

WASKASOO PARK

Interpretive Master Plan | June • 2012

ALDRICHPEARS ASSOCIATES



ALDRICHPEARS ASSOCIATES

The AldrichPears team would like to thank everyone for their commitment & contributions to the development of this Master Plan.

NGX
INTERACTIVE



Bufo Incorporated
...creating a "sense of place"
...managing protected areas

Grandview
CONSULTING

I love bringing visitors new to Red Deer to Waskasoo Park – it's what they enjoy the most of Red Deer.

When our daughter was young we often used the park to have wiener roasts in the winter or on rainy days using the picnic shelters. Soon we will begin the tradition again with our grandson.

My late night cross-country skis along the river and up into the McKenzie Trails area are probably my most poignant memories...

We have loved moonlight walks around Gaetz Lakes – and big group picnics with our friends when all our kids were small.

We love doing our family "triathlon" at Great Chief Park: skating, skiing and tobogganing.

The connection to nature, in an urban environment, is the best part of living in Red Deer.

I feel at peace in the park.

It's important that the park is free.

Our park shows that we care about nature.

Here you can appreciate the smell, feel and sounds of a more natural area – away from the concrete and motors.

Let's strongly support involving newcomers to Canada in our park – the recreation, culture, history and conversation.

Here, in the park, we should be thinking about sustainability.

It would be great to see more integration of arts, culture and the environment.

The park is a wonderful outdoor fitness venue.

Walking the dog in a snowstorm. Talking with friends. Biking. So many great memories in the park.



Table of Contents

| | | | | | |
|---|-----------|--|------------|--|------------|
| 1.0 Executive Summary | 1 | 6.0 Kerry Wood Nature Centre | 52 | 10.0 Evaluation recommendations | 107 |
| 2.0 Introduction | 4 | 6.1 Description | 52 | 11.0 Next Steps | 97 |
| 2.1 Project goals | 5 | 6.2 Objectives | 52 | | |
| 2.2 Process | 5 | 6.3 Approach | 52 | | |
| 3.0 Project Background | 7 | 6.4 Permanent Exhibits | 53 | Appendix A – | |
| 3.1 Park History | 7 | 6.5 Lobby | 57 | List of Sources and Contacts | 109 |
| 3.2 Park Description | 8 | 6.6 Discovery Room and Multipurpose Room | 58 | | |
| 3.3 Visitor Analysis | 12 | 6.7 Outdoor Gallery | 59 | Appendix B – | |
| 3.4 Visitor Management | 15 | 6.8 Technology Exhibits | 60 | Communication and Public Consultation Plan Report | 110 |
| 3.5 Program Analysis | 15 | | | | |
| 3.6 Report Review | 16 | 7.0 Interpretive Inventory | 62 | Appendix C – | |
| 4.0 Interpretive Plan | 18 | 7.1 Fort Normandeau | 63 | Meeting and Interview Notes | 166 |
| 4.1 Interpretive Objectives | 18 | 7.2 Gaetz Lake Sanctuary | 72 | | |
| 4.2 Audience | 18 | 7.3 McKenzie Trails Recreation Area | 74 | | |
| 4.3 Interpretive Areas | 20 | 7.4 Bower Ponds | 76 | | |
| 4.4 Thematic Approach | 22 | 7.5 Maskepetoon | 78 | | |
| 4.5 Non Personal Media | 24 | 7.6 Heritage Ranch | 80 | | |
| 4.6 Interpretive Signage | 26 | 7.7 Lions Campground | 82 | | |
| 4.7 Welcome & Orientation | 31 | 7.8 River Bend Golf and Recreation Area | 84 | | |
| 4.8 Temporary Signage | 32 | 7.9 Three Mile Bend | 86 | | |
| 4.9 Nature Playground | 32 | 7.10 Devonian Trails | 88 | | |
| 4.10 Art | 33 | 7.11 CPR Bridge | 90 | | |
| 4.11 Website | 34 | 7.12 Pines Escarpment | 92 | | |
| 4.12 Mobile Website | 38 | 7.13 ACR Trail | 93 | | |
| 4.13 Other Materials | 39 | 7.14 North Bank Trail | 94 | | |
| 4.14 Personal Interpretation | 40 | 7.15 South Bank Trail | 95 | | |
| 5.0 Topic and Message Analysis | 45 | 8.0 Expansion Areas | 96 | | |
| 5.1 Analysis | 45 | 8.1 River Plaza | 96 | | |
| 5.2 Over-Arching Theme | 46 | 8.2 Hazlett Lake | 98 | | |
| 5.3 Sub-Theme A | 46 | 8.3 Red Deer Natural Area | 99 | | |
| 5.4 Sub-Theme B | 47 | 8.4 Bower Natural Area | 100 | | |
| 5.5 Sub-Theme C | 48 | 8.5 Cameo Lake | 101 | | |
| 5.6 Interwoven Sub-Theme | 50 | 8.6 Other Areas | 102 | | |
| | | 9.0 Implementation Strategy | 103 | | |
| | | 9.1 Strategy | 103 | | |
| | | 9.2 Budget | 104 | | |

1.0 Executive Summary

Waskasoo Park is a park of parks. It encompasses diverse landscapes, activities and uses, all linked through a connection to the Red Deer River and its tributaries and an extensive network of multi-use trails. It is well used by the community and highly valued for its many truly natural areas that enable Red Deerians to connect to nature very close to home. The Park's offerings range from a golf course and BMX park to a campground and several picnic areas to a nature sanctuary, an historic fort, horse stables and skating/paddle boat pond.

The Park system was established thirty years ago along with an interpretive master plan which has served the Park well. It has guided the development of two interpretive centres, an active non-profit society dedicated to running interpretive programs for schools and the community, and a large system of outdoor signage. However, with a rapidly growing city and 30 years of advancement in the field of interpretive communication, Waskasoo Park is now in need of a new interpretive plan.

THE PLAN

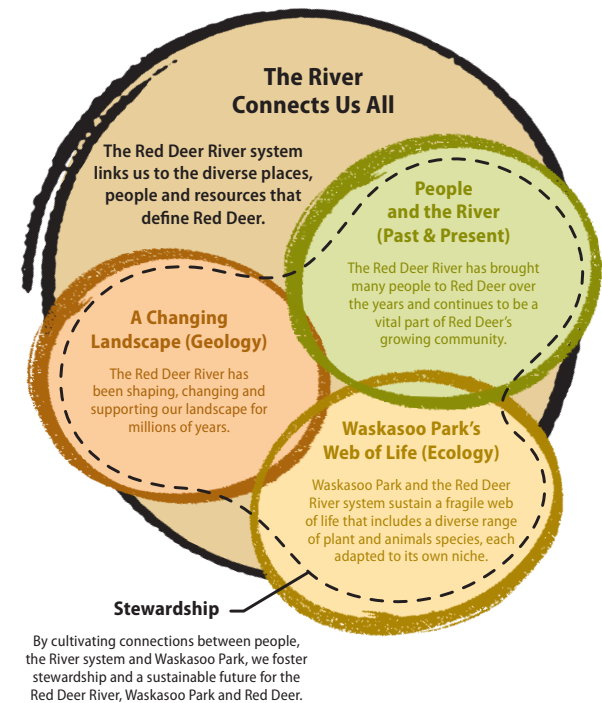
The Interpretive Master Plan presented here builds on the original Master Plan, updating messages, themes and delivery methods of interpretation that respond to the Park's growing and changing audiences, and the Park's focus on environmental stewardship. The consultant team worked closely with the City of Red Deer, the Waskasoo Environmental Education Society and community stakeholders to develop a new Interpretive Plan that meets the following goals:

- *Update current themes, messages and objectives to reflect new stories, diverse perspectives and a focus on environmental stewardship*
- *Update communication methods to reflect current understanding of audience interests, motivations and ways of engaging with interpretation*
- *Incorporate new media, where appropriate, for further engaging audiences, especially young people*
- *Develop a design approach that allows interpretation to have a greater impact, while maintaining a system that is robust and easy to maintain*
- *Develop a high level conceptual direction for the expansion areas of the park that lie within the City limits*
- *Coordinate with other city plans and initiatives, especially the Environmental Master Plan*
- *Engage the public and stakeholders in the master planning process through a series of workshops, interviews, general communication and a public preview event*
- *Provide an implementation strategy for the interpretive plan over the next few years*
- *Provide 'mini workplans' for the development of interpretive features and programs for each park area including the Kerry Wood Nature Centre and Fort Normandeau*

The Plan outlines the underlying themes and interpretive resources of the Park and matches them to the different audiences and audience motivations in each area to determine interpretive objectives and the interpretive features in each area that will have the most impact on visitors.

THEMES

The thematic framework builds from the original plan's topics (history, geology, ecology) to create a foundation for telling the Park's stories in a cohesive, personal and relevant delivery. The following themes and sub themes will guide the design of personal and non-personal interpretation and help to focus the stories and messages to be communicated. This framework will enable interpretation to link visitors' personal connections with the Park, to an appreciation of the Park and its resources, and ultimately inspire them to take an active role in stewarding the environment in Waskasoo Park and beyond.



AUDIENCE

The Park attracts a wide range of visitors, each with different visit motivations and interests. Some visitors are very active, coming to access the River for sports or for social barbeques. Others come to walk and enjoy nature; others come to learn more about the history and nature in the Park.

Interpretation needs to take into account these different motivations, focusing on placing interpretive elements in locations where visitors have the time, inclination and space to engage and reflect. Interpretation will have the highest impact in locations where visitors can be encouraged to slow down, look around and reflect on the features and stories around them.

This variance in audience receptivity to interpretive elements (both personal and non-personal) guides the organization of Park areas into a hierarchy that indicates where interpretive investment will have the most impact.

High Priority Interpretive Areas

- *Kerry Wood Nature Centre*
- *Fort Normandeau*
- *Gaetz Lake Sanctuary*
- *McKenzie Trails Recreation Area*
- *Bower Ponds*
- *Maskepetoon*
- *Heritage Ranch*
- *Lions Campground*

Medium Priority Interpretive Areas

- *River Bend*
- *Three Mile Bend*
- *Devonian Trails*
- *CPR Bridge*

Linkage Areas

- *Pines Escarpment*
- *ACR Trail*
- *North Bank Trail*
- *South Bank Trail*

INTERPRETIVE CENTRES

Kerry Wood Nature Centre and Fort Normandeau are the interpretive anchors of the Park, focusing on interpreting the Park's natural and cultural heritage, respectively. Park interpreters run many successful programs out of these centres, but the physical interpretive exhibits are outdated.

The new plans for Kerry Wood Nature Centre focus on new permanent exhibits that will connect visitors to the broader geological context of Waskasoo Park and the Red Deer River; the diverse people, plants, animals, industries and activities that rely on the River today; and how we can preserve the Park, River and environment into the future. The lobby, theatre and Discovery Room will also be updated to reflect the current uses and needs of the Centre's staff and visitors. An outside gallery and nature playground will extend the interpretive experience outside.

The focus for Fort Normandeau is on building operational capacity to create a living history destination. The historic Fort is an effective tool for delivering programs that bring the Fort's history to life. This new plan lays out short and long term goals for building the Fort's capacity to attract more visitors through building critical mass of amenities and offerings, including a multi-purpose shelter and winterization of the interpretive centre. Fort Normandeau is also a significant site for local First Nations, both in the stories to be told and in its location across the River from the Red Deer Industrial School and cemetery site. Strong partnerships with local First Nations and re-enactment groups will be important to the further development of this site. The trail connection to the rest of Waskasoo Park will also be important for the success of this site.

PERSONAL INTERPRETATION

The Waskasoo Environmental Education Society runs a wide variety of school and public programs, activities and events in the Park. They are based in the Kerry Wood Nature Centre, but run programs throughout the Park. They have a relatively large and experienced interpretive staff and have a very good understanding of their audiences and audience needs. They regularly update and develop new programs to meet the changing needs of these audiences. The recommendations in this plan will help fill in some of the gaps identified in their offerings and provide direction for resources to support their programming activities.

NON-PERSONAL INTERPRETATION

Proposed non-personal interpretation for Waskasoo Park uses several different methods of delivery: signage, sculptural and tactile elements, viewing tools, art, full-body play, online interpretive resources and hand-held mobile device interpretation.

The physical interpretive elements emphasize connecting visitors to the landscape and stories through personal and relevant engagement with the content and their surroundings. Critical mass of interpretive elements and the use of diverse media will attract more attention and engage a variety of learning styles and interests. Physical and emotional engagement in the Park's stories through art, play and tactile elements will enable visitors to more deeply engage with the Park and its stories. Changeable signage can be used to keep visitors up to date on current activities, sightings and events.

A new centralized Waskasoo Park website will support both personal and non-personal interpretation. The website will provide interactive content to help visitors find out current information about the Park. It will enable them to connect to each other and the Park through shared photos, information and resources. And, it will provide a deeper layer of interpretive content to support the programs and signage in each area of the Park.

A mobile version of the website will be tested at Gaetz Lake Sanctuary to learn more about the type of information visitors would be interested in accessing while exploring the Park. This information can be used in the further development of mobile content for other areas of the Park.

Online interpretive resources like the website and the mobile website will be the most cost effective and efficient way to create, maintain and update interpretive content for the Park. This type of interpretation can be changed often to bring visitors back to the website and Park and is in line with the Park's sustainability objectives.

Wayfinding, safety and behavioural messaging are important components of the visitor experience, but are not included in this plan.

EXPANSION AREAS

This plan outlines high level interpretive objectives and key messages for the areas to be included as part of the expansion of Waskasoo Park in the future: Hazlett Lake, Red Deer Natural Area, Bower Woods Natural Area, Cameo Lake and River Plaza. When infrastructural plans are identified for these areas, audiences, audience objectives and more specific interpretive opportunities can be identified.

IMPLEMENTATION

The implementation framework for the Interpretive Plan is divided into four main components that will enable the City to implement each component as funds become available. The components and budgets are:

- *The Kerry Wood Nature Centre* – \$1.58M
- *Fort Normandeau* – \$945,000
- *Outdoor Interpretation* – \$414,440
- *Website* – \$22,000-99,000

NEXT STEPS

This Master Plan will serve as a road map for the design, development and construction of each of the four components listed above. The community consultation process begun during this master-planning phase should continue throughout the next phases of the project. Stakeholder and First Nations consultation will be particularly important for continuing content development.

2.0 Introduction

Waskasoo Park is a cherished and well-used network of trails and parks in the City of Red Deer. It lines the Red Deer River and its tributaries, running right through the centre of town. It encompasses diverse landscapes, activities and uses, all linked through a connection to the Red Deer River and its tributaries and an extensive network of multi-use trails. Unique for an urban park, Waskasoo contains many areas that are truly natural, enabling Red Deerians to connect to nature very close to home.

The Park system was established thirty years ago along with an interpretive master plan that informed the development of live interpretive programming and interpretive exhibits and signage throughout the Park. The original master plan has served the Park well, guiding the development of two interpretive centres, an active non-profit society dedicated to running interpretive programs for schools and the community, and a large system of outdoor signage. However, with a rapidly growing city and 30 years of advancement in the field of interpretive communication, Waskasoo Park is now in need of a new interpretive plan.

This new interpretive master plan outlines an approach and implementation strategy for new interpretation throughout Waskasoo Park that will engage the Park's new and changing audiences with more current and relevant messages. The interpretive plan lays out a framework for developing interpretation that will encourage park users to become park stewards. This will be achieved through a deeper understanding and appreciation of Waskasoo Park's natural and cultural treasures and through active participation in preserving and protecting these resources at Waskasoo Park and beyond.

This document will be used as a road map for the further development of live interpretive programming, and interpretive exhibits and signage at Kerry Wood Nature Centre, Fort Normandeau, and throughout the current Park and its future expansion. The plan will serve as an invaluable tool for Park managers developing programs; designers and writers producing the recommended elements; stakeholders such as teachers, naturalists and user groups who are interacting with these interpretative features; and Park staff who will operate and maintain these platforms when development is complete.

As funding becomes available for each phase of the plan, this document will serve as a foundation for the schematic design and design development of each component. Based on the approaches and outlines included here, content can be refined, designs created and the specific locations and layouts of interpretive elements can be identified and defined.

2.1 PROJECT GOALS

Specific goals for the new interpretive master plan can be summarized as follows:

- *Update current themes, messages and objectives to reflect new stories, diverse perspectives and a focus on environmental stewardship*
- *Update communication methods to reflect current understanding of audience interests, motivations and ways of engaging with interpretation*
- *Incorporate new media, where appropriate, for further engaging audiences, especially young people*
- *Develop a design approach that allows interpretation to have a greater impact, while ensuring a system that is robust and easy to maintain*
- *Develop a high level conceptual direction for the expansion areas of the Park that lie within the City limits*
- *Coordinate with other City plans and initiatives, especially the Environmental Master Plan*
- *Engage the public and stakeholders in the master planning process through a series of workshops, interviews, general communication and a public preview event*
- *Provide an implementation strategy for the interpretive plan over the next few years*
- *Provide 'mini workplans' for the development of interpretive features and programs for each park area including the Kerry Wood Nature Centre and Fort Normandeau*

2.2 PROCESS

The City and the Waskasoo Environmental Education Society (WEES) enlisted AldrichPears Associates (APA) to work closely with the project steering committee and stakeholder to develop and refresh the themes and interpretive opportunities throughout the Park. A summary of our process and milestones is included below.

Background research and site visits

The first step of the master planning process was to review the current interpretive elements, resources, content and context through a start-up meeting, a series of site visits, interviews and background research.



Stakeholder workshops and interviews

APA then conducted a stakeholder workshop at Heritage Ranch in October 2011 to understand how people use and connect to the Park. The workshop also aimed to explore what the various user groups value about the Park and what they feel visitors should understand and appreciate about the Park. Interviews were held with several other stakeholders who were unable to attend the workshop. Workshop and interview notes are included in Appendix C.

First Nations consultation

The consultant team and steering committee had meetings with local First Nations and Metis groups to discuss how to include their stories and Park uses into the Plan. These meetings forged invaluable relationships to local First Nations elders and the Remembering Children organization. Both groups were eager to be involved in the planning and design process and will continue to be consulted throughout the duration of the project



Communications and public consultation

In collaboration with Grandview Consulting, a communications and public consultation plan was developed and implemented. This plan enabled the interpretive planning team to communicate with and share information about the progress of the plan with stakeholders, Park users and the general community. Tools for engaging the community included an online survey, social media, direct communications, First Nations consultations and a Public Preview evening. The communications and public consultation process was very successful with over 140 respondents participating in the survey and a well advertised Public Preview night, with over 25 guests.

Conceptual development

Building on the information gathered from the steering committee, the stakeholders, and background research, over-arching themes and an interpretive approach were developed to guide the design and development of outdoor interpretation and programming recommendations, as well as a high level concept for new exhibits at Kerry Wood and Fort Normandeau. Technology recommendations were made by NGX Interactive and Harry Parsons analysed the Park's current live programming and identified further opportunities. Plans were discussed and reviewed by the steering committee in November, December (2011) and January (2012).

Site inventory matrix development

In close collaboration with the steering committee, themes, stories, interpretive features and interpretive objectives were identified and organized thematically and located throughout the various interpretive areas of the Park.

Implementation strategy

Interpretive priorities were identified and developed into a two-phased approach for plan implementation. A set two-year budget, the Red Deer Centennial in 2013 and a well-defined interpretive hierarchy guided the development of the implementation strategy.

Feedback Loop

Feedback from the steering committee was incorporated into the plan on an ongoing basis. Feedback from the public consultation process was incorporated at significant stages. Initial input was gathered through interviews, direct consultation and the workshop. Feedback from the surveys and the Preview Night was also incorporated into the document. Results from public consultation process are included in the Communications Report in Appendix B.

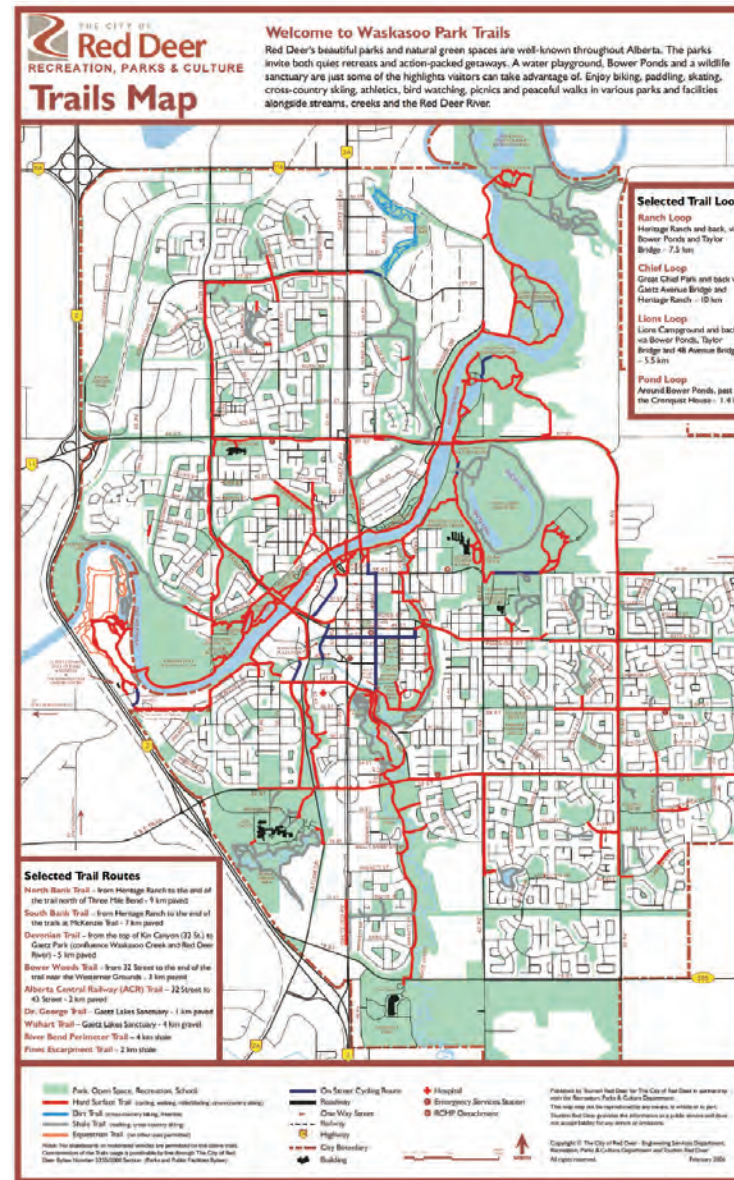
3.0 Project Background

3.1 PARK HISTORY

Well ahead of its time, the City of Red Deer established an extensive park system in the heart of the city, with its approval of the Waskasoo Park Master Plan in 1982. The parkland was proposed in *Red Deer River Corridor Park: An Integral Park of a Regional Recreation Plan* (1975) and *Red Deer River Valley Parks and Recreation: A Proposal for Cooperative Action* (1978). It now includes much of what was envisioned in the original plans.

Much of the area that is now part of the Park system is on the Red Deer River floodplain, which enabled it to be more easily designated as parkland rather than developed. Other areas had previously been used for industrial purposes and have been rehabilitated into parkland over the years to accommodate the City's growing population.

The Kerry Wood Nature Centre, an interpretive hub for the Park, was built in 1986 by recommendation of the original master plan. An interpretive centre was also built at Fort Normandeau. The Waskasoo Environmental Educational Society operates the two interpretive centres, develops and runs interpretive programs and engages the community in Park issues, resources and activities. Their mission is "to create a population of citizens interested in, aware of, involved in and concerned about their natural and cultural heritage."



The original Waskasoo Park Master Plan was developed when the population of Red Deer was 45,000 and anticipated to double over the next 20 years. The current population is 91,877 and is expected to reach between 136,000-156,000 in the next 25 years. (*Red Deer Populations Projections 2007-2031*, City of Red Deer, 2006). In anticipation of this rapid growth, the City has developed plans for annexing land outside the city limits and expanding the city limits. With this expansion and population growth comes the need to expand the City's parkland as well.

3.2 PARK DESCRIPTION

Currently Waskasoo Park stretches almost continuously along the Red Deer River banks from the River Bend Golf Course and Recreation Area at the northeast reaches of Red Deer to Fort Normandeau in the west. The Devonian Trails branch off along the Waskasoo Creek and Piper Creek tributaries south to the newly established Oxbow Off-Leash Dog Park and north along the escarpment.

The Park system includes several park areas, connected by linkage zones—well used by bike and pedestrians for commuting, exercise and leisure. Each park area is distinct, providing different recreational opportunities for visitors and varying levels of protected habitat for wildlife. Some areas have high levels of recreational opportunities, while others have high levels of preservation for wildlife and low levels of recreation.

Waskasoo Park is highly valued by Red Deerians, always rating at the top of Red Deer's strengths in City surveys. Citizens value the Park and its diverse areas for different reasons: some areas are valued for their lively social activities and high-energy recreation, while others are valued for their serenity, solitude and relative isolation.

Red Deer's citizens have a long history of protecting their natural and cultural heritage. Waskasoo Park is a significant demonstration and on-going example of this.

Recreational

The Park's recreational features include: walking and biking trails, hiking and cross-country ski trails, skating ponds, fish ponds, water parks, a golf course, a BMX course, a campground, picnic grounds, a horse ranch and trails, boat launches, dog parks, playgrounds, sports fields, outdoor gyms, skate parks, amphitheatres, an historic fort and a nature centre. Several of these facilities are run by non-profit societies, supported by the City.



Interpretation

The Kerry Wood Nature Centre and Fort Normandeau are the Park's two interpretive anchors. WEES operates both facilities, running a number of nature-based school and public programs out of Kerry Wood Nature Centre and seasonal living history programs out of Fort Normandeau during the summer. The WEES interpretive staff run tours and programs throughout the Park, and together with the City Parks section, maintain the outdoor signage in the Park as well. Current interpretive exhibits at Kerry Wood Nature Centre, Fort Normandeau and throughout the Park are based on the original interpretive master plan and are in need of significant updates.



Natural Heritage

Some of Waskasoo Park's natural resources include significant geological features that illustrate how the River valley was formed through glaciations, sedimentation and other natural forces. The meandering river, oxbow lakes, flood plains, escarpments and cutbanks are some of the more visible geological features in the Park.

Waskasoo Park is home to diverse wildlife. Red Deer is situated on the ecological transition zone between prairie and boreal forest. This ecological crossroads enables a wide variety of species to exist and adapt to the rich biodiversity found here. Poplar and aspen deciduous woodlands, spruce woodlands, grasslands, wetlands and the transitional zones between these various plant communities provide habitat for a wide variety of plant, animal and insect species.



The park also features Alberta's oldest Federal Migratory Bird Sanctuary, which protects and preserves local bird species living in and around Gaetz Lake. This area is especially rich in local and migratory birdlife. Maskepetoon Park also protects fragile fen habitat.

The River tributaries and connected natural areas within the Park also play an important role as wildlife corridors for animal species, large and small, to move between larger natural areas.



Cultural Heritage

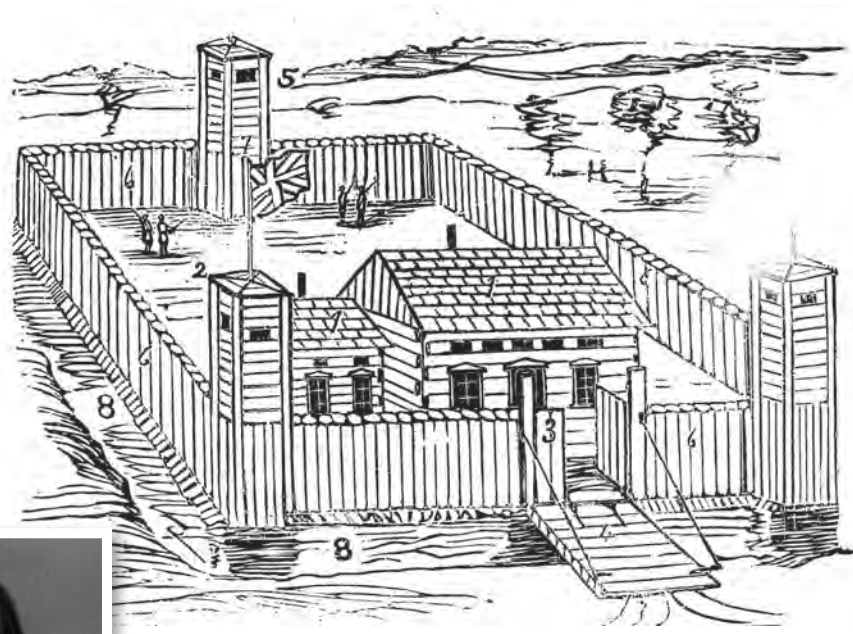
The Park is also rich in cultural resources. The Paskapoo sandstone formation underlies a natural river crossing just west of where the City lies today. It has been a crossing point for humans for thousands of years, and for animals before them. Before the Edmonton-Calgary railway was built in 1893, all manner of traffic crossed the River here on the Calgary & Edmonton Trail. The modest settlement that grew from crossing traffic in the 1880's eventually grew into the City of Red Deer. Fort Normandeau, a replicated version of the Fort built at the crossing in 1885, celebrates the coming together of the region's three founding communities: Indigenous, Métis and European.

Many other historic sites and stories are located within Waskasoo Park including locations of historic buildings like the Bawtinheimer Sawmill, Reinholdt Quarry, Piper Brickyard, the first school house, Cronquist House, Allen Bungalow, a significant First Nations archeological site and the provincially designated CPR Bridge.



First Nations

Red Deer is situated at a natural borderland between regions traditionally occupied by Blackfoot and Cree First Nations. Both nations used the shallow crossing west of the current city. Currently First Nations history is communicated minimally at Fort Normandeau and at Great Chief Park, so named in reference to Chief Maskepetoon. Since the last master plan, many more First Nations stories and sites have been identified and a growing relationship with local First Nations has been forged. Some of these significant sites include a prehistoric campsite on Piper Mountain, an indigenous graveyard and the site of a residential school across the River from Fort Normandeau. Consultations with local First Nations groups in Red Deer confirmed the importance of, and their interest in, contributing to the development of interpretive opportunities throughout the Park, especially at Fort Normandeau.



The River System

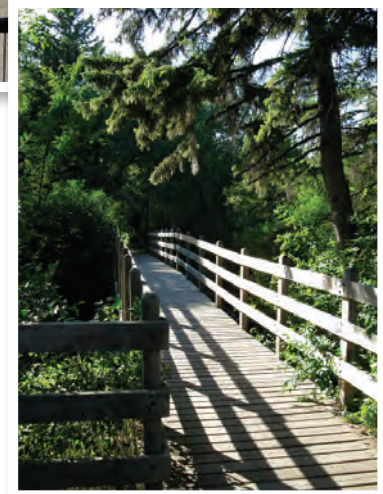
The Red Deer River system has always been central to Red Deerians, as a mode of transportation, an industrial resource, and a source of water, food and recreation. Many of the cultural stories and historical features throughout the Park reflect the central role the River has played in the growth of the City. The River system encompasses the Red Deer River, its tributaries and the local watershed in general.



Urban Context

The Park runs through many residential and commercial areas and is highly valued for the opportunity it brings to Red Deer's residents to access nature so close to home. It is especially valued as a safe place for introducing children to nature. Its integration within the City provides significant recreational, spiritual, educational and environmental

benefits for the City and its residents. However, this close proximity also poses many threats to this fragile environment, with significant effects for both humans and local wildlife.



3.3 VISITOR ANALYSIS

Waskasoo Park system consistently rates as the one of the City's most valuable assets in municipal surveys and assessments. The Park is also the most widely used attraction for visitors to Red Deer. This visitor analysis reviews the broader context of demographics for Red Deer and for visitors to Red Deer. It then narrows in to focus on the people using the Park system and how they use it.



Red Deer Demographics

Red Deer's population is currently 91,877 as per the 2011 census, a 2% growth over 2010. The average age of Red Deerians is 33, with a very even split between men and women. Red Deer is one of Canada's fastest growing cities, expected to grow to 136,000-156,000 in the next 25 years.

Red Deer is increasingly tech savvy, with 51% households reporting the use of social media in the 2011 census report.

The City is also becoming more multicultural, with many of its new residents coming from outside of Canada. 10% of Red Deerians do not have English as their first language. Spanish is the most frequently spoken, followed by French, Tagalog, German, Chinese, Dutch, Ukranian and Vietnamese, respectively.

Visitors to Red Deer

Red Deer is not a major tourist destination, but does get a significant number of visitors passing between Calgary and Edmonton and visiting family and friends. The 2008 Tourism Report showed that visitors to Red Deer come mostly from Alberta (90%) and come for pleasure (41%) or to visit friends and family (39%). Visitors from outside Alberta are usually here to visit friends and family or are on their way to Alaska or other northern destinations. Most are only here for a day or overnight. Many visitors come for business conventions or sports tournaments.

Many tourists are looking for recreational opportunities within the City, both structured and informal. Tourism Red Deer helps many people find out about and access Waskasoo Park. Its accessibility is also an advantage for business travelers with little time, but in need of some fresh air and exercise.



Park Users

In July 2004 an Intercept Study was completed to gather information on Park and trail use, issues and new ideas from trail users. The vast majority of respondents used the trails five days a week (both weekdays and weekends) during the spring, summer and fall. The majority of respondents were between the ages 18-49, which reflects Red Deer's young population. Respondents were almost equally male (52%) and female (48%).

Respondents to the July 2004 survey and the survey conducted for this master plan, indicated that they use the Park system for a variety of active and passive activities. According to the Study, the most valued aspect of the Park system is the opportunity to be in nature and the good maintenance, accessibility, connectivity and safety of the trails.

Following is a description of visitors to Waskasoo Park, by type. These visitor characteristics are used in defining audience motivations and objectives

as described
in Section 4.2
Audience.



Commuters

Commuters use the Park's extensive trail system to travel around the City, both on foot and by bike. These users generally stick to the main pathways.

Cyclists

Cyclists of all ages and abilities use the vast network of paved trails for transportation, exercise and leisure.

Picnickers

Many of the Park's areas are equipped with picnic tables, firepits, fire wood and shelters. These areas are well used in the summer for family and large groups bbq's and picnics. Kin Canyon and Rotary Park are two of the most highly used picnic grounds.

Walkers/hikers

Many Red Deer residents use the Park for walks and hikes in nature. The Park's nature, beauty and solitude are often the specific draws for these visitors.

Specific use

These visitors use specific areas of the Park for specifically designated activities like golfing, BMXing, mountain biking, horse back riding and recreational sports activities. Other's might be participating in programs run by other organizations, like yoga classes, art and running clubs.

Campers

Campers use the RV or tent sites at Lions Campground. Most stay for a night or two, but some stay for extended periods of time. Many are in town visiting relatives or at sports tournaments.

Tourists

Tourists mostly access the Park as campers at Lions Campground, Heritage Ranch, Kerry Wood Nature Centre and Fort Normandeau. Tourists are looking for things to see and do in the Park.

School Groups

Teachers use the Park's resources to engage their students in nature and history as it relates to the curriculum as well as for physical activity. Some school groups are able to walk to the Park from their schools, others have to rely on buses. Many school groups also participate in WEES's curriculum-based school programs.

Families

Families make good use of most parts of the Park. Kin Canyon, Discovery Canyon, Heritage Ranch, Bower Ponds and Rotary Picnic Park are especially popular with kids due to the playgrounds and waterparks in these locations.

Winter users

Skiers enjoy the solitude of trails tracked out at River Bend and Heritage Ranch, while other users are appreciative of any and all trails that are cleared of snow. Bower Ponds is also a popular spot in winter for skating, bonfires and hot chocolate.

Event Participants

Many visitors come to the Park for community events like the Canada celebrations at Bower Ponds. These visitors come to engage with the friends, family, neighbours and the community in general.

Program Participants

WEES runs many programs for the public. Most of these are run out of Kerry Wood Nature Centre and Fort Normandeau. These visitors are coming specifically to engage with the Park's natural and human resources in a structured program.

River users

These visitors use the Park to access the river for tubing, canoeing, kayaking and fishing. Fort Normandeau, McKenzie Trails Recreation Area and River Bend are the more popular launch spots.

Dog walkers

Dog owners come specifically to Three Mile Bend and Ox Bow dog park to walk their dogs off leash. Many areas are well used for dog on leash walks, while others, like Gaetz Lake Sanctuary prohibit dogs.

Special Interest Groups

Special interest groups or hobbyists are long time park users and generally feel a real ownership of it. They understand and value the Park and are often involved in maintenance and stewardship projects. The Red Deer River Naturalists and the Gaetz Lake Sanctuary Committee are examples of this type of visitor.

Physically challenged

The Park's extensive system of paved trails is also enjoyed by visitors with restricted mobility. Ramps, accessible amenities and interpretive elements and programs are important for meeting the needs of this audience.

First Nations

Local First Nations and Metis groups have a strong connection to the Park and its importance in supporting the region's Indigenous people for thousands of years. Fort Normandeau is especially significant as it is located across the River from the site of an industrial school. Truth and Reconciliation ceremonies are also held at Fort Normandeau. A sweatlodge is also located on the site.

New Canadians

New Canadians are a growing audience in Red Deer. WEES is working with immigration organizations to help connect new residents to the Park. Many now come especially to Rotary Picnic Park and McKenzie Trails Recreation Area for large family picnics.

3.4 VISITOR MANAGEMENT

Like most parks, Waskasoo Park has several visitor management issues. Prohibited behaviour like illegal tree removal, ATVing, littering, overflow parking, public drinking, inappropriate/unsafe river use and inappropriate dog behavior are some of the more substantial issues. Curbing these prohibited behaviours has proven difficult. Signage is often not adequate and can detract from the enjoyment of an area. Education and appreciation of the Park are needed to change behaviour. This interpretive plan aims to engage and educate visitors about the value of the Park and how they can play a role as stewards, but does not include a signage plan for this type of park messaging.

Wayfinding, safety and behavioural messaging are important components of the visitor experience, but are not included in this plan.



3.5 PROGRAM ANALYSIS

The Waskasoo Environmental Education Society runs a wide variety of school and public programs, activities and events in the Park. They are based in the Kerry Wood Nature Centre and Fort Normandeau, but run programs throughout the Park. They have a relatively large and experienced interpretive staff and have a very good understanding of their audiences and audience needs. They regularly update and develop new programs to meet the changing needs of these audiences.

The public offerings include large scale public gatherings, courses, walks and talks, offsite and outreach programs, mentoring, day camps and a nature nursery. School and youth programs include curriculum-based school programs, non-curriculum programs, teacher training, youth group badge programs, and sleepovers. Both public and youth receive programming focusing on natural history, environmental education, and cultural heritage.

Live interpretive programming operates throughout the Park. Some staff interpreters are present every week or more in the most-used parks, nodes and trails, and less-frequently in less-used areas. Interpreters are key to the Park's interpretation as they are versatile in their knowledge, able to travel, provide support for interpretive exhibits and signage, provide information, orientation for users, and— by their presence— provide a level of supervision of the Park.

Live interpretive program planning focuses on new themes, new visitors, and complementing new interpretive exhibits and signage.

3.6 REPORT REVIEW

The City of Red Deer has completed many reports over the years that have influenced the development of Waskasoo Park. Following is a summary of the more relevant reports that have guided the development of this interpretive master plan.

Waskasoo Park Interpretive Master Plan (1982)

This was the original *Waskasoo Park Interpretive Master Plan* (WPIMP), developed for the newly established Waskasoo Park. This plan laid out the thematic foundation for the existing live and exhibit and signage-based interpretive experiences throughout the Park. This plan focused on communicating the Park's stories through five themes: Waskasoo Park, bedrock formation, landscape modification, colonization by flora and fauna and colonization by man. It recommended the development of eight major areas within the Park in which to tell these stories: Fort Normandeau, Maskepteoon, Hoopfer (now Heritage Ranch), Bower Ponds, Rotary/Kin Canyon, Lions Campground, Gaetz Lakes and River Bend.

Waskasoo Park Master Plan (1982)

Building on the *Red Deer River Corridor Park: An Integral Part of the Regional Recreation Plan* (1975), the *Waskasoo Park Master Plan* outlines the boundaries of the newly designated park and establishes policies for development and use.

Red Deer Trails Master Plan (2005)

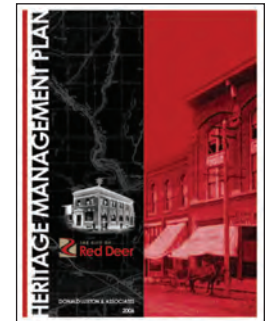
This document outlines a plan for developing important linkages between new and developing neighbourhoods and Park areas. An Interception Study was done as part of this plan, asking trail users a variety of questions regarding their use of the Park and what they would like to see improved or added to the Park system.

Waskasoo Park: Special gathering places Master Plan (2005)

This plan updates the original master plan, focusing on developing sustainable Park programs and services that more closely reflect the growing community's needs and other city initiatives. This report outlines plans specifically for Heritage Ranch, Bower Ponds, Three Mile Bend and River Bend.

Heritage Management Plan (2006)

This plan provides guidelines and recommendations for the City's heritage resources. It guides the development of policies, practices and tools for preserving and restoring Red Deer's heritage resources, and creating awareness and appreciation for the City's built heritage.



Downtown Action Plan (2008)

This plan updates the 2000 *Downtown Action Plan*, envisioning three distinct districts within the City that will combine to create a vibrant and diverse urban centre. The districts include the historic downtown, Riverlands and Railyards. The plan calls for improving pedestrian access around the City and building strong connections to the River through features like a River Plaza, a bridge to Bower Ponds and a River Promenade. All these features will connect residents more directly with Waskasoo Park and its trails.

Maskepetoon Master Plan (2008)

Maskepetoon is the most recently opened area of the Park. This master plan focuses on the ecological sensitivity of Maskepetoon Park, providing a plan for the development of infrastructure that will allow the public to access and view the park's natural assets, while protecting its fragile environmental resources. This plan also provides some interpretive recommendations for Maskepetoon Park.

Community Culture Vision (2008)

This plan outlines the vision for culture in Red Deer, and the role culture should play in the everyday lives of Red Deerians. It builds on the 2001 *Community Culture Master Plan*, identifying four main cultural values: authenticity (sense of place), diversity, rural roots leadership (the pioneering spirit) and connections to our environment.

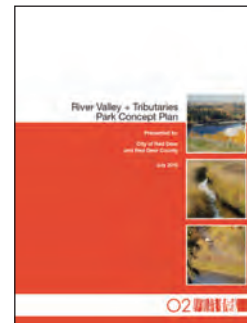
Recreation, Parks and Culture Community Needs Assessment (2008)

This report identifies needs and requirements for the recreation, parks and cultural assets for the City. It assesses the needs, desires and attitudes of Red Deerians to help focus the City's future planning. In respect to the City's park system, results of this report conclude that the community is happy with the current state of outdoor recreational facilities, but they also see preserving, expanding and improving these facilities as highly valuable and a city investment they would be in support of.

River Valley and Tributaries Plan (2010)

This plan identifies land outside the current City park system that would be best suited for potential trails and parkland as the City grows in the next 30 to 50 years. The plan focuses on identifying areas with significant natural resources, especially water resources.

As much as possible the plan endeavors to maintain the connectedness that characterizes Waskasoo Park today, and preserve the diverse nature of the Park's distinct areas of activity and conservation.



Waskasoo Park Signage Identity Standards Final Report (2010)

This document provides a framework for an efficient and cohesive signage system within the Park. The plan presents a new signage family that will improve wayfinding and the visitor experience through visual identity, consistency and a strong graphic hierarchy.

Kin Canyon Redevelopment Plan (2010)

This document provides a concept for redeveloping upper and lower Kin Canyon. The plans include the development of a new themed water park, improved amenities, expanded picnic areas, two permanent multi-use pads and a new activity centre.

Environmental Master Plan (2011)

The Environmental Master Plan outlines a 25-year plan for Red Deer to enhance its natural environment and minimize its ecological footprint through active stewardship, community collaboration and City leadership. The plan is divided into seven focus areas: water, ecology, transportation, built environment, energy, air and waste.

Other reports and sources are listed in Appendix C – Contacts and Sources.



4.0 Interpretive Plan

4.1 INTERPRETIVE OBJECTIVES

The following interpretive plan aims to provide a framework for the design, development and implementation of interpretive experiences throughout the Park. It outlines a structure and plan for engaging Park users in the natural and cultural treasures of the Park, making its stories relevant and meaningful to visitors and inspiring them to further discovery, exploration and inquiry.

Underlying and informing this plan is the Park's foundational objective to transform a visitor's interest, appreciation and understanding of Waskasoo Park's natural environment, into active participation in stewarding our environment in the Park and beyond.

The objectives for the interpretive plan can be defined by the emotional, learning and behavioral goals for the interpretive experience at Waskasoo Park:

- **Emotional** – *Interpretation will connect visitors to the nature, stories and people of the Park through an appreciation of their significance, role and impact.*
- **Learning** – *Interpretation will help visitors acquire the tools they need for observing and understanding the natural and cultural stories of the Park.*
- **Behavioural** – *At the basic level interpretation will inspire visitors to explore, participate and spend time in the Park. At a deeper lever, interpretation will help visitors make changes in lifestyle towards living sustainably and becoming stewards of the environment.*

These overarching goals have guided the development of the site-specific goals at each of the interpretive areas in the park. These goals in turn guide story development and the interpretive elements that are recommended for each location.

4.2 AUDIENCE

ADDRESSING DIVERSE MOTIVATIONS

Visitors to Waskasoo Park are diverse; arriving with a range of motivations, visit objectives, interests and backgrounds. It is important that the interpretive plan recognizes these different goals and motivations for each audience. Some visitors are very active, coming to access the River for tubing, sports or for social barbeques. Others come to walk and enjoy nature; others come to learn more about the history and nature in the Park.

Interpretation needs to take into account these different motivations, focusing on placing interpretive elements in locations where visitors have the time, inclination and space to engage and reflect. Interpretation will have the highest impact in locations where visitors can be encouraged to slow down, look around and reflect on the features and stories around them. Visitors focused on other activities are less likely to engage with personal or non-personal interpretation.

The Park visitors described in 3.3 Visitor Analysis can be grouped by visit motivation and receptivity to interpretation. These groups help to determine how and where interpretive elements should be included to have the highest impact. Visitors may find themselves in any of these categories, depending on their current activity.

Highly Active Visitors

These visitors are generally engaged in fast paced or specific activities like running, biking, tubing or structured sports activities. The activity is their main motivation and objective for their use of the Park. Generally these visitors will not be attracted to or interested in engaging with interpretation of any type, except at the most superficial level.

Park Strollers

These users are generally moving at a slower pace and may have park use motivations that include spending time with friends and family and/or enjoying the Park setting. Many will be attracted to interpretive features and programs that they encounter along the way. This audience will be more receptive to finding out about new opportunities for activities within the Park, encouraging them to become Park Explorers. Walkers, picnickers, event participants, tourists and families would be in this category. If interpretive elements are located at natural resting points and lookouts, cyclists, commuters, runners and skiers may also have slowed down enough to engage with the interpretation.

Park Explorers

These are the visitors that come to the Park and its facilities specifically to find out more, to explore and to actively engage with the Park's natural and cultural resources. Visitors to the interpretive centres at Fort Normandeau and Kerry Wood Nature Centre will be this type of audience. School groups, program participants, families and life-long learners are in this group. Personal interpretation will have the most impact with these visitors as many of them are likely to join programs and activities. Roving interpreters and non-personal interpretation will also be effective as talking points for programs, teaching opportunities for parents and teachers and for individuals wanting to know more about their surroundings. Because these visitors are actively involved in learning about and connecting to the features that make Waskasoo Park special, they will also be the most receptive to stewardship messages.

Kids

Kids will be a component of all of the audiences described above. This audience (and their parents) is looking for physical, tactile and meaningful ways to have fun and get to know the world around them in safe and respectful ways. Physical, active and tactile interpretation will attract and impact this audience. Activities, tools, play structures and other opportunities that encourage them to get closer to nature, appreciate and embrace it respectfully will be most effective.



4.3 INTERPRETIVE AREAS

Maximize interpretive impact

The recognition of visitors' varying interests, activity levels and motivations has guided the classification of Waskasoo Park's many areas into those best suited for an interpretive experience and those with less potential for attracting a visitor's attention and making an impact. This potential for interpretive impact is used to prioritize and focus investment in interpretation in the locations where it will be most effective.

The Park's diverse areas have thus been organized into an interpretive hierarchy. The map illustrates those areas designated as High Priority Interpretive Areas, Medium Priority Interpretive Areas, Linkage Areas and Expansion Areas.



It should also be noted that much of the interpretation (and wayfinding) in the Park is done through conversations with the interpreters who connect with the visitor in informal and formal settings. These connections are particularly important in High Priority Interpretive Areas of Kerry Wood Nature Centre, Fort Normandeau and Gaetz Lake Sanctuary, but are also helpful in other sections of the Park.

HIGH PRIORITY INTERPRETIVE AREAS

High Priority Interpretive Areas in Waskasoo Park are Gaetz Lake Sanctuary, McKenzie Trails Recreation Area, Maskepetoon, Bower Ponds, Heritage Ranch, Rotary Park, Kin Canyon and Lions Campground. These locations are rich in natural and cultural resources, attract many visitors that are Park Explorers and Leisure Users participating in activities that are most conducive to engaging with personal and non-personal media.

MEDIUM PRIORITY INTERPRETIVE AREAS

These are generally areas where visitor objectives may not be as directly related to connecting to nature as in the High Priority Interpretive Areas. Visitor objectives in these areas are often focused on other activities like golf, dog-walking or picnicking. These areas include River Bend, Golf and Recreation Area, Three Mile Bend, the Devonian Trails and CPR Bridge.

LINKAGES AREAS

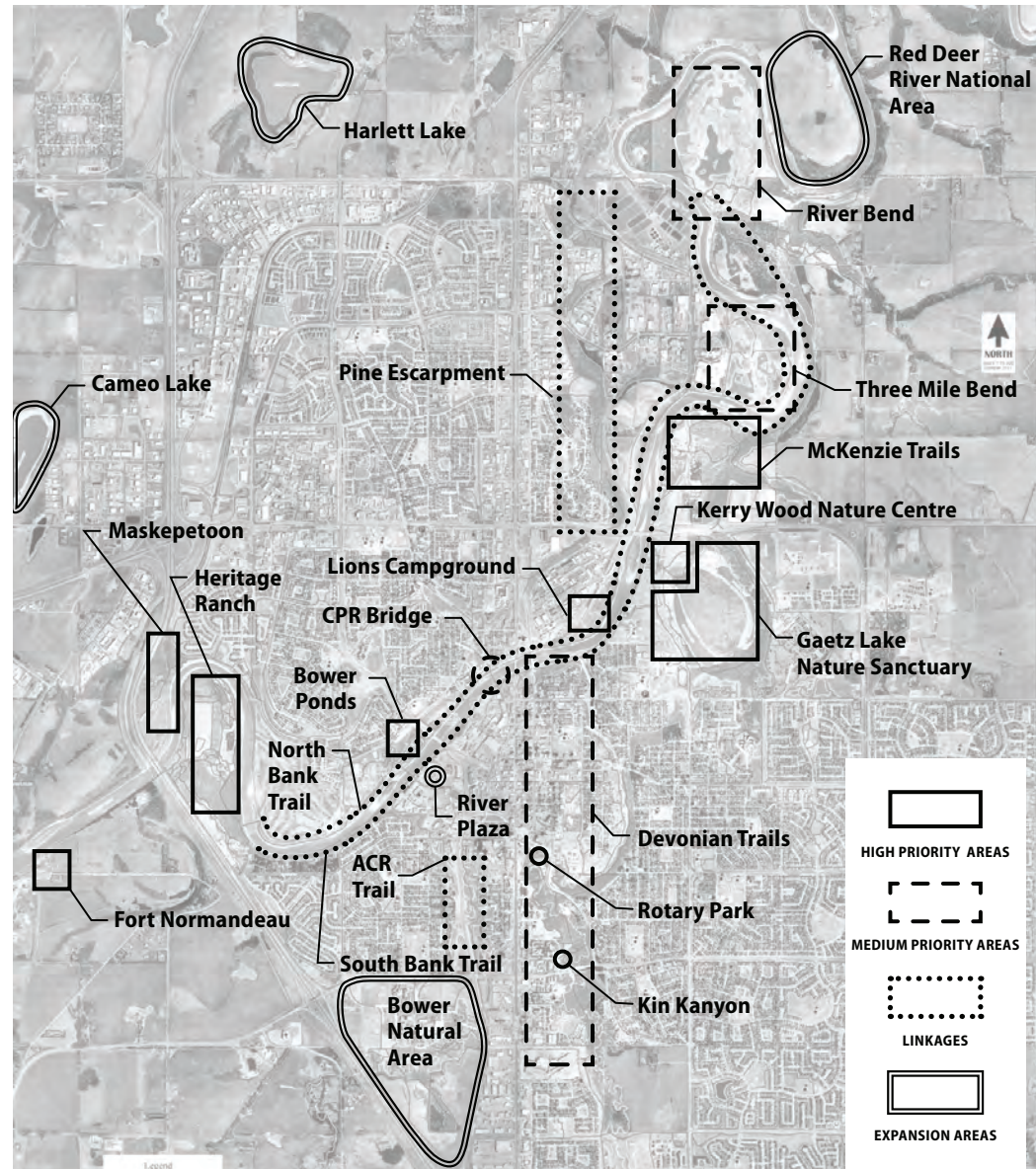
These are connector trails along the River and between parks. They do not have high interpretive impact but there are significant features along these trails that should be highlighted. These trails get significant foot and bicycle traffic. These areas include ACR Trail, Pines Escarpment, North Bank Trail and South Bank Trail and parts of the Devonian Trail.

EXPANSION AREAS

This map also identifies those areas designated as future interpretive areas of the Park,. Interpretive themes have been identified for these. Once infrastructural plans are developed and visitor use predictions can be made, the interpretive priority of these areas can be better identified.

OTHER AREAS

There are other parks within Waskasoo Park that are not highlighted on this map. These are low priority areas for locating interpretive elements due to the highly active nature of their facilities. These areas include Great Western BMX Park, Great Chief Athletic Park, Mountain Bike Park and the Oxbow Dog Park.



4.4 THEMATIC APPROACH

THEMES AND MESSAGES

Interpretation is a communication process. It is about telling stories, which become the vehicle for connecting visitors to Waskasoo Park. Effective interpretation should provide visitors with the tools they need to observe, understand and appreciate the natural and cultural treasures around them.

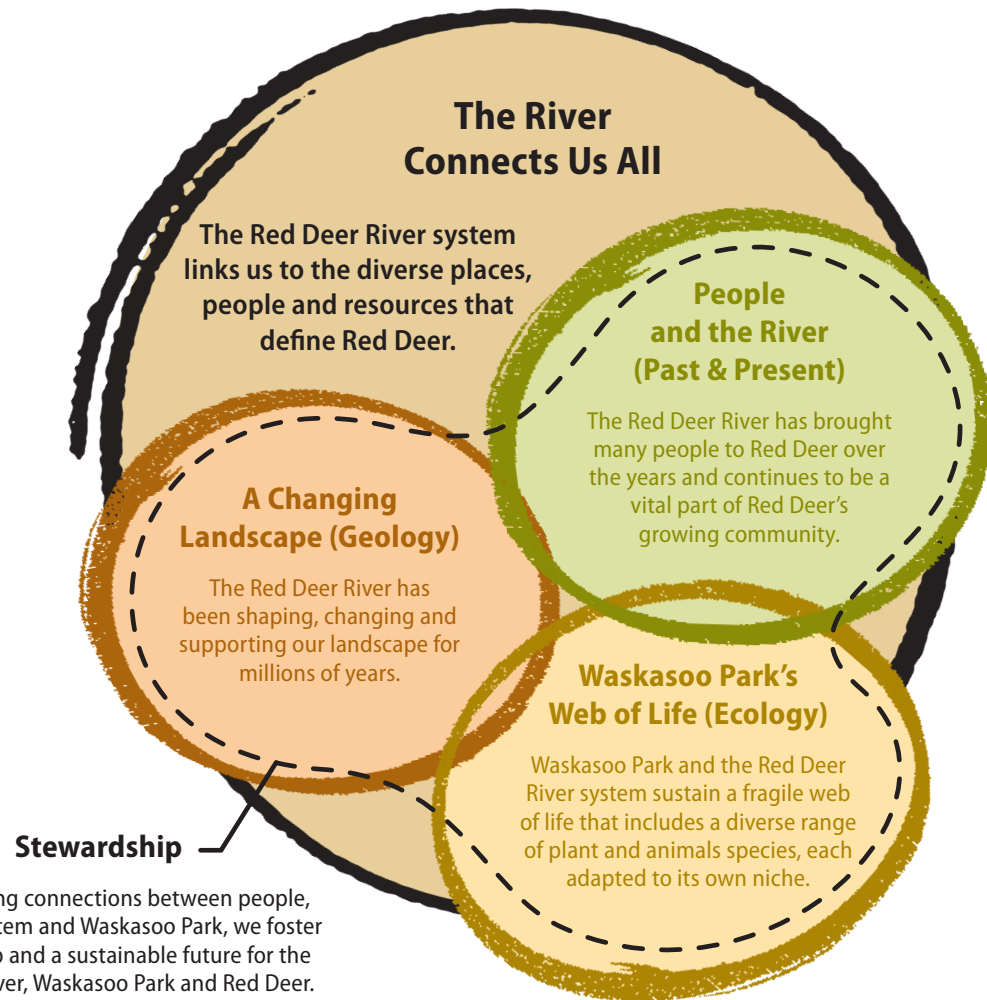
The goal of interpretation is not to tell everything, but to find the compelling stories, perspectives and relevancies that inspire the visitor to explore further and pursue further inquiry. Interpretation should focus on features, elements and stories that are directly accessible to the visitor.

“Any interpretation that does not somehow relate what is being displayed or described to something within the personality or experience of the visitor will be sterile.”

Tilden, 11-17

THEMES

To create a cohesive experience in each park area and to reinforce connections to the wider park context, it is important to focus the storytelling. Themes are an effective tool for focusing interpretation and guiding story development, design and programming. They are ideally a single, simple sentence that would be the key idea that a visitor remembers after their visit. Themes are not topics, but an idea, perspective or message that can be used to guide the interpretive design. All sub-themes, panels, programming and design should work to support this over-arching message.



OVER-ARCHING THEME

The River Connects Us All

The Red Deer River system links us to the diverse places, people and resources that define Red Deer.

The River system is the key connection between all stories in Waskasoo Park. The Red Deer River system has been shaping, changing and supporting our natural and cultural landscape for millions of years. As an overarching theme, “The River Connects Us All,” will guide which stories to tell and how to tell them, providing focus, perspective and cohesion. The River system includes the River itself, the River’s tributaries and the local watershed in general.

SUB-THEMES

Sub-themes will help to guide and filter the many stories that could be told within the over-arching main theme. Stories should be told in such a way that they relate to and support one of these sub-themes. These sub-themes build from the topics outlined in the original Interpretive Master Plan — **ecology, geology and cultural history** — but are framed such that they support the over-arching theme and can be used to communicate stronger, more cohesive and personally relevant messages.

People and the River (past and present)

The Red Deer River has brought many people to Red Deer over the years and continues to be a vital part of Red Deer’s growing community.

This sub-theme speaks to Red Deer’s section of the Red Deer River as a traditional meeting place for diverse people, from the earliest native tribes, European explorers, Metis and settlers to today’s

multicultural community. As a crossroads, mode of transportation, industrial resource, recreational resource, natural resource and source of inspiration and beauty, the River has been a fundamental agent in defining who we are and what we do.

A Changing Landscape (geology)

The Red Deer River has been shaping, changing and supporting our landscape for millions of years.

This sub-theme reflects the significant geological features in this region, and the dynamic story of our ever-changing landscape. We can learn more about how the River and other natural forces have affected our landscape by looking at familiar geological features like valleys, channels, floodplains and gravel deposits. Many of these features and stories connect to human impacts on the land like gravel mining, quarries and erosion.

Waskasoo Park’s Web of Life

Waskasoo Park and the Red Deer River system sustain a fragile web of life that includes a diverse range of plant and animals species, each adapted to its own niche.

This sub-theme highlights the diverse range of habitats that can be found in Waskasoo Park. It draws out the Park’s unique characteristics as a crossroads of biodiversity. This theme will help visitors discover the plants and animals in each habitat, focusing on the unique behaviors, adaptations and relationships between these species and their habitats.

INTERWOVEN SUB-THEME

This theme is woven throughout all areas and all interpretation. In some areas it may be emphasized more than others, but it should be an element of most if not all interpretive elements. This is the ‘so what’ factor, making stories relevant to the individual’s everyday life.

Our River (stewardship)

By cultivating connections between people, the River system and Waskasoo Park, we foster stewardship and a sustainable future for the Red Deer River, Waskasoo Park and Red Deer.

This thread highlights stories that show how we are all stewards of this Park and River, and a part of the web of life within this system. As humans, we significantly impact the fragile balance of life needed to sustain our environment. There are many ways we can help to preserve, protect and enjoy this precious resource. Many of the City and Park’s sustainable initiatives can be highlighted within this theme.

4.5 NON PERSONAL MEDIA

GUIDING PRINCIPLES

To effectively engage an audience in the stories of a natural place like Waskasoo Park, the interpretive signage needs to attract attention, but be sympathetic to its surroundings. It needs to be clear, concise and visually compelling. The following guidelines have shaped our design approach to outdoor interpretation including signage and other non-personal methods of communication.

STRONG CONNECTION TO LANDSCAPE AND STORY:

Content should relate directly to something the reader can see, do or experience. It should graphically relate to its surroundings and be sympathetic to its environment.

The new *Waskasoo Park Signage Identity Standards* that were developed in 2010 provide a clear structure and identity for wayfinding and identification signage throughout the Park. The *Standards* have a strong textual hierarchy, consistent layout and typography and an easily identifiable brand. These are all desirable features for helping visitors find their way effortlessly. However, interpretive signage needs to be appropriate to the location. It should more closely connect visually to the landscape and the content to which it speaks.

CLUSTER TO CREATE CRITICAL MASS: To maximize visitor interaction with interpretation, we recommend clustering elements to create critical mass. Visitors are attracted to the display and are more likely to stay and discover more. Clusters of interpretive elements would be appropriate in the High Priority Interpretive Areas, scaled to the appropriate size dependent on interpretive content, traffic and location.

PHYSICAL AND EMOTIONAL ENGAGEMENT: Engaging with interpretation is more effective when it involves more than just reading. Signage that incorporates tactile elements, viewing tools and play structures are all effective ways of physically involving a visitor in the story. Nature playgrounds and climbable sculptures encourage visitors, especially children, to explore, move and interact with the environment, using all their senses. Appropriately integrated art can also appeal to visitors' emotional and spiritual connections to a landscape.

PERSONAL PERSPECTIVES: Including personal perspectives in interpretation is vital to making stories and messages relevant and meaningful to a visitor. Stories should relate to the personal experiences of a visitor, enabling them to connect to the content through personal details and activities, common goals and shared experiences.

USE HUMOUR, SURPRISE, ART AND WHIMSY:

Interpretation should engage a variety of approaches to attract and connect visitors to the world around them. Elements that help connect visitors to their surroundings at a more visceral level can contribute to a much deeper connection and appreciation of a place and time.

ESTABLISH A CLEAR IDENTITY: Each site within Waskasoo Park has a distinct identity and character. Interpretation throughout the site should reflect this, while at the same time reinforcing it as part of Waskasoo Park. The entryways to each site are particularly important in establishing this identity, along with providing important orientation and welcoming information. It is also important to define and emphasize this entry experience at gateways to the Park as a whole.

INTERPRETIVE HIERARCHY: As described in Section 4.3 Interpretive Areas, some areas of the Park warrant more significant interpretive features than others, based on visitor traffic, visitor motivations and activity, and interpretive value. To match the appropriate resources to interpretive impact, the following three types of signage class have been identified to support the interpretive hierarchy and inform the budget and implementation of the interpretation plan.

Cost Class 1(CC1)

- *Basic wayside sign*
- *Short story(ies)*
- *Graphics only*

Cost Class 2 (CC2)

- *Significant story(ies)*
- *Single interpretive sign with multiple stories*
- *3D element - viewing scope, tactile*
- *Temporary signage*

Cost Class 3 (CC3)

- *Significant node*
- *Thematic crossroads—multi-storied with depth of content*
- *Variety of delivery methods—sculpture, tactile, viewing scopes, benches, etc.*
- *Temporary signage*

LEAD BY EXAMPLE: Much of the content in the new interpretive plan emphasizes the importance of sustainable living. The materials, processes and procurement of interpretative materials should reinforce this message.

ACCESSIBILITY: Visitors come with different interests and abilities. The use of diverse media to communicate stories will enable visitors of all ages, interests and abilities to connect with the Park. Design of elements should incorporate Universal Design standards to ensure they are accessible to all.

The following sections outline requirements for all non-personal interpretive elements including signage, play structures, art, technology and other support materials. While described separately here, we recommend a holistic approach to the design and development of these elements to ensure they create a cohesive, integrated visitor experience

4.6 INTERPRETIVE SIGNAGE

Building from the established *Waskasoo Park Signage Identity Standards*, we have developed several example concepts for interpretive signs that would complement the wayfinding system but be identifiable as interpretive rather than informational signage.

As the content increases in complexity and quantity, the interpretive signage display increases in complexity, providing multiple layers of content and diverse opportunities for visitors to engage with this content.

The design of each sign is directly inspired by the content and location in which it is placed. However, to facilitate maintenance and respect budgets, a significant level of standardization can be incorporated into the design and specification of these signs. The following samples are grouped according to the Cost Class they fall in, as described above.

Class 1 – Basic wayside sign

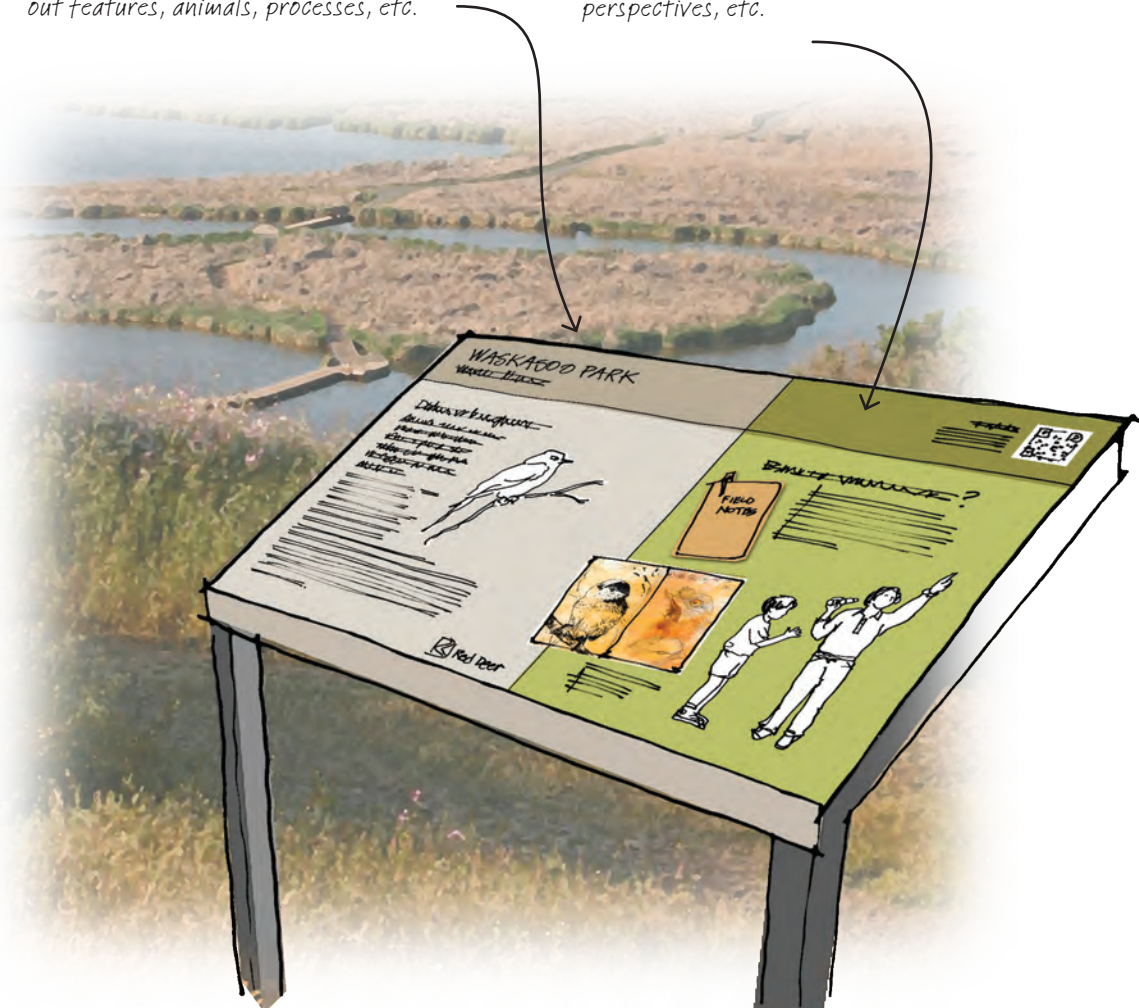
- Using a basic graphic framework, content can be broken into main stories and supportive stories or sidebars
- While the main story panel conveys content about a nearby feature, species or event, the sidebar can be used to relate that content more directly or personally to the viewer
- Sidebars would be a good way to integrate stories about sustainability and stewardship
- Vivid images, illustrations and simple tactile elements can be incorporated to support the story

Observation-based Content

Invites visitors to slow down and encourages them to observe their surroundings by pointing out features, animals, processes, etc.

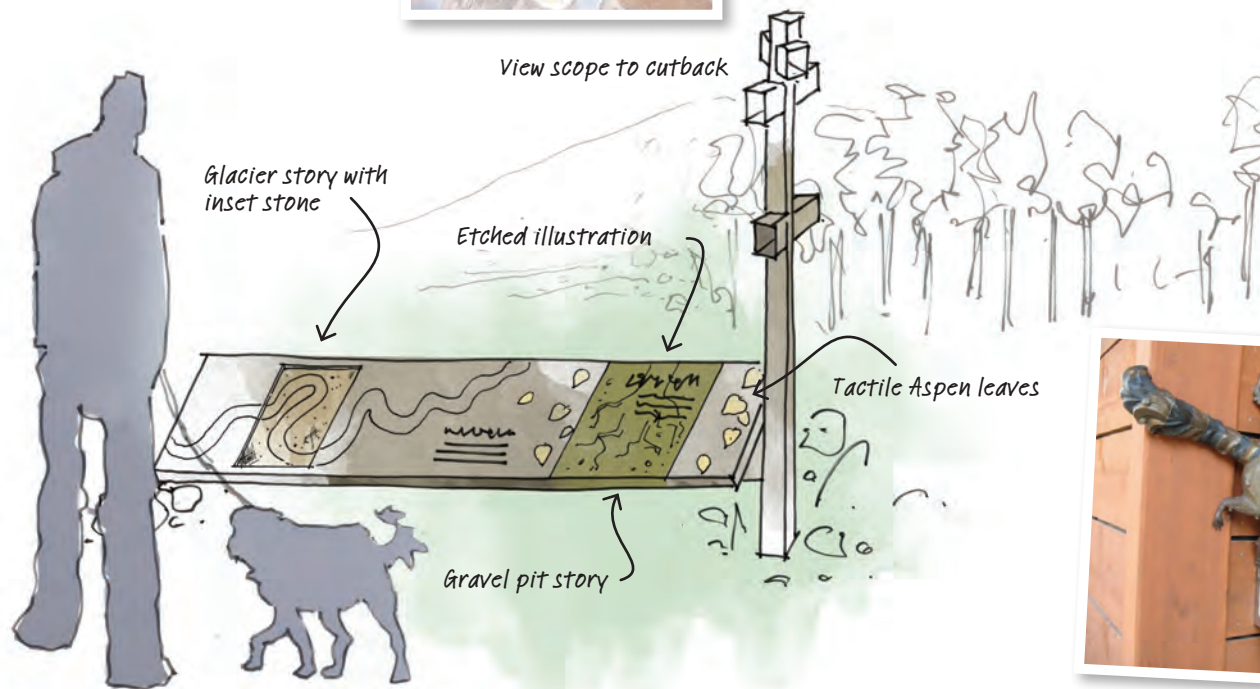
Make it Personal

Relates content to something personal or relevant. Entices visitors to try things, explore further, see different perspectives, etc.



Class 2 – Expanded sign with tactile elements

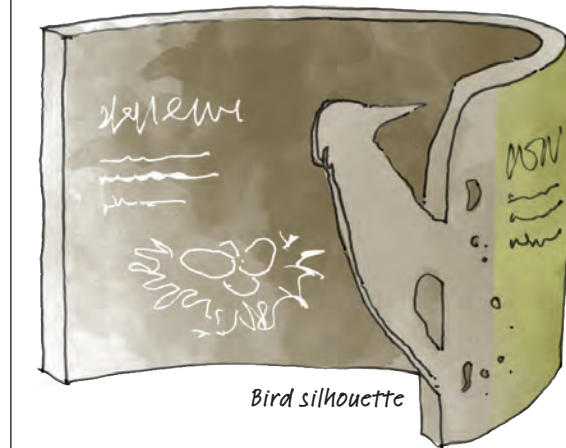
- Traditional graphic panel, but longer and lower to the ground
- Different materials and colours are introduced, such as inlaid stone with carved river feature, etc.
- Materials used as a tool to provide cues to content
- 3D elements such as view scope, tactile leaves or even small creatures add to the overall aesthetic and experience by pointing out key features in the landscape or providing an artistic representation of nature



Class 2 – Expanded panel with artistic detail

- Uses same colours and aesthetic but deconstruct them further to create a form that is more sensitive to its environment
- An abstract tree trunk/bark is created using etched metal
- Silhouettes of creatures (in this case a woodpecker) could be added and paired with appropriate content
- Inside is etched the nest of the bird. This could be used to show hidden secrets in nature not normally visible to the viewer
- Tree bark could be etched on outside along with printed text

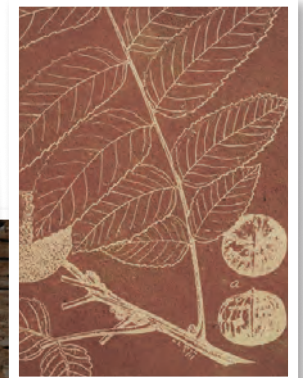
Etched illustration reveals hidden nest



Bird silhouette

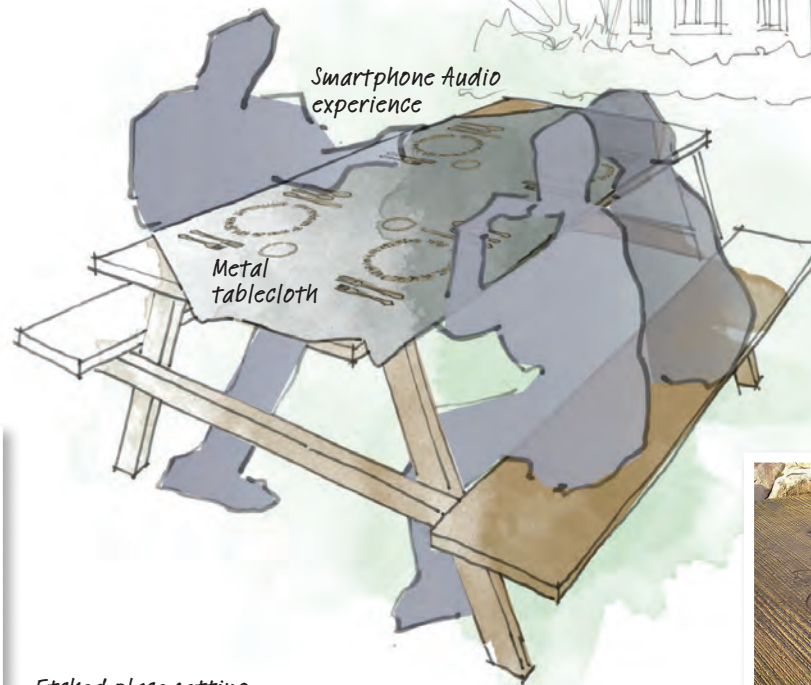


Etched tree bark texture

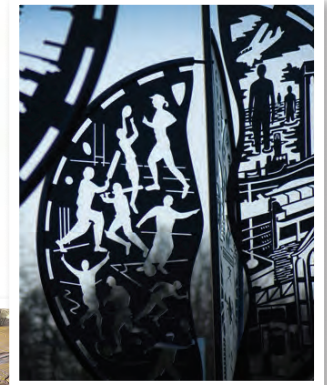


Class 2 – Integrated abstract/sculptural element

- Uses the existing picnic tables, covered with metal tabletops with etched or laser cut place setting.
- Visitors stumble across it while they enjoy the park and it becomes a hub for conversation and interaction
- Place settings provide cues to the original occupants of the house. Graphics and QR tags could tell stories about who lived there
- Accompanying audio accessed via smart phone or podcast could be a tea party with people chatting, eating, china clinking etc.
- This dynamic, entertaining way of communicating the historical context of the place and could be translated into other picnic areas within the park
- Instead of tea place settings we could have mittens and stories about people having snowball fights etc...

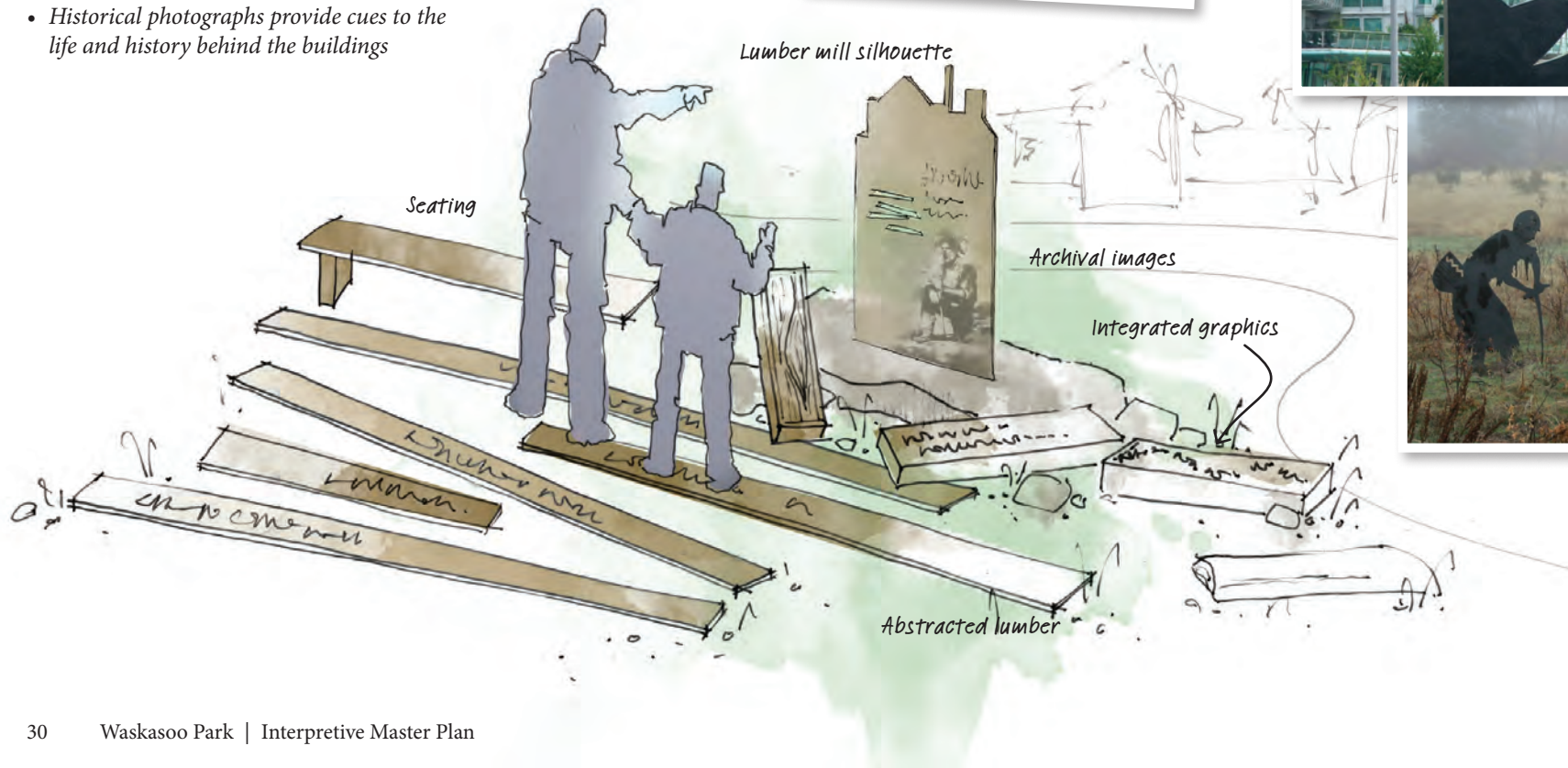
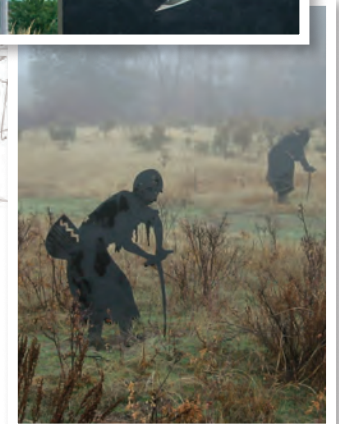
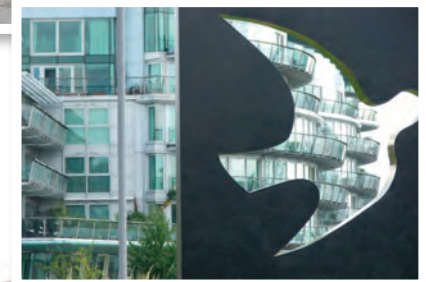


Etched place setting



Class 3 – Large cluster, multiple elements

- Abstract representation of lumber is sunken underfoot. These could have words/stories carved into them. Could also be fabricated from concrete or metal
- An abstract representation of the lumber process is created in the vignette by arranging pieces of 'lumber' with stories, patterns, photos etc. inset into them
- We are taking cues from the surrounding landscape and using them as inspiration for how our interpretation is physically manifested
- The outline of the mill buildings is represented as simple silhouette forms in the graphic panel
- Historical photographs provide cues to the life and history behind the buildings



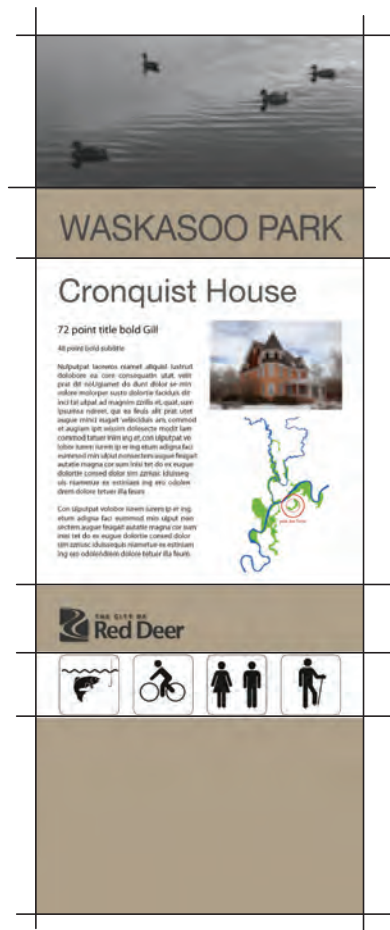
4.7 WELCOME AND ORIENTATION

Entry

The entry experience to the Park or park area is important from both an interpretive and a wayfinding/orientation perspective. Signage should clearly communicate to visitors where they are, what is here and what they can do. It should also introduce them to the interpretive experience.

The Nodal signs, included in the Signage Standard would be appropriately located to convey both wayfinding and interpretive welcome to the site. Coordination in the development of these signs will ensure that interpretive content is appropriately incorporated into these signs.

In some cases, where the site's namesake is not directly related to the stories and themes in a park, it may be appropriate to interpret the site significance on this sign as well. For example, there are no other interpretive elements recommended for Great Chief Park, but the significance of Chief Maskepetoon, the park's namesake, should be communicated here. The significance of the names of each park in the Devonian Trails and Maskepetoon Park itself, could also be included here.



Park Gateways

There are a few locations within the Park where a significant gateway experience would be appropriate to welcome visitors, not only to a specific area, but to the Park as a whole. These entry points should be large and visible and communicate parkwide information, giving visitors, especially non-local visitors, an idea of the extent of the Park system and

the many opportunities available to them within in the Park. The entry to Heritage Ranch from the Tourist Office parking lot, Lions Campground and the CPR Bridge are all significant gateway locations. Signage for these locations have been included in this interpretive plan as they were not included in the Signage Standard.

MAINTENANCE

The easy maintenance and upkeep of outdoor signage should be prioritized in the further design and development of outdoor interpretation. Design choices that favour simple and robust elements will require the least maintenance. Larger sculptural pieces are more durable. Standardization of components will also help facilitate maintenance. Typical outdoor signage has a lifecycle of about 10 years; a replacement and update should be planned at that time. Most fabricators will offer warranties on their signs for close to 10 years.

Using new media as a method of interpretation will also be a cost effective way to maintain and update interpretive information. As more and more people become accustomed to accessing information this way the maintenance of interpretive programs will become easier. Content can be updated continually to reflect new ideas, information and activities and technical issues can be resolved from anywhere. This type of interpretation also leaves a light footprint on the landscape, aesthetically, environmentally and operationally. Further details on using new media for interpretation can be found in Section 4.11 Website.

WASKASOO PARK SIGNAGE IDENTITY STANDARDS – 2010

4.8 TEMPORARY SIGNAGE

The majority of Waskasoo Park's visitors are locals and repeat visitors. Flexible signage that can be changed seasonally or more frequently can engage these audiences with current, relevant information. Temporary signage could be located at trail heads and entry areas where they are easy to see and easy to update. These signs can be very simple: notice boards, white boards and bulletin boards that communicate recent wildlife sightings, ongoing activities, changes and things to look out for. In some areas, it would be appropriate to incorporate them into the Nodal Entry signs described in 4.7 The location and frequency of this type of signage should match WEES's capacity for updating them.

4.9 NATURE PLAYGROUND

Nature playgrounds are an effective and increasingly popular way of connecting children with the natural world. They can range considerably in complexity and cost, focus and materials, from small garden plots and native plant gardens to natural climbing structures and ponds. All engage children in individual and group learning, exploring and gaining comfort, confidence and respect for the natural world.



4.10 ART

Art is a powerful way to communicate. Formal artworks for can convey higher messages such as respect for our place in the world, while informal artwork can connect to people at their cultural level. While messaging is less direct, it encourages personal interpretation and meaning-making, both activities that encourage visitors to think, make connections and experience their surroundings on an emotional level. Art in the Park should reflect the Park's themes and messages.



4.11 WEBSITE

The survey results demonstrate that Park users are interested in using technology to get information about the Park, both informational and interpretive.

Information about Waskasoo Park can currently be found on three websites:

- *City of Red Deer Website*
- *Waskasoo Environmental Education Society*
- *Tourism Red Deer*

We recommend creating a new website that would bridge the information presented on both of these sites, to offer a comprehensive information resource on amenities available in the Park. The website will also provide interpretive content for each Park area, supporting the personal and non-personal interpretation onsite. The website will be the prime source of information about the Park beyond the walls of Kerry Wood Nature Centre.

Purpose

The primary purpose of the website would be a virtual visitor centre for the Park. It will have a broad audience, including:

- *Red Deer residents curious to learn more about the Park's offerings*
- *Local schools planning field trips for students*
- *Visitors to Red Deer for conferences or sports tournaments*

- *Tourists to Red Deer or local residents hosting visiting family*
- *Red Deer residents interested in learning more about the Park's natural and cultural resources*
- *Red Deer residents interested in learning more about living sustainably in Red Deer*

The website would provide:

- *An information resource on the Park (maps, events, interpretation, etc)*
- *A virtual concierge to suggest itineraries or activities for visitors*

The diversity of the Park's offerings, activities, resources and audiences make such a website particularly valuable. Useful tools, such as maps, event listings, and downloads, would be complimented by nice-to-haves such as photo albums that showcase the natural beauty of the Park. User generated content would also allow visitors to engage with each other within the community via the website.

The primary challenge of a website would be the content. It is critical that the website be accurate, up to date, and appear fresh and useful to the audience. If the content is out-dated, it would quickly allow the website to be forgotten and discarded by users. Thus, we recommend that the content plan be outlined at the outset, and reviewed at regular milestones, to ensure content champions are willing and able to keep the site fresh and relevant.

Benefits

- **Showcase seasonal topics:** *Content could be tied to seasonal topics that relate to each of the themes: ecology, geology, cultural history, and environmental stewardship*
- **Broaden the visitor experience:** *The site could also be a way to connect 'activity-based' visitors with visitors already interested and knowledgeable about the Park's stories.*
- **Community engagement:** *The website, with user generated content, could help meet the Park's goal of changing its role teacher to facilitator of a conversation within an engaged community*

Reference

Burnaby Village Museum recently launched a new website with a similar purpose. This website is a good example to reference for the Waskasoo Park website, as it is a site with a specific purpose and identity, within the overarching umbrella of a municipality that has its own website and identity.

- *City Website* <http://www.burnaby.ca/page1406.aspx>
- *Park website* www.burnabyvillagemuseum.ca

Potential Features

The website should include the following features. While some content and features will be specifically developed or each area (e.g. site specific interpretive content, area maps, events, etc.) Other features will be relevant to all areas. Design and development of the website should be coordinated with the further design and development of the rest of the interpretive plan to ensure this significant interpretive tool integrates with, and supports the personal and non-personal interpretation located in each area of the Park .

1. Interactive Map:

The primary reason for visitors to seek the website would be for Park wayfinding information. Whether visitors are City residents looking for a new hiking trail or picnicking spot, or conference attendees looking for a good jogging route during their stay, an interactive map would provide great value.

This interactive map would double as the information resource and the virtual concierge. Visitors could zoom in and out of the map to find their area of interest. They could search activities to view filtered views of Park amenities. They could visualize Park trails and distances in relation to their location, including estimated travel times to the trail heads, and the distance and duration of the outing.

There are many excellent examples of interactive maps within city and park websites. For example:

Surrey Cosmos map

- *The Surrey Cosmos map is an advanced interactive map. It is not recommended for Waskasoo Park at this time, as it is more complex than required and would necessitate a significant budget to achieve; however it is a useful example all the same, as it shows how an interactive map can be utilized by many different audiences as a useful tool, based on the various filters that are applied*
- <http://www.surrey.ca/city-services/665.aspx>

Metrovan

- *The map on the Metro Vancouver website is less complex than the Surrey Cosmos map, but is a good example of a simplified interactive map with filtered views for topical layers of interest*
- <http://www.metrovancouver.org/Pages/default.aspx>

2. Park Downloads

Downloadable resources like fact sheets, games and maps can be incorporated into the website design. Existing PDFs can be linked, or new information developed to complement interpretive elements and programs in each area. Visitors can open the downloads and print them for their Park visit, thus providing convenience to the end user, and reducing printing costs for Park brochures and maps. Downloadable maps can also include an interpretive layer of information, to bridge the gap between recreation visitors and visitors with a defined interest in Park interpretation.

Examples of park downloads are plentiful. We have listed two below due to their compelling nature.

1. Sunnyside Interpretive forest

- *Interpretive brochure and trail map as PDFs for download*
- <http://www.surrey.ca/files/SunnysideBrochure-08finalproof.pdf>
- <http://www.surrey.ca/files/Sunnyside1.pdf>

2. Burnaby Village Museum

- *Illustrated PDF of Museum with highlighted attractions*
- <http://www.burnabyvillagemuseum.ca/images/Burnaby-Village-Museum-Map.pdf>

3. Events & Programs

The website could provide great value to visitors by promoting upcoming events and programs. This feature would allow schools to coordinate field trips for special events. It would also encourage repeat visitors from local residents who become more aware of park offerings, and return to the website to find out more information about events and programs on an ongoing basis. For example:

Victoria's Park Programs

- » *The CRD website provides useful information for general visitors, as well as specific audiences such as teachers*
- » <http://www.crd.bc.ca/parks/events/calendar.aspx>
- » <http://www.crd.bc.ca/parks/events/teachingguides.htm>

Burnaby Village Museum

- » *The park calendar showcases programs that are also listed elsewhere on the site:*
- » <http://www.burnabyvillagemuseum.ca/EN/main/visit/events/next-3-months.html>

4. Community Photo Board

A community photo board for Waskasoo Park would be a web-based (and potentially smartphone) solution that would allow visitors to engage with each other and with the Park – through an online community photo album with an interpretive focus.

Visitors could submit photos via the website to a community board on that topic. Other visitors could then comment and add more photos. Thus, one photographer could submit photos of birds, while a birder could identify them. Waskasoo Park, as the facilitator of this conversation, would moderate the dialog to a certain extent, helping community members connect on topics about which they are already passionate about.

Ways to build on this idea:

- **Learn about the seasons:** *When users tag photos by year or season, they could also review photos of what a photographed area looked like during a different season. This could also be an opportunity to cross-promote seasonal events.*
- **Learn about the ecology of a location:** *An area that visitors use for recreation might also be an important location for local birds. Visitors could learn what animals or plants to look for in certain locations, and this knowledge may encourage respectful park use.*

- **Augmented Reality:** *A more complex version would allow visitors' smartphone cameras to feature overlays on the image to point out information about ecology, geology, cultural history, environmental stewardship in that exact area.*
- **A photo contest:** *A community photo board would certainly gain more attention as user sharing gains momentum. To help this process along, we recommend considering a photo contest to encourage photo sharing. For example, the Royal Tyrrel Museum's website promotes a contest on their homepage: <http://www.tyrrellmuseum.com/>*

5. Children's Activities

The website could serve as an online destination for local families with a virtual kid's corner, with simple games and activities. This offering would reinforce the Park as a family-friendly destination. It would encourage repeat visitors as families return to the site to find fun activities for their children. Family friendly programs and events could be cross promoted, within this website section, to this targeted and engaged audience.

The example provided showcases how a virtual kid's corner can be simple, yet effective.

CRD Parks

- *Includes low tech activities for children such as PDF downloads of coloring sheets*
- <http://www.crd.bc.ca/parks/kids.htm>

6. Online Survey & Social Media

A website is an excellent way to collect visitor feedback in a non-intrusive way. Visitors could be encouraged to fill out an online survey to share their thoughts on what they love about Waskasoo Park, and share new ideas that they would like to see as well.

In addition, the survey could be augmented to include more advanced features of social media.

- *Digital guestbook*
 - » *The digital guestbook would allow visitors to leave their name, where they are from, what they did, and leave a short comment. Other visitors could peruse the guestbook to get ideas for outings and activities. The guestbook would need moderation.*
- *Social recommendations*
 - » *Social media has changed how people interact with technology. People are now accustomed to making virtual recommendations, such as designating that they “like” something, whether on Facebook, Twitter, or a popular story on a news website. A full scale version of recommendations would be similar to a trip advisor with comments for each activity; however, this does incur the need for more involved moderation. A simpler approach would be clickable voting buttons next to an attraction – “I have been here”, “I want to go here” and “I recommend this activity”. Over time, the likes can be displayed to show popular destinations.*

7. Interpretive Content

The website will be also a providing supplemental interpretive content for each area of the Park. It can be an effective way to extend a visitors experience from orientation to interpretation. This can be approached subtly so as not to disturb users who are only seeking information on the Park. Our recommendation would be to have a website section that is dedicated to interpretive content. Then, teaser boxes throughout the site could promote this content with ‘did you know’ facts that could playfully hook website viewers to click through to find out more. Thus visitors who are not intending to seek out interpretive content may be led into becoming interested in something new; meanwhile, visitors who wish to seek it out more directly can also find this content from the website’s main navigation.

Content for this interpretive area of the website could include an overview of exhibits at the Kerry Wood Nature Centre. In describing the exhibits, there could be a layer of interpretation that is offered to pique visitors’ curiosity so that they come down to the centre to learn more. Conversely, there is also an opportunity to extend the visitors’ experience after a visit to the Park, by providing more detailed information and digital takeaways online. An online learning centre for teachers would enhance field trips to the Park. For example, the Vancouver Aquarium’s website provides a good mix of helpful trip planning information, as well as educational interpretive content: <http://www.vanaqua.org/learn/aquafacts/cetaceans/belugas>.

Interpretive content will be an extension of onsite interpretation, buildings on the same themes and key messages identified for each area. Connections between stories, areas and topics will be easier to link and highlight using this online method of interpretation.

COSTS

Production costs for a website can vary considerably dependant on the amount and type of content to be included. To include a range of the components described here, Design and production costs will range from \$22,000-\$99,000

The operating costs of maintaining a website also vary considerably dependant on the content of the website. WEES’s capacity for maintaining and updating web content will be a defining factor in developing a website that meets the needs of both staff and visitors (real and virtual)

4.12 MOBILE WEBSITE

Rather than an iPhone, Blackberry, or Android app that is device-specific, we recommend a mobile version of the website. A mobile website is a more cost-effective, flexible, scalable approach for phased entry to the mobile domain. This mobile website would feature a simplified subset of content from the full website, repurposed for the smaller screen size of smart phones. The simplified subset of content would provide value to the user, while allowing Waskasoo Park to gauge interest before further investment in mobile development.

The survey conducted for this master plan indicated that the majority of respondents use a smartphone, or will use in the near future. A trial component could be developed first for Gaetz Lake Sanctuary. This could be a template for developing mobile interpretation for other areas.

Content should augment the interpretive experience, help visitors understand more about the particular part of the park they are in and how to become more involved.

Content can easily be updated and is in-line with the Park's sustainability goals. Virtual content has a very light footprint on the Park.

Ideas for content to feature on the mobile website include:

- *Wayfinding content – simplified maps that are built for the small screen resolution*
- *Interpretive content – interpretive web content that is suited to a mobile experience (e.g. listen local bird calls, identify species)*

Interpretive content will be an extension of onsite interpretation, building on the same themes and key messages identified for each area. Connections between stories, areas and topics will be easy to link and highlight using this online method of interpretation. This instant ability to make connections between stories and other locations within the Park, will encourage visitors to explore further.



4.13 OTHER MATERIALS

Paper materials

As much as possible we would recommend to move away from disposable printed materials as a vehicle for interpretation. The Park's materials, processes and activities should reinforce the its sustainability mandates. The Park and WEES should lead by example in all their activities.

A centralized Waskasoo Park website should be the main source for Park information beyond the walls of the Kerry Wood Nature Centre. This should be the place where visitors are directed to find out more information about a topic, to find out what opportunities are available to them and to make their own contributions.

Access to the website in the Kerry Wood Nature Centre will help to familiarize visitors with this resource. An online version will enable them to take interpretive information with them out into the Park.

Downloadable activity sheets, teacher resources and maps can be developed as appropriate, as a component of the website.

New Map

A new Park map should be developed to more clearly illustrate the extant and nature of the park system. The current map can be difficult to read, especially for those unfamiliar with Red Deer.

4.14 PERSONAL INTERPRETATION

The existing Waskasoo Park currently provides excellent interpretive programs for both public and schools. These programs are of high value and should be maintained. Where the Park's non-personal interpretation is now out of date, the personal programs have grown and responded to the changing needs of the Park's audiences and are still very current, relevant and responsive. This component of the master plan lays out recommendations for augmenting the current program offerings.



INTERPRETIVE PROGRAMMING RECOMMENDATIONS

PROGRAMS: Stories and activities will focus on potential new programs resulting for new opportunities such as residents from other cultures, new facilities, etc. Types and requirements of programs are described in this section and site specific programs are described in the locations that best define them, in Section 7.0 Interpretive Inventory. We have also added some possible programs that provide alternate stories from those currently used – in part to provide a diversity of stories in each area and to provide the interpreters with a choice for programming.

Examples:

- **Sustainability** – how to help your park, your city and your home
- **New Residents** – blending communities and cultures (and languages)
- **Citizen Scientists** – be part of real science e.g. counts of birds / flower / amphibians, etc.
- **Tour the Park** – it's a beautiful place on foot, bike, snowshoes, etc.
- **What are you doing?** – Interpreter taking care of small garden of vegetables or native plants
- **Shows, skits, theatre** – activities addressing larger audiences (interpreters or other groups)
- **Creativity and innovation** – be inspired by the natural environment, understand how it can and does influence what we do
- **Living History** at Fort Normandeau

INTERPRETIVE PROGRAMMING REQUIREMENTS

Waskasoo Park is changing as a result of new needs both from inside and outside the park. External changes include additional visitors, different communities, and means of experiencing the parks. Internal park responses to these changes will result in new Park infrastructure that will require changes and support from interpretive staff. New internal components will include new signs, exhibits, themes, more staff and support, significant changes on Fort Normandeau and Kerry Wood Nature Centre and expanded parkland. Following is a summary of requirements based on the needs for interpretive programming that will respond to these changes. See Fig. 1 on the following page for the distribution, requirements and description of programming opportunities.

STAFF: Additional parkland for interpretation and additional users will increase programming needs in terms of staff. We expect that staffing will need to increase by two paid staff at the minimum within the next three to four years.

TRAVEL: Equipment, and sometimes Park users, are currently transported by staff in their own vehicles. For insurance and sustainability, it is desirable that equipment and users are provided in a larger vehicle such as a medium-size van, rather than a number of cars following the interpreter's vehicle.

SOCIAL MEDIA: The 2011 census confirmed that Red Deer residents are as involved as in most communities in Facebook, Twitter, smartphones, etc. At some point – sooner rather than later – Park users will be looking

for opportunities to use their smartphones, iPods, and other similar equipment to help enhance their park visits.

SPACE: The addition of more staff may result in the need for more space for staff and storage. More storage space is proposed for the Kerry Wood Nature Centre's multipurpose room as described in Section 6.0 Kerry Wood Nature Centre. Additionally, it might be reasonable to provide a small cabin or similar structure in another section of the Park for an office and a storage area.

NEW RESIDENTS: A significant number of new residents have English as a second language. In order to welcome and guide these users, new approaches may be necessary. Given some cultures' focus on family group activities, providing gatherings with refreshments may be an effective way of introducing and engaging these visitors with the Park.

TRAINING: Staff will need to be trained on the use of new exhibits, both in terms of new content, use of mechanical and audiovisual interactives and basic maintenance of technical components. Operational information for exhibits will be included in the requirements for construction contractors.

WEES could develop and offer training to concessionaires and other Park staff to encourage them to be Park ambassadors and informal interpreters.

PROGRAM SUPPORT: Additional props, artifacts and equipment will be needed to run new and expanded programs at Kerry Wood Nature Centre and at Fort Normandeau.

COMBINED PROGRAMS: Many of the interpretive programs include informal live programs provided by "travelling" interpreters touring through the parks on foot or bike. These programs are also combinations of several themes: "Citizen Scientists", "Touring the Park", and "What are you doing?" These programs are detailed in the table on the following pages. They encourage visitors to ask questions and take part in an informal conversation with interpreters which will provide visitors with more personal contact throughout the existing and future Park areas. Their interest and curiosity in the interpreter's work (e.g. a garden) will provoke them to take similar actions, and/or to become one of our citizen scientists.

FORT NORMANDEAU: The Fort will need additional staff as it grows into a major attraction with easier access, new exhibits and expanded living history interpretation. Programming changes will follow

the new access and exhibits. Partnerships with First Nations and other community groups should be explored for developing and delivering programs, events and activities.

NOTE: Many of the interpretive programs provided in Section 7.0 Interpretive Inventory include informal live programs provided by "travelling" interpreters touring through the parks on foot or bike. These programs increase user contact throughout the existing and future Park areas. The themes and objectives included for each Park area form the basis for the live interpretative programming.

The following table outlines program types and requirements.



| NEW INTERPRETIVE PROGRAMS | | | | |
|---------------------------|----------------------------------|---|---|--|
| PROGRAMS | SUB THEMES | DESCRIPTION | REQUIREMENTS | LOCATIONS |
| Sustainability | Stewardship | Visitors discover hands on activities, tips and behaviours that will help the Park, city and home | <ul style="list-style-type: none"> • Ideally, a sustainable cabin or partial cabin with all the best materials, etc and/or highlight sustainable features in the KWNC. Also use examples, e.g. water saving, and handouts. • This can be incorporated into the permanent exhibits in the Our Sustainable Future gallery. Partnerships with home improvements retailers should be explored. KWNC sustainable features can be highlighted in situ and in the gallery. | Kerry Wood Nature Centre |
| New Residents | People and the River | New residents feel welcome and learn more about what to do and how to engage with the Park. | <ul style="list-style-type: none"> • Best done on weekends or evenings • Basic: visit one of the parks commonly used for family gatherings, ask questions and suggest other areas to enjoy; pass out maps. • Complex: invite new communities and hold a BBQ with stories and songs | Any of the “family get-together/BBQ” parks |
| Citizen Science | Waskasoo Park’s Web of Life | Visitors participate in real science e.g. counts of birds / flower / amphibians, etc | <ul style="list-style-type: none"> • Requires some basic training on monitoring • Can be done with flora and fauna; • There are many projects visitors can contribute to without capturing or tagging species as well, such as FrogWatch, WormWatch, IceWatch, Plantwatch through Environment Canada. | Any of the trails that support a reasonably natural fauna and flora |
| Tour the Park | A Changing Landscape & Our River | Visitors engage more deeply with the Park. | <ul style="list-style-type: none"> • Can be done in any season. Works best if the visitor starts the conversation because they are curious as to what you’re doing (see citizen scientists) • Can be simple as binoculars, check traps or simply identifying birds | Any of the trails that support a reasonably natural fauna and flora or significant cultural features or landscapes |

Figure 1

| NEW INTERPRETIVE PROGRAMS | | | | |
|----------------------------------|----------------------|---|--|---|
| PROGRAMS | SUB THEMES | DESCRIPTION | REQUIREMENTS | LOCATIONS |
| What are you doing? | Stewardship | Visitors interact with an interpreter taking care of small garden of vegetables or native plants | <ul style="list-style-type: none"> • Best done near the Centre. Probably best to train two interpreters in gardening with native plants. • A small sign could be included and other gardeners are always examining other gardens. Note that gardens can take a lot of time so limit the size or gather volunteers to help. | Near Kerry Wood Nature Centre |
| Shows, skits, theatre | Various | Activities addressing larger audiences (interpreters or other groups) | <ul style="list-style-type: none"> • The large amphitheater at Bower Ponds is big enough to attract a different audience for interpretation and local theatre groups. The smaller amphitheatres at KWNC (new) and the Lions campground can be used for interpreters and small presentations. The new picnic shelter at Fort Normandeau can also be used for both First Nations and interpreter presentations. | Lions campground, Kerry Wood Nature Centre outdoor amphitheatre, Fort Normandeau, Bower Ponds |
| Creativity and Innovation | Stewardship | Visitors participate in activities, both formal and informal, that look to the natural environment for creative inspiration | <ul style="list-style-type: none"> • More formal activities can include art, drawing, photography classes, sustainability workshops • Less formal activities can include photo, art competitions through the website • Natural materials can be made available for spontaneous creations (ie rock cairns) • Tie-ins can be made to stewardship programs that demonstrate biomimicry and sustainability | Based out of Kerry Wood Nature Centre |
| Living History | People and the River | Costumed interpreters, events and activities enliven Fort with expand program offerings | <ul style="list-style-type: none"> • Please see section 7.1 Fort Normandeau and the Fort Normandeau Feasibility Study for a full description of operational needs for living history and programming at Fort Normandeau. | Fort Normandeau |

INTERPRETIVE PROGRAMMING IMPLEMENTATION

The following should be taken into consideration for planning for augmenting personal interpretation offerings and accommodating changes in the exhibits and infrastructure.

- *For a significant time the public portion of the centre will be in a state of construction. This will limit visitor activities in the centre itself.*
- *Outdoor interpretive programs will need to provide more programs to maintain the mission and themes of Waskasoo Park during construction.*
- *We suggest that at least one additional full-time interpreter (or several part-time interpreters) be added in 2013.*
- *We further suggest that most or all of the new programs be developed and at least tested during the summer.*
- *By the end of 2013, most of the construction and development in the KWNC and Fort Normandeau will be complete, and the new park areas may be completed. At this time we suggest that the Fort staff be increased to four interpreters, and the KWNC receive an additional interpreter (or part-time interpreters).*
- *We suggest that 2014 will be the full completion of the centre and Fort and staff will include the two interpreters for the centre and two for the Fort.*
- *At least one major event should be held to showcase the changes.*

- *A new passenger van (preferably alternative fuel) should be acquired for moving people (staff and/or visitors on a special tour) and equipment to other areas of the park. This currently done in private vehicles which require different insurances and costs which increases paper work .*
- *Programming supplies should be replenished and augmented for the new programs.*

BUDGET FOR INTERPRETIVE PROGRAMS

There are a range of budgets, but these are a reasonable estimate.

TOTAL OPERATIONAL COSTS
PER ANNUM AFTER 2013: \$170,000

| INTERPRETIVE PROGRAMMING BUDGETS | | | |
|----------------------------------|-----------------------------------|--------------------------|---------------------------------------|
| YEAR | ITEM | LOCATION | COST |
| 2013 | Full-time staff | Kerry Wood Nature Centre | \$40,000 |
| | Medium Van | Kerry Wood Nature Centre | \$25,000 + \$5000 per annum operating |
| 2014 | Full time Staff | Kerry Wood Nature Centre | \$40,000 |
| | 2x Full-time Staff (or equivalent | Fort Normandeau | \$80,000 |
| | Program supplies | Parkwide | \$5000 |

5.0 Topic and Message Analysis

This analysis provides the basic topics and overarching messages which form the physical, biological, and cultural stories and experiences of Waskasoo Park. It is a guide for interpreters from which to develop interpretive programs and a full range of non-personal media.

“Interpretation: any communication process designed to reveal meanings and relationships of cultural and natural heritage to the public, through first-hand involvement with an object, artifact, landscape or site.”

Interpretation Canada, 1976

All of the interpretive organizations agree that the goal of interpretation is to reveal meanings and relationships of cultural and natural heritage. These goals separate interpretation from education, although good interpreters and good educators often

| INTERPRETATION | EDUCATION |
|--|---|
| Volunteer audience (free-choice) | Structured Audience (e.g. class, group) |
| Goal is fun, curiosity | Goal is information, most often guided by curricula |
| Diverse audiences (individuals, adults & children, adult groups of diverse ages, etc.) | Homogenous audiences (e.g. Grade 7, Adult learning, etc.) |
| Duration determined by interest | Duration pre-determined |
| Measured by visitor questions, revisits and supportive actions | Measured by testing |
| Largest audience in most public parks and facilities | Size of audience determined by scheduling |

use the similar techniques. The goal of a teacher is to teach; the goal for an interpreter is to place this information in a context that has meaning to the participant. The goal of interpretation is not to tell the whole story, but to find and tell the stories that will connect visitors to your mission.

Interpretation is organized through themes and subthemes. These identify the most important stories to be shared with visitors. No single technique will achieve all the messages so a variety of personal and non-personal media are used. Education most often is organized by groups of students of similar age that have pre-determined subjects and learning objectives; this is not common amongst interpretive audiences. The mix of media helps to address the great diversity of visitors in terms of their knowledge, interest, time availability and preferred means of learning.

It must be noted, as always, that the overall goal of all of the interpretation is to provide elements of “sense of place” in a way that any visitor will connect to its value and understand their role in its sustainability. Ultimately, successful interpretation leads to visitors who will feel a connection to the park in their life both through its natural, rural and urban ecosystems as well as its past, present and future.

5.1 ANALYSIS

The following analysis outlines the Park’s themes and subthemes, and reiterates how they will guide storytelling. These are followed by main messages for each theme and finally a list of topics and sub topics for each theme.

MESSAGES: Messages are the ideas and concepts that visitors should take home with them. They should speak to the unique values of the Park, but should also be relevant to today’s visitor. They should help visitors understand why they should care. They are much more focused than topics.

The message lists included here are not exhaustive, but provide a foundation for developing more focused messages, as the content is refined through the design process.

TOPICS: Topics are subjects that should inform the content development for personal and non-personal interpretation. These topics should be communicated in ways that they support the main themes of the Park. The connections and links between topics and themes are some of the strongest stories for reinforcing messages of interconnectedness and stewardship.

These lists of topics include many topics from the original Master Plan, along with topics highlighted by the steering committee, stakeholders and the community. These stories are both important to communicating the significance of the Park, and will help achieve the Park’s goals of personally connecting with visitors and helping them become environmental stewards.

5.2 OVER-ARCHING THEME

The River Connects Us All

The Red Deer River system links us to the diverse places, people and resources that define Red Deer.

An over-arching theme customarily provides a simple, direct title that captures the spirit of the place, in this case, “The River Connects Us All”, and may be used in media or as a welcome to the Park. It shares with the subthemes, a statement that captures the stories to be interpreted.

The River system is the key connection between all stories in Waskasoo Park. The Red Deer River system has been shaping, changing and supporting our natural and cultural landscape for millions of years. As an overarching theme, “The River Connects Us All,” will guide which stories to tell and how to tell them, providing focus, perspective and cohesion. The River system includes the River itself, the River’s tributaries and the local watershed in general.

The test of an over-arching theme is its natural inclusion in every sub-theme. It must always be shared that no story is complete unless visitors understanding that any place examined is always connected to the other parts: land, water, plant, animal, and activities of humans.

5.3 SUB-THEME A

A Changing Landscape

(Geology and geomorphology) The Red Deer River has been shaping, changing and supporting our landscape for millions of years.

This sub-theme reflects the significant geological features in this region, and the dynamic story of our ever-changing landscape. We can learn more about how the River and other natural forces have affected our landscape by looking at familiar geological features like valleys, channels, floodplains and gravel deposits. Many of these features and stories connect to human impacts on the land like gravel mining, quarries and erosion.

5.3.1 MESSAGES – A CHANGING LANDSCAPE

1. *From the view of the beginning, it took billions of years to create Red Deer; most of the original Precambrian bedrock - among the oldest rocks in the world - lay thousands of metres below.*
2. *Red Deer’s oil and natural gas fields are the results of fossilized plants and animals during the Cretaceous period, a “recent” 135-67 Million years ago.*
3. *Later, the Pleistocene created huge ice fields which moved across the land and periodically retreated back providing habitat for plants and animals.*
4. *The melting of the last ice sheet created massive amounts of water throughout the province, including the Glacial Lake Red Deer.*

5. *While many large lakes eventually drained, water never completely left. The Red Deer River is an example of these rivers. It continues to excavate with fragments of eroded rock; it’s 165 metre deep excavation in the Red Deer Canyon has been created since the last glaciation.*
6. *From the park, many features are visible of the erosion created by the much large river including the oxbows partial and complete, and terraces which provide a record of the river valley when it was older and higher.*
7. *In the Maskepetoon area, for example, we can view from top to bottom the record of millions years of time.*

5.3.2 TOPICS – A CHANGING LANDSCAPE

Shaping the landscape

- *Eras of evolution*
 - » *Precambrian*
 - » *Paleozoic*
 - » *Mesozoic*
 - » *Cenozoic*
- *Natural forces*
 - » *Tectonics*
 - » *Glaciation*
 - » *Erosion/deposition*
 - » *Oil and coal formation*
 - » *Climate change*
 - » *Hydrology (River, lake formation)*
- *Paskapoo formation*
 - » *Fossil formation*
 - » *Paleontology*

Geology and Geomorphology today

- Study of:
 - » Identification of features
 - » Techniques and methods
- Soil
 - » Quality
 - » Make-up
- Human impacts
 - » Resource extraction
 - » Industry
 - » Erosion
- Hydrology
 - » Rivers, tributaries, streams
 - » Watershed management

5.4 SUB THEME B

Waskasoo Park's Web of Life

Waskasoo Park and the Red Deer River system sustain a fragile web of life that includes a diverse range of plant and animals species, each adapted to its own niche.

This sub-theme highlights the diverse range of habitats that can be found in Waskasoo Park. It draws out the Park's unique characteristics as a crossroads of biodiversity. This theme will help visitors discover the plants and animals in each habitat, focusing on the unique behaviors, adaptations and relationships between these species and their habitats.

5.4.1 MESSAGES – WEB OF LIFE

1. *The web of life continually changes as it follows the rules of evolution. For example, 100 million years ago, this area might well have been occupied by dinosaurs.*
2. *In the gaps of warming during the ice ages, mammals may have been the big animals, perhaps even mastodons and short-faced bears while many birds may have moved to southern North America or Siberia which did not experience continental-scale ice sheets.*
3. *As the climate changes, so did vegetation; the Red Deer area is primarily Alberta's Parkland with plants from northern forests and foothill as well as southern grassland regions.*
4. *The Red Deer River affects vegetation in many ways: it provides moisture; floodplain species affect flooding or low water period; erosion and deposition affect the landscape.*

5. *Many species of wildlife occupy this river and the land around. Many species of fish occur in the river.*
6. *Many as species of birds occur in the area with one of the best locations for birdwatching in the Gaetz Lakes and forest area in the park.*
7. *Many large mammals make their homes in the park and river valley such as white-tailed and mule deer, muskrat, mink, etc.*
8. *Many small species occur in the park but are rarely seen. Nonetheless they are extremely important in the biodiversity of the area. Amphibians, reptiles, small mammals, and many arthropods such as the numerous insects are the base for animals. Many of them are important prey for birds and bats. Some we find beautiful such as the butterflies and dragonflies.*
9. *As mentioned, the Gaetz Lakes Sanctuary is one of the best places to see wildlife and wild plants in a natural setting. Guide books and other aids for use in learning about wildlife are available in the nature centre.*

5.4.2 TOPICS – WEB OF LIFE

Ecological changes and their effects

Many of these should tie into Stewardship messages as well.

- Hydrology
 - » River processes
 - » Human impacts

- Succession
 - » Forest
 - » Wetlands
- Climate
 - » Adaptations
 - » Migration
 - » Micro-climates
 - » Climate change
- Habitat changes
 - » Fragmentation
 - » Wildlife corridors
 - » Natural changes
 - » Man-made changes

Biodiversity

- Habitats
 - » Identification
 - » Plant communities
 - » Flora
 - » Fauna
 - » Characteristics
 - » Threats
- Flora and Fauna
 - » Adaptations
 - » Behaviour
 - » Movement and migration
 - » Physiology
 - » Relationships/interconnectedness
 - » Endangered
 - » Identification
 - » Threats
- Conservation
 - » Projects and initiatives
 - » Ways to help/get involved
 - » Observation and monitoring
 - » Importance of biodiversity
- Paleontology (should link in with geology Paskapoo stories)
 - » Fossils
 - » Flora and fauna of the Paleocene

5.5 SUB THEME C

People and the River

(Past and present) The Red Deer River has brought many people to Red Deer over the years and continues to be a vital part of Red Deer's growing community.

This sub-theme speaks to Red Deer's section of the Red Deer River as a traditional meeting place for diverse people, from the earliest native tribes, European explorers, Metis and settlers to today's multicultural community. As a crossroads, mode of transportation, industrial resource, recreational resource, natural resource and source of inspiration and beauty, the River has been a fundamental agent in defining who we are and what we do.

***NOTE:** The topics and messages about First Nations are suggestions only. These topics and messages should be developed in coordination with First Nations and Metis stakeholders.

5.5.1 MESSAGES – PEOPLE AND THE RIVER

- **There was conflict between different First Nations in the area. The Red Deer River acted as an informal boundary between native groups, eventually becoming a formal boundary in Treaty #7.*
- *Explorers established more contact with the native bands when furs became valuable. A small trading post at the original Paskapoo bedrock ford marked the development of the Red Deer area.*
- *The crossing became a stopover for travellers travelling to and from Calgary and Edmonton. This was later followed by stage coach and railway which provided communications and commercial links.*
- *In 1885 events related to the Riel Rebellion led*

to concern for the community. The Northwest Mounted Police built and maintained Fort Normandeau to protect the Crossing.

- In 1889, Reverend Leonard Gaetz gave a half-share of 1,240 acres to develop a bridge over the river and a townsite for the new community of Red Deer. With increased rail transportation, Red Deer grew quickly. The local economy provided most needs: farming, lumber, sandstone and clay..
- Red Deer is now Alberta's third-most-populous city. Located in in aspen parkland and surrounded by rolling hills, it is a centre for oil and agriculture distribution, and the surrounding region is a major centre for petrochemical production. As of the 2011 municipal census, the population is now 91,877.
- Red Deer continues to grow in size with people from many different countries coming for work.
- New park land is being added to Waskasoo Park to let Red Deer residents and visitors continue to enjoy one of the largest and most diverse parks in Canada.

5.5.2 TOPICS – PEOPLE AND THE RIVER

Past

- Prehistory
 - » *Archaeology
 - » *Pre-historic people and lifestyles
- Pre-contact period
 - » *Indigenous lifestyles
 - » *Inter-tribal relationships
- Contact
 - » *Tribal involvement in fur trade
 - » *Treaties
 - » *Changing political and social structures
 - » *Changing Indigenous lifestyles
 - » *Industrial schools
- Today
 - » *Truth and reconciliation
 - » *Living cultures
- First pioneers
 - » Explorers
 - » Fur Trade companies
 - » Settlers
- Red Deer Crossing
 - » Settlement
 - » Calgary Edmonton Trail
 - » Fort Normandeau
 - » *Cultural integration of Europeans, Metis, Indigenous
- Red Deer
 - » Rail history

- » City pioneers
- » Urban and community development
- » Industry

Present

Many of these will also be included under stewardship.

- Urban planning
 - » Park planning
 - » Urban/nature interface
 - » Environmental planning and protection
 - » Watershed management
- Changing use of River
 - » Industry
 - » Resource
 - » Recreation
 - » Conservation
 - » Restoration/rehabilitation
- Changing land use
 - » Industry
 - » Agriculture
 - » Residential
 - » Transportation
 - » Recreation
 - » Conservation
- Community
 - » Changing demographics
 - » Changing lifestyles
 - » Changing relationship to river and Park
 - » Community initiatives and events

5.6 INTERWOVEN SUB-THEME

Our River

(Stewardship) By cultivating connections between people, the River system and Waskasoo Park, we foster stewardship and a sustainable future for the Red Deer River, Waskasoo Park and Red Deer.

This theme is woven throughout all areas and all interpretation. In some areas it may be emphasized more than others, but it should be an element of most if not all interpretive elements. This is the 'so what' factor, making stories relevant to the individual's everyday life.

This thread highlights stories that show how we are all stewards of this Park and River, and a part of the web of life within this system. As humans, we significantly impact the fragile balance of life needed to sustain our environment. There are many ways we can help to preserve, protect and enjoy this precious resource. Many of the City and Park's sustainable initiatives can be highlighted within this theme.

5.6.1 MESSAGES – OUR RIVER

1. *Stay on the trails and roads – save the vegetation and prevent erosion*
2. *Do not approach wildlife – this causes stress and may separate babies from their mothers. Binoculars are the best way for close-up wildlife viewing.*
3. *Do not approach young animals; often the mother is hiding waiting for you to leave. If the animal is injured or seen alone on several days, contact the interpreters at the Kerry Wood Nature Centre or call the Medicine River Wildlife Rehabilitation Centre.*
4. *Bring your children to the park in any season.*
5. *Much of the park adjoins rural and urban areas and is affected by these areas. Your actions can help the park, the rural and urban areas, and your quality of life. Some opportunities to help include:*
 - a. *Visit the Kerry Wood Nature Centre to find all of the opportunities available in the park and in the nature centre..*
 - b. *Visit Fort Normandeau to see how life was over 125 years ago.*
 - c. *Become a volunteer for the park (there are many different roles).*
 - d. *Reduce use of pesticides in your lawn and garden.*
 - e. *Consider using native plants in your garden; feed the birds in winter.*
 - f. *Reduce water use.*
 - g. *Reduce vehicle use; many walking trails and designated trails for bicycles are welcome in the park. There are also bike lanes for commuters.*
 - h. *When possible, use food from area producers and/or grown your own.*

5.6.2 TOPICS – OUR RIVER

Park and City leading by example

- *Land use*
 - » *Restoration and rehabilitation of industrial sites*
 - » *Preservation of fragile habitats*
 - » *Urban planning, park planning*
- *Sustainability*
 - » *Sustainably designed buildings and features*
 - » *Sustainable practices*
- *Education*
 - » *Projects and programs*
 - » *Conservation*

Personal action

- *Sustainable living*
 - » *Behaviours*
 - » *Practices*
 - » *Technology*
 - » *Education*
- *Living with nature*
 - » *Responsible park use*
 - » *Interacting with animals*
 - » *Observation*
 - » *Human impact and implications*
 - » *Individuals make a difference*
- *Stewardship*
 - » *Individual responsibility*
 - » *Ownership*
 - » *Involvement*

6.0 Kerry Wood Nature Centre

6.1 DESCRIPTION

Kerry Wood Nature Centre is the interpretive hub of Waskasoo Park. WEES operates school and public programs out of the Centre.. The Centre houses permanent exhibits, an art gallery space, theatre/ meeting room, discovery room, resources library, gift store and snack bar (run by the Friends of Kerry Wood Nature Centre), the Red Deer River Naturalist headquarters and staff offices.

The Centre is well used by the community and offers a wide variety of programs and events. The current exhibits, though well loved by the community as a way to introduce out-of-town visitors to the Park, are out of date and many are in disrepair. The film is also out of date and not regularly shown. Programming space and storage is also limited. The gallery space is valued by the art community as a display venue and to attract repeat local adult visitors.

The Centre now includes several sustainable building features like solar panels, waterless urinals, high efficiency furnaces, gas-to-heat converters and roof made from reprocessed old tires. In keeping with the City and WEES's focus on sustainability and environmental stewardship, updated interpretation in the Centre should reinforce its role as a community resource for learning about and connecting to the Park and gaining the tools, inspiration and motivation to actively participate in environmental stewardship.

6.2 OBJECTIVES

The following goals for the Kerry Wood Nature Centre have guided the development of conceptual plans for new interpretive opportunities. The Kerry Wood Nature Centre would like to:

- *Be a community hub*
- *Instill an appreciation of the interconnectedness of life*
- *Inspire and motivate people to participate and take action in conservation and stewardship*
- *Inspire repeat visitation*
- *Provide mechanisms for experts and hobbyists to share their knowledge with others*
- *Instill an understanding of human impact on our ecosystems – and why individual actions matter*
- *Be a source of nature-based information and equipment for the community*
- *Communicate the history of the River, valley and the history of its conservation*
- *Help visitors learn to identify ecosystems*
- *Provide an overview of whole park and region*
- *Tell stories that are harder to access out in the Park – e.g. paleontology, little creatures and fragile environments*
- *Connect visitors to the 'real thing' as much as possible*

6.3 APPROACH

The Nature Centre is the most significant interpretive resource in the park, and thus warrants significant investment in its interpretive spaces. To update the space, achieve the goals outlined above, and respect the budget and timeline, our approach focuses on these main areas of the Centre:

- *New permanent exhibits (including a new film)*
- *Update theatre*
- *Update lobby*
- *Update Discovery Room*
- *Outdoors*

Plan for future expansion

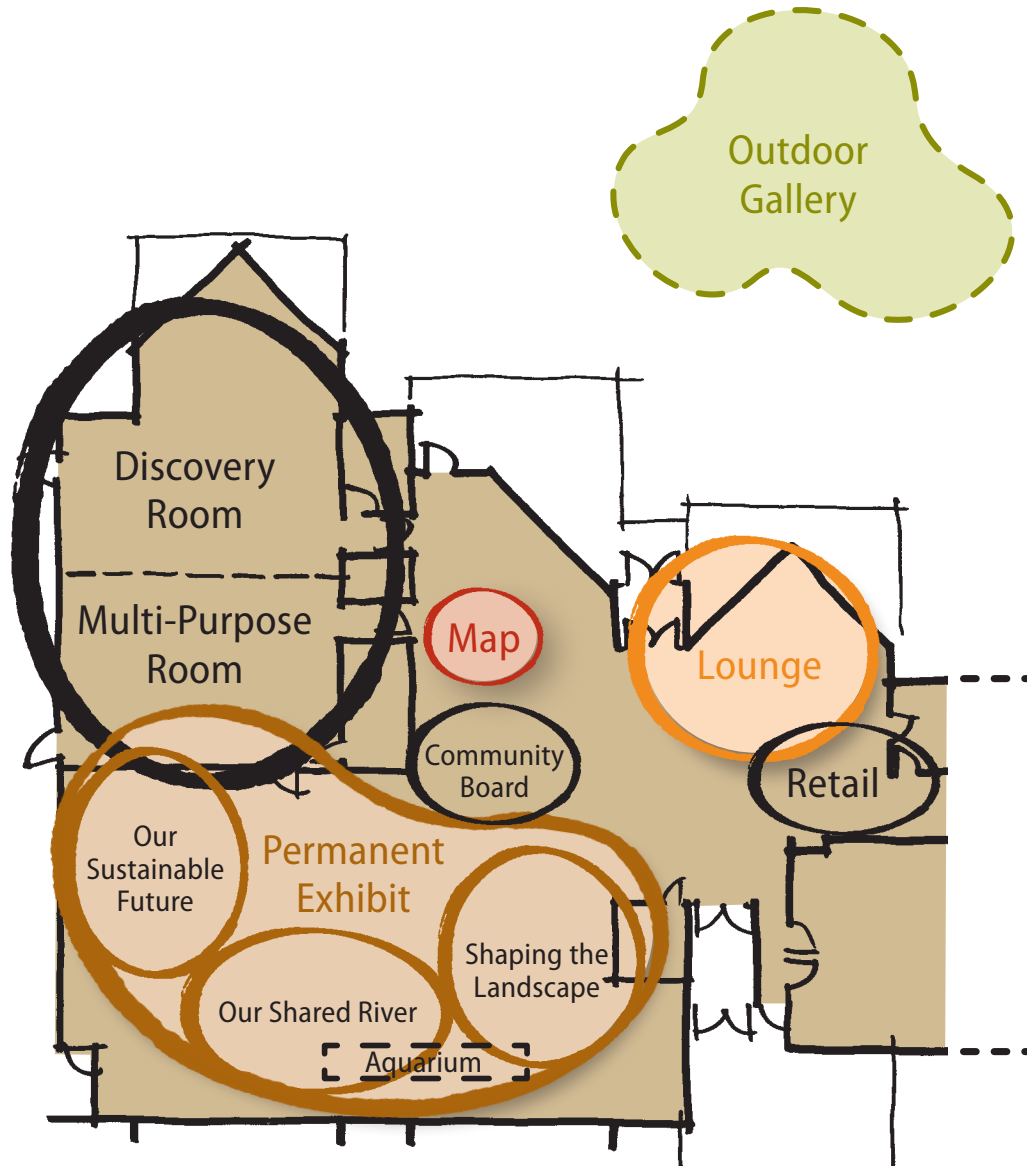
In the long term, the programs run out of the KWNC will need more space. A new, designated classroom, storage and meeting space will be needed. This extra space will allow for a designated preschool area and adequate storage. It will further minimize the need to set up and take down furniture and equipment. Expansion on the north side of the building or the addition of a partial second floor are possible locations for these additional spaces.

6.4 PERMANENT EXHIBITS

Permanent exhibits build on the Park's main theme: The River Connects Us All. The exhibits use a variety of perspectives to tell Waskasoo Park's many stories and illustrate just how many people, ecosystems, landscapes, industries and activities impact, and are impacted by the River.

The space is divided into three main galleries that explore the River system through the past, present and future. While the exhibits in the Shaping the Landscape and Our Shared River galleries are relatively permanent, the Our Sustainable Future gallery has a flexible framework for changing exhibit content, themes, displays, etc.

A new film is incorporated into the first gallery as an introduction to the Waskasoo Park through its physical evolution, replacing the current film. Interpreters will also be available in the galleries for both formal and informal personal interpretation. Space for art displays will be retained. A summary of each gallery follows.



SHAPING THE LANDSCAPE (PAST)

Interpretive objective: Introduce visitors to the River system and Waskasoo Park through its evolution over time

A mini-theatre presenting the evolutionary history of the area anchors this gallery. Large-scale stories of the natural systems that have shaped the region can be communicated effectively in a dynamic film experience. Supportive exhibits surround the theatre showcasing different perspectives on how the region's past: geology, paleontology, hydrology, climate, etc. Interactive activities enable visitors to physically engage with these perspectives, helping them to understand how we study our environment to learn more about these natural forces.

COMPONENTS:

- *Mini-theatre*
- *Film*
- *Interactive vignettes*
- *Graphics, objects, artefacts, models, tools, interactives, multimedia*



OUR SHARED RIVER (PRESENT)

Interpretive objective: Connect visitors to the many people, plants and animals that depend upon the River system today

Interactive vignettes tell the River system's many stories through the various perspectives of its many users, of all species. Interactive components, supported by layered media, enable visitors to more directly relate to the different activities, behaviours, and methods that we all use to interact with the River. Different perspectives include the wildlife that depends up on the river system: plants, animals, insects and microorganisms. Other perspectives focus on human recreational uses of the River and resource-based uses of the river: industry, transportation and water management. Finally some of these vignettes look at some of the issues scientists study in the Park's ecosystems: biodiversity, fragile habitats, invasive species.

COMPONENTS:

- *Interactive vignettes*
- *Graphics, objects, artefacts, models, tools, interactives, multimedia*
- *Aquarium with local species*



OUR SUSTAINABLE FUTURE

Interpretive objective: Inspire and motivate environmental stewardship through a flexible framework for changing exhibits

This gallery engages visitors in the importance of preserving the River system and its resources and provides tools, inspiration and motivation for what individuals can do to help. A modular system of exhibits can be easily updated to reflect current issues, initiatives and programs. The gallery should incorporate space for demonstrations, and platforms for discussion, sharing personal experiences and commitments. It will highlight the features and activities of the Kerry Wood Nature Centre, WEES and the City as examples of sustainable living. Exhibit topics can tie in directly to the City's recent Environmental Plan which guides the City's future endeavors in the categories of water, transportation, ecology, built environment, energy, air and waste.

COMPONENTS:

- *Modular interactive exhibits*
- *Graphics, objects, artefacts, models, tools, interactives, multimedia*
- *Demonstration/programming space*



6.5 LOBBY

Objective: Create a space that is warm, welcoming and invites visitors to come often, stay for a while and find out something new

An updated lobby creates a more lively, dynamic and comfortable space. It welcomes visitors and encourages them to linger and learn, supporting the Centre's goal of becoming a community hub and resource centre. A cozy space in this lounge will be a big draw in the wintertime, while an expanded hot beverage and snack service encourage visitors to linger in the centre after their walks in the Sanctuary. The lobby is configured such that it can also be used for intimate lectures and discussions. The Centre's library collection is located in this area allowing visitors to research and reference information. Viewing scopes and an interactive flipbook by the window help visitors spot and identify birds outside. Temporary art displays are integrated into this space as well.

An updated topographic map orients visitors to Waskasoo Park and its various features, components and locations. Docents and the public use a nearby touchscreen to explore the Park in more depth.

COMPONENTS

- Lounge with fire-place/stove and basic food service
- Resource library
- Topographical map
- Touchscreens
- Art displays



6.6 DISCOVERY ROOM & MULTIPURPOSE ROOM

Objective: Update both spaces so that they are more practical and useful for WEES programming staff

The space originally used as a theatre for the Centre's film is now rarely used for that purpose. The room is currently used as a programming and meeting space. Many of the objects, tools and equipment used in the programming is stored elsewhere, making it difficult to set this space up for a variety of programs. With a new mini-theatre located in the permanent gallery space, this room can be more permanently configured to suit the needs of programs and meetings. Built-in cupboards, storage bins, carts, sinks (if necessary) can be installed to alleviate storage problems and programming setup.

The space will be flexible and can still be used by community groups for meetings and film showings.

Modifications will also be made to the Discovery Room to improve quality of programming in this space as well.

COMPONENTS

- *Built-in storage*
- *Sinks (if necessary)*
- *Opening door to outside from Discovery Room*
- *Furniture as needed*

In the long term a designated class room and meeting room should also be added..



6.7 OUTDOOR GALLERY

Interpretive objective: Connect visitors to Waskasoo Park's commitment to stewardship.

The outdoor gallery is a space where visitors can explore the Park's long legacy of environmental stewardship and engage in hands-on activities and programs that will inspire a new generation of stewards and environmental champions.

A year-round nature playground encourages kids to be comfortable and confident playing in nature. It introduces them to the natural processes, natural features and creatures, whose futures are so important to our own future

Outdoor trails and signage tell the story of the area's early conservationists and the legacies they have left (JJ Gaetz, Kerry Wood, Dr. George, etc.). Artistic and sculptural elements identify sustainable features and natural processes in and around the building. These are tied into interpretive programs or self guided tours. Trail pullouts and benches and a small amphitheatre will allow interpreters to take groups aside for demonstrations and talks.

COMPONENTS

- Nature playground
- Storage for nature playground tools and equipment
- Interpretive elements
- Art/sculptures referencing sustainable building features
- Trail pullouts, benches
- Small outdoor amphitheater



6.8 TECHNOLOGY EXHIBITS

Visitors come to the Centre to learn more about the geology and ecology of the Park and as a starting point for exploring the Park. Outlined below are some possible ways to use technology to more effectively tell some of Waskasoo Park's stories.

Visual Timeline of the River that Connects Us All

This option is the most interactive and has the potential to tell a wide variety of stories about the Park, its history and layout. It can also be useful tool for interpreters.

The River is central to the story of local geology and ecology. We propose that a touch screen could tell the story of the 'River that Connects Us All' through an interactive timeline. Through animated visuals on the touch screen, visitors could view the dynamic story in a new way. They could speed up the timeline, or slow it down to focus on one particular era of interest. It is easy to imagine how a timeline tool could be fun, engaging, and educational for visitors.

The timeline can be as simple or as complex as the story that it tells. For example, on the homepage of the Tyrrel Museum, there is a very simple yet effective timeline that highlights fun points of interest for visitors. Another example is the Gulf of Georgia Cannery National Historic Site. The simple timeline shows visually how the cannery buildings have evolved over the past century.

Wildlife Flipbook

This option will be a useful resource for visitors and interpreters interested in identifying plants, animals and insects.

Technology could enhance the learning experience with a touch-screen flipbook where visitors could explore local wildlife and plants. Using the touch screen, visitors could flip through the virtual book to learn more about the park's plants, animals and insects. Audio could be incorporated as well. It would also allow the Nature Centre to feature seasonal content about the local environment.

Photo Kiosk

This option can help build awareness through social media networks.

ePostcard terminals could add an unexpected layer to the interpretive storytelling. Visitors could create and share digital photo postcards from the terminals. This would leverage social media to build awareness of the Nature Centre as destination. When creating their ePostcard, visitors could create a personal pledge to environmental stewardship. This personal commitment could be shared within a subset of the website's digital guestbook that serves as a 'pledge board' to showcase the community's commitment to the cause.

MAINTENANCE & CONSIDERATIONS

Software Platforms

We recommend selecting a software developer that uses industry standard technologies for development. This means that all software can be maintained by other technology companies and client IT departments with suitable skill sets. For example:

- **Graphics:** Photoshop, Illustrator, CS5
- **Software:** Flash, ASP.NET, C#, VB, XML, HTML5, CSS, JavaScript, PHP
- **Server Technology:** Windows Web Server (IIS), SQL Database Server, Linux

This would ensure that Waskasoo Park has the flexibility to change software developers as needed.

Content & Updatability

We prefer to plan websites and touch screen software with Content Management Systems (CMS) to allow non-technical staff to update content within a structured framework. Although the CMS generally adds cost up front, it saves cost and provides convenience and flexibility for the client going forward.

In addition to a CMS, we recommend a content plan be prepared for any software that will be built. This content plan would allocate responsibility for updating of content to key personnel. It would also identify the key communications goals for the website, and thus the recommended frequency of content updating, tone of content, and the focus of content that is shared.

Durability

As any exhibit would be a permanent installation in a smaller city without a large IT sector, we recommend planning the technology with easy future replacements in mind, by working with industry standard manufacturers.

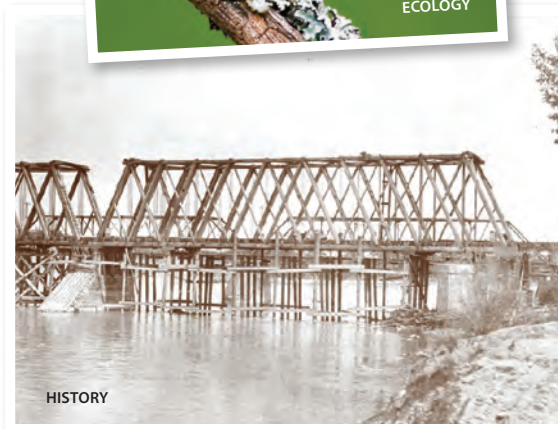
We also recommend coordinating remote internet access to the exhibits to be able to perform basic troubleshooting and maintenance efficiently and effectively. With internet access, the technology company could remotely log in from their office to the exhibit systems. This provides convenience to both sides, and peace of mind for staff at the Nature Centre that any issues can be dealt with in a timely matter. For example, for a recent Video Wall and Touch Screen project that we installed in December at the MacDonald Island Park in Fort MacMurray, Alberta, we have been able to coordinate software updates and usability tweaks without a post-install site visit.

7.0 Interpretive Inventory

Waskasoo Park is a park of parks. Each of its parks is unique in its stories, features and activities. The interpretive objectives, methods and implications are also unique for each of the Park's different areas. This section includes a description of each area and its visitors, along with recommended interpretive objectives, content, personal and non-personal interpretive elements and implications for each area. These can be used as mini-workplans for the implementation of the interpretive plan. Topics refer to the four major topics outlined in the project Terms of Reference and reflected in the Park themes: Ecology, Geology, History and Stewardship. Park descriptions are written in the present tense to convey the experience a visitor will have once the new interpretive plan has been implemented. Full lists of interpretive content are included in the matrices.

Specific programming recommendations are described in each written narrative, as the program relates to the location. Broader program types (as described in Section 4.14) are included in the matrices.

A full budget and schedule can be found in Section 9.0 Implementation Strategy.



7.1 FORT NORMANDEAU

Fort Normandeau is the Waskasoo Park's historical interpretive anchor and has been identified as a high priority for redevelopment. The Fort, its interpretive staff and significance of the site to First Nations, are Fort Normandeau's greatest assets. It is the key location in Waskasoo Park for telling stories about the City's three founding cultures: Indigenous, Metis and European.

Fort Normandeau is located west of the QEII on the Red Deer River. It is not connected to the Waskasoo Park trail system and its access route is quite circuitous. The Fort and adjacent interpretive centre interpret the story of the Red Deer Crossing and the different inhabitants of the small settlement: the NWMP, the 65th Mount Royal Rifles and early settlers, along with the events and interactions that led to the development of Red Deer as we know it today.

The interpretive centre features a short film, permanent exhibits, a small snack bar and gift shop and a small programming space. The Fort itself is used for live programming, demonstrations and events that celebrate the City's three founding cultures.. The grounds are popular for picnicking and the boat launch is heavily used by river tubers in the summer.

The site is significant among First Nations. A sweat lodge is located on the site and the site of a residential school is located across the River. The site is of significant value and often visited by many local First Nations. A good relationship has been established between WEES staff and local First Nations.

Connection to the rest of Waskasoo Park will be important to the future success of this site.

Visitors: Fort Normandeau is a well-loved site, but has seen its visitation numbers dwindle in recent years. Its relative isolation, obscure access and outdated exhibits make it difficult to draw significant crowds. It is closed during the winter as there are currently not enough visitors to justify its operation. School groups are a significant audience in the late spring and potentially later in the fall.

The online survey conducted for this project indicated that many respondents had forgotten about the Fort or were unaware of the its programs and activities.

Please see the Fort Normandeau Feasibility Study for more a more detailed analysis of the Fort's current and potential visitation.



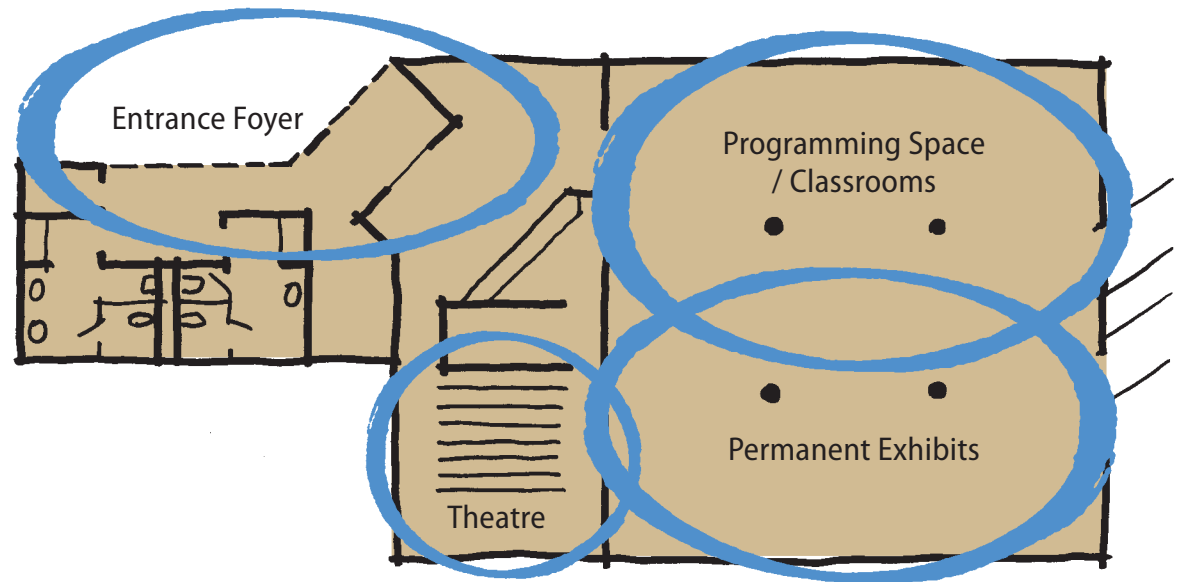
Objectives

The redevelopment plan builds on these assets to create an expanded living history program with the infrastructure to support an immersive visitor experience. This new vision for the Fort will make it a unique experience that complements the other cultural institutions in town and brings this important part of Alberta's history to life. The redeveloped Fort Normandeau will be a significant living history destination that draws repeated visits from locals, especially school groups, and attracts drive-by tourists from the nearby QEII and day-trippers from Calgary and Edmonton.

The Fort will provide an immersive experience that connects visitors to the everyday lives of the Fort's historic inhabitants. The Fort's history will become more personal and relevant to visitors, through directly connecting them to the everyday challenges, activities and concerns of the real people who lived, worked and played here - First Nations, Metis and Europeans. Hands-on activities, live interpreters and authentic details will enable visitors to relate historic fort life and understand how events of the day affected people living in and around the Fort.

The main method for increasing Fort Normandeau's visitation and interpretive impact is through the expansion of its operational capacity for live programming and living history. However, there are several infrastructural components that are needed to support this vision for the site

To build this capacity two separate sets of objectives have been identified:



SHORT-TERM OBJECTIVE Expand programming capacity and draw enough visitors to extend the operating season into shoulder-seasons and offer off-season opportunities for special events, school groups and private bookings on weekends. Specific goals include:

- Increase number of schools that come to the Fort every year. (Many Red Deer schools take trips to Fort Edmonton for a similar experience. Fort Normandeau, as the local and more cost effective Fort should draw these school groups)
- Provide on-going activities, events and programs that bring local visitors back throughout the year
- Build strong relationships with local First Nations groups, both in the development of interpretation on site and in holding, hosting and delivering programs and events

LONG-TERM OBJECTIVE Attract visitation numbers that justify year-round operation. Specific goals include:

- Draw school groups and day-trippers from Calgary and Edmonton
- Draw targeted grades from all local schools come to Fort Normandeau every year for curriculum-based programming and events
- Become an active community hub for topical historical and cultural events throughout the year
- Continue to strengthen partnerships with First Nations
- Further develop the relationship with re-enactment groups, and/or develop in-house community re-enactment or living history groups

Short Term Approach (next 3-4 years)

In the short term, several investments can be made to improve the visitor experience, increase visitation, build operational capacity and create a strong foundation for future expansion. The physical site improvements and operational needs are described below.

Improve identity and arrival

The site cannot currently be seen from the QEII, though it is in close proximity. Fort signage should be visible from the highway to attract drive-by traffic. The site also lacks presence and identity upon arrival to the site. The arrival sequence should welcome visitors and clearly communicate site identity. This arrival should be the beginning of the visitor's experience of the site. An authentically themed gateway/entry sequence and visual cues to the Fort's stories and themes will prepare visitors for their Fort experience.



New film and theatre space

Films are an effective way to transport visitors to another place or time and prime them for their physical experience of the Fort. The current film and projection equipment are outdated and not used anymore. A new, dynamic film in the interpretive centre will introduce visitors to the time and place in which they will shortly be immersed - Fort Normandeau in the 1880's and 90's. The film will present the historical context of life at the Fort. A renovated theatre will also improve this experience

Permanent exhibits

The current exhibits were developed in the 80s and are in need of updating. While live programming and the Fort experience will be the most effective tools for engaging visitors in the Fort's stories, the permanent exhibits should support this experience. The new permanent exhibits will introduce visitors to the historical context of the people, activities and events they will shortly experience when they enter the Fort. The exhibits will employ a variety of media and interpretive techniques to engage diverse audiences, with diverse learning styles, interests, abilities and backgrounds. The new permanent exhibit space will have a smaller footprint than the current space, allowing for expanded space in which to run programs. .

Fort

The Fort is the anchor for the whole living history experience at Fort Normandeau. In order to effectively immerse visitors in the past, the details of the Fort must be authentic. Props and artifacts, (usable and touchable, as much as possible) will need to be identified to include in the experience to connect visitors to the daily activities of Fort's different inhabitants.

Expanded programming space

Large and flexible programming space is needed. There is currently very little programming space included in the interpretive centre. To support the Fort's vision of expanded program offerings, adequate space will be provided for these activities. Flexible indoor space will be important as the site begins to open during the spring and fall and for special events and programs during the winter. The facilities will be able to accommodate two school groups concurrently. The multipurpose shelter will help with accommodating programming needs in the summer.

Interpretive Centre entry and amenities

The current entry to the interpretive centre is not clearly indicated or inviting. An entry should welcome visitors to the centre, communicate what the centre is and encourage visitors to enter. Visual cues will help visitors anticipate what's to come.

Expanded and appropriately themed amenities including a café and gift store will help make the Fort a destination, especially when the Waskasoo Park trail system connects to the Fort. These amenities will also entice visitors to stay longer and help with revenue generation. Winterization of the centre will also enable it to be open for a longer season.

Outdoor interpretation

Updated outdoor interpretive elements will communicate the Fort's stories to self-guided visitors. Interpretive elements that speak to the significance of the industrial school site and First Nations cemetery across the River will be included here as well. Trails in the woods surrounding the Fort will be more formally developed and marked with interpretive elements that enable local First Nations to tell stories about traditional plant use.

New Media

The Waskasoo Park Interpretive Master Plan also outlines a plan for developing a specific Waskasoo Park website. Interpretive web content and a mobile version of a new website will enable visitors to access site information and interpretive content at home and through their own personal smartphone devices on site. The Fort Normandeau content for the website will be developed as a component of the new Waskasoo Park website, in coordination with the interpretive planning and design of Fort Normandeau itself.



First Nations

This site has significant value to many First Nations in the area. Consultation with First Nations groups for the Waskasoo Park Interpretive Master Plan included discussions about the construction of a picnic shelter/ceremonial space that could be used for a variety of First Nations activities and for WEES programming and public use. The shelter would be located on the flats next to the River. It will need to be a flexible space to be used for a variety of functions including dance, cooking, a fire pit and feasts. Close consultation with First Nations and Métis groups will help to guide the size and form the shelter will take. This space may also be able to be used as a covered stage area for concerts and performances.

Staffing

There are currently two or three interpretive staff at Fort Normandeau during the summer, one at the information desk and one or two in costume in the Fort. As the Fort starts expanding its living history program, at least two more costumed interpretive staff will be needed to run programs and demonstrations, and keep the Fort feeling inhabited in the short term. Additional staff will also enable them to conduct more off-site historical programs, like the talks and demonstrations done at the Lions Campground and in schools. The growing relationship between WEES and local First Nations will lay the ground work for the involvement of First Nations in delivering programs and activities themselves, either as paid staff, on contract or as volunteers.

Programs

New targeted program offerings will be developed to attract school groups throughout the year and to coincide with special events. Programs will also be taken off site. The Fort's current courses and living history activities (soap making, blacksmithing, rope-making, etc.) will be continued and expanded.

Local First Nations and Metis groups are very interested in becoming more involved with the Fort and its activities. Partnerships with First Nations and Metis will be strengthened and the potential for First Nations storytelling and programming will be explored and developed.

Events

Events are very important for historic sites and at least a few will take place over the summer and throughout the year, otherwise visitors may conclude that one visit is enough. The Fort will build on the events they already offer, and work with partners to create others.

Partnerships

To augment the living history capacity of WEES and the City, partnerships with relevant community groups, especially First Nations and re-enactment groups, will expand their ability to deliver a wide range of programs and strengthen community connections.

Keeping the Fort alive

The Fort needs to be 'alive' for it to convincingly immerse visitors in the past. People and activities will be vital to creating an animated, alive atmosphere. It is important that the site be seen as functioning rather than empty structures. This will be provided in a number of ways, some of which the Fort is already engaged in, for example: animals, "on-going" projects (fence, feeding trough, canoes, etc.) and a garden.



| FORT NORMANDEAU | | | | | | | | |
|--|--|---|------------------|---------|---|---|--|--|
| ZONE | ZONE THEME | KEY STORIES | PARK TOPICS | FEATURE | NON-PERSONAL MEDIA | BUDGET | PHYSICAL INFRASTRUCTURE | PERSONAL SERVICE |
| Interpretive Centre | Red Deer's Roots | Red Deer River Crossing First Nations, Metis, Europeans founding community Significance of Fort, life at the Fort | History | | <ul style="list-style-type: none">• Permanent Exhibits• Film | \$600.000 (incl. infrastructure costs) | <ul style="list-style-type: none">• Exhibit Area• Theatre• Programming Space• Expanded entry/concession | 2 more interpretive staf Classes, workshops, programs |
| Outside | People and the land | First Nations, Metis traditions (eg. plant use) First Nations, Métis History - industrial school, cemetery First Nations living traditions (ceremonies) | History, Ecology | Trails | <ul style="list-style-type: none">• Signage• Sculptural silhouettes• Entry• View scopes across River | \$130,000 (incl. FN shelter) | <ul style="list-style-type: none">• Ceremonial Shelter• Seating• Trails and pullouts• Benches | Programs, tours, demonstrations, living history, ceremonies, celebrations, festivals |
| Fort | Living History | Life at the Fort - different eras | History | Fort | <ul style="list-style-type: none">• Authentic props and artifacts | | <ul style="list-style-type: none">• Other period buildings and amenities (long-term• Storage space | Programs, tours, demonstrations, living history, ceremonies, celebrations, festivals |
| Online Interpretation | Online interpretive content will provide deeper layers of information relating to the themes & stories communicated through personal and non-personal interpretation onsite. Virtual notice board of events and activities | | | | | | | |
| Note: Cost Class 1 (CC1)- \$2K Basic sign, graphics only; Cost Class 2 (CC2)- \$7K Significant stories, 3D, view scope, etc.; Cost Class 3 (CC3) - \$18K Significant node, thematic crossroads, sculpture, 3D, tactile, etc. | | | | | | | | |

LONG TERM APPROACH

The short-term plan outlined above will set the groundwork for long-term expansion of the site's operations. Once the site is connected to the City, via the Waskasoo Park trail system significant investment in the site will be worthwhile.

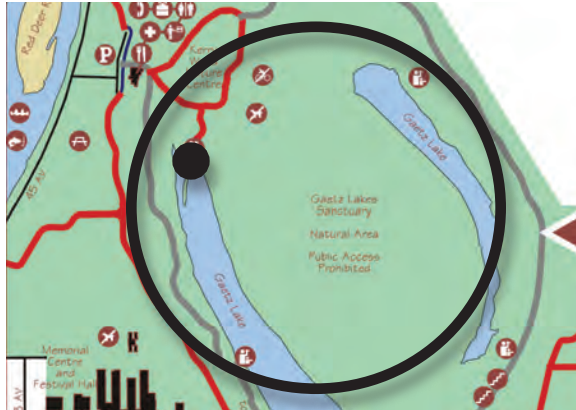
In addition to an expansion of the living history programming and personnel, the site's infrastructure should be expanded to create critical mass. This critical mass will be necessary for the Fort to become a significant draw. The addition of authentically replicated buildings (e.g. McClellan's stopping house, stables, out buildings, settler's house, trading post, etc.), larger and themed food services and livestock will create the atmosphere and details needed to deliver a truly immersive experience. The incorporation of First Nations and re-enactor group programming, structures and participation will enable the site to tell its unique story. Accuracy of the Fort's palisade shape and size could also be addressed at this stage.

Year round operation will create opportunities for new school programs, public workshops and programs, seasonal events and rentals. Many of these programming opportunities can be developed as revenue generators.





7.2 GAETZ LAKE SANCTUARY



Gaetz Lake Sanctuary is set aside as a refuge for native plants, animals and birds. It has the highest level of environmental preservation, and has restricted recreational use in order to protect the species and their habitats.

Visitors: The Sanctuary is well used by walkers, bird watchers, school and public programs. It is highly valued by users for its serenity and rich biodiversity. Because it is a designated nature sanctuary, most visitors come expressly to see and experience nature and to participate in related programs. Most visitors would fall in the Park Explorers or Park Strollers visitor categories.

Interpretive messages in the sanctuary should focus on the ecological and geological resources, connecting visitors to the importance of preserving the sanctuary and its species and, whenever possible, helping them to make personal connections to the wildlife, natural features and activities in this special place.

Visitor management issues relate to communicating, enforcing and balancing visitor use of the site with the preservation needs of the Sanctuary. (eg. no dogs, biking, skiing)

Objectives

- **Emotional:** *Provide opportunities to connect to nature through close-up encounters and reflection*
- **Learning:** *Effectively communicate the importance and value of the Sanctuary for the protection of habitat and species*
- **Behavioural:** *Foster responsible use in and around the sanctuary*

Interpretive Zones

Two distinct interpretive zones have been identified at Gaetz Lake. These zones help to focus themes, stories and budgeting for each area. Zones at Gaetz Lake are based upon the trail system already in place, focusing on areas that are most highly used to maximize impact.

The Wishart Trail – Changes over time

This trail circumnavigates both lakes, with several viewing points along the way. An interpretive cluster near the trailhead introduces visitors to the main theme of this trail: Changes over time. This theme encompasses ecological, geological and stewardship stories about the site, alerting visitors to look for certain features and plant communities. Along the trail, where specific geological, ecological or human impact features are located, smaller wayside signs highlight these stories. As much as possible, these stories should be told from, or be related to, the perspective of “changes over time.”

The Dr. George Loop – Birds and wetlands

This is a shorter, wheel-chair accessible loop to the bird blind and lake look-out. An interpretive cluster at the bird blind should focus on the importance of wetlands for plants, animals and people, with an emphasis on birdlife. Viewing scopes and interpretive elements help visitors spot and identify birdlife.

Because of its high interpretive impact, and adjacency to KWNC, Gaetz Lake Sanctuary is an appropriate Park node to trial a mobile version of the website. Visitors can access related interpretive content on their smart phones as it relates to specific features and locations. Data collected from this trial can be used to develop similar mobile content for other nodes.

Please refer to the matrix for a full list of proposed interpretive stories and features for Gaetz Lake Sanctuary.

Specific Programming opportunities

- “So you want to be a birder” guided programs - especially during the migrations and nesting periods. Participants help build a bird list by species, season and numbers
- Guided programs: How plant communities are like human communities, and practical training in removing invasive species
- Interpreters undertake a study of small mammals with the help of volunteers and visitors.
- Dipping for plants, insects, amphibians for adults as well as kids. Gather the interested and lead them to a dipping area on the boardwalk. Interpretation will include how to handle small creatures in a way that is safe for the animals.
- Partnerships with local naturalist groups to develop and deliver programs

| GAETZ LAKE SANCTUARY | | | | | | | | |
|--|---|--|------------------------|-------------------------|--|----------|--------------------------|---|
| ZONE | ZONE THEME | KEY STORIES | PARK TOPICS | FEATURES | NON PERSONAL MEDIA | BUDGET | PHYSICAL INFRA-STRUCTURE | PERSONAL SERVICE |
| Wishart Trail | Changes over time | Geological changes Oxbow lakes formation Recent and prehistoric slumps Sedimentation Ecological changes Eutrophication – low biodiversity Pond succession Plant communities - poplar, aspen, spruce, mixed communities, grassland, shrub Animals, big and small who make their homes in these habitats and why Invasive plants Human impacts Water/storm recharge, air Water runoff (increased and lack of) - human and natural causes Protection of the Sanctuary | Geology | View point (east lake) | Signage: CC2, CC1 View scope | \$20,000 | Benches | <ul style="list-style-type: none">• Citizen Science• Tour the Park• Creativity and innovation |
| | | | Ecology | View point Trail | Signage: CC2 Tactile, sculptural elements Signage: 2xCC1 | | | |
| | | | Stewardship | Side bars | | | | |
| Dr. George Loop | Birds and wetlands | Wetlands Importance of wetlands to water cycle Wetland plant & animal species, especially birds Local/migratory | Ecology Stewardship | Viewing deck | Signage: CC3 View scopes Tactile, sculptural elements | \$18,000 | | |
| Online Interpretation | Online interpretive content will provide deeper layers of information relating to the themes & stories communicated through personal and non-personal interpretation onsite. A trial mobile website with simplified web content for easy access on a smartphone. Downloadable maps, activity and info sheets Virtual notice board of events and activities | | | | | | | |
| Note: Cost Class 1 (CC1)- \$2K Basic sign, graphics only; Cost Class 2 (CC2)- \$7K Significant stories, 3D, view scope, etc.; Cost Class 3 (CC3) - \$18K Significant node, thematic crossroads, sculpture, 3D, tactile, etc. | | | | | | | | |

7.3 MCKENZIE TRAILS RECREATION AREA



McKenzie Trail Recreation Area is located at the eastern end of the south bank trail.

Visitors: This is a popular picnic spot and its ponds are well used by Park interpreters for pond life school programs. A canoe launch and paved hiking trails

through the mixed spruce forests bring a variety of users to this spot. Program participants and trail walkers will be the most receptive to personal and non-personal interpretation. Picnickers will engage less intently, but in greater numbers, with interpretive elements in the picnic area.

The area used to be a dump and a quarry, but was reclaimed and rehabilitated into a park. It is also the site of the City's tree nursery. This interesting changing use of the site makes it a good location to tell stories about succession and emphasize the human role in this park.

Interpretive Objectives

- **Emotional:** Connect the City's sustainable development to individual actions
- **Learning:** Effectively communicate the natural and human impacts on the River – succession and reclamation
- **Behavioural:** Lead through example by demonstrating sustainable development

Interpretive Zones

Three zones have been identified at McKenzie Trails Recreation Area. These zones help to focus themes, stories and budgeting for each area. Zones at McKenzie Trails Recreation Area are based upon the specific features of the site and the areas of highest use.

Picnic area — A story of succession: humans

The well-used picnic area is an appropriate place to introduce visitors to the significance of this site, its history and as an example of the City's commitment to environmental stewardship and sustainable development and reclamation.

Forest trail — A story of succession: natural

An interpretive cluster near the trailhead or at the loop junction introduces visitors to another type of succession: forest succession. Stories help visitors recognize the plants and features that signal ever-changing river processes, geological change and forest succession. Smaller wayside signs along the trail are associated with specific features.

Pond — A story of succession: ponds

Interpretation at the pond deck communicates the importance of pond ecology, showing how succession is a part of pond life as well. The fragility of pond life and the human and natural impacts on the delicate ecological balance can be explored through stories of the various species that make their homes in and around the pond. Visual cues and aides help visitors spot and identify species.

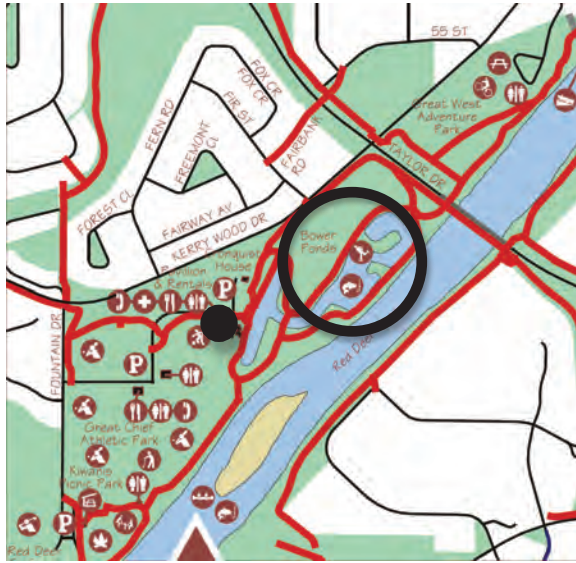
Please refer to the matrix for a full list of proposed interpretive stories and features for McKenzie Trails Recreation Area.

Specific Programming Opportunities

- *Bike or foot tour along the river: interpret the plant and animal species varying in response to the land, water and human actions; and the story of reclaiming land for nature and recreation.*
- *Picnic areas provides opportunities for roaming interpreters to provide information and orientation that encourages users understand the values of the area, its need for protection, and the activities to be enjoyed*

| MCKENZIE TRAILS RECREATION AREA | | | | | | | | | |
|--|--|--|--|--|---|----------|---|---|--|
| ZONE | ZONE THEME | KEY STORIES | PARK TOPICS | FEATURES | NON-PERSON-AL MEDIA | BUDGET | PHYSICAL INFRASTRUC-TURE | PERSONAL SER-VICE | |
| Picnic Area | A story of succession: human | McKenzie brothers Gun club site Dump, gravel pit Park, City nursery, rehabilitation Temporary Signage | History Stewardship Current activities | | Signage: CC2 Tactile, sculptural elements | \$7000 | | <ul style="list-style-type: none">• Citizen Science• Tour the Park• New Residents• Creativity and innovation | |
| Forest Trail | A story of succession: nature | River processes Ridge and swales Flood plains Forest succession Poplar, spruce Biodiversity crossroads | Geology Ecology | Associated feature trailhead/ junction of loop trail and hill to 67 st. | Signage: CC1 Signage: CC2 Tactile sculptural elements | \$9000 | Trail pullout Bench | | |
| Pond | A story of succession: ponds | Ecological importance of ponds Pond succession (compare to Gaetz) Local species Plants, animals, insects to look for Beaver – environmental engineers Human impact Living with beavers in urban areas Fragile ecosystems - interconnectedness and interdependency | Ecology Ecology Stewardship | Pond deck Foot bridge Sidebar | Signage::CC2 CC2 View scopes Tactile sculptural elements | \$14,000 | Trail pullout Storage shed/ locker for programming materials | | |
| Online Interpretation | Online interpretive content will provide deeper layers of information relating to the themes & stories communicated through personal and non-personal interpretation onsite. Downloadable maps, activity and info sheets Virtual notice board of events and activities | | | | | | | | |
| Note: Cost Class 1 (CC1)- \$2K Basic sign, graphics only; Cost Class 2 (CC2)- \$7K Significant stories, 3D, view scope, etc.; Cost Class 3 (CC3) - \$18K Significant node, thematic crossroads, sculpture, 3D, tactile, etc. | | | | | | | | | |

7.4 BOWER PONDS



Bower Ponds is a lively park, often used for large community events like Canada Day. The historic site of the Great Western Lumber Co., the rehabilitated millponds are now enlivened with paddleboats in the summer and skaters in the winter. An amphitheatre, historic Cronquist House, gardens and a concession stand with skate/paddle boat rentals make this a very popular part of the park in summer and winter.

Visitors: Visitors come to Bower Ponds for the activities available here and for the shows and events that take place here. Most visitors would likely fall in the Park Strollers category. Their aim is to engage in a social or community activity. However, their attention can potentially be attracted to personal and non-personal interpretation, elements and activities if it will enhance their experience.

Because of its significant cultural use, both today and in the past, Bower Ponds is an appropriate place to tell some of the human history and urban nature stories.

Interpretive objectives

- **Emotional:** Connect visitors to Waskasoo Park and its natural and cultural resources in a 'safe' urban environment
- **Learning:** Effectively communicate that this is a place to celebrate Red Deer's community, past and present
- **Behavioural:** Foster outdoor activities that connect communities and introduce them to nature

Interpretive Zones

Three zones have been identified at Bower Ponds. These zones help to focus themes, stories and budgeting for each area. Zones at Bower Ponds are based upon the specific features of the site.

Ponds – A Community river

Bower Ponds is a cultural hub for community gathering and a significant site in Red Deer's industrial past. Interpretation around the ponds and over looking the River focuses on these human stories, making use of views across the River and artistic interpretive elements to draw attention and help create a sense of place for the ponds as they might have been in the past. Building on the Park's main theme – the River Connects Us All – stories told here focuses on the importance of the River to Red Deer as a growing community. Special emphasis should be placed on the industrial uses of the Bower Ponds site and other industrial sites visible across the River.

Ponds — Community wildlife

Bower Ponds is an area where many people will have some of their first interactions with the Park's wildlife. This is an area where those who are not accustomed to being in nature have the opportunity to experience nature in a 'safe' urban environment. Another stream of interpretation around the ponds focuses on communicating the importance of understanding how to live with urban wildfire, like ducks, geese and fish. These messages could be clustered around the fishing platform.

Cronquist House – A Community effort

The Cronquist House history is a great example of the community coming together to celebrate its heritage. An interpretive element could tell this story from the perspective of the monumental community effort that brought it across the River to Bower Ponds. Interpretive elements like the picnic table, visual cues and artistic elements help visitors connect to the people and events related to the house's past.

Please refer to the matrix for a full list of proposed interpretive stories and features for Bower Ponds.

Specific Programming Opportunities

- *Tours of the area focusing on the interactions between the cultural and natural land and water*
- *Presentations in the open theatre of plays, lectures, music, etc. based on the history, nature and community. This may be provided by interpreters or by other groups with related concerns and interests*

| BOWER PONDS | | | | | | | | |
|--|---|--|-------------|--------------------------------|---|----------|--------------------------|---|
| ZONE | ZONE THEME | KEY STORIES | PARK TOPICS | FEATURES | NON-PERSONAL MEDIA | BUDGET | PHYSICAL INFRA-STRUCTURE | PERSONAL SERVICE |
| Ponds | A community river | Industrial River Bawtinheimer Sawmill, Great West Lumber Co Weir Reinholdt quarry A community hub Hugh Bower restoration Community hub for celebrations and activities | History | Ponds View across the River | Signage: CC3 Tactile, sculptural elements Climbable sculpture | \$20,000 | Benches | <ul style="list-style-type: none">• Citizen Science• Tour the Park• New Residents• Creativity and innovation |
| | Community wildlife | Human animal interactions, how to live with urban wildlife Responsible fishing practices | Stewardship | Ponds | Signage: CC1 | | | |
| Cronquist House | A community river | Cronquist House story Community effort to move house across River | History | Cronquist House | Signage: CC2 | \$7000 | Picnic Tables | |
| Online Interpretation | Online interpretive content will provide deeper layers of information relating to the themes & stories communicated through personal and non-personal interpretation onsite. Virtual notice board of events and activities | | | | | | | |
| Note: Cost Class 1 (CC1)- \$2K Basic sign, graphics only; Cost Class 2 (CC2)- \$7K Significant stories, 3D, view scope, etc.; Cost Class 3 (CC3) - \$18K Significant node, thematic crossroads, sculpture, 3D, tactile, etc. | | | | | | | | |

7.5 MASKEPETOON



Maskepetoon Park is a recently developed part of Waskasoo Park. It contains some fragile tamarack fen habitat. This habitat is a good example of Waskasoo Park's special location at the intersection of two ecological zones where unique conditions enable a wide diversity of species to thrive.

Maskepetoon Park was developed sustainably and maintains a high level of preservation and low level of recreational access to protect the fragile habitats within it.

Visitors: Maskepetoon's trails have recently been completed, but the park is not yet well known to the public. It is also not as accessible as other parts of the Park, has fewer amenities, and will not get as much traffic as other areas. Most visitors will come specifically to enjoy its solitude and to connect to Maskepetoon's rich natural resources. These visitors are Park Explorers and will be receptive to non-personal interpretation.

Interpretation here should focus on the unique ecological conditions that support the region's

biodiversity, demonstrating the commitment that the Park has made to preserving biodiversity through its sustainable park development.

Maskepetoon also has one of the best lookouts at a cutbank along the River. This is the best location to tell many of the Park's geological stories.

The significance of the Park's namesake, Chief Maskepetoon can be communicated on entry/ welcoming signage.

Interpretive Objectives

- **Emotional:** Build understanding and appreciation for fragile habitats
- **Learning:** Effectively communicate the unique nature of the region's biodiversity
- **Behavioural:** Lead by example in fostering sustainable action to protect biodiversity

Interpretive Zones

Two zones have been identified at Maskepetoon Park. These zones help to focus themes, stories and budgeting for each area. Zones at Maskepetoon Park are based upon the specific features and vantage points on the site.

Lookout – Shaping the landscape

This lookout is one of the best locations in the park for illustrating the natural forces that have shaped the river valley. An interpretive cluster at this lookout references the cutbank, river curves and flood plains to tell these geological stories. Ecological changes are related to the forest succession evident at Heritage Ranch below. Human impacts on the landscape are also incorporated into this story through reference to the visible bank training and cliff erosion.

Trail – Crossroads of biodiversity

Interpretation along this trail emphasizes the uniqueness of the habitats found in this intersection of habitats. The large boardwalk through the wetland would be an appropriate place for an interpretive cluster that speaks to the species and how they have adapted to the conditions in this area. Supporting the underlying message of biodiversity and its importance, the significant work the City has done to preserve this special place is highlighted as well. An interpretive element at the bridge (which was helicoptered in to preserve sensitive habitat) connects the City's sustainable park development to individual commitment to stewardship. The rip rap work done to control the River bank erosion at the bottom of the staircase can also be highlighted.

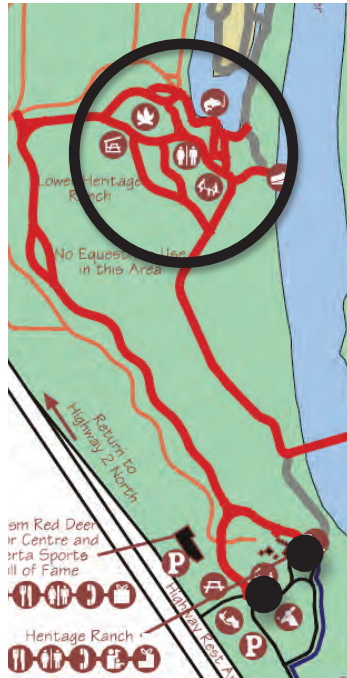
Please refer to the matrix for a full list of proposed interpretive stories and features for Maskepetoon Park.

Specific Programming Opportunities

- Guided trips through Maskepetoon from top down to the water using the descent to interpret the geology, geomorphology, and fluvial processes, and unusual plant communities and the role of wildlife

| MASKEPETOON | | | | | | | | |
|--|--|--|---|---|--|-----------------|--------------------------|---|
| ZONE | ZONE THEME | KEY STORIES | PARK TOPICS | FEATURES | NON-PERSONAL MEDIA | BUDGET | PHYSICAL INFRASTRUC-TURE | PERSONAL SERVICE |
| Lookout | Shaping the landscape | Geological forces Paskapoo formation Glacier deposition, sedimentation Erosion River processes Flooding Point bar succession, forest succession Human impacts Human intervention – river training | Geology Ecology Stewardship | View across the River to cutbank and Heritage Ranch | Signage: CC2 View scope | \$7000 | | <ul style="list-style-type: none">• Citizen Science• Tour the Park |
| Trail | Crossroads of biodiversity | Biodiversity Boreal forest/aspen parkland Tamarack fen Wetlands, riparian zone Endangered and rare species Local species - adaptation Seasonal/behaviours, use of different plant communities Beaver activities Large/small mammals Preserving biodiversity Sustainably developed park – bridge Individuals making a difference Adopt a park program (ex. RDRN) Prevention of off-roadiiing Wildlife corridors Loss of tamaracks due to construction of QEII and lowering of water table River bank training | Ecology Ecology Stewardship | Boardwalk Bridge Rip rap fishing area Sidebars | Signage: CC2, 4xCC1 Tactile, sculptural elements View scopes | \$13,000 | Trail pullout Benches | |
| Online Interpretation | Online interpretive content will provide deeper layers of information relating to the themes & stories communicated through personal and non-personal interpretation onsite. Downloadable maps, activity and info sheets | | | | | | | |
| Note: Cost Class 1 (CC1)- \$2K Basic sign, graphics only; Cost Class 2 (CC2)- \$7K Significant stories, 3D, view scope, etc.; Cost Class 3 (CC3) - \$18K Significant node, thematic crossroads, sculpture, 3D, tactile, etc. | | | | | | | | |

7.6 HERITAGE RANCH



Heritage Ranch is a significant entry point to Waskasoo Park for visitors to Red Deer as it is directly adjacent to the QEII and the Tourist Information Centre and the Alberta Sports Hall of Fame. Heritage Ranch is not an historically authentic ranch. It can be divided into two distinct zones; Upper and Lower Heritage Ranch.

A restaurant, catering services, horse stables and

riding trails are located at Upper Heritage Ranch.

Lower Heritage Ranch, a rehabilitated gravel quarry, is more natural with woodland trails, a fishing pond, picnic area and boat launches. Lower Heritage Ranch is considered a hidden gem, and cherished by those who do make use of its trails in summer and winter.

Visitors: Visitors to Upper Heritage Ranch are generally coming to the restaurant and horse trails, with very specific activity objectives. Tourists arriving from the QEII are looking to find out basic information about where to go and what to do. Visitors to Lower Heritage Ranch are generally

walkers/skiers and cyclists. Many come for its quiet solitude and abundant wildlife. Already connected to this special 'hidden' place, these visitors are likely Park Explorers and would be receptive to engaging with interpretation.

Interpretive Objectives

- **Emotional:** Foster appreciation of the fine balance between developed and natural areas
- **Learning:** Communicate effectively how the landscape is always changing—large and small changes, human and natural changes
- **Behavioural:** Transform appreciation of local biodiversity into active participation in stewarding local natural resources

Interpretive Zones

Three zones have been identified at Heritage Ranch. These zones help to focus themes, stories and budgeting for each area. Zones at Heritage Ranch are distinguished by the different activities in each.

Entry – Welcome & Orientation

This is a gateway into Waskasoo Park and the gateway most likely used by tourists and those unfamiliar with Red Deer, accessing it from the highway. Identity, welcome and orientation are therefore especially important here. A significant orientation piece enables visitors to easily understand and appreciate the extent of the Park and the many opportunities available within the Park.

Upper Heritage Ranch – Hooper history

Most visitors to Upper Heritage Ranch come for horse riding or the restaurant. The Ranch is not an historic site and many of the relevant agricultural stories are better told at Sunnybrook Farm. Limited interpretation here communicates the history of the property and its connection to early Red Deer.

Lower Heritage Ranch – A fine balance

Interpretation in and around the picnic area and along the trail, focuses on the fine balance between human and natural use of the area. Geology stories are connected to gravel mining and the view to the Maskepetoon cliffs. Ecology stories are connected to the site's reclamation and rehabilitation to create habitat for wildlife and recreation. Messages about responsible use of these precious natural resources are also highlighted.

Please refer to the matrix for a full list of proposed interpretive stories and features for Heritage Ranch.

Specific Programming Opportunities

- A guided tour that includes the entire area – or shorter tours of specific areas - should include the broad range of landscapes along the trails: agriculture, gravel, parkland, and the River. The stories should include how we use land and water and how we ensure their quality
- Collaboration with horse concessionaires to develop and deliver interpretive trail and wagon rides

| HERITAGE RANCH | | | | | | | | |
|--|--|--|---|--|---|-----------------|--|------------------|
| ZONE | ZONE THEME | KEY STORIES | PARK TOPICS | FEATURES | NON PERSONAL MEDIA | BUDGET | PHYSICAL INFRASTRUCTURE | PERSONAL SERVICE |
| Major Park Gateway | Welcome & Orientation | Major Park Gateway: What is Waskasoo Park Orientation: what to do, where to go, how to get more information | Welcome, orientation | Entry from tourist office | Signage: CC2 | \$7000 | | |
| Upper Heritage Ranch | Hoopfer history | Hoopfer Property Early farm life in Red Deer | History | | Signage: CC1 | \$2000 | | |
| Lower Heritage Ranch | A fine balance | Geological change Glacier deposition, erosion Maskepetoon cliffs Gravel mining River changes Flooding, sedimentation Forest succession—willow to poplar to spruce Grasslands Human impacts Gravel mining Rehabilitation and reclamation, recreation Farming impacts Fish stocking Responsible use , i.e. fishing | Geology Ecology Stewardship | View to Maskepetoon and cutbank Picnic area Sidebars Fishing deck | Signage: CC2 View scope Signage: CC2, CC1 Tactile, sculptural elements Signage: CC1 | \$18,000 | Look out/ trail pullout by river Bench | • Tour the Park |
| Online Interpretation | Online interpretive content will provide deeper layers of information relating to the themes & stories communicated through personal and non-personal interpretation onsite. Downloadable maps, activity and info sheets Virtual notice board of events and activities | | | | | | | |
| Note: Cost Class 1 (CC1)- \$2K Basic sign, graphics only; Cost Class 2 (CC2)- \$7K Significant stories, 3D, view scope, etc.; Cost Class 3 (CC3) - \$18K Significant node, thematic crossroads, sculpture, 3D, tactile, etc. | | | | | | | | |

7.7 LIONS CAMPGROUND



Lions Campground is a popular summer campground on the north bank of the River. The campground includes both tent and RV sites. It should be considered a major gateway to Waskasoo Park for visitors from out of town and should therefore include significant welcoming and orientation information. WEES uses the small amphitheatre regularly in the summer to present nature-based programs for the campers. Interpretive focus here should be on the live programming.

Visitors: Most visitors to Lions Campground are from out of town. While many have specific activities they are doing in town, others are looking for things to see and do in the Park. Many stay for a few nights, enabling them to more deeply engage with a variety of programs in the Campground.

Interpretive objectives

- **Emotional:** Forge a connect to the people, nature and stories of Waskasoo Park through an appreciation of their significance, role and impact
- **Learning:** These will change based the type of program presented
- **Behavioural:** Associate recreational use with responsibility to protect and preserve natural and cultural resources

Interpretive Zone

Live programming is the focus at Lions Campground. Welcoming signage is located at the entry to the Park and clearly identifies this as a gateway to the Park. Opportunities available within the Park and the significance of Waskasoo Park to the Red Deer community are also highlighted.

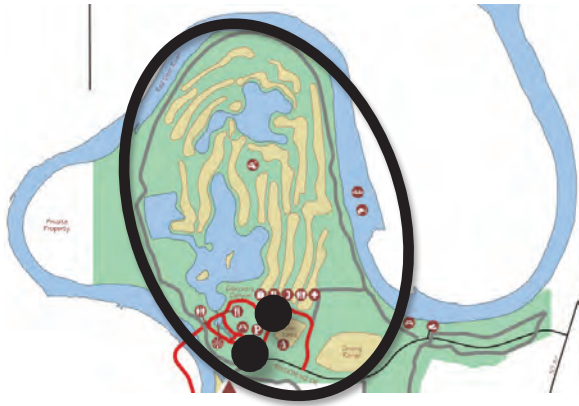
Please refer to the matrix for a full list of proposed interpretive stories and features for Lions Campground.

Specific Programming Opportunities

- *Interpretive programs are already a fixture at the Lions Campground. Assuming that most visitors stay no longer than a week, the programs increase the users' interest in the Park and encourage them to visit other areas to visit on this or future visits*

| LIONS CAMPGROUND | | | | | | | | |
|--|--|--|--|---------------------------|---------------------------|--------|--|-------------------------|
| ZONE | ZONE THEME | KEY STORIES | PARK TOPICS | FEATURES | NON- PERSONAL MEDIA | BUDGET | PHYSICAL INFRASTRUC- TURE | PERSONAL SERVICE |
| Major Park Gateway | Welcome & Orientation | Major Park Gateway: What is Waskasoo Park Orientation: what to do, where to go, how to get more information Temporary signage | Welcome, orientation Current activities | Entry to North Bank Trail | Signage: CC2 | \$7000 | | • Shows, skits, theatre |
| Amphitheater | Various | Various | Ecology History Stewardship | Amphitheater | Daily events notice board | | Storage shed for programming materials | |
| Online Interpretation | Online interpretive content will provide deeper layers of information relating to the themes and stories communicated through personal and non-personal interpretation onsite. Virtual notice board of events and activities | | | | | | | |
| Note: Cost Class 1 (CC1)- \$2K Basic sign, graphics only; Cost Class 2 (CC2)- \$7K Significant stories, 3D, view scope, etc.; Cost Class 3 (CC3) - \$18K Significant node, thematic crossroads, sculpture, 3D, tactile, etc. | | | | | | | | |

7.8 RIVER BEND GOLF AND RECREATION AREA



River Bend is located at the eastern extent of the Park. Operated by the River Bend Golf & Recreation Society, the area includes a golf course, Discovery Canyon waterpark, hiking/skiing trails, picnic areas and a boat launch. Like many parts of the Park, River Bend is a reclaimed industrial site.

Visitors: There are several distinct audience groups visiting this area: golfers, families in the summer and hikers/skiers using the perimeter and escarpment trails. Each group has very different visit objectives and will engage with interpretation in varying degrees.

Interpretive objectives

- **Emotional:** Foster appreciation for the natural resources that give us these recreational opportunities
- **Learning:** Effectively communicate the conditions and species that make Waskasoo Park and River Bend specifically, unique.
- **Behavioural:** Associate recreational use with responsibility to protect and preserve resource.

Interpretive Zones

Three zones have been identified at River Bend. These zones help to focus themes, stories and budgeting for each area. Zones at River Bend are distinguished by the different activities in each zone.

Discovery Canyon - Connecting kids to nature

Discovery Canyon is a very popular spot with families in the summer. This is a good location to help kids engage with the natural world as they are playing. Fun, sculptural pieces are integrated into the waterpark, with interpretive elements in the picnic area to help parents facilitate kids' exploration and understanding of this environment.

Golf Course - Part of the Park

Golfers have fairly specific activity objectives for their visit, but there are some opportunities for communicating Park messages on the course and/or at the clubhouse. Coordination with the River Bend Golf & Recreation Society is suggested to see how and where Park messages could be integrated into the Society's communication methods (score cards, placemats, etc.) Content should focus on fostering a sense of stewardship for the Park.

Perimeter Trail – Local species, local conditions

Interpretation along this trail is clustered at the boat launch picnic ground and/or the bridge junction. Building on the uniquely local conditions of Waskasoo Park and this area specifically, stories relate the geological and ecological conditions to the species that are attracted to this end of the park – especially open-water birdlife. The impact of urban/recreational development on these species is also discussed.

Please refer to the matrix for a full list of proposed interpretive stories and features for River Bend.

Specific Programming Opportunities

- *Roving interpreter visiting to answer questions and provide stories, meet with families for informal programs, and a good opportunity for bike tours*
- *Potential for interpretation at the Golf Clubhouse at evening settings.*

| RIVER BEND GOLF AND RECREATION AREA | | | | | | | | |
|--|--|---|---|--|--|--------|---------------------------------|------------------|
| ZONE | ZONE THEME | KEY STORIES | PARK TOPICS | FEATURES | NON- PERSONAL MEDIA | BUDGET | PHYSICAL INFRA- STRUCTURE | PERSONAL SERVICE |
| Discovery Canyon | Connecting kids to nature | Local species – behaviours, homes Local features Local conditions | Ecology Geology | Canyon Picnic area | Signage: CC2 Tactile, sculptural elements | \$7000 | | • Tour the Park |
| Golf Course | Part of the Park | This is your Park | Stewardship | | To be developed in coordination with Gold Course | | | |
| Perimeter Trail | Local species, local conditions Living and playing sustainably | River processes, deposition, point bar succession, urban development – how these have made for conditions that attract or push out certain wildlife Birdlife to look for Reclaimed mining site City leading by example Importance of balance between human/nature Importance of escarpment and River as a wildlife corridor Temporary Signage | Ecology Geology Stewardship Current activities | Downstream picnic area Bridge junction Sidebars Picnic area/ trail head | Signage: CC1,CC2 View scopes Tactile sculptural elements | \$9000 | Trail pullout | |
| Online Interpretation | Online interpretive content will provide deeper layers of information relating to the themes & stories communicated through personal and non-personal interpretation onsite. Downloadable maps, activity and info sheets Virtual notice board of events and activities | | | | | | | |
| Note: Cost Class 1 (CC1)- \$2K Basic sign, graphics only; Cost Class 2 (CC2)- \$7K Significant stories, 3D, view scope, etc.; Cost Class 3 (CC3) - \$18K Significant node, thematic crossroads, sculpture, 3D, tactile, etc. | | | | | | | | |

7.9 THREE MILE BEND



Three Mile Bend is one of two dog off-leash areas in Waskasoo Park. It also hosts the Central Alberta Freestyle Ski Club and jump as well as a remote control car track. It is also a good spot for viewing wildlife.

Visitors: Many visitors to Three Mile Bend are taking advantage of dog-off leash areas and picnic areas. Many of these will be Park Strollers. While spending time with the dogs, they can be encouraged to interact with non-personal interpretation.

Because of its abundant wildlife, interpretation focused on living with and respecting urban wildlife is appropriate.

Three Mile Bend is also a reclaimed industrial site and is located adjacent to the City Yards. It is thus an appropriate place to communicate the Waskasoo Park story, focusing on its success as a sustainable urban development.

Interpretive objectives

- **Emotional:** *Connect the City's sustainable development to individual actions*
- **Learning:** *Communicate effectively how and why Waskasoo Park has become a leading example of sustainable park management and people and wildlife sharing space*
- **Behavioural:** *Associate recreational use with responsibility to protect and preserve our natural and cultural resources*

Interpretive Zone

Picnic Area – A story of sustainability

The central picnic area near the parking lot is the most visible area to place interpretation. Referencing the sustainably designed City yards nearby, interpretation focuses on the Waskasoo Park as an example of the City's commitment to sustainable development. Rare amongst urban parks, Waskasoo Park exemplifies a long tradition of environmental stewardship through its evolution from flood plains to industrial sites to reclaimed recreational and natural areas.

Pond —Urban wildlife

The ponds are home to a wide variety of wildlife. Because many of the users of this park are dog walkers, messages about living with, and respecting wildlife are very appropriate. Interpretation can emphasize the importance of and benefits of urban wildlife, integrated with messages about stewardships, especially in respect to appropriate dog behaviour around wildlife. The solar bee that aerates the pond's water, visible in the middle of one pond, can be illustrated through three dimensional elements incorporated into nearby interpretation.

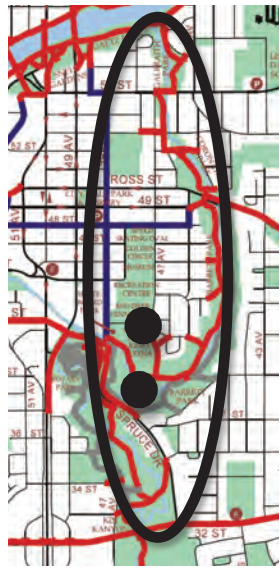
Please refer to the matrix for a full list of proposed interpretive stories and features for Three Mile Bend.

Specific Programming Opportunities

- *Roving interpreter visiting on a daily basis to answer questions, provide stories regarding the stewardship of the park, and ensure that the areas are protected*

| THREE MILE BEND | | | | | | | | |
|--|---|--|---------------------------------------|----------|--|---------------|---------------------------------|-----------------------|
| ZONE | ZONE THEME | KEY STORIES | PARK TOPICS | FEATURES | NON- PERSONAL MEDIA | BUDGET | PHYSICAL INFRASTRUC- TURE | PERSONAL SER- VICE |
| Picnic Area | A story of sustainability | Waskasoo Park story Flood plain, little development along the River, land preserved and reclaimed for various uses – industrial, conservation, recreation, education, sports City Yards, LEED certifications, energy efficiencies Temporary signage | Stewardship Current activities | | Signage: CC2 Tactile, sculptural elements | \$7000 | | • Tour the Park |
| Pond | Urban wildlife | Living with, enjoying and respecting the nature in our backyards Human impacts – sensitive habitats, species Wildlife corridors Appropriate dog behaviours Local bird life Keeping our water clean Solar bee aerates water for local wildlife | Ecology Stewardship | | Signage: CC1,CC2 View scope Tactile, sculptural elements | \$9000 | Trail pullout Bench | |
| Online Interpretation | Online interpretive content will provide deeper layers of information relating to the themes and stories communicated through personal and non-personal interpretation onsite. Downloadable maps, activity and info sheets | | | | | | | |
| Note: Cost Class 1 (CC1)- \$2K Basic sign, graphics only; Cost Class 2 (CC2)- \$7K Significant stories, 3D, view scope, etc.; Cost Class 3 (CC3) - \$18K Significant node, thematic crossroads, sculpture, 3D, tactile, etc. | | | | | | | | |

7.10 DEVONIAN TRAILS



The Devonian Trails link several small park areas along Waskasoo Creek. The trail system winds its way through residential and urban areas down to the newly opened Oxbow Off-Leash Dog Park at the Park's southern extent.

Visitors: Rotary Park and Kin Canyon are among the most highly used parks, both popular for picnics, barbeques and large family gatherings. These visitors are Park Strollers and are receptive

to interpretive programming and events that will complement, not compete with the social objectives of their visit. Meaningful play opportunities for kids will always be popular. Barret, Galbraith and Coronation Parks are urban parks most often used by residents of the neighbouring developments and commuters.

Because of the Devonian Trails' close integration with the surrounding urban areas, many of the parks along here represent good opportunities for communicating stories and messages about human impacts on nature and the importance of the river system to our City.

The significance of the Parks' namesakes can be communicated on entry/welcoming signage.

Interpretive objectives

- **Emotional:** Inspire commitment to future

conservation through appreciation of this unique and precious resource

- **Learning:** Effectively communicate the importance of the Park's connectivity for people, wildlife and hydrology.
- **Behavioural:** Entice more people into nature through the Park's close proximity to residential areas

Interpretive Zones

Three zones, or parks in this case, have been identified as locations for interpretive elements. These zones will help to focus themes, stories and budgeting for each area.

Rotary Park – Urban wildlife

Rotary Parks is very busy in the summer for barbeques and picnics. At its centre rises Piper Mountain. Because of its popularity with families and close proximity to urban areas, Rotary Park is a good location to introduce children and families to nature, getting them comfortable and used to playing in and respecting nature. Natural play elements here encourage kids to explore, discover and observe the plants, animals and features around them. Integrated interpretive elements in the picnic area help parents facilitate learning about how to live close to and respect nature: how to become good environmental stewards.

Atop Piper Mountain, an interpretive cluster communicates some the Mountain's stories from the perspective of this unique elevated location—how and why this change in altitude contributes to these geological, historical, First Nations and ecological stories.

Kin Canyon – Urban Rivers

Kin Canyon is another popular picnic spot in the heart of the City. There is also a water feature planned for here. Coordination with the water part developers will insure interpretive stories can be incorporated into the feature. Water conservation and water management would be appropriate topics to interpret here. Still focusing on the urban/natural integration, the Creek, River and tributaries' role in the City's water management system are communicated through interpretive elements and more abstract sculptural and play pieces that speak to water use. The benefits of a well-integrated urban watershed are shown through its wildlife corridors and healthy local species.

Barrett, Coronation, Stevenson, Galbraith Parks – Waskasoo Creek

Interpretation along Waskasoo Creek looks at the importance of small waterways in keeping our water, soil and environment clean and healthy. Human impacts like storm and farm run off can also be explored.

Bower Woods - Piper Creek

Interpretation along this section of the Devonian Trails should highlight riparian ecology.

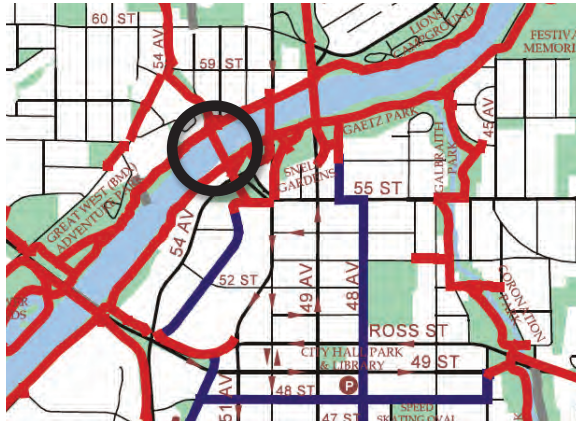
Please refer to the matrix for a full list of proposed interpretive stories and features for Devonian Trails.

Programming Opportunities

- Provide informal programs in appropriate areas that focus on the sustainability of these natural and urban areas
- Interpreter-led bike tours that connect the features and stories along or near the Devonian trails
- Tours may also be provided by foot or bike

| DEVONIAN TRAILS | | | | | | | | |
|--|--|--|--|---|---|---|------------------------------|---|
| ZONE | ZONE THEME | KEY STORIES | PARK TOPICS | FEATURES | NON-PERSONAL MEDIA | BUDGET | PHYSICAL INFRASTRUC- TURE | PERSONAL SERVICE |
| Rotary Park | Urban wildlife Perspectives from the mountain top | Living with, enjoying and respecting the nature in our backyards Human impacts – sensitive habitats, species Wildlife corridors Temporary signage First Nations High vantage point/lookout Archaeology Piper’s brick yard Geological rock formation Historical industry Historical legacy of bricks around town Human impact Erosion, soil | Stewardship Ecology Current activities History History Geology Stewardship | Picnic area Mountain top | Signage: CC2 Nature Playground Signage: CC2 Tactile, sculptural elements | \$64,000 | | <ul style="list-style-type: none">• New Residents• Tour the Park• Creativity and innovation |
| Kin Canyon | Urban rivers | Watershed management Wildlife corridors Urban/natural integration Human impacts | Stewardship | | Signage: CC2 Tactile, sculptural elements Water Play structure | \$7000 N/A already planned | | |
| Barrett, Galbraith, Coronation Parks, | Waskasoo Creek | Tributaries Erosion Farm run-off Storm run-off Fish habitat | Stewardship Ecology | | Signage: 3xCC1 | \$6000 | Trail pullouts Benches | |
| Bower Woods | Piper Creek | Beaver ecology Forest succession | Stewardship Ecology | | Signage: CC1 | \$2000 | Trail pullout Benches | |
| Online Interpretation | Online interpretive content will provide deeper layers of information relating to the themes & stories communicated through personal and non-personal interpretation onsite Downloadable maps. Virtual notice board of events and activities | | | | | | | |
| Note: Cost Class 1 (CC1)- \$2K Basic sign, graphics only; Cost Class 2 (CC2)- \$7K Significant stories, 3D, view scope, etc.; Cost Class 3 (CC3) - \$18K Significant node, thematic crossroads, sculpture, 3D, tactile, etc. | | | | | | | | |

7.11 CPR BRIDGE



The historic CPR Bridge is a significant landmark in Red Deer and a major pedestrian and bike route across the River to and from the downtown. It is also a major gateway into Waskasoo Park. Interpretation here should focus on the significant heritage value of the Bridge and how its story represents our changing community.

Visitors: The CPR Bridge is a linkage area that features a very significant historical structure. It is a good vantage point and a natural resting point. An interpretive cluster and seating will encourage pedestrian and bicycle traffic slow down and take a break on or by the bridge.

Interpretive Objectives

- **Emotional:** Build a connection to the River as a defining element of our community
- **Learning:** Effectively communicate how our community's connection to the River is continually changing

- **Behavioural:** Connect visitors to the Park and the activities and stories within

Interpretive Zones

Two zones have been identified as locations for interpretive elements.

Entry – Welcome & Orientation

This is a major gateway into Waskasoo Park. Identity, welcome and orientation are therefore especially important here. A significant orientation piece enables visitors to easily understand and appreciate the extent of the Park and the many opportunities available within the Park.

Centre of the Bridge –Our changing community

At the centre of the bridge, a natural stopping point for a good view of the River, interpretive elements tell the story of this bridge through the lens of the many evolving community changes it has come to represent. It was a connection between north and south Red Deer and the different religious and political communities in each. It represents changes in technology and economics—trains to trucks and the industries they support. And it represents changes in our lifestyles—a new focus on healthy and active living, environmentalism, community activism and an growing understanding of the importance of preserving and protecting our cultural and natural heritage.

Please refer to the matrix for a full list of proposed interpretive stories and features for the CPR Bridge.

| CPR BRIDGE | | | | | | | | |
|--|--|---|----------------------|---|--|--------|--------------------------|-------------------|
| ZONE | ZONE THEME | KEY STORIES | PARK TOPICS | FEATURES | NON-PERSONAL MEDIA | BUDGET | PHYSICAL INFRASTRUC-TURE | PERSONAL SERVICES |
| Major Park Gateway | Welcome & orientation | Major Park Gateway: What is Waskasoo Park Orientation: what to do, where to go, how to get more information | Welcome, orientation | North and/or south bank | Signage: CC2 | \$7000 | | |
| Centre of bridge | Our changing community | Bridge represents changes in our community over time Connecting north and south Red Deer (different politics/religion) Technology, transportation, economy Lifestyles: healthy living, community activism, environmentalism, etc. | History Stewardship | North or south junction Tactile, sculptural elements | Signage: CC2 Tactile, sculptural elements | \$7000 | Trail pullout Bench | |
| Online Interpretation | Online interpretive content will provide deeper layers of information relating to the themes and stories communicated through personal and non-personal interpretation onsite. | | | | | | | |
| Note: Cost Class 1 (CC1)- \$2K Basic sign, graphics only; Cost Class 2 (CC2)- \$7K Significant stories, 3D, view scope, etc.; Cost Class 3 (CC3) - \$18K Significant node, thematic crossroads, sculpture, 3D, tactile, etc. | | | | | | | | |

7.12 PINES ESCARPMENT



The Pines Escarpment is a little known trail linkage connecting the North Bank trail with the Mountain Bike Park. Users appreciate the quiet solitude of this winding trail.

Visitors: Most users of this trail are walkers from the neighbourhoods backing onto the escarpment. As these are regular users, stewardship messaging that connects their enjoyment of this trail to their responsibility in caring for it would be appropriate.

Interpretive Objectives

- Associate recreational use with responsibility to protect and preserve our natural resource

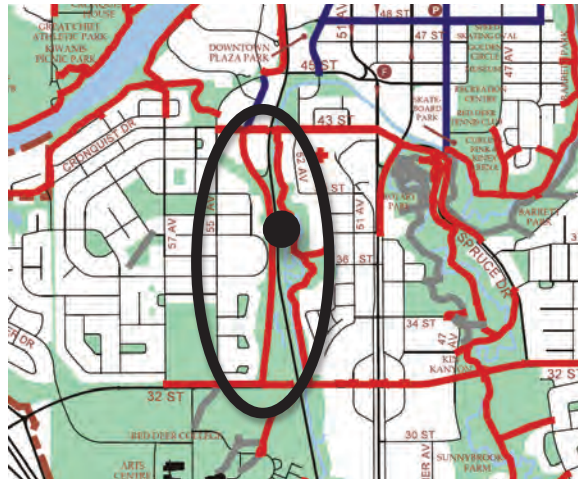
Interpretation

A small interpretive element at a lookout/entry point highlights the spruce forest ecology preserved here and illustrate some of the challenges faced in preserving this type of forest, especially against fire and erosion.

Please refer to the matrix for a full list of proposed interpretive stories and features for Pines Escarpment.

| PINES ESCARPMENT | | | | | | | | |
|--|--|--|------------------------|-----------------------|---------------------------|--------|---------------------------------|---------------------|
| ZONE | ZONE THEME | KEY STORIES | PARK TOPICS | FEATURES | NON- PERSONAL MEDIA | BUDGET | PHYSICAL INFRA- STRUCTURE | PERSONAL SERVICE |
| Pines Escarpment | Spruce forest ecology | Spruce escarpment ecology in an urban environment Fire Erosion | Ecology Stewardship | Lookout Trail head | Signage: 2XCC1 | \$4000 | Trail pullout Bench | |
| Online Interpretation | Online interpretive content will provide deeper layers of information relating to the themes and stories communicated through personal and non-personal interpretation onsite. | | | | | | | |
| Note: Cost Class 1 (CC1)- \$2K Basic sign, graphics only; Cost Class 2 (CC2)- \$7K Significant stories, 3D, view scope, etc.; Cost Class 3 (CC3) - \$18K Significant node, thematic crossroads, sculpture, 3D, tactile, etc. | | | | | | | | |

7.13 ACR TRAIL



The ACR Trail is a well-used short trail connecting Red Deer College with downtown. It follows the historic route of the Alberta Central Railway. One remaining rail bridge foundation remains alongside the trail.

Visitors: This trail is used mainly by commuters on their way to and from school or work. However its significance as the original route of the ACR should be highlighted. The old rail bridge foundations is an appropriate anchor for this and other rail history stories. With seating, this could become a natural resting point.

Interpretive Objectives

- Associate recreational use with responsibility to protect and preserve our cultural resources
- Effectively communicate the importance of rail transport to the history of Red Deer

Interpretation

A small interpretive element facing the remaining bridge foundation tells the story of the ACR and rail history in Red Deer.

Please refer to the matrix for a full list of proposed interpretive stories and features for the ACR Trail.

| ACR TRAIL | | | | | | | | |
|--|--|---|-------------|--------------------------|---------------------------|---------------|---------------------------------|---------------------|
| ZONE | ZONE THEME | KEY STORIES | PARK TOPICS | FEATURES | NON- PERSONAL MEDIA | BUDGET | PHYSICAL INFRASTRUC- TURE | PERSONAL SERVICE |
| ACR Trail | Rail history | Rail history in Red Deer Alberta Central Railway Canadian Pacific Railway Canadian Northern Railway | History | Old bridge foundation | Signage: 2xCC1 | \$4000 | Trail pullout Bench | |
| Online Interpretation | Online interpretive content will provide deeper layers of information relating to the themes & stories communicated through personal and non-personal interpretation onsite. | | | | | | | |
| Note: Cost Class 1 (CC1)- \$2K Basic sign, graphics only; Cost Class 2 (CC2)- \$7K Significant stories, 3D, view scope, etc.; Cost Class 3 (CC3) - \$18K Significant node, thematic crossroads, sculpture, 3D, tactile, etc. | | | | | | | | |

7.14 NORTH BANK TRAIL



The North Bank trail runs along the River connecting all parks on the north bank, from the bridge to River Bend in the east to the bridge to Heritage Ranch in the west.

Visitors: While this is a linkage trail used by visitors moving between areas, or enjoying a walk/ride/skate along the River, there are some significant features that can be pointed out. If clustered as natural stopping points, they will attract more attention and encourage trail users to slow down and take a break.

Interpretive Objectives

- Associate recreational use with responsibility to protect and preserve our natural and cultural resources

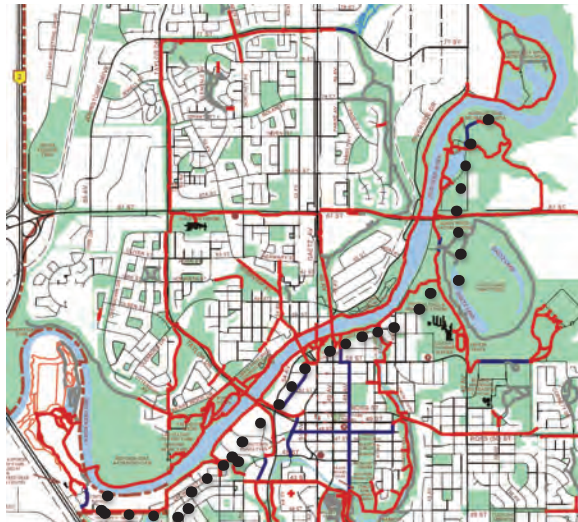
Interpretation

Along the trail there are historical and natural features to highlight, like the weir near Bower Ponds, and specific River features like rapids and islands. Where ever possible interpretation should be placed near to natural stopping places like lookouts or benches.

Please refer to the matrix for a full list of proposed interpretive stories and features for North Bank Trail.

| North Bank Trail | | | | | | | | |
|--|--|---|--------------------------|---------------------|--------------------|----------|---------------------------|------------------|
| Zone | Zone Theme | Key Stories | Park Topics | Features | Non-Personal Media | Budget | Physical Infra-Structure | Personal Service |
| North Bank Trail | Various—based on particular feature | Mill Race Effluent River features - rapids, islands River as a wildlife corridor Great West Lumber Company | Various based on feature | Associated location | Signage:8xCC1 | \$16,000 | Trail pullouts Benches | |
| Online Interpretation | Online interpretive content will provide deeper layers of information relating to the themes & stories communicated through personal and non-personal interpretation onsite. | | | | | | | |
| Note: Cost Class 1 (CC1)- \$2K Basic sign, graphics only; Cost Class 2 (CC2)- \$7K Significant stories, 3D, view scope, etc.; Cost Class 3 (CC3) - \$18K Significant node, thematic crossroads, sculpture, 3D, tactile, etc. | | | | | | | | |

7.15 SOUTH BANK TRAIL



The South Bank Trail runs along the River connecting all parks on the south side bank from Heritage Ranch in the West to McKenzie Trails Recreation Area in the East. As the Park expands this trail will continue past McKenzie Trails Recreation Area to eventually connect to River Bend Golf and Recreation Area. In the future it will also connect on to Fort Normandeau in the West.

Visitors: While this is a linkage trail used by visitors moving between areas, or enjoying a walk/ride/skate along the River, there are several significant features that can be pointed out. If clustered as natural stopping points, they will attract more attention and encourage trail users to slow down and take a break.

Interpretive Objectives

- Associate recreational use with responsibility to protect & preserve our natural and cultural resources

Interpretation

Along the trail there are historical features to highlight, like the site of the First Crossing School, view to Valley Ranch and the site of Leonard Gaetz's house. Where ever possible interpretation should be placed near to natural stopping places like lookouts or benches.

Once the connection east of McKenzie Trail Recreation Area is established there will be several more features to interpret including the impacts of selective logging on the area, an outbreak of budworm in the spruce forests and the restoration of the area from its original use as a gravel pit.

Please refer to the matrix for a full list of proposed interpretive stories and features for within South Bank Trail.

| South Bank Trail | | | | | | | | |
|--|--|--|--|---------------------|--------------------|---------|---------------------------|-------------------|
| Zone | Zone Theme | Key Stories | Park Topics | Features | Non-Personal Media | Budget | Physical Infra-Structure | Personal Services |
| South Bank Trail | Red Deer community history | Valley Ranch First Crossing School Quarry Leonard Gaetz Canadian Northern Rail (Future, once trail east of McKenzie Trail is connected) Selected logging Budworm outbreak Gravel pit | History Ecology History Stewardship | Associated location | Signage: 8xCC1 | \$16000 | Trail Pullouts Benches | |
| Online Interpretation | Online interpretive content will provide deeper layers of information relating to the themes & stories communicated through personal and non-personal interpretation onsite. | | | | | | | |
| Note: Cost Class 1 (CC1)- \$2K Basic sign, graphics only; Cost Class 2 (CC2)- \$7K Significant stories, 3D, view scope, etc.; Cost Class 3 (CC3) - \$18K Significant node, thematic crossroads, sculpture, 3D, tactile, etc. | | | | | | | | |

8.0 Expansion Areas

With its rapidly expanding population, the City of Red Deer is working on an expansion and annexation plan for the City limits. Part of this plan is the expansion of the City's parkland to ensure that the ratio of green space per capita remains high. The River Valley and Tributaries Plan (2010) outlines the areas to be designated as future parkland. Expansion and continuity of the interpretive program will be important as Waskasoo Park expands to include many of these new areas.

This master plan addresses those expansion areas that are currently within the City limits: Cameo Lake, Red Deer River Natural Area, Bower Natural Area, Hazlett Lake and River Plaza.

High-level themes and interpretive objectives have been developed in coordination with Grant Moir of the Ecological Services department of the City Parks Planning & Technical Services.

Where sufficient information on long-term development plans for the area exists, interpretive elements have been suggested. When plans are established for the type of use each area will have (e.g. picnicking, biking, walking, sanctuary, etc.) visitor profiles and audience motivations can be determined and then matched with the appropriate types of personal and non-personal interpretive elements.

Ecological diversity and distinction within each of the new areas (except River Plaza) and the impacts of urban development were identified as over arching themes for all of the expansion areas, as most will soon be surrounded by urban areas. The unique features and stories within each site will tell the specific stories of each area related to these themes.

8.1 RIVER PLAZA

The Greater Downtown Action Plan (2009) outlines the development of an iconic pedestrian bridge linking Bower Ponds to the proposed Riverlands development and south bank River Walk. Where the bridge meets the south bank, a promontory river plaza is recommended. This plaza will be a vibrant space where Park users can connect directly to the River in an urban context. The plaza will be an ideal location for a variety of events, from music and dance to markets and artisans. Surrounded by shops, restaurants and open views to the River and across to Bower Ponds, the plaza will be a gathering place for Red Deerians to celebrate their community and its connection to the River. The plaza will be a community meeting place and will connect directly into the urban Riverlands section of Waskasoo Park's trail system.

Interpretive Objectives

- **Emotional:** Foster appreciation and connection to the River as a valued part of life in Red Deer
- **Learning:** Communicate effectively the importance of the River was to our way of life, past and present
- **Behaviour:** Translate appreciation of the River system into responsible and proactive behaviour towards its preservation. recommended.

This plaza will be a vibrant space where Park users can connect directly to the River in an urban context. The plaza will be an ideal location for a variety of events, from music and dance to markets and artisans. It will be a gathering place for Red Deerians to celebrate their community and its connection to the River, and a meeting place for embarking on walks, strolls and continued Park exploration. Abstract and artistic interpretive elements in this area could highlight the community's enduring ties to the River

Please refer to the matrix for a full list of proposed interpretive stories and features for the River Plaza. See map on page 21 for the locations of each expansion area.

| RIVER PLAZA | | | | | | | | |
|--|---|--|---|----------------|--|-----------------|---|--------------------------------------|
| ZONE | ZONE THEME | KEY STORIES | PARK TOPICS | FEATURES | NON- PERSONAL MEDIA | BUDGET | PHYSICAL INFRA- STRUCTURE | PERSONAL SERVICE |
| River Plaza | Welcome and Orientation | Major Park Gateway: What is Waskasoo Park Orientation: what to do, where to go, how to get more information Temporary signage | Welcome and orientation | Near to bridge | Signage: CC2 | \$7000 | Benches Engraved pavement Alcove/ pullout/ stage for performances | Festivals Markets Performances |
| | River Crossroads | River connects us all, past and present Cultural - communities brought together (First Nations, Metis, European settlers) Importance of River for agriculture, industry, recreation River connects us to the ecosystems on which we depend and depend on us Still a community focal point | Current activities History Ecology Stewardship | | Signage: CC3 Tactile Sculptural elements Climbable play sculptures 3D topo map River | \$18,000 | Lighting Power supply Art installations Storage shed | |
| | Community River | Red Deer's River Urban succession Community planning - what's next? Human impacts- commitment to sustainable future Singing bridge | History Stewardship | | Signage: CC2 Tactile, sculptural elements | \$7000 | | |
| Online Interpretation | Online interpretive content will provide deeper layers of information relating to the themes & stories communicated through personal and non-personal interpretation onsite. Virtual notice board of events and activities | | | | | | | |
| Note: Cost Class 1 (CC1)- \$2K Basic sign, graphics only; Cost Class 2 (CC2)- \$7K Significant stories, 3D, view scope, etc.; Cost Class 3 (CC3) - \$18K Significant node, thematic crossroads, sculpture, 3D, tactile, etc. | | | | | | | | |

8.2 HAZLETT LAKE

Hazlett Lake will become a significant habitat refuge as the city grows around it. It has a substantial resident and migratory waterfowl populations and may eventually become a bird sanctuary like Gaetz Lake. With the appropriate development, Hazlett Lake can become another interpretive anchor for the Park system.

Interpretive Objectives

- **Learning:** *Effectively communicate the unique interrelationships and ecology of the area*
- **Emotional:** *foster and appreciation for the importance of conserving these habitats in the expanding urban context*
- **Behavioral:** *Lead by example in fostering sustainable action to protect biodiversity*

Interpretation here should highlight, not only the importance of preserving large areas like Hazlett Lake, but also preserving smaller associated habitats nearby

that enable large and small creatures to move between them.

Hazlett Lake's unique ecological features should be highlighted - its flora and fauna, undulating water levels and surprisingly shallow water levels.

The Park's system for monitoring the impacts of urban development on wildlife health can be interpreted here. Please refer to the matrix for a full list of proposed interpretive stories and features for Hazlett Lake.

| HAZLETT LAKE | | | | | | | | |
|--|---|--|------------------------|----------|--------------------------------|------------------------|--|------------------|
| ZONE | ZONE THEME | KEY STORIES | PARK TOPICS | FEATURES | NON-PERSONAL MEDIA | BUDGET | PHYSICAL INFRA-STRUCTURE | PERSONAL SERVICE |
| Hazlett Lake | Wetland Ecology | Wetland habitats Plants, animals, birds interrelationships (moose, lots of lily pads, willow, poplar, die-back) Waterfowl sanctuary Habits zones, characteristics Human impacts Associated wetlands - regional drainage Edge effects of water undulation Temporary signage | Ecology Stewardship | | Signage: CC3, 2-3xCC2, 2-5xCC1 | \$20,000- \$50,000+ | Trails, boardwalks, viewing platforms, bird-blinds Interpretive centre/kiosk? | TBD |
| | Urban Integration | Urban integration Monitoring of wetland health and urban impact Associated wetlands- important to preserve for habitat interchange (big and small species) Storm water management system - stream to river valley Hazletts story | Stewardship Ecology | | | | | |
| Online Interpretation | Online interpretive content will provide deeper layers of information relating to the themes & stories communicated through personal and non-personal interpretation onsite. Virtual notice board of events and activities | | | | | | | |
| Note: Cost Class 1 (CC1)- \$2K Basic sign, graphics only; Cost Class 2 (CC2)- \$7K Significant stories, 3D, view scope, etc.; Cost Class 3 (CC3) - \$18K Significant node, thematic crossroads, sculpture, 3D, tactile, etc. | | | | | | | | |

8.3 RED DEER RIVER NATURAL AREA

Red Deer River Natural Area is a flood plain across the River from River Bend Golf Course. It is currently used for agriculture.

Interpretive Objectives

- **Learning:** *Effectively communicate the unique interrelationships and ecology of the area*
- **Emotional:** *foster and appreciation for the importance of conserving these habitats*

in the expanding urban context

- **Behavioral:** *Lead by example in fostering sustainable action to protect biodiversity*

Interpretation in this park should highlight the different species that depend upon the flood plain's different habitat zones and the importance of this type of area as a wildlife corridor. The formation of the flood plain and other nearby features like the river island and dammed wetlands can speak to the River's continuing impact on these ecosystems. Human

impact and stories of land use and re-use can also be told here in reference to the gravel pits across the River.

There are no development plans for this area yet, so the visitor profiles and motivations can not yet be determined.

Please refer to the matrix for a full list of proposed interpretive stories and features for the Red Deer River Natural Area.

| RED DEER RIVER NATURAL AREA | | | | | | | | |
|--|--|---|------------------------|----------|--|--|--------------------------|------------------|
| ZONE | ZONE THEME | KEY STORIES | PARK TOPICS | FEATURES | NON-PERSONAL MEDIA | BUDGET | PHYSICAL INFRASTRUC-TURE | PERSONAL SERVICE |
| Red Deer River Natural Area | Flood plain Ecology | Floodplain habitats Plants, animals, birds interrelationships Habits zones, characteristics Human impacts Wildlife corridors | Ecology Stewardship | | TBD when further development plans are available | TBD when further development plans are available | | TBD |
| | River processes | Meandering river Dammed wetland Compare to other floodplains on river River island | Geology Ecology | | | | | |
| | Urban Integration | Impacts of urban integration Gravel pits - park planning Agricultural land use | Stewardship Geology | | | | | |
| Online Interpretation | Online interpretive content will provide deeper layers of information relating to the themes & stories communicated through personal and non-personal interpretation onsite. | | | | | | | |
| Note: Cost Class 1 (CC1)- \$2K Basic sign, graphics only; Cost Class 2 (CC2)- \$7K Significant stories, 3D, view scope, etc.; Cost Class 3 (CC3) - \$18K Significant node, thematic crossroads, sculpture, 3D, tactile, etc. | | | | | | | | |

8.4 BOWER NATURAL AREA

Bower Natural Area is already almost surrounded by urban development. With the development of Southpoint Neighbourhood around it, it will likely get significant commuting and recreational use. It will connect by a small link to Waskasoo Creek once the Southpoint Neighbourhood plan is complete.

Interpretive Objectives

- **Learning:** Effectively communicate the unique interrelationships and ecology of the area
- **Emotional:** foster and appreciation for the

importance of conserving these habitats in the expanding urban context

- **Behavioral:** Lead by example in fostering sustainable action to protect biodiversity

Bower Natural Area is already almost surrounded by urban development. With the development of Southpoint Neighbourhood around it, will likely get significant commuting and recreational use. It will connect by a small link to Waskasoo Creek once the Southpoint Neighbourhood plan is complete.

This area is dominated by an historical spruce grove and has good views of the surrounding landscape

from the ridge. Geological interpretation can speak to the glacier sand that was deposited here and the importance of trees to ridge stability.

There is a potential constructed wetland to be developed in the north end of the tree stand. This feature can be used to interpret wetland ecology, the natural functions of a wetland and how constructed wetlands function to provide humans and wild life with cleaner water. There will be multi-use trails and cross-country skiing here.

Please refer to the matrix for a full list of proposed interpretive stories and features for the Bower Natural Area.

| BOWER NATURAL AREA | | | | | | | | |
|--|---|--|--------------------------------|-----------------|----------------------------|-----------------|---------------------------------------|------------------|
| ZONE | ZONE THEME | KEY STORIES | PARK TOPICS | FEATURES | NON-PERSONAL MEDIA | BUDGET | PHYSICAL INFRASTRUC-TURE | PERSONAL SERVICE |
| Bower Natural Area | Spruce woodland ecology | Historical spruce woodland Plants, animals, birds interrelationships Habits zones, characteristics Human impacts Impact on decreased wildlife corridor to Waskasoo Creek | Ecology Stewardship | | Signage: 1-2x CC2, 1-3xCC1 | \$7000-\$20,000 | Trails, boardwalks, viewing platforms | TBD |
| | Changing landscape | Sand excavation - glacial till Ridge stability - spruce grove Erosion Topography (view from ridge) | Geology | High point view | | | | |
| | Urban Integration | Constructed wetland Close proximity to town - college Potential use for further study | Stewardship Geology Ecology | | | | | |
| Online Interpretation | Online interpretive content will provide deeper layers of information relating to the themes & stories communicated through personal and non-personal interpretation onsite. Virtual notice board of events and activities | | | | | | | |
| Note: Cost Class 1 (CC1)- \$2K Basic sign, graphics only; Cost Class 2 (CC2)- \$7K Significant stories, 3D, view scope, etc.; Cost Class 3 (CC3) - \$18K Significant node, thematic crossroads, sculpture, 3D, tactile, etc. | | | | | | | | |

8.5 CAMEO LAKE

Cameo Lake is an important wetland in the Waskasoo Park system. In the future it will be quite isolated by urban development. However, there may be surface links to surrounding habitat strips that will be important as wildlife corridors. This lake is important for regional drainage, as a refuge for waterfowl and as an example of wetland succession and resiliency.

Interpretive Objectives

- **Learning:** *Effectively communicate the unique*

interrelationships and ecology of the area

- **Emotional:** *foster and appreciation for the importance of conserving these habitats in the expanding urban context*
- **Behavioral:** *Lead by example in fostering sustainable action to protect biodiversity*

Cameo Lake is an important wetland in the Waskasoo Park system. In the future it will be quite isolated by urban development. However, there may be surface links to surrounding habitat strips that will be

important as wildlife corridors. This lake is important for regional drainage, as a refuge for waterfowl and as an example of wetland succession and resiliency,

Along with ecological information about Cameo Lake, the impact of urban development on wetland habitats should be interpreted here.

There are no development plans for this area yet, so the visitor profiles and motivations can not yet be determined.

Please refer to the matrix for a full list of proposed interpretive stories within Cameo Lake.

| CAMEO LAKE | | | | | | | | |
|--|---|---|------------------------|----------|--|--|--|------------------|
| ZONE | ZONE THEME | KEY STORIES | PARK TOPICS | FEATURES | NON-PERSONAL MEDIA | BUDGET | PHYSICAL INFRASTRUC-TURE | PERSONAL SERVICE |
| Cameo Lake | Wetland Ecology | Wetland habitats Plants, animals, birds interrelationships Habits zones, characteristics Human impacts Wetland succession Associated wetlands | Ecology Stewardship | | TBD when further development plans are available | TBD when further development plans are available | Trails, boardwalks, viewing platforms, bird-blinds | TBD |
| | Urban Integration | Urban integration Mosquito monitoring projects Short and long term effects of surrounding development Eco-industry nearby | Stewardship Ecology | | | | | |
| Online Interpretation | Online interpretive content will provide deeper layers of information relating to the themes & stories communicated through personal and non-personal interpretation onsite. Virtual notice board of events and activities | | | | | | | |
| Note: Cost Class 1 (CC1)- \$2K Basic sign, graphics only; Cost Class 2 (CC2)- \$7K Significant stories, 3D, view scope, etc.; Cost Class 3 (CC3) - \$18K Significant node, thematic crossroads, sculpture, 3D, tactile, etc. | | | | | | | | |

8.6 OTHER AREAS

There are other areas within Waskasoo Park not identified in the inventory preceding. These areas are those whose primary function is high-energy recreation like the Great West BMX track, Great Chief Athletic Park and the Mountain Bike Park. These areas should all have good welcome and orientation information presented where visitors can easily see and understand how these areas connect to the Park and what opportunities are available here.



9.0 Implementation and Operations Strategy

9.1 IMPLEMENTATION

The following budget and schedule sections outline the implementation strategy for the components of this plan.

Budgets

Each major component, Kerry Wood Nature Centre, Fort Normandeau, outdoor interpretation and the website has its own budget to facilitate flexible planning and implementation.

Schedule

The timeline to complete any one component of the project will take 18-months from concept to opening day. This timeline will ensure that stakeholder and the community consultation and evaluation and can be effectively incorporated into the design process.

Note: the website can be completed on a shorter timeline, but its interpretive components should be coordinated with the content development of the physical sites.

| | INTERETIVE EXHIBIT DESIGN | | | | | | | | | | | | | | | | | |
|---------------------------------------|---------------------------|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|
| Months | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| CONCEPT PHASE | | | | | | | | | | | | | | | | | | |
| SCHEMATIC DESIGN | | | | | | | | | | | | | | | | | | |
| DESIGN DEVELOPMENT | | | | | | | | | | | | | | | | | | |
| CONSTRUCTION DOCUMENTS | | | | | | | | | | | | | | | | | | |
| BID | | | | | | | | | | | | | | | | | | |
| CONTRACT ADMINISTRATION | | | | | | | | | | | | | | | | | | |
| FABRICATION & INSTALLATION | | | | | | | | | | | | | | | | | | |

9.2 BUDGET

| INTERPRETIVE SIGNAGE ALLOCATION KEY & RANGES | | | |
|---|---|--|--|
| Cost Class 1 - \$2,000-\$4000 (CC1) | | | |
| | Basic wayside sign | | |
| | Short story(ies) | | |
| | Graphics only | | |
| Cost Class 2 - \$7, 000-\$10,000 (CC2) | | | |
| | Significant story(ies) | | |
| | Single interpretive sign with multiple stories | | |
| | 3D element - viewing scope, tactile | | |
| Cost Class 3 - \$18,000-\$25,000 (CC3) | | | |
| | Significant node | | |
| | Thematic crossroads | | |
| | Multi-storied with depth of content | | |
| | Variety of delivery methods | | |
| | Sculpture, tactile, viewing scopes, benches, etc. | | |

KERRY WOOD NATURE CENTRE

Components:

- *Permanent exhibits*
- *Lobby*
- *Discovery Room and Multi-purpose room*
- *Outdoor exhibits*
- *Film*

Timeline: 18 months

Budget:

(including 30% soft costs)
\$1,580,800

| 1.0 | KERRY WOOD NATURE CENTRE | | SIGNAGE |
|-------|---|------------------|------------|
| 1.0.1 | A/V Production - Equipment & Feature | 100,000 | |
| 1.0.2 | Permanent Exhibits | 800,000 | |
| 1.0.3 | Lounge | 50,000 | |
| 1.0.4 | Multi-Purpose Room | 85,000 | |
| 1.0.5 | Discovery Room | 50,000 | |
| 1.0.6 | Outdoor Exhibits | 11,000 | CC2, 2xCC1 |
| 1.0.7 | Small Amphitheatre | 20,000 | |
| 1.0.8 | Nature Playground | 100,000 | |
| | Subtotal | 1,216,000 | |
| | <i>Soft Costs (30% of Exhibits Total)</i> | <i>364,800</i> | |
| | Estimated Grand Total | 1,580,800 | |

FORT NORMANDEAU

Components:

- *Interpretive centre*
- *Film*
- *Outdoor interpretation*
- *First Nations shelter*
- *Entry experience*

Timeline: 18 months

Budget:

(including 30% soft costs, minus design of the First Nations shelter) – \$945,000

Note: Consultation with First Nations groups will be very important during the design and development of Fort Normandeau. Sufficient time should be allocated for this process.

| 2.0 | FORT NORMANDEAU | | SIGNAGE |
|-------|--|----------------|------------------------------|
| 2.0.1 | Site Entry | 20,000 | |
| 2.0.2 | Outdoor Interpretation | 30,000 | CC3, 6xCC1 |
| 2.0.3 | Interpretive Centre Entry | 120,000 | |
| 2.0.4 | Theatre Update | 80,000 | |
| 2.0.5 | A/V Production - Equipment & Feature | 50,000 | |
| 2.0.6 | Permanent Exhibits | 250,000 | |
| 2.0.7 | Programming Space | 100,000 | |
| 2.0.8 | First Nations Shelter | 100,000 | |
| | Subtotal | 750,000 | |
| | <i>Soft Costs (30% of Exhibits Total)</i> | <i>195,000</i> | (minus design of FN shelter) |
| | Estimated Grand Total | 945,000 | |

OUTDOOR INTERPRETATION

Components:

- Gaetz Lake Sanctuary
- McKenzie Trails Recreation Area
- Bower Ponds
- Maskeptetoon
- Lions Campground
- Devonian Trails
- Heritage Ranch
- River Bend Golf and Recreation Area
- Three Mile Bend
- CPR Bridge
- Pines Escarpment
- ACR Trail
- North Bank Trail
- South Bank Trail

Timeline: 18 months

Budget:

(including 30% soft costs) –
\$414,440

| HIGH PRIORITY AREAS | | | SIGNAGE |
|---------------------|--|---------------|--------------|
| 3.0 | GAETZ LAKE SANCTUARY | | |
| 3.0.1 | Wishart Trail | 20,000 | 2xCC2, 3xCC1 |
| 3.0.2 | Dr. George Loop | 18,000 | CC3 |
| | Subtotal | 38,000 | |
| 4.0 | MCKENZIE TRAILS | | |
| 4.0.1 | Picnic Area | 7,000 | CC2 |
| 4.0.2 | Forest Trail/Trail Head | 9,000 | CC2,CC1 |
| 4.0.3 | Pond | 14,000 | 2xCC2 |
| | Subtotal | 30,000 | |
| 5.0 | BOWER PONDS | | |
| 5.0.1 | Ponds | 20,000 | CC3,CC1 |
| 5.0.2 | Cronquist House | 7,000 | CC2 |
| | Subtotal | 27,000 | |
| 6.0 | HERITAGE RANCH | | |
| 6.0.1 | Major Park Gateway | 7,000 | CC2 |
| 6.0.2 | Upper Heritage Ranch | 2,000 | CC1 |
| 6.0.3 | Lower Heritage Ranch | 18,000 | 2xCC2, 2xCC1 |
| | Subtotal | 27,000 | |
| 7.0 | MASKEPETOON | | |
| 7.0.1 | Lookout | 7,000 | CC2 |
| 7.0.2 | Trail | 15,000 | CC2, 4xCC1 |
| | Subtotal | 22,000 | |
| 8.0 | DEVONIAN TRAILS | | |
| 8.0.1 | Rotary Park Picnic Area & Playground | 57,000 | CC2 |
| 8.0.2 | Piper Mountain | 7,000 | CC2 |
| 8.0.2 | Kin Canyon & Waterplay Feature | 7,000 | CC2 |
| 8.0.3 | Barret, Coronation, Stevenson, Galbraith | 8,000 | 4xCC1 |
| 8.0.4 | Bower Woods | 2,000 | CC1 |
| | Subtotal | 81,000 | |
| 9.0 | LIONS CAMPGROUND | | |
| 9.0.1 | Major Park Gateway | 7,000 | CC2 |
| 9.0.2 | Amphitheater notive board | 800 | |
| | Subtotal | 7,800 | |

| MEDIUM PRIORITY AREAS | | | SIGNAGE |
|-----------------------|------------------------------------|----------------|---------|
| 10.0 | RIVER BEND | | |
| 10.0.1 | Discovery Canyon | 7,000 | CC2 |
| 10.0.2 | Perimeter Trail | 9,000 | CC2,CC1 |
| | Subtotal | 16,000 | |
| 11.0 | THREE MILE BEND | | |
| 11.0.2 | Picnic Area | 7,000 | CC2 |
| 11.0.1 | Pond | 9,000 | CC1,CC2 |
| | Subtotal | 16,000 | |
| 12.0 | CPR BRIDGE | | |
| 12.0.1 | Major Park Gateway | 7,000 | CC2 |
| 12.0.2 | Bridge | 7,000 | CC2 |
| | Subtotal | 14,000 | |
| LINKAGE AREAS | | | SIGNAGE |
| 13.0 | PINE ESCARPMENT | | |
| 13.0.1 | Trail | 4,000 | 2xCC1 |
| | Subtotal | 4,000 | |
| 14.0 | ACR TRAIL | | |
| 14.0.1 | Trail | 4,000 | 2xCC1 |
| | Subtotal | 4,000 | |
| 15.0 | NORTH BANK TRAIL | | |
| 15.0.1 | Trail | 16,000 | 8xCC1 |
| | Subtotal | 16,000 | |
| 16.0 | SOUTH BANK BIKEWAY | | |
| 16.0.1 | Trail | 16,000 | 8xCC1 |
| | Subtotal | 16,000 | |
| | Subtotal | 318,800 | |
| | Soft Costs (30% of Exhibits Total) | 95,640 | |
| | Estimated Grand Total | 414,440 | |

WEBSITE

Components:

- *Interactive map*
- *Community photo board*
- *Virtual notice boards*
- *Interpretive content*
- *Downloadable maps, activity sheets, information sheets*
- *McKenzie Trails Recreation Area*
- *Mobile trial version of website for Gaetz Lake Sanctuary*

Timeline: 12 months

Budget: (including 30% soft costs) – \$22,000-\$99,000

Note: The interpretive component of the website should be developed in close coordination with interpretive plan, however the website itself could be developed more quickly and expanded as the interpretive content is developed.

| WEBSITE | | BUDGET RANGE |
|---------------------------------------|----------------------------------|---------------|
| Website Software Development & Design | | 20,000-90,000 |
| | Interactive map | |
| | Park Downloads | |
| | Virtual Notice Board | |
| | Community Photo Board | |
| | Children's Activities | |
| | Online Survey & Social Media | |
| | Interpretive Content | |
| | Mobile version trial | |
| | | |
| | Subtotal | 20,000-90,000 |
| | <i>Soft Costs (10% of Total)</i> | 2000-9000 |
| | Estimated Grand Total | 22,000-99,000 |

10.0 Evaluation Recommendations

Evaluation is an important part of any project. The value and efficacy of investment in interpretation can be determined through a thoughtful approach to evaluation. It is important to define clearly what the goals of an evaluation are and how they will be used. Are they intended to gather input to help guide the development of an existing project, or assess the need for a new project? Or is the evaluation intended to assess the efficacy, popularity and use of a project?

Formative Evaluation

Formative evaluations are preformed before and during the development of a project. They gather information on the interests, values, learning processes, base level knowledge and visitation patterns of audiences that will help to inform the project direction. Formative evaluation can be built into the design process through the testing of ideas, concepts and even designs. Focus groups, community engagement and prototyping are all effective methods for gathering user input and feedback on the potential efficacy of an exhibit. Formative evaluations improve the likelihood that project goals will be met by incorporating visitors' perspectives and facilitating responsive, informed decision making.

Before developing an evaluation plan, it is important to look around for comparable evaluations done at comparable locations. Often the information gathered at similar facilities can be very informative and useful in designing and focusing an approach to evaluation.

The public consultation plan built into this Master Plan process has included a significant amount of formative evaluation work that is guiding the development of the interpretation. The Public Preview evening, online survey and interceptors, as well as the stakeholder workshop and interviews, all helped

the project team gather valuable information on how visitors use and would like to use the park, what they would like to see change and what they value about their park.

Formative evaluations can also be used to test types of media and visitor experience types to better understand how an audience interacts with a specific design or communication method.

Both formative and summative evaluations can be built into the scope of design and build phases for a project.

Summative Evaluation

Summative evaluation is done at the end of a project to test the efficacy of the exhibits, messages and experiences against intended learning, behavioural and emotional objectives. Short-term evaluations are the most popular and easiest methods for gathering post-occupancy information during or shortly after a visitor has been through an exhibit. Surveys, interviews, comment books and observation of visitor interaction are used most often.

Gathering information on the long term retention of content, messages and ideas learned at an exhibit or experience are more difficult to obtain, but are most valuable in terms of supporting an organization's mission and vision.

Focus groups and longer, reflective interviews with users and program participants are a couple of methods for gathering this type of information. Significant research is currently being conducted to learn more about long term retention of information and strategies for assessing this type of information from visitors several weeks or months after they have visited an exhibit.

This type of long-term summative evaluation will be relatively easy to assess at Waskasoo Park because so many of its users are local and repeat visitors. They will be easier to track down and identify.

Evaluation at Waskasoo Park

The evaluative process we have engaged in the development of the Master Plan process has, thus far, been very successful in garnering significant and valuable information from the community. Over 140 online surveys have been filled in so far, and 25 park users attended the Public Preview Night. Waskasoo Park is highly valued by the community and this strong connection is evident by the resounding numbers of users participating in these evaluative meetings and surveys.

As the project progress and the plan is implemented, we would recommend engaging a similar public consultation process to continue to gather community feedback that will guide further design of interpretive exhibits, signage and programs.

The website and mobile website described in section 4.7 Approach to Technology, also offer opportunities for capturing evaluative information. Both can be developed with the capability to record data on how many people are engaging with content on the website and in the Park through their smartphones, what information they are interested in, where are they interacting and how long are they spending with this interpretation or information.

The data gathered in a basic website and/or mobile website trial could be used to test and inform the development of expanded online content for the entire Park.

11.0 Next Steps

Following the approval of this Interpretive Master Plan, the following steps should be taken towards implementation of this plan. Following is a brief outline of the tasks to be completed through out the next phases of this project, for each component respectively. These are the phases included in a typical process for designing and developing permanent exhibits.

1 Concept and Schematic Design

The Master Plan concepts for Kerry Wood Nature Centre, Fort Normandeau and the outdoor interpretation will be refined and developed to a schematic level in this phase. Content and storylines will be defined through further research and consultation with stakeholders and content experts. Exhibit designs and graphic typicals are developed and the budget is refined. Formative evaluation can be incorporated into this phase.

2 Design Development

In Design Development, detailed design drawings are developed along with a preliminary specification for all exhibit elements. Draft graphic panels, panel text and audiovisual outlines are developed. Precise locations, suitable for integration with the City's GIS system will be identified during this phase. The budget is further refined based on the more detailed work in this phase.

3 Contract Documents

During this phase all design drawings and specifications, including text and graphics are finalized ready to be bid. The budget is finalized.

4 Bid Tender

During this phase the design consultant helps to prepare RFPs for the tendering of fabrication of all exhibits, both physical and audiovisual. The design consultant can advise the City and WEES on the selection of an appropriate bid.

5 Fabrication and installation

During this phase the design consultant acts on behalf of the City to oversee the fabrication and installation of the exhibits.

A LIST OF SOURCES AND CONTACTS

SOURCES

2011 Red Deer Municipal Census Report, City of Red Deer

Alto Reste Cemetery Multicultural Inclusion and Expansion Plan, City of Red Deer, 2011

City of Red Deer Sign System Schedule, City of Red Deer, 2011

Red Deer Environmental Mast Plan, Our Environment our Future, City of Red Deer, 2011

Kin Canyon Redevelopment Plan, City of Red Deer, 2010

Red Deer Rotary Recreational Park & South Site Study Report, City of Red Deer, 2010

River Valley and Tributaries Concept Plan, City of Red Deer, 2010

The Economic Impact of Tourism in Red Deer in 2008, Tourism Red Deer, 2010

Waskasoo Park Signage Identity Standards, City of Red Deer, 2010

Community Culture Vision, City of Red Deer, 2009

Riverside Meadows Area Development Plan, City of Red Deer, 2009

Riverside Meadows Community Plan & Residential Design Criteria, City of Red Deer, 2009

Southpoint Neighbourhood Area Structure Plan, City of Red Deer, 2009

The State of our Watershed, Red Deer River Watershed Alliance, 2009

Demographic and Socio-economic Trends of Red Deer, City of Red Deer, 2008

Maskepetoon Park Master Plan, City of Red Deer, 2008

Progress and Potential, Red Deer's Greater Downtown Action Plan, City of Red Deer, 2008 Update

City of Red Deer Heritage Management Plan, City of Red Deer, 2006

Recreation, Parks and Culture Community Assets Needs Assessment, City of Red Deer, 2006

Red Deer Populations Projections 2007-2031, City of Red Deer, 2006

Paleontological Review of the Paleocene Paskapoo Formation in the Vicinity of the City of Red Deer, Alberta, Interpretive Report for the KWNC, Selena Y. Smith, B.Sc. 2005

Red Deer Trails Master Plan, City of Red Deer, 2005

Waskasoo Park Special Gathering Places Master Plan Report, City of Red Deer, 2005

Kerry Wood Visitor Survey Summary, Waskasoo Environmental Education Society, 1995-1996

Red Deer, An Illustrated History, Michael Dawe, 1996

Kerry Wood Nature Centre Storyline, Eric Bailey, 1985

Piper's Mountain Excavation Final Report, Sheila Minni, 1985

Waskasoo Park Level III Natural History Inventory, Cottonwood Consultants, 1984

Red Deer Crossing and the Interpretive Planning Process, Great Plains Research Consultants, 1983

Waskasoo Park Historical Resource Impact Assessment Vol. 1 Archaeological Study, Aresco Ltd. 1983

Alberta Natural Areas Program, Resource Inventory for Proposed Educational Areas: Gaetz Lake Sanctuary, 1980

Waskasoo Park Historical Signage, date unknown

STEERING COMMITTEE

Kristina Oberg, Co-Chair, Culture Supervisor, CORD

Jim Robertson, Co-Chair, Executive Director, WEES

Janet Pennington, Heritage Community Development Coordinator, Culture, CORD

Todd Nivens, Programs Coordinator, WEES

David Girardin, Parks Planning Coordinator, RPC, CORD

Dave Matthews, Planning & Technical Services Supervisor, Parks, CORD

CONTACTS

Lyle Keewatin-Richards, First Nations advocate

Environmental Services – Nancy Hackett

Recreation, Parks and Culture - Trevor Poth, Grant Moir

Red Deer Museum & Art Gallery & Red Deer District Archive – Lorna Johnson, Michael Dawe, Rod Trentham, Selena Percy, Valerie Miller

Gaetz Lake Sanctuary Committee – Ron Bjorge

Red Deer Tourism — Liz Taylor

Heritage Preservation Committee – Vandy Bower

Waskasoo Environmental Education Society – Don Wales, Diane Olson, Kathryn Huedepold, Garnet Ward

Re Think Red Deer – Rene Michalak

Greater Downtown Action Plan Committee – Shirley Hocken

Red Deer River Watershed Alliance — Gerard Aldridge, Esther Kienholz

Remembering the Children— Don Hepburn, Richard Lightning, Muriel Stanley Venne, Charles Wood, Eric Large

Red Deer Native Friendship Centre

Red Deer Aboriginal Elders Group

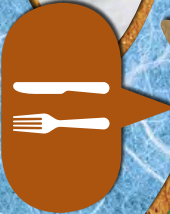
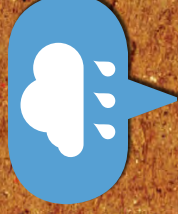
Appendix B

B COMMUNICATION AND PUBLIC CONSULTATION PLAN REPORT

WASKASOO PARK

INTERPRETIVE MASTER PLAN

DRAFT PUBLIC CONSULTATION
AND COMMUNICATIONS REPORT



MARCH, 2012

PREPARED BY
GRANDVIEW CONSULTING INC.
ON BEHALF OF
ALDRICHPARS ASSOCIATES

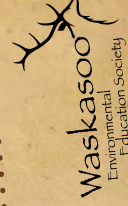


TABLE OF CONTENTS

| | | |
|-----|---------------------------------------|----|
| 1.0 | OVERVIEW AND CONTEXT..... | 3 |
| 2.0 | STAKEHOLDER INPUT..... | 4 |
| 3.0 | PUBLIC COMMUNICATIONS..... | 6 |
| 4.0 | SURVEY | 7 |
| 5.0 | INTERPRETIVE PLAN PREVIEW NIGHT | 12 |
| 6.0 | NEXT STEPS..... | 16 |
| 7.0 | APPENDIX | 17 |

1.0 Overview and Context

The AldrichPears Associates consulting team was engaged to develop a new Interpretive Master Plan (IMP) for Waskasoo Park in Red Deer, Alberta. Further background on the overall project is contained in the Interpretive Master Plan itself.

An Integrated Communications and Public Engagement Plan outlined the objectives, strategies and implementation process for engaging stakeholders and the community throughout the interpretive master planning process. Key objectives identified in the plan were:

Public Engagement

- To involve a broad and representative spectrum of the Park's stakeholders in facilitated conversations about interpretive opportunities for the Park
- To provide park users and the public with opportunities to provide feedback and input on interpretive plan opportunities

Communication

- To inform Park users and the public about the project to renew the Interpretive Master Plan
- To invite stakeholders and members of the public to provide input and feedback on the plan opportunities
- To produce clear messages that help citizens understand what an Interpretive Plan consists of and why it is an important element of the Park's future
- To inform stakeholders, including client groups, of key elements of the completed Interpretive Master Plan

A further, general objective of the engagement and communications plans was to enhance citizens' sense of connection to, and stewardship of, Waskasoo Park.

Details on the key messages and strategy are available in the Integrated Communications and Public Engagement Plan.

Communications team

The public engagement work was undertaken by the WPIMP Public Consultation and Communications Sub-Committee: Lorne Daniel (Grandview Consulting Inc. on behalf of AldrichPears Associates), Kate Daley (AldrichPears Associates), Kristina Oberg (The City of Red Deer), Jim Robertson (Waskasoo Environmental Education Society), Todd Nivens (Waskasoo Environmental Education Society)

and Janet Pennington (The City of Red Deer). In addition, Tara Shand of The City of Red Deer provided assistance on behalf of The City's Communications and Strategic Planning department.

2.0 Stakeholder Input

A variety of stakeholder groups were identified by the Waskasoo Park Interpretive Master Plan steering committee and the consulting team. These groups included community committees, businesses with an outdoor or parks focus, community associations and environmental organizations.

Stakeholders were engaged through a workshop and interviews / meetings and were invited to contribute to the public consultation processes that included an online survey and WPIMP preview night.

A successful Visitor Experience Workshop was held with stakeholders, at Heritage Ranch on October 12, 2011.

At the workshop, participants identified the following common themes in people's experience of Waskasoo Park:

- A sense of Connection
- Quality of life
- Sense of peace and balance
- Sensory experiences
- Diversity of areas and users
- Emotional attachment

Participants also noted that through Interpretation the park has an important emotional impact on people. It is a cross-generational experience. The park is a place where memories are made.

The consultants then led the workshop participants in identifying ten key park nodes and describing what we know about each area, its key opportunities for messaging and interpretation, and the key communication objectives for each.

This chart, along with other workshop observations, provided a base structure for development of the draft interpretive plan.

Interviews were also conducted with stakeholders who were not at the Visitor Experience Workshop.

A follow-up meeting with the Steering Committee in November provided an opportunity to review stakeholder input and react to the initial Interpretive Plan themes and concepts.

2.1 First Nations Input

First Nations people have a long history of connectedness to what is now Waskasoo Park. Their input is therefore important not only as stakeholders in the current Park but as holders of the stories about the land and its people from earlier times.

A story circle with First Nations elders was held November 17, 2011 at which time the consultants and staff from Waskasoo Environmental Education Society and The City of Red Deer shared information about the project and listened to stories of First Nations involvement in the park. The elders took turns telling about their personal experiences with nature and the park, and recounting the remembered and traditional stories of their people.

Many of the stories focused on experiences at Fort Normandeau and its importance in indigenous culture.

A second gathering of elders was held on February 14, 2012. Here, the consultants provided an overview of the draft plan, with an emphasis on possible improvements at Fort Normandeau. The elders responded to the ideas presented and added their own thoughts on topics ranging from facilities to support sweat lodge ceremonies at the Fort to how best to commemorate the Red Deer Industrial (residential) School site across the river to the north of Fort Normandeau.

The elders' recommendations for a ceremonial shelter at Fort Normandeau noted that a permanent shelter or arbor with roof and seats, as well as the ability to cook, is preferred. Art and design elements from native culture should be integrated. In the sweat lodge area, there is need for a change room. Sweats involving 25-35 people are held regularly at the fort.

The elders also noted the importance of elders sharing stories with younger people and that First Nations stories must be told by First Nations people.

During the project, the consulting team also contacted the Remember the Children Society, a group that was formed to encourage greater awareness of the Red Deer Industrial School, the people who attended the school, and especially those children who died while at the school. Up to 400 people attended the June 2010 Truth and Reconciliation Ceremony at Fort Normandeau and similar numbers are expected in 2012.

Indigenous children from a number of prairie First Nations and Metis areas attended the residential school. The consultants met with five representatives of the society on February 13 to share information about the draft plan and to learn more about the school's history.

Given that the Red Deer Industrial School was in a location that is potentially a future park area, in the river crossing area at Fort Normandeau, it was agreed that elements of the school story should be integrated into the interpretive plan. It was noted that the site of the Red Deer Industrial School, on the north bank of the river, includes a burial ground with at least eight graves. Sensitivity must be used both in telling the residential school story and in protecting intact artifacts. One interpretive element that was of interest was a 'spy glass' that would allow visitors at the fort to look across to the school site, with appropriate interpretive messages.

The First Nations and Metis contributions to the draft interpretive plan were significant. Perhaps most importantly, connections and contacts have been made that will facilitate ongoing dialogue, so that when specific interpretive elements such as visuals and text are being developed during the plan implementation, the First Nations perspective can continue to be integrated.

It was also noted a number of times during the consultation that indigenous and Metis people should be highly involved in programs, such as oral story-telling, that will be part of the Waskasoo Park interpretive program.

3.0 Public Communications

From November 2011 through February 2012, general information about the project was shared with interested members of the public through stakeholder groups, online postings including social media, news media releases, print materials, and direct 'interception' in Waskasoo Park. The focus was on creating awareness of the new Interpretive Master Plan project, encouraging people to participate in the online survey, and publicizing the February 13 preview night.

"Your Park & its Stories" was chosen as a theme for the project communications. This theme seemed to be well received and underscored by the public involvement: people in the community take a very positive 'ownership' for Waskasoo Park.

Key vehicles for distribution of this general information were:

- A project landing page on The City of Red Deer website (www.reddeer.ca/waskasooparkplan)
- City of Red Deer Facebook page(s) and Twitter feeds
- a City of Red Deer News Release announcing the project
- postings on Waskasoo Environmental Education Society (WEES) website / blog

- postings on the WEES Facebook page
- Tweets on the WEES (@NatureCentre) Twitter account
- a combination poster / brochure.

Stakeholders were also encouraged to share project information through their in-house communications vehicles. These include their membership email distributions, print or electronic newsletters, websites, Facebook pages and Twitter feeds. To facilitate all of the above, the consultants developed project overviews and postings for key stakeholder groups, including ReThink Red Deer and the Red Deer River Naturalists.

‘Interception’ of Park Users

Staff employed by the consulting team made a number of visits to Waskasoo Park and to related events and meetings to help publicize the plan preview night and the online survey opportunity. They used the project brochure as a conversation starter and ‘intercepted’ people to make them aware of the Interpretive Master Plan project.

About 175 people were directly contacted in the park during late January and early February, at locations that included Heritage Ranch, Bower Ponds, Rotary Park, Maskepetoon Park, Three Mile Bend and River Bend Golf Course / ski area.

In addition, brief presentations about the project were made at the Annual General Meeting of the Red Deer River Naturalists, a city bicycle commuter meeting, Emerald Days at RDC, the Oriole Park Community Association Fun Fest and a meeting of the Red Deer River Watershed Alliance.

All of the people contacted were encouraged to attend the preview night or to complete the online survey.

4.0 Survey

Survey Monkey was used to create an online Feedback Survey. This survey was used to broaden the opportunity for input regarding the types of stories to be told, and the key themes in the draft Interpretive Master Plan.

Because survey respondents were self-selecting (not a scientific sampling), the survey didn’t seek demographic information; participants were given the option of identifying themselves and providing contact information, or remaining anonymous. Book prizes were offered for survey completion.

The survey went live on Monday January 16, 2012, and was closed on Wednesday February 15, 2012.

A web link to the survey was prominently posted on project web pages and widely circulated via emails and social media.

A total of 140 people completed the survey. A survey response summary is included as an Appendix to this report.

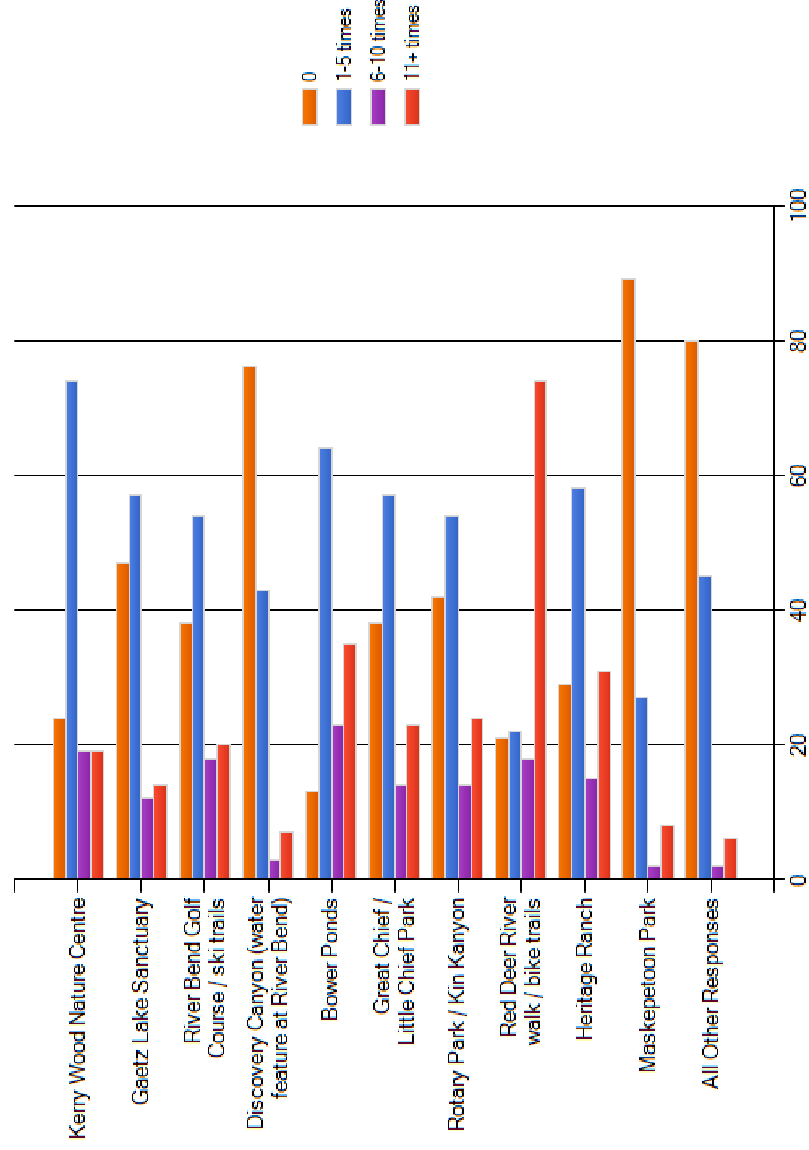
Key findings included:

Park Usage

Among respondents, Red Deer River walk / bike trails are the most frequently used park areas, with 54% of respondents saying they used the trails 11+ times in the past year. The next most frequently visited areas were Bower Ponds and Heritage Ranch. The least visited area of those listed was Maskepetoon Park, where 70% of respondents say they have never visited.

Many respondents report visiting the park both on their own, with friends and family, with visitors, and at public events. 62% of these park users visit frequently “with a few friends and family” and 48% also visit the park on their own frequently. The least common form of park visit was “with a club, group or class,” where 58% of respondents said they rarely visit the park with such a group.

In the past 12 months, how many times have you visited the following locations in Waskasoo Park?

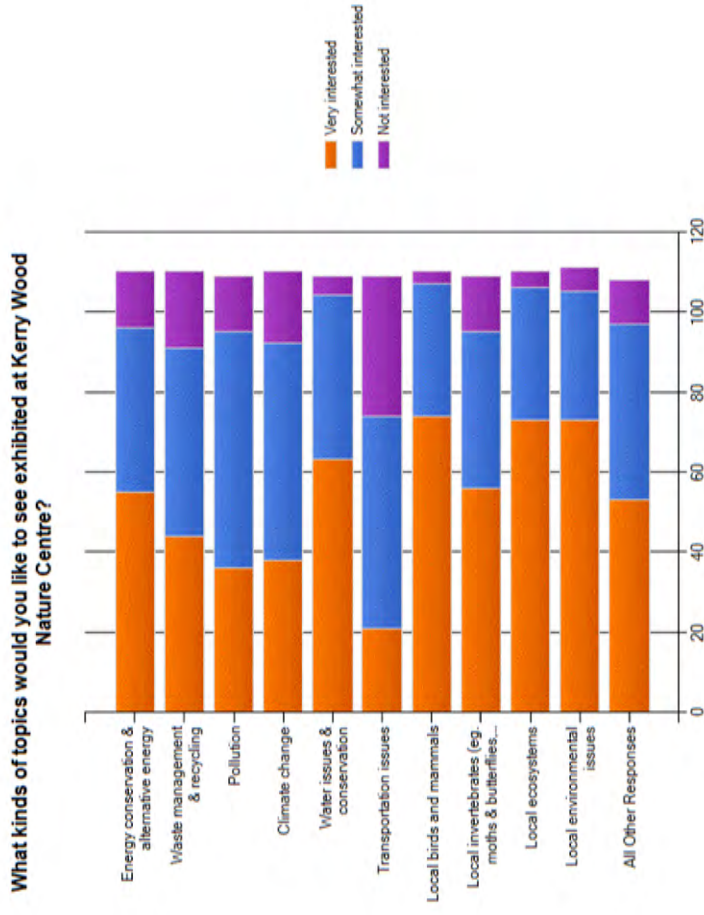


Kerry Wood Nature Centre exhibits

Respondents said they were “very interested” in the following topics for exhibits at Kerry Wood Nature Centre (listed in descending order):

- Local birds and mammals (74%)
- Local ecosystems (73%)
- Local environmental issues (73%)
- Water issues & conservation (63%)
- Local invertebrates (56%)
- Energy conservation (55%)
- Local geology, geomorphology (53%)

The topic receiving the largest “not interested” response was Transportation issues, at 32% not interested.

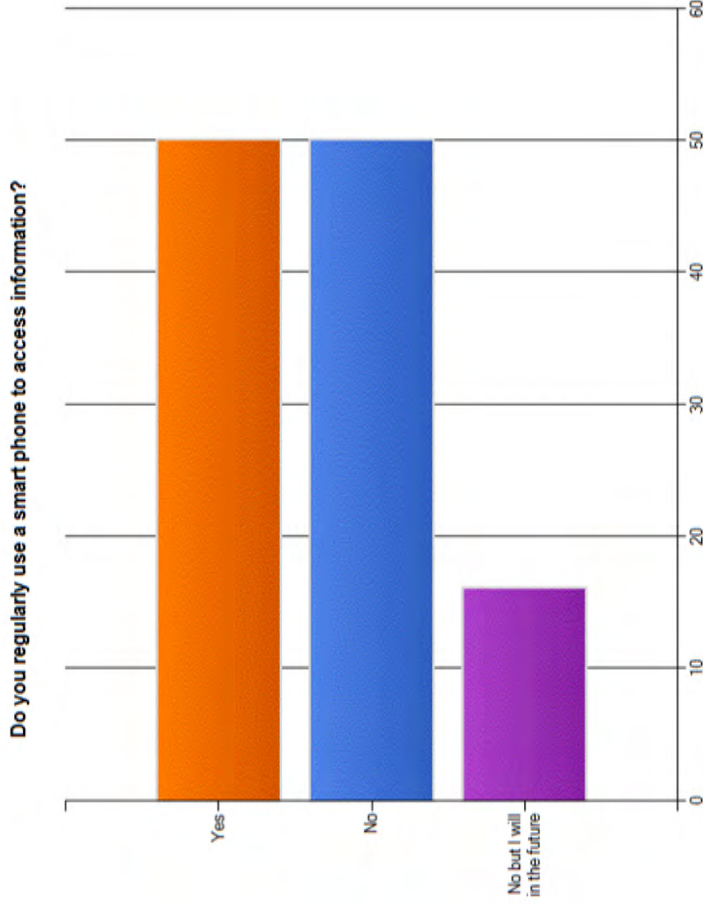


Information Sources and Technology

When asked “where or how would you like to find information about the park,” fully 90% of respondents said they would like to look on the web. Half of respondents would also like to get information in person at park facilities, while lower numbers would like to find information through printed materials (35%) on Facebook (32%) or by phone (16%).

It should be noted that these results may be skewed toward online sources by the fact that the survey itself was online, so it can be assumed that respondents are comfortable with online technology.

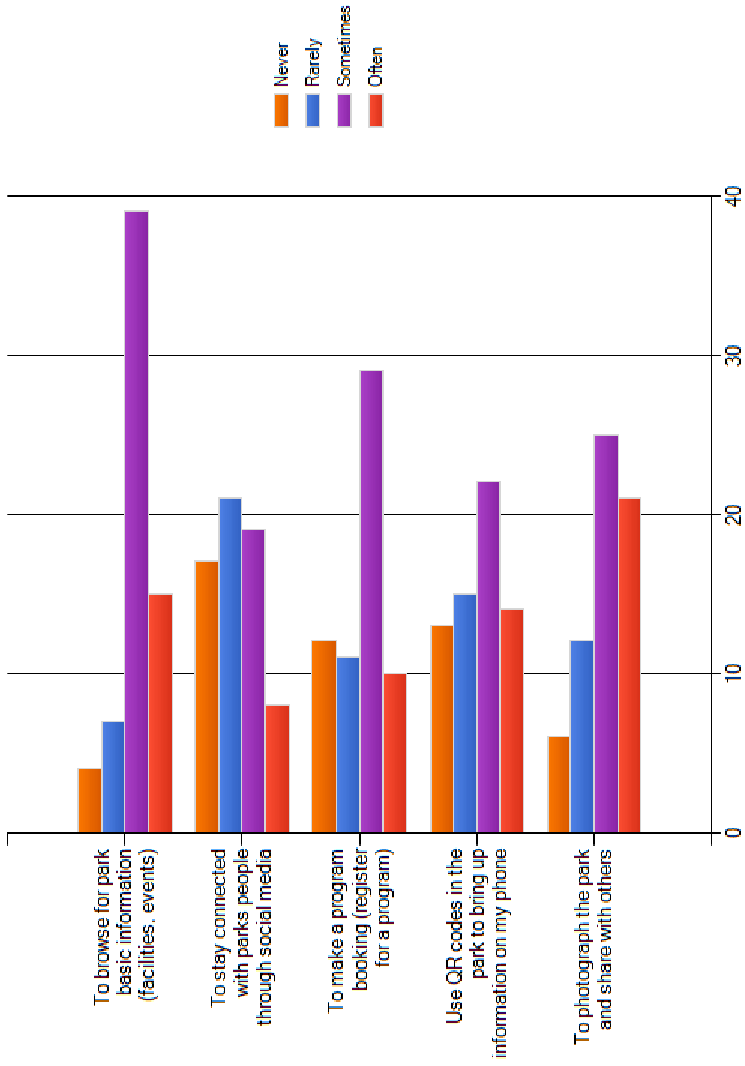
Interestingly, exactly the same number of respondents now use smart phones as the number who don’t (50), while another 16 respondents say they will in the future. It appears that in the near future over 50% of parks users will be using smart phone technology.



Among smart phone users, the percentage who answered that they would “sometimes” or “often” access park information on their phones was:

- To browse for park basic information (facilities, events) 83%
- To photograph the park and share with others 72%
- To make a program booking or register for a program 63%
- Use QR codes to show park info on phone 56%
- To stay connected through social media 42%

In which of the following ways would you like to use your smart phone to access information about Waskasoo Park?



5.0

Interpretive Plan Preview Night

A public preview of the Interpretive Plan was held on February 13 at Kerry Wood Nature Centre. Invitations were sent out via email, web postings, social media, and a media News Release. Advertisements were also run on radio and in the Red Deer Advocate.

The event began with a slide show in the Nature Centre theatre, giving people some context to the Park, the new plan, and the key elements of an Interpretive Master Plan. Participants were then invited to review five display boards, to talk with the consultants and Steering Committee members, and to add comments (on sticky notes) to the display boards. Participants were also given a comment sheet that they could write on and leave at the end of the evening.

The display boards focused on 5 key areas of the plan:

- a map of Waskasoo Park showing key nodes and potential expansion areas
- Kerry Wood Nature Centre (floor plan showing future interpretive displays)
- Fort Normandeau with photos showing potential interpretive elements
- outdoor interpretive concepts, including examples of signage and interactive elements
- technology ideas ranging from a centralized Waskasoo Park web site to smart phone applications and online photo sharing.

An Appendix to this report provides all the display board notes and comment sheet notes from the evening.





General feedback on the draft Interpretive Master Plan was positive. Concerns were expressed regarding the perceived trade-off between investments in interpretation and investments in park expansion and maintenance. Some participants wondered if enough funds are being dedicated to 'essentials' like trail expansion (especially to Fort Normandeau) and winter trail clearing.

The themes of the draft plan were well supported. Participants support the inclusion of a park / nature stewardship message in Waskasoo Park interpretive elements.

Examples of potential outdoor interpretive elements including signage were well received. It was noted that outdoor elements should be designed in consideration of diverse park users, including children and people with physical limitations or disabilities.

The proposed Kerry Wood Nature Centre designs were generally well received. The most enthusiastic responses were for an Outdoor Gallery designed primarily for children. The inclusion of temporary exhibits, expanded lounge amenities and renewed permanent exhibits was also supported. Feedback on the removal of the current Marjory Wood art gallery function was mixed.

A number of participants expressed concerns that the Kerry Wood Nature Centre facility is too small and consideration should be given to adding a second floor or

other ways of expanding the available interpretive, retail, meeting and storage spaces.

People supported the vision of Kerry Wood Nature Centre as a busy, interactive facility with multiple options for activities. Participants recommended that KWNC focus on natural history and conversation messages, while introducing more visual and artistic interpretive elements.

There was also interest in expanded programming for teens and young adults.

The plan to revitalize Fort Normandeau was strongly supported. Many participants noted that the fort site is under used and not well known. The draft plan was commended for engaging First Nations people in the design of future exhibits and programs.

An often-mentioned opportunity for Fort Normandeau is the potential future trail linking it to the rest of Waskasoo Park by foot or bike. Connectivity of park nodes is an important feature of Waskasoo Park.

Specific suggestions for Fort Normandeau included requests for more events celebrating the history of the fort and the area. People expressed strong interest in learning more about First Nations through interpretive elements and programs at Fort Normandeau.

Participants offered a number of suggestions for Waskasoo Park interpretive programs. A general theme was that the message of environmental and park stewardship should be included in virtually all programs. People would like to see more interpretive programs offered, especially outdoors, in all seasons.

The plan's outline of future uses for technology in interpretation was supported by most participants. Support was strongest for a new, umbrella Waskasoo Park website that would bring together information with a focus on what park users (Red Deerians and visitors) are looking for when planning a park trip or when in the park. Having this information available in smart phone browser mode is a significant added benefit to many park visitors.

In implementing technology enhancements, park management is encouraged to integrate existing and free resources – examples provided ranged from GIS trail maps that park users have made to online recordings of bird calls.

Summary: Diversity, Discovery and Sanctuary

Waskasoo Park is a diverse “park of parks” featuring many nodes and a wide variety of both natural and constructed environments. Similarly, the citizens of Red Deer and area, as well as those who visit the park from elsewhere, are a diverse demographic. It was interesting, during the public engagement process, to note that many individuals providing feedback to the draft plan recognized (either directly or indirectly) the diversity of the park and the roles that it plays in people’s lives.

Many participants, when asked their favourite or preferred park uses, listed a wide range of activities – from active sports and group uses to quiet, reflective, personal uses. In doing so, many respondents noted the changing role the park has had in their lives over time – its importance in their lives from childhood through to late-in-life visits.

Such perspectives serve to underscore the importance of **diversity** in park interpretive planning.

A second common theme is that of **discovery**. While people often go into the park knowing what experience they are looking for, they take great delight in a natural area’s ability to surprise and delight. People love experiential learning. Older citizens love to take youngsters into parks environments where they can discover something new about life and their environment. Similarly, even a city resident who routinely walks in the park will delight in the discovering what a familiar area has to offer in a different season, under moonlight, or around a different curve on a trail.

This interest in surprise is reflected in the participants’ positive responses to whimsical, novel and artistic interpretive elements suggested in the draft plan. From the proposed outdoor discovery playground at Kerry Wood Nature Centre to sculptural elements in outdoor settings, people responded well to ideas that encouraged a ‘stop and look again’ experience of the park.

Finally, almost all participants in the public consultation emphasized the long-term importance of the park as a **sanctuary** – a quiet place to ‘get away from’ urban life but also a sanctuary for nature. People wish to see the park protected (and expanded, as the city expands). Citizens recognize the value of this natural resource running through the city. This respect for the park also translates into an interest in encouraging stewardship for the park and for nature in general.

6.0

Next Steps

After the plan has been endorsed by the Steering Committee, a brief Plan Highlights document will be prepared, distributed to stakeholders, and made available to the public.

The healthy level of participation in the Interpretive Master Plan, as well as comments made during the Preview Night, indicate that people continue to be interested in the future of Waskasoo Park. Due to the broad nature of the Interpretive Master Plan, it was not feasible to obtain detailed public input on each park node and plan element. However, the consultants recommend that a significant public consultation element be included in the IMP implementation phase(s), so that motivated citizens can continue to influence the development of their park.

There is clearly a public desire to continue exploring and developing 'Your Park & its Stories' through Waskasoo Park interpretives plans, exhibits and programs.

7.0 Appendix

| 1. In the past 12 months, how many times have you visited the following locations in Waskasoo Park? | | | | | |
|---|------------|------------|------------|------------|----------------|
| | 0 | 1-5 times | 6-10 times | 11+ times | Response Count |
| Kerry Wood Nature Centre | 21.3% (17) | 55.0% (44) | 13.8% (11) | 10.0% (8) | 80 |
| Gaetz Lake Sanctuary | 40.3% (31) | 46.8% (36) | 6.5% (5) | 6.5% (5) | 77 |
| River Bend Golf Course / ski trails | 32.5% (25) | 40.3% (31) | 11.7% (9) | 15.6% (12) | 77 |
| Discovery Canyon (water feature at River Bend) | 61.8% (47) | 34.2% (26) | 1.3% (1) | 2.6% (2) | 76 |
| Bower Ponds | 7.5% (6) | 50.0% (40) | 12.5% (10) | 30.0% (24) | 80 |
| Great Chief / Little Chief Park | 26.6% (21) | 44.3% (35) | 11.4% (9) | 17.7% (14) | 79 |
| Rotary Park / Kin Canyon | 35.4% (28) | 40.5% (32) | 8.9% (7) | 15.2% (12) | 79 |
| Red Deer River walk / bike trails | 13.8% (11) | 12.5% (10) | 10.0% (8) | 63.8% (51) | 80 |
| Heritage Ranch | 20.3% (16) | 39.2% (31) | 16.5% (13) | 24.1% (19) | 79 |
| Maskepetoon Park | 71.2% (52) | 19.2% (14) | 2.7% (2) | 6.8% (5) | 73 |
| Fort Normandeau | 61.5% (48) | 34.6% (27) | 0.0% (0) | 3.8% (3) | 78 |
| answered question | | | | | 83 |
| skipped question | | | | | 0 |

| | |
|---|----------------|
| 2. Thinking of your visits to Waskasoo Park, how would you describe your use of the park? What do you enjoy doing in the park? | |
| | Response Count |
| 65 | |
| answered question | 65 |
| skipped question | 18 |
| 3. What are your best memories, experiences or traditions that involve Waskasoo Park? | |
| | Response Count |
| 60 | |
| answered question | 60 |
| skipped question | 23 |
| 4. What do you value most about Waskasoo Park? | |
| | Response Count |
| 63 | |
| answered question | 63 |
| skipped question | 20 |

| 5. Do you engage in activities in the park on your own or with others? | | | | |
|--|-------------------|-------------------|-------------------|----------------|
| | Rarely | Sometimes | Often | Response Count |
| Visit on my own | 19.1% (13) | 30.9% (21) | 50.0% (34) | 68 |
| Visit with a few friends or family | 1.4% (1) | 46.4% (32) | 52.2% (36) | 69 |
| Visit when showing around people from outside Red Deer | 20.6% (14) | 52.9% (36) | 26.5% (18) | 68 |
| Visit with a club, group or class | 57.8% (37) | 32.8% (21) | 9.4% (6) | 64 |
| Visit during large public events | 36.8% (25) | 54.4% (37) | 8.8% (6) | 68 |
| answered question | | | | 69 |
| skipped question | | | | 14 |

| 6. What would bring you to Waskasoo Park more often (whether in spring, summer, fall or winter) and what would enhance your enjoyment of the park? | | | | |
|--|----------------|--|--|--|
| | Response Count | | | |
| | 52 | | | |
| answered question | 52 | | | |
| skipped question | 31 | | | |

| 7. What kinds of topics would you like to see exhibited at Kerry Wood Nature Centre? | | | | |
|--|-------------------|---------------------|----------------|----------------|
| | Very interested | Somewhat interested | Not interested | Response Count |
| Energy conservation & alternative energy | 47.1% (32) | 44.1% (30) | 8.8% (6) | 68 |
| Waste management & recycling | 44.1% (30) | 42.6% (29) | 13.2% (9) | 68 |
| Pollution | 37.3% (25) | 52.2% (35) | 10.4% (7) | 67 |
| Climate change | 32.4% (22) | 55.9% (38) | 11.8% (8) | 68 |
| Water issues & conservation | 55.9% (38) | 42.6% (29) | 1.5% (1) | 68 |
| Transportation issues | 20.6% (14) | 50.0% (34) | 29.4% (20) | 68 |
| Local birds and mammals | 67.6% (46) | 32.4% (22) | 0.0% (0) | 68 |
| Local invertebrates (eg. moths & butterflies, "bugs", aquatic insects) | 50.0% (34) | 36.8% (25) | 13.2% (9) | 68 |
| Local ecosystems | 61.8% (42) | 36.8% (25) | 1.5% (1) | 68 |
| Local environmental issues | 66.2% (45) | 29.4% (20) | 4.4% (3) | 68 |
| Local geology, geomorphology | 50.0% (33) | 37.9% (25) | 12.1% (8) | 66 |
| Other (please specify) | | | | 12 |
| answered question | | | | 69 |
| skipped question | | | | 14 |

| 8. What kinds of activities or programs would you like to see offered at Kerry Wood Nature Centre and/or at Fort Normandeau? | |
|--|----------------|
| | Response Count |
| | 40 |
| | |
| answered question | 40 |
| | |
| skipped question | 43 |

9. When you want information about Waskasoo Park in the future, where or how would you like to find the information? You may identify more than one choice below.

| | Response Percent | Response Count |
|------------------------------|---------------------|-------------------|
| On the web | 92.8% | 64 |
| Facebook | 27.5% | 19 |
| By phone | 17.4% | 12 |
| Printed materials | 46.4% | 32 |
| In person at park facilities | 50.7% | 35 |
| Other (please specify) | | 8 |

| | |
|-------------------|----|
| answered question | 69 |
| skipped question | 14 |

10. Do you regularly use a smart phone to access information?

| | Response Percent | Response Count |
|-----------------------------|---------------------|-------------------|
| Yes | 42.0% | 29 |
| No | 42.0% | 29 |
| No but I will in the future | 15.9% | 11 |
| answered question | | 69 |
| skipped question | | 14 |

11. In which of the following ways would you like to use your smart phone to access information about Waskasoo Park?

| | Never | Rarely | Sometimes | Often | Response Count |
|--|-------------------|------------|-------------------|------------|----------------|
| To browse for park basic information (facilities, events) | 5.1% (2) | 15.4% (6) | 61.5% (24) | 17.9% (7) | 39 |
| To stay connected with parks people through social media | 35.9% (14) | 25.6% (10) | 23.1% (9) | 15.4% (6) | 39 |
| To make a program booking (register for a program) | 18.9% (7) | 13.5% (5) | 51.4% (19) | 16.2% (6) | 37 |
| Use QR codes in the park to bring up information on my phone | 23.7% (9) | 23.7% (9) | 34.2% (13) | 18.4% (7) | 38 |
| To photograph the park and share with others | 7.7% (3) | 17.9% (7) | 41.0% (16) | 33.3% (13) | 39 |
| Other (please specify) | | | | | 3 |

answered question 39

skipped question 44

12. (Optional) To be eligible for our survey draw prizes please provide your name and phone number. Prizes include copies of books by famous Red Deer naturalist and author Kerry Wood and by Red Deer historian Michael Dawe.

| | Response Count |
|-------------------|----------------|
| | 31 |
| answered question | 31 |
| skipped question | 52 |

Page 3, Q2. Thinking of your visits to Waskasoo Park, how would you describe your use of the park? What do you enjoy doing in the park?

| | | |
|----|--|-----------------------|
| 1 | use Three Mile Bend for walking my dogs off leash | Jan 27, 2012 8:41 AM |
| 2 | running, cycling | Jan 25, 2012 10:44 AM |
| 3 | Mostly mountain biking and walking the dog | Jan 24, 2012 8:48 AM |
| 4 | biking, walking, birding. Canada Day Celebrations | Jan 23, 2012 1:15 PM |
| 5 | Most use is at 3 Mile Bend off leash dog park. Enjoy walking! | Jan 23, 2012 10:59 AM |
| 6 | I use the park system for skiing, walking, and biking. | Jan 23, 2012 10:18 AM |
| 7 | Using the trails | Jan 23, 2012 8:54 AM |
| 8 | Green space, picnics, riding bikes, enjoying outdoors | Jan 22, 2012 8:36 PM |
| 9 | Trails and natural beauty Peaceful and usually quiet | Jan 22, 2012 7:47 AM |
| 10 | running, cycling, cross country skiing, walking | Jan 21, 2012 7:38 AM |
| 11 | Running, skiing and walking on the trails. | Jan 21, 2012 7:20 AM |
| 12 | enjoying flora & fauna in natural settings of the park within the city | Jan 20, 2012 7:01 PM |
| 13 | Walking, skiing, enjoying nature | Jan 20, 2012 6:58 PM |
| 14 | Usually in a passive mode by walking/hiking/cycling and/or sitting and enjoying the surroundings within the Park. | Jan 20, 2012 2:42 PM |
| 15 | observing wildlife, photography, children's playgrounds | Jan 20, 2012 12:17 PM |
| 16 | great walking paths | Jan 20, 2012 10:39 AM |
| 17 | dog feces abound, dogs off leashes | Jan 20, 2012 10:24 AM |
| 18 | I use the park for recreation, exercise, relaxation and fitness. I'm recovering from a medical problem and I use Waskasoo Park to help in my recovery. I enjoy walking, hiking, being around wildlife and picking berries. | Jan 20, 2012 9:39 AM |
| 19 | Walking in Nature | Jan 20, 2012 8:38 AM |
| 20 | I use the paths to walk, I enjoy being surrounded by nature and am refreshed each day for it. | Jan 20, 2012 7:11 AM |
| 21 | Walking and nature discovery with the kids. | Jan 20, 2012 6:41 AM |
| 22 | walking, biking, cross-country-skiing on the trails | Jan 19, 2012 9:17 PM |
| 23 | Biking trails, gathering place for friends | Jan 19, 2012 9:00 PM |
| 24 | walking | Jan 19, 2012 7:56 PM |
| 25 | dog walking biking | Jan 19, 2012 6:29 PM |

Page 3, Q2. Thinking of your visits to Waskasoo Park, how would you describe your use of the park? What do you enjoy doing in the park?

| | | |
|----|---|-----------------------|
| 26 | Relaxing - take worries away | Jan 19, 2012 5:53 PM |
| 27 | I walk my dogs daily in the park and go for longer walks with friends at least once a week | Jan 19, 2012 5:31 PM |
| 28 | visiting the live outdoor stage and its performances | Jan 19, 2012 5:10 PM |
| 29 | Usually a very pleasant experience sometimes adversely affected by those negative aspects that have become almost predictable, e.g.: damage to signs, litter, graffiti, confrontations with the homeless or those users who do the littering, loitering, vandalism, etc.. | Jan 19, 2012 4:02 PM |
| 30 | I enjoy the peacefulness of the trail system. I walk it occasionally with my grandchildren and I bike it less frequently. | Jan 19, 2012 2:59 PM |
| 31 | Primarily recreation. Walking, cycling and cross country skiing. Canoeing and picnics as well in the summer. | Jan 19, 2012 2:27 PM |
| 32 | I enjoy the sights, sounds and smells of the parkland. | Jan 19, 2012 1:58 PM |
| 33 | N/A | Jan 19, 2012 1:53 PM |
| 34 | Skating, walking, viewing, | Jan 19, 2012 1:49 PM |
| 35 | my wife and I walk the trails between Heritage Ranch and Bower Ponds most of the year and as often as we are able... maybe average 2x/week. We might go 4 or 5x a week in the summer. | Jan 19, 2012 1:40 PM |
| 36 | Walking the dogs and riding our bikes | Jan 19, 2012 1:17 PM |
| 37 | Running and Biking | Jan 19, 2012 1:15 PM |
| 38 | passive activities, walking and visiting and sometimes golfing | Jan 19, 2012 12:52 PM |
| 39 | I spend a great deal of time walking the trails. They are a huge asset to our community. Other family activities: skating at Bower Ponds, picnicing at various locations, biking, cross-country skiing, fun at Discovery Canyon. When my kids were young, they loved Nature Nursery (Teacher Judy rocks!), summer camps at Fort Normandeau, lots of time at Kin Canyon and Rotary Park. | Jan 19, 2012 12:36 PM |
| 40 | My wife and I use the park on a daily basis. Walking and observing nature and sometimes photography are our major summer activities. The dog parks are often used by us as are the ski trails in the winter. | Jan 19, 2012 12:36 PM |
| 41 | enjoy walking or running on trails and enjoy the opportunity to "see" nature and admire a park and natural setting. | Jan 19, 2012 12:35 PM |
| 42 | I jog, bike and walk through the park | Jan 19, 2012 12:34 PM |
| 43 | Taking friends/neighbors and a picnic lunch then enjoying the sights/sounds of nature there. | Jan 19, 2012 12:14 PM |
| 44 | walking and exploring the trail systems, the river banks and the play areas | Jan 19, 2012 11:49 AM |

Page 3, Q2. Thinking of your visits to Waskasoo Park, how would you describe your use of the park? What do you enjoy doing in the park?

| | | |
|----|--|-----------------------|
| 45 | Walking, sitting on benches, picnics | Jan 19, 2012 11:45 AM |
| 46 | Photography Canada Day | Jan 19, 2012 11:41 AM |
| 47 | I use the trails in Waskasoo Park to cross country ski, run, bike, rollerblade, and enjoy the solitude and nature. | Jan 19, 2012 7:54 AM |
| 48 | biking, picnics, playgrounds, running, water spray area | Jan 19, 2012 6:28 AM |
| 49 | Hiking, walking, biking Love that some of the trails are plowed/packed in winter for walking | Jan 18, 2012 5:04 PM |
| 50 | I am an active user (generally on my mountain bike or running). I also have a strong interest in the ecology of the Parks system, specifically the unique ecosystems (fen, ephemeral streams, unique vegetation) and the ecosystem threats i.e. invasive plants, bugs, etc | Jan 18, 2012 3:48 PM |
| 51 | I walk almost daily in the MacKenzie park area and at least once a week in other areas. | Jan 18, 2012 2:07 PM |
| 52 | I enjoy rollerblading on the better trails during the summer, and especially enjoy walking the Gaetz Lakes Nature Sanctuary at least once a week year round. | Jan 18, 2012 1:44 PM |
| 53 | I go for walks and to take photos during the spring/summer/fall times | Jan 18, 2012 1:21 PM |
| 54 | Wandering around and chatting with friends. Enjoying trees, creek and beaver status | Jan 18, 2012 1:06 PM |
| 55 | I love everything about these parks. Just wish I had more time to spend at them. | Jan 18, 2012 1:03 PM |
| 56 | Bike rides, picnics, walks, playgrounds | Jan 18, 2012 12:57 PM |
| 57 | THERE ARE SO MANY FOR EACH MOSTLY BEING OUT DOORS WITH FAMILY AND FRIENDS | Jan 18, 2012 12:49 PM |
| 58 | Walk on trails, play on playground equipment with my kids. | Jan 18, 2012 12:45 PM |
| 59 | I've used the park everyday since about 1985. I would describe the park as integrated into my life. I live close to it, and it's a major part of my life in Red Deer. | Jan 18, 2012 12:31 PM |
| 60 | I love using the trail systems to get around the city, as I bike everywhere when the weather permits. It's a great resource for bicycle commuters in the city. | Jan 18, 2012 9:41 AM |
| 61 | I simply love to be out in nature - I appreciate the minimal trails | Jan 17, 2012 10:34 AM |
| 62 | Running and cross-country skiing with my dog. Accessing the trails at Heritage Ranch on horseback from under the Hwy 2 Bridges. | Jan 17, 2012 9:11 AM |
| 63 | Cycling, skiing, walking, yoga in the park, swimming at Ft. Normandeau | Jan 16, 2012 10:17 PM |
| 64 | Walking | Jan 16, 2012 11:31 AM |

Page 3, Q3. What are your best memories, experiences or traditions that involve Waskasoo Park?

| | | |
|----|--|-----------------------|
| 1 | having a large enough off leash dog park | Jan 27, 2012 8:41 AM |
| 2 | places to keep fit | Jan 25, 2012 10:44 AM |
| 3 | biking to Bower for Canada Day. Visiting Kerry Wood Nature Centre | Jan 23, 2012 1:15 PM |
| 4 | Seeing a large moose in the path while walking my dog. I love having a bit of the country right in the middle of the city. | Jan 23, 2012 10:18 AM |
| 5 | riding my bike from our home in sunnybrook with my parents and siblings to see the beaver dam under one of the pedestrian bridges | Jan 23, 2012 8:54 AM |
| 6 | picnic time | Jan 22, 2012 8:36 PM |
| 7 | Playing with our children | Jan 22, 2012 7:47 AM |
| 8 | When our children were young - bike rides on the trails, time spent at Discovery Canyon, Kerry Wood Nature Centre, Heritage Ranch, picnicking all over town, exploring the playgrounds, cross country skiing at Riverbend and Heritage Ranch - getting outside for family fitness and fun was a focus for us as a young family and the extent of Waskasoo Park provided endless opportunities for this. Now as empty nesters the Park is an outdoor gym which we frequent most days all year long. | Jan 21, 2012 7:38 AM |
| 9 | Cross country skiing in the Heritage Ranch and Little Chief Park area. | Jan 21, 2012 7:20 AM |
| 10 | Some of my best photography taken in the park | Jan 20, 2012 7:01 PM |
| 11 | Skiing and Biking along the trails | Jan 20, 2012 6:58 PM |
| 12 | Family outings at Bower Ponds! Grandchildren at KNC! | Jan 20, 2012 2:42 PM |
| 13 | boating on Bower Ponds; Canada Day at Bower Ponds, hay rides at Heritage Ranch, seasonal walks at Gaetz Lake Sanctuary | Jan 20, 2012 12:17 PM |
| 14 | all the trees and the creek | Jan 20, 2012 10:39 AM |
| 15 | ,dog feces abound, dogs off leashes | Jan 20, 2012 10:24 AM |
| 16 | My best memories are swimming in the river, hiking on trails and in the bush and meeting people. My best experiences are building relationships with people. My best traditions are interacting with wildlife, eating berries and barefooting in the wild. | Jan 20, 2012 9:39 AM |
| 17 | Changes in Seasons | Jan 20, 2012 8:38 AM |
| 18 | When our daughter was young we often used the park to have wiener roasts in the winter or on rainy days using the picnic shelters, soon our grandson will be of the age that we will begin the tradition again. | Jan 20, 2012 7:11 AM |
| 19 | The many lazy summer days spent at Bower Ponds - and skating there in the Winter. | Jan 20, 2012 6:41 AM |
| 20 | walking the Kerry Wood Nature Centre trail, cross-country skiing, biking the trails | Jan 19, 2012 9:17 PM |

Page 3, Q3. What are your best memories, experiences or traditions that involve Waskasoo Park?

| | | |
|----|--|-----------------------|
| 21 | some of the times around the fire telling stories | Jan 19, 2012 9:00 PM |
| 22 | walks,picnics.wildlife.getting closer to nature | Jan 19, 2012 7:56 PM |
| 23 | raising puppies and watching them sniff around in the park family photos in the fall | Jan 19, 2012 6:29 PM |
| 24 | The wildlife I have seen and the time I have spent there with friends and family. Booking the shelters at Heritage Ranch and Mackenzie Lakes. | Jan 19, 2012 5:31 PM |
| 25 | Shakespeare in the park over a year ago | Jan 19, 2012 5:10 PM |
| 26 | Bike riding, walking and cross-country skiing along the trail system with those memorable and magical stops at our favourite places like McKenzie Trails, Lower Heritage Ranch, Barrett Park, Gaetz Park and those remote benches along the river, Waskasoo and Piper Creeks and ponds that are so inviting. My late night x-c skis along the river and up into the McKenzie Trails area are probably my most poignant memories... but since the shelter at McKenzie Tr. was destroyed, it's not been quite the same.... | Jan 19, 2012 4:02 PM |
| 27 | Walking the trails with grandchildren | Jan 19, 2012 2:59 PM |
| 28 | A wonderful green space with well kept and generally clean trails. Interlinked so access to other areas of the city is possible with a minimum of roadway travel. | Jan 19, 2012 2:27 PM |
| 29 | sighting wildlife along the river | Jan 19, 2012 1:58 PM |
| 30 | N/A | Jan 19, 2012 1:53 PM |
| 31 | Walking on the trails, skating with grandchildren at Bower ponds, play ground at Bower ponds, using the bird watch at Kerry Wood Nature centre, grandchildren rope making at Fort Normandeau rope making at Fort Normandeau | Jan 19, 2012 1:49 PM |
| 32 | when our children were small we often hiked Kerry Wood, Mackenzie and Bower and BBQ hotdogs, played soccer and frizbee. The old folks now hike to keep in shape and be outside. | Jan 19, 2012 1:40 PM |
| 33 | Doing what is in box 3 | Jan 19, 2012 1:17 PM |
| 34 | How beautiful it is. | Jan 19, 2012 1:15 PM |
| 35 | picnics at Little Chief Park and of course Canada Day celebrations at Bower Ponds | Jan 19, 2012 12:52 PM |
| 36 | Early morning walks with my dog at the ponds at Heritage Ranch and McKenzie Trails. The landscapes are so beautiful! Moonlight walks around Gaetz Lakes. Big group picnics with our friends when all our kids were small. We'd load the kids in the bike trail and head on out to one of the parks. We live just a couple of blocks from the trails, so we get to enjoy the park every day. | Jan 19, 2012 12:36 PM |
| 37 | Skiing with my family, especially my grand kids, canoeing at three mile bend with my grand kids, doing photography of two young piliated wood peckers with...you guessed it, walking the dog and having her thrill pre-school kids who love to pet her...the park really enhances our "quality of life." | Jan 19, 2012 12:36 PM |

Page 3, Q3. What are your best memories, experiences or traditions that involve Waskasoo Park?

| | | |
|----|--|-----------------------|
| 38 | great corn roasts/picnics at mackenzie trails, viewing birds and wildlife, cross country skiing, running on the trails | Jan 19, 2012 12:35 PM |
| 39 | great place to walk, run, bike through - love the trees and not running/biking along cars. Also have enjoyed barbeques with friends at places like Kin Canyon | Jan 19, 2012 12:34 PM |
| 40 | Taking our children for a pre-packed meal and having supper somewhere besides our patio on a hot evening in the summer. | Jan 19, 2012 12:14 PM |
| 41 | simply enjoying the quiet and the opportunity to be in nature | Jan 19, 2012 11:49 AM |
| 42 | As above | Jan 19, 2012 11:41 AM |
| 43 | I love running through the diverse trails and stumble upon a deer on the same trail, or catch a ball game at Great Chief Park, or skate at Bower Ponds. I love bringing visitors new to Red Deer to Waskasoo Park - it's what they enjoy the most of Red Deer. | Jan 19, 2012 7:54 AM |
| 44 | Having birthday parties at the parks. Having a family fire and hotdog roast Walking or running in areas that take you away from the city feeling | Jan 19, 2012 6:28 AM |
| 45 | Kayaking and canoeing from one end to the other | Jan 18, 2012 5:04 PM |
| 46 | I grew up playing in Piper Creek (before the Waskasoo Park). Now my best memories are working with the Mountain Bike Club on trail construction (and of course riding the natural trails). I love interacting with nature without significantly impacting the ecosystem. | Jan 18, 2012 3:48 PM |
| 47 | When I was a boy i used to spend hours along the Waskasoo creek/Sanctuary/River valley area rafting, fishing, building "forts" and generally finding adventure. | Jan 18, 2012 2:07 PM |
| 48 | Growing up through the 80's and 90's I had several birthday parties at great chief and little chief, but my favourite place in the city is most definitely Gaetz Lakes - it's absolutely imperative that the city protects this area, and increased development in the lands above are already showing a negative effect. I've noticed increased litter, salty run off, and less animals as traffic has increased. It's important to separate the parks from the rest of the city. | Jan 18, 2012 1:44 PM |
| 49 | Trail riding at Heritage Ranch, Double decker carriage ride at Heritage Ranch, Bird watching/photography at KWNC | Jan 18, 2012 1:21 PM |
| 50 | Best memory is of climbing the trees and skating through in the summer | Jan 18, 2012 1:06 PM |
| 51 | When my husband I were dating we were sitting on the hill at Bower Ponds and got chased up it by an unhappy goose. Years later we had our wedding pictures taken outside of the Cronquist house. I absolutely love Bower Ponds. | Jan 18, 2012 1:03 PM |
| 52 | SAME AS ABOVE | Jan 18, 2012 12:49 PM |
| 53 | Picnics with my moms group, | Jan 18, 2012 12:45 PM |
| 54 | I love mountain biking the single track. I remember one part in Kin Canyon very specifically. I can hear the boys I was with talking, the memories are so strong. | Jan 18, 2012 12:31 PM |

Page 3, Q3. What are your best memories, experiences or traditions that involve Waskasoo Park?

Another time, I was hunted by Coyotes on the path from Heritage Ranch to Bower ponds, late at night, in a snowstorm while walking my dog. We had to sprint to the stairs because the coyotes were trying to outflank us. Pretty sporty night. Wouldn't do it again, but classic.

55 My best memories are of the now gone Rocket Ship in Kin Canyon and the old witch's hat ride in Rotary Park. Jan 18, 2012 9:41 AM

56 gratitude, peacefulness Jan 17, 2012 10:34 AM

57 Taking the kids and a load of firewood into the lake at Heritage Ranch and having a winter bonfire while they sledded down the hill. In the summer, floating down the river (again, with my family), feeling like you're off in the wilderness. Jan 17, 2012 9:11 AM

58 Yoga in the park is one of my best memories Jan 16, 2012 10:17 PM

59 Taking my grand-children to Discovery Canyon Jan 16, 2012 11:31 AM

60 They are part of my everyday life, walking to work, running in Barrett park and through Kin Canyon, seeing Deer, Coyotes and Moose, amazing to take a lunch break and get fresh air in a forest and see wildlife. We love doing our family "triathlon" at Great Chief, Skating, Skiing and tobogganing. Love the geese in the spring at Mackenzie ponds, and the off leash dog parks. Kin Canyon slash rock is nearby summer fun. We love to ride our bikes through the trail system and stop at all the playgrounds along the way, Kin Canyon, Rotary, the new accessible playground, Kerry Wood and Mackenzie Ponds. So much fun year round!

Page 3, Q4. What do you value most about Waskasoo Park?

| | | |
|----|--|-----------------------|
| 1 | Three Mile Bend (off leash dog park), the whole park system is really good | Jan 27, 2012 8:41 AM |
| 2 | the trails | Jan 25, 2012 10:44 AM |
| 3 | Keeping it in a more natural state as opposed to formal/structured parks | Jan 24, 2012 8:48 AM |
| 4 | that Red Deer has it when so many cities do not have public access to a river with nature and trails | Jan 23, 2012 1:15 PM |
| 5 | An opportunity to interact with nature. A quiet space. | Jan 23, 2012 10:18 AM |
| 6 | natural areas, trails | Jan 23, 2012 8:54 AM |
| 7 | nature in the city. Feel connected to the natural world. | Jan 22, 2012 8:36 PM |
| 8 | The size and plentiful nature of them | Jan 22, 2012 7:47 AM |
| 9 | A wonderful outdoor fitness venue! A beautiful spot within a busy city. | Jan 21, 2012 7:38 AM |
| 10 | Nature, lack of development, foresight in developing the river corridor for trails. | Jan 21, 2012 7:20 AM |
| 11 | The park area within the city | Jan 20, 2012 7:01 PM |
| 12 | The quietness, the natural look, the feeling of being in the country, the wildlife, relaxing | Jan 20, 2012 6:58 PM |
| 13 | That a beautiful nature preserve exists within the City. The forethought and planning that went into making the Park a reality; It's wel kept nature, almost pristine. | Jan 20, 2012 2:42 PM |
| 14 | The wild creatures that share this space with us. | Jan 20, 2012 12:17 PM |
| 15 | everything | Jan 20, 2012 10:39 AM |
| 16 | dog fecesabound, dogs off leashes | Jan 20, 2012 10:24 AM |
| 17 | I value the natural wilderness most but I also value the infrastructure. | Jan 20, 2012 9:39 AM |
| 18 | Green natural space - rare in cities | Jan 20, 2012 8:38 AM |
| 19 | That it is there, that it is free. | Jan 20, 2012 7:11 AM |
| 20 | Such a beautiful natural area right inside the city. | Jan 20, 2012 6:41 AM |
| 21 | the Kerry Wood Nature Centre, good preservation of green spaces, particularly along the River Valley, wonderful trail system for biking, cross-country skiing | Jan 19, 2012 9:17 PM |
| 22 | cleanliness, bike accessibility | Jan 19, 2012 9:00 PM |
| 23 | keeping it natural | Jan 19, 2012 7:56 PM |
| 24 | the wildlife sanctuary and corridor for the animals to travel safely | Jan 19, 2012 6:29 PM |
| 25 | The effective manner in which it is maintained | Jan 19, 2012 5:53 PM |

Page 3, Q4. What do you value most about Waskasoo Park?

| | | |
|----|--|-----------------------|
| 26 | The wildlife. The mix of nature and wild spaces with the more groomed spaces. | Jan 19, 2012 5:31 PM |
| 27 | public access, safety, good trails, clean | Jan 19, 2012 5:10 PM |
| 28 | The opportunity to get into some beautiful and peaceful environments relatively easily either by foot, bike or ski where the vagaries of the city can sometimes be softened or ameliorated somewhat.... | Jan 19, 2012 4:02 PM |
| 29 | The passive nature of it. We can walk the trails and experience nature in the heart of our City. | Jan 19, 2012 2:59 PM |
| 30 | The proximity to many residences with well maintained grass areas. Bower Ponds is a real treat - very beautiful. Riverbend Golf recreation area is a gem - in more recent years, the cross country ski trails (classic style) have been improved and well groomed. Great Chief Park to Heritage ranch is remarkable as well. | Jan 19, 2012 2:27 PM |
| 31 | natural wooded areas, quality green spaces. | Jan 19, 2012 1:58 PM |
| 32 | N/A | Jan 19, 2012 1:53 PM |
| 33 | The walking trails and space | Jan 19, 2012 1:49 PM |
| 34 | being outside in an almost rural setting while just minutes from home | Jan 19, 2012 1:40 PM |
| 35 | How natural it is. | Jan 19, 2012 1:17 PM |
| 36 | Trails for running and biking | Jan 19, 2012 1:15 PM |
| 37 | accessible and free | Jan 19, 2012 12:52 PM |
| 38 | I really appreciate the vision that created the park in the first place. It was well planned and well-executed and all the facilities were well constructed to last a long time. I appreciate that such a huge expanse of public land will be maintained for decades to come. | Jan 19, 2012 12:36 PM |
| 39 | Greenness, connectedness, natural features, the generous size of the park and the variety of features and vistas make Waskasoo Park special. | Jan 19, 2012 12:36 PM |
| 40 | its environmental benefits to an otherwise developed, concrete, growing urban centre | Jan 19, 2012 12:35 PM |
| 41 | That it's a preserved oasis running through the middle of the city and that for the most part I feel safe running/biking there when I'm alone | Jan 19, 2012 12:34 PM |
| 42 | Our parks show that, although we care about business and infra-structures we also care deeply about preserving the aesthetics of nature. GOOD! | Jan 19, 2012 12:14 PM |
| 43 | the system provides my family the opportunity to explore nature while still being close to home. It takes little planning to go into the park system and find something different to do and see every day - take a walk, bike, play at the play ground areas, have a picnic. | Jan 19, 2012 11:49 AM |
| 44 | natural setting, not too manicured, areas to sit/gather | Jan 19, 2012 11:45 AM |

Page 3, Q4. What do you value most about Waskasoo Park?

| | | |
|----|---|-----------------------|
| 45 | Peaceful areas within a city. Every city needs lots of these. | Jan 19, 2012 11:41 AM |
| 46 | Waskasoo Park is an integral part of Red Deer - I value the trails, the serenity of the park, and the green space. We need mto expand the Waskasoo Park!! | Jan 19, 2012 7:54 AM |
| 47 | you can travel a long distance through town and stay in the parks Trails that are not packed with people mountain biking opportunities | Jan 19, 2012 6:28 AM |
| 48 | The walking/biking trail system. That it travels by the river and has ponds in several areas along the trail system.. That it goes from North to South and East to West in Red Deer | Jan 18, 2012 5:04 PM |
| 49 | I personally value the opportunity to experience different areas focused on different uses. Sometimes I feel like a 60 year old adventurer, trying to get lost in the Parks that I know so well! There are amazing areas where the public just don't go like the River Bend hills and the Pines Escarpment. These areas let me forget that I live in an urban environment and I feel connected to nature. | Jan 18, 2012 3:48 PM |
| 50 | How easily accessible the system is to the majority of Red Derrians and how much of the City can be traversed while remaining in the park area. Also you don't need to spend a lot of money to enjoy it, all you need is a pair of shoes. | Jan 18, 2012 2:07 PM |
| 51 | The trails and the privacy. It's nice that we have enough trail for it not to be busy all the time. As we grow it would be nice for the trails to keep up. I've watched Red Deer grow from 60 - 90? thousand people and I'm not sure that parks and trails have kept up with that growth. | Jan 18, 2012 1:44 PM |
| 52 | the naturalness of it and the accessibility, although that could be improved with a shuttle service for people with mobility issues to see the parts of the park that you have to walk to, like the lower ranch area | Jan 18, 2012 1:21 PM |
| 53 | The natural beauty | Jan 18, 2012 1:06 PM |
| 54 | Everything! | Jan 18, 2012 1:03 PM |
| 55 | You don't feel like you're in the city | Jan 18, 2012 12:57 PM |
| 56 | THE AVAILABILITY AND LEAST WOULD BE PARKING AT ALL | Jan 18, 2012 12:49 PM |
| 57 | It's connectedness. AND every other jurisdiction has let land developers bastardize their river front property. We haven't. Land developers should be banned. | Jan 18, 2012 12:31 PM |
| 58 | The trail systems | Jan 18, 2012 9:41 AM |
| 59 | the opportunity to be in an area where it is quieter and you can appreciate the smell, feel and sounds of a more natural area - getting away from concrete and lawn mowers and cars.... | Jan 17, 2012 10:34 AM |
| 60 | Getting off the roadways and into natural areas. My favorite area is the old spruce woods near the pedestrian bridge over the River in Heritage Ranch ... so quiet in all seasons. | Jan 17, 2012 9:11 AM |
| 61 | So easy to get to from almost anywhere in the city. Little sanctuary away from | Jan 16, 2012 10:17 PM |

Page 3, Q4. What do you value most about Waskasoo Park?

the rush of traffic and commerce

62 the peace, quiet and serenity

Jan 16, 2012 11:31 AM

63 The extensiveness and the variety of structured and natural spaces. The continuous trail linked system.

Jan 16, 2012 10:55 AM

Page 4, Q6. What would bring you to Waskasoo Park more often (whether in spring, summer, fall or winter) and what would enhance your enjoyment of the park?

| | | |
|----|--|-----------------------|
| 1 | use Three Mile Bend all year round, having another large like 3MB off leash dog park would be great, | Jan 27, 2012 8:44 AM |
| 2 | if the trails were extended to Fort Normandeau | Jan 25, 2012 10:47 AM |
| 3 | It would be nice if I lived in Red Deer and could access the area without using a vehicle. | Jan 23, 2012 1:17 PM |
| 4 | More garbage cans (they need to be emptied! In the winter months they get heaped full of doggie bags and it gets disgusting! The off leash dog parks are attended to but none of the other walking areas. Having the odd public toilet, water fountains, and doggie bags would be nice too (for those times a person might forget to take one or the dog takes more than one "break"). | Jan 23, 2012 10:21 AM |
| 5 | NO DOGS (or LEASHED DOGS ONLY at the very least) allowed on cross country ski trails between Heritage Ranch and Great Chief Park - they are a menace and a danger to the many skiers who frequent this venue in the winter. I have had two serious encounters with off leash dogs coming down the hill at Heritage Ranch on cross country skis. Many dog walkers appear to be "entitled" to have their dogs off leash and this is VERY dangerous. The by-law needs to be enforced in this area in the winter too. This is a very small section of the trail system devoted to allowing MANY people in Red Deer to enjoy cross country skiing - there are many places to walk dogs without ruining the hardwood of the trail tracksetters and endangering the safety of the skiers. Please consider more signage for this purpose in the winter months and more visibility of by-law officers. Also, walkers plugged into their Ipods are a danger to runners, cyclists, etc. | Jan 21, 2012 7:51 AM |
| 6 | All dogs on leashes or no dogs at all would be a great enhancement. Dogs off leashes are annoying at best and dangerous at worst. | Jan 21, 2012 7:25 AM |
| 7 | more time of my own | Jan 20, 2012 7:05 PM |
| 8 | skis and bike | Jan 20, 2012 7:00 PM |
| 9 | A place for a healthy snack or lunch and a pleasant place to eat it. Information about the many features - natural and the remnants of human activity -- throughout the park. For example, why Great Chief Baseball venue? | Jan 20, 2012 12:34 PM |
| 10 | more places to sit and enjoy the scenery | Jan 20, 2012 10:42 AM |
| 11 | enforce the dog bylaws | Jan 20, 2012 10:26 AM |
| 12 | Silence and pure air quality would enhance my enjoyment of the park. | Jan 20, 2012 9:43 AM |
| 13 | Clear, clean trails - fewer dogs! | Jan 20, 2012 8:41 AM |
| 14 | I would like to see natural areas that would be growing herbs that we could all use and access. Things like mint, parsley, could all be planted throughout the park system and allowed to grow and be harvested. | Jan 20, 2012 7:15 AM |
| 15 | trails cleared/ track-set. love the trail system - don't want development that would encroach on this | Jan 19, 2012 9:23 PM |

Page 4, Q6. What would bring you to Waskasoo Park more often (whether in spring, summer, fall or winter) and what would enhance your enjoyment of the park?

| | | |
|----|---|-----------------------|
| 16 | Bike trails. New on and off-road trails. Enjoyment would be enhanced by occasional learning opportunities and clear public signage on proper use of trails especially on multiuse trails. I would particularly like to see more off-road primarily biking trails. | Jan 19, 2012 9:05 PM |
| 17 | fine the way it is now.Expand as needed | Jan 19, 2012 7:59 PM |
| 18 | summer concerts agility equipment for dogs | Jan 19, 2012 6:31 PM |
| 19 | handicap facilities extended | Jan 19, 2012 5:55 PM |
| 20 | The snow clearing on the trails has really increased my use of the park in the winter. Less litter would enhance my enjoyment. More garbage cans and dog bag dispensers would be good. | Jan 19, 2012 5:37 PM |
| 21 | more stage shows FREE to the public | Jan 19, 2012 5:13 PM |
| 22 | Nothing could bring me to the park more often than I use it now... except perhaps a nice little place adjacent to or part of the park system where we could get a cup of coffee and a muffin or cinnamon bun served in a real cup with little or no waste generated. Something that would enhance my enjoyment of the park would be not having to see the manifestation of those users who do not respect the park and/or the environment as we do. | Jan 19, 2012 4:10 PM |
| 23 | Perhaps if the trails were maintained during winter snow season. | Jan 19, 2012 3:01 PM |
| 24 | We are on some part of the trail system almost daily. | Jan 19, 2012 2:30 PM |
| 25 | nothing | Jan 19, 2012 1:51 PM |
| 26 | washroom facilities open early morning would be of assistance otherwise it is good. I have had issues with dogs off leash in the past but it has been better recently. | Jan 19, 2012 1:44 PM |
| 27 | Frankly I'm not sure. | Jan 19, 2012 1:18 PM |
| 28 | Running. I love that some trails are being plowed to use in winter...around Mackenzie Ponds and River Glen area. Also around Cornation Park etc. | Jan 19, 2012 1:17 PM |
| 29 | all the activities at Great Chief Park - sports, picnics, and leasure activities at Bower Ponds Riverbend Golf for golfing and meetings | Jan 19, 2012 1:00 PM |
| 30 | Protecting the natural features of the park will keep us coming back. Growing the park up stream and down stream as the Red Deer grows is important. Every effort should be made to maintain connectivity by bikes and foot traffic between all sections of the park. | Jan 19, 2012 12:42 PM |
| 31 | more safety for use of the park system alone. | Jan 19, 2012 12:39 PM |
| 32 | More trails cleared in the winter. It's been fantastic this year so far and hope it continues. | Jan 19, 2012 12:37 PM |
| 33 | More civic sponsored events in the park--treasure hunts, garden parties, kite | Jan 19, 2012 12:14 PM |

Page 4, Q6. What would bring you to Waskasoo Park more often (whether in spring, summer, fall or winter) and what would enhance your enjoyment of the park?

| | | |
|----|--|-----------------------|
| | flying, pet shows etc. | |
| 34 | I do not venture into the system as often in the winter - except for Bower Ponds (skating). Festivals in all seasons are always a good time to go into certain areas of the park system. I think that being informed on uniuue things to find or past historical events and moments would make for interesting exploration of lesser known trail areas | Jan 19, 2012 11:55 AM |
| 35 | I live out of town but special events sometimes bring me in. | Jan 19, 2012 11:46 AM |
| 36 | More events in the park. | Jan 19, 2012 7:56 AM |
| 37 | More single track mountain bike trails through town connecting the north and south side | Jan 19, 2012 6:31 AM |
| 38 | Possibly low land lighting Increased plowed trails in winter | Jan 18, 2012 5:09 PM |
| 39 | I would like to see a higher level of maintenance for our natural areas. I have seen a considerable decrease in the levels of landscape maintenance (i.e. thistle, invasive species, dandelions, planted beds, tree replacements) I think that if the City was a better partner with groups like the XC skiers/ Mountain Bikers we could provide a far more comprehensive natural trail network which would bring many more people into the parks (including way more ecotourists) | Jan 18, 2012 3:58 PM |
| 40 | More displays inside & Interp walks | Jan 18, 2012 3:16 PM |
| 41 | Year round path clearing and increased security patrols, including at night. | Jan 18, 2012 2:11 PM |
| 42 | Clearing the trails in the winter, great idea. Would love to see this expanded and the cost seems reasonable based on the city budget for 2012. More trail along the east side of the river - maybe we can expand from McKenzie trails to run down the river all the way to Riverbend? | Jan 18, 2012 1:50 PM |
| 43 | better parking and shuttle service for those with mobility issues | Jan 18, 2012 1:23 PM |
| 44 | bug control. | Jan 18, 2012 1:08 PM |
| 45 | More trails in North Red Deer, to connect with the rest of the park system. | Jan 18, 2012 12:59 PM |
| 46 | GROUPS OR CLUB S FOR THE PARKS EXAMPLE FRIEND S OF BOWER POND S OR ALONG THOSE LINES OF ADOPT A PARK FOR GATHERING S | Jan 18, 2012 12:51 PM |
| 47 | Dog bags!!!! | Jan 18, 2012 12:33 PM |
| 48 | Winterized bike trails! | Jan 18, 2012 9:45 AM |
| 49 | I would spend more time alone in parks in early mornings and evenings if I felt safer. access to bathrooms would allow longer stays in parks | Jan 17, 2012 10:35 AM |
| 50 | I'm a frequent user as it is, and nothing man-made would "enhance" my enjoyment. Expanding the park into other areas of the City would give others the same opportunity for enjoyment. | Jan 17, 2012 9:15 AM |

Page 4, Q6. What would bring you to Waskasoo Park more often (whether in spring, summer, fall or winter) and what would enhance your enjoyment of the park?

| | | |
|----|---|-----------------------|
| 51 | more interpretive pieces directed at children | Jan 16, 2012 11:33 AM |
| 52 | The cleared trails during the winter are amazing! A water fountain at some locations could be good. | Jan 16, 2012 10:58 AM |

Page 4, Q7. What kinds of topics would you like to see exhibited at Kerry Wood Nature Centre?

| | | |
|----|---|-----------------------|
| 1 | higher profile of its library | Jan 25, 2012 10:47 AM |
| 2 | kilometrage | Jan 20, 2012 7:00 PM |
| 3 | local flora - especially in the meadow near Kerry Wood; invasive species and what to do about them if this is not included in climate change, conservation, etc. | Jan 20, 2012 12:34 PM |
| 4 | Natural pest controls for city gardens | Jan 19, 2012 5:37 PM |
| 5 | live interpretive shows for families or students | Jan 19, 2012 5:13 PM |
| 6 | Conservation and preservation of park amenities; park/place importance through history.. | Jan 19, 2012 4:10 PM |
| 7 | i think other parts of the city's operations are better places to deal with waste management, energy, and transportation - unless it links to the park in some way? | Jan 19, 2012 12:39 PM |
| 8 | Oil and Gas Refining--What's it all about??? | Jan 19, 2012 12:14 PM |
| 9 | Anphibians and reptiles | Jan 18, 2012 3:58 PM |
| 10 | I enjoy the art in the gallery at KWNC and make efforts to go | Jan 17, 2012 10:35 AM |
| 11 | Urban Farming | Jan 16, 2012 10:18 PM |
| 12 | community gardening | Jan 16, 2012 10:58 AM |

Page 4, Q8. What kinds of activities or programs would you like to see offered at Kerry Wood Nature Centre and/or at Fort Normandeau?

| | | |
|----|--|-----------------------|
| 1 | haven't been to either in a long time | Jan 27, 2012 8:44 AM |
| 2 | Kerry Wood should be focused on naturally occurring environment - like bugs, birds and mammals. Leave the environmental issues, like transportation, conservation and recycling to another venue or group | Jan 24, 2012 8:54 AM |
| 3 | think there is a pretty good range of programs and activities that highlight our cultural and natural heritage | Jan 23, 2012 1:17 PM |
| 4 | I think Kerry Wood Nature Centre does a good job of offering programs for young children and families. It would be great if there were more programs in for older teenagers and young adults. | Jan 23, 2012 10:21 AM |
| 5 | Aboriginal history of the area, Naturalist speakers, nature walks for public (nature nursery for families), star gazing evenings, folklore evenings | Jan 22, 2012 8:39 PM |
| 6 | Fort Normandeau is such a lovely location but, I believe, vastly underutilized (other than as a rafting drop-off point!). Any additional activities or programs that could draw people out there would allow them to realize the beauty of this spot so close to town. | Jan 21, 2012 7:51 AM |
| 7 | Nature interpretive topics and issues. | Jan 21, 2012 7:25 AM |
| 8 | more of what they have offered. | Jan 20, 2012 7:05 PM |
| 9 | Programs they have now seem adequate | Jan 20, 2012 7:00 PM |
| 10 | Hands on interactive for children 3 to 99 -- as I recall from Royal Tyrell, Telus discovery, etc.,. | Jan 20, 2012 12:34 PM |
| 11 | more native culture | Jan 20, 2012 10:26 AM |
| 12 | I'd like to try out the moonlight raft tour this summer. | Jan 20, 2012 9:43 AM |
| 13 | Local History (more of it). InterActive displays are very helpful. | Jan 20, 2012 8:41 AM |
| 14 | Programs that would educate the local population about the issues face the indigenous people of today, here and now. | Jan 20, 2012 7:15 AM |
| 15 | Moms and kids groups. | Jan 19, 2012 9:05 PM |
| 16 | mainly interpretive | Jan 19, 2012 7:59 PM |
| 17 | Fort Normandeau - costumed interpreters - more public events (celebrations of historic events) | Jan 19, 2012 5:13 PM |
| 18 | I think the programming offered at the KWNC and FN are balanced, varied, interesting and inviting; they do a wonderful job and work very hard at trying to get people involved in park and city related events and issues. | Jan 19, 2012 4:10 PM |
| 19 | Interpretive talks on the above subjects | Jan 19, 2012 3:01 PM |
| 20 | Generally, we feel the programs have been comprehensive and there is not a big | Jan 19, 2012 2:30 PM |

Page 4, Q8. What kinds of activities or programs would you like to see offered at Kerry Wood Nature Centre and/or at Fort Normandeau?

| | | |
|----|---|-----------------------|
| | need to change them. | |
| 21 | More information on the early days of the area | Jan 19, 2012 1:51 PM |
| 22 | Not sure | Jan 19, 2012 1:18 PM |
| 23 | films or live presentations at certain times of the year (celebrations) | Jan 19, 2012 1:00 PM |
| 24 | Lots for kids, particularly working with schools. | Jan 19, 2012 12:42 PM |
| 25 | seems to be a great deal of focus on families and children - so maybe an expanded demographic. Opportunity for monitoring impacts of environmental and climate change in our local environment. and involving the public in seeing those changes. | Jan 19, 2012 12:39 PM |
| 26 | Coming new inventions --even those in process-- which will positively impact nature in this region. | Jan 19, 2012 12:14 PM |
| 27 | I have spent less time at Kerrywood and Ft. Normandeau over the last few years and do not feel I can speak to their programming. | Jan 19, 2012 11:55 AM |
| 28 | more adult programming | Jan 19, 2012 11:46 AM |
| 29 | More arts and culture regarding nature and environment. e.g visual media - photography, paintings, crafts | Jan 19, 2012 11:46 AM |
| 30 | Fort Normandeau - Historical activities (eg: bread making etc.) Kerrywood - Local animal (Deer, Moose, owls etc.) talks | Jan 18, 2012 5:09 PM |
| 31 | I would like to see more volunteer coordination and recruiting (supporting groups like the bike club and ski club). I would like to have more programming out at busy sites like Bower Ponds Playground and Rotary Park so that my kids can interact and learn about bugs, vegetation and amphibians. (More like the old Parks Canada Programs) | Jan 18, 2012 3:58 PM |
| 32 | A Cadet Parks Ranger program, similar to or in conjunction with the Cubs and Scouts. | Jan 18, 2012 2:11 PM |
| 33 | More hands on things for all ages | Jan 18, 2012 1:23 PM |
| 34 | FREE ONE S AND ALL OVER THE CITY FACILITIES FOR THE LESS FORTUNATE CHILDREN | Jan 18, 2012 12:51 PM |
| 35 | the programs are good, but these two facilities are invisible. they need to get the word out better what they are doing. | Jan 18, 2012 12:33 PM |
| 36 | A composting/vermiculture class, such as is offered by the City of Edmonton. | Jan 18, 2012 9:45 AM |
| 37 | I would very much like to be able to walk my dog on leash on the trails in these areas, although I realise that not everyone cleans up after their pets and this is a challenge in opening up. I live very near the park and it is a disappointment to not be able to enter. When I'm out for a walk, my dog is with me. | Jan 17, 2012 10:35 AM |

Page 4, Q8. What kinds of activities or programs would you like to see offered at Kerry Wood Nature Centre and/or at Fort Normandeau?

| | | |
|----|--|-----------------------|
| 38 | Keep the local history the emphasis at Fort Normandeau. Costumed, well-informed interpreters always help. Target kids & families. Invite the Steele Scouts more often! | Jan 17, 2012 9:15 AM |
| 39 | more interpretive programs at For Normandeau KWNC already does a great job programming | Jan 16, 2012 11:33 AM |
| 40 | They are all great! | Jan 16, 2012 10:58 AM |

Page 5, Q9. When you want information about Waskasoo Park in the future, where or how would you like to find the information? You may identify more than one choice below.

| | | |
|---|--|-----------------------|
| 1 | Ipad app perhaps to keep apprised of events that can be pushed to user phones. | Jan 22, 2012 8:40 PM |
| 2 | email for subscribers | Jan 20, 2012 12:35 PM |
| 3 | Twitter | Jan 20, 2012 9:44 AM |
| 4 | occasional small emailed updates - NOT Facebook | Jan 19, 2012 5:14 PM |
| 5 | Activity Guide, Advocate and Sunday Life papers. | Jan 19, 2012 4:11 PM |
| 6 | Shaw Community Channel | Jan 19, 2012 3:01 PM |
| 7 | Signs in the Park (which need some real work) | Jan 18, 2012 3:59 PM |
| 8 | by e-mail as a subscriber | Jan 17, 2012 10:35 AM |

Page 6, Q11. In which of the following ways would you like to use your smart phone to access information about Waskasoo Park?

| | | |
|---|---|----------------------|
| 1 | I would like to load an extensive walking trials map into my phone's Nokia Maps program. | Jan 20, 2012 9:46 AM |
| 2 | Love the QR code idea! | Jan 19, 2012 5:39 PM |
| 3 | QR codes = great idea. Good to see the city adopting technology. Photo contests using a CORD app or on facebook or something may also draw people to the parks. | Jan 18, 2012 1:51 PM |

Waskasoo Park Interpretive Master Plan Preview Night

DISCUSSION TOPICS AT PRESENTATION BOARDS

(these comments were posted as sticky notes on the Preview Night presentation boards; the questions are examples of the question prompts that the facilitators at each board used when talking with participants)

Kerry Wood Nature Centre

QUESTION 1: What topics would you, your friends and family like to explore at Kerry Wood Nature Centre? How?

- Thrilled to see the outdoor gallery. ☺ YES!
- Some live birds and/or animals would be good
e.g., snakes, salamanders, rabbits.
- Please use as many animal and bird models as possible.
- Year-round outdoor exhibits and “sharing” spaces mean some shelter and shade...there will be all ages out here always.
- We are in the Parkland Eco-Region. Protect our grassland and deciduous trees. We have enough spruces!
- The wilderness flora and fauna need to be presented in a vivid but educational way. The Nature Centre means Be Aware, Learn then Go Out and Live with the Wild.
- Hold regular environmental lunch and learns?

QUESTION 1B: How do the KWNC indoor elements best relate to its outdoor setting?

- Firepit might be better managed outside (or inside gas only)?
- Outdoor Area – include picnic tables for lunches for at least 30 children from a class.
- A lounge should take a lot less space than a retail area. There is value in a BIG shop in the future.
- Please keep the Marjorie Wood Art Gallery.
- Community Board included. 3 mo. Seasonal activity calendar.
- Like the idea of expanding “community” gathering area. Temporary exhibits are a great idea.

- Could the environmental features of the building be highlighted/shown off/showcased to the public?
- Please keep the 3D River Valley Model Map.
- Please tell how to expand the building to fulfill the KWNC's mandate in 20 yrs., 40 yrs.!

Fort Normandeau

QUESTION 1: What type of activities would you like to do at Fort Normandeau? What would bring you to the Fort more often?

- We need the trail to connect to the fort.
- Cycling programs please.
- Need picnic areas with tables for class sizes e.g., 30 people.
- It's "given" is to be a pioneer sharing experience – busloads of seniors – comfy circles on chairs.
- Enhance the pleasant picnic area with more access to and benches overlooking the river.
- Somehow facilitate and make better use of the people rafting and floating.
- Love this [arrow pointing to image of campfire surrounded by people sitting in a circle on benches, under a log roofed structure with opening at centre].
- Increase access to a riverside walk if could be done low impact.
- Boat ramp and parking lot get very congested. Expand both?
- We need a trail to the rest of the city and PARK!!
- Campground?
- We need lots of parking for river rafters.

QUESTION 1B: What kinds of interpretive experiences can happen at Fort Normandeau? What could be inside? Outside?

- Use Red Deer created music for new films.
- Continue to create opportunities to partner with the Primary Care Network for lifestyle related themes and programs.
- What would get me out there? I never hear about programs out there? I hear lots at KWNC – more awareness.

Website/Online /Technology

QUESTION 1: What kind of information would you look for on a Waskasoo Park Website?

- To find and time and places for things and events.
- Species identification, tree, bird etc. audio – bird calls.
- Website is excellent idea! Really needed!

Map

Where are your stories?

QUESTION: Talk about park experiences in specific places. What do people discover? What elements do you think we should help people discover in these places?

- Would like to see the park connection through River Glen School property expanded – especially considering the proposed housing development. Needs to remain an obvious part of the park.
- Geo-caching in the park?
- Great map – would be good for tourism promotion.
- Right now, adults/seniors who don't have pets or kids never learn what might be enjoyed at McKenzie or River Bend.
- Importance of maintaining lg green space link in this area.
- Love to see a path out to Fort Normandeau.

Outdoor/Interpretive Signage

QUESTION: What do you like among these concepts? What content do you think could best be explored through outdoor interpretive signage?

Comments? Suggestions?

- There needs to be additional lighting and pedestrian walks between Cronquist House and the big parking lot.
- Incorporate audio storytellers into signage – solar powered.
- Some innovative ideas; the use of natural materials for example.
- Protection of the Gaetz Lakes Sanctuary is paramount, including the escarpment.
- Shade and Shelter – we get rain squalls often. Remember seniors need chairs – others just benches.
- Clarity on communicating with disabled, Braille, hearing and visual handicaps (older people).

Waskasoo Park Interpretive Master Plan Preview Night

PREVIEW NIGHT FEEDBACK RESPONSES

(these comments were written on feedback sheets provided at the Preview Night; each sheet was numbered, so responses from each participant can be tracked from question to question)

QUESTION 1: What aspects of the new (draft) Interpretive Master Plan for Waskasoo Park do you like the most? What ideas and possibilities are most promising or interesting to you?

- #1: Reference books available to the public – especially teachers – in the lobby is an excellent idea.
- #2: Very exciting! Gift shop and food service at Normandeau – great.
Engaging First Nations more is an exciting opportunity.
Greater focus on sustainability. ☺
Incorporating art into environment education sent tingles down my spine. Truly a plan for all citizens.
Unified website; photosharing.
I like the idea of turning the art gallery into a permanent exhibit space.
Also think the possibility of a trendy little coffee shop in the KWNC is interesting.
- #3: Park for everyone (cost free or donation).
Need to make the sound/visuals system more user friendly and more up-to-date.
Variety of ways to connect visitors to the parks.
Preserve and take care of the parks.
Outdoor gallery nice.
More storage space
e.g., file cabinets, poster and picture storage.
Need user-friendly hands-on area
e.g., for crafts, programs, that is easy to clean.

Need a water element to a display

e.g., waterfall.

Promising: New Website

Centralized – be sure to include connections of other community groups that meet

e.g., Parkland Cross-country Ski Club, hiking clubs, garden club (these groups also have very good websites – they just need a link).

#4: It deals with the meandering reality of a “political” Park entity alright, but...the sharing and community elements are highlighted, and there are excellent examples of interpretation (photos) from elsewhere.

I like the statues and on the ground images of people, creative pathways.

#5: More interactive interpretation.

More use of natural, available resources.

More space to gather for a coffee or “cuppatea.”

More connectors to/with Fort Normandeau.

#6: The only thing that truly excited me was the outdoor gallery. I expected to be “WOWed” by an abundance of innovation and exciting ideas but was disappointed.

Yes, the signage will be updated with pertinent stories, technology included but that would happen anyway.

I am still seeing limitations where there are so many possibilities.

If the footprint is an issue, can we add another level to the Nature Centre?

#7: Interpretation is OK, but I think many park users are looking for more fundamental, low-tech, less “design sexy” features,

e.g., expand the park systems, widen trails, plow in winter.

#8: Like the new signage, incorporating technology into the park, getting more people interested in geology, biology and history.

#9: The most important thing in utilizing any resources available to Waskasoo Park is to acquire more land to expand it and make connections.

e.g., to Fort Normandeau and between MacKenzie Trails and Riverbend on southeast side of the river.

#10: Maintaining connection between park areas – lg undeveloped green space makes Red Deer a unique, beautiful city.

#11: Like stewardship message.

Like “lead by example” focus of living sustainability.

New Waskasoo Park website – great idea/needed very much.

QUESTION 2: Are there any aspects of the draft plan that concern you or that you think should be changed?

#1: N/A

#2: My concern is not with the plan but rather with gaining approval for the budget.

How do you decide what to do first?

#3: A lot of 2 dimensions to the displays.

What about the many natural history items?

e.g., stuffed birds, nests, stuffed animals, antlers

Art gallery space is very popular – changes frequently and brings many visitors.

Fort Normandeau needs more parking for popular rafting.

Need tough materials that are not easily vandalized.

Need more group/picnic areas throughout the park.

Need a very visible calendar for each season

e.g., 3 month spaces.

Some live animals besides fish would be interesting. Snakes and salamanders were popular in the past.

Need easy to use display boards for Discovery Sundays.

#4: The KWNC accepts the limitations of the BUILDING – I expected recommendations about areas that will be crucial in future.

It's a bit sketchy on the content of educational exhibits within the building.

The best shop in RD for gift-buying deserves to be expanded!

#5: Some ideas might be too costly to build, then maintain and protect.

e.g., interpretive panels along the trails, etc.

#6: The gallery looks like it is going to disappear.

Valuable meeting rooms eliminated? Why? As an individual involved in several community groups, I have often booked and attended meetings here. With this "plan" I see this option taken away.

Where is storage going to be?

What options are there to physically expand the space?

The demand is here. People want to use the space, not have it taken away.

i.e. community groups use this space

Numerous unique exhibits have taken place and could continue if this exhibit space is available.

The meetings and exhibits bring locals and visitors from afar.

#7: Much of this plan will be largely irrelevant to most park users.

#8: I am concerned about maintaining and enhancing the south trail along the river, especially considering the proposed development for the River Glen School property.

- #9: I'm concerned about any aspects which will require ongoing funding, such as increasing staff for interpretive functions.
- Any resources available should go towards expanding the park and keeping it in its natural state.

#10: N/A

- #11: Would be good to highlight some partners for the flexible gallery space at Kerry Wood Nature Centre (e.g., Kate noted some like City's EMP – but others?).

And how to keep it fresh/resourced/current?

QUESTION 3: What other ideas do you have, based on your experiences in Waskasoo Park? What elements would you like to see included in the Interpretive Master Plan?

#1: N/A

- #2: My questions about nature generally relate to:

“What kind of tree is that?”

“What kind of bird?”

“What's the best way to get rid of dandelions in a friendly manner?”

I hope the website includes Red Deer specific info I can access quickly and easily (I'm not a Red Deer native and I've found it difficult to obtain this info).

- #3: More informal (drop-in) interpretative walks and hikes throughout the park area, led by an interpreter. This could be scheduled at a regular time all year round.

Concerns have been expressed about going out on the trails as a solitary individual due to concerns about a cougar, moose, coyotes and questionable humans – more use would be made if people could feel safe in groups.

- #4: Many Central Albertans have no idea about the many treasures scattered in WPark – a communications project would be important in the Master Plan.

I spend a lot of time with seniors, whose physical challenges need to be considered when planning walkways and seating.

#5: Most importantly:

More protected natural areas.

Better access by foot, bicycle, (horse!?) to Fort Normandeau and River Bend (east side).

More opportunities to learn responsibility to the air, water and soil.

#6: Programming could include lifestyle-based activities that naturally partner with environmental stewardship.

Partnering with groups like Primary Care Network essential.

Fort Normandeau needs to be connected by a trail.

Can more signage be added to create anticipation when going to Fort Normandeau?

The Fort is one of the few places that really tells the human history.

Significant effort needs to be made to enhance/expand these exhibits not reduce them.

Outdoor exhibits/activity are integral to attract visitors.

It needs to look active and relevant.

School programs can and should be delivered outside where the resources are.

I see the current plan as limiting. I do not see how the proposed plan accommodates growth of a city and encourages increased usership.

#7: Check out openstreetmaps.com

I think I've mapped almost all trails with GPS. Poach anything that's helpful.

#8: Better access to the park. People often drive to areas to access the trail system.

Also, there needs to be dedicated access to the park at 59 St. and 45 Ave.

#9: N/A

#10: I am concerned that the beautiful park area connecting Kerry Wood Nature Centre to the downtown park area not be compromised by development of the River Glen School Area.

The large green space abutting the river is such a beautiful area and is used by so many as a walking trail.

#11: County of Red Deer is trying to get a trail from Fort Normandeau to Mintlaw Bridge (considering or exploring options).

How does that link with our long-range plans for Fort Normandeau?

Any potential synergies?

Slave Lake's Bird Sanctuary Building (not sure it survived the fire but...) highlighted the environmental features in their building such as solar shades, composting toilet.

It was a real draw/good showcase for their stewardship/lead by example message.

OTHER COMMENTS

(comments submitted on the back of the project brochure or through other correspondence)

#1: I have filled in your online survey.

I would add we particularly enjoy the Mackenzie Trails Park.

I think a lot of seniors and handicapped do as it has easy and varied trails and plenty of seats and easy parking.

It is peaceful and, in season, plenty of wildlife activity to watch.

#2: We love Red Deer parks and trails.

Our family uses the trails all year round.

I would like to learn more about the tree kinds that grow there.

Also there are a lot of mushrooms that grow near Heritage Ranch.

It would be great to have some info displayed on those.

#3: Park Trails Comments:

- More interpretive walks with interpreters.
- Encourage more use by groups and clubs to use the park system.

#4: Bower farm info:

Fort Normandeau, Heritage Ranch

Watch ⇔ kids and animals.

Therefore wagon rides around animals, birds.

Therefore some not afraid of horses.

Clean up grounds.

Therefore kids think this is home.

Talk other [music or museum?] etc. [?]

Move Museum here.

River map at /@ plus.

ALDRICHPEARS ASSOCIATES

400-1455 West Georgia Street
Vancouver, BC, Canada
V6G 2T3
(604) 669-7044

Contact:

Phil Aldrich *Principal*
paldrich@aldrichpears.com

Kate Daley *Content Developer*
kdaley@aldrichpears.com



Victoria BC 250.389.6139

toll free 1.855.806.6139

www.grandviewconsulting.com

Contact:

Lorne Daniel, *Managing Partner*
lorne@grandviewconsulting.com

C MEETING AND INTERVIEW NOTES

ALDRICHPEARS ASSOCIATES

To:

Waskasoo Park Interpretive Master Plan Steering Committee

Location:

Various locations, Waskasoo Park, Red Deer

Project:

Waskasoo Interpretive Master Plan

Re:

Site Visit and Start Up Meeting Notes

MEETING NOTES

Page 1 / 10

September 13, 2011

.....

The following notes are a summary of APA's site visit to the various locations around Waskasoo Park and discussions with Kristina Oberg, Jim Robertson, Janet Pennington, Todd Nivens and Katherine Huedepohl. Notes from the Start-Up Meeting follow the site visit notes.

WASKASOO PARK SITE VISIT

River Bend

- Lots of recreation, little interpretation
- Discovery Canyon, kids waterfall
- Ski trails, golf – society run
- Heavy use

Mile Bend

- Off leash dog park
- Kayaking, fishing, canoeing
- Ski jump into water
- Originally a gravel pit

McKenzie Trail

- Former garbage dump
- Lots of birds
- River access for rafters, canoers
- Plan to acquire south side of river to link McKenzie Trail to River Bend
- High use by diverse ethnic groups, large family gatherings – many Hispanic
- Issues with mountain bikers building trails and damaging fragile escarpment
 - Mountain bike park developed nearby, not well known yet

Lions Campground

- Concessionaire operated
- Tents and Rvs

- Interpretive stage and amphitheatre
 - Programs 2x per week, content varies depending on staff interests and audience make-up
- In future will increase RV sites, decrease tent sites
 - Some are here for many weeks, most for only a night or two

Gaetz Lakes Sanctuary

- High protection, high interpretation, low recreation
- Sanctuary — Canadian Wildlife Services — designated for migratory birds
 - Loan out binoculars
- Problems with people sneaking in through back entrance — new development located here
 - No dogs allowed, need to increase education here — enforcement difficult
- Potential new parcel of property along escarpment nearby, including JJ Gates heritage house — was the Michner House
- Constructed wetlands nearby - not part of scope, interpreted by Environmental Services
- See below for Kerry Wood Nature Centre notes

Devonian Trail System

- South branch of park — following Waskasoo and Piper Creek

Rotary Park

- Well used BBQ area, play ground, picnic area
- Ethnically diverse groups use this area — large family gatherings — many Hispanic
- Piper's Mountain
 - Old brickyard — many old buildings were build from these bricks
 - 5000 years of archaeology, survey done here
 - Viewing deck
- High recreations, low interpretation
- Potential here for more interpretation and programming

Kin Canyon

- Deep, cool canyon
- Popular BBQ, picnicking area
- Water features
- Lower income families use this area

- Ethnically diverse groups use this area – large family gatherings – Hispanic
- Great West Adventure Track
- City owned – society operated
 - Old saw mill site, now a BMX track
 - Very popular – kids and adults ride
 - Open 3 nights a week – can't afford insurance for more frequent use
 - Members pay fees which covers some insurance
 - Volunteer coaching, supervision, maintenance
 - Riders enter many provincial and national races

Bower Ponds

- Manicured natural area
- Winter skating, rented paddle boats, stocked with fish, concession
- Used to be old saw mill site
- Cronquist Heritage House
 - Moved, brick by brick, from south shore of river
 - Operated by historical society for teas and special events
- Some interpretation here
- Some art installations

Great Chief Athletic Park and Kiwanis Park

- Sports field, pitch and putt
- No interpretation
- Weir that brought water to sawmill at Bower Ponds is still here

Heritage Ranch

- Equestrian trails, fishing pond, biking, walking trails
- Concession, popular spot for weddings
- Riding lessons, trail rides, wagon rides
- First part of Waskasoo

Maskepetoon

- New area—high protection
- Fen, unique vegetation—grassland bordering with boreal forest

- Not well known, no interpretation yet

Fort Normandeau

- 5 km west, disconnected from Waskasoo
 - Needs to connect to Waskasoo if it is to succeed
- Red Deer founded here in 1890
- European and Natives coming together – site of original crossing and town site
- Fort is not accurate and not in its original location
- Residential school site nearby – very significant
- High use of this site for raft launching – parking problems
- Site often used by local First Nation, for sweat lodge and involvement in festivals – ie Truth and Reconciliation feast and reenactments
 - Reenactment Festival – First Nations and soldiers battle
 - Important event for FN
 - However nothing actually happened on this site
 - Attendance dropping

Interpretive Centre

- Film done by Pat McCloskey in the 90's
 - Dated and not in good condition anymore
 - Theatre seats 28
- Good exhibit plan done in 90's
 - **Action item: Jim to send this plan**
- Centre gets 15,000 visitors a year
- Not many real artifacts – a few from Lt. Normandeau
 - Difficult to be authentic – not much is real, fort is not real, wrong location
 - However good for telling the story
- Three distinct periods – soldiers, settlement, Mounties – each period could be interpreted in turn – change it up
- Due to lack of significant artifacts, day to day life might be a good way to tell the stories – more research is needed into daily life at the fort – soldier, settlers, Mounties – broader context of fort life
- Exhibits in centre – living history in fort

- 2 staff – one in centre, one in costume in fort
- Generally Forts have a specialty (ie. Langley crafts barrels) we should have one – and/or tap into the larger network of forts around the country
 - Currently do spinning, ice cream making, soap making
- Sweat lodge – used by FN healers, prisoners – not part of programming area
- FN story will be emphasized more in the future plan
 - Sensitivity to FN very important
- More interactive activities would be good
 - Real size buffalo

Kerry Wood Nature Centre

- Society run — WEES
- 3 full time and 7 casual interpretation staff
 - 200-300 school programs per year
 - Paid staff do programs
- 150-200 volunteers – front counter, special projects
- Friends of Waskasoo – run bookstore
- Exhibits intended to give an overview of the area – mostly for tourists – programs focus more on aligning with curriculum
- Temporary gallery – mostly art shows, change every few weeks
 - Could be used as a classroom – temporary wall
 - What is the best use of this room for communicating our messages?
 - This room is a good reason for locals to come back
 - Would be beneficial to have a larger temporary area to focus more on current, relevant topics – operational implications – would need to present a good case for the increased resources needed to support a more dynamic, current exhibit space
- Paleontology — quick over view
 - World famous for early mammals
 - Coordination with University for this updated exhibit
- Land forms—ice age, local sandstone, ice cave, change in direction of river
 - From big picture to small

- River is connecting thread – travel, natural process, allocation, issues
- Maps, models, AV fly through
- Habitats, hands on activities
- People and the Environment
 - Done in the 90's – not finished
 - Lots of interactives – implications of changes to river (ie dam, web of life)
 - Tree rubbings very popular
- Theatre
 - 15 minute film – rarely shown anymore
 - Local non-profits rent this room for events
- Discovery Room
 - Multipurpose room
 - Artifacts, hands-on activities
 - Quality of program delivery varies – dependant on staff skills
 - Discovery carts not used much yet
- Preschool runs all week – Nature Nursery
 - Very popular
 - Trying to reach underserved families

New areas

- Bower Wood, behind Red Deer College
 - Recently acquired, forested area, trails
 - Some will be developed, some will be left for parks
 - Cross country ski trails
- **Action item: Kristina to confirm if these newly acquired areas are part of our scope**

Other Key Features

- Rail Bridge, preserved in 1896
- 1% for art – 8 cement pads poured for art installations – only 2 filled so far
- Heritage and Culture working on developing and installing heritage signs around City, including in Park

- 2 inventories of signs – Heritage and Parks
- **Action item – Kristina and Janet to send these inventories**
- Wedding bookings becoming popular in many locations
- Tubing very popular everywhere – parking always an issue

START-UP MEETING

Time: 8:30-10:00 am

Location: Kerry Wood Nature Center, Red Deer, AB

Participants: Dave Matthews, Recreation, Parks & Culture, Jim Robertson, WEES, Trevor Poth, Recreation, Parks & Culture, Todd Nivens, WEES, Janet Pennington, Culture & Heritage, Tamara Sanderson, Recreation, Parks & Culture Kristina Oberg, Recreation, Parks & Culture, Phil Aldrich, AldrichPears, Kate Daley, AldrichPears

Introductions

What is Waskasoo to you? Why is it important?

- Jim — Interpretive program has evolved, time to look at what we should be interpreting – what are the messages, what's the best way of getting them out – we want people to be involved, good natural citizens, good stewards, people excited about nature
- Dave — Important for personal and professional life, great resources available to everyone, part of enjoyment is learning about it and respecting it
- Trevor — Enjoyed it as a child, looking for more youth and child engagement, get them involved, outside, touching, feeling—this will ensure our sustainability—making them care, need to update themes, more than just being there, its how they feel, engaging people emotionally
- Janet—we need more dynamic exhibits, engage children more, more interactives, need to think about cultural tourism, need to reach Red Deer newcomers, get them into the parks – communicate what we have
- Tamara — Grew up in park system, looking forward to revitalizing Kerry Wood and Fort, engaging kids
- Todd — spends his days on the trails, he and his staff will be implementing messaging of new MP, professional interest in the direction of plan—big disconnect between surveys that say parks are reason for living in Red Deer, yet so many kids don't get out into them
- Kristina—using parks since she was young, commuting, important to connect community to park, trails should be used more, connect people to nature, find best ways to communicate this to different people

Discussion on parking

- Addressed in tributary report
- Provide other opportunities to help people to not drive, help them experience what's in the city
- This is a separate – part of the bigger picture

Site Impressions So Far (Phil)

- Important to understand different motivations and expectations of different visitors
 - Some people here to learn, some for fun – difference between content-related messaging and park use/behaviour messaging
 - How can we influence the way people think and behave?
 - Husband your resources to focus on people you can have an impact on
- Contradiction – Red Deer is very car friendly, yet trying to communicate messages of sustainability
 - Challenges – people are using their cars – they feel they need to
- Ethnic diversity
 - Different groups using the park for social gathering
 - What proportion of our audience is Hispanic, how do we reach them?
 - Signs in Spanish? More images? Relevant stories?
 - Opportunities to introduce them to the Park – how do you connect them to stewardship? Use it as a stewardship opportunity
- **Action Item - Get demographic information**
 - **Received from Dave & Jane: Alto Reste Cemetery Plan with Demographic info**
 - Nature for New Canadians program
 - Liaising with Central Alberta Refugee Efforts
 - Overcoming fear is first focus, settlement programs – big multicultural bbqs – very popular – working on an introduction to camping
 - Accessibility – physical and cultural
 - Kids are link – conduit to parents – can speak English better – working with ESL programs
- Engaging children

- Use types of engagement that lead to an interest in content – early emotional experiences that can lead to intellectual engagement later on – ie animals sculptures at discovery canyon – free play, full body play, associated with nature
- Need to help parents help kids connect to nature too
- Identity
 - Lack of differentiation between different spots – same signage, same look and feel – no distinction
 - What makes each area unique? A destination?
 - Should try to create a distinct look and feel for each area. How do you give it personality?
 - New Signage Master Plan – need to maintain consistent look
 - **Action item: Dave to send this document**
 - **Received from Dave and Janet**
 - Will need to stay within this brand, how flexible is it?
 - May be possible to integrate more artistic elements – there are other ways of creating a sense of place – benches, trash, pavement – whimsical, express different characters of each area
 - City Manager was integral to old plan – very keen on standardization – easier to replace, small budget – need hardware that is easy and efficient
 - Craig Curtis – City Manager will be here for next session — make sure we are all on the same page – find out if and where flexibility can be used – need good justification to deviate from standards — find out where and why it might be appropriate
 - If standards are too rigid, find ways of working these items into interpretive program — pieces in addition to standard signs, benches, play features, art in the landscape....could be how we choose to do public art
 - Phil will bring a range of photos to the workshop – where do we feel comfortable on this continuum?
- Visitor Use
 - Difference between use and connection – many trails you wouldn't want to have more people on
 - Some are very busy places and others are quiet—good variation
 - Connect to people who are using the park and extend to new audiences
 - Triangle of impact/visitor numbers

- Most impact on a few people, least impact on most people—focus on group that you get longer exposure time, focus on people who are using park frequently and are starting to participate in programs
- Use different techniques with high volumes – focus on behavioural messages for these groups
- Don't forget the solitary visitors – don't want to clutter their experience
- Find areas of most effective use of interpretive resources – people are here for a specific reason, ie Kerry Woods Interpretive Center and Fort Normandeau
- Develop a Strategy for changing signage more frequently
 - Technology will help with refreshing content and engaging kids

Next Steps

Information gathering (in addition to information included in notes above)

- Program guidelines
 - **Action item: Todd will write these up – content, audience, locations, etc.**
- Development plan for Maskepetoon
 - **Action item: Dave to send these**
 - **Received**
- User Surveys—WEES, RDRN
 - **Action item: Jim to send**
- Stakeholder contacts
 - **Action item: Tamara to compile list of user and content related stakeholders**
 - **Action item: Kate to begin interviewing these stakeholders**
- GIS map information (From meeting with Janet and Kate Balunda, City GIS tech)
 - **Action item: Kate B to send privacy license to APA to sign**
 - **Action item: Kate B to send GIS maps and attributes to Mike Thompson**
 - **Action item: Janet to send 11x17 maps to Kate D**

Visioning Workshop

- To be held October 11-14th, 2011
 - **Action item: Kate to draft and send agenda**
 - **Action item: Kristina to identify and invite about 15 participants**

ALDRICHPEARS ASSOCIATES

MEETING NOTES

To: Meeting Participants

From: Kate Daley, APA

Project: Waskasoo Park Interpretive Master Plan

Re: Visitor Experience Workshop

October 17, 2011

LOCATION: Heritage Ranch, Red Deer

DATE: October 12th, 2011

PARTICIPANTS: Don Wales, Larry Pim, Todd Nivens, Kristina Oberg, Jim Robertson, Nancy Hackett, Selena Percy, Rene Michalak, Kim Burley, Trevor Poth, Garnet Ward, David Girardin, Lorne Daniel, Harry Parson, Fiona Pook, Kate Daley, Phil Aldrich

RATIONAL AIM: To define audiences and key communication objectives

To identify interpretive areas with distinct identities

To explore options for communication methods and visitor experiences that will reinforce the sense of place

INTRODUCTION

- Participant introductions – what are your favourite places in the Park? Why is the Park important?
- Bower Ponds and solitude of sanctuary – intimate connection with nature
- McKenzie Trail BBQs, Bower Ponds with family — connections of park system
- Kerry Wood nature trails — connectedness, beauty, urban nature
- Rotary Park — diversity, especially for kids, feel away from city
- Allen Bungalow, Cronquist House — heritage integrated with nature, human and nature
- Sanctuary trail, River Bend trails, Ft Normandeau — beautiful grounds, protection of wildlife, Park represents protection, gives access to people to use and connect to it, new diverse audiences using it too
- Ft Normandeau with family, biking as a teen, biking with family, Kerry wood with family — use for transportation
- Winter exploring — park interwoven into all aspects of life – wildlife corridor, providing alternative transportation, very pervasive throughout city, wherever there are trees, there is a way in
- Devonian trails, hilled escarpment above River Bend — memories, live work and play, people enjoying nature
- Maskepetoon — strongest relationships experiences all in the park, nature gives you depth of feeling you don't get to feel often enough — we are now so urbanized we don't get to experience that connection with nature — healing, change of pace — unique to be able to experience this in an urban setting

ALDRICHPEARS ASSOCIATES

- River Bend, Heritage Ranch, bridge of river, spruce forest, wonderful ski trails — doing things together with families, friends
- Barrett Park, Heritage Ranch, Maskepetoon — lots of neat pockets
- **When you listen to everyone what are the key things you heard**
 - Connection
 - Quality of life
 - Sense of peace and balance
 - Sensory experiences
 - Diversity of areas and users
 - Emotional attachment
 - Interpretation is an important emotional impact we can have on people
 - Across generations — place where memories are made through important experiences

PROJECT REVIEW

- **What is the overall purpose of the project?**
 - Update master plan — themes, messages, stories, audiences, methods, locations, experiences
 - Develop framework for the implementation of new interpretation
- **Whom will it serve?**
 - Waskasoo Park users — walkers, bikers, river users, picnickers, school groups, joggers, skiers, community groups, tourists, campers
 - City and park staff and volunteers — planners, docents, programmers, designers, educators, policy makers, maintenance, etc.
- **What will constitute success?**
 - Connecting with diverse audiences
 - Integrate environmental stewardship message — link into Environmental Plan
 - Public understands how and why, when they recycle, conserve water, etc., they are helping their favourite park
 - Link to Heritage Plan
 - Emotional depth of feeling
 - Connect interpretation to action
 - Reach visitors that are not necessarily seeking out information (unaware audiences)
 - Connect kids to outdoors

ALDRICHPEARS ASSOCIATES

- Not just kids – newcomers to Canada, everyone
- Increased sense of place, identity for Red Deer
 - Why these things belong to Red Deer
 - Pride in place
- New champions – maintain community value of Park into the future
- **How will it be measured?**
 - People telling each other stories about the park
 - Sharing proactive experiences in the Park
 - Especially environmental stewardship type activities
 - Sense of ownership
 - Expansion of Adopt-a-Park program
 - Growth in Park budget
 - Public support for Park expansion
 - Increase in level of community involvement and sponsorship
 - Individual and commercial

COMMUNICATION FOR DIVERSE AUDIENCES KEYNOTE PRESENTATION

- **What captured your attention in the slideshow?**
 - Dynamic, made you think, evocative, art that interacts with nature
 - Art should be chosen for its location
 - Red bridge through natural landscape — contrast — loved it/hated it
 - Native sculptures in landscape
 - Serendipitous experience, surprise, joy, wonder
 - Need things that change, cool the first time, but loses uniqueness
 - Mix of raw experience and formative experiences
 - Chance to get up close
 - New technology
 - Increases ability to refresh content
 - Nature Exchange also helps to encourage repeat visitation – fresh content —engaging kids who are collecting stuff anyhow — ethics of collecting

IDENTITY, CHARACTERISTICS AND INTERPRETIVE OBJECTIVES BY LOCATION

| | Kerry Wood NC | Gaetz Lake Sanctuary | McKenzie Trails | Bower Ponds | Devonian Trails | Upper Heritage Ranch | Lower Heritage Ranch | Maskepetoon | Fort Normandeau | River Plaza |
|--|--|--|---|---|--|---|---|--|--|---|
| | What do we know about the area? | | | | | | | | | |
| | <ul style="list-style-type: none">o Touch stuff, interacto Educationo Meeting placeo Programso Resources centreo Rest stop, bathroomo Galleryo Staffedo Environmental programs — place for connecting to community – ie selling rain barrelso Leading by example – solar panelso Natural flower gardeno Allen Bungalow, historic site, meeting place, working on a heritage gardeno Year roundo Highly used: 70-80,000 per year | <ul style="list-style-type: none">o Safe place for wildlifeo Historic – oldest in Albertao Historic sites within it – army camp, Allen bungalowo Lakeso History of lakes as part of rivero Quietest – restricted userso Diverse walking – flat, steep, open. darko Almost pristine – with some invasiveo Least light pollution – good for seeing stars | <ul style="list-style-type: none">o Picnic areao Water fowlo Muskratso Old dump site – reclamationo Deep dark escarpment foresto Neat erosion features – slumpso Flood plaino Most difficult to access by vehicleo River access— connection to north part of Parko Direct connection to new neighbourhood above it – new urban connection to park – will increase usage – dif users — people walking from home instead of driving from other placeso Pond programming – educational nodeo Largest tree planting site | <ul style="list-style-type: none">o Playground, young families – vibranto Entertainment – boats, skates, canoes, fishingo Stageo Old log run, lumber millo Cronquist house – events, rentalso Most used for events – Shakespeare festival, Canada Day, weddingso Least naturalo Next to sports fieldso Very close to four schools – increasingly using this area – now running school programs hereo Canoe and kayak lessonso Serenity gardeno Most commercial | <ul style="list-style-type: none">o Closest trails to residential areaso Lots of commuting useo Safe link to downtowno Red Deer’s first attempt at interpreting natural area – first parko Many weddings – Coronation and Barrett Parko Sunnybrook Farms – agricultural interpretationo Public arto Pipers Mountain – old brickyardo Big picnic grounds, playgroundso Bower Woods — lower Devonian trails – quieto Sites on historic inventory – archaeology site, historic names of parkso Link to Westerner Park, dog parko Good mix of natural areas and high use recreational areaso Urban interfaceo Fitness facilitieso Orienteering siteo Geo-cachingo Rotary park and Kin Kanyon – busiest, ethnically diverseo Connection to Alta | <ul style="list-style-type: none">o Potential to interact with hwy tourists – most likely place to run into a touristo Orienteeringo Trail rides/wagon rides are good chance for interpo Major connection point to get into park – from highway, tourist office, starting point for manyo Introduction/reintro duction to ranching/natureo Very transitional | <ul style="list-style-type: none">o Lower picnic area, fishing pond areao Nice natural area, only accessed by trailo Forest successiono Hiking trailso Most natural hiking areao Cross country skiingo Natural and cultural heritage intersect with each other (ranching heritage)o Point bar successiono Link of north to south bank trail | <ul style="list-style-type: none">o Largest area of tamarak feno Not well used yeto Best views of river valleyo Cliffs tell geological story from ice ageo Former unofficial dump siteo Used to be a party parko Fishing access – many are new Canadianso Only area with rip-rapped river wallo Chief Maskepetoon storyo Connection to oldest natural history club, many years of working to make it a sanctuaryo Model for sustainably developing a park – developed with the smallest footprinto Infrastructure now supports people’s use of ito Threat of new hwy rerouting | <ul style="list-style-type: none">o Original white settlement, easy crossingo Across from site of residential Indian school – highest death rateo High use by First Nations/Metiso One of a few boat launcheso Picnic areao Regional asseto Primary 1880-1885 story – 3 cultureso Not within city limitso Lacks linkage to Waskasooo Has potential to draw highway visitors into the site, Waskasoo and Red Deero Only open in summero Picnic, events, weddingso Living history, interp centre | <ul style="list-style-type: none">o Site of old stone quarrieso Heavily used area for pedestrians walking to work, passing througho Connectoro Entrance to Park — urban connection |

| Kerry Wood NC | Gaetz Lake Sanctuary | McKenzie Trails | Bower Ponds | Devonian Trails | Upper Heritage Ranch | Lower Heritage Ranch | Maskepetoon | Fort Normandeau | River Plaza |
|--|---|--|---|---|---|---|---|--|---|
| | | | | Trail – EW rec trail – connection to new suburbs o Perceived safety risk, from high homeless use – not necessarily the case | | | | | |
| What are the key opportunities for messaging and interpretation? What are the unique features or characteristics that define each area and give them identity? | | | | | | | | | |
| o Source of natural information for the community o Epicenter o Inspire action – motivate stewardship | o Protection/preservation o Sanctuary | o Succession and reclamation, | o Outdoor activity o Entertainment, commercial o Gathering place | o Connector o Community connector, wildlife corridor, connecting cultures o Slip of solitude o Growth and progress, story of growth of City o ‘Pearls on a string’ – connects all the little nodes together | o Ranching heritage o Park introduction | o Hidden park – best kept secret | o River connections | o Early meeting of cultures | o Crossroads – nature, industry, urban, history, river stories o Introduction, transitional o Celebration of waterfront, o Urban connection to water |
| What should be the key communication objectives for each area? (For each audience?) | | | | | | | | | |
| o Appreciation of interconnectedness of life (explorers) o Sense of conservation importance (experience seekers) o How can I help? o Inspire repeat visitation o Learn to identify ecosystems o History of the river o Lives of little creatures o Provision of info, equipment, direction (for explorers and experience seekers – different levels for each visitor type) o Provide motivations, skills, to play with kids outside (facilitators) | o Inspire wonder and awe at nature o Provide close up encounters for uninitiated o Inspire better environmental stewardship in the communities abutting the Sanctuary – improved education o Foster responsible use in and around the Sanctuary o View wildlife o Change perspective to build appreciation | o Provide up-close, safe aquatic encounters o Opportunities to redirect attention – to do more than simply recreate – subvert social use for educational use o See both sides of Park and deeply forested area o Appropriate use o Enjoy social experience of bbqs o Better known as a river access point o Appreciate maturity of forests o Appreciate sustainable | o Focus on heritage o Holistic – incorporating commerce/entertainment into natural area o People are interacting more closely with the birds – up close o Connection with water o Appreciation of technical historical feats (moving house across river, moving logs) o Inspire winter enjoyment – get | o Understand watersheds, watershed management – tributaries coming together – overland drainage o Appreciate contributions of community founders (people parks are named after) o Foster future conservation o Provide for multicultural gatherings o Appreciate importance of preserving areas for continued | o Place to try something new – riding, snowshoeing, etc o Place to rent a bike o Good rest stop off highway, gateway to other parts of Park o Provide a menu – see what there is to do (also at Gaetz and Lions Campground) o Gateway within tourism office to entice people into Park o Equine assisted learning – what | o Land-use history—gravel , mined—succession story o This is a good example of how nature has reclaimed the area o Repeating message – never too late—stepping back from development for nature o Good balance of development and nature – here nature has taken | o Story of Chief Maskepetoon o Responsible use story – can get into areas where people have been ripping it up with ATVs o Wildlife – many large mammals o Appreciate unique and sensitive local environment o Geology o Solitude – lightly used o Encourage value of these quiet areas | o This is where we tell our history of Red Deer story – connect people to Red Deer o Museum will be telling this story in their new galleries o This is in situ story – 3 cultures coming together right here 1880-1885 o Interaction with history – immersive, living history o Events o River users – appropriate use, respect the water, | o Appreciation of urban transformation o Cities are always changing o Urban succession o Transportation corridors – river, train, road, pedestrian – and related industrial development o Key point for orientation – gateway o Place to make linkages |

ALDRICHPEARS ASSOCIATES

| | Kerry Wood NC | Gaetz Lake Sanctuary | McKenzie Trails | Bower Ponds | Devonian Trails | Upper Heritage Ranch | Lower Heritage Ranch | Maskepetoon | Fort Normandeau | River Plaza |
|--|---|--|---|--|--|--|---|-------------|--|--|
| | <ul style="list-style-type: none">outside (facilitators)Provide overview of whole park and regionProvide opportunity to participate and belong to the community, park system – people’s parkLiving labTell stories that are harder to access – ie paleontology – bringing things to people that they may not be able to access (ie endangered wetlands)Fear reduction – Help facilitators to not fear slimy things, increased level of comfort with information, activitiesProvide mechanisms to share knowledge (hobbyists)Provide easy access to stories behind the different Park nodesInstill appreciation of history of conservation efforts and a visitor’s responsibility to continue conservation – feel obliged to be a part of it and help preserve itProvide some ‘wow,’ get visitors excited about something – catch their attention (experience seekers)Understanding of human impact on ecosystem – and why individual actions matter | <ul style="list-style-type: none">for natureExperience solitude – in the middle of the cityProvide information where people want it, when I see a feature, there is information so I can connect with itUnderstanding that the Sanctuary’s primary function is to conserve – that’s why you don’t have picnic areas – it is not here for peopleUnderstanding of natural cycles and processes – lake formations, geologyPattern recognitionLearn to communicate/observe nature – listen/look at nature, what to look for, how to look – develop skillsGeological and cultural history of the sanctuary | <ul style="list-style-type: none">development of City/Park – Park is ‘walking the walkWaskasoo leads through example – connect sustainable activities to individual actionsTree planting, reclamation | <ul style="list-style-type: none">out during winterInvite people to gather outdoorsEasy place to get outside (safe, comfortable, accessible) | <ul style="list-style-type: none">connectivity in future City developmentOrientation important because of connections | <p>horses can teach us, history of horses and humans – horses are our connection to land</p> | <p>has taken control – but with human activity (contrast with Bower – balance, but commercial side has more emphasis)</p> <ul style="list-style-type: none">Good juxtaposition to Bower PondsNature doesn’t always need usWinter natural history – snowshoeing could be done here | | <p>safety</p> <ul style="list-style-type: none">Start of water journey past, industry, history, treatment centre, nature, recreationAppreciation of traditional knowledge – Cree, BlackfootTell aboriginal storyCalgary-Edmonton trailGood place for providing FN education experience – programs for them, place for them to tell their storyLess prescribed than other nodes in Park – not surrounded by urban areasAre we trying to pull more people out there?Emphasize FN story, potential for big drawCommunicate value of site to schools | <ul style="list-style-type: none">Higher density area – this will be a place for families to recreate, hotelsProvide experiences hereOutdoor gathering place |

TOP OF MIND MEANS FOR COMMUNICATING THESE MESSAGES

- Kerry Wood Nature Centre
 - Fish pond with live native fish – good way to get up close – large aquarium – ecosystem
 - No aquariums in Red Deer
 - Nature playground — un-built area with logs, branches, rocks, (ie. Kidspace, Morten Arboretum, Kyle Canyon)
 - Nature reality show
 - Connect to the real thing as much as possible
 - Interactive experiences
- Match user wants with needs – menu driven – with the appropriate place
 - Entice them to try – do this in a non-text-based way
 - Remember that computers and digital information is not contradictory to nature anymore
 - Kids want to use tech to find things/people, but are still seeking that physical experience – much more interested in kinetic experiences – not really into the screen-based exhibits
- In the Park
 - Activities you can take out and do on your own in the park – provide equipment
 - Appetite for connecting spiritual and physical health and health of environment – yoga in the Park – very popular
 - Find out about little things we can do to help – easy starting points
 - Celebrity endorsements (images of local athletes using the Park)
 - Classes on outdoor fitness equipment – improve comfort with equipment
 - Demonstrations – ie. gardens
 - Not just City staff running programs
 - Invasive species control, biological pest management – Lower Heritage ranch and Devonian trails are good examples of City doing this type of work – also at KW
- Communication
 - Communicate your environmental message through the materials you use – signs should be sustainable
 - More obvious information about where all the amenities are – food, washroom
 - Clear consistent communication
 - Good wayfinding
 - Links from park to features outside of park
 - Website – currently not one consistent place to go – WEES, City and various non-profits all have their own – hard to find comprehensive information
 - Website integration needed
- Link to bloggers

SUMMARY

- **What did you find interesting about today's discussions?**
 - Neat to hear about other stories that came up – hadn't thought of them
 - Heard about new things
 - Objectives were a bit tricky – many are the same – difficult to separate them out for each node
 - Need to ensure big picture, universal messages and objectives are maintained
 - Reminded of significance of getting kids into nature – intergenerational
 - Seem to be on the right track in terms of getting identity for these areas

ALDRICHPEARS ASSOCIATES

NOTES

Page 1 / 7

To: Meeting Participants

From: Kate Daley, APA

Project: Waskasoo Park Interpretive Master Plan

Re: Interim Steering Committee Meeting & First Nations Consultation

November 22, 2011

LOCATION: Kerry Wood Nature Centre, Red Deer

DATE: November 17, 2011 8am-12pm

PARTICIPANTS: Jim Robertson, Janet Pennington, Todd Nivens, David Girardin, Lorne Daniel, Fiona Pook, Kate Daley

RATIONAL AIM: To review and approve direction of thematic framework and interpretive approach

To establish overarching interpretive values of Waskasoo Park expansion areas

To introduce the Communication and Public Consultation Plan and set up a Communications sub-committee and process for plan implementation

REVIEW OF PROGRESS SO FAR

Stakeholder summary (see attached presentation)

- Interviews and workshop focused on understanding the value of the Park and communication objectives
- These were used to inform the thematic framework.

Thematic Approach (see attached presentation)

- Themes build from topics in the old Master Plan
- The goal of interpretation is not to tell the everything, but to find the compelling stories, perspectives and relevancies that inspire the visitor to find out more, explore further and pursuer further inquiry
- An interpretive theme is a tool that helps interpreters affect the audience. Its purpose is to provide focus for the audiences' personal connections. Using a theme, an interpreter hopes to provoke the audience to know the resource is meaningful and feel that its preservation matters. Themes guide the story development, design and programming. They create a cohesive experience for the visitor.
- Alls sub-themes, panels, programs, etc. should work towards supporting the over arching theme

- One or two themes will be focused on in each interpretive area
- Stewardship theme should be woven throughout
- Include safety messaging – done through interpretive means, not as direct behavioural messaging

Thematic Distribution (see attached presentation)

- Will need to prioritize somehow – focus on areas where visitor activities are less active, more walking, exploration, learning
- To add to interpretive areas – River Bend (boat launch picnic area, Discovery Canyon, golf T's, club house), Pines Escarpment, Lion's Campground, ACR Trail, South Bank, North Bank Trail, CPR Bridge, Oxbow dog park, Constructed wetland(?)
- Linkage areas are important to include as well
- **Action: Steering Committee** - Please review content matrix, this is a working tool to help us organize objectives, key messages, themes and content by location

Design approach (see attached sketches)

- Look into possible reversible signs that could be changed with the season

Approach to technology (see attached presentation)

- Need to ensure we are augmenting, not just mediating the experience with technology
- Low usage of smart phones in Red Deer
- Community Board could be a good way to improve reputation and perception of Kerry Wood/WEEES as a resource and community partner

Kerry Wood Nature Centre (see attached presentation)

- Nature Exchange – don't see this as a long term possibility
 - Don't want kids thinking they can collect things in the sanctuary
 - Not enough staff, not enough visitors, too kid focused
 - Perhaps a small version could be done as a temporary event in the discovery room
- Permanent exhibits – need something more dynamic, framework that stories can be swapped in

- Flexible permanent exhibits, plan for change – don't want to lose sqft of permanent exhibits, this is important to locals for showing visitors
- Public should be able to see the learning that is going on at the Centre – possible views into classroom
- Emphasis environmental stewardship in permanent exhibits
- Need more storage space, more classroom space, and designated area for Nature Nursery
- Lounge potential – good
- Nature Playground – good
- Interpret sustainable features

Fort Normandeau (see attached presentation)

- Is it possible to flag improvements to be done here once it is better connected to the rest of Waskasoo Park or better to spend money now?
- Improve entry experience – entry to grounds, entry to visitor centre (Rocky Mountain House)
- Need to go through centre to get to Fort – what should go in this space? Exhibits need significant upgrading
- New film
- Need to remove politically incorrect wording on existing exhibits
- Expand operational capacity
- Improved outdoor interpretation would help – self guided interpretive trail
 - Lots of trails already established around site
- Need to not duplicate Sunnybrook Farm experience

Budget

- \$1.2M over the next two years to cover new exhibits at Kerry Wood, Ft. Normandeau and outdoor interpretation – potential to get a little more to help with outdoor interpretation

Schedule

- Feedback deadline on Content matrix – Dec 2nd
- Mid December - Conference call with Steering Committee to review changes made to Kerry Wood and Ft Normandeau plans (Date TBD)

- Draft Interpretive Master Plan will be presented to the Steering Committee and City Manager near the end of January – (Date TBD)
- Public Preview to be held in mid-February

COMMUNICATIONS PLAN INTRODUCTION (Lorne)

- See Communications and Public Consultation Plan document
- Adjustments made to plan as per Communications Meeting on 18/11/11.

FIRST NATIONS CONSULTATION

Location: CORD Alexander Way building, Red Deer

DATE: November 17, 2011 12:30pm-3:00pm

Participants: Jim Robertson, Janet Pennington, Lorne Daniel, Kate Daley, Fiona Pook, Lyle Keewatin-Richards, Lynn, Bertha Poor, [Janet, do you have the full names of the rest of First Nations participants?]

What are your connections to the Park?

- Backyard connections
 - Room to roam for kids
 - Healthy kids
 - Made it easier for First Nations families to move to town with this nature so close by – extension of their backyards
- “Waskasoo” – we should learn how to pronounce this word properly
 - Reference to the way the elk move when they are tracked
 - Important to know spirit of words – these are left behind by our ancestors
 - Words and stories connect us to them
 - Why are there no more elk any more?

- Fort Normandeau
 - Healing place
 - Used for healing ceremonies, feasts
 - Helps with sense of identity, belonging, pride
- Historical reenactments
 - Friendship with the soldiers
- Place for families to be together and reconnect
- Kids soften when they are back in nature, away from city
 - Set up teepees with kids
 - Learn
 - Sacred space inside the teepee – everything happens in here
- Ft Normandeau could play a role in anchoring First Nations story in the Park
- Large covered area for ceremonies, presentations
 - Fire pit, power outlets, covered
 - NE side of site
 - Holds 200
 - Wintertime facilities, washrooms
 - Grass
 - Walls that could be dropped
 - Permanent fire place
 - Good for Park programming as well
- Like Ft Edmonton
- River connected to all people
- Icelandic settlers
 - All our ancestors crossed at Red Deer

- Long walks through the Park every day
 - Meet people and animals along the way
- FN children are missing this connection to nature
 - Parks can introduce them to this
 - Can use park to understand what the life of ancestors was like
- Connection to the Park is also a connection to the past
 - This connection to nature is dormant in many people
- Old rabbit line snare where Kerry Wood is now
- Have been playing in the park since the beginning
- People do live in the park
- Iconography in town that represents First Nations in Red Deer
 - Stone circle
 - Directions, poles
 - Place to tell stories
 - Symbol shared by many other cultures too
 - Where in the park could this go?
- Small, symbolic stone circle at River Plaza
 - Shared culture, meeting place, directional
- Large stone circle
 - Barrett Park
 - Coronation Park – treaties are with the Queen
 - 2013 – Centennial
 - 2014 – Queen's birthday

- First Nations sculptures throughout park
 - “Yes, that is us, it’s here because....”
- Steel teepee frame
 - Could be covered with canvas when needed
 - Sculptural
- Get more FN working, volunteering in the park
- Sitting Bull image on Park logo has to go
- Residential School will soon be within City limit
 - Foundations still there
- Convent hill graveyard
- Graveyard under Taylor Way
 - Scatter stones at grave sites – allow access for grave tending, feasts

ALDRICHPEARS ASSOCIATES

| | MEETING | NOTES |
|----------|--|-------------------|
| To: | Meeting Participants | |
| From: | Kate Daley, APA | |
| Project: | Waskasoo Park Interpretive Master Plan | |
| Re: | Remembering the Children Society | February 21, 2012 |

.....

LOCATION: Allen Bungalow, Kerry Wood Nature Centre, Red Deer

DATE: February 13th, 2012

PARTICIPANTS: Muriel Stanley Venne, Charles Wood, Eric Large, Don Hepburn Anna Robertson, Jim, Robertson Lorne Daniel, Kate Daley

Truth and Reconciliation Ceremony

- June 2010 – feast for truth and reconciliation to commemorate the children who died at the Residential School
 - 400 people attended
- Feast every year for four years
 - Many groups came together
 - Big success, lots of cooperation

Residential Schools

- Funded per capita so principals would gather kids from far and wide to come
 - Make use of colleagues in other places –explains why there were kids from Manitoba at Red Deer's school
- Not all bad – good side needs to be represented as well
- Ralph Steinhauer – became Lt. Governor
- United Church is blazing the trail in terms of reconciliation
- 1893-1919 50 students from Saddle Lake attended the school
 - List of students in archives

Cemetery

- At least 8 graves detected at the cemetery
- Hope that it will one day be designated and recognized by the government as a sacred site
 - On private property now

ALDRICHPEARS ASSOCIATES

- Visual remembrance and preservation is important
- Concern the site may be disturbed by people and/or nature
 - May be best not to mark it onsite, but commemorate at Fort Normandeau
 - Have mayor's assurance that the site will not be disturbed
- Important to educate the public about what happened
 - Trying to reach out to schools, individuals, media

Metis

- Metis river lots – long pieces of land, reaching to the river
- 9 Metis families in Red Deer
 - Have done genealogy
- 'Metis' not used in the records, only 'half-breed' or 'straggler'
- Working on a 1st person book and video – lots of source material
- Maps of river lots exist

Fort Normandeau

- Good place to highlight the people who were here before
 - Example: spy glasses with image of school across river
- Everyone to site should understand who was here
- Personal stories of individuals will be important to telling the story – how the experience affected individuals
- Ceremony shelter would be great

Partnerships

- Through partnerships there is an emerging understanding of each other – this is needed for the general public as well
 - We don't yet understand each other
- Partnerships are vital for understanding each other's perspectives

Interpretive plan

- Would like to recommend a member from their working group has a meaningful roll in consulting on this project
- Fees are not needed, would rather be a full fledged member of the group
- Hobema is a rich resource of people – Richard Lightning
- 'Indigenous' is the best term to use – 'people of the land'
- Us tribe names as much as possible

ALDRICHPEARS ASSOCIATES

| | | MEETING NOTES |
|----------|--|-------------------|
| To: | Meeting participants | |
| From: | Kate Daley, APA | |
| Project: | Waskasoo Park Interpretive Master Plan | |
| Re: | First Nations Elders meeting | February 21, 2012 |

.....

LOCATION: Community Services Building

DATE: February 14th, 2012

PARTICIPANTS: Lynn, Cora, Bertha, Teresa (Corky), Agnes, Frank, Kristina, Jim, Todd, Lorne, Kate

Ceremonial Shelter

- On flats by river
- Somewhere to cook
- Open fire
- Long houses
 - Winter shelter
 - Preparation for ceremonies
 - Benches, stove in middle
- Needs to hold 200 for feasts
- Arbor with roof and seats
- Permanent shelter with posts around for expansion during large events
- Openings at north, south, east and west
 - East and south are very important
 - East is where the day begins
 - South is the direction of the ancestors
- Site needs to be able to tell stories even when no one is there – accessibility
- Ways of putting meaning into a building – art, medicine wheel – significant for many cultures

Sweat lodge change room

- Currently temporary room – need more space
- Separate areas for men and women
- Very protective of area – try to limit number of people who drive down –

ALDRICHPEARS ASSOCIATES

- Concerned about fire pit
- Would like a fire grate
- Need wood supply
- 25-35 for sweats, more in the summer

Fort Normandeau

- With increased accessibility to site, will vandalism increase?
 - Resident caretaker on site helps to minimize vandalism
- Year round use would be great
 - Not even Fort Edmonton or Heritage Village can stay open all year
 - But with right mix of programs perhaps we can at least stay open for weekends
- Visitation – 1/2 locals, 1/4 county, 1/4 tourists
- Nk'mip silhouettes are good
- Will need to be very sensitive about how we speak about the Residential school
- Plans for a trail over trestle bridge to Sylvan Lake – this will bring more visitors if we can connect to it

Native Plant stories

- Human and nature stories are interwoven
- Opportunity to speak about plants in trails around the fort
- Technical and cultural stories are different
 - We need FN help to tell cultural stories – they are not ours to tell – need partnerships and cross-cultural learning
- Respect for land, river, plants

Learning

- Elders sharing stories, with younger people sitting around
 - This was how people used to learn
- Would be good for native and non-natives to learn about native ways
 - Humor, nicknames

ALDRICHPEARS ASSOCIATES

- Example – talking tree elders in Orillia – multimedia
- Red Deer is a central place – meeting place for many native cultures
- Native perspective of how this region was formed in the KWNC?

Waskasoo Interpretive Master Plan Stakeholder Interviews

Name: Shirley Hocken

Organization: *CORD Greater Downtown Action plan Committee and Riverside Meadows Community Association*

Date: October 18, 2011

Tell me a little about the Downtown Action Plan and how it connects to Waskasoo?

- Riverlands component – urban neighbourhood will abut the Park – Waskasoo trail goes through, along riverbank
- Site of major sandstone quarry – Riverlands
 - No current marking of this place
 - One sandstone left in the river
 - This could be brought up and made into a community stone, engraved and marking the spot
- St. Lukes, Jewelry shop downtown are made of this sandstone
- There is a large rock at North Cottage school that is very popular to sit on and play on – unstructured play
- Entrance to Riverlands should be marked along trail
- Plaza will be a gathering place for families – music, skating

How do you use Waskasoo Park?

- Walking loop near rail bridge

What would be a big draw for people to Waskasoo Park?

- Connect Ft. Normandeau to Park
- Connect River Bend to McKenzie trails
- Bike rentals @heritage Ranch and/or tourist office

What is special about Waskasoo Park?

- Easy access from urban to natural to urban – ability to go from one to the other
- Riverlands especially will have this connection
- Connection is critical – this is what is lacking for Ft. Normandeau

How might people become more involved with stewardship?

- Schools need to use the park more as a tool for educating students – getting them out in nature
- Get school to value the park system more and its diversity

Name: *Liz Taylor*

Organization: *Tourism Red Deer*

Date: *October 18, 2011*

Tell me about Red Deer's tourists?

- Mostly business and sports teams
- Survey done in 2008
- From Alberta
- Older, well educated
- Traveling without kids
- More leisure than expected
- Not many coming into the office

What are they looking to do?

- Activities

Do they go into Waskasoo Park?

- Waskasoo Park is a major selling feature
- However current map is very difficult to read
 - Many hotels stock it, but it is hard for visitors to understand what is available and where
 - Hard to know what is open, available in winter, where to park, how to get in
 - Distances of trails would be nice – many convention visitors would be very interested in a short 5km, 10km run/walk from their hotel – hard to understand these distances on the current map
- Tourism looking to update guide and would like to include better map of Waskasoo Park for this new guide
- Kerry Wood Nature Centre and Ft Normandeau are popular spots
- Should perhaps be sold as a trail system, rather than a park

What would be a big drawing feature for the park?

- Tourism industry needs to be more aware of activities that are going on
 - be able to refer people to guided walks, events, etc.
 - Who's offering what service/activity
- Parks and other businesses and non-profits could offer activities
 - Good opportunity to encourage small businesses
 - Bike rentals, seqways, city could do minor infrastructure to support small business enterprises in the park
 - Potential for cottage industry
- Make it more accessible

What should a visitor to Red Deer understand and appreciate about Waskasoo Park?

- Story behind the park – why we have such a great park

Interview questions

October 2011

- Tourism Red Deer trying to build experiences for visitors
- Trying to position leisure market about learning – everyone wants to learn and interact

What are barriers to visitors coming to Waskasoo Park?

- Needs to be something they can't do closer to home – many places have nice trails
- But people would come for interpretive programs
 - Painting, birding, x-country skiing
- Physical accessibility and lack of awareness are barriers
- Structured recreational opportunities are hard to find
- Build for locals and tourists will like it

Name: Vandy Bower**Organization: Heritage Preservation Committee****Date: October 27, 2011**

Tell me a little about the HPC?

- Advisory committee to the City
- Focus on preserving and promoting heritage, conservation issues in the City and Central Alberta
- Promote, educate, bring awareness to heritage issues
- Bring concerns to the city
- Heritage recognition awards – different categories for individuals, building adaptation, etc.

Tell me about the Heritage Management Plan and its progress?

- Talk to Janet, still in its initial stages
- Should include more focus on pre-contact history
- Need to strengthen partnerships with First Nations

How do you see this integrating with Waskasoo Park Interpretive Plan?

- Interpretation needs to include Holocene history – 8-10,000 years ago – a gap currently exists between Pleistocene displayed in nature centre and modern history – Holocene is missing – paleo-environments

What are some of the most significant stories/features in the park?

- River Story theme – what it meant to people, landscape and human use

ALDRICHPEARS ASSOCIATES

Interview questions

October 2011

- First Nations, pre contact use
- Intangible connections to landscape features – memories, feelings, special places, with meaning – repeated use over centuries
- Natural features – but with cultural meaning
- Chinese settlement – stories
- Social histories of the regular people – those not included in main histories

As someone who uses and cares for the Park and its heritage, what would you want visitors to Waskasoo Park to understand and appreciate about the place?

- Connection between environmental landscape and human history
- River has been such an important feature for 1000s of years
- Not static, but dynamic – story of successive use. For example the gravel pit at 3 mile bend meanings change
- Bringing together of human and physical

How might people become more involved with protecting and preserving the heritage of special place?

- Sharing gardens (ie Terra Nova gardens in Richmond)
- How we look after the River
- **Get people involved, get people caring, make it meaningful, significant – get them excited**

What type of feature, experience do you think might be a draw to this area?

- Sharing Gardens
- Writing on Stone Provincial Parks – spiritual site management
- Activities that bring the place alive – living history, hands on
- Good interpretation at Fort Normandeau – gardens, teaching gardens, donate food
- Archaeological site
- Emphasize First Nations story more here
- Lots of potential – living history

Name: Ron Bjorge
Organization: Gaetz Lake Sanctuary Committee
Date: October 26, 2011

How do you use the park?

- Walks in Gaetz Lake, bird watching, exercise, likes quietness of sanctuary – no bikers, dogs
- Skiing at Heritage ranch and Bower Ponds

What is special to you about Waskasoo Park?

- Great system of interconnected trails and parks – large natural areas very close and accessible to the city
- Naturalness is the biggest draw

Where do you go most often? Why?

- Gaetz Lake most often – unique within system – only place that is a designated sanctuary for wildlife – everything else is a potpourri of recreational opportunities

As someone who uses and cares for the Park, what would you want visitors to Waskasoo Park to understand and appreciate about the place?

- Can't do everything everywhere – some places are designated for certain activities, others for others there are freedoms but also structure and rules and regulations that are important for preserving this place
- Lots of opportunities to get people and kids outside

How might people become more involved with protecting and preserving this special place?

- Formal committees
- Kerry wood Nature Centre has overarching nature groups
- Not sure what else is available – not well communicated

Think of at the areas you specifically use most often. Features? Current issues/activities? Cultural, natural stories?

- Real wildlife sanctuary in the heart of the city – success story
- Story of Parks – how extensive, accessible – parks as a way to retain and preserve natural environments
- Crown jewel is Gaetz Lake

What type of feature, experience do you think might be a draw to this area?

- No need to promote more, only continue to make people aware that it is accessible and an important part of the community

Location: Red Deer Museum***Date: November 16th, 2011 3pm******Participants: Lorna Johnson, Janet Pennington, Valerie Miller, Michael Dawe, Rod Trentham, Selena Percy, Jillian Stanic, Fiona Pook (APA), Kate Daley (APA)***

Note: We were advised on arrival that we could not speak about the new exhibits as detailed in the outstanding RFP.

What are the stories and features of value in Waskasoo Park? What should people know and understand about the Park?

- Weak area in current interpretation is First Nations
 - More archaeological surveys should be done
- First Nations/Métis graveyard – security issues
- Military training area – Riverside
- Museum-First Nations collaboration
 - “Remembering the Children” exhibit
 - Industrial school
 - Integration of natural history and human history
 - “Where the Old Man Slept” exhibit
 - Collaboration with Friendship Centre
 - Family Day
 - Grave markers
- Truth and Reconciliation project
 - Translated into Cree
- Ethnographic collections are not large at the Museum, but they do have a large First Nations contemporary collection
- Hunting Hills school – partnership for art projects
- Fort Normandeau
 - Stone Cairn marks the spot of old store on site

Interview questions

October 2011

- Story of crossing could be developed by Museum in partnership with WEES at the Fort
- Currently some Museum objects on display at the Fort
- Museum artifacts at Sunnybrook Farm

What would be a draw for the Park?

- Connect McKenzie Trail to other side of river
- Play area for kids
 - Interpretation near to play areas
- Stone Circle
 - Friendship Centre?
 - Ft Normandeau is not big or flat enough
- Walking trail network
 - History trail
 - Flower trail, etc
 - More things to do
 - Evening programs
- Most First Nations in Red Deer are more transitory – not from Red Deer
 - A few old Metis and First Nations families – but they are difficult to engage
 - These are not the ones who usually come out
- Story of the Crossing is story of different cultures meeting each other
- Previous archaeology projects have not been done well
 - We need to understand the use of these sites better
 - Most First Nations here don't even know much about them and their use
- Small pox graveyard
- Nature interpretation needs to be revamped
 - Warren of foxes near Lions Campground
 - Crows on North Hill
- Implement new interpretation by phase
 - Phases based on theme
 - Help visitors to know where they can go to seeand do....
- Linkage areas important too – many walkers on these as well as bikers

ALDRICHPEARS ASSOCIATES

400-1455 West Georgia Street
Vancouver, BC, Canada
V6G 2T3
(604) 669-7044

Contacts:

Phil Aldrich *Principal*
paldrich@aldrichpears.com

Kate Daley *Project Manager*
kdaley@aldrichpears.com