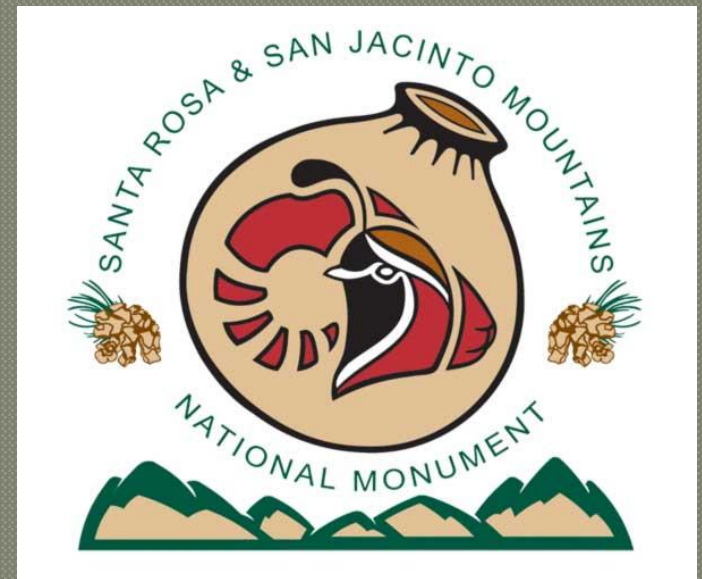


# Cahuilla Tewanet Vista

A Network Initiative  
Tracy Albrecht  
Interpretive Specialist  
Santa Rosa and San Jacinto Mountains  
*National Monument*  
Bureau of Land Management  
6 October, 2010



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## Tracy Albrecht, Interpretive Specialist

- Cahuilla Tewanet, a roadside rest stop with a fully accessible ¼-mile trail, leads visitors to a viewpoint overlooking today's Santa Rosa Wilderness



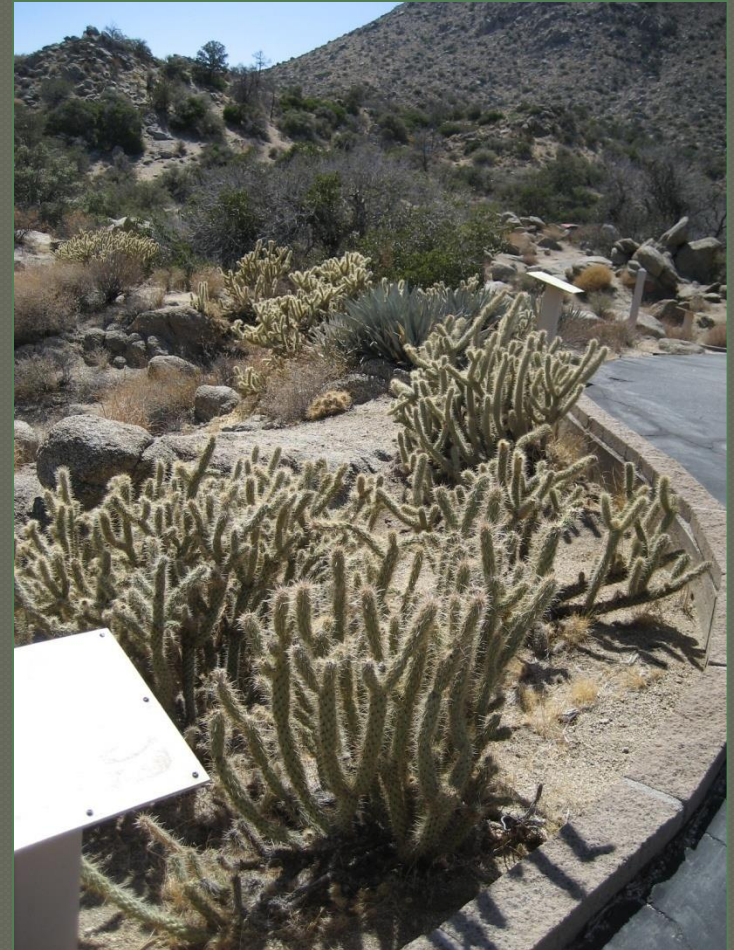
# Cahuilla Tewanet

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# Cahuilla Tewanet





# Cahuilla Tewanet

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# Cahuilla Tewanet





# Tracy Albrecht, Interpretive Specialist

## Managing by Network

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### Goals :

To inform and **educate the public** to foster enjoyment and understanding and to **promote appropriate use** of the National Monument.

To **promote** the Santa Rosa and San Jacinto Mountains **National Monument** as a valued and protected cultural resource with effective interpretation at this roadside stop.

*Interpretation and environmental education are effective tools to engage the senses, curiosity and interests of visitors and students alike. Once engaged, an understanding and appreciation of resource values generally follows, which in turn often results in heightened **resource protection** where visitors pursue recreational endeavors.*

-Santa Rosa and San Jacinto Mountains National Monument Management Plan

### Objectives:

- **Build the capacity of BLM with half a dozen partnerships** that take responsibility for a shared vision of improving Cahuilla Tewanet.
- **Update and replace existing signs,** development of new signs, enhanced plant identification information and introduce **new interpretive components.**
- Communicate ideas that express the heart of the **native American community of today.**
- **Communicate partnerships** of groups involved in the history and future of Cahuilla Tewanet.
- **Appoint an interpretive firm** to design and manufacture components that convey desired messages and enriching ideas.
- Redesign the setting so that it feels more **safe,** with viewing locations out in the open.
- **Secure funding** to support these improvements and maintenance of them.

# Formal and Informal Network Partnerships

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- BLM Interpretation, Recreation and Cultural Resources Staff
- US Forest Service
- Agua Caliente Band of Cahuilla Indians
- Santa Rosa Indians
- Cal Trans
- Friends of the Desert Mountains
- Interpretive Firm, to be determined
- Harry Quinn, local archaeologist
- Michelle Hedgecock, local educator
- Jennifer Purcell, ethnobotanist
- Sean Milanovich, Tribal member
- Dawn Wellman, curator, Agua Caliente Cultural Museum
- Kurt Leuschner, professor, College of the Desert
- Current BLM volunteers



# Stage of Network Development

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*What's the status of your network development:?*

There is pre-existing group associated with this project:

**The Tewanet Committee**- this is an original group of people and it is made up of agency staff (three BLM, three USFS) and two Tribal staff. This group was organized and I was invited to participate.

✓**Visioning** – saw a need to establish a **network to support services** for public which involve rest stop facility, traffic, public lands, including wilderness.

✓**Conceptual** – here I got **helpful advice** that I really needed. Worked with (superstar) volunteer who documented site, wrote up text, photographed and mapped signs and structures. He assisted in assessing conditions and what needs to be done. Basically, at minimum, in need of new signs, blending, contemporary touch. Also contacted Harpers Ferry Design Center, many roadside stops, Grand Staircase Escalante NM (BLM),

✓**Research and Development** – seek sample work documents from Carolyn Shelton, BLM Grand Staircase Escalante, NPS Design Center, Nez Pierce Cultural Center, and developed a **new team** which brought in new flavor and additional partners. LISTENed to input from new partners.

**The Tewanet Team** is a group of people invited to conceptualize improvements for the Cahuilla Tewanet overlook /roadside stop. Invitees aware chosen by me and we have met once as a group, on site. Some came on behalf of their colleagues' invitation. Background of individuals include environmental educators, museum staff, tribal members, and cultural resource specialists.

✓**Implementation** Planning Developed a **Scope of Work** which will be edited by Committee, work with Contractor Officer to implement. This will be given to half a dozen interpretive firms. USFS Tribal Liaison Officer asked to tape Cahuilla elder. Need to tie in **mobile technology**

✓**Active** –Need to establish a channel of communication that is my style and functional. Carolyn suggested to design a newsletter – type of document - sounds great! To be sent to both groups, and newcomers.

✓**Evaluating** – Need to document input that is gathered by network, from groups, other agency websites, and from individual phone conversations.

# Tewanet Team

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# Tewanet Team

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## A Review of Cahuilla Tewanet

Goal: To conceptualize improvements for Cahuilla Tewanet overlook rest area.

Things to consider:

1. The central idea of this site's association as a Cahuilla landscape has been successful and should be maintained.
2. Visitation is steady and light.
3. Maintenance service is provided daily when possible, but there are times when it is not checked on for two or three days at a time.
4. Current signage text and images can be reused, edited, and added too.
5. The content of interpretative panels can also be made available through other media such as website access, a publication, or via mobile technology.
6. The site is within the San Bernardino National Forest (USFS) and within the Santa Rosa and San Jacinto Mountains National Monument. It is desired more emphasis be placed on the National Monument, and less on the managing agency.

Please write ideas for the Visitor's experience. What should be maintained, and /or changed?

### 3 Zones

Entrance area

USE OLD SKETCHES OR SOMETHING SIMILAR.  
ALSO INCORPORATE NEWER PHOTOS OF NATIVE  
HANDS HOLDING PLANTS OR FOODS, MATERIALS.  
SHOW THAT WE ARE STILL HERE AND WE STILL  
USE THESE PLANTS TODAY.

— TRASH CANS THAT BLEND IN

#### People Remember....

10% of what they hear;

30% of what they read;

50% of what they see;

90% of what they do.

When an exhibit encourages  
interaction and stimulates thought  
it touches its readers.





## Stage of Network Development

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*What are you doing at this stage to manage the network and move to the next stage?*  
At this stage I am

- ✓Editing the Scope of Work that has been distributed to the Tewanet Committee and others.
- ✓Researching interpretive firms to offer a Scope of Work for them to bid on.
- ✓Communicating with the BLM Contracting Officer to warm up on the budget processes ahead.

Speed bump is anxiety about working with contracting officer .  
The desire to learn the process and provide effective communication  
to facilitate this project and the others to follow.



# Network Geography

## Communities of Place, Identify and Interest

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*Where does your network operate?*

Interagency BLM

Intra-agency BLM & USFS

Tribes

Education organizations

Interpretive firms

*Who benefits ?*

**Natural resources** on public lands benefit by being appreciated in their natural state, **cultural sites** less impacted and improved protection.

**Tribal members** will be better represented and respected.

**Tourists** will have a safer and more enriching place to learn about the landscape as they travel on the Palms to Pines Scenic Highway.

**Commuters** will enjoy a better pull-over option

**BLM and USFS** benefit by implementing the management plan for SRSJNM.

**Teachers** who use site in field trips will have improved visual aids to connect students with geography and cultural awareness of region.

**Locals (in the town of Pinyon)** will feel more involved in the preservation , messaging and maintenance of the site.



# Benefits of the Network

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1. *List the current benefits of your network initiative:*

makes a better rest area, educationally, safe, new relationships, stronger relationships

1. *List the future benefits of your network initiative:*

long term maintenance, enhances community, references to get past the speed bumps ahead

# Evaluating Network Potential and Performance

|   | Evaluation Criteria  | Comments  |
|---|--|---|
| 1 | Advance strategic priorities of the agency                 | Promotes conservation by identifying and modernizing cultural resource values and promotes recreation by providing a more useful and enjoyable place to be  |
| 2 | Leverages funding  | Buy in from formal and new informal partners (Helen Aarons message – okay to receive/communications need to be reviewed by BLM CO, and fundraising agreement developed or added to an existing MOU) |
| 3 | Demonstrates big-picture thinking                          | Especially in partnering with younger native Americans as reps from the Tribes  |
| 4 | Demonstrates entrepreneurship                              | Based on a perceived need of redesigning Cahuilla Tewanet, this project is stimulating innovative product design, new sources of funding, and newly established services.                           |
| 5 | Management of formal agreements and contracts              | Creating contract agreement for exhibits that represents stakeholders   |
| 6 | Demonstrates effective external and internal communication | So far, just okay.  |
| 7 | Demonstrates accountability                                | I 'd give me a B- !   |
| 8 | Potential as a network management model                    | Can only answer this when its over  |



# Cahuilla Tewanet



# Cahuilla Tewanet

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# Lessons Learned About Network Management

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- *List two to three lessons learned about network management that you wish to share with colleagues within your agency*
  - 1. Keep asking people, including those in **positions 'outside the box,'** until a good source of help is found.
  - 2. Really try to **understand administrative staff's** mode of operations, and ask questions until you know what to expect in the near and distant future.
  - 3. **Telephone conversations** can be a hugely successful exchange. Wait until the right time when both parties have ample time to talk, and take notes.
  
- *List one to two lessons learned about network management that changed the way you interact with partners*
  - 1. Have **clear goals** on what I am trying to accomplish, with background description of the mission of the agency I am representing.
  - 2. Welcome **more partners** than originally anticipated.



# Cahuilla Tewanet

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Aca-ma,  
Thank You,  
Liz!