

# **McKenzie River Portal Exhibit Proposal**

## **Willamette National Forest**

June 27, 2006

### **I. Purpose:**

#### **I. A. Description of Project**

In 2000, the McKenzie River Ranger District constructed an addition to their lobby and VIS space. The McKenzie River Portal at the McKenzie River Ranger District serves visitors on two nationally designated scenic byways- the McKenzie Pass-Santiam Pass National Scenic Byway (NSB) and the West Cascades NSB. It sits on the southern portion of the West Cascades NSB (which continues east and south of the McKenzie River Portal) and is designated as the west portal to the McKenzie Pass-Santiam Pass NSB. It is also the terminus of the local bus service between the towns of McKenzie Bridge and Eugene. Besides providing visitors with National Forest information, the VIS staff also provides local community information.

Much of the funding for the addition came from the Federal Highway Administration, the Oregon Department of Transportation and the National Scenic Byway program, with the purpose of using the facility as a launching point to the National Forest, providing information and orientation and increasing tourism to the area.

#### **I. B. Purpose of and Need for the Exhibits**

The overall objectives are to:

- Connect the public with the National Forest system and communities, through the Scenic Byways, by use of interpretive, information and orientation exhibits.
- Encourage understanding respect and appreciation of the natural resources.

#### **I. C. Interpretive Goals**

Interpretive goals focus on enhancing the visitor's recreational experience. The primary purpose of this interpretive effort is to foster, through written media and personal services, conservation values. The effort will help welcome, orient and introduce visitors to the stories they are about to encounter. The following interpretive goals are established to:

1. Orient people to the outstanding natural and heritage features, as well as visitor services, along the National Scenic Byways.
2. Provide information and orientation regarding the McKenzie River Ranger District and surrounding forest areas.
3. Provide a safe, convenient, and enjoyable stay while visiting the District.

4. Foster an appreciation of the natural environment through an understanding of the role of human use in shaping the past and present local landscape and environment. In addition, to provide a context for understanding contemporary landscapes and natural resource issues.
5. Encourage better awareness and appreciation of the McKenzie River Ranger District resources in order to promote a stewardship ethic among visitors.
6. Provide interpretation opportunities that are barrier-free and address a variety of learning styles and modalities.

### **I. D. Interpretive Objectives**

These objectives will help guide the development of the interpretive exhibits and will be used in evaluating the final product upon completion and accomplishment. The objectives are what we want visitors to know, feel and do while visiting the McKenzie River Ranger District or upon their return home. At the conclusion of their visit to the McKenzie River West Portal, our desire is that the majority of visitors will:

1. Know about the Scenic Byways gems and how to get to them.
2. Be able to identify recreation opportunities in the area and appropriate use of the natural resources.
3. Recognize the unique cultural history of the area along the byway and changes in landscape use over time.
4. Treat the land with respect and stewardship during their visit and develop an ongoing conservation ethic.
5. Be equipped and understand safety measures and policies needed to enjoy a safe visit to the forest and byways.

## **II. Interpretive Planning Summary:**

### **2. A. Market/Audience/Visitation Statistics (NVUM)**

Eugene and Springfield make up the second largest urban area in Oregon after Portland with 331,594 people.

According to the 2000 census

90.64% is White

0.8% is African-American

1.13% Native American

2.0% Asian

0.19% Pacific Islander

4.6% is Hispanic

The median age is 37

In 2004 manufacturing was the largest of 20 employers with the average wage of \$38,968. Representing an income growth of 12.2% from 1993-2003. The median household income is \$36,592. The median household size is 2.42. The poverty rate is

still high at 13.8% (12.7% is the national average) with an unemployment rate of 7.4% (5.1% is the national average).

The McKenzie River Range District is surrounded by the States most populated communities and is easily accessed from the Eugene/Springfield (population of 331,594) about an hour away, on Highway 126 and through public transportation. Visitation to the McKenzie River West Portal averages 23,000 visitor/year.

Some of visitors are from the Eugene/Springfield, Portland, and Bend communities. Portland is just three hours away with over two million people and growing at 5 times the national average. Bend is an hour away and has a population of 52,000. In addition, many visitors are from out of state. The District also hosts some from out of the country with England, Germany, and China being the most common visitors to area.

Seniors more commonly visit during the shoulder seasons while families and young adults are more common in the summer.

Most of the visitation occurs between May-October. Hunting is very popular during September. When the higher elevations of the District are covered in snow, many visitors venture out between November-March to play in the popular winter sports areas. March –May tends to be the slow time of year.

Top 10 requests for information include:

1. Hiking Opportunities
2. Wilderness use/permits
3. Location of waterfalls
4. Fall colors/driving for pleasure opportunities
5. Mountain biking opportunities
6. Camping/picnicking opportunities (summer) winter sports (winter)
7. Rafting/boating opportunities
8. Fishing opportunities
9. Mountain climbing opportunities
10. Horseback riding opportunities

(This top 10 list will provide the basic framework for the content of the exhibits. They will also serve as a means for measuring the effectiveness of the exhibits.)

### **National Visitor Use Monitoring (NVUM)**

When compared with the NVUM results, the District is consistent with national trends. According to the NVUM the top five reasons people visit the National Forest are:

- To view natural features
- To relax
- To hike
- To view wildlife
- To drive for pleasure

(Downhill skiing is another very popular activity.)

The most common age groups to visit the forest were people between the ages of:

- 40-49
- 30-39
- 16 and younger
- Families with children made up the largest group, while seniors were the smallest.

About 50% of the visitation comes from people living within 56 miles of the forest. People who live in metropolitan areas accounted for 61% of the visitation and were most likely to use undeveloped sites and designated wilderness, whereas non-locals accounted for 60% of the visits to developed day-use sites and about 71% of the visits to developed campgrounds. Overnight visits by non-locals, regardless of lodging location accounted for another 26% of national forest visits. Non-local visitor spending the night off-forest spent an average of \$90/day in the community, whereas day users spent between \$15-\$22/day.

## **Implications**

Implications of the NVUM information on the interpretation presented at the McKenzie River Portal are:

- Non-locals are more likely to visit the Portal than residents, resulting in a significant need to provide information and orientation of the District and its resources.
- Several of the visitors will be young families with children looking for activities that the whole family can enjoy together.
- Media and messages should be children-friendly and able to hold the attention of both adults and children.

Key messages will include:

- Driving for pleasure
- Trail information (including Wilderness areas)
- Viewing natural features
- Viewing wildlife/fish
- Opportunities to relax
- Recreation and Wilderness Information

## **2. B. Planning Assumptions Related to Interpretation**

The exhibits are based on a number of assumptions about the current and anticipated future use and projected management of the Forest. The development of the exhibits is consistent with:

- Interpretive Plan, McKenzie Pass-Santiam Pass, National Forest Scenic Byway, 1993
- Forest Highway Enhancement Project Proposal, May 1998.
- McKenzie Scenic Byway Portal, McKenzie River Ranger Station, Interpretive Vision and Implementation Plan, May 17, 1999 (Updated July, 2005)
- The Willamette National Forest Recreation Niche- Follow the Water

Significant changes in visitor use or Forest Service policies may require modification to the exhibits. The following assumptions serve as a foundation:

- McKenzie River Ranger District will continue to be a more popular recreational destination.
- Users of the McKenzie River Ranger District have varying degrees of knowledge and expertise in outdoor recreation and skills.
- The McKenzie River Ranger District will continue to work cooperatively with the Pacific Northwest Interpretive Association in providing visitor goods and services.
- The McKenzie River District will continue to work with sister agencies such as the Army Corps of Engineers, United States Geological Survey, Oregon Department of Fish and Wildlife, Federal Highway Administration, Oregon Department of Transportation, publicly owned utility Eugene Water and Electric Board, and the McKenzie river Watershed Council to provide critical services and resources to the public and T&E species.
- Timber harvesting under the Northwest Forest Plan will continue on National Forest lands. Substantial additional timber harvest will continue to occur on private land in the lower portion of the valley, within the view shed of the highway.
- The McKenzie River District will continue to provide a Scenic Byway niche.
- The McKenzie River West Portal serves as a launching point of orientation for visitors and a gathering spot for youth and adult education groups.
- The interpretation will address frequently asked questions and will increase the self-reliance of visitors, and will improve customer service.
- The interpretation will enhance visitor's experience to the upper McKenzie River Valley and promote and increase stewardship and conservation knowledge of visitors.
- The McKenzie River West Portal will continue to contribute to the community's vitality as a highly visible and utilized community resource.
- The Willamette National Forest serves as a recreation connection for Oregon, with its scenic travel corridors serving as links to growing communities and year-round recreation opportunities, often associated with unique water features.

## **2. C. Existing Facilities and Services**

The District is a land of opportunity when it comes to recreation. It has 28 campgrounds, several picnic areas, numerous lakes and streams (including a National Wild and Scenic River designation for the upper McKenzie River) for boating and fishing, five snow parks, one ski area, two major Wilderness areas that account for 45% of the District land base, numerous trails including the McKenzie River National Recreational Trail and the Pacific Crest National Scenic Trail, two Scenic Byways, hot springs, and much more.

The District is a land of contrast, offering a broad assortment of settings and recreational opportunities, from the temperate rainforest to mountain highlands to its immense Wilderness areas. It is the playground for many living in Eugene, Springfield, Albany, Corvallis, Salem, Bend, and even Portland. The McKenzie River Scenic Byway West

Portal serves as a gateway to equip visitors with the information that they need and want, in order to have a safe and enjoyable visit to the Willamette National Forest.

## **2. D. Overall Theme/Sub-Theme**

### **Central Theme**

*Diverse ecosystems offer visitors the opportunity to discover the mysteries and wonders of the natural world as well as recreate in some of the most spectacular settings in Oregon*

### **Sub-Themes (of the primary theme) and Storylines**

Sub, or supporting themes relate to and support the primary theme. The sub-themes are linked specifically to certain resources and can be the focus for telling the story of those resources at appropriate sites.

#### **Topic: Cultural History**

##### **1. Sub-Theme: Historic Travel Ways - Human Influences have Left Their Mark on the Land**

###### **Storyline:**

*Throughout the McKenzie River Ranger District evidence of humans utilizing and altering the natural resources can be seen. Native Americans used the area to collect obsidian for their arrowhead and spears. In addition, they hunted for big game and engaged in vision quests.*

*Early pioneers began moving to the area on the Oregon Trail. With the military forts located on the east side of the Cascade and the fertile soil and big timber located on the west side, trade routes became necessary and were quickly established. With the advent of the steam engine, travel and trade could be accomplished much quicker and safer. Considerable effort went into the development of the railroad, with much of the labor being provided by Chinese immigrants. Shortly afterward, automobile came along. Soon wagon trails gave way to auto roads and lead to today's highways.*

*With the Depression came the need to put Americans back to work. Civilian Conservation Corps-Camp Belknap served that purpose for the area. Many public works were accomplished with the most popular and beloved being the Dee Wright Observatory.*

*As the valley population grew, the need for flood protection, water and electricity grew too. A series of dams were built along the McKenzie River to provide these goods and services to the residents. Today these reservoirs are dotted with campgrounds and day use areas, providing an excellent recreational setting for camping, boating and fishing.*

#### **Topic: Geologic History**

##### **2. Sub-Theme: Fire and Ice Created the Dramatic Landscape of the McKenzie River Ranger District**

###### **Storyline:**

*The McKenzie River Ranger District is home to the largest, and most recent volcanic fields in the Oregon Cascade Range, with eruptions as recent as 1500 years ago. Massive glaciers carved out deep mountain valleys with their magnificent waterfalls, leaving a landscape of richly varied ecosystems and microclimates, hot springs, and moonlike lava fields.*

*The Cascades also have a split personality. The older west Cascades are steep and deeply dissected, and are prone to landslides and flooding. The newer high Cascades are relatively gentle with few streams. Porous lavas act like a sponge, soaking in water and allowing it to filter out slowly through numerous magnificent springs. This lava “sponge” in the upper part of the McKenzie River watershed provides much of the water for residents in the Willamette Valley.*

*Four miles west of the South Sister, recent movement of magma approximately 4 miles below the earth’s surface is responsible for uplift of the landscape that has resulted in a “bulge” which is growing at approximately 1 inch each year. Scientists and tourists alike find this dynamic event intriguing. Others just enjoy the volcanic activity for the wonderful hot springs scattered throughout the District.*

## **Topic: Resource Management**

### **3. Sub-Theme: Trying to Strike a Balance between the Needs of People and Resources has had a Significant Impact on Both**

#### **Storyline:**

*The challenge to provide water, timber, flood control, and electricity has adversely affected the habitat for many species of fish and wildlife in the area but most notably salmon and bull trout. Changing forest management policies to protect and restore habitat has had a significant impact on Oregon’s economy and the residents’ quality of life.*

*In the late 1980s and early 1990s, National Forest policy in the Pacific Northwest changed because of the need to protect and restore the endangered Northern Spotted Owl. However, it was recognized that threatened and endangered fish species would also require protection, so an Aquatic Conservation Strategy was included with the plan to protect the owls and restore their habitat. Creation of large areas of new reserves and limitations on the types of harvest that could occur elsewhere resulted in a major decline in timber harvesting. Timber harvest on the Willamette National Forest dropped from 800 million board feet each year to 60 million board feet each year (with 15 million coming from the McKenzie River RD). Historically, timber and agriculture were the regions primary industries and the resulting harvest reduction had a devastating impact on the state and local economies. Over the past 15 years, the economy has diversified, and the area is currently experiencing economic recovery.*

*A recent partnership effort between the Forest Service, Army Corps of Engineers and Oregon Department of Fish and Wildlife has been to restore the spawning habitat of salmon along the South Fork of the McKenzie River below the Cougar Reservoir. The*

*dam was built in 1962 after the Van Port Flood to help protect the lives and property of the residents in the McKenzie Valley. Unfortunately, it cut the salmon off from some of their best spawning grounds. It also isolated a population of bull trout in the upper river from downstream foraging habitat and from other bull trout populations in the McKenzie River.*

*In addition, the water flowing out of the dam is too warm. As a result, the salmon spawning ground is no longer suitable and has a near 100% failure rate. Recently a new temperature control tower was built to try to restore the normal temperature to the water to help increase the survival rate of the fingerlings. 2006 will be the first year the temperature control tower is in place and functioning. It will give fishery biologists the opportunity to see if their efforts and this new technique have been successful.*

### **Topic: Diverse Ecosystems**

#### **4. Sub-Theme: Diverse Ecosystems offer Visitors the Opportunity to Discover the Mysteries and Wonders of the Natural World as well as Recreate in some of the most Spectacular Settings in Oregon**

##### **Storyline:**

*Within a three-hour drive, visitors can travel from the Pacific Ocean, through a temperate rainforest, past an active volcanic field and glaciated mountain peaks, and on to the fringes of a high desert plateau. Within this space, they can see and experience numerous plants, animals, climates, temperatures, geological features, and waterfalls.*

*Large portions of the District are within designated Wilderness, Research Natural Areas, and other reserves where large tracks of undisturbed old growth remain, providing the perfect setting for an outdoor laboratory.*

*This diversity creates spectacular settings for a host of recreational settings including driving for pleasure, nature study and viewing, fishing, boating, hiking, camping, skiing, mountain biking and backpacking.*

*The McKenzie River is renowned for fishing and is a favorite place for anglers and drift boaters alike as well as rafters and kayakers.*

*In addition, the area also has several cultural history sites including the Dee Wright Observatory, Fish Lake Remount Station, Hogg's "rolling stock", remnants of a Chinese Labor Camp, old wagon roads and more.*

### **Topic: Recreational Opportunities**

#### **5. Sub-Theme: Recreation Needs for Visitors**

*Storyline: The McKenzie River Ranger District and surrounding area offers a diverse and scenic landscape full of recreational opportunities. Visitors require orientation to recreation and heritage opportunities as well as water safety as they travel the scenic byways. Information provided will include scenic byway gems, historical travel ways,*

*wilderness permits, water safety, watchable wildlife, seasonal changes and activities and other safety/ethics messages.*

## **Media Recommendations**

The new VIS area has approximately 1000 square feet of visitor space for interpretive exhibits, book sales, and visitor information. In addition, the exterior landscape will be designed to provide additional information and orientation, as well as create a Forest Service “sense of place”. As much as possible, all the exhibits and exhibit spaces should be interactive and experiential, encouraging the visitor to touch, feel, see, and do.

### **Exterior Space:**

#### **Building and Landscape**

Pulling up to the McKenzie River West Portal, one is filled with an exciting anticipation of what they will see and experience inside. The majestic log façade is a welcome sight and the landscape design encourages visitors to come and explore the river environment.

#### **Kiosk**

A six-panel kiosk is located adjacent to the building and provides 24-hour information.

### **Interior Space:**

#### **Lobby**

Upon entering, the building visitors are enveloped by the magnificent Cascadian architecture. Large peeled timber logs with sturdy metal bracing frame the space and beckon visitors to enter.

Once inside, Forest Service employees behind the information desk warmly greet visitors. Visitors are welcome to use the restrooms and explore and interact with the various seasonal and permanent exhibits and to shop at the Interpretive Association outlet. Trip planning is also available, by computer located in the lobby with web access.

### **Suggested Layout**

The symmetric space is easily divided into two sections for organizing information delivery and facilitating the visitor’s experience.

The recommendation is to place Recreation and Trip Planning opportunities on the west side of the room and will include:

- Scenic Byway Information
- Relief Map of the District
- Wilderness Trip Planning
- General Recreation Information and Orientation

The east side will provide exhibits on the natural and cultural resource management including:

- Fish Mounts - Striking a Balance
- River Critters

- Fire and Ice
- Historic Travel Ways - Human Influences

**VIS and Restroom Areas**

These areas will provide information on seasonal and current events.

**Exhibit Concepts Summary:**

<b>WORKING TITLE</b>	<b>THEME(s)</b>	<b>STORYLINE</b>	<b>MEDIA</b>
Scenic Byway Gems	Central Theme Sub-themes 1,2,3,4,5	Discover some of Oregon’s most spectacular sites along the 82 miles of the West Cascade and McKenzie Pass-Santiam Pass Scenic Byways. Travel through a temperate rainforest, discover majestic waterfalls and magnificent forests; ascend an active volcanic field and observe majestic views of the Three Sisters from the Dee Wright Observatory; cross over the pass and enjoy the warmth of the high mountain dry land forest. Explore the old Fish Lake Remount site and marvel at the submerged forest still standing in Clear Lake. Fish one of the many lakes, reservoirs, and rivers in the area and enjoy a guided raft or boat trip down the McKenzie Wild and Scenic River or mountain bike down the McKenzie River National Recreation Trail.	High Definition DVD  Brochure  Ability to add additional programs on an as need basis using a CD format
Relief Map	Central Theme Sub-Themes 4,5		Existing-- Add a reader rail to include some of the District’s primary destination spots as well as highlighting some of the lesser-known spots.  Interested in possibly using computer, laser, and/or other

			high tech methods.
Wilderness Trip Planning	Central Theme Sub-Themes 4,5		Existing maps and web access
General Recreation	Central Theme Sub-Themes 4,5		Existing web access, free handouts and seasonal information
Striking a Balance	Sub-Theme 3	Balancing the needs of people with the needs of the natural resources is an on-going challenge. The McKenzie River Ranger District along with its sister agencies and local residents have struggled for decades to find the balance between flood control, water and electrical needs, as well as timber needs with those of habitat protection, especially for the salmon.	Use existing fish mounts -- Add a reader rail to include fish identification and some of their natural history.  Also, include an additional medium to address the challenges of balancing needs.
River Critters	Central Theme		Existing
Fire and Ice	Sub-Theme 2	The Cascade Range was formed by a series of volcanic eruptions, uplifting and glaciations, leaving behind a land of contrast and diversity. With an active volcanic field, the land is dynamic and provides many opportunities for exploration and discovery.	Use a medium that allows visitors to discover and understand the natural processes that are occurring and that have shaped the landscape.
Historic Travel Ways- Human Influences	Sub-Theme 1	Throughout the centuries, humans have been attracted to this area for various reasons and each of them has left their mark on the landscape. Each of these human eras tells a fascinating story of the hopes and dreams, trials and challenges of people and their will	Use a medium that engages visitors emotionally with the human drama of carving out a livelihood and improving their quality of life.

		to survive and thrive.  (Focus on the waterways and how travel routes were established along these lines).	
Facility Audio Description	N/A	Description of the content of each exhibit along with a description of how the facility is laid out.	Audio description of the facility and the exhibits within for use with visitors who are sight impaired.

**Special Considerations**

Consideration needs to be taken into account regarding sound pollution/corruption in the event multiple audio/visual mediums are selected. The finishes in the building allow sound to bounce within the space and can interfere with the duties and services of the VIS. The use of a bench for the Scenic Byway exhibit will provide a resting spot for individuals unable to stand for an extended period and if cushions are used, this will help with sound absorption. Once the exhibits are installed, an audio description needs to be developed to meet accessibility standards. The medium used for this should contain the sound to the visitor who is using the device and not project out to the rest of the facility. Other sound absorption techniques should also be utilized.

**Evaluation Strategies and Techniques**

While evaluation of any program is a critical factor to its ongoing success, it is often the most over looked component. Evaluation of exhibits, programs, or any interpretive endeavor provides a venue for restructuring effective program planning and opportunity for growth.

Evaluation and monitoring must be conducted regularly to ensure the high quality visitor services indicative of the Forest Service.

**Exhibit Evaluation**

The following simple methods should be utilized on an annual basis by unit recreation staff. Exhibits may be evaluated in the planning stage and after completion by using one or a combination of the following methods:

- Print draft copies and post on sited or at adjacent visitor centers/offices with a questionnaire or blank sheet for visitors to comment before production.
- Evaluate draft exhibits with panel of outsiders not associated with interpretation of subject matter such as local historic group, people with disabilities, and organizations like friends groups, etc.
- Observe exhibit readers noting amount of time spent at exhibit.

- Evaluated exhibit based upon interaction with various sensory, ability and cognitive levels (For exhibit evaluation guidance, refer to the Wayside Exhibit Evaluation Checklist found at the CDI website: <http://www.fs.fed.us/r2/cdi>.)
- Observe and record visitor interest at exhibit sites by fingerprints, footprints, and cigarette butts. Look for results of depreciate behavior and increase or decrease in vandalism/graffiti, etc.
- Solicit visitor comments with questionnaire they fill out.

### **Evaluation Summary**

The bottom line: where problems exist, changes need to be made. If the interpretation is not being read or understood, explore ways to make it better or remove it. If an exhibit is not working, refine and redevelop after gathering public feedback.

## **III. Facility Summary**

### **3. A. Exhibit Design Elements and Criteria**

Adherence to high-quality design standards is critical to the success of interpretive media. Visitors are more inclined to read information and abide by forest regulations if the material is presented clearly, aesthetically and professionally. These guidelines should be used to define standards and maintain consistency in the development of interpretive media. Guidelines should be adhered to throughout media-development phases.

1. All exhibits should be fabricated of similar materials; using computer digitized printing adhering to standards common within the graphic design industry.
2. All interpretive media should blend harmoniously with the interior and exterior environment, using design elements consistent with the Built Environment Image Guide (BEIG), Recreation Opportunity Spectrum (ROS), LEED certification level, local resources, and limited impacts to cultural and natural resources.
3. Interpretive media must strictly adhere to federal accessibility standards. Written material should be available in large print and audio format.
4. Facilities and program design should meet all current accessibility design standards and guidelines, using the Exhibit Accessibility Checklist, USDA Forest Service Accessibility Program  
<http://www.fs.fed.us/recreation/programs/accessibility/smithsonian.htm>
5. Specifications for all artwork developed during the exhibit design phase should have provisions to provide on-going use for any future product development for the forest.
6. Media design should adhere to all federal, state, and local codes. Both interior and exterior exhibits should be designed so they are built of standard stock materials (where possible), which will permit them to be repaired and replicated locally (within a few hundred miles' radius), or be shipped within a few days' notice.

7. Specific narrative text, labels, captions, artwork, and signs for information displays and interpretive exhibits should be developed utilizing the themes, goals, and objectives outlined in this document.
8. The Forest Service and the exhibit designer will consult with the local Native American tribes in development of any exhibit with Native American themes, text, or similar elements as appropriate.
9. All exhibits should share similar lettering styles, layout elements, graphic techniques, and materials utilized by the scenic byway wayside area exhibits.
10. Exhibit designs should be consistent with the building architecture and interior style and should use similar materials to those in the scenic byway waysides.
11. While guidelines for development of the exhibits are stated in this section, innovative presentation techniques and media are encouraged as appropriate for the West Portal.
12. Exhibits should be structurally sound and be designed to operate with minimal maintenance and attendance, as well as to minimize the risk of vandalism and/or other types of damage.
13. Exhibits should be designed to present no safety hazard or threat to visitors or resources.
14. Outdoor interpretive exhibits should be creative and consistent with the media being used inside the visitor center. Outdoor exhibit design should complement the style and coloring of the visitor center.
15. The exhibits should feature low-tech, high-touch exhibit designs. Interactive media should be used wherever possible; however, simple mechanical techniques are favored over computerized components. In all cases, the chosen medium should enhance the message and not overpower or become the main attraction. Designs should show how the message will be conveyed if the interactive device should become temporarily out of service.
16. Exhibits that utilize sound should direct the sound so as not to disturb either visitors observing an adjacent exhibit or the center's staff.
17. All electronic messages should be easily updated or modified at minimal expense.
18. The overall design will include all lighting, sound, special effects, and other electrical or mechanical products or work specified that is not included in the building design plans.
19. Equipment cases, display cases, or any other areas with valuable items should be designed with security in mind and should be lockable.
20. Design of exhibit area should consider traffic-flow patterns, visitor habits, and accessibility in its overall layout. Exhibits should have a logical flow, but should also allow for flexibility
21. The completed products should acknowledge the funding sources used to accomplish the work. For byways designated as one of America's Byways, the

brand logo should be used on all printed materials, audio or visual media, interpretive exhibits, and kiosks. The Federal Highway Administration should be recognized as a funding source on all interpretive information or products, regardless of designation. See <http://www.bywaysonline.org/program/marketing/> for information on attributing the funds.

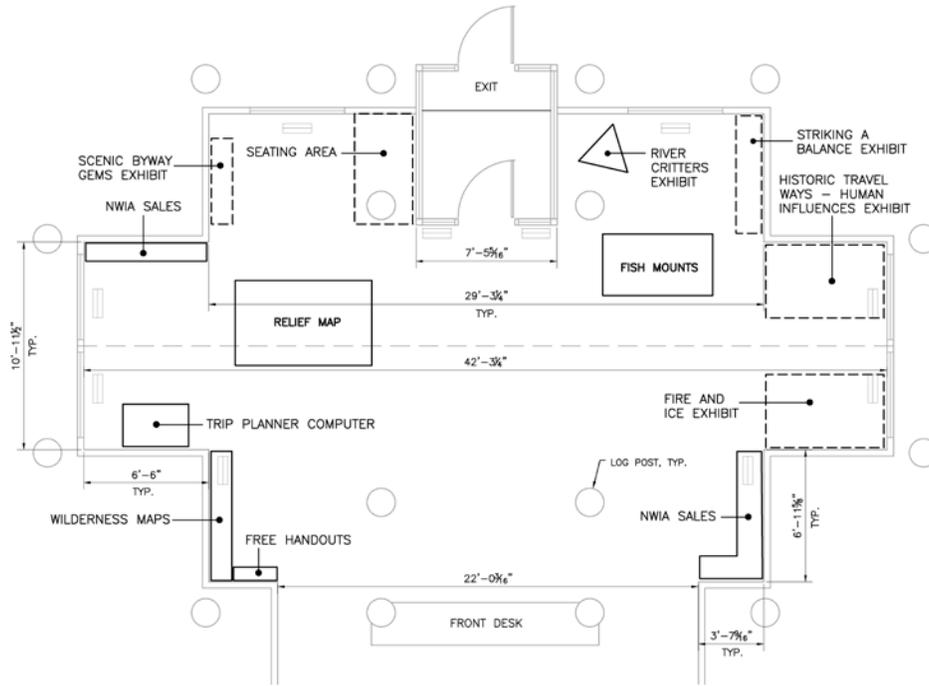
### **Additional Federal Highways Requirements**

Since a grant was acquired from Federal Highways to construct the McKenzie River Portal, the following criteria should be addressed:

- 1) The information should reflect the entire byway and inform the traveler of the significance of the intrinsic qualities that form the byway's story.
- 2) Interpretive information or products may include information on commercial establishments to the extent such establishments are directly related to the byway or its intrinsic qualities as identified in conjunction with the byway's designation or the corridor management plan.
- 3) Sponsors or advertising may be included in information developed or printed with National Scenic Byways Program funds; however any revenue derived directly or indirectly from such sponsorships or advertising must be used for activities eligible under the National Scenic Byways Program, 23 U.S.C. 162(c).
- 4) National Scenic Byways Program funds may be used for initial printing of up to a one year supply of printed materials and other media, intended for free distribution, but not for additional reprints.
- 5) National Scenic Byways Program funds may be used to revise and update interpretive information in order to refresh the byway's themes and stories for the byway travelers' interpretive understanding.
- 6) The completed products should acknowledge the funding sources used to accomplish the work. For byways designated as one of America's Byways, the brand logo should be used on all printed materials, audio or visual media, interpretive exhibits, and kiosks. The Federal Highway Administration should be recognized as a funding source on all interpretive information or products, regardless of designation. (Funded in part by Federal Highways Administration.) See <http://www.bywaysonline.org/program/marketing/> for requirements on attributing the funds and using the brand.

### **3. B. Site Plan/Diagram    N/A**

### 3. C. Floor Plan



WEST PORTAL CONCEPTUAL EXHIBIT

NO SCALE

## **IV. Accessibility**

The exhibit accessibility checklist will be strictly adhered to. It can be found at:

Exhibit Accessibility Checklist, USDA Forest Service Accessibility Program  
<http://www.fs.fed.us/recreation/programs/accessibility/smithsonian.htm>

## **V. Proposed Method/Process to Acquire Exhibit Text Development, Design, Fabrication and Installation**

The Center for Design and Interpretation (CDI) has completed an interpretive plan for the project.

The project will now be contracted out.

- The RFP includes design, fabrication, and installation of the all exhibits. It is currently in contracting being prepared for Biz Ops.
- Script writing for the DVD and companion brochure will be contracted out together.
- Production of the DVD will be contracted out as an RFQ.
- Layout and Design of the brochure is TBD based on how the DVD production goes. Since the intent is to use still from the DVD in the brochure. Printing will go through GPO.

## **VI. Project Team and Capabilities / Roles and Responsibilities, Project Schedule**

### **Project Team:**

Project Manager/Interpretive Planner	Linda Hecker	CDI
COR and Peer Reviewer	Sharon Kyhl	CDI
CDI Manager	Terry Wong	CDI
Audio Visual Specialist	Steve Dunski	R5
Audio Visual Specialist	Dave Steinke	R2-CLA
District Liaison	Sandy Ratliff	District
Contracting Officer	Maurica Owen	Forest

### **ROLES AND RESPONSIBILITIES:**

The CDI Project Manager is the point of contact on day-to-day technical and design issues. In addition, the Project Manager has the overall responsibility of making sure the identified program requirements are met within budget and on schedule. The Project Manager will keep the CDI Manager informed on project status. The Forest Liaison will be the Project Manager's point of contact for the Forest. The Forest Liaison has the overall responsibility of coordinating the work at the Forest level, including but not limited to, the District Ranger, and the District team.

**CDI will:**

- Provide project management for the project
- Develop an interpretive plan
- Develop final proposal for WO exhibit approval
- Develop technical sections of RFP/RFQs exhibit proposals
- Chair and participate on the contract selection board
- Provide contract administration, interpretive and design expertise
- Interact with the Forest project team
- Provide COR duties for contract

**District will:**

- Provide forest liaison and technical staff needed for RFP/RFQs and reviews
- Provide a contracting officer to finalize and advertise the RFP/RFQs, award and oversee the contracts
- Provide assistance with text development and collection of photos and/or other images that the contractor will need to fabricate the exhibits
- Review and approve all contract elements
- Administer grant required submittals

## VII. Project Schedule

Item	By	Who is Responsible
Finalize RFP and interpretive plan and submit final to contracting	June 16, 2006	CDI- Hecker/Kyhl District-Ratliff
Finalize RFQ(s) and submit to contracting	Aug 1 2006	CDI- Hecker/Kyhl Dunski District-Ratliff
Receive RFP proposals	Early Aug 2006	Forest CO
Make selection of RFP contractor	Late Aug 2006	CDI and District Team
Award RFP Contract	Sept 2006	Forest CO
Receive RFQ(s) proposals	Sept 2006	Forest CO
Make selection of RFQ(s) contractor	Oct 2006	CDI and District Team
Award RFQ(s) Contract	Late Oct 2006	Forest CO

**FY07 Contract Administration** – Schedule to be determined – but will include 30%, 60%, and 90% submittals for review plus final inspection, fabrication and installation. Estimated contract period one year from post award meeting.

## VIII. Estimated Cost

### Funding Plan

Funding for the exhibits is provided through a scenic byway grant from the Federal Highway Administration and the Oregon Department of Transportation.

Operation and Maintenance is funded by the District on an annual base out of regular funding.

### 8. A. Facility – N/A

### 8. B. Exhibits

Item	Who	Description	Estimate Cost	Funding Source
<b>Facility</b>	District	Front Office remodeled in 2000	\$NA	Grant
<b>Exhibits</b>	CDI	Interpretive Planning, Project Management and Contract Administration	\$48,000	Grant
	RFP Contractor	Planning, Design, Project Management, Fabrication and Installation	\$323,000	Grant
	RFQ Contractor	High Definition DVD (6-8 minutes @ \$3,000 finish minute)	\$25K	Grant
	Purchase Order	Additional Copies of DVD	\$2K	Grant
	RFQ Contractor	Comprehensive companion brochure including map and printing	\$20K	Grant
	Agreement	Research media outlets and formats; development and distribution to tourism outlets	\$5K	Grant
<b>TOTAL</b>			<b>\$375,000</b>	<b>Grant</b>

### 8. C. Operations and Maintenance (staffing and facility)

Operations and Maintenance (personnel, utilities) \$50,000/yr  
 Evaluation and Monitoring (in-house personnel to conduct) \$ N/A

Current partnerships exist with the Northwest Interpretive Association and Oregon Department of Transportation.