Year 3 Interpretive Plan

Audio Tour Experiences Study

LEO CARRILLO RANCH HISTORIC PARK | CITY OF CARLSBAD
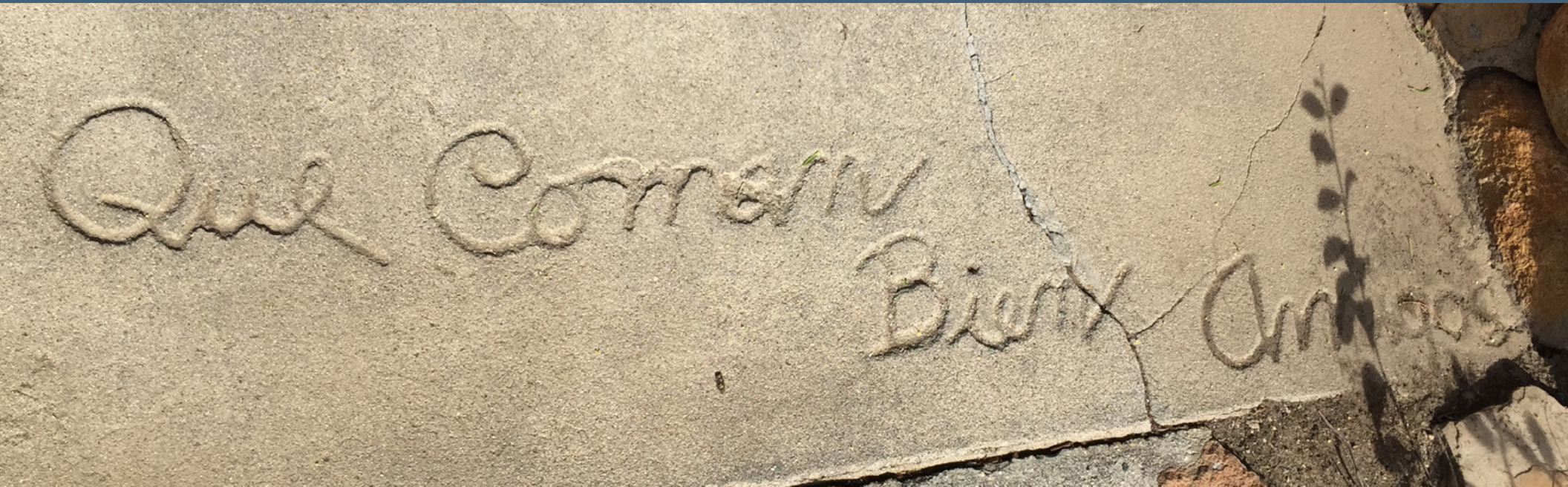
OVERVIEW

The Audio Tour Experiences Study is "Year III" of the Outdoor Interpretive Plan implemented in 2016.

This study for visitor enhancement at the park was presented to Leo Carrillo Ranch stakeholders in a July virtual meeting. Attendants provided valuable input.

This study analyzes the exterior use of audio, with the possibility to add indoor exhibits once it is launched.

An audio tour or app does not replace the importance of in-person docent and naturalist-guided tours at the ranch.

Several of the options in this study provide the opportunity (if one is near or far) to download an audio tour app about the park and to use it in the live experience.

GOAL: ENHANCE THE VISITOR EXPERIENCE

Our primary goal is to add meaningful experiences for visitors at Leo Carrillo Ranch. Through the use of audio tours, we have the ability to tell untold stories, to expand on stories, and to update stories with new reflections. The interaction between the physical objects, the whole park, and digital overlay will provide a unique experience.

HOW TO CREATE THE AUDIO TOUR

When considering any technologies, we find the following succinct tips helpful as we narrow down our options:

Tip 1   Target the largest audience to start

Target our English-speaking adult visitors, increasing the chance that most visitors will take the audio tour. We can expand to Spanish translation at a later time. Let's think of a combined family tour.

Tip 2   Use short texts and offer a choice

Visitors enjoy a visit more when they are in control of the tour. It is best to have a short introduction followed by in-depth information choices of about 1 to 2 minutes. This will result in lively content and makes the visitor more involved in our story.

Tip 3   Use professional voice-over artists

The voice artist has experience in choosing the right tone of voice and the ability to add emotions into audio. They can make a huge difference between an educational-only tour or an entertaining experience. They will bring our stories to life.

Tip 4   Keep it simple

Park staff are a key element when it comes to the success of the tours. Make sure they know what the tours are about and that they are enthusiastic about them. Having an app, or a device, that the staff do not need to explain and can just hand out will save time.

Tip 5   Make sure it's correct

Do the tour once in a while and see what needs updating during the year. It also helps to record, let's say 25 objects for a tour, which has 20 objects, and switch a few objects throughout the year.

Adapted from Source: GuideID.com

TOURMATE

Click to View Eco Box Series

https://tourmate.com/hardware-and-products/eco-box-series/

TourMate offers onsite solar powered eco stations.

Locations
- Welcome kiosk or Main Gate
- Old Entry

Local clients include
- Air and Space Museum at Balboa Park
- Santa Barbara Zoo

GUIDE ID

Click to View Visitor Guiding

https://www.guide-id.com/audio-tour

GuideID offers both the podcatcher handset and downloable app.

Locations
- Visitor Center Barn: Pick up podcatcher for point-and-listen audio experience; or
- Online: App is download before visit; experience on phone or tablet

Local clients include
- USS Midway Museum, San Diego
- Mission San Luis Rey, Oceanside

Get to know the world's easiest audio guide
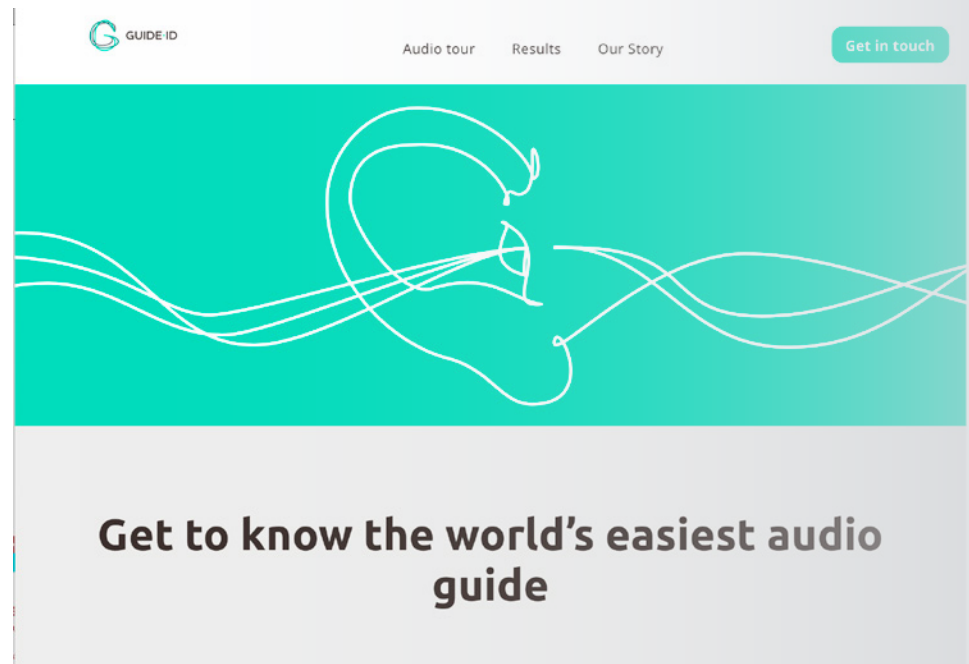
ONCELL

Click to View Historic Sites

https://www.oncell.com/historic-sites/

OnCell is a downloadable app for smart phones or tablets.

Locations

- Online: App is download before visit; experience on phone or tablet

Local clients include

https://www.oncell.com/clients/

https://psartmuseum.oncell.com/en/index.html

https://mission.oncell.com/en/index.html

https://lagunacoast.oncell.com/en/index.html

https://tedcraigpark.oncell.com/en/index.html

ArcGIS STORYMAPS

Click for Overview

https://www.esri.com/en-us/arcgis/products/arcgis-storymaps/overview

The City of Carlsbad Parks and Recreation subscribes to the interactive software application: ArcGIS StoryMaps. Internally trained employees can make changes or additions using this existing software, and with possible tutorial on new features or troubleshooting.

Locations
- Online: App is download before visit; experience on phone or tablet

Examples

The Voices of Grand Canyon

Hear firsthand from people whose cultures, worldviews, and livelihoods are inextricably tied to the Grand Canyon region.

Sounds of the Wild West

An audio tour of Montana's four major ecosystems

ArcGIS StoryMaps

Storytelling that resonates

Transform your digital storytelling with custom maps.

LCR Y3 Technology Study - Cost Estimates

	A	B	C	D	E	F
		DESCRIPTION	QTY	NOTES	UNIT $	EXTENDED $
	Artefact Design	Develop story	10	Story development, writing, image and sound selection	$1,500.00	$15,000.00
		Production coordination	10	Guiding production process to implementation	$500.00	$5,000.00
					TOTAL	$20,000.00
	TourMate					
	Eco-Box	EcoBox https://tourmate.com/hardware-and-products/eco-box-series/	2	Solar-powered EcoBox	$1,550.00	$3,100.00
		Content design	4	(2) stories each box - story production, ~90 seconds each, (2) voice actors, music, content mix/recording - English and Spanish	$900.00	$3,600.00
			2	Installation	$500.00	$1,000.00
			2	Annual maintenance fee	$285.00	$570.00
					TOTAL	$8,270.00
	GuideID					
	Podcatcher	https://www.guide-id.com/audio-tour	20	Podcatchers in Visitor Center ($15 each per month) - includes service and maintenance	$300.00	$6,000.00
		Content design	6	- story production, ~90 seconds each, (2) voice actors, music, content mix/recording - English and Spanish	$3,600.00	$21,600.00
			1	If you also want to take advantage of the mobile website and/or native app there is no additional upfront cost but simply a per tour fee of $0.50 per tour based on downloads of the tour.	$0.00	$0.00
		NOTE: App option same price range as others ($20–30K depending on elements				
					TOTAL	$27,600.00
	OnCell					
	App	https://www.oncell.com/historic-sites/	1	One-time Native App Set-up Fee	$995.00	$995.00
		Download online or on site	1	Annual Hosting Fee	$995.00	$995.00
		https://www.oncell.com/pricing/	6	Local & Specialty Package App - story production, ~90 seconds each, (2) voice actors, music, content mix/recording - ~10 Geo-fenced alerts and beacons - Events calendar - (2) Quiz features - English and Spanish	$3,200.00	$19,200.00
					TOTAL	$21,190.00
	ArcGIS					
	StoryMaps App	https://www.esri.com/en-us/arcgis/products/arcgis-storymaps/overview	1	Online or on site download (City of Carlsbad currently subscribes to GIS program)	$0.00	$0.00
		Content design	6	Artefact + staff person (or other production CO) - story production, ~90 seconds each, (2) voice actors, music, content mix/recording - English and Spanish	$3,200.00	$19,200.00
		https://www.esri.com/en-us/arcgis/products/arcgis-storymaps/buy?rmedium=esri_com_regex&rsource=arcgis-storymaps	1	Annual Storyteller Hosting Fee	$100.00	$100.00
					TOTAL	$19,300.00