



2014 CALPA Annual Conference

April 24, 2014

AGENDA

- Canogle Overview
- Content Development Process
- Demo
- Q&A
- Wrap up



Point

Curated, Engaging
Mobile Visitor Experiences

PROTECTING IN PERPETUITY



Fernandez Ranch, Martinez CA

AGAINST ALL ODDS



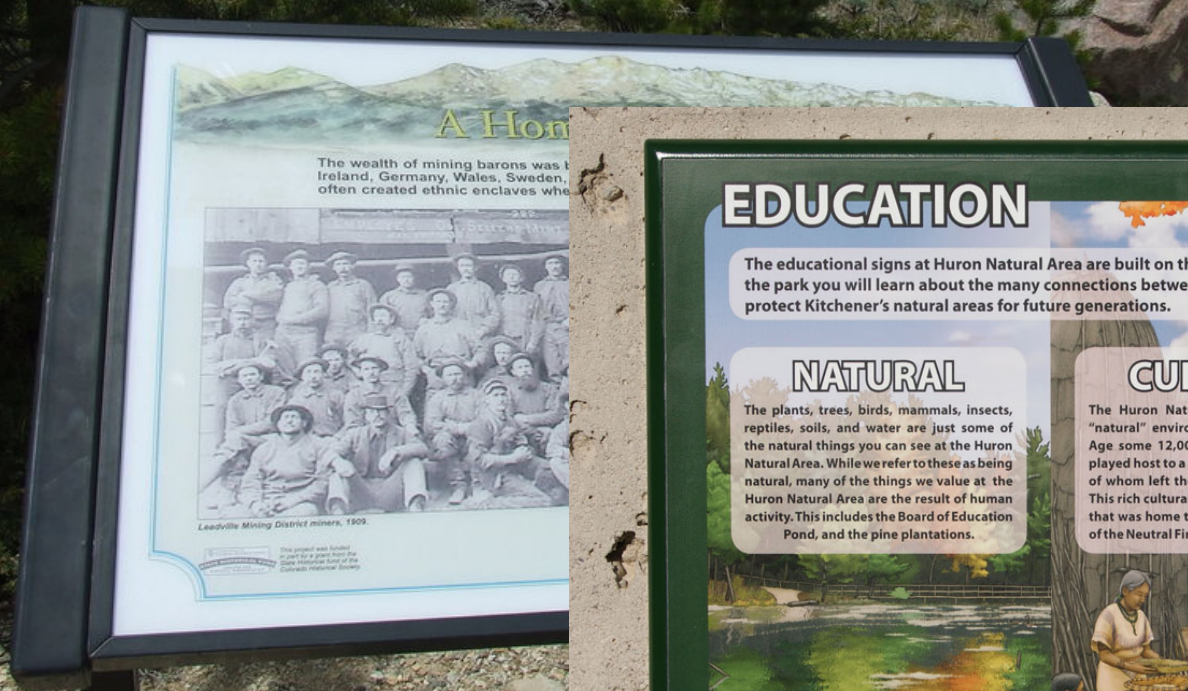
THE FAITHFUL FEW



DECISIONS, DECISIONS



LIMITED EXPOSURE



A Home

The wealth of mining barons was from Ireland, Germany, Wales, Sweden, often created ethnic enclaves where



Leadville Mining District miners, 1909.

This portrait was created in 1909 for a grant from the State Historical Society of the Colorado Historical Society.

EDUCATION

The educational signs at Huron Natural Area are built on three themes: Natural, Cultural and Stewardship. In visiting the park you will learn about the many connections between the natural and cultural history and see how you can help protect Kitchener's natural areas for future generations.

Refer to this graphic on all signs for information contact. Gold sections represent the signs theme.



NATURAL

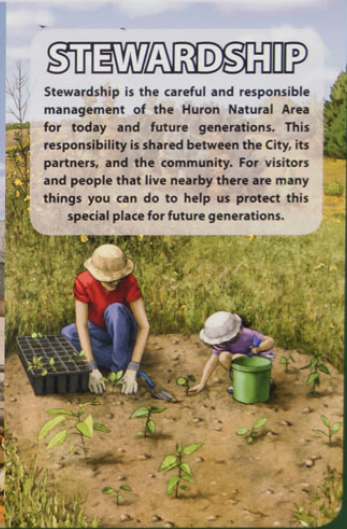
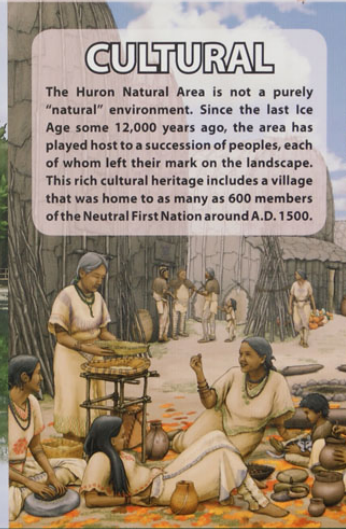
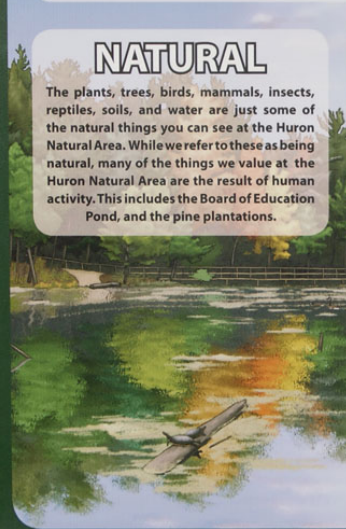
The plants, trees, birds, mammals, insects, reptiles, soils, and water are just some of the natural things you can see at the Huron Natural Area. While we refer to these as being natural, many of the things we value at the Huron Natural Area are the result of human activity. This includes the Board of Education Pond, and the pine plantations.

CULTURAL

The Huron Natural Area is not a purely "natural" environment. Since the last Ice Age some 12,000 years ago, the area has played host to a succession of peoples, each of whom left their mark on the landscape. This rich cultural heritage includes a village that was home to as many as 600 members of the Neutral First Nation around A.D. 1500.

STEWARDSHIP

Stewardship is the careful and responsible management of the Huron Natural Area for today and future generations. This responsibility is shared between the City, its partners, and the community. For visitors and people that live nearby there are many things you can do to help us protect this special place for future generations.



TO LEARN MORE VISIT THE CITY OF KITCHENER WEBSITE @ www.kitchener.ca/parks

Illustrations by Emily S. Bessette - City of Kitchener and Emily S. Bessette. Acknowledgments to Paul A. Reicher and Archaeological Research Associates Ltd.



FIXED COSTS

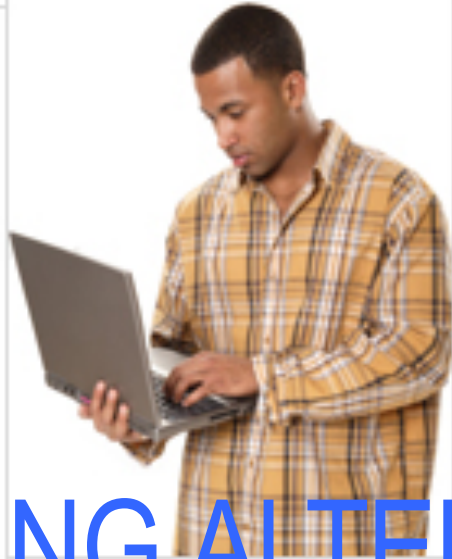


ACCESS AND CONVENIENCE



RAVE REVIEWS





COMPETING ALTERNATIVES



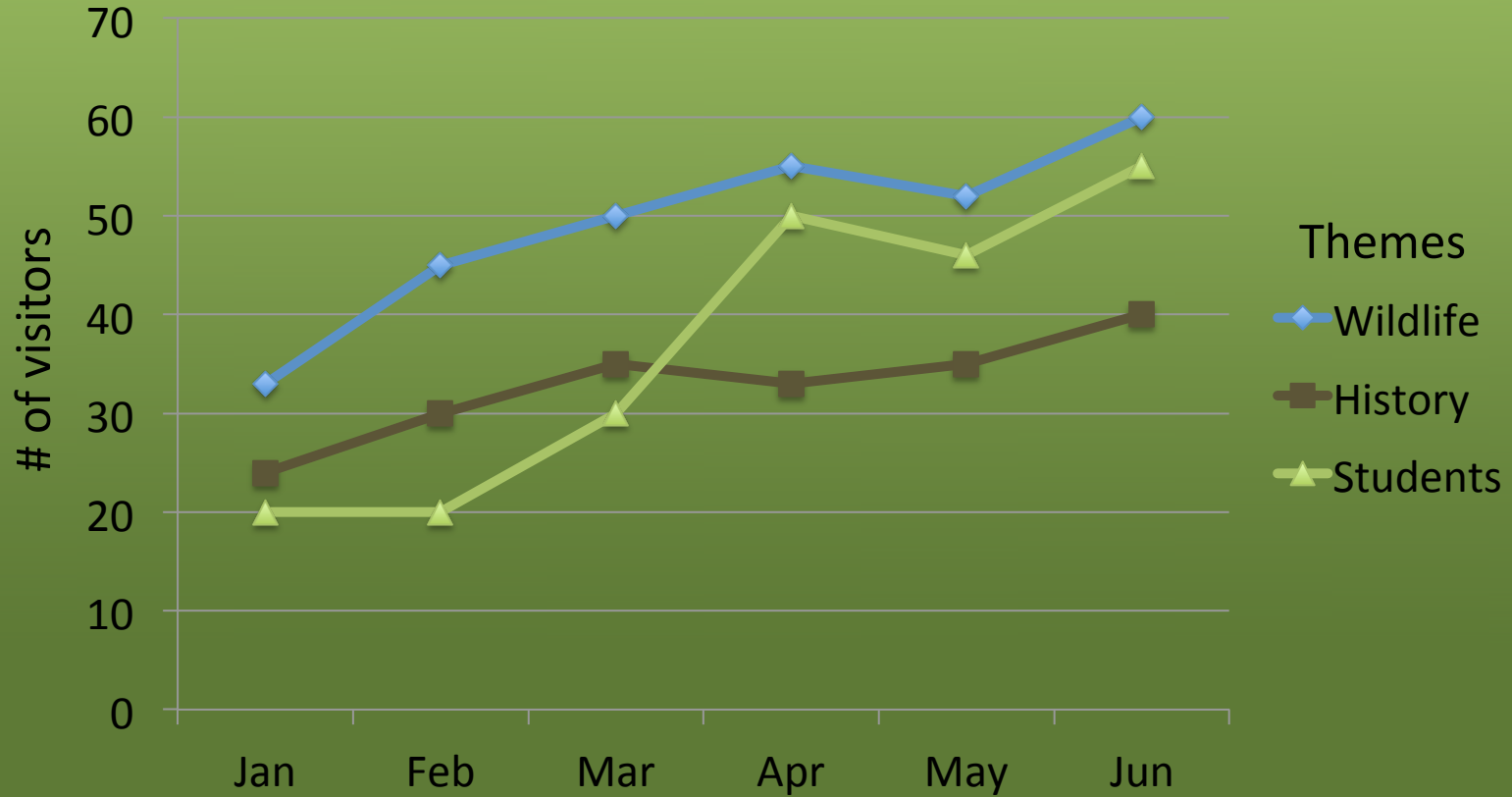
ENHANCE OUTDOOR EXPERIENCES



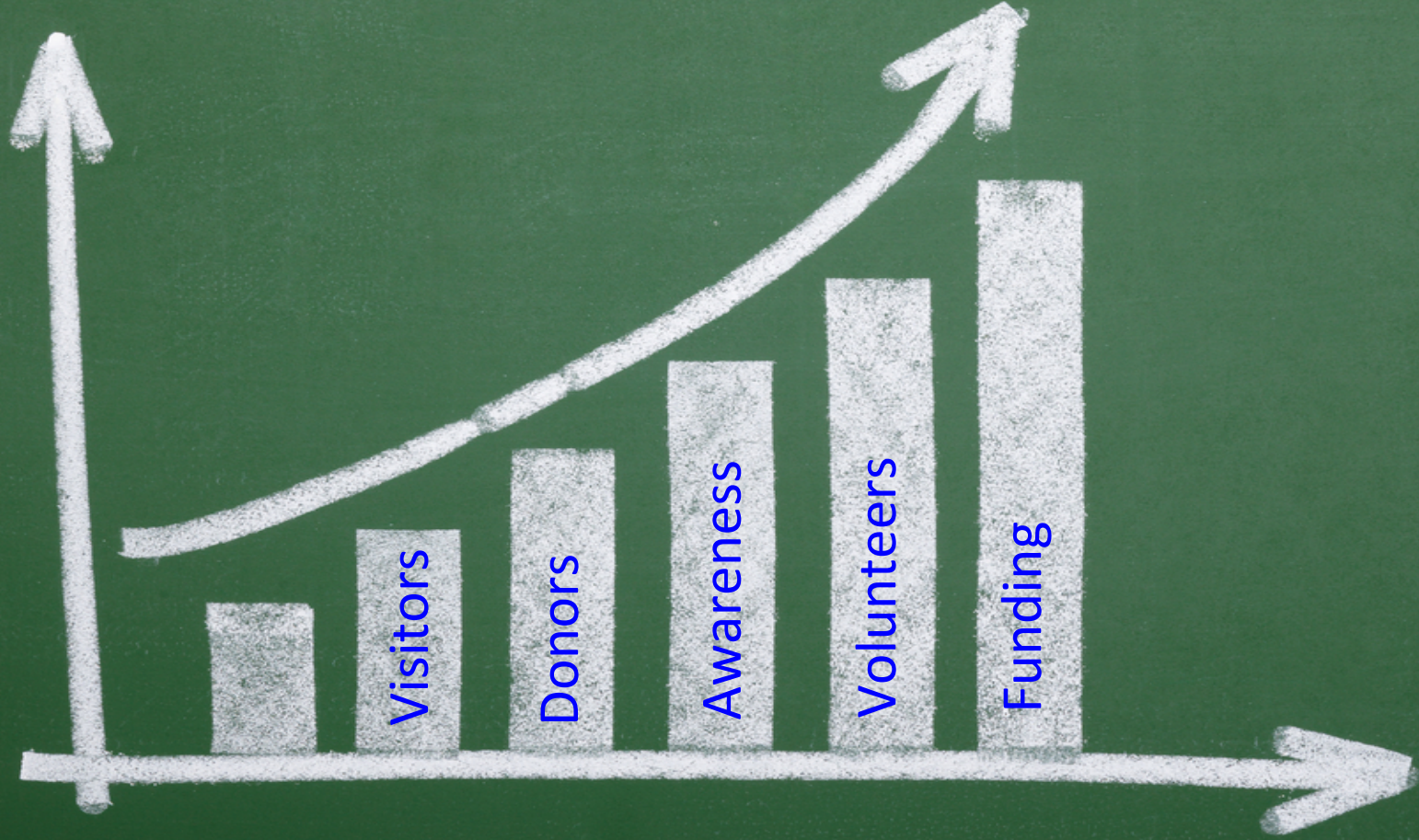
CREATE CONNECTIONS



USEFUL DATA



CONTINUOUS IMPROVEMENT



Point

Discover stories about places around you.

Current Location

Enter Location

Powered by Canogle



Tours Nearby



Martinez, California



Trail Tales with Gary Bogue

Fernandez Ranch
4.01 miles away

[8 Stories](#)



A Walk on the Wild Side

Fernandez Ranch
4.11 miles away

[11 Stories](#)



The Way Things Were

Fernandez Ranch
4.11 miles away

[9 Stories](#)



Caring for the Land-What...

Fernandez Ranch
4.11 miles away

[4 Stories](#)



Fernandez Ranch Demo...

Fernandez Ranch
4.11 miles away

[20 Stories](#)



Hike with Gary Bogue

Fernandez Ranch
4.16 miles away

[18 Stories](#)



Tour Summary



Hike with Gary Bogue



[Gary Bogue](#)

4.11 miles away



[Muir Heritage Lan...](#)



Take a stroll with stories narrated by naturalist and author-columnist, Gary Bogue, highlighting the rich variety of flora and fauna on scenic Fernandez Ranch.

Share

Show Stories (18)

Start Tour



Geocontent

Images

Profile

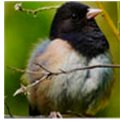
Geocontent



Fernandez Ranch Tour with Gary Bogue

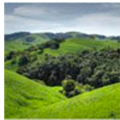
PUBLISHED: June 3, 2013
1100 Christie Road, Martinez, CA
7 Articles, 8 Images

Tags: Fernandez, Ranch, Gary, Bogue, Martinez, California, hike, walk, tour



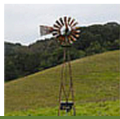
Wildlife Tour of F

DRAFT: May 25, 2013
1100 Christie Road, Mar...
8 Articles, 9 Images



Fauna and Flora T

PUBLISHED: May 14, 2013
1100 Christie Road, Mar...
5 Articles, 6 Images



Historical Tour of

PUBLISHED: March 13, 2013
1100 Christie Road, Mar...
6 Articles, 7 Images

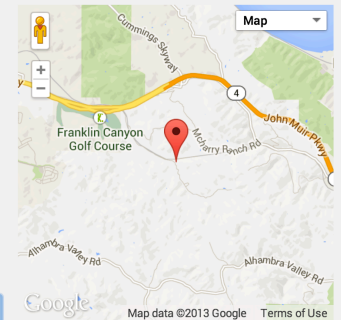


A Stroll Back in Time



Christie Road, Martinez

A lot has happened here in 6,000 years. This land has provided food and shelter for the Ohlone Peoples, welcomed the Spanish during their discovery of San Francisco, experienced the Gold Rush and Cattle Boom, fielded the Mexican-American War, and witnessed the building of the Transcontinental Railroad. On the tour today you will learn a bit of our history. As you go through the tour, imagine what it would have been like -



Add an image

Don't Fence Me In

This ranch is now 702 acres, but it used to be 9,000 acres of cattle grazing. Can you imagine building a wooden fence around 9,000 acres of land? They ALMOST didn't have to. Back in 1850, the Trespass Act said any cattle could graze on your land unless you fenced them out, so nearby farmers only fenced in their planted fields. It wasn't until they reversed the law in 1872 when the burden was shifted from the farmer fencing cattle out to the rancher fencing cattle in. Because wooden fences were expensive, to quickly comply, ranchers started opting for the less expensive and newly patented barbed wire.

Cattle Gate

WHO'S YOUR SOURCE?



Writers



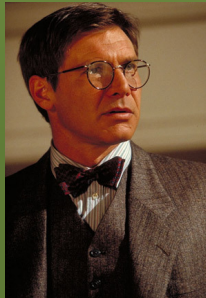
Docents



Naturalists



Museums

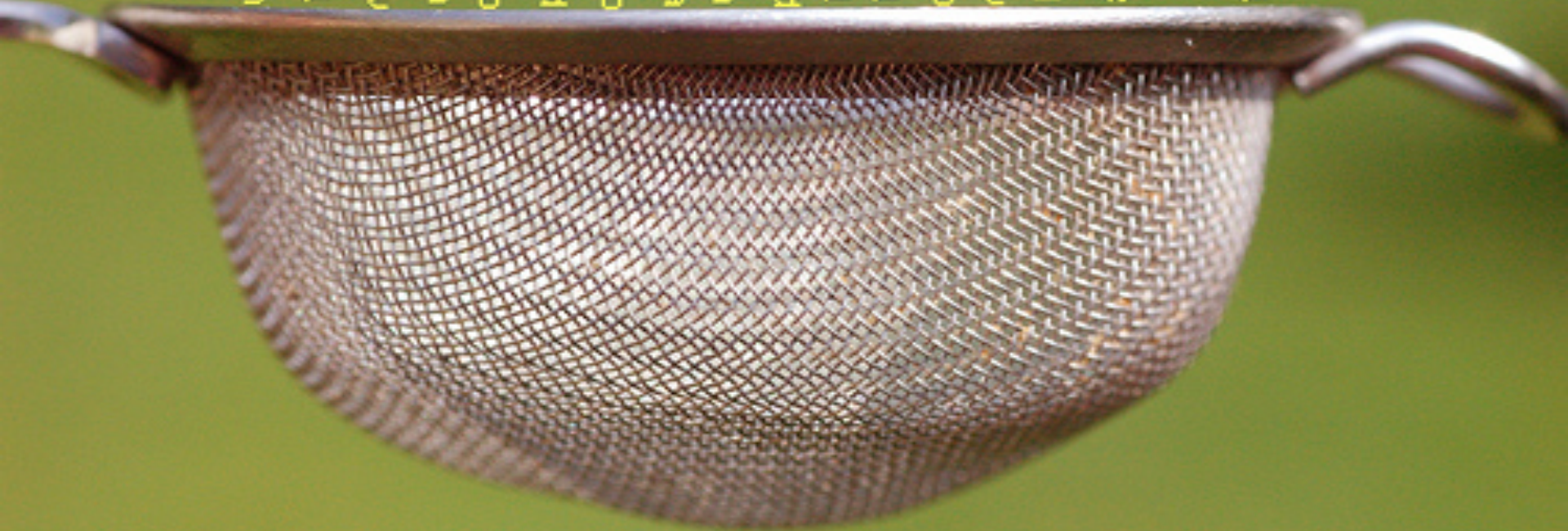


Historians



Universities

Information
Information
Information
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Information



Information

LESS IS MORE

CHOICES



Education



Entertainment



Games



Wildlife



Languages



History



Conservation



Health



Science



RESISTANCE IS FUTILE

CREATIVITY



PARTNERS





Fernandez Ranch, Martinez CA



FOUR SITES





Innovate to Perpetuate

Content Development



What's your experience?



Jean Peak |

San Jacinto Peak |

Miller Peak

Welcome to

MOUNT SAN JACINTO

STATE PARK



"An Island of Biodiversity"



A photograph of a white swan swimming in a river. The swan is in the center of the frame, facing away from the camera. Its reflection is visible in the water. To the right of the swan, a small bird is in flight. The river is bordered by grassy banks. The text 'Identify Site Characteristics' is overlaid in yellow at the bottom left.

Identify Site Characteristics

Identify Content Experts



Vereda / Trail EL YUNQUE



Leyenda/Legend

- Usted está aquí / You are here
- Vereda / Trail El Yunque
- Vereda / Trail Caimitillo
- Vereda / Trail Baño de Oro
- Endace / Spur Mt. Britton
- Vereda / Trail Los Picachos
- Río / River
- Carretera / Road
- Centro de Visitantes / Visitor Center Palo Colorado
- Pico / Peak Los Picachos
- Pico / Peak El Yunque

Longitud/Length	Dificultad/Difficulty
44 km/24 mi	Desafiante/Challenging
Tiempo/Time	Elevación mín./máx./
2 horas ida/2 hours	Min./max. elevation
one way	190-1187/ máx./147-3446 ft

Por favor,
regrese con algo **TODO** lo que trae!
Please,
Pack it in, Pack it out!

Por su seguridad,
esté pendiente a deslizamientos!
Be safe,
watch for landslides!



Virtual Walk Through

Walk through with content experts





Interpreter
At Work!



Production

Review, Revise, Resolve



Success!



The Orchard

Fife's Creek

The Meadow

Russian River Access

Fire Pit

Dawn Redwoods

Boathouse Lawn
Volleyball Court

Livereau Creek

The Lodge

(Reception, Agriculture Restaurant and Bar)

Picnic Area

Pool

Band Shell

Parking Lot

Events Office



PROPERTY MAP

- 302 303 304 305 306 307 308 309 310 311 312 313 314 315 316

- 319 320 321 322

- 119 118 117 201 116 202 115 203 114 204 113 205 112 206 111 207 110 208
- 318 317 213 212 211 210 209
- 107 108 109 101 102 103 104 105 106