Interpretive Plan

State Parks of Wallowa County

January 14, 2011
Interpretive Plan
for the
State Parks of Wallowa County

Submitted by:

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Background

This project calls for preparing a Conceptual Interpretive Plan for the OPRD properties in Wallowa County. After the Interpretive Plan is approved, projects will be selected based on the Implementation Plan and implemented when funding becomes available. The following sites are included in this plan.

State Park Sites in Plan

Minam State Recreation Area (SRA) is situated at the confluence of the Minam River and the Wallowa River State Scenic Waterway. The park extends from the confluence 2 miles downstream to a small primitive campground. It also has river access for fishing, equestrian trail access, and a busy boat ramp used for fishing and recreational rafting. The site is at a point along a travel corridor that has been important since the time of tribal trading networks in the region.

The Wallowa River Corridor Sites are small rest stops on Highway 82 between Minam and the Wallowa Valley.

Iwetemlaykin State Heritage Site (SHS) opened in 2009 and consists of 62 acres situated on the terminal moraine that forms the north end of Wallowa Lake.

The site and surrounding lands are sacred to the Nez Perce and other Native American groups affiliated with the valley. Not only was this part of their homeland, it was in this area that the Wal’waama Band of the Nez Perce gathered to leave their homeland to flee from the U.S. cavalry rather than be moved from the Wallowa Valley and put on a reservation. The Old Chief Joseph Gravesite and Cemetery (a National Park Service site) adjacent to this site is the federally designated beginning of the Nee-Me-Poo (Nez Perce) National Historic Trail, the route taken by the fleeing band of Native Americans. Both local tradition and tribal memory confirm that this was once the site of a regionally important sockeye fishery. The Wal’waama band of the Nez Perce Indians camped here in summers to fish for salmon, one of the staples of their diet and a key item for trade.

This land’s abundant natural resources made it important to EuroAmericans also. Early settlers used it for cattle and horse grazing, as well as raising hay, and collecting ice from the pond for icehouses.

Wallowa Lake State Recreation Area (SRA) is a 160-acre park with a 215-site campground, day use areas, boat ramp, docks and concession facilities. The park is located at the head of Wallowa Lake along the Wallowa River and at the foot of the Wallowa Mountains. These mountains are often referred to as The Little Alps due to the 9000’ snow covered peaks that seem to rise up from the lake. The park is home to spectacular runs of kokanee salmon, nesting bald eagles and a resident deer herd.

Interpretive Service Levels

The OPRD Regional Interpretive Framework ranks the interpretive level of service for each park. The proposed Interpretive Service Level for Wallowa Lake SRA and Iwetemlaykin SHS is a 3. The interpretive opportunities in Level 3 parks are typically self-guided. The interpretive strategies may include exterior interpretive structures such as kiosks or signage, and may offer seasonal or event-based programs and guided tours, but they typically do not have an interpretive center or staff dedicated to interpretation. The Interpretive Service
Level for Minam SRA is a 2 and for the Corridor Sites, a 1. Level 1 and 2 parks are generally limited to self-guided opportunities such as sign structures, walks and tours. Staffing for programs for these parks would come from a higher level park.

### Developing the Plan

#### Planning Approach

The following key concepts were used to determine the information network, including interpretive opportunities, to support the visitor experiences at OPRD sites in Wallowa County.

1. **Information offered must match needs and interests at that time and place:** People are receptive to different types of information at different places in the continuum of their experience. For example, when they are trying to find their way to Wallowa Lake they need wayfinding information, such as is offered on a map coordinated with highway signs. When they arrive at the park they want restrooms followed by site orientation information so they can get to their campsite, set it up, get firewood and do the other tasks associated with settling in. It isn’t until they are comfortable in their ability to find their way around, have their basic needs met and have a plan for their visit that fits within their time constraints that they are most receptive to interpretive opportunities.

2. **Interpretation offered must have visual context with the surrounding environment.** Interpretation is most effective when visitors can relate the information offered to features they can see in the surrounding environment.

### Planning Process

Determining the visitor experiences and the information network to support those experiences occurred in two major phases:

**Phase I:** Establishment of the foundation information on which the planning decisions were based. Foundation information includes goals and desired outcomes, profiles of target audiences, parameters affecting the development and functioning of the interpretive program and identification of significant interpretive opportunities. This phase also included identifying the overarching themes and the outline of the information network to support visitor experiences at the site.

**Phase II:** Development of the plan. This included 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.
Interpretive Goals and Objectives

Interpretive Goals

Interpretive Goal #1: Contribute to the protection and conservation of natural and cultural resources at State Parks in Wallowa County.

Interpretive Goal #2: Contribute to the level of respect and understanding for other cultural groups in general and the Wal’waama Band of the Nez Perce specifically as living cultures, not just part of history.

Interpretive Goal #3: Increase public support for OPRD in general, and for the efforts at State Parks in Wallowa County specifically.

Interpretive Goal #4: A significant increase in the number of visitors taking advantage of interpretive opportunities.

Note: Having more visitors take advantage of interpretive opportunities and increasing their understanding of the subject matter are the desired outcomes, not necessarily an increase in visitors to the state parks in Wallowa County.

Objectives

Objectives in an interpretive plan have two key functions. First, they provide focus and direction for selecting and designing interpretive opportunities. They are instrumental in determining the information and interpretive techniques/media for the strategies in the interpretive network.

Second, they provide a means to evaluate whether the interpretive strategy was successful. Consequently, all objectives are worded so they can be measured. Ideally, objectives are worded to indicate the minimum level or amount of desired impact that would be considered successful. However, existing research on impact of interpretive opportunities is severely limited. Consequently, it is difficult to determine the magnitude of impact (change) that can reasonably be expected. Therefore, the objectives in this plan do not contain specific magnitudes of impact. Future assessment of impact by OPRD will provide a baseline for use in future planning so anticipated impacts can be suggested with more confidence (see section on Evaluation of Objectives).

Interpretive Goal #1: Contribute to the protection and conservation of natural and cultural resources at State Parks in Wallowa County

This goal can be achieved in part by developing interpretive opportunities in areas that are not fragile and in part by developing interpretive opportunities focused on achieving the following objectives amongst visitors exposed to the interpretive opportunities for the first time:

Objectives
1-1: An increase in awareness among users of negative personal impacts to the resources at the parks and ways those impacts can be minimized.

1-2: An increase in support for management actions associated with protecting and/or enhancing fish and wildlife habitat.
1-3: An increase in a visitor’s sense of ownership and responsibility for park property.

1-4: An increase in the percentage of visitors who indicate that they intend to follow up their visit with efforts to seek more information on the natural resources of the park.

1-5: An increase in appropriate use patterns and behaviors among users of the park; in other words, an increase in per capita appropriate stewardship behaviors after specific interpretive opportunities focused on this objective are implemented.

1-6: An increase in the percentage of visitors exposed to interpretive opportunities that actually follow up their visit with efforts to seek more information on the natural resources of the park.

Interpretive Goal #2: Contribute to the level of respect and understanding for other cultural groups in general and the Wal’waama band of the Nez Perce Indians specifically as living cultures, not just part of history.

This goal can be achieved in part by developing interpretive opportunities focused on achieving the following objectives amongst visitors exposed to the interpretive opportunities for the first time:

Objectives
2-1: An increase in support for protecting and/or enhancing sites significant to Native American individuals and groups.

2-2: An increase in awareness by visitors of Native American traditional practices on ceded lands.

2-3: An increase in acceptance/support for actions focused on facilitating Native American visitation/use of their ancestral homelands.

2-4: An increase in the percentage of visitors who indicate that they intend to follow up their visit with efforts to seek more information on the Wal’waama and the cultural history of the area.

2-5: An increase in respectful, low impact use patterns and non-damaging behaviors at culturally significant sites.

2-6: An increase in the percentage of visitors who actually follow up their visit with efforts to seek more information on the Wal’waama Band of the Nez Perce and the cultural history of the area.

Interpretive Goal #3: Increase public support for OPRD in general, and for the efforts at State Parks in Wallowa County specifically.

Support for efforts in the State Parks of Wallowa County can be accomplished in part by upgrading the interpretive and recreational opportunities available to the public. Support comes from making visitors aware that the opportunities they are enjoying are made possible by OPRD. This goal can be achieved in part by developing interpretive opportunities focused on achieving the following objectives amongst visitors exposed to the interpretive opportunities for the first time:
Objectives

3-1: An increase in awareness by visitors of OPRD as the entity responsible for the preservation, restoration and management of the sites, and for the interpretive and recreational opportunities provided within the parks.

3-2: An increase in positive written comments on interpretive visitor survey forms by visitors for the year following implementation of a significant interpretive opportunity.

3-3: An increase in the number of people volunteering time at State Parks in Wallowa County specifically to support preservation, restoration and interpretation.

Note: Having more of the visitors take advantage of interpretive opportunities and increasing their understanding of the subject matter are the desired outcomes, not necessarily an increase in visitors to the state parks in Wallowa County.

Given that the interpretive opportunities are being developed in part to achieve positive changes in visitor behaviors and attitudes and to help build a more informed public, it is the goal of OPRD for visitors to engage in the interpretive opportunities. This can be achieved in part by developing opportunities focused on achieving the following objectives amongst visitors exposed to the interpretive opportunities for the first time:

Objectives

4-1: An increase in awareness on the part of the visitor of the array of desirable visitor opportunities, especially interpretive opportunities.

4-2: An increase in attendance at interpretive programs as measured on the OPRD interpretive attendance form.

4-3: An increase in the number of people from nearby communities using interpretive opportunities associated with the parks. This can be accomplished by increasing the number of opportunities tailored to the interests of residents of nearby communities and the characteristics of that target market.

Interpretive Goal #4: A significant increase in the number of visitors taking advantage of interpretive opportunities.
Evaluation of Objectives

Measuring changes in knowledge and/or attitudes

Evaluation of most of the objectives can be accomplished by assessing the current level of knowledge, attitude and/or behavior as a baseline and then by assessing the levels of the same knowledge, attitude and/or behavior after implementation of or exposure to an interpretive opportunity. For changes in attitudes and knowledge, use of a pre-and post exposure survey administered randomly to visitors will often suffice. For example, if testing for an increase in awareness, a survey can be developed that tests for current level of awareness. That survey is then administered to a minimum number of visitors selected on a random basis who have not been exposed to an interpretive opportunity and also to a minimum number of visitors who have been exposed to the same opportunity. The number of each group is determined by the “Level of Confidence” and other factors associated with the statistical analysis. Results are then compared to determine if a significant difference exists.

Note: The National Park Service has developed a survey to gauge visitor satisfaction and understanding for use at Nez Perce NHS. It may be possible, given the partnership status between OPRD and the NPS, that those surveys could be used at Iwetemlaykin SHS and Wallowa Lake SRA.

Measuring changes in behavior

Objectives that focus on changes in behavior are difficult to measure because the desired behaviors typically cannot be observed immediately after exposure. In the case of specific behaviors, such as feeding deer at Wallowa Lake SRA, changes over time can be determined, but it will be difficult to attribute the changes to the interpretation because all possible contaminating factors have to be factored out.

While the preference may be to conduct an evaluation that is statistically defensible, the cost, time, and expertise required is typically significant. However, there are simpler studies designed to determine if impact is likely to have occurred. For example, instead of conducting a study of a random sample of visitors months after a visit to determine if impacts on behavior have occurred, OPRD could use a survey on-site to determine how many of those exposed to the interpretive opportunity processed the information, as determined through thought listing*. Research indicates that processing information, as opposed to reading it without thinking about it, is linked to long term lasting impacts on attitudes and behaviors. Such a study cannot conclusively establish that a change in behavior will occur after a visitor leaves, but it does indicate whether such a change is likely, thus providing feedback on the effectiveness of the interpretive effort.

*Thought listing involves participants reporting (verbally or in writing) the thoughts they had after reading/participating in an interpretive opportunity. The thoughts they list are then analyzed to determine if they reflect elaboration on the information presented.
Introduction
Themes (messages) and topics are not the same. A topic is a subject, such as “water,” or “the Nez Perce.” A theme is a statement or message about the subject, such as “the waters of the Wallowa River played a key role in all human activity.” Themes are the core of the stories that are told. In fact, stories are selected in order to communicate themes. Consequently, themes are determined before selecting and developing the interpretive strategies.

Primary Theme

Waters from the Wallowa Mountains have and continue to shape and give life to everything along their path – from the land to all that live there.

Discussion: Based on the input from the stakeholders at the first work session, the materials reviewed for this project and the discussions through the course of the field visit, the waters of the Wallowa and Minam Rivers were at the center of most major topics, including the Nez Perce, EuroAmericans, transportation routes, fish and wildlife, and geomorphology. Consequently, the theme structure recommended for the State Parks in Wallowa County uses water as the key organizer for discussing all these topics.

Themes

Theme 1: Native American tribes in the area, especially the Wal'waama Band of the Nez Perce, derive their cultural identity from and base their lifestyle on the waters of this valley.

Sub-theme 1-1: Water, in this case the waters from the Wallowa Mountains, is sacred and integral to the belief system of the Native Americans associated with this area.

Examples of supporting stories
- The Native American groups living in this area believe that water gives life to all things, even the rocks, and is therefore sacred.
- Fish and foods that come from water are accorded high honor by the Native Americans associated with this area, second only to water, at traditional meals.
- The Wal'waama, like other closely associated native people of the Columbia Plateau, are named for their homes, which often refers to a body of water in the Nez Perce/Cayuse language. For example, the Wal'waama are ‘people of the Wallowas,’ which are in turn named for the major waterway. Thus their identity is tied to the waterway.
- Places, the means of identifying your place in the world, typically reference a body of water in the Nez Perce/Cayuse language. For example, Iwetemlaykin references its proximity to a lake.
- Often verbs refer to action in relation to a waterway. For example, Nez Perce speakers would not say “I am walking”, but rather, “I am traveling upstream” or “traveling downstream.”
- Other peoples are often referenced by the Native American groups living in this area by their relative location up or down stream.
Sub-theme 1-2: The salmon runs in the Wallowa River were a key to Native American lifestyles in the Wallowa Valley.

Note: Although this may not be the way in which Native Americans think of the salmon and water, it is a way for non-Native Americans to at least begin to grasp the importance of the water and the salmon.

Examples of Supporting Stories
- The lifestyle of the Native American groups in this area revolved around the salmon runs;
- Salmon runs were a major source of food;
- The wealth in salmon and the value placed on this food source by other Native Americans made this a regional center for trading salmon with other tribal groups and was one of the causes of the high status of the Nez Perce in the area.

Sub-theme 1-3: The Wallowa River corridor helped link the peoples of this valley to other Native American groups, such as the Cayuse, Umatillas and Walla Wallas, but also to tribal groups all the way to the Pacific Ocean.

Examples of supporting stories
- The Wallowa River corridor was a major travel route linking the Wal’waama Band of the Nez Perce to the Cayuse, Umatilla, Walla Wallas and other tribes.
- The confluence of the Minam and Wallowa Rivers contained resources valued by different tribes in the area so it was a major meeting place.

Theme 2: The lifestyle of EuroAmericans was and is shaped by the waters of the valley.

Sub-theme 2-1: From the first settlers, the waters of this valley have been valued by EuroAmericans to supply basic needs and support their lifestyle.

Examples of supporting stories
- Historic irrigation ditches at Iwetemlaykin to support agriculture.
- Use of salmon as a source of food and as a commercial enterprise.
- Historic tourism associated with Wallowa Lake.
- Use of the Wallowa River corridor for travel, linking early EuroAmericans living in the valley to markets and sources of food, clothing, and other supplies.

Sub-theme 2-2: The waters of this valley are key to the lifestyles of current residents and visitors:

Examples of supporting stories
- Continuing use of the lake and river for irrigation;
- Recreational use of the rivers and lake for boating, angling, etc.
- Tourism associated with Wallowa Lake.

Theme 3: Topography and features of the land significantly influenced how the land is used by humans.

Sub-theme 3-1: Glaciers sculpted and shaped the upper part of the Wallowa Valley, which in turn influenced how the land was and is used by humans.

Examples of supporting stories
• The influence of topography created by glaciation, especially the terminal and lateral moraines, on use of this area.
• The role of Wallowa Lake, formed by glaciation, on human use of the area.

Sub-Theme 3-2: Flowing water continued the work of shaping the landscape, which in turn dictated how Native Americans and early EuroAmerican settlers used the landscape.

Examples of supporting stories
• The Wallowa River corridor as a travel routes, linking the peoples of this valley to other peoples along the route of this river and the river system to which it was connected (Grand Ronde and Snake).
• The flat land created by the flooding of the river that was used for pasture, crops, settlements, Native American summer and winter camps, etc.

Sub-theme 3-3: The Wallowa River continues to shape the land.

Examples of supporting stories
• The rocks in the river at the head of the lake as evidence of continuing erosion upstream.
• The changes in course every year due to flooding.
• Rip rap on the banks in the valley.

Sub-theme 3-4: Topography formed by uplift has and continues to influence human use and history.

Examples of supporting stories
• Smith Mountain and the surrounding mountains as a barrier separating EuroAmerican settlers from the Wallowa Valley and the native peoples who lived there.

Sub-theme 4-1: Waters of this valley have been and continue to be a key to sustaining the native flora and fauna.

Examples of supporting stories
• The relationship of salmon runs to the Wallowa River.
• The relationship of birds of prey to fish.
• History of sockeye and their elimination from the watershed due to water uses by EuroAmericans.
• The spread of nutrients throughout the watershed due to carrion eaters feeding on dead salmon.

Note: All of the other themes and sub-themes that focus on the importance of the water to humans are actually sub-themes for this theme.

Theme 4: The waters of the valley sustain the web of life for all that live and use this area.
Minam State Recreation Area

Visitor Experience after Implementation
Strategies and Media Concepts
Implementation Plan
Visitor Experience after Implementation

Visitor Experiences

Note: The titles you see for panels are only working titles for use as a reference in discussions. They are not intended to be the titles that appear on the panels. Those will be developed during design development, which is part of another contract.

Pre-Trip
Visitors find out about Minam State Recreation Area and the other State Parks of Wallowa County through newspaper articles, word of mouth, the park brochures or any of a number of strategies. They follow-up by going to the OPRD Web Site and the links to specific sites in this area, including Minam State Recreation Area, where images and descriptions of the available recreational opportunities convince them that a trip to this area is worthwhile. Upon making that decision, visitors click on links to download trip planning and wayfinding information and to print off the Minam SRS Orientation Map/Brochure.

Approach
Awareness and wayfinding signage at decision points (intersections) and confidence markers along the way guide people to Minam State Recreation Area. Visitors who are using the Highway 82 Auto Tour (GPS and/or publication version) will be alerted to the approach within the tour information.

Arrival
Advance signage to prepare for a turn and signage at the intersection of the access road and the highway guides visitors to the access road to the park. Advance signage also alerts them to the presence of a Visitor Information Station in the boat ramp area.

Boat Ramp
As visitors on the access road approach the intersection between the road to the campground and the road to the boat ramp area a directional sign indicates that restrooms and a Visitor Information Station (VIS) are located in the boat ramp area. Visual access to the structures and the boat ramp area serve to guide visitors the remainder of the way.

Visitors interested in the area who may not be interested in the park or who are interested in a restroom are likely to stop here while those who are camping at the park may visit here after getting set up at the park. Regardless of the order of their experience, visitors find a Regional Orientation Panel identifying recreational and interpretive opportunities in the Wallowa area. They obtain the Minam SRS Orientation Map/Brochure from a brochure dispenser and orient themselves to the site using the Site Orientation Panel.

Those taking a commercial boat trip will benefit from the Boater’s Guide to the Wallowa and Grand Ronde Rivers, which can be purchased prior to arrival at a variety of locations along the highway accessing Minam SRA. If they use a shuttle service, they may also benefit due to the Interpretive Notebook for Guides and Shuttle Drivers prepared in partnership with the USDA Bureau of Land Management and the US Forest Service. The Visitor Information Station also contains a space for time-sensitive information in addition to an organized array of information regarding river use.

Nearby, the Minam SRA Interpretive Panels offer a glimpse into the history of this area. The first panel (Travel and Trade) focuses on the importance of Minam as an intersection of travel routes and therefore as a key trading and travel site for Native Americans – specifically the Wal’waama Band of the Nez Perce, the Cayuse and the Walla Wallas. The second panel
(Gateway to the Wallowa Valley) focuses on the role of this site and associated features (canyon and mountains) in EuroAmerican history:

- the confluence as the site of Minam, a hub for activity in the region;
- the mountains as a barrier to the Wallowa Valley;
- the river corridor as a key access point linking the Wallowa Valley to Minam and points west and the impact of that linkage on the Native Americans living and/or using the Wallowa Valley.

A third panel (Water is Life) focuses on the importance of water in the culture of Native Americans in this area and the role it played in their lives.

Entry to Campground

Site Identification, Welcome and Directional Signage combine to welcome, reassure and move people to the correct site in the campground.

Vehicular to Pedestrian Transition

Visitors arriving at the campground are likely to get set up on a campsite before beginning their exploration of the site. Their first stop will be the Visitor Information Station (VIS) in the campground. The VIS contains a Site Orientation Panel that includes the links to the trails on neighboring lands along with rules of use, and a Regional Orientation Panel to accommodate those visitors coming in to use this as a hub for either a trail or driving experience encompassing the site and/or the surrounding area. They obtain the Minam SRA brochure from a brochure dispenser. Nearby, the Minam Interpretive Panels offer a glimpse into the history of this area.
### Recommended Information Delivery Strategies Summary

**Note:** This table contains several strategies that already exist. They are included to emphasize that they are a part of the information network needed to support visitor experiences in this area.

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Purpose</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Site</td>
<td>Attract and guide people to Minam SRA, and provide trip planning, interpretive information, event information, etc. through links.</td>
<td>Internet</td>
</tr>
<tr>
<td>Highway Directional Signs</td>
<td>Guide visitors to the vicinity of Minam SRA.</td>
<td>Already exists</td>
</tr>
<tr>
<td>Awareness Signs</td>
<td>Alert travelers that the turn to Minam SRA is coming up.</td>
<td>Already exists</td>
</tr>
<tr>
<td>Access Road Identification and Directional Signs</td>
<td>Direct visitors to Minam SRA.</td>
<td>Already exists</td>
</tr>
<tr>
<td>Welcome Sign</td>
<td>Identify the site and welcome them to the park.</td>
<td>At the entry</td>
</tr>
<tr>
<td>On-site road directional signs</td>
<td>Direct visitors to their desired location within the park.</td>
<td>Already exists</td>
</tr>
<tr>
<td>Site Orientation Panel</td>
<td>Make people comfortable in ability to find their way around and motivate visitors to explore site.</td>
<td>VIS at boat ramp and campground</td>
</tr>
<tr>
<td>Regional Orientation Panel</td>
<td>Make visitors aware of opportunities in the surrounding region to facilitate use of Minam State Recreation Area as a hub for exploration and to motivate visitors to visit some of the other sites in the area, especially OPRD sites</td>
<td>Visitor Information Stations at boat ramp and campground</td>
</tr>
<tr>
<td>Minam State Recreation Area Orientation Map/Brochure</td>
<td>Make people comfortable in ability to find their way around the site; help visitors plan their visit to the site; guide visitors around the site.</td>
<td>Near the Visitor Information Stations at boat ramp and campground</td>
</tr>
<tr>
<td>Minam SRA Interpretive Panels</td>
<td>Provide an overview of the key stories and communicate the key themes associated with this site</td>
<td>Visitor Information Stations at boat ramp and campground</td>
</tr>
<tr>
<td>Going East – Going West Interpretive Panel</td>
<td>Enrich the travel part of the visitor’s experience after they leave and motivate them to visit OPRD sites.</td>
<td>Visitor Information Stations at boat ramp and campground</td>
</tr>
<tr>
<td>Interpretive Notebook for Guides and Shuttle Drivers</td>
<td>Outreach effort to provide accurate personal interpretation for river users and visitors who take the excursion train. (Partnership effort)</td>
<td></td>
</tr>
<tr>
<td>Interpretive Guide to the Eagle Cap Excursion Train</td>
<td>Outreach effort to provide interpretation for visitors who take the excursion train. (Partnership effort)</td>
<td></td>
</tr>
<tr>
<td>Highway 82 Auto Tour</td>
<td>Interpret the cultural and natural history along the highway.</td>
<td></td>
</tr>
</tbody>
</table>
Recommended Infrastructure

Visitor Information Station: Boat Ramp

This VIS must be large enough to accommodate OPRD information plus information from a variety of other agencies trying to reach boaters, anglers and other groups who use the site. The structure must be designed so all information required and desired at the site is on one side of the structure so a visitor does not miss key information and also to meet State Scenic Waterway requirements.

Visitor Information Station: Campground

The design of this structure should be similar to the structure at the Boat Ramp, but smaller because it only needs to hold OPRD information. Specifically, it will offer the Site Orientation Panel, Regional Orientation Panel and a space for time-sensitive information. As with the other structure, it must be designed so all information is on one side.
Strategies and Media Concepts

Note: Titles are working titles – they are not intended to be the actual headers for the panels.

Note: Descriptions of the Highway 82 Auto Tour, the Interpretive Guide to the Eagle Cap Excursion Train, the Interpretive Notebook for Guides and Shuttle Drivers, and the Boater’s Guide to the Wallowa and Grand Ronde Rivers are included in the Outreach and Environmental Education section of this plan.

Minam State Recreation Area (SRA) Web Site

Objectives
After interacting with the web site, visitors will:
• Want to visit Minam State Recreation Area;
• Know the major themes;
• Have a simple map of the area with directions to the site;
• Have contact information;
• Have the Minam State Recreation Area Orientation Map/Brochure;
• Be aware of all recreational and interpretive opportunities at the park and major ones in the area;
• Know what to bring in terms of clothing and equipment for their chosen activities;
• Be aware of the amenities and services available;
• Be aware of the opportunities that meet ADA standards regarding full accessibility;
• Be aware that Minam SRA is one of several State Parks in Wallowa County.

Description and Concept
This strategy serves the following major functions:
• Motivate people to visit Minam State Recreation Area and other OPRD sites in the county;
• Help visitors plan their trip;
• Help visitors find their way;
• Provide follow-up information for after they return.
• Provide access to digital outreach information delivery strategies such as podcasts, vodcasts and Google Earth Tours.

To provide all this information in a user-friendly manner requires the use of the home page primarily to market a visit to the site and to provide links to all other information a visitor may want before or after their visit. The links should include downloadable and printable versions of a simple map for finding the way to the site, the Minam SRA Orientation Map/Brochure and additional trip planning information, such as possible itineraries, places to stay, places to eat, and descriptions and directions to other OPRD sites in the county.

Minam State Recreation Area Orientation Map/Brochure

Objectives
After interacting with this brochure, visitors will:
• Be motivated to explore Minam SRA (more so than from interacting with the Site Orientation Panel because they now have information to facilitate that experience at their fingertips);
• Feel comfortable in their ability to find their way around;
• Be aware of all recreational and interpretive opportunities in the park;
• Feel like spending some time taking advantage of the interpretive and/or recreational opportunities;
• Be aware of the opportunities that meet ADA standards regarding full accessibility;
• Have contact information;
• Be aware that this is an Oregon State Park.
The publication should be small enough to be carried easily, and should be available free of charge. Ideally, this brochure would use the same graphic style as the Site Orientation Panel and the same map. It should include the following elements:
• Inset map showing how to get to the Minam State Recreation Area;
• Map of the park with recreational and interpretive opportunities identified;
• Brief description of the interpretive and recreational opportunities;
• Where to get additional information (such as the web site);
• Suggested itineraries;
• Clear directions to the other State Parks in Wallowa County;
• Contact information.

The publication should be small enough to be carried easily, and should be available free of charge. Ideally, this brochure would use the same graphic style as the Site Orientation Panel and the same map. It should include the following elements:
• Inset map showing how to get to the Minam State Recreation Area;
• Map of the park with recreational and interpretive opportunities identified;
• Brief description of the interpretive and recreational opportunities;
• Where to get additional information (such as the web site);
• Suggested itineraries;
• Clear directions to the other State Parks in Wallowa County;
• Contact information.

**Site Orientation Panel**

**Locations**
Visitor Information Stations

**Objectives**
After interacting with this panel, visitors will:
• Be motivated to explore Minam State Recreation Area and associated areas;
• Have the Minam SRA Orientation Map/Brochure;
• Be aware of all recreational and interpretive opportunities in the area;
• Feel comfortable in their ability to find their way around;
• Feel like spending some time taking advantage of the interpretive and/or recreational opportunities;
• Be aware of the opportunities that meet ADA standards regarding full accessibility;
• Be aware that this is an Oregon State Park.

**Description and Concept**

This panel provides orientation to Minam State Recreation Area, including the location of amenities and interpretive and recreational opportunities. It is designed to make visitors aware of the array of opportunities to pique their interest and spend more time in the park, either on this visit or the next one. It is designed in such a way that visitors will pick up the Minam State Recreation Area Orientation Map/Brochure so they can plan their stay.

One possible design concept is to use a stylized oblique aerial perspective of the park site and surrounding area so a visitor can ‘see’ where he or she is in relation to the different features and opportunities. Images of topographic features should reflect key details so visitors can recognize them and use them for orientation. Interpretive and recreational opportunities should be highlighted and briefly described. The map should also clearly show parking areas, restrooms and any other amenities. Brochure holders attached to the panel or structure would be used to distribute the Minam State Recreation Area Orientation Map/Brochure.

**Regional Orientation Panel**

**Locations**
Visitor Information Stations (VIS)

**Objectives**
After interacting with this panel, visitors will:
• Be motivated to explore the area and to visit other sites, especially Iwetemlaykin SHS and Wallowa Lake SRA;
• Be aware of major recreational and interpretive opportunities in the area;
• Feel comfortable in their ability to find their way around the area;
• Feel like spending some time taking advantage of the interpretive and/or recreational opportunities;
• Be aware of the opportunities that meet ADA standards regarding full accessibility.

**Description and Concept**
This panel provides orientation, especially to the area to the east, with a focus on established public parks and recreation areas, museums and other features oriented toward recreation. It is designed to make visitors aware of the array of opportunities to pique their interest so they will visit at least a few of those sites. It is also designed to encourage visitors to use Minam State Recreation Area as a hub for exploring the surrounding area.

One possible design concept is to use a stylized oblique aerial perspective of the region with Minam State Recreation Area at one end so a visitor can ‘see’ where he or she is in relation to the different features and opportunities. Images of topographic features should reflect key details so visitors can recognize them and use them for orientation. Interpretive and recreational opportunities should be highlighted and briefly described.

**Note:** This panel will have to be updated periodically due to the dynamic nature of the subject matter (recreation and tourism sites). However, the cost for updating the panel is not a reason for not offering the information in a sign format. If the base map is completed, updating will only require slight modifications, after which it can be fabricated relatively inexpensively and installed in the existing frame. In other words,

**Going West – Going East Interpretive Panel**

**Locations**
Associated with Regional Orientation Panels

**Objectives**
After interacting with this panel, visitors will:
- Be aware of features and views along the route they take after they leave that help tell the story of the area;
- Be aware of the stories told in the landscape they will be traveling through;
- Be motivated to visit other State Parks in Wallowa County.

**Description and Concept**
Unlike the Regional Orientation Panel, which focuses on making people aware of sites and opportunities in the area, this panel focuses on enhancing the travel portion of the trip after leaving the site, while encouraging people to stop in at OPRD sites along the way.

One possible design concept is to split the panel in half with one half providing information for visitors going east and the other for visitors going west with Minam State Recreation Area in the center. The entire route would be presented as a stylized illustration from an oblique aerial perspective with key features and views along the highway highlighted. Associated tidbits of interpretive information would focus on the story behind a view or feature. Images of topographic features along the way should be drawn in such a way that visitors can recognize them and use them for orientation.

**Minam SRA Overview Panels**

**Location**
Near each Visitor Information Station

**Objectives**
After interacting with these panels visitors will:
- Have a good understanding of the basic concepts/themes being communicated;
- Be motivated to learn more.

**Themes**
- **Theme 1:** Native American tribes in the area – especially the Wal’waama Band of the Nez Perce, derive their cultural identity from and base their lifestyle on the waters of this valley.
- **Sub-theme 1-1:** Water, in this case the waters from the Wallowa Mountains, is sacred and integral to the belief system
of the Native Americans associated with this area.

- **Sub-theme 1-3:** The Wallowa River corridor helped link the peoples of this valley to other Native American groups, such as the Cayuse, Umatillas and Walla Wallas, but also to tribal groups all the way to the Pacific Ocean.

- **Theme 3:** Topography and features of the land significantly influence how the land is used by humans.

- **Sub-theme 3-2:** Flowing water continued the work of shaping the landscape, which in turn dictated how Native Americans and early EuroAmerican settlers used the landscape.

- **Sub-theme 3-4:** Topography formed by uplift has and continues to influence human use and history.

**Description and Concepts**

This set of panels provides an overview of the key stories associated the Minam area so that visitors can take advantage of any other interpretive opportunity and understand the specific story told at that location. We envision the following set of panels:

**Panel 1: Water is Life:** This panel focuses on the importance of water in the culture of Native Americans in this area and the role it played in their lives. The design and text for this panel will be developed working in close association with the Confederated Tribes of the Umatilla Indian Reservation, the Nez Perce and other associated Native American tribes.

**Note:** The location of the panel ‘Water is Life’ can be on either end of the cluster. The other two panels must be side-by-side.

**Panel 2: Native American Travel a Trade:** This panel focuses on the importance of this site as an intersection of travel routes and therefore as a key fishing, trading and travel site for Native Americans – specifically the Wal’waamas, the Cayuse, the Umatillas and the Walla Wallas.

One possible design concept is to use a map of the region as it may have looked prior to EuroAmericans arriving in the area, perhaps stylized to give it a 3-dimensional quality, to depict the locations of the bands and tribes that used this area for trade or travel. Routes would be highlighted. Supporting information would focus on what each tribe brought as trade items and what they sought. Enlarged images would depict typical activities at the site such as fishing and trading.

**Panel 3: Minam – A EuroAmerican Hub:** This panel continues the story begun on Panel 2 with a focus on the role of this site and associated features (canyon and mountains) in EuroAmerican history, which includes:

- the confluence as the site of Minam, which was a hub for activity in the region;
- the mountains and canyon as barriers to the Wallowa Valley;
- use of Minam as a jumping off point for travel into the Wallowa Valley, starting with the wagon road over Smith Mountain.

One concept is to use a timeline covering EuroAmerican history across the top as an organizer for a sequence of images depicting this area at different times. The backdrop for the images would be a stylized oblique aerial perspective that stretched across Smith Mountain to the Wallowa Valley. Image one would depict Minam as a hub of EuroAmerican activity and the Wallowa Valley as Indian Country, evidenced by the boundary markers put by Chief Joseph. The second image would also show Minam as a hub, but would include EuroAmericans traveling over the wagon road and settling in the Wallowa Valley. A third image could depict the two areas after a road was carved through Wallowa River Canyon.

**Note:** Photographs of Minam taken during this time period appear to exist and would be effective for this panel.
The following key guidelines, in priority order, were used to develop implementation plans for the sites in this contract:

1. Visitor safety;
2. Protection of the resources;
3. Basic orientation and wayfinding strategies;
4. First layer of interpretation (basic overview) for largest number of visitors;
5. Most impact on serving the public at large. (This often includes key outreach and/or environmental education opportunities).

Minam SRA does not have issues with visitor safety or protection of resources that can be addressed with the interpretive network. In addition the basic orientation and wayfinding network is in place. Consequently, the initial focus is on the first layer of interpretive information and on laying the groundwork for outreach opportunities that have impact on a significant number of visitors to the area.

**Phase I: Specific Actions**

- Put together the stakeholder group for developing the Auto Tour Guide to Highway 82 (outreach) and begin the planning and design process.
- Build or refurbish existing kiosk in boat ramp area and organize materials on the structure.
- Let a contract for design and fabrication of the Overview Panels and Site Orientation Panel for Minam SRA.

The actions in this phase focus on finishing the basic information network and developing the outreach opportunities associated with this site.

**Phase 2: Specific Actions**

- Put together the stakeholder group for developing the Interpretive Guide for Guides and Shuttle Drivers and the Boater’s Guide to the Wallowa and Grand Ronde Rivers (the same stakeholder group would be used to develop both strategies) and begin the planning and design process. The group would include state and federal agencies with jurisdiction over some aspect of the river corridor, guides and outfitters, special interest groups and landowners along the route.
- Complete the Auto Tour of Highway 82.
- Let a contract for the design and fabrication of the Regional Orientation Panels (a version of this panel is used in multiple locations throughout the county).

The actions in this phase focus on finishing the outreach opportunities associated with this site and on enhancements that enrich the experience for some visitors but are not critical components of the information network.

**Phase 3: Specific Actions**

- Complete the Interpretive Notebook for Guides and Shuttle Drivers.
- Explore the feasibility of working with other stakeholders to conduct a workshop for Guides and Shuttle Drivers regarding use of
the notebook and on basic interpretive techniques.

- Complete the Boater’s Guide to the Wallowa and Grand Ronde Rivers.
- Let a contract for the design and fabrication of the Going East – Going West Panel (this should be packaged with the Going East and Going West panels for the Wallowa Corridor sites).
- Explore the possibility of facilitating the development of an Interpretive Notebook and training session for guides on the Excursion Train.
Wallowa River Corridor

Visitor Experience after Implementation
Strategies and Media Concepts
Implementation Plan
Visitor Experience after Implementation

*Note:* The titles you see for panels are only working titles for use as a reference in discussions. They are not intended to be the titles that appear on the panels. Those will be developed during design development, which is part of another contract.

**Approach**
Advance signage to prepare for a turn and signage at the intersection of the access road and the highway guides visitors to the access road to the park. Advance signage also alerts them to the presence of Visitor Information Station at each site.

**Sites**
Visitors stopping at the Wallowa River Wayside or the Fountain Wayside will have clear visual access to the Visitor Information structures currently located at these sites. Those have been designed by others and will remain. In addition, each site will have a cluster of 3 low-angled panels oriented up the river. Each cluster will contain a **Regional Orientation Panel** highlighting recreational and interpretive opportunities in the area and a **Going East or Going West Interpretive Panel** highlighting what to look for and where to stop after leaving the site. Both will also have a **Gateway to the Valley** interpretive panel focusing on the impact of the sequential improvement of transportation links between the Wallowa Valley and the Minam area (and all points to the west). The river as a travel corridor, the stage route, highway and railroad will all be included. The focus will be on the impacts on the Wallowa Valley, but the link will be made to the larger concept that cultural activity and development is strongly linked to the efficiency of associated transportation networks.
### Recommended Information Delivery Strategies Summary

*Note: This table contains several strategies that already exist. They are included to emphasize that they are a part of the information network needed to support visitor experiences in this area.*

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Purpose</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awareness Signs</td>
<td>Alert travelers to the upcoming site</td>
<td>Already exists</td>
</tr>
<tr>
<td>Access Road Identification and Directional Signs</td>
<td>Identify the turn</td>
<td>Already exists</td>
</tr>
<tr>
<td>Welcome Sign</td>
<td>Identify the site and welcome them to the site</td>
<td>Already exists</td>
</tr>
<tr>
<td>Regional Orientation Panel</td>
<td>Make visitors aware of opportunities in the surrounding region and to motivate visitors to visit some of the other sites in the area, especially OPRD sites</td>
<td>In a cluster with the Interpretive Panel and the Going East or Going West Interpretive Panel. See description for location of each cluster.</td>
</tr>
<tr>
<td>Gateway to the Valley Interpretive Panel</td>
<td>Make visitors aware of the role of transportation links in the history of the Wallowa Valley</td>
<td>Same as Regional Orientation Panel</td>
</tr>
<tr>
<td>Going East and Going West Interpretive Panels</td>
<td>Enrich the travel part of the visitor’s experience after they leave and motivate them to visit OPRD sites in each direction</td>
<td>Same as Regional Orientation Panel</td>
</tr>
</tbody>
</table>
Strategies and Media Concepts

Gateway to the Valley Interpretive Panel

Locations
The interpretive panel cluster at Wallowa River Wayside (for east bound traffic) is located just east of the restrooms, oriented up the river.

The interpretive panel cluster at the Fountain Wayside (for west bound traffic) is located to the west of the restrooms on the rise, oriented up the river.

Objectives
After interacting with this panel, visitors will:
- Be aware of the role of the surrounding topography in forming a barrier between EuroAmerican settlers and the Wal’waama Band of the Nez Perce who lived in the Wallowa Valley.
- Understand the impact of transportation routes, and the improvement of those routes, on the history of the valley.

Themes
- **Theme 3**: Topography and features of the land significantly influence how the land is used by humans.
- **Sub-Theme 3-2**: Flowing water continued the work of shaping the landscape, which in turn dictated how Native Americans and early EuroAmerican settlers used the landscape.
- **Sub-theme 3-4**: Topography formed by uplift has and continues to influence human use and history.

Description and Concept
This panel focuses on the link between transportation systems and cultural activity, specifically the impact of the improvements to transportation through the Wallowa River Canyon. It builds on the story on the panel at Minam by focusing on the impacts of the stage and wagon road, railroad and highway through the canyon on the history of the Wallowa Valley.

One possible design approach is to use the same concept used on the panel at Minam. Specifically, use a time line from around 1800 to present across the top as an organizer for a sequence of images depicting this area at different times in its history. The backdrop for each image would be a stylized oblique aerial perspective looking up the river corridor to the Wallowa Valley. The first image would depict EuroAmericans traveling along a trail in the Wallowa River Canyon and the type of activities that typically occurred in the Wallowa Valley during that time period. The second image would depict someone traveling by stage; the third image would be the railroad; and the fourth would be the highway. Associated images for each would depict the type of activities in the valley. Supporting text would focus on the impact on lifestyles and activities in the Wallowa Valley due to the improvements in the transportation network.

**Note**: The story should not be presented as one in which Native Americans and EuroAmericans are in adversarial roles.

‘Going West’ and ‘Going East’ Interpretive Panels

Locations
The ‘Going East’ panel will be in the interpretive panel cluster in the Wallowa River Wayside. The ‘Going West’ panel will be in the Fountain Wayside.
Objectives
After interacting with either panel, visitors will:
• Be aware of features and views along the route they take after they leave that help tell the story of the area;
• Be aware of the stories told in the landscape they will be traveling through.
• Be motivated to visit other State Parks in Wallowa County.

Description and Concept
Unlike the Regional Orientation Panel, which focuses on making people aware of sites and opportunities in the area, this panel focuses on enhancing the travel portion of the trip after leaving the site while encouraging people to stop at OPRD sites along the way. The key difference between this version of the panel and the one described for Minam State Recreation Area is that this is actually two panels – one focusing on what to look for as you travel east into the Wallowa Valley (located in the Wallowa River Wayside) and one focusing on what to look for as you travel west (located in the Fountain Wayside).

The design concept should match the one used for the Going East – Going West panel at Minam, which was to use the rest stop as one end of a stylized illustration from an oblique aerial perspective with key features and views along the highway highlighted. The ‘Going East’ panel would highlight views and features along the highway between this site and Wallowa Lake (or somewhere closer). The ‘Going West’ panel would highlight features and views along the highway to the West to La Grande.

Associated tidbits of interpretive information would focus on the story behind a view or features. Images of topographic features along the way should be drawn in such a way that visitors can recognize them and use them for orientation.
The following key guidelines, in priority order, were used to develop implementation plans for the sites in this contract:

1. Visitor safety;
2. Protection of the resources;
3. Basic orientation and wayfinding strategies;
4. First layer of interpretation (basic overview) for largest number of visitors;
5. Most impact on serving the public at large. (This often includes key outreach and/or environmental education opportunities).

Although these sites are primarily rest areas they do have the potential to reach a lot of visitors. Consequently, they should not be overlooked in terms of overall priority of sites within Wallowa County.

Phase I

These sites do not have issues with visitor safety or protection of resources. In addition, basic orientation information is in place. Consequently, the initial focus is on the basic interpretive opportunities.

Phase I: Specific Actions

• Let a contract for the design and fabrication of the Gateway to the Valley interpretive panel.

The Regional Orientation Panel and the Going East and Going West panels are similar to panels at Minam SRA and should be developed in conjunction with the ones for that site.
Iwetemlaykin State Heritage Site

Visitor Experience after Implementation
Strategies and Media Concepts
Implementation Plan
Visitor Experience after Implementation

Pre-Trip
Visitors find out about the State Parks of Wallowa County, including Iwetemlaykin, through newspaper articles, word of mouth, the park brochures or any of a number of strategies. They follow-up by going to the Iwetemlaykin State Heritage Site Web Site for additional information. The images and descriptions of the interpretive and recreational opportunities at this site and the surrounding area convince them that a trip to this area is worthwhile. Upon making that decision, visitors download trip planning and wayfinding information and print off the Iwetemlaykin SHS Orientation and Interpretive Map/Brochure and Trail Guide.

Approach
Advance signage alerts visitors that the site is coming up.

Arrival
Visitors parking at this site have immediate visual access to the restrooms, the existing structure and a series of low angled signs beginning near the edge of the parking area. The panels, beginning with the first one encountered by visitors, are:

• A Site Orientation Panel with a Welcome Message focusing on the sacredness of the site to the Native American tribes who lived and/or used the valley. The panel has a dispenser containing the Iwetemlaykin SHS Orientation and Interpretive Map/Brochure and Trail Guide. (This panel exists.)
• An interpretive panel focusing on the slice of history when the Wal’waama Band of the Nez Perce made the decision to flee the cavalry rather than being moved from the valley to a reservation. (This panel exists.)
• Iwetemlaykin State Heritage Site Overview panels providing a brief introduction focusing on the use and importance of this site by Native Americans and EuroAmericans. One panel (Harvesting the Wealth) will focus on use of the site by the Wal’waama band of the Nez Perce. Another panel will focus on use by EuroAmericans. This panel will include a focus on features that are visible to visitors who choose to walk the site.

On-site opportunities
Visitors who choose to walk into the State Heritage Site from the primary trailhead will encounter a single panel (Iwetemlaykin Visual Orientation) on the ridge (located with a view of the site but in such a way that it is not visually intrusive from the site). The panel helps visitors orient themselves to sites and features that were noted in the interpretive panels at the parking area.

From that point visitors have the option of gaining additional information from the Iwetemlaykin SHS Orientation and Interpretive Map/Brochure and Trail Guide, which contains a trail guide that notes key interpretive features and provides interpretive information associated with those features. At a minimum, the following features will be interpreted:

• Knights Pond
• Irrigation ditches
• Evidence of glaciation (terminal and lateral moraines and erratics)
• Rock cairn used for fence at Marr Ranch
• Evidence of an orchard
• The town of Joseph

In addition, general information associated with Native American use of this site will be included, but in such a way that specific locations are not highlighted.

Note: This is not an interpretive trail but rather a trail with interpretive information. It is too long and difficult to be considered a true interpretive trail.
Note: Cell phone coverage is currently relatively good at this site so a cell phone tour is possible, but with current budgets it is likely that by the time it is funded other more effective technologies, such as a GPS-based trail guide, may be in wide use by the target audience.
**Recommended Information Delivery Strategies Summary**

*Note: This table contains several strategies that already exist. They are included to emphasize that they are a part of the information network needed to support visitor experiences in this area.*

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Purpose</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Site</td>
<td>Attract and guide people to Iwetemlaykin State Heritage Site; provide detailed trip planning, interpretive information, event information, etc. through links.</td>
<td>Internet</td>
</tr>
<tr>
<td>Awareness Signs</td>
<td>Alert travelers that the parking for Iwetemlaykin State Heritage Site is coming up</td>
<td>These panels exist</td>
</tr>
<tr>
<td>Site Orientation Panel with Welcome Message</td>
<td>Make people comfortable in ability to find their way around the site and motivate visitors to explore site. Also make them aware that this site is considered sacred.</td>
<td>This panel exists</td>
</tr>
<tr>
<td>Iwetemlaykin State Heritage Site Orientation and Interpretive Guide to the Trails</td>
<td>Make people feel comfortable in their ability to find their way around the site; help visitors plan their visit to the site; guide visitors around the site and provide interpretation of key features.</td>
<td></td>
</tr>
<tr>
<td>Interpretive Panel focusing on exodus of the Native Americans</td>
<td></td>
<td>This panel exists</td>
</tr>
<tr>
<td>Iwetemlaykin State Heritage Site Overview Panels</td>
<td>Provide an overview of the key stories and communicate the key themes associated with this site</td>
<td>At the beginning of the trail up the moraine and into the site.</td>
</tr>
<tr>
<td>Iwetemlaykin State Heritage Site Visual Orientation panel</td>
<td>Orient visitors to the site and the key features.</td>
<td>Along the trail on the ridge of the moraine overlooking the site. It will be located so that a visitor can see the expanse of Iwetemlaykin SHS, but also so the sign cannot be seen from the main part of the site.</td>
</tr>
</tbody>
</table>
Strategies and Media Concepts

Note that the titles are working titles – they are not intended to be the actual headers for the panels.

Iwetemlaykin State Heritage Site Web Site

Objectives
After interacting with the web site, visitors will:
• Want to visit Iwetemlaykin State Heritage Site;
• Know the major themes;
• Have a simple map of the area with directions to the site;
• Have contact information;
• Have the Iwetemlaykin State Heritage Site Orientation and Interpretive Guide to the Trails;
• Be aware of the interpretive opportunities at the site and major ones in the area;
• Be aware of the relative lack of amenities and services available;
• Be aware of the use restrictions on the site.
• Be aware of the opportunities that meet ADA standards regarding full accessibility.

Description and Concept
This strategy serves the following major functions:
• Motivate people to visit Iwetemlaykin State Heritage Site;
• Help visitors plan their trip;
• Help visitors find their way;
• Provide follow-up information for after they return.
• Provide access to digital outreach information delivery strategies such as podcasts, vodcasts and Google Earth Tours.

To provide all this information in a user-friendly manner requires the use of the home page primarily to market a visit to the site and to provide links to all the other information a visitor may want before or after their visit. The links should include downloadable and printable versions of a simple map for finding the way to the site, the Iwetemlaykin SHS Orientation and Interpretive Map/Brochure and Trail Guide and additional trip planning information, such as possible itineraries, nearby places to stay, places to eat, and descriptions and directions to other OPRD sites in the county.

Iwetemlaykin SHS Orientation and Interpretive Map/Brochure and Trail Guide

Objectives
After interacting with this brochure, visitors will:
• Be motivated to explore Iwetemlaykin State Heritage Site (more so than after interacting with the Site Orientation Panel because they now have information to facilitate that experience at their fingertips);
• Feel comfortable in their ability to find their way around;
• Be aware of the interpretive opportunities at the site;
• Feel like spending some time taking advantage of the interpretive opportunities;
• Be aware of the opportunities that meet ADA standards regarding full accessibility;
• Have contact information;
• Be aware that this is an Oregon State Park;
• Be aware of the use restrictions at this site.

The publication should be small enough to be carried easily, and should be available free of charge. It should include the following elements:
Inset map showing how to get to Iwetemlaykin State Heritage Site;
• Map of the site with interpretive stops and associated information (an interpretive tour of the site);
• Where to get additional information (such as the web site);
• Use restrictions at the site;
• Clear directions to the other State Parks in Wallowa County.

Iwetemlaykin SHS Overview Panels

Location
Side by side at the beginning of the trail (see sketch page 31)

Objectives
After interacting with these panels, visitors will:
• Have a good understanding of the basic concepts/themes being communicated;
• Be motivated to learn more.

Themes
• Theme 1: Native American tribes in the area – especially the Wal’waama Band of the Nez Perce, derive their cultural identity from and base their lifestyle on the waters of this valley.
  • Sub-theme 1-1: Water, in this case the waters from the Wallowa Mountains, is sacred and integral to the belief system of the Native Americans associated with this area.
  • Sub-theme 1-2: The salmon runs in the Wallowa River were a key to Native American lifestyles in the Wallowa Valley.
• Theme 2: The lifestyle of EuroAmericans was and is shaped by the waters of the valley.
  • Sub-theme 2-1: From the first settlers, the waters of this valley have been valued by EuroAmericans to supply basic needs and support their lifestyle.
• Theme 3: Topography and features of the land significantly influence how the land is used by humans.
  • Sub-theme 3-1: Glaciers sculpted and shaped the upper part of the Wallowa Valley, which in turn influenced how the land was and is used by humans.
  • Sub-theme 3-2: Flowing water continued the work of shaping the landscape, which in turn dictated how Native Americans and early EuroAmerican settlers used the landscape.

Description and Concepts
This set of panels provides an overview of the key stories associated with Iwetemlaykin State Heritage Site. We envision the following set of panels:

Panel 1: Harvesting the Wealth: This panel focuses on the runs of sockeye salmon and the use of the site as a summer camp for the harvesting of salmon. It also focuses on the importance of dried salmon as a food item for other tribes in the area, and the consequent importance of trading for this staple with the Wal’waama Band of the Nez Perce.

One possible concept is to use an illustration of the area from an oblique aerial perspective as a backdrop for highlighting the activities that typically took place in this area, such as salmon harvest, drying the fish, travel between this summer fishing camp and the main camp and trading activities in the main camp. The illustration should depict what the Wal’waama Band of the Nez Perce received in return. Supporting text would focus on the importance of the salmon in the lifestyle of the Native Americans living in this area.

Panel 2: EuroAmerican Use: This panel focuses on the early use of the area by EuroAmericans. It will include the key features that relate to use, including the irrigation ditches, Knights Pond, remnants of an orchard and other
features related to this story that are visible to visitors who choose to walk the site.

One possible design concept is to use visuals of Marr Ranch with livestock in the fields, the irrigation ditches and Knights Pond as a basis for describing how the area was used. An inset or sidebar could contain a historic image of the irrigation ditches with supporting text focusing on why they were built.
Figure 1: Sign orientation and locations at Iwetemlaykin SHS
**Table 1: Draft Content Outline for Overview Panels**

<table>
<thead>
<tr>
<th>Working Title</th>
<th>Harvesting the Wealth</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Outline of Body Content</strong></td>
<td>Focus on the use of this area by the Wal’waama band of the Nez Perce within the context of their lifestyle. It will include the importance of salmon in their diet and as a trade item. Key body content includes the following:</td>
</tr>
<tr>
<td></td>
<td>1. Their diet depended heavily on dried salmon.</td>
</tr>
<tr>
<td></td>
<td>2. This was the most important site for the Wal’waama band for harvesting salmon, which was the reason for the summer camp.</td>
</tr>
<tr>
<td></td>
<td>3. Salmon were valued by other tribal groups, which resulted in them traveling to this area to trade with the Wal’waama band.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Key Images and caption</th>
<th>Illustration of the area from an oblique aerial perspective as a backdrop for the following supporting illustrations:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Native Americans harvesting salmon in the river</td>
</tr>
<tr>
<td></td>
<td>• Salmon drying on racks in the summer camp</td>
</tr>
<tr>
<td></td>
<td>• Dried salmon being carried back to the primary camp</td>
</tr>
<tr>
<td></td>
<td>• Members of other tribal groups in the surrounding area trading with the peoples of this valley for dried salmon.</td>
</tr>
</tbody>
</table>

| Sidebar images and captions | Images or illustrations of the items the Wal’waama got in return for the dried salmon. Supporting text focuses on the value of the trade item in the lifestyles of those that lived here. |

<table>
<thead>
<tr>
<th>Key take away messages</th>
<th>Salmon was integral to the lifestyle of the Wal’waama band of Nez Perce that lived here.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>This was the primary salmon harvesting site.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Working Title</th>
<th>EuroAmerican Use</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Outline of Body Content</strong></td>
<td>Focus on use of the site over time by EuroAmericans, with emphasis on connections to early residents of Joseph. Include a focus on the irrigation ditches. Content could include:</td>
</tr>
<tr>
<td></td>
<td>1. Early EuroAmerican use of the area for grain and cattle production.</td>
</tr>
<tr>
<td></td>
<td>2. Silver Lake (early name for Joseph) Ditch and Farmer’s Ditch were built to serve farms and ranches in the area. Note that they are two of 6-7 ditches built for that purpose.)</td>
</tr>
<tr>
<td></td>
<td>3. Land used primarily for ranching since EuroAmericans settled (homesteaded by Knight of Knights Pond; most prominently remembered when it was owned by Eugene Marr – Marr Ranch).</td>
</tr>
<tr>
<td></td>
<td>4. Marr used land for pasture, horses and milk cows.</td>
</tr>
<tr>
<td></td>
<td>5. Knights Pond a hangout for local kids; some local kids learned to swim in the pond.</td>
</tr>
<tr>
<td></td>
<td>6. Ice harvested from Knights Pond.</td>
</tr>
<tr>
<td></td>
<td>7. Locals still use the trails on the site and the irrigation ditches are still a significant source of water to farms and ranches in the area.</td>
</tr>
</tbody>
</table>

| Key Images and caption | Early images of Marr Ranch, kids at pond, ice being harvested and any other historical images supporting content outlined above. Captions depend on images. |

| Key take away messages | This site was and continues to be valued by the people of Joseph. |
Iwetemlaykin SHA
Visual Orientation Panel

Location
Along the trail on the ridge of the moraine overlooking the site

Objectives
After interacting with this panel, visitors will:
- Make the links between the story on the overview panels and the features on the actual site;
- Be able to identify the general site of the Marr Ranch, the irrigation ditches, Knights Pond, the Wallowa River and any other key features.

Description and Concept
One of the problems in interpreting the site is that the overview panels have to be located at the foot of the moraine where the features referred to in those panels cannot be seen. This panel helps the visitor make a link between the stories and the actual layout and features of the site by providing visual orientation.

One possible design concept is to use a panoramic image taken from the site of the panel as a basis for identifying key features. A ghost image of Marr Ranch could be added as well as ghost images of the summer camp. These could possibly be ‘floating’ above the landscape to avoid providing specific locations of these features.

Note: Identifying general locations where Native Americans had camps may not be possible due to the desire to avoid providing locations to such areas.
Implementation Plan

Note: Per the contract requirements, the contractor worked with Jim Hutton and identified the 3 panels as interpretive media on which to spend part of the $5000 - $13,000 available for implementing strategies prior to June 30, 2011. The procurement was initiated prior to completion of the plan to meet the projected lead time necessary for completion.

Introduction

The following key guidelines, in priority order, were used to develop implementation plans for the sites in this contract:
1. Visitor safety;
2. Protection of the resources;
3. Basic orientation and wayfinding strategies;
4. First layer of interpretation (basic overview) for largest number of visitors;
5. Most impact on serving the public at large. (This often includes key outreach and/or environmental education opportunities).

Phase I

This site has issues with visitor safety, but they are being addressed through other methods. The site also has issues with protection of resources, but those have been addressed to the extent possible with interpretation, with existing signage. In addition, basic orientation information is in place as well as basic general interpretive information. Consequently, the focus of Phase 1 is on completing the basic introduction to the interpretive stories.

Phase I: Specific Actions

- Let a contract for the design and fabrication of the Overview Panels and the Visual Orientation Panel.

- Install the new panels and relocate the existing panels.
- Begin the planning and design of the Iwetemlaykin State Historic Site Orientation and Interpretive Map/Brochure and Trail Guide.

Phase 2

The actions in this phase focus on completing the interpretive network for this site.

Phase 2: Specific Actions

- Complete and print the Iwetemlaykin SHS Orientation and Interpretive Map/Brochure and Trail Guide.
- Plan and produce the GPS-based self-guided interpretive tour using the most up-to-date and appropriate technology available at the time.
Wallowa Lake State Recreation Area

Visitor Experience after Implementation
Strategies and Media Concepts
Implementation Plan
The basic approach to any interpretive network is to provide information in layers with the information delivery strategies typically corresponding with the level of development in a park – fixed structures in developed areas; unobtrusive strategies in undeveloped areas. The following are typical layers:

- Basic interpretive overview on-site, easily accessible to most visitors. Typically involves the use of fixed opportunities, such as signage.
- More detailed information presented on-site typically with signage at viewpoints and along interpretive trails.
- In-depth detail at a general level, typically using less obtrusive non-fixed opportunities such as audio tours and publications.
- Detailed information on the website, in publications and other off-site opportunities.

The number of layers in a park depends on the extent and layout of a park unit, the stories to be told and the visitation. Wallowa Lake SRA is large enough and has enough visitation to justify all layers in this model.

The on-site layers for this park include the following:

**Wallowa Lake SRA Overview Panels** at the Visitor Information Station in the day use area and at the Marina constitute **Layer 1: Interpretive Overview**.

**Self-Guided Interpretive Trail Panels** in the day use area with a spur to the marina constitute **Level 2: Detailed Information**.

**Layer 3: GPS-based Audio Guide to the Trails** that also includes nearby areas outside the park that are popular destinations for visitors constitutes **Level 3: In depth detail**.

---

**Visitor Experience after Implementation**

**Approach**

Awareness and wayfinding signage at decision points (intersections) and confidence markers along the way guide people to the SRA.

**Arrival**

Advance signage to prepare for a turn and signage at the intersection of the access road and the highway guides visitors to the access road to the park. Advance signage also alerts them to the presence of a **Visitor Information Station** near the entry. Directional signage within the park directs visitors to the boat ramp, marina, group camp Sites, campground and amphitheater. Visitors driving in also have clear visual access to the **Visitor Information Station** and associated parking located in the day use area.

**Day Use Area**

Visitors will choose to pull into the small parking area associated with the **Visitor Information Station (VIS)** (which has been modified to allow for easy access and departure for all types of vehicles and where the maximum parking is 15 minutes). The Primary **Visitor Information Station (VIS)** at this location contains the following:

- A **Welcome Sign** with the name of the park.
- A **Site Orientation Panel** with a dispenser containing the **Wallowa Lake SRA Map/Brochure**
- A **Regional Orientation Panel**
- A **Wildlife Interpretive/Administrative Panel** focusing on the impacts of feeding deer. A donation box is available to support management projects that help provide for the wildlife in other ways. *(This panel will be located in several places throughout the*
park, especially locations where the deer and other wildlife tend to congregate).

- **Wallowa Lake SRA Overview panels**
  providing a brief introduction to the key stories presented in the interpretive network – geomorphology, wildlife and human use over time.

Visitors using the day use area will also be able to take advantage of the **Self Guided Interpretive Trail** with interpretive panels along Wallowa Lake and the upper Wallowa River.

The trail is a loop that continues around the perimeter of the day use area with a connecting trail to the Eagle Viewing Structure and the marina. A **GPS-based audio Guide to the Trails** will contain the information on the panels, but in more detail, along with additional interpretive stops. A longer trail, also with interpretive stops, extends up the bank of the Wallowa River, around the perimeter of the camping areas to the marina and back to the day use area. The trail will be used by visitors in other locations in the park to access the interpretive opportunities in the day use area. Interpretation will be provided by the **GPS-based audio Guide to the Trails**.

**Note:** This tour can be extended to other sites outside the park, such as the waterfall.

The day use area will also be the hub site for events at the park, including one focusing on the salmon runs. The fire ring will be moved into this core area so it is near the restrooms and picnic shelter and the site will be modified so it functions effectively as a hub for events.

**Campground**
Campers will have access to a **Visitor Information Station** at the restroom for each loop. The VIS will contain a smaller, simpler version of the Site Orientation Panel, a dispenser for the Wallowa Lake SRA brochure, a **Wildlife Interpretive/Administrative Panel** and a changeable space for time-sensitive information, including upcoming topics for evening programs in the amphitheater.

**Evening programs** presented in the amphitheater focus on a variety of topics with most reflecting the themes established for the interpretive network for the State Parks in Wallowa County.

**Marina**
Visitors parking at the Marina will have visual access to a structure in front of the Marina building with a **Site Orientation Panel** with a dispenser containing the **Wallowa Lake SRA brochure**, a **Regional Orientation Panel** and a **Wildlife Interpretive/Administrative Panel** focusing on the impacts of feeding wildlife with information on the fact that it is not allowed. A donation box is available to support management projects that help provide for the wildlife in other ways. Upon passing through the breezeway in the building visitors will encounter the **Wallowa Lake SRA Overview panels**. These panels are located on the longer loop trail, which is also connected to the Self Guided Interpretive Trail.
**Recommended Information Delivery Strategies Summary**

*Note:* This table contains several strategies that already exist. They are included to emphasize that they are a part of the information network needed to support visitor experiences in this area.

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Purpose</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Site</td>
<td>Attract and guide people to Wallowa Lake SRA; provide trip planning, interpretive information, event information, etc. through links.</td>
<td>Internet</td>
</tr>
<tr>
<td>Highway Directional Signs</td>
<td>Guide visitors to the vicinity of Wallowa Lake SRA</td>
<td>Already exists</td>
</tr>
<tr>
<td>Awareness Signs</td>
<td>Alert travelers that the turn to Wallowa Lake State Recreation Area is coming up</td>
<td>Already exists</td>
</tr>
<tr>
<td>Access Road Identification and Directional Signs</td>
<td>Direct visitors to Wallowa SRA</td>
<td>Already exists</td>
</tr>
<tr>
<td>Welcome Sign</td>
<td>Identify the site and welcome them to the park</td>
<td>Already exists</td>
</tr>
<tr>
<td>On-site road directional signs</td>
<td>Direct visitors to their desired location within the park.</td>
<td>Already exists</td>
</tr>
<tr>
<td>Site Orientation Panel</td>
<td>Make people comfortable in ability to find their way around and motivate visitors to explore</td>
<td>Visitor Information Stations</td>
</tr>
<tr>
<td>Regional Orientation Panel</td>
<td>Make visitors aware of opportunities in the surrounding area to facilitate use of the park as a hub for exploration and motivate visitors to visit other sites in the area, especially OPRD sites</td>
<td>Visitor Information Stations</td>
</tr>
<tr>
<td>Wallowa Lake SRA Orientation Map/Brochure</td>
<td>Make people comfortable in ability to find their way around the site; help visitors plan their visit to the site; guide visitors around the site.</td>
<td></td>
</tr>
<tr>
<td>Wallowa Lake SRA Overview Panels</td>
<td>Provide an overview of the key stories and communicate the key themes</td>
<td>Visitor Information Station in the Day use area and at the marina</td>
</tr>
<tr>
<td>Self-Guided Interpretive Trail panels</td>
<td>Provide detail on the stories introduced in the Thematic Overview Panels</td>
<td>Along the loop trail in the day use area plus along the spur trail to the marina</td>
</tr>
<tr>
<td>Wildlife Administrative / Interpretive Panel</td>
<td>Discourage visitors from feeding the wildlife, especially the deer, and encourage them to make a donation to support management efforts that help deer and other wildlife.</td>
<td>Various locations around the park, including the Visitor Information Stations and in each campground loop</td>
</tr>
<tr>
<td>GPS-based audio tour of the trails</td>
<td>Provide orientation and interpretive information to visitors walking the trails and visiting associated sites in the immediate area.</td>
<td></td>
</tr>
<tr>
<td>Evening programs</td>
<td>Provide detail on the key stories associated with the State Parks of Wallowa County</td>
<td>Amphitheater</td>
</tr>
<tr>
<td>SalmonFest</td>
<td>Celebrate the salmon while providing interpretive programs focused on the historic sockeye runs, the current runs and human relationships to salmon over the years.</td>
<td></td>
</tr>
</tbody>
</table>
The small parking area along the main entry road will be modified to facilitate pull through parking to allow visitors to stop briefly to gather information from the nearby Visitor Information Station.

The structure should be designed so all information is available from the road side of the structure.

Central Hub

The existing picnic shelter in the day use area and the area around it should be modified to support events. Specific modifications include:

- Move the informal campfire ring to this location;
- Create paved pathways linking the site to the Visitor Information Station and to the loop trail;
- Create an area that can be used for temporary seating.

Loop Trails

Develop links to create a loop trail connecting the interpretive sign locations to the Visitor Information Station and Central Hub in the day use area. Also build or designate links to create a perimeter trail.

Amphitheater

This feature will remain in its present location but the access will be modified to facilitate use by those with disabilities. In addition, a small parking area will be developed to serve those who are mobility impaired and visitors from the surrounding area that want to attend an evening program.

Bridge

The bridge over the Wallowa River is currently used heavily by pedestrians during the salmon runs. Since the bridge is narrow and has no division between pedestrians and the roadway, the congestion creates a safety hazard. Ideally, a new wider bridge would be constructed with protected pedestrian walkways on either side. If that happens, low-angled signs could be placed on the bridge to interpret the salmon runs.

As a means of increasing safety under the current situation, ODOT, in cooperation with OPRD, should install temporary signs warning motorists and pedestrians of the potential dangers and also install temporary barriers, such as barricades, that effectively separate pedestrians from traffic.
Objectives
After interacting with the web site, visitors will:
• Want to visit Wallowa Lake State Recreation Area;
• Know the major themes;
• Have a simple map of the area with directions to the site;
• Be aware of the next major special event at the park;
• Have contact information;
• Have the Wallowa Lake State Recreation Area Orientation Map/Brochure;
• Be aware of all recreational and interpretive opportunities at the park and major ones in the area;
• Know what to bring in terms of clothing and equipment for their chosen activities;
• Be aware of the opportunities that meet ADA standards regarding full accessibility;
• Be aware of the amenities and services available.

Description and Concept
This strategy serves the following major functions:
• Motivate people to visit Wallowa Lake State Recreation Area;
• Help visitors plan their trip;
• Help visitors find their way;
• Provide follow-up information for after they return.
• Provide access to digital outreach information delivery strategies such as podcasts, vodcasts and Google Earth Tours.

Objectives
After interacting with this brochure, visitors will:
• Be motivated to explore Wallowa Lake State Recreation Area (more so than from interacting with the Site Orientation Panel because they now have information to facilitate that experience at their fingertips);
• Feel comfortable in their ability to find their way around;
• Be aware of all recreational and interpretive opportunities in the area;
• Feel like spending some time taking advantage of the interpretive and/or recreational opportunities;
• Be aware of the opportunities that meet ADA standards regarding full accessibility;
• Have contact information;
• Be aware that this is an Oregon State Park.

The publication should be small enough to be carried easily, and should be available free of charge. Ideally, this brochure would use the same graphic style as the Site Orientation Panel and the same map. It should include the following elements:
• Inset map showing how to get Wallowa Lake State Recreation Area;
- Map of the park with recreational and interpretive opportunities identified;
- Brief description of the interpretive and recreational opportunities;
- Where to get additional information (such as the web site);
- Suggested itineraries;
- Clear directions to the other State Parks in Wallowa County.

**Site Orientation Panel**

**Locations**
Visitor Information Stations in Day use area, Marina and campground loops

**Objectives**
After interacting with this panel, visitors will:
- Be motivated to explore Wallowa Lake State Recreation Area;
- Have the Wallowa Lake State Recreation Area Orientation Map/Brochure;
- Be aware of all recreational and interpretive opportunities in the area;
- Feel comfortable in their ability to find their way around;
- Feel like spending some time taking advantage of the interpretive and/or recreational opportunities;
- Be aware of the opportunities that meet ADA standards regarding full accessibility;
- Be aware that this is an Oregon State Park.

**Description and Concept**
This panel provides orientation to Wallowa Lake State Recreation Area, including the location of amenities and interpretive and recreational opportunities. It is designed to make visitors aware of the array of opportunities to pique their interest and spend more time in the park, either on this visit or the next one. It is designed in such a way that visitors will pick up the Wallowa Lake State Recreation Area Orientation Map/Brochure so they can plan their stay.

One possible design concept is to use a stylized oblique aerial perspective of the park site and surrounding area so a visitor can 'see' where he or she is in relation to the different features and opportunities. Images of topographic features should reflect key details so visitors can recognize them and use them for orientation. Interpretive and recreational opportunities should be highlighted and briefly described. The map should also clearly show parking areas, restrooms and any other amenities. A brochure holder attached to the panel or structure would be used to distribute the Wallowa Lake State Recreation Area Orientation Map/Brochure.

**Regional Orientation Panel**

**Locations**
Visitor Information Stations

**Objectives**
After interacting with this panel, visitors will:
- Be motivated to explore the area and to visit other sites, especially Iwetemlaykin State Historical Site and Minam State Recreation Area;
- Be aware of major recreational and interpretive opportunities in the area;
- Feel comfortable in their ability to find their way around the area;
- Feel like spending some time taking advantage of the interpretive and/or recreational opportunities;
- Be aware of the opportunities that meet ADA standards regarding full accessibility.

**Description and Concept**
This panel provides orientation to the area, especially to the area to the east, with a focus on established public parks and recreation areas, museums and other features oriented toward recreation. It is designed to make visitors aware of the array of opportunities to pique their interest in at least a few of the sites to the level that they decide to visit those sites.
It is also designed to encourage visitors to use Wallowa Lake State Recreation Area as a hub for exploring the surrounding area.

One possible design concept is to use a stylized oblique aerial perspective of the region with Wallowa Lake State Recreation Area at one end so a visitor can ‘see’ where he or she is in relation to the different features and opportunities. Images of topographic features should reflect key details so visitors can recognize them and use them for orientation. Interpretive and recreational opportunities should be highlighted and briefly described.

### Wallowa Lake SRA Overview Panels

**Locations**
At the Visitor Information Station in the day use area and at the marina

**Objectives**
After interacting with these panels visitors will:
- Understand the key stories associated with this site, specifically the role of glaciers and the river in shaping the area; a panel on the wildlife of the area; and a panel focusing on the use of the area by humans over time.
- Be able to identify the lateral and terminal moraines.
- Be interested in learning more about at least one of these stories;
- Be aware of and interested in walking the interpretive trail.

**Themes**
All major themes will be covered in this set of panels

**Description and Concept**
We envision the following panels.

**Panel 1: Shaped by Water and Ice:** This panel focuses on the geomorphology of the lake and the surrounding area with emphasis on the role of glaciation and continued shaping by flowing water.

One possible design concept is to use a series of illustrations depicting this area changing over time due to these forces at work, beginning with the area prior to glaciation. (See draft content outline on the following page for more details.)

**Panel 2: Wallowa Wildlife:** This panel focuses on the variety of habitats found in this area and the variety of wildlife that use those different habitats.

One possible design concept is to use a bird’s eye perspective image of this area as a backdrop for enlarged images highlighting different habitats and representative species that live in or use each of those habitats. Supporting information would focus on identify those species and noting the interrelationships to the habitat. (See draft content outline on the following page for more details.)

**Panel 3: A Reflection of Values:** This panel focuses on the continuum of human use of the area with emphasis on how all cultures that have used this area have and continue to value the land and water, although in different ways and for different purposes.

One possible design concept is to use a time line across the top as an organizer for a sequential series of illustrations depicting use of the area by Native Americans, early EuroAmerican settlers, as a historic tourist destination and now. (See draft content outline on the following page for more details.)
Table 2: Draft Content Outline for **Overview Panels**

<table>
<thead>
<tr>
<th>Working Title</th>
<th>Shaped by Water and Ice</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Outline of Body Content</strong></td>
<td>Focus on the geomorphologic history of the Wallowa Mountains and Valley with emphasis on the role of glaciation and flowing water. Key content includes the following:</td>
</tr>
<tr>
<td></td>
<td>1. The Wallowas were once a coastal mountain range with rounded peaks.</td>
</tr>
<tr>
<td></td>
<td>2. Glaciers in the Ice Age carved the mountains into the craggy peaks we see today.</td>
</tr>
<tr>
<td></td>
<td>3. One of the glaciers carved this area, including the lake.</td>
</tr>
<tr>
<td></td>
<td>4. The material carved out by the glacier and pushed/carried down the mountains remained as piles (moraines) marking the end (terminal moraine) and sides (lateral moraines) of the glacier.</td>
</tr>
<tr>
<td></td>
<td>5. The terminal moraine formed a dam that blocked the outflow of water, creating the lake.</td>
</tr>
<tr>
<td></td>
<td>6. The Wallowa River continued to carry material from the Wallowa Mountains downstream, building up the land on which Wallowa Lake SRA is located and carving the river valley both up and downstream.</td>
</tr>
</tbody>
</table>

| **Key Images and caption** | • Illustration depicting the landscape prior to glaciation |
| | • Illustration depicting the area when the glacier that carved the lake was at its fullest extent with the terminal and lateral moraines identified. |
| | • Aerial photo from the same perspective as the illustrations depicting the area today with the lateral and terminal moraines identified. |
| | • Diagram showing how the river is shaping the valley over time and how it built up the area on which the park is located through flooding and deposition. |
| | Captions depend on the image, but the array of images and captions should reinforce the basic points of the storyline. |

<p>| <strong>Key take away messages</strong> | Glaciation is responsible for the lake and for the prominent landforms – the terminal and lateral moraines - around Wallowa Lake. |
| | The ridges on either side of the lake and the hilly countryside at the far end of the lake are moraines. |
| | The terminal moraine is a dam that created the lake. |</p>
<table>
<thead>
<tr>
<th>Working Title</th>
<th>Water and Wildlife</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outline of Body Content</td>
<td>Focus on the variety of habitats that occur in the area and the resulting variety of wildlife, with emphasis on habitats around the park to help visitors make the connections and to excite them about seeing wildlife. Possible habitats include:</td>
</tr>
<tr>
<td></td>
<td>1. Wallowa Lake – emphasize the fish and bird life that depend on the lake and the interrelationship between birds of prey and fish.</td>
</tr>
<tr>
<td></td>
<td>2. Riparian area around the lake – include importance as nesting area for birds of prey. Also include variety of bird life that can be seen in the day use area of the park.</td>
</tr>
<tr>
<td></td>
<td>3. Riverine habitat along the upper Wallowa River – include both the riparian area and the river as habitats.</td>
</tr>
<tr>
<td></td>
<td>4. Upland forests.</td>
</tr>
<tr>
<td></td>
<td>When possible and appropriate include flip or slide plates or another mechanism for revealing a 'behind the scenes' look at management activities focusing on managing each habitat. Supporting text would focus on the activity and the importance in terms of maintaining specific species.</td>
</tr>
<tr>
<td>Sidebar focus</td>
<td>If it is not possible to do flip or slide plates, put the visuals and information associated with management activities into a sidebar.</td>
</tr>
<tr>
<td>Key Images and caption</td>
<td>Images of each of these habitats with an inset map showing where each habitat can be found.</td>
</tr>
<tr>
<td></td>
<td>Images of key species of wildlife associated with each habitat with emphasis on those that a visitor is likely to see. Tracks or other signs of wildlife could also be included to help a visitor become a ‘detective of the landscape.’</td>
</tr>
<tr>
<td>Key take away messages</td>
<td>Different habitats support different wildlife; the more habitats the greater the variety of wildlife.</td>
</tr>
<tr>
<td></td>
<td>Managing wildlife requires managing habitat. OPRD is managing habitat in order to help the wildlife in the area.</td>
</tr>
<tr>
<td></td>
<td>I can see a lot of different species of wildlife in this area if I look.</td>
</tr>
</tbody>
</table>

**Note:** The information on the panel is limited to avoid overload. Additional detail on wildlife is included in a number of different interpretive panels and other media throughout the interpretive network in the park. As examples: one of the panels along the Self Guided Interpretive Trail focuses on management activities in the day use area to manage for birds and other wildlife; a panel in the viewing shelter near the marina focuses on birds that can be seen on and over Wallowa Lake; and another panel in the same shelter focuses on the relationships between birds of prey and fish.
<table>
<thead>
<tr>
<th>Working Title</th>
<th>A Reflection of Values</th>
</tr>
</thead>
</table>
| Outline of Body Content | Focus on the changes in human use over time with emphasis on the role and importance of this area in the lifestyles of those who lived here. For example:  
1. Native Americans used this area for traveling up the corridor to hunt and gather food and materials.  
2. Miners used this area for prospecting in the Wallowas.  
3. Early residents used this area for holidays and vacations (this ties to the building of the Wonderland Inn and the amusement park in 1923)  
4. The use of this area today for a variety of recreational pursuits, including camping, fishing, equestrian activities, backpacking, picnicking, and boating. |
| Key Images and caption | Illustration of area from Joseph to somewhere upstream of park as backdrop for enlarged images of Native American traveling up the corridor to hunt and gather berries, roots, etc., and images of Native Americans fishing in the Wallowa River at the north end of the lake. Captions focus on use of the area for gathering food resources and for other uses.  
Same illustration but with miner with mule either living in a hut in this area or traveling up the river, and image (or illustration) of Joseph during that time period depicting its role as a hub of EuroAmerican activity in the valley. Supporting caption focuses on the impact of gold discovery in the area and use of the area by prospectors.  
Image of Wonderland Inn and amusement park (if possible). Supporting caption focuses on early use of area for tourism. |
| Take away messages | This area has been valued by everyone who has lived here. |
Self-Guided Interpretive Trail

This trail loops through the day use area and extends to the Eagle Viewing Structure near the marina. The following eight panels are located along the trail. The map on page 49 shows the general location of the panels.

EuroAmerican Use for Recreation

Location
Located with a good view of the marina and swimming beach (see map)

Objectives
After interacting with this panel visitors will:
• Understand that Wallowa Lake has been and continues to be a key recreational opportunity for residents and visitors.

Themes
• Theme 2: The lifestyle of EuroAmericans was and is shaped by the waters of the valley.
• Sub-Theme 2-2: The waters of this valley are key to the lifestyles of current residents and visitors.

Description and Concepts
This panel provides a glimpse into the use of Wallowa Lake over the years for recreation.

One possible design concept is to use historic images to depict use of the lake in years past (visitors can see use at the present). Historic images of the Wonderland Inn, amusement park and people at the beach would be ideal. Supporting information would focus on the use of the area as a recreation spot for those who lived in and visited the valley.

Glaciation

Location
Along the trail with a good view of the lake and of the lateral moraines (see map)

Objectives
After interacting with this panel, visitors will:
• Understand how the topography and features they are looking at were shaped in large part by a glacier;
• Be interested in learning more about glaciation.
• Be interested in visiting area where they can see erratics.
• Be able to identify the terminal and lateral moraines.

Themes
• Theme 3: Topography and features of the land significantly influence how the land is used by humans.
• Sub-theme 3-1: Glaciers sculpted and shaped the upper part of the Wallowa Valley, which in turn influenced how the land was and is used by humans.

Description and Concept
This panel focuses on the impacts of glaciation on this landscape.

One possible design concept is to use a series of illustrations to depict how this glacier created the terminal and lateral moraines and carved out the basin for the lake, and then receded to let the lake fill in. The panel should include an aerial photograph of the lake with the lateral and terminal moraines clearly visible.
Managing for Wildlife

Location
Along the trail at a location where a variety of habitats are present and where OPRD has modified the environment to manage for wildlife (see map)

Objectives
After interacting with this panel, visitors will:
• Be aware of and interested in spotting wildlife or signs of wildlife;
• Understand that OPRD is taking an active role in managing for specific species of wildlife;
• Understand the connection between wildlife and habitat, and that managing wildlife means managing habitat.

Themes
• Theme 4: The waters of the valley sustain the web of life for all that live and use this area.
• Sub-theme 4-1: Waters of this valley have been and continue to be a key to sustaining the native flora and fauna.

Description and Concept
Four of the panels along the interpretive trail focus on wildlife. This panel focuses specifically on the terrestrial ecosystem in which the visitor is immersed; the flora and fauna that use it in some way; and the efforts of OPRD to maintain that ecosystem in the midst of continued development in the area surrounding the park.

One possible design concept is to use an illustration of this area, with the sign and a visitor in the center, as a backdrop for enlarged illustrations of specific species of flora and fauna. Supporting text would focus on identifying the species and key interconnections with this habitat. A ghost image of an OPRD specialist engaged in a management activity would be included, with supporting text focusing on key actions to maintain/restore the habitat.

The Power of the River

Location
Along the trail with a good view of the lower part of the river (see map)

Objectives
After interacting with this panel, visitors will:
• Understand how the river continues to shape the environment through erosion and deposition.

Themes
• Theme 3: Topography and features of the land significantly influence how the land is used by humans.
• Sub-theme 3-3: The Wallowa River continues to shape the land.

Description and Concept
This panel focuses on the role of the Wallowa River as an agent of change.

One possible design concept is to use a series of illustrations of the delta/floodplain over time to show how it was sculpted by the river depositing material from upstream and carving different channels over time. A sidebar can be used to show and explain the berm created just upstream of this site to support the concept that the river would continue to move across the floodplain if allowed.

Travel Corridor

Location
Along the trail adjacent to the river with a good view to the north of the lake and of the lateral moraines and to the south of the upper stretch of the river

Objectives
After interacting with this panel, visitors will:
• Understand how the topography and features influenced travel routes;
• Understand that river corridors typically were important travel and trade routes for Native Americans and early EuroAmericans.

Themes
• **Theme 1:** Native American tribes in the area, especially the Wal’waama Band of the Nez Perce, derive their cultural identity from and base their lifestyle on the waters of this valley.

  • **Sub-theme 1-3:** The Wallowa River corridor helped link the peoples of this valley to other Native American groups, such as the Cayuse, Umatillas and Walla Wallas, but also to tribal groups all the way to the Pacific Ocean.

Description and Concept
This panel focuses on the use of the Wallowa River corridor by Native Americans living in the area as a travel route to hunt, fish, gather roots, berries and other plant materials, and to trade. It also includes use by early EuroAmerican explorers and trappers.

One possible design concept is to use a map of the area as a backdrop to depict the following:
• Travel routes that involved using the Wallowa River corridor both upstream and downstream;
• The tribal groups that might have used this corridor and what they were using it for. For example, tribal groups coming to the Wallowa Valley to trade for salmon, women of the Wal’waama band gathering roots and berries, and men from the band hunting.
• A fur trapper heading downstream with a load of furs.

One way to make a connection with visitors is to note the route they took to get to the park, which was along the Wallowa River.

Location
On the berm next to the bridge (accessed by a spur trail from the main trail) (see map on page 58)

Objectives
After interacting with this panel, visitors will:
• Be aware that the river supports a run of Kokanee salmon;
• Be interested in seeing the run and aware of when it occurs;
• Understand the importance of the river and lake in the life cycle of the salmon;
• Understand that the scavenging of dead salmon is a part of a system that cycles nutrients throughout the watershed.

Themes
• **Theme 4:** The waters of the valley sustain the web of life for all that live and use this area.

  • **Sub-theme 4-1:** Waters of this valley have been and continue to be a key to sustaining the native flora and fauna.

Description and Concept
This panel focuses specifically on the life cycle of the Kokanee salmon in this water system.

One possible design concept is to use an illustration of the life cycle as a backdrop for a series of images to highlight what is happening at each stage of the cycle and where it occurs in the watershed. Images could include:
• A photograph of fish in the river when the run is at its peak.
• An image of a redd with eggs and milt (ideally with fish).
• An image of dead adults along the banks being eaten by scavengers;
• An image of fry hatching;
• An image of smolts traveling downstream;
• An image of young fish in the lake.

Birds of prey and fish
Location
In the viewing shelter near the marina (see map)

Objectives
After interacting with this panel, visitors will:
  • Understand the relationship between eagles and the Kokanee and between osprey and fish in this watershed;
  • Be interested in seeing an eagle and an osprey;
  • Know how to identify an eagle and an osprey;
  • Be interested in seeing the salmon runs.

Themes
  • Theme 4: The waters of the valley sustain the web of life for all that live and use this area.
  • Sub-theme 4-1: Waters of this valley have been and continue to be a key to sustaining the native flora and fauna.

Description and Concept
This panel focuses on the relationship of the birds of prey in the area, especially ospreys and eagles, to fish in the lake and river. One possible design concept is to use a panoramic image of the lake and the park as a backdrop for images depicting osprey catching fish, eagles feasting on dead salmon along the river banks, osprey and eagles nesting in the area, and ospreys and eagles engaging in typical behaviors that could aid in identification. Supporting text would emphasize the importance of this source of food to these birds of prey.

Wildlife of Wallowa Lake

Location
In the viewing shelter near the marina

Objectives
After interacting with this panel, visitors will:
  • Know that Wallowa Lake supports a variety of fish and wildlife, especially bird life;
  • Be interested in seeing and identifying species of wildlife;
  • Be able to recognize some common species.

Themes
  • Theme 4: The waters of the valley sustain the web of life for all that live and use this area.
  • Sub-theme 4-1: Waters of this valley have been and continue to be a key to sustaining the native flora and fauna.

Description and Concept
This panel focuses on wildlife supported by Wallowa Lake, especially species that are likely to be seen by a visitor.

One possible design concept is to use an illustration of the lake from the perspective of the visitor as a backdrop for a series of enlarged visuals of different species using the lake in some way, including mammals, fish, waterfowl and amphibians. Supporting text would provide clues to help with identification and information focused on interconnections with the ecosystem.

Wildlife Administrative/Interpretive Panel

Location
Various locations around the park, including the Visitor Information Stations

Objectives
After interacting with this panel, visitors will:
  • Know that feeding the deer is bad for the deer and could kill them;
  • Know that they [the visitor] can be badly injured by deer and other wildlife;
  • Know that feeding the deer is contrary to park regulations;
• Avoid feeding the deer;
• Donate to support wildlife management activities.

Description and Concept
This panel is one strategy in an array of strategies targeting the issue of feeding deer.

The design concept depends on how graphic OPRD wants the sign to be. One possible design concept is to use images of injuries caused by deer, images of dead deer and other images to convey the key concepts. This will be more effective than an illustration – people have seen multitudes of illustrations of people getting injured by wild animals and are so habituated to them that they have no impact. Supporting information would emphasize the issues with feeding the deer and the ultimate impact on deer that are fed in that way. An additional image, possibly in a sidebar, would depict OPRD personnel engaged in wildlife management activities. Supporting text would describe the activities and invite visitors to provide a donation in the attached donation box.
<table>
<thead>
<tr>
<th>Working Title</th>
<th>Keep the Wildlife Wild</th>
</tr>
</thead>
</table>
| **Outline of Body Content**   | Focus on the key issues that stem from feeding deer and on other ways to help wildlife. Content includes:  
  1. Issues with human safety – people can get hurt by deer, especially by a mother protecting her offspring.  
  2. Feeding deer can lead to starvation of deer in the winter.  
  3. Feeding deer junk food can result in unhealthy deer that are then more susceptible to disease and predation. |
| **Key Images and caption**    | Depends on how graphic you want to be. The following are potential images:  
  • Image of an injury caused by a deer (antlers or hooves or being knocked over).  
  • Deer that has died from starvation.  
  • Deer eating a Twinkie or some other junk food. |
| **Sidebar**                   | Focus on what OPRD is doing to help wildlife and what people can do to help OPRD, such as donating time and/or money specifically for improving habitat and managing wildlife. |
| **Take away messages**        | Feeding deer is dangerous, and not good for deer; it could indirectly kill deer.  
  I can help wildlife in other ways. |
1. EuroAmerican use for Recreation
2. Glaciation
3. Managing for Wildlife
4. The Power of the River
5. Travel Route
6. Kokanee
7. Birds of Prey and Fish
8. Wildlife of Wallowa Lake
VIS – Visitor Information Station
**Implementation Plan**

**Note:** Per the contract requirements, the contractor worked with Jim Hutton and identified temporary signage to mitigate safety issues with the salmon are running and the Wildlife Administrative/Interpretive Panel as the interpretive media on which to spend part of the $5000 - $13,000 available for implementing strategies prior to June 30, 2011. The procurement was initiated prior to completion of the plan to meet the projected lead time necessary for completion.

**Introduction**

The following key guidelines, in priority order, were used to develop implementation plans for the sites in this contract:

1. Visitor safety;
2. Protection of the resources;
3. Basic orientation and wayfinding strategies;
4. First layer of interpretation (basic overview) for largest number of visitors;
5. Most impact on serving the public at large. (This often includes key outreach and/or environmental education opportunities).

**Phase I**

Wallowa Lake SRA has issues with visitor safety and protection of resources in regard to people feeding deer. The park also has issues with safety when the salmon are running due to the numbers of pedestrians on the bridge accessing the park. In addition, basic orientation needs to be improved. Consequently, Phase 1 focuses in part on addressing these issues. It also includes providing the first layer of interpretive information and beginning the planning for projects requiring significant lead time.

**Phase I: Specific Actions**

- Organize a working group to plan a SalmonFest festival.
- Design and fabricate the Wildlife Administrative/Interpretive Panel.
- Build all segments of trail necessary to link the signs along the self-guided interpretive trail.
- Plan and fabricate temporary signage and barricades to mitigate safety issues on the bridge that occur when the salmon are running.
- Begin planning the modifications to the small parking lot at the entry. This includes the VIS at that location.
- Design and fabricate the Site Orientation Panel.
- Design and fabricate the Wallowa SRA Overview Interpretive Panels (2 sets).
- Create guidelines for interpretive programs for the amphitheater.
- Begin the planning for a small parking area adjacent to the amphitheater.

**Phase 2**

This phase focuses on continuing work begun in Phase 1 and on providing the next level of interpretive information.

**Phase 2: Specific Actions**

- Construct the information kiosk in the day use area
- Design and fabricate the interpretive panels for the self-guided interpretive trail.
- Install directional signage where necessary to make visitors aware of the location of interpretive panels (direct visitors in the day use area to the Eagle Viewing Structure and vice versa.)

**Phase 3**
This phase focuses on completing the interpretive and orientation network.

Phase 3: Specific Actions

- Develop the GPS-based Audio Guide to Trails. Note that this could also be developed in sections, with the highest priority given to sections within the park.
- Design and fabricate the Regional Orientation Panel. Note that a version of the Regional Orientation Panel is recommended for most of the OPRD sites in Wallowa County so all should be designed and fabricated at the same time.
Outreach and Environmental Education

Introduction

Public awareness of the valuable resources and key interpretive and recreational opportunities available in the State Park system and the understanding of key concepts associated with our cultural and natural history are invaluable in managing the park system and in achieving OPRD’s mission. Given that not everyone visits state parks with interpretive opportunities, it is important to offer information outside of the park boundaries.

In addition to creating the following tools, OPRD could partner with the Wallowa Mountain Institute, the outreach and education arm of the Wallowa Resources Group, to offer opportunities at SalmonFest or on other occasions at Wallowa Lake SRA.

Outreach Interpretive Opportunities

Highway 82 Auto Tour

This tour, offered in an audio format through GPS and a publication format, provides a stream of interpretive information matching the visuals and landscapes a person is seeing out the windows of a vehicle. The tour should start in La Grande and continue to Wallowa Lake State Recreation Area. Side trips on major access roads could be included.

Interpretive Notebook for Guides and Shuttle Drivers

The intent of this guide is to disseminate accurate interpretive information to guides and shuttle drivers because they are in a position to pass that information on to visitors. The notebook should be easy to use and set up so information can be looked up quickly. It should contain separate sections for shuttle drivers and river guides.

Boater’s Guide to the Wallowa and Grand Ronde Rivers

The intent of this guide is to provide a continuous guide to the river for boaters, especially those on guided tours. The publication could be set up in the form of a series of maps of river sections with interpretive tidbits associated with specific features and locations on the maps. The publication should be waterproof.

Interpretive Notebook for Guides on the Eagle Cap Excursion Train

The intent of this guide is to disseminate accurate interpretive information to guides because they are in a position to pass that information on to visitors. The notebook should be easy to use and set up so information can be looked up quickly.
Tools for Presentations

The following tools are useful for presenters who provide programs in classrooms, meetings of special interest groups and in other venues outside park boundaries. They are also useful for presentations in the amphitheater and for use in the Junior Ranger Program.

Ranger's Tool Kit

This is a collection of props and other items that can be used in presentations. Whether it is called an InterpKit, a Tool Kit, a Tool Chest, a Discovery Box, or by some other name, the concept is the same. Given the nature of the stories and concepts presented in the interpretive networks in the State Parks in Wallowa County, the following items could be included:

• Replicas of artifacts used by Native American groups to fish for salmon (fishhooks, line, a miniature weir, etc.);
• A sand box for demonstrating how a glacier creates moraines and how a river erodes and shapes the land (the box could be a part of the kit while the sand could be carried separately whenever this demonstration is likely to be used);
• A topographic map of Wallowa County;
• A map of the Columbia Plateau showing the location of different tribal groups;
• DVDs with short programs focusing on key topics such as geomorphology, EuroAmerican history, Native American history, wildlife, etc.
• Simple items that can be used as ‘costumes’ for focusing on different species of fish and wildlife (fake antlers, fins, etc.)
• Antlers, casts of animal tracks, and other items representing wildlife in the area.

Rangers presenting programs are likely to develop other props that can be added to this collection.

Traveling Exhibit Board

Tabletop or floor models of this item are typically used at conventions, conferences and other venues where vendors and others in booths provide attendees a glimpse of what they have to offer. A fabric cover with Velcro or other means to attach images and text allows for easy modification and adaptation to specific audiences and venues.

Tools for Distribution

The following tools can be developed and distributed to others for environmental education and outreach and can be offered through links on the website.

Podcasts and Vodcasts

Podcasts are audio streams and vodcasts are audio streams with pictures that can be updated at any time. They would be available on the OPRD website so interested people can subscribe (for free) and then access information whenever they want on a smart phone, I pad or computer. The interpreter would be able to add information relevant at a particular time, for example an upcoming event or opportunity or seasonally related occurrences such as wildflowers, fall colors and the salmon run. Note that podcasts are an effective tool for reaching those who are visually impaired.
Google Earth Tours

This type of tour uses Google Earth as a tool to zoom in on particular areas and provide site-specific information in the form of images and text, and then move to another location and provide similar or related information. In concept, the tour is basically the same as visiting a variety of related sites with individual interpretive panels. Since the tours allow a focus on a sequence of locations they are a very effective tool when communicating concepts or telling a story that involves different locations. The following are examples of tours that could be developed. They are offered as examples, not as an exhaustive list.

- **Geomorphology:** The tour could start by zooming in on the peaks of the Wallowa Mountains where interpretive information could focus on the rock formations. The scene could shift to the boulders in the upper stretches, the larger rocks in lower sections, the gravel further downstream and so on with associated information focusing on the process of erosion. The images could also include rip rap in the Wallowa Valley and other locations where different aspects of the story could be told. The same approach could be used for focusing on the impacts of glaciation, with images being diagrams in some cases rather than photographs.

- **Auto Tour of Highway 82:** This could be a tour of recreational and interpretive opportunities, a historical tour or a natural history tour. For example, a historical tour would highlight different locations, such as Minam, and provide historic images of how it looked at some point in history.

- **Ecological Links:** This tour could focus on how different locations within a watershed are linked. For example, the tour could zoom in to the upper Wallowa River and provide images associated with that location of birds feasting on dead salmon. The tour would then re-locate to a forested area in the watershed with images of the bird’s nest. Supporting text would focus on the flow of nutrients within the system.

Social Media

A significant segment of today’s public can be reached and kept informed using social media such as blogs, Facebook and Twitter. For that reason, many public relations departments use these tools to connect with the public they are trying to reach and/or serve. They provide the following specific advantages not as readily available with other types of media:

- They provide a strong continual presence.
- They allow for comment by those who use the medium.
- They can be used to get information out quickly, such as a notice that the salmon are starting to run.
- They are very personable, which could be advantageous to OPRD from an image perspective.
- They provide immediate access to those who subscribe (when something is posted it shows up on sites within that network).
Separate implementation plans are included for each OPRD unit in this plan and can be used for guiding the development of information and interpretive networks in those sites. However, those plans do not provide guidance when considering all park sites within Wallowa County, nor do they include tools for outreach and environmental education.

As with individual sites, the following key guidelines, in priority order, were used to identify key overall priorities.
1. Visitor safety;
2. Protection of the resources;
3. Basic orientation and wayfinding strategies;
4. First layer of interpretation (basic overview) for largest number of visitors;
5. Most impact on serving the public at large. (This often includes key outreach and/or environmental education opportunities).

### Park and/or Strategies: Highest Priorities

The safety and resource management issues at Wallowa Lake SRA (feeding the deer and safety issues relating to the bridge at times the salmon are running).

1. Overview panels at Wallowa Lake SRA (most people served by first layer of interpretation).
2. Basic interpretive signs at Iwetemlaykin (this completes the first layer of interpretation at this site).
3. Overview panels at Minam SRA.
4. Interpretive Panels for Loop Trail at Wallowa Lake SRA (most people served by 2nd layer of interpretive information).

#### Note on Outreach tools:
Several of the outreach tools, such as the Ranger’s Tool Kit and the Traveling Exhibit Board can be developed and/or obtained at a relatively small cost in terms of money and time so they can be developed at any time.

Implementation of social media involves decisions at the agency level and committing the time and resources required to stay current, so it is difficult to identify where they fall in terms of priority. If OPRD is committed to having a stronger presence, especially among the younger generations, these tools are a high priority.

Finally, if providing information using new technologies is a priority, then work on developing podcasts, vodcasts and Google Earth Tours should begin soon.
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 extruded aluminum frames and metal posts will cost between $3000 and $4500 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. Additional panels with the same design will cost from $1000 - $1500 with most of that cost for the frame and post. The panel itself costs between $250 and $425 depending on the fabricator. If the sign is to be mounted to a structure, the cost for duplicate panels can be as little as $500 including frame.

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 difficult 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 and fabrication. It assumes that all installation will be accomplished by OPRD staff. All panels include design, layout, resource acquisition, text writing, digital file preparation, graphic production and mounting system. Costs are based on current (2010) material prices. The final project cost will vary depending on the length of time that passes prior to the project moving ahead.

*Note:* Depending on vendor and number of signs in a contract, cost per panel can be less than $3000. However, it is better to use $3000 minimum for budgeting purposes.

### Minam SRA

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Unit Cost</th>
<th>Units</th>
<th>Cost</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Site</td>
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<td>OPRD can do this in-house</td>
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<tr>
<td>Site Orientation Panel</td>
<td>$3,000 to $4,500</td>
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<td>$4000 - $6000</td>
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<td>$1000 - $1500 for</td>
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<tr>
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<td>additional panels</td>
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<td>Minam Overview Panels</td>
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<td>$4000 - $6000</td>
<td>Assumes that this is the first Regional Orientation Panel designed and</td>
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<td>$1000 - $1500 for</td>
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<td>installed.</td>
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<td></td>
<td>additional panels</td>
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<tr>
<td>Going East – Going West</td>
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<td>$4000 - $6000</td>
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<tr>
<td>Panel</td>
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### Wallowa River Corridor Panels

<table>
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<th>Strategy</th>
<th>Unit Cost</th>
<th>Units</th>
<th>Cost</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Gateway to the Valley Interpretive</td>
<td>$3,000 - $4500/panel</td>
<td>2</td>
<td>$4000 - $6000</td>
<td>Assumes that basic design is the same.</td>
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<tr>
<td>Regional Orientation Panels</td>
<td>$1000 - $1500/panel</td>
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<td>$2000 - $3000</td>
<td>Assumes that the basic panel has already been created for Minam.</td>
</tr>
<tr>
<td>Going East Interpretive Panel</td>
<td>$3,000 - $4500</td>
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<td>$3,000 - $4500</td>
<td>Potentially less expensive if information and part of design created for</td>
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<td>Going West Interpretive Panel</td>
<td>$3,000 - $4500</td>
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<td>$3,000 - $4500</td>
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### Iwetemlaykin SHS

<table>
<thead>
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<th>Strategy</th>
<th>Unit Cost</th>
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<th>Cost</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overview Panels</td>
<td>$3,000 - $4500/panel</td>
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<td>$6000 - $9000</td>
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<td>$3,000 - $4500</td>
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<tr>
<td>Strategy</td>
<td>Unit Cost</td>
<td>Units</td>
<td>Cost</td>
<td>Comments</td>
</tr>
<tr>
<td>----------------------------------</td>
<td>----------------------------</td>
<td>-------</td>
<td>---------------</td>
<td>---------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Site Orientation Panel</td>
<td>$3,000 - $4,500</td>
<td>7</td>
<td>$9,000 - $13,500</td>
<td>Cost is reduced if panels are mounted to a structure and do not require posts.</td>
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<tr>
<td></td>
<td>$1000 - $1500 for additional panels</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Regional Orientation Panels</td>
<td>$3000 - $4500 for first panel</td>
<td>2</td>
<td>$4000 - $6000</td>
<td>Although the layout of this panel is different from other Regional Orientation Panels (because of need to have Wallowa Lake SRA at one end of the illustration), if other Regional Orientation Panels have been developed the information for this panel is already available, which may reduce the cost. Also assumes panels in marina and day use area only.</td>
</tr>
<tr>
<td></td>
<td>$1000 - $1500 for additional panels</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overview Panels</td>
<td>$3,000 - $4,500/pane l</td>
<td>3</td>
<td>$9,000 - $13,500</td>
<td>Second set for marina will cost between $3000-$4500</td>
</tr>
<tr>
<td>Self Guided Interpretive Trail Panels</td>
<td>$3,000 - $4,500/pane l</td>
<td>8</td>
<td>$24,000 - $36,000</td>
<td>Assumes panels in the viewing structure may not need posts, but may need some type of support system for mounting on edge of rail.</td>
</tr>
<tr>
<td>Wildlife/Administrative Interpretive Panel</td>
<td>$2,500 - $3,500/pane l</td>
<td>10</td>
<td>$11,500 - $15,200</td>
<td>Assumes panel is smaller than typical interpretive panel. Assumes all panels need frame and post. Cost can be reduced if panels are mounted on an existing structure.</td>
</tr>
<tr>
<td></td>
<td>$1000 - $1300 for additional panels</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GPS-based tour with units to check out</td>
<td></td>
<td></td>
<td>TBD</td>
<td></td>
</tr>
</tbody>
</table>