

Mount Diablo Interpretive Association _____ 2016 Annual Report _____



Mount Diablo from South Gate Road • BILL KARIEVA

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Message from the Board

In its 42nd year as Mount Diablo State Park's official cooperating association, Mount Diablo Interpretive Association (MDIA) continued its long-standing partnership with the park to promote public awareness of the natural and cultural history and significance of Mount Diablo through educational programs, events, publications, and outreach.

As a board for an all-volunteer nonprofit organization, we are committed to fulfilling our organization's responsibilities to Mount Diablo State Park, our members, and the general community. We are proud of our accomplishments this year and will strive to accomplish even more in the coming years.

MDIA Board

MDIA's Board of Directors, which consists of up to 16 members, is charged with running the operations of MDIA. Elected for a term of one to three years, a board member may serve a maximum of nine consecutive years, according to MDIA's Articles of Incorporation bylaws.

This year, three board members reached their nine-year end of term: Leslie Dawson, Ken Lavin, and Jim Mitchell. We thank them for their many years of service as officers on the board: Leslie as vice president and treasurer, Ken Lavin as president, and Jim Mitchell as president. In addition to these important leadership roles, they also each led and served on several MDIA committees. We are grateful for their continuing contributions as MDIA member volunteers.

We very much appreciate the perspectives and experience of our current board members and look forward to the fresh outlooks, insights, skills, and enthusiasm of our new board members who were elected at the October 2016 annual membership meeting.

Mission

In 2016, MDIA continued to follow its mission in the form of financial support of Mount Diablo State Park. With the sales of merchandise, donations, membership contributions, and volunteer contributions, MDIA was able to provide public education and contribute funds to support various projects in the park. As an all-volunteer organization, only 9.58 percent of MDIA's annual revenue was spent on administrative expenses.

Many activities supported by MDIA are organized and led by trained volunteers in Mount Diablo State Park's Volunteers in Park Program (VIPP). Some of the projects supported and funded by MDIA are highlighted in this annual report.

Mike Woodring
MDIA President



Camel Rock • CARL NIELSON

Finances • Membership • Donations

Finances

MDIA's 2016 contributions to the park included funding for the following projects:

- Rare Plant Study
- Trail Through Time Audible Mount Diablo multimedia guide
- Park aide staffing at the Summit Visitor Center
- Earth Day projects
- Restroom refurbishing at the Summit Visitor Center, Juniper Campground, Live Oak Campground, and Rock City
- Picnic tables and bench repair and rebuilding
- Replacement projector in Summit Visitor Center
- New window, display case, and wiring at Junction Ranger Station

Membership

MDIA welcomed 64 new members in 2016, and total membership at the end of 2016 was 369, the highest in several years. Membership increased by 10% in 2016, including a notable increase in Life memberships.

Life	68
Contributing	25
Family	38
Individual	34
Senior	198
Student	3
Associate	3

New members receive a free Mount Diablo State Park Trail Map and handy hike handouts. All members receive a ten percent discount on merchandise purchases at the visitor centers and the MDIA online store. MDIA offers

members the opportunity to learn about and participate in worthwhile and critically needed MDIA activities and events that greatly enhance the park visitor experience. Probably the most rewarding benefit of being a member of MDIA is the satisfaction of knowing that you are contributing to the preservation of one of the Bay Area's most dramatic and biologically significant landscape features.

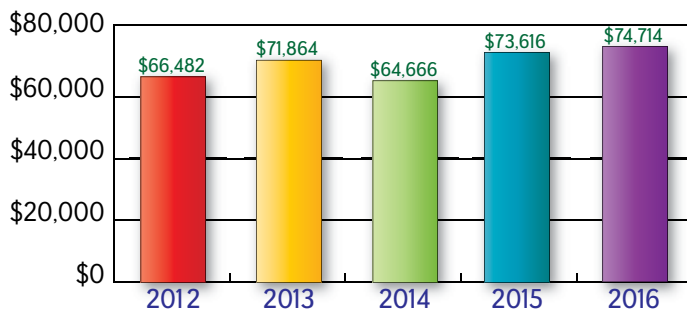
Donations

Donations and annual memberships provide the organization with ongoing support and a pool of potential volunteers and others who wish to support Mount Diablo State Park, its beautiful environment, and precious natural resources.

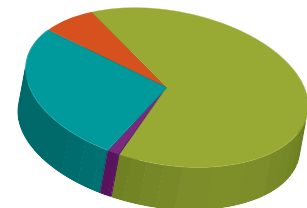
Donations are made by both organizations and individuals. The following major donors contributed \$500 or more to MDIA in 2016:

California State Parks Foundation	\$5,000
National Philanthropic Trust	5,000
Chevron Matching Funds	2,500
CSAA Insurance	2,000
Shelter, Inc. of Contra Costa	1,800
Wicked Events	1,500
Benevity	1,143
Sharon Landwehr	1,000
Silicon Valley Community Foundation	986
Mark Ryles	803
Contra Costa Cycling Club	600
Mt. Diablo Chapter Daughters of the American Revolution (DAR)	500
Barbara Sacks	500
Erin Wilson	500
Steven Cavender-Wood	500

Annual Contributions to the Park from MDIA 2012-2016



MDIA Sources of Revenue for 2016



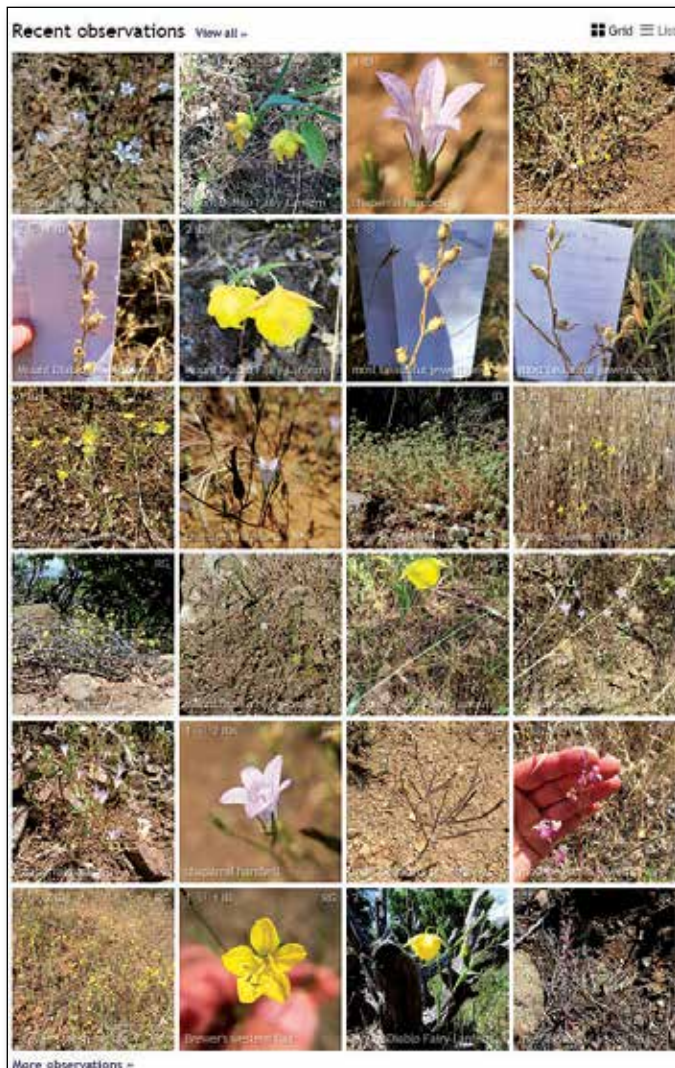
Donations •	\$32,494
Memberships •	\$8,130
Net Product Sales •	\$76,293
Other •	\$1,424

Merchandising

The year 2016 was another excellent merchandising year for MDIA, producing continued steady sales revenue for investment in Mount Diablo State Park.

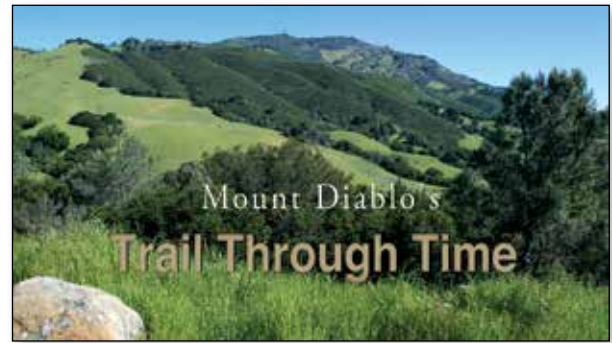
The majority of MDIA's annual revenue is generated by sale of merchandise at the Summit Visitor Center. Construction upgrades of the summit parking lot and heavy rains still did not greatly diminish visitation at the Summit Visitor Center. One of the most popular items at the Summit Visitor Center is ice cream, especially welcome during the hot summer months.

Select interpretive merchandise is also sold at the Mitchell Canyon Visitor Center, MDIA's online store at MDIA.org, North Gate and South Gate park entrance stations, and the Sector Office. Other sales opportunities included outreach events publicizing Mount Diablo State Park and MDIA, and via the *Mount Diablo Review* mail order form. In addition, MDIA supplied trail maps and several publications to nine wholesale locations.



An assortment of Diablo Pheno Team photos on iNaturalist

Audible Mount Diablo: Trail Through Time



Trail Through Time is a 6.3-mile walk from the bottom to the top of Mount Diablo through 190 million years of geologic history. Produced by Joan Hamilton and narrated by MDIA naturalist Ken Lavin, the Trail Through Time Audible Mount Diablo multimedia guide informs and entertains at 19 stops along the Trail Through Time route. Each stop is a short video segment that can be downloaded to a computer, tablet, or mobile phone to use at home or on the mountain.

The Trail Through Time tour was funded by MDIA in 2016. This tour and the rest of the 12 tours in the Audible Mount Diablo series are available free by following the Audio Tours of Mount Diablo link on MDIA's website.

Rare Plant Survey

A unique opportunity arose in 2016 for MDIA to make a significant contribution to Mount Diablo State Park, not only by providing needed funds, but also by providing volunteer services directly related to supporting the funded project.

A rare plant survey was undertaken to provide the park's trail maintenance personnel with crucial information needed to be aware of protected plants along the trails while performing necessary trail maintenance. MDIA, in conjunction with California State Parks Foundation, provided the funds to contract a trained, professional botanist to conduct focused surveys of 33 protected plants from spring to summer 2016 to cover annual bloom periods along ten selected trails in the park.

A small group of park volunteers provided advance scouting to help the botanist locate and survey these rare plants. An online tool, iNaturalist.org, was used to securely record the volunteers' findings and communicate them directly to the botanist. The project proved to be a learning experience for the volunteers as well as a contribution to the management of the park and is one of the first of its kind to successfully blend volunteer efforts with professional expertise.

Park Maintenance

Maintenance Volunteer Group



Dennis England and Steve Williams • STEVE SMITH

The Maintenance Volunteer Group (MVG) had another busy year helping to maintain many of the park facilities, particularly the restrooms. At the Summit, the volunteers installed new sinks and partition walls. At Juniper Campground, they replaced several doors, installed new locks and handles, replaced a damaged roof beam, and re-roofed the east side. At Live Oak Campground, they installed new doors as well as locks and handles. At Rock City, a new privacy wall was erected. In addition, many of the park's pit toilets were refurbished, thanks to volunteer Steve Elliott's efforts.

Another project included building and installing a new window and display case at the Junction Ranger Station.

Team Leader Steve Smith inspected 227 picnic tables, earmarking 70 of them for repair and, in some cases, rebuilding. As of the end of the year, the team had completed 25 tables.

Diablo Stoves



Jerry Schweickert and Brian Holroyd • MIKE WOODRING

In 2016, a small group of seasoned volunteers began a monumental task to restore the park's Diablo stoves to their original appearance. More than 70 stone Diablo stoves built between 1933 and 1953 are scattered throughout the park.

The volunteers first researched the processes to restore the deteriorated masonry structures to their original appearance. The actual restoration work they perform requires careful, skilled labor to rebuild the masonry and replace missing stones and missing and rusted-out metal parts. By the end of 2016, 12 stoves in Live Oak Campground were restored, and work continues on other stoves. Mount Diablo State Park staff has been very supportive of this effort, particularly Park Maintenance Worker/ Trails Coordinator Mark Sinclair. MDIA supports these volunteer efforts with needed funding for their supplies.

Earth Day



Earth Day 2016 • MONTE ROWAN

Mount Diablo State Park held two Earth Day events in 2016. At the first Earth Day event, sponsored by California State Parks Foundation on April 16, volunteers replaced missing and damaged bollards, painted pit toilet buildings, cleared vegetation around fire pits and Diablo stoves, removed overgrowth along the road and in campsites, picked up litter, and performed trail maintenance at Juniper Campground. At the second Earth Day event, on April 23, volunteers replaced bollards, cleared vegetation around stoves and fire pits, picked up litter, and performed trail maintenance near Live Oak Campground.

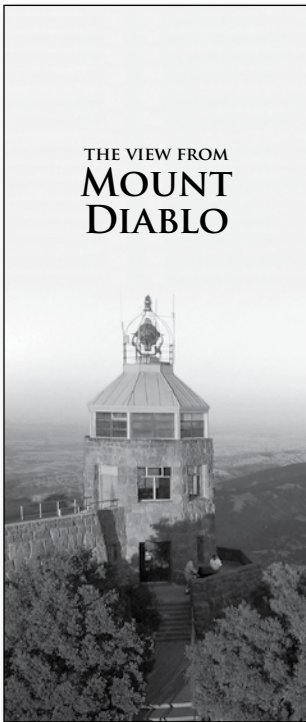
Publications

MDIA's latest publication, *Hiker's Guide to Mount Diablo State Park*, released in late 2015, continued to be a popular source of information about the many hiking trails in the park.

The View from Mount Diablo brochure received a makeover in 2016. It addresses many frequently asked questions by visitors enjoying the awe-inspiring panoramic view at the Summit. The map more accurately reflects the locations and visibility of surrounding features of the summit. The layout of the brochure was designed so the reader can more easily orient the map by aligning it against the Summit observation deck wall.

A new, free MDIA bookmark was created featuring four butterflies in Mount Diablo State Park. Text about the butterflies was provided by Mount Diablo butterfly experts and enthusiasts who compiled the Mount Diablo Butterfly List, which can be found on the MDIA website. Volunteer naturalist Kevin Hintsu donated the photos.

MDIA continued to publish the park's *Mount Diablo Review* complimentary newsletter for park visitors twice a year in spring and fall, and the *Mountain News* newsletter for MDIA members in spring and fall as well. In addition, several e-newsletters were emailed to members and others who expressed interest in receiving MDIA email communications. The e-newsletters provide timely information about the park and MDIA to supporters who request these communications.



Publicity and Outreach

The publication of the *Hiker's Guide to Mount Diablo State Park* in late 2015 generated publicity well into 2016. Several local news outlets, including the *East Bay Times* and the *Sacramento Bee*, published articles about the book in 2016, alerting readers throughout the Bay Area and beyond of the new publication and the many diverse hiking opportunities in Mount Diablo State Park. The unique annual autumn tarantula walks tend to garner media attention. This year a docent was interviewed by Fox News about tarantulas, and NBC/Bay Area News staff joined one of the walks.

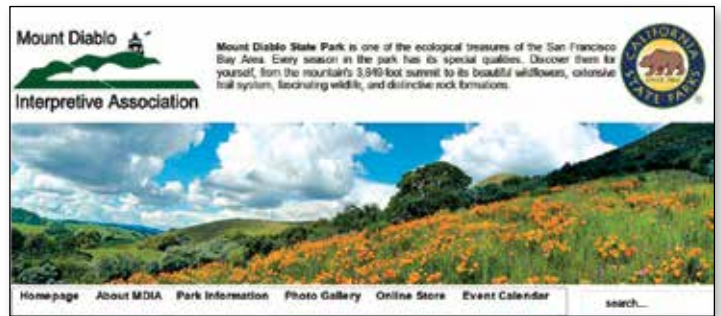
Several community newspapers, including the *Clayton Pioneer* and the *Concord Transcript*, continued to announce docent-led hikes in Mount Diablo State Park and Michael Marchiano's naturalist programs at the Summit Visitor Center and the Live Oak Campground. Michael, with assistance from some fellow volunteers, offered nine nature programs at the Summit Visitor Center, six campfire events at Live Oak Campground, and thirteen outreach presentations at the Mitchell Canyon Visitor Center.

MDIA representatives raised awareness of Mount Diablo State Park and MDIA at many community outreach events in 2016: Boy Scout Leader Education & Discovery, Diablo Valley College; Creekside Arts Festival, Clayton Library; Clayton Clean-Up; Wild Birds Unlimited, Pleasant Hill; Tao House, Danville; Mount Diablo Vertical Challenge, Mitchell Canyon; Save Mount Diablo Mountain Challenge, Mount Diablo State Park; Marsh Creek State Park, John Marsh Historic Trust. Thanks go to tabling volunteers Jim Bily, Burt Bogardus, Christine Hagelin, Staci Hobbet, Ruth Ann Kishi, Carol Lane, Megan Madahar, Michael Marchiano, Rich McDrew, Jenn Roe, Steve Smith, Nancy Topp, Erin Wilson, Mike Woodring, and Brian Wyatt.

Volunteers also presented talks related to Mount Diablo and MDIA: MDIA/Park presentation by Ken Lavin to Save Mount Diablo's Four Days on the Mountain group; MDIA/Park presentation by Rich McDrew at Volunteer Exchange Program luncheon in Rossmoor; MDIA/Park presentation by Ken Lavin on wildflowers at the Pleasant Hill Library; MDIA/Park presentation by Michael Marchiano at Rakestraw Books event, Danville; MDIA/Park presentation by Rich McDrew at DAR luncheon in Rossmoor, Walnut Creek.

Website

The MDIA website, mdia.org, continues to be a vital source of information for visitors to the park. The website's calendar provides current information on upcoming docent-led hikes and provides visitors with a means to register for these popular events. In addition, the website provides a link to Audible Mount Diablo, the Audio Tours of the Mountain. The home page is also regularly updated with alerts to keep visitors apprised of trail closures, water restrictions, and other important park announcements.



In late 2016, work began on an online wildflower photo identification guide, intended to help visitors identify the wildflowers they may see in Mount Diablo State Park throughout the blooming season. The guide is a work in progress, conceived and maintained by volunteers. It has grown to more than 275 wildflowers since its inception, and more wildflowers, photos, and information about the plants will be added as volunteer time permits.

The website's online store was updated in 2016 to use Square credit card processing for easy purchasing and a friendlier user experience. Online sales through the website continue to contribute to robust sales of maps, the *Hiker's Guide to Mount Diablo State Park*, bike jerseys, and other MDIA publications and merchandise.

Trash Removal and Habitat Restoration

Over 16 years ago, MDIA and Volunteers In Park Project (VIPP) workers, in conjunction with Mount Diablo State Park management (Larry Ferri and Dave Matthews), mapped and photographed 113 Trash Removal Project (TRP) worksites in Mount Diablo State Park. Volunteers began working on those sites on May 20, 2001. To date, 83 sites have been cleaned up and closed out in the park. For the 2016 calendar year, 3,120 volunteer hours were devoted to the TRP initiative in Mount Diablo State Park. Many of these hours were for Boy Scout Eagle Projects, etc., not limited to VIPP workers. Since 2001, a total of 34,089 volunteer hours have been logged.

TRP volunteers removed from the park for recycling or reuse the following items (not including hundreds of litter and general trash bags):

In 2016	Since 2001
Wood 102 board feet	Wood 63,646 board feet
Metal 14,537 pounds	Metal 205,041 pounds
Barbed wire ... 61,800 feet	Barbed wire ... 1,205,131 feet
Cement 650 pounds	Cement 39,261 pounds
Fence posts ... 1,602	Fence posts ... 23,278
Tires 49	Tires 804

Hikes

In 2016, Volunteers in Park Program (VIPP) docents led 85 guided hikes for the general public, students, and private groups. They led wildflower and butterfly walks, summer night hikes, and longer destination hikes, as well as the ever-popular "Tarantula Walks."

Recognition is given to Karen Baldauff, Karen Barrett, Leslie Bartholic, Steve Beatty, Jim Bily, Burt Bogardus, Joyce Chin, Leslie Contreras, Michael Davis, Sue Donecker, Christine Hagelin, Fred Herkenhoff, Staci Hobbet, Jim Holmes, Elizabeth Hudson, Michelle Hummel, Lee Icenhour, Ruth Ann Kishi, Carol Lane, Ken Lavin, Carol Leadem, Megan Madahar, Michael Marchiano, Rich McDrew, Kathy McEwen, Larry McEwen, David Morris, Phil Reed, Jenn Roe, Karen Shackleton, John Skeels, Steve Smith, Dan Specht, Brande Timmons, Jake Van Akkeren, Liz Watson, Denise Wight, and Mike Woodring.



Tarantula • DEBBIE MCKEOWN

Volunteers are the heart of the hiking program!

Mount Diablo Interpretive Association

Mount Diablo Interpretive Association (MDIA) is a non-profit, all-volunteer organization that supports the California Department of Parks and Recreation in maintaining and interpreting Mount Diablo State Park for its hundreds of thousands of annual visitors. MDIA works side by side with State Park staff to enhance the visitors' experience and appreciation of the park.

1974 MDIA Founding Members

Sam Smoker	Mary Bowerman
Paul Carlson	Betty Zilen
Howard Knight	Ron Edwards
Joanne Dean	Phil Gordon
Beverly Clemson	William Bland
Frank Valle-Riestra	John Werminski
Ed Earl	Miles Standish

2017 MDIA Board of Directors

	TERM EXPIRES
Mike Woodring, President	2018
Steve Smith, Vice President	2019
Jim McBride, Secretary	2018
Nancy Topp, Treasurer	2017
Leslie Contreras	2017
Dan Fitzgerald	2019
Jim Holmes	2019
Michelle Hummel	2019
Bill Karieva	2018
Ruth Ann Kishi	2018
Carol Lane	2019
Rich McDrew	2017
Jenn Roe	2019
Liz Watson	2017

MDIA Committee Leads

Archives	Nancy Topp
Contracts	Jim McBride
Corporate Governance	Jim McBride
Fundraising and Grant Writing	Rich McDrew
Hikes	Leslie Contreras
Interpretive Displays	Mike Woodring
Interpretive Programs	Jenn Roe
Outreach and Publicity	Steve Smith
Mitchell Canyon Visitor Center	Leslie Contreras, Ruth Ann Kishi Liz Watson
Membership	Jim Holmes
Merchandising	Mike Woodring
Nominating	Steve Smith
Park Maintenance	Ruth Ann Kishi
Publications	Rich McDrew
Telescopes	Carol Lane
Trail Maintenance and Adoption	Mike Woodring
Trail Signage	Rich McDrew
Trash Removal	Jim Holmes
Volunteers in Park Liaison	Michelle Hummel,
Website and Social Media	Mike Woodring

Life and Associate Members

Thank you for your generosity and your commitment to Mount Diablo State Park!

Judy Adler	Kathy and Larry McEwen
Lenore Bezzerides	Ray Mengel
Jim & Linda Bily	Nancy Miller
Burt Bogardus	Gordon Mills
Gary Bogue	Jim Mitchell
Ron Castaldo Family	Walter & Linda Moeller
Joseph Cavaness	John Mott
Allen & Lynda Chasnoff	Shirley Nootbaar
Leslie Contreras	Tom Nootbaar
Leslie Dawson	Aaron Porter
Daymond-Hanna Famly	Jim & Gloria Redmond
Jim DeKloe	Phil Reed
Dinesh & Joy Desai	Brian Rubino
Fred & Sue Donecker	Barbara Sacks
Steve Elliott	Karl Schindhelm
William Espey & Family	Jerry Schweickert
Tom & Carol Evans	Laurie Shapley
Sharyn Fernandez	Richard & Sandra Smith
Dan Fitzgerald	Sandor & Faye Straus
Spencer & Rena Fulweiler	Stephen Taylor
Glade Gaffney	Brian & Carolyn Thiessen
Jay-Marie Garcia	Maria Tice
John Jeffrey Green	Yulan Tong
Claudia & Scott Hein	Tom Torlakson
Ken Jordan	Edith & Frank Valle-Riestra
Bob Justice	Verne Van Vlear
Judith Green Kelly	Leslie Bartholic & Jake VanAkkeren
John Kinney	Erin Wilson
Sharon Landwehr	Ruth Ann Kishi & Mike Woodring
Carol Lane	Anonymous (2)
Michael Marchiano	
Rich McDrew	

Membership Contributions

Student.....	\$15.00
Senior (55+).....	\$15.00
Individual.....	\$25.00
Family.....	\$40.00
Contributing.....	\$100.00
Lifetime.....	\$500.00

MDIA was established in 1974 as a nonprofit organization that is organized and operated exclusively for charitable purposes, with exempt status under IRS Section 501(c)(3).



MOUNT DIABLO INTERPRETIVE ASSOCIATION

— Preservation through Education —