



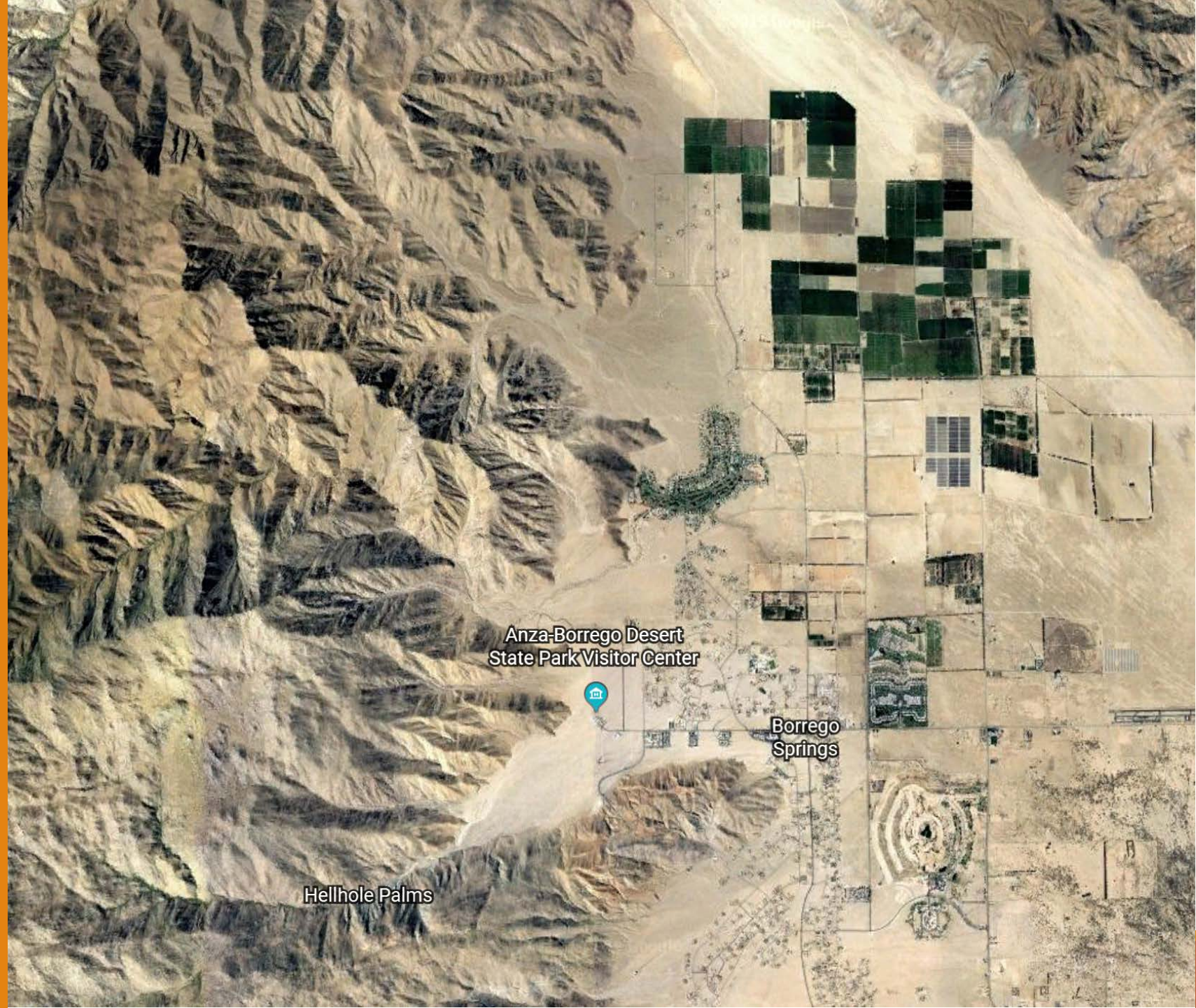
Superbloom 2019 Partnering for Success

ANZA-BORREGO DESERT STATE PARK
ANZA-BORREGO FOUNDATION

Borrego Springs: Town inside the Park

- 3,500 full time residents
- Surrounded by 640,000 acres of Anza-Borrego Desert state Park
- 3 rural two-lane roadways in, no highway
- 10 public restrooms
- Limited amenities (grocery, restaurant, hotel, gas stations)
- Limited connectivity (cell and internet)

SMALL CARRYING CAPACITY



Learning from our past

2017 Flowergaddon limitations

- Traffic/ limited parking
- Restrooms
- Water
- Food
- Gas
- Ice
- Messaging
- Fatigue



Planning



- Met Early: Park, ABF, concessions, and community
- Developed Plans: messaging and communication, traffic control, maps, port-a-potties, informed community
- Hosted a Media Day: Communications, ABDSP & Ocotillo Wells
- Resilient Ready: extra food, water, and fatigue avoidance scheduling

#BEAUTYINTHEBLOOM

- ✓ Take photos, not flowers
- ✓ Keep the parks pristine
- ✓ Drone use prohibited

Learn more at www.parks.ca.gov/WildflowerBloom



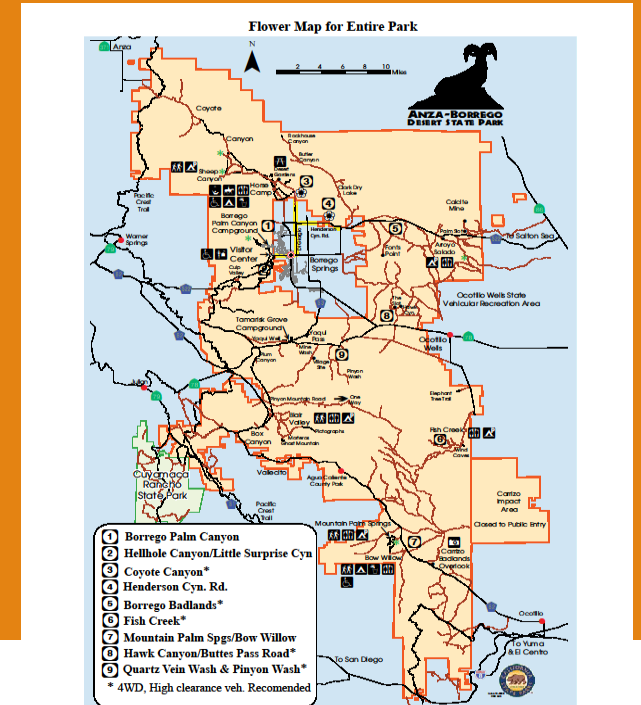
Implementation: ABDSP & ABF

- **Collaboration:** Feedback loops for quick response times and change
- **Signage:** Directional to support traffic flow and info stations
- **Social Media:** 2 videos/week + regular updates as flowers bloomed
- **Information Stations:** 2 locations, volunteer led
- **Plant Walks:** Weekly led by Park Volunteers and ABF
- **Maps:** Co-designed maps including park and community resources

How to get
Wildflower Information
for Anza-Borrego Desert State Park®

- Wildflower Hotline: 760-767-4684
- www.parks.ca.gov/AnzaBorrego
wildflower info, interpretive activities,
& road conditions
- [www.Facebook.com/AnzaBorregoFoundation](https://www.facebook.com/AnzaBorregoFoundation)
- [www.Facebook.com/AnzaBorrego](https://www.facebook.com/AnzaBorrego)
- Visit the ABF Store in Borrego Springs
wildflower info, maps, guides, etc.

@anzaborrego
#anzaborrego



WILDFLOWERS





Outcomes

- Managed visitor expectations
- Utilized the resource of the partnership
- Less stressed, “high energy” staff and volunteers
- Increased safety for visitors
- Prepared!



Social Media Videos

Wildflower Video “Thank You”

<https://www.facebook.com/AnzaBorrego/videos/409224079905178/>

Questions?

#DONTDOOMTHEBLOOM

- ✓ Don't trample flowers
- ✓ Tread lightly in the desert
- ✓ Stay on designated trails
- ✓ Keep dogs on leash

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