

POLICY 16-01
INTERPRETIVE FEATURES AND PROGRAMMING

PURPOSE:

One of the objectives in the San Dieguito River Park Concept Plan is to “create a scenic trail and *interpretive system* and establish recreational areas, including water related uses, which are compatible with the natural values of the river system”. The purpose of this policy is to provide direction and structure to interpreting the San Dieguito River Park’s many diverse resources in accordance with the San Dieguito River Park Concept Plan while balancing that interpretation with preserving the scenic quality of the River Park. It is the intent of this policy to balance the need for interpretation with the open, undeveloped nature of the River Park by limiting signage and other built features to that necessary for safety, education, and aesthetics in accordance with the design and development standards for park proposals listed in Appendix D of the Concept Plan. This policy is also a mechanism to evaluate the fiscal sustainability of current and proposed interpretive features and programs.

BACKGROUND:

The Concept Plan provides guidance for an interpretive and educational program that tells the story of the San Dieguito River Valley with interpretive facilities and/or signage throughout the Park to identify and describe various topics of interest, such as biological, cultural and geological resources, agriculture, and the importance of water in the River Valley. Such facilities and signage have been built in the Park over the years by the JPA and are maintained by Park rangers. Interpretive programs and digital and web-based information, developed and maintained by JPA rangers, are successful components of educating school children and other interested parties about the Park and its resources, as well as promoting the Park. In order to continue JPA- and volunteer-based interpretive programming and development in a coordinated and consistent fashion, it has become apparent that more detailed written guidance is needed to supplement that provided in the Concept Plan.

POLICY:

It is the policy of the San Dieguito River Park JPA to establish and maintain an interpretive program that serves to educate and inform the Park visitor in an effort to foster a better understanding of and respect for the diverse resources within the San Dieguito River Valley.

- I. The San Dieguito River Park JPA will:
 1. Maintain an existing inventory of physical features (e.g., signs), as well as online resources or links to the SDRP website, and identify actions for upkeep, replacement and removal as necessary.

2. Continue development of interpretive features and programming as required by outside funding sources such as grant and donations.

II. Programs Proposed by Outside Volunteer or Organization

JPA staff shall adhere to the following policies in the cases where volunteers or other organizations offer to develop interpretive features to be placed in the Park or information and/or programs about the Park (e.g., educational hikes and programs) that are to be endorsed or carried out by the JPA.

1. Proposed programs must fulfill a need or meet an educational goal and be consistent with the River Park mission to be considered.
2. Proposed programs must be consistent with the goals and objectives and directives in the San Dieguito River Park Concept Plan including the *Design and Development Standards for Park Proposals* (SDRP Concept Plan, Appendix D).
3. Staff shall advise any citizen or volunteer proposed project that a written proposal must be submitted to staff for review and consideration. The proposal should include details regarding the proposed project objective, project format (e.g., guided hikes or lectures, signage, brochure, website information, etc.), targeted audience, sources of information for the project, anticipated timeline, and any other information pertinent to the project. The proposal shall also include an estimated budget/cost to implement and maintain the project features. The budget may be developed by the proposer and/or JPA staff.
4. Staff shall consult with the Executive Director initially to discuss the implications of outside proposals. Staff should be prepared to present estimated budget and staff capacity to accept outside proposals. Available staff time, priorities, and resources will be considered as factors in accepting proposals.
5. If the Executive Director authorizes the staff to pursue outside proposals, staff will work with the citizen/volunteer to define a work plan that will be agreed to by both parties.
6. Research sources must be cited in the interpretive material (e.g., guidebooks, website information, etc.), as appropriate.
7. When developing new educational programs the information should be peer reviewed by a source approved by JPA staff.
8. If the information is debatable and/or sensitive, professional outside source(s) should be used as approved by JPA staff.
9. Any program referring to Native American history shall be submitted to the appropriate Tribe(s) for input and comment and a reasonable attempt made to obtain approval of the material from such Tribe or representative. The JPA may also consult with Tribal representatives based on the information provided and seek their approval of any such content.
10. Any program referring to the history of cultures residing in San Diego County prior to 1850 should be solicited from known and recognized descendant groups, or if not available, then the most relevant local historical society.

11. Program material and/or content may be edited and revised by JPA staff in consultation with the citizen or volunteer who initiated the project.
12. In no instance is a citizen or volunteer initiated effort to use the JPA's name on any materials or in programming without the written approval of the Executive Director.

III. Proposal Submittal Process

Submitted proposals for interpretive or educational materials in the River Park shall follow this process:

1. Once a proposal is developed to the satisfaction of the lead JPA staff person and Executive Director, the item will be put on the agenda for the appropriate subcommittee(s) of the Citizen Advisory Committee (CAC) (Trails or Project Review committee).
2. If recommended for further consideration by the subcommittee, it will be put before the CAC to consider a recommendation.
3. If the CAC recommends the proposal for further consideration by the JPA, the Executive Director will make a determination as to whether the project warrants JPA Board approval or to move forward with administrative approval.

This policy was adopted at the JPA Board Meeting on January 15, 2016

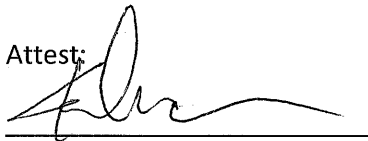
Motion: Roberts

Second: Diaz

Vote: Yes - Mosier, Jacob, Roberts, Barnouw, Diaz, Grosch, Zito, Kersey

Absent – Lightner

Attest:



Kevin McKernan,
Executive Director