways. They have funded opportunities for interns, assisted with research, and in 2011 held their national convention in Elko. The trail Center manager attended the OCTA national convention in 2013 and consulted with the California Nevada Chapter about trail marking on the Elko District.

Trails West Inc.

Trails West Inc. is a regional trail advocacy group based in Reno Nevada. Trails West marks significant points along the California Trail and has produced a series of guide books to the California Trail which are sold in the Trail Center book store. In 2012, Trails West made a \$5,000 donation to the California Trail Center Foundation.

Elko Downtown Development Authority

This tax based entity has expressed interest in working with the Center to encourage visitors to begin their "Trail Experience" downtown through interpretation. Mapping, and social media applications could then be used to direct visitors to the Center.

Strategic Considerations

California Trail Center Foundation (CTCF)

The Foundation received designation as an IRS 501(c)3 Charitable Organization in 2014. The IRS recommended the group change its name because it is not doing business as a foundation. The organization, in its current structure, is functioning more as a supporting "friends group" to the Center. Although enthusiastic, the Foundation lacks the capacity for large fundraising for the support of the Center. The 501(c)3 designation does currently allow the group to raise funds for support of marketing efforts. To date, only a skeleton of a formal donor gift program exists through this group. And there is clear indication that the group is not interested in managing the gift shop as part of their service to the Center.

Moving forward, it will be important to formalize a Friends Group agreement with the Foundation group to provide clarity of its service commitment to the Center. This will allow for the consideration of partnership with other Friends Groups to add to the capacity of fundraising for the program, capital and endowment needs of the Center.

Partners continued

Potential New and enhanced partnerships

- Oregon and California Trail Interpretive Centers.
- National Parks Youth Summit Program—could provide models or working relationship for future youth program that enhances interpretive program goals.
- National Park Service Western Alliance—provide models for cooperating or association partners and contract agreements.
- Connecting People to their Public Lands—SNC has current involvement with this program.
- National Strategy and Implementation Plan to Support and Enhance Partnerships—possible collaborative association opportunities.
- The Nevada Arts Council, a division of Nevada Department of Tourism and Cultural Affairs, funds grants to support the center in marketing and special programming.
- Multiple Friends Group, local or regional that could assist in fundraising, retail, operations and volunteer goals.
- Great Basin Institute Retail Education Program—consider partnership for internship or training programs if and when internal management of the CTIC gift shop.

Strategic Considerations

Management Plan

- Develop a five year Management Plan.
- Using the completed 2015 Interpretive Plan initiate facilitated sessions to establish a Strategic Action Plan for the Center. This plan should integrate critical elements e.g. work area objectives, strategies for meeting objectives, known obstacles/challenges, responsible party(ies) accountable for work area goals, realistic timeline/completion dates, and budget impact for each work area goal. The plan should include, but not be limited to:

Organizational Development

- Measurable benchmarks.
- Staffing goals – 3-5 year plan.
- Partnership Development –convene existing and potential partners to clarify current and identify potential new partner’s roles and responsibilities
- Contract Development for Operations and Programs – Cooperating and/or Friends Group Agreements, Development/Fundraising, Donor Program, Endowment Campaign.

Interpretive Programming

- Prioritize from 2015 Interpretive Plan.
- Consider Youth Summit Program to create future stewards and preservationists of the Trail.

Education Programs

- Internal
- External

Marketing and Public Relations

- Complete analysis of current marketing efforts.
- Develop elements of annual plan.

Facility

- Ongoing maintenance.
- Deferred maintenance.
- Capital Endowment .



From: Elko Redevelopment Agency RDA Master Plan Implementation Action Plan, 2011

INTRODUCTION

*We always pay attention to information we care about.**

Successful interpretive planning is dependent on the passion and participation of community champions and grassroots efforts—both organizational and individual—in stewarding resources. The California Trail Interpretive Center (CTIC) is fortunate to have this vital support.

The agencies and organizations represented at the 2014 August stakeholder meeting demonstrate an alignment of parallel missions in presenting authentic cultural heritage opportunities and experiences to local, regional, national, and international audiences.

A focus of the California Trail Interpretive Center’s mission is to “forge strong community partnerships.” To enhance and further existing partnerships as well as create new partnerships, the missions of the BLM and organization partners are presented here to document kindred approaches and illustrate ways to engage stakeholders in the California Trail and its stewardship.

Bureau of Land Management (BLM)

The Bureau of Land Management (BLM), an agency within the U.S. Department of the Interior, administers 261 million surface acres of America’s public lands, located primarily in 12 Western States.

The BLM sustains the health, diversity, and productivity of the public lands for the use and enjoyment of present and future generations. As the largest federal land manager in Nevada, the Great Basin Institute has active partnerships and provides extensive project support to all six Nevada field offices: Battle Mountain, Carson, Elko, Ely, Las Vegas, and Winnemucca.

Research Associates and National Conservation Corps (NCC) crews support recreation, wilderness, minerals, fire, wildlife, and restoration initiatives within the state.

NCC crews also provide professional quality trail building and maintenance assistance for Nevada’s recreational managers. The program can assist agencies with trail lay out, construction, and maintenance projects, including the construction of major trail features (e.g. bridges, culverts, stairs, and retaining walls, etc.)

BLM Interpretation Program

Interpretation is a voice for all the resource management programs within the BLM.

The Bureau of Land Management (BLM) interpretive program supports the Bureau’s mission and goals by serving customers; promoting the health of the land; enhancing the public’s enjoyment, understanding and appreciation of the public land’s natural and cultural resources and their management.

The program communicates how the BLM manages resources and provides opportunities for public use, and fosters an understanding of the relationships between people and the public lands. As a result of BLM’s interpretive program, the public are better informed public land stewards while enjoying the public lands.

The BLM interpretive program reaches out to dispersed visitors across diverse landscapes and serves visitors who are exploring many facets of the public lands. Many of these efforts are accomplished in partnership with other land management agencies, and involve local communities. Interpretive programs.

Examples of BLM interpretive programs include the following:

- BLM uses wayside exhibits to help dispersed visitors better understand the resources while they explore the public lands. BLM has wayside exhibits along

* *Interpretation: Making a Difference*, Sam H. Ham

the Pony Express trail, the Dalton Highway in Alaska, and many backcountry byways distributed throughout public lands.

- BLM uses living history programs to tell the story of the travelers along historic trails. These programs most generally occur at established visitor centers, such as the National Trails Visitor Center in Casper, Wyoming; the Oregon Trails Visitor Center in Baker City, Oregon; and the Pompeys Pillar Visitor Center in Billings, Montana.
- Other staff-led BLM interpretive programs include special tours for visitors during the wild flower seasons in California; geology presentations and tours in Idaho; and many other programs to share the stories of the resources with the visitors.

Outreach & Partnerships

By partnering with organizations and government agencies, BLM shares costs and more effectively delivers interpretive products and services to the public. Following are two such examples:

National Association for Interpretation (NAI)

BLM works closely with the National Association for Interpretation (NAI), the primary professional organization for interpreters. BLM, through a Memorandum of Understanding (MOU), has entered into a formal partnership with NAI to support both their interpreter training program and the production of training materials. Under

this MOU, both the BLM and U.S. Forest Service incorporate the NAI certification program into their staff interpretive training.

Association for Partners of Public Lands (APPL)

BLM also works closely with the Association for Partners of Public Lands (APPL). APPL is the umbrella group for non-profit interpretive associations that are established to support government agencies' interpretive and educational programs. APPL member associations cooperate with Federal agencies, including BLM, under formal, signed agreements to provide interpretive programs, services and materials to interpretive center and recreation area visitors. These interpretive associations sell books, brochures and educational interpretive materials in BLM visitor centers in support of the BLM interpretive program. BLM has an agreement with APPL for them to train BLM staff on how to participate effectively in interpretation partnership.

Interpretation is a voice for all the resource management programs within the BLM. Although BLM has had some interpretive facilities, programs and products in place since the early 1970s, the program is relatively young. Red Rock National Conservation Area Visitor Center, completed in 1982, was one of BLM's first visitor centers. That same year, BLM established a partnership with its first interpretive cooperating association. Now the BLM is an active partner in 46 visitor centers, 18 of which BLM owns and manages.

In 1993, the BLM hired its first national lead for interpretive program. BLM's interpretive products have won many awards for the outstanding quality and creative approaches. Many BLM staff members served as officers or on committees in the interpretive professional organization, The National Association for Interpretation.

This strategy clarifies and sets direction for BLM's interpretive program. It is based on BLM's Interpretive Guidelines, Recreation 2000, Recreation 2000 Update, the BLM's Blue Print for the Future and supports the BLM Strategy and the Government Performance Review Act. It will guide the development of effective interpretive programs which supports management goals, serves visitors and protects the public land resources.

The BLM's interpretive program focuses on the Nation's public lands and the interrelationship between the physical, elements, biological systems, cultural, and historical events. Management issues are addressed within the interpretive story in a way that relates those issues to the visitors experiences. Interpretive planning is done collaboratively with internal and external groups, and clear measurable objectives are established to measure the cost/benefit and programs effectiveness. BLM's interpretive program aims to respect and serve people with diverse backgrounds and abilities.

BLM: Priorities for Recreation and Visitor Services

Enhance and expand visitor services, including interpretation, information and education.

Milestone 1:

Connect visitors to natural and cultural resources, through enhanced interpretation, education, and information.

Actions:

- Implement the national strategy for strengthening the BLM interpretive program, giving specific emphasis to expanding partnerships and working with cooperating associations guidance provided in the BLM Handbook H-8362-1, *Working with Cooperating Associations*.
- Update and implement the BLM's national strategy for environmental education (1995 version).
- Improve existing, and develop new, strategic plan performance and outcome measures for visitor satisfaction, including interpretation and information elements. Evaluate accomplishments.
- Improve and expand visitor satisfaction and customer surveys to incorporate more interpretive, education, and service-related elements.
- Improve website-based, one-stop service "shopping" opportunities. Strive to provide consistent electronic information, for both customers and employees, in all available website-based products such as interpretive/environmental education program websites.

- Provide guidance on cost/benefit analyses, assessment considerations and project evaluation criteria for development and maintenance of new or proposed visitor centers and/or major recreation facilities.

Milestone 2:

Improve the accuracy, appearance and consistency of visitor information.

Actions:

- Develop a strategy for administering a comprehensive sign, map and brochure program (in coordination with the Bureau-wide identity/image strategy and workplan effort).
- Develop and improve signs at selected high priority areas (such as components of the NLCS and heavily-visited recreation sites/areas.)
- Develop comprehensive guidance and technical support for the design, fabrication and acquisition of signs, and promote both sign consistency and appearance quality on a Bureau-wide basis.

Milestone 3:

Emphasize and improve outdoor ethics and stewardship through education.

Actions:

- Encourage and support field staff to participate in outdoor ethics training for the public (including training in Tread Lightly!/Leave No Trace programs).
- Partner with the recreation and tourism industry to encourage support of the Tread Lightly! and Leave No Trace programs.

- Continue supporting special outreach projects as well as major state and national initiatives including the Lewis and Clark Bicentennial Commemoration: 2003-2006, American Frontiers Educational Project and Trek, Wonderful Outdoor World (WOW), National Public Lands Day, National Trails Day, Tread Lightly! and Leave No Trace programs, and other similar public awareness-building efforts.
- Incorporate outdoor ethics and stewardship principles into interpretation and education media, resource use stipulations, brochures, maps, and print media.
- Collaborate with external groups in identifying best practices for outdoor ethics and stewardship.

The BLM's Priorities for Recreation and Visitor Services, BLM Workplan Fiscal Years 2003-2007 May 2003TT

National Park Service National Historic Trails

The Oregon, California, Mormon Pioneer, and Pony Express National Historic Trails commemorate important aspects of American history in the 19th century. They facilitated the settlement of a large portion of the western United States, fostered commerce, and encouraged the development of a transportation and communication network that brought the country closer together. While the trails opened the West to settlement, they also dramatically affected American Indian culture and resulted in the loss of much of their land and resources. The trails inspired a romantic movement in art, literature, and cinema that has had a tremendous impact on the American popular culture. The extensive resources associated with the trails offer the opportunity to understand the emigrant experience and its broad historic context.

The trails did not follow a single route, rather numerous branches and cutoffs were used by the emigrants heading west. These historic trail routes extend nearly 11,000 miles in portions of 12 states and include many significant cultural and natural resources, but at this time not all these historic routes are part of the authorized national historic trails.

No one entity can provide adequate protection for these extensive resources. The preservation of historic trails depends on information sharing and mutual assistance among trails partners in both the public and private sectors.

National Historic or Scenic Trails

The Bureau of Land Management is one of several agencies responsible for management of National Historic or Scenic Trails. In 1968, Congress established the National Trails System and designated the first national trails.

National Historic Trails are extended trails that closely follow a historic trail or route of travel of national significance. Designation identifies and protects historic routes, historic remnants, and artifacts for public use and enjoyment. The BLM is responsible for over 5,343 miles of 11 National Historic Trails.

National Scenic Trails are extended trails that provide maximum outdoor recreation potential and for the conservation and enjoyment of the various qualities—scenic, historical, natural, and cultural—of the areas they pass through.

The BLM administers three trails and supports five national trail-related visitor centers to foster visitor enjoyment, appreciation, and learning, including California Trail Historic Interpretive Center; National Historic Oregon Trail Interpretive Center; National Historic Trails Interpretive Center; Pompeys Pillar National Monument Visitor Contact Station; and Upper Missouri River Breaks National Monument Interpretive Center.

National Conservation Lands

BLM's National Conservation Lands, also known as the National Landscape Conservation System, contain some of the West's most spectacular landscapes. They include 877 federally recognized areas and approx. 30 million acres of National Monuments, National Conservation Areas, Wilderness Areas, Wilderness Study Areas, Wild and Scenic Rivers, National Scenic and Historic Trails, and Conservation Lands of the California Desert.

National Conservation Lands also reveal and protect our cultural legacy. They safeguard American Indian cliff dwellings and cultural sites, and preserve remaining traces of our Nation's historic trails and pathways.

The Conservation Lands Foundation is a 501(c)3 non-profit organization with a mission to protect, restore and expand the National Conservation Lands through education, advocacy and partnerships. They are headquartered in Durango, CO and have staff located in several western states and in Washington, DC.

California National Historic Trail

If you wanted to get to California in pre-railroad times, you were guaranteed an arduous trek. California emigrants faced the greatest challenges of all the pioneer emigrants of the mid-19th century. In addition to the Rockies, these emigrants faced the barren deserts of Nevada and the imposing Sierra Nevada Range.

With a variety of destinations in California, and jumping-off points in Missouri, the California Trail resembles not a single cord, but a rope frayed at both ends. Numerous cutoffs and alternate routes were tried to see which was “best” in terms of terrain, length, and sufficient water and grass for livestock.

The total California National Historic Trail system includes approximately 5,665 miles. Of this, approximately 1,100 miles of trail still exist on the ground as trail ruts, traces, and other obvious remnants. About 2,171 miles of this system cross public lands, where most of the physical evidence that still exists today is located. An estimated 320 historic sites along the trail system will eventually be available for public use and interpretation.

Over 200,000 gold-seekers and farmers used the California Trail to reach the gold fields and rich farmlands of California during the 1840s and 1850s—the greatest mass migration in American history.



The road to California carried over 250,000 gold-seekers and farmers to the gold fields and rich farmlands of California during the 1840s and 1850s—the greatest mass migration in American history. Congress designated the California National Historic Trail in 1992.



NPS Interactive web-based map:
National Historic Trails & Routes

<http://imgis.nps.gov/#Trails>

California Trail Center Foundation

Our mission is to enhance the value of the California Trail Interpretive Center for our community, visiting public and future generations.

We are a non-profit corporation enhancing the values of the California Trail Interpretive Center through strategic planning, marketing, fund development, and community engagement. Board of Directors include nine voting members and up to eight non-voting at-large directors with an interest in the national historic California Trail.

Initially established to ensure the completion of the California Trail Interpretive Center and exhibits, now that the Trail Center is in full operation, our mission has evolved to support the short and long term needs of the Center and to promote the protection and preservation of the national historic California Trail for present and future generations. Our Board of Directors includes a voting nucleus of primarily local individuals and a nonvoting cadre of folks who have expertise, interest and involvement with some aspect of the national historic California Trail.

Our Foundation works closely with the Bureau of Land Management who operates the Trail Center. We work closely with our many partners including the City and County of Elko, the State of Nevada, the Great Basin Institute and the Southern Nevada Conservancy, the Oregon-California Trail Association, Trails West, and Humboldt Highway.

Elko Chamber of Commerce

The Elko Area Chamber of Commerce promotes growth and stability through advocacy and communication in service of our business members.

Young Ambassadors

The Young Ambassador program was designed with the career minded high school student in mind. The Chamber Staff and Business Mentors from around Elko County will be giving them an opportunity to look at what their future could hold in their desired field. This first year is a growing year so we will do an open enrollment in order to grow the program but we would like to have applications turned in as soon as possible to get them started helping with events, learning about the Chamber and getting them connected with mentors for the summer!

Elko Convention and Visitor Authority

Publishes Visitor guide (which included the CTIC); In 2014 authorities were in the process of developing plans to expand current building to accommodate conference and meeting space and reviewing possible hotel projects; new park space was also a priority.

Great Basin College

Offers innovative programs to provide students with valuable skills for acquiring good jobs in the real world, upgrading current employment status, and/or embarking on advanced studies at other institutions.

Offers a Retail Management Program.

Great Basin Institute

The Great Basin Institute partners with federal, state, and local public land management agencies to complete restoration and monitoring initiatives throughout Nevada, with special emphasis on the Great Basin and Mojave Desert, and Lake Tahoe Basin. Agency partners utilize GBI Research Associates to collect and analyze data on habitat health, wildlife populations, or recreational resource conditions and user preferences; write management plans or NEPA documents; and manage restoration initiatives. Once a restoration plan is established, partners utilize NCC restoration, forestry and/or trail crews to collect seeds and native plants, remove invasive plants, build trails, and reduce forest fuels or create firebreaks.

Northeastern Nevada Museum

The Northeastern Nevada Museum strives to be the premier cultural and historical center for preservation, research and education in northeastern Nevada. The museum maintains a quality facility dedicated to serving the area and its visitors by providing comprehensive archives and collections, diverse history and art exhibits, research facilities and a community gathering space.

Oregon–California Trails Association

The Oregon-California Trails Association (a non-profit, 501(c)3 Association) is the nation’s largest and most influential organization dedicated to the preservation and protection of overland emigrant trails and the emigrant experience.

OCTA members protect the trails to prevent the destruction of trail remnants, graves and other trail-related sites. Members also place markers on the trails and maintain existing markers.

OCTA also encourages the study of the trails through its publications and through the development of classroom materials for teachers. Members also map the trails and collect data for the documentation of overland diaries, newspapers and other materials.

OCTA headquarters are located on the grounds of National Frontier Trails Museum.

Statement of Purpose, as adopted by the Board in 1987 and reaffirmed in 1991, is as follows:

- To initiate and coordinate activities relating to the identification, preservation, interpretation, and improved accessibility of extant rut segments, trail remains, graves and associated historic trail sites, landmarks, artifacts, and objects along the overland western historic trails, roads, routes, branches, and cutoffs of the Trans-Mississippi region.

- To prevent further deterioration of the foregoing and to take or pursue whatever measures necessary or advisable to cause more of the same to become accessible or more so to the general public.
- To implement these purposes by acquiring either alone or through or jointly with others – federal, state, local, or private—title to the land or lands on which any of the same is located or a preservation or other easements with regard to the same—by purchase, gift or otherwise—and by cooperating with or initiating, coordinating, and assisting the efforts of such others to do so.
- To publicize and seek public exposure of the goals and activities of the Association so as to create popular awareness of an concern for the necessity of preserving the foregoing.
- To facilitate research projects about the aforesaid and to publish a journal as a forum for scholarly articles adding to the sum of knowledge about the same.



Southern Nevada Conservancy

The organization's purpose is to enhance visitor appreciation and enjoyment of southern Nevada the organization uses communications and media and engages in other activities to enhance the understanding of historical, scientific, geological, interpretive and other attributes of such areas, including research and educational activities for the general public and its members.

Trails West

Trails West, Inc. is a non-profit organization of emigrant trail enthusiasts who research, locate, and mark emigrant trails, and then publish guides to interpret them.

Mission

Preserving the memory of the people who endured danger and hardship along these routes to establish a new life in the far west.

Trails West has over 600 markers along 2,000 miles of emigrant trails beginning in southeastern Idaho on the California Trail, extending across northern Nevada on the Humboldt River route and the Hastings Cutoff, and continuing into southern Oregon on the Applegate and northern California on the Nobles, Lasen, Beckwourth, Truckee, Yreka and Carson Trails.

We produce and sell driving guides to most of the trails the emigrants used to enter California and southern Oregon. These guides are popular with SUV drivers that want to see and experience the routes used in the mid 1800's for our country's westward expansion.

These guides provide maps, turn by turn directions, and GPS coordinates to allow most modern SUV's and trucks to follow these routes, both on and off pavement, through some of the most scenic country in Nevada and northern California.

U.S. Forest Service

Trails for America

A nationwide trails study led to publication of a report in 1966 entitled "Trails for America." The report called for federal legislation to foster the creation of a nationwide system of trails...The report heavily emphasized national scenic trails and the role that they should play in meeting the nation's needs for trail recreation...Congress passed the National Trails System Act and the president signed it into law on Oct. 2, 1968.

The Forest Service recognizes the valuable contributions that volunteers and private, nonprofit trail groups have made to the development and maintenance of the Nation's scenic and historic trails. In recognition of these contributions, it is a purpose of the Forest Service to encourage and assist volunteer citizen involvement in the planning, development, maintenance, and management of the national scenic and historic trails.

The Forest Service administers the following six national scenic and historic trails:

- Arizona National Scenic Trail.
- Continental Divide National Scenic Trail.
- Florida National Scenic Trail.
- Pacific Crest National Scenic Trail.
- Pacific Northwest National Scenic Trail.
- Nez Perce (Nee Me Poo) National Historic Trail.

Western Folklife Center

The Western Folklife Center is dedicated to exploring, presenting and preserving the diverse and dynamic cultural heritage of the American West. We celebrate the wisdom, artistry and ingenuity of western folkways through exhibitions, educational programs, national radio and television programs, research and preservation projects, our website, and our premier event, National Cowboy Poetry Gathering. We nurture connections among rural and ranching cultures globally, exploring universal themes in working traditions and artistic expression, which we believe are vital links to the past, present and future of the American West.

- We connect people to the authentic cultures of the West, and all aspects of our work, from programming to board development to marketing to fundraising, must be grounded in authenticity.
- Programs help articulate a sense of place for the West.
- Our work nourishes the soul and challenges the intellect. It engages the emotions and the mind.
- Our work is a touchstone for the past, yet grounded in the present with a vision for the future of the West.
- We provide a sense of belonging and connection for both a local and a far-flung audience.
- Our efforts to research, document, present and preserve the expressive culture of the people of the West are vital to the region and the nation.
- Our programs entertain and engage. The experiences provide intimate/private, expansive/public, inclusive and egalitarian.
- Our work helps communities in the rural West realize and appreciate their cultural assets.

Western Shoshone

Western Shoshone Indians are the descendants of an ancient widespread people whose name is "Newe" meaning "The People." The traditional Western Shoshone territory covered southern Idaho, the central part of Nevada, portions of northwestern Utah, and the Death Valley region of southern California. This vast land of mountains, valleys, deserts, rivers, and lakes offered an abundance of wildlife and plants for the Shoshone to hunt, fish, and gather. The Newe knew their lands and cared for its natural balance; for them it was a land of plenty.

Prior to contact with white culture, the Newe divided themselves into small extended family groups who confined themselves to specific areas for hunting and gathering. White settlers renamed the Newe "Shoshone" during the 1820's. The first contact of the Newe people with whites was mainly with fur trappers during the era of 1827 to 1846, who began the destructive cycle of exploiting natural resources. Overland emigrants began rushing at this time to the gold mines of California, and many settled throughout the Newe region, claiming the most fertile lands.

<http://www.temoaktribe.com/history.shtml>



Western Shoshone traditional territories.

POTENTIAL PARTNERS

INTRODUCTION

*Interpretation attempts to communicate in a thought provoking way to an audience that's completely free to ignore it.**

In researching organizations with similar missions, several possible "new" partnerships and/or funding sources were discovered. (Contacting these organizations could be tasked to the California Trail Center Foundation. Funding from these sources would be dependent on the California Trail Center Foundation applying for and receiving 501(c)3 status).

State Historic Preservation Office

A limited amount of grant funds are available through the annual Historic Preservation Fund award from the National Park Service. Applications to the State Historic Preservation Office are due on December 1st each year. Grants can support public education, surveys, planning, archaeological investigations, and building restoration. Applicants must be either a governmental agency or a non-profit organization. Private property owners are not eligible.

2015 Preservation Priorities

- Proposals to create Heritage Tourism materials that emphasize the authentic heritage of Nevada's diverse populations and cultural resources and result in marking and interpreting those resources.
- Proposals for projects that will inventory historic buildings, districts, sites, and objects important in the history of underserved populations of Nevada.
- Proposals for educational programs (workshops, brochures, web-based documents, conferences, etc.) that will inform the public, developers, private property owners, and local governments of the economic value of preservation and the various State and Federal tax incentive programs that can be used to support economic revitalization while ensuring preservation and responsible rehabilitation.

Preserve America

The Preserve America matching-grant program provides planning funding to designated Preserve America Communities to support preservation efforts through heritage tourism, education, and historic preservation planning.

Through these grant projects our country gains a greater shared knowledge about the Nation's past, strengthened regional identities and local pride, increased local participation in preserving the country's cultural and natural heritage assets, and support for the economic vitality of our communities.

* *Interpretation: Making a Difference*, Sam H. Ham

<http://shpo.nv.gov/grants/historic-preservation-fund>

<http://www.preserveamerica.gov/>

Kids in Parks: TRACK Trail

The program was incubated and nurtured through a visionary partnership with Blue Cross and Blue Shield of North Carolina Foundation and has only been realized due to their stalwart financial support. The strength of the network of trails in North Carolina is a direct result of this state-focused support.

<http://kidsinparks.com/partners>

Of the Student, By the Student, For the Student™

The Of the Student, By the Student, For the Student™ Service Learning Project is a nationally recognized, award-winning service learning program that offers students a full immersion in American history and heritage. Eighth grade students find themselves onsite at the Journey Through Hallowed Ground National Heritage Area, bringing the stories of those who came before them to life in videos that they write, produce, shoot, and edit under the guidance of JTHG professionals. The resulting mini-movies, or Vodcasts, offer a permanent record of the students' personal experiences and interpretations.

The pilot program was created and customized by the JTHG Partnership for Harpers Ferry Middle School students in conjunction with Harpers Ferry National Historical Park and the Advisory Council on Historic Preservation.

The JTHG Partnership offers a diverse range of educational resources designed to help history and civics teachers incorporate local historic sites into their teaching. From innovative lesson plans to immersive Extreme Journey camps and field trip guides, these creative resources present new tools that teachers can use to transform their approach to teaching American history, ensuring that students effectively understand the material and develop their own opinions on how our nation's past affects their future.

One of the ways The Journey Through Hallowed Ground Partnership helps students develop an appreciation for the past and a responsibility for the future is through its groundbreaking service learning programs. These experiential learning activities are designed to connect students with the historic, cultural, and natural resources at JTHG sites from Gettysburg on-site experiences and expert accounts with digital media technology, each project fully immerses students in historic events and situations, providing them with experiences that they can apply to world events.

<http://www.hallowedground.org>



Hands on the Land

Nevada Outdoor School

Nevada Outdoor School (NOS) was founded in 2002 by Stephanie Lefevre. She desired to establish an outdoor education program in rural Nevada that would create a sense of land stewardship amongst students of all ages. NOS gained its 501(c)3 non-profit status in 2003, in partnership with BLM, Nevada Conservation Corps, AmeriCorps, the City of Winnemucca and Humboldt County. Over the next few years, NOS increased funding through grants and strengthening partnerships with organizations such as the National Civilian Community Corps and the United Way. By 2006, NOS had created over 20 volunteer positions through AmeriCorps, VISTA and the British Trust of Conservation Volunteers (BTCV) program.

Since 2009, Andy Hart has continued to build upon the great programs and level of service NOS has provided over the years. NOS is now the main hub for AmeriCorps in Rural Nevada, placing 15-20 individuals with community organizations each year. NOS has always relied on partnerships with local, state and national agencies and organizations. Recently, growth has continued in particular due to strong local support from corporate partners such as Newmont Mining and Barrick Gold. Now serving over 1,000 students each month with a variety of classroom programs,

field trips and summer camps, NOS has also been expanding opportunities for families to get outdoors together. Volunteer conservation projects and outdoor ethics, including ATV safety certification, are other areas of programming which NOS can now provide.

Watch out for new programs in neighboring counties like Elko as well.

<http://www.nevadaoutdoorschool.org>

Hands on the Lands

Hands on the Land (HOL) is a national network of field classrooms that connects students, teachers, families, and volunteers to these special places. Within the Hands on the Land community, we collaborate to customize hands-on experiences using natural, historical, and archaeological settings to bring classroom learning to life. HOL is supported by Partners in Resource Education, which represents multiple federal agencies. Today, more than one hundred federal, state, and local sites reaching thousands of students each year participate in the HOL network, effectively making it “America’s Largest Classroom.”

HOL was formed in 1999 by Partners in Resource Education, an alliance of five federal agencies that manage public lands and waterways with initial funding from the Environmental Protection Agency. The agencies include the Bureau of Land Management, U.S. Fish and Wildlife Service, National Park Service, U.S. Forest Service, and National Oceanic and Atmospheric Administration. Collectively, these agencies are responsible for the stewardship of federally owned public lands and waterways—lands that comprise approximately one-third of the acreage of the United States. The National Environmental Education Foundation, a nonprofit organization chartered by Congress in 1990, provides the coordination of the agency alliance, with the Environmental Protection Agency continuing to provide technical assistance and advice.

National BLM Foundation

The 2015 BLM budget proposes to establish a congressionally chartered **National BLM Foundation**. This Foundation will provide an opportunity to leverage private funding to support public lands, achieve shared outcomes, and focus public support on the BLM mission. The Foundation will be established as a charitable, non-profit organization to benefit the public by protecting and restoring BLM’s natural, cultural, historical, and recreational resources for future generations. The National BLM Foundation will be similar to other existing foundations which benefit Federal programs, including the National Park Foundation, the National Fish and Wildlife Foundation, and the National Forest Foundation.

Fixed Costs – Fixed costs of \$4.4 million are fully funded in the request.

Strategic Considerations

Work with the California Trail Center Foundation to apply for 501(c)3 non-profit status in order to approach these potential partner organizations.

Task the California Trail Center Foundation to research additional partners and funding sources in Nevada and nationally:

- Newmont Mining and Barrick Gold to ascertain areas of mutual interest.
- Nevada Outdoor Schools to learn about the upcoming Elko programs.
- Hands on the Lands.
- Keep apprised of the National BLM Foundation funding support.

INTRODUCTION

*Individual commitment to a group effort—that is what makes a team work, a company work, a society work, a civilization work.**

To meet the dual 2015 goals of: *fostering dialogue between BLM National Historic Trail sites in order to share information and develop an integrated visitor experience, and building the Trail Center as a regional BLM “institute” for interpretation*, it is important to understand the individual missions of the three BLM Interpretive Centers: National Historic Trails Interpretive Center in Casper, Wyoming; the Oregon Trail Interpretive Center in Baker City, Oregon; and the California Interpretive Center in Elko, Nevada, and Black Rock Desert High Rock Canyon Emigrant Trail National Conservation Area. An exchange of “lessons learned” and sharing of information between these three sites would be of benefit to all the facilities in creating seamless visitor experiences.

Additionally, the Northeastern Nevada Museum, Trail of the 49ers Interpretive Center in Wells, Nevada, National Historic Trails/National Historic Trails Auto Tour Guides, and BLM GIS mapping of potential California Trail sites, should be evaluated to discern if interpretation connections exist and if they can be mutually leveraged.

*Vince Lombardi

Strategic Considerations

Identify pathways to collaboration and partnerships around the shared mission of: *preserving the remaining traces of our Nation’s historic trails and pathways.*

With the CTIC leading the way, it positions the Center to establish itself as a BLM interpretive resource and potential institute for interpretation and preservation.







National Historic Trails Interpretive Center Casper, Wyoming

The National Historic Trails Interpretive Center is a cooperative public-private partnership between BLM, the National Historic Trails Center Foundation, and the City of Casper.

The Trails Center interprets the significant role of the area's historic trails in the history of the United States, and seeks to promote public understanding of both America's western Native cultures and historic westward expansion while highlighting BLM's role as active stewards of public lands.

The National Historic Trails Interpretive Center offers visitors the opportunity to: Experience history, not just read about it. Thousands of people traveled the Oregon, Mormon, California and Pony Express trails in the 1800s, etching their stories in American history.

Their stories are told through seven interactive exhibit areas and an 18-minute multimedia presentation.



The National Historic Trails Center Foundations works to enhance and maintain the interactive exhibits, dioramas and award-winning orientation movie at the Trails Center.

Each year the Foundation hosts the Taste of Wyoming Celebrity Chef Cook-Off which has become one of Casper's premier fundraising events. The event is held outdoors at the National Historic Trails Center which features breathtaking panoramic views of the city. Guests at the event will enjoy an evening of spirits, culinary delights prepared by Casper's finest chefs, live entertainment and more.

Strategic Considerations



In conjunction with the Elko Chamber of Commerce, contact the National Historic Trails Center Foundation to discuss logistics of the Taste of Wyoming to determine how the fundraising event could be tailored to the California Trail Interpretive Center, Elko, and the region.



Oregon Trail Interpretive Center Baker City , Oregon

The National Historic Oregon Trail Interpretive Center at Flagstaff Hill portrays and interprets the Oregon Trail experience and its related themes, while preserving and protecting its historic, cultural heritage, natural, and visual features.

The Center serves as a focal point for the cultural heritage traveler, contributes a viable tourism industry for the area, and is committed to maintaining strong community partnerships.

This 23,000 sq. ft. interpretive center atop Flagstaff Hill overlooks nearly seven miles of well-preserved Oregon Trail ruts that extend across Virtue Flat southeast of Flagstaff Hill. This arid trail segment, where emigrants fought their way through shoulder-tall sagebrush, tested weary emigrants who had endured four or five difficult days ascending Burnt River. In places, several ruts run parallel, suggesting some teams pulled alongside or ahead of others in the push to reach the Powder River.

But travelers were also greeted with their first site of the Promised Land beyond. From atop Flagstaff Hill, the Blue Mountains beckoned in the distance, assuring emigrants that their long journey from the Missouri would soon end in the long awaited Willamette Valley.

The National Historic Oregon Trail Interpretive Center is managed by the Bureau of Land Management (BLM). **The BLM is assisted by the Trail Tenders, Inc., a local non-profit, volunteer organization dedicated to the Oregon Trail Interpretive Center.**

National Historic Oregon Trail Interpretive Center brings to life the Oregon Trail experience through living history demonstrations, interpretive programs, exhibits, multi-media presentations, special events, and more than four miles of interpretive trails. The Center focuses on six themes related to westward migration and settlement.

- Pioneer Life on the Oregon Trail
- Mountain Men and early Trail Travelers
- Native Americans along the Oregon Trail
- Natural History along the Trail and in Eastern Oregon
- Mining and Early Settlement
- History of the General Land Office, Grazing Service, Bureau of Land Management

Oregon Trail ruts carved by pioneer wagons are located onsite and are featured in a four mile interpretive hiking trail system. Trails and picnic areas offer scenic vistas of the Blue Mountains, the Wallowa Mountains, and Baker Valley.

Strategic Considerations

Trail Tenders Incorporated is a non-profit volunteer group composed primarily of Baker County residents. They are dedicated partners with the Bureau of Land Management in operating the National Historic Oregon Trail Interpretive Center. **Trail Tenders provides on-the-ground volunteer support, manages the Center's gift shop, and raises funds which are donated to the Center for facility enhancement, exhibits, and educational and interpretive programs. They also help plan and conduct special events and public outreach activities.**

Is this a potential model for the California Trail Center Foundation?

www.trailtenders.org

Oregon Historic Trails Fund

Each fall, the Oregon Historic Trails Fund awards grants to support projects that interpret, preserve or maintain Oregon's trail-related resources. Grants may also be awarded for marketing, education, advocacy and research relating to historic trails.

Grants & Scholarships

In 2014, The Oregon Community Foundation distributed more than \$80 million throughout Oregon. That money went to programs for children and families, education and scholarships, arts and culture, and community engagement. With the help of donors, nonprofits and volunteers, OCF is making lives better in every corner of our state.

Convene a Summit at the California Trail Interpretive Center with the Oregon Trail Interpretive Center, Trail Tenders Inc., National Historic Trails Interpretive Center, National Historic Trails Foundation, California Trails Center Foundation, and Southern Nevada Conservancy to discuss best practices and explore avenues of cooperation and collaboration among peers.

STRATEGIC PARTNERSHIPS

Black Rock Desert High Rock Canyon Emigrant Trail National Conservation Area Northwest Nevada

The longest intact segments of the historic emigrant trails to California/Oregon in the western US, including wagon ruts, historic inscriptions and a wilderness landscape largely unchanged since the days of the pioneers are found in the Black Rock-High Rock Region of northwestern Nevada.

In 1849 the Trail became a well beaten path to the gold fields of California. The sixteen mile-long canyon is a fine place for hiking, mountain biking, wildlife viewing, and horse back riding. The emigrant signature sites and “Post Office” cave are about five miles from the east entrance of the canyon.

This National Conservation Area (NCA) was designated in 2000. BLM completed a Resource Management Plan for the area in 2004. With the exception of the High Rock Canyon road and other road corridors, the High Rock Canyon area is within portions of three designated wilderness areas.

In alignment with the National Landscape Strategy for this National Conservation Area (NCA), Friends of Black Rock - High Rock has four responsibilities as part of a Cooperative Agreement with the Winnemucca District Office of BLM: Conservation, Education, Events, and Volunteer Outreach. Woven within these four areas are citizen science, stewardship, and youth engagement.

Strategic Considerations



The Black Rock Desert-High Rock Canyon Emigrant Trails National Conservation Area and associated Wilderness Areas are jointly managed by the Winnemucca, NV and Surprise (Cedarville), CA Field Offices. Portions of the NCA staff are located in each office. The NCA Manager is located in Winnemucca.

Educational Partners: Nevada Outdoor School, Gerlach School, Envirolution–Three Spheres Leadership Academy, University of Nevada/Reno.

The Friends of Black Rock High Rock partners with local schools and education programs to provide direct service youth projects. Youth participants experience (98% for the first time) camping, dark skies, a desert surface, viewing wildlife, and stewardship.

The BLM Winnemucca office in Winnemucca, Nevada and the BLM Surprise Valley office in Cedarville, CA office has online and printed maps and information, with the boundaries and features of the Black Rock–High Rock NCA.

Information is also available from The Friends of Black Rock High Rock, a 501(c)(3) organization, which helps manage the resources of the Black Rock Desert and High Rock regions, educates the public to foster stewardship and preserve its unique character, and sponsors events to enjoy it.

Assess as a potential model for the California Trail Center Foundation.

Contact the BLM offices and the Friends of Black Rock High Rock to discuss best practices and explore avenues of cooperation and collaboration among peers.

Northeastern Nevada Museum

Elko, Nevada

Since its start as a historical society, the Museum has striven to be the foremost resource center for local schools and community members. Schools from all over enjoy free admission and programs built to enhance the museum experience for children. The museum employs an education coordinator (education@museumelko.org) and offers programs:

Second Saturdays: a family program every month at 10 am, these programs change each month and are free to the public.

School Resources: programs currently available for school field trips: Native American baskets, American mastodon and fossils, and pioneer life.

Coming soon: Nevada History, the Chinese in Nevada. Gold Fever is a program sponsored by local area gold mines, Newmont and Barrick, which are hosted at the Museum for fourth grade students in Elko County.

Trail of the 49ers Interpretive Center

Wells, Nevada

The Trail of the 49ers Interpretive Center consists of artifacts, documents and animal displays along with a period covered wagon.

Displays (and the gift store) tell the story of the California trail as it winds through Northeastern Elko County and the many hurdles the travelers faced each and every day on the trail.

The Trail Center also houses the Wells Chamber of Commerce and its Visitors Center, where you can find answers to your traveling questions all in one stop.

Strategic Considerations

Contact Newmont Mining Corp and Barrick Gold Corp to discuss the possibility of a sponsorship on the gold mining exhibit area at CTIC. Explore a tie-in with the Gold Fever program and Chinese immigrants at the Northeastern Nevada Museum.

Investigate ways of working with The Trail of 49ers Interpretive Center to tell complementary—not the same—stories, to enhance the visitor experience by directing visitors at each of the two facilities to each other's Interpretive Center.

National Historic Trails

Many of the pioneer trails and other historic routes that are important in our nation's past have been designated by Congress as national historic trails. While most of those old wagon roads and routes are not open to motorized traffic, visitors can drive along modern highways that either retrace the original route or closely parallel it. Those modern roads are designated as Auto Tour Routes.

They are marked with "National Historic Trails" highway signs to help today's travelers follow the routes used by the pioneers who helped open the American West.

National Historic Trails: Auto Tour Guides

WEST TO STONY POINT

West of Elko, the Humboldt River has cut deep gorges through some of the mountain ranges in its path. One of these is Palisade Canyon, a narrow chokepoint that forces the trail and today's interstate highway to leave the river for an 18-mile climb through the Tuscarora Mountains. The bypass includes a mule-killing, seven-mile ascent to Emigrant Pass. Today's I-80 overlies the old trail corridor through the pass for two and a half miles. John Clark, crossing in 1852, called this trail segment "the steepest, roughest, and most desolate road that can be imagined."

Beyond Emigrant Pass, the trail turns south away from the freeway and descends by various routes. It approaches the river in the vicinity of Gravelly Ford, about six miles south of the highway. Emigrants stopped there, despite a pestering plague of mosquitoes, to rest and graze their draft animals.

Could not sleep, although I had my sun-bonnet on, and a large silk handkerchief pinned closely down over my face, boots and gauntlets on, and closely wrapped in the blankets; yet on the morrow was looking as though I had the measles.

—Nellie Phelps, at Gravelly Ford, 1859



Hikers follow a long ascent through a historic emigrant pass.

Auto Tour Route Interpretive Guides (pdf files)
These are state by state interpretive guides that provide an overview of local trail history and driving directions to suggested sites and points of interest that have interpretive media and/or educational services.

Auto Tour Route Interpretive Guides can also be found at many travel and tourism centers along the historic trail route.

The Auto Tour Route Interpretive Guide series are a work in progress. Below are the interpretive guides currently available. As new guides are developed, they will be posted here.

- Western Missouri Through Northeastern Kansas
- Missouri/Kansas Auto Tour Route Regional Map
- Nebraska and Northeastern Colorado
- Nebraska Auto Tour Route Regional Map
- Across Wyoming
- Wyoming Auto Tour Route Regional Map
- Along the Snake River Through Idaho
- Idaho Auto Tour Route Regional Map
- Utah - Crossroads of the West
- Utah Auto Tour Route Regional Map
- Across Nevada
- Nevada Regional Map

<http://www.nps.gov/cali/planyourvisit/brochures.htm>

National Historic Trails

Nevada Auto Tour Route Map

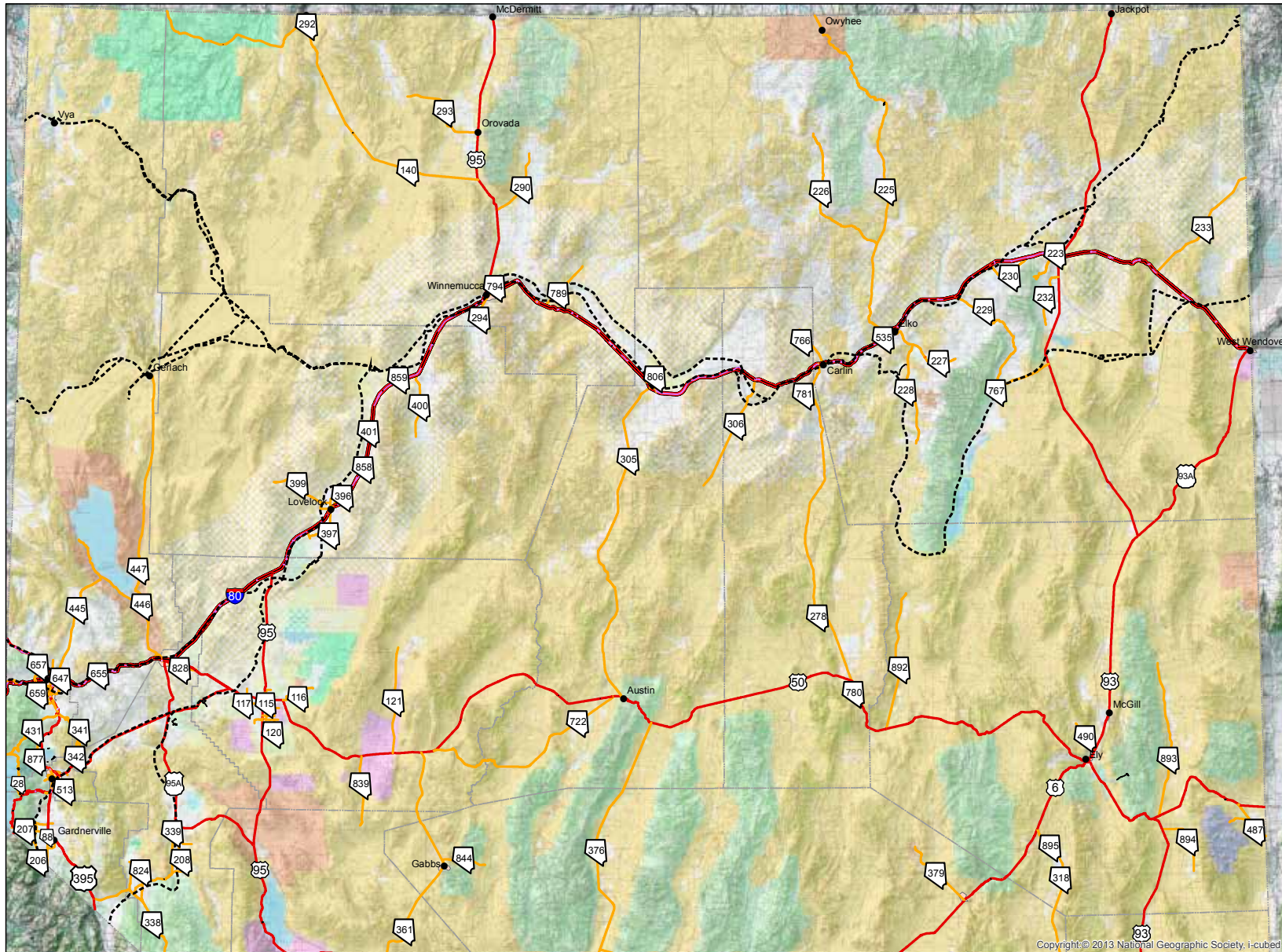


Strategic Considerations

In keeping with establishing the Center as a community and regional resource, designate an area where a large Auto Tour Route Map can be displayed with corresponding Nevada Auto Tour Route Interpretive Guide and imagery relating to CTIC exhibits and stories pertinent to call outs on the NPS map.

Contact NPS to determine if the CTIC can be added to the digital map.

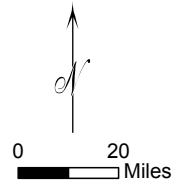
www.nps.gov/poex/playourvisit/upload/NevadaATR-IG-041612_web.pdf



California Trail
Potential Signage Along California Historic Trail

- Cities & Towns
- California Historic Trail
- Bureau of Land Management
- Bureau of Indian Affairs
- Bureau of Reclamation
- Department of Defense
- Department of Energy
- Forest Service
- Fish and Wildlife Service
- National Park Service
- Nevada State Lands
- Park
- Private
- Water

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Strategic Considerations

Work with BLM and partner agencies to create signs and develop a visitor map directing travelers to physical sites near the CTIC.

Work with NPS to create an Auto Tour with links and information on National Park Service website to lead to the GIS Interactive Trails Map Viewer (where the California Trail Interpretive Center is listed and shown on the map).



California National Historic Trail

The road to California carried over 250,000 gold-seekers and farmers to the gold fields and rich farmlands of California during the 1840s and 1850s—the greatest mass migration in American history. Congress designated the California National Historic Trail in 1992.



http://www.nps.gov/oreg/playourvisit/maps.htm#CP_JUMP_656155

INTRODUCTION

Interpretation can only make a difference in how audiences behave if it's specifically designed to do it.

In 2002, the *Interpretive Plan: California National Historic Trail Interpretive Center* identified potential visitor audience groups as:

- Interstate 80 and U.S. Highway 93 travelers.
- Relatives and descendants of trail emigrants and returnees.
- Western Shoshone people and connected tribes.
- "Rut nuts".
- People who have heard about some of the popular stories, such as the Donner Party.
- School groups (projected for October–November and April–May).
- Families with children (higher numbers in summer).
- Local convention goers.
- Local residents.
- Elderhostel participants.
- Retirees.
- Japanese and European visitors interested in Western American History.
- Film production crews.
- Organized tour bus companies.

Four specific audience groups were identified by stakeholders for targeted interpretive messages and media development:

- **Families**
- **Cultural Heritage Traveler**
- **International Travelers**
- **Students**

Understanding these audiences—and the market environment—of the CTIC will be instrumental in determining how to best serve visitors by defining demand and how the Center will respond.

The following audience profile data/information is presented to give a greater understanding of the travel desires and needs for each group.

Audience Profiles

Family Traveler Profile

*Family travel is leisure travel's fastest growing niche.**

Any combination of family members traveling together, regardless of age or type of travel—is broader than the stereotypic definition of two parents traveling with children under the age of twelve or even the more recent understanding of the market as encompassing one or two parents traveling with kids under eighteen.

Family trips are, by definition, group travel...[There is] a growing popularity of large multi-generational trips, often for 18 to 20 people.

According to family travel expert Nancy Schretter, the common denominator for all family travel is a quest for lasting memories. In the article *Booming Family Travel Is Hot Opportunity for Agents*,¹ “At no time in our history have parents and grandparents lived further apart and had their time together be so constrained. Vacations are seen as the one time when families can get together and bond.”

“And as the baby boomers are getting older, they want to leave behind experiences, not things.”

*Nancy Schretter, founder and managing editor of the Family Travel Network.

¹ *Booming Family Travel Is Hot Opportunity for Agents*
Robin Amster, February 07, 2013

Statistically, family travelers, those traveling with either children or grandchildren, make up 30% of U.S. adult leisure travelers. Grandparents traveling with grandchildren represent 7% of U.S. adult leisure travelers. Family travelers take an average of 4.5 trips each year.

Gen X (those born from 1965 through 1980) makes up 31 percent of all leisure travelers and 36 percent of all business travelers. Gen Xers take an average of 3.5 leisure trips and 6.9 business trips per year.

Gen Y (those born after 1980) makes up 12 percent of all U.S. leisure travelers and those traveling in this group take an average of 3.9 leisure trips per year. Gen Yers also represent 13 percent of all business travelers and take an average of 4.2 business trips per year.

(Source: travelhorizonsTM, July 2009)

Millennials

Visiting family and friends is the most popular reason for leisure travel, but it is more popular among Millennials (early 1980s to the early 2000s). This intensity appears to be generational rather than simply related to life stage. Outdoor adventures, shopping, and special events such as weddings, entertainment, and food and wine festivals are key reasons for Millennials to travel...Millennials are also almost twice as likely as non-Millennials to travel for a hobby. And they travel more for personal interest, food and wine, entertainment, outdoor activity, and shopping than do non-Millennial leisure travelers.

Male millennials travel more for gambling and personal hobbies; female Millennials travel more for special occasions, to visit family and friends, and for cultural enrichment and sightseeing.

Research shows that Millennials...prefer touchscreen technology, and need charging stations for their many electronic devices. And because Millennials more than non-Millennials look online for reviews and opinions—and are more likely to broadcast their own negative experiences—the 24/7 ability to resolve conflicts online and social media listening capabilities are crucial.

Traveling with Millennials
Boston Consulting Group
Christine Barton, Julia Haywood, Prana Jhunjunwala, Vikrant Bhatia, March 2013

Cultural Heritage Traveler Profile

“Travel to experience the places, people, activities and things that authentically represent the past and present, including cultural, historic, and natural resources.”

The Cultural & Heritage Traveler Study, conducted in 2009 among U.S. domestic travelers, reveals that 78% of all U.S. leisure travelers participate in cultural and/or heritage activities while traveling, translating to 118.3 million adults each year. With cultural and heritage travelers spending an average of \$994 per trip, they contribute more than \$192 billion annually to the U.S. economy.

Cultural and heritage travelers as a whole are more frequent travelers, reporting an average of 5.01 leisure trips in the past 12 months versus non-cultural and heritage travelers with 3.98 trips. They also are more frequent business travelers and are more likely to have taken an international trip in the past 12 months than their non-cultural and heritage counterparts. More than half of travelers agree that they prefer their leisure travel to be educational and nearly half said they spend more money on cultural and heritage activities. **They also are likely to travel further to get the experiences they seek: about half of most recent overnight leisure trips were 500 miles or more from home. More than a third say they traveled between 100 and 300 miles for a day trip.**

The study found that cultural and heritage travelers are more likely to participate in **culinary activities**, such as sampling artisan food and wines, attending food and wine festivals, visiting farmers’ markets, shopping for gourmet foods, and enjoying unique dining experiences as well as fine dining.

Other cultural and heritage activities identified by travelers include: visit historic sites (66%); attend **historical re-enactments (64 %)**; visit art museums/galleries (54%); attend an art /craft fair or festival (45%); visit state / national parks (41%); shop in museum stores (32%). **The vast majority of these travelers (65%) say they seek travel experiences where the “destination, its buildings and surroundings have retained their historic character.”**

Cultural and heritage travelers seek authentic destinations with historic character as well as educational experiences in their travels.

The study was conducted by Mandala Research for the U.S. Cultural & Heritage Tourism Marketing Council, in conjunction with the U.S. Department of Commerce. Heritage Travel, Inc., a subsidiary of The National Trust for Historic Preservation, and its website www.gozaic.com was lead sponsor of the study.

Strategic Considerations

Given the “culinary activity preference,” work with the California Trail Center Foundation to create a farm to table fund raiser event like the **National Historic Trails Interpretive Center: Taste of Wyoming Celebrity Chef Cook-Off**, which has become one of Casper’s premier fundraising events.

National culinary tourism trends—travel based around farmers markets, festivals, eating tours, chef-led cooking classes and local produce dinners—reveal:

- Regional food is a significant aspect of the visitor’s experience of a destination, driven by authenticity and the need to have a high quality experience.

Investigate a tie-in with regional Basque food or “On the Trail” food offerings.

International Traveler Profile

The fastest growing sector of international travel to the United States are cultural heritage tourists, who are motivated to explore the US through its artistic, heritage and historical offerings.

The United States welcomed nearly 15.4 million overseas cultural heritage travelers in 2010, out pacing the average growth of all overseas arrivals to the United States (14% and 11%, respectively).

In 2011, the U.S. Department of Commerce released its first Cultural Heritage Visitor (CHV) Profile. The profile showcases select characteristics of overseas visitors who participated in one or more of the following activities: art gallery/museum, **cultural heritage sites, ethnic heritage sites, American Indian community, historical places, and national parks.**

Since 2004, the number of travelers participating in cultural heritage visitor activities has increased from 10.6 million (68.7% of the market) to the current 15.4 million, or 71.2 percent of all overseas visitors.

Europe visitors dominate this market, with almost 56% of all European travelers stating they participated in CHV activities while visiting the United States, followed by Asia (19%) and South America (13%).

The top countries interested in cultural heritage related activities are: Brazil, France, Germany, Japan, and the United Kingdom. Each posted increases in the number of travelers participating in this type of activity...

Among the top destinations visited by CHV travelers, the share was higher for: New York, California, **Nevada**, Massachusetts, and Illinois. Among the top cities, the CHV share was higher for: New York City, Los Angeles, San Francisco, Las Vegas and Washington, DC. These shifts in share also change the rankings of the top destinations for CHV travelers when compared to the average overseas traveler to the country, further defining **cultural heritage destinations** for the United States.

The profile can be accessed directly from the Office of Travel and Tourism Industries' website:
http://www.tinet.ita.doc.gov/outreachpages/download_data_table/2010-cultural-heritage-profile.pdf

Strategic Considerations

Like the Cultural Heritage Traveler, the International Traveler is looking for destinations with: **cultural heritage sites, ethnic heritage sites, American Indian community, historical places, and national parks.** Work with the Elko and Reno Chambers of Commerce to identify small tour group organizations and **create itineraries** for the CTIC and region, which include accessing "wagon ruts."

Historically, 14% of the emigrants were foreigners [immigrants] who came to America specifically to "go west." For the International Traveler and all audiences, dedicate an area where these immigrant diaries and stories can be shared.

General Statistics

- Shopping, dining and cultural heritage experiences are the top tourism activities in America.
- Tourists spend more than local shoppers; international guests spend up to 10 times more.
- Domestic and international travelers offer exceptional opportunities to increase retail sales in stores at cultural institutions.
- Tourism is one of the top global growth industries.
- Tourism is a long-term business-building strategy in which you need to invest time and effort to develop win/win relationships.
- Tourists shopping in stores at cultural institutions view their purchases as an enhancement and extension of the total museum visit.
- Targeted PR and events are tools to cost-effectively reach and attract high-spending tourists.
- Media communications can help to position your store and museum as a leading tourism attraction in your community.
- Tracking your store's tourism sales and reporting data to your organization's stakeholders is essential to developing long term sales increases via travel and tourism.

- More than 50 percent of all Americans book their travel online and more than 64 percent research their travel online.
- To attract more traveling visitors, it is critical to develop and maintain your organization's presence on major online travel channels.
- Inclusion of museums and museum stores in travel packages sold online by a wide variety of resources results in exceptional online exposure at little or no cost.
- Training your team to be tourism ambassadors, to welcome and engage the traveler, is a cost-effective way to build and track your tourism business.
- During challenging economic times, there are many opportunities to expand your business through creative tourism marketing, partnerships, and online marketing.
- Research that helps to define and provide more data on the travel preferences and behavior of cultural and heritage travelers is valuable for increasing understanding and building success.

Internet Use

The Internet was used by approximately 90 million American adults to plan travel during the past year with 76 percent of online travelers planning leisure trips online. Most online travel planners are somewhat or extremely satisfied with their experiences in using the Internet to plan their trips. Importantly, most see the Internet as a very useful or essential tool for planning many/most aspects of a trip including where to stay overnight, planning travel routes, potential places to visit, attractions to visit, as well as learning about what to do. The primary tools for travel planning are online travel agency websites, search engines, company websites and destination websites. Airline tickets, overnight lodging accommodations and car rentals are the dominant travel products and services purchased online by travel planners.

(Source: Travelers' Use of the Internet, 2009)

Case Studies

The following case studies are provided as a means of exploring what other local, regional, and national organizations are doing to attract students /youths to their centers, museums, and events—with the intent of sparking ideas about how these innovative programs can be adapted to the CTIC outreach.



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Young people across the world are increasingly involved in heritage protection and promotion, recognizing that heritage does not only belong to the past, but is also part of their identity. Transmitting heritage values to young people favors intercultural understanding, respect for cultural diversity and helps create an environment propitious to a culture of peace—principles which are central to the United Nation’s mission.

Heritage related initiatives clearly demonstrate that culture is an indispensable driver and enabler of sustainable development. Heritage provides testimonies to, and links between, the past and present.

Create and reinforce synergy between youth and heritage stakeholders—Promotion and preservation of World Heritage requires collaboration of various stakeholders, ranging from site managers to local community, and from heritage experts to young volunteers. The work of young participants should be included in a bigger initiative involving various stakeholders.

UN Youth Fact Sheet: Culture as a Vector for Youth Development, UNESCO 2013

Londinium 2012

Label your exhibits, not your visitors, says the Museum of London’s youth panel.

The Museum of London opened Londinium 2012, an exciting new look at the museum’s Roman collections created by over 100 young Londoners and co-curated by the museum’s resident youth panel, Junction. Here are the young curators top tips for engaging young adults in museums.

‘This Ain’t the Roman Days’

We think museums should get involved with what’s going on now, looking at topics that young people are really interested in. There’s nothing interesting about learning about the past if it has nothing to do with our present.

Be topical and include current, hard-hitting, juicy issues, even those that have been taboo in the past. When museums connect to modern issues it helps people understand more about the world around us. It also lets museums find out about what these issues mean to us too.

Our Londinium 2012 features a film made by young people looking at the importance of Londinium’s amphitheatre. In response to researching the violence in Roman culture, young people speak out about the amount of street level violence they experience in their area today.

“Treat your museum like a YouTube video—it needs to go viral.”

If you want to attract young people to your museum then the best advertising you will ever get is one young person recommending you to their friends. Getting young people talking about museums is a sure-fire way to get more of us in.

Think about what makes your museum exciting for young adults. Make it a talking point. And most importantly, GET SOME YOUNG PEOPLE INVOLVED (why not do a project with them?). If our friends are going to museums, we might want to go too, so make your museum something teenagers go out to – a place to be.

The Our Londinium 2012 process started in 2009 with five young people and a camera telling the Museum what London meant to them. We have been talking ever since. We’re looking to be challenged, and to challenge what you think of us. When we work together, museums are spaces where this can happen.

But, if your museum is really serious about working with young people, we have a fail-proof method for making sure you don’t put us in a box before you’ve even started: go out of your front door and start talking to some young people. It’s really that simple.

Junction are the youth panel of the Museum of London—if you are aged between 16 and 21 and interested in becoming a member email emailjunction@museumoflondon.org.uk . Follow the museum on Twitter @MuseumofLondon

Popping the social media bubble

We use social networking sites for connecting with our friends, but please don't rely on us finding out about your museum just through social media.

That's not to say social media isn't relevant to us; it's just being used in a different way. Social media is still a great opportunity for a museum to work together with young people.

As part of the Museum of London's Gladiator Games event last summer, we worked with a digital media training company and the communications team so we had the skills to plan, capture and share the event as it happened. We set up our very own tweeting gladiator @MaxTweeticus and created a Tumblr account to upload audio interviews and behind the scenes photos on the day.

Museums and me: Junction's top tips for engaging young people: Label your exhibits, not your visitors.

<http://www.theguardian.com/culture-professionals-network/culture-professionals-blog/2012/mar/13/museums-junction-engage-young-people>



Strategic Considerations

Follow the youth panel, Junction advice: "If your [Center] is really serious about working with young people, we have a fail-proof method for making sure you don't put us in a box before you've even started: go out of your front door and start talking to some young people. It's really that simple.

Contact local/regional middle and high schools to entice a history class, group, or club to visit the CTIC and ask them: "What would make you want to come to the CTIC and learn about the California Trail?" Have them bring video and phone cameras.

STUDENT / YOUTH PROFILE

Art Museum Teaching

Student Learning in Museums

It has long been recognized that museums are educational institutions and that their school audiences are critical in both sustaining visitation and, through offering a positive and inspiring experience, can influence lifelong museum visiting habits.

(Falk and Dierking, 1997)

This report outlines the evidence for student learning in museums under the frame of the contextual model of museum learning (Falk and Dierking, 1992, 2000), coupled with review of published studies primarily drawn from the work of DeWitt and Storksdiack (2008) and Groundwater-Smith and Kelly (2003-2011).

Given the parameters of this review, the focus is on the physical museum space, coupled with the role of the teacher and museum staff.

The Physical Context and Student Learning

The degree of structure of a field trip is the subject

of much disagreement in the literature—how much should the experience be mediated and teacher/ educator-led, and how much should be student-led, based on free-choice learning? DeWitt and Storksdiack (2008) identified several issues around structured visits:

- To maximize cognitive and affective outcomes field trips need to provide moderate amount of structure while still allowing for free exploration.
- *Well-designed worksheets can be effective in promoting discovery-based inquiry if exposing students to a wide range of relevant information.*
- *Well-designed worksheets may tap into already available interpretive material thus extending the richness of information.*
- The use of pre- and post- visit activities can enhance the cognitive and affective learning outcomes.
- In a museum setting structure experiences, such as guided tours, specific detailed tasks can increase cognitive learning but may dampen enthusiasm.
- Structure, including worksheets, may limit the ability for students to explore and engage with the unique aspects of the museum setting.

Based on a range of studies, McManus (1985) recommended that worksheets should be designed to encourage observation, allow time for observation, focus on objects not labels, be unambiguous about where to find information, and encourage talk.

The Personal Context and Student Learning

Field trips offer deep cognitive learning beyond facts

and concepts to include process skills and draw on other places of learning such as museums. Learning on a field trip is a valuable supplement and addition to classroom instruction and a way to prepare students for future learning. (DeWitt and Storksdiack, 2008)

Students are more likely to remember social and personally relevant aspects of field trips, yet also dislike and keep less favorable memories of these trips that seem overly structured and leave little room for their personal visit agenda. (DeWitt and Storksdiack, 2008)

Based on the elaborateness of children's descriptions it was concluded that high personal involvement, links with the curriculum and multiple visits to the same institution embraced long-term learning impact. (DeWitt and Storksdiack, 2008; Wolins et al,

Students felt that in order to be substantively engaged in cognitive learning they needed to: know how things worked; be able to think through ideas; have opportunities to ask questions; be able to handle, manipulate and closely examine artifacts and exhibits; be able to seek out information from several sources in language appropriate to their age and stage of development; and be stimulated through all their senses. (Kelly and Groundwater-Smith, 2009).

When looking at emotional learning, students expressed a desire to be emotionally connected, while at the same time not emotionally confronted. The students in this study indicated that they welcomed opportunities

to be fully engaged with provocative questions, fascinating and puzzling exhibits and clear, well-structured and accessible information.

(Kelly and Groundwater-Smith, 2009).

In the majority of cases the aspect of the field trip that was recalled subsequently was the content and/or subject matter presented during the field trip.

(Falk and Dierking, 1997)

Even after years had elapsed, nearly 100% of the individuals interviewed could relate at least one thing they learned during an early-elementary-school field trip, and most could relate three or more things.

(Falk and Dierking, 1997)

The Social Context and Student Learning

Students are more likely to remember social aspects of their visit. The social interaction occurring on a field trip is an important part of the experience and supporting students' in sharing their experiences enhances learning.

(DeWitt and Storksdieck, 2008; Kelly and Groundwater-Smith, 2009)

Students like learning with their friends. While they recognized that a visit to the Museum was primarily designed by their teachers to assist in their learning, they also wanted it to be a satisfying social occasion when they could learn with and from their peers.

(Kelly and Groundwater-Smith, 2009)

Visits are highly social experiences for students. A study of sixth graders stated that they had more control

over their own learning when interacting with their peers rather than adults who tended towards control.

(Birney, 1988)

The Role Of The Teacher

Teachers value museums as sources of rich learning and social experiences (DeWitt and Storksdieck, 2008; Falk and Dierking, 1997; Groundwater-Smith et al, 2009).

Research reveals that teachers have complex and comprehensive reasons for field trips, valuing these as learning and educational opportunities and as chances for social and affective learning (DeWitt and Storksdieck, 2008).

Teacher motivations for school trips include connecting with classroom curricula, providing a general learning experience, enhancing student motivation, exposure to new experiences, change in setting or routine and student enjoyment. (Kisiel, 2005)

Students with teachers who were both enthusiastic about science and engaged in extensive follow-up activities expressed more positive attitudes towards science after their museum visit than students in other classes. (Jarvis and Pell, 2005)

DeWitt and Storksdieck (2008) report that field trips are enhanced when the teacher:

- Becomes familiar with the setting before the trip.
- Orients students to the setting and agenda and clarifies learning goals.
- Plans pre-visit activities aligned with curriculum goals.
- Plans/conducts post-visit activities to reinforce trip and enables students to reflect on their experiences.

The Role Of The Museum And Museum Educators

...of the literature consulted it is clear that collaboration between teachers and museum educators and other staff in program development brings positive results in terms of enhanced outcomes of student visits and in strengthening relationships.

When programs are developed in alignment with school curricular and teacher goals rather than the museum's objectives, integration of the visit into classroom practice is more likely. (Xanthoudaki, 1998).

Successful museum-school collaborations are often characterized by the museum reaching out to teachers and developing material in conjunction with them.

(DeWitt and Storksdieck, 2008; Groundwater-Smith et al, 2009)

Museum staff ...found that teachers had a great deal to offer in the way of advice. Staff felt that they had benefited in terms of getting close to their audience;

STUDENT / YOUTH PROFILE

Art Museum Teaching: continued

learning about how the Museum could better engage teachers and students; networking and connections made to enable further discussion and consultation to take place; and stimulating new ideas for programs. (Kelly and Fitzgerald, 2011)

Art Museum Teaching is a digital community and collaborative online forum for reflecting on issues of teaching, learning, and experimental practice in the field of art museum education. It is the goal of this site to connect educators, ideas, and resources around a dialogue about what we do in our practice of teaching and learning.

Student Learning in Museums: What Do We Know?
 November 19, 2014 Mike Murawski
<http://artmuseumteaching.com/2014/11/19/student-learning-in-museums-what-do-we-know/>

ART MUSEUM TEACHING
 a forum for reflecting on practice

ABOUT EXPERIMENTING IN MUSEUMS GOOGLE+ HANGOUTS MUSEUM TECH TEACHING TOOLS TEENS IN MUSEUMS

TOP POSTS & PAGES

OPENTHINK
 JOINT STATEMENT FROM MUSEUM BLOGGERS & COLLEAGUES ON FERGUSON

TEACHING TOOLS
 TEACHING #FERGUSON: CONNECTING WITH RESOURCES

SPOTLIGHT ON PRACTICE, TEACHING TOOLS
 STUDENT LEARNING IN MUSEUMS: WHAT DO WE KNOW?

MUSEUM TECH
 BEYOND DIGITAL: OPEN COLLECTIONS & CULTURAL INSTITUTIONS

MUSEUM TECH
 THE MOON BELONGS TO EVERYONE: EMBRACING A DIGITAL MINDSET IN MUSEUMS

MUSEUM TECH
 LOOKING UP, LOOKING DOWN: DESIGNING MOBILE INTERPRETATION THAT ENGAGES WITH ART

RECENT POSTS

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December 11, 2014
- Teaching #Ferguson: Connecting with Resources
November 25, 2014
- Student Learning in Museums: What Do We Know?
November 19, 2014
- Beyond Digital: Open Collections & Cultural Institutions
November 6, 2014
- The Moon Belongs to Everyone: Embracing a Digital Mindset in Museums
October 23, 2014

OPENTHINK
 HOW TO VIEW ART: HOWEVER YOU WANT TO

STUDENT / YOUTH PROFILE

Walker Arts Center: Walker Teen Program

For more than 15 years, the Walker Art Center has been a leader in innovative youth programming, providing cultural institutions around the world with a successful model for engaging teens and young adults. At the center of this model is the Walker Art Center Teen Arts Council (WACTAC), a diverse group of 12 young artists and art enthusiasts who ensure that events for teens are part of the Walker's overall program throughout the year.

Meeting weekly after school, WACTAC members identify opportunities in the Walker's exhibition schedule for teens to connect with contemporary art and artists. They also design their own creative projects to augment the institution's offerings. In the past, WACTAC has developed exhibitions and events to showcase teen artists, invited resident artists to give talks and lead classes, developed marketing materials and strategies, written and published original work for print and online, planned regional film festivals, and partnered with local groups to present programs throughout Minneapolis and St. Paul.

Teen programs bring a special vitality to the Walker, and these experiences have helped alumni attain scholarships and audiences for their work, secure curatorial and educational positions, and use their organizational and arts advocacy skills in their colleges and home communities.

The Walker Art Center's Teen Programs create and support young people's interactions with and connections to contemporary art and artists of our time. Teen programs seek to provide vehicles and resources for young people to safely ask complex questions, voice their own ideas and opinions, and explore their critical and creative potential.

The WACTAC (Walker Art Center Teen Arts Council) provides the institution with a dedicated, core group of teenagers who work closely with staff to plan program and events for teens. Past programs have included teen art exhibitions, printed publications, performances, film screenings, artist talks, and art-making events.

The Walker also holds teen art workshops, exhibits the work of area teenage artists, and offers additional internships for this age group.

<http://blogs.walkerart.org/teens/#tac>

Strategic Considerations

Work with teachers/students to create a digital community and collaborative online forum to connect educators, ideas, and resources around a dialogue about the California Trail.

Like the Walker Teen Program, seek: to provide and co-create platforms and resources with young people to safely ask complex questions, voice ideas and opinions, and explore critical and creative potential.

In order to create an environment where students can safely ask complex questions, voice ideas and opinions about critical issues (perhaps around the theme: *Encounters between the tribes and travelers on the California Trail generated cooperation and conflicts*), consider developing a Facilitated Dialogue program. Both the National Park Service and International Coalition of Sites of Conscience have facilitator training:

NPS

kimble_talley@nps.gov

<http://idp.eppley.org/training>

<http://idp.eppley.org/Interp-Toolkit>

Sites of Conscience

<http://www.sitesofconscience.org/>

Sarah Pharaon (Curriculum Director for the American Association for State and Local History training program, "Can You Hear Me Now: Connecting Visitors Through Real Stories of Artifacts and Place.")

STUDENT / YOUTH PROFILE

National History Day

National History Day (NHD) is a non-profit education organization in College Park, MD. Established in 1974, NHD offers year-long academic programs that engage over half a million middle- and high-school students around the world annually in conducting original research on historical topics of interest. These research-based projects are entered into contests at the local and affiliate levels, where the top student projects have the opportunity to advance to the National Contest at the University of Maryland at College Park. NHD also seeks to improve the quality of history education by providing professional development opportunities and curriculum materials for educators. NHD is sponsored in part by Kenneth E. Behring, Patricia Behring, HISTORY®, Jostens, the National Endowment for the Humanities, the NPS, Southwest Airlines, Joe Weider Foundation, and WEM 2000 Foundation of the Dorsey & Whitney Foundation.

In addition to facilitating the discovery of the past, NHD also helps students develop the following attributes that are critical for future success:

- Critical thinking and problem-solving skills,
- Research and reading skills,
- Ora/written communication and presentation skills,
- Self-esteem and confidence, and
- A sense of responsibility for and involvement in the democratic process.

<http://www.nhd.org/about-us/>



Colorado Youth Summit

The Colorado Preserve America Youth Summit began in 2007 with the goal of creating an opportunity for middle and high school students from grades 7th to 12th to get out of the classroom and into the field to learn about history, archaeology, heritage tourism and preservation. Interacting directly with community partners such as federal, state and local governments and agencies as well as non-profit historic preservation, tourism, community and education organizations, each Youth Summit provides interactive, outcome driven learning experiences and service opportunities. As part of the program, the students reflect what they learn in the field so that they may provide critical feedback and policy advice to then help partners develop meaningful and relevant methods to reach younger audiences.

The only program of its type in the country, Colorado's Youth Summits have received national attention for the accomplishments of the experiences offered to over 500 students and their teachers in its first five years. The Summits work to achieve four primary objectives: connecting youth and teachers to historic places; involving students in historic preservation activities; expanding tools to support teachers' efforts in heritage and preservation education; and bolstering local preservation and heritage tourism efforts.

The Colorado Youth Summit serves any teacher, student and community partner working to advance the



appreciation and use of our nation's historic places. Community partners include federal, state and local governments and agencies as well as non-profit historic preservation, tourism, community and education organizations. The collaboration between the Colorado Youth Summit organization and national, state, regional and local partners helps draw attention to the partner's current issues, programs and goals with their energetic enthusiasm and openness to offer creative solutions.

Partnering with the Youth Summit has proven results to:

- Share local history and stories.
- Bring new ideas to projects and programs.
- Draw new visitors to historic places.
- Connect local educators to preservation activists.
- Enhance interpretative programs with new ideas to connect students and families to the historic program/site.
- Foster future stewards for historic places.
- Undertake projects through service experience.
- Draw attention from media, leaders, elected officials.
- Invigorate efforts to move projects /programs forward.
- Energize staff and local volunteers.
- Provide direct marketing input for their generation.
- Offer ideas for use of new technology.
- Share experiences through social media and blogs.
- Become ambassadors/advocates for community issues.

<http://www.preservationyouthsummit.org/>

Strategic Considerations

Establish a Nevada Youth Summit. The organization has been taken under the wing of the National Park Service with a detailed "Heritage Education Services website on: Preparing the Next Generation—Managing and Presenting a Youth Summit.

<http://www.nps.gov/nr/twhp/youthsummits/introduction.html>

Michelle Pearson, currently the Coordinator of Historic Preservation Education Grants for the Colorado State Historic Fund, has identified Herb Thompson, co-coordinator of the Geographic Alliance in Nevada in 1997, as a contact for the CTIC in creating a Nevada Youth Summit program: geomanlvnv.aol.com

Herb has also helped create materials for Rand McNally and has written lessons for the *Giant Traveling Maps* from National Geographic. The CTIC Plaza is already a compelling map of the California Trail, Herb Thompson could be a resource in developing interpretation for the entry Plaza experience and/or the "end of Trail" conclusion to the Center's exhibits.

Giant Traveling Maps



Book a map for 2014-15 School Year

Photograph by Lisa Beaudry

Share



National Geographic's Giant Traveling Maps are enormously entertaining and educationally powerful tools for introducing geography and map reading skills to students, grades K-8.

What better way to teach young people the power of maps and the limitless depth of geography than a basketball-court-sized map of a continent on which they can explore, travel from country to country, hop around, compete, collaborate and have lots of fun?

National Geographic's Giant Traveling Maps, produced by National Geographic Live, tour the country's schools, bringing hands- and feet-on geography education to hundreds of thousands of students each year. Designed to promote geographic literacy by igniting interest in geography, the maps and accompanying activities incorporate physical movement and games to teach students place names, physical geography, and cultural geography as well as map reading skills.

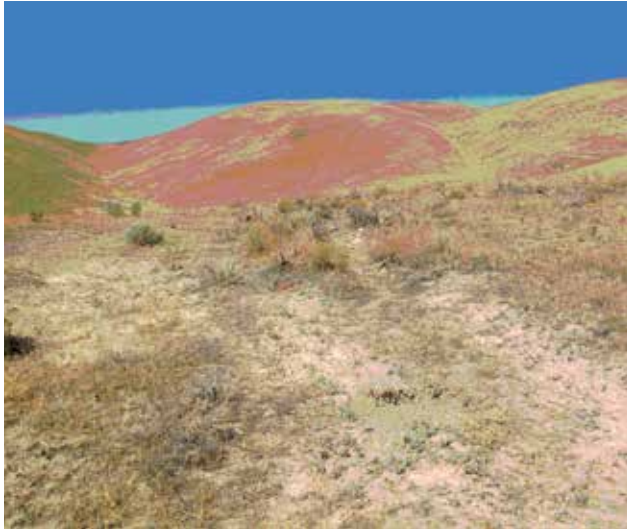
These floor maps of Africa, Asia, Europe, North America, South America, and the Pacific Ocean are available for rent, each accompanied by a complete teacher guide, activities, game props, and educational resources.

"The map was the best Social Studies activity I have seen in my 33 years of teaching."
- Wisconsin Elementary Teacher

[Read interview](#) about Giant Traveling Maps with Dan Bissupill of National Geographic.



INTRODUCTION



In creating the new interpretive plan for the California Trail Interpretive Center, it is imperative to assess the ten year plus achievements of the Center as measured by the exhibits, programs, and media developed around the six interpretive themes delineated in the 2002 Interpretive Plan: California National Historic Trail Interpretive Center.

For the purpose of this assessment, the six themes and general goals/topics have been organized into categories to aid in determining if each theme has been thoroughly addressed and developed at the Center—or if more interpretation is needed to achieve the stated 2002 goal that: “visitors better understand and appreciate” the significance of the California Trail.

Primary Interpretive Themes (2002)

1. Western Shoshone and other Native American societies lived in the Great Basin for thousands of years before the first Euro-Americans made contact. The encounters between the tribes and travelers on the California Trail generated cooperation and conflicts.
2. The California Trail became a path of western expansion during the period 1841 through 1869. The most difficult part of the journey was the trail across the Great Basin and over the mountains.
3. More than 250,000 sojourners, including explorers and adventurers, the rich and the poor, families and fugitives, the Donner Party and the gold rushers, and people of varied heritage crossed the Great Basin on the road to California.
4. Landforms, landmarks, forage, wood, and water dictated the paths of migration. Although crooked, shallow, muddy, and monotonous, the Humboldt Highroad cut across the ranges of the Great Basin and made wagon travel to California possible.
5. All 19th century overland travelers shared similar experiences while heading west: the drudgery of walking hundreds of miles, suffocating dust, violent thunderstorms, mud, temperature accidents, sickness, and death.
6. Railroads, modern highways, pipelines, and powerlines still follow the general routes of the California Trail.

Primary Interpretive Themes (2002)

Theme One:

Western Shoshone and other Native American societies lived in the Great Basin for thousands of years before the first Euro-Americans made contact.

Cooperation

- Northern Paiute Chief Truckee showing emigrants safe passage across the Forty Mile Desert to the Truckee River.

Conflict

- Dependence of everyone on available water supplies.
- How impressions, misconceptions, and racism affected relations among different cultures.
- Incidents of whites raiding wagon trains disguised as Native Americans, and resulting impacts on the Native people (e.g. the Haws family).
- Role of newspapers of the era in spreading stories
- All emigrants came prepared for potential conflict.
- Impacts of disease (brought by emigrants) on native populations.
- Past events in East (Black Hawk War and other conflicts) fostering emigrants' fear of Native Americans.
- How stories and experiences were exaggerated over time (sensationalism; romanticism).
- Impact of stories told by fur traders and trappers (some of which found their way into print).
- Trail experience developed its own mythology regarding Native Americans.

Culture

- Native American perspectives toward expansion.
- Changes westward expansion brought to the Native American life ways.
- Endurance, adaptability, survival of the native peoples to the present day.
- Lifestyle of Western Shoshone—their ability to adapt to this harsh environment.
- Importance of sacred sites to the Western Shoshone people and the need to protect and preserve them.
- Nature of the Great Basin itself and the important connections to the Humboldt River.
- Cultural differences ignited conflict.
- Cultural differences and associated value systems affected relationships.

Challenges to telling the story

- Difficulty of telling stories from different perspectives (including reliance on oral histories and diaries).

Interesting but irrelevant to cooperation and conflict theme:

- Impacts of the ranchers and miners who later settled these lands.
- Wealth going through the area, e.g. emigrant possessions discarded on Trail.

Theme One: Evaluation Synopsis

Modified Theme

Encounters between the tribes and travelers on the California Trail generated cooperation and conflicts.

Storylines:

- *Cultural differences ignited conflict.*
- *Cultural differences and differing value systems affected relationships.*

Universal Themes:

- Interdependence/Independence
- Cooperation
- Conflict

Future Research:

- Northern Paiute Chief Truckee story of cooperation

2002 Primary Interpretive Themes

Theme Two:

The California Trail became a path of western expansion during the period 1841 through 1869. The most difficult part of the journey was the trail across the Great Basin and over the mountains.

Motivation

- Why emigrants attempted this long journey.

Challenges

- What physical challenges were encountered along the way?
- What it was like when emigrants reached this area in the summer.
- From Elko the trail only gets more difficult (physically, mentally, medically).

Decisions

- How routes were chosen? (Paths of least resistance.)
- Importance of making the right choices along the way.

Considerations

- The Humboldt River is a lifeline across this area.
- Earlier use of these routes by native peoples and others—for mobility, trade, seasonal food gathering, visits to sacred sites, etc.
- Journey parallel to modern day trips along much of the same route.
- The Great Basin was once referred to as “the great unknown”.
- Contributions of early explorers in finding routes.

Geography

- How the trail fanned out across the Sierra Nevada.
- Humboldt Road was also a route to Oregon.

Transportation

- *Railroads, modern highways, pipelines, and powerlines still follow the general routes of the California Trail.
- Changes in nature of travel (e.g. emigrant wagons to railroad cars).
- Change in the speed of travel.
- Changes in routes used to reach California.
- Changes in the purposes of traveling (e.g. Pony Express, stage).
- Changes as area along the trails were “settled”.
- Changes from early to late travel (e.g. from finding your way to following well established routes.
- The continuum of transportation and communication along these routes.
- That not everyone came with a wagon; some traveled on foot or with pack animals.
- There were various names for the trails.
- How modern researchers have discovered remnants of the historic routes.
- The development of trading stations, ferries, and other services along the trail.

*Theme Six and its topic have been included here as its topics fall under Western Expansion.

Theme Two: Evaluation Synopsis

Modified Theme

From 1841–1869, the California Trail carved the route of Western Expansion and etched a lifeline across the Great Basin and over the Sierra Nevada mountains.

Storylines:

- *The Humboldt River is a lifeline across the Great Basin.*
- *Modern day travel on I-80 parallels the emigrant journey along much of the route.*
- *Wagon ruts are still visible in the landscape.*
- *The Great Basin was once “the great unknown.”*

Universal Themes:

- Decision making
- Change
- Physical Challenges
- Life/Death
- Courage
- Tenacity

2002 Primary Interpretive Themes

Theme Three:

More than 250,000 sojourners, including explorers and adventurers, the rich and the poor, families and fugitives, the Donner Party and the gold rushers, and people of varied heritage crossed the Great Basin on the road to California.

Leadership

- The importance of good leadership (along with scouting forage, water, etc.) during trip.
- Lack of unity found in many parties.

Tragedy

- The story of the Donner Party is, in larger context, a case study of Manifest Destiny.
- The Donner Party was ill-fated.
- The Donner story first became “popular” in 1878-1882, which coincided with the beginning of trail remembrance and commemoration activities by emigrants.
- The Donner tragedy was not the only trail disaster, but it was the blockbuster.
- If it hadn't been for the Donner misfortunes, it would have been someone else who pushed the limits to get over the trail.
- Survivors of the Donner Party accepted responsibility for their actions.
- Contrast with Stephens-Townsend-Murphy Party and others that did most things right on their trip.

Motivation

- Promoters and marketers persuaded people to go west and to choose one route over another.
- Reasons for heading west: avoiding cholera and malaria, avoiding consequences of the 1873 panic (new start) and also the desire to avoid the coming depression at the end of the War with Mexico, adventure (perhaps inspired by Cooper, Dana, Irving), Lewis and Clark and Fremont accounts, achieving Manifest Destiny (planting the flag), greener pastures and a new start, religious freedom, healthier climate, getting rich, escaping the law.
- Most of 49ers did not plan to settle in California, but planned to return home.

People on the Trail

- 14% of emigrants were foreigners [immigrants] who came to America specifically to go west.
- African Americans [Slaves] headed west, knowing California was a free state.
- Cherokee [Indians] participated in the gold rush.
- Travelers included single women and working women.
- Many families traveled west before the gold rush; mostly men went during the gold rush; and, that families dominated again after the rush for gold.
- Some left their families back east and started anew in California.
- Concept of buying and selling land at a profit as they slowly moved west.

- Mobility induced by Mexican War.
- Many travelers (1849-1852) were middle/upper class, including many professional people.
- Numerous state, community, and fraternal groups traveled together.
- Mormons made up a significant group of travelers.
- Many unique stories associated with those who followed the trail (e.g. folks from Notre Dame going to raise funds for the school).
- Many young men hired on as workers on the wagon trains to gain passage west.
- Almost 50% of emigrants departed from Missouri.
- How people got to Missouri; few travelers were born there.

Impacts

- Impact of Humboldt during the big emigration years which included: the opening of trading stations, environmental degradation, impacts on Native Americans, increased conflicts with Native Americans (e.g. 1862 US forces killed Shoshone—Ruby Valley to Pine Nut Canyon).
- Many people went back east (some permanently, others to get their families), making the trail a two-way road.
- Commerce traffic in addition to emigrants.
- “California or Bust” vs “Busted by God”.

2002 Primary Interpretive Themes

Theme Three: continued

- The 1860s saw continued travel and impacts on the trail; more impacts on Native Americans; development of treaties; increased settlement; establishment of stagecoach routes; mining; and surges of travel during and after the Civil War.
- The role of drovers and other commercial endeavors in taking livestock and goods to California.
- Lessons learned by the emigrants to stay on the main trail (not taking shortcuts). The trail history is a history of finding quicker ways.
- The trail would have seen use, even if gold had not been discovered in California, but it was gold that caused a mushrooming of emigrant travel.

Considerations

- Largest peacetime migrations in history.
- 19th century American culture was different from today (e.g. gender relations, economics, slavery, religion, politics, defunct practices such as dueling).

Theme Three: Evaluation Synopsis

Modified Theme

Over 250,000 seekers—from all walks of life and parts of the world—trudged across the Great Basin on their journey to reach California and build a new life.

Storylines:

The Great Basin challenged all travelers on their journey to California, but their experiences varied as much as the terrain.

Universal Themes:

- Decision making
- Responsibility
- Survival
- Leadership
- Tragedy

Provide examples:

- **Contrast Donner Party with Stephens-Townsend-Murphy Party and others that did most things right on their trip.**

Future Research:

14% of emigrants were foreigners [immigrants] who came to America specifically to go west.

- Immigrant stories/diaries for International Audience (digitize).
- Slave stories/diaries (digitize).

2002 Primary Interpretive Themes

Theme Four:

Landforms, landmarks, forage, wood, and water dictated the paths of migration. Although crooked, shallow, muddy, and monotonous, the Humboldt Highroad cut across the ranges of the Great Basin and made wagon travel to California possible.

Geography

- Physical geography of the trail.
- Importance of key landscape features in guiding travel along the routes.
- Importance of the Humboldt River in getting through the area.
- Geography and topography determined not only the route, but also the distances traveled each day.
- Necessary adaptations to change in daily, seasonal, and yearly climatic conditions and weather, feed, etc.
- How weather conditions affected windows of opportunity for travel from year-to-year (Donner Party as worst case).

Survival

- Concept of carrying capacity—what was needed to support travelers on the trail and dealing with what was there.
- Emigrants brought most of their food with them, but supplemented with things found along the trail.
- Tasks involved in caring for livestock and wagons.

Physicality

- Fascination/enchantment of emigrants with features like the hot springs, mirages, scenery.
- How ruts, camps, signature rocks, and other physical evidence help researchers determine where the trail went.

Impacts

- Impacts of dead animals along the trail (such as fouling water).
- Most [emigrants] did not face starvation on the trail.

Land Forms

- Emigrant names for landscape features.
- Native Americans had their own names for landscape features.

Theme Four: Evaluation Synopsis

Modified Theme

Land forms and natural resources—dictated the course of migration.

Storyline:

- *Travelers on the California Trail adapted daily to changing geography, climate, and weather conditions.*
- *Daily, seasonal, and yearly climate conditions affected windows of opportunity for travel (e.g. Donner Party).*
- *Importance of key landscape features in guiding travel along the routes.*
- *Importance of the Humboldt River in getting through the area.*

Universal Themes:

- Change
- Life/Death
- Adaptation
- Water

Programs

- Tasks involved in caring for livestock and wagons along the trail.
- How ruts, camps, signature rocks, and other physical evidence help researchers determine where the trail went.

2002 Primary Interpretive Themes

Theme Five

All 19th century overland travelers shared while heading west: the drudgery of walking hundreds of miles, suffocating dust, violent thunderstorms, mud, temperature, accidents, sickness, and death.

Impacts

- Development of trail societies, centers, and National Trail System as means of preservation and commemoration.
- Physical records of the trail: name rocks, registers, encampments, graves, ruts, and grass tufts in the desert where livestock fell.

Considerations

- What emigrants meant by “seeing the elephant”.
- The critical importance of timing in traveling the trails.
- Great variety of people on the trail.

Interdependence

- There were lots of people on the trail—no one traveled alone.

Interesting but irrelevant to shared experiences

- The abundance of errors in Hollywood depictions of the trail experience.
- The mortality rate sometimes reached as high as 10%.
- Myths and exaggerations of the trail.

Shared experience

- Aspects of life on the trail.
- What became of the people who recorded their life on the trail?
- Letters, diaries, journals, memoirs, poems, artwork, and photos give us the basis for what we know today.
- Some of the trail songs are still alive today.
- The variety of trail occupations: scouts, map makers, soldiers, traders, blacksmiths, guides, and ferrymen.
- Remembrances of the pioneers, which led to various forms of commemoration.
- Books, films, artist depictions, and re-enactments about the trail experiences.
- Experiences of children on the trail.
- That not all experiences on the trail were hard—there were dances, marriages, religious services, games, songs, etc.
- That what is perceived as “difficult” is a matter of perspective.
- Medical treatment on the trail was not necessarily much different from the cities.
- There were disagreements over trail leadership.
- Early emigrants were traveling outside the U.S., but they held onto many democratic principles.
- Types of equipment needed for traveling on the trail.

Theme Five Synopsis: Evaluation Synopsis

Modified Theme

The physical and mental challenges shared by 19th century overland travelers forged a culture of interdependence on the journey west.

Storylines:

The California Trail journey is a story of the interdependence of the emigrant community.

Universal Themes:

- Interdependence/Independence
- Sharing
- Venturing into the “unknown”
- Community

Possible Programs:

- Some of the trail songs are still alive today.
- The variety of trail occupations: scouts, map makers, soldiers, traders, blacksmiths, guides, and ferrymen.
- Books, films, artist depictions, and re-enactments about the trail experiences.


2002 Primary Interpretive Themes

Trail Sites

Identifying, preparing, and guiding and/or sending visitors to actual trail sites where trail ruts can be seen and experienced in the environment was one of the primary goals of the 2014-2015 Stakeholder group. The 2002, *Interpretive Plan: California National Historic Trail Interpretive Center* created a list of 34 public and private sites “with high interpretive value.” At the time, sites were chosen to give a variety of interpretive experiences—wagon wheel ruts, river crossings, ridge crossings, death, encounters with Native Americans, views of trail sites, and natural landmarks; each of the 34 sites were linked to relevant emigrant diary entries.

Note:

For the purpose of this 2015 *Interpretive Plan*, sites which received a five (5) or higher rating in the 2002 evaluation are included (as well as *Ruby Valley Pass and Hot Hole*, which are near the CTIC). **Private property is denoted in bold italicized type.**

 Many of the following sites are marked with Trails West Markers; additional information and/or photos may be accessed at: <http://emigranttrailswest.org/virtual-tour/california-trail/>

1

Stony Point (10 rating): Significant site for emigrant/Shoshone encounters; numerous diary entries.

“Came to the point of the mountain, on going around which we found the road stony and bad for a mile. After that every step was in dust ankle deep.”

Alonzo Delano, August 1849

2

Beowawe Rest Area Eastbound & Westbound (7 rating): Overview of Humboldt River east. Beowawe Geysers could be interpreted for Native American significance.

“We know find our team so fairly give out that we are going to leave our wagon... We lay here all day making pack saddles. We cut up a wagon wheel to make them, using spokes for cross pieces and knocked a board out of the side of the body for side pieces; the balance of the body we used for firewood; this was all the benefit we got out of our wagon after getting this far. From this time on we will have to lie out in the open air, for we have to leave our tent, taking nothing but our provisions and a blanket apiece and the best of our clothes. I have one new suit, besides the one I have on; this I have worn for weeks and expect to wear it in California.” James A. Payne, July, 17, 1850



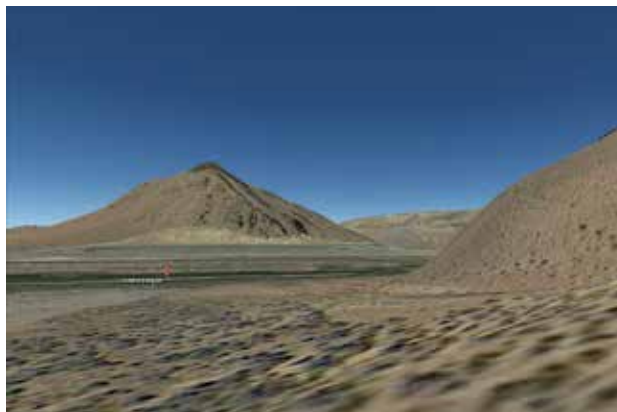
Trails West marker at Gravelly Ford

3

Gravelly Ford (8 rating): Main crossing of Humboldt River.

“We traveled seventeen miles and come to the river again [at Gravelly Ford] The Native Americans are very thick. They have killed men today and took their ammunition and horses and left them for the buzzards.” Sarah Davis, September 17, 1850

2002 Primary Interpretive Themes



Carlin Canyon

4

Carlin Canyon (5 rating): Existing BLM interpretive site; visitors can view river and trail ruts from overlook.

"We have to cross the river four times...on each side of you there is a perpendicular wall of vast rock...overhanging the road so one has a feeling very near bordering onto fear as he passes under these precipices."

Lewis Beers, August 3, 1852

.....

5

Hot Hole (3 rating): Not actually on the Trail, but referenced by emigrants in the area; on the way to South Fork; Trails West marker; local feature associated with emigrant journals and may be a part of a "river walk" experience someday.

"We reached the 'Hot Springs' They are situate on the left side of the river...on its banks...there was a large lake immediately over the bluffs, the waters of which were equally as hot." Amos Steck, August 20, 1849

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6

Halleck Exit (9 rating): Trails West marker at exit; trail passed close to location; possible interpretation of Shoshone. (NDOT right-of-way.)

"...we encamped this being the point where Mr Freemant intersected the wagon Trail last fall [actually Lt. Talbot's party] on his way to California and Mr Hastings our pilot was anxious to try this rout [via Secret Pass] but my beleef is that it [is] very little nearer and not so good. a road as that by fort Hall [main California Trail via Raft River]"

James Clyman, May 21, 1846

.....



Halleck road

7

West Wells/River Ranch #328 (5 rating): Great Trail ruts (class 1) parallel to Central Pacific Railroad.

"This afternoon we ascend and descend a hill 2 miles across & cross a slough that aids in forming Humboldt river & moved down a tributary of the Humboldt for 8 miles & camped. On our left ranges along the Humboldt Mountains, the summits of which are covered with snow."

James G. Shields, July 16, 1850

.....

8

Ruby Valley Pass/Secret Pass (4 rating): Hastings Cutoff crosses Hwy 229. Good ruts nearby for exploring; can hike three miles to Warm Springs.

"On August 30 we took our journey again, starting off in a southwesterly direction. The low place where we crossed the mountains was rather steep. The [Ruby] valley lying before us was again broad, in most respects resembling those crossed earlier. Our road during the day proceeded in a southwesterly direction across this flat valley; the mountains [ruby Mountains] we were approaching rose from it high and precipitous.

Heinrich Llenhard, August 30, 1846

9

Humboldt Wells/Radar Road (10 rating): Overlook of Humboldt River Valley; class two ruts.

"We had to descend a bad hill to get down to the creek, where we nooned near a some well springs."

Bryon McKinstry, August 10, 1850

10

Bishop Creek Canyon (7 rating): Paved road intersects Trail. Bishop Creek Cutoff; was the most used route.

"Kanyon Creek [Bishop Creek] extends along our route all day, occasionally touching it sufficiently to furnish us most of the time." James Shepherd, July 15, 1850

11

Highway 93 at Willow Creek (10 rating): Key junction for two major branches of Trail; good ruts; opportunity to explore to trail junction; interpret how the trail is identified today. (NDOT right-of-way.)

"After crossing the ridge the road forks, which our Mormon guide book does not mention. After much conjecture as to the meaning of it, we took the left hand road by chance [to Humboldt Wells]. And found the next day, after joining some that took the other road, that we had much the best of it. The roads come together in about 20 miles, but the right they describe as being the worst they had travelled, crossing a rocky branch 9 times and upsetting one wagon [in Bishop Canyon]." James F. Wilkins, August 20, 1849

12

Silver Zone Pass–Shafter Exit #387 (5 rating): Overview of Hastings Cutoff (Donner Party route); Bidwell-Bartleson party abandoning wagons at Johnson Ranch.

"...since ten this morning is vary colde but the air crisp and clear we are here right in a large canion [Silver Zone Pass] barely enuf of rume for the wagons to pass each other and vary ruff roads and we starte on in a few minets we have now started on and found grass in to miles and stoped to grase our cattle we have a vary dusty roads we have now traveled twelve miles [to Big Springs]" Sarah Davis, September 1, 1850

13

East Harrison Pass (5): Bidwell-Bartleson party crossed.









"This morning the Native Americans all left us. We traveled westward (and) crossed the mountains on our right [Harrison Pass]. Traveled about 20 miles today and camped on the bank of small creek, the head of the south branch of Mary river. Here we caught a few small trout." James John, September 32, 1841

Hunter Exit: (California Trail Interpretive Center exit.) Existing Humboldt Highroads interpretive site. Views of South Fork Humboldt River Canyon, Ruby Mountains as a backdrop, and Humboldt River corridor. Junction with Hastings-Cutoff visible.

"we started this morning an come 8 m heare the road forks one gose down the bottom to the left and crosis the river probably it wood be the best road late in the season but the river is hy now we took the right hand road over the mountains and come 10 miles to a small creek [Susie Creek] plenty of water and grass no wood and currants to make pyes. Peter L. Bransetter, July 15, 1850

CALIFORNIA TRAIL and SITES MARKERS

Elko, Lander, Eureka
Counties
State of Nevada

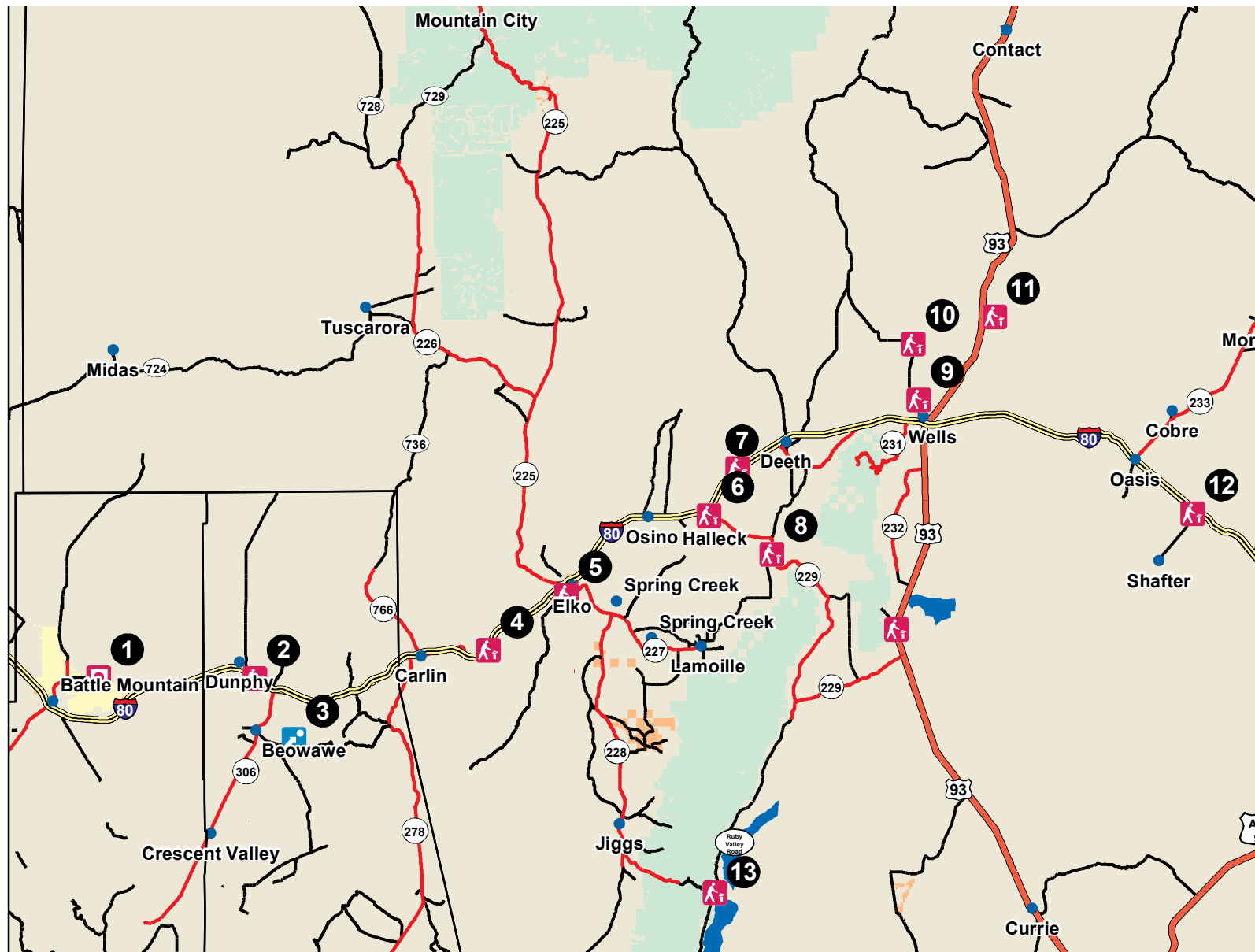
-  Crossing/Ford
-  Natural Landmark
-  Campground/Spring
-  Trail Marker
-  Interstate Route
-  US Route
-  State Route
-  County



1:1,110,000



UNITED STATES
DEPARTMENT
OF THE
INTERIOR
BUREAU OF LAND
MANAGEMENT
ELKO DISTRICT OFFICE



California Trail site locations

- 1** *Stony Point*
- 2** Beowawe Rest Area
- 3** Gravelly Ford
- 4** Carlin Canyon
- 5** Hot Hole
- 6** *Halleck Exit #321*
- 7** *West Wells/River Ranch #328*
- 8** Ruby Valley Pass/Secret Pass
- 9** *Humboldt Wells–Radar Road*
- 10** *Bishop Creek Canyon*
- 11** *Highway 93 @ Willow Creek Road*
- 12** *Silver Zone Pass-Shafter Exit #387*
- 13** East Harrison Pass

Private property is denoted in italicized type.

“What do audiences seek to find or experience?”

“They seek background, the history behind an object, event or practice. They seek connections between interests and the bigger picture issues. They want a chance to build and expand on what they know or on their previous experience.”

“Why do people value resources?”

“They provide authentic experiences and a sense of being there. People value the resource because they create context and perspective. They reframe aspects of an individual’s life.”

“They are special places that give us a chance to connect with things bigger than ourselves.”

National Park Service

2015 Interpretive Themes

As a means of organizing the many ideas, concepts and stories surrounding the California Trail within Nevada, Primary Themes and Storylines were defined to guide the interpretive message and serve as a touchstone for creating engaging experiences for visitors of all ages and knowledge levels.

For clarity, the significant stories of the Trail, are organized into core themes:

Overarching Theme or all encompassing concept.

Primary Themes of the far-reaching story of the value and significance of the California Trail.

Storylines revealing the compelling stories which add depth of meaning and define specific aspects of the Primary Themes of the Trail.

In researching the California Trail for the development of this 2015 Interpretive Plan, a paragraph from the *CTIC Education Resource Guide** resonated deeply:

The story of the California Trail is one of individual decisions. The individuals and families who decided to embark on the California Trail for the greatest adventure of their lives forever changed world history. By venturing west they pulled the boundary of the frontier with them, expanding America from sea to shining sea.

Territories were organized around the towns they established, later to become states. The opening of the west granted the United States access to vast agricultural and mineral wealth, which in turned fueled America’s growth into a superpower in the twentieth century. Grand changes were wrought between 1841 and 1869, but those changes began as modest hopes for better lives and broader opportunities.

This synthesis of the California Trail presents the universal concepts of:

- Decision-making
- Change
- Adventure
- Growth
- Hope
- Despair

These themes speak to the California Trail itself and the individual experiences of the people who made the journey which transformed America.

The new interpretive priorities of the California Trail Interpretive Center as defined by its stakeholders—telling the story of the Immigrant—flow seamlessly into the subthemes of:

The California Trail is one of Individual decisions

People who embarked on California Trail for the greatest adventure of their lives forever changed world history.

And by adding a metaphor to the overarching theme, the Physical Trail flows seamlessly into:

Individual journeys which transformed lives and the course of America are written in the landscape of the Great Basin.

2015 Overarching Theme

Individual journeys which transformed lives and the course of America are written in the landscape of the Great Basin.

Primary Theme

Individual decisions forged the California Trail.

Storylines

- Immigrant decisions forged the California Trail across the Great Basin.
- Emigrant decisions forged the California Trail through the Great Basin.
- Today, individual decisions empower the California Trail.

Primary Theme

People who embarked on the California Trail for the greatest adventure of their lives forever changed world history.

Storylines

- Rewritten landscape of the Western Shoshone.
- How did the California Trail rewrite the Western Shoshone landscape?
- Will the written landscape of the Great Basin be lost?
- The vanishing written landscape of the Great Basin.
- Will the traces of the California Trail's written landscape disappear forever?

Interpretive Theme Development

After evaluating the existing interpretation at the California Trail Interpretive Center in August 2014 to understand “What’s Working? /What’s Missing?,” stakeholders identified specific priorities for future interpretive development:

Physical Trail

- Landforms
- Wagon ruts

Emigrant Story:

- Children, families, hired hands, men, women, free blacks, Mormons.

Immigrant Story:

- European story
 - German
 - French
- Chinese story
- Russian story
- Australian story

These three primary themes have been researched to provide background and priority Interpretive idea for development.

The remaining interpretive development themes: Native People, Californios, Slaves, and Chinese have also been addressed to stimulate future evaluation.

*See Appendix page 98

Interpretive Ideas

- Investigate ways/media to interpret the California Trail for the 50,000+ Burning Man attendees.
- Continuing working with Humboldt Highroad to offer seasonal and/or monthly series of tours/ programs which start at the Trail Center.
- Consider offering an overland snow shoe event featuring overlooks at trail center.
- Consider offering Night Sky sky viewing to link to historic trail experience
- Investigate offering an overnight experience to teach skills required of emigrants on the Trail.
- Incorporate interpretation of the California Trail into the Leave No Trace courses and Tread Lightly! courses held throughout the year for people to learn about Black Rock Desert-High Rock Canyon Emigrant Trails National Conservation Area area and the principals/ practices needed to protect it.



PHYSICAL TRAIL

- Landforms
- Wagon ruts

Priority destination development:

- Black Rock Desert - High Rock Canyon Emigrant Trails National Conservation Area
- Carlin Canyon – 5 miles – Class 2
- California Trail Backcountry Byway – 70-80 miles
- Greenhorn cut off (well marked)
- Hot Hole - [Visitor ready?]

Black Rock Desert & High Rock Canyon

The longest intact segments of the historic emigrant trails to California/Oregon in the western US, including wagon ruts, historic inscriptions and a wilderness landscape largely unchanged since the days of the pioneers are found in the Black Rock-High Rock Region of northwestern Nevada.

This National Conservation Area (NCA) was designated in 2000. BLM completed a Resource Management Plan for the area in 2004. With the exception of the High Rock Canyon road and other road corridors, the High Rock Canyon area is within portions of three designated wilderness areas.

In 1849 the Trail became a well beaten path to the gold fields of California. The sixteen mile-long canyon is a fine place for hiking, mountain biking, wildlife viewing, and horse back riding. The emigrant signature sites and “Post Office” cave are about five miles from the east entrance of the canyon.

Interpretive Priorities

The BLM Winnemucca office in Winnemucca, Nevada and the BLM Surprise Valley office in Cedarville, CA office has online and printed maps and information, with the boundaries and features of the Black Rock High Rock NCA. Feature these maps at CTIC.

Develop the emigrant stories of Black Rock to integrate with CTIC emigrant stories.

“On we plodded, my horse and I, over 30 miles from food or drink either way, whether before or behind. Night found us far behind all my comrades; I dragging, pushing and coaxing by turns my weary horse, the dreary waste stretching as far as the eye could reach— I knew not how much farther—a scene of death and desolation. On either side of the road and almost walling it in were the dead and decaying carcasses of horses, mules and oxen mingled with the deserted and dying beasts of the day. One never can realize the horrors of such a situation till called upon to pass through it himself.” — Joseph Alonzo Stuart 1849

PHYSICAL TRAIL continued

Carlin Canyon

Carlin Canyon was listed in the 2002 Interpretive Plan: California National Historic Trail Interpretive Center as an existing BLM interpretive site where visitors can view the Humboldt River and trail ruts from an overlook.

"We have to cross the river four times...on each side of you there is a perpendicular wall of vast rock...overhanging the road so one has a feeling very near bordering onto fear as he passes under these precipices."

Interpretive Priorities

Two *History Traveler Series* books highlight the California Trail are available for download from iTunes for \$4.95:

Canyons, Cutoffs and Hot Springs: Explore the California Trail Near Elko, Nevada, Larry Hyslop

This book follows the California Trail past trail intersections with the Secret Pass Trail, Hastings Cutoff and Greenhorn Cutoff. The trail meanders along a growing Humboldt River through the narrow confines of Carlin Canyon. This book follows the end of the Hasting's Cutoff from Overland Pass, having finally bypassed the Ruby Mountains, to finally emerge into the Humboldt River Valley.

Canyons, Cutoffs and Hot Springs: Explore the California Trail Near Elko, Nevada, Larry Hyslop

The California Trail through Battle Mountain was a hotbed of Indian-emigrant altercations and battles. The emigrants' livestock had worn out and their food supplies were low. Here, they clashed with desperate Western Shoshone who had lost food supplies and life style.

Historian Charles Greenhaw uses research and emigrant diaries to describe the infamous river crossing, Gravelly Ford and its lonely graves, along with battles and bloodshed near Stony point and Iron Point. He debunking the myth of the famous Maiden's Grave, while describing the actual person buried there.



elkorose.schopine.com/carlincanyon.html

Maps and route descriptions help historical time travelers to visit these important landmarks along the middle Humboldt River and the overland emigrant trail.

- *Stand at the Maiden's Grave and gaze across the Humboldt River at the Gravelly Ford's lonely graves.*
- *Listen to the wind among cottonwoods at the idyllic Emigrant Pass springs and Primeaux Station.*
- *Climb the steep, sandy hill, site of the deadly fight between the Donner Party's James F. Reed and John Snyder.*
- *Look over the Humboldt's willow thickets from Stony Point, scene of so many altercations and massacres.*

Investigate working with the author to download the books at the Trail Center and/or consider leading tours following the books itinerary.

PHYSICAL TRAIL continued

California Trail Back Country Byway

This Byway follows the footsteps and wagon trains of settlers who used this route as the path to a better life in California. Trailmarkers along the byway identify the California Trail. Wagon wheel ruts made by the pioneers can still be seen at many places along the byway. The Mammoth Ruts site is located on private property, please respect the landowners' rights and obtain permission before exploring this site.

Though this byway travels through isolated countryside, opportunities for outdoor recreation are plentiful. Photographers and wildlife observers will delight in the many opportunities for spotting mule deer or photographing nature's work of art. Several streams and creeks, especially Rock Spring Creek and Thousand Springs Creek provide opportunities for the angler.

Although there are no developed campgrounds along the byway, the Bureau of Land Management does permit dispersed camping nearly anywhere on BLM land. It is best to obtain maps from the BLM that will delineate public lands from private property before setting up camp. Developed camping areas can be found in the Toiyabe National Forest, which lies to the west of the byway.

Information: BLM-Elko Field Office, 3900 E Idaho St, Elko NV 89801 / 775-753-0200

Trails West: *Marking the Emigrant Trails to California The opening of the California Trail was nearly five years in the making. It began as an unpromising attempt in 1841 with the Bidwell-Bartleson Party struggling along the Humboldt River with their pack animals and ending with a desperate crossing of the Sierra Nevada into the San Joaquin Valley of central California. In 1843, Joseph Walker led a small wagon party off the Oregon Trail onto the Raft River, in present day southeastern Idaho.*

From there he guided his party southwest to the Humboldt River near present day Wells, Nevada. After following the Humboldt River to its Sink, Walker faced the same problem of how to surmount the Sierra Nevada.

Having to abandon his wagons, Walker finally found passage over what later became Walker Pass at the southern end of the Sierra Nevada (near present day Bakersfield). The final breakthrough came later the next year with the Elisha Stephens wagon party who had followed Walker's route to the Humboldt Sink.

With guidance from a Paiute Indian known as Chief Truckee, they managed to find a wagon route along the Truckee River and passage over the Sierra Nevada in the vicinity of present day Donner Pass. Although it took them until early 1845 to get their wagons to Sutter's Fort (now Sacramento), they had opened the first viable wagon route to northern California.

<http://emigranttrailswest.org/virtual-tour/california-trail>

Interpretive Ideas



Photo by Bob Black

The BLM has compiled a booklet: California Trail Back Country Byway – The byway begins 25 miles north of Wells off Hwy 93 and traverses 96 miles of gravel roads in extreme northeastern Elko County. More than 40 miles of the route from the Winecup Ranch to Little Goose Creek parallels the California National Historic Trail. Trail ruts are still visible in many locations. Trail markers along the route allow visitors an opportunity to walk the same path blazed by nearly 250,000 emigrants 150 years ago. A kiosk four miles into the byway near the Winecup Ranch provides insight into history of the area.

Trails West offers information on the opening and development of the many California Trails through two books: *A Guide To The California Trail To The Humboldt River* and *A Guide To The California Trail Along The Humboldt River*.

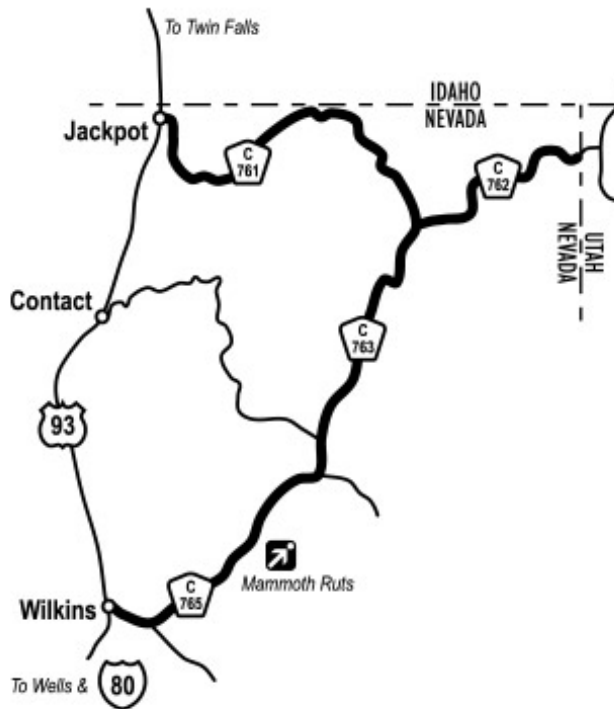
On the Trails West website: emigranttrailswest.org virtual tours of the California Trail are offered.

PHYSICAL TRAIL continued

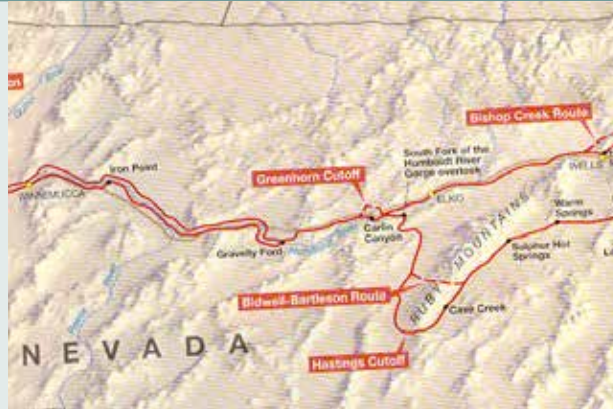
Greenhorn Cutoff

"There was a good deal of vexation among emigrants who took the mountain road [north of Carlin Canyon], on learning the character of the lower one [the main trail through Carlin Canyon had become passable by August 3], and they immediately called the long, hard, mountain trail the Greenhorn Cut-off."

Alonzo Delano, August 3, 1849



Interpretive Priority



"California Trail ruts and swales wind across Northern Nevada - some touched only by the forces of nature since they were made by emigrant wagon trains on their way west in the mid 1800s."

"Many of these irreplaceable historical trail segments lie on public land. They are yours to visit, but they belong to future generations. Markers like those you see in front of you have been installed to prevent accidental damage. By following the markers, you can walk in the footsteps of the pioneers; but take care, these trails can be damaged and lost forever. Tread lightly, walk on the trail, and refrain from driving on it. With your help, time can stand still."

"For more information, take a brochure and talk to the staff at the California Trail Center."

"If you have the time, please visit the Trail Center and to learn more about the experiences of the pioneers. They do an incredible job of preserving the history of the West."

http://www.geocaching.com/geocache/GC2RQV9_california-trail-greenhorn-cutoff?guid=86944eb1-3d50-4c8b-b9d2-7ed-12bee18c0

Investigate developing a geocache itinerary of trail sites.

Geocaching is a real-world, outdoor treasure hunting game using GPS-enabled devices. Participants navigate to a specific set of GPS coordinates and then attempt to find the geocache (container) hidden at that location.

The California Trail Interpretive Center and Greenhorn Cutoff is featured on the geocaching website <http://www.geocaching.com>

"About two miles southwest of this marker, the Greenhorn Cutoff ascended and wound through the hills for about twelve miles to avoid the river crossings in the Carlin Canyon."

"Sometimes time stands still!"

PHYSICAL TRAIL continued

Hot Hole (Chicken Soup)

Hot Hole was listed in the 2002 Interpretive Plan as an interpretive site (City of Elko property) not actually on the Trail, but some references by emigrants in the area; on the way to South Fork; TW marker; local feature associated with emigrant journals and may be a part of a "river walk" experience someday.

"We reached the 'Hot Springs' They are situate on the left side of the river...on its banks...there was a large lake immediately over the bluffs, the waters of which were equally as hot." Amos Steck, August 20, 1849

—
"Passed this morning a real boiling spring, the water being at a temperature of 212 degrees & answering well for cooking . . . A fish put into this spring by an emigrant was well-cooked in two minutes & the steam rising from it can be seen at as considerable distance."
-- Elisha Perkins, August, 1949."

"In emigrant diaries, Elko Hot Hole became the most mentioned landmark in the Elko vicinity. A Trails West rail marker at the Elko Hot Hole has an August 20, 1849, entry from the diary of Amos Steck:

"We reached the Hot Springs. They are situated on the left [south] side of the river...on its immediate bank... there was a large lake immediately over the bluffs... the waters of which were equally hot."

Excerpt From: Larry Hyslop. *Canyons, Cutoffs and Hot Springs: Explore the California Trail Near Elko, Nevada.*

Interpretive Priority

The *History Traveler Series* book highlighting Hot Hole is available for download from iTunes for \$4.95:

Canyons, Cutoffs and Hot Springs: Explore the California Trail Near Elko, Nevada, Larry Hyslop

This book follows the California Trail past trail intersections with the Secret Pass Trail, Hastings Cutoff and Greenhorn Cutoff. The trail meanders along a growing Humboldt River through the narrow confines of Carlin Canyon. This book follows the end of the Hasting's Cutoff from Overland Pass, having finally bypassed the Ruby Mountains, to finally emerge into the Humboldt River Valley.

The California Trail Center Foundation could Investigate working with the City of Elko to open this area to visitors and the possibility of creating a "river walk" centering around the California Trail experience.

Approach Larry Hyslop about offering his book for download at the Trail Center and/or consider leading/ developing tours following the books itinerary.



EMIGRANT STORY

- Gold Rush: History leading up to Emigrant Movement
- Gold Rush: What happened to these people upon arrival in California?

Who was on the Trail?

- Children, families, hired hands, men, women, free blacks, Mormons

Parties:

- Bidwell–Bartleson
- Stephen–Murphy–Townsend
- Donner–Reed

Individuals:

- Guides who had traveled pre–Gold Rush
- Levi Strauss (took a steamship for San Francisco, arriving in early March 1853)
- John “Wheelbarrow Johnny” Studebaker (family made Pennsylvania–German Conestoga wagons; after arrival in California built mining wheel barrows)

Resources

Pre-Gold Rush - Bancroft Library – Brigham Young
Linda Duncan – local resources/story

Interpretive Priorities



California State Library, California History Room

Diverse Individuals

The Bidwell–Bartleson Party and the Donner–Reed parties are well documented throughout the exhibit with exhibit panel quotes: expand learning about individuals of the Trail by creating a list of all known travelers from Bidwell–Bartleson, Donner–Reed, and Stephen–Murphy–Townsend parties with corresponding diaries/journals.

Develop “character cards” for students/families to “assume the personalities and experiences” of the emigrants. Where possible interpret children’s lives for younger visitors.

Publish online for pre-visit and follow up visit for teachers/students.

Print for self-guided tours of the exhibits.

IMMIGRANT STORY

- Gold Rush: 1700 miles of trail (to Elko)
- European story
 - German
 - French
- Asian story
 - Chinese
- Russian story
- Australian story

Resources

Census Records
Non-English diaries

Gold Rush

The discovery of gold in California in 1848 accelerated changes that had been occurring since 1769. Already a meeting place for Mexicans, Russians, Americans, Europeans, and natives, the gold rush turned California into a truly global frontier where immigrants from every continent on earth now jostled. More than 300,000 gold seekers flooded California by 1850, bringing to the new American state an astonishing variety of languages, religions, and social customs. Many of these visitors had no interest in settling down in California, intending only to make their “pile” and return home with pockets full of gold. The arrival and departure of thousands of immigrants, the intensely multicultural nature of society, and the newness of American institutions made Gold Rush California a chaotic, confusing landscape for natives and newcomers alike.

Interpretive Priorities



The “journey’s end” at the completion of the CTIC exhibit is the least satisfying, offering no conclusion or finale to the emigrant story.



Research journals and diaries for individual Immigrant stories to identify and interpret the entries of at least two contrasting California Trail travelers for:

- German
- French
- Chinese
- Russian
- Australia

Publish online/print for self-guided exhibit tours.

Create “character cards” for students/families to take with them through the exhibits to experience the California Trail from the perspective of individual immigrant’s life of a California Trail traveler—where possible interpret children’s lives for young visitors.

For students, experiencing the California Trail through a character, this can be dealt with by narrating what the person went on to do in their lives.

For the adult visitor, it would be meaningful to create a sense of arrival and continue into “today”. A physical or digital world map, where each person can record their trip on the Trail with a “pin” denoting where they are from and have a way to share their own story could be a welcome journey’s end. (This location would be an effective place to put the donation box.)

NATIVE PEOPLE

Personal Connection

- Different Points of view/ perspective (side by side interpretation model – Custer Site)
- Diversity of cultures amongst Native Americans - impact of different systems on native culture)
- Shoshone Mike
- Chief Truckee
- Sarah Winnemucca

“Paiute Indian chief known as Tru-ki-zo frequently said ‘tro-kay’ during encounters with early pioneers. When Chief Tru-ki-zo met early settlers heading west, he would volunteer to lead them to safety. As they scouted the forbidding terrain, the chief repeatedly spoke words that sounded like tro-kay or something phonetically similar. It wasn’t long before his frequently spoken phrase became Truckee and eventually the chief adopted it as his common name.”

“Truckee’s granddaughter, Sarah Winnemucca, wrote that the Paiute word ‘Truckee’ means ‘all right’ or ‘very well.’ It makes sense that the friendly chief would reassure wary emigrants with words that essentially meant, ‘Everything’s going to be OK.’ After Chief Truckee guided the 1844 Stephens-Murphy-Townsend wagon train up the Truckee River Canyon and into California, the grateful emigrants named the river after him.”

Tahoe Weekly, Mark McLaughlin, June 12, 2013



Truckee Donner Historical Society

Interpretive Ideas



http://www.oneofmanyfeathers.com/sarah_winnemucca.html

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Create an environment where students can safely ask complex questions, voice ideas, and opinions about critical issues (perhaps around the theme: *Encounters between the tribes and travelers on the California Trail generated cooperation and conflicts.*), consider developing a Facilitated Dialogue program. Both the National Park Service and International Coalition of Sites of Conscience have facilitator training.

CALIFORNIOS

A Californio is a Spanish-speaking, of Latin American descent, born in California from the first Spanish colonies.

Californios Lose Power, Land, and Privilege

The imposition of American government in California reversed the fortunes of elite Californios, who slowly lost their power, authority, and land. The Treaty of Guadalupe Hidalgo, which ended the US-Mexican War, had granted Californios full US citizenship and promised that their property would be “inviolably respected.” But the informality of Mexican land grants made legal claims difficult when miners, squatters, and homesteaders overran Californios’ lands.

Even when Californio families won legal title to their lands, many found themselves bankrupt from attorney’s fees or taxes. The Peralta family lost all but 700 of their 49,000 acres in the East Bay to lawyers, taxes, squatters, and speculators. Eight Californios participated in the California constitutional convention of 1849; over time their political power declined along with their land base.

1848-1865: Gold Rush, Statehood, and the Western Movement, Joshua Paddison

Resources

- Oral Histories (Smithsonian)

Ideas

- Federal System
- Arrival: Passport–allegiance to Mexican Government
- John Sutter
- Thomas O. Larkin



California State Library, California History Room

<http://www.calisphere.universityofcalifornia.edu/calcultures/>

SLAVES

*“African Americans Look for Equality and Gold
Auburn Ravine, 1852 (African American miner) More than 2,000 African Americans traveled to California by 1852, lured by reports that the California frontier offered a rough-and-tumble egalitarianism along with its gold deposits. Like most gold seekers, they were bitterly disappointed by what they found.”*

“California entered the United States as a free state in 1850, but the lack of government oversight allowed slavery to flourish in certain regions. The state legislature passed a fugitive slave law in 1852, making it illegal for enslaved African Americans to flee their masters within the state’s supposedly free borders. All African Americans in California, born free or formerly enslaved, thereafter lived under a constant threat of arrest. They were also barred from testifying in court or sending their children to public schools.

Mifflin Wistar Gibbs, an African American abolitionist who had spent years lecturing with Frederick Douglass, helped organize the First State Convention of Colored Citizens of California in 1855 to fight for suffrage and equal rights. African Americans won the right to testify in California in 1863 but the right to vote came only with the passage of the Fifteenth Amendment in 1870. 1848-1865: Gold Rush, Statehood, and the Western Movement, Joshua Paddison

<http://www.calisphere.universityofcalifornia.edu/calcultures/eras/era4.html>

Resources

The Negro Trail Blazers of California

Delilah Leontium Beasley, (first printing 1919)
Greenwood Press Reprint edition (December 31, 1969)

A Compilation of Records from the California Archives in the Bancroft Library at the University of California, in Berkeley; and from the Diaries, Old Papers and Conversations of Old Pioneers in the State of California.

Blacks in Gold Rush California

Rudolph Lapp, (Yale Western Americana Series)

“A solid account of black forty-niners who went West to seek their fortune. Much detail is given to their life in mining communities and their relationships with other minorities and with whites.” The Washington Post

Interpretive Ideas



California State Library, California History Room

Create “character cards” for students/families to take with them through the exhibits to experience the California Trail from the perspective of individual immigrant’s life of a California Trail traveler—where possible interpret children’s lives for young visitors.

Create an environment where students can safely ask complex questions, voice ideas, and opinions about critical issues (perhaps around the theme: *Encounters between the tribes and travelers on the California Trail generated cooperation and conflicts.*), consider developing a Facilitated Dialogue program. Both the National Park Service and International Coalition of Sites of Conscience have facilitator training.

CHINESE STORY

"Chinese gold seekers arrived in great numbers after 1851, and soon comprised about a fifth of the entire population in mining areas. Coming to the mines later than other groups, many Chinese immigrants earned a living by working claims abandoned by other miners. They also took jobs as cooks, launderers, merchants, and herbalists, hoping to return to China with a small fortune. However, low pay, discriminatory hiring practices, and the monthly foreign miners' license tax made this goal all but impossible."

"In the face of intense prejudice, some Chinese Californians challenged American racism through the legal system and in the court of public opinion. Chinese community leaders petitioned Sacramento to overturn unfair laws and worked to gain the right to testify in court (finally granted in 1872)."

"Norman Asing, a restaurant owner in San Francisco's booming Chinatown, wrote to California governor John Bigler in 1852, insisting, 'We are not the degraded race you would make us.'"

1848-1865: *Gold Rush, Statehood, and the Western Movement*,
Joshua Paddison
<http://www.calisphere.universityofcalifornia.edu/calcultures/eras/era4.html>

Interpretive Ideas



California State Library, California History Room

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Publish online and print for self-guided tours of the exhibits.

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MEETING NOTES

Stakeholder Meeting—August 2014: Day One
Participants broke into one of five audience groups, 4th Graders, Teens/Young Adults/8th Graders, International travelers, Cultural Heritage travelers, and Parents, to tour the Plaza, Encampments, and Exhibits of the California Trail Interpretive Center to determine: **What's working? What is not working?**

4th Graders

What's Working

Interior

- Really cool stuff inside.
- Bathrooms and a drink.
- Climbing on wagon.
- Huge elephant with a skull.
- Phone handsets.
- Lots of noises (crickets).
- Colors and lights.
- Odometer – interactive fun.
- Flip mileage blocks and sign language books .
- Cow pie fire.
- Salt flat mural with heat lamp —kid playing on flats—good spatial /size important to kids.
- Gun and smell box.
- Sick oxen—desolation, condors, looking for lunch.
- Dress up box.
- Movie.
- Photo collage.
- Weapons and smelling box.
- Exhibits about death!
- Gift Shop.
- Donner Theater.

Exterior

- All of the statues!
- Walking trails.
- Encampment – barrels have water in them.
- Native houses.

4th Graders continued

What's Missing?

- Tule Boat disconnect—Native area to movie.
- River not working?
- Morris code—need real time action.
- Gold Rush – where is the gold? “I want to touch gold” (in rocker box).
- Pack your wagon – picture of linens?
- Native toys too tall.
- Height – too high special issue.
- Native interactive map – sliding door – nothing?
- Donner Theater Scrim - odd.
- Need personal interpreters for outside plaza.
- Need signs and pictures for encampments outside.

Teens/Young Adults/8th Grade

What's Working

- Landscape – vistas important!
- Dioramas, Artwork highlighting connection to natural environment
- Visual aspects – Inside and out
- Location/Access – I 80
- Interactive - Tactile
- Authenticity – High
- Quality, research based

What's Missing?

- Who is the woman outside?
- Clarification on the outside map
- Need guide to different bricks and trail patterns
- Map game?
- Critical Thinking – not a lot
- Something more to tell the Native American story
- App book – assignment for 8th grader?
- Independent hands on stuff- outside – senses
- Speaking statues
- No Water in the river
- Get more input/feedback from 8th grader—interpretive center personnel surveys.
- More time span exhibiting?

International

What's Working

- RV Parking? Minimal need?
- Well laid out—Map of trails outside would help.
- Excellent Diary Quotes—Plaza.
- Addition of wagon in the lobby good.
- Electronic map.
- Murals.
- Loading your wagon – good place for folks with limited knowledge of wagons to understand size, speed, and what they looked like....gaining knowledge—iconic image of the trail.
- Good interactive activities for kids.
- Collage photo intriguing.

What's Missing?

- Language: Reading is important to understanding Plaza quotes – translations?
- Language: Heavy part of the exhibits—esp. Shoshone summer encampment.
- Brochures in multi-language would help—Spanish, French Chinese headsets.
- Need Connections of native exhibits (explanations)
- Diversity of peoples, back-grounds not emphasized enough! Much more international group—an opportunity for international travelers to relate to.
- Entry Map

Cultural/Heritage Traveler

What's Missing?

- Self guide brochure—Place to store outside brochures.
- Docent or interpreters outside in Plaza.
- Manage landscaping so quotes and map can be seen.
- Mural of Natives outside—emphasize more.
- Sign in book – would like to know how long folks are in center.
- Lobby map—need to protect—hands on important.
- More accuracy in Native American section (explain school photo, etc.).

MEETING NOTES



Parents

What's Working

- Wagon at Entrance
- Mural Map
- Hand On exhibits: wagon loading—America's first mobile home, dress up station
- Collateral materials
- Layout of Trail out front
- Native American Exhibits
- Graffiti on the Wall
- Dessert Scene – draws emotion
- Donner Party Theater
- Gold Miners
- Outside Encampment and Native American

What's Missing?

- Dress up booth - move over, use cut out for photos
- Brochure and/or Kiosk out front with map of center
- Elephant Confusing – language barrier for many
- Mercantile—needs more shelves and items
- Audio kiosks not very engaging
- Studio areas can't hear when lots of people
- Native Video-needs audio
- More stuff to look at vs. wording
- Use Quotes instead of explanations with diaries
- Front not engaging – just want to get to encampment.

- Mobile Apps
- Need wagon out front with ruts (for photos); the beginning?
- TV Video with what else to see about trail and throughout region
- Perspective – Chinese visitors here to shop - others may be interested—how do we engage international travelers—individual or groups?



Universal Themes: The Stuff of Stories

From the discussion generated in reporting back to the group about *What was working?* and *What was missing?*, several universal themes came to the forefront:

- Hope
- Despair
- Obstacles
- Inspiration
- Preservation
- Desolation
- Hunger
- Influence
- Perseverance
- Protection
- Cultural Conscious
- Other Worlds
- Diversity
- Relevancy
- Authenticity
- Nation Building
- Pulling the Boundaries
- World Influence/Power
- A Place in Time
- Present Time
- Historical Time
- Interdependence of Community
- Continuity
- Reflection

Trail is Alive – metaphor for life

MEETING NOTES

Interpretive Theme Development

After evaluating the existing interpretation at the California Trail Interpretive Center to understand “What’s Working? /What’s Missing?”, stakeholders identified specific areas to address to enhance the visitor experience.

Priorities for future interpretive development can be summarized by these stakeholder discussion topics:

WHO

Emigrants
Immigrants
Native People
Californios
Slaves

WHAT

California Trail and the Gold Rush

WHY

Why did people travel on the California Trail?
What happened to them upon arrival?

WHERE

Wagon ruts
Landforms
Resources

For the purpose of organization the list, defined in the stakeholder discussion about new strategic areas for the Interpretive Plan, is categorized here by topic:

Overarching story:

Complex stories
Wealth of people/cultures
Diversity of experiences
Similar struggles
Personal experience
Metaphor for life
Experience of journey
Life journey (overcoming obstacles)

Emigrant Story:

- Trail is Alive—people are still emigrating
- Story in the Making
- Connecting with personal stories: hop, despair, overcoming obstacles, inspiration, protection
- Westward movement – Manifest Destiny
- Keeping stories alive (for present and future)
- Diverse Perspective
- Family Ties
- Took Government with them (Constitution in their pockets)

Immigrant Story:

- Keeping stories alive (for present and future)
- What are the stories of today’s travelers?
- Nation Building (pulling the boundaries of America)
- Diverse Perspective
- Family Ties

Native People

- Impact on indigenous people

Physical Trail

- Conservation of Trail (site stewardship/awareness)
- Connection with natural resources: uses and impacts
- Respect the Land
- History Here
- Protect Resources
- Outdoor experience of trail
- Allow access to authentic and accurate history
- Preserving historical and cultural resources
- Research, map, mark, locate emigrant trails in order to preserve them—“because they are not renewable resources” (NCTA – National California Trail Association is doing this)

Ideas defined for public outreach to bring awareness to the assets and resources of the California Trail Interpretive Center:

- Connect to Downtown Elko/Main Street
- Relate the Center to the “big picture” of the region
- Promote as a tourism destination
- Cultivate connections with partners/organizations within Elko
- Create opportunities for visitors to take the experience home via photos on the Trail, etc.
- Promote Elko/Center as a place where “History Comes to Life”.

Take Away List of visitor experience priorities:

1. Physical manifestation of experience.
2. Self guided personal experience.
3. Physical experience.
4. Private journey.
5. Show how decisions made 170 years ago affected change.
6. Emotional experience of the time—
What were they thinking?
7. Multi-generational.
8. Transportation.
9. Linkage between past and present.
10. What do we owe to the emigrants?
11. Would I have been tough enough?
12. Make history personal.
13. Tie California Trail to community and other assets.
14. Engage Community.
15. Speak to diversity.
16. Walking through changing lands.
17. Experience of Travelers—being changed.
18. Preserve physical aspects of trail.
19. Appreciate Individual stories.
20. Make personal connections.
21. Live experience to make it come alive.
22. A real experience (accessible places).
23. Wow! Factor—as viewing and at conclusion
of exhibits.
24. Experience the profound.
25. Connect to today.

SMOG Index*

To get a rough estimate of readability level:

1. If you have fewer than 30 sentences, count the number of sentences and determine the difference between the number you have and 30:
 $30 - \text{number of sentences} = \underline{\hspace{2cm}}$
2. Count the number of words that have 3 or more syllables (these are the “big words”). Hyphenated words count as 1 word.
Number of big words = $\underline{\hspace{2cm}}$
3. Find the average number of big words per sentence:
 $\text{Total number of big words} \div$
 $\text{Total number of sentences} = \underline{\hspace{2cm}}$
4. Multiply the big word average times the difference you calculated in Step 1.
Big word average x step 1 difference = $\underline{\hspace{2cm}}$
5. Add the answer from Step 4 to the total number of big words from Step 2.
Step 4 + Step 2 = $\underline{\hspace{2cm}}$
6. What is the nearest perfect square to the number in Step 5? $\underline{\hspace{2cm}}$
7. Take the square root of your answer to Step 6:
 $\sqrt{\text{Step 6}} = \underline{\hspace{2cm}}$
8. Add 3 to the number from Step 7:
Step 7 + 3 = $\underline{\hspace{2cm}}$ is the approx. grade level.

*Adapted from Greenfire Creative