

Gulf of the Farallones National Marine Sanctuary



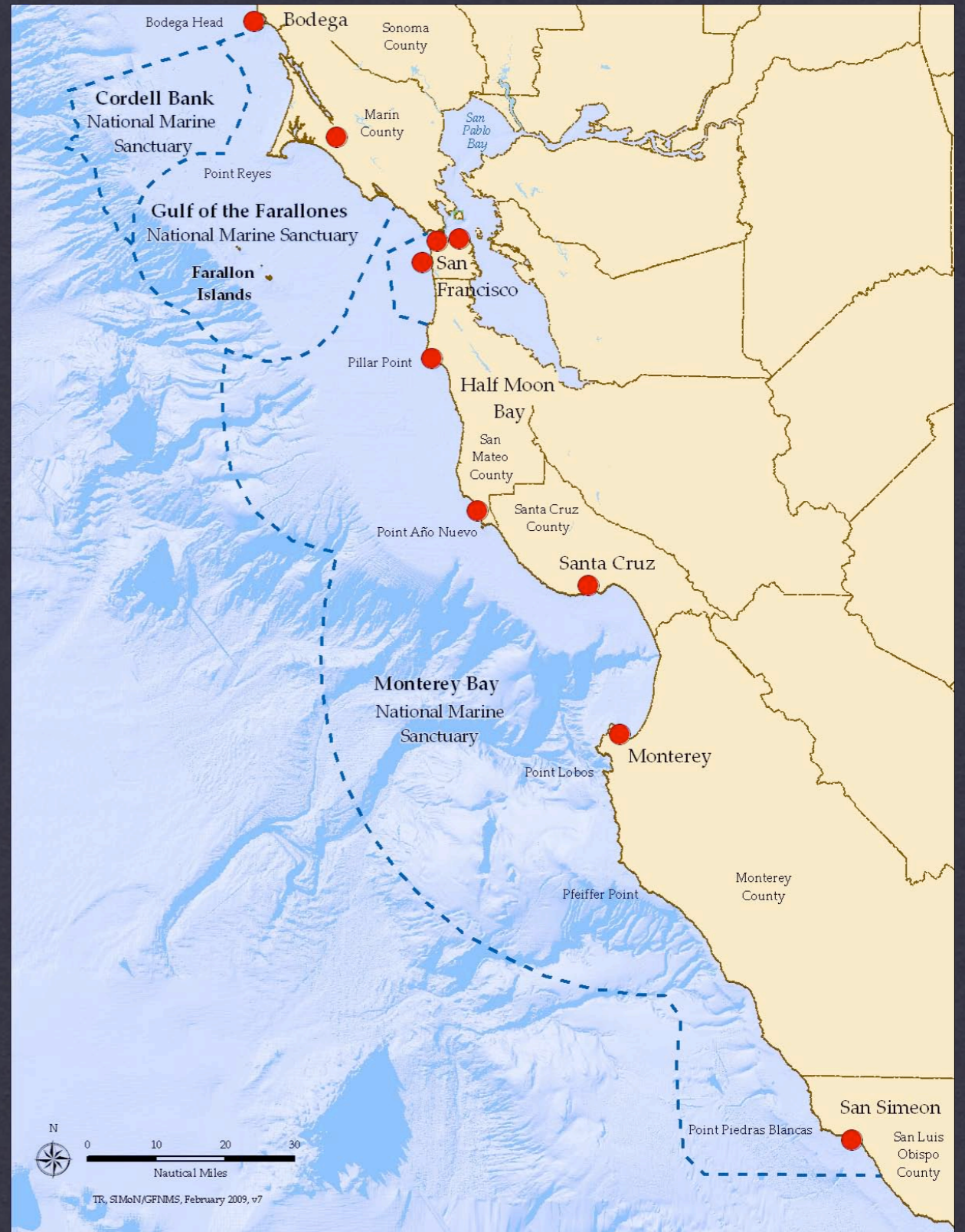
San Mateo Coastside Visitor Center

MOUNTAINS TO
MAVERICKS
& BEYOND

Themes & Exhibit Concepts

December 2009

National Marine Sanctuary Exhibit/Visitor Centers in Northern California



Research • Education • Conservation • Stewardship

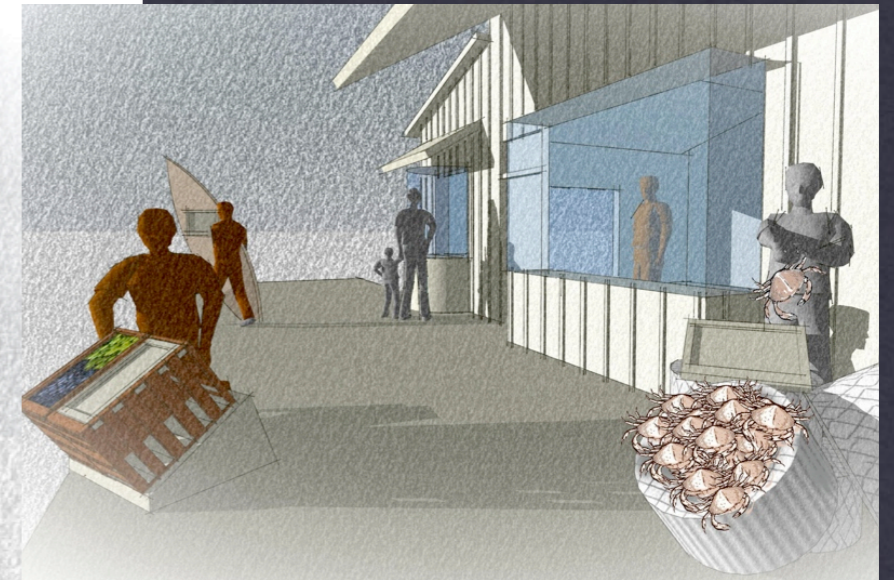
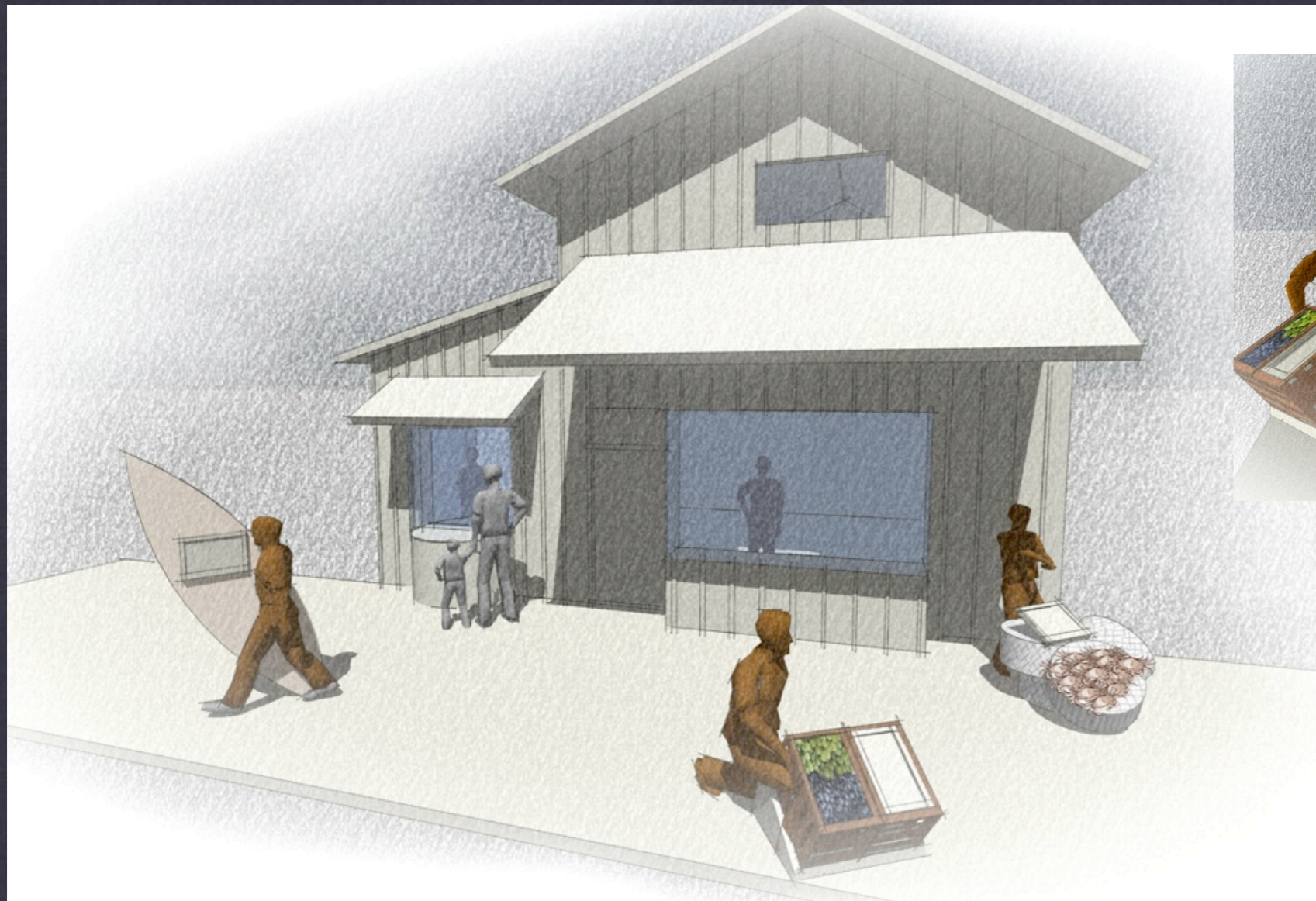
San Mateo Coastside Visitor Center



Forging a new model beyond ecology education to build community sustainability...



Research • Education • Conservation • Stewardship



SECTORS OF VISITOR SERVICES & COASTAL “BLUE-GREEN” ECONOMY

PROJECT

San Mateo Coastside Visitor Center
Ecotourism/Visitor Services Exhibit Concept

DATE

12-10-09

CLIENT

GFNMS



NATURALIST DEMONSTRATIONS & WATER CONCIERGE

PROJECT

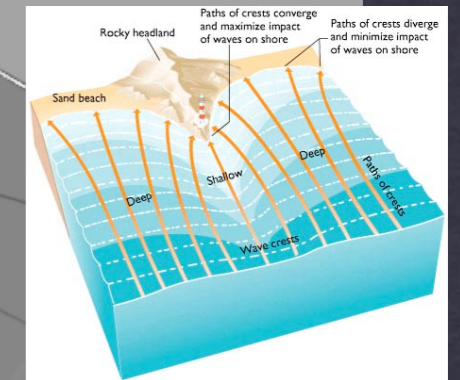
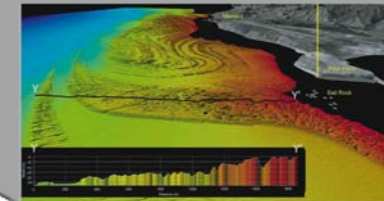
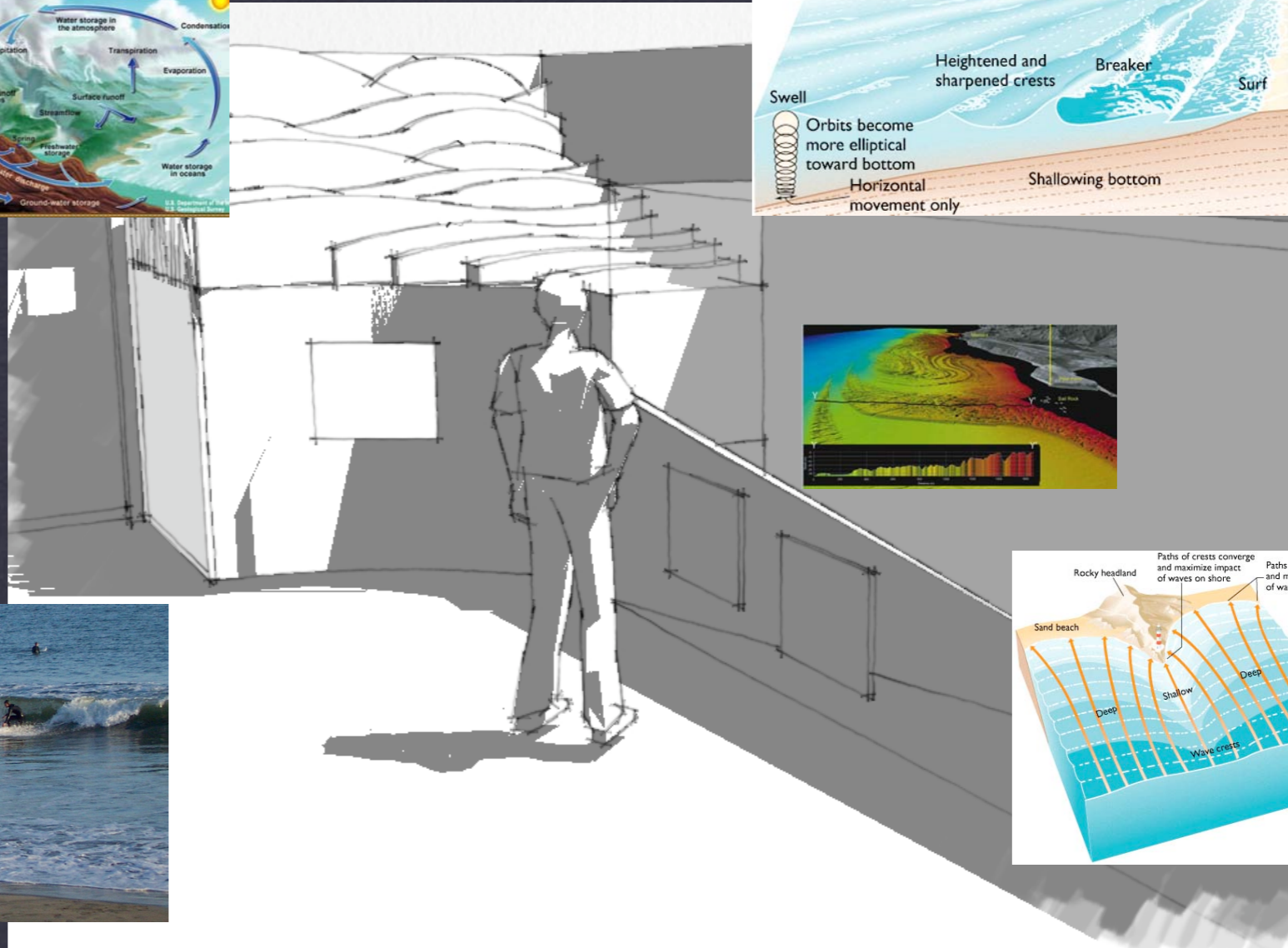
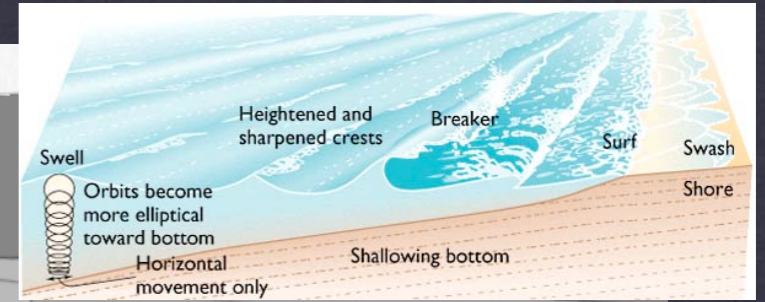
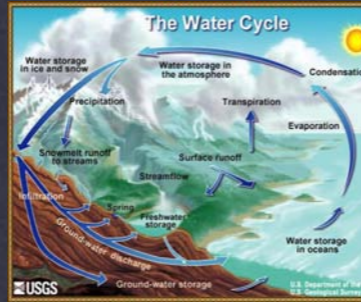
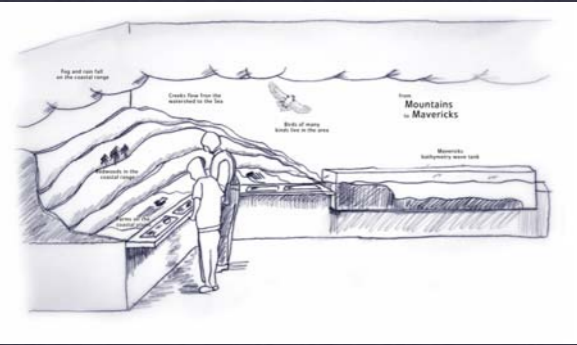
San Mateo Coastside Visitor Center Naturalist Table/Concierge Desk Exhibit Concept

DATE

12-10-09

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WATER SIMULATION OF STREAMFLOW TO SEA & CRASHING WAVES

PROJECT

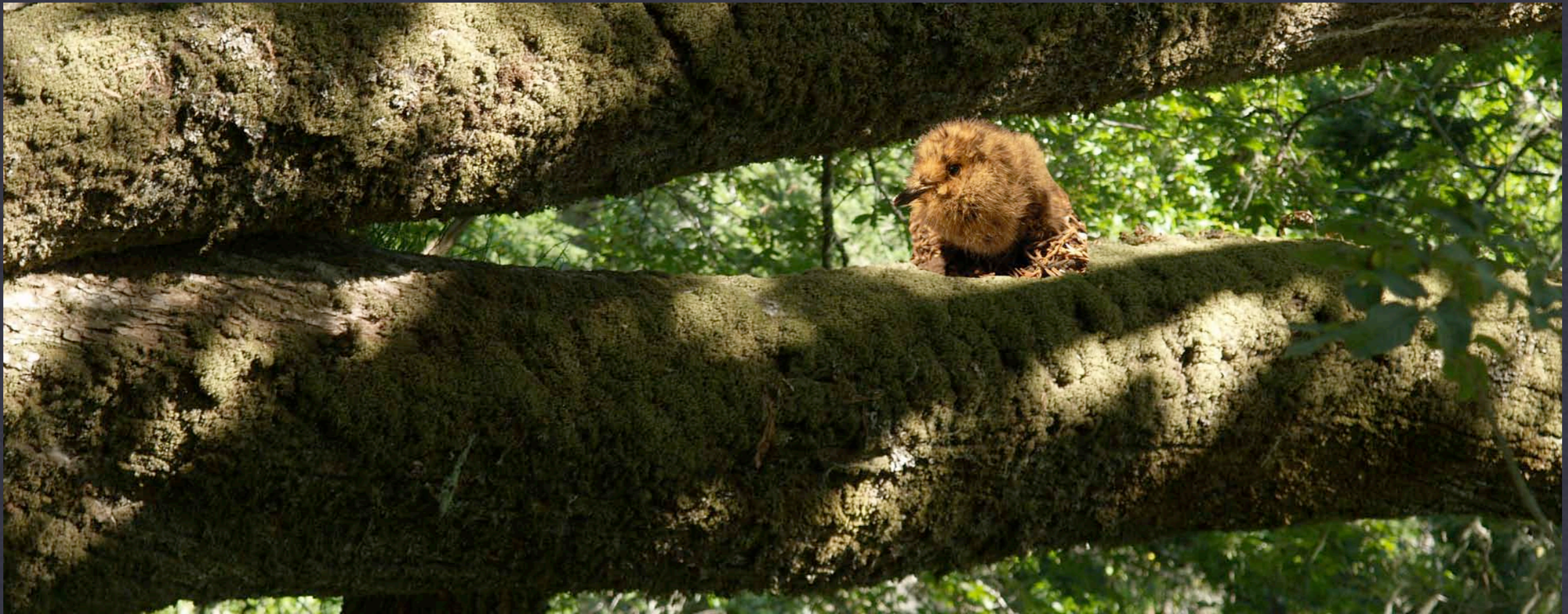
San Mateo Coastside Visitor Center Mountains to Mavericks Exhibit Concept

DATE

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**MARBLED MURRELET CHICK ON LARGE LIMB OF OLD GROWTH
TREES IN COASTAL MOUNTAIN-EXAMPLE OF LAND/SEA CONNECTION**

PROJECT

**San Mateo Coastside Visitor Center
Marbled Murrelet Nesting Exhibit Concept**

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Diversity of Wildlife & Scientific Research

WEBCAMS & VIDEO MONITORS CONNECT THE VISITOR CENTER WITH LOCAL WILDLIFE HOTSPOTS

Gray Whale

Eschrichtius robustus

Max. Weight: 35,000 kg (80,000 lbs)
 Max. Length: 15 m (49 feet)
 Diet: Seafloor dwelling crustaceans
 Status: Endangered



Range of the Gray Whale

Meet the Gray Whale high | low

The Voice of the Gray Whale high | low

Gray Whale Conservation high | low

Touch PLAY to hear the call of the Gray Whale

Baleen Whales

VOICES IN THE SEA

Main Menu
 Baleen Whales
 Sperm Whales
 Beaked Whales
 Belugas and Narwhals
 Dolphins
 Porpoises
 Pinnipeds

Northern Elephant Seal

Mirounga angustirostris

Max. Weight:
 Female 600 kg (1,300 lbs)
 Male 2,000 kg (4,400 lbs)
 Max. Length:
 Female 3 m (10 feet)
 Male 4.1 m (13.5 feet)
 Diet: Deeper dwelling mid-water fish and squid




Range of the Northern Elephant Seal

Pinnipeds

VOICES IN THE SEA

Main Menu
 Baleen Whales
 Sperm Whales
 Beaked Whales
 Belugas and Narwhals
 Dolphins
 Porpoises
 Pinnipeds



Humpback Whale

Megaptera novaeangliae

IDENTIFICATION CHARACTERISTICS

Coloration: Dark gray to black with white patches

Blow: Regular, steady, white, short, regular, and often accompanied by a splash

Size and Shape: Males are usually 10-12 m long, females are usually 8-10 m long

Behavior: Males are highly vocal and are known for their songs


Length: 10 to 12 m (33 to 39 ft)

Weight: 10,000 to 15,000 kg (22,000 to 33,000 lbs)

Orca

Orcinus orca

Max. Weight:
 Female 2,270 kg (5,000 lbs)
 Male 5,400 kg (12,000 lbs)
 Max. Length:
 Female 5 m (17 ft)
 Male 9 m (30 ft)
 Diet: (Varies widely by region and by individual pod) Fishes, squids, seals, sea lions, walrus, birds, baleen whales and toothed whales



Range of the Orca

Meet the Orca high | low

The Acoustic Culture of Orcas high | low

Orca Conservation high | low

Touch PLAY to hear the call of the Orca

Main Menu
 Baleen Whales
 Sperm Whales
 Beaked Whales
 Belugas and Narwhals
 Dolphins
 Porpoises
 Pinnipeds

N. Right Whale Dolphin | Orca | Spotted Dolphin | Common Dolphin | Risso's Dolphin | White-sided Dolphin



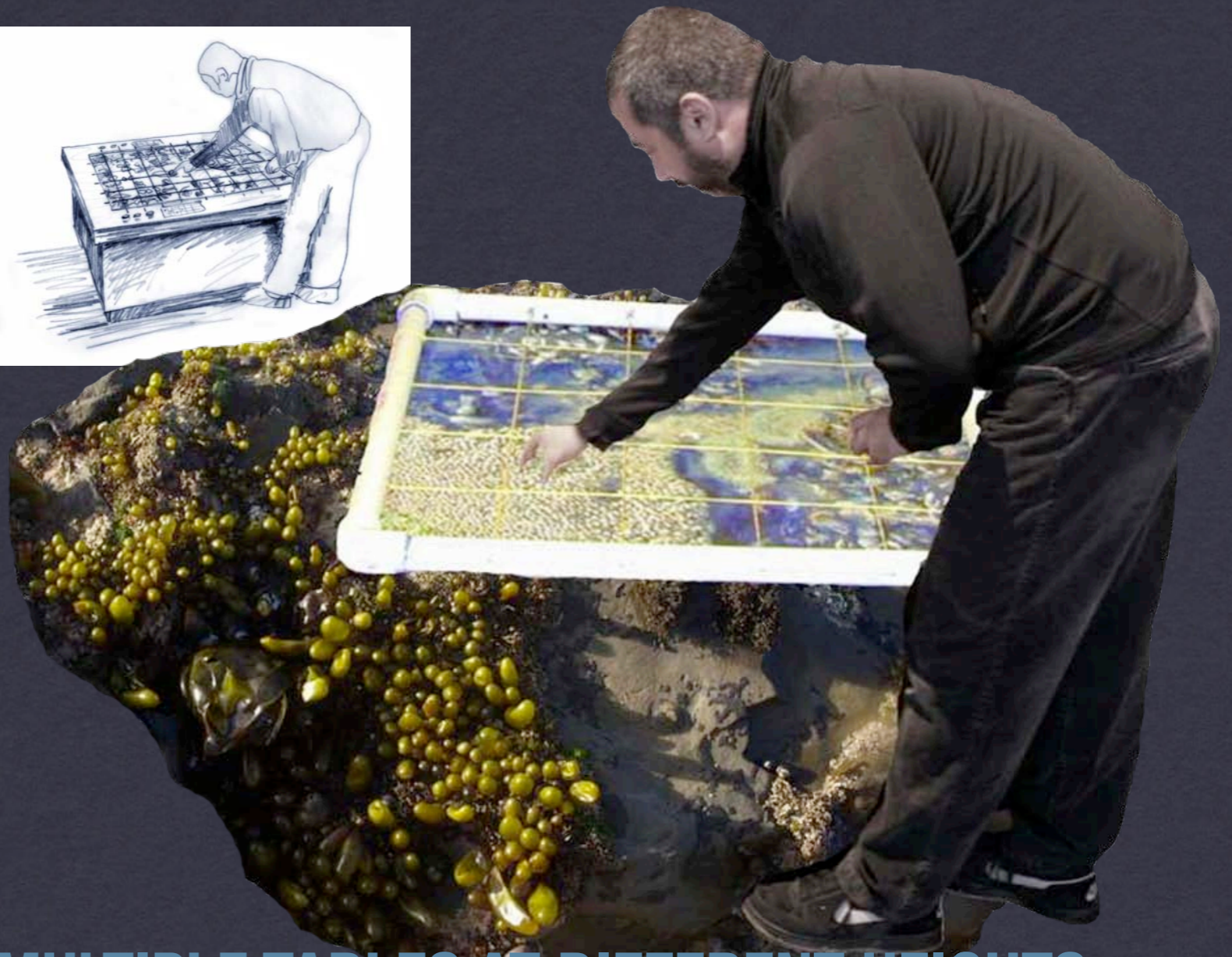
Seal | Crabeater Seal | Weddell Seal

INTERACTIVE ID AND SOUND SELECTION OF MARINE MAMMAL VOCALIZATIONS

PROJECT **San Mateo Coastside Visitor Center Marine Mammal Exhibit Concept**

DATE **12-10-09**

CLIENT **GFNMS**



MULTIPLE TABLES AT DIFFERENT HEIGHTS

PROJECT

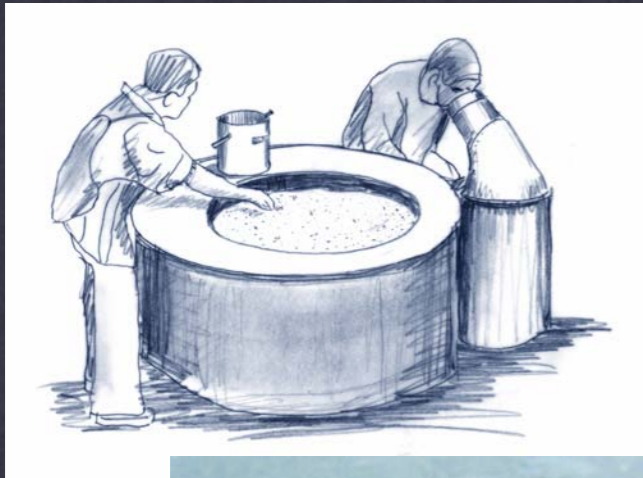
San Mateo Coastside Visitor Center Quadrat/Transect Exhibit Concept

DATE

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PACIFIC MOLE CRAB (SAND CRAB)

PROJECT

San Mateo Coastside Visitor Center Sand Crab Table Exhibit Concept

DATE

12-10-09

CLIENT

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TIDEPPOOL VISIBLE FROM VC EXTERIOR

PROJECT

San Mateo Coastsides Visitor Center

Touch Tidepool Exhibit Concept

DATE

12-10-09

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HALF MOON BAY
VISITOR CENTER

TODAY:
WATER QUALITY
+
PLANKTON



Brussel sprouts with bacon & almonds



Crab Linguine

- 1/2 cup chicken broth
- 1/2 cup white wine
- 1 cup half-and-half
- 1/2 cup heavy cream
- 2 teaspoons butter, softened
- 1 tablespoon all-purpose flour
- 1/2 pound crabmeat

In a skillet combine chicken broth, white wine, and heavy cream. Return to the heat and simmer until reduced to 1 1/3 cups. Meanwhile, combine 2 teaspoons butter with flour. Slowly whisk into the milk mixture. Continue stirring until the sauce thickens and no lumps remain. Add crab, chopped green onion, salt, and pepper. Reduce the heat and cook until the crab is heated through.

Meanwhile, cook linguine according to the package directions. Toss with 1 tablespoon butter and 1/2 cup of the sauce over the pasta and toss until evenly coated.

Makes 6 servings. cooksrecipe.com

- 2 tablespoons chopped flat-leaf parsley
- 2 tablespoons chopped green onions
- 1/2 teaspoon salt
- 1 tablespoon lemon juice
- 8 ounces linguine
- 1 tablespoon butter
- 2 tablespoons freshly grated Parmesan cheese

white wine. Boil until reduced to 1/3 cup. Remove from the heat and stir in the half-and-half and cream, stirring constantly until blended. Return to the heat and simmer until the mixture is reduced to 1 1/3 cups.

Meanwhile, combine 2 teaspoons butter with flour. Slowly whisk into the milk mixture. Continue stirring until the sauce thickens and no lumps remain. Add crab, chopped green onion, salt, and pepper. Reduce the heat and cook until the crab is heated through.

Meanwhile, cook linguine according to the package directions. Toss with 1 tablespoon butter and 1/2 cup of the sauce over the pasta and toss until evenly coated.

Ingredients:

- 4 Strips of bacon cut into 1/2 inch pieces
- 1 1/2 lbs of Brussel Sprouts (ends removed, cut in half and then sliced - each half sliced into 1/3rds)
- 1/2 cup of almonds
- 1/4 tsp of salt
- freshly ground pepper

Directions:

Sautee bacon in a skillet until cooked (slightly crispy) about 6-8 minutes - do not drain the fat. Add Brussel Sprouts into bacon and sautee for another 5-6 minutes. Add almonds and sautee for 1 more minutes. Season with salt and pepper.

PROMOTE LOCAL FISHERIES, FARMS & SUSTAINABLE BUSINESSES

PROJECT

San Mateo Coastside Visitor Center

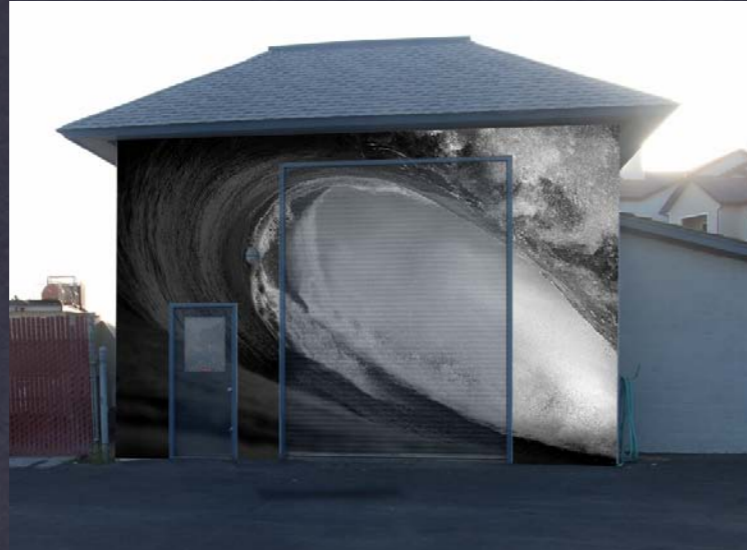
Teaching & Cooking Demonstration Exhibit Concept

DATE

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Alternative Stand-in-front backdrop



Stand-behind backdrop

GIANT MAVERICK'S WAVE PAINTING ON VC EXTERIOR

PROJECT

San Mateo Coastsides Visitor Center
Exterior Maverick's Photo Op Exhibit Concept

DATE

12-10-09

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LINKING HMB MAIN STREET & OTHER LOCATIONS TO THE VISITOR CENTER THROUGH WEBCAMS, STREETSIDE INTERACTIVES & LOCATOR MARKERS

PROJECT

San Mateo Coastside Visitor Center Satellite Locations & Signpost Exhibit Concept

DATE

12-10-09

CLIENT

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**TOUR THE COASTSIDE WITH A PODCAST OR CELLPHONE TOUR
BY AUTO, BIKE, FOOT, BOAT OR BY AIR IN A WHALE-SHAPED BLIMP**

PROJECT

San Mateo Coastside Visitor Center Offsite Locations & Tours Concept

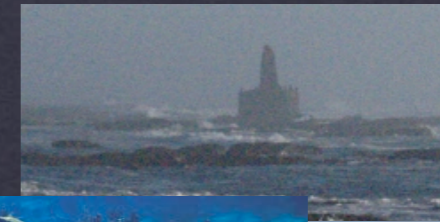
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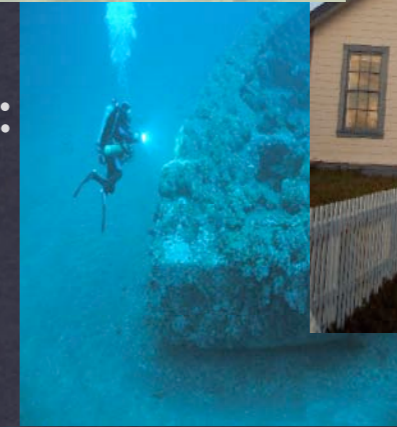
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Fishing Techniques, Gear & Up-to-Date Harbor Activity



Maritime Heritage: Shipwrecks, Bootlegging & War Time Relics



Diverse Geological Features



Offsite Satellite Locations and Remote Auto/Bike/Boat/Walking Podcast, Cellphone or GPS Tour



Local Wildlife Hotspots



The Beauty of the San Mateo Coast,
A Special Place of Many Special Places...