

Interpretive Plan

Clyde Holliday State Park



June 30, 2009



Interpretive Plan

for

Clyde Holliday State Park

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Our thanks for all your time and effort. It was a pleasure working with all of you.

Sincerely,

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Glossary of Terms

The following terms are used in this document:

Visitor Information Network

This refers to all of the information that supports a visitor's interpretive experience at Clyde Holliday State Park. Components of such a network typically include:

- 'Didjknows' – these are tidbits of interpretive information; the type that piques curiosity and makes a person want to know more. These essentially market the interpretive experience.
- Interpretation – informal education strategies, such as signs, exhibits and presentations that typically focus on history, natural history and management.
- Orientation – strategies designed to provide overall orientation to a visitor to a location and increase awareness of visitor opportunities in that area. This is typically in the form of a map.
- Wayfinding – strategies focused on guiding that person to all interpretive sites and features, i.e., showing them the way. It includes maps, directional signs, orientation panels and similar strategies.

Media Prescription

This is the set of recommendations for interpretive and wayfinding strategies in the planning area, such as talks, presentations, exhibits, signs, kiosks, brochures, and interpretive trails. It typically identifies and describes the strategy, identifies the location for the strategy and provides a description and concept to provide information to the designer.

Strategy or opportunity

This refers to a sign, brochure, presentation or some other technique for communicating information.

Sustainable Tourism

Sustainable Tourism as defined by the Organization of Eastern Caribbean States (OECS) is:

" the optimal use of natural and cultural resources for national development on an equitable and self sustaining basis to provide a unique visitor experience and an improved quality of life through partnership among government, the private sector and communities."

It has also been defined as an approach – always trying to provide tourism in an ecologically and sociologically friendly manner so as to sustain the cultural and natural environment, the people who live there, and the qualities of the environment they value as part of their home.

Universal Design Standards

This is a set of standards for the design of facilities, sites, products, services and environments that accommodate the widest range of potential users, including people with mobility, visual and auditory impairments and other special needs.

Executive Summary

Introduction

In anticipation of upgrading the visitor experience at Clyde Holliday State Park, classified as an Interpretive Level 2 site according to the Regional Interpretive Framework, OPRD contracted for this interpretive plan to be prepared. The planning process was participatory, involving OPRD staff at the state, regional and local levels through a series of review opportunities. The process began with identifying desired outcomes for the interpretive experience, identifying the target audiences to be served, identifying key parameters affecting the development and functioning of the interpretive network and identifying key features that created good interpretive opportunities. The next step focused on developing the themes to be communicated and the information network storylines and delivery strategies to communicate those themes.

Objectives

Working from the mission statement of OPRD, the following objectives and desired outcomes were developed to help guide development of the information network:

Information Network Objective #1:
Contribute to the protection and conservation of natural resources at Clyde Holliday SP.

This objective can be achieved in part by developing an information network to achieve the following Desired Outcomes in terms of visitor attitudes and behaviors:

- 1-1: An increase in the extent to which visitors value wetlands and other natural resources.
- 1-2: An increase in appropriate use patterns and behaviors among users of the park; in other words, an increase in per capita appropriate stewardship behaviors. This includes a decrease in negative behaviors.
- 1-3: An increase in support for management actions regarding protecting and/or enhancing natural resources.

Information Network Objective #2:
Increase public support and strengthen the constituency for OPRD in general, and for the efforts at Clyde Holliday SP specifically.

Put in terms of Desired Outcomes, we want the following to occur as a result of implementation of the plan:

- 2-1: An increase in awareness and approval of OPRD as the entity responsible for the interpretive and recreational opportunities provided at Clyde Holliday State Park.
- 2-2: An increase in satisfaction by visitors as a result of the upgraded and expanded interpretive opportunities at Clyde Holliday SP.
- 2-3: An increase in the number of people volunteering time and/or donating money to State Parks in general and to Clyde Holliday SP specifically to support interpretation.

Information Network Objective #3:
Contribute to the overall experience at Clyde Holliday State Park.

Put in terms of Desired Outcomes, we want the following to occur as a result of implementation of the plan:

- 3-1: An increase in the number of people taking advantage of interpretive opportunities associated with the park.
- 3-2: An increase in the number of visitors taking advantage of opportunities in both sections of the park within a visit.

Audiences

Key audiences to reach in order to achieve these objectives and desired outcomes include residents, tour groups and independent travelers, especially campers and bikers. These groups were analyzed to determine the package of opportunities that would be effective in attracting and holding members of each group. Analysis of these groups can be found in Appendix A of this report.

Parameters

Although all factors noted in this report are significant, the following points are critical to understanding the project.

- Funds for implementation and ongoing operation and maintenance are likely to be limited.
- Staffing for interpretation and orientation will be limited to evening programs.
- Clyde Holliday is a gathering and/or stopping point for car rallies, bicycle tours, and motorcycle rallies.
- The park has two parcels with separate entrances. The parcels are connected by an easement along the river.

The complete parameters section can be found in Appendix A of this plan.

Interpretive Opportunities

The most prominent interpretive features at Clyde Holliday include the John Day River, the John Day River Valley, the pond and wetlands at the west end of the park and the variety of habitats that can be found in the park. Together they create the opportunity to tell the story of the geomorphology of the valley, the importance of river valleys in travel and settlement patterns and the connection of wildlife to habitat.

The complete opportunities section can be found in Appendix A of this plan.

Information Network and Delivery Strategies

Based on analysis of the key audiences, parameters, and opportunities, a concept for the interpretive network was developed that fits the situation now, but has flexibility to be modified as necessary to adapt to changes. The information sequence prescribed for the proposed network flows from orientation and wayfinding to interpretive overview to detail as participants move through their experience. This is the most effective sequencing for this type of communication network because it matches the way visitors use information. The key features of the proposed communication network include:

- Self-guided walking tour of the different habitats in the park.
- Interpretive panels
- Evening programs

The complete descriptions of the Information Network and the design concepts for the Delivery Strategies occupy most of this plan.

Priorities for Implementation

Given the situation, the following steps are recommended as highest priorities:

1. Continue to work on acquiring the parcel along the river connecting the two halves of the park;
2. Build the information kiosks for the east and west parts of the park. Note that the kiosk in the west side should be larger and covered due to lack of shade in that area.
3. Construct the Orientation Center in the campground area near the entry to that area and near the Host.
4. Develop an RFP and let a contract for the design and fabrication of the Regional Orientation Panel, the Clyde Holliday State Park Orientation Panel, the Trail Orientation Panel and the Thematic Overview Panels and complete the information kiosks and orientation center.
5. Develop and print the Guide to Clyde Holliday State Park. This includes identifying the specific stops along the interpretive trail connecting the two halves of the park. If the Pond Interpretive Trail is going to be delayed, include the information for that trail in this publication.
6. Develop an RFP and let a contract for the design and fabrication of the panels for the Pond Interpretive Trail.
7. Put in more benches around the pond.

The Plan

Introduction

Objectives and Desired Outcomes

Themes

Implementation Plan

Design Concepts for Delivery Strategies

Cost Range Estimates

Introduction

This interpretive plan is a blueprint for the information networks – interpretation, orientation and wayfinding – necessary to support the visitor experiences at Clyde Holliday State Park. The plan consists of the following key parts:

1. Objectives and Desired Outcomes:

These identify the impacts on visitors that are to be achieved through the interpretive network.

2. Themes: These are the key messages to be communicated. The interpretive stories are selected and developed to communicate the themes.

3. Implementation Plan: This is the schedule for developing the components of the information network.

4. Delivery strategies: These are the media – signs, exhibits, publications, etc. – and other strategies for communicating the interpretive stories and the orientation and wayfinding information.

Project Background

This 25 acre park, purchased in 1969 from Mr. and Mrs. Clyde Holliday, includes a 31-unit campground with shower and restroom facilities, a small amphitheater, trails along the John Day River, 2 teepees, a nice tree covered day use area that is open year-round, and a pond that will be stocked with fish. The existing campground includes a bike camping area. Plans call for expanding the campground into an undeveloped parcel adjacent to the campground (recently acquired). The location – midway between Boise and Portland – makes it a popular stopping point for travelers. It's central location in the region also makes it popular with car rallies, bicycle tours and motorcycle rallies. The campground is

operated seasonally from March 1 – November 30.

The site is considered an Interpretive Service Level 2 according to the OPRD Regional Interpretive Framework. Level 2 parks generally provide self-guided opportunities such as signs, walks and self-guided tours. Level 2 sites also provide occasional seasonal staffed programs. However, the staff typically come from another site to give programs.

This Interpretive Plan is a required step in the development of interpretive services within Clyde Holliday State Park, as it is within any park in the State Park system. When the plan is complete, projects will be selected based on the 10-year Implementation Plan and implemented when funding becomes available.

Project Process

Developing the plan occurred in two major phases:

Phase I: Establishment of the foundation information on which the planning decisions are based. Foundation information includes objectives and desired outcomes, profiles of target audiences, parameters affecting the development and functioning of the interpretive program and identification of the key visuals at Clyde Holliday State Park that create significant interpretive opportunities.

Phase II: Development of the plan. This includes developing the complete theme hierarchy, identifying and describing the components of the interpretive and orientation network, developing cost range information and developing a 10-year Implementation Plan.

Organization of the Document

This document is organized into two sections. Section 1, the Interpretive Plan, contains:

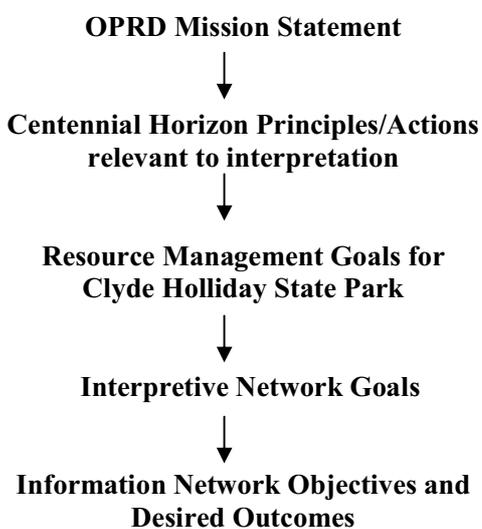
- The objectives and desired outcomes that established the focus for the information network;
- The themes to be communicated;
- An implementation plan containing a narrative of the visitor experience available at each phase of development, with actions identified for that phase.
- A summary of the implementation plan;
- The concepts for delivery strategies for communicating the themes.

Appendix A contains the foundation information on which the planning decisions were based. That information includes the background for the objectives and desired outcomes, the profiles of target audiences, key parameters affecting the implementation and functioning of the interpretive strategies and the inventory of interpretive opportunities.

Objectives and Desired Outcomes

Introduction

The objectives and desired outcomes for the interpretive network at Clyde Holliday State Park were determined by constructing the following hierarchy:



The hierarchy is developed in this manner to clearly show the link between recommended actions associated with developing a network of orientation and interpretive opportunities, and the mission statement and resource management activities of OPRD. The background information on which the objectives and desired outcomes are based is included in the Appendix A.

Objectives and Desired Outcomes

Information Network Objective #1:
Contribute to the protection and conservation of natural resources at Clyde Holliday SP.

Although the natural resources are not unique or outstanding compared to other parks in the system, extensive and accessible riparian and wetland vegetation with associated birds and wildlife is relatively scarce in the semi-arid environment of eastern Oregon, which makes this a valuable recreational and interpretive asset. These resources are susceptible to human impact.

This objective can be achieved in part by developing an information network to achieve the following Desired Outcomes in terms of visitor attitudes and behaviors:

- 1-1: An increase in the extent to which visitors value wetlands and other natural resources.
- 1-2: An increase in appropriate use patterns and behaviors among users of the park; in other words, an increase in per capita appropriate stewardship behaviors. This includes a decrease in negative behaviors.
- 1-3: An increase in support for management actions regarding protecting and/or enhancing natural resources.

Information Network Objective #2:
Increase public support and strengthen the constituency for OPRD in general, and for the efforts at Clyde Holliday SP specifically.

Public support for efforts at Clyde Holliday SP can be accomplished in part simply by upgrading the interpretive and recreational opportunities. Support for OPRD comes from making visitors aware that the opportunities they are enjoying are made possible by OPRD. Put in terms of Desired Outcomes, we want the following to occur as a result of implementation of the plan:

- 2-1: An increase in awareness and approval of OPRD as the entity responsible for the interpretive and recreational opportunities provided at Clyde Holliday State Park.
- 2-2: An increase in satisfaction by visitors as a result of the upgraded and expanded interpretive opportunities at Clyde Holliday SP.
- 2-3: An increase in the number of people volunteering time and/or donating money to State Parks in general and to Clyde Holliday SP specifically to support interpretation.

Information Network Objective #3:
Contribute to the overall experience at Clyde Holliday State Park.

Put in terms of Desired Outcomes, we want the following to occur as a result of implementation of the plan:

- 3-1: An increase in the number of people taking advantage of interpretive opportunities associated with the park.

- 3-2: An increase in the number of visitors taking advantage of opportunities in both sections of the park within a visit.

Themes

Introduction

The following Primary Theme, Themes, Sub-themes and Supporting Stories were developed through an iterative process involving park staff and OPRD staff from the Regional and State offices.

The elements of the theme hierarchy in this plan reflect the direction for theme development in Oregon State Parks. There are four types of themes in this hierarchy:

Primary Theme

This is the key concept reflecting the significance of the park.

Themes

These are the ideas or concepts that together support the Primary Theme. Ideally, all visitors will understand at least one of the themes based on their specific area of interest (cultural history, natural history, etc.)

Sub-themes

These are the ideas or concepts that support a theme.

Supporting Stories

These are the stories that communicate a sub-theme or theme.

Primary Theme

Clyde Holliday State Park offers travelers a welcome oasis from traveling and a window into the importance of the John Day River to the cultural and natural history of eastern Oregon.

Selection of Primary Theme

The primary theme links the key tangible resources of the park with intangible

concepts to convey the major reasons why a particular property is significant and why it is a park. The primary theme is intended to answer the questions, “why is this a park?” and, “what is significant about this park?” The intent of communicating the primary theme is to establish a sense of value among users of the park so they support the work of OPRD.

Themes

Theme 1: The flat land in the John Day River valley was a key in determining human activity in the area.

Examples of Supporting Stories:

- The availability of water for irrigation is a key factor in establishment of farms and ranches and in the array of agricultural products produced in the area.
- As with other rivers and river valleys, the John Day River was a primary travel routes for route for Native Americans;
- The valley was a travel route for early EuroAmericans;
- The valley is currently used for a highway;
- The flat land in the valley is used for agriculture;
- The flat land in the valley made it possible to uses dredges in mining gold;
- The location of transportation routes – especially wagon roads and stage routes – resulted in EuroAmerican communities being established along the river.

Theme 2: The presence of the John Day River and ponds and the associated riparian habitat in Clyde Holliday State Park results in an extensive array of birds and wildlife living here.

Examples of Supporting Stories:

- The presence of waterfowl and other birds needing bodies of water as part of their habitat. Examples include any of the waterfowl that can be found using the ponds;
- The presence of birds and wildlife that need riparian areas or wetlands for habitat. An example is the marsh wren.
- The presence of plants found in riparian areas and/or wetlands, such as reeds.
- The presence of species needing mature trees, such as raptors for nesting and perching, woodpeckers, nuthatches and squirrels;
- Comparison of the number and species of birds and wildlife that can be found using the riparian area compared to the number that are found in range habitat.

Note: It may be necessary to present the general theme “Different habitats support different species of plants, birds and wildlife,” as part of this presentation.

Theme 3: The John Day River sculpted and continues to sculpt the land over time.

Examples of Supporting Stories:

- Erosion of the river banks in the western part of the park;
- The need for riprap to minimize erosion;
- The extensive flat area in the river valley, indicating the extent of the river’s changes in course over the years.

Visitor Experiences after implementation

Introduction

This section contains narratives of the visitor experiences that will be available at Clyde Holliday after the plan is implemented. It is followed by a list of key actions to take and design concepts for the delivery strategies identified in the narrative.

Visitor Experience

Pre-Visit and Approach

Before coming to Clyde Holliday State Park, visitors will encounter information about the site from the **Web Site** and the **Clyde Holliday SP Orientation Map/Brochure** and other publications in Visitor Centers, Welcome Centers and hotels in the region. Before leaving on their trip travelers can download the **Orientation map/brochure** and driving directions.

Awareness and wayfinding along the highway near the park guide people to the park and guide them to the entrance they desire.

Arrival: East End Day Use

Upon entering the east parking area, a **Welcome Sign** reassures them (or informs them) that they have arrived at Clyde Holliday State Park. **Directional signage** guides visitors to the campground or day use parking, whichever is appropriate. Those parking in day use parking will have visual access to an information kiosk near the restrooms, within easy physical access of

those parking in that lot. The kiosk will offer:

- The **Clyde Holliday State Park Site Orientation Panel** with a holder for dispensing the **Clyde Holliday State Park Orientation Map/Brochure**;
- A **Regional Orientation Panel**;
- A **Clyde Holliday Commemorative Panel**.

At the point along the river near the existing amphitheater where the trail to the west section of the park begins, low angled **Thematic Overview panels** oriented toward the river and to the valley beyond provide an introduction to the story of the impact of the John Day River and valley on cultural activity and on the native flora and fauna. The cluster also includes a **Trail Orientation Panel** that sparks interest in walking the trail to see wildlife and to visit the other half of the park. Before walking the trail, visitors will pick up a brochure with the **Self-guiding Tour of Clyde Holliday State Park** from a brochure holder on the panel. The guide not only directs them on the trail system, but has interpretive stops keyed to features along the way.

They walk the trail, using the guide to identify some of the birds and wildlife sign, and make their way to the pond. There they take the **Pond Interpretive Trail**, which has interpretive signs keyed to different habitats on the pond, and spend some time sitting on a bench, identifying different birds that are using the pond.

Arrival: Campground

The only difference in the experience of campers is closer proximity to an exterior **Orientation Center**, which contains a **Regional Orientation Panel**, a **Clyde Holliday State Park Orientation Panel**, and holders for dispensing maps and brochures for all of the State Parks in the region. Campers will also have access to an information kiosk similar to the one in the

Day Use area, which will be located near the central restrooms.

Since they are staying overnight, they also have the option of attending **Evening Presentations** in the amphitheater.

Arrival: West End Day Use

After parking in the parking area, visitors will encounter a covered structure that contains an information kiosk, with the **Regional Orientation Panel**, a **Clyde Holliday State Park Orientation Panel**, and holders for dispensing the **Self-guiding Tour of Clyde Holliday State Park** and the **Clyde Holliday SP Orientation Map/Brochure**. A set of low-angled Thematic Overview panels is also located in the shelter.

Visitors will proceed from the kiosk to the **Pond Interpretive Trail** and from that trail to the trail linking the two parts of the park.

Specific Actions

The following are the specific actions required to implement the information network:

1. Continue to work on acquiring the parcel along the river connecting the two halves of the park;
2. Build the information kiosks for the east and west parts of the park. Note that the kiosk in the west side should be larger and covered due to lack of shade in that area.
3. Construct the Orientation Center in the campground area near the entry to that area and near the Host.
4. Develop an RFP and let a contract for the design and fabrication of the Regional Orientation Panel, the Clyde Holliday State Park Orientation Panel, the Trail Orientation Panel and the Thematic Overview Panels and

complete the information kiosks and orientation center.

5. Develop and print the Self-guiding Tour of Clyde Holliday State Park This includes identifying the specific stops along the interpretive trail connecting the two halves of the park. If the Pond Interpretive Trail is going to be delayed, include the information for that trail in this publication.
6. Develop an RFP and let a contract for the design and fabrication of the panels for the Pond Interpretive Trail.
7. Put in more benches around the pond.

Design Concepts

Web Site

Objectives

After interacting with the web site, visitors will:

- Be interested in stopping by Clyde Holliday if they are in the area and spending some time exploring the park;
- Know the major themes associated with the interpretive network;
- Have a simple map of the area with directions to the site (downloaded as a PDF).

Themes

All themes will be communicated at some location within the Web Site, but mostly within the sections that provide detail on the story.

Description and Concept

The home page and every linked page must be captivating and user friendly to keep viewers interested in following the links. The home page should be dominated by visuals of different types of visitors enjoying different opportunities associated with Clyde Holliday State Park, such as fishing in the pond, having a picnic, viewing interpretive panels, walking the trails and camping. Captions should be brief, identifying the opportunity and providing a clue on where to get more information about that opportunity. The home page could also have “didjacks” to pique interest in the interpretive stories told at Clyde Holliday. Links should provide access to the remainder of the information on the site, including:

- Driving directions and printable map;
- Downloadable version of the Clyde Holliday State Park Orientation Map/Brochure;
- Downloadable version of the Guide to Clyde Holliday State Park;
- An overview of stories;

- Contact information;
- A list of sources for more information.

Clyde Holliday State Park Orientation Map/Brochure

This is the standard OPRD map/brochure for the site.

Self-guiding Tour Booklet for Clyde Holliday State Park

Objectives

After interacting with this booklet, visitors will:

- Be inspired to walk the trails and visit the other half of the park;
- Be aware of how to avoid rattlesnakes;
- Be able to name at least 3 species of birds and/or wildlife that depend on riparian vegetation as a key part of their habitat.

Themes

- **Theme 3:** The John Day River sculpted and continues to sculpt the land over time.
- **Theme 2:** The presence of the John Day River and ponds and the associated riparian habitat in Clyde Holliday State Park results in an extensive array of birds and wildlife living here.
- **Theme 1:** The flat land in the John Day river valley was a key in determining human activity in the area.

Description and Concept

This is a simple guide to the trails, with a major focus on the key trail connecting the east end of the park to the pond on the west end. Interpretive stops will be keyed to features, such as the riprap, a view of the agricultural lands across the river, a view of the wigwam burner, specific trees, sloughs, etc. Black and white illustrations and supporting text will interpret the cultural and natural features that help communicate the

themes. This would include:

- A stop with clear visual access to the erosion of the stream bank by the river. The focus here is on the river as a never-ending sculptor of the valley.
- A stop with a view of the agricultural fields across the river. The focus is on the importance of the flat land for farming/ranching and on the importance of water for irrigation;
- A stop with a view of the wigwam burner. The focus again is on the importance of water for such operations and on the flat land not only for the facility, but more so because it determined the transportation routes, which in turn had significant impact on the location of businesses.
- A stop with a view of the slough. The focus is on the dynamic nature of the river and on the species of flora and fauna that can be found there.
- A stop with a view of a cottonwood. The focus is on the importance of large trees to specific species of birds and wildlife.

These are not the only stops. They are included as examples to indicate the type of feature and type of focus recommended for this interpretive trail. In addition to the stops, information should include:

- A map of the trails with interpretive stops noted (ideally this would be a stylized map depicting the area from an oblique aerial perspective so it has the appearance of 3-dimensions. Interpretive stops and key features would be larger than normal for emphasis as would the trail;
- Distances, trail difficulty and time required for different combinations of trails;
- Trail logs;
- Potential hazards (general);
- What to take along;
- A key to wildlife signs.

Clyde Holliday State Park Orientation Panel

Location

- In the information kiosks and Orientation Center
- Spaced along the edge of the Day Use Parking Area

Objectives

After interacting with this panel, visitors will:

- Be aware of the interpretive opportunities at Clyde Holliday SP;
- Be aware of the recreational opportunities at Clyde Holliday SP including the trail system;
- Be motivated to read the Thematic Overview Panels;
- Be motivated to walk to and visit the other half of the park.

Description and Concept

One design approach is to create a “visual menu” of the interpretive and recreational opportunities. Use a stylized oblique aerial perspective of the site as a backdrop for enlarged images highlighting visitors enjoying different opportunities, including fishing, picnicking, camping, walking the trails, and bike camping. Use “didjacks” accompanying the activities to identify the interpretive opportunities while piquing interest about the stories.

Regional Orientation Panel

Location

- In the information kiosks and Orientation Center

Objectives

After visitors finish with this panel, they will:

- Be aware of the State Parks in the region and what each has to offer;
- Be aware of State Parks along their route after they leave Clyde Holliday and what each has to offer;
- Be aware that OPRD provides river access at several points along the John Day River;
- Be motivated to stop in at one or more State Parks on this or future trips.

Description and Concept

One approach is to use a stylized map of eastern Oregon to highlight State Parks in the region. Associated with each State Park would be images of visitors engaging in interpretive and/or recreational opportunities in that park. Supporting text/captions would highlight the key opportunities at each park. More specifically, the panel could be divided down the middle with two headings – “Going East” and “Going West” respectively. The different sides would emphasize the State Parks in the relevant direction. OPRD's key parks on the river and its forks should be included in the highlights along with emphasis on the point that OPRD provides major river access sites.

Orientation Center

Location

Near the entry to the camping area. It should be visible and conveniently accessed from the host site. Ideally it would be visible to those using the day use area so they would be attracted to it also.

Objectives

After visitors finish experiencing the Orientation Center, they will:

- Be aware of the State Parks in the region and what each has to offer;
- Be aware of State Parks along their route after they leave Clyde Holliday and what each has to offer;
- Be motivated to stop in at one or more State Parks on this or future trips;
- Have brochures and maps for parks in the region that they are interested in visiting.

Description and Concept

This is a sheltered kiosk of some type that contains the Regional Orientation Panel, the Clyde Holliday State Park Orientation Panel and the Trail Orientation Panel. Where it differs from the Information Kiosks is that it contains brochure racks or other holders for dispensing brochures and possible maps and other guides for all of the State Parks in the region. It could also contain a simple photo display of some of the closer parks, such as Kam Wah Chung and Sumpter Dredge.

Clyde Holliday Commemorative Panel

Location

In the central information kiosk in the east end day use area

Objectives

After visitors finish with this panel, they will:

- Know that the presence of the park was due in large part to the foresight of Clyde Holliday.
- Know that this is a State Park in part due to the generosity of Clyde Holliday.

Description and Concept

This panel focuses on telling the story of how this area came to be a State Park, beginning with Clyde Holliday's generosity to the people of the area. One possible

design concept is to use old photographs of people from the area enjoying the park to emphasize that it was donated as park land for the people of the area. A side bar would feature a brief story of Clyde Holliday.

Thematic Overview Panels

Location

Near the existing amphitheater oriented to look out over the river and in the shelter at the parking area in the west end of the park.

Objective

After visitors finish with these panels, they will:

- Be aware of the impact of the John Day River as a sculptor of the landscape;
- Be aware of the impact of the river and river valley on cultural activity in the area;
- Be aware of the importance of the water and associated riparian vegetation to the birds and wildlife that can be found in the park.
- Be motivated to take the interpretive trail and visit the other side of the park.

Description and Concept

Panel 1: A Master Sculptor

This panel is designed to communicate Theme 3: The John Day River sculpted and continues to sculpt the land over time. It focuses on the geomorphologic evolution of the John Day River Valley with emphasis on the role of the river as a shaper of the valley. One possible design concept is to use a series of illustrations depicting the valley at different stages of development to show how the river carved down and from side to side to create the broad valley we see now. The last illustration could depict a future channel with the question “do you think it will be allowed to do this?” The image and supporting text will emphasize the dynamic nature of the river and also how humans

seek to control its course because the valley is now settled and farmed.

Panel 2: A Key Resource

This panel is designed to communicate **Theme 1:** The flat land in the John Day river valley was a key in determining human activity in the area. It focuses on how the presence of a river and valley has affected human activities over the years. One possible design concept is to use an aerial oblique perspective of the valley from a perspective behind and above the sign as a backdrop for photos and/or illustrations highlighting different human activities. Ghost images of Native Americans, explorers, wagon trains and stagecoaches could be shown in a chronological sequence in one part of the backdrop image with text focusing on how rivers and their valleys were major travel routes for Native Americans and early EuroAmericans. That could lead into a car on the road to emphasize that it is still an important travel route. Other illustrations include farming, ranching, taking irrigation water, taking drinking water, etc.

Panel 3: An Oasis

This panel is designed to communicate **Theme 2:** The presence of the John Day River and ponds and the associated riparian habitat in Clyde Holliday State Park results in an extensive array of birds and wildlife living here. It focuses on the importance of water to the native flora and fauna of the region. One possible design concept is to use a cross section illustration of the valley to highlight the different types of habitat and the array of species that occur in each. There is not enough room to highlight all the species, so the key is to highlight more species and a wider array of species in the riparian area than in the range habitat. Supporting text could include the number of species who utilize each type of habitat. This panel should include an invitation to visitors to walk the interpretive trail along the river to see how many species and/or signs of wildlife they can find.

Pond Interpretive Trail

Location

Around the edge of the pond in the western part of the park

Objectives

After visitors finish with these interpretive panels, they will:

- Be able to name at least 3 species of birds and wildlife that depend on the pond for habitat;
- Understand that different habitats support different species of plants, birds and wildlife;
- Know that there are rattlesnakes in the area, how to minimize the potential for contact and how to take appropriate action if they encounter one;
- Be motivated to spend time searching different habitats for some of the species of birds and wildlife that occur in and around the pond;
- Be motivated to take the interpretive trail along the river to see if they can find more species and/or signs of wildlife.

Themes

- **Theme 2:** The presence of the John Day River and ponds and the associated riparian habitat in Clyde Holliday State Park results in an extensive array of birds and wildlife living here.

Description and Concept

These panels focus on the importance of riparian/aquatic habitat to birds and wildlife as part of the larger story of the variety of habitats at Clyde Holliday supporting a variety of wildlife. One possible design concept for the panels is to use each one to focus on a different feature or habitat in and around the pond. The backdrop for the panel would be the scene in front of the visitor from that perspective with the key features/habitat highlighted. Partially hidden wildlife would be included in the illustration with the question “can you find us?” A key

to the illustration could be included along with the text focusing on how many species use that particular feature/habitat and in what way. The following are possible stops along the trail. Whatever the final location, the panels should be spaced. The stops assume the trail begins at the trailhead adjacent to the parking area and proceeds in a clockwise direction around the pond.

Stop 1: Introductory Panel

Location: At the trailhead near or in the shelter adjacent to the parking area.

Focus: Overview focusing on the important of water habitat in a semi-arid environment and the relationship of wildlife to habitat.

Stop 2: Large woody debris

Location: Along bank with view of submerged log pile on the south bank.

Focus: The wildlife that use the logs as habitat. Should include turtles.

Stop 3: Marshy riparian areas

Location: Along the bank at the east end of the pond with good visual access to the marshy area that dominates that end.

Focus: Marshy areas as habitat for specific plants and associated wildlife.

Stop 4: Shrubs and thickets in riparian areas

Location: Partway along the south bank with good visual access to clumps of bank side shrubs.

Focus: Shrubs and thickets as habitat.

Stop 5: The pond

Location: At the southwest corner of the pond.

Focus: The pond as habitat. A cut-away of the pond will be necessary for this illustration to reveal the variety of fish and wildlife that use the underwater part of the pond.

Amphitheater Programs

Location

In the amphitheater

Objectives

These will vary depending on the program, but at a minimum, when visitors finish engaging in a program at the amphitheater they will:

- Be aware that OPRD is managing the site and is responsible for the high quality program just presented.

Description and Concept

Varies, but programs should reflect the themes.

Cost Range Estimates

Introduction

As with construction of anything from an exhibit to a house, accuracy of the estimate is relative to the accuracy and detail of the design. An interpretive plan does not include designs, but rather design concepts, and those are limited to the interpretive strategies rather than infrastructure. Consequently, it is not possible to develop estimates with any meaningful degree of accuracy. However, it is possible to make some basic assumptions for interpretive panels and other strategies in order to develop cost range estimates that can be useful for budgeting.

Basic Cost Information

Interpretive Panels

A typical, digitally produced, laminate panel containing about 6 square feet of surface (2'x 3'), with powder coated steel frames and posts will cost between \$3500 and \$5000 for all design, text writing and fabrication. Shipping and installation are not included because those costs vary significantly with location of the site. The variation in cost is primarily due to the design. Signs with original artwork and complex text are going to cost more than signs with embedded photos and limited text. Interactive and 3-dimensional elements negate this price range. Replacement panels with the same design will cost between \$300 and \$350 (2009 prices). The posts cost about \$500 (2009 prices) so additional panels with posts, such as duplicate site orientation panels, would cost between \$800 and \$850 (2009 prices).

Audio Listening Posts

The hardware for an audio listening post, including the chip, can be obtained for as little as about \$1500-\$2000. However that does not include the cost of recording the message, which can be relatively inexpensive if done in-house, and very expensive if a professional voice is hired and the work done in a recording studio.

Brochures

Publications are virtually impossible to price without more specific design information because there are so many variables that significantly affect the cost, such as number of pages, folds, binding, colors, source of text, type of artwork, and other variables.

Specific Cost Range Estimates

The following are cost range estimates based on the information available at this time. They include design development, fabrication and installation at Clyde Holliday. All panels include design, layout, resource acquisition, text writing, digital file preparation, graphic production, mounting system and installation on-site. Costs are based on current (2009) material prices. The final project cost will vary depending on the length of time that passes prior to the project moving ahead. In order to effectively develop the design concepts presented in this plan into detailed exhibit designs, it will be critical for the designer to have a fabrication budget to use as a guideline for what may and may not be considered, especially when considering 3-dimensional or interactive components. The range of options outlined in the plan is wide, as it should be at this point in the process, but the budget must be established by the client before the designer could proceed efficiently.

Strategy	Unit Cost	Units	Cost	Comments
Site Orientation Map/Brochure				Exists – standard OPRD park brochure
Self-Guided Walking Tour Booklet				Difficult to estimate without design parameters
Web Site				OPRD can do this one in-house
CH Site Orientation Panel	\$3,500 to \$5,000/panel	4	\$6500 - \$8000	Additional panels at \$1000 – covers potential extra cost for changing “You are Here” for each panel.
Regional Orientation Panel	\$3,500 to \$5,000/panel	3	\$\$5500 - \$7000	Additional panels \$800-\$850
Thematic Overview Panels	\$10,500 to \$15,000/ set of 3/panels	2	\$12,900 - \$17,0550 per	
Pond Interpretive Trail Panels	\$3,500 to \$5,000/panel	5	\$15,000 - \$22,500	
Clyde Holliday Commemorative Panel	\$3,500 to \$5,000/ panel	2	\$4,300 to \$5,850	

Appendix A: Foundation Information

Background: Objectives and Desired Outcomes

Audiences

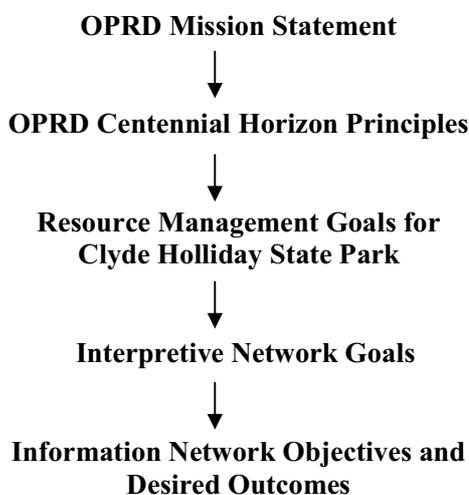
Parameters

Inventory of Interpretive Opportunities

Background: Objectives and Desired Outcomes

Introduction

The objectives and desired outcomes used in this plan were identified by developing the following goal hierarchy:



The hierarchy is developed in this manner to clearly show the link between recommended actions associated with developing a network of orientation and interpretive opportunities and the mission statement and resource management activities of OPRD.

Background

OPRD Mission Statement

The OPRD mission statement is:

To provide and protect outstanding natural, scenic, cultural, historic, and recreational sites for the enjoyment and education of present and future generations.

Clyde Holliday SP does not contain outstanding cultural or natural resources, although it does contain an extensive array of flora and fauna due to the variety of habitats, especially the riparian habitat. Rather it is an excellent recreational site, serving as a welcome break for travelers on the highway, a convenient camping site for visitors traveling from eastern Oregon and Idaho to parts west and vice versa, and an excellent picnicking and family outing location for nearby residents of John Day, Mount Vernon and other communities in the area.

Centennial Horizon

From an interpretive perspective, no actions affecting this park are noted with the possible exception of Principle 4, Action 1, which focuses on teaching families and children outdoor recreation skills. However, that action falls in the category of recreational programming rather than interpretive programming.

Resource Management Goals

There are no specifically articulated management goals for Clyde Holliday State Park. However, the following general management guidelines, derived from the Mission Statement, are applicable:

1. Preserve the park for present and future generations. This includes protecting, conserving, and when appropriate, restoring native flora and fauna and significant cultural features and resources.
2. Manage natural resources to protect wildlife habitat.
3. Be a good neighbor by offering quality interpretive and recreational opportunities to the local people and by minimizing the negative impacts of park use on the lifestyles of the neighbors.
4. Maintain and enhance appropriate recreational opportunities.

5. Increase public support for Clyde Holliday SP. This focuses on continuing to develop interpretive and recreational opportunities of interest and develop and maintain a good orientation and wayfinding network.

These are all consistent with the desired behavioral changes identified by Dennis Bradley during the first work session. Results of that part of the work session are included in Appendix B.

attitudinal and behavioral changes are desired as a result of a visitor being involved in the interpretive part of the visitor experience at Clyde Holliday SP. This set of impacts are then be used to develop a network of interpretive and wayfinding strategies that focus on achieving those outcomes while also enhancing the recreational experience.

Deriving Objectives and Desired Outcomes

Objectives and Desired Outcomes are determined by viewing interpretation as a tool to help achieve the site's Resource Management Goals through changes in visitor knowledge, attitudes and/or behaviors. This approach is based on the following concept:

Information is a tool to cause impact on the recipient of the information.

Information can obviously change knowledge, but through that change, attitudes and behaviors can be influenced. So whether a change in knowledge is sought as a means of enhancing a visitor experience, as a means of influencing attitudes to influence opinions, or as a means of directly influencing behavior to minimize negative impacts on a resource, communication can be used to help achieve desired impacts on the target audience. The desired changes in behavior, attitude and knowledge represent the Desired Outcomes of the interpretive effort and are the justification for the time and effort spent developing and maintaining the information network.

Based on this approach, the next step in the process is to define specifically what

Audience Profiles

Introduction

One challenge with planning the interpretation for a park or site is in understanding the different audiences who will be using the interpretive opportunities. The goal is to build profiles of the different audiences to determine the type of experiences, including interpretive experiences, they are willing to “buy” with their time. Consequently, the focus of the profiles is on types of characteristics shared by different categories of visitors that affect the communication process. For example, a key characteristic of family groups is the different levels of education and interest inherent within such a unit, which requires creating opportunities where all members of the family can be involved at the same place and time.

The following represent brief profiles of different visitor types that are likely to visit this site. Since it is not an interpretive site but rather a recreational site, Falk’s categories of museum visitors – used to categorize audiences for Kam Wah Chung, is not applicable.

Visitor Types based on learning styles

According to most experts, most people have a specific style of learning that he or she prefers. David Kolb has identified 4 different basic learning styles typically represented in our society. The following visitor types, with key characteristics noted, reflect Kolb’s work:

1. **Social Learners:** These people learn through discussion. They do not like signage, computer work, computer assisted instructions and environments where they cannot talk to others. They

will typically arrive in groups (so they can talk with each other), and are more likely to go on guided interpretive walks or attend programs, especially if they are interactive. This type of learner would prefer to interact with staff, which will not be an option most of the time. They will be pleased when interpretive programs are presented.

2. **Observers:** This type of person learns by observing and tends to avoid social interaction. (*Typical classrooms were set up for this type of learner.*) As a consequence, they don’t like being asked questions. These types of learners are likely to prefer self-guided opportunities that don’t require hands-on manipulation, but rather ones where they can come to conclusions through observation.
3. **Hands on:** This group likes to figure things out themselves, especially if it involves hands-on activities. They don’t like long lectures, information without graphics, or being told the answers. Due to issues with potential vandalism, the only “hands on” activities are likely to be using touch and other senses to explore differences in plants and other aspects of the natural environment.
4. **“Jack of all Trades:”** This learner likes to have options and does not like to be limited to one learning style. They also do not like formality.

The key to accommodating different learning styles is in the delivery strategies. For example, if you had a specific set of exhibits designed to communicate a key point where a person could read about it or get involved in a hands-on opportunity, or ask an interpreter about the topic – all in the same place – you would have created a situation where learning styles would not be a barrier. The implication for an interpretive planner is to design a network where the

same information is delivered in different forms to accommodate learning preferences. This will be limited at Clyde Holliday primarily to non-personal opportunities.

Other Key Visitor Types

The following visitor categories, with key characteristics noted, will also be considered in developing the interpretive network:

- 1. Visitors from out of the area:** This refers to leisure-oriented travelers, such as vacationers and day-trippers, and also other travelers with some discretionary time to spend, such as business travelers and people visiting friends or relatives in the area. They are likely to know a lot less about the story than residents, so interpretation for this group must start at a more basic level. They will also need more extensive orientation and wayfinding information than residents, and will be interested in places they can visit after they leave the site.
- 2. Families:** Families are a special type of group due to the challenges that arise out of the variation in educational and ability levels. The key is to develop opportunities that allow people of different levels of education and ability to learn to be occupied at the same time and place, ideally with the same opportunity.
- 3. Those with disabilities (which encompass seniors):** The intent of ADA provisions is to promote equal access to the built environment for those with impairments. Braille and audio supposedly address the needs of those with visual impairments; elevators, lifts, grade and surface of trails, and other modifications to the physical environment address the needs of those with mobility impairments; and visuals and text,

including captioned multi-media programs, address the needs of those with auditory impairments. However, most of the ADA provisions focus on physical access to information, not content. They also do not address the needs of these audiences at the experiential level. We prefer to use a **Universal Design Approach**, which focuses on creating experiences that can be enjoyed by all parts of the target audience, including those with impairments. This approach involves integration of multiple delivery strategies that include all senses. The result is an overall experience with opportunities that meet the needs of the few while enhancing the experience of everyone.

A Universal Design Approach also benefits our aging population because it is physical limitations that are the core of the issues that seniors have with interpretive and recreational experiences, such as deteriorating eyesight, hearing and physical capabilities, not their age. When this project moves to the design phase, this approach should be used by the designer.

- 4. Children:** Children are a challenge because they cannot learn the same way adults learn. Whereas adults can learn by processing incoming verbal information based on existing knowledge, a child up to around the age of 8 is primarily focused on acquiring information first hand. Since they have not completely mastered the symbol system we call “language,” and because they have not completely developed the connection between their right and left brains that allows for higher order processing, they use a human’s primary information-gathering tools – their senses. That is why opportunities to touch, smell, taste, see and hear are critical to an effective experience for children. This

is an important point because we often focus on the need for activities to be interactive, and believe we have accomplished our goal if they can push buttons. Although the opportunity to interact in such a way increases the attraction power of an opportunity, if it is not an opportunity to discover information first hand, it is not nearly as effective in terms of gathering and processing information.

5. **Campers:** The key distinguishing characteristic of this group is that they are available for evening programs.
6. **Area Residents:** The key distinguishing feature of this group is that they are likely to be repeat visitors. Fixed interpretive opportunities may be of interest on their first visit, but not on repeat visits. However, they are a more likely audience for events. Repeat visitors are also more likely to use interpretive opportunities that could provide something new, such as guides to wildlife.
7. **Motorcycle Riders (rallies):** The key feature of this group is that they are focused on exploring the area by road. A regional distribution hub for travel information would serve this audience.
8. **Bicycle Riders:** This group is similar to the motorcycle riders.

Parameters

Introduction

Parameters are those conditions under which an interpretive program must be developed, such as monetary constraints, and under which it must function, such as climate. Identifying parameters ensures selection and design of interpretive and wayfinding strategies and infrastructure that are effective and realistic, not idealistic. In reviewing the parameters, it is important to remember that they represent what is, not what should be or what is desired.

Key Parameters

Budget

B-1: Funds for implementation and ongoing operation and maintenance are likely to be limited. This has several implications:

- A phased approach to developing the interpretive network will be important.
- The first phase should contain projects that can be completed easily and show results in order to maintain enthusiasm and motivation.
- Low maintenance opportunities should be prime components of the basic program.

B-2: It is likely that OPRD can get about \$2M at one time for projects. The phasing should take this amount into account and set up an implementation plan that is organized into chunks that cost no more than \$2M.

Staffing

S-1: Staffing for interpretation and orientation will be limited to evening programs. Self-guided opportunities will form the basis of the interpretive network.

Vandalism and Theft

V-1: Vandalism and theft are potential issues. Outdoor signage, kiosks, brochure racks and other structures should be constructed of vandal-resistant materials.

Location and Access

LA-1: Clyde Holliday SP is accessed directly from Highway 26. The park gets visitation from travelers just looking for a rest stop or chance to stretch their legs. In other words, they are on their way somewhere else. Consequently, information on opportunities to the east and west could interest these travelers, especially if it were located near the restrooms.

LA-2: Clyde Holliday SP is on the John Day River and within the river valley. Everyone who leaves will continue their journey by traversing other parts of the valley. Consequently, providing information on how to read the valley landscape could be of interest.

LA-3: The highway is part of the Journey Through Time Scenic Byway.

LA-4: The Park has two parcels with separate entrances.

Environmental Conditions

E-1: Summers are likely to be warm and winters relatively cold.

Exterior informational and interpretive opportunities must be either stored during winter months or constructed of materials highly resistant to the anticipated weather conditions.

Policy and Legal Issues

PL-1: All operations must comply with ADA rules and regulations. All significant areas of the site will be accessible to all people. Also, all information presented within the interpretive network will be accessible in some way for those with disabilities.

PL-2: The two parts of the park are connected by an easement along the river. Development of any interpretive opportunities along the trail connecting the two parcels may be difficult.

Physical Infrastructure and Layout

PI-1: The Park consists of the following:

- A developed parcel with Day Use Area and Campground. This area has staff presence.
- A partially developed parcel accessible via trail through an easement on private property and by a separate entrance. This area does not have staff presence.
- An undeveloped parcel adjacent to the existing campground. Plans call for developing a new camping loop in this parcel.

PI-2: The Park has the following available for use in the information network:

- Small amphitheater for giving evening programs (plans are in place to upgrade).
- Trail system connecting the east and west parcels;
- Fully accessible trail in the Day Use Area along the river bank.
- Information dispersal structure near the park host.

Existing Interpretive Opportunities

EO-1: Evening programs put on by the staff at John Day Fossil Beds are currently offered at the park during the summer.

Surrounding Attractions and Events

SAE-1: The following attractions and events should be taken into consideration when developing the interpretive program:

- John Day Fossil Beds
- Grant County Historical Museum (Canyon City)
- Kam Wah Chung State Historic Site
- Sumpter Dredge State Historic Area

SAE-2: Clyde Holliday is a gathering and/or stopping point for car rallies, bicycle tours, and motorcycle rallies. All these groups would benefit from a regional orientation hub at this site.

Safety

SA-1: The John Day River flows along one edge of the park

SA-2: The highway runs along one edge of the park.

SA-3: The area has ponds in the wetlands.

Interpretive Opportunity Inventory

Introduction

In general, people become more interested in a subject when they can *see* something related to it, and they are more likely to believe what they can see than what they only hear or read. Therefore, the more an interpretive presentation – whether on a sign, in an exhibit, in a personal presentation or in a trail guide – connects with and uses actual artifacts or features in conveying information, the more effective the presentation will be. Consequently, the inventory of interpretive opportunities focuses on inventorying artifacts and features available for use as supporting visuals for interpretive opportunities in order to develop themes and storylines based on what visitors can *see* or *experience*. Note that the inventory of interpretive opportunities is like a menu – just because it is possible to tell a particular story does not mean that it should be told.

Existing Features and Stories

Based on the existing features and history of the park, the following are the most suitable stories for the interpretive effort. They are not the only stories, but they are the major ones:

1. The story of the establishment of the park due to the generosity of Clyde Holliday.
2. The geomorphology of the valley featuring the John Day River as the primary architect.

3. The array of flora and fauna due to the array of habitats, especially habitats with water.
4. The role of the river in determining cultural activities.

Table 1 contains the key features and associated stories that could be told using those features.

Table 1: Stories and supporting features and events

Story or sub-story	Features/events supporting the story
Clyde Holliday and the establishment of the park	<ul style="list-style-type: none"> • The park itself
John Day River as a shaper of the landscape	<ul style="list-style-type: none"> • Gravel bars • Erosion along the river banks • Rip rap • Old sloughs • John Day River Valley
Variety of flora and fauna	<ul style="list-style-type: none"> • Wetlands • Signs of wildlife • Mature woodlands • Riparian habitat • Old logging pond • River • Sage land in distance • Agricultural fields across the river
The role of the river in determining cultural activities.	<ul style="list-style-type: none"> • The presence of the agricultural fields; • The presence of the road as a major transportation route; • The presence of the wigwam burner; • The use of the valley as a travel route by Native Americans, EuroAmerican explorers, wagon trains, etc.

Appendix C: Theme input from working group

The following information was generated during the first work session by having participants fill out a worksheet on which they filled in the blanks in the following statement:

When (target audience) finishes learning about (topic), I want them to know that (theme).

Target Audience	Topic	Theme
All	Clyde Holliday	Clyde Holliday donated the land for all to enjoy
Campers	Wildlife	Trails leading thru the area access habitat for wildlife