

# Coastal Headlands

## Interpretive Assessment





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# Coastal Headlands Interpretive Assessment

## 1. Introduction

OPRD supports high quality interpretation that enhances the visitor's experience through trained staff, volunteers, and Cooperating Associations. Interpretation helps the agency achieve its mission of preserving and protecting natural and cultural resources by promoting stewardship of the parks and by providing tools to help manage the parks.

The main purpose of interpretation is to make an emotional and intellectual connection from the park resources to each visitor so that visitors will be inspired to become lifelong stewards of the natural, cultural, and historic places found in Oregon State Parks. OPRD interpreters strive to enrich and deepen our visitors' experiences by developing programs and activities that are fun, interactive, and engaging.

Interpretation is communication that goes beyond information. It reveals what things mean and why they matter. Good interpretation connects people to a place. It can lead to a sense of ownership of both natural and historic resources. Beyond ownership, visitors can become stewards of our park resources. That can translate into lower maintenance costs, increased revenue due to longer and more frequent stays, and a stronger belief that Oregon State Parks are important to Oregonians.

Good interpretation has five important qualities – it is purposeful, organized, enjoyable, thematic, and relevant. Understanding these allows us to provide opportunities for our visitors that are rich and meaningful.

Interpretation has purpose, and the stories our sites tell help the visitor to understand why our parks are important personally, locally and possibly world-wide. This purpose is tied with our mission – to preserve and protect these sites for present and future generations – and provides the public with an understanding of what OPRD does.

The Interpretive Assessment provides a good first step to organizing a park's interpretive program. It gives background information about the park and visitors, identifies important stories and messages, provides direction with goals and objectives, and offers a plan of action, as well as other pertinent information for staff to make knowledgeable decisions.

Interpretation aims to educate visitors about the park's resources. To achieve this, interpretation needs to be enjoyable. People come to our parks to relax and recreate, and we consider them as non-captive audiences. They don't have to sit thru the whole evening campfire program, or read all of the interpretive panels. Their time is valuable. In order for us to reach them we should provide a learning atmosphere that is fun.

Interpretation uses themes to communicate key messages to its visitors. Themes allow visitors to walk away from our sites with the most important messages fresh in their memories.

When interpretation is relevant, it references visitors' past experiences and memories and uses that common language to help them understand and grasp larger concepts.

When all of these components are put into place, interpretation not only enriches visitors' experiences and provides them with an enjoyable and memorable stay; it can also lead to a better understanding of the environment and one's heritage.

This Interpretive Assessment was written using the 5-M process as developed by the National Association of Interpretation. The M's stand for:

1. **Management** issues - Includes the site's mission, goals, and objectives; policies and regulations; issues; resources (staffing, budgets, etc.)
2. **Markets** - Includes the site's audience, both current and potential; products; price; locations of products; promotion or advertising; visitor trends
3. **Mechanics of the Site** - Includes the site's physical opportunities and constraints, such as sensitive areas, accessibility (ADA), existing facilities, and planned additions or removals
4. **Messages** - Interpretive themes are the key messages to be communicated to visitors. Includes the site's stories; natural, cultural and / or historical resources to interpret; scenic and recreational highlights
5. **Media** - The media are the delivery strategies for communicating the interpretive themes as well as orientation and wayfinding information. Media options can include programs presented by staff or volunteers, non-personal interpretation such as signs and brochures, and infrastructure needed, such as amphitheaters, kiosks, and other equipment.

This interpretive assessment provides a recommendation on the type of interpretive prescription to follow for parks with an Interpretive Service Level of four or five. Parks with an Interpretive Service Level of one, two, or three will not normally require an interpretive prescription.

This document contains Interpretive Assessments for the following sites within the Cape Blanco Management Unit:

- Cape Blanco State Park
- Port Orford Heads State Park
- Tseriadun State Recreation Site
- Floras Lake State Natural Area\*
- Paradise Point State Recreation Site\*
- Port Orford Cedar State Scenic Corridor\*

\*Prepared by Greg Ryder in collaboration with Dave Bucy

# Interpretive Assessment: Cape Blanco State Park

## Park Overview

Cape Blanco State Park is located six miles west of U.S. Highway 101, just north of the city of Port Orford, on Cape Blanco, one of the most scenic headlands in Oregon. The cape, the westernmost point in Oregon and the site of the state's oldest lighthouse, is a windswept grassy headland where the land plunges steeply to the ocean on three sides. The park is bordered to the north by the Sixes River and to the south and east by private land.

Although not technically part of the park, Cape Blanco Lighthouse dominates the scene. Completed in 1870, the lighthouse is the oldest continuously operating beacon on the Oregon coast and one of only five historic lighthouses on the Oregon coast that is still operating. In its heyday the site had numerous structures for the families of the keeper and assistant keepers, livestock, supplies and working. The lighthouse is the only historic structure remaining. Today the lighthouse draws thousands of visitors from April through October to visit the small interpretive center, walk the grounds and climb up into the lantern room to see the historic lens. Interpretation is provided through a partnership between the Bureau of Land Management (BLM), Oregon State Parks, (OPRD) the Confederated Tribes of the Siletz Indians, the Coquille Indian Tribe, Curry County and the Cape Blanco Heritage Society. The tours are led by the Cape Blanco Heritage Society and OPRD volunteers.

The area in which the park is located was once operated as a ranch owned by the Hughes, a hard working and religious pioneer family who occupied the ranch for nearly a century. The historic Hughes house, built in 1898 by P.J. Lindberg, was a celebration of more than 30 years of hard work by Patrick and Jane Hughes. The two-story; eleven-room house stands on a terrace just above the mouth of the Sixes River on the north side of Cape Blanco. The park also contains the family cemetery. The Cape Blanco Heritage Society and OPRD volunteers offer tours of the house from April through October.

From the perspective of natural history, the site contains one of the best examples of coastal headland grasslands remaining along the southern coast of Oregon. The park also contains wetlands, forests, riparian areas, rocky headlands and offshore rocks. The variety of habitats results in a wide variety of birds and wildlife.

Recreational amenities include eight miles of hiking trails, beach access, a campground with fifty-eight electric campsites, cabins, and a horse camp with 7 miles of riding trails.

## **2. Summary of current interpretive program and resources**

### **Current Interpretive Program**

The interpretive program at the park currently consists of the following opportunities:

- Guided tours of the historic Hughes House
- Exterior signage at the historic Hughes House (two panels overlooking river from gravel parking area and one at the house)
- Interpretive store at the historic Hughes House
- Interpretive sign at the historic cemetery
- Interpretive sign (about salmon and wetlands) at Beaver Marsh
- Interpretive brochures, including a children's scavenger hunt

In addition, the following are available to visitors during the summer season:

- Living history presentations at the historic Hughes House
- Tours of the historic lighthouse
- Interpretive store (at the lighthouse)
- Interpretive exhibits in the small visitor center at the lighthouse

### **Resources for Interpretation**

This park contains the following infrastructure and other resources that could be utilized to provide additional interpretive opportunities:

#### **Infrastructure:**

- Existing trails in and near the campground that could be used for interpretation
- Sign board for the Hughes House
- Bulletin board and brochure holders near the campground host site for posting and distributing information
- A small interpretive store at the Hughes House
- A small interpretive store / interpretive center at the lighthouse (that may be moved into a larger space in the near future)

In addition, the Cape Blanco Heritage Society is interested in developing an outside structure near the Hughes House to function as a greeting center, store and business center. That would enable the addition of interpretive opportunities in the space within the house now used for those purposes.

#### **Other resources**

- Campground hosts who can distribute publications, and assist staff
- Cape Blanco Heritage Society, which helps run the lighthouse interpretive store and the Hughes House. The group currently distributes rack cards to visitor centers from Florence to Crescent City, advertises with map locators in the Mile-By-Mile issue of the Oregon Coast Magazine and in the summer issue of the Visitor Guide of the

Brookings Pilot, publishes a quarterly newsletter and sends out news releases on all calendar activities. They are also in the process of launching a re-designed web site.

- Cell phone coverage (an important asset in considering newer media options)

### **3. Park natural, historic, cultural and recreation resources for interpretation**

The following tangible features can be used as focal points for interpretive efforts:

- The lighthouse
- The historic Hughes House
- The headland and associated views of the rocky coastline (geology, maritime navigation hazards)
- Historic Hughes family cemetery
- Sixes river and estuary
- Pastures and ranchland
- Coastal headland grassland (one of best examples remaining on southern coast)
- Coastal wetland
- Beaver Marsh
- Pond at south beach (used for water for sluice boxes in gold mining operations)
- Black sand (associated with gold mining)
- Trail system
- Projects such as stream bank restoration by the ODFW (teachable moments)
- Invasives (gorse, tansy ragwort, scotch broom)
- View of shell midden layer along edge of cliff
- The ocean (food resources for Native Americans)

### **4. Interpretive goals and objectives**

The goals and objectives support the park management goals listed in the comprehensive plan. The interpretive goals support and help achieve the park management goals. The OPRD goal hierarchy begins with an interpretive goal followed by three types of objectives:

**Outputs:** Outputs measure projects led by OPRD. These are the actions OPRD will take through media prescriptions to help communicate the park themes. Outputs are identified in the action plan, which focus on implementing the interpretive media selected. Interpretive strategies include media selections supporting various goals.

**Outcomes:** Outcomes review changes in park visitor behavior. These are the impacts on visitor behaviors that we hope to accomplish through the outputs. Ideally, objectives are worded to indicate the minimum level or amount of desired impact that would be considered successful.

**Impacts:** Impacts consider improvements to the organization or resource. These are the results of the modifications to visitor behavior that directly support the resource management goals.

The successful achievement of the interpretive goals and objectives will occur through implementation of the media that have been prescribed to communicate the interpretive themes.

## **Resource Management Goals (from 2003 Master Plan)**

As part of the assessment process we reviewed the management goals (listed below) from the *Curry County: State Parks Master Plan* prepared in 2003, and gathered additional information during Work Session 1. Many of the desired outcomes identified during the work session are difficult to achieve through interpretation and will require enforcement with perhaps some explanatory information. Those that do lend themselves to interpretation are included in the goals and objectives.

Goal 1: Protect and enhance important natural, cultural and scenic resources

Goal 2: Improve maintenance, management and rehabilitation

Goal 3: Use partnerships to implement goals

Goal 4: Improve access and orientation

Goal 5: Provide for recreation needs

Goal 6: Improve disabled access

Goal 7: Improve interpretive and educational opportunities

## **Interpretive Goals**

**Interpretive Goal #1:** Contribute to the protection and conservation of natural and cultural resources at Cape Blanco State Park.

**Interpretive Goal #2:** Increase public support for OPRD and the Cape Blanco Heritage Society in general, and for the efforts at Cape Blanco State Park specifically.

**Interpretive Goal #3:** A significant increase in the number of people reached through the interpretive network at Cape Blanco State Park and at Port Orford Heads State Park.

**Interpretive Goal #4:** Become a stronger part of an area-wide interpretive network that includes multiple sites and entities. (This includes, but is not limited to, BLM, Confederated Tribes of the Siletz Indians, Coquille Indian Tribe, Curry County, ODFW, and the City of Port Orford.)

# Interpretive Objectives

## Introduction

Objectives in an interpretive assessment have two key functions. First, they provide focus and direction for selecting and designing interpretive media. Second, they provide a means to evaluate whether the interpretive strategy was successful. To function in this manner, all objectives are worded so they can be measured.

## Evaluation

Most evaluation focuses on outcomes - the impacts on visitor behavior. However, since many of those behaviors manifest themselves following a visit, evaluation can be difficult without expending a significant amount of resources. Although a few behaviors, such as an increase in donations, can be measured easily, many of the behaviors that indicate positive impact occur after a visitor has left the park. Consequently, the suggested evaluation strategies focus on indicators of impact, such as an increase in approval ratings. These can be measured by conducting a survey prior to implementing a specific interpretive strategy and afterwards to determine if the approval, which typically corresponds with a willingness to support, shows a significant increase. Approval can be measured using a Likert-type scale, which asks a visitor to respond to a question by circling a number on a scale. For example, 1 could represent low approval, 3 moderate approval and 5, strong approval. The degree of approval can then be quantified as an average and compared from before and after implementation.

## Interpretive Goals, Outputs, Outcomes and Impacts

***Interpretive Goal #1:** Contribute to the protection and conservation of natural and cultural resources at Cape Blanco State Park.*

### **Outputs**

All interpretive strategies identified in this assessment will contribute to achieving this interpretive goal.

### **Outcomes**

This goal can be achieved in part by developing interpretive opportunities in areas that are not sensitive and in part by developing interpretive opportunities focused on achieving the following outcomes:

- 1-1: 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 these outcomes are implemented. Those behaviors that can be affected by interpretation include the following:
- Not feeding or chasing / harassing the wildlife
  - Keeping dogs on leash and cleaning up afterwards

- Staying on paths, roads and parking areas
- Not parking off the pavement for a view of the lighthouse
- Staying off unstable slopes
- Not cutting/injuring vegetation
- Not trampling or collecting from rocky intertidal areas

**Note:** Achieving these changes in behavior requires an increase in awareness by the visitor of their personal impact on the natural/cultural resources and ways they can mitigate those impacts. However, the desired outcomes are changes in behaviors.

1-2: A decrease in amount of Ranger contacts / rule enforcement for items in 1-1. This would indicate a support for OPRD and efforts to protect the park.

1-3: An increase in the number of people donating and/or volunteering time at Cape Blanco State Park specifically to support preservation, restoration and interpretation of cultural and/or natural resources. (This would include people becoming a part of the Cape Blanco Heritage Society.)

**Impacts**

Achieving the outcomes associated with Interpretive Goal 1 will contribute directly to the following Resource Management Goals.

<b>Resource Management Goal</b>	<b>Impacts</b>
Goal 1: Protect and enhance important natural, cultural and scenic resources	Reducing visitor impacts on cultural and/or natural resources
Goal 2: Improve park maintenance, management and rehabilitation	Reducing the need to rehabilitate resources.
Goal 5: Provide for recreational needs	Addition of interpretive opportunities
Goal 7: Improve interpretive and educational opportunities	Addition of interpretive/educational opportunities

**Interpretive Goal #2:** Increase public support for OPRD and the Cape Blanco Heritage Society in general, and for the efforts at Cape Blanco State Park specifically.

**Outputs**

All interpretive strategies identified in this plan will contribute to achieving this interpretive goal if they are designed to communicate that OPRD is the agency managing the park (assuming visitors are enjoying their experience) and that the Cape Blanco Heritage Society is a key partner in enhancing the quality of the experience.

**Outcomes**

Support for efforts in Cape Blanco State Park can be achieved in part by upgrading the interpretive and recreational opportunities available to the public and by making visitors aware that the opportunities they are enjoying are made possible by OPRD with the help of

the Cape Blanco Heritage Society. Support can also be achieved by providing explanations for management actions that negatively affect a visitor's recreation experience. Specifically, this goal can be achieved in part by developing interpretive opportunities focused on achieving the following outcomes:

- 2-1: An increase in awareness and approval by visitors of OPRD as the entity responsible for the preservation, restoration and management of the park, and for the interpretive and recreational opportunities provided within the park. This would manifest itself by increases in approval ratings and awareness of the managing agency as indicated on a survey.
- 2-2: An increase in awareness that the Cape Blanco Heritage Society is integrally involved in and in part responsible for the quality of the interpretive experiences combined with an increase in membership and donations.
- 2-3: An increase in positive written comments regarding interpretive opportunities on visitor survey forms for the year following implementation of a significant interpretive opportunity.
- 2-4: An increase in awareness that, although OPRD manages the park, the lighthouse is managed by other agencies, and that management decisions associated with the lighthouse is not under the control of the agency. This would manifest itself in a reduction in complaints directed specifically at OPRD regarding resources not managed by the agency. Such an increase in awareness can be determined using a \*Likert-type scale on a simple survey.
- 2-5: An increase in support for management actions associated with protecting, restoring and/or enhancing vegetation and wildlife habitat. This would manifest itself in an increase in approval ratings for specific actions as indicated on a Likert-type scale on a simple survey.
- 2-6: An increase in interest in the interpretive stories as indicated on a Likert-type scale on a survey form and by an increase in sales of interpretive publications.

## Impacts

Achieving the outcomes associated with Interpretive Goal 2 will contribute directly to the following Resource Management Goals,

Resource Management Goal	Impacts
Goal 1: Protect and enhance important natural, cultural and scenic resources	Increased compliance with rules and regulations focused on protecting resources.
Goal 2: Improve park maintenance, management and rehabilitation	Additional volunteer labor for work associated with these categories.
Goal 3: Use partnerships to implement goals	Development of opportunities in partnership with Cape Blanco Heritage Society
Goal 5: Provide for recreational needs	Addition of interpretive opportunities
Goal 7: Improve interpretive and educational opportunities	Addition of interpretive/educational opportunities

**Interpretive Goal #3:** *A significant increase in the number of people reached through the interpretive network at Cape Blanco State Park and at Port Orford Heads State Park.*

**Note:** *Although the development of opportunities at Cape Blanco may not necessarily increase the percentage of people reached at that park, if they do motivate visitors to visit Port Orford Heads State Park then they would be considered effective.*

Given that 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 a goal of OPRD for as many visitors as possible to engage in interpretive opportunities. Cape Blanco State Park remains open during the off-season to accommodate year-round camping. However, many of the primary interpretive opportunities – such as the tours of the lighthouse and the Hughes House - are not available during that time period. Additional opportunities available in the off-season that focus on interpreting these two cultural features could help bring people back in the summer and, at the very least, would introduce those stories and communicate basic messages. In addition, visitation at Hughes House and Port Orford Heads is significantly less than the overall number of visitors to Cape Blanco Lighthouse. Developing opportunities that motivate visitors to visit either or both of those sites would result in more visitors being exposed to more interpretive opportunities.

## Outputs

Interpretive opportunities geared to the maritime story, if designed appropriately, will motivate visitors to visit the lighthouse, Hughes House and Port Orford Heads. This would include Thematic Overview Panels and the Interpretive Guide to the parks. Addition of opportunities that are available during the off-season will increase the likelihood of visitors

returning to engage in additional interpretive opportunities. All opportunities are identified in the Media Suggestions section.

**Outcomes**

Specifically, this goal can be achieved in part by developing opportunities focused on achieving the following outcomes:

- 3-1: An increase in the percentage of visitors in the shoulder and off-season taking part in at least one interpretive opportunity.
- 3-2: An increase in the percentage of visitors reached through personal interpretation (evening programs, Junior Ranger program, Roving Interpreter). (This is a long-term outcome because it depends on initiating evening programs, which in turn depends on having an intern or additional staff.)
- 3-3: An increase in the number of visitors attending at least one program while at the park.
- 3-4: An increase in the percentage of visitors to the park who visit the Hughes House
- 3-5: An increase in the percentage of visitors to the park who also visit Port Orford Heads State Park.
- 3-6: An increase in sales of interpretive items at the interpretive stores. (This indicates increased visitation and/or increased interest in the stories).

**Impacts**

Achieving the outcomes associated with Interpretive Goal 3 will contribute directly to the following Resource Management Goals:

<b>Resource Management Goal</b>	<b>Impacts</b>
Goal 1: Protect and enhance important natural, cultural and scenic resources	The more people that are reached the more likely that visitors will help protect the resources of the park.
Goal 2: Improve park maintenance, management and rehabilitation	Additional volunteer labor for work associated with these categories.
Goal 5: Provide for recreational needs	Addition of interpretive opportunities, especially for visitors in the shoulder and off-season
Goal 7: Improve interpretive and educational opportunities	Addition of interpretive/educational opportunities

**Interpretive Goal #4:** *Become a stronger part of an area-wide interpretive network that includes multiple sites and entities.*

### **Outputs**

Interpretive strategies developed in partnership with other agencies.

### **Outcomes**

Specifically, this goal can be achieved in part by achieving the following outcomes:

- 4-1: Development of a working group that includes members of all agencies and entities with a vested interest in the area.
- 4-2: Development of a speakers list with topics listed that are available for presentations in the area.
- 4-3: Development of local training programs on Native American history, flora and fauna of the area, Maritime history, and other relevant topics, that can benefit multiple agencies / entities.

### **Impacts**

Achieving the outcomes associated with Interpretive Goal 4 will contribute directly to the following Resource Management Goals,

<b>Resource Management Goal</b>	<b>Impacts</b>
Goal 1: Protect and enhance important natural, cultural and scenic resources	Reaching more visitors to the area with key messages relevant to resource protection.
Goal 3: Use partnerships to implement goals	Consistency in messages.
Goal 5: Provide for recreational needs	Addition of interpretive opportunities.
Goal 7: Improve interpretive and educational opportunities	Addition of interpretive/educational opportunities in the area.

## **5. Budget**

OPRD's interpretive budget for the 12 properties in this management unit is \$2500. Supplemental funding from the Cape Blanco Heritage Society and OPRD for special projects is possible. The Cape Blanco Heritage Society has funds for interpretive projects at the Hughes House. They also have demonstrated success in obtaining funds through grant applications, and could secure larger amounts for purposes such as interpretive enhancements, using invested funds as cash match, plus portions of volunteer in-kind match (5,430 hours @ \$70,500 in 2011).

## 6. Visitor identification and marketing information overview

Information on visitors was obtained by discussions with OPRD staff and the Cape Blanco Heritage Society and also by reviewing information obtained in a 1998 survey and in a 2006 survey.

The following are key characteristics that have impact on the interpretive program:

- Visitors to Cape Blanco State Park come for a variety of reasons, including to visit the lighthouse, camp, hike, ride horses, access the beach, and visit the historic Hughes House.
- Visitors are coming from all over the world as a result of personal interests and from finding information on the Web.
- A significant percentage of campers appear to be family groups with young children (1998 Survey and observation).
- A lot of visitors are older; many retired
- Interest in the nature trail and wildlife viewing opportunities was high(1998 Survey).
- About half stayed only one night, indicating that they were stopping on their way to another destination(1998 Survey).
- About 1/3 of respondents were staying for 3 or more nights(1998 Survey).
- A significant number of visitors are new to the park (2006 Survey).
- A significant number of visitors are from out-of-state (2006 Survey).
- Respondents indicated a significant level of interest in both natural history and history, and in OPRD efforts to restore habitat (2006 Survey).

### Visitation numbers

The following are visitation numbers from 2005 and 2006

Location	2006 through September	2005
Cape Blanco State Park	40,484	41,584
Cape Blanco State Park campground	7,960	7,933
Cape Blanco Lighthouse	20,514 - of those 13,747 went up to the lens room	20,924 – of those 13,777 to lens room
Patrick Hughes House	7,499	6,984

### Implications of this data

- Families are a significant part of the target market. Consequently opportunities geared to children, such as the Junior Ranger program, and opportunities geared to families (everyone involved at the same time and place) should be a priority.
- A significant number of people appear to use Cape Blanco campground as a hub for exploring the park and the area. Consequently, area wide orientation - especially to Port Orford Heads - could be effective.

## 7. Themes

### Introduction

The Primary Theme for a park links the key tangible resources of the park with intangible concepts with the intent of answering the questions, “why is this a park?” and, “what is significant about this park?”

The intent of communicating the Primary Theme is to establish a sense of value among users of the park so they support the work of OPRD, help protect and conserve the resources by practicing good stewardship, and so they contribute to the protection and conservation of resources through volunteering time, donating money or resources and/or providing political support.

Information to develop the Primary Theme was collected at Work Session 1 by asking participants to identify why, in general, this park was important. The following table provides information on the significant elements of the park based in part on information collected at that work session and on follow-up analysis of the park.

**Table: Significance of Resources**

<b>Resource</b>	<b>Significance</b>
Recreation	<ul style="list-style-type: none"><li>• Highly valued for recreation, including angling, camping, beachcombing, hiking and watching sunsets.</li></ul>
Cultural History	<ul style="list-style-type: none"><li>• A significant site for Native Americans as indicated by the lithic site and middens.</li><li>• A significant site from the maritime era. The rocky headlands, lighthouse and historic Hughes house can all be used to tell the story of lifestyles in Oregon during that era.</li></ul>
Natural History	<ul style="list-style-type: none"><li>• Beaver Marsh and the headland are Natural Heritage sites</li><li>• One of best examples of a grassy headland remaining along southern Oregon coast.</li><li>• Good access to the Sixes River estuary.</li></ul>

The park contains both significant natural resources and cultural resources. The cultural resources, specifically the lighthouse and Hughes House, are prominent and can be used - along with the lifesaving station at Port Orford Heads and the rocky coastline - to weave a relatively complete story of the maritime era in EuroAmerican history. The variety of landforms and associated natural resources make Cape Blanco a desirable place to recreate, take in the scenery and engage in various forms of nature study.

## Primary Theme

*The combination of key natural and cultural features linked to the turn of the century maritime era combine with an extensive array of recreational opportunities to make Cape Blanco State Park a key recreation and interpretive hub for the region.*

### Themes

Themes to support the Primary Theme include the following:

**Theme 1:** The importance of the ocean highway and the lack of sophisticated guidance systems for ships made a system of lighthouses along the Oregon Coast, including the Cape Blanco lighthouse, a critical navigation aid at the turn of the 19th century.

#### Sub-themes

1-1: Coastal residents in this area at that time depended on the maritime highway to ship and receive goods.

1-2: The link was so important that ships braved treacherous waters around Cape Blanco to deliver and receive goods and travelers.

1-3: The link was so important that the federal government invested a lot of money in building a lighthouse and rescue station (the latter built 64 years after the lighthouse).

1-4: Location and success of Port Orford and business enterprises in the area depended heavily on access to the maritime shipping lanes at that time.

1-5: Lifestyle of those living here at that time depended heavily on the maritime link to the outside world.

**Theme 2:** The natural resources have and continue to attract and shape human use.

#### Sub-themes

2-1: Food resources from the river, estuary and ocean, especially the rocky intertidal areas, plus access to the beach - a major transportation route - made Cape Blanco an important place for Native Americans.

2-1: Forests combined with access to the ocean brought the logging industry.

2-2: Pasture land combined with access to the ocean highway brought the Hughes family and other ranchers.

2-3: The extensive array of quality natural resources of Cape Blanco continue to attract tourists from all over. (This can include information on birding, angling, agate hunting and other recreational activities).

**Theme 3.** With oceans still serving as a key transportation route, coastal defense was a priority during World War II and headlands were a key to coastal defense.

**Theme 4:** The forests, wetlands, estuary, grasslands, headland and offshore rocks are important habitat for a wide variety of native Oregon flora and fauna.

## **8. Physical interpretive limitations (sensitive interpretive areas, ADA issues, site specific issues**

The following are key physical limitations of the site that have-impact on the interpretive program:

- High winds in unprotected areas can be problematic for fixed interpretive opportunities
- The locations of the archeological lithic site and midden should not be disclosed
- The marsh with pitcher plants is a sensitive area
- Safety is an issue in several areas of the park including the Sixes River, the ocean, headlands and unstable slopes

### **Physical and Regulatory Constraints:**

Physical and regulatory constraints potentially affecting the interpretive program include:

- The Hughes House is on the National Register of Historic Places
- The headland and Beaver Marsh are Natural Heritage Sites
- The lighthouse, also on the national Register of Historic Places and a major attraction in the area, is not managed by OPRD
- The lighthouse and Hughes House - the 2 primary cultural features in or associated with the park - are not open year round
- Two important archaeological sites exist within the park

## **9. Areas for further study or requiring additional information**

Prior to developing interpretive panels and other interpretive opportunities an effort will need to be made to include other agencies, organizations, and Native American tribes to help develop the opportunities and ensure that the information is accurate and complete. It is recommended that a list of possible contacts and advisory team be developed by the end of 2012 to expedite future projects.

In addition, further research is needed on the Native American history of the area. A primary source of information will be the tribes with interests in the area, which include the Coquille Indian Tribe and the Confederated Tribes of Siletz Indians of Oregon.

## **10. Interpretive Center evaluation**

An Interpretive Center for Cape Blanco State Park is not recommended because existing facilities, although limited, do provide some services typically associated with an interpretive center and could be expanded using a simpler and cheaper option, such as a yurt. These facilities include a small interpretive store and exhibits at the lighthouse and at the historic Hughes House. However, developing a year-round visitor contact station so visitors have access to interpretive materials year round is recommended.

## **11. Recommended interpretive level of service**

According to the Regional Interpretive Framework, Cape Blanco is currently classified as an Interpretive Service Level 4 park. As such it may include a dedicated interpretive building that would only be open seasonally. It also may or may not have outdoor interpretive structures. However, it should have dedicated interpretive staff on a seasonal basis.

The quality of the cultural, natural and recreation resources, the visitation at the park (around 40,000) plus its function as a hub for a variety of activities in the area suggest that this is an appropriate service level.

## **12. Recommendation for type of interpretive plan to follow**

Given that Cape Blanco is a Level 4 park and that we are not recommending an Interpretive Center, a Conceptual Interpretive Plan should be prepared as the next planning step.

## **13. Wayfinding strategy**

Information gathered during Work Session 1 and by reviewing the Master Plan indicated the following were wayfinding issues for the park:

- The trails are not well marked
- The interpretive opportunities are not well advertised (visitors to the campground are not necessarily aware of all the opportunities nor of the quality of those opportunities).

With that in mind the following strategies are recommended to upgrade the orientation and wayfinding network:

**Site Orientation panel.** These should provide visuals of key opportunities including the Hughes House, Beaver Marsh, trails, etc. The panel should be located at the campground, Hughes House, and any other site that is developed in the future (such as Beaver Marsh)

**Directional Signage.** More prominent directional signage, clearly visible along travel routes, should be located at key decision points along the trails.

**Area Orientation Panel.** This panel should identify recreational and interpretive opportunities in the area, especially Port Orford Heads and Battle Rock as the stories are integrally tied to those of Cape Blanco. This panel should be located in the same places as the Site Orientation Panel.

**Trail Guide to Cape Blanco, Port Orford Heads and Floras Lake State Parks.** This is a map/brochure containing trail maps and associated tidbits of interpretive information for trails at all 3 parks.

## 14. Media suggestions

*Note: The Lighthouse Visitor Center is not technically a part of this assessment. However, it is potentially a key part of a visitor's experience that encompasses the other interpretive opportunities at Cape Blanco and at Port Orford Heads. Consequently the interpretive opportunities within the center should complement the other opportunities within the interpretive network. If the Visitor Center is moved to a larger space the existing interpretive plan for the lighthouse should be reviewed to determine if modifications to the current array of interpretive opportunities are appropriate. Exhibits on the lighthouse keeper and family and on lighthouses of the Oregon Coast are appropriate because they tie closely to the exterior visuals and context. Exhibits focusing on Native Americans should be avoided because the space (and the visitor's focus) is associated with the lighthouse and the maritime era.*

Much of the maritime story is being interpreted by the interior and exterior interpretive opportunities at the Hughes House and the lighthouse. However, visitation at Hughes House is well below the visitation at the park in general, and the interior of both features is only open to the public from April - October, so many visitors are missing this basic information. Even in the summer season, many visitors do not visit either cultural site. In addition, although this is a Level 4 park, there is no dedicated interpretive staff, no Junior Ranger program, and no personal interpretation outside of what is offered in the lighthouse and Hughes House. In short, most people do not have easy access to the basic stories.

Rather than assuming that the budget will always be small, the following list of opportunities was developed on the basis of what the park could and probably should offer in terms of interpretive opportunities in the future.

*Note: OPRD is not going to support web-based applications, but that does not preclude the Cape Blanco Heritage Society from developing and maintaining these opportunities. Consequently opportunities involving applications have been included. OPRD retains the right to review any and all interpretive strategies that bear the OPRD shield.*

## **Self Guided Opportunities**

*Note: An interpretive panel cluster focusing on the lighthouse was considered, but lack of a location out of the wind eliminated this option.*

**Thematic Overview Panels:** These would be located at the campground and at the Hughes House. Panels in the cluster include:

- Native American history and use of the site
- The Maritime story told in a way that closely ties Port Orford Heads, Hughes House and Cape Blanco Lighthouse and connects with the city of Port Orford to motivate visitors to go to all locations
- Geomorphologic story, including a glimpse into the future
- Plant succession story, highlighting what is here now

**Nature Trail** (within and adjacent to the campground): The actual interpretation depends on the location of the trail and the features along the route. Ideally it would traverse several different types of habitat as well as at least one point with a view of the headland.

## **Interpretive/Explorer's Guide to Cape Blanco and Port Orford Heads State Parks.**

This should be offered in several formats:

- **A publication.** An on-line publication could be developed so there is no publishing cost.
- **QR code tour/guide to Cape Blanco and Port Orford Heads State Parks.** This allows people with a smart phone to use a code (like a bar code) at a feature or location to access a web site that contains information that can be listened to, viewed or read. It depends on having access to the internet (cell phone coverage), a smart phone, and a QR code reader program (easily downloadable for free). A significant advantage is that it can easily be updated and costs virtually nothing to develop other than time.
- **Podcast for Cape Blanco and Port Orford Heads State Parks.** This can be downloaded prior to a visit so they do not depend on having access to the Internet or having a smart phone. Different chapters of a podcast can be accessed at different locations and features in the park, just as with the QR code tour. It also requires a smart phone.
- **GPS-Based App Guide to Cape Blanco and Port Orford Heads State Park.** This does not require anything on the ground, but does typically cost more to set up because it often needs a specialist while the other strategies are ones that can typically be done in-house. It also requires a smart phone.

### **Sense-ational Discovery Guide to Cape Blanco and Port Orford Heads State Parks.**

This is a brief publication designed like a treasure hunt that focuses on participants (usually children) to engage all their senses in exploring the parks. Floras Lake could also be included.

**Interpretive Panel Cluster: Beaver Marsh:** Ideally this would be along a boardwalk with observation areas. This could include the following panels:

- Reclaiming the natural ecosystem - chronicles the story of the change when grazing was eliminated.
- What lives here? Focuses on the value of wetlands to fish and wildlife

**Interpretive Panel: Hughes House:** This panel, oriented toward the house would provide visitors with a glimpse of the inside of the house as a backdrop for providing tidbits on key stories told within the interpretive tour. The goal is to answer a basic visitor question (I wonder what the inside looks like) when the house is closed in a way that motivates them to return for a tour.

**Interpretive Panel Cluster: Knoll:** This depends on infrastructure development called for in the Master Plan. If the parking is located on the top of the knoll, then an interpretive panel cluster could be located there along with a Site Orientation Panel. The focus, as called for in the Master Plan, would include the Hughes Ranch and Sixes River Estuary.

**Space for posting time sensitive information, including upcoming programs and events.** These are already in place.

### **Personal Interpretive Opportunities**

At this point there are no staff available to offer personal interpretive opportunities. However, this is a Level 4 park and should have dedicated interpretive staff. When that occurs, the following should be implemented: These are in priority order based on the number of people that can be reached.

**Roving Interpreter:** This should be a key opportunity during weekends at the park.

**Evening Programs:** This requires developing an amphitheater for presenting the programs. It also requires developing interior space for an interpreter to function, such as a large yurt that could function as office space and as a meeting place for Junior Ranger Programs.

### **Youth and adult environmental education opportunities**

The lack of staff make adding environmental education opportunities difficult. If any additional efforts are to be made, it will likely be by volunteers or partners. With that in mind, the following are possibilities:

**Junior Ranger Program:** This would require staff time, at least to train and oversee volunteers, and would function best if an interior meeting space was available for developing and administering the program.

**Develop field trip packages:** Develop a field trip package to facilitate use of the site for school field trips. Ideally the package would include Cape Blanco State Park and Port Orford Heads.

**Field Day Event:** Work with other providers to develop and deliver a 'Field Day' event that offers a variety of natural history stations run by the various partners for rotating groups of school children. Likely partners include USFS, Oregon Dept. of Fish and Wildlife, and Curry Watersheds, a partnership between the Curry County Soil and Water Conservation District (SWCD), Lower Rogue Watershed Council, and the South Coast Watershed Council) dedicated to protecting the county's farms, fish and forests through conservation and watershed restoration practices.

**Portable Interpretive Kits:** Develop a Ranger's Backpack and a Ranger's Tool Kit. The Backpack is a small-sized kit featuring a collection of props and other items that can be used in on-site and small scale presentations. Higher priority items to include in this kit are the more portable ones and those that assist the interpretation of key park features. A Tool Kit is a mid-sized kit featuring a collection of props and other items that can be used in off-site and large-scale 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.

**Canned Outreach Programs:** Develop a program on the maritime era and the role of Cape Blanco lighthouse and Port Orford Heads during that time, and one on the natural history of Cape Blanco to be used at presentations. .

**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.

### **Opportunities to be Eliminated**

Remove or replace the salmon sign at Beaver Marsh. It is outdated.

## **15. Action Plan**

*Note: All projects done should be done in conjunction with the form "How to Get Interpretive Projects Done."*

The following action plan focuses on the non-personal strategies that are a part of the recommended interpretive network and that do not require extensive site development or planning. All personal interpretive opportunities (Junior Ranger program, evening programs, and roving interpreter) require an interpreter or a volunteer with training. Those opportunities should be developed as soon as such a person is available. Those strategies that require extensive site development work, specifically the opportunities at Beaver Marsh, and those that require significant planning (Nature Trail and the Interpretive/Explorer's Guide to Cape Blanco and Port Orford Heads State Parks) should be developed after a Conceptual Interpretive Plan is developed.

### **Phase 1**

The initial actions (outputs) should focus on upgrading the orientation and wayfinding network, cross marketing the opportunities at each of the units, and laying the groundwork for developing additional opportunities. Specific tasks include:

1. Re-design and install the Site Orientation Panel
2. Establish a working group, including the City of Port Orford, to design and install the Area Orientation Panel. Ideally this panel or some variation of it would be installed at Battle Rock Wayside as well as OPRD properties.
3. Upgrade the wayfinding signage along the trails so it is complete and consistent in terms of design
4. Remove the outdated interpretive panel at Beaver Marsh
5. Begin the process of developing an Interpretive Plan for Port Orford Heads State Park and Cape Blanco State Park

### **Phase 2**

The next round of actions could happen prior to the Conceptual Interpretive Plan being completed. They focus on developing basic components of the interpretive network that do not require the more extensive planning that would happen in an interpretive planning effort. Those actions include:

6. Develop the Thematic Overview Panels
7. Develop the additional interpretive panel for the Hughes House
8. Develop the Sense-ational Discovery Guide to Cape Blanco and Port Orford Heads State Parks
9. Begin work on the Trail Guide

### **Additional Phases**

Specific actions will be identified in the planning process for developing a Conceptual Interpretive Plan.

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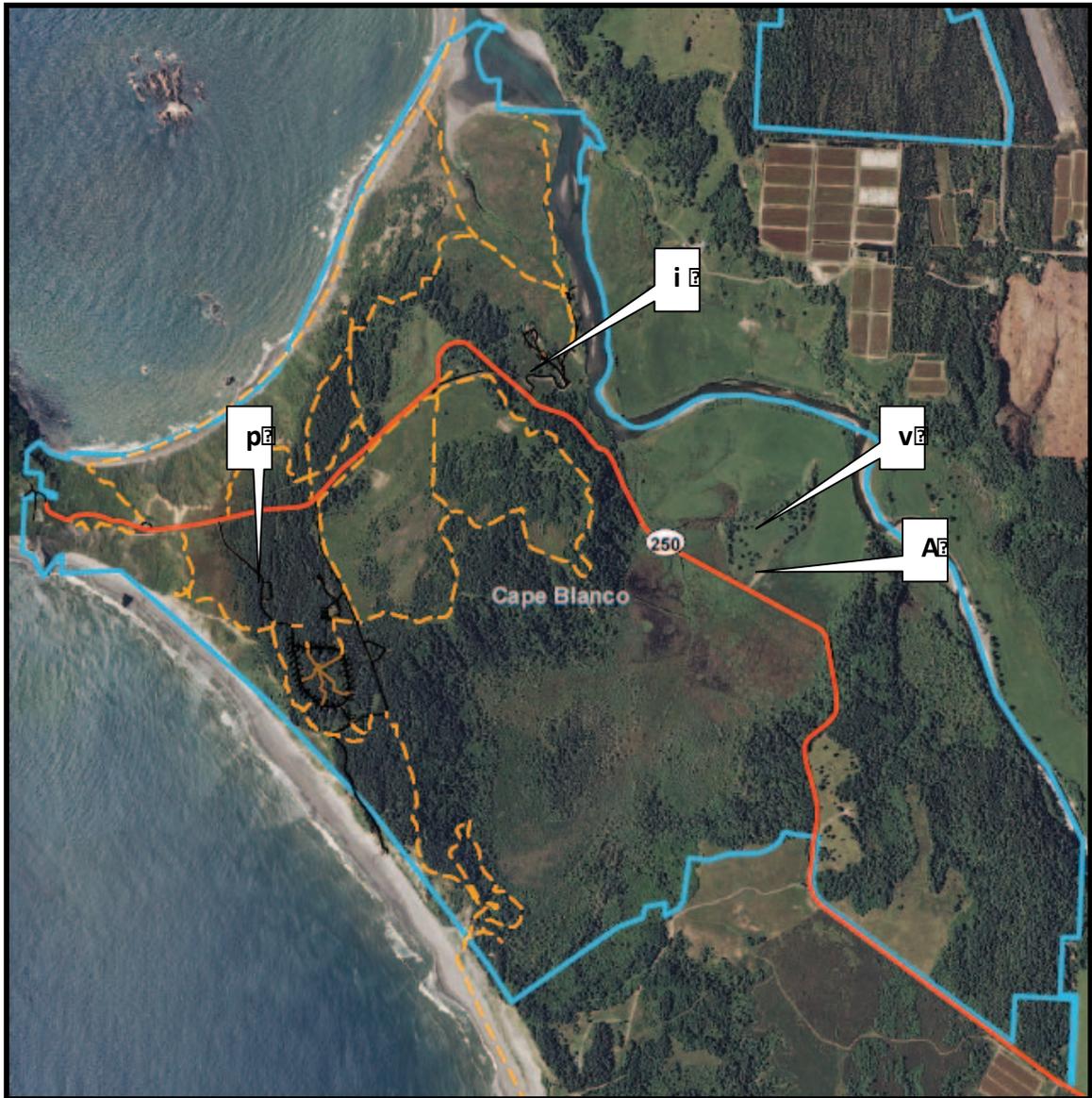
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# Interpretive Assessment: Port Orford Heads State Park

## Park Overview

Port Orford Heads State Park, located on a 101-acre forested headland directly south of the city of Port Orford, offers visitors a chance to view a historic lifesaving station and take in some of the most dramatic and scenic views of the southern Oregon coast. Vistas extend north toward the Cape Blanco Lighthouse and south to Port Orford and Humbug Mountain, and beyond.

Frequent shipwrecks on the southern Oregon coast in the late 1800s and early 1900s prompted the U.S. Coast Guard to select Port Orford Heads as the site of a lifesaving station. The Lifeboat Station, perched on the highest hill in town, was constructed in 1934 to provide lifesaving service to the southern Oregon Coast. It operated until 1970.

All the surviving neocolonial structures are on the National Register of Historic Places: crew quarters, a storage building, a pump house, a garage and the Officer-in-Charge quarters, which now serves as a residence for park staff. Today, the crew quarters houses the Port Orford Lifeboat Station museum, which opened in 2000. The museum is filled with photographs and equipment from rescues and memorabilia from beach patrol duty during World War II. The museum is managed by the Cape Blanco Heritage Society working with OPRD.

Panels interpreting the lifesaving station are located above Nellie's Cove and near the old watchtower. A third panel, which tells the story of the lifeboat and its crew, is located next to a refurbished 36-foot lifeboat used at Port Orford Lifeboat Station.

## 2. Summary of current interpretive program and resources

### Current Interpretive Program

Current interpretive opportunities include the following:

- Museum with exhibits focusing on a wide variety of topics, including the history of the lifeboat station, its role during World War II, logging history, and history of Port Orford
- Personal interpretation provided by the Cape Blanco Heritage Society and OPRD volunteers
- Exterior interpretive panels associated with lifeboat, watchtower and Nellie's Cove

### Resources for Interpretation

This park contains the following infrastructure and other resources that could be used to provide additional interpretive opportunities:

#### Infrastructure

- Network of short interconnected trails
- Crews quarters/museum
- A garage that could be converted to a Visitor Information Station
- Steps to Nellie's Cove (**Note:** *The Cape Blanco Heritage Society wants to develop exterior infrastructure to open up the stairway through expansion of the trail system.*)

#### Other resources

- Cell phone coverage (an important asset in considering newer media options)
- Cape Blanco Heritage Society, which helps run the lighthouse interpretive store and the Hughes House. The group currently distributes rack cards to visitor centers from Florence to Crescent City, advertises with map locators in the Mile-By-Mile issue of the Oregon Coast Magazine and in the summer issue of the Visitor Guide of the Brookings Pilot, publishes a quarterly newsletter and sends out news releases on all calendar activities. They are also in the process of launching a re-designed web site.

## 3. Park natural, historic, cultural and recreation resources for interpretation

This park contains the following tangible features that can be used as focal points for interpretive efforts:

- Lifesaving crew quarters (now the museum)
- Original trail out to the headland

- Extensive array of artifacts and images related to the lifesaving station, WW II and the City of Port Orford
- View of breakwater and cove where the lifesaving boats launched
- Commander's quarters
- Pump House
- Old parade grounds and tennis courts
- Cliffs and offshore rocks (bird habitat)
- Evidence of watchtower
- Lifesaving boat

## 4. Interpretive goals and objectives

The goals and objectives support the park management goals listed in the comprehensive plan. The interpretive goals support and help achieve the park management goals. The OPRD interpretive goal hierarchy begins with an interpretive goal followed by three types of objectives:

**Outputs:** Outputs measure projects led by OPRD. These are the actions OPRD will take through media prescriptions to help communicate the park themes. Outputs are identified in the action plan, which focus on implementing the interpretive media selected. Interpretive strategies include media selections supporting various goals.

**Outcomes:** Outcomes review changes in park visitor behavior. These are the impacts on visitor behaviors that we hope to accomplish through the outputs. Ideally, objectives are worded to indicate the minimum level or amount of desired impact that would be considered successful.

**Impacts:** Impacts consider improvements to the organization or resource. These are the results of the modifications to visitor behavior that directly support the resource management goals.

The successful achievement of the interpretive goals and objectives will occur through implementation of the media that have been prescribed to communicate the interpretive themes.

As part of the assessment process we gathered information during Work Session 1 on desired impacts on visitor behavior. Many of the desired impacts identified during the work session are difficult to achieve through interpretation and will require enforcement with perhaps some explanatory information. Those that do lend themselves to interpretation are included in the goals and objectives.

## **Resource Management Goals (from 2003 Master Plan)**

As part of the assessment process we reviewed the management goals (listed below) from the *Curry County: State Parks Master Plan* prepared in 2003, and gathered additional information during Work Session 1. Many of the desired outcomes identified during the work session are difficult to achieve through interpretation and will require enforcement with perhaps some explanatory information. Those that do lend themselves to interpretation are included in the goals and objectives.

Goal 1: Protect and enhance important natural, cultural and scenic resources

Goal 2: Improve maintenance, management and rehabilitation

Goal 3: Use partnerships to implement goals

Goal 4: Improve access and orientation

Goal 5: Provide for recreation needs

Goal 6: Improve disabled access

Goal 7: Improve interpretive and educational opportunities

## **Interpretive Goals**

**Interpretive Goal #1:** Contribute to the protection and conservation of natural and cultural resources at Port Orford Heads State Park.

**Interpretive Goal #2:** Increase public support for OPRD and the Cape Blanco Heritage Society in general, and for the efforts at Port Orford State Park specifically.

**Interpretive Goal #3:** A significant increase in the number of people reached through the interpretive network at Cape Blanco State Park and at Port Orford State Park.

**Interpretive Goal #4:** Become a stronger part of an area-wide interpretive network that includes multiple sites and entities. This includes, but is not limited to, the Confederated Tribes of the Siletz Indians, Coquille Indian Tribe, Curry County, and the City of Port Orford.

## **Interpretive Objectives**

### **Introduction**

Objectives in an interpretive assessment have two key functions. First, they provide focus and direction for selecting and designing interpretive media. Second, they provide a means to evaluate whether the interpretive strategy was successful. To function in this manner, all objectives are worded so they can be measured.

### **Evaluation**

Most evaluation focuses on outcomes - the impacts on visitor behavior. However, since many of those behaviors manifest themselves following a visit, evaluation can

be difficult without expending a significant amount of resources. Although a few behaviors, such as an increase in donations, can be measured easily, many of the behaviors that indicate positive impact occur after a visitor has left the park and would require a significant amount of work to measure properly. Consequently, the suggested evaluation strategies focus on indicators of impact, such as an increase in approval ratings. These can be measured by conducting a survey prior to implementing a specific interpretive strategy and afterwards to determine if the approval, which typically corresponds with a willingness to support, shows a significant increase. Approval can be measured using a Likert-type scale, which asks a visitor to respond to a question by circling a number on a scale. For example, 1 could represent low approval, 3 moderate approval and 5, strong approval. The degree of approval can then be quantified as an average and compared from before and after implementation.

### **Interpretive Goals, Outputs, Outcomes and Impacts**

***Interpretive Goal #1: Contribute to the protection and conservation of natural and cultural resources at Port Orford Heads State Park.***

#### **Outputs**

All interpretive strategies identified in this assessment will contribute to achieving this interpretive goal.

#### **Outcomes**

This goal can be achieved in part by developing interpretive opportunities in areas that are not sensitive and in part by developing interpretive opportunities focused on achieving the following outcomes:

1-1: 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 these outcomes are implemented. Those behaviors that can be affected by interpretation include the following:

- Not feeding or chasing / harassing the wildlife
- Staying on paths, roads and parking areas (avoiding trampling – both on foot and parking vehicles)
- Keeping dogs on leash and cleaning up after their pets
- Not cutting/injuring vegetation
- Staying off of steep slopes
- Being careful of cultural artifacts in the museum

**Note:** Achieving these changes in behavior requires an increase in awareness by the visitor of their personal impact on the natural/cultural resources and ways they can mitigate those impacts. However, the desired outcomes are changes in behaviors.

1-2: An increase in the number of people volunteering time at Port Orford Heads State Park specifically to support preservation, restoration and interpretation of cultural and/or natural resources. This would include an increase in people joining or donating to the Cape Blanco Heritage Society.

**Impacts**

Achieving the outcomes associated with Interpretive Goal 1 will contribute directly to the following Resource Management Goals:

<b>Resource Management Goal</b>	<b>Impacts</b>
Goal 1: Protect and enhance important natural, cultural and scenic resources	Reducing visitor impacts on cultural and/or natural resources
Goal 2: Improve park maintenance, management and rehabilitation	Reducing the need to rehabilitate resources.
Goal 5: Provide for recreational needs	Addition of interpretive opportunities
Goal 7: Improve interpretive and educational opportunities	Addition of interpretive/educational opportunities

**Interpretive Goal #2:** Increase public support for OPRD in general, and for the efforts at Port Orford Heads State Park specifically.

**Outputs**

All interpretive strategies identified in this plan will contribute to achieving this interpretive goal if they are designed to communicate that OPRD is the agency managing the park (assuming visitors are enjoying their experience) and that the Cape Blanco Heritage Society is a key partner in enhancing the quality of the experience.

**Outcomes**

Support for efforts in Port Orford Heads State Park can be achieved in part by upgrading the interpretive and recreational opportunities available to the public and by making visitors aware that the opportunities they are enjoying are made possible by OPRD with the help of the Cape Blanco Heritage Society. Support can also be achieved by providing explanations for management actions that negatively affect a visitor’s recreation experience. Specifically, this goal can be achieved in part by developing interpretive opportunities focused on achieving the following outcomes:

2-1: An increase in awareness and approval by visitors of OPRD as the entity responsible for the preservation, restoration and management of the park, and

for the interpretive and recreational opportunities provided within the park. This would manifest itself by increases in approval ratings and awareness of the managing agency as indicated on a survey.

- 2-2: An increase in awareness that the Cape Blanco Heritage Society is integrally involved in and in part responsible for the quality of the interpretive experiences combined with an increase in membership and donations.
- 2-3: An increase in positive written comments regarding interpretive opportunities on visitor survey forms for the year following implementation of a significant interpretive opportunity (such as the diorama).
- 2-4: An increase in support for management actions associated with protecting, restoring and/or enhancing vegetation and wildlife habitat. This would manifest itself in an increase in approval ratings for specific actions as indicated on a Likert-type scale on a simple survey.
- 2-5: An increase in interest in the interpretive stories as indicated on a Likert-type scale on a survey form and by an increase in sales of interpretive publications.

**Impacts**

Achieving the outcomes associated with Interpretive Goal 2 will contribute directly to the following Resource Management Goals:

<b>Resource Management Goal</b>	<b>Impacts</b>
Goal 1: Protect and enhance important natural, cultural and scenic resources	Increased compliance with rules and regulations focused on protecting resources.
Goal 2: Improve park maintenance, management and rehabilitation	Additional volunteer labor for work associated with these categories.
Goal 5: Provide for recreational needs	Addition of interpretive opportunities
Goal 7: Improve interpretive and educational opportunities	Addition of interpretive/educational opportunities

***Interpretive Goal #3:*** A significant increase in the number of people reached through the interpretive network at Cape Blanco State Park and at Port Orford Heads State Park.

Given that 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 a goal of OPRD for as many visitors as possible to engage in interpretive opportunities. Port Orford Heads State Park remains open during the off-season. However, the primary interpretive opportunities – the museum – is not open during that time period. In addition, visitation at the site is very low.

**Outputs**

Interpretive opportunities geared to the maritime story, and opportunities available year-round.

**Outcomes**

Specifically, this goal can be achieved in part by developing opportunities focused on achieving the following outcomes:

- 3-1: An increase in the percentage of visitors in the shoulder and off-season taking part in at least one interpretive opportunity.
- 3-2: An increase in visitation to the park.
- 3-3: An increase in the percentage of visitors to the park who visit the Hughes House and lighthouse.
- 3-4: An increase in sales of interpretive items at the interpretive stores. (This indicates increased visitation and/or increased interest in the stories).

**Impacts**

Achieving the outcomes associated with Interpretive Goal 3 will contribute directly to the following Resource Management Goals:

<b>Resource Management Goal</b>	<b>Impacts</b>
Goal 1: Protect and enhance important natural, cultural and scenic resources	Providing interpretation to an audience not currently being reached, which in turn will result in increased compliance with rules and regulations focused on protecting resources.
Goal 2: Improve park maintenance, management and rehabilitation	Additional volunteer labor for work associated with these categories.
Goal 5: Provide for recreational needs	Addition of interpretive opportunities for visitors in the shoulder and off-season
Goal 7: Improve interpretive and educational opportunities	Addition of interpretive/educational opportunities

**Interpretive Goal #4:** *Become a stronger part of an area-wide interpretive network that includes multiple sites and entities.*

**Outputs**

Interpretive strategies developed in partnership with other agencies.

**Outcomes**

Specifically, this goal can be achieved in part by achieving the following outcomes:

- 4-1: Development of a working group that includes members of all agencies and entities with a vested interest in the area.
- 4-2: Development of a speakers list with topics listed that are available for presentations in the area.
- 4-3: Development of local training programs on Native American history, flora and fauna of the area, Maritime history, and other relevant topics, that can benefit multiple agencies / entities.

**Impacts**

Achieving the outcomes associated with Interpretive Goal 4 will contribute directly to the following Resource Management Goals:

<b>Resource Management Goal</b>	<b>Impacts</b>
Goal 1: Protect and enhance important natural, cultural and scenic resources	Reaching more visitors to the area with key messages relevant to resource protection.
Goal 3: Use partnerships to implement goals	Consistency in messages.
Goal 5: Provide for recreational needs	Addition of interpretive opportunities.
Goal 7: Improve interpretive and educational opportunities	Addition of interpretive/educational opportunities in the area.

**5. Budget**

OPRD's interpretive budget for the 12 properties in this management unit is \$2500. Supplemental funding from the Cape Blanco Heritage Society and OPRD for special projects is possible. The Cape Blanco Heritage Society has funds for interpretive projects at Port Orford Heads. They also have demonstrated success in obtaining funds through grant applications, and could secure larger amounts for purposes such as interpretive enhancements, using invested funds as cash match, plus portions of volunteer in-kind match (5,430 hours @ \$70,500 in 2011).

## 6. Visitor identification and marketing information overview

Information on visitors was obtained by discussions with OPRD staff and the Cape Blanco Heritage Society and also by reviewing information obtained in a 2006 survey.

The following are key characteristics that have impact on the interpretive program:

- A significant number of visitors use the trails
- A significant number of visitors are new to the park (2006 Survey).
- A significant number of visitors are from out-of-state (2006 Survey)..
- Respondents indicated a significant level of interest in both natural history and history, and in OPRD efforts to restore habitat (2006 Survey)..

### Visitation numbers

The following are visitation numbers from 2005 and 2006

	2006 through September	2005
Park	20,107	22,004
Museum	2,526	3,148

## 7. Themes

### Introduction

The Primary Theme for a park links the key tangible resources of the park with intangible concepts with the intent of answering the questions, “why is this a park?” and, “what is significant about this park?”

The intent of communicating the Primary Theme is to establish a sense of value among users of the park so they support the work of OPRD, help protect and conserve the resources by practicing good stewardship, and so they contribute to the protection and conservation of resources through volunteering time, donating money or resources and/or providing political support.

Information to develop the Primary Theme was collected at Work Session 1 by asking participants to identify why, in general, this park was important. The following table provides information on the significant elements of the park based in part on information collected at that work session and on follow-up analysis of the park.

**Table: Significance of Resources**

<b>Resource</b>	<b>Significance</b>
Recreation	<ul style="list-style-type: none"><li>• The primary recreational opportunities are the museum and the hiking trails.</li></ul>
Cultural History	<ul style="list-style-type: none"><li>• One of Oregon's best-preserved and complete historic maritime sites. A designated National Historic Place</li><li>• Two prehistoric archaeological sites on the National Register</li></ul>
Natural History	<ul style="list-style-type: none"><li>• The site contains high quality and important native shrublands and grasslands.</li><li>• The ocean, intertidal, cliffs and off-shore rocks are very important marine habitats for fish, crustaceans and seabirds.</li></ul>

In summary, although there are significant natural resources, the primary reason this is a park is because of the National Historic District.

### **Primary Theme**

*The life-boat station and associated features at Port Orford Head, one of Oregon's best-preserved and complete sites associated with maritime history, is mute testimony to an era when the ocean highway was a critical link to the outside world.*

### **Themes**

Themes to support the Primary Theme include the following:

**Theme 1:** The importance of the ocean highway and the lack of sophisticated rescue equipment (helicopters) in the early part of the 20th century made the life saving crews at Port Orford and elsewhere the only thing standing between shipwrecked passengers and crew and a watery grave.

#### **Sub-themes**

1-1: Coastal residents in this area at that time depended on the maritime highway to ship and receive goods.

1-2: The link was so important that ships braved treacherous waters around Cape Blanco to deliver and receive goods and travelers.

1-3: The link was so important that the federal government invested a lot of money in building a lighthouse and rescue station.

1-4: Location and success of Port Orford and business enterprises in the area depended heavily on access to the maritime shipping lanes at that time.

1-5: Lifestyle at that time depended heavily on the maritime link to the outside world.

**Theme 2.** With oceans still serving as a key transportation route during WW II, Port Orford Heads and other headlands were a key to coastal defense.

**Sub-theme 2-1:** Port Orford Heads served as a key coastal defense site due to the height of the headland and clear view of the ocean to the south, east and north.

**Sub-theme 2-2:** The only access to the Oregon Coast by the Japanese was by air or sea.

**\*Associated Theme 3:** The headland and offshore rocks are important habitat for a wide variety of native Oregon flora and fauna.

*\*Although this theme does not tie to the Primary Theme, the Cape Blanco Heritage Society expressed a strong interest in providing information on wildflowers and other aspects of natural history. Consequently, this theme was included to provide direction for information that was developed on those topics.*

## **8. Physical interpretive limitations (sensitive interpretive areas, ADA issues, site specific issues)**

The following are key physical limitations that have impact on the interpretive program:

- The trail to the point of the headland, where the watchtower was located, is not fully accessible
- Access to Nellie's Cove is by way of a steep stairway, the bottom of which is not accessible to the public
- The museum is not wheelchair accessible
- The site contains steep cliffs
- Poison oak is an issue along all trails including the trail to Nellie's Cove
- The site contains 2 prehistoric archaeological sites that are listed on the National Register

### **Physical and Regulatory Constraints:**

Physical and regulatory constraints potentially affecting the interpretive program include:

- The site is listed on the National Register of Historic Places

## **9. Areas for further study or requiring additional information**

The possibility of and cost associated with converting the garage to a small visitor contact station that is open year round should be studied.

## **10. Interpretive Center evaluation**

This site already has a museum that functions in part as a visitor center, although hours of operation are somewhat limited. The possibility exists for converting a garage on the site to a small visitor center.

## **11. Recommended interpretive level of service**

According to the Regional Interpretive Framework, Port Orford Heads is currently classified as an Interpretive Service Level 4 park. As such it may include a dedicated interpretive building that would only be open seasonally. It also may or may not have outdoor interpretive structures. However, it should have dedicated interpretive staff on a seasonal basis. Based on the significance of the cultural resources in particular, the park should remain a Level 4.

## **12. Recommendation for type of interpretive plan to follow**

Given that Port Orford Heads State Park is a Level 4 park and that we are not recommending an Interpretive Center, a Conceptual Interpretive Plan should be prepared as the next planning step. The site should be combined with Cape Blanco for a comprehensive planning effort due to the close association of the two sites in terms of representing the maritime era.

## **13. Wayfinding strategy**

Based on discussions with staff and the on-site visit, the issue is not necessarily getting lost on site, but rather getting to the site and in being motivated to visit all parts of the site and to visit other parks in the area that are connected by topic (Cape Blanco). With that in mind, the following strategies are recommended:

**Site Orientation Panel.** This would use a stylized map of the site from an oblique aerial perspective as a backdrop for images of the key attractions. It would be replace the existing site orientation panel.

**Area Orientation Panel.** This would use the same visual approach and would highlight state parks as well as Battle Rock Wayside. This would be located in the same place as the Site Orientation Panel.

**Trail Guide to Cape Blanco, Port Orford Heads and Floras Lake State Parks.** This is a map/brochure containing trail maps and associated tidbits of interpretive information for trails at all 3 parks.

## 14. Media suggestions

Rather than assuming that the budget will always be small, the following list of opportunities was developed on the basis of what the park could and probably should offer in terms of interpretive opportunities in the future.

***Note:** OPRD is not going to support web-based applications, but that does not preclude the Cape Blanco Heritage Society from developing and maintaining these opportunities. Consequently opportunities involving applications have been included. OPRD retains the right to review any and all interpretive strategies that bear the OPRD shield.*

**Thematic Overview Panels:** These would be located in a cluster oriented toward the museum building. Panels should include:

- The Maritime story with emphasis on the lifesaving station. (This should closely tie Port Orford Heads, Hughes House and Cape Blanco Lighthouse and connect with the city of Port Orford in a way that motivates visitors to go to all locations).
- Role during World War II
- What lives here? This is a focus on the importance of the habitats for native flora and fauna.

**Interpretive panels at viewpoint to Nellie's Cove:** When it comes time to replace the existing panels re-design to use the current visual as a backdrop for visuals associated with the historic setting. Also re-orient toward the breakwater.

**Interpretive Panel at Watchtower:** When it comes time to replace the existing panel re-design to use the current visual as a backdrop for visuals associated with the historic setting. Also re-locate so the visitors can look up from the sign toward the watchtower site.

**Interpretive/Explorer's Guide to Cape Blanco and Port Orford Heads State Parks.** This should be offered in several formats:

- **A publication.** This could be developed and published on something like Lulu so there is no publishing cost.
- **QR code tour/guide to Cape Blanco and Port Orford Heads State Parks.** This allows people with a smart phone to use a code (like a bar code) at a

feature or location to access a web site that contains information that can be listened to, viewed or read. It depends on having access to the internet (cell phone coverage), a smart phone, and a QR code reader program (easily downloadable for free). A significant advantage is that it can easily be updated and costs virtually nothing to develop other than time.

- **Podcast for Cape Blanco and Port Orford Heads State Parks.** This can be downloaded prior to a visit so they do not depend on having access to the Internet or having a smart phone. Different chapters of a podcast can be accessed at different locations and features in the park, just as with the QR code tour. It also requires a smart phone.
- **GPS-Based App Guide to Cape Blanco and Port Orford Heads State Park.** This does not require anything on the ground, but does typically cost more to set up because it often needs a specialist while the other strategies are ones that can typically be done in-house. It also requires a smart phone.

**Sense-ational Discovery Guide to Cape Blanco and Port Orford Heads State Parks.** This is a brief publication designed like a treasure hunt that focuses on participants (usually children) to engage all their senses in exploring the parks. Floras Lake could also be included.

**Interpretive Panel Cluster: Pump House Trail:** This would focus on the boat house at Nellie's Cove. Note that this would require development of a trail and the actual location would depend on the location of the trail.

### **Planning and Development of Museum Exhibits**

A plan needs to be developed for the museum to determine the overall vision and actions to achieve that vision. Ideally, space would be found elsewhere for most of the artifacts and collections relating to Port Orford so the museum could concentrate on the telling its chapter of the story of life in the maritime era (which could include an exhibit focusing on Port Orford and its dependence on the Maritime Highway), coastal defense and lifesaving.

### **Youth and adult environmental education opportunities**

The lack of staff make adding environmental education opportunities difficult. If any additional efforts are to be made, it will likely be by volunteers or partners. With that in mind, the following are possibilities:

**Develop field trip packages:** Develop a field trip package to facilitate use of the site for school field trips. Ideally the package would include Cape Blanco State Park and Port Orford Heads.

**Field Day Event:** Work with other providers to develop and deliver a 'Field Day' event that offers a variety of cultural and/or natural history stations run by the various partners for rotating groups of school children. Likely partners include the City of Port Orford, the United States Coast Guard, USFS, Oregon Dept. of Fish and

Wildlife, and Curry Watersheds, a partnership between the Curry County Soil and Water Conservation District (SWCD), Lower Rogue Watershed Council, and the South Coast Watershed Council) dedicated to protecting the county's farms, fish and forests through conservation and watershed restoration practices.

**Portable Interpretive Kits:** Develop a Ranger's Backpack and a Ranger's Tool Kit. The Backpack is a small-sized kit featuring a collection of props and other items that can be used in on-site and small scale presentations. Higher priority items to include in this kit are the more portable ones and those that assist the interpretation of key park features. A Tool Kit is a mid-sized kit featuring a collection of props and other items that can be used in off-site and large-scale 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.

**Canned Outreach Programs:** Develop a program on the maritime era and the role of Cape Blanco lighthouse and Port Orford Heads during that time, and one on the natural history of Cape Blanco to be used at presentations. .

**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.

## 15. Action Plan

*Note: All projects done should be done in conjunction with the form "How to Get Interpretive Projects Done."*

The following action plan focuses on the non-personal strategies that are a part of the recommended interpretive network and that do not require extensive planning. Guided tours require an interpreter or a volunteer with training. Work on the layout and interpretation within the Museum requires extensive planning and should wait until the Conceptual Interpretive Plan is completed.

### Phase 1

The initial actions (outputs) should focus on upgrading the orientation and wayfinding network, cross marketing the opportunities at each of the units, and laying the groundwork for developing additional opportunities. Specific tasks include:

1. Re-design and install the Site Orientation Panel
2. Establish a working group, including the City of Port Orford, to design and install the Area Orientation Panel. Ideally this panel or some variation of it would be installed at Battle Rock Wayside as well as OPRD properties.

3. Begin the process of developing an Interpretive Plan for Port Orford Heads State Park and Cape Blanco State Park. **Note:** *It may be difficult for OPRD to fund a complete Conceptual Interpretive Plan for Cape Blanco State Park and Port Orford Heads State Park in the near future. However, it is important that a plan be developed for Port Orford Heads as soon as possible so work can begin on re-organizing the museum. It is also much easier to get grants to fund such changes if a plan is developed.*

## **Phase 2**

The next round of actions would focus on developing basic components of the interpretive network that do not require the more extensive planning that would happen in an interpretive planning effort. Those actions include:

4. Develop the Thematic Overview Panels
5. Redesign and install the interpretive panels at the watchtower site, Nellie's Cove and the lifeboat.
6. Develop the Sense-ational Discovery Guide to Cape Blanco and Port Orford Heads State Parks
7. Begin work on the Trail Guide

## **Additional Phases**

Specific actions will be identified in the planning process for developing a Conceptual Interpretive Plan.

# 1. The 1950s and the 1960s

2.

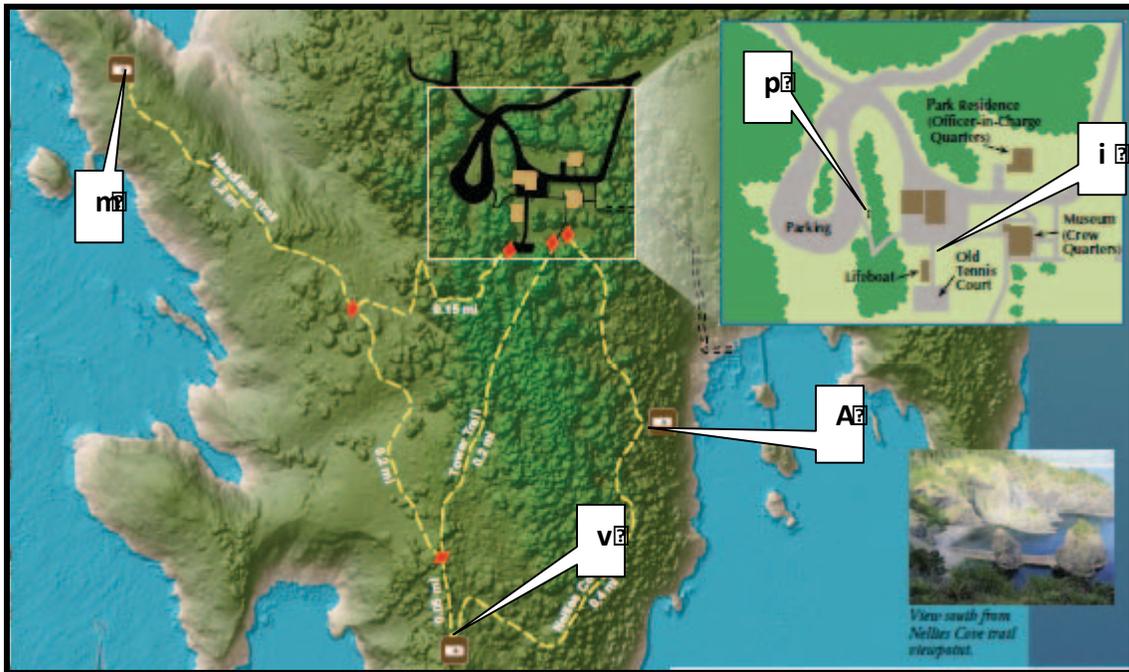
' The 1950s and the 1960s were the years of the...

Not a student of the...

Very few...

But...

However...



# Interpretive Assessment: Tseriadun State Recreation Site

## Park Overview

Tseriadun State Recreation Site is found west of the city of Port Orford, along the southern side of Garrison Lake just north of Port Orford Heads. The site has a long history of human use, beginning with Native Americans who had a settlement in the area. It was later used as a debarkation point for shipping Native Americans from the area to reservations (Oregon's Trail of Tears), hence the name Garrison Lake (other stories exist about origin of the name). It continues to be an important site to Native Americans of the south coast.

A summer festival with dancing, wrestling, picnics and other activities was held here for some years in the early 20<sup>th</sup> century. Later it was converted to an RV park. In May 2003, Oregon Parks and Recreation Department bought the 42-acre site, known locally in the past as Agate Beach Recreational Vehicle Park, for a day-use beach access. Visitors, mostly locals, come to Tseriadun for various reasons, including to walk on the beach and to gather agates and other resources. It is the site of an annual traditional salmon bake, which is consistent with its status as a community "gathering place."

## 2. Summary of current interpretive program and resources

### Current Interpretive Program

The park currently has a single interpretive panel focusing on the seasonal movement of sand along this section of beach and when the best time is to hunt for agates.

### Resources for Interpretation

This park contains the following infrastructure and other resources that could be utilized to provide additional interpretive opportunities:

#### Infrastructure

Aside from the parking area and trail to the beach the site does not have infrastructure that could be used to provide additional interpretive opportunities.

#### Other resources

- Cell phone coverage (an important asset in considering newer media options)
- A park host who could be used to distribute materials

### 3. Park natural, historic, cultural and recreation resources for interpretation

The park contains the following tangible features that can be used as focal points for interpretive efforts:

- View of Garrison Lake
- View of outlet constructed to alleviate problems with overflow from Garrison Lake breaching the dunes and allowing salt water into the lake.
- Dunes and associated features
- Headlands
- Site of a significant Native American settlement
- Variety of habitats

### 4. Interpretive goals and objectives

Ideally, the goals and objectives support the park management goals listed in the comprehensive plan. However, Tseriadun State Recreation Site does not have a comprehensive master plan. Consequently, this hierarchy begins with the Interpretive Goals. The OPRD interpretive goal hierarchy begins with an interpretive goal followed by three types of objectives:

**Outputs:** Outputs measure projects led by OPRD. These are the actions OPRD will take through media prescriptions to help communicate the park themes. Outputs are identified in the action plan, which focus on implementing the interpretive media selected. Interpretive strategies include media selections supporting various goals.

**Outcomes:** Outcomes review changes in park visitor behavior. These are the impacts on visitor behaviors that we hope to accomplish through the outputs. Ideally, objectives are worded to indicate the minimum level or amount of desired impact that would be considered successful.

**Impacts:** Impacts consider improvements to the organization or resource. These are the results of the modifications to visitor behavior that directly support the resource management goals.

The successful achievement of the interpretive goals and objectives will occur through implementation of the media that have been prescribed to communicate the interpretive themes.

As part of the assessment process we gathered information during Work Session 1 on desired impacts on visitor behavior. Many of the desired impacts identified during the work session are difficult to achieve through interpretation and will require enforcement with perhaps some explanatory information. Those that do lend themselves to interpretation are included in the goals and objectives.

## **Interpretive Goals**

**Interpretive Goal #1:** Contribute to the protection and conservation of natural and cultural resources at Port Orford Heads State Park.

**Interpretive Goal #2:** Increase public support for OPRD and the Cape Blanco Heritage Society in general, and for the efforts at Port Orford State Park specifically.

**Interpretive Goal #3:** A significant increase in the number of people reached through the interpretive network at Cape Blanco State Park and at Port Orford State Park.

**Interpretive Goal #4:** Become a stronger part of an area-wide interpretive network that includes multiple sites and entities. This includes, but is not limited to, the Confederated Tribes of the Siletz Indians, Coquille Indian Tribe, Curry County, and the City of Port Orford.

## **Interpretive Objectives**

### **Introduction**

Objectives in an interpretive assessment have two key functions. First, they provide focus and direction for selecting and designing interpretive media. Second, they provide a means to evaluate whether the interpretive strategy was successful. To function in this manner, all objectives are worded so they can be measured.

### **Evaluation**

Most evaluation focuses on outcomes - the impacts on visitor behavior. However, since many of those behaviors manifest themselves following a visit, evaluation can be difficult without expending a significant amount of resources. Although a few behaviors, such as an increase in donations, can be measured easily, many of the behaviors that indicate positive impact occur after a visitor has left the park. Consequently, the suggested evaluation strategies focus on indicators of impact, such as an increase in approval ratings. These can be measured by conducting a survey prior to implementing a specific interpretive strategy and afterwards to determine if the approval, which typically corresponds with a willingness to support, shows a significant increase. Approval can be measured using a Likert-type scale, which asks a visitor to respond to a question by circling a number on a scale. For example, 1 could represent low approval, 3 moderate approval and 5, strong approval. The degree of approval can then be quantified as an average and compared from before and after implementation.

## **Interpretive Goals, Outputs, Outcomes and Impacts**

***Interpretive Goal #1: Contribute to the protection and conservation of natural and cultural resources at Tseriadun State Recreation Site.***

### **Outputs**

All interpretive strategies identified in this plan will contribute to achieving this interpretive goal.

### **Outcomes**

This goal can be achieved in part by developing interpretive opportunities in areas that are not sensitive and in part by developing interpretive opportunities focused on achieving the following outcomes:

1-1: An increase in appropriate use patterns and behaviors among users of the park.

Those behaviors that can be affected by interpretation include the following:

- Not feeding or chasing / harassing the wildlife
- Staying on paths, roads and parking areas
- Not cutting/injuring vegetation
- Staying out of the sensitive cultural site except on designated trails
- Staying off slopes that are unstable

Note that achieving these changes in behavior requires an increase in awareness by the visitor of their personal impact on the natural/cultural resources and ways they can mitigate those impacts. However, the desired outcomes are changes in behaviors.

1-2: An increase in the number of people volunteering time or donating money, specifically to support preservation, restoration and interpretation.

### **Impacts**

Impacts on Resource Management Goals cannot be determined because they have not yet been established for Tseriadun State Recreation Site.

***Interpretive Goal #2: Increase public support for OPRD in general, and for the efforts at Tseriadun State Recreation Site specifically.***

### **Outputs**

All interpretive strategies identified in this plan will contribute to achieving this interpretive goal if they are designed to communicate that OPRD is the agency managing the park and to provide explanations for management actions.

### **Outcomes**

Support for efforts can be accomplished in part by upgrading the interpretive and recreational opportunities available to the public and by 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:

- 2-1: An increase in awareness and approval by visitors of OPRD as the entity responsible for the preservation, restoration and management of the park, and for the interpretive and recreational opportunities provided within the park. This would manifest itself by increases in approval ratings and awareness of the managing agency as indicated on a survey.
- 2-2: An increase in positive written comments on interpretive visitor survey forms by visitors for the year following implementation of a significant interpretive opportunity.
- 2-3: An increase in support for management actions associated with protecting and/or enhancing fish and wildlife habitat and vegetation. This would manifest itself in an increase in approval ratings for specific actions as indicated on a Likert-type scale on a simple survey.
- 2-4: An increase in interest in the interpretive stories as indicated on a Likert-type scale on a simple survey and by an increase in sales of interpretive publications in the store.

### **Impacts**

Impacts on Resource Management Goals cannot be determined because they have not yet been established for Tseriadun State Recreation Site.

***Interpretive Goal #3: A significant increase in the percentage of visitors participating in interpretive opportunities at Tseriadun State Recreation Site.***

Given that 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 a goal of OPRD for as many visitors as possible to engage in interpretive opportunities.

### **Outputs**

Any additional interpretive opportunities will help achieve this goal.

### **Outcomes**

Specifically, this goal can be achieved in part by developing opportunities focused on achieving the following outcomes amongst visitors exposed to the interpretive opportunities:

- 3-1: An increase in the percentage of visitors participating in at least one interpretive opportunity.

3-2: An increase in the percentage of visitors participating in multiple interpretive opportunities.

**Impacts**

Impacts on Resource Management Goals cannot be determined because they have not yet been established for Tseriadun State Recreation Site.

**5. Budget**

The interpretive budget for the 12 properties in this management unit is \$2500. Supplemental funding from OPRD for special projects is possible, but the amounts would likely be small.

**6. Visitor identification and marketing information overview**

Tseriadun is essentially a local park, with little visitation from people outside the area. It is the site of a traditional salmon bake.

**Visitation numbers**

The following are visitation numbers from 2005 and 2006

	<b>2006 through September</b>	<b>2005</b>
Park	19,500 (est.)	26,000 (est.)

**Implications of this data**

- Given that the audience is primarily local and likely to be repeat, consideration should be given to strategies that are more easily changed than permanent signage.

**7. Themes**

**Introduction**

The Primary Theme for a park links the key tangible resources of the park with intangible concepts with the intent of answering the questions, “why is this a park?” and, “what is significant about this park?”

The intent of communicating the Primary Theme is to establish a sense of value among users of the park so they support the work of OPRD, help protect and conserve the resources by practicing good stewardship, and so they contribute to

the protection and conservation of resources through volunteering time, donating money or resources and/or providing political support.

Information to develop the Primary Theme was collected at Work Session 1 by asking participants to identify why, in general, this park was important. The following table provides information on the significant elements of the park based in part on information collected at that work session and on follow-up analysis of the park.

<b>Resource</b>	<b>Significance</b>
Recreation	<ul style="list-style-type: none"> <li>• Beach access</li> </ul>
Cultural History	<ul style="list-style-type: none"> <li>• Key Native American settlement site also associated with removal of Native Americans from area</li> </ul>
Natural History	<ul style="list-style-type: none"> <li>• Has a variety of coastal features and associated habitats in a small area including beach, foredune ridge, forest, headland.</li> </ul>

Although the park has a variety of habitats and consequent value for nature study, the primary reasons this is a park is in part the beach access and in part the significant Native American cultural site.

**Primary Theme**

*While providing key access to the beach, Tseriadun also encompasses a significant Native American settlement site.*

**Themes**

**Theme 1:** The natural resources of the area have combined to attract human settlement and dictate use throughout the ages.

**Sub-themes**

1-1: The array of resources and proximity to major transportation routes (the beach) attracted Native Americans to settle on this site.

1-2: The array of resources - timber, pasture, gold - plus access to the maritime highway attracted EuroAmerican settlers.

1-3: The natural setting and access to the ocean continue to attract visitors to the site.

**Theme 2:** Maintaining the quality of this site and resources requires careful management.

The key story told under this theme is the development of the outlet to manage the waters of Garrison Lake.

## **8. Physical interpretive limitations (sensitive interpretive areas, ADA issues, site specific issues)**

The following are key limitations that have impact on the interpretive program:

- The forest is the site of an important Native American settlement site. Consequently, fixed interpretive opportunities, such as signage, would have to be mounted on a pad rather than intruding into the ground.
- Access to the forest area is restricted.
- Safety issues regarding the headland, rocks and ocean.

### **Physical and Regulatory Constraints:**

No additional constraints noted.

## **9. Areas for further study or requiring additional information**

More information on the Native American story needs to be developed.

## **10. Interpretive Center evaluation**

This site does not warrant consideration for an Interpretive Center

## **11. Recommended interpretive level of service**

Retain the current status as a Level 2 park.

## **12. Recommendation for type of interpretive plan to follow**

No additional planning recommended

## **13. Wayfinding strategy**

Wayfinding is not a particular issue because the site is so small.

## **14. Media suggestions**

**Thematic Overview Panels.** These would focus on the following:

- Geomorphologic evolution of the area, including the issues and solutions regarding Garrison Lake.

- Native American history.
- The human continuum.

### **Site Interpretive Brochure**

The brochure would include a map and interpretation of the key stories using the features visible along the route.

## **15. Action Plan**

*Note: All projects done should be done in conjunction with the form "How to Get Interpretive Projects Done."*

The following actions are in priority order:

1. Begin working with the Native American tribes to develop information that can be presented within the thematic overview panels.
2. Design and install the thematic overview panels
3. Develop an interpretive brochure that uses the existing trails and beach to interpret the key stories at the site.

Figure 2.1: Aerial view of the study area showing the location of the study site (Tseriadun) and the location of the study site (Tseriadun).

2

'The study area is located in the study area.

2



# Interpretive Assessment: Floras Lake State Natural Area

## Park Overview

Floras Lake is classified as a State Natural Area (SNA) with extensive scenery, forest, sandstone bluffs and ocean frontage with sea terraces and steep beaches. A portion of this property is a State Natural Heritage Area to protect important ecosystem components and provide for public interpretation and education.

Situated along the south Oregon coast with frontage on both Floras Lake and the Pacific Ocean, Floras Lake State Natural Area is a forested, rolling, ocean-front tract with steep rocky bluffs above the ocean culminating at Blacklock Point. The northeast corner borders the west side of Floras Lake and the area contains unusual vegetation due to the unique sensitive soil and moisture conditions. Along the ocean shore in the park are steep beaches, sea terraces and high sandstone bluffs eroded by the ocean and wind. At Blacklock Point, the Blacklock Sandstone Co. quarried sandstone starting in the 1880s. The rock was shipped by sea to San Francisco but after some years the business proved not economical. Floras Lake State Natural Area includes one of the wildest stretches of coastlines in southern Oregon. It is accessible only from the Boice-Cope County Park to the north or via an overland walk from an 1.5 mile maintained trail head starting at the Cape Blanco Airport. The park offers visitors solitude, and an unmatched natural environment of open beach and the rocky headlands of Blacklock Point.

In early 2011, Curry County commissioners released a development proposal that would require a land swap with a portion of Floras Lake SNA for an adjacent Curry County property. Citizens of Curry County and neighboring Coos County along with organized conservation groups met this proposal with significant resistance. After several public meetings and an outpour of support against any change to what this area is currently designated for OPRD Director Tim Wood responded with a letter to the Curry County commissioners indicating any proposal would not meet the standards for consideration of a land swap. The letter effectively ended the development proposal and the commissioner's plan was dismissed.

## **2. Summary of current interpretive program and resources**

### **Current Interpretive Program**

The park currently has no interpretive media.

### **Resources for Interpretation**

This park contains the following infrastructure and other resources that could be utilized to provide additional interpretive opportunities:

#### **Infrastructure**

Floras Lake State Natural Area is primarily undeveloped. Aside from the parking area the site does not have infrastructure that could be used to provide additional interpretive opportunities. A maintained series of trails is the only access into the interior of the park.

#### **Other resources**

- Cell phone coverage (an important asset in considering newer media options)

## **3. Park natural, historic, cultural and recreation resources for interpretation**

The park contains the following tangible features that can be used as focal points for interpretive efforts:

- View of Pacific Ocean
- Sandstone cliffs
- Variety of habitats, including a pygmy forest section, natural cranberry bog, mushrooms, streams and wetlands areas
- Habitat for the endangered Western Pond Lily

## **4. Interpretive goals and objectives**

### **Goals**

**Interpretive Goal #1:** Contribute to the protection and conservation of natural and cultural resources at Floras Lake State Natural Area.

**Interpretive Goal #2:** Increase public support for OPRD in general, and for their efforts at Floras Lake State Natural Area specifically.

**Interpretive Goal #3:** A significant increase in the percentage of visitors participating in interpretive opportunities at Floras Lake State Natural Area.

## **Objectives**

### **Introduction**

Objectives in an interpretive plan have two key functions. First, they provide focus and direction for selecting and designing 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. To function in this manner, all objectives are worded so they can be measured.

### **Evaluation**

Most evaluation focuses on outcomes - the impacts on visitor behavior. However, since many of those behaviors manifest themselves following a visit, evaluation can be difficult without expending a significant amount of resources. Although a few behaviors, such as an increase in donations, can be measured easily, many of the behaviors that indicate positive impact occur after a visitor has left the park. Consequently, the suggested evaluation strategies focus on indicators of impact, such as an increase in approval ratings. These can be measured by conducting a survey prior to implementing a specific interpretive strategy and afterwards to determine if the approval, which typically corresponds with a willingness to support, shows a significant increase. Approval can be measured using a Likert-type scale, which asks a visitor to respond to a question by circling a number on a scale. For example, 1 could represent low approval, 3 moderate approval and 5, strong approval. The degree of approval can then be quantified as an average and compared from before and after implementation.

### **Goal Hierarchy Structure**

The OPRD goal hierarchy begins with an interpretive goal followed by three types of objectives:

**Outputs:** These are the actions identified in the action plan, which focus on implementing the interpretive and orientation network.

**Outcomes:** These are the impacts on visitor behaviors that we hope to accomplish through the outputs.

**Impacts:** These are the results of the modifications to visitor behavior that directly support the resource management goals.

***Interpretive Goal #1: Contribute to the protection and conservation of natural and cultural resources at Floras Lake State Natural Area.***

**Outputs**

All interpretive strategies identified in this plan will contribute to achieving this interpretive goal.

**Outcomes**

This goal can be achieved in part by developing interpretive opportunities in areas that are not sensitive and in part by developing interpretive opportunities focused on achieving the following outcomes:

1-1: An increase in appropriate use patterns and behaviors among users of the park.

Those behaviors that can be affected by interpretation include the following:

- Not feeding or chasing / harassing the wildlife
- Staying on paths, roads and parking areas
- Not cutting/injuring vegetation
- Staying out of the sensitive cultural site except on designated trails
- Staying off slopes that are unstable

Note that achieving these changes in behavior requires an increase in awareness by the visitor of their personal impact on the natural/cultural resources and ways they can mitigate those impacts. However, the desired outcomes are changes in behaviors.

**Impacts**

Achieving the outcomes associated with Interpretive Goal 1 will contribute directly to the following Resource Management Goals,

<b>Resource Management Goal</b>	<b>Impacts</b>
Goal 1: Protect and enhance important natural, cultural and scenic resources	Reaching more visitors to the area with key messages relevant to resource protection.
Goal 7: Improve interpretive and educational opportunities	Addition of interpretive/educational opportunities in the area.

***Interpretive Goal #2: Increase public support for OPRD in general, and for the efforts at Floras Lake State Natural Area specifically.***

**Outputs**

All interpretive strategies identified in this plan will contribute to achieving this interpretive goal if they are designed to communicate that OPRD is the agency managing the park and to provide explanations for management actions.

**Outcomes**

Support for efforts can be accomplished in part by upgrading the interpretive and recreational opportunities available to the public and by 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:

- 2-1: An increase in awareness and approval by visitors of OPRD as the entity responsible for the preservation, restoration and management of the park, and for the interpretive and recreational opportunities provided within the park. This would manifest itself by increases in approval ratings and awareness of the managing agency as indicated on a survey.
- 2-2: An increase in positive written comments on interpretive visitor survey forms by visitors for the year following implementation of a significant interpretive opportunity.
- 2-3: An increase in support for management actions associated with protecting and/or enhancing fish and wildlife habitat and vegetation. This would manifest itself in an increase in approval ratings for specific actions as indicated on a Likert-type scale on a simple survey.
- 2-4: An increase in interest in the interpretive stories as indicated on a Likert-type scale on a simple survey and by an increase in sales of interpretive publications in the store.

**Impacts**

Achieving the outcomes associated with Interpretive Goal 2 will contribute directly to the following Resource Management Goals:

<b>Resource Management Goal</b>	<b>Impacts</b>
Goal 1: Protect and enhance important natural, cultural and scenic resources	The more people that are reached the more likely that visitors will help protect the resources of the park.
Goal 7: Improve interpretive and educational opportunities	Addition of interpretive/educational opportunities

**Interpretive Goal #3:** *A significant increase in the percentage of visitors participating in interpretive opportunities at Floras Lake State Natural Area.*

Given that 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 a goal of OPRD for as many visitors as possible to engage in interpretive opportunities.

**Outputs**

Any additional interpretive opportunities will help achieve this goal.

**Outcomes**

Specifically, this goal can be achieved in part by developing opportunities focused on achieving the following outcomes amongst visitors exposed to the interpretive opportunities:

3-1: An increase in the percentage of visitors participating in at least one interpretive opportunity.

**Impacts**

Achieving the outcomes associated with Interpretive Goal 3 will contribute directly to the following Resource Management Goals:

<b>Resource Management Goal</b>	<b>Impacts</b>
Goal 1: Protect and enhance important natural, cultural and scenic resources	The more people that are reached the more likely that visitor will help protect the resources of the park.
Goal 7: Improve interpretive and educational opportunities	Addition of interpretive/educational opportunities

## 5. Budget

The interpretive budget for the 12 properties in this management unit is \$2500. Supplemental funding from OPRD for special projects is possible.

## 6. Visitor identification and marketing information overview

**Visitation numbers**

Visitor counts are not collected at this park.

## **7. Themes**

### **Introduction**

The Primary Theme for a park links the key tangible resources of the park with intangible concepts with the intent of answering the questions, “why is this a park?” and, “what is significant about this park?”

The intent of communicating the Primary Theme is to establish a sense of value among users of the park so they support the work of OPRD, help protect and conserve the resources by practicing good stewardship, and so they contribute to the protection and conservation of resources through volunteering time, donating money or resources and/or providing political support.

### **Primary Theme**

The survival of endangered plants, such as the Western lily, depend on protection and management of habitat, which in the case of the Western lily found in Floras Lake State Natural Area.

### **Themes**

**Theme 1:** With appropriate management to habitat, the endangered western lily will continue to exist.

## **8. Physical interpretive limitations (sensitive interpretive areas, ADA issues, site specific issues)**

The following are key limitations that have impact on the interpretive program:

- Two archaeological sites have been entered in the National Register of Historic Places. These are lithic sites.
- An ongoing restoration effort to enhance Western Bog Lily (*Lilium occidentale*) habitat by OPRD Natural Resources division began in 2011.
- Safety issues regarding the headland, rocks and ocean.
- Several trails are insufficiently marked and no formal trail map exists for this park.

## **9. Areas for further study or requiring additional information**

Additional information about visitation numbers and frequency would be useful. Suggest adding traffic counter or trail counter.

## **10. Interpretive Center evaluation**

This site does not warrant consideration for an Interpretive Center

## **11. Recommended interpretive level of service**

Retain the current status as a Level 1 park.

## **12. Recommendation for type of interpretive plan to follow**

No additional planning recommended.

## **13. Wayfinding strategy**

- Add park signage and directional information along Hwy. 101.
- Add additional trail markers and trail map. Trail map could be integrated with Cape Blanco and Port Orford Heads State Parks. This is a map/brochure containing trail maps and associated tidbits of interpretive information for trails at all 3 parks.
- Install an orientation panel and park map at the parking area

## **14. Media suggestions**

### **Thematic Overview Panels located in parking area.**

These would focus on the following:

- Panel describing the nature of a State Natural Area
- Habitat restoration related to the Western lily

## **15. Action Plan**

*Note: All projects done should be done in conjunction with the form "How to Get Interpretive Projects Done."*

The following actions are in priority order:

1. Design and install the orientation panel
2. Add additional trail markers
3. Create trail map and brochure
4. Design and install the thematic overview panels

# **Interpretive Assessment: Paradise Point State Recreation Site**

## **Park Overview**

Paradise Point State Recreation Site is a day-use area providing an ocean view and access to a section of Ocean Shores beach located north of Agate Beach and south of Elk River. The 12 acre site includes the common diversity Oregon coastal habitat types, including beach, dune and forest. Shore pine and mixed conifer forests occupy most of the site; however a long narrow gravel parking area occupies the western part of the site and the area predominantly used by visitors. The parking area is elevated above the beach and affords a 180 degree view, including the Cape Blanco headland and lighthouse. The west side of the parking area is marked with bollards and cable and has slowly eroded away at time a portion of the parking area is very close to the edge. At the north of the parking area OPRD has establish beach access roadbed to be used for street legal motorized vehicles and foot traffic.

## **2. Summary of current interpretive program and resources**

### **Current Interpretive Program**

The park currently has no interpretive media.

### **Resources for Interpretation**

This park contains the following infrastructure and other resources that could be utilized to provide additional interpretive opportunities:

#### **Infrastructure**

Aside from the parking area and access road to the beach the site does not have infrastructure that could be used to provide additional interpretive opportunities.

#### **Other resources**

- Cell phone coverage (an important asset in considering newer media options)

## **3. Park natural, historic, cultural and recreation resources for interpretation**

The park contains the following tangible features that can be used as focal points for interpretive efforts:

- View of Pacific Ocean

- Bank erosion along parking area
- Dunes and associated features
- Headlands
- Variety of habitats

## 4. Interpretive goals and objectives

### Goals

**Interpretive Goal #1:** Contribute to the protection and conservation of natural and cultural resources at Paradise Point State Recreation Site.

**Interpretive Goal #2:** Increase public support for OPRD in general, and for their efforts at Paradise Point State Recreation Site specifically.

**Interpretive Goal #3:** A significant increase in the percentage of visitors participating in interpretive opportunities at Paradise Point State Recreation Site.

### Objectives

#### Introduction

Objectives in an interpretive plan have two key functions. First, they provide focus and direction for selecting and designing 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. To function in this manner, all objectives are worded so they can be measured.

#### Evaluation

Most evaluation focuses on outcomes - the impacts on visitor behavior. However, since many of those behaviors manifest themselves following a visit, evaluation can be difficult without expending a significant amount of resources. Although a few behaviors, such as an increase in donations, can be measured easily, many of the behaviors that indicate positive impact occur after a visitor has left the park. Consequently, the suggested evaluation strategies focus on indicators of impact, such as an increase in approval ratings. These can be measured by conducting a survey prior to implementing a specific interpretive strategy and afterwards to determine if the approval, which typically corresponds with a willingness to support, shows a significant increase. Approval can be measured using a Likert-type scale, which asks a visitor to respond to a question by circling a number on a scale. For example, 1 could represent low approval, 3 moderate approval and 5, strong approval. The degree of approval can then be quantified as an average and compared from before and after implementation.

### **Goal Hierarchy Structure**

The OPRD goal hierarchy begins with an interpretive goal followed by three types of objectives:

**Outputs:** These are the actions identified in the action plan, which focus on implementing the interpretive and orientation network.

**Outcomes:** These are the impacts on visitor behaviors that we hope to accomplish through the outputs.

**Impacts:** These are the results of the modifications to visitor behavior that directly support the resource management goals.

***Interpretive Goal #1:** Contribute to the protection and conservation of natural and cultural resources at Paradise Point State Recreation Site.*

#### **Outputs**

All interpretive strategies identified in this plan will contribute to achieving this interpretive goal.

#### **Outcomes**

This goal can be achieved in part by developing interpretive opportunities in areas that are not sensitive and in part by developing interpretive opportunities focused on achieving the following outcomes:

1-1: An increase in appropriate use patterns and behaviors among users of the park.

Those behaviors that can be affected by interpretation include the following:

- Not feeding or chasing / harassing the wildlife
- Staying on paths, roads and parking areas
- Not cutting/injuring vegetation
- Staying out of the sensitive cultural site except on designated trails
- Staying off slopes that are unstable

Note that achieving these changes in behavior requires an increase in awareness by the visitor of their personal impact on the natural/cultural resources and ways they can mitigate those impacts. However, the desired outcomes are changes in behaviors.

#### **Impacts**

Achieving the outcomes associated with Interpretive Goal 1 will contribute directly to the following Resource Management Goals:

<b>Resource Management Goal</b>	<b>Impacts</b>
Goal 1: Protect and enhance important natural, cultural and scenic resources	Reaching more visitors to the area with key messages relevant to resource protection.
Goal 7: Improve interpretive and educational opportunities	Addition of interpretive/educational opportunities in the area.

**Interpretive Goal #2:** Increase public support for OPRD in general, and for the efforts at Paradise Point State Recreation Site specifically.

**Outputs**

All interpretive strategies identified in this plan will contribute to achieving this interpretive goal if they are designed to communicate that OPRD is the agency managing the park and to provide explanations for management actions.

**Outcomes**

Support for efforts can be accomplished in part by upgrading the interpretive and recreational opportunities available to the public and by 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:

- 2-1: An increase in awareness and approval by visitors of OPRD as the entity responsible for the preservation, restoration and management of the park, and for the interpretive and recreational opportunities provided within the park. This would manifest itself by increases in approval ratings and awareness of the managing agency as indicated on a survey.
- 2-2: An increase in positive written comments on interpretive visitor survey forms by visitors for the year following implementation of a significant interpretive opportunity.
- 2-3: An increase in support for management actions associated with protecting and/or enhancing fish and wildlife habitat and vegetation. This would manifest itself in an increase in approval ratings for specific actions as indicated on a Likert-type scale on a simple survey.
- 2-4: An increase in interest in the interpretive stories as indicated on a Likert-type scale on a simple survey and by an increase in sales of interpretive publications in the store.

**Impacts**

Achieving the outcomes associated with Interpretive Goal 2 will contribute directly to the following Resource Management Goals:

<b>Resource Management Goal</b>	<b>Impacts</b>
Goal 1: Protect and enhance important natural, cultural and scenic resources	The more people that are reached the more likely that visitors will help protect the resources of the park.
Goal 7: Improve interpretive and educational opportunities	Addition of interpretive/educational opportunities

**Interpretive Goal #3:** *A significant increase in the percentage of visitors participating in interpretive opportunities at Paradise Point State Recreation Site.*

Given that 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 a goal of OPRD for as many visitors as possible to engage in interpretive opportunities.

**Outputs**

Any additional interpretive opportunities will help achieve this goal.

**Outcomes**

Specifically, this goal can be achieved in part by developing opportunities focused on achieving the following outcomes amongst visitors exposed to the interpretive opportunities:

3-1: An increase in the percentage of visitors participating in at least one interpretive opportunity.

**Impacts**

Achieving the outcomes associated with Interpretive Goal 3 will contribute directly to the following Resource Management Goals:

<b>Resource Management Goal</b>	<b>Impacts</b>
Goal 1: Protect and enhance important natural, cultural and scenic resources	The more people that are reached the more likely that visitors will help protect the resources of the park.
Goal 7: Improve interpretive and educational opportunities	Addition of interpretive/educational opportunities

**5. Budget**

The interpretive budget for the 12 properties in this management unit is \$2500. Supplemental funding from OPRD for special projects is possible.

**6. Visitor identification and marketing information overview**

The site does have a high flow of traffic each day even though it is not marked from Hwy. 101. Most visitors to the site are local residents who are there to storm watch, see the sunset or observe the passing fishing fleet or marine life, including whales, or read from their vehicle. Visitors accessing the beach are there to beach-comb or to fish during the summer months for Surf Perch or during the fall for salmon at the mouth Elk River approximately two miles to the north.

## Visitation numbers

The following are visitation numbers from 2005 and 2006

	2006 through September	2005
Park	35,000 (est.)	36,000 (est.)

### Implications of this data

- Given that the audience is primarily local and likely to be repeat, consideration should be given to strategies that are more easily changed than permanent signage.

## 7. Themes

### Introduction

The Primary Theme for a park links the key tangible resources of the park with intangible concepts with the intent of answering the questions, “why is this a park?” and, “what is significant about this park?”

The intent of communicating the Primary Theme is to establish a sense of value among users of the park so they support the work of OPRD, help protect and conserve the resources by practicing good stewardship, and so they contribute to the protection and conservation of resources through volunteering time, donating money or resources and/or providing political support.

Information to develop the Primary Theme was collected at Work Session 1 by asking participants to identify why, in general, this park was important. The following table provides information on the significant elements of the park based in part on information collected at that work session and on follow-up analysis of the park.

Resource	Significance
Recreation	<ul style="list-style-type: none"><li>• Beach access and storm watching</li></ul>
Cultural History	<ul style="list-style-type: none"><li>• Site may have historically been a beach access point for travels to and from Cape Blanco, more research is needed to verify this claim.</li></ul>
Natural History	<ul style="list-style-type: none"><li>• Has a sandstone geological features and associated habitats in a small area including beach, coastal forest.</li></ul>

Although the park has a variety of habitats and consequent value for nature study, the primary reasons this is a park is in the beach access.

### **Primary Theme**

Paradise Point State Recreation Site provides recreational access to miles of pristine shoreline and fantastic views of the Pacific Ocean.

### **Themes**

**Theme 1:** Beach access comes with additional responsibility to the well-being of the resource and by knowing and following rules and regulations.

## **8. Physical interpretive limitations (sensitive interpretive areas, ADA issues, site specific issues)**

The following are key limitations that have impact on the interpretive program:

- OPRD's 2003 Master Plan for Curry County State Parks indicates the site is not designed for large RV use as there is no adequate turn around and should not be signed from the highway.
- The perimeter of the parking area (east and west sides) contain areas with protected plants. Fixed interpretive opportunities, such as signage, would need to be located in an area absent of these plants.
- Hazardous ocean activity "sneaker waves" have claimed four lives in the past five years.
- According to the Curry County State Parks Master Plan (2003), this site should not be emphasized on highway signage for general public access as the site is too small to accommodate more than local access.

### **Physical and Regulatory Constraints:**

No additional constraints noted.

## **9. Areas for further study or requiring additional information**

Collect information regarding the use of this site as a historic access to beach.

## **10. Interpretive Center evaluation**

This site does not warrant consideration for an Interpretive Center.

## **11. Recommended interpretive level of service**

Retain the current status as a Level 1 park.

## **12. Recommendation for type of interpretive plan to follow**

No additional planning recommended.

## **13. Wayfinding strategy**

Wayfinding is not a particular issue because, given the current size of the parking area, the park will not be signed from the Highway.

## **14. Media suggestions**

**Thematic Overview Panels.** These would focus on the following:

- Geomorphologic evolution of the area.

### **Beach Safety Sign**

- Visitor beach safety

## **15. Action Plan**

The following actions are in priority order:

1. Design and install the Beach Safety Sign
2. Design and install the thematic overview panels

# **Port Orford Cedar State Scenic Corridor**

Port Orford Cedar is classified as a State Scenic Corridor to protect the natural setting along the state highway. This property includes a diversity of forested habitats including Douglas-fir, grand fir, Port Orford Cedar, shore pine, Sitka Spruce, western hemlock, cascara and red alder occupy the site. Most of the site was clear cut at one time and now is second growth. However, parts of the site were only high grades and still contain large trees. Due to the forested nature of the site non-native species are only a minor problem. The site received little visitation and has no established access point or parking area. No interpretation is planned for this site.



# Appendix A: Desired Outcomes Input for Cape Blanco and Port Orford Heads

The following information was generated by asking participants to fill in the blanks in the following sentence. The input was compiled, edited and grouped into major categories.

As a result of participating in your interpretive opportunities, (target audience) will/will not (behavior/impact). The result will be (Outcome).

Audience	Behavior	Result (Outcome)
<b>Outcomes focusing on support for preservation</b>		
Visitors to CB/HH	Will donate money or shop in store	Fund preservation efforts
Visitors to CB/HH	Come to appreciate local history	Volunteer, become members of Friends group
Visitors to CB/HH	Pay fee or show pass to climb tower	Fund preservation efforts
Visitors	Donate money or purchase gifts	Fund society and spread work
Local Citizens	Will recognize the positive impact of out of town visitors	Volunteer
All visitors	Will stay in town using motels and restaurants and RV parks	Support local businesses
Visitors	Visit more than one site	More sales / donations
Locals	Will donate time to docent	More interesting tours leading to more donations
Schools	Will tour sites	Lead to participation on sites (helping with tours and raising money for preservation)
Visitors	Will return every year and bring friends, donate, etc.	
Locals (Heads)	Will appreciate the resource	Join CBHS / join committees and projects
Visitors	Give us contact information	Receive newsletter / send money for projects
Visitors	Stay and talk after tour	Learn ways to connect / give
Visitors (Heads)	See what is here	Donate pictures, etc., return and bring others
Locals and tourists	Will join as members and keep renewing	Money, potential volunteers, personal advocates
Locals and tourists	Will give gift memberships	More \$, potential volunteers, personal advocates
Visitors	Will visit other sites and keep returning	\$, word of mouth, PR

<b>Outcomes focusing on protecting the resources</b>		
All visitors to CB and POH	Will stop cutting trails	Protect the resources
Locals at POH	Stop letting dogs off leash and will pick up waste	Maintain quality of recreational experience
Local visitors	Keep dog on leash	More pride and respect from outside visitors
Non-local visitors	Will not litter or take resources	Less time on maintenance
<b>Outcomes focusing on type and quality of recreational experience</b>		
Children	Will learn a little history	Will be glad they came
All	Will enjoy experience	Will tell their friends
Whale watchers	Will [come] because they know that these are excellent places to view whales	More will come
Nature lovers	Become aware of bird watching and other opportunities	Enjoy, return, take care of resource
All visitors	Will never turn their back on the ocean	Safety
All visitors	Will enjoy the history	Tell others about the sites
All visitors	Understand Native American values and early visitation (Jedediah Smith)	Greater appreciation
All visitors	Tour museum	Appreciate history and tell others
Coast Guard and military visitors	Tour museum and correct errors	Relive past and tell stories to engage others
History buffs	Will learn lifesaving history	
Foreign Visitors	Will become familiar with west coast history	Will encourage friends to visit
Visitors to the museum	Will learn Coast Guard and WW II history	Tell others, return, appreciate lifesaving efforts
Visitors to Hughes House	Learn early ranching history	Appreciate history, tell others, return, spend money
Visitors to lighthouse	Will learn some history of west coast lighthouses	
Visitors	Tell their friends	Friends visit
Visitors	Decide to stay overnight	Go to more sites
Visitors to lighthouse	Visit first light house	Visit other lighthouse, tell friends
Visitors to lighthouse	Report not finding a network point	[prompt a] change in wayfinding structure
Overnight camper	Will visit other sites	More personal resources needed
Visitors to museum	When closed, will see enough to return when museum is open	
Non-locals	Will visit and explore website	Come to visit all 3 sites
Locals and nearby	Will volunteer (because so enthused about CBHS)	
Locals and nearby	Will realize our sites are great for recreation and spend more time here, tell others	
Locals	Will bring family, friends, visitors to the sites	

# Appendix B: Message Input for Cape Blanco and Port Orford Heads

The following information was generated by having participants fill in the blanks in the following sentence. Input was compiled, edited and organized by major topic.

After learning about \_\_\_\_\_ (topic) \_\_\_\_\_, I want people to know that \_\_\_\_\_ (theme) \_\_\_\_\_. To help them understand I would take them to \_\_\_\_\_ and point out \_\_\_\_\_.

Topic	I would want them to know that . . .	I would take them to . . . and point out . .
<b>Focusing on the Hughes story specifically or settlers in the area</b>		
All 3 sites	People in early Curry County were hardy and adventurous	The lighthouse - how isolated it is
Hughes House	Pioneers built a rich and rewarding life here	Indoor plumbing - how advanced it was for the time
Life at Hughes House	Life on a ranch in the 19th century was harsh	The kitchen and point out the hard work in cooking
Local history of the southern Oregon coast	Ranching, boating safety and lifesaving were very important in past cultures	All 3 sites and point out the harsh realities of local life in past generations.
Hughes House	Life in late 1800s and early 1900s was very different or the same as today in ways	Their tools and demonstrate how much harder they worked for the same results as we get easily today and maybe show how it was
Hughes House	Small communities allowed all individual skills to be utilized	The house and other homes built by entrepreneurs in the area (or other businesses - when they were)
Hughes House	An Irish Catholic family lived there	
Hughes House	Dairies were a key business on the west coast	Hughes, Wagners, Langs, Knapps and others all ran successful and important dairy farms.
<b>Relation to ocean transportation</b>		
Life in the 19th and 20th century	The ocean transport routes were very important	The lighthouse, connection with local ranching, connection to lifesaving
Hughes family	The sea brought them supplies in and products out	Port Orford dock - shipping went both north and south. Or to barn to view boxes of butter ready to be shipped. Or that a land link to the port was essential.
Ocean transportation	The Hughes shipped butter by sea to SF.	Men's parlor - stencil for marking butter

<b>Life saving and shipwrecks (including lighthouse)</b>		
Story of surfmen	The rescue of shipwrecks were [could not read]	Tie to the top of the steps to learn about rescue boats, Lyle guns and danger.
Lifeboat station	Coast Guardsmen were gutsy superheroes with lots of stamina	Diorama explaining story of boats, stairs tower and sand - take them to actual sites.
Surfmen motto	Dedicated folks were willing to give their lives	Trails overlooking rocks
Lighthouse	Life of lighthouse keeper not always glamorous	Stairs, workroom, wind
Keeper's life	The shipping lanes were close to shore	The lantern room to see the reefs
Tower at Heads	Not always pleasant place to be in 24 hour watches	Tower site so they see the exposure and inclement weather
Lifeboats	The boat on display served here	The overlook on the cove trail; the boathouse foundation
Coast Guardsmen	They faced danger and had a tough job	The lookout tower, steps, etc. Their motto.
Shipwrecks	The reefs and weather caused many wrecks with resulting loss of life and property	The shipwreck room; pictures, charts that depict the wrecks.
Location of life boat station	It was built on a bluff because of space not being available at the port	The Nellie's Cove overlook
Lifeboat station	The station was needed to save lives and property	The shipwreck room
Ocean transportation	CB light station was established because of dangerous reefs in the pathway of ships which carried goods and people	Lighthouse
Ocean transportation	Lifeboat station established because small and large ships experienced problems and needed help/rescue/safety	POH lifesaving station
<b>Other</b>		
WW II	A Japanese sub started fires and sunk ships off the Oregon Coast	The flip charts, newspaper articles
Head's Trails	The Heads looks very beautiful	
Ecology of PO Heads	There is an extreme and very beautiful diversity of wildflowers	The Nellie's Cove trail in March and point out the Trillium. As the seasons progress I would take them on the various other trails, especially beyond the tree line, to see the amazing progression and diversity (and their miniaturization adaptation to the rigors of headlands weather)