

DRAFT

Coos 1 Regional Interpretive Plan
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The Acorn Group
Interpretive Planning and Design
155 El Camino Real
Tustin, CA 92780
www.acorngroup.com

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Executive Summary

In 2006, the services of The Acorn Group were retained by the Oregon Parks and Recreation Department to develop the interpretive plan for the Coos I state park cluster in the Sunset Bay Management Unit that includes Sunset Bay, Shore Acres, and Cape Arago State Parks. Specific tasks included background research, an interpretive planning workshop with the project advisory committee and other community stakeholders, development of an interpretive outline based on input from the workshop, a visitor survey, development of preliminary concepts for interpretive media and services, and refinement of concepts into a final plan based on committee review and input gathered during a public workshop. The purpose of this plan is to identify opportunities to enhance the experiences of visitors within Sunset Bay, Shore Acres, and Cape Arago State Parks and address the resource management directives of OPRD and partnering agencies.

The planning process

From March to December 2006, The Acorn Group worked with administrative and interpretive staff of OPRD to identify natural and cultural resources at the Cape Arago State Parks, as well as current gaps in and need for new interpretive media. They were aided by a committee of community stakeholders and technical experts who represented the Friends of Shore Acres, Shoreline Education for Awareness, United States Fish and Wildlife Service, Department of State Lands, Bureau of Land Management, Oregon Institute of Marine Biology, Bay Area Chamber of Commerce, Southwestern Oregon Community College, Coos County Historical Society, Coastwatch, and the Confederated Tribes of Coos, Lower Umpqua, and Siuslaw Indians. A two-day planning workshop was held in March 2006 to identify those variables that influence the visitor's experience at the parks, as well as key topics and possible themes to guide content presented in the interpretive media. Following the workshop, an interpretive summary that synthesized committee input into a thematic framework was distributed for review and comment.

In August 2006 The Acorn Group conducted a visitor survey at all three park sites for the purpose of gathering demographic data, visitation patterns, and visitor needs and interests in various park experiences, programs, and media. The target audience consisted primarily of adults and adults accompanied by children. The visitor survey report was submitted to the Project Design Team (Team). This same month The Acorn Group examined each park's natural and cultural resources, existing media,

Executive Summary, continued

and visitor interactions. A preliminary inventory of new proposed interpretive media and programs was submitted to the Team for review and comment.

Based on the information gleaned from OPRD interviews, committee workshop, visitor survey, and direct observation, The Acorn Group prepared a draft regional interpretive plan for review and comment by the Team and the committee. In November 2006, this plan was presented for review and comments during a public workshop.

Theme-based interpretation

The following theme represents the principle message, or story, about the Cape Arago State Parks: The Cape Arago Region is a dynamic edge where powerful forces shape the land and create a resource-rich environment.

The sub-themes that appear in the callout further develop the central theme, allowing for a logical progression into storylines. It is intended that each park's interpretive media reflect five or six of the sub-themes.

Interpretive media and programs

The interpretive media recommended in this interpretive plan range from new sign media, categorized as gateway, institutional, orientation, directional, regulatory, and interpretive signs, to interactive reader panels and remodeled exhibits within the Sunset Bay interpretive building. Programs are categorized according to audience: K-12 formal programs that address the Oregon Department of Education's content and performance standards and benchmarks, and nonformal programs that appeal to individuals and members of a social group such as a family. This plan provides recommendations for redirecting programs away from evening amphitheater lectures and augmenting guided walks in the tidepools and interior and coast regions, as well as the adding the presence of roving interpreters, particularly at Simpson's Reef.

References

This interpretive plan draws from several guiding documents including the Regional Interpretive Framework: A Statewide Approach to Interpretive Planning (2005) and the Oregon Statewide Comprehensive Outdoor Recreation Plan (2003-2007).

Sub-themes

At this coastal edge, landforms shift slowly but constantly through the interplay of natural processes and cycles that occur on a spectrum of scales.

Sudden, cataclysmic events such as earthquakes and tsunamis change the landscape and present ongoing challenges for coastal communities.

Intertidal and subtidal species are well adapted to continual changes created by the forces of nature, but less resilient to changes caused by humans, including handling, collecting, and trampling.

People have settled, used resources, and conducted trade along this coastal edge for thousands of years, as evidenced by middens, the cultural heritage embodied at Oochyax Island, remnants of the timber industry, the Simpson Estate, and in more recent times, recreational activities. Ships have also plied these coastal waters for hundreds of years, only in the last century having the beacon of the Cape Arago Lighthouse to guide them.

For the continued well-being of park resources as well as his or her own safety, each visitor holds the responsibility for being aware of and abiding by park rules and demonstrating appropriate behavior.

Pinnipeds depend on this coastal edge to rest on offshore rocks and rear their pups in safety. Other communities thrive on this dynamic edge as well.

The Simpson Estate illustrates the story of the rise and fall of a man, an industry, and a way of life during the early 20th century.

The very processes and cycles that alter the landscape also create the growing conditions for Sitka spruce, spawning conditions for fisheries, and habitat for shellfish—resources that have sustained communities in and around Coos Bay over time.

Part I
Project Background

Acknowledgements

The Acorn Group would like to thank the staff of the Oregon Parks and Recreation Department (OPRD), in particular the Project Design Team, for their assistance and guidance throughout the planning project. We would also like to thank Kristin Hovenkotter-Greco, rocky shore interpretive specialist with OPRD at Sunset Bay State Park, for her additional assistance with the visitor survey work.

Purpose of this Plan

The purpose of Coos I Regional Interpretive Plan is to identify opportunities to enhance the experiences of visitors within Sunset Bay, Shore Acres, and Cape Arago State Parks and address the resource management directives of OPRD and partnering agencies.

Scope of the Project

Development of the Coos I Regional Interpretive Plan involved conducting an inventory of existing interpretive media, gathering input from community stakeholders and technical experts, articulating themes and sub-themes to guide the development of “stories,” assessing visitor needs and areas of interest, and establishing new directions for interpretation—including refining existing media and making recommendations for new media.

From the beginning, community involvement was key to development of the plan. Key individuals participated in a two-day interpretive planning workshop in March 2006. Following the workshop, all participants had an opportunity to review the preliminary interpretive framework that would ultimately guide the direction of new media and messages. Input from the public at large was solicited through the visitor survey work that was conducted at all three parks in August 2006. Ongoing communication between OPRD and The Acorn Group during September and October led to development of the draft interpretive plan. Last, the draft interpretive plan was presented for review and comments during a public workshop held in November 2006.

2006 Timeline

January—Services of The Acorn Group were retained; background research began.

March—Interpretive planning workshop was conducted. The Acorn Group toured the three parks and interviewed members of the project design team and additional OPRD staff.

April—The Acorn Group prepared the interpretive framework and submitted it for review by OPRD staff and members of the interpretive planning workshop.

June—Visitor survey templates were designed; background research continued.

August—The Acorn Group and OPRD staff conducted the visitor survey at the three parks. The Acorn Group inventoried interpretive media at all three parks.

September—Data were tabulated. The Acorn Group submitted the visitor survey report to the project design team for review. Preliminary design work began.

October—The project design team reviewed the preliminary design work, including development and placement of new media and refinement of programs. The draft Coos I Regional Interpretive Plan was developed.

November—The draft document was distributed to the workshop members in advance of a public review meeting.

December—The Acorn Group finalized and delivered the Coos I Regional Interpretive Plan.

Project Design Team

The Project Design Team was responsible for management and oversight of the project. The team was comprised of staff from the Oregon Parks and Recreation Department (OPRD) and consisted of Andy LaTomme, Region 3 Manager, Larry Becker, District Manager, Ben Fisher, Manager, Sunset Bay Management Unit, Linda Crouch, Interpretive Park Ranger; and, until her move to California, Kathy Schulz, Southwest Area Interpretive Coordinator. Marty Giles then assumed her position as interim Interpretive Coordinator.

Staff of The Acorn Group consisted of Jennifer Rigby, Director; Kris Whipple, Interpretive Planner; Rici Peterson, Interpretive Planner; and, James Freed, Designer and Illustrator.

Interpretive Planning Workshop Members

Representatives of the Oregon Parks and Recreation Department, together with other stakeholders affiliated with Sunset Bay, Shore Acres and Cape Arago State Parks participated in a two-part interpretive planning workshop in March 2006. This group was reconvened in late November to review and comment on the draft plan. Contributors included Andy LaTomme (OPRD), Ben Fisher (OPRD), Larry Becker (OPRD), Linda Crouch (OPRD), Kathy Schulz (OPRD), Calum Stevenson (OPRD), George Guthrie (OPRD), Shirley Bridgham (Friends of Shore Acres), Bill Russell (Shoreline Education for Awareness), Dave Ledig (US Fish and Wildlife Service), Mike Graybill (Department of State Lands—South Slough NERR), Sharon Morse (Bureau of Land Management—Coos Bay District), Jan Hodder (Oregon Institute of Marine Biology), Marty Giles (Bay Area Chamber of Commerce and Wavecrest Discoveries), Ron Metzger (Southwestern Oregon Community College), Anne Donnelly (Coos County Historical Society), Diane Bilderback (Coastwatch), and David Brainard (Confederated Tribes of Coos, Lower Umpqua and Siuslaw Indians).



Part II
Interpretive Planning

Guiding Documents

Regional Interpretive Framework: A Statewide Approach to Interpretive Planning

The *Regional Interpretive Framework: A Statewide Approach to Interpretive Planning*, June 2005 identifies interpretation as an important component of the Oregon Parks and Recreation Department (OPRD) mission. It recognizes the role of interpretation as a stewardship tool—leading visitors toward “a keener awareness and appreciation of their environment, strengthening their sense of stewardship towards Oregon’s most valued resources represented in their state parks.” It reflects the recommendations established in Target 2014; in particular, Goal 2 (to promote outdoor recreation in Oregon), Goal 4 (to preserve Oregon’s rich cultural heritage and broaden public understanding of Oregon’s historic places and events, and Goal 5 (to deliver world-class experiences to park visitors).

The Framework also reinforces best practices in interpretive planning, summarized in a statement of “lessons learned.” These include:

- ❖ limiting interpretation to those stories that are significant to a particular place;
- ❖ recognizing the distinctions between wayfinding, entertainment and interpretation;
- ❖ matching recommended media to the needs and interests of the audience; and,
- ❖ where relevant, conveying messages that support those of the Department, such as salmon habitat restoration, sustainability, and Target 2014.

The theme and sub-themes proposed in this interpretive plan align directly with select Statewide Interpretive Stories (e.g., watchable wildlife, geology, Native American history) and regional interpretive stories suggested for the Coast (e.g., rocky shores and intertidal areas, lighthouses, “whale trails,” sea mammals, coastal geology, and coastal forests).

Within the South Coast Sub-Region, the three Cape Arago State Parks are identified as Level Four and Five service areas—rankings that indicate the highest levels of service provided in such possible venues as full-scale interpretive centers, outside interpretive structures, guided and self-guided trail systems, and interpretive programs year-round (Level Five) or seasonal (Level Four).

Oregon Statewide Comprehensive Outdoor Recreation Plan

The 2003-2007 *Oregon Statewide Comprehensive Outdoor Recreation Plan* (SCORP) served as an additional planning tool for this report. Results of the Oregon Outdoor Recreation Survey, conducted during development of SCORP, revealed interesting visitor profiles and trends. Of note is that the most popular everyday activities are running and walking for exercise and walking for pleasure. The second most popular activities are bird watching and nature/wildlife observation, which is often done close to home. The survey also indicated visitors enjoy engaging in these activities, as well as sightseeing and ocean beach use, within the parks. In fact, participation in nature/wildlife observation increased nearly 75% between 1987 and 2002 within Planning Region Four, which includes the Cape Arago Region, and 170% across the state.

Among eight key statewide outdoor recreation trends, one is particularly relevant to this interpretive master plan: Statewide Issue H, resource protection/environmental education. SCORP identifies the following goal and objectives:

Goal: To provide quality outdoor recreation experiences in a sustainable manner to ensure the enjoyment and education of present and future generations.

Objective 1: Develop resource management tools and strategies to protect natural resources while continuing to provide quality recreation opportunities and address increasing demand.

Objective 2: All public recreation providers will develop environmental education programs fostering an appreciation for recreational resources and facilities and encouraging proper visitor behavior.

Objective 3: All public recreation providers should adopt and promote "sustainability" practices.

SCORP also revealed useful information related to marketing. Over sixty percent of survey respondents stated they obtain information about recreational areas in Oregon from previous visits or friends or relatives. This finding is comparable to what is reported in this interpretive plan, based on the August 2006 visitor survey conducted at Sunset Bay, Shore Acres, and Cape Arago State Parks. SCORP also indicates maps (47%) and highway signs (31%) are important marketing resources.

Interpretive Summary

The interpretive summary that was developed as an outcome from the March interpretive planning workshop served as another key guiding document. This summary synthesized the group's input and early on established topics, concepts, themes, and sub-themes for the Cape Arago Region. The summary identifies the factors that influence both the visitor's experience and the management of resources; park-specific topics to present through the interpretive media; and, suggestions for an overarching theme. This document was distributed to all workshop participants for review and comments. Further, it served as a conceptual framework to guide development of the final interpretive plan.

Project Limitations

This document offers a conceptual interpretive plan for the Cape Arago State Parks. Its intent is to provide broad-brush plans for later refinement into schematic plans and construction documents. By the same token, the plan's interpretive theme and subtheme structure can serve as a road map for the consideration of staff and volunteers in the development of interpretive media, programs, and events. Any program or media development will require further background research, identification of appropriate approaches, materials, and techniques, and thorough field-testing before implementation. All recommendations are time-sensitive, based as they are on information that is expected to change over time. Any portion of the plan not implemented within five years should be re-examined and updated as necessary.

Guiding Principles

The National Association for Interpretation defines interpretation as a “communication process that forges emotional and intellectual connections between the interests of the audience and the inherent meanings in the resource.” Its ultimate purpose is threefold: to help people connect with the resource, to accomplish the mission of the institution, and to inspire and enlighten in order to open minds and promote stewardship.

It is important to note that interpretation is not the presentation of facts, but rather the presentation of material that piques curiosity and relates to the audience’s experiences. Freeman Tilden, an early champion of interpretation, suggested that the primary interests of visitors to sites of natural beauty and cultural significance are in whatever touches their personalities, experiences, or ideals.

Interpretation has five essential qualities. It is **purposeful**—it serves the visitor as well as the institution’s mission. It is **enjoyable**—it is entertaining, stimulating, interactive, and multi-sensory. It is **relevant** in ways that are meaningful and personal. Meaningful content is linked to something the audience already knows; it becomes personal when linked to something the audience already cares about. Interpretation is also **organized**. The media are well-planned, sequential, and easy to follow. Last, it is **thematic**. It focuses on a central message about the subject matter that serves to connect facts and concepts together as a unifying whole. A theme organizes the media, allowing the visitor to know where the presentation is going, making it easier to connect it to other information.

Interpretation also calls for liberal use of metaphors, universal concepts and elements that are either tangible or intangible to help reveal meaning. Tangibles are the objects, features or events that are interpreted, e.g., the rocky coast, waves, sea lions and garden displays. Intangibles are the larger ideas that lie behind the tangibles and give them meaning, e.g., the richness of the rocky coast, the power of storm waves, the legacy of Louis Simpson, the vulnerability of newborn sea lion pups. Universal concepts are those powerful intangibles that reach across human boundaries, e.g., survival, natural and cultural heritage, parental dedication. While tangibles supply information to move a story forward, intangibles supply inspiration to move a story upward.

Interpretive terms

Universal concepts: powerful intangibles that reach across boundaries of culture and gender, e.g., survival, natural and cultural heritage, and parental dedication.

Intangibles: the larger ideas that lie behind tangibles and give them meaning, e.g., richness of the rocky coast, the power of storm waves, the legacy of Louis Simpson, and the vulnerability of newborn sea lion pups.

Tangibles: the real objects, features, or events we interpret, e.g., rocky coasts, waves, sea lions, and garden displays.

Overview of the Parks

The physical site of the Cape Arago Region is stunning. The parks include some of the most scenic headlands in Oregon, as well as a significant number of geological, archaeological, and biological features, including several threatened or endangered species. The region's rich human history spans thousands of years.

Protected by towering sea cliffs, Sunset Bay State Park features a year-round campground, sandy beach and access to the Oregon Coast Trail. Qochyax Island and the Cape Arago Lighthouse can also be seen from locations within the park. Sunset Bay is an open-air geology exhibit where visitors can see uplifted sandstone beds, horizontal deposition, and within the cliffs, the roots of ancient spruce trees that were buried 1,200 years ago during a massive earthquake.

Shore Acres State Park is located one mile south of Sunset Bay. Once the early 20th century estate of lumberman and shipbuilder Louis J. Simpson, the park now features seven acres of formal gardens, access to hiking trails that lead to the coast and interior reaches, and an observation building located at the site of the original mansion. Here, visitors can enjoy close-up viewing of storm waves, uplifted cliffs, and migrating whales. Inside the observation building, interpretive panels document the life of Simpson through text and photography. The annual "Holiday Lights at Shore Acres" event runs from Thanksgiving through New Year's Day and attracts thousands of visitors.

Cape Arago State Park borders Shore Acres to the south and was, in fact, originally part of the Simpson estate. Cape Arago is believed by some to have been sighted during one of Sir Francis Drake's expeditions in the late 1500s. The South Cove trail provides access to a beach and tidepool area. The North Cove trail provides access for fishing and for viewing pinnipeds hauled out on Shell Island and offshore rocks at Simpson Reef. The North Cove trail is closed March 1-June 30 to protect seal pups.



Interpretive Themes and Sub-themes

A theme is the principle message, or story, about the subject matter which serves to connect topics and concepts together as a unifying whole. A theme allows for a linkage of important ideas concerning the topic(s) listed above. It is well documented that theme-based interpretation is easier to comprehend and recall at a later point. It serves as an “advance organizer,” giving the visitor a sense of where interpretive stories are leading and making it easier to connect interpretive content to other information.

Although the central theme may or may not be articulated verbatim in media or programs, it is the conclusion that we hope visitors will reach on their own after experiencing these state parks and the impression that will linger long after the details of the visit have been forgotten.

Sub-themes further develop the central theme, allowing for a logical progression into storylines. Typically a well-planned experience conveys three to five sub-themes, all of which are subordinate, but directly related, to the central theme. Added together, the sub-themes should “equal” the theme.

The theme for the Cape Arago State Parks is: The Cape Arago Region is a dynamic edge where powerful forces shape the land and create a resource-rich environment.

Interpretive terms

Theme: the principle message or story about the topics. A theme is the “big idea” that connects presentation’s facts and concepts into a meaningful whole. Always expressed as a complete sentence, a theme is the one “take-home message” you want your visitors to grasp and remember. Effective themes link a tangible with an intangible. They are specific, interesting, and not necessarily stated verbatim.

Sub-theme: a subordinate message that supports and illustrates the theme. Subthemes form the body of the presentation; like themes, they are stated in complete sentences.

Theme: The Cape Arago Region is a dynamic edge where powerful forces shape the land and create a resource-rich environment.

*Sub-theme Category 1:
Biophysical Features of
Cape Arago Region*

Sub-themes:

At this coastal edge, landforms shift slowly but constantly through the interplay of natural processes and cycles that occur on a spectrum of scales from large to small.

Sudden, cataclysmic events such as earthquakes and tsunamis change the landscape and present ongoing challenges for coastal communities.

Pinnipeds depend on this coastal edge to rest on offshore rocks and rear their pups in safety. Other communities thrive on this dynamic edge as well.

The very processes and cycles that alter the landscape also create the growing conditions for Sitka spruce, spawning conditions for fisheries, and habitat for shellfish—resources that have sustained communities in and around Coos Bay over time.

*Sub-theme Category 2:
Human Heritage at
Cape Arago Region*

Sub-themes:

People have settled and conducted trade along this coastal edge for thousands of years, as evidenced by middens and the cultural heritage embodied at Qochyax Island. Ships have also plied these coastal waters for hundreds of years, only in the last century having the beacon of the Cape Arago Lighthouse to guide them.

People have settled and used the resources along this coastal edge for thousands of years, as evidenced by middens, remnants of the timber industry, the Simpson Estate, and in more recent times, recreational activities.

The Simpson Estate illustrates the story of the rise and fall of a man, an industry, and a way of life during the early 20th century.

*Sub-theme Category 3:
Stewardship of Land and Water*

Sub-themes:

Intertidal and sub-tidal species are well adapted to the continual changes created by the forces of nature, but less resilient to changes caused by humans including handling, collecting, and trampling.

For the continued well-being of park resources as well as his or her own safety, each visitor holds the responsibility for being aware of and abiding by park rules and demonstrating appropriate behavior.

Theme: The Cape Arago Region is a dynamic edge where powerful forces shape the land and create a resource-rich environment.

Park-specific Sub-themes

Sunset Bay, Shore Acres, Cape Arago:

Landforms shift slowly but constantly

Sunset Bay, Shore Acres:

Cataclysmic events change the landscape

Sunset Bay, Cape Arago:

Inter(sub) tidal species are adapted to the forces of nature, but less resilient to changes caused by humans

Sunset Bay, Shore Acres:

People have settled, used resources and conducted trade along this coastal edge for thousands of years

Sunset Bay, Shore Acres, Cape Arago:

Each visitor holds responsibility for abiding by park rules

Cape Arago:

Pinnipeds depend on this coastal edge to rest and rear their pups in safety. Other communities thrive on this dynamic edge as well.

Shore Acres:

The Simpson Estate illustrates the story of the rise and fall of a man, an industry, and a way of life

Cape Arago:

Processes and cycles that alter the landscape also create growing conditions for life-sustaining resources

Interpretive Goals and Objectives

Interpretive goals are statements of desired outcomes that guide programs, as well as practices related to resource management. They articulate what interpretation is meant to do for a site, its visitors, and its management. They guide the formation of interpretive media and services during the planning process and permit accurate and meaningful evaluation of interpretive programming before, during, and after development.

Interpretation is meant to increase awareness and understanding, build personal connections, and foster stewardship behaviors that help manage and protect resources. To do this, interpretation must address both the cognitive and affective realms—the logical as well as the feeling aspects of the mind. People will not make behavioral changes if they only *understand* an issue; they must also feel that the topic has some relevance to their lives and that a behavioral change will bring one or more valued benefits.

Every interpretive experience should be designed, therefore, to have an emotional or affective component as well as an intellectual or cognitive component, leading ultimately to a desired behavioral change. However, unlike visitor knowledge and behavior, visitor feelings and attitudes are difficult to measure with accuracy and certainty that a specified variable is having an effect. Even so, progress toward attainment of affective goals often can be measured indirectly—inferred from measurement of visitor behavior, since behavioral changes are typically preceded by changes in attitude or affect.

The following visitor goals are based on the group's discussion of the realm of interpretation, as summarized in Appendix A. They are categorized as affective, cognitive, and behavioral goals—all ultimately aimed at helping visitors feel connected to these parks while understanding and valuing the varied resources they offer. To ensure progress toward those goals, specific, quantifiable objectives also have been established. Such objectives first serve to guide the design and implementation of all interpretive media and messages. They also allow managers and planners to test messages, programs, and media before investing resources in their full-scale development. Finally, after development and implementation, interpretive objectives provide the framework for summative evaluation of media and program effectiveness.

About objectives

The objectives we have set for each goal are meant to be “realistically ambitious.” The percentages (as high as 90% in some cases, as low as 50% in others) reflect the universal reality that no interpretive programming is 100% successful in effecting change in every visitor. At the same time, the figures set a high standard that will require all interpretive communications stay clearly focused on effecting those changes that ultimately protect park resources.

Affective¹ Goals

Visitors will have a satisfying and enjoyable time at Shore Acres, Sunset Bay, and Cape Arago State Parks.

90% of visitors will indicate a high degree of satisfaction with their experiences at these parks, individually or collectively.

90% of visitors will indicate that their time spent in these parks was highly enjoyable.

90% of visitors will express strong appreciation for the experiences offered through various interpretive media such as panels, exhibits, and programs.

Visitors will appreciate these three state parks and the role they play in supporting terrestrial and marine organisms and habitats.

70% of visitors will acknowledge they are witnessing a snapshot of larger patterns in nature defined by ongoing processes and cycles.

80% of visitors will indicate they are aware of the State Parks' role in protecting and conserving Cape Arago's terrestrial and marine organisms and habitats.

80% of visitors will indicate their appreciation for the State Parks' efforts in protecting and conserving Cape Arago's terrestrial and marine organisms and habitats.

90% of visitors will recognize that appropriate behaviors are expected from them while at these state parks.

Measuring objectives

Measurement of attainment of objectives is discussed in Part Three under Evaluation Steps. It requires the use of assessment tools such as written surveys, interviews, and dialogue among focus groups.

¹ The term "affective" refers to attitudes, values, feelings, and levels of awareness.

80% of visitors will indicate awareness that personal behavior and actions can have either a negative or positive impact on Cape Arago's terrestrial and marine organisms and habitats.

80% of visitors will acknowledge that appropriate behaviors are expected of them in order to protect and conserve resources at Cape Arago State Parks²

80% of visitors will indicate awareness of specific rules and regulations that are posted at these parks.

Visitors will respect and value efforts directed at protecting park resources, including rules and regulations that apply directly to visitor enjoyment, comfort and safety.

70% of visitors will express a high degree of respect for efforts directed at protecting park resources, including the posting of rules and regulations.

80% of visitors will acknowledge that state park rules and regulations apply directly to their personal enjoyment, comfort and safety.

80% of visitors will indicate awareness that Cape Arago's tidepools are protected and that collecting specimens is not allowed without a permit.

80% of visitors will indicate awareness that Cape Arago's marine mammals are protected.

²The term, Cape Arago State Parks, refers collectively to Sunset Bay, Shore Acres, and Cape Arago State Parks.

Cognitive Goals

Visitors will understand that this region undergoes constant, gradual change caused by natural processes, cycles, and forces.

70% of visitors will be able to identify at least three natural processes, cycles or forces at work at Cape Arago State Parks.

70% of visitors will be able to describe the visible effects of at least one of these processes, cycles or forces.

Visitors will understand that this region is also subject to sudden cataclysmic change through such natural events as earthquakes and tsunamis.

70% of visitors will be able to list two natural events that could cause sudden cataclysmic change at these parks.

70% of visitors will be able to list at least one natural, cataclysmic event that occurred historically at Sunset Bay State Park.

Visitors will understand that intertidal organisms are adapted to constant fluctuations in water level, temperature, and salinity.

70% of visitors will be able to describe in general terms at least two conditions that undergo daily change in a tidepool.

70% of visitors will be able to describe in general terms how marine organisms have adapted to those changing conditions.

Visitors will gain an understanding of how, despite their resilience to daily and seasonal environmental change, intertidal organisms are less resilient to human behavior which may cause their injury and death.

70% of visitors will be able to describe two on-site human behaviors that have a direct negative effect on Cape Arago's marine life.

Visitors will gain an understanding of the various ways human populations have been connected to this site over time, from native people who settled here beginning thousands of years ago, to members of early expeditions, to those who have sought lumber, fish, and other resources from the land and waters from the twentieth century onward, and to those who continue to come to this site for recreation.

70% of visitors will be able to identify the region's native people as early inhabitants of Cape Arago.

70% of visitors will be able to describe the cultural and historical significance of Qochyax Island.

70% of visitors will be able to identify at least three resources from the land or water that have historic economic significance to the region.

70% will be able to name the individual whose property became Shore Acres and Cape Arago State Parks.

Visitors will know the rules and regulations that help protect and manage state parks and coastal waters and the reasons they are in place.

80% of visitors will properly identify Cape Arago's tidepools as being protected reserves where collecting is not allowed without a permit.

70% of visitors will be able to give two specific reasons why rules and regulations are in place at the reserves.

Visitors will understand why certain areas are closed off seasonally.

70% of visitors will be able to explain why certain areas, such as Cape Arago's North Cove Beach, are seasonally closed to the public.

50% of visitors will be able to describe major consequences of human disturbance to a pinniped rookery.

Behavioral Goals

Visitors will demonstrate heightened awareness of, understanding of, and support for Shore Acres, Sunset Bay, and Cape Arago State Parks through their adherence to rules and regulations.

80% of visitors will voluntarily abide by posted rules and regulations at all times.

Visitors will engage in activities that are appropriate for these parks.

90% of visitors will keep a safe distance between themselves and any marine mammals that have hauled out.

90% of visitors will refrain from tidepool exploration behavior that causes injury to marine organisms, including but not limited to prying animals off rocks, not returning animals to their exact location after temporarily looking at them, wading in tidepools, turning rocks over, and collecting without a permit.

Coos I Visitor Survey

Introduction

Effective interpretive planning requires a depth of understanding of the visitor as well as the resource. To inform the planning process, it is vital to understand the needs, interests, and visitation patterns of park visitors, as well as the attitudes and expectations they bring with them. Understanding potential audiences for interpretation is critical to the development of relevant and effective products and programming. Making assumptions about who will come or what they might find interesting can lead to costly mistakes—unread signage, ignored exhibits, poorly attended programs, and misguided use of park resources. We want to ensure that what is planned is what visitors will find worthwhile visiting.

To this end, The Coos I planning process involved three park-specific visitor surveys administered in summer during peak visitation at Sunset Bay, Shores Acres, and Cape Arago State Parks. The surveys' purpose was to inform the planning process with information about audience demographics, values, areas of interest, preferred interpretive media, and visitation patterns.

Problem Statement and Research Purpose

Management of the Coos I park cluster has been guided by several key documents. These documents include the Oregon Statewide Comprehensive Outdoor Recreation Plan (SCORP), 2005 Regional Interpretive Framework, and to a lesser extent, the Sunset Bay Management Unit Master Plan. While these documents contribute significantly to the knowledge base regarding planning and management of park facilities, they have not necessarily contributed to the interpretive planning process geared specifically to Sunset Bay, Shore Acres, and Cape Arago State Parks.

The interpretive vision of the Oregon Parks and Recreation Department is to become "a leader for providing interpretive based experiences that create a strengthened bond with, understanding of, and sense of stewardship towards Oregon's natural, cultural, and historical resources as represented in its state parks" ().

In order to move toward fulfilling that vision, an interpretive plan needs to be in place. Such a plan needs to accomplish the following:

1. define existing and potential markets and audiences;
2. identify audience interests, significant park resources, and management needs that can be addressed through interpretive services;
3. provide themes based on the intersection of the above features;
4. identify appropriate sites and recommend services and media for delivering messages;
5. identify gaps between (1) visitor interests and interpretive stories and (2) interpretive services and operational limitations;
6. set short and long-term measurable objectives for the plan; and,
7. recommend interpretive sites and services in each park.

To this end, administration and analysis of the visitor survey addresses tasks 1, 2, and 5. Profiles of park visitors have been developed, audience interests and use patterns have been revealed, and potential gaps between visitor interests and interpretive services have been identified.

Methods

In August 2006 visitor surveys were conducted over the course of three days at Sunset Bay, Shore Acres, and Cape Arago State Parks. Kristin Hovenkotter-Greco, interpretive specialist at Sunset Bay State Park, assisted Kris Whipple, interpretive planner with The Acorn Group, in administering the survey. The interviewers approached visitors and framed their request for participation in a positive way. The purpose of the study was to improve park facilities and therefore, their experiences. The five-minute time commitment was also disclosed. It should be noted that the decline rate was virtually non-existent. Visitors were more than willing to participate. Each participant received a guidebook as a thank you gift; however, this was not revealed until after the survey was completed.

The interviewers administered the tool as an oral interview. Answers were recorded directly on the survey form. Long or complicated questions were shown to the visitor, as were visual aids to ensure consistent meaning of such terms as "interpretive panels." A total of 62 visitors were interviewed at Sunset Bay; 31 were interviewed at Shore Acres, and 47 were interviewed at Cape Arago. With 140 total completed surveys, the original sample size target of 100 was eclipsed despite the very cool and windy weather.

The survey tools appear in Appendix A; tabulated data appear in Appendix B. Data for each park have been tabulated separately to reveal park-specific trends.

Limitations

While this study generated some interesting information, it remains, due to its small sample size and non-random sampling techniques, statistically invalid. The results can be used for discussion and theorizing, but they should not be used to predict responses, needs, or interests of the entire park visitor population. They may, however, be used to draw conclusions and create profiles among the visitors interviewed specifically during this study.

Survey Results and Findings

Because data are tabulated separately by park, some survey results will be reported as three different percentages representing Sunset Bay, Shore Acres, and Cape Arago, respectively.

Of those interviewed, females slightly outnumbered males: 54% on average compared to 46% on average. Representation is well distributed across age brackets, as noted in Appendix B.

The majority of visitors—regardless of park—indicated their primary reasons for visiting that day was to enjoy nature and be with family. Combined, these two reasons comprise between 82% and 94% of all responses. Another frequently cited reason is enjoying the outdoors (35%, 39%, and 26%, respectively). The only aberrant data pertains to watching wildlife. While representing just 8% of Sunset Bay visitors and 3% of Shore Acres visitors, it represented 45% of Cape Arago visitors. Such popularity is easily explained by the location of the interviews on the second day: the wildlife viewing platform at Simpson's Reef. It should be also noted that Cape Arago visitors were more likely to seek exercise opportunities than visitors to other parks.

While the majority of visitors were able to correctly name Sunset Bay and Shore Acres State Parks (82% and 84%, respectively) this is not the case at Cape Arago. Only 34% could correctly state its name. Not surprisingly, 28% identified it as Simpson's Reef; another 23% indicated they simply did not know.

Family and friends are the source of information for these visitors (65%, 68%, and 45%). Eleven percent of Sunset Bay visitors identified the OPRD website as their source, compared to 3% for Shore Acres, and 0% for Cape Arago. Nineteen percent of Cape Arago visitors had simply driven by; another 15% learned about the park through a state parks brochure; another 11% learned about it from guidebooks purchased before their trip. Local businesses serve as the source of information for approximately 6% of visitors, regardless of park.

Most visitors intended to stay for one half-day (76%, 87%, and 66%). Only 21% of visitors surveyed at Sunset Bay indicated they were staying for more than one day, suggesting the majority of people surveyed at this site are not overnight campground visitors.

Over half of all visitors surveyed are first time visitors: 56%, 68%, and 66%. Over one-third of visitors to Shore Acres, or 35%, indicated they have visited that park two to three times in the past two years. For the other two parks, this figure was 18% and 15%, respectively. When asked the open-ended question, what do they like best about this park, responses vary. For Sunset Bay visitors, the protected beach, the scenery, and the serene atmosphere were cited most frequently. For Shore Acres, the garden, ocean views, overall beauty, and the flowers were cited most frequently. For Cape Arago, the pinnipeds specifically and wildlife in general, as well as the beautiful views were acknowledged.

An average of 58% of all park visitors identified the addition of more interpretive panels on Coos Bay's human and natural history. Twenty-four percent of Sunset Bay visitors identified the addition of more trailside benches; 19% identified the addition of more nature programs for children; and 11% expressed interest in more guided tours. Sixteen percent of Shore Acres visitors identified the addition of more plant identification panels. However, 19% expressed a desire to leave Shore Acres the way it is; 15% expressed the same desire for Sunset Bay. At Cape Arago, 9% indicated interest in seeing exhibits in a visitor center and another 9% indicated interest in more viewing stations with interpretive panels.

There is considerable variation in the responses given about reading interpretive panels, as noted on the following page.

Table 1
Likelihood of reading an interpretive panel

	No. response	N	Percentage
Sunset Bay Response			
Yes	36	62	58%
No	4	62	6%
Depends	22	62	35%
Shore Acres Response			
Yes	22	31	71%
No	0	31	0%
Depends	9	31	29%
Cape Arago Response			
Yes	22	47	47%
No	0	47	0%
Depends	25	47	53%

At each of the three parks, 47-48% visitors consistently selected “interest in topic” as the one attribute that most directly influences their commitment to read a panel. Visual design was the second most frequently cited variable overall, although, peculiar to Sunset Bay, use of photographs was also cited. Surprisingly, length of text and ease of reading did not factor in significantly.

When asked to explain this answer, nearly half (49% on average) of all visitors did not answer this question. Those who did offered a number of responses that are noted in Appendix B. Among those responses is the following: content related to history, content related to wildlife, use of photographs, and interesting graphics.

There is park-specific variation in the responses given about preferred media to learn something about a site. The data are summarized in the following table.

Table 2
Preferred interpretive media

	Sunset Bay %	Shore Acres %	Cape Arago %
Printed trail guide	42%	52%	2%
Guided tour on foot	19%	10%	68%
Touchable exhibits	23%	19%	4%
Audio tour in car	3%	3%	17%
Interpretive sign	40%	35%	26% ⁴
Ranger talk	21%	19%	34%

Most of Cape Arago's respondents were actually surveyed at Simpson's Reef. Their responses differ from those of the other two parks, but it is not known if they actually visited either of the cove access points with guided tidepool walks are offered. Still, these respondents overwhelmingly preferred guided tours on foot (68%, compared to 19% and 10%, respectively). They did not prefer a printed trail guide (2%), although visitors to Sunset Bay and Shore Acres were more likely to (42% and 52%, respectively).

It should be noted the majority of persons surveyed at all three parks (98%, 97%, and 100%, respectively) cite English as their primary language.

Visitors to Sunset Bay expressed interest in learning about the story of Qochyax Island (58%), the region's ancient earthquake (31%), the lighthouse (27%), and cliffside geology (27%). In one question, 10% of respondents expressed interest in learning about programs their children could enjoy; in another, 19% expressed an interest in more nature programs for children and 11% expressed an interest in more guided tours.

Visitors to Shore Acres expressed interest in learning about cliffside geology (42%), names of garden plants (39%), and the history of the Simpson estate (35%). Thirteen percent expressed interest in learning about programs their children could enjoy.

Visitors to Cape Arago expressed interest in learning about the natural history of tidepool animals (49%) and pinnipeds (28%), the human history of the region (28%), and the geology of the region (26%). Fifteen percent expressed interest in learning about programs their children could enjoy.

⁴ This figure is derived from combining interpretive signs (9%) and liking new signs (17%).

Not surprisingly, visitors at all three parks rated their concern about protecting Coos Bay's wildlife very high. An average of 81.6% of visitors to the three parks rated their concern for protecting tidepool animals at a 5 based on a scale from 1–5. A majority of the remaining visitors rated this concern at a 4. Nearly the same results were achieved for rating concern for protecting marine mammals. When new interpretive media and services are implemented, it will be interesting to determine whether these figures are real or simply socially desirable responses.

There is wide geographic representation in the visitors who were surveyed. The most frequently reported cities of residences were: for Sunset Bay visitors, Coos Bay (10%) and Eugene (10%); for Shore Acres visitors, Roseburg (16%); and, for Cape Arago visitors, Coos Bay (15%) and North Bend (6%). Canada comprised a combined 8% of Cape Arago Region visitors.

A variety of additional stops are on the travel plans of these visitors. During their visit to the Oregon Coast, Sunset Bay visitors intend to either see nothing else (as they are local residents [13%]) or visit Shore Acres (11%) or lighthouses (11%). Shore Acres visitors intend to see Oregon Dunes (19%), Bandon (13%), and Lincoln City (10%). Cape Arago visitors intend to see Bandon (26%), Shore Acres (15%), Brookings (9%), Oregon Dunes (9%), and lighthouses (9%).

Looking only at interpark travel in our sample: of the visitors to Sunset Bay, 11% also reported visiting Shore Acres; of the visitors to Cape Arago, 15% also reported visiting Shore Acres. However, the Shore Acres visitors did not indicate significant travel to either Sunset Bay or Cape Arago, although they did indicate their intent to “walk on the beach.”

These visitors also planned additional activities. Those of Sunset Bay noted camping (15%), shopping (11%), and visiting family (10%). Shore Acres visitors intend to sightsee (16%), walk on the beach (13%), golf (10%), camp (10%), eat seafood (10%), and visit family (10%). Cape Arago visitors intend to eat seafood (21%), camp (17%), and hike (15%). All narrative responses are provided in Appendix B.

Conclusions

Understanding visitors is key to the success of any interpretive programming. Although the sample size of the Cape Arago Region visitor survey is relatively small, the data reveal interesting and useful information about topics of interest, preferred media for learning new information, and recommended park enhancements. While the majority of people surveyed are first-time visitors, they hold strong stewardship values and appreciate the open, windswept beaches, the wildlife, and the amenities offered in these parks.

These visitors indicate they read interpretive panels. They desire additional panels and other media, including printed trail guides and plant identification labels, as well as additional interpretive services including guided tours and to some extent, nature programs for children.

Interest in topic is cited most frequently as the one attribute that influences a commitment to read a panel. To this end, respondents are interested in learning about specific aspects of the region's natural and cultural history. These findings are reflected in the theme and sub-themes outlined in the interpretive plan, as well as the specific media that are proposed. Visual appeal of new interpretive panels will influence reader commitment as well. Striking graphic design, a clean layout, and generous use of photographs will need to be considered as new panels are created.

At the same time, some visitors expressed a desire to leave things the way they are. Therefore, new interpretive media will likely be well received only if they are not obtrusive. Better use of existing park facilities such as the observation building, overlooks, amphitheater, and Junior Ranger building will also help address this concern, as well as keep costs to a minimum. The ultimate goal will be to create media that blends into the site without affecting views or detracting from the coast's natural beauty.

Part III
Recommended Media

Existing Interpretive Facilities

Sunset Bay--day use

- picnic gazebo
- amphitheater
- coast trail access
- view to lighthouse and Oochyax Island
- beach access

Sunset Bay--campground

- interpretive building
- interpretive kiosk

Shores Acres

- gift center
- estate gardens and structures
- observation building
- World War II communication bunker
- coast trail access

Cape Arago

- picnic gazebo
- CCC observation platform
- Simpson Reef overlook
- North Cove access
- South Cove access



Recommended Media

This interpretive plan sets forth a series of recommendations to enhance visitor awareness of park resources, improve way finding experiences, increase appreciation for park resources, expand the knowledge base of the processes, cycles, and events that have shaped this region both physically and culturally, and guide behaviors that reflect personal stewardship. The recommendations focus on signage, exhibits, and programs. They are grounded by OPRD documents, the vision established during the March interpretive planning workshop, a detailed site analysis and park visitor survey conducted in August, and review by OPRD staff. Further, while the proposed media are park-specific, they are considered within the context of Cape Arago as a whole and are designed to reflect a common theme and sub-themes with a uniform design.

Interpretive Media

Sign media are categorized by type: gateway, institutional, orientation, directional, regulatory, and interpretive. As new sign media are developed, it will be essential to select materials that are weather- and vandal-resistant. In fact, SCORP (Region 4) identified the need to rehabilitate existing outdoor recreational facilities such as facility infrastructure. For the purposes of this plan, infrastructure also includes wayside exhibit pedestals, frames, and panels. Existing panels with few exceptions show signs of deterioration caused by both the coastal climate and destructive human behavior. Given the expense of porcelain enamel, phenolic resin with zinc-plated hardware may prove more cost-effective, particularly if a maintenance fund could be established for any replacement, if needed.

The visitor's park experience really begins past Charleston traveling south along the Cape Arago Highway. Views of lush valleys and towering spruce, cliffs and ocean define the environment, but there is essentially no significant signage that announces proximity to the three parks. There are, however, mileage markers, rounded, three-sided Oregon State Parks signs, and the Sunset Bay State Park sign. Improved, consistently worded and designed highway signage and the addition of a new architectural gateway feature would enhance way finding and provide clear institutional identity.

One additional sign—an orientation panel that shows the location of all three parks and key features within them, such as Shore Acres Botanical Garden and Simpson's Reef wildlife viewing area—is needed at the first "staging area" in all three parks. Directional signs (see side note) are also recommended.

Glossary of sign media

Gateway—Architectural features that announces the Cape Arago State Parks

Institutional panel—Sign that identifies the parks' governing agency

Orientation—Sign that welcomes the visitor, identifies the individual park, and orients the visitor to other parks within the region as well as activities to enjoy and features to observe

Directional sign—Way finding graphic that incorporates a map, symbols (e.g., You Are Here), and words to identify specific features within one park or general features within all three parks

Regulatory sign—Sign that states rules and regulations and explains the reasons for them

Interpretive panel—Sign that moves beyond facts to tell a story designed to connect the audience and the resource

Sunset Bay State Park

Sunset Bay State Park is the first State Park in the Cape Arago Region the visitor encounters. Park amenities along the west side of the Sunset Bay Day-Use Area consist of a large parking lot, picnic tables, restroom protected by a storm wall, and expansive beach. Signage is limited to several non-uniform regulatory signs mounted on vertical peeled poles. These individual, graphically disconnected signs should be replaced with a uniform, modular sign system that still features the legally mandated language, but in a more visually attractive manner. This sign system should also include a welcome statement that greets the visitor and encourages appropriate stewardship behaviors.

Stories that are best told at the Sunset Bay Day-Use Area relate to the sub-theme, changing landforms through slowly occurring processes and cycles or sudden cataclysmic events. These processes and cycles occur on a spectrum of scale—from geologic time to daily rhythms. Two panels are recommended on the southern side of the beach, positioned where the visitor can observe the remarkable uplifting and folding of cliffs. One panel should focus on coastal geology and the other should focus on Sunset Bay's human history.

Two panels on the northern side of the beach are also needed. One should relate to the tough but fragile nature of intertidal and near-shore species; another should focus on the coastal geological features, including the huge chunks of sandstone that have fallen from the cliffs. Currently there is no signage, interpretive or otherwise, that states visitors should not damage or remove intertidal species.

The storm wall in front of the restroom presents another interesting opportunity for interpretation. We recommend replacing the existing tsunami panel with two smaller panels in vertical wall-mounted positions next to the restroom entrances. With the recommended removal of the (currently non-functioning) viewscope mount, the leeward side of the wall becomes an opportune location for historical interpretation. Here, a long interpretive rail would feature four photographs (evolving from a black and white image of the Coos, Lower Umpqua, Siuslaw, and/or Coquille Indians to a sepia-toned image of an early 20th century lumber schooner, a sepia-toned image of a small mid 20th century fishing fleet, and most recently, to a color image of recreating park visitors). Text would interpret the human history of this area; a faux bronze bas relief icon would be positioned next to each photograph (e.g., an abalone shell next to the



first image; a small salmon next to the fishing fleet image, etc.) to lend interest to the panel as well as create a tactile experience.

The footbridge on the southern end of the beach leads to visitor to a grove of spruce, framed by Big Creek and the park amphitheater. The two fiberglass panels that explain stream and forest ecology are in poor condition. When replaced, we suggest the text better reflect the processes and cycles sub-theme. We also recommend the inclusion of a third panel closer to the picnic tables that describes water quality issues at Big Creek and identifies camper behaviors that reduce possible bacterial contamination. The amphitheater is not signed, nor are upcoming programs announced. A small institutional sign is needed, as is a weather-resistant announcement board. We also recommend removing the Forbes hot air balloon sign near the restroom building, as it is extraneous to all of the sub-themes identified by the planning committee.

There are numerous underutilized interpretive opportunities within the Sunset Bay Campground. A welcome panel and institutional panel would enhance the appearance and subtle messaging at the registration booth. We also suggest reconstructing the interpretive kiosk located next to site A14. New permanent orientation signage should focus on general activities seasonally available to visitors (e.g., guided walks, children's programs). A smaller program announcement board would allow for the posting of current events and program offerings, but requires more consistent design guidelines than what currently appear. We also suggest clustering all newspaper dispensers nearer to the phone booth and keeping the kiosk free of potential clutter. Last, the ingenious raccoon-proof trash receptacles present another opportunity for interpretation. We recommend the addition of a vertically mounted interpretive panel that explains the problem with crows and raccoons and suggests specific behaviors that discourage their presence.

The orientation panel at the interpretive kiosk could also be mounted on the exterior wall of each of four restrooms where it would serve to inform a "captive" audience of interpretive opportunities available to them.

We also suggest renaming the Junior Ranger Interpretive Building the Sunset Bay Interpretive Center and renovating the interior exhibits within it. The current name limits its appeal to an audience broader than children. Although small, this building is an important gathering place that offers great potential for the casual walk-in visitor. New permanent exhibits should be based on the Sunset Bay sub-themes and provide interactive activities and displays that move beyond wayside panels to inform, engage,



and inspire. Focusing on the evolution of recent human history—from local Native American heritage to current day—and the evolution of the coast due to natural processes and cycles, new exhibits can integrate hands-on activities, real objects (artifacts and biofacts), and museum-quality displays that interpret the “spectrum of scale,” from large-scale events to daily rhythms that affect life at the Cape. At the same time, care need to be exercised to leave the center of the interior space available for temporary tables and chairs. Staff and osts should be on hand to offer personal interpretation, help create a “nature center ambience,” and handle the sale of guidebooks.

Last, the spectacular Coast Trail requires a series of subtle trail markers. “Social trails” are numerous; some lead directly off the cliffs and present obvious danger. Where the visitor encounters a trail spur, a marker that denotes the Coast Trail needs to be in place. In addition, the northern viewpoint would benefit from the addition of an interpretive panel on human history (since the island [but not the lighthouse] is within view). The eastern viewpoint focuses on the water and cliffs looking back at Sunset Bay. This location would also benefit from an interpretive panel.

The park experience is continued at an overlook on Cape Arago Highway. It affords a spectacular view of the Cape Arago Lighthouse and Oochyax Island. A footpath leads from the small parking area to a bench and closer view of the water. Currently, the only signs at this stop are regulatory in nature; however, this represents another opportune location for an interpretive panel on Sunset Bay’s human history (identical to the panel that would be placed at the Day-Use Area).

Shore Acres State Park

The highway sign announcing Shore Acres State Park needs to follow the same design guidelines as those recommended for Sunset Bay and Cape Arago. However, given the rich history of this particular site, the current estate-style signage along the driveway is appropriate. The signage at and adjacent to the registration booth is not welcoming. Institutional signage on the building is needed, as is a better worded park hours sign. Currently, it lists the hours the park is closed, which is a confusing orientation for the visitor.

We also suggest placement of one of the orientation panels near the parking lot of the observation building. This would serve to inform the arriving visitor of park features available to them at Shore Acres, as well as the other two parks.



dramatic experience even when storm waves are not evident. The building also affords an opportunity to introduce visitors to the Simpson story, preferably using a media that is readable. The panels that are currently mounted on the two back walls reflect light from the windows, making reading the text extremely difficult. The design itself creates a shadow on the text, compounding the problem. We recommend replacing all sign media in the observation building with low glare, matte-finished phenolic resin panels that do not require a plexiglass overlay. We also suggest painting the interior a lighter color to brighten the space.

The story that is told along the back walls should focus entirely on Simpson—his triumphs, tragedies, and the endurance of his legacy. Here, visitors also need to be made aware of the botanical garden and that it is open to visitors. This is not the place to interpret other cultural stories such as that of the region's Native American Indians. The current panel on this topic appears as a disjointed afterthought, rather than a fully developed story.

Within the observation building, we also recommend inclusion of a reader panel, positioned low enough to avoid obscuring the views from the large center window. Here, photographs of storm waves; text related to ocean-driven cycles and processes, seasonal differences in wave direction and strength, and visible evidence of geological forces (uplifting and folding); and, hands-on manipulatives would offer an additional experience for the visitor, and one that is particularly engaging on calm days.

Placement of another orientation panel and directional signs outside the building would assist visitors in way finding and learning about what experiences are available to them as they continue their travels along Cape Arago Highway.

More interpretation is needed upon arrival at the garden itself. The architecture is impressive and clearly marks the transition from the park environment to a formal historic garden. Currently, however, there is little told about the Simpson story unless the visitor enters the gift shop.

The front porch beyond the colonnade can accommodate at least one interpretive panel that introduces the visitor to the life of Simpson and the relevance of the garden to his estate. Another panel that focuses on the caretaker's cottage and the significance of it in Simpson's later years is needed near to its location. This is the only remaining



structure from the original estate. Liberal use of plant identification tags or other labeling system is also recommended, as indicated by the visitor survey data.

Signs also need to be replaced at the gate leading to Simpson's Beach. For example, the temporary sign on Sunset Bay and Cape Arago tidepools is out of place. Also, as the visitor winds his or her way toward the water, there are at least three opportunities for wayside interpretation: one at the bench overlook (cycles and processes), one at the beach (human behavior near pinnipeds), and another at the beach (human [including Native American and Simpson's] ties to ocean resources).

Cape Arago State Park

Prior to reaching Cape Arago State Park, the visitor encounters Simpson's Reef Overlook, a major wildlife viewing platform along the highway. Its name needs to be consistently used on all park signage. Currently, it is labeled "Wildlife Viewing," "Cape Arago Wildlife Viewing Area," and "Simpson Reef Overlook" on various highway signage. The viewing platform is a very popular stop. Two sets of interpretive panels are complemented by two viewing scopes that enable visitors to get close-up views of seals and sea lions hauling out on offshore rocks. A vertically mounted interpretive panel kiosk displays three panels: a welcome panel, a photographic map (with reverse orientation, as noted by OPRD staff), and third panel on local attractions. The overlook is a recent—and clearly expensive—addition. However, this interpretive plan would be remiss if three recommendations were not suggested. 1. The OCEAN panel is somewhat redundant to the USFWS panel, "Local Attractions on the South Coast." At some future time, this redundancy should be addressed. 2. The two interpretive panels on the viewing platform are mounted at the wrong angle to observe pinnipeds on the closest offshore rocks. If feasible, OPRD should consider pivoting the position of the hardware. 3. Given the typographical error and installation scar on the photographic map (middle panel on the kiosk, "Wildlife Conservation: A Community Way of Life") this particular panel eventually should be replaced.

Other stories are equally important to tell at Simpson's Reef. They include pinniped behavior (human etiquette) and coastal geology (the formation of the reef).

Both the North Cove and South Cove access points need enhanced, more positively worded and consistently appearing welcome and regulatory language. The "Welcome to Our Home" tidepool interpretive panels show deterioration from vandalism. Porcelain enamel may not be the best medium for this harsh marine environment, particularly with human-induced damage and resultant rust compounding the problem. Phenolic resin may



prove to be more resistant; in any case, it is less expensive to replace should additional vandalism occur. Further, these panels might not be placed in areas that allow for optimal reading and retention of information. The panel is useful for guided tour orientations, for species identification according to intertidal zone, and for reminding visitors about rules, but may be additionally beneficial if also positioned nearer to the tidepools.

In addition, new interpretive panels on human history (resource use) and coastal geology are needed at South Cove. A new panel on pinniped ecology and human "etiquette" is also needed at North Cove. Also, we suggest the placement of one or two interpretive panels at the Civilian Conservation Corps overlook structure; content should focus on processes and cycles as well as coastal geology. And, since Cape Arago visitors are typically very focused on wildlife viewing, they would presumably appreciate having intertidal guidebooks available there for purchase, as noted below.

Other Media

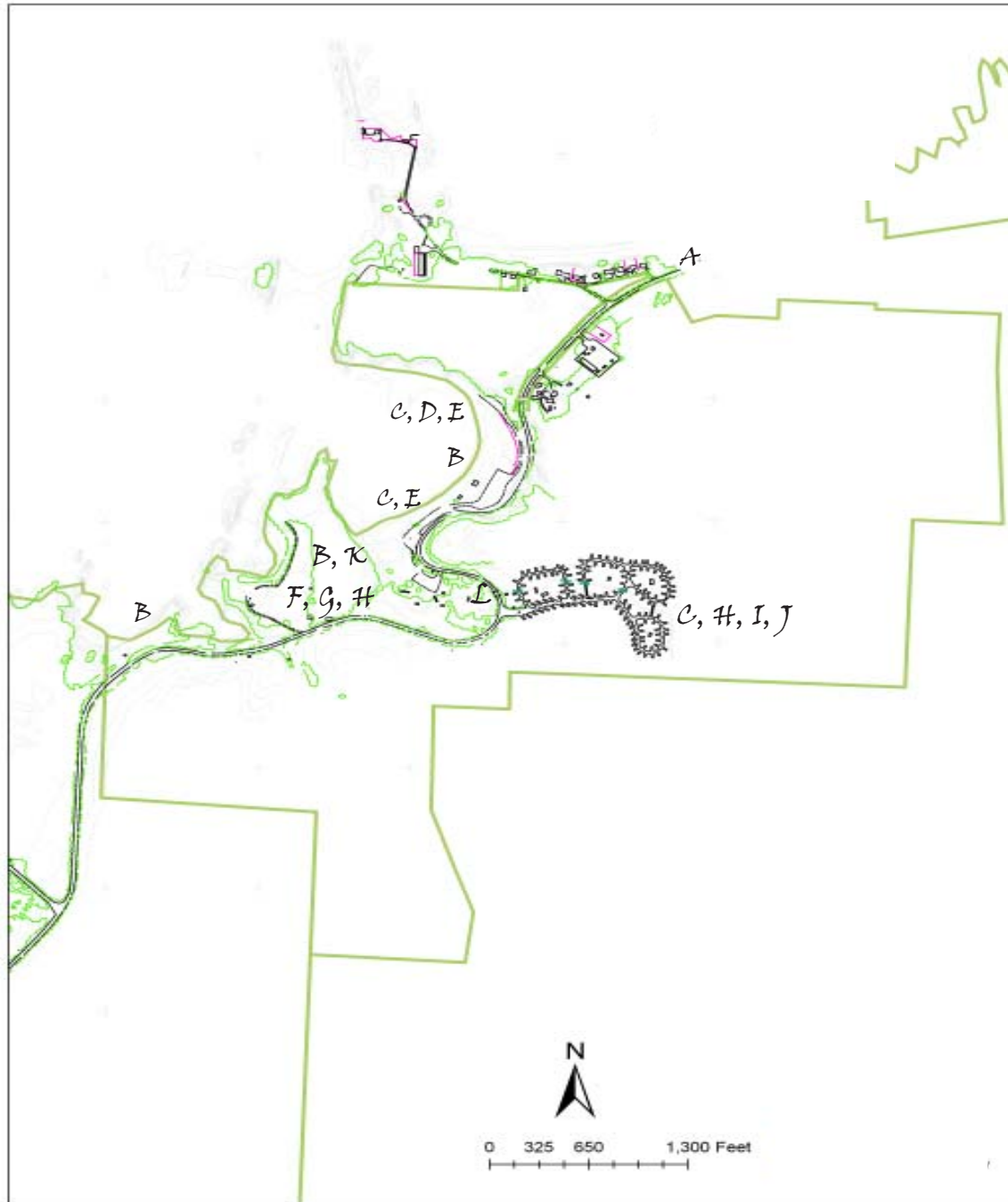
Visitors expressed strong interest in guidebooks to enhance their personal experiences along the trails and beaches. Several already exist. Having inexpensive versions readily available at trailheads and facilities, such as the observation building would be of benefit. Charging a nominal fee for such material would help offset costs of continual production and help keep littering to a minimum.



Evaluation Steps

Evaluation needs to be addressed during all phases of developing media and programs. Conducted internally by OPRD staff or externally by consultants, evaluation informs the interpretive planning process and generates specific information that helps improve the outcome of the final product or experience.

Formative evaluation allows for an assessment of readability and legibility of print media, attraction and holding power of panels, and optimal placement of media. It relies on the use of draft material that is inexpensively produced and allows media to be adjusted prior to fabrication or permanent installation. Summative evaluation occurs after a program is conducted or media are in place. Summative evaluation measures attainment of goals and objectives. It is based on qualitative methods such as field observations and staff interviews or quantitative methods such as pre- and post-tests. Its purpose is to yield information about how a program or interpretive element are producing results.

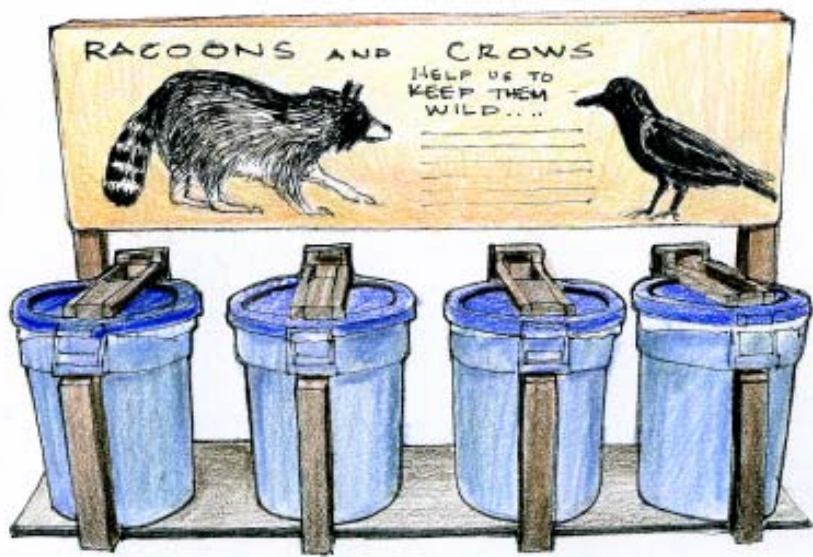
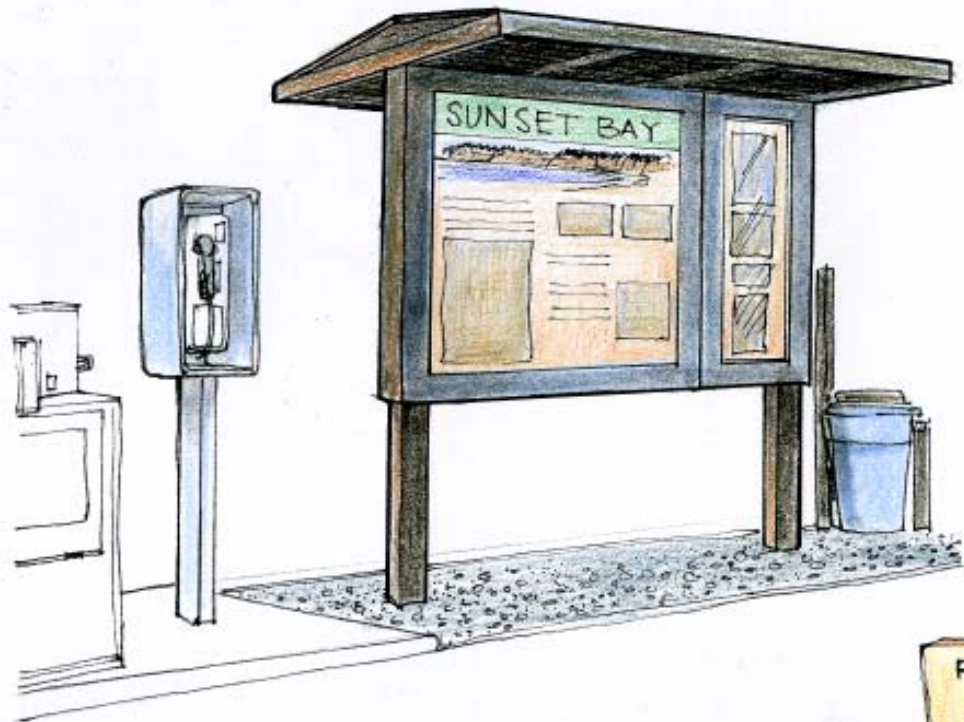


Sunset Bay State Park

- A Gateway to Cape Arago
- B Human history panel
- C Park orientation panel
- D Intertidal panel
- E Coastal geology panel
- F Forest processes and cycles panel
- G Water quality panel
- H Announcements board + institutional sign
- I Interpretation kiosk
- J Sunset Bay Interpretive Center
- K Coast Trail markers
- L Welcome sign

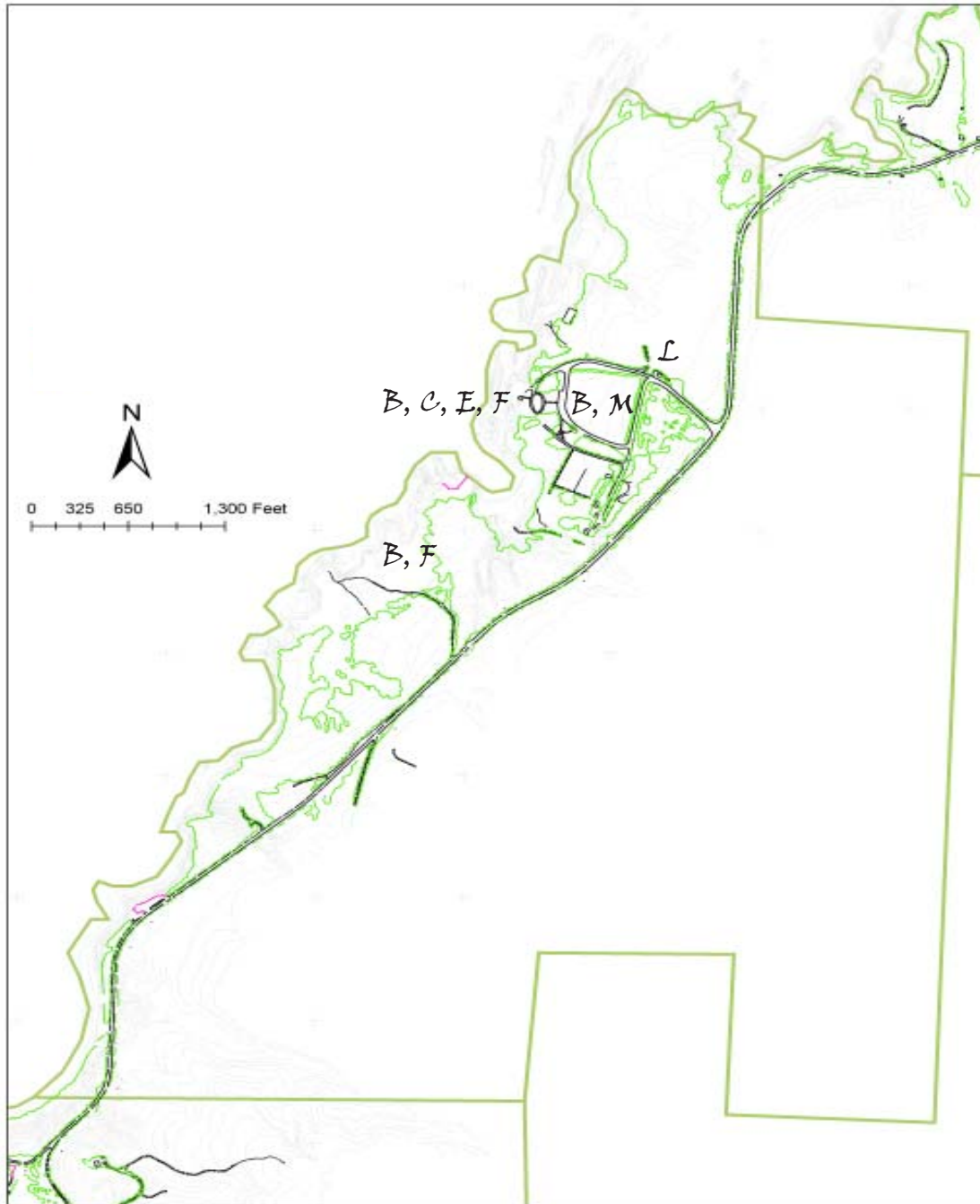


Sunset Bay



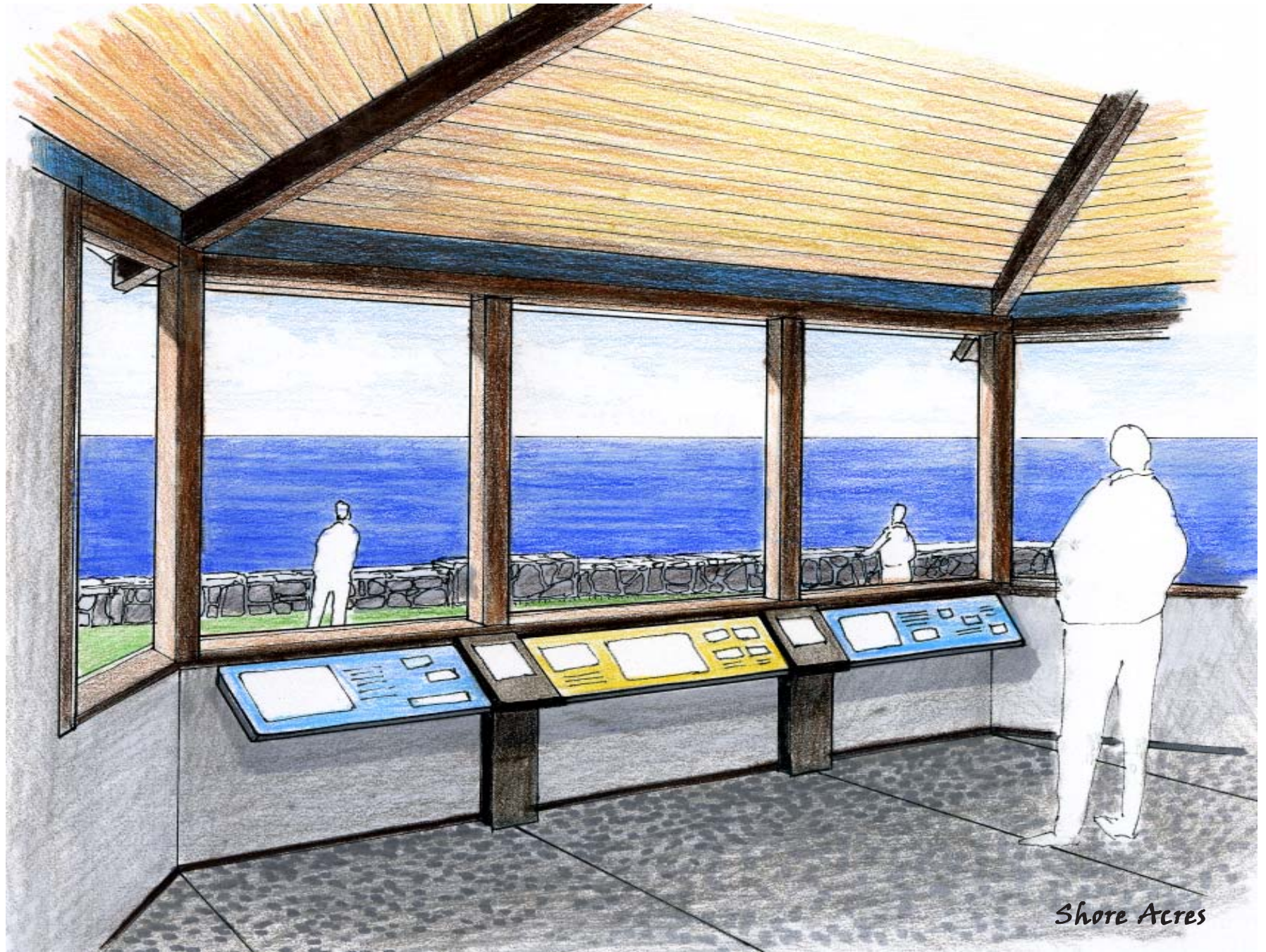
Sunset Bay



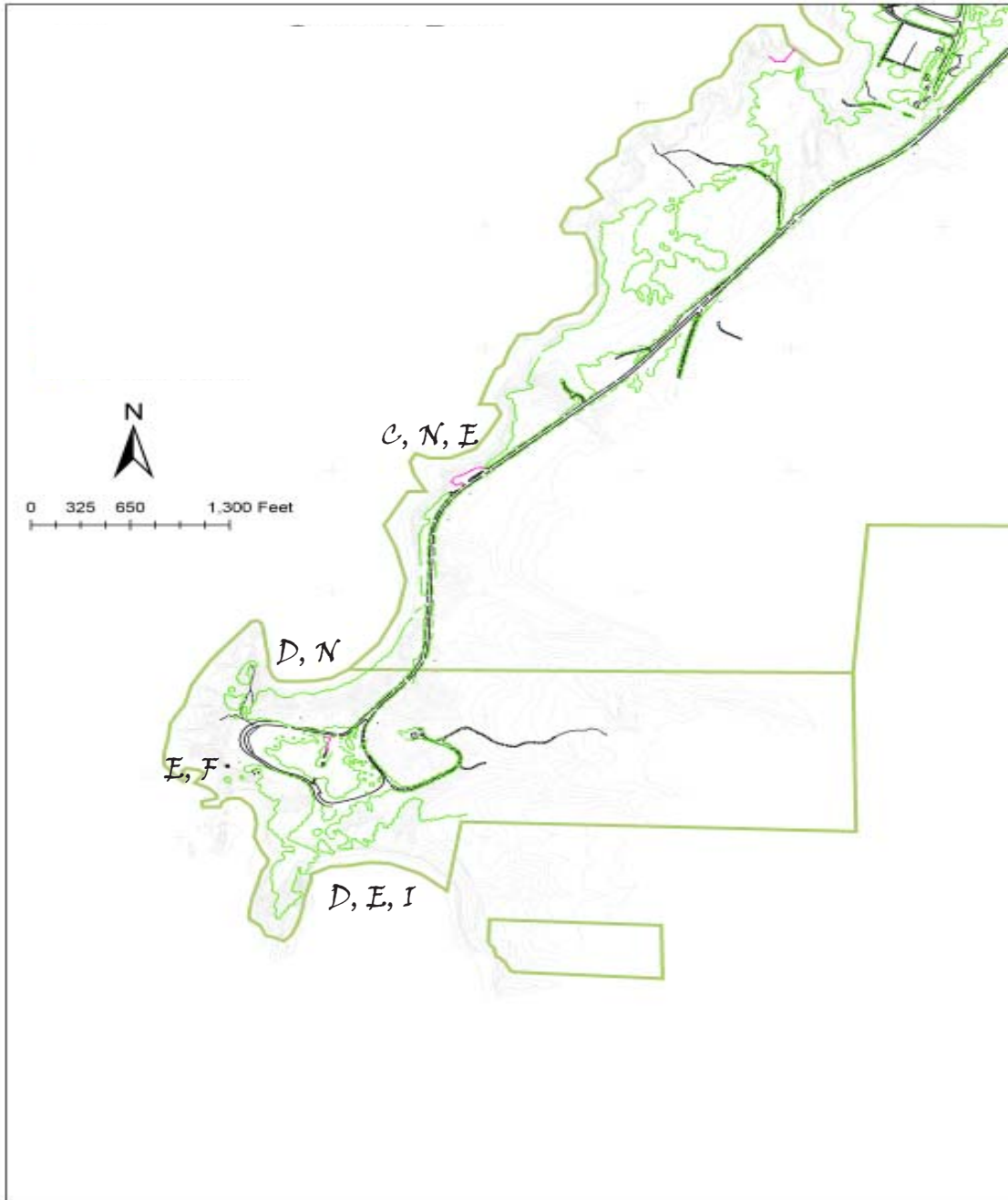


Shores Acres State Park

- B Human history panels*
- C Park orientation panel*
- D Intertidal panel*
- E Coastal geology panel*
- F Processes and cycles panel*
- H Announcements board + institutional sign*
- I Interpretation kiosk*
- K Coast Trail markers*
- L Welcome sign*
- M Plant identification labels*

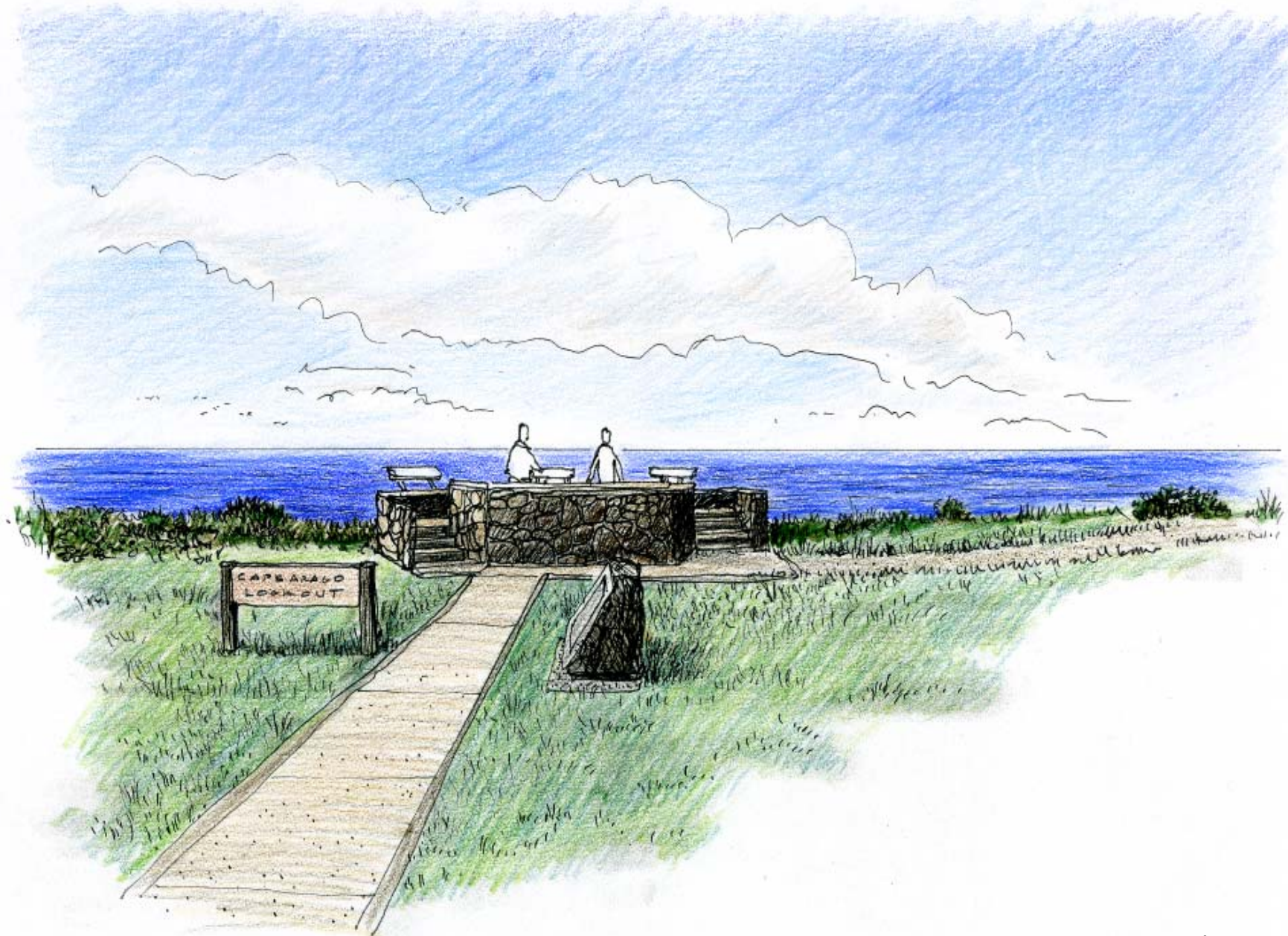


Shore Acres



Cape Arago State Park

- C* Park orientation panel
- D* Intertidal panel
- E* Coastal geology panel
- F* Processes and cycles panel
- N* Pinniped behavior panel
- I* Resource use panel



Cape Arago

New Directions for Programs

Program development falls into two categories: formal and nonformal audiences. Formal audiences are comprised of teachers and students, generally grade-specific. Nonformal audiences are visitors who voluntarily attend a program either as an individual or member of a social group—family or friends. In both cases, program success is determined largely by matching the needs, interests and constraints of the target audiences with the content and presentation of the program.

Formal Audiences

In terms of formal audiences, classroom teachers face numerous constraints that limit participation in programs that are considered “extraneous” or “supplemental” to the classroom curriculum. The Federal *No Child Left Behind* Law and Oregon Department of Education’s (ODE) Common Curriculum Goals have established stringent guidelines for academic performance. The consequences of failure are significant, and may include loss of federal funding and even termination of employment for some. Teachers can not afford to spend time (and money) on a program that is not academically relevant for a particular grade level.

It is highly recommended that OPRD continue to review Oregon’s content and performance standards and benchmarks. The content and performance standards are broad statements regarding each discipline-specific curriculum. Performance benchmarks are specific statements that guide the assessment of student learning at grades 3, 5, 8 and 10.

Cursory review of these guidelines by The Acorn Group reveals many opportunities for program development for the Cape Arago region. At grade three, for example, students are expected to understand concepts of cycles and change, including change over time and changes that occur within the lithosphere, hydrosphere, and atmosphere uniquely and in combination. Sunset Bay and Shore Acres offer remarkable examples of geological and physical forces at work. Students are also expected to understand relationships between living things and living things and the environment—making guided tidepool explorations a potentially rich and meaningful learning experience.

At grade five, concepts of cycles and processes are examined more analytically. Students are expected to apply foundation concepts of change, cause and effect,

Formal and nonformal audiences

Formal audiences are comprised of teachers and their students. The school or school district controls both the objectives and the means of learning. Nonformal audiences are comprised of visitors who voluntarily attend a program either as an individual or member of a social group—family or friends. The visitor controls the objectives but not the means of learning.

Oregon Department of Education Grade 3 Earth and Space Science

Common Curriculum Goal: Understand changes occurring within the lithosphere, hydrosphere and atmosphere of the Earth—both uniquely and in combination.

Content Standard: Explain changes occurring within the lithosphere, hydrosphere and atmosphere of the Earth.

Benchmark: Identify daily and seasonal weather changes.

Example Focus Question: How do cloud patterns and storms change from season to season (e.g., severe weather, water cycles, precipitation)?

and evolution as they describe and explain different rates of change. The Cape Arago Region State Parks offer excellent examples of beach erosion, uplifting of rock layers, and evidence of catastrophic events such as earthquakes. In the context of ODE guidelines, there are opportunities at all three park sites to interpret such change in a manner that is relevant and set as “real world” examples. Such learning brings the content to life at the same time it addresses specific instructional needs.

Students are also expected to describe relationships between the characteristics of specific habitats and the organisms that live there. Focused tidepool explorations with an activity involving the mapping of littoral zones, for example, would provide students with an opportunity to apply scientific investigation skills (another academic requirement) while they examine patterns of relationships between intertidal species and their physical environments.

Since elementary classroom teachers often lack formal science education training, programs such as these may be particularly helpful to those educators who lack the background, confidence, or resources to teach science. Further, they would be in direct alignment with Statewide Issue H—resource protection/environmental education—prescribed in SCORP.

For OPRD, standards-based educational programming at the Cape Arago Region State Parks requires a thorough review of all ODE guiding documents; an assessment of the needs, interests, and constraints of educators from the surrounding area; and, the training of park naturalists and interpretive staff in the design or refinement of programs that simultaneously address ODE standards/benchmarks, issues and concepts related to park resources, and the theme and sub-themes presented in this interpretive plan.

Nonformal Audience

The nonformal audience is attracted to Cape Arago for a variety of reasons. Families visit the Cape Arago Region as a destination for a family vacation; families and friends visit on a daily basis to escape the valley's summer heat, enjoy a day-long driving tour, and to fish, hike, and engage in other outdoor-based activities. Those who camp at Sunset Bay are the primary target audience for nonformal program development.

Results of the August 2006 visitor survey at Sunset Bay reveal little interest in the evening amphitheater program, but somewhat greater interest in guided walks. It is our recommendation that the evening lecture/slide show be replaced with a pilot program of twilight walks (bats), night walks (stars, owling), ghost story telling sessions (legends from

No Child Left Behind

The No Child Left Behind Law was signed into federal law in 2001, resulting in the establishment of new accountability systems for elementary and secondary public schools, corrective action for schools and school districts that fail to make progress toward attainment of proficiency goals, increased emphasis on reading skills at the K-3 level, training and recruitment of “high quality teachers, increased choice for parents of students in low-performing schools, and financial incentives for high performing schools. The No Child Left Behind Law will be up for renewal in September 2007.

Cape Arago including shipwrecks), and other one-hour programs that appeal to a broader audience. The amphitheater can still serve as a gathering area for school groups receiving a program orientation prior to heading off to field studies as well as for individual children who have signed up for a youth program—another element of interest, as indicated in the visitor survey.

Guided explorations of the tidepools at Sunset Bay and Cape Arago should be augmented by guided interior and coastal walks throughout all three parks. Improved signage and the availability of guidebooks, including field guides to intertidal regions, will enhance the experiences of visitors through both guided and non-guided explorations.

The addition of roving interpreters at Simpson's Reef should also be considered. Personal interpretation is a powerful tool, and stewardship messages related to human interaction with marine mammals can be conveyed very effectively in this manner. The sharing of field guides, a spotting scope or binoculars, and even pinniped skull replicas can enhance these impromptu interactions and create lasting impressions for visitors.

Cost Estimate and Next Steps

(TBD)

These figures are rough estimates only and should not be used as a basis for evaluation of responses to a Request for Proposal (RFP). Each company responding to a bid request will be able to provide firm numbers after a site inspection and thorough review of the interpretive plan materials.

Estimated cost, excluding design development, pre-press production, and frame system, of an exterior grade phenolic resin panel @ 24 x 36":

Estimated cost, excluding design development and pre-press production, of a 16-gauge porcelain enamel panel @ 24 x 36":

Estimated cost, per foot, of an outdoor interactive interpretive rail: \$ per foot.

Estimated cost of a sandblasted and stained concrete directional pillar (4" x 4" x 48"):

Estimated cost for interior exhibits at the Sunset Bay Interpretive Center

Design development to final specifications:

Moving the plan from the conceptual level to the design development level and ultimately to final specifications ready to bid or build:

\$ (15% of construction estimate)

Exhibit fabrication and installation:

Fabrication of all interior interpretive displays, audiovisual support, and all supporting elements including lighting and artifact/biofact mounts:

\$ (square feet @ \$250.00 per square foot)

Next Steps

The Oregon Parks and Recreation Department will need to engage in several additional steps to fully implement this plan. These steps include additional design work, environmental review, if applicable, and formative evaluation once new media have been designed.

We recommend a phased approach to plan implementation beginning first with replacement of each park's cluster of rules and regulations signage, upgrading of the observation building's interior exhibits at Shore Acres, and incremental development of new interpretive panels for all three parks. Refurbishment of Sunset Bay's Interpretive Center's exhibits, installation of the new interpretive rail, and construction of the Cape Arago Region gateway should occur as park budgets and staff resources allow. Program development, per recommendations for formal and nonformal audiences, should occur as soon as possible.

Part IV
Appendices

Appendix A

Workshop Summary

Representatives of the Oregon Parks and Recreation Department, together with other stakeholders affiliated with Sunset Bay, Shore Acres and Cape Arago State Parks, participated in a two-part interpretive planning workshop facilitated by The Acorn Group on March 21-22, 2006. Input was also gathered on March 20 from members of the maintenance and operations crews at Sunset Bay and Shore Acres State Parks.

The purpose of the workshop was to launch the interpretive planning process for the three parks and in particular, identify topics, concepts, and possible themes and sub-themes to serve as the foundation of the interpretive framework. Group input, including spheres of influence, clustered, park-specific topics, and suggestions for an overarching theme and supporting sub-themes, is summarized in the three sub-appendices.

Realms of Interpretation

Before delving into topics related to the region, the group was asked to consider the potential interpretive influence of three realms: the visitor's personal agenda; the physical sites themselves; and the resource management directives of the Oregon Park and Recreation Department, other governmental agencies and representative stakeholders.

Personal Agenda

The visitor's personal agenda is based on his or her personal reservoir of knowledge, attitudes, and experience, and influenced by expectations concerning the physical characteristics of the site, what they will find there, what they can do there, and who is accompanying the visitor on that visit. Every visitor arrives with an agenda that determines in part the nature of that visitor's experience. The key to successful interpretation is to understand that visitors relate what they are seeing to their own experiences, previous knowledge, and beliefs. They personalize the message to conform to their own understanding and experience.

During the workshop, the group identified a broad spectrum of visitors, ranging from wildlife watchers and storm watchers to traditional campers, high risk adventure enthusiasts, and "harvesters" (those who clam, fish, pick berries and mushrooms, and harvest other resources, legally or otherwise). Given the diverse range of activities available at these

Contributors included Andy LaTomme (OPRD), Ben Fisher (OPRD), Larry Becker (OPRD), Linda Crouch (OPRD), Kathy Schulz (OPRD), Calum Stevenson (OPRD), George Guthrie (OPRD), Shirley Bridgham (Friends of Shore Acres), Bill Russell (Shoreline Education for Awareness), Dave Ledig (US Fish and Wildlife Service), Mike Graybill (Department of State Lands—South Slough NERR), Sharon Morse (Bureau of Land Management—Coos Bay District), Jan Hodder (Oregon Institute of Marine Biology), Marty Giles (Bay Area County Chamber of Commerce and Wavecrest Discoveries), Ron Metzger (Southwestern Oregon Community College), Anne Donnelly (Coos County Historical Society), Diane Bilderback (Coastwatch), and David Brainard (Confederated Tribes of Coos, Lower Umpqua and Siuslaw Indians). Other OPRD staff from the Salem headquarters and Cape Blanco and Bullards Beach State Parks observed the process.

parks—and the equally diverse composition of visitors—we anticipate identifying a multitude of interpretive media to accommodate varying needs and interests.

Visitors also come with a wide range of needs, as identified by the group. Restrooms, security and safety information, effective orientation, automobile parking, and adequate infrastructure, including pathways, tables, boat launches, group staging areas, and benches, were listed. Other needs include “oh wow” experiences, discovery opportunities, and acquiring the knowledge to help protect the very resources they come to visit in the first place.

The visitor also has a social agenda. Many arrive at a park site with other family members or friends. Spending time together as a family, continuing a family tradition of visiting a particular park, or sharing a picnic may be just as important as experiencing the environment. The developmental level of individuals within groups also influences the park experience. Children tend to manipulate objects and seek direct experiences, while adults tend to look at graphics and read copy.

Physical Site

The physical site of the Cape Arago region is stunning. The parks include some of the most scenic headlands in Oregon, as well as a significant number of geological, archaeological, and biological features, including several threatened or endangered species. The region’s rich human history spans thousands of years.

Protected by towering sea cliffs, Sunset Bay State Park features a year-round campground, sandy beach and access to the Oregon Coast Trail. Qochyax Island and the Cape Arago Lighthouse can also be seen from the park. Sunset Bay is an open-air geology lab where visitors can see uplifted sandstone beds, horizontal deposition, and, in the roots of ancient spruce trees, evidence of a massive earthquake that took place approximately 1,200 years ago.

Shore Acres State Park is located one mile south of Sunset Bay. Once the early 20th century estate of pioneer lumberman and shipbuilder Louis J. Simpson, the park now features seven acres of formal gardens, access to the “Pack Trail” as well as others leading to secluded Simpson Beach, and an observation building located at the site of the original mansion. Here, visitors can enjoy close-up viewing of storm waves, uplifted cliffs, and migrating whales. Inside the observation building, interpretive panels document

the life of Simpson through text and photography. The annual “Holiday Lights at Shore Acres” event runs from Thanksgiving through New Year’s Day and attracts thousands of visitors.

Cape Arago State Park borders Shore Acres to the south and was, in fact, originally part of the Simpson estate. Cape Arago is believed by some to have been sighted during one of Sir Francis Drake’s expeditions in the late 1500s. The South Cove trail provides access to a beach and tidepool area. The North Cove trail provides access for fishing and for viewing pinnipeds hauled out on Shell Island and offshore rocks at Simpson Reef. The North Cove trail is closed March 1-June 30 to protect seal pups.

During the workshop, the group identified a number of issues related to these physical sites. Most of these focus on protecting resources from degradation by way of securing off-limit areas, studying visitor impacts, and managing resources. Yet these issues point out the classic park paradox: park amenities beckon the visitor, but what measures effectively control their behavior? How does a park cultivate a supportive, respectful visitor base without harming the very resources those visitors seek?

Resource Management Directives

Multiple government agencies have a stake in resource management. The Oregon Parks and Recreation Department has established rules and regulations for Sunset Bay, Shore Acres, and Cape Arago State Parks, as well as remarkable goals for interpretation in their Target 2014 program.

Issues the Department must deal with include: park vandalism; ignorant but well-meaning wildlife “rescuers;” visitor disturbance of intertidal life and marine mammals; campground management; and shoreline safety concerns such as cliff edges, sneaker waves, tsunamis, and rolling logs. Additional issues focus on building better connections with local communities and businesses, encouraging appropriate use of facilities, and developing a stewardship ethic among the visiting public, especially among younger audiences.

The Oregon Department of Fish and Wildlife has also established regulations that pertain to these three parks. These deal primarily with the taking of nearshore fish and marine invertebrate species. In addition, the National Oceanic and Atmospheric Administration (NOAA) has established regulations dealing with protection of marine mammals, including the Pacific gray whale, harbor seal, California sea lion, northern elephant seal, and Steller sea lion. NOAA also works in cooperation with Oregon Department of Fish and Wildlife on

fisheries issues and coastal zone management. The United States Fish and Wildlife Service has also established regulations, and is the management agency for the offshore islands, including Simpson Reef. As such, both Simpson Reef and Shell Island are parts of Oregon Islands NWR and Wilderness Area.

The Process of Developing Themes

The group participated in three exercises toward the development of thematic statements. First, through brainstorming, they identified specific topics relevant to the region, using general topics identified in the 2005 Regional Interpretive Framework as a starting point. Second, they refined the topics list, clustered the topics into related categories, and labeled each category with a summarizing conceptual statement. Results of the group's work are transcribed in Appendix 2. Third, based on these clustered topics, participants worked on developing themes and sub-themes. Results of this work are summarized in Appendix 3. As the close proximity of the three parks yields a visitor experience that seamlessly transitions from one park to the next, most participants suggested that one overarching theme should apply to all three parks, while sub-themes can be park-specific.

Interpretive Themes and Sub-themes

The following represents a synthesis of ideas proposed by the committee during the interpretive planning session:

Proposed Overarching Theme

The Cape Arago region is a dynamic edge where powerful forces shape the land and create a resource-rich environment.

Sub-thematic Statements:

Sunset Bay

At this coastal edge, landforms shift slowly but constantly through the interplay of natural processes and cycles.

Sudden cataclysmic events such as earthquakes and tsunamis change the landscape and present ongoing challenges for coastal communities. Intertidal species are well adapted to the continual changes created by the forces of nature, but less resilient to changes caused by humans, including handling, collecting, and trampling.³³

People have settled and conducted trade along this coastal edge for thousands of years, as evidenced by middens and the cultural heritage embodied at Oochyax Island. Ships have also plied these coastal waters for hundreds of years, only in the last century having the beacon of the Cape Arago Lighthouse to guide them.

For the continued well-being of park resources as well as his or her own safety, each visitor holds the responsibility for being aware of and abiding by park rules and demonstrating appropriate behavior.

Shore Acres

At this coastal edge, landforms shift slowly but constantly through the interplay of natural processes and cycles.

Pinnipeds depend on this coastal edge to rest on offshore rocks and rear their pups in safety.

People have settled and used the resources along this coastal edge for thousands of years, as evidenced by middens, remnants of the timber industry, the Simpson Estate, and in more recent times, recreational activities.

The Simpson Estate illustrates the story of the rise and fall of a man, an industry, and a way of life during the early 20th century.

For the continued well-being of park resources as well as his or her own safety, each visitor holds the responsibility for being aware of and abiding by park rules and demonstrating appropriate behavior.

Cape Arago

At this coastal edge, landforms shift slowly but constantly through the interplay of natural processes and cycles.

Intertidal species are well adapted to the continual changes created by the forces of nature, but less resilient to changes caused by humans, including handling, collecting, and trampling.

Pinnipeds depend on this coastal edge to rest on offshore rocks and rear their pups in safety.

The very processes and cycles that alter the landscape also create the growing conditions for Sitka spruce, spawning conditions for fisheries, and habitat for shellfish—resources that have sustained communities in and around Coos Bay over time.

For the continued well-being of park resources as well as his or her own safety, each visitor holds the responsibility for being aware of and abiding by park rules and demonstrating appropriate behavior.

Visitor Goals

Goals are statements of desired outcomes that guide programs and management or operations functions. They articulate what interpretation is meant to do for a site, its visitors, and its management. They guide the formation of interpretive media and services during the planning process and permit accurate and meaningful evaluation of interpretive programming before, during, and after development.

Interpretation is meant to increase awareness and understanding, build personal connections, and foster stewardship behaviors that help manage and protect resources. To do this, interpretation must address both the cognitive and affective realms—the logical as well as the feeling aspects of the mind. People will not make behavioral changes if they only *understand* an issue; they must also feel that the topic has some relevance to their lives and that a behavioral change will bring one or more valued benefits.

Every interpretive experience should be designed, therefore, to have an emotional or affective component as well as an intellectual or cognitive component, leading ultimately to a desired behavioral change. However, unlike visitor knowledge and behavior, visitor feelings and attitudes are difficult to measure with accuracy and certainty that a specified variable is having an effect. Even so, progress toward attainment of affective goals often can be measured indirectly—inferred from measurement of visitor behavior, since behavioral changes are typically preceded by changes in attitude or affect.

The following visitor goals are based on the group's discussion of the realm of interpretation, as summarized in Appendix 1. They are categorized as affective, cognitive, and behavioral goals, ultimately aimed at helping visitors feel connected to these parks, while understanding and valuing the varied resources they offer. Once these goals are approved, corresponding objectives that are both specific and measurable will be developed.

Affective Goals

People will have a satisfying and enjoyable time at Shore Acres, Sunset Bay, and Cape Arago State Parks.

People will appreciate these three state parks and the role they play in supporting terrestrial and marine organisms and habitats.

People will recognize that appropriate behaviors are expected from visitors while at these state parks.

People will respect and value efforts directed at protecting park resources, including rules and regulations that apply directly to visitor enjoyment, comfort and safety.

Cognitive Goals

People will understand that this region undergoes constant, gradual change caused by natural processes, cycles, and forces.

People will understand that this region is also subject to instant cataclysmic change through such natural events as earthquakes and tsunamis.

People will understand that intertidal organisms are adapted to constant fluctuations in water level, temperature, and salinity.

People will gain an understanding of how, despite their resilience to daily and seasonal environmental change, intertidal organisms are less resilient to human behavior which may cause their injury and death.

People will gain an understanding of the various ways human populations have been connected to this site over time, from native people who settled here beginning thousands of years ago, to members of early expeditions, to those who have sought lumber, fish, and other resources from the land and waters from the twentieth century onward, and to those who continue to come to this site for recreation.

People will know the rules and regulations that help protect and manage state parks and coastal waters and the reasons they are in place.

People will understand why certain areas are closed off seasonally.

Behavioral Goals

People will demonstrate heightened awareness of, understanding of, and support for Shore Acres, Sunset Bay, and Cape Arago State Parks through their adherence to rules and regulations.

People will engage in activities that are appropriate for these parks.

Appendix A-I Realms of Interpretation

Sphere 1—the visitor agenda

Visitors to these state parks include: lighthouse seekers, geology fans, wildlife fans (mammals, birds, botanists, fungal types, etc.), traditional visitors (family heritage), holiday light-peepers, personal special event attendees (weddings), community event attendees (car, flower, sports, music), elderhostel participants, school groups, bus tours, youth groups, project groups, in-volunteers (inmate labor), volunteers, those who exercise, garden fans, those who crab, those who fish, wildlife watchers, surfers, bikers, high-risk seekers, hikers, kayakers, beachcombers, photographers, educators and students, picnickers, beer drinkers, swimmers, end of lifers, storm watchers, wave watchers, local “owners” of the parks (backyard birthright), international tourists, colorists, “site collectors,” campers, and lost travelers.

The needs of these visitors include: restrooms, security-safety information, orientation to sites, parking, land and water access that’s safe and clearly identified, alternative forms of transportation, getting out of cars, infrastructure (paths, tables, boat launches, benches), school/group facilities (shelters, staging areas), instructional scope and sequence/standards-aligned programming, interpretive experiences, “oh wow” experiences, discovery opportunities, connection opportunities, meeting their “hierarchy of needs” (e.g., physiological and safety needs need to be met first before those of knowledge and aesthetics), learning how to protect resource and their own quality visitor experience, to meet, interact with, and understand the people of the area.

Visitors are seeking: scenic beauty, natural diversity and wildlife, dramatic landscape, shoreline/edge, sense of adventure, opportunities to visit as group/fellowship, forced visitation, access to unusual resources, freedom to use public property, price is right, authentic experiences, safety and security, visit famous places/strong identity, discovering the undiscovered, harvesting experiences (crabbing, berries, etc.).

Sphere 2—stakeholder missions, goals, and issues

Antiquities Act, federal regulations, ignorant but well-meaning wildlife “rescuers,” loving tide pools to death, cliff edge erosion, nesting seabirds, marine mammal disturbance and distance buffers, cliff edge safety, spotlight hunting, grass circles, vandalism, road collapse, sneaker waves/shoreline safety, boater violations, campground management, socioeconomic connection to local communities (goods and services, visitor experience support), mutually beneficial relationships between OPRD and business, RV drivers/traffic, user conflicts, access vs. protection, rule compliance (quiet, dogs, etc.), develop “use image” for sites within area, encouraging appropriate use, older and multilingual audiences, develop stewardship ethic especially among younger audiences, manage use via marketing and orientation and facility development.

Sphere 3—natural and cultural resource issues and agendas

Protection from degradation, wilderness values protected, geologic processes, natural processes (forest, hydrologic, soils, shoreline, etc.), have people experience, understand, care about, and care for the resource (stewardship process), seasonal sensitivities, off-limit areas and why, what visitor impacts are, and why they must be avoided, the Simpson legacy, long history of place as a special area, diverse cultures value this place (prehistoric, historic, modern), human impacts on the resource over time and how one impacts the other, human management of resource, upcoming change due to climate change (geologic, shoreline, biodiversity, etc.), snapshot in time and space, consideration of restoration/re-creation of historical sites.

Appendix A-2

Conceptual Statements (Verbatim):

1. Tide pools are fragile and easily degraded (CA, SB)

Diversity is high (CA, SB)

Different ways to adapt (CA, SB)

A thin narrow strip (CA, SB)

How the ocean affects the land (CA, SB, SA); waves, currents, tides, wind)

Upwelling and oceanography—"the ocean"

Fishing economy

Risks; safety contamination

Headlands and coves (geology, organisms, visitor safety) (all 3)

Where can I explore next? (all 3)

2. Dynamic Earth

Plate tectonics (all 3)

Cascadia (all 3)

Geologic time (3)

Angular unconformity (past and present) (SA, SB)

Coastal change: mass wasting/landslides; wave form interaction; Chief's Island; sand/
pocket beach formation (3); FAQs

Life in the rocks (fossils, archeological evidence) (3)

Incomplete geologic history (sediments only) (3)

Erosion, rocks, cliffs, winds, water, human impact

3. [Wildlife]

Whales (CA, SA)

Seasonality and watchable wildlife opportunities (SA, CA, Simpson Reef)

Pinnipeds (4 kinds) (Simpson)

Sea otters (Simpson)

Marine mammal natural history (Simpson)

Local issues regarding mammals (Simpson)

Mammal habitat, pupping areas (Simpson)

Disturbance/MMPA violations (CA, SB)

Keystone species/ecology (3)

Bird natural history (3) and bird local issues (3), cormorants

Bird disturbance, fragile nesting areas (SB, CA)

4. [Human Use]

Traditional Native American uses (3)
Change in use over time as new cultures arrive (3)
Middens (3) historic info; current issues
Maritime history/local economy (Lighthouse viewpoint)
Lighthouse, US Lifesaving Service (Lighthouse viewpoint)
CCC camp? (CA)
Current erosion/gradual disintegration of lighthouse
WWII uses (radar station, SA used as Army housing) (SA)
Contemporary Native American presence (SB)
What are local fisheries? Can I see them from here?

5. [Miscellaneous]

Simpson era (SA, all 3)
Human habitation over time (3)
SA Gardens today (SA)
Special events (SA)
Explorers (CA, 3)
"Natural" vegetation (3)
Climate and weather (3)
Wildlife (3)
Natural processes/succession (3)
Regional recreation concerns (safety, orientation, trip planning) (3)
This place is not like it was when you were a kid (3)
CCC; area was logged; Cape Arago; now a bike camp

6. The Simpson Era

Living History
Simpson—south coast leader/pioneer
Life at Shore Acres
Garden, Ranching, Timber
Life on the Ranch in the early 1900s, "upstairs" (rich folks) and "downstairs"
(working folks)
Had two mansions
How Simpson is connected to the rest of Oregon coast (such as how contacts he
had for shipping influenced maritime trade)

7. Human Habitation over Time

How the coast has been viewed by different people over time: Native Americans, Marines/explorers; military use; recreational use

“White” settlers and early economic development (farming, ranching, fishing, logging)

8. The Explorers

Drake visited

Jedediah Smith

Terrain made it difficult for Jedediah Smith as explorer

9. Events

Flower Days at Shore Acres

Night Visitors for Holiday Lights (draws 50,000)

10. Shore Acres Gardens today

Plant Info

Planting beds are like rooms in a house

Growing a garden on the Oregon coast, past and present

What are the areas/native plants/how do I use in landscaping

11. How the Ocean Affects the Land

- a. Waves, currents, tides and wind
 - Wave generation and dynamics; where are they from?
 - Ocean currents (change during the year)
 - Tides, what and how
 - This ? lines with climate (especially wind direction)

- b. Human activities
 - Transportation offshore (what you can see; fishing)
 - Send signals to the ocean
 - Important for/essential to marine transport
 - Food chain connection to ocean/parks

- c. Ocean FAQs
 - How far is the horizon?
 - Why is the ocean that color?

12. Headlands and Coves

- a. Geology
 - Links with Geology
 - Sand movement
 - Plate tectonics
 - Sea level changes
 - Currents
 - Waves
 - Global climate change
- b. Organisms
 - Links with animal/plant adaptations
- c. Safety
 - Play it safe at the beach
 - Sneaker waves
 - Undercut cliffs
 - Sunset beach water quality issues
 - Don't approach marine mammals
- d. Where can I explore next?
 - Best place for clams
 - Salt marsh provides over-wintering habitat for coho salmon
 - Bays and estuaries are important areas for young salmon and other fish
 - Estuaries better done elsewhere (South Slough)
 - Bays and estuaries are the nursery to many animals (crabs, salmon, etc);
 - Charleston, South Slough

13. Geology

- a. What we see is part of a big process; Cascadia
- b. Ocean levels and land levels are dynamic
 - Submerged forests (Cascadian quakes)
 - RC date approx. 1200 in Sunset Bay
 - Faults exposed in Sunset Bay
 - Past earthquakes and tsunamis and the next Big One
 - Formation of Simpson Reef
 - Plate tectonics
- c. Boundary: convergent = subduction

Great Cascadia events
Tsunami evidence in trees in Sunset Bay
Tsunami hazards

- d. There is more geology than sand
Fossils, rock formations, geological processes
Terrace formation at Sunset Bay
Coastal terraces uplift due to tectonics (best at Shore Acres)
Folds; different "tilt" of rock units along park
You can see the result of plate tectonics
- e. Time Issues
Unconformities = missing time great example at Shore Acres 40 million years old
Time: Coaledo Formation (sandstones in Sunset, Shore Acres) 40 million years old
How did it look 100 years ago? How will it look 100 years from now?
- f. Geology FAQs
Concretions—those round and sausage-shaped things all over the surface at Shore Acres
Rocky shores—how did they form?
What's in agate? (not really from this area)
How plants and animals (including humans) affect geology
Link with tide pool; rock drilling creatures; how did this rock get holes?
- g. Sand formation
Pocket beach formation
Sand composition
Sources of sand grains
- h. The history here is not complete
It is all about sediments here: sedimentary rocks; sands and beaches; landslides/mudslides; suspended sediments; no volcanoes in evidence here.
- i. The history of the rocks includes the history of the life including human history
Fossils including concretions

Interaction between rock layers (geology) and resource use (cultural, shell midden)

- j. There is evidence of coastal/shoreline dynamics/processes
 - Seasonal driven; event driven; [deceded?] incremental deeper time
 - Southern OR geology is very dynamic and ever-changing
 - Mass wasting; road falls down
 - Chiefs Island once a peninsula
 - Shore Acres waves are spectacular
 - Slip sliding away; coast cliff erosion; Cape Arago, Sunset Bay
 - Sediment deposition; filling of Sunset Bay
 - Seasonal beach face changes (Sunset)
 - Sandy beach dynamics
 - Varied coastline, changeable seas; cliffs, coves, beaches, storms, waves, wind
 - Relationship between sandy beach and cliffs
 - Coastal geology; see the changing geology, be aware of geology's impacts on man (tsunamis, roadslides—all 3 parks)
 - Climate change; bring in the wave energy change over time; all parks
 - The wind at Cape Arago—effects on trees, geography, wind, waves

14. Rocky Shores and Tide Pools

- a. Tide pools are fragile and easily degraded
 - Marine Garden rules vs. shellfish collection rules
 - To see the tide pools you must walk; if it is easy to get to it is easily degraded
 - Tide pools are fragile resources. Do not take animals. The habitat is fragile
 - How to reduce impacts on tide pools while enjoying them
 - Tide pools and intertidal organisms are very sensitive
 - Tide pool critters; look but not touch

- b. Diversity is high
 - Incredible diversity of marine habitats in all three parks
 - Cape Arago marine diversity is very high as it is an area where southern and northern fauna and floras overlap
 - Cape Arago; very important for research on marine organisms

- c. Different ways to adapt
 - Challenges of living in rock/sand interface (what happens to intertidal organism when sand comes in?)
 - Life varies by substrate, level/depth; exposure to surf
 - Sea Stars are keystone species of tide pool
 - The babies can be very different
 - Link with geology; rock-drilling organisms
 - Dynamic or transient: lives—algae, summer, two lifestyles; estuary crabs-plankton-larval stage; seals-migration; salmon-rivers to ocean and back
- d. What we see now are snapshots of dynamic systems
- e. A thin narrow strip; the intertidal is a very small area

15. Traditional Use and Daily Life

Native Americans; they lived well off the many natural resources; i.e., not poor or desperate)

Native use of the area; middens shoal; shellfish; mammals; birds

Native management of coastal prairies; how changed with resulting increase of forest (Cape Arago)

16. World War II Uses

What/how was the foundation on the pack trail used?

WWII bunker

Access closed during WWII

WWII Radar Station

Is this Coos Head?

Simpson home; Army Signal Corps

Military history; army at Shore Acres

17. Maritime Trade

Water-based transportation; historical, "romantic", part of economy; Simpson story and tall ship link to Coos Bay, Shore Acres

Purpose of lighthouse

How to navigate and changes in navigation (lighthouses)

Offshore shipping; where from/to; products past/current

What ship is that?

Shipping was essential to the area's economic development (not really good for any?)

18. Lighthouse History

What did people do at the lifesaving station at Gregory Point (jobs, how performed rescues)

Lighthouse built to prevent shipwrecks?

Lighthouse, US Lifesaving service here had basket/bridge

Lighthouse and erosion; three different lighthouses due to erosion

Lighthouses; tie in geology with why you can't visit Cape Arago lighthouse

19. Middens

Why not to disturb

What is a shell midden?

Protection of middens (looting, eroding)

Midden used for gardens, tennis court (lunesete=calcium)

20. People over Time

Impact of early explorers, settlers

Changing human uses of this site

Respect for other cultures

21. Contemporary

Do you still have Indians here?

Native American interest in lighthouse on Chief's Island

22. Birds

a. Plovers

Snowy plovers are not a topic at this site

Snowy plover nesting habitat and why walking on dry sand may impact their survival

b. Local Issues

Seabirds eat "my" salmon/fish

c. Natural History

Shore and seabirds fill an important ecological niche

Migration patterns

Seabirds are indicators of ocean health

Qochyax island

Trees dead by cormorant guano

- d. Bird Disturbance
 - Why they see dead birds on the beach
 - Flying flocks = spooked= danger to young
 - Breeding seabirds are easily disturbed
 - Humans on the sea stacks destroy habitat through rock climbing
 - Stewardship—seabirds eat litter
 - Coastal nesting bird sites are limited and need protection

23. Marine Mammals

- a. Local Issues
 - The salmon “problem” is in breeding habitat. Clear cuts kill more salmon than seals do.
 - Marine mammals cause water quality problems
 - The “seals” eat all the salmon, eating only the belly?
 - Keep it wild
- b. Whales
 - Two year cycle for female gray whales
 - Whale migrations
 - “Resident” gray whales eat opossum shrimp
- c. Loss/Future
 - A great site for the reestablishment of sea otter populations
 - Where from?
 - Sea otter is a keystone species; controlling urchins allows kelp to thrive;
 - urchin fishing is beneficial
- d. Disturbance
 - Pinniped haulouts—safety
 - Visitor/mammal interactions
 - Marine mammals—pupping issues (not abandonment)
 - Wild animal dangers
 - Boater/kayaks too close flush Simpson reef
 - Marine mammal life cycle with why you don't touch or approach mammals on the beach.
 - Protecting offshore islands and Simpson Reef

e. Natural History

Four types of pinnipeds, six marine mammals

Marine mammals use offshore rocks, reefs and islands. They used to haulout on the mainland

Marine mammal life styles

Migration patterns—mammals (including whales)

Shell island is beginning to support elephant seals again

The number of pinnipeds at certain times of the year is comparable to numbers of animals on the Serengeti plain

Wind/north wind leads to ocean upwelling; plankton bloom salmon/whales

Diverse pinnipeds—northern elephant seals breed here; CA sea lions, harbor seals breed; Steller sea lions

f. Habitat

Simpson Reef; the best place in the PNW to see pinnipeds

Marine mammals, Shell Island

Marine mammal haulouts are part of Guegeon [sic] Islands NWR and is designated a National Wilderness Area

24. Natural Vegetation

What berries can I eat?

Shore Acres successional flora environment and Western Lily

Coastal forest; what lives here and why

Introduced species

The trees are second growth

Oochyax island—trees dead by cormorant guano

Mushrooms?

It's not Spanish moss

25. Climate/Weather

Wet winters and dry summers; temperate

Great local changes in climate (CA different from downtown Coos Bay, for example)

Weather predicting, sky reading

Why is it so cold/foggy in the summer?

Seasonal wind changes

El Niño

26. Wildlife

What about poisonous snakes and spiders?

Campground critters (raccoons, squirrels, etc.)

"Wild animal rangers" –[sic]

Visitor/mammal interactions

Night visitors (critters)

27. Natural Processes/Succession

Dynamic change past, present, future

Oochyax island-dead trees by cormorant guano

Role of forest fire in regional ecology

Appendix A-3

Suggested Themes and Sub-themes

The three Coos Bay area state parks offer a variety of experiences where the land meets the sea and people and nature have interacted for thousands of years.

The ocean shapes the landscape and the animals that live here.

What we see above the ground reflects ancient and ongoing forces underneath.

Many peoples and cultures have enjoyed and exploited the natural resources of both the land and the ocean.

The Simpson story tells the rise and fall of a man, an industry, and a way of life.

The highly dynamic nature of land and ocean here, both separately and in relation to each other, create a productive and challenging place to live.

The seam where ocean and land come together is a spectacular area of restless change.

Plants and wildlife are especially adapted for living on the coastal edge.

Exposed landforms are being created and reformed in a never-ending cycle.

People are drawn to the "edge" for different reasons over time: home, food, play and work.

The unique rock formations in the tidal zone provide numerous habitats and viewing platforms.

Middens are native American refuse piles and provide evidence of their use of the resources found here.

Plate movement just offshore has produced the pressures to cause the sandstone to fold and break.

Change

Simpson was a ship builder and was attracted to Shores Acres because of the high flat platform at the ocean's edge.

As the land has changed geologically, humans and animals have used the land, which also changed it.

Humans and animals have used Shore Acres over the eons, as Shore Acres has transformed geologically

People and animals use the land, although the land has experienced many changes.

Uplifting cliffs and reefs and wildlife; uplifting shores are ever changing as wildlife and people coexist; wild, windswept shores provide wildlife and people the physical and spiritual landscape to coexist; the wind interfaces at the rugged Oregon Coast change with time and seasons, providing generations of wildlife and people a place to live; roaring winds, waves, and sea shape the physical and spiritual environment for generations of wildlife and human cultures; the advance and retreat of Southern Oregon's physical and natural resources provide enjoyment to visitors; soaring osprey, roaring sea lions together with spiritually lifted visitors enjoy and protect a wild coastline of Southern Oregon; the ever-changing landscape of Southern Oregon's coastline connect the wild natural resources to the love of nature to future generations.

Human use has altered this landscape, but the geological story visible here is enduring [Shore Acres].

Cape was logged—today you can see evidence of ecological succession after human impact.

Gardens demonstrate cultural values of the Victorian era.

Birds need this area for essential life cycle activities such as nesting and feeding. Let's not let our recreation disturb them. [Sunset Bay]

Guano from nesting seabirds is killing the trees on Qochoyax Island. It is important to give wildlife the space they need to find sufficient food, water, and shelter.

Nature in Action. Here, you can observe wildlife without disturbing them and have an exciting "safari" on the Oregon Coast [Cape Arago]

Sea otters are connected to the health of local salmon population.

Pinnipeds use this area during certain parts of their annual cycle.

Intertidal organisms are superheroes.

Dynamic natural processes are subject to human impacts [Simpson Reef].

Be polite while you are in the wildlife's living room.

Our problems are not their fault.

Species diversity

Change—Dynamics (Where the ocean meets the land; this place is [hmmm...] amazing; end of the road)

Traditions (the Simpson story; traditional wildlife uses; traditional cultural uses)

Physical place (geology and geography)

Cycles (weather and seasons; geological events [earthquakes]; tides; breeding and migration, etc.)

Human interaction with a continually changing landscape

Edges (edge of civilization, the land, the ocean, the continent)

There are lots of very *in your face* dynamics here (tsunamis, wind, waves)

Perched living on the edge of the continent

A place of change where the ocean shapes the land [Cape Arago]

Animals that need the ocean and the land [that have different lifestyles] or the land and ocean interaction in making a great habitat for the land and ocean animals.

People living on the ocean edge

The ocean cycle drives our lives

Watching the ocean shape the land

The intertidal—a dynamic place where land and sea meet.

Dynamic = change

Ocean/land

Pinnipeds/marine mammals

Shore Acres (human)

Ocean influence

Geology

Intertidal

Appendix B Survey Tools: Sunset Bay

The Oregon Dept. of Parks and Recreation is preparing a master plan for interpretation at these Coos Bay state parks. Would you please help us address your needs by taking a moment to answer these questions?

1. What are the two main reasons you are visiting this park today?

- exercise relax and reflect
 be with friend(s) enjoy the outdoors
 be with family learn about nature
 enjoy nature watch wildlife
 fish no particular reason

2. What is the name of this park?

3. How did you first learn about this park?

- family/friends state parks brochure
 OPRD website Oregon state map
 literature at park radio announcement
 newspaper local business

newspaper name: _____

nature of local business: _____

4. How long will you stay at this park?

- one-half day more than one day
 one day don't know yet

5. How many other times have you visited this park in the past two years?

- first time 2-3 times
 4-5 times 6-7 times
 8-9 times 10 or more times

6. What do you like best about this park?

7. What would improve your experience here?

- improved trail surface
explain: _____
 more trailside benches
 more viewing stations with interpretive panels
 more interpretive panels
select:
 on Coos Bay's human history—indigenous people, Cape Arago lighthouse, Simpson estate, etc.
 Coos Bay's natural history—wildlife, coastal geology, tidepool life, etc.
 increased enforcement of regulations
 more visitor orientation/interpretive areas
 more guided tours
 more nature programs for children
 exhibits in a visitor center
 other: _____

8. In general, do you read interpretive panels?

- yes no depends

9. What one attribute most directly influences your commitment to read an interpretive panel?

- length of text quality of graphics
 visual design ease of reading
 interest in topic use of photographs

10. Please explain your answer [optional]:

11. How do you like to learn something about a site? (Select no more than two media)

- printed trail guide audio tour in car
 guided tour on foot interpretive sign
 exhibits I can touch ranger talk

12. What, if anything, are you interested in learning more about Sunset Bay?

- story of Oochyax Island
 the region's ancient earthquake
 Cape Arago Lighthouse
 cliffside geology
 where the trails go
 programs for my kids or me
 water safety tips

13. Using a scale from 1 - 5 where one means not important and five means very important, how do you feel about protecting tidepools and tidepool animals around Coos Bay?

1 2 3 4 5

14. Using the same scale, how do you feel about protecting Coos Bay's marine mammals?

1 2 3 4 5

15. Using the same scale, how do you feel about attending an evening park program?

1 2 3 4 5

16. What would influence your decision:

- hour duration appeal to kids

17. What city do you live in? _____

18. What is the primary language spoken in your home? _____

19. What else do you plan to see during this visit to the Oregon coast?

20. What else do you plan to do during this visit to the Oregon coast?

Shore Acres

The Oregon Dept. of Parks and Recreation is preparing a master plan for interpretation at these Coos Bay state parks. Would you please help us address your needs by taking a moment to answer these questions?

1. What are the two main reasons you are visiting this park today?

- exercise relax and reflect
 be with friend(s) enjoy the outdoors
 be with family learn about nature
 enjoy nature watch wildlife
 fish no particular reason

2. What is the name of this park?

3. How did you first learn about this park?

- family/friends state parks brochure
 OPRD website Oregon state map
 literature at park radio announcement
 newspaper local business

newspaper name: _____

nature of local business: _____

4. How long will you stay at this park?

- one-half day more than one day
 one day don't know yet

5. How many other times have you visited this park in the past two years?

- first time 2-3 times
 4-5 times 6-7 times
 8-9 times 10 or more times

6. What do you like best about this park?

7. What would improve your experience here?

- improved trail surface
explain: _____
 more trailside benches
 more viewing stations with interpretive panels
 more interpretive panels

select:

- on Coos Bay's human history—indigenous people, Cape Arago lighthouse, Simpson estate, etc.
 Coos Bay's natural history—wildlife, coastal geology, tidepool life, etc.

- increased enforcement of regulations
 more visitor orientation/interpretive areas
 more guided tours
 more nature programs for children
 exhibits in a visitor center
 other: _____

8. In general, do you read interpretive panels?

- yes no depends

9. What one attribute most directly influences your commitment to read an interpretive panel?

- length of text quality of graphics
 visual design ease of reading
 interest in topic use of photographs

10. Please explain your answer [optional]:

11. How do you like to learn something about a site? (Select no more than two media)

- printed trail guide audio tour in car
 guided tour on foot interpretive sign
 exhibits I can touch ranger talk

12. What, if anything, are you interested in learning more about Shores Acres?

- life story of Louis Simpson
 names of garden plants
 history of the Simpson estate
 cliffside geology
 cliffside whale watching tips
 dynamics of storm waves
 programs my kids can enjoy
 programs I can enjoy

13. Using a scale from 1 - 5 where one means not important and five means very important, how do you feel about protecting tidepools and tidepool animals around Coos Bay?

1 2 3 4 5

14. Using the same scale, how do you feel about protecting Coos Bay's marine mammals?

1 2 3 4 5

15. What city do you live in? _____

16. What is the primary language spoken in your home? _____

17. What else do you plan to see during this visit to the Oregon coast?

18. What else do you plan to do during this visit to the Oregon coast?

Cape Arago

The Oregon Dept. of Parks and Recreation is preparing a master plan for interpretation at these Coos Bay state parks. Would you please help us address your needs by taking a moment to answer these questions?

1. What are the two main reasons you are visiting this park today?

- exercise
- relax and reflect
- be with friend(s)
- enjoy the outdoors
- be with family
- learn about nature
- enjoy nature
- watch wildlife
- fish
- no particular reason

2. What is the name of this park?

3. How did you first learn about this park?

- family/friends
- state parks brochure
- OPRD website
- Oregon state map
- literature at park
- radio announcement
- newspaper
- local business

newspaper name: _____

nature of local business: _____

4. How long will you stay at this park?

- one-half day
- more than one day
- one day
- don't know yet

5. How many other times have you visited this park in the past two years?

- first time
- 2-3 times
- 4-5 times
- 6-7 times
- 8-9 times
- 10 or more times

6. What do you like best about this park?

7. What would improve your experience here?

- improved trail surface
- explain: _____
- more trailside benches
- more viewing stations with interpretive panels
- more interpretive panels
- select:
 - on Coos Bay's human history—indigenous people, Cape Arago lighthouse, Simpson estate, etc.
 - Coos Bay's natural history—wildlife, coastal geology, tidepool life, etc.
- increased enforcement of regulations
- more visitor orientation/interpretive areas
- more guided tours
- more nature programs for children
- exhibits in a visitor center
- other: _____

8. In general, do you read interpretive panels?

- yes
- no
- depends

9. What one attribute most directly influences your commitment to read an interpretive panel?

- length of text
- quality of graphics
- visual design
- ease of reading
- interest in topic
- use of photographs

10. Please explain your answer [optional]:

11. How do you like to learn something about a site? (Select no more than two media)

- printed trail guide
- audio tour in car
- guided tour on foot
- interpretive sign
- exhibits I can touch
- ranger talk

12. What, if anything, are you interested in learning more about Cape Arago?

- human history of region (Drake, etc.)
- tips for better fishing
- natural history: tidepools, tidepool animals
- natural history: seals, seal lions, etc.
- geology of region
- why trails are closed at various times
- programs my kids can enjoy
- programs I can enjoy

13. Using a scale from 1 - 5 where one means not important and five means very important, how do you feel about protecting tidepools and tidepool animals around Coos Bay?

1 2 3 4 5

14. Using the same scale, how do you feel about protecting Coos Bay's marine mammals?

1 2 3 4 5

15. What city do you live in? _____

16. What is the primary language spoken in your home? _____

17. What else do you plan to see during this visit to the Oregon coast?

18. What else do you plan to do during this visit to the Oregon coast?

Appendix C Survey Data

Oregon Dept of Parks and Recreation Survey: Sunset Bay

	Responses	Total No.	%
1. What are the two main reasons you are visiting this park today?			
Exercise	3	62	5%
Be with friends(s)	7	62	11%
Be with family	31	62	50%
Enjoy nature	20	62	32%
Fish	2	62	3%
Relax and reflect	13	62	21%
Enjoy the outdoors	22	62	35%
Learn about wildlife	1	62	2%
Watch wildlife	5	62	8%
No particular reason	2	62	3%
Additional responses: photography	1	62	2%
Metal detecting	1	62	2%
2. What is the name of this park?			
Cape Arago	0	62	0%
Shore Acres	2	62	3%
Sunset Bay	51	62	82%
Don't Know	8	62	13%
Coos Bay	1	62	2%
3. How did you first learn about this park?			
Family/friends	40	62	65%
OPRD website	7	62	11%
Literature at park	0	62	0%
Newspaper: <i>Register Guard</i>	1	62	2%
State Parks brochure	0	62	0%
Oregon state map	4	62	6%
Radio announcement	0	62	0%
Local business: Tourist Center-Coos Bay	1	62	2%
Local business: Tourist Center-Gift Shop-Charleston	1	62	2%
Local business: Tourist Center-Ocean Center RV Park	1	62	2%
Recommended by locals	2	62	3%
Coastal Oregon Guide Book	1	62	2%
Drive By	3	62	5%
Work-BLM	1	62	2%
4. How long will you stay at this park?			

One-half day	47	62	6%
One day	2	62	3%
More than one day	13	62	1%
Don't know yet	0	62	0%

5. How many other times have you visited this park in the past two years?

First time	35	62	56%
2-3 times	11	62	18%
4-5 times	1	62	2%
6-7 times	3	62	5%
8-9 times	0	62	0%
10 or more times	12	62	19%

6. What do you like best about this park?

Clean	4	62	6%
Natural beauty	2	62	3%
Restrooms	1	62	2%
Beach (pretty/protected from wind)	11	62	18%
Showers and flush toilets	1	62	2%
Ocean	7	62	11%
Scenery	9	62	15%
Nice sand	1	62	2%
Nice place for kids	5	62	8%
Rock faces	4	62	6%
Diversity of scenery	1	62	2%
Sheltered	1	62	2%
Not crowded/serene	12	62	19%
Kids can swim	4	62	6%
Not commercialized	1	62	2%
Camping	3	62	5%
Tidepools	5	62	8%
Shade/places to sit	1	62	2%
Trail to Shore Acres	2	62	3%
Accessibility to beach	1	62	2%
Birds	1	62	2%
Surf bay in winter	2	62	3%
Close to home	1	62	2%
Simpson's Reef	1	62	2%

7. What would improve your experience here?	1	62	2%
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Improved trail service: trail to lighthouse beach	1	62	2%
Improved trail service: access to tidepools for handicapped	1	62	2%
Improved trail service: extending trail further down coast	1	62	2%
Improved trail service:accessibility- parking lot to beach	1	62	2%
More trailside benches	15	62	24%
More viewing stations with interpretive panels	3	62	5%
More interpretive panels on Coos Bay human history	12	62	19%
More interpretive panels on Coos Bay natural history	13	62	21%
Increased enforcement of regulations	2	62	3%
More visitor orientation/interpretive areas	3	62	5%
More guided tours	7	62	11%
More nature programs for children	12	62	19%
Exhibits in a visitor center	8	62	13%
Other: More staff to answer questions	1	62	2%
Other: More trashcans and tables	2	62	3%
Other: More trail markers	2	62	3%
Other: Regulation of tidepools	2	62	3%
Other: Sell bottled water	2	62	3%
Other: Features for disabled children	2	62	3%
Other: More camping	1	62	2%
Other: Off leash area for dogs	1	62	2%
Other: Access to beach in wheelchaor	1	62	2%
Other: Mountain biking area	1	62	2%
Other: Fewer signs/less regulated	1	62	2%
Other: Don't change anything. We like it the way it is.	9	62	15%

8. In general, do you read interpretive panels?

Yes	36	62	58%
No	4	62	6%
Depends	22	62	35%

9. What one attribute most directly influences your commitment to read an interpretive panel?

Length of text	5	62	8%
Visual design	14	62	23%
Interest in topic	30	62	48%
Quality of graphics	1	62	2%
Ease of reading	9	62	15%
Use of photographs	3	62	5%

10. Please explain your answer:

Blank response	24	62	39%
Needs graphics/not just text but also words to explain the visuals	1	62	2%
Also photos	4	62	6%
Not too busy-want to read it quick	5	62	8%
The more descriptive the better	2	62	3%
More images then text	2	62	3%
Has to be easy to read and read together with kids	1	62	2%
Won't read it too long. Graphics to draw me in.	2	62	3%
Not too long	1	62	2%
Location if sign also important	2	62	3%
Text needs to be large enough for easy reading	1	62	2%
Preferred topics: animals	2	62	3%
Interesting display	2	62	3%
Area specific information	1	62	2%
Preferred topics: history	5	62	8%
Visual design also important	1	62	2%
Preferred topic: botany	2	62	3%
Preferred topic: geology	1	62	2%
Prefered topic: sealife	1	62	2%
Info not too obvious	1	62	2%
Interesting-gives good background	2	62	3%
It makes a connection	1	62	2%

11. How do you like to learn something about a site?

Printed trail guide	26	62	42%
Guided tour on foot	12	62	19%
Exhibits I can touch	14	62	23%
Audio tour in car	2	62	3%
Interpretive sign	25	62	40%
Ranger talk	13	62	21%

12c. What, if anything, are you interested in learning more about Sunset Bay?

Story of Oochyax Island	36	62	58%
The region's ancient earthquake	19	62	31%
Cape Arago Lighthouse	17	62	27%
Cliffside geology	17	62	27%
Where the trails go	12	62	19%
Programs my kids can enjoy	6	62	10%
Programs I can enjoy	0	62	0%
Water safety tips	4	62	6%

13. How do you feel about protecting tidepools and tidepool animals around Coos Bay?

Rating 1 (unimportant)	1	62	2%
Rating 2	0	62	0%
Rating 3	5	62	8%
Rating 4	7	62	11%
Rating 5 (very important)	49	62	79%

14. How do you feel about protecting Coos Bay's marine mammals?

Rating 1 (unimportant)	0	62	0%
Rating 2	0	62	0%
Rating 3	6	62	10%
Rating 4	7	62	11%
Rating 5 (very important)	49	62	79%

15. What city do you live in?

Sacramento	3	62	5%
Des Moines WA	1	62	2%
Grant's Pass	3	62	5%
Medford	2	62	3%
Richland WA	1	62	2%
Lewiston ID	1	62	2%
Missoula MT	1	62	2%
Winston	1	62	2%
Tenmile	1	62	2%
Edmonton Alberta	1	62	2%
Bellingham WA	1	62	2%
Portland	3	62	5%
Albuquerque NM	1	62	2%
Chico CA	2	62	3%
Charleston	3	62	5%
Coos Bay	6	62	10%
Newburg	1	62	2%
Battleground WA	1	62	2%
Castle Rock WA	1	62	2%
Spanish Fork UT	1	62	2%
Seattle	1	62	2%
Freemont CA	1	62	2%
Sutherland	1	62	2%
Coquille	4	62	6%
North Bend	4	62	6%
Eugene	6	62	10%
Oregon City	1	62	2%

Flagstaff	1	62	2%
Corvallis	2	62	3%
Roseburg	2	62	3%
Tulatin	1	62	2%
Grand Junction CO	1	62	2%
Salem	1	62	2%
Redding CA	1	62	2%

16. What is the primary language spoken in your home?

English	61	62	98%
Spanish	1	62	2%

17. What else do you plan to see during this visit to the Oregon coast?

North Bend	2	62	3%
Lighthouses	7	62	11%
More beaches	3	62	5%
Not sure	2	62	3%
Shore Acres	7	62	11%
Coos Bay	1	62	2%
Bullard's Beach	1	62	2%
Winchester	3	62	5%
Nothing-local resident	8	62	13%
Yachats	1	62	2%
Charleston Harbor	1	62	2%
Cheese Factory	1	62	2%
Dunes	2	62	3%
Wildlife	1	62	2%
Myrtlewood Factory	1	62	2%
Gold Beach	1	62	2%
Horse Falls	1	62	2%
Newport	1	62	2%
Simpson Winery	2	62	3%
Seals	2	62	3%
Florence	3	62	5%
Bandon	1	62	2%
Cape Arago	1	62	2%
Cape Lookout	1	62	2%
Coos Bay	1	62	2%
Jetty	1	62	2%
Simpson Reef	1	62	2%
Bastendorf Beach	1	62	2%
Newport	2	62	3%

18. What else do you plan to do during this visit to the Oregon coast?

Shopping	7	62	11%
Fishing	4	62	6%
Hiking	5	62	8%
Walk dunes	1	62	2%
Relax	1	62	2%
Swim	1	62	2%
Explore tidepools	3	62	5%
Boating	1	62	2%
Visit friends	1	62	2%
Visit family	6	62	10%
Camping	9	62	15%
Eat seafood	5	62	8%
Swimming	2	62	3%
Shelling	1	62	2%
Visit museums	1	62	2%
Photography	3	62	5%
Clamming	1	62	2%
Surfng	3	62	5%
Picnic	1	62	2%
Crabbing	2	62	3%
Go to gem and rock show	1	62	2%
Fly kites	1	62	2%
Bird watch	1	62	2%
Enjoy nature	1	62	2%

Estimated age:

20	5	62	8%
25	8	62	13%
30	10	62	16%
35	8	62	13%
40	3	62	5%
45	5	62	8%
50	7	62	11%
55	1	62	2%
60	6	62	10%
65	4	62	6%
70	0	62	0%
75	3	62	5%
80	2	62	3%

Gender:

Male	30	62	48%
Female	32	62	52%

Date:

8/5/06

Time:

9:15 am -12:15 pm

2:15pm—5:10 pm

Weather:

clear/sunny-cloudy am

cold/overcast-foggy pm

Oregon Dept of Parks and Recreation Survey: Shore Acres

	Responses	Total No.	%
1. What are the two main reasons you are visiting this park today?			
Exercise	1	31	3%
Be with friends(s)	2	31	6%
Be with family	13	31	42%
Enjoy nature	16	31	52%
Fish	0	31	0%
Relax and reflect	4	31	13%
Enjoy the outdoors	12	31	39%
Learn about wildlife	2	31	6%
Watch wildlife	1	31	3%
No particular reason	0	31	0%
2. What is the name of this park?			
Cape Arago	0	31	0%
Shore Acres	26	31	84%
Sunset Bay	0	31	0%
Did not know	5	31	16%
3. How did you first learn about this park?			
Family/friends	21	31	68%
OPRD website	1	31	3%
Literature at park	0	31	0%
Newspaper: Country Discoveries Magazine	1	31	3%
Newspaper: (name)	0	31	0%
Newspaper: (name)	0	31	0%
State parks brochure	1	31	3%
Oregon state map	0	31	0%
Radio announcement	0	31	0%
Local business: Capt. John Motel	1	31	3%
Other Responses			
Drive by	1	31	3%
Albany Chamber of Commerce	1	31	3%
Tour book in bookstore	1	31	3%
Book, Gathering of Friends	1	31	3%
Park ranger	1	31	3%
Stranger in town	1	31	3%

4. How long will you stay at this park?

One-half day	27	31	87%
One day	2	31	6%
More than one day	2	31	6%
Don't know yet	0	31	0%

5. How many other times have you visited this park in the past two years?

First time	21	31	68%
2-3 times	11	31	35%
4-5 times	0	31	0%
6-7 times	0	31	0%
8-9 times	0	31	0%
10 or more times	0	31	0%

6. What do you like best about this park?

Garden	9	31	29%
Coastline/cliffs	1	31	3%
Ocean views	4	31	13%
Overall beauty	4	31	13%
Path along the beach	1	31	3%
Variety of scenery	1	31	3%
Variety of plants	1	31	3%
Flowers	4	31	13%
Location by the water	1	31	3%
History	1	31	3%
Christmas lights	1	31	3%
Roses	1	31	3%
Dunes	1	31	3%
Being outdoors among trees and nature, wind sculpted foliage	1	31	3%

7. What would improve your experience here?

Improved trail service: accessibility	1	31	3%
Improved trail service: (explanation)	0	31	0%
More trailside benches	2	31	6%
More viewing stations with interpretive panels	6	31	19%
More interpretive panels on Coos Bay human history	6	31	19%
More interpretive panels on Coos Bay natural history	17	31	55%
Increased enforcement of regulations	0	31	0%
More visitor orientation/interpretive areas	0	31	0%
More guided tours	2	31	6%
More nature programs for children	2	31	6%
Exhibits in a visitor center	2	31	6%

Other: Nothing/Leave it the way it is	6	31	19%
Other: More Plant ID signs	5	31	16%
Other: Free telescopes	1	31	3%
Other: More dalias:authentic to Simpson	1	31	3%
Other: Directional signs at Entrance	1	31	3%
Other: More directional signs on trails	2	31	6%

8. In general, do you read interpretive panels?

Yes	22	31	71%
No	0	31	0%
Depends	9	31	29%

9. What one attribute most directly influences your commitment to read an interpretive panel?

Length of text	1	31	3%
Visual design	4	31	13%
Interest in topic	15	31	48%
Quality of graphics	1	31	3%
Ease of reading	3	31	10%
Use of photographs	7	31	23%

10. Please explain your answer:

Blank response	16	31	52%
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Responses:

Has to be interesting and relevent	1	31	3%
Graphics pull me in/interesting topic makes me stay and read	1	31	3%
Also graphics are important	1	31	3%
Also easy to read/large letters	1	31	3%
Likes new signs	1	31	3%
Not too much text/reading/length	3	31	10%
Attention getting photos	1	31	3%
Has to be interesting for me to read it, good location is important,	1	31	3%
Laid out well, easy to read, pictures, etc.	1	31	3%
Also visual look is important	1	31	3%
Prefer historical information	3	31	10%

11. How do you like to learn something about a site?

Printed trail guide	16	31	52%
Guided tour on foot	3	31	10%
Exhibits I can touch	6	31	19%
Audtio tour in car	1	31	3%
Interpretive sign	11	31	35%

Ranger talk	6	31	19%
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12b. What, if anything, are you interested in learning more about Shore Acres?

Life story of Louis Simpson	4	31	13%
Names of garden plants	12	31	39%
History of the Simpson estate	11	31	35%
Cliffside geology	13	31	42%
Cliffside whale watching tips	3	31	10%
Dynamics of storm waves	3	31	10%
Programs my kids can enjoy	4	31	13%
Programs I can enjoy	1	31	3%

13. How do you feel about protecting tidepools and tidepool animals around Coos Bay?

Rating 1 (unimportant)	0	30	0%
Rating 2	0	30	0%
Rating 3	0	30	0%
Rating 4	7	30	23%
Rating 5 (very important)	23	30	77%

NOTE: 1 No Response

14. How do you feel about protecting Coos Bay's marine mammals?

Rating 1 (unimportant)	0	30	0%
Rating 2	1	30	3%
Rating 3	1	30	3%
Rating 4	2	30	7%
Rating 5 (very important)	26	30	87%

NOTE: 1 No Response

15. What city do you live in?

Halsey	1	31	3%
Roseville, CA	1	31	3%
Southerland	1	31	3%
Victoria BC	1	31	3%
Winston	1	31	3%
Roseburg	5	31	16%
Sandy	1	31	3%
Shingle Springs CA	2	31	6%
Salem	1	31	3%
Coos Bay	1	31	3%
Albany	2	31	6%
Medford	1	31	3%
Malin	2	31	6%

Red Bank NJ	1	31	3%
Seattle	1	31	3%
Palo Alto CA	1	31	3%
Aiea HA	1	31	3%
Sacramento CA	2	31	6%
Saratoga CA	1	31	3%
Beaverton	1	31	3%
Florence	1	31	3%
Buena Vista CO	1	31	3%
Big Bear CA	1	31	3%

16. What is the primary language spoken in your home?

English	30	31	97%
Spanish	1	31	3%

17. What else do you plan to see during this visit to the Oregon coast?

Follow Highway 101	1	31	3%
Wildlife	1	31	3%
Newport	1	31	3%
Walport	1	31	3%
Coos Bay Harbor	1	31	3%
Sea Lion Caves	1	31	3%
Dunes	6	31	19%
Lincoln City	3	31	10%
Dune Festival	2	31	6%
Tidepools	1	31	3%
Family	1	31	3%
Bandon	4	31	13%
Sunset golf course	1	31	3%
Cape Perpetua	2	31	6%
Florence	2	31	6%
Bullards Beach	1	31	3%
Cape Blanco	1	31	3%
Coos Bay Museum	1	31	3%
Charleston	1	31	3%
Lighthouses	2	31	6%

18. What else do you plan to do during this visit to the Oregon coast?

Crabbing	2	31	6%
Fly kites	2	31	6%
Motorcycle riding	1	31	3%
Golf	3	31	10%

Camping	3	31	10%
Sightseeing	5	31	16%
Tidepools	1	31	3%
Eating seafood	3	31	10%
Walking on the beach	4	31	13%
visiting museums	2	31	6%
Antiqueing	1	31	3%
Charter fishing	1	31	3%
Looking fir a rental house by the dunes	1	31	3%
Play on the Dunes	1	31	3%
Shop	1	31	3%
Hike	1	31	3%
Visit family	3	31	10%
Reading on the beach	1	31	3%
Picnicing	2	31	6%

Estimated age:

20	4	31	13%
25	3	31	10%
30	1	31	3%
35	2	31	6%
40	1	31	3%
45	2	31	6%
50	6	31	19%
55	3	31	10%
60	2	31	6%
65	2	31	6%
70	3	31	10%
80	1	31	3%

Gender:

Male	12	31	39%
Female	19	31	61%

Date:

8/6/06

Time:

10:00-11:55 am and 2:00-3:00 pm

Weather:

cold, overcast

Oregon Dept of Parks and Recreation Survey: Cape Arago

	Responses	Total #	%
1. What are the two main reasons you are visiting this park today?			
Exercise	8	47	17%
Be with friends(s)	3	47	6%
Be with family	13	47	28%
Enjoy nature	26	47	55%
Fish	0	47	0%
Relax and reflect	5	47	11%
Enjoy the outdoors	12	47	26%
Learn about wildlife	2	47	4%
Watch wildlife	21	47	45%
No particular reason	1	47	2%
2. What is the name of this park?			
		47	0%
Cape Arago	16	47	34%
Shore Acres	3	47	6%
Sunset Bay	0	47	0%
Simpson Reef	13	47	28%
Don't Know	11	47	23%
Simpson Lookout	1	47	2%
Cape Blanco/Arago	1	47	2%
Coos Bay	1	47	2%
Shoreline Park/Cape Arago	1	47	2%
3. How did you first learn about this park?			
Family/friends	21	47	45%
OPRD website	0	47	0%
Literature at park	1	47	2%
Newspaper:	0	47	0%
State Parks brochure	7	47	15%
Oregon state map	1	47	2%
Radio announcement	0	47	0%
Local business: boat camp nearby	1	47	2%
Local business: campground near Florence	1	47	2%
Local business: bookstore in Brookings	1	47	2%
Ranger at Basendorf Park	1	47	2%
Guidebook purchased at bookstore before trip	5	47	11%
Drove by	9	47	19%

4. How long will you stay at this park

One-half day	31	47	66%
One day	7	47	15%
More than one day	9	47	19%
Don't know yet	0	47	0%

5. How many other times have you visited this park in the past two years?

First time	31	47	66%
2-3 times	7	47	15%
4-5 times	1	47	2%
6-7 times	5	47	11%
8-9 times	0	47	0%
10 or more times	3	47	6%

6. What do you like best about this park?

Seals/sea lions	16	47	34%
Tide pools	4	47	9%
Reefs	2	47	4%
Beautiful views	16	47	34%
Clean	1	47	2%
Ocean view from picnic table	1	47	2%
Whale watching	1	47	2%
Shells	1	47	2%
Rocks	2	47	4%
Good facilities	1	47	2%
Restrooms	1	47	2%
Hiking	1	47	2%
Vegetation	1	47	2%
Well-maintained	1	47	2%
Accessible	2	47	4%
Wildlife	9	47	19%
Remote	1	47	2%
Large trees	1	47	2%
Friendly people	1	47	2%
Diversity of scenery	1	47	2%
Not crowded/quiet	1	47	2%

7. What would improve your experience here?

Improved trail service: Add steps at the end	1	47	2%
Improved trail Surface: smoother surface	1	47	2%
More trailside benches	2	47	4%
More viewing stations with interpretive panels	4	47	9%

More interpretive panels on Coo's Bay human history	12	47	26%
More interpretive panels on Coo's Bay natural history	17	47	36%
Increased enforcement of regulations	2	47	4%
More visitor orientation/interpretive areas	3	47	6%
More guided tours	4	47	9%
More nature programs for children	3	47	6%
Exhibits in a visitor center	4	47	9%
Other: more trails	2	47	4%
Other: steps on viewing scopes	1	47	2%
Other: better viewing scopes	1	47	2%
Other: free viewing scopes	1	47	2%
Allow dogs on leashes in Gardens	1	47	2%
Info on fishing fees	1	47	2%
More volunteers to answer question	1	47	2%
Other: trash cans	1	47	2%

8. In general, do you read interpretive panels?

Yes	22	47	47%
No	0	47	0%
Depends	25	47	53%

9. What one attribute most directly influences your commitment to read an interpretive panel?

Length of text	6	47	13%
Visual design	8	47	17%
Interest in topic	22	47	47%
Quality of graphics	5	47	11%
Ease of reading	2	47	4%
Use of photographs	4	47	9%

10. Please explain your answer:

Blank response	22	47	47%
Others: Don't like too much reading	6	47	13%
Text large size and visible	1	47	2%
Something the kids are interested in	1	47	2%
Eye catching	2	47	4%
Also like photos	2	47	4%
Likes history topics	3	47	6%
Likes nature topics	2	47	4%
Likes wildlife topics	5	47	11%
Has to look good too	1	47	2%
Likes the new signs at Simpson's Reef	1	47	2%

Photos will draw you in but must be easy to read	1	47	2%
Images must be interesting	1	47	2%
Won't read if print is too small or long	1	47	2%
Must be to the point	1	47	2%

11. How do you like to learn something about a site?

Printed trail guide	1	47	2%
Guided tour on foot	32	47	68%
Exhibits I can touch	2	47	4%
Audio tour in car	8	47	17%
Interpretive sign	4	47	9%
Ranger talk	16	47	34%
Likes new signs	8	47	17%

12a. What, if anything, are you interested in learning more about Cape Arago?

Human history of region	13	47	28%
Tips for better fishing	5	47	11%
Natural history: tide pools, tide pool animals	23	47	49%
Natural history: seals, sea lions, etc	13	47	28%
Geology of region	12	47	26%
Why trails are closed at various times	0	47	0%
Programs my kids can enjoy	7	47	15%
Programs I can enjoy	2	47	4%

13. How do you feel about protecting tide pools and tide pool animals around Coos Bay?

Rating 1 (unimportant)	0	47	0%
Rating 2	0	47	0%
Rating 3	4	47	9%
Rating 4	1	47	2%
Rating 5 (very important)	42	47	89%

14. How do you feel about protecting Coos Bay's marine mammals?

Rating 1 (unimportant)	0	47	0%
Rating 2	0	47	0%
Rating 3	4	47	9%
Rating 4	4	47	9%
Rating 5 (very important)	39	47	83%

15. What city do you live in?

Coos Bay	7	47	15%
North Bend	3	47	6%
Portland	2	47	4%

Hatboro PA	1	47	2%
Beaverton	1	47	2%
Florence	1	47	2%
Cape Canaveral	1	47	2%
Sioux Falls SD	1	47	2%
Sonoma CA	1	47	2%
LaPine	1	47	2%
Weed CA	3	47	6%
Springfield OH	1	47	2%
Puyallup WA	1	47	2%
Las Vegas	1	47	2%
Albany	1	47	2%
Kemmerer WY	1	47	2%
Vancouver WA	1	47	2%
Hailey ID	1	47	2%
Phoenix AZ	1	47	2%
Port Orchard WA	1	47	2%
Roseville CA	1	47	2%
San Luis Obispo CA	1	47	2%
Chenalt	1	47	2%
Calgary Alberta	1	47	2%
Washington DC	1	47	2%
Lewiston ID	1	47	2%
Red Deer Alberta	3	47	6%
Eugene	1	47	2%
Roseburg	1	47	2%
Allentown PA	1	47	2%
Gold Hill	1	47	2%
Issaquah WA	1	47	2%
Corvallis	1	47	2%
Claremont CA	1	47	2%

16. What is the primary language spoken in your home?

English	47	47	100%
Spanish	0	47	0%

17. What else do you plan to see during this visit to the Oregon coast?

Shore Acres	7	47	15%
Sunset Bay	3	47	6%
Brandenburg Cove	1	47	2%
Florence	2	47	4%
Cape Head	1	47	2%

Tillamook Cheese Factory	3	47	6%
Dunes at Gold Beach	3	47	6%
cliff formations along the coast	1	47	2%
Cape Perpetua	1	47	2%
Wildlife exhibits	1	47	2%
Brookings	4	47	9%
Whiskey Point	1	47	2%
WW II Bunkers	1	47	2%
Otter Rock	1	47	2%
Astoria	1	47	2%
Yachats	1	47	2%
Lighthouses	4	47	9%
Honeymoon State Park	1	47	2%
Coastal Parks	1	47	2%
Bandon	12	47	26%
Newport	1	47	2%
Coos Bay	1	47	2%
Ft. Stevens	1	47	2%
Dunes	4	47	9%
Pt Oxford	1	47	2%
Wildlife	1	47	2%
Humbug Mtn	1	47	2%
Harris Beach	1	47	2%
Borman SP	1	47	2%
Coquille	1	47	2%
South Slough	3	47	6%
Charleston	1	47	2%

18. What else do you plan to do during this visit to the Oregon coast?

Golfing	1	47	2%
Hiking	7	47	15%
Crabbing	4	47	9%
Fishing	1	47	2%
Clamming	1	47	2%
Walk on dunes	3	47	6%
Photography	3	47	6%
Charter fishing	1	47	2%
Eat saltwater taffy	2	47	4%
Eating seafood	10	47	21%
Camping	8	47	17%
Shopping	4	47	9%
Horseback riding	1	47	2%

Tide pooling	3	47	6%
Kayaking	1	47	2%
Reading	1	47	2%
Boating	1	47	2%
Play on the beach	1	47	2%
See family	1	47	2%
Nothing else (local resident)	3	47	6%
Bike riding	3	47	6%
Kite flying	1	47	2%
Visit cheese factory	2	47	4%
Visit museums	1	47	2%
Visit wineries	1	47	2%
Whalewatching	1	47	2%
Sightseeing	1	47	2%

Estimated age:

20	2	47	4%
25	2	47	4%
30	3	47	6%
35	2	47	4%
40	5	47	11%
45	6	47	13%
50	6	47	13%
55	3	47	6%
60	4	47	9%
65	4	47	9%
70	5	47	11%
75	3	47	6%
80	2	47	4%

Gender:

Male	24	47	51%
Female	23	47	49%

Date:

8/6/06 North Cove
8/7/07 Simpson's Reef

Time:

8/6/06 11:45-5:00

8/7/06 9:30-2:30

Weather:

8/6/06 Cold/Windy/Overcast

8/7/06 Cold/Overcast/Foggy