

Parkland Prose

Connecting people and places

ARPA Conference
Jasper, Alberta
October 2012

Interpretive signage

- A good interpretive sign acts as an eye-opener, making visitors excited about something they hadn't noticed or thought about before
- Presents site-specific information into a theme or experience to help visitors feel part of the story

Georgian Bay Islands
National Park
Georgian Bay, ON



How can interpretive signage benefit your park?

Communication link: between your organization and area of service (e.g. community, province) for the purpose of informing, educating, promoting and recruiting

Community engagement: Can generate interest that leads to repeat visitation, volunteerism, donations, partnerships and local initiatives

Hilton Falls Conservation Area
Campbellville, ON



Elder's Mills Nature Reserve

Arboretum



A Living Tree Museum

A Ministry of Natural Resources and Ontario Forestry Research Institute station established in the 1940s included an Arboretum of tree plantations featuring mostly conifers and poplars from all over the world. Many of the species planted are still used for forestry research into disease-resistant species and bio-fuels.

The Arboretum represents one of the most unique exotic tree collections in North America which includes examples of every known 5-needled species of pine and oddities such as Bald Cypress, Curly Willow and Western Red Cedar.



Get Active!

Walk 10 minutes a day and increase your fitness level. No pain, no gain was the old way of thinking. New studies show that even short bouts of activity can increase your fitness level, especially if you're new at working out.



Other benefits?

Accessibility: Convey a consistent message to many people at one time — signs are in place at all times and available 24 hours a day

Stewardship: Can help guide or modify visitor behavior to reduce visitor impacts to sensitive features and habitats

Supporters: Can drive potential donors and volunteers to your website to learn more about your organization and other parklands

Elder's Mills Nature Reserve, Vaughan, ON



Possible problems or disadvantages?

Non-personal: In-person contact can be more effective, so consider enhancing visitor experience with guided hikes and other on-site activities

Damage: Signs are vulnerable to damage by weathering, decay and vandalism

Conservation Risks: May draw unwanted attention to a fragile resource (rare flowers, endangered species) and result in depreciative behavior

Produce successful signage that delivers your message

Quality not quantity: Plan for the minimum number of signs needed to convey the appropriate message — too many signs detract from their effectiveness and clutter natural areas

Learn from others: Review signage from other parks and pick out the points and techniques that attract you

Good design isn't free: Hire a graphic designer and look at samples of their work

Upper Credit River
Conservation Area
Alton, ON



Trailhead sign – possible content

- Park map
- Entrance identification
- Points of interest, facilities, recreation opportunities
- Visitor safety
- Permitted and prohibited uses
- Natural heritage including wildlife viewing and ecology
- Historic use; natural and cultural features
- Associations/partners/funders
- Always include your logo, website



ETOBICOKE CREEK TRAIL in Brampton



1 Peel Village Golf Course offers golfers nine challenging holes in a natural wild life sanctuary.

2 Charles F. Watson Family Gardens: This beautiful showpiece garden is an oasis of colour. The gardens are below street level on the Etobicoke Creek Trail.



3 Gage Park is the most popular place in downtown Brampton to enjoy the fresh air... Gage Park is Brampton's oldest municipal park and a very beautiful one. Pretty floral gardens, large trees, gazebo and fountain provide a wonderful setting popular with both local residents and visitors from far afield.

4 Peel Heritage Complex includes the Peel Region Museum and Archives, the old Peel County Courthouse and the Art Gallery of Peel. The Art Gallery of Peel is known for its quality educational programs, acclaimed publications and long-running Juried Art Show. The Archives holds the rich documentary heritage of the Region, including maps, letters, diaries, photographs, government records and more.



6 Beaux Arts Gallery and Outdoor Chess Park: The Beaux-Arts Gallery displays art from a variety of media and is a must-visit gallery for any collector or art enthusiast, this site also features an outdoor chess park.



7 Jim Archdekin Recreation Centre and Skate Park is a family Recreation Centre and Skateboard Park located along the trail.

8 Loafers Lake Recreation Centre is located just beside the lake, offers parking and public washrooms.

ETOBICOKE CREEK TRAIL in Brampton

- LEGEND:**
- Paved Multi Use Trail, an off-road asphalt/concrete path that may be used by pedestrians, cyclists, rollerbladers and skate boarders.
 - Residential Street for pedestrians, cyclists, rollerbladers and skate boarders/Signage where cyclists must share the road with motor vehicles.
 - Unpaved Multi Use Trail, an off-road gravel path that is best suited for pedestrians.

Find more trails, paths, and neighbourhood destinations you can bike and walk to at:
www.walkandrollpeel.ca

walkandrollpeel.ca is a joint effort between the Region of Peel, City of Brampton, Town of Caledon and the City of Mississauga

walk+roll
PEEL



DISCOVER ETOBICOKE CREEK TRAIL

THE PATHWAY IS NAMED AFTER THE ETOBICOKE CREEK WHICH RUNS PARALLEL TO THE TRAIL. THE NAME ETOBICOKE MEANS, "WHERE THE BLACK ALDERS GROW". THE ETOBICOKE CREEK PLAYED ITS PART IN BRAMPTON'S DEVELOPMENT, BUT BECAUSE IT WAS SLOW AND MEANDERING, IT COULD NEVER SUSTAIN LARGE-SCALE MILLING OPERATIONS. THE BRAMPTON SETTLEMENT GREW MORE SLOWLY AS A RESULT.

Due to its meandering form, buildings along Main Street North were constructed on unique angles to allow for the natural flow of the Etobicoke Creek. The creek once flowed through the downtown core, and its banks overflowed repeatedly through the first 150 years of Brampton's history. Completed in 1952, the ambitious engineering project to divert Etobicoke Creek away from the downtown allowed Brampton to prosper.

The multi-use Etobicoke Creek Trail is suitable for walking, jogging, and cycling year-round. There are many wonderful spots on this trail to stop and enjoy the sounds of nature's wonders. From the Peel Village Golf Course the trail passes under Steeles Avenue. As the Etobicoke Creek Trail meanders through the downtown, a wide variety of cultural and seasonal activities can be accessed by the trail. A farmer's market is held every Saturday morning during spring, summer, and fall in the Rose Theatre Square. The nearby Gage Park is voted to be one

of the top five parks within the Greater Toronto Area. The Peel Heritage Centre is open year-round, or alternatively, Downtown Heritage Walks allow for an up-close look at greenhouses, cemeteries, and historic buildings.

The trail enters downtown Brampton and follows a sidewalk path. In this section, follow Wellington Street West to Chapel Street North, cross Queen Street to Theatre Lane, and follow to Union Street North.

At Union Street and Church Street, cross to the north-east corner and follow Church Street east to Ken Whillans Drive.

Follow the pathway on the north-east side of Ken Whillans Drive to Vodden Street. Cross Vodden Street, go east across the bridge and the trail continues north to Mayfield Road.

Please note: the Wellington Street entrance is only by starway access. The entrance for bikes is off of Wellington Street via Mary Street.



ETOBICOKE CREEK TRAIL
in Brampton

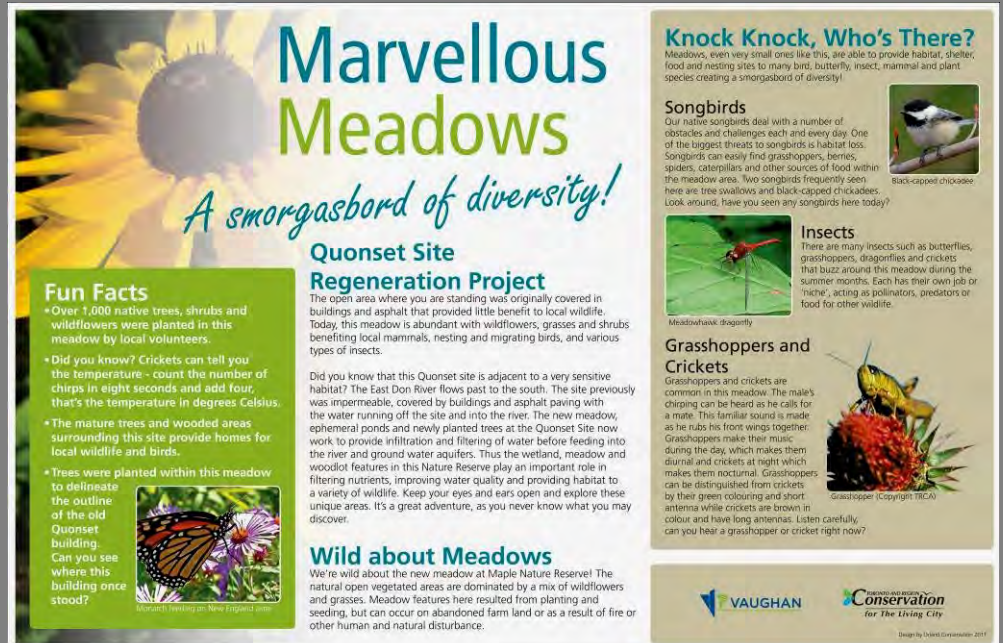


Etobicoke Creek Trail Brampton, ON

Signage content for trails and points of interest

- Focus on a specific theme or message
- Site, feature highlights
- Wildlife viewing and ecology
- Natural and cultural features
- Fun facts (trivia, flora/fauna, etc.)
- Always include your logo, website

Maple Nature Reserve
Vaughan, ON



Marvellous Meadows

A smorgasbord of diversity!

Quonset Site Regeneration Project

The open area where you are standing was originally covered in buildings and asphalt that provided little benefit to local wildlife. Today, this meadow is abundant with wildflowers, grasses and shrubs benefiting local mammals, nesting and migrating birds, and various types of insects.


Did you know that this Quonset site is adjacent to a very sensitive habitat? The East Don River flows past to the south. The site previously was impermeable, covered by buildings and asphalt paving with the water running off the site and into the river. The new meadow, ephemeral ponds and newly planted trees at the Quonset Site now work to provide infiltration and filtering of water before feeding into the river and ground water aquifers. Thus the wetland, meadow and woodlot features in this Nature Reserve play an important role in filtering nutrients, improving water quality and providing habitat to a variety of wildlife. Keep your eyes and ears open and explore these unique areas. It's a great adventure, as you never know what you may discover.

Wild about Meadows

We're wild about the new meadow at Maple Nature Reserve! The natural open vegetated areas are dominated by a mix of wildflowers and grasses. Meadow features here resulted from planting and seeding, but can occur on abandoned farm land or as a result of fire or other human and natural disturbance.

Fun Facts

- Over 1,000 native trees, shrubs and wildflowers were planted in this meadow by local volunteers.
- Did you know? Crickets can tell you the temperature - count the number of chirps in eight seconds and add four, that's the temperature in degrees Celsius.
- The mature trees and wooded areas surrounding this site provide homes for local wildlife and birds.
- Trees were planted within this meadow to delineate the outline of the old Quonset building. Can you see where this building once stood?




Monarch Butterfly (Copyright: New Images)

Knock Knock, Who's There?

Meadows, even very small ones like this, are able to provide habitat, shelter, food and nesting sites to many birds, butterfly, insect, mammal and plant species creating a smorgasbord of diversity!

Songbirds


Our native songbirds deal with a number of obstacles and challenges each and every day. One of the biggest threats to songbirds is habitat loss. Songbirds can easily find grasshoppers, berries, spiders, caterpillars and other sources of food within the meadow area. Two songbirds frequently seen here are tree swallows and black-capped chickadees. Look around, have you seen any songbirds here today?



Black-capped chickadee

Insects


There are many insects such as butterflies, grasshoppers, dragonflies and crickets that buzz around this meadow during the summer months. Each has their own job or "niche", acting as pollinators, predators or food for other wildlife.



Meadowhawk (Copyright: Dr. J. M. Smith)

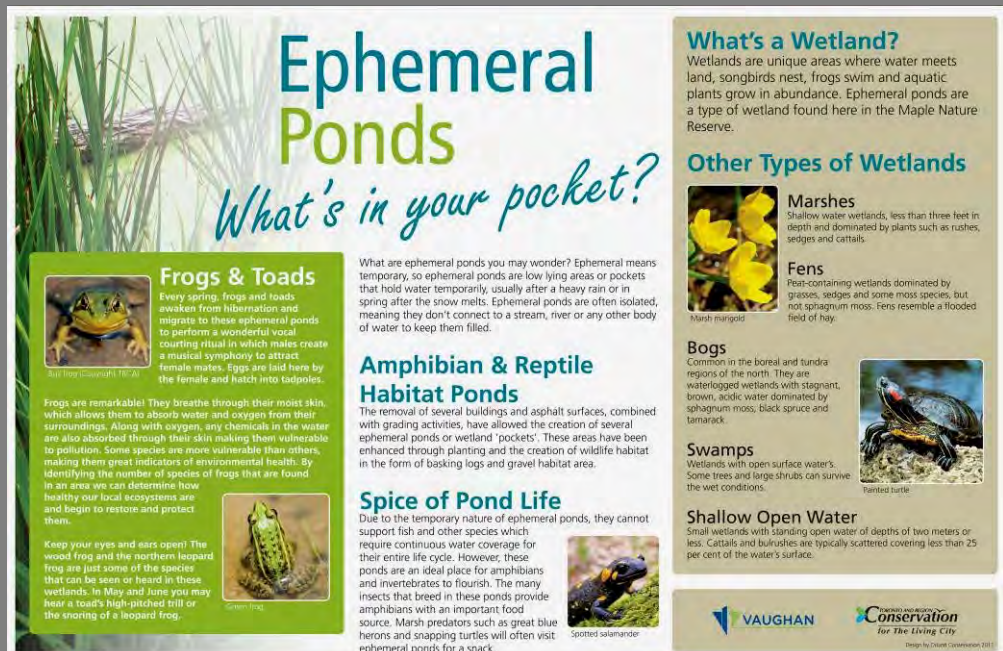
Grasshoppers and Crickets

Grasshoppers and crickets are common in this meadow. The male's chirping can be heard as he calls for a mate. This familiar sound is made as he rubs his front wings together. Grasshoppers make their music during the day, which makes them diurnal and crickets at night which makes them nocturnal. Grasshoppers can be distinguished from crickets by their green coloring and short antenna while crickets are brown in colour and have long antennae. Listen carefully, can you hear a grasshopper or cricket right now?



Grasshopper (Copyright: TRCA)

VAUGHAN
Conservation
for The Living City
Image by: Urban Conservation 2011



Ephemeral Ponds


What's in your pocket?

Frogs & Toads


Every spring, frogs and toads awaken from hibernation and migrate to these ephemeral ponds to perform a wonderful vocal courting ritual in which males create a musical symphony to attract female mates. Eggs are laid here by the female and hatch into tadpoles.

Frogs are remarkable! They breathe through their moist skin, which allows them to absorb water and oxygen from their surroundings. Along with oxygen, any chemicals in the water are also absorbed through their skin making them vulnerable to pollution. Some species are more vulnerable than others, making them great indicators of environmental health. By identifying the number of species of frogs that are found in an area we can determine how healthy our local ecosystems are and begin to restore and protect them.

Keep your eyes and ears open! The wood frog and the northern leopard frog are just some of the species that can be seen or heard in these wetlands. In May and June you may hear a toad's high-pitched trill or the snoring of a leopard frog.



Wood frog (Copyright: The AA)




Green frog

Amphibian & Reptile Habitat Ponds

The removal of several buildings and asphalt surfaces, combined with grading activities, have allowed the creation of several ephemeral ponds or wetland "pockets". These areas have been enhanced through planting and the creation of wildlife habitat in the form of basking logs and gravel habitat area.

Spice of Pond Life

Due to the temporary nature of ephemeral ponds, they cannot support fish and other species which require continuous water coverage for their entire life cycle. However, these ponds are an ideal place for amphibians and invertebrates to flourish. The many insects that breed in these ponds provide amphibians with an important food source. Marsh predators such as great blue herons and snapping turtles will often visit ephemeral ponds for a snack.



Spotted salamander

What's a Wetland?

Wetlands are unique areas where water meets land, songbirds nest, frogs swim and aquatic plants grow in abundance. Ephemeral ponds are a type of wetland found here in the Maple Nature Reserve.

Other Types of Wetlands

Marshes

Shallow water wetlands, less than three feet in depth and dominated by plants such as rushes, sedges and cattails.

Fens

Peat-containing wetlands dominated by grasses, sedges and some moss species, but not sphagnum moss. Fens resemble a flooded field of hay.

Bogs


Common in the boreal and tundra regions of the north. They are waterlogged wetlands with stagnant, brown, acidic water dominated by sphagnum moss; black spruce and tamarack.

Swamps


Wetlands with open surface water. Some trees and large shrubs can survive the wet conditions.

Shallow Open Water

Small wetlands with standing open water of depths of two meters or less. Cattails and bulrushes are typically scattered covering less than 25 per cent of the water's surface.



Marsh marigold



Painted turtle

VAUGHAN
Conservation
for The Living City
Image by: Urban Conservation 2011

Species at Risk

Least Bittern

Ixobrychus exilis

The smallest of North American herons, the Least Bittern is a rarely seen Species at Risk. It is estimated that there are only 1500 pairs left in Canada. From 1990 to 2000 there was a 30% decrease in the Canadian population! This decrease is linked to habitat loss, invasive species and urban development, and underscores the importance of protecting southern Ontario's shrinking wetlands.

The Least Bittern can be found in large marshes such as those at Hilton Falls. Conservation Halton tracks populations of this species through the Marsh Monitoring Program



While hiking around the Beaver Meadow Trail in the spring, you may hear the Least Bittern's distinctive soft, low coo coming from deep within the marsh

How can you help?

Support organizations like Conservation Halton in their efforts to protect wetlands

conservationhalton.ca

Hilton Falls
Conservation Area
Campbellville, ON

More than just Rubble & Trees

The forested rocky slope below you is a provincially rare vegetation community. These forests grow on boulders that eroded from the escarpment cliffs and are dominated by American Basswood, Eastern White Cedar and Yellow and White Birch. Rattlesnake Point and Crawford Lake Conservation Areas have the best examples of open and treed talus communities in Halton Region.

The Butternut tree, a Species at Risk can also be found growing in the talus.

Once more widespread in Southern Ontario, Butternuts are dying from a fungal infection to which the trees appear to have very little resistance



How can you help?

Stay on the trails to protect this sensitive habitat which is easily damaged by tramping

conservationhalton.ca



Black Creek/Credit River Watershed Redside Dace Recovery Project

Black Creek is a coldwater tributary to the Credit River which supports a population of brook trout and is an important spawning site for migratory species including rainbow trout (Steelhead) and the recently reintroduced Atlantic salmon. Redside dace, a Species at Risk, was once found in Black Creek and restoration efforts are currently underway in hopes of restoring this population. By adopting good land and water stewardship practices, volunteering at community cleanups and tree planting events, and reducing your ecological footprint you can help create a healthy environment for yourself and the redside dace.

Biology: The colourful redside dace (*Clinostomus elongatus*) is a small cyprinid (minnow family). The most distinguishing characteristics are its large eye and mouth and an orange or red band extending from the gill cover. Their preferred habitat is clear streams with a mix of pools and riffles and overhanging vegetation. A spring spawner, they seek out gravelly stream bottoms which they typically share with other minnow species. Redside dace average 7.5 cm in length and have a 4 year lifespan.

Range: The redside dace has a patchy distribution around the Great Lakes basin. In Ontario they are primarily found in streams flowing into Western Lake Ontario.



Ontario Redside Dace Distribution
Modified from: Henshaw and Crossman 1992; Pothier et al. 1998

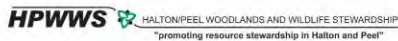


Redside Dace (*Clinostomus elo*)
Image courtesy of New York State Department of Environment

What You Can Do:

Help improve and protect redside dace habitat right in your own backyard. The main threats to redside dace are the siltation of streams due to the erosion and the loss of habitat from vegetation removal. Reduce stormwater runoff by installing a rain barrel under your downspouts, and planting native trees and shrubs. Improve downstream water quality by using organic lawn fertilizers and de-icing alternatives to road salt. Protection and rehabilitation of riparian zones (streambanks) is critical. Avoiding the use of pesticides will help maintain a healthy insect population, a primary food source.

Project partners:



The Coldwater Stream

It is easy to stop and admire a coldwater stream. The sights and sounds of the flowing water is a pleasure to the senses. These environments also support a diverse ecosystem. Along the banks you will find a variety of moisture loving wildflowers, shrubs, and trees. Within their waters live an abundance of aquatic insects including mayflies, caddisflies, and stoneflies. Birds such as Belted Kingfishers patrol from overhead and mammals including mink and raccoon scramble along the banks. Fish are perhaps the most well known inhabitants. Some of the species you may find in a coldwater stream are profiled below.



RAINBOW DARTER *Etheostoma caeruleum*
Preferred water temperature: 15-19°C
Size: 3-7 cm
Life span: 3-4 years

The Rainbow Darter is easily one of our prettiest fish. The brilliantly coloured spawning males display an array of greens and blues mixed with yellow or orange, and are in marked contrast from the less colourful females. In spring males establish territories over gravel bottoms and court females prior to spawning.



BROOK TROUT *Salvelinus fontinalis*
Preferred water temperature: 13-17°C
Size: 12-50 cm
Life span: 4-8 years

The beautifully coloured Brook Trout is widely regarded as one of Ontario's most impressive fish. Their olive brown backs are marked with numerous wavy lines called vermiculations and their sides are adorned with red spots surrounded by blue halos. In fall, they seek out areas in the stream with groundwater upwelling to spawn. Their colours become more intense during the spawning period. Brook Trout feed on a wide variety of prey items including terrestrial and aquatic insects, and fish. Their presence is an excellent indicator of a healthy coldwater stream as they require clean, cold, and well oxygenated water.



AMERICAN BROOK LAMPREY *Lampetra appendix*
Preferred water temperature: 9-12°C
Size: 13-20 cm
Life span: 5-6 years

American Brook Lamprey are small non-parasitic fish that, unlike their larger better known cousin the Sea Lamprey, do not prey on other fish. They have a very interesting life cycle. Young lampreys, called ammocoetes, live for several years burrowed into sandy stream bottoms where they feed on microscopic organisms and algae. When they leave their burrows as adults they stop feeding and die shortly after spawning.



LONGNOSE DACE *Rhinichthys cataractae*
Preferred water temperature: 13-21°C
Size: 6-11 cm
Life span: 4-5 years

A common resident of swiftly flowing streams, the Longnose Dace is found throughout Ontario. Their most distinguishing characteristics are its overhanging mouth and dark band extending in front of the eye. Spawning takes place in the spring in riffles over a gravel bottom.



WHITE SUCKER *Catostomus commersoni*
Preferred water temperature: 15-26°C
Size: 15-50 cm
Life span: 15-25 years

The White Sucker is found throughout Ontario in a wide number of habitats including coldwater streams. White Suckers are spring spawners and large migrations may occur into small streams during the spawning run. They are bottom feeders and primarily consume aquatic insects.

HOW YOU CAN HELP PROTECT COLDWATER STREAMS

Coldwater streams are unique and fragile environments. The life within them needs clean, clear, and cold water to survive. Removing streamside vegetation, depleting groundwater, allowing farm animal access to the streambed, maintaining online ponds, and the addition of contaminants from runoff can raise water temperature and degrade water quality. Sustaining high water quality will not only benefit the stream inhabitants but also protect drinking water downstream. You can help through the following:

- Join a Non-Governmental Organization (NGO) with a focus on protecting and enhancing coldwater stream habitat;
- Volunteer with your local Conservation Authority or an NGO at tree planting events, garbage clean-ups, habitat restoration projects, and monitoring activities;
- Live green! Practice water conservation at home, reduce your use of road salt, limit your application of chemicals to your lawn and garden, properly maintain your septic system, and plant native trees and shrubs around your home.

TO LEARN MORE PLEASE VISIT THE WEBSITES OF THE FOLLOWING SPONSORS:



Halton Hills, ON

Illustration © Joseph R. Tonello, Design Chris Wozniak

Wild in the City!



Trails wind through wildlife habitat

Rouge Park is home to many wildlife species, including coyotes. Coyotes are normally wary of people, however they can become less fearful of humans if they are fed, or associate us and our surroundings with food sources, becoming a safety concern. Coyotes are most active at dusk and dawn.

Please remember:

Always walk with a friend

Keep your dog leashed

Stay on marked trails

Do not approach or feed wildlife

What to do if approached by a coyote

Remain calm

Do not run away, or turn your back

Slowly back away

Make noise - bring a whistle with you

CHRIS WALKER TRAIL

Georgetown resident and outdoor enthusiast Chris Walker was a founding member of the Town's Trails Advisory Committee. Envisioning the Civic Centre connected to its surrounding neighbourhoods, he led the construction of the trails and footbridges in this Black Creek wetland complex.

Chris encouraged love of nature in family, friends and students and was passionate about enabling everyone to appreciate and conserve the environment.

After Chris Walker passed away in September 2007 the Town renamed the former Trafalgar Trail to honour him.



Chris Walker Trail
Halton Hills, ON

Rouge Park
Toronto, ON



Wild Columbine (*Aquilegia canadensis*)



Chestnut-sided Warbler (*Dendroica pensylvanica*)

Carolinian Forest

The Carolinian life zone covers less than 1% of Canada's land mass and provides habitat to more species of wildlife than any other life zone in Canada. Rouge Park is in a transitional area at the northeastern limit of the Carolinian zone.


Who Lives Here?

The Carolinian life zone is home to a wide variety of plants and animals, many of them are species at risk.


- Rouge Park has:
- 762 plant species
- 225 birds species
- 55 fish species
- 27 mammals species
- 19 reptiles and amphibians species





Now that's impressive! How many will you see on your walk today?

and provincially rare
ree. Protecting this
thriving, and our soils, air
ent lands under permanent
ore beach. Join us for a
arn more, visit







Rouge Park's BOB HUNTER Memorial Park



Celebrating biodiversity in Rouge Park



Rouge Park, Toronto, ON

Bob Hunter Memorial Park,
Rouge Park, Markham, ON



Map content

- Always include an easy-to-spot “You Are Here” marker and indicate the direction of North
- Include surrounding areas and facilities for safety and wayfinding such as: parking, first-aid station, payphones, roadways and exits, garbage disposal, park centres/information buildings
- Describe trails and indicate difficulty level (e.g. beginner, intermediate)
- Note areas that are steep, prone to flooding, etc.
- Include a legend

Maple Nature Reserve
Vaughan, ON

Text – keep it brief:

- Write your text before you start designing your brochure, then edit, edit, edit!
- **Fun & positive:** Writing should be active and enthusiastic — use vivid language and active verbs
- **Brevity:** Keep paragraphs short (45-60 words) and break up text with bullet points. Most people look at images first, then headlines and then body copy, so don't cram in text – people won't read it!
- Simplify technical language and make it people-friendly (7th to 9th grade level)
- Headlines should aim to entice the reader or create curiosity
- Remove gender-specific language, clichés
- **Font size:** minimum point size for the various levels

Titles – 72 point

Subtitles – 48 point

Body Text – 24 point

Captions – 18 point



Text cont'd:

- **Timeless words:** Remember, someone may be reading the same sign in a decade. Content should be written so that it will still be current in the future (e.g. “The new wetland restoration project was completed this past spring”, could be changed to “The wetland restoration project was completed in the spring of 2012”)
- **Avoid TMI:** Don't overload the reader with **Too Much Information**. Many visitors will only skim a sign for information of interest before continuing on their way, especially since they are there to walk and enjoy the outdoors!





Proofreed

Ahem...I mean, proofread!

- Your hard work is wasted if your signage has spelling errors, poor production, design mistakes, or incorrect information
- Get a good writer with eagle eyes to proofread and inspect your text and layout before producing your signs
- Triple-check: you don't want to pay for mistakes!

Images

Get the picture

- Outdated, low-quality photos are no substitute for professional photography
- Sharp, vibrant, high-resolution digital images are the best way to ensure a professional-looking result



Do use

- Recent, high-resolution digital photos
- Captions: include captions with all photos to provide extra educational opportunities (e.g. identify species)

Don't use

- Cliché or cheap-looking clipart or stock photos
- Low-resolution graphics or images
- Old photographs (like that dusty box of grainy slides from the late 80s)

Photos

The good, the bad and the grainy



Left: Bright, sharp, high-resolution photo with a clear focal point/subject and realistic colours

Right: Overexposed, grainy, dull photo that lacks a clear focal point/subject. Viewers will not readily see the butterfly.

Signage design

Yes, you need a professional!

- Ensure consistent use of colours, shapes and sizes
- Use graphics, boxes and colour to improve readability and visual appeal
- Limit use of bold, capitalization, underline, etc.
- Don't crowd elements on the sign
- **Less is more:** 1-3 fonts, 2-5 colours
- For the average person, a conservative design is boring, a more busy/active design (but not too busy!) can often work better because it keeps the viewer involved



Bruce Creek Park
Unionville, ON



Spencer Gorge/Webster's Falls
Conservation Area
Dundas, ON

Signage fabrication

- Consider panel, stand, tactile elements, installation, supervision, etc

Materials

Frame or plinth: made of metal, wood or stone

Sign panel: made of embedded fiberglass, baked enamel, vinyl, plastic or aluminum

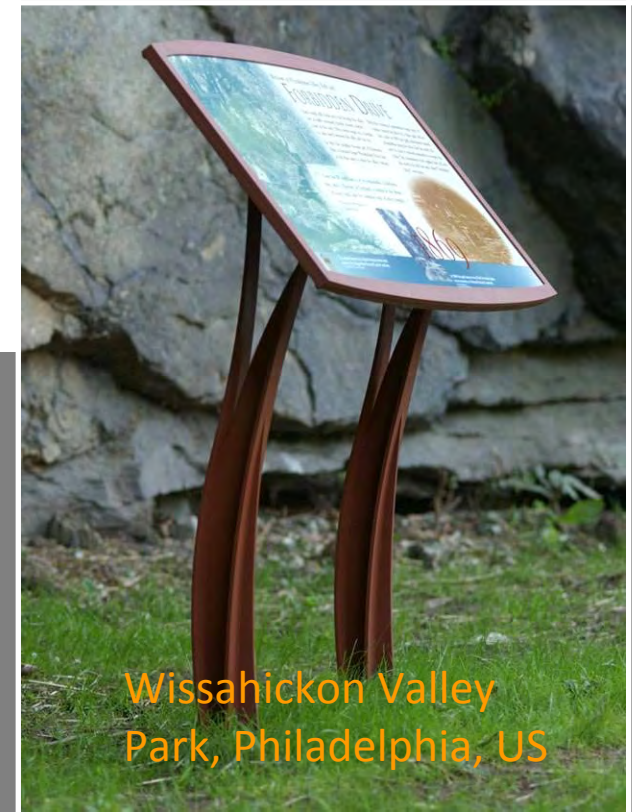
Text and images: may be hand-painted, silk-screened or computer-generated, depending on the technique used



Kenai Fjords National Park, Alaska, US



Stonebridge Trail,
Wasaga Beach, ON



Wissahickon Valley
Park, Philadelphia, US



Rouge Park Vista Trail
Toronto, ON

Muskoka Wharf
Gravenhurst, ON

Embedded fiberglass

- Popular type of permanent outdoor signage used in many parks
- Process that produces a screen print substrate encapsulated into layers of fiberglass
- Attractive sign that is very resistant to shattering, weathering, fire, and vandalism and can be applied to virtually any surface



Upper Credit River Conservation Area
Alton, ON



Maple Nature Reserve
Vaughan, ON



Palo Alto Baylands,
California, US



Ojibway Park
Windsor, ON

Design & installation

Reduce fading & deterioration

- Install out of direct sunlight when possible (or construct a roof – even a green roof!)

Discourage vandalism

- Set posts in cement buried in the ground
- Repair damage from vandalism as soon as possible to reduce the risk of repeated acts (set aside funds to cover maintenance and repair)

Mounting height & angle

- Trail signs should be placed low, about hand level
- Consider wheelchair users and visually impaired visitors
- Tilt signs at an angle of about 45° for ease in reading and rain runoff

Print media on the go

Brochure or map

If your budget allows, consider including print media with your signage to provide visitors with 'take home' material

- Signage construction can include a weather-roof brochure or map box
- Keep in mind that staff will have to allocate time to regularly restock
- Large trailhead signage should ideally be designed with an overhanging roof to further protect the box while also protecting the sign from fading due to sun exposure

Maple Nature Reserve
Vaughan, ON





Brochure/map printing

- Use a professional printer
- Get 3 quotes and look for printers that offer environmentally-friendly printing methods and paper
- Print in small batches (e.g. 250-500): if there are future changes to your contact info or other details, your print material will go to waste

Green printing

What to look for

- Vegetable-based inks (e.g. soy)
- Chlorine-free process
- Water reduction/efficiency in printing process
- Reduced greenhouse gas emissions (e.g. use of renewable biogas energy)
- Your printer can put the appropriate recycled paper logo and phrasing on your brochure/map based on the paper and printing process used





Recycled paper types

Post consumer fiber: Paper, paperboard and fibrous wastes from retail stores, office buildings, and homes that have been diverted from the waste stream

Pre-consumer waste: By-product of the production process such as paper off-cuts and rejected or surplus printed matter

De-inked material: Waste paper that has had the ink, fillings and coatings removed before being recycled (e.g. magazines and newspapers that were printed but never sold)

Forest Stewardship Council (FSC)

Canada

- Certification and labeling system for paper from responsibly managed forests and verified recycled sources
- FSC forests are certified against a set of strict environmental and social standards
- Fibre from certified forests is tracked all the way to the consumer through the chain of custody certification system
- Voluntary and market-based mechanism for ensuring that our forests are healthy
- Independent third-party auditors conduct all FSC certification audits
- Use of logo on your print material requires FSC approval which your printer can obtain for you



Responsible Stewardship
of the World's Forests

Connecting people with parks through social media

- People of all ages, from all walks of life, are engaged in social media, and the numbers are only going to grow
- Most social media applications are free so it is a cost-effective (and paperless!) option for organizations to promote their parks and greenspaces



The social media link

- Help attract donations, volunteers, media coverage and future employees
- Keep park visitors up-to-date on park events, guided hikes, etc.
- Community members can connect and collaborate informally on park activities (e.g. tree planting day, garbage clean-up)

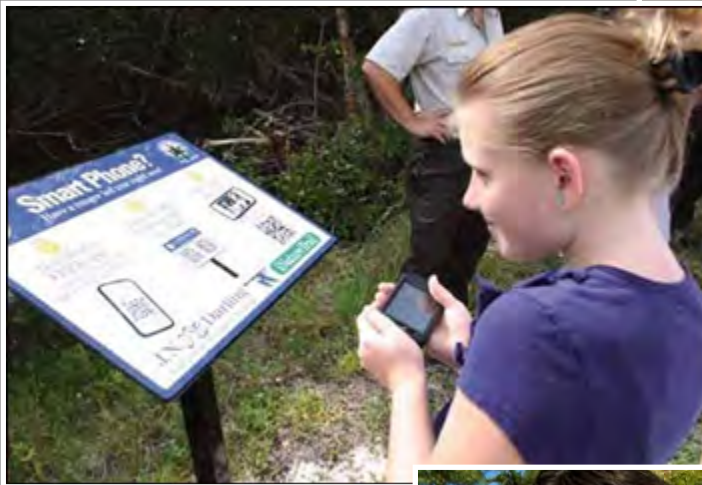
Evergreen, tree planting, Toronto, ON



New York Restoration Project, New York City, US



Use QR codes to target visitors at points of interest

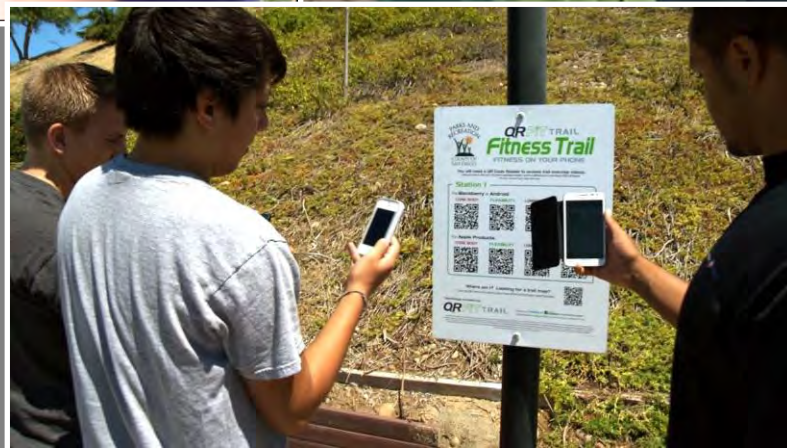


Darling National
Wildlife Refuge
Florida, US



Long Beach Peninsula
Washington, US

San Diego Fitness Trail
California, US



Blog

Start a blog to use as on-line newsletter to keep park visitors up-to-date with events and activities

The Land Conservancy of BC



The screenshot shows the homepage of The Land Conservancy of BC. The header features the TLC logo with a duck, the text "The Land Conservancy", and the tagline "Special Places. Forever, for Everyone." Below the header is a navigation menu with links: HOME, CURRENT CAMPAIGNS, NATURE, AGRICULTURE, HERITAGE, ECOTOURISM, GET INVOLVED, MEMBERSHIP, PROPERTIES, ABOUT TLC, CONTACT. A search bar is located in the top right corner.

The main content area is divided into several sections:

- Get Involved**: A section with a photo of a woman holding a sign that says "Support our work. Support the places we love. Support the future of BC's special places." Below the photo, it says "There are a million reasons to become a TLC Member. Find yours and join today!"
- Membership**: A section with the heading "Membership" and text: "There are Million Reasons to become a TLC Member. Protect the places you love most in BC – from wilderness areas to cultural landmarks – by becoming a TLC member. Membership is the best way you can support TLC's vital work, and there are a variety of giving options to meet your needs." Below this text is a link: "[Find your reason to become a member today!](#)".
- Donate to Save Special Places**: A section with a photo of a person on a trail and text: "TLC offers many ways to donate to help save special places, including planned giving, memorial and tribute gifts." Below this text is a link: "[Help TLC by donating today.](#)".

On the right side of the page, there are three additional sections:

- Donate Today!**: A section with the text "Help protect the special places you care about in B.C. with TLC." and a blue button labeled "Donate Now".
- Event Calendar**: A section with a calendar for September 2010. The calendar shows the following dates: 1 (Sun), 2 (Mon), 3 (Tue), 4 (Wed), 5 (Thu), 6 (Fri), 7 (Sat), 8 (Sun), 9 (Mon), 10 (Tue), 11 (Wed), 12 (Thu), 13 (Fri), 14 (Sat), 15 (Sun), 16 (Mon), 17 (Tue), 18 (Wed), 19 (Thu), 20 (Fri), 21 (Sat), 22 (Sun), 23 (Mon), 24 (Tue), 25 (Wed), 26 (Thu), 27 (Fri), 28 (Sat), 29 (Sun), 30 (Mon). Navigation arrows for "Aug" and "Oct" are visible.
- Navigate TLC**: A section with a list of links: "Current Campaigns", "Nature", "Agriculture", "Heritage", and "Ecotourism".

Facebook

Start a Facebook group page for your park to post news, photos and links to upcoming events

Georgian Bay Land Trust



The screenshot shows the Facebook interface for the Georgian Bay Land Trust. At the top, there is a blue navigation bar with the Facebook logo and a login section with fields for Email and Password, and a 'Log In' button. Below the navigation bar, there is a 'Sign Up' button and a message: 'Georgian Bay Land Trust is on Facebook. Sign up for Facebook to connect with Georgian Bay Land Trust.'

The main content area features the Georgian Bay Land Trust profile picture, which is a circular logo with a tree and the text 'GEORGIAN BAY LAND TRUST'. Below the profile picture, there is a section for 'Information' with the following text:

Information

Category:
Organizations - Non-Profit Organizations

Description:
The Georgian Bay Land Trust (GBLT) is a not-for-profit, registered charity, whose goal is to protect the uniqueness of the eastern shore and North Channel of Georgian Bay through the securement and on-going stewardship of land that has ecological, geological and historical importance.

The main content area also displays several posts:

- Georgian Bay Land Trust** Due to inclement weather, the Giant's Tomb nature walk has been rescheduled to this coming Saturday. The weather is supposed to be beautiful, so please come out and enjoy the vibrant ecosystem of Giant's Tomb!
- For those of you in Sans Souci area, Norm Playfair will be leading a convoy from the SSCA docks - meet at 11:00...
[See More](#)
- RESCHEDULED: Giant's Tomb Nature Walk**
Saturday, August 28, 2010 at 12:30pm
Giant's Tomb / SSCA Docks
August 24 at 7:53am - Comment - Like
- Wendy Cooper Don't forget - if you're in Pointe au Baril or the area this weekend, join us for Patrick Stark's talk about his incredible journey circumnavigating Georgian Bay by kayak this Sunday, August 15th at 11am at the movie hut at the Ojibway Club. Hope to see you there!
August 12 at 8:03am - Comment - Like - Flag
- Georgian Bay Land Trust** Dive into the natural beauty of Giant's Tomb on this captivating property with your guides, Donald Fraser and steward Kevin Gillen. Meet at 12:30 on Giant's Tomb.
For more information on these events, call Jessica at 416.440.1519 or email jessica.bartram@gbt.org.
- Giant's Tomb Nature Walk**
Saturday, August 21, 2010 at 11:00am

Twitter

Tweet your latest volunteer events and park activities to your community
Greenways Land Trust (BC)



Happy Earth Day! See you this Sunday at the Broom Bash!! Help us remove invasive Scotch Broom from the BMX track from 10am-2pm.

 **Greenwaystrust**
Greenways Land Trust

Flickr



Open a Flickr account to post photos of your parks, conservation lands, events, volunteers, etc.

The Land Conservancy of BC

flickr from Y!ahoo!

[Home](#) [The Tour](#) [Sign Up](#) [Explore](#) [Upload](#)

You aren't signed in [Sign in](#) [Help](#)

Search The Land Conservancy of BC's photos [Search](#)

 **The Land Conservancy of BC's photostream** [299](#)
[Sets](#) [Galleries](#) [Tags](#) [People](#) [Archives](#) [Favorites](#) [Profile](#)

[Sidebar](#) 

Keating Farm



  All rights reserved
Uploaded on May 31, 2010
0 comments

Wildwood Ecoforestry Site



  All rights reserved
Uploaded on May 31, 2010
0 comments

Wildwood



  All rights reserved
Uploaded on May 31, 2010
3 comments

Walking through the Wildwoods



  All rights reserved

Wildwood



  All rights reserved

Thatcher Ants at Wildwood



  All rights reserved

YouTube



Create a YouTube channel to post videos of events, nature hikes, etc.

The Nature Trust of BC

The screenshot shows the YouTube interface for the channel 'The Nature Trust of BC'. At the top, the YouTube logo is on the left, followed by a search bar and navigation links for 'Search', 'Browse', and 'Upload'. On the right, there are links for 'Create Account' and 'Sign In'. The channel header includes the channel name, a 'Subscribe' button, and tabs for 'All', 'Uploads', and 'Favorites'. The main video player shows a man in a blue jacket standing in front of a brick wall. Below the video are controls for play, volume, and progress (0:06 / 0:53), along with a view count of 360. Below the video player are links for 'Info', 'Favorite', 'Share', 'Playlists', and 'Flag'. The video title is 'Bob Lenarduzzi and The Nature Trust of BC', with a 'Like' button and a comment icon. The description reads: 'From: TheNatureTrust1 | February 15, 2010 | 178 views. Bob Lenarduzzi shares his support for The Nature Trust of British Columbia, a leading land conservation organization. Bob is a Canadian sports icon excelling as a soccer player, coach, and general manager.' A link to 'View comments, related videos, and more' is provided. On the right side, there are sections for 'Uploads (1)' and 'Favorites (7)'. The 'Uploads' section shows a video titled 'Bob Lenarduzzi and The Nature Trust of BC' with 78 views and posted 6 months ago. The 'Favorites' section lists three videos: 'Biodiversity - Vancouver Film School' (3,703 views), 'Message from Edward Norton - United Nations' (4,448 views), and 'It's your turn' (123 views).

Park signage, print media & social media

- Use these tools in conjunction with in-person communication
- Evaluate your staff, volunteer and budget resources to determine how much you can realistically take on
- Consider who you are trying to reach: local community, potential volunteers and donors, province-wide, nation-wide
- Experiment, have fun and learn from others!





Thank you!

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President

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