

# Redwoods Interpretive Master Plan

California, USA



Photo courtesy of Save the Redwoods League

## An Enduring Plan for an Enduring Forest

California is home to the greatest redwood forests on Earth. These forests stretch along the Pacific coast from Oregon's southern border to Monterey County, California. Standing at the base of a redwood is one of life's most humbling experiences.

APA worked with California State Parks and Save the Redwoods League to produce a comprehensive Interpretation Master Plan (IMP) for 48 coast redwood state parks. The IMP process included extensive consultation with parks staff, stakeholders, and Indigenous communities to build a foundation for future collaboration. The resulting master plan offers cohesive messaging and a storytelling framework for the park system as a whole, while respecting the varied needs of specific parks and their culturally diverse audiences. The plan will serve as an enduring resource to parks staff for generations.

