

Vision Plan Project Team



David Reid
Director



Rebecca Hurley
Deputy Director



Isabelle Minn
Principal (PIC)



Matt Freeman
Principal (Senior Advisor)
Matt Freeman Consulting



Tatiana Brennan
Senior Administrator



Rob Tidmore
Principal Planner



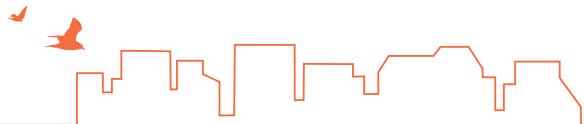
Logan Woodruff
Associate II (PM)



Kelly Mercer-Lebov
Assistant Administrator

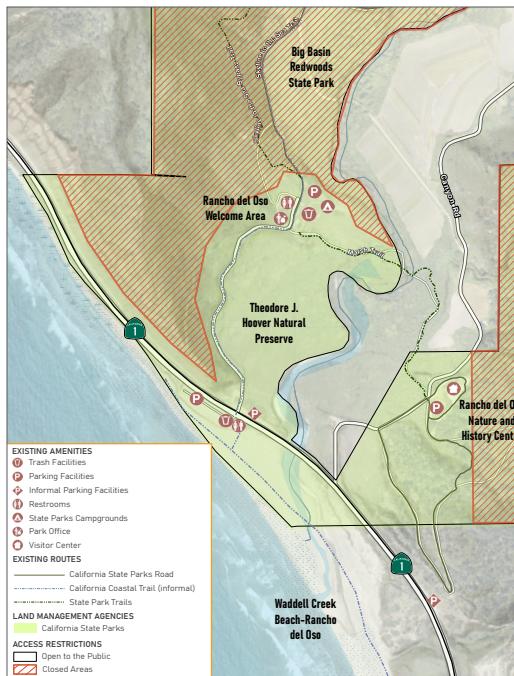


Joe Sison
Planner



NORTH COAST FACILITIES AND MANAGEMENT PLAN

Developing a Cohesive Plan for Sustainable Recreation Management



PlaceWorks worked with the County of Santa Cruz and other agencies within the North Coast area to review and consolidate 19 existing facilities and management plans and associated Capital Improvement Plans (CIP) to create a single, unified plan. As part of this effort, PlaceWorks developed a branding package to market the North Coast as a single entity as well as an online survey and interactive webmap. PlaceWorks also created a comprehensive outreach toolkit to help North Coast agencies conduct a series of community outreach and engagement activities to inform the community about the project and to seek input on community needs and preferences.

Project Type

Open Space & Resource Planning

Location

Santa Cruz County, CA

Size

17 miles

Client

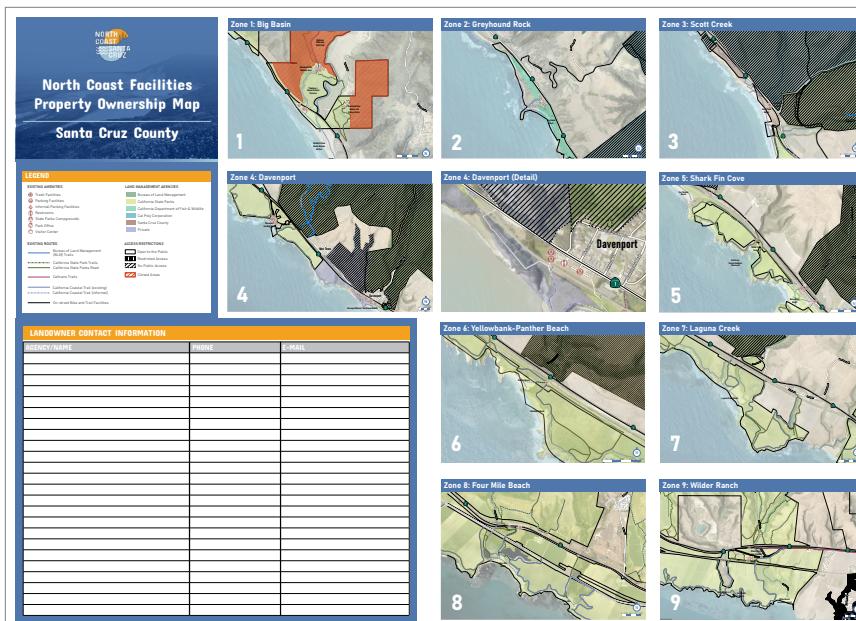
County of Santa Cruz

Date Completed

April 2024

Services Provided

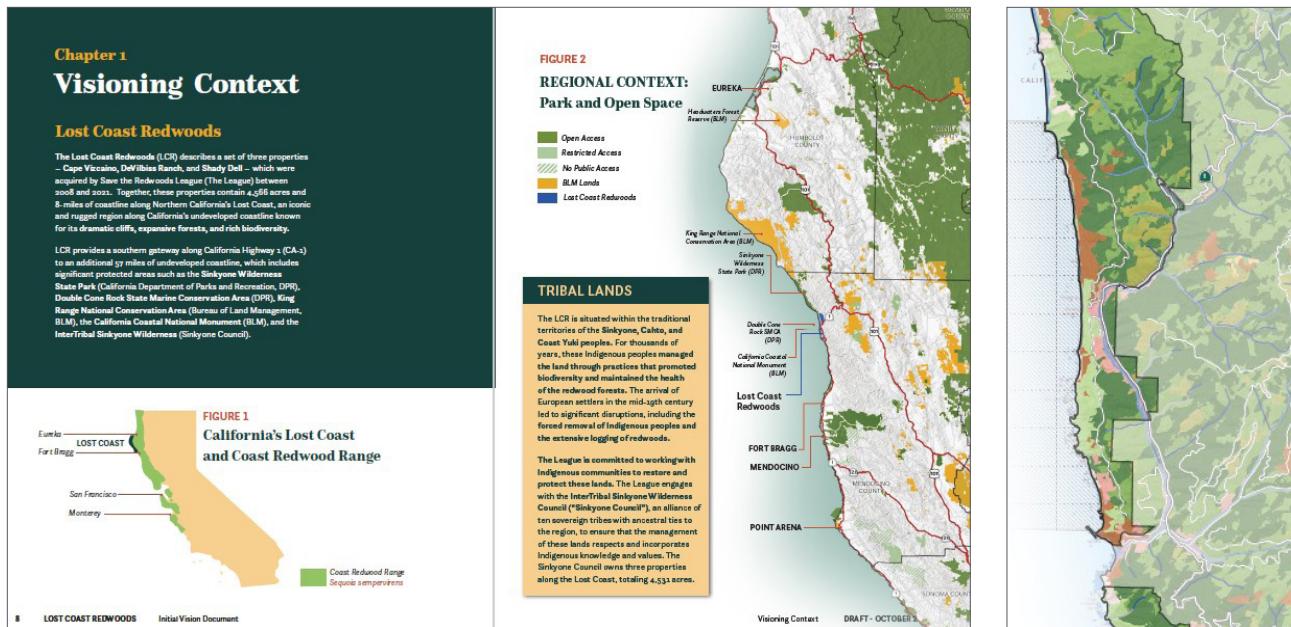
Open Space & Resource Planning, GIS, Online Engagement, Community Outreach





LOST COAST REDWOODS VISION PLAN

for Save the Redwoods League



The Lost Coast Redwoods Vision Plan is a collaborative effort led by PlaceWorks and Save the Redwoods to guide the future management of the 4,457-acre Lost Coast Redwoods (LCR) property in Mendocino County. The League acquired LCR, which includes Cape Vizcaino, Shady Dell, and DeVilbiss Ranch, with the intent to transfer it to a long-term steward, with the Bureau of Land Management (BLM) identified as the preferred agency. The vision plan will establish a framework for conservation, recreation, and Tribal and community engagement while exploring co-management opportunities with BLM, California State Parks, and Tribal partners. The plan will evaluate natural and cultural resources, existing recreational assets, management considerations, and potential visitor use to shape recommendations for sustainable stewardship.

PlaceWorks is leading the visioning process, including stakeholder engagement, site analysis, and the development of management scenarios. This work includes coordinating Tribal and agency discussions, conducting market and recreational analyses, and drafting a vision and guiding principles for LCR's future. The final plan will provide BLM and other stakeholders with a roadmap for land management, balancing conservation, access, and long-term sustainability.

Project Type

Visioning, Community and Stakeholder Engagement

Location

Mendocino County, CA

Size

4,457 acres

Client

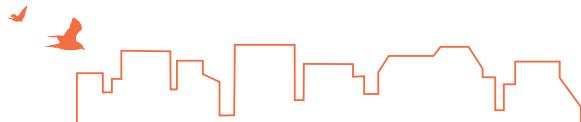
Save the Redwoods League

Date Completed

Ongoing

Services Provided

Vision Planning, Stakeholder Engagement, Management Model Development, Market Analysis, Policy Analysis



REIMAGINING BIG BASIN

Facilitation and Planning Support

PARK CORE VISION CONCEPTS

1 OLD GROWTH
Restored with an emphasis on natural resource protection. Site will include interpretive features, a shuttle stop, limited parking, a network of trails, and trailheads for longer excursions.

2 SKY MEADOW & HUCKLEBERRY
New campgrounds and cabins will be established outside of the old growth core with a welcome center and new trailheads. The Sky Meadow area will include some park operations and park housing facilities.

3 BIG BASIN SHUTTLE
A new shuttle service will take park visitors from Saddle Mountain to the old growth core. The 2.5 mile routes will include additional camping and day use destinations. The ride will be approximately 15 minutes and run regularly throughout the day. Strategies to limit wait times and offer an enriched shuttle experience will be a priority of implementing the program.

4 UPPER 236 / CHINA GRADE
Directional traffic management and potentially additional trailhead parking will be pursued.

5 SADDLE MOUNTAIN
Primary entrance will be designed to fit in with the surrounding landscape and will include a welcome center, interpretive features for visitors, such as camping check-in or camp store; shuttle pick up; interpretive exhibits; and limited park operations and staff housing.

6 LITTLE BASIN
Group recreation site with overnight camping options (personal tents, tent cabins, and cabins) and space for group events, education and large gatherings set within the new growth redwoods. New trailheads and trail connections will be established. Partnership will be developed to create ceremonial space and cultural facilities with local indigenous groups.

7 UPPER LODGE ROAD
Primitive camping will be located in opportunity areas along the road. These campsites will be for walk or bike-in experiences.

8 TRAILS & WILDERNESS AREA
Most trails within the park prior to the CZU Fire will be restored and maintained within the wilderness area and connected to hike-in camping. Priority will be to re-establish trails within the old growth core and provide upgrades to improve accessibility, interpretation and resource protection.

WHAT WILL IT BE LIKE TO VISIT BIG BASIN IN THE FUTURE?

The historic buildings that burned during the fire are no longer there, but a new welcome center will greet you at Saddle Mountain and historic structures will be memorialized through interpretive features. The forest will also be in recovery, showing the scars of the CZU Fire.

The old growth core will have a more natural experience in this area and most visitors will be interpretive features such as trails, restrooms, and parking. Facilities here will be minimal.

Sempervirens and Big Campgrounds will be Little Basin. Camping experiences of camping experience and a feeling of "being" will be emphasized.

Hiking, biking, and cross country trails will be similar to the experience trail and road networks. Trail access and trail connections will include stops for trailhead, between destinations and have rest areas.

Visiting Big Basin will require some planning to feel like a natural retreat from congested areas. Online reservations may be required during busy seasons. Rancho del Oso will be a potential alternative to starting your journey into the park. Trail connections through the wilderness and into the old growth core will provide prime opportunities to experience the forest.

Reimagining BIG BASIN
Redwoods State Park

PlaceWorks assisted the California Department of Parks and Recreation (CA State Parks) with a visioning and community engagement process to define the future of Big Basin Redwoods State Park (Big Basin). The park and its facilities were almost entirely destroyed in the CZU Lightning Complex Fire of August 2020. PlaceWorks developed a project website and logo, an extensive toolkit of public engagement and education materials, and facilitated several events to identify goals, guiding principles, and priorities for the park's future reestablishment.

PlaceWorks also convened and facilitated Steering and Advisory Committees to guide the planning and public engagement process. Following these efforts, the team summarized the vision in a graphically compelling document that laid the foundation for future planning, design, and the eventual rebuilding of the park. The project incorporated a wide range of engagement approaches including pop-ups, virtual webinars, online surveys, virtual workshops, and factsheets aiming to create more accessible open spaces for California's growing and diverse population. Additionally, it represented an unprecedented opportunity to establish a model for resilient parks in the face of climate change.

Project Type

Community and Stakeholder Engagement, Visioning

Location

Santa Cruz County, California

Size

18,000 acres

Client

California Department of Parks and Recreation

Date Completed

August 2022

Services Provided

Graphic Design, Visioning Facilitation, GIS, Outreach, Website Design



PLACEWORKS

HOW PEOPLE GAVE INPUT

Online and in-person outreach efforts encouraged people to participate in the visioning process by....

Online Survey
Taking an online survey that gathered information on how people used the park prior to the fires, and visions for the park's future.

Memory Mapping
Sharing memories using an interactive map that was available through the project website. The memories that were shared provide great insight into the places, resources, and experiences that make the park a landmark in many people's life journeys.

Social Media Hashtag Wall
Sharing images that represented their vision for Big Basin either by hashtagging social media posts or uploading images to the website. Images shared described envisioned experiences and park aesthetics.



Outreach for the project was tailored to be consistent with local public health guidelines for preventing the spread of COVID-19. Online events and forums were primarily used to avoid large gatherings. In-person events were held outside and included social distancing and masking.

Virtual Events (2 events, over 500 participants)
Attending virtual events where recognized subject area experts helped to establish a deeper understanding of the opportunities and constraints for reestablishing the park. The first event focused on how the landscape has been managed over time. The second event shared on the ground studies and forest management work and explored alternative transportation and design strategies that have been used at other parks to address similar challenges.

Visioning Workshop (120 participants)
Attending a virtual visioning workshop that built upon themes explored in prior virtual events and culminated in engagement activities. Participants were asked to get more specific about what the vision will look like on the ground, and what the Big Basin experience will be like. Key discussions included the potential for a shuttle and relocating facilities outside of old growth redwoods.

Pop-up Events (8 events)
Participating in activities at the Reimagining Big Basin table at events and happenings in Santa Cruz, San Francisco, Daly City, San Jose, Watsonville, and Oakland; or through the virtual event booth for the Wild & Scenic Film Festival. Participants included individuals familiar with Big Basin, as well as many who had not yet had the chance to visit California's redwood forests.



