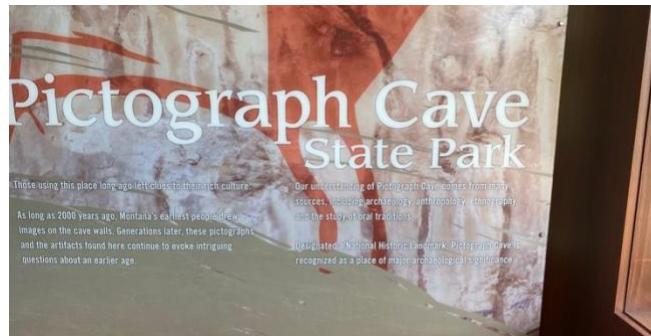# Interpretive Media and Exhibits
at Montana State Parks
Review and Priority Recommendations

Photos: First People's Buffalo Jump State Park, Lone Pine State Park, Pictograph Caves State Park, Makoshika State Park

October 2020

Field to Frame provides interpretive design, interpretive or educational program or project management, interpretive planning, research, and support: ftfinterpretive.com

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Prepared by Field to Frame Interpretive Planning and Design

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Summary

This report summarizes evaluation conducted in 2020 to refine existing and create new Montana State Park interpretive exhibit evaluation tools and site analysis procedures. Tools were field tested across eight visitor centers to gather information on the current status of interpretation at Montana State Parks. Findings, based on site visits, evaluation of current interpretive opportunities, staff surveys and visitor surveys are provided with varying levels of detail. Information provided supports prioritization of strategic investments by identifying how natural and heritage parks with visitor centers provide quality educational opportunities to visitors while preserving and protecting cultural, natural, and recreational heritage of Montana.

Montana Fish Wildlife and Parks & Montana State Parks Mission

The mission of Fish, Wildlife and Parks is, through its employees and citizen Commission, to provide for the stewardship of the fish, wildlife, parks and recreational resources of Montana while contributing to the quality of life for present and future generations. The Parks Division Mission is to preserve and protect our state's cultural, natural and recreational heritage for the benefit of our families, communities, and local economies.

Visitor centers at key state parks serve this mission by providing visitors and residents with interpretive information that connects them the natural and cultural stories of our state while enhancing the resources that Parks serves to protect. Interpretive elements share the stories of prehistoric people, cultural diversity, natural history, geologic time, unique park history, stewardship, and our connection with Montana's nature and culture. Exhibits and materials connect people with the stories, engaging them in learning about Montana while enhancing a sense of stewardship that serves our parks.

How to Read this Report

Included in this report are field-tested evaluation tools for use in future assessment, results from each evaluation method, recommendations for a prioritization approach to improvements, a summary of recommendations to consider across all state park visitor centers and individual site recommendations for all eight state park visitor centers. Additionally, an overview of how data was scored is provided for use in future assessment.

The appendices include the survey tools or, where surveys were posted online, the wording and structure of survey questions. Rubrics to guide use and scoring of evaluation tools is provided. Interpretive Exhibit Evaluation results are shared in full with Staff Survey and Visitor responses shared in summary. Complete, detailed results were provided to Montana State Parks leadership staff to accompany this report and are available upon request.

Overview of Report and Findings

This report contains findings from analysis conducted during the summer of 2020. The study did not use an experimental design—visitor surveys were by choice and visits to sites were not randomized. Findings are based on analysis of responses from park staff who have experience with visitors in addition to a broad understanding of the topics interpreted.

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- A total of 24 park staff responded to the survey including all Park Mangers for the respective study sites, Park Rangers, Assistant Managers, Camp Hosts, Volunteers, and AmeriCorps members. Each park was asked to have at least three respondents per park
- 30 visitors responded to the survey
- Field to Frame conducted site visits for all eight parks during the summer 2020 travel season

Survey questions were unique between survey tools, but each group responded to questions that addressed similar elements of the park interpretive experience. Survey materials have been revised based on this field testing and are available for routine use by Montana State Parks staff and volunteers. Survey tools and questions are included in the appendices.

In addition, this report provides information to support prioritization of strategic investments, long-term improvements that visitor centers can address to better serve their visitors and communities and recommendations for future research.

Context and Purpose of Study

Montana State Parks works to preserve and protect Montana's cultural, natural and recreational heritage for the benefit of our families, communities and local economies. Across the state, 55 parks, covering 46,538 acres offer a variety of recreational and educational opportunities that are unique to Montana—sharing stories with more than 2 million visitors every year.

The Montana State Parks and Recreation *Classification and Investment Policy* established a set of goals, priorities and recommendations. Among them is the essential need to prioritize resources across the system. The Strategic Plan highlights the need to help all Montanans and visitors understand and appreciate Montana State Parks, recreation programs and the outdoor heritage of this state.

This evaluation provides information to support prioritization of strategic investments by identifying how state park visitor centers provide quality educational opportunities to visitors while preserving and protecting cultural, natural and recreational heritage of Montana.

Quality interpretation can meet stewardship goals by:

- Engaging visitors in learning about natural, cultural and recreational heritage of Montana
- Inspiring visitors to want to learn more about the sites they visited
- Inspiring visitors to extend their experience by visiting other relevant sites
- Connecting visitors with the natural, cultural, and recreational heritage of Montana
- Inspiring return visits to parks and long-term practice of values and skills learned during park visits

Analysis Design Considerations

The research design was influenced by several constraints. Due to COVID-19 pandemic restrictions and to keep the project budget manageable, data collection methods were based on self-administered surveys.

Self-administered surveys have limited success, relying on a sense of obligation or reward to complete the survey. Parks staff were expected to participate and therefore showed a high response rate. Visitors

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however could self-select participation and it is possible that visitors who completed the survey are likely more engaged in the exhibits, topic, or the specific state park as compared to others. In addition, each park had the visitor survey kiosk located in a different place, though most chose to keep it near the exit. Because visitor flow was identified as a concern and challenge among most state park staff, it is likely that the kiosks, although small, were not always well-placed. For these reasons, visitor response to exhibits and intentions as they relate to experiences in visitor centers and parks would be better addressed through direct interviews in the future.

Data Collection Framework and Methods

Appendix A, B and C includes the survey tools and scoring rubrics developed for use in this project as well as more detailed data collected.

Site analysis questions were modified from an existing Montana State Parks Interpretive Exhibit Evaluation. Some elements were removed to focus on exhibits within visitor centers and additional items were added based on best practices in interpretive planning and design. The evaluation includes six categories for review: approachability of exhibits, visual appeal, understandability, development of thematic structure, relevancy of content, and maintenance. Five additional questions identify core requirements that all sites should meet: the topic is interesting, significant and site-specific; the graphics invite viewers to interact with the exhibit; the exhibit's content is accurate; the arrangement of text and graphics provide a clear interpretive point; and the text is legible. A scoring rubric in Appendix A was used support the scoring of each site based on these criteria. Interpretive Exhibit Evaluation results for all parks is also included in Appendix A.

Visitor questions were created in partnership with Montana State Parks staff and were delivered through Survey Monkey. The visitor survey questions can be found in Appendix C. The aim of the visitor survey was to identify how much people interacted with the exhibit elements and how the interpretive exhibits at the park influenced behavior such as visiting more parks or purchasing items in the gift shop to continue their learning. Initial plans to interview visitors and complete more thorough site visits with assistance from an intern were changed in response to the COVID-19 pandemic. In lieu of a direct survey, visitors had the opportunity to provide feedback online.

Due to low response rate of visitors, it is not recommended that we place high value on their feedback and Field to Frame has not added their results to the process of prioritization. It is recommended that visitors be surveyed directly in a subsequent travel season at which point visitor feedback data can be added to the prioritization matrix.

Staff surveys were created in partnership with Montana State Parks and were delivered by Field to Frame using Google Forms. Staff survey questions and criteria for scoring can be found in Appendix B. A total of 24 park staff responded to the survey including all Park Managers for the respective study sites, Park Rangers, Assistant Managers, Camp Hosts, Volunteers, and AmeriCorps VISTA members. Parks were asked to have three staff respond to survey questions and the number of responses per park ranged from one up to five. A total of 26 questions addressed the thematic content of the parks, interpretive strategies used to share stories, identification of missing or inaccurate information, and identification of accessibility concerns.

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Additional content addressed through the staff survey included observations and feedback from visitors during this and previous travel seasons. These questions were included to provide some insight into the visitor experience in the absence of a direct visitor survey. Questions related to gift shop sales were originally included to explore the possibility of comparing sales with quality of interpretive experience but was not pursued.

Recommendations for Site Improvement

This report includes a series of broad recommendations to be considered across all parks. These were identified based on how frequently the topic, concern, or suggestion was referenced in staff surveys and the Interpretive Exhibit Evaluation. Each site includes a unique list of recommended improvements that were uniquely identified by staff surveys and/or the Interpretive Exhibit Evaluation.

Development of a Prioritization Matrix

To provide a system for prioritization of strategic funds, a matrix was developed using responses from staff surveys, results from the Interpretive Exhibit Evaluation, and observations made through site visits.

To meet the mission to preserve and protect our state's cultural, natural and recreational heritage for the benefit of families, communities, and local economies, state parks have to be accessible to both Montanan's and visitors from out of state, maintain accurate and complete information about each site and provide an interpretive experience that guides visitors through exploration of the unique site and its resources in a way that leads to protection and preservation. Visitors must be willing and able to engage in interpretive experiences. Willingness to engage increases when interpretation is relevant, current, and intentionally planned or organized. Ability to engage depends on physical abilities as well as ability to read, understand, and connect with the information provided.

Three categories for prioritization to address the visitor experience emerged from the research including Accessibility, Inaccuracies/Omissions, and Interpretive Experience. Within each of these categories, criteria for how to rank visitor centers is included in Table 1. Accessibility and Inaccuracies/Omissions ranking was based primarily on staff survey responses with confirmation through site visits to further assess ranking. The Interpretive Experience ranking was determined using the score from the Interpretive Exhibit Evaluation.

One factor not included in this matrix is damage to signs. It is recommended that maintenance of signage be addressed regularly as there is not an appropriate range of acceptability for broken or damaged signs.

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TABLE 1 PRIORITIZATION MATRIX CRITERIA

	Accessibility	Inaccuracies/Omissions	Interpretive Experience
High Priority Consideration	Access to visitor center is challenging as identified by staff and site visit	Inaccuracies identified by staff are culturally sensitive, broad or otherwise affect the professional reputation of Montana State Parks	Score of 65% or lower on Interpretive Exhibit Evaluation
Medium Priority Consideration	Access to core exhibit elements or several exhibits is challenging as identified by staff and site visits	Inaccuracies identified by staff are limited in number and do not meet above criteria	Score of 66% to 85% on Interpretive Exhibit Evaluation
Low Priority Consideration	Access to a limited selection of exhibits or panels or potential for expanded access as identified by staff and site visits	Inaccuracies as identified by staff are focused on omissions in the thematic hierarchy and stories	Score of 86% to 100% on Interpretive Exhibit Evaluation

PHOTO 1: ITEMS ON DISPLAY AT TRAVELER'S REST STATE PARK

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Recommendations

Broad Recommendations for All Interpretive Sites:

All Montana State Parks visitor centers maintain a high standard for visitor experiences and work to both interpret and protect the natural or cultural resources of the region. They serve as destinations for tourists who want to explore Montana and they provide critical sites for the local communities to gather, learn, explore and develop a sense of place. All of the sites interpret key stories from the region. They offer a variety of learning experiences through visual, audio or hands-on exploration. The following recommendations can be applied to all or most parks to strengthen the visitor experience and role in sharing Montana's rich stories:

- There is an overall need to ensure that all parks honor and share the Native American history in their region and in many cases, the modern influence of Native People
- Consistency in interpretive design greatly improves the visitor experience and the perception of the professionalism of Montana State Parks. Future exhibit development should work towards a unifying and intentional design strategy for each park
- Connectedness of theme and story within an interpretive framework is essential to ensuring that visitors can connect with the educational and essential stewardship messages shared by each park. Future exhibit and interpretation development should reflect current or new thematic hierarchies including theme, subtheme and storylines
- Incorrect or outdated information should be routinely updated
- Damaged or faded materials should be routinely updated to improve the perception of professionalism of Montana State Parks
- Connecting indoor visitor center exhibits and signage with outdoor interpretive panels through design and thematic content would deepen the connection to the park's mission and goals while strengthening the perception of professionalism of Montana State Parks
- Accessibility of exhibits can go beyond ADA physical access to ensure that there are many ways for visitors of all abilities to learn about State Parks. Each park is encouraged to complete an accessibility audit with a third party to help identify experience gaps and opportunities for a stronger, universal interpretive experience

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Recommendations for Further Evaluation and Research

This study, planned in advance but conducted during the COVID-19 pandemic, resulted in significant changes to the study design and limitations to learning about the visitor experience. All visitor centers had to remove items that are hands-on or exploratory. Some elements within the visitor centers were moved to ensure safe traffic flow and social distancing. For this reason, this study focused on core interpretive elements and did not include any review of exhibits that are hands-on in nature. In addition, visitors were asked to self-select participation in an online survey rather than interacting with a researcher to gather point-in-time information about their experience in the state park. Some recommendations for expanding this study include:

- Repeat the Interpretive Exhibit Evaluation when all sites are operating with the ideal visitor experience in place including hands-on learning and interactive exhibits to identify how these elements impact results and the prioritization matrix
- Further development of the visitor survey with direct interviews of on-site visitors to learn more about the strengths of interpretive elements in Montana State Parks and how resources in visitor centers translate to preferred visitor behaviors (accessing trails, stewardship, seeking more knowledge). Use visitor feedback to support the prioritization matrix

Overall Visitor Center Assessment Results

Summary of Results

Reviewing staff surveys and completing site surveys highlighted key elements that are common among strong interpretive centers and missing from many of the visitor centers that are highlighted for prioritization of improvements. While all parks meet ADA standards, providing access to visitor centers for people with disabilities, there is a spectrum of how well parks are meeting the needs of this community. Bannack State Park, due to the historic structure of the facilities, can make immediate improvements through signage and information on the website to ensure that people with disabilities are prepared for their visit. More than one site identified signage that is posted above an optimal level for people using wheelchairs for mobility and nearly all sites identified a need to consider how to make exhibits more accessible to people who are vision impaired.

Some sited identified inaccuracies in their interpretation. First People's Buffalo Jump and Pictograph Caves noted inaccurate information related to identification of Montana's tribes or language. Makoshika State Park noted a change in scientific terminology. Bannack State Park identified inaccuracies in materials about the community's first teacher. Many parks noted omissions in the interpretive stories, mostly related to the lack of information about Native American history at the site.

The Interpretive Experience varied between parks. Specifically, attention to a cohesive interpretive thematic hierarchy elevates Chief Plenty Coups State Park, Pictograph Caves State Park, First People's Buffalo Jump State Park, Makoshika State Park, and Lone Pine State Park. These sites show a clear theme, mostly targeted and focused stories, and a comprehensive (or evolving) design plan that is in general, well connected to the interpretive theme. The Lewis and Clark State Park upper visitor center showed the greatest gap in offering a consistent, cohesive educational experience.

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Many parks have panels, signs and exhibits that are decades old and in need of a refresh. First People's Buffalo Jump State Park maintains a quality interpretive exhibit that is well organized and tied to interpretive themes. The age of the materials, and inaccuracies in the signage, however, position it for improvements. Makoshika State Park has introduced new signage with appropriate design and would benefit from updates of all signage to establish cohesiveness and clarity of the story.

Traveler's Rest State Park and Bannack State Park both share a wide range of materials that are in some cases, high in quality and in others, lacking in interpretive best practices. Both parks show an initial attention to thematic development and design but the displays struggle in other ways, different from each other in the amount of information they provide (or lack).

Across all parks, with the exception of Chief Plenty Coups, First People's Buffalo Jump, and Pictograph Caves, rises the importance of adding or enhancing the Native American perspective in the visitor center. As we work to ensure that our interpretive experiences are inclusive and encourage diversity, it is advised that all state parks include the voices of indigenous people who inhabited the land. Chief Plenty Coups state park can serve as an example of how to work with Montana Tribes to appropriately share their perspective on a story.

Highlights from Montana State Parks Staff Survey

While survey responses from each park identify unique challenges and strengths associated with their exhibits, visitor center design, topics, and resources, some themes were reoccurring across surveys:

- Missing or incomplete perspectives of Montana's Native American Tribes both in current context as well as the site's historical context
- Missing perspectives of scientists who are contributing to the research shared at the sites
- Signs or exhibit elements that are damaged, faded, or broken
- Improving accessibility of the exhibits beyond basic ADA standards and ensuring that they are accessible to the greatest number of people
- Signs that are text-heavy receive less attention from visitors overall
- Signs or panels with lots of images attract more visitor engagement
- Interactive exhibit elements remain popular (light up maps, dioramas you can walk into, touch tables)
- In the current COVID-19 climate, directing visitor center flow is increasingly important but difficult in most of the visitor centers with open floorplans
- Visitor feedback is gathered inconsistently but parks that offer tours or regular programming receive most of the feedback about the staff presentations
- Staff show an overall desire to make updates, add programs and develop content to support permanent exhibits

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Highlights from Visitor Survey

While the visitor survey responses should be considered with caution, due to the low number of responses, the following highlights identify a need to gather more feedback to confirm general trends:

- Visitors show interest in visiting additional state parks, sharing parks with a friend or family member, and recommending others to visit
- Intention to visit or purchase items from the gift shop at the end of their visit
- Preference for staff-guided or live programming followed by interpretive exhibits as a way to learn about the park resources

Highlights from Site Visit

Details from each park are included in this report including recommendations for strengthening the visitor center experience. The following themes were reoccurring across most sites:

- Overall need to address Native American perspectives within each park
- Cohesive and planned interpretive experiences create the strongest visitor experience and provide staff with a framework to add new elements to exhibits over time
- Staff-led programs enhance the visitor experience significantly—parks can work to create exhibits and exhibit centers that allow for more frequent interaction between visitors and knowledgeable, trained park staff (exhibits that are modular or allow for staff to "work" or share stories within the center space)

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Prioritization Recommendations

Through the use of site visits, Interpretive Exhibit Evaluation, and Montana State Park Staff Surveys, Field to Frame has gathered information to help identify visitor centers in most need of strategic investment.

Consider the following factors for prioritization:

- Site and Exhibit Accessibility: While no visitor center is entirely inaccessible for people with disabilities, accessibility ensures that the greatest number of people can engage and connect with messages and exhibits with accessibility barriers should be considered for improvement
- Accuracy: Sites with inaccurate information or omissions, especially where it addresses the tribal nations in Montana, should be highlighted for improvement
- Connectedness of Interpretive Experience: All sites exhibit a general theme and storylines. Centers with focused content and strong connections between these elements will be most effective in meeting the core mission of the individual park and Montana State Parks

Based on results from the Staff Survey (Appendix B) and the Interpretive Exhibit Evaluation (Appendix A), the following matrix offers suggestions for prioritization of visitor center improvements:

TABLE 2 PRIORITY CONSIDERATION MATRIX

	Accessibility	Inaccuracies	Interpretive Experience
High Priority Consideration	Bannack	First People's Buffalo Jump Pictograph	Lewis and Clark Caverns Upper VC Bannack Traveler's Rest
Medium Priority Consideration	First Peoples Buffalo Jump Makoshika Traveler's Rest	Bannack Lone Pine Makoshika	Makoshika First People's Buffalo Jump Lewis and Clark Lower VC
Low Priority Consideration	Lewis and Clark Caverns Lone Pine	Lewis and Clark Caverns Upper/Lower VC Traveler's Rest	Lone Pine Pictograph Caves Chief Plenty Coups

> ***This matrix should be considered in context with factors outside the scope of this project including:***

- **Readiness:** Parks may differ in ability to start an interpretive planning and design process and those that are already positioned to begin this work should be considered for initial improvement work
- **Age of Materials:** To ensure the professional appearance of Montana State Park's visitor centers, some priority should be given to parks that have very old or notably dated exhibits
- **Available Funding:** Funding allocations specific to a project can shift priorities
- **Utilization of Visitor Center:** Not all park visitor centers remain active throughout the year. When considering prioritization, the seasonality of the visitor center may be included

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Site Visits

Between June 25 and September 12, 2020, Field to Frame conducted site visits to all eight state parks with Visitor Centers. Where possible, park managers or park rangers provided a direct tour of the visitor space and highlighted elements in exhibits that are successful or challenging. Field to Frame modified the existing state parks Interpretive Exhibit Evaluation to focus specifically on indoor visitor centers and field tested the tool through all eight parks. This can be found in Appendix A along with a scoring document to support consistency of evaluation between parks. The following sections provide detailed information on each park, supported by the Interpretive Exhibit Evaluation scores in Appendix A.

PHOTO 2: PICTOGRAPH CAVES STATE PARK VISITOR CENTER

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Bannack State Park

2019 Park Visitation: 43,804

2020 Visitation projected higher or lower than 2019: expected to be lower

Summary

Located in Beaverhead County, Bannack State Park is a National Historic Landmark, was the first Territorial Capital of Montana, and is the site of the first major gold strike in Montana's history. Today, more than 60 structures from the town's seventy-year history as a mining community. Visitors to the park can walk the boardwalks and trails, entering most of the buildings on site to learn more about this era and experience one of the state's best-preserved ghost towns. Bannack maintains a small visitor center at the entrance that serves to collect fees, orient visitors to the space, provide amenities and introduce visitors to Bannack's history.

Bannack State Park Visitor Center is identified as a *high priority focus area for accessibility improvement*. Access to visitor center is challenging as identified by staff and site visit.

- The main entrance door for the Visitor Center is not wheelchair accessible and the accessible entrance is tucked around a blind corner and not well marked
- Accessibility of other park elements (transitions between boardwalk and dirt/gravel, access to key buildings) could also be improved to provide equitable experiences for all visitors
- Orientation information for people with physical disabilities could be added through signage or information provided at the entrance to better guide the experience

Bannack State Park is also identified as a *high priority focus area for interpretive experience*. On the Interpretive Exhibit Evaluation, Bannack's interpretive displays and exhibits scored 131 points out of a possible 235 scoring lower than 65% on the Interpretive Exhibit Evaluation. Details related to scoring are available in Table 3. Interpretive displays in the Visitor Center.

Bannack is identified as a *medium priority focus area* due to inaccuracies identified in the staff evaluation noting some historical inaccuracies.

Field to Frame Review Notes

Inside the Visitor Center, park visitors have access to interpretive displays, a gift shop, a service desk where entrance fees are collected, among other amenities. In general, the displays are mostly consistent in design with attractive elements and focused information. However, the gift shop dominates the space and potentially hides some of the most engaging interpretive elements including a large historic photo of Bannack as well as a large map of the town. Readjusting the interpretive elements and the sale items would allow both to stand out and could improve overall flow through the space.

The site relies primarily on use of a $2.00 booklet to guide visitors through the sites. The booklet is well written though long. The value of using this media is that the landscape is free of traditional interpretive signage and therefore maintains the historic viewshed. The quality of the booklet is high, and staff

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suggest that most visitors purchase the guide. Linking the booklet to visitor center displays and providing some of the same interpretive information but in a much-reduced form would better ensure access to all visitors.

Structures throughout the town display a varying level of disrepair—typical of aging buildings in a site like this. When participating in a live tour of the property, visitors would be enlightened with stories about the layers of wallpaper that are reveled and how the layers of building materials exposed by decay add to the history of Bannack. Without that direct information however, visitors are less likely to notice these fine details. Adding information like this to the visitor center interpretation would inspire visitors to pay attention and notice these details as they move through the site.

Bannack benefits from strong programming, engaged and informed staff and dedicated volunteers. Groups that volunteer with Bannack take a tremendous amount of pride in the park. It is an excellent site for education and exploration.

Key Recommendations

- Improve accessibility of the visitor center for people with physical disabilities, who may use wheelchairs or other devices for mobility—this may be accomplished with the addition of a ramp, better signage to the accessible entrance, or a redesign of the visitor center entrance
- Identify historical inaccuracies, consider if elements that are inaccurate or misleading can be removed or if these elements need to be addressed through a plan for new interpretation
- Review layout of the visitor center, consider adjustments to merchandise display to allow interpretive elements to flow together
- An Interpretive Plan could not be identified for Bannack at the time of this evaluation. Consider going through an interpretive plan process to refine stories and identify critical stories that are currently not shared (Native American history as it relates to gold mining in the region)
- Expanded interpretation in the visitor center could position visitors to look for and discover stories throughout the property using inquiry-based language, inviting the visitor to make observations

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PHOTO 3: BANNACK STATE PARK

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Evaluation Questions	Bannack Scores and Criteria	
To topic is interesting, significant, and site-specific	10	Interpretation addresses site and includes interesting information
The graphics invite viewers to interact with the exhibit.	5	Images or supporting graphics are adequate
The exhibit's content is accurate	0	Content includes inaccuracies
The arrangement of text and graphics provide a clear interpretive point	5	Graphic design is adequate
The text is legible	5	text is adequate
It is clear how visitors are expected to circulate through the exhibit	1	no directional plan for visitor experience
There are no points that confuse the visitor or create chaotic flow in the immediate area of the exhibit	1	no directional plan for visitor experience
It is clear where one exhibit ends, and another begins	1	exhibits are not distinct
Accessibility issues (Uniform Federal Accessibility Standards, Americans with Disabilities Act) have been considered and addressed	2	exhibit has some accessibility issues
The labels fall easily within the visitor's line of sight	2	some labels are located for accessibility and readability
There is adequate lighting and no glare	2	some areas have adequate lighting while others do not
There is good contrast between the letters and the background	3	most labels have adequate contrast
The letter size is readable	3	most labels are readable
The design contributes to the overall interpretive effectiveness	3	design theme is consistent but does not reflect interpretive theme or elements
Exhibit displays do not compete for attention with one another	3	New exhibits are included but they blend well together, not distracting
Exhibit titles or main titles are obvious and communicate what the exhibition is all about	3	main titles sum up the panel with facts
Subtitles are clear, support main themes, and communicate core elements of the exhibit	1	no subtitles
Interpretive panels are clear and concise. (average 250 words or less per sign)	4	balance of text and images shows focus on brevity but can still be improved
Sentences are clear and concise. (50-75 words per paragraph)	4	sentences are concise and of appropriate length for a variety of readers
The text can be read easily aloud without pronunciation stumbling blocks	3	most text is easy to read
The arrangement of information is logical and easy to follow	3	most exhibits are logical and easy to follow
The layout of titles, text and captions are consistent (same type of information in the same place from one label to another)	2	some consistency
titles, captions and text are written in a friendly, lively style	2	most titles lack a friendly, lively style
titles, captions and text can be easily understood by the average adult	3	limited complex terminology, complicated concepts without definitions
There is information included written specifically for children	1	no text specifically for children
titles, text and captions relate to the images or objects seen	3	titles, text and captions are provided for most exhibits

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titles, text and captions are organized with images and objects to encourage a focused flow of information	3	Some exhibit elements are organized to structure the flow of information
Titles and captions stimulate thought and interest	2	Limited use of titles and captions
The exhibit provokes thought	2	the exhibits are inherently thought provoking, but the interpretation is not written in a thought-provoking manner
The exhibit, as a whole, effectively links tangible resources of the park with intangible meanings and/or universal concepts	3	Tangible resources are linked with intangible meaning because of the topic and does not appear intentional
The text reflects multiple points of view	3	more than one point of view is shared but a perspective is noticeably missing
The interpretive theme or message is clear	4	all exhibits support a theme though the theme is not clearly stated
The focus of the exhibit represents the theme or message	4	Most exhibit elements support the message
The design of exhibit is appropriate for the theme or message	4	most exhibits show consistent design with attention to the theme with some that do not
Elements of the exhibit work together to present a theme or message	4	Most exhibit elements support the message
The message can be communicated in a brief period of time	3	Clear titles ensure that a visitor can understand the message by consuming less of the information available
The exhibit covers major storylines within the topic	3	storylines are evident but are not immediately clear
The quality of the exhibit reflects the professional integrity of Montana State Parks	2	Some exhibits are professional and in good condition while most are lacking
The content is current and relevant to park resources	4	Most content is current and relevant
Components of the exhibit that get worn out are replaced	5	exhibit in excellent working condition
All components of the exhibit function as intended	NA	Due to restricted access to exhibit elements because of COVID-19 precautions, this criterion was not evaluated.
The area around the exhibit is clean and properly maintained	5	exhibit area is clean and inviting
The graphic panel is clean and free of fading, scratches, chips, etc.	5	exhibit in excellent working condition
Total Score	131	

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Chief Plenty Coups State Park

2019 Park Visitation: 15,907
2020 Visitation projected higher or lower than 2019: expected to be lower

Summary

Located on the Crow Indian Reservation in Pryor, MT, the Chief Plenty Coups State Park shares the story and farmstead of Chief Plenty Coups (Aleek-chea-ahoosh, meaning "many achievements"). Woven into this setting is the story of how the Apsáalooke (Crow) tribe had to transition from their historic cultural traditions of moving throughout the land seasonally to a life on a reservation. The site is the farm which was deeded to Plenty Coups. The visitor center provides exhibits and interpretation to tell the story of Chief Plenty Coup's life and share elements of the culture of the Apsáalooke (Crow) tribe. Trails throughout the site maintain interpretive signs that are well connected to the story and support the overall goal of the park.

Field to Frame Review Notes

Important to note, the visitor center was not open on the day that I was available to drive to Prior. All notes and evaluation rely on evaluation of the quality and consistency of outdoor signage, information provided by park staff, information provided by objective professionals who reside in the region as well as resources and reviews available online.

The visitor center was developed in partnership with the Apsáalooke (Crow) tribal community. Their connection to the site is evident in the information presented and the perspective from which the interpretation is written. The visitor center provides a well-designed and cohesive interpretive experience that is inviting and engaging. It is evident that the engagement of the tribal community in programming at the state park adds to its strengths and enhances content in a meaningful way.

Across the site visitors are able to walk through the farm guided by an interpretive trail. Another indoor exhibit area is established inside Chief Plenty Coups farmhouse. While aged, the signs show a cohesive design and interpretive theme. They are written in a lively fashion that helps a visitor feel welcome to the site and guided through the interpretive elements. Additional signage shares interpretation about the natural history and how it connects with Native American culture.

The interpretation throughout the site shows pride in the role that Chief Plenty Coups played in leading the tribe through a difficult transition. The use of the site by the community shows a lasting connection to his legacy and the Apsáalooke (Crow) culture. Places of cultural sensitivity are lightly identified to provide visitors with information while not increasing the impact of visitors on those spaces. In general, the connection of the park to the local community appears strong and park's interpretation represents the professionalism of Montana State Parks.

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Key Recommendations

- With one entrance/exit, the flow of visitors can be challenging. Exhibits that are modular can help define a pattern of movement through an exhibit area and allow for flexibility of space for large or small groups
- With new exhibit or trail signage, continue to include tribal members in early development and identification of needs. The trail focused on native plants and animals for example could be enhanced in the future
- The audio element at the visitor center is popular and engaging. This would be a great element to repeat in other parts of the park to share the voices of the community and tribal leaders
- If supported by the tribes, consider sharing the more sensitive stories associated with relocation of Native Americans to reservations. This could be done in a way to enhance the thought-provoking nature of the exhibit, allowing people to reflect more

PHOTO 4: CHIEF PLENTY COUPS STATE PARK

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Evaluation Questions	Chief Plenty Coups Scores and Criteria	
To topic is interesting, significant, and site-specific	10	Interpretation addresses site and includes interesting information
The graphics invite viewers to interact with the exhibit.	10	Images and graphics are used to enhance the visitor experience
The exhibit's content is accurate	10	Content is accurate and includes multiple points of view
The arrangement of text and graphics provide a clear interpretive point	10	Graphic design enhances the visitor experience
The text is legible	10	text size, style and overall amount enhances the visitor experience
It is clear how visitors are expected to circulate through the exhibit	2	exhibits suggest directional pattern but not identified
There are no points that confuse the visitor or create chaotic flow in the immediate area of the exhibit	2	exhibits suggest directional pattern but not identified
It is clear where one exhibit ends, and another begins	5	exhibits have distinct areas
Accessibility issues (Uniform Federal Accessibility Standards, Americans with Disabilities Act) have been considered and addressed	4	exhibits are fully accessible
The labels fall easily within the visitor's line of sight	4	nearly all labels are located for best accessibility and readability
There is adequate lighting and no glare	5	lighting enhances exhibits
There is good contrast between the letters and the background	4	contrast is adequate
The letter size is readable	4	letter sizes are consistently readable
The design contributes to the overall interpretive effectiveness	5	Design is based on interpretive elements and themes
Exhibit displays do not compete for attention with one another	5	All exhibits are designed to complement each other and add to the overall experience
Exhibit titles or main titles are obvious and communicate what the exhibition is all about	4	main titles or headings connect to the theme, sum up the panel but don't provoke thought
Subtitles are clear, support main themes, and communicate core elements of the exhibit	4	subtitles connect to the theme but don't provoke thought or connect to the reader
Interpretive panels are clear and concise. (average 250 words or less per sign)	5	text is concise, focused, and carefully edited to ensure accessibility
Sentences are clear and concise. (50-75 words per paragraph)	5	sentences are clearly crafted to create a dynamic reading experience, engaging the reader
The text can be read easily aloud without pronunciation stumbling blocks	5	text is easy to read and has been carefully edited to be engaging
The arrangement of information is logical and easy to follow	5	the flow of information is logical and enhances the story/message/theme by building elements as visitors move through the space
The layout of titles, text and captions are consistent (same type of information in the same place from one label to another)	5	all titles are consistent
titles, captions and text are written in a friendly, lively style	4	most titles are written in a lively, friendly style
titles, captions and text can be easily understood by the average adult	5	easy to read, engaging, complex topics or terminology is critical and well defined
There is information included written specifically for children	5	text specifically created for children
titles, text and captions relate to the images or objects seen	5	titles, text and captions connect with images and objects to tell a complete story

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Criterion	Score	Comment
titles, text and captions are organized with images and objects to encourage a focused flow of information	5	titles, text and captions connect with images and objects to tell a complete story
Titles and captions stimulate thought and interest	4	titles and captions are consistently included in displays with objects or images but are fact-based and not thought provoking
The exhibit provokes thought	3	some elements are intentionally written to be thought provoking
The exhibit, as a whole, effectively links tangible resources of the park with intangible meanings and/or universal concepts	5	interpretation strongly connects tangible elements with intangible meaning and universal concepts
The text reflects multiple points of view	5	many points of view on the topic are explored
The interpretive theme or message is clear	4	all exhibits support a theme though the theme is not clearly stated
The focus of the exhibit represents the theme or message	5	the exhibit clearly supports the message through regular references to theme and stories
The design of exhibit is appropriate for the theme or message	5	Design is based on interpretive elements and themes
Elements of the exhibit work together to present a theme or message	5	the exhibit clearly supports the message through regular references to theme and stories
The message can be communicated in a brief period of time	5	readers can grasp the message in under 5 seconds
The exhibit covers major storylines within the topic	5	exhibits support the whole interpretive theme of the park
The quality of the exhibit reflects the professional integrity of Montana State Parks	5	exhibits are high quality, professional and in excellent condition
The content is current and relevant to park resources	5	captions are interesting, thought provoking and enhance the images
Components of the exhibit that get worn out are replaced	5	exhibit in excellent working condition
All components of the exhibit function as intended		Due to restricted access to exhibit elements because of COVID-19 precautions, this criterion was not evaluated.
The area around the exhibit is clean and properly maintained	5	exhibit area is clean and inviting
The graphic panel is clean and free of fading, scratches, chips, etc.	5	exhibit in excellent working condition

Total Score	218	

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First People's Buffalo Jump State Park

2019 Park Visitation: 16,202
2020 Visitation projected higher or lower than 2019: expected to be lower

Summary

Located outside of Great Falls in Vaughn, MT, First People's Buffalo Jump State Park is a National Historic Landmark and archaeological site. It is possibly the largest bison cliff jump in North America. The site was used by Native Americans for thousands of years as a critical bison jump site. The visitor center offers an immersive exhibit experience that shares the story and the cultural importance of the site to Native people. Visitors can hike or drive to the top of the cliff site to better understand what would have been a dramatic event to witness.

First People's Buffalo Jump Visitor Center is identified as a *high priority focus area for inaccuracies* within the interpretation. Inaccuracies identified by staff are culturally sensitive, broad or otherwise affect the professional reputation of Montana State Parks. Specifically, there are still several references to Ulm Pishkun State Park in the interpretation and the display featuring tribes across Montana does not include updated information including the federal recognition of the Little Shell Tribe. Due to the cultural sensitivity of these inaccuracies, they rise to high priority for improvement.

First People's Buffalo Jump Visitor Center is identified as a *medium priority focus area for accessibility* due to staff responses about some exhibit accessibility, notably the tipi which is not easily accessed by people who use wheelchairs or other mobility devices.

First People's Buffalo Jump Visitor Center is identified as a *medium priority focus area for interpretive experience*. On the Interpretive Exhibit Evaluation, Bannack's interpretive displays and exhibits scored 200 points out of a possible 235 scoring lower than 86% on the Interpretive Exhibit Evaluation. Details related to scoring are available in Table 5. Interpretive displays in the Visitor Center

Field to Frame Review Notes

The exhibits and displays at First People's Buffalo Jump State Park were carefully designed to create an immersive experience. The nearly 360-degree mural and associated dioramas help to show what the landscape might have looked like when it was being used as a bison jump site. Specimens are appropriately displayed and not overwhelming. Hands-on materials are evident and visitors can take in as much or as little information provided by signs and booklets as they'd like. A large tipi in the center of the room adds dynamic interest, though it is not completely accessible to people who use wheelchairs.

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The interpretation and exhibits were installed nearly 30 years ago. To this end, some of the information, specifically relating to the identification of Montana's tribes, has changed and is inaccurate. While much of the other historic content is not outdated, the center would benefit from an update to exhibits.

This site is somewhat isolated from major travel corridors for tourists which may account for its lower visitation numbers as compared to other sites. As identified by park staff, the local Great Falls community is a predominant source of visitation. Schools from the local communities visit often and residents bring out-of-town visitors to the site. With this in mind, this visitor center would be improved by updating and changing some of the internal exhibits. Creating exhibits that allow for flexibility and changing materials would provide incentive for local residents to visit more frequently.

An exhibit design plan that considers how to weave in programming would best suit this site. Lone Pine State Park could offer suggestions on how to offer regular programming for community members while also maintaining a visitor center site for tourists.

Key Recommendations

- Update interpretation to correct inaccuracies
- Complete an accessibility audit to identify areas that could be improved and to generate suggestions on how to make all exhibits accessible
- As a site highly used by the local community, with a large population center nearby from which to draw upon, First People's would benefit from redesigned exhibits, maintaining elements that are high quality (mural) while modifying how information is displayed
- Modular exhibits that allow staff to change what is displayed, paired with design requirements or pre-designed rotating content would keep the space changing and interesting for the local community, encouraging repeat visits
- Consider exploring programs to reach new community audiences to also encourage repeat audiences (i.e. regular programs for homeschooling families or preschool-aged children, regular courses or programs for adults)
- At the time of this evaluation, an Interpretive Plan for First People's Buffalo Jump State Park was not available. Through an interpretive process, the park can identify the target audiences to ensure a stronger visitor center experience

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PHOTO 5: FIRST PEOPLE'S BUFFALO JUMP STATE PARK

TABLE 5: FIRST PEOPLES BUFFALO JUMP INTERPRETIVE EVALUATION SCORES

Evaluation Questions	First Peoples Buffalo Jump Scores and Criteria	
To topic is interesting, significant, and site-specific	10	Interpretation addresses site and includes interesting information
The graphics invite viewers to interact with the exhibit.	10	Images and graphics are used to enhance the visitor experience
The exhibit's content is accurate	0	Content includes inaccuracies
The arrangement of text and graphics provide a clear interpretive point	10	Graphic design enhances the visitor experience
The text is legible	5	text is adequate
It is clear how visitors are expected to circulate through the exhibit	4	directional pattern is planned and mostly followed
There are no points that confuse the visitor or create chaotic flow in the immediate area of the exhibit	4	directional pattern is planned and mostly followed
It is clear where one exhibit ends, and another begins	5	exhibits have distinct areas
Accessibility issues (Uniform Federal Accessibility Standards, Americans with Disabilities Act) have been considered and addressed	3	exhibit is mostly accessible
The labels fall easily within the visitor's line of sight	5	labels are arranged for best accessibility and readability
There is adequate lighting and no glare	4	lighting enhances exhibits
There is good contrast between the letters and the background	5	contrast promotes optimal accessibility
The letter size is readable	4	letter sizes are consistently readable
The design contributes to the overall interpretive effectiveness	5	Design is based on interpretive elements and themes
Exhibit displays do not compete for attention with one another	5	All exhibits are designed to complement each other and add to the overall experience
Exhibit titles or main titles are obvious and communicate what the exhibition is all about	4	main titles or headings connect to the theme, sum up the panel but don't provoke thought
Subtitles are clear, support main themes, and communicate core elements of the exhibit	4	subtitles connect to the theme but don't provoke thought or connect to the reader
Interpretive panels are clear and concise. (average 250 words or less per sign)	4	balance of text and images shows focus on brevity but can still be improved
Sentences are clear and concise. (50-75 words per paragraph)	5	sentences are clearly crafted to create a dynamic reading experience, engaging the reader
The text can be read easily aloud without pronunciation stumbling blocks	5	text is easy to read and has been carefully edited to be engaging
The arrangement of information is logical and easy to follow	4	information is logical and flows from exhibit to exhibit but does not enhance the theme
The layout of titles, text and captions are consistent (same type of information in the same place from one label to another)	5	all Titles are consistent
titles, captions and text are written in a friendly, lively style	5	all titles are written in a friendly, lively style
titles, captions and text can be easily understood by the average adult	5	easy to read, engaging, complex topics or terminology is critical and well defined
There is information included written specifically for children	4	Some text specifically created for children
titles, text and captions relate to the images or objects seen	5	titles, text and captions connect with images and objects to tell a complete story

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titles, text and captions are organized with images and objects to encourage a focused flow of information	4	Most exhibit elements are organized to structure the flow of information
Titles and captions stimulate thought and interest	4	titles and captions are consistently included in displays with objects or images but are fact-based and not thought provoking
The exhibit provokes thought	3	some elements are intentionally written to be thought provoking
The exhibit, as a whole, effectively links tangible resources of the park with intangible meanings and/or universal concepts	5	interpretation strongly connects tangible elements with intangible meaning and universal concepts
The text reflects multiple points of view	5	many points of view on the topic are explored
The interpretive theme or message is clear	5	the theme is stated clearly and referenced throughout
The focus of the exhibit represents the theme or message	5	the exhibit clearly supports the message through regular references to theme and stories
The design of exhibit is appropriate for the theme or message	5	Design is based on interpretive elements and themes
Elements of the exhibit work together to present a theme or message	5	the exhibit clearly supports the message through regular references to theme and stories
The message can be communicated in a brief period of time	3	Clear titles ensure that a visitor can understand the message by consuming less of the information available
The exhibit covers major storylines within the topic	5	exhibits support the whole interpretive theme of the park
The quality of the exhibit reflects the professional integrity of Montana State Parks	4	exhibits are professional, in good condition but need updates
The content is current and relevant to park resources	3	some content is current and relevant
Components of the exhibit that get worn out are replaced	5	exhibit in excellent working condition
All components of the exhibit function as intended		Due to restricted access to exhibit elements because of COVID-19 precautions, this criterion was not evaluated.
The area around the exhibit is clean and properly maintained	5	exhibit area is clean and inviting
The graphic panel is clean and free of fading, scratches, chips, etc.	5	exhibit in excellent working condition

Total Score	**200**	

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Lewis and Clark Caverns State Park

2019 Park Visitation: 86,077
2020 Visitation projected higher or lower than 2019: expected to be lower

Summary

The Lewis and Clark Caverns offer a unique glimpse into earth's geology and hidden spaces. Through a guided tour, visitors can walk through the caves while learning about ecology and history. The visitor center serves as a tour launch point and offers displays on the natural history of caves as well as the discover of the caves, early tours, and Civilian Conservation Corps development of the site. A lower visitor center at the entrance provides additional displays on the natural history of the area including plants and wildlife.

The Upper Visitor Center at Lewis and Clark Caverns is identified as a *high priority focus area for interpretive experience*. On the Interpretive Exhibit Evaluation, the interpretive displays and exhibits in the upper visitor center scored 111 points out of a possible 235 scoring lower than 65% on Interpretive Exhibit Evaluation. Details related to scoring are available in Table 6.

Both the Lower and Upper Visitor Centers at Lewis and Clark Cavers were identified *as low priority focus areas for accessibility*. Staff identified a desire to enhance exhibit to reach more audiences through audio exhibit elements, braille signage as well as bilingual signage.

Both visitor centers were identified as *low priority focus areas for inaccuracies or omissions* in interpretation. Staff surveys and site visits identified a gap in sharing the indigenous history of the region.

Field to Frame Review Notes

Lower Visitor Center: The lower visitor center is positioned at the entrance to the park, adjacent to the campground. The focus of the interpretation in this space is on the natural history of the park and orientation to the area. Panels on geology, the caverns, the landscape, plants, wildlife, and activities to do in the area, serve as a concise overview to orient a new visitor.

Signs, exhibits and displays in the lower visitor center are relatively new and are well connected to one another through theme, story, and design. The interpretation provides a strong balance of visuals, text, and hands-on elements to attract attention. The quantity of content on display is appropriate for the amount of time a visitor may typically spend in the space. Signage outside of the center is also well aligned, adding to the overall visitor orientation to the park.

Upper Visitor Center: Visitors who plan to see the caves will drive to the upper visitor center to start the guided tour. When entering the upper visitor center, visitors are immediately drawn to the front desk to check in for a cave tour. They become a captive audience as they wait for their group to assemble and

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for their tour to start. It is likely that most visitors will interact with the visitor center at the start of the tour and may have only a few minutes to take in the information provided.

Most of the displays in the upper visitor center appear dated. The immersive cave diorama could be a newer element. Due to COVID-19 restrictions, the cave diorama was closed to visitors and any hands-on elements were removed. The diorama appeared to be in good condition, however. Panels on the wall maintain a dated look, offering fact-based information that is text heavy.

Other sections of the visitor center display the story of the Civilian Conservation Corps. Panels similar in design to the cave panels, are text heavy, and have been placed without planning how people should move through or take in the information. Some signs are too high to read and framed photos mixed into the space are hard to connect to the interpretation. A small corner is dedicated to recreating a corner of a living space, presumably of the time early settlers moved into the region.

Lewis and Clark Caverns is a destination site for tourists and Montanans. The unique cave tour, fully guided by enthusiastic and trained staff, provides a high-quality experience for the visitor. The upper visitor center at the start of the tour is positioned to share deeper information about the caves, the natural history and the cultural history. Because the time people spend in the visitor center may vary depending on how soon their tour begins, it would be advisable to focus the interpretation on one central theme and a few connected stories.

Key Recommendations

- Review the interpretive plan from 2008 and consider how the theme or stories reflect the park today and determine if the plan should be enhanced, revised, or recreated to strengthen interpretation in the upper visitor center—especially as it relates to stories of Native Americans, indigenous to the region
- Using the design scheme and overall style from the lower visitor center, create new interpretive elements to serve the upper visitor center. This will better link these two experiences
- Simplify the elements and information on display at the upper visitor center to address the varied amount of time a visitor may spend in the space. The goal would be to keep the messages focused and limited in scope
- Consider viewing the outdoor panels as part of the interpretive story started in the respective visitor centers. Well-connected graphics and stories can elevate the professionalism of the park
- Consider completing an accessibly audit to identify areas of improvement and resources for enhancing exhibits through audio interpretation, braille or bilingual interpretation

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PHOTO 6: LEWIS AND CLARK CAVERNS LOWER VISITOR CENTER

PHOTO 6: LEWIS AND CLARK CAVERNS UPPER VISITOR CENTER

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TABLE 6: LEWIS AND CLARK UPPER AND LOWER VISITOR CENTER INTERPRETIVE EVALUATION SCORES

Evaluation Questions	Lewis and Clark Caverns Upper VC Scores and Criteria		Lewis and Clark Caverns Lower VC Scores and Criteria	
To topic is interesting, significant, and site-specific	10	Interpretation addresses site and includes interesting information	10	Interpretation addresses site and includes interesting information
The graphics invite viewers to interact with the exhibit.	5	Images or supporting graphics are adequate	10	Images and graphics are used to enhance the visitor experience
The exhibit's content is accurate	5	Content is accurate	5	Content is accurate
The arrangement of text and graphics provide a clear interpretive point	0	Graphic design is missing, overly inconsistent or distracting	10	Graphic design enhances the visitor experience
The text is legible	0	Text is overall too small, difficult to read or interpret, too long	5	text is adequate
It is clear how visitors are expected to circulate through the exhibit	1	no directional plan for visitor experience	2	exhibits suggest directional pattern but not identified
There are no points that confuse the visitor or create chaotic flow in the immediate area of the exhibit	1	no directional plan for visitor experience	2	exhibits suggest directional pattern but not identified
It is clear where one exhibit ends, and another begins	3	some exhibits have distinct areas	5	exhibits have distinct areas
Accessibility issues (Uniform Federal Accessibility Standards, Americans with Disabilities Act) have been considered and addressed	4	exhibits are fully accessible	4	exhibits are fully accessible
The labels fall easily within the visitor's line of sight	4	nearly all labels are located for best accessibility and readability	5	labels are arranged for best accessibility and readability
There is adequate lighting and no glare	4	lighting enhances exhibits	3	lighting is clearly designed to attract visitors to exhibit panels and easily read material
There is good contrast between the letters and the background	4	contrast is adequate	4	contrast is adequate
The letter size is readable	4	letter sizes are consistently readable	3	most labels are readable
The design contributes to the overall interpretive effectiveness	3	design theme is consistent but does not reflect interpretive theme or elements	5	Design is based on interpretive elements and themes
Exhibit displays do not compete for attention with one another	1	Exhibits are unbalanced, one or more exhibits outshine other elements	5	All exhibits are designed to complement each other and add to the overall experience
Exhibit titles or main titles are obvious and communicate what the exhibition is all about	3	main titles sum up the panel with facts	4	main titles or headings connect to the theme, sum up the panel but don't provoke thought
Subtitles are clear, support main themes, and communicate core elements of the exhibit	1	no subtitles	1	no subtitles

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Evaluation Questions	Lewis and Clark Caverns Upper VC Scores and Criteria		Lewis and Clark Caverns Lower VC Scores and Criteria	
Interpretive panels are clear and concise. (average 250 words or less per sign)	1	panels include large blocks of text that can deter visitors	5	text is concise, focused, and carefully edited to ensure accessibility
Sentences are clear and concise. (50-75 words per paragraph)	2	some sentences are accessible	5	sentences are clearly crafted to create a dynamic reading experience, engaging the reader
The text can be read easily aloud without pronunciation stumbling blocks	2	some text is lengthy and difficult to read	5	text is easy to read and has been carefully edited to be engaging
The arrangement of information is logical and easy to follow	2	some exhibits are complex and confusing	5	the flow of information is logical and enhances the story/message/theme by building elements as visitors move through the space
The layout of titles, text and captions are consistent (same type of information in the same place from one label to another)	5	all Titles are consistent	5	all titles are consistent
titles, captions and text are written in a friendly, lively style	1	all titles lack a friendly, lively style to engage readers	5	all titles are written in a friendly, lively style
titles, captions and text can be easily understood by the average adult	2	some complex terminology, complicated concepts without definitions	5	easy to read, engaging, complex topics or terminology is critical and well defined
There is information included written specifically for children	1	no text specifically for children	1	no text specifically for children
titles, text and captions relate to the images or objects seen	2	titles, text and captions are missing on most exhibit elements	5	titles, text and captions connect with images and objects to tell a complete story
titles, text and captions are organized with images and objects to encourage a focused flow of information	2	Design is evident but the flow of information and objects/images is erratic	5	titles, text and captions connect with images and objects to tell a complete story
Titles and captions stimulate thought and interest	2	Limited use of titles and captions	5	captions are interesting, thought provoking and enhance the images or objects
The exhibit provokes thought	2	the exhibits are inherently thought provoking, but the interpretation is not written in a thought-provoking manner	2	the exhibits are inherently thought provoking, but the interpretation is not written in a thought-provoking manner
The exhibit, as a whole, effectively links tangible resources of the park with intangible meanings and/or universal concepts	2	most exhibits are fact-based without connection to intangible meanings or universal concepts	5	interpretation strongly connects tangible elements with intangible meaning and universal concepts
The text reflects multiple points of view	3	more than one point of view is shared but a perspective is noticeably missing	1	only one point of view is shared
The interpretive theme or message is clear	1	no clear theme	5	the theme is stated clearly and referenced throughout
The focus of the exhibit represents the theme or message	1	the exhibit does not address the message, or no clear message is suggested	5	the exhibit clearly supports the message through regular references to theme and stories

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Evaluation Questions	Lewis and Clark Caverns Upper VC Scores and Criteria		Lewis and Clark Caverns Lower VC Scores and Criteria	
The design of exhibit is appropriate for the theme or message	3	some exhibits show consistent design with attention to the theme while most do not	5	Design is based on interpretive elements and themes
Elements of the exhibit work together to present a theme or message	1	no clear message	5	the exhibit clearly supports the message through regular references to theme and stories
The message can be communicated in a brief period of time	1	readers must consume most of the material to understand the message	5	readers can grasp the message in under 5 seconds
The exhibit covers major storylines within the topic	3	storylines are evident but are not immediately clear	5	exhibits support the whole interpretive theme of the park
The quality of the exhibit reflects the professional integrity of Montana State Parks	2	Some exhibits are professional and in good condition while most are lacking	5	exhibits are high quality, professional and in excellent condition
The content is current and relevant to park resources	4	Most content is current and relevant	5	captions are interesting, thought provoking and enhance the images
Components of the exhibit that get worn out are replaced	5	exhibit in excellent working condition	5	exhibit in excellent working condition
All components of the exhibit function as intended	NA	Due to restricted access to exhibit elements because of COVID-19 precautions, this criterion was not evaluated.	NA	Due to restricted access to exhibit elements because of COVID-19 precautions, this criterion was not evaluated.
The area around the exhibit is clean and properly maintained	3	the exhibit area is used to store loose items that appear in disarray	5	exhibit area is clean and inviting
The graphic panel is clean and free of fading, scratches, chips, etc.	5	exhibit in excellent working condition	5	exhibit in excellent working condition
Total Score	**111**		**197**	

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Lone Pine State Park

2019 Park Visitation: 114,132

2020 Visitation projected higher or lower than 2019: expected to be higher

Summary

Lone Pine State Park is located outside of Kalispell and provides visitors with a spacious visitor center, a network of trails and regular programming with educators and park rangers. The park serves as an excellent site to explore the natural history of northwest Montana. The visitor center information has a wide range of well-designed exhibits that are appropriate for all ages and include a strong balance of hands-on materials. The information is focused on living with wildlife, including the challenges, benefits and tips for homeowners.

Lone Pine is identified *as low priority focus areas for accessibility*. Staff identified a desire to enhance exhibit to reach more audiences through audio exhibit elements or other techniques.

Lone Pine is identified as *medium priority focus areas for inaccuracies or omissions* in interpretation. Some interpretive signs, as identified by staff, include outdated and now inaccurate information. Staff surveys and site visits also identified a gap in sharing the indigenous history of the region.

Field to Frame Review Notes

To a first-time visitor, most elements in the visitor center appear new or recent. The exhibits are in mostly excellent condition and the center is immediately inviting. Fabricated trees built up into the rafters and the specimen mounts on display enhance the space without overwhelming it. In general, to a new visitor, the space is interesting and appealing.

Based on information provided, Lone Pine has one of the highest visitation rates of park visitor centers in the state. This could be due to the regular programming offered by the staff, bringing in local residents for almost weekly events or classes. This creates a unique challenge for the park in that established, highly designed displays can become routine for frequent visitors.

The visitor center has a large classroom located to the side of the main exhibit area that serves as meeting space for a weekly preschool age program but also includes additional displays/information for visitors. The park maintains a live snake in an enclosure in this space. The snake is one of, if not the most engaging element of the center. For the local community, Camo the snake is a must-see element with each visit. While the center is not focused on maintaining live animals in enclosures, Camo provides a unique opportunity to engage people and build a relationship with local families and repeat visitors.

When visitors first walk into the space, they immediately encounter a display on living with bears. The display features the side of a house and a mounted grizzly bear digging through trash. This sends a very

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distinct message that is strongly connected to the interpretive theme of the hall. However, this display does offend some visitors who are less comfortable seeing the bear in such a human-built environment.

Overall, Lone Pine has strong interpretation that is clearly tied to a thematic hierarchy. New exhibits or elements created by staff continue to maintain this connection. This suggests that the thematic hierarchy is well developed and maintained.

Key Recommendations

- Some exhibits show outdated inaccurate information. The park could slowly update exhibits in a way that pulls from design cues already in place allowing a slow transition into new exhibits. This would be a benefit to the local community who frequents this center for programming
- Referencing the interpretive plan, staff should identify how, and where, the Native American history of the region could be interpreted
- If the park considers redesigning the displays to focus on new material it would be worthwhile to better know the audience included in the visitor numbers. Gathering more information from people who enter the visitor center (Where are they from? Have they been there before?) and conducting surveys or observations to see how people interact with exhibits would help define the core audience of the center, better informing the need to consider new exhibits
- To integrate new information while holding on to quality and expensive elements in the displays, the park could revisit the interpretive plan to reflect on the theme, sub-themes and stories to see how they can broaden the perspective and modify what is on display without creating a new process. The current interpretive theme is strong and new sub-themes could incorporate new and changing information
- New exhibit elements, if considered, should be modular in design to allow staff to displays seasonally or as needed to keep elements of the space changing for repeat visitors
- Consider completing an accessibility audit to identify possible ways to add audio content to current or future exhibits

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PHOTO 7: LONE PINE STATE PARK

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TABLE 7: LONE PINE INTERPRETIVE EXHIBIT EVALUATION SCORES

Evaluation Questions	Lone Pine Scores and Criteria	
To topic is interesting, significant, and site-specific	10	Interpretation addresses site and includes interesting information
The graphics invite viewers to interact with the exhibit.	10	Images and graphics are used to enhance the visitor experience
The exhibit's content is accurate	0	Content includes inaccuracies
The arrangement of text and graphics provide a clear interpretive point	10	Graphic design enhances the visitor experience
The text is legible	10	text size, style and overall amount enhances the visitor experience
It is clear how visitors are expected to circulate through the exhibit	3	directional pattern is planned but not followed
There are no points that confuse the visitor or create chaotic flow in the immediate area of the exhibit	3	directional pattern is planned but not followed
It is clear where one exhibit ends, and another begins	5	exhibits have distinct areas
Accessibility issues (Uniform Federal Accessibility Standards, Americans with Disabilities Act) have been considered and addressed	4	exhibits are fully accessible
The labels fall easily within the visitor's line of sight	4	nearly all labels are located for best accessibility and readability
There is adequate lighting and no glare	5	lighting is clearly designed to attract visitors to exhibit panels and easily read material
There is good contrast between the letters and the background	4	contrast is adequate
The letter size is readable	4	letter sizes are consistently readable
The design contributes to the overall interpretive effectiveness	5	Design is based on interpretive elements and themes
Exhibit displays do not compete for attention with one another	5	All exhibits are designed to complement each other and add to the overall experience
Exhibit titles or main titles are obvious and communicate what the exhibition is all about	5	main titles or headings provoke thought, directly connect to the theme, connect to readers and sum up the panel
Subtitles are clear, support main themes, and communicate core elements of the exhibit	5	subtitles provoke thought, directly connect to the theme, connect with readers and add more
Interpretive panels are clear and concise. (average 250 words or less per sign)	5	text is concise, focused, and carefully edited to ensure accessibility
Sentences are clear and concise. (50-75 words per paragraph)	5	sentences are clearly crafted to create a dynamic reading experience, engaging the reader
The text can be read easily aloud without pronunciation stumbling blocks	5	text is easy to read and has been carefully edited to be engaging
The arrangement of information is logical and easy to follow	5	the flow of information is logical and enhances the story/message/theme by building elements as visitors move through the space
The layout of titles, text and captions are consistent (same type of information in the same place from one label to another)	5	all titles are consistent
titles, captions and text are written in a friendly, lively style	5	all titles are written in a friendly, lively style
titles, captions and text can be easily understood by the average adult	5	easy to read, engaging, complex topics or terminology is critical and well defined
There is information included written specifically for children	5	text specifically created for children
titles, text and captions relate to the images or objects seen	5	titles, text and captions connect with images and objects to tell a complete story

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titles, text and captions are organized with images and objects to encourage a focused flow of information	5	titles, text and captions connect with images and objects to tell a complete story
Titles and captions stimulate thought and interest	5	captions are interesting, thought provoking and enhance the images or objects
The exhibit provokes thought	5	the full space provokes thought
The exhibit, as a whole, effectively links tangible resources of the park with intangible meanings and/or universal concepts	5	interpretation strongly connects tangible elements with intangible meaning and universal concepts
The text reflects multiple points of view	1	only one point of view is shared
The interpretive theme or message is clear	5	the theme is stated clearly and referenced throughout
The focus of the exhibit represents the theme or message	5	the exhibit clearly supports the message through regular references to theme and stories
The design of exhibit is appropriate for the theme or message	5	Design is based on interpretive elements and themes
Elements of the exhibit work together to present a theme or message	5	the exhibit clearly supports the message through regular references to theme and stories
The message can be communicated in a brief period of time	5	readers can grasp the message in under 5 seconds
The exhibit covers major storylines within the topic	5	exhibits support the whole interpretive theme of the park
The quality of the exhibit reflects the professional integrity of Montana State Parks	4	exhibits are professional, in good condition but need updates
The content is current and relevant to park resources	4	Most content is current and relevant
Components of the exhibit that get worn out are replaced	3	most exhibits are in working conditions, some are not
All components of the exhibit function as intended		Due to restricted access to exhibit elements because of COVID-19 precautions, this criterion was not evaluated.
The area around the exhibit is clean and properly maintained	5	exhibit area is clean and inviting
The graphic panel is clean and free of fading, scratches, chips, etc.	1	exhibit elements are loose or broken

Total Score	205	

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Makoshika State Park

2019 Park Visitation: 79,799
2020 Visitation projected higher or lower than 2019: expected to be higher

Summary

Makoshika State Park, located near Glendive, has the benefit of being situated in the geologically fascinating bad lands landscape while also being in one of Montana's most famous dinosaur fossil sites. The state park offers trails, a scenic drive, camping and a well-positioned visitor center. Staff offer regular programming for visitors which can include interaction with paleontologists who are working on the existing fossil collection. Makoshika has an opportunity to encourage explorers while also emphasizing the importance of stewardship.

Makoshika is identified as a *medium priority focus areas for accessibility*. Staff identified signage that is placed above the recommended line of sight for visitors who are using wheelchairs.

Makoshika is identified as a *medium priority focus areas for inaccuracies or omissions* in interpretation. Some interpretive signs, as identified by staff, include outdated and now inaccurate information.

Field to Frame Review Notes

The visitor center at Makoshika is well laid out with a planned visitor flow. This encourages visitors to engage with information in a predetermined way, allowing the site to tell a complete or linear story. The theme of the interpretive space is presented at the entrance to the display space in a way that is easy to connect with. The theme of the exhibit hall is appropriate for the park and allows a wide range of interpretation and information.

Once inside, visitors can watch a short video. This is both a great opportunity to orient the visitor and a challenge to visitor flow. The layout of this transitional space can leave visitors feeling like they have to watch the video and visitors who wish to skip the video need to work their way around. This element could be moved to another area in the center allowing the park to expand on their theme a bit more in that first entry space.

Once inside the space, there are high quality models of early dinosaurs and other life. Fossils are well displayed and easy to see. The theme of the exhibit is carried through as visitors encounter images of changing landscapes associated with fossils found at Makoshika and nearby. In some places the theme is more hidden and could be strengthened. The theme and subthemes can be found in the interpretive text, but as new exhibits are established, creating titles and subtitles that engage visitors in considering the theme could enhance it more.

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In general, the text on the displays is well balanced. There is the appropriate amount of text paired with images, fossils, and interactive elements. The language used can trend towards being overly scientific and hard to understand. This is not consistent on all displays, but some panels include jargon that is hard for people who are new to the topic to understand. Consider using only essential terminology in cases like this and allow room for definitions.

The fossils are displayed very well. Specimens are well showcased and attractive. The corresponding panels that guide visitors through the identification of the fossils however are hard to interpret and can be overwhelming with text. Where possible, consider redesigning these elements to highlight critical or core information only. Visitors will avoid reading the panels altogether if they appear too dense.

The final section of the exhibit hall attempts to weave human inhabitants into the story. This is accomplished with the displays of early humans associated with the most recent ice age and a more modern dig site associated with the discovery and study of fossils. Because the exhibit hall theme doesn't allow for a deeper exploration of culture in the area (which is appropriate based on the interpretive plan) it would be interesting to know how visitors feel about the early human model on display. Personification of prehistoric people is best done when the human remains used to depict the image are detailed. Artistic renderings of early people have the potential to be misguided or inaccurate. The interpretive panels associated with the human evidence don't align with the theme of the changing climate—though it is possible to do that in the future. Artifacts on display add to the story though the exhibit space might be stronger if they are relocated to the entry area where they can be interpreted in a new way.

The dig site diorama provides an excellent opportunity to bring in the study of paleontology and science in general. This exhibit could expand to encourage people to observe the landscape from the perspective of a scientist and acknowledging how the study of science is always revealing new information and challenging what we think we already know.

Key Recommendations

- Maintain the current theme of the exhibits. The "Changing Climate, Changing Look" tagline allows Makoshika to explore millions of years of changing ecosystems while leaning into current climate change issues we are experiencing today. Review exhibits in context with the interpretive theme and associated sub themes to identify areas where interpretation can be better linked
- As new exhibits or panels are added, maintain the new design scheme to unify all of the elements in appearance
- Consider restructuring the panels designed to support the fossil displays, keeping interpretive themes and sub themes in mind and making the information accessible to people who know little about the topic
- When interpreting stories, ensure that language is appropriate for a wide range of audiences including visitors without science background. If terminology is essential, make room to define key terms
- Consider adjusting signs that are not meeting optimal accessibility criteria for height
- Consider how to adjust for changing scientific information through new signage or additional signs that highlight the changing nature of science

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Evaluation Questions	Makoshika Scores and Criteria	
To topic is interesting, significant, and site-specific	10	Interpretation addresses site and includes interesting information
The graphics invite viewers to interact with the exhibit.	10	Images and graphics are used to enhance the visitor experience
The exhibit's content is accurate	5	Content is accurate
The arrangement of text and graphics provide a clear interpretive point	5	Graphic design is adequate
The text is legible	5	text is adequate
It is clear how visitors are expected to circulate through the exhibit	5	directional pattern is planned and easy to follow
There are no points that confuse the visitor or create chaotic flow in the immediate area of the exhibit	4	directional pattern is planned and mostly followed
It is clear where one exhibit ends, and another begins	5	exhibits have distinct areas
Accessibility issues (Uniform Federal Accessibility Standards, Americans with Disabilities Act) have been considered and addressed	4	exhibits are fully accessible
The labels fall easily within the visitor's line of sight	4	nearly all labels are located for best accessibility and readability
There is adequate lighting and no glare	4	lighting enhances exhibits
There is good contrast between the letters and the background	5	contrast promotes optimal accessibility
The letter size is readable	5	letter size promotes optimal accessibility
The design contributes to the overall interpretive effectiveness	5	Design is based on interpretive elements and themes
Exhibit displays do not compete for attention with one another	5	All exhibits are designed to complement each other and add to the overall experience
Exhibit titles or main titles are obvious and communicate what the exhibition is all about	4	main titles or headings connect to the theme, sum up the panel but don't provoke thought
Subtitles are clear, support main themes, and communicate core elements of the exhibit	4	subtitles connect to the theme but don't provoke thought or connect to the reader
Interpretive panels are clear and concise. (average 250 words or less per sign)	4	balance of text and images shows focus on brevity but can still be improved
Sentences are clear and concise. (50-75 words per paragraph)	3	most sentences are accessible
The text can be read easily aloud without pronunciation stumbling blocks	3	most text is easy to read
The arrangement of information is logical and easy to follow	3	most exhibits are logical and easy to follow
The layout of titles, text and captions are consistent (same type of information in the same place from one label to another)	5	all titles are consistent
titles, captions and text are written in a friendly, lively style	2	most titles lack a friendly, lively style
titles, captions and text can be easily understood by the average adult	3	limited complex terminology, complicated concepts without definitions
There is information included written specifically for children	1	no text specifically for children
titles, text and captions relate to the images or objects seen	4	titles, text and captions are consistently included in displays with objects or images
titles, text and captions are organized with images and objects to encourage a focused flow of information	3	Some exhibit elements are organized to structure the flow of information

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Titles and captions stimulate thought and interest	3	titles and captions are consistently included in displays with objects or images but are fact-based and not thought provoking
The exhibit provokes thought	2	the exhibits are inherently thought provoking, but the interpretation is not written in a thought-provoking manner
The exhibit, as a whole, effectively links tangible resources of the park with intangible meanings and/or universal concepts	2	most exhibits are fact-based without connection to intangible meanings or universal concepts
The text reflects multiple points of view	1	only one point of view is shared
The interpretive theme or message is clear	3	Most exhibit elements support a theme, some do not
The focus of the exhibit represents the theme or message	3	Some exhibit elements support the message
The design of exhibit is appropriate for the theme or message	3	some exhibits show consistent design with attention to the theme while most do not
Elements of the exhibit work together to present a theme or message	4	Most exhibit elements support the message
The message can be communicated in a brief period of time	2	Due to arrangement of text and images, visitors must consume most of the material to understand the message
The exhibit covers major storylines within the topic	3	storylines are evident but are not immediately clear
The quality of the exhibit reflects the professional integrity of Montana State Parks	3	Most exhibits are professional and in good condition while some are still lacking
The content is current and relevant to park resources	4	Most content is current and relevant
Components of the exhibit that get worn out are replaced	5	exhibit in excellent working condition
All components of the exhibit function as intended		Due to restricted access to exhibit elements because of COVID-19 precautions, this criterion was not evaluated.
The area around the exhibit is clean and properly maintained	5	exhibit area is clean and inviting
The graphic panel is clean and free of fading, scratches, chips, etc.	5	exhibit in excellent working condition
Total Score	168	

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PHOTO 8: MAKOSHIKA STATE PARK

Pictograph Caves State Park

2019 Park Visitation: 54,237

2020 Visitation projected higher or lower than 2019: expected to be lower or the same

Summary

Pictograph Cave State Park, located near Billings, offers a glimpse into the culture and life of early inhabitants of Montana. The site includes a network of trails to guide visitors to each of the pictograph sites and a well-designed visitor center to orient and welcome visitors to the space. Here, visitors can find artifacts and scientific information to support interpretation. Visitors can also learn more about the cave paintings and meaning behind the images they will see on the trail.

Pictograph Caves is identified as a *high priority focus area for inaccuracies* within the interpretation. Inaccuracies identified by staff are culturally sensitive, broad or otherwise affect the professional reputation of Montana State Parks. This applies to only a few signs that have been identified through staff surveys indicating words in indigenous Crow language that are portrayed incorrectly or misspelled.

Field to Frame Review Notes

The visitor center at Pictograph Caves is a strong representation of how interpretive planning can result in a cohesive and focused visitor experience. Upon entering, visitors are directly connected with the theme. Images and layout are engaging and draw visitors into the exhibit space. The use of murals is enhancing without being distracting. The color scheme selected for the center and the panels adds to the overall interpretive effect.

The balance of text, images and artifacts is appropriate for the space. Visitors can easily glean the amount of information that they'd like to receive. Some layout could be improved—bulleted lists associated with artifacts are dense and could be displayed in more simplified text—however the visitor can grasp the basic message in a short amount of time.

Artifacts are well displayed and easy to study. Questions posed on the artifact display panels are thought provoking and engaging. Hands on elements were unavailable at the time of the site visit so concerns and recommendations for these are better described in the staff survey.

In general, the displays provide a range of information that a visitor can engage with. To encourage a visitor to go deeper, consider structuring panels to share less text overall or display the text in a way that makes it easier to consume.

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Key Recommendations

- Consider replacing signage with inaccurate information
- A visitor observation process would help identify which signs/panels/displays are most effective in generating interest and which panels are generally passed by. Comparing this information would help determine if text-heavy panels could be reduced to encourage more interaction
- If new panels were to be added or modified, this could be done without changing the overall look of the space by using complimentary design. This would likely only be necessary for a few panels as described above
- The scope of programming available at the site was not evident during the site visit however the location of the park, close to a major population center, would support regular programming. Including active archaeologists into the space occasionally would add to the thematic hierarchy showcased in the exhibits

PHOTO 10: PICTOGRAPH CAVES STATE PARK

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Evaluation Questions	Pictograph Caves Scores and Criteria	
To topic is interesting, significant, and site-specific	10	Interpretation addresses site and includes interesting information
The graphics invite viewers to interact with the exhibit.	10	Images and graphics are used to enhance the visitor experience
The exhibit's content is accurate	0	Content includes inaccuracies
The arrangement of text and graphics provide a clear interpretive point	10	Graphic design enhances the visitor experience
The text is legible	10	text size, style and overall amount enhances the visitor experience
It is clear how visitors are expected to circulate through the exhibit	3	directional pattern is planned but not followed
There are no points that confuse the visitor or create chaotic flow in the immediate area of the exhibit	3	directional pattern is planned but not followed
It is clear where one exhibit ends, and another begins	5	exhibits have distinct areas
Accessibility issues (Uniform Federal Accessibility Standards, Americans with Disabilities Act) have been considered and addressed	4	exhibits are fully accessible
The labels fall easily within the visitor's line of sight	5	labels are arranged for best accessibility and readability
There is adequate lighting and no glare	4	lighting enhances exhibits
There is good contrast between the letters and the background	3	most labels have adequate contrast
The letter size is readable	5	letter size promotes optimal accessibility
The design contributes to the overall interpretive effectiveness	5	Design is based on interpretive elements and themes
Exhibit displays do not compete for attention with one another	5	All exhibits are designed to compliment each other and add to the overall experience
Exhibit titles or main titles are obvious and communicate what the exhibition is all about	5	main titles or headings provoke thought, directly connect to the theme, connect to readers and sum up the panel
Subtitles are clear, support main themes, and communicate core elements of the exhibit	1	no subtitles
Interpretive panels are clear and concise. (average 250 words or less per sign)	5	text is concise, focused, and carefully edited to ensure accessibility
Sentences are clear and concise. (50-75 words per paragraph)	5	sentences are clearly crafted to create a dynamic reading experience, engaging the reader
The text can be read easily aloud without pronunciation stumbling blocks	5	text is easy to read and has been carefully edited to be engaging
The arrangement of information is logical and easy to follow	3	most exhibits are logical and easy to follow
The layout of titles, text and captions are consistent (same type of information in the same place from one label to another)	5	all titles are consistent
titles, captions and text are written in a friendly, lively style	5	all titles are written in a friendly, lively style
titles, captions and text can be easily understood by the average adult	3	limited complex terminology, complicated concepts without definitions
There is information included written specifically for children	1	no text specifically for children
titles, text and captions relate to the images or objects seen	5	titles, text and captions connect with images and objects to tell a complete story

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titles, text and captions are organized with images and objects to encourage a focused flow of information	5	titles, text and captions connect with images and objects to tell a complete story
Titles and captions stimulate thought and interest	5	captions are interesting, thought provoking and enhance the images or objects
The exhibit provokes thought	5	the full space provokes thought
The exhibit, as a whole, effectively links tangible resources of the park with intangible meanings and/or universal concepts	4	most exhibits link tangible resources with tangible meaning and/or universal concepts
The text reflects multiple points of view	3	more than one point of view is shared but a perspective is noticeably missing
The interpretive theme or message is clear	5	the theme is stated clearly and referenced throughout
The focus of the exhibit represents the theme or message	5	the exhibit clearly supports the message through regular references to theme and stories
The design of exhibit is appropriate for the theme or message	5	Design is based on interpretive elements and themes
Elements of the exhibit work together to present a theme or message	5	the exhibit clearly supports the message through regular references to theme and stories
The message can be communicated in a brief period of time	5	Stated themes, clear titles and subtitles ensure that visitors understand the message almost immediately upon arrival
The exhibit covers major storylines within the topic	5	exhibits support the whole interpretive theme of the park
The quality of the exhibit reflects the professional integrity of Montana State Parks	5	exhibits are high quality, professional and in excellent condition
The content is current and relevant to park resources	5	captions are interesting, thought provoking and enhance the images
Components of the exhibit that get worn out are replaced	5	exhibit in excellent working condition
All components of the exhibit function as intended		Due to restricted access to exhibit elements because of COVID-19 precautions, this criterion was not evaluated.
The area around the exhibit is clean and properly maintained	5	exhibit area is clean and inviting
The graphic panel is clean and free of fading, scratches, chips, etc.	5	exhibit in excellent working condition

Total Score	**202**	

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Traveler's Rest State Park

2019 Park Visitation: 39,851

2020 Visitation projected higher or lower than 2019: expected to be higher

Summary

Located in Lolo, Montana, Traveler's Rest State Park is a National Historic Landmark that shares the story of the Corps of Discovery, Lewis and Clark as they passed through this scenic site. The park offers a hiking loop with interpretation and a large visitor center to orient visitors to the space and the stories. Inside the center, visitors can see artifacts from the Corps of Discovery time period, information on their stay at Traveler's Rest, and the scientific research that supports the site discovery.

Traveler's Rest State Park is identified as a *high priority focus area for interpretive experience*. On the Interpretive Exhibit Evaluation, the interpretive displays and exhibits in the upper visitor center scored 124 points out of a possible 235 scoring lower than 65% on Interpretive Exhibit Evaluation. Details related to scoring are available in Table 10.

Traveler's Rest State Park is identified as a *medium priority focus area for accessibility*. A few of the display stands introduced after reorganizing materials due to the COVID pandemic, may be difficult to view from wheelchair height or a child's height.

Traveler's Rest is identified as a *low priority focus area for inaccuracies or omissions* in interpretation. Staff surveys and site visits identified a gap in sharing more the Salish history of the region and in particular, including elements in the Salish language.

Field to Frame Review Notes

Traveler's Rest is well situated near the major population center of Missoula and on the corridor through the Bitterroot Valley, frequented by travelers. Focused on the story of Lewis and Clark, it is popular with travelers who are following the Corps of Discovery journey and it is well used by the local community and area schools. Neighbors in the area frequent the park for walks due to its proximity to town.

The overall visitor center site is well established and attractive. Upon entering the space, visitors will encounter a very large exhibit hall room. Prior to the COVID-19 pandemic, artifacts were spread out on long tables for visitors to touch and hold. Currently, artifacts are stored in elevated cases for display only. Most of the interpretation flanks the walls around the space and spills into the large meeting room at the back of the hall.

In general, the interpretive theme addresses Traveler's Rest as a corridor that celebrates people and cultures who traveled through the area. To this end, nearly all of the interpretation is connected to this broad concept though mainly focused on Lewis and Clark and the Corps of Discovery. Newer exhibits

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have started to weave in other stories, particularly focused on the Salish Tribe. Because of the vast space available, the center is gifted and can display many collections and items that loosely connect with their interpretive scope but are not integrated into a thematic hierarchy (models and handmade items, collections of Native American artisan clothing). Going through the process of reviewing the interpretive plan with staff, and possibly making updates or changes, would help to better edit existing exhibits and collections or create new, unified exhibits.

The interpretation available is dense and word heavy. Many of the displays lack titles and subtitles to help guide visitors through the space and draw them in. In general, the visitor center would benefit from a review of the most recent interpretive plan or the development of a new thematic hierarchy and restructuring of exhibits to connect elements together in a cohesive series of stories. The overall effect of the design is good—the color scheme, font and style relate to the topic. The information can be presented in a way that would engage all levels of visitors including scholars, topic enthusiasts, and people who are just starting to explore the stories.

The space of the visitor center would also allow for modular or rotational exhibits. This could help focus visitors as they move through the space intentionally. With a modular format, exhibit elements could be moved to allow for large groups or presentations.

Key Recommendations

- Review the existing interpretive plan, consider updates or changes and use the plan to adjust current displays or prepare for new interpretive elements
- Identify gaps in interpretation such as Salish history, language and place names and determine how these stories fit into the interpretive plan
- Consider completing an accessibility audit to determine optimal height for display cases and potential for other improvements
- Incorporate modular exhibit design in future exhibits to fill in the visitor center space and create an intentional path for the visitor experience
- Because many visitors don't already enter the classroom when exploring the exhibits, consider moving exhibit elements out of the back classroom and into the exhibit space (if they fit into the exhibit plan) and use the classroom for more hands on materials, a laboratory space for free exploration, or regular classroom space for programs
- Consider editing collections to ensure alignment with interpretation, theme and storylines

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TABLE 10: TRAVELERS REST INTERPRETIVE EXHIBIT SCORES

Evaluation Questions	Traveler's Rest Scores and Criteria	
To topic is interesting, significant, and site-specific	10	Interpretation addresses site and includes interesting information
The graphics invite viewers to interact with the exhibit.	0	Images or supporting graphics are missing
The exhibit's content is accurate	10	Content is accurate and includes multiple points of view
The arrangement of text and graphics provide a clear interpretive point	0	Graphic design is missing, overly inconsistent or distracting
The text is legible	0	Text is overall too small, difficult to read or interpret, too long
It is clear how visitors are expected to circulate through the exhibit	4	directional pattern is planned and mostly followed
There are no points that confuse the visitor or create chaotic flow in the immediate area of the exhibit	4	directional pattern is planned and mostly followed
It is clear where one exhibit ends, and another begins	3	some exhibits have distinct areas
Accessibility issues (Uniform Federal Accessibility Standards, Americans with Disabilities Act) have been considered and addressed	3	exhibit is mostly accessible
The labels fall easily within the visitor's line of sight	3	most labels are located for accessibility and readability
There is adequate lighting and no glare	2	some areas have adequate lighting while others do not
There is good contrast between the letters and the background	3	most labels have adequate contrast
The letter size is readable	3	most labels are readable
The design contributes to the overall interpretive effectiveness	2	some exhibits show consistent design while others do not
Exhibit displays do not compete for attention with one another	3	New exhibits are included but they blend well together, not distracting
Exhibit titles or main titles are obvious and communicate what the exhibition is all about	1	No titles
Subtitles are clear, support main themes, and communicate core elements of the exhibit	1	no subtitles
Interpretive panels are clear and concise. (average 250 words or less per sign)	2	panels include large blocks of text that are, at minimum, enhanced with photos or graphics
Sentences are clear and concise. (50-75 words per paragraph)	3	most sentences are accessible
The text can be read easily aloud without pronunciation stumbling blocks	4	text is easy for a variety of people to read
The arrangement of information is logical and easy to follow	3	most exhibits are logical and easy to follow
The layout of titles, text and captions are consistent (same type of information in the same place from one label to another)	2	some consistency
titles, captions and text are written in a friendly, lively style	3	upgraded exhibits include a friendly, lively style while older exhibits do not
titles, captions and text can be easily understood by the average adult	4	complicated concepts are used and defined; however, they are not necessary for the theme
There is information included written specifically for children	1	no text specifically for children
titles, text and captions relate to the images or objects seen	3	titles, text and captions are provided for most exhibits

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titles, text and captions are organized with images and objects to encourage a focused flow of information	1	No design is evident
Titles and captions stimulate thought and interest	1	Limited use of titles and captions
The exhibit provokes thought	2	the exhibits are inherently thought provoking, but the interpretation is not written in a thought-provoking manner
The exhibit, as a whole, effectively links tangible resources of the park with intangible meanings and/or universal concepts	3	Tangible resources are linked with intangible meaning because of the topic and does not appear intentional
The text reflects multiple points of view	5	many points of view on the topic are explored
The interpretive theme or message is clear	1	no clear theme
The focus of the exhibit represents the theme or message	1	the exhibit does not address the message, or no clear message is suggested
The design of exhibit is appropriate for the theme or message	3	some exhibits show consistent design with attention to the theme while most do not
Elements of the exhibit work together to present a theme or message	1	no clear message
The message can be communicated in a brief period of time	3	Clear titles ensure that a visitor can understand the message by consuming less of the information available
The exhibit covers major storylines within the topic	3	storylines are evident but are not immediately clear
The quality of the exhibit reflects the professional integrity of Montana State Parks	3	Most exhibits are professional and in good condition while some are still lacking
The content is current and relevant to park resources	5	captions are interesting, thought provoking and enhance the images
Components of the exhibit that get worn out are replaced	5	exhibit in excellent working condition
All components of the exhibit function as intended		Due to restricted access to exhibit elements because of COVID-19 precautions, this criterion was not evaluated.
The area around the exhibit is clean and properly maintained	5	exhibit area is clean and inviting
The graphic panel is clean and free of fading, scratches, chips, etc.	5	exhibit in excellent working condition
Total Score	**124**	

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PHOTO 9: TRAVELER'S REST STATE PARK

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Appendix A: Field to Frame Interpretive Exhibit Evaluation

Interpretive Exhibit Evaluation Form

For the purpose of this evaluation, an exhibit will be defined as a collection of items, signs or pictures that follow a single interpretive theme.

Park Name	
Specific Location of evaluation (i.e. trail, VC, etc)	
Date	
Time	
Observer	

Exhibit Information

Name	
Type of Exhibit	
Location	
Intended Audience	

Review the exhibit materials and based on this, state the interpretive theme of the current exhibit in a single sentence:

How well does the exhibit meet core requirements?

Excellent	Good	Poor	Criteria
			The topic is interesting, significant, and site-specific
			The graphics invite viewers to interact with the exhibit
			The exhibit's content is accurate
			The arrangement of text and graphics provide a clear interpretive point
			The text is legible

Notes:

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Answer each question with the number that best represents how effectively the exhibit meets the criteria. 5 is high and 1 is low.

1. The exhibit is approachable

	1	2	3	4	5	NA
It is clear how visitors are expected to circulate through the exhibit						
There are no points that confuse the visitor or create chaotic flow in the immediate area of the exhibit						
It is clear where one exhibit ends, and another begins						
Accessibility issues (Uniform Federal Accessibility Standards, Americans with Disabilities Act) have been considered and addressed						

Notes about approachability:

2. The exhibit is visually appealing

	1	2	3	4	5	NA
The labels fall easily within the visitor's line of sight						
There is adequate lighting and no glare						
There is good contrast between the letters and the background						
The letter size is readable						
The design contributes to the overall interpretive effectiveness						
Exhibit displays do not compete for attention with one another						

Notes about exhibit appeal:

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3. The exhibit is easy to understand

	1	2	3	4	5	NA
Exhibit labels or main titles are obvious and communicate what the exhibition is all about						
Subtitles are clear, support main themes, and communicate core elements of the exhibit						
Interpretive panels are clear and concise. (average 250 words or less per sign)						
Sentences are clear and concise. (50-75 words per paragraph)						
The text can be read easily aloud without pronunciation stumbling blocks						
The arrangement of information is logical and easy to follow						
The layout of labels, captions and text are consistent (same type of information in the same place from one label to another)						
Labels, captions and text are written in a friendly, lively style						
Labels, captions and text can be easily understood by the average adult						
There is text included written specifically for children						
Labels, captions and text relate to the images seen						
Labels, captions and text are organized with images and objects to encourage a focused flow of information						

Notes about exhibit understandability:

4. The exhibit contains relevant content

	1	2	3	4	5	NA
Label titles stimulate thought and interest						
The exhibit provokes thought						
The exhibit, as a whole, effectively links tangible resources of the park with intangible meanings and/or universal concepts						
The text reflects multiple points of view						

Notes about content relevancy:

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5. The exhibit connects with an interpretive theme/subtheme

	1	2	3	4	5	NA
The interpretive theme or message is clear						
The focus of the exhibit represents the message						
The design of the exhibit is appropriate for the message						
Elements of the exhibit work together to present a theme or message						
The theme or message can be communicated in a brief period of time						
The exhibit covers major storylines within the topic						

Notes about Interpretive Theme/Subthemes:

6. The exhibit is well maintained

	1	2	3	4	5	NA
The quality of the exhibit reflects the professional integrity of Montana State Parks						
The content is current and relevant to park resources						
Components of the exhibit that get worn out are replaced						
All components of the exhibit function as intended						
The area around the exhibit is clean and properly maintained						
The graphic panel is clean and free of fading, scratches, chips, and fiberglass crazing						
The expected lifespan of the exhibit is reasonable						

Notes about maintenance:

7. Were there components of the exhibit that presented a particular problem or a distraction from the other components or theme?

8. Provide a general summary including notes not previously captured in this review document:

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Interpretive Exhibit Evaluation Scores for All Sites

The following rubric was used to score a variety of interpretive elements at each of the visitor centers. Criteria for scoring follows and can be used to better understand how each visitor center compares to one another and which elements are in most need of improvement through future design or planning. Core requirements were weighted more heavily than the detailed criteria. These capture a broad, initial perspective and were identified as measures of success in the initial Montana State Parks Exhibit Evaluation tool that was modified for this study.

TABLE A 1: CORE REQUIREMENT SCORES

	Bannack	Chief Plenty Coups	First Peoples Buffalo Jump	Lewis and Clark Caverns Lower VC	Lewis and Clark Caverns Upper VC	Lone Pine State Park	Makoshika	Pictograph Caves	Travelers Rest
To topic is interesting, significant, and site-specific	10	10	10	10	10	10	10	10	10
The graphics invite viewers to interact with the exhibit.	5	10	10	10	5	10	10	10	0
The exhibit's content is accurate	0	10	0	5	5	0	5	0	10
The arrangement of text and graphics provide a clear interpretive point	5	10	10	10	0	10	5	10	0
The text is legible	5	10	5	5	0	10	5	10	0
Total Points	25	50	35	40	20	40	35	40	20

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TABLE A: 2 INTERPRETIVE EXHIBIT EVALUATION SCORES

	Bannack	Chief Plenty Coups	First Peoples Buffalo Jump	Lewis and Clark Caverns Lower VC	Lewis and Clark Caverns Upper VC	Lone Pine	Makoshika	Pictograph Caves	Travelers Rest
It is clear how visitors are expected to circulate through the exhibit	1	2	4	2	1	3	5	3	4
There are no points that confuse the visitor or create chaotic flow in the immediate area of the exhibit	1	2	4	2	1	3	4	3	4
It is clear where one exhibit ends, and another begins	1	5	5	5	3	5	5	5	3
Accessibility issues (Uniform Federal Accessibility Standards, Americans with Disabilities Act) have been considered and addressed	2	4	3	4	4	4	4	4	3
The labels fall easily within the visitor's line of sight	2	4	5	5	4	4	4	5	3
There is adequate lighting and no glare	2	5	4	3	4	5	4	4	2
There is good contrast between the letters and the background	3	4	5	4	4	4	5	3	3
The letter size is readable	3	4	4	3	4	4	5	5	3
The design contributes to the overall interpretive effectiveness	3	5	5	5	3	5	5	5	2
Exhibit displays do not compete for attention with one another	3	5	5	5	1	5	5	5	3
Exhibit labels or main titles are obvious and communicate what the exhibition is all about	3	4	4	4	3	5	4	5	1
Subtitles are clear, support main themes, and communicate core elements of the exhibit	1	4	4	1	1	5	4	1	1
Interpretive panels are clear and concise. (average 250 words or less per sign)	4	5	4	5	1	5	4	5	2

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	Bannack	Chief Plenty Coups	First Peoples Buffalo Jump	Lewis and Clark Caverns Lower VC	Lewis and Clark Caverns Upper VC	Lone Pine	Makoshika	Pictograph Caves	Travelers Rest
Sentences are clear and concise. (50-75 words per paragraph)	4	5	5	5	2	5	3	5	3
The text can be read easily aloud without pronunciation stumbling blocks	3	5	5	5	2	5	3	5	4
The arrangement of information is logical and easy to follow	3	5	4	5	2	5	3	3	3
The layout of labels, text and captions are consistent (same type of information in the same place from one label to another)	2	5	5	5	5	5	5	5	2
Labels, captions and text are written in a friendly, lively style	2	4	5	5	1	5	2	5	3
Labels, captions and text can be easily understood by the average adult	3	5	5	5	2	5	3	3	4
There is information included written specifically for children	1	5	4	1	1	5	1	1	1
Labels, text and captions relate to the images or objects seen	3	5	5	5	2	5	4	5	3
Labels, text and captions are organized with images and objects to encourage a focused flow of information	3	5	4	5	2	5	3	5	1
Label titles stimulate thought and interest	2	4	4	5	2	5	3	5	1
The exhibit provokes thought	2	3	3	2	2	5	2	5	2
The exhibit, as a whole, effectively links tangible resources of the park with intangible meanings and/or universal concepts	3	5	5	5	2	5	2	4	3
The text reflects multiple points of view	3	5	5	1	3	1	1	3	5

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	Bannack	Chief Plenty Coups	First Peoples Buffalo Jump	Lewis and Clark Caverns Lower VC	Lewis and Clark Caverns Upper VC	Lone Pine	Makoshika	Pictograph Caves	Travelers Rest
The interpretive theme or message is clear	4	4	5	5	1	5	3	5	1
The focus of the exhibit represents the theme or message	4	5	5	5	1	5	3	5	1
The design of exhibit is appropriate for the theme or message	4	5	5	5	3	5	3	5	3
Elements of the exhibit work together to present a theme or message	4	5	5	5	1	5	4	5	1
The message can be communicated in a brief period of time	3	5	3	5	1	5	2	5	3
The exhibit covers major storylines within the topic	3	5	5	5	3	5	3	5	3
The quality of the exhibit reflects the professional integrity of Montana State Parks	2	5	4	5	2	4	3	5	3
The content is current and relevant to park resources	4	5	3	5	4	4	4	5	5
Components of the exhibit that get worn out are replaced	5	5	5	5	5	3	5	5	5
All components of the exhibit function as intended		*Due to restricted access to exhibit elements because of COVID-19 precautions, this criteria was not evaluated.*							
The area around the exhibit is clean and properly maintained	5	5	5	5	3	5	5	5	5
The graphic panel is clean and free of fading, scratches, chips, etc.	5	5	5	5	5	1	5	5	5
Total Score	**131**	**218**	**200**	**197**	**111**	**205**	**168**	**202**	**124**

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Scoring Criteria for Interpretive Exhibit Evaluation

To maintain consistency between Interpretive Exhibit Evaluations completed at each park, scoring criteria was developed to accompany the rubric. The following tables detail the criteria used. The first five questions were highlighted as essential elements that all interpretive exhibits address. For this reason, if the visitor center exhibits met the criteria, they received a score of five. A score of ten is applied if the exhibits exceed expectation or a zero if expectation is not met.

TABLE A 3: INTERPRETIVE EXHIBIT EVALUATION CORE REQUIREMENTS SCORING RUBRIC

Which of the following essential requirements does the exhibit meet?	0	5	10
To topic is interesting, significant, and site-specific	Interpretation is not interesting or does not address site	Interpretation addresses site but is not interesting	Interpretation addresses site and includes interesting information
The graphics invite viewers to interact with the exhibit.	Images or supporting graphics are missing	Images or supporting graphics are adequate	Images and graphics are used to enhance the visitor experience
The exhibit's content is accurate	Content includes significant inaccuracies	Content is accurate	Content is accurate and includes multiple points of view
The arrangement of text and graphics provide a clear interpretive point	Graphic design is missing, overly inconsistent or distracting	Graphic design is adequate	Graphic design enhances the visitor experience
The text is legible	Text is overall too small, difficult to read or interpret, too long	text is adequate	text size, style and overall amount enhances the visitor experience

With the remaining criteria, a 1 to 5 Likert scale allows for a range in criteria, addressing specific elements associated with the essential requirements above. Each focus question is supported by a scale that provides a description or qualification benchmarks to assist with scoring. The following table shows the scale and criteria used for these questions.

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TABLE A 4: INTERPRETIVE EXHIBIT EVALUATION SCORING CRITERIA

Interpretive Exhibit Evaluation Questions and Focus Areas	Scoring Criteria				
	1	2	3	4	5
It is clear how visitors are expected to circulate through the exhibit	no directional plan for visitor experience	exhibits suggest directional pattern but not well identified	directional pattern is planned but not followed	directional pattern is planned and mostly followed	directional pattern is planned and easy to follow
There are no points that confuse the visitor or create chaotic flow in the immediate area of the exhibit	no directional plan for visitor experience	exhibits suggest directional pattern but not well identified	directional pattern is planned but not followed	directional pattern is planned and mostly followed	directional pattern is planned and easy to follow
It is clear where one exhibit ends, and another begins	exhibits are not distinct		some exhibits have distinct areas		exhibits have distinct areas
Accessibility issues (Uniform Federal Accessibility Standards, Americans with Disabilities Act) have been considered and addressed	exhibit is not accessible	exhibit has some accessibility issues	exhibit is mostly accessible	exhibits are fully accessible	exhibits go above and beyond to address accessibility
The labels fall easily within the visitor's line of sight	labels cannot be easily seen	some labels are located for accessibility and readability	most labels are located for accessibility and readability	nearly all labels are located for best accessibility and readability	labels are arranged for best accessibility and readability
There is adequate lighting and no glare	lighting makes panels and exhibits hard to read	some areas have adequate lighting while others do not	lighting is adequate to read exhibit materials	lighting enhances exhibits	lighting is clearly designed to attract visitors to exhibit panels and easily read material
There is good contrast between the letters and the background	lack of contrast makes labels unreadable	some elements have adequate contrast, some do not	most labels have adequate contrast	contrast is adequate	contrast promotes optimal accessibility
The letter size is readable	letter size makes labels unreadable	some labels are difficult to read	most labels are readable	letter sizes are consistently readable	letter size promotes optimal accessibility
The design contributes to the overall interpretive effectiveness	Design theme is lacking	some exhibits show consistent design while others do not	design theme is consistent but does not reflect interpretive theme or elements	design theme is inconsistent from exhibit to exhibit but is trending towards the interpretive theme or elements	Design is based on interpretive elements and themes
Exhibit displays do not compete for attention with one another	Exhibits are unbalanced, one or more exhibits outshine all other elements		New exhibits are included but they blend well together, not distracting		All exhibits are designed to complement each other and add to the overall experience

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	1	2	3	4	5
Exhibit labels or main titles are obvious and communicate what the exhibition is all about	No labels	main titles are present but are focused on names, dates, or incomplete facts	main titles sum up the panel with facts	main titles or headings connect to the theme, sum up the panel but don't provoke thought	main titles or headings provoke thought, directly connect to the theme, connect to readers and sum up the panel
Subtitles are clear, support main themes, and communicate core elements of the exhibit	no subtitles	subtitles are present but are focused on names, dates, or incomplete facts	subtitles add additional facts to the title	subtitles connect to the theme but don't provoke thought or connect to the reader	subtitles provoke thought, directly connect to the theme, connect with readers and add more information to the title
Interpretive panels are clear and concise. (average 250 words or less per sign)	panels include large blocks of text that deter visitors	panels include large blocks of text that are, at minimum, enhanced with photos or graphics	large blocks of text are at minimum, designed to encourage accessibility	balance of text and images shows focus on brevity but can still be improved	text is concise, focused, and carefully edited to ensure accessibility
Sentences are clear and concise. (50-75 words per paragraph)	lengthy or difficult to read sentences	some sentences are accessible	most sentences are accessible	sentences are concise and of appropriate length for a variety of readers	sentences are clearly crafted to create a dynamic reading experience, engaging the reader
The text can be read easily aloud without pronunciation stumbling blocks	lengthy or difficult to read sentences	some text is lengthy and difficult to read	most text is easy to read	text is easy for a variety of people to read	text is easy to read and has been carefully edited to be engaging
The arrangement of information is logical and easy to follow	information is too complex, too confusing, not well organized	some exhibits are complex and confusing	most exhibits are logical and easy to follow	information is logical and flows from exhibit to exhibit but does not enhance the theme	the flow of information is logical and enhances the story/message/theme by building elements as visitors move through the space
The layout of labels, captions and text are consistent (same type of information in the same place from one label to another)	no consistency	some consistency		most elements are consistent	all labels are consistent
Labels are written in a friendly, lively style	all labels lack a friendly, lively style to engage readers	most labels lack a friendly, lively style	upgraded exhibits include a friendly, lively style while older exhibits do not	most labels are written in a lively, friendly style	all labels are written in a friendly, lively style
Labels can be easily understood by the average adult	difficult to read, complex terminology	some complex terminology, complicated concepts without definitions	limited complex terminology, complicated concepts without definitions	complicated concepts are used and defined; however, they are not necessary for the theme	easy to read, engaging, complex topics or terminology is critical and well defined
There is information included written specifically for children	no text specifically for children				text specifically created for children
labels, text and captions relate to the images or objects seen	no labels, text or captions	labels, text and captions are missing on most exhibit elements	labels, text and captions are provided for most exhibits	Labels, text and captions are consistently included in displays with objects or images	labels, text and captions connect with images and objects to tell a complete story
	1	2	3	4	5

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	1	2	3	4	5
Labels, text and captions are organized with images and objects to encourage a focused flow of information	No design is evident	Design is evident but the flow of information and objects/images is erratic	Some exhibit elements are organized to structure the flow of information	Most exhibit elements are organized to structure the flow of information	labels, text and captions are strongly used to guide readers through the material sequentially
Label titles and captions stimulate thought and interest	no label titles		Labels, text and captions are consistently included in displays with objects or images but are fact-based and not thought provoking		captions are interesting, thought provoking and enhance the images or objects
The exhibit provokes thought	exhibit is not thought provoking	the exhibits are inherently thought provoking, but the interpretation is not written in a thought-provoking manner	some elements are intentionally written to be thought provoking	most elements are intentionally written to be thought provoking	the full space provokes thought
The exhibit, as a whole, effectively links tangible resources of the park with intangible meanings and/or universal concepts	exhibits are purely fact-based with no connection to intangible meanings	most exhibits are fact-based without connection to intangible meanings or universal concepts	Tangible resources are linked with intangible meaning because of the topic and does not appear intentional	most exhibits link tangible resources with tangible meaning and/or universal concepts	interpretation strongly connects tangible elements with intangible meaning and universal concepts
The text reflects multiple points of view	only one point of view is shared		more than one point of view is shared but a perspective is noticeably missing		many points of view on the topic are explored
The interpretive theme and/or message is clear	no clear theme	Theme is implied but not well supported		Most exhibit elements support a theme, some do not	the theme is stated clearly and referenced throughout
The focus of the exhibit represents the theme or message	the exhibit does not address the message, or no clear message is suggested	message is implied but few exhibit elements support it		Most exhibit elements support the message	the exhibit clearly supports the message through regular references to theme and stories
The design of the exhibit is appropriate for the theme	Design theme is lacking	Exhibits show consistent design, but it is not visually connected to the theme	some exhibits show consistent design with attention to the theme while most do not	most exhibits show consistent design with attention to the theme with some that do not	Design is based on interpretive elements and themes
Elements of the exhibit work together to present a message	no clear message	message is implied but few exhibit elements support it		Most exhibit elements support the message	the exhibit clearly supports the message through regular references to theme and stories
The message can be communicated in a brief period of time	The exhibit does not address the theme or message	Due to arrangement of text and images, visitors must consume most of the material to understand the message	Clear titles ensure that a visitor can understand the message by consuming less of the information available	Clear titles and subtitles ensure that a visitor can understand the message quickly	Stated themes, clear titles and subtitles ensure that visitors understand the message almost immediately upon arrival
	1	2	3	4	5

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	1	2	3	4	5
The exhibit covers major storylines within the topic	no storylines are evident		storylines are evident but are not immediately clear		many storylines are evident and enhanced with exhibit elements
The quality of the exhibit reflects the professional integrity of Montana State Parks	exhibits are in disrepair, are disorganized, poorly displayed	Some exhibits are professional and in good condition while most are lacking	Most exhibits are professional and in good condition while some are still lacking	exhibits are professional, in good condition but need updates	exhibits are high quality, professional and in excellent condition
The content is current and relevant to park resources	content is outdated and not relevant	content is relevant but outdated	some content is current and relevant	Most content is current and relevant	content is current and relevant
Components of the exhibit that get worn out are replaced	exhibit has broken or damaged elements				exhibit in excellent working condition
All components of the exhibit function as intended	exhibit has broken or damaged elements				exhibit in excellent working condition
The area around the exhibit is clean and properly maintained	exhibit area is in disorder				exhibit area is clean and inviting
The graphic panel is clean and free of fading, scratches, chips and fiberglass crazing	Some exhibit panels are damaged				Exhibit panels in excellent condition

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Appendix B: Staff Surveys

Survey Questions for Park Staff

Survey Instructions: The following questions will be shared with you through Google Forms. For each park we'd like to see response from at least three different personnel including the park manager, visitor center staff/ranger, and where possible, an AmeriCorps member who is currently working in the park.

Your responses will be used to make recommendations for improvements on park interpretation and exhibits.

This survey focuses only on NON-PERSONAL MEDIA. This includes wayside interpretation, interpretive signs and panels, self-guided informational walks, and exhibits that visitors are expected to explore on their own.

This survey does not address any other park media (brochures, wayfinding/trail navigation signage) or interactive programs led by park staff.

Section 1: Park Information

Please choose the park that will be the focus of this survey. You may only choose one.

(Drop down box to select park name)

- Your name (text box)
- Your role at the above stated park (text box)

Section 2: Exhibits and Interpretive Signs

These questions will be used to compare to Field to Frame observation/review of existing interpretive materials. In some cases, information provided will provided Field to Frame with elements to focus on for second opinion (i.e. damaged signs, inaccurate information, outdated interpretation).

1. What types of interpretive experiences are available at the park? Please check all that apply:

- Interpretive signs
- Static exhibits or large displays
- Interactive exhibits
- Audio only exhibits
- Video only exhibits
- Exhibits with both audio and video
- Mobile apps for visitors
- Live or interactive programming
- Other (please note in comment box)

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2. What are the main stories or topics interpreted at the park through exhibits and/or signs? Please list.

3. Are there any stories that you feel are missing or should be interpreted through exhibits and/or signs?

(Yes/no)

- If yes, please describe the stories/topics you feel are missing.

4. Do you feel that the park's interpretive exhibits and signs integrate or connect with each other?

(Yes/no)

- If no, why not?

5. Does the park have interpretive exhibits or signs that are in need of replacement?

(Yes/no)

- If yes, please provide as much detail as possible to describe the issues.

6. Are you aware of exhibits that are in need of review for accessibility related to the following:

- ADA accessibility (physical access, print/readability, etc)
- Accessibility for all ages
- Accessibility for people who learn in different ways (reading, images, interactive elements, etc)
- If yes to any, please provide details on which exhibits/sigs need review and why.

7. Are you aware of interpretive exhibits and signs in the park that visitors engage with regularly?
(Yes/no)

- If yes, which ones?
- Thoughts as to why?

8. Are you aware of interpretive exhibits and signs in the park that visitors seem to not notice or ignore?
(Yes/no)

- If yes, which ones?
- Thoughts as to why?

9. Have you noticed any challenges with the flow of visitors through the interpretive exhibit space?
(Yes/no/NA)

- If yes, please describe

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10. Based on your knowledge of visitor comments or feedback, is the content provided in the interpretive exhibits and signs at the park relevant to visitors? (yes/no/not sure)

- If no, please describe

11. Is the content current or up to date? (yes/no/not sure)

- If no, please describe

12. Are there perspectives or points of view that are not represented in the park's interpretation? (this may apply to Native perspectives vs just having information about historic use by Native Americans). Yes/no/not sure

- If yes, please describe.

Section 3: Visitor Information Observed

13. How many people visited your park in 2019?

- Is visitation projected to be higher or lower in 2020?

14. Do you collect or monitor visitor comments through interactions/conversation, comment cards or online, social media platforms?

- If yes, please respond to the series of questions provided.
- If no, you may choose to skip these questions.

15. Do your visitors suggest that the park's interpretation is easy to understand? (yes, no, unknown, comment box)

16. Do visitors comment on the messages or stories shared in the park's interpretation? (yes, no, unknown, comment box)

17. Are you aware of any misconceptions that visitors develop as a result of the park's interpretation or exhibits? (yes, no, unknown, comment box)

18. Have visitors commented on the accuracy of the park's interpretive exhibits or signs? (yes, no, unknown, comment box)

19. Have visitors commented on the modern relevancy of the park's interpretive exhibits or signs? (yes, no, unknown, comment box)

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20. Have visitors commented on their interest in the information shared through the park's interpretive exhibits or signs? (yes, no, unknown, comment box)

21. Have visitors commented on how their visit to the park has influenced them? This may include interest in visiting another park or exploring a topic more, interest in volunteerism at the park, interest in learning more about topics shared, etc. (yes, no, unknown, comment box)

22. Are there any other comments or visitor feedback you can share? (comment box)

Section 4: Additional Questions

23. Does the park have a gift shop or items for sale at the visitor's center? (yes/no) If no, skip ahead

24. Do the items align with the content, or learning goals associated with the interpretive exhibits or signs? (yes/no/not sure)

- If no, please describe (comment box)

25. Do you have sales records available for the gift shop? (yes/no/not sure)

- If yes, would you be able to identify how many individual sales were made in 2019? (yes/no/not sure)

26. Do you have other concerns about the interpretive exhibits or signs in the park that wasn't highlighted through this survey?

Thank you for your time! Your responses provide valuable information about the current state of interpretation in the Montana State Parks.

Full survey responses are not included in this report but were provided to Montana State Parks leadership and can be made available upon request.

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Scoring Results from Staff Survey

Key questions and responses in the qualitative staff survey were identified as important to offering high quality, educational experiences for all visitors and were scored and added to the prioritization matrix.

TABLE B 1: STAFF SURVEY SCORES FOR KEY QUESTIONS

	Bannack	Chief Plenty Coups	First People's Buffalo Jump	Lewis and Clark Caverns	Lone Pine	Makoshika	Pictograph	Traveler's Rest	Available Points
Interpretive Strategies Available	6	5	6	5	8	7	6	5	9
Replacements needed	0	1	0	0	0	0	0	0	1
Accessibility	0	1	0	0	1	0	1	0	1
Content current and accurate	0	1	0	1	0	0	0	1	1
Stories complete or incomplete	0	1	0	0	0	1	0	0	1
Connectedness of exhibits	1	1	1	0	1	1	1	1	1
Visitor flow	0	0	0	0	1	0	0	1	1
Perspectives represented	0	1	0	0	0	0	0	0	1
Total Staff Assessment Score	7	11	7	6	11	9	8	8	16

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Criteria for Scoring Staff Surveys

Table B-2 shows how staff responses were scored based on either a yes or a no in response to associated questions. Detailed staff responses were reviewed to determine justification of yes/no response. The following Table B-3 provides additional descriptions of the criteria to support the selection of these key factors for use in the prioritization matrix.

Interpretive Strategies Available: Parks received one point for each strategy identified. Options included: interpretive signs, static exhibits or large displays, interactive exhibits, audio only exhibits, video only exhibits, exhibits with both audio and video, mobile apps for visitors, live or interactive programming or other (please note in comment box).

TABLE B 2: CRITERIA FOR SCORING KEY QUESTIONS ON STAFF SURVEYS

	0	1
Replacements needed	one or more exhibit elements is damaged, faded, or broken	all exhibit elements are in good condition
Accessibility	Accessibility issues create barriers to experience	Exhibit area meets or exceeds ADA standards
Content current and accurate	Content is not accurate	No issues with accuracy
Interpretive stories are complete	Stories important to the site are missing from interpretation	Important stories related to the site are shared
Connectedness of exhibits	Exhibits are not connected to each other	Exhibits are connected with each other
Visitor Flow	Visitor center has issues with how visitors flow through exhibits	There are no concerns about visitor flow
Perspectives Represented	At least one perspective is noticeably missing	Important perspectives are shared

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interpretive strategies available

- a variety of media and learning strategies will meet the widest range of visitors. This can include traditional exhibit panels and interpretive signs, interactive exhibits with hands-on components, audio, video, mobile apps or live programming.
- Sites score one point for each unique interpretive strategy offered.

How complete or incomplete the interpretive stories are

- connected storylines and a thematic hierarchy helps link all interpretive elements together to ensure that a visitor connects with the core theme or message.
- Staff indicated a yes or no based on their review of the exhibits which resulted in a 1 or 0 score for this element.

connectedness of the exhibits

- Exhibits should connect through story and design to create a full visitor experience that guides them through a planned interpretive experience.
- Staff indicated a yes or no based on their opinion of how well their exhibits are connected. This resulted in a 1 or 0 score for this element.

Clear identification of exhibit/sign replacement needs

- Replacements may be required due to inaccuracies, damage or general appearance of age.
- Staff were asked to identify specific needs for replacement. Sites scored a 0 if reasonable replacements were noted and a 1 if no replacements are needed.

Accessibility of exhibits to people with disabilities

- It is essential that Montana State Parks ensure accessibility of visitor centers to people with disabilities. In all circumstances, basic ADA requirements are being met.
- Sites scored a 0 if staff clearly indicated that accessibility needs to be improved and a 1 if exhibits and the visitor center have addressed critical accessibility needs.

How well visitors flow through an exhibit space

- In the current COVID-19 environment, visitor centers are focused heavily on flow of visitors. Some sites are experiencing challenges due to congestion, layout of space, and limited entry. Beyond the health impacts, exhibit areas that include visitor flow in the design are better able to share sequential stories and build connection with a topic.
- Sites that indicated that they have clear visitor flow issues received a 0 score while sites with acceptable visitor flow received a score of 1.

Current accuracy of exhibit information

- Ensuring that the information provided is accurate is essential in interpretation. Older exhibits and visitor centers can have outdated or inaccurate information.
- Sites that identified specific inaccuracies received a score of 0 and sites that confirmed that they are sharing current and accurate materials received a score of 1.

How well different perspectives are represented

- Different perspectives shared through interpretive themes or stories can help visitors develop a broader view of the natural or cultural heritage information being shared.
- Sites scored a 0 if staff indicated that there are additional perspectives that are currently missing from their interpretation. Sites scored a 1 if staff indicated that all the appropriate perspectives are addressed.

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Appendix C: Visitor Surveys

Survey Questions for Visitors
Visitor: anyone who has visited the park in 2020

Process: Visitors participate in a survey through a QR code posted at the Visitor Center desk or appropriate location or on bookmarks designed for visitors to take with them when they leave.

Introduction Page

Thank you for taking the time to complete this survey. Your responses will give us valuable information to help make improvements to the park experience.

This survey will focus on the interpretive or educational elements you may have seen at the park. This includes educational signs and visitor center exhibits.

Visitor Survey Questions

1. What is your home zip code?

2. Please choose a park you have recently visited that will be the focus of this survey. (Select one. If you wish to report on your experiences for another park, please start a second survey)
(list of parks—choose one)

3. When did you travel to the park? (enter date)

4. How did you experience the park? (on your own, with friend/family)

5. Please rate your opinion of the educational signs and visitor center exhibits you encountered. The signs were: (ranking each element on a scale of 1 (strongly disagree) to 5 (strongly agree)
   o Attractive
   o Legible
   o Easy to understand
   o Provided information I found interesting
   o In good repair
   Consider instead:
   - ***The look of the exhibits and signs are visually appealing (design, images and colors)***
   - ***Signs are easy to read***

6. What subsequent actions did you or do you intend to take after exploring the park's interpretive exhibits (check all that apply) I did, I intend to, I am not interested in:
   o Return to the park
   o Bring a friend or relative
   o Refer a friend or relative

- o   Visit another Montana State Park
- o   Visit another site with similar topics
- o   Share something I learned
- o   Share about your experience
- o   Purchase something from the gift shop

Consider adding:
- **Exhibits helped me learn new information**
- **Exhibits added to my visit**
- **Exhibits enhanced interest in the topic**
- **Exhibits helped me learn more about the park**

7. How do you most enjoy learning about the places you visit? Please rank the following:
- o   Books
- o   Brochures
- o   Exhibits
- o   In person/Live presentations
- o   Phone Apps
- o   Videos
- o   Signs

8. How would you rate your interest in spending time and planning ways to learn about the plants, animals, history or culture of the places you visit? (select one)
- o   I typically think about and plan to spend time learning about the places I visit.
- o   I will sometimes think about and plan to spend time learning about the places I visit.
- o   I rarely spend time thinking about or planning to spend time learning about the places I visit

Consider instead:
- **How important is it to you to learn more about this state park through exhibits or programs?**
- **How important is it to you to know what to expect from the visitor center before you visit?**

9. Would you be interested in a Montana State Parks mobile device app that supports learning about the plants, animals, history, or cultural resources in parks? (yes/no)

10. If you would like to be entered into a drawing to receive a State Parks Gift, please leave your email address.

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Analysis of Visitor Survey Data

Visitor survey feedback is shared with the caveat that there is not enough participation to draw any strong conclusions. This can aid in creating questions for future surveys.

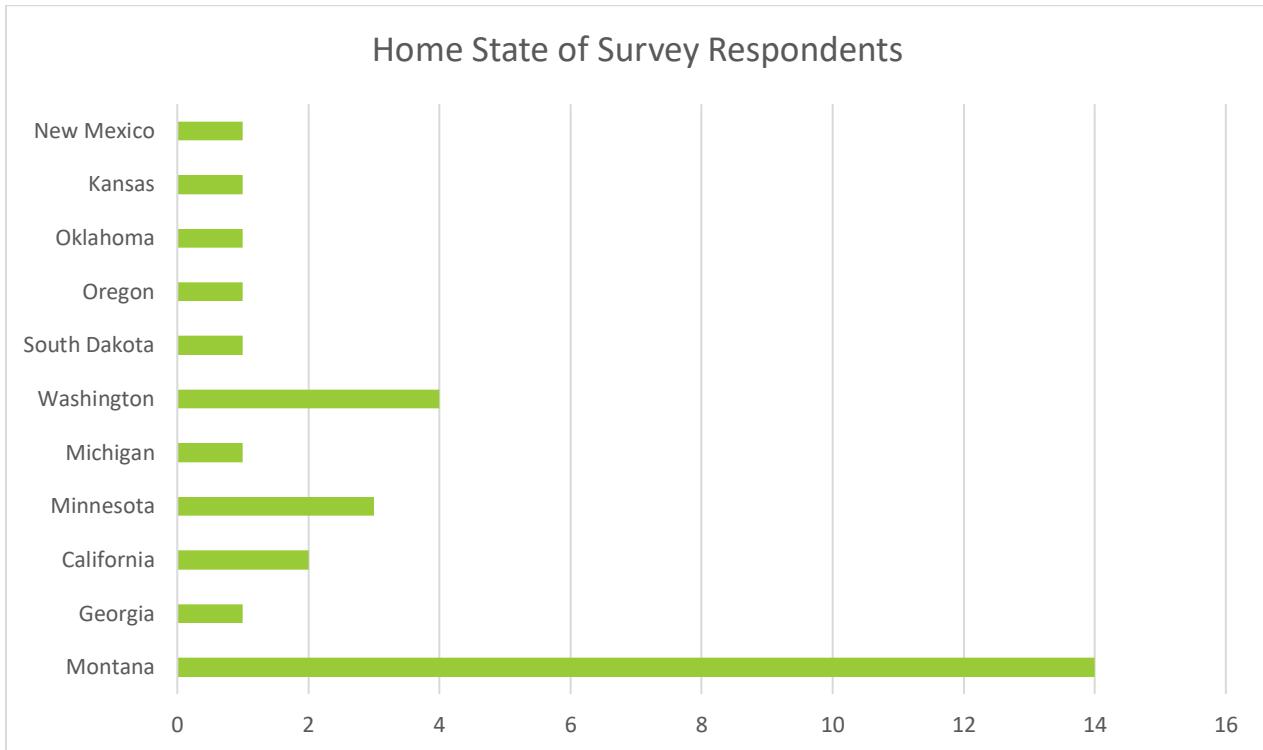Q1: Visitors were first asked to identify their home state.

PHOTO 10: VISITOR SURVEY KIOSK AT TRAVELER'S REST STATE PARK

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Q2: Visitors were asked to identify the park where they initiated their survey response by picking up a bookmark with the survey link or clicking on the QR code posted on the kiosk.

Q2 Please choose a park park you have recently visited that will be the focus of this survey. (Select one. If you wish to report on your experiences for another park, please start a second survey)

Answered: 29   Skipped: 1
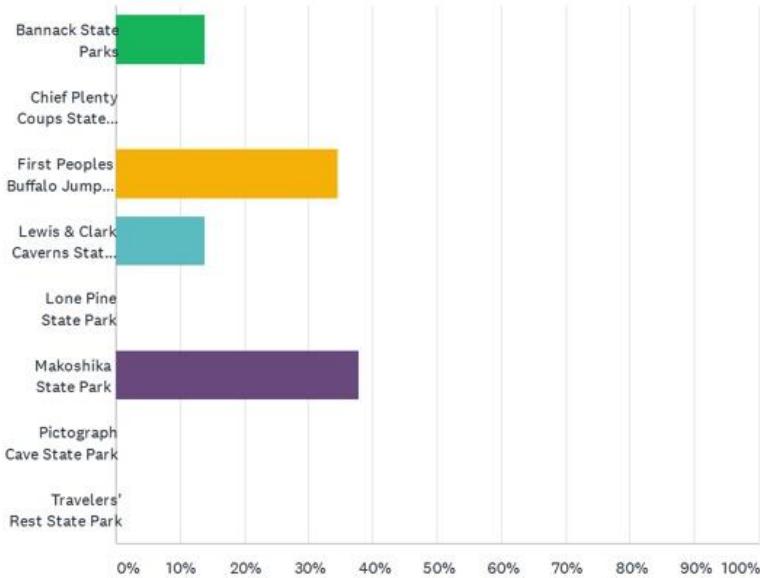
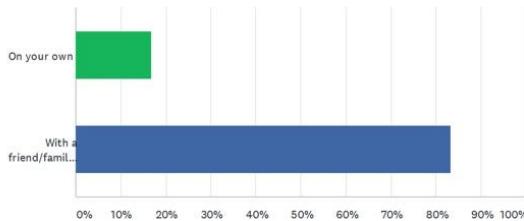| ANSWER CHOICES	RESPONSES	
Bannack State Parks	13.79%	4
Chief Plenty Coups State Parks	0.00%	0
First Peoples Buffalo Jump State Park	34.48%	10
Lewis & Clark Caverns State Park	13.79%	4
Lone Pine State Park	0.00%	0
Makoshika State Park	37.93%	11
Pictograph Cave State Park	0.00%	0
Travelers' Rest State Park	0.00%	0
TOTAL		29

Q3. When did you visit the park?
All responses were collected starting July 24, 2020 and ending September 30, 2020. The survey was initiated later in the summer due to adjustment in the project implementation as a result of COVID-19. In future assessment, visitor survey responses could be gathered between Labor Day and Memorial Day to capture the full height of the summer season.

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Q4: Visitors were asked to share information about how they experienced the park, whether they traveled on their own or with a family or friend. Most respondents traveled in groups with family or friends. This kind of information can help visitor centers to better identify their audiences and tailor interpretive experiences. To strengthen this question, additional notes about age distribution associated with the groups could be added.

Q4 How did you experience the park?

Answered: 30   Skipped: 0
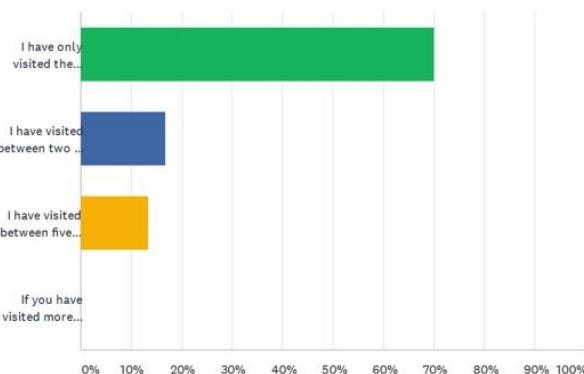
ANSWER CHOICES	RESPONSES	
On your own	16.67%	5
With a friend/family member	83.33%	25
TOTAL		30

Q5: Visitors were asked to comment on how frequently they visit the park. With more respondents per park, this information could be used to address questions posed through this study to learn more about each site's visitors. This will help tailor the visitor center experience to better meet the needs of visitors that frequent the park regularly compared to tourists that may only visit once or twice.

Q5 How often do you frequent the park?

Answered: 30   Skipped: 0

ANSWER CHOICES	RESPONSES	
I have only visited the park once	70.00%	21
I have visited between two and five times	16.67%	5
I have visited between five and ten times	13.33%	4
If you have visited more than ten times, please estimate how many times you have visited the park	0.00%	0
TOTAL		30

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Q6: Visitors were asked to share their opinion on elements related to the signage. This information, if given a stronger data set with more responses in each park, can be used to support the prioritization matrix as many of these questions relate to questions asked in the Park Staff Survey as well as the Interpretive Exhibit Evaluation.

Q6 Please rate your opinion of the educational signs and visitor center exhibits you encountered. The signs were:

	STRONGLY DISAGREE	DISAGREE	NO OPINION	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
Attractive	3.57% 1	0.00% 0	3.57% 1	25.00% 7	67.86% 19	28	3.57
Legible	3.57% 1	0.00% 0	0.00% 0	28.57% 8	67.86% 19	28	3.61
Easy to understand	3.57% 1	0.00% 0	0.00% 0	25.00% 7	71.43% 20	28	3.64
Provided information I found interesting	3.57% 1	0.00% 0	0.00% 0	17.86% 5	78.57% 22	28	3.71
In good repair	3.57% 1	0.00% 0	0.00% 0	28.57% 8	67.86% 19	28	3.61

Q7: Visitors were asked to share their intention to expand on their experience by returning to that state park, visiting another state park, bringing friends or family to that park, exploring sites with similar topics to explore, learning more about the topic, sharing what they learned or purchasing an item from the gift shop.

This question can begin to identify intentions based on the experience provided. More responses from visitors will help parks draw stronger conclusions from this question. A follow up question that could be asked is why?

Q7 What subsequent actions did you, or do you intend to take after exploring the park's interpretive exhibits (check all that apply):

	I DID	I INTEND TO	I AM NOT INTERESTED IN	TOTAL RESPONDENTS
Return to this state park	22.22% 6	77.78% 21	3.70% 1	27
Bring a friend and/or relative to this park	33.33% 9	66.67% 18	3.70% 1	27
Refer a friend and/or relative to this park	25.93% 7	77.78% 21	0.00% 0	27
Visit another Montana State Park	21.43% 6	92.86% 26	0.00% 0	28
Visit another site with similar topics	10.71% 3	89.29% 25	0.00% 0	28
Try to learn something more about a topic you explored	44.44% 12	66.67% 18	0.00% 0	27
Share something I learned with a friend and/or relative	46.43% 13	60.71% 17	0.00% 0	28
Share about your experience at the park online	22.22% 6	70.37% 19	11.11% 3	27
Purchase something from the gift shop	46.43% 13	42.86% 12	10.71% 3	28

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Q8: Visitors were asked to comment on how they most enjoy learning about the places they visit. In person or live programming was only slightly less popular than exhibits. More response data would be needed to truly consider the implications of this question; however, future visitor studies may want to consider the impact of the ranger-led programming when evaluating the effectiveness of exhibits. Particularly in parks like Lewis and Clark Caverns which includes a ranger-guided tour through the caves.

The benefit of exploring this concept is to better structure visitor center experiences around visitor needs and interests. Weaving in guided programming when available can enhance interpretive elements. Offering other ways to connect with material after visitors leave (books for sale) can be part of the interpretive networks. Apps, brochures and additional signage outside the visitor center can deepen the experience as well.

Q8 How do you most enjoy learning about the places you visit? Please rank the following:

Answered: 28   Skipped: 2
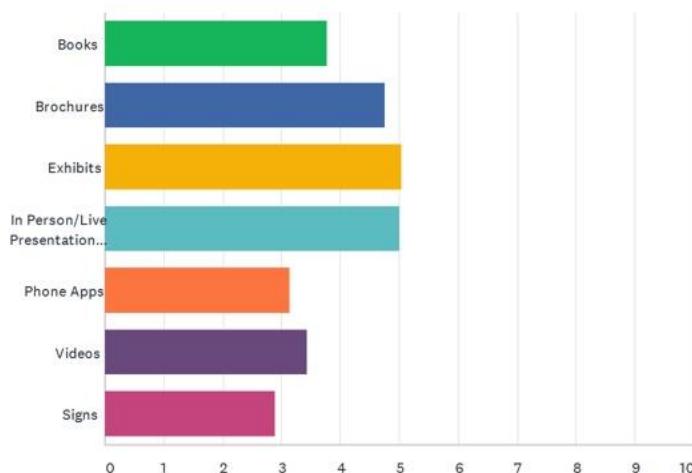
	1	2	3	4	5	6	7	TOTAL	SCORE
Books	18.18% 4	18.18% 4	4.55% 1	4.55% 1	13.64% 3	18.18% 4	22.73% 5	22	3.77
Brochures	17.39% 4	13.04% 3	21.74% 5	26.09% 6	17.39% 4	4.35% 1	0.00% 0	23	4.74
Exhibits	16.67% 4	25.00% 6	33.33% 8	12.50% 3	0.00% 0	8.33% 2	4.17% 1	24	5.04
In Person/Live Presentations or Programs	41.67% 10	8.33% 2	4.17% 1	20.83% 5	12.50% 3	4.17% 1	8.33% 2	24	5.00
Phone Apps	4.35% 1	13.04% 3	4.35% 1	13.04% 3	21.74% 5	21.74% 5	21.74% 5	23	3.13
Videos	4.35% 1	13.04% 3	13.04% 3	4.35% 1	26.09% 6	34.78% 8	4.35% 1	23	3.43
Signs	3.85% 1	7.69% 2	11.54% 3	15.38% 4	11.54% 3	11.54% 3	38.46% 10	26	2.88

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Q9: Visitors were asked to rank how they most enjoy learning about the places they visit. This is especially interesting in considering how visitor centers can use different types of media to connect with visitors. While visitors may rank elements lower on the scale, interest in the media will vary by user group. Notes to consider:

- More feedback from visitors will strengthen this data and conclusions
- Ranking does not invalidate any of these methods for communication
- Target market research will assist parks in identifying which media to focus on and enhance for improvements
- Where possible, live programming or presentations are highly effective in engaging visitors
  -

This question is less useful in determining effectiveness of state park visitor center interpretive value and may be confusing. A recommendation is to test this question with staff or volunteers to ensure that it is understandable. To make it more effective, it could be split into two individual questions:

- *Learning more about the places I visit is important to me*—this helps to identify how important interpretation is to a visitor to enhance their experience.
- *Knowing what to expect when I visit a park is important to me*—this can be further broken down into expectations related to amenities (i.e. restrooms, picnic areas, trails) versus interpretive or exhibit experiences. Responses to this question could help identify gaps in website information related to how a visitor can plan their visit. Ensuring that visitors know what to expect, especially if it relates to the quality of the exhibits, can increase park visitation.

Q9 How would rate your interest in spending time and planning ways to learn about the plants, animals, history or culture of the places you visit? (Select One)
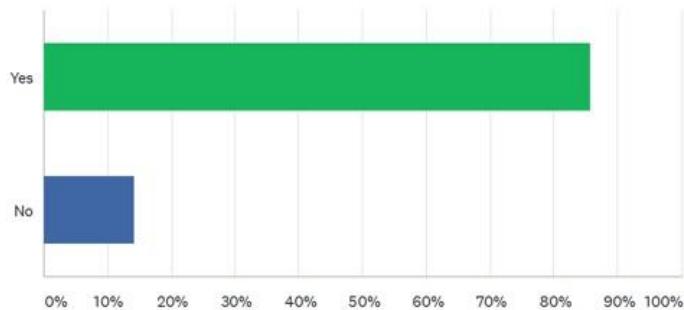
Answered: 28   Skipped: 2
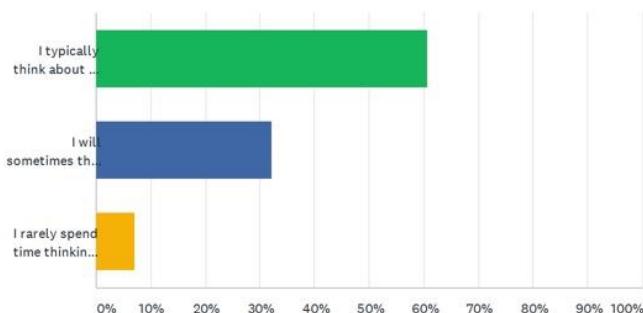
ANSWER CHOICES	RESPONSES	
I typically think about and plan to spend time learning about places I visit.	60.71%	17
I will sometimes think about and plan to spend time learning about places I visit.	32.14%	9
I rarely spend time thinking about or plan to spend time learning about places I visit.	7.14%	2
TOTAL		28

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Q10: This question was included as an opportunity to consider if further exploration of mobile device applications would be of interest to visitors as an opportunity to expand upon existing interpretive experiences. More responses would be needed from a wide range of demographics to determine if the trend towards interest is maintained.

Q10 Would you be interested in a State Parks mobile device app that supports learning about the plants, animals, history, or cultural resources in parks?

Answered: 28   Skipped: 2

ANSWER CHOICES	RESPONSES	
Yes	85.71%	24
No	14.29%	4
TOTAL		28

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