



Getting Ready for Interpretive/Visitor Experience Planning

LENNOXINSITES
EXTRAORDINARY VISITOR EXPERIENCES

Introduction



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- ❖ Planner
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LENNOXINSITES

EXTRAORDINARY VISITOR EXPERIENCES

Interpretive vs. Visitor Experience Planning

Decision	Transportation	Site Wayfinding	On-site Orientation	Grounds Orientation	Activities On-Site	Engagement On-Site	Departure	Post-Visit Engagement
<i>Anticipation/ Nervous</i>	<i>Details</i>	<i>Confident</i>	<i>Calm</i>	<i>Clarity</i>	<i>Excited</i>	<i>Warmth</i>	<i>Memories</i>	<i>Belong</i>
<ul style="list-style-type: none"> • How easy is the website to use? • Can I find directions, hours, admission and events? 	<ul style="list-style-type: none"> • Do I drive, use public transportation or ride service (accessed via a smartphone)? • Are they accurate—directions/time? 	<ul style="list-style-type: none"> • Do I know where to turn? • Do I park my vehicle or walk in a particular direction? • Do I know where the entrance is located? 	<ul style="list-style-type: none"> • Do I know what my next steps are? TICKETING, RESTROOMS, WATER, ENTRANCE TO THE GARDEN, EVENTS, PROGRAMS AND ACTIVITIES WHILE I AM ON THE GROUNDS 	<ul style="list-style-type: none"> • What are the conditions like on the grounds? PATHWAYS, ELEVATION CHANGES, COMFORT LEVEL, SHADE, RESTROOMS AND WATER, EXITS 	<ul style="list-style-type: none"> • What is there to do? • What's special about this place? • What will appeal to those in my party? • What do I need to see? 	<ul style="list-style-type: none"> • How do I get my questions answered? • Who can tell me more about the Garden? • Where can I go to get an Instagram-worthy photo? 	<ul style="list-style-type: none"> • Where is the exit? • Where can I purchase a memento of my visit? • Did they appreciate my visit (Thank you for visiting)? 	<ul style="list-style-type: none"> • Where can I go to leave a review (social media)? • Where can I learn more? • What if I want to volunteer? • What else is available at the Garden for a future visit?



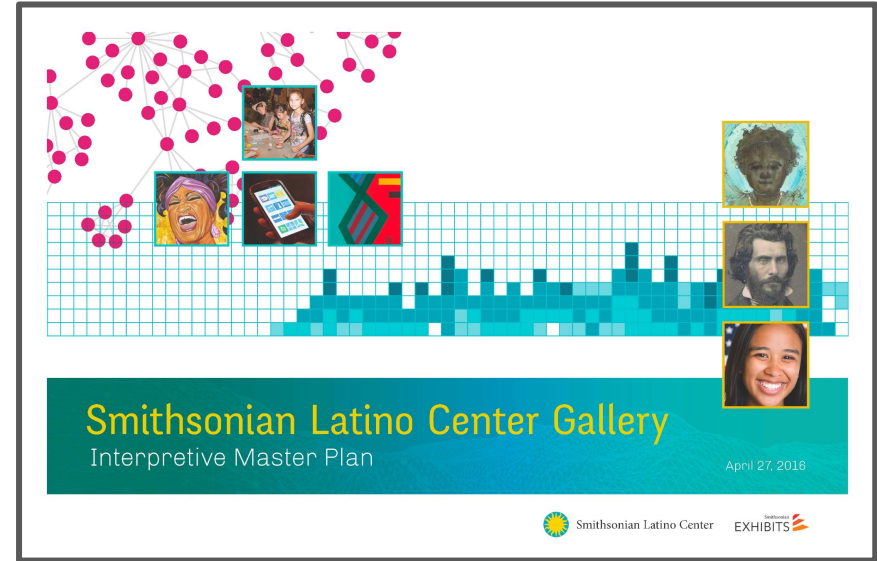
.....BEFORE

.....DURING

.....AFTER

Preview of the Session

- Why this Session?
- Steps to Take to Get Ready
- Advice on Moving Forward
- Making YOUR case for Interpretive Planning
 - The Internal Process
 - The External Process
- Next Steps - Funding
- Goal for this Session - The Postcard Commitment
 - You will take ONE step to get ready for interpretive/visitor experience planning upon return home



Answer this Question

WHY?

How will the visitor experience be different?

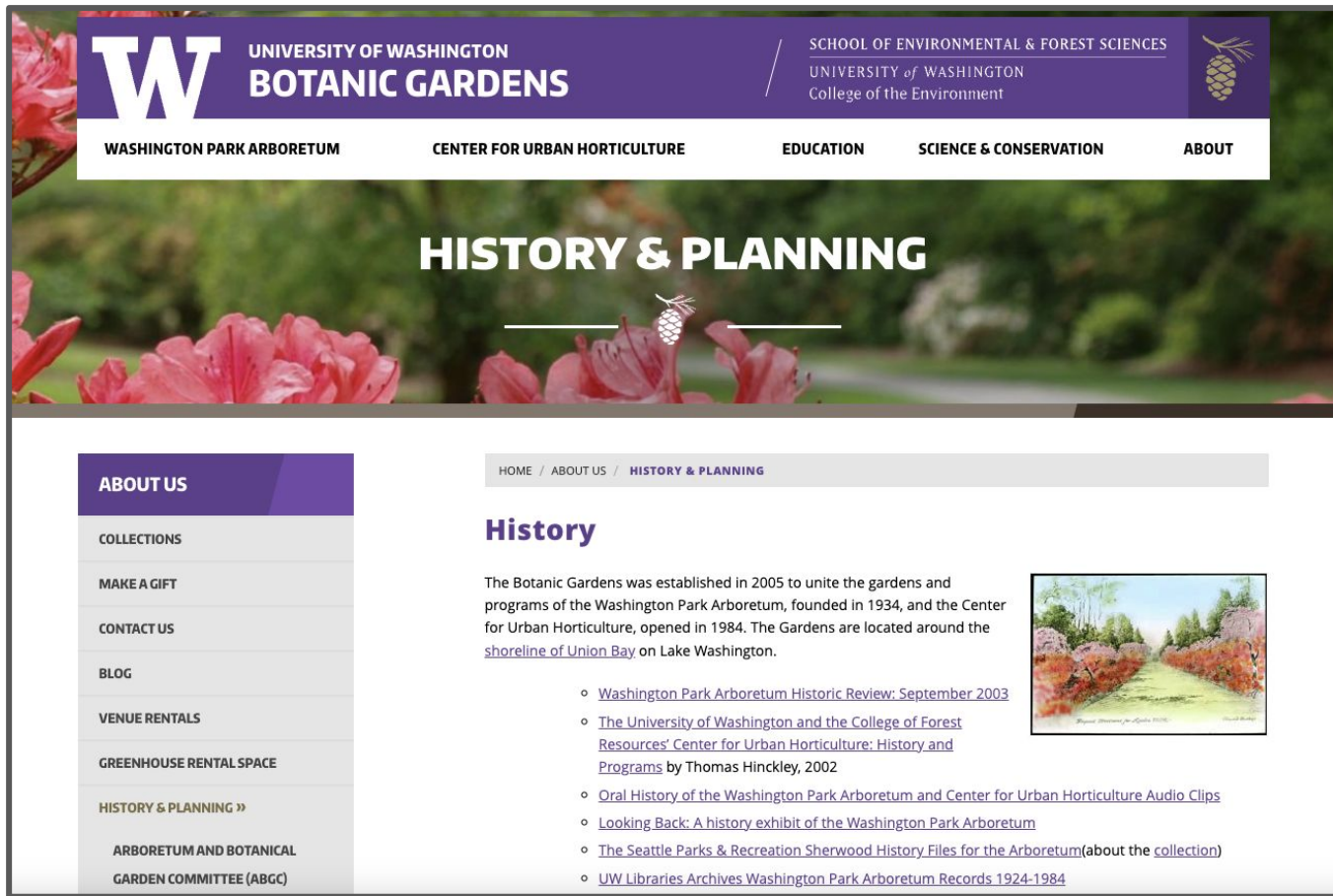
Step 1 - Find any and all relevant internal Plans

- Master Plans
- Strategic Plans
- Education Plans
- Marketing Plans
- Collections and Archival Policies

No matter how old!
Save them online or in ONE location



Advice - Post all of your Plans in ONE spot online



The screenshot displays the website for the University of Washington Botanic Gardens. The header features the 'W' logo and the text 'UNIVERSITY OF WASHINGTON BOTANIC GARDENS' on the left, and 'SCHOOL OF ENVIRONMENTAL & FOREST SCIENCES UNIVERSITY of WASHINGTON College of the Environment' on the right, accompanied by a pinecone icon. A navigation bar below the header lists: WASHINGTON PARK ARBORETUM, CENTER FOR URBAN HORTICULTURE, EDUCATION, SCIENCE & CONSERVATION, and ABOUT.


HISTORY & PLANNING

HOME / ABOUT US / **HISTORY & PLANNING**

History

The Botanic Gardens was established in 2005 to unite the gardens and programs of the Washington Park Arboretum, founded in 1934, and the Center for Urban Horticulture, opened in 1984. The Gardens are located around the [shoreline of Union Bay](#) on Lake Washington.

- [Washington Park Arboretum Historic Review: September 2003](#)
- [The University of Washington and the College of Forest Resources' Center for Urban Horticulture: History and Programs](#) by Thomas Hinckley, 2002
- [Oral History of the Washington Park Arboretum and Center for Urban Horticulture Audio Clips](#)
- [Looking Back: A history exhibit of the Washington Park Arboretum](#)
- [The Seattle Parks & Recreation Sherwood History Files for the Arboretum](#)(about the collection)
- [UW Libraries Archives Washington Park Arboretum Records 1924-1984](#)



Painted illustration of a garden path lined with flowering shrubs.

ABOUT US

- COLLECTIONS
- MAKE A GIFT
- CONTACT US
- BLOG
- VENUE RENTALS
- GREENHOUSE RENTAL SPACE
- HISTORY & PLANNING »**
- ARBORETUM AND BOTANICAL GARDEN COMMITTEE (ABGC)

Plans and Policies

- [UW Botanic Gardens Collections Policy, 2018](#)
- [UW Botanic Gardens Conservation Policy, 2012](#)
- [Union Bay Natural Area and Shoreline Management Guidelines](#)
- [UW Botanic Gardens Emergency Evacuation Operations Plan](#)
- [School of Environmental and Forest Sciences' Health and Safety Plan](#)

Washington Park Arboretum

- [Master Plan Priorities 2021](#)
- [Master Plan Implementation Adoption Letter and Introduction](#)
- [Master Plan 2001](#)
- [Master Plan Implementation Roles and Responsibilities](#)
- [Master Plan Implementation Other Considerations](#)
- [Master Plan Proposal 2000](#)
- [Interpretation & Wayfinding Plan](#)

Center for Urban Horticulture

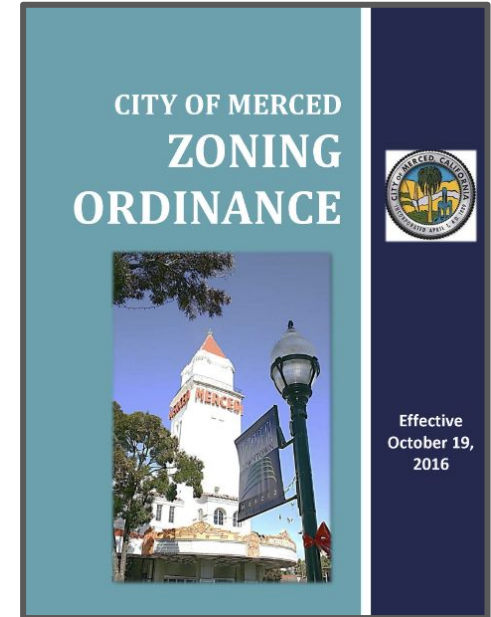
- [Jones and Jones: Union Bay Teach and Research Arboretum, 1976](#)
- [Berger Partnership: Master Plan update, Illustrative Rendering, 2008](#)
- [Berger Partnership: Master Plan update, Thematic Diagram, 2008](#)

Step 2 - Identify any and all external Plans/Regulations

Pertinent to your specific site AND the area surrounding it

- Property Covenants (Deeds)
- Neighborhood Plans
- HOAs (Homeowner Associations)
- Zoning Regulations
- County/Regional/State Plans and Regulations
- Resource Plans - Water and Utilities
- Census Data

Dig deep - make friends with local regulatory offices
Get to know your site in a different capacity



Step 3 - Get to Know Your Neighbors and Community

- The literal Neighbors
 - Informal and formal - conversations and listening sessions
- Your Community Partners
 - Current
 - Potential
 - Keep a list for future for future engagement
- Connect with Community Organizations
 - Attend meetings - Kiwanis, Chamber of Commerce, Advisory Groups
 - The King or Queen Maker



Ruby Chow - Seattle
1920 - 2008

Advice - Create a Case Study

- Case Study / Foundational Statement
- One-two pages in color
- Well-designed/visual
- Engaging Images
- Answer - What / Why / Who / When
- What you DO / what you COULD DO
- Useful for funding / outreach

**LAKE SAMMAMISH URBAN
WILDLIFE REFUGE PARTNERSHIP**

Working together to connect urban dwellers to nature as stewards of our native kokanee salmon and our shared watershed / July 2014

Logos at the bottom include: Lake Sammamish Urban Wildlife Refuge, City of Issaquah, King County, Lake Sammamish Watershed Council, Friends of Lake Sammamish, and others.

Advice - Why “prepare” for a Plan?

- Lay the groundwork - conversations with.....
 - Management Team (Your boss FIRST!)
 - Marketing Team
 - Board of Directors
 - Partners
 - Funders
 - Community Groups
- Know your “Bookends” - Frameworks
 - What can and can't you do?
 - What are the “hot button” issues?
 - And what's the history behind that?
- Make the Case - why is this planning process important?
 - Helpful for the Future Planning Process
 - Puts Your Site on the “Map”
 - Moves You Forward



Next Step - How do I fund my Plan?

- Internal funding - bequest, annual budget line item, “banking”
- External
 - Institute of Museum and Library Services
www.ims.gov
 - Environmental Protection Agency - EE Grants
<https://www.epa.gov/education/grants>
Getting Ready for a Plan
 - National Endowment for the Humanities
<https://www.neh.gov/grants/public/public-humanities-projects>
 - State Agencies



The Postcard Commitment



- Take a USPS postcard
- Address it to yourself on the front
- Write on the back ONE (more?) step(s) you will take in the next 3 months to get ready for interpretive planning
- Sign your postcard and date it
- Return it to the front table

NEXT:

- In 3 months, your postcard will be returned to you with your pledge on it.
- Did you do what you said you would?
 - YES - Pat yourself on the back!
 - NO - Get busy - get 'er done!

Interpretive Planning Resources

Create An Interpretive Plan in Nine Easy Steps

<https://themuseumcolumn.wordpress.com/2013/11/02/create-an-interpretive-plan-in-9-easy-steps/>

Interpretive Planning (UK)

<https://www.archives.norfolk.gov.uk/community-archives/interpretive-planning>

Don Enright - What is Interpretive Planning?

<https://www.donenright.com/what-is-interpretive-planning/>

Pease Park Interpretive Plan - Austin TX

<https://peasepark.org/interpretive-plan>

Discussion and Questions



Thank you for coming

Interpretation is a seed, not a tree!

