

LONG-RANGE INTERPRETIVE PLAN

St. Croix National Scenic Riverway

2005

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LONG-RANGE INTERPRETIVE PLAN

Within the planning hierarchy of the National Park Service (NPS), a park's Long Range Interpretive Plan (LRIP) is one of a handful of strategic plans built on the park's General Management Plan. The LRIP describes interpretive and educational programs, facilities, and media for the next 10 years and is the keystone of the Comprehensive Interpretive Planning (CIP) process. Annual Implementation Plans (AIPs) outline specific work to be completed each year. Throughout the CIP process, the park staff will compile and maintain the park's Interpretive Database (ID) which archives park planning efforts.

This LRIP will guide the staff at St. Croix National Scenic Riverway over the next ten years in their efforts to orient visitors to the Riverway's recreational opportunities and interpret its natural history and human history stories. This plan was created in 2004-05 with input from many partners. It describes visitor experience goals and recommends ways to achieve those goals through interpretive media (e.g., publications, exhibits, waysides, and the Riverway's website), facilities (e.g., visitor centers), education programs (e.g., water quality), and personal services (e.g., Riverway interpretive programs, and staff contacts and interactions).

Implementing the recommendations described in this LRIP is largely dependent on additional NPS funding and cooperation from Riverway partners.

EXECUTIVE SUMMARY

This Long-Range Interpretive Plan (LRIP) provides a 10-year vision for the future of National Park Service (NPS) interpretation at St. Croix National Scenic Riverway (often abbreviated as the “Riverway” in this LRIP), a linear park along the St. Croix and Namekagon Rivers. The LRIP describes desired visitor experiences and recommends appropriate means to achieve them while protecting and preserving the Riverway's natural and cultural resources. The first section of this LRIP, from pages 1 to 36, confirms the foundations of the Riverway: its purpose, significance, interpretive themes, visitor profiles, visitor experience goals, issues and influences, and existing conditions.

The LRIP's second section, starting on page 37, describes recommended actions to be taken by the Riverway staff and its partners over the next ten years to improve the Riverway's interpretive media and interpretive and educational programs through the recommended actions listed below and on the following three pages.

Interpretive Media

Audiovisual Programs

- Produce a new, 12-minute digital audiovisual program (i.e., “Park Film”) for showing at each Riverway Center
- Develop an audiovisual program to train employees of organizations that bring groups to the Riverway
- Develop a PowerPoint program that provides a general introduction to the Riverway

Exhibits

- Plan, design, and produce new exhibits for the St. Croix River Visitor Center
- Plan, design, and produce new exhibits for the Namekagon River Visitor Center
- Develop a plan for an alternative use for the Marshland Center and convert it to this use with the help of partners
- Develop indoor and outdoor self-service exhibits interpreting the Riverway's cultural heritage at a restored Riverside School
- Plan, design, and produce outdoor, self-service exhibits for each Riverway Center

Outreach and Partner exhibits

- Develop exhibits and other media to highlight the Riverway at partner locations
- Create table-top and free standing exhibits for use at festivals, expositions, and at Riverway landings
- Add markings to interpretive vans, canoes, and kayaks to increase visibility and enhance Riverway identification

Publications

- Revise and redesign the Official Map and Guide for the Riverway
- Enhance section maps by improving design and adding mileage information
- Encourage and support development of river guide books for both the St. Croix River and Namekagon River
- Reprint and distribute trash bags with interpretive messages

Wayside Exhibits

- Prepare a Wayside Exhibit Plan for the entire Riverway
- Produce and install exhibits specified in the Wayside Exhibit Plan
- Coordinate the wayside planning effort with Riverway planning to improve wayfinding and identification signs

Website

- Enhance the Riverway's website by adding more information and increasing the interpretive components
- Add a map incorporating photos and other information helpful in trip planning
- Enhance interactivity with the Riverway's website by visitors and educational groups

Interpretation and Educational Programs:

Schools and Educational Groups

- Develop a set of five core Riverway programs
 - 2nd Grade: "River Signs" focus on observation of nature
 - 4th Grade: "Rivers are Alive" focus on the ecology of the rivers
 - 4th Grade: focus on the cultural heritage of the rivers and region
 - Middle school: focus on the Riverway's water quality
 - High School: focus on river conservation and current critical issues along the Riverway
- Present teacher workshops to increase teacher knowledge and understanding of Riverway programs and supportive materials and information
- Develop an email newsletter for educators on Riverway issues

Programs for the Public

- Expand informal interpretive contacts at high use locations along the Riverway
- Expand Saturday evening programs to public and private locations along the Riverway
- Provide programs, training, and resources to camps and other organizations that are bringing groups to the Riverway
- Expand programs for many audiences who underutilize current programming

Special Events and Outreach

- Cooperate with partners and neighboring communities on special events along the Riverway and within the region
- Present one special event each year on the St. Croix and Namekagon rivers
- Strengthen contacts with regional colleges and universities
- Reach out to populations that use the Riverway but are not being reached by existing media and non-personal services

Partnerships

- Work with University of Wisconsin River Falls to develop a St. Croix River Field Institute to provide programs about the Riverway and river valley to a wide range of audiences
- Participate in developing a cooperative program/speaker series along the Namekagon River
- Work in cooperation with arts organizations to celebrate and experience Riverway resources
- Work with tourism-related organizations and businesses to help people use and appreciate the Riverway
- Support and expand interpretive volunteer opportunities to participate in Riverway stewardship including the River Rovers, volunteers who promote a safe river experience
- Create products for use by Incidental Business Permit holders that promote safe use and appreciation of Riverway resources

Achievement of the recommendations that are listed in this “Executive Summary” (and described in detail in the LRIP’s “Future Interpretive Program” section) is subject to the Riverway’s funding and its relationships and coordination with its partners.

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FOUNDATION

LEGISLATIVE BACKGROUND

Wild and Scenic Rivers Act

On October 2, 1968, Congress passed Public Law 90-542 that created the Wild and Scenic Rivers System (16 U.S.C. 1271-1287). The St. Croix National Scenic Riverway was one of the first eight rivers to be designated a Wild and Scenic River. The Act stated, "*It is hereby declared to be the policy of the United States that certain selected rivers of the Nation which, with their immediate environments, possess outstandingly remarkable scenic, recreational, geologic, fish and wildlife, historic, cultural, or other similar values, shall be preserved in free-flowing condition, and that they and their immediate environments shall be protected for the benefit and enjoyment of present and future generations.*"

The Wild and Scenic Rivers Act further states that, "*a wild, scenic, or recreational river eligible to be included in the system is a free-flowing stream and the related adjacent land area that possesses one or more of the values referred to (above)... and, if included shall be classified, designated, and administered as one of the following:*

- 1) *Wild river areas — Those rivers or sections of rivers that are free of impoundments and generally inaccessible except by trail, with watersheds or shorelines essentially primitive and waters unpolluted. These represent vestiges of primitive America.*
- 2) *Scenic river areas — Those rivers or sections of rivers that are free of impoundments, with shorelines or watersheds still largely primitive and shorelines largely undeveloped, but accessible in places by roads.*
- 3) *Recreational river areas — Those rivers or sections of rivers that are readily accessible by road or railroad, that may have some development along their shorelines, and that may have undergone some impoundment or diversion in the past."*

Wild and Scenic Rivers Act

(P.L. 90-542, as amended)
(16 U.S.C. 1271-1287)

¹An Act

To provide for a National Wild and Scenic Rivers System, and for other purposes.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, that,

(a) this Act may be cited as the "Wild and Scenic Rivers Act."

Congressional declaration of policy.

(b) It is hereby declared to be the policy of the United States that certain selected rivers of the Nation which, with their immediate environments, possess outstandingly remarkable scenic, recreational, geologic, fish and wildlife, historic, cultural, or other similar values, shall be preserved in free-flowing condition, and that they and their immediate environments shall be protected for the benefit and enjoyment of present and future generations. The Congress declares that the established national policy of dam and other construction at appropriate sections of the rivers of the United States needs to be complemented by a policy that would preserve other selected rivers or sections thereof in their free-flowing condition to protect the water quality of such rivers and to fulfill other vital national conservation purposes.

Congressional declaration of purpose.

(c) The purpose of this Act is to implement this policy by instituting a national wild and scenic rivers system, by designating the initial components of that system, and by prescribing the methods by which and standards according to which additional components may be added to the system from time to time.

Composition of system; requirements for State-administered components.

SECTION 2. (a) The national wild and scenic rivers system shall comprise rivers (i) that are authorized for inclusion therein by Act of Congress, or (ii) that are designated as wild, scenic or recreational rivers by or pursuant to an act of the legislature of the State or States through which they flow, that are to be permanently administered as wild, scenic or recreational rivers by an agency or political subdivision of the State or States concerned, that are found by the Secretary of the Interior, upon application of the Governor of the State or the Governors of the States concerned, or a person or persons thereunto duly appointed by him or them, to meet the criteria established in this Act and such criteria supplementary thereto as he may prescribe, and that are approved by him for inclusion in the system, including, upon application of the Governor of the State concerned, the Allagash Wilderness Waterway, Maine; that segment of the Wolf River, Wisconsin, which flows through Langlade County; and that segment of the New River in North Carolina extending from its confluence with Dog Creek downstream approximately 26.5 miles to the Virginia State line. Upon receipt of an application under clause (ii) of this subsection, the Secretary shall notify the Federal Energy Regulatory Commission and publish such application in the *Federal Register*. Each river designated under clause (ii) shall be administered by the State or political subdivision thereof without

Public Law 90-542 (above) created the Wild and Scenic Rivers Act on October 2, 1968. On that same date, Congress amended the Act by designating St. Croix National Scenic Riverway as one of the first eight rivers of the national wild and scenic rivers system. On October 25, 1972, Congress amended the Wild and Scenic Rivers Act and added the Lower St. Croix NSR to the Riverway through Public Law 92-560. Copies of all legislation related to the Riverway's creation will be in Appendix A.

RIVERWAY SUMMARY

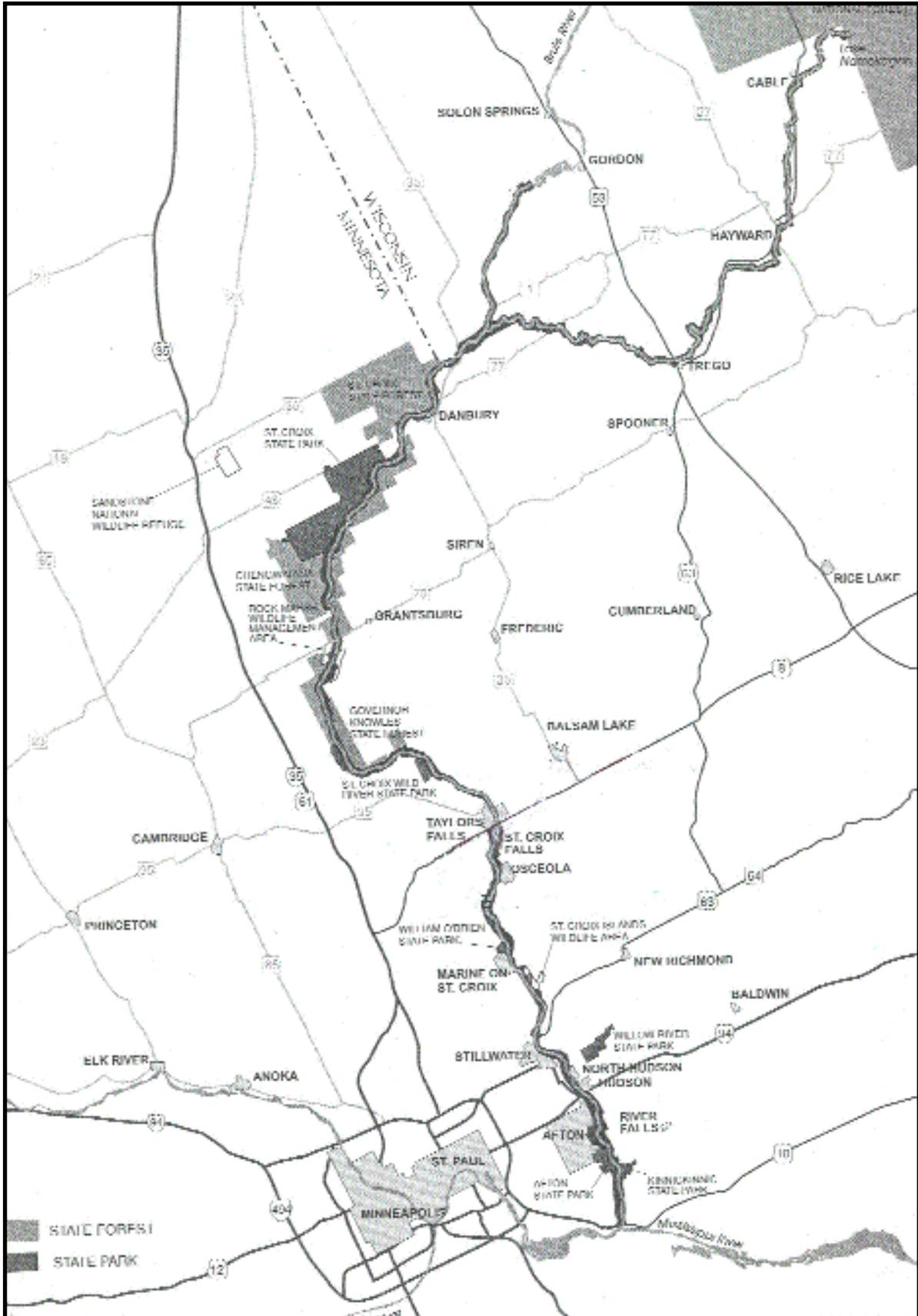
St. Croix National Scenic Riverway (often abbreviated the “Riverway” in this document) — located in northwest Wisconsin and eastern Minnesota — is administered by the National Park Service (NPS).

A complex patchwork of ownership occurs within the boundaries of the St. Croix National Scenic Riverway which was divided into two management areas at the time of its creation. Minnesota and Wisconsin have the responsibility to manage the Riverway from mile 26.4 downstream to its confluence with the Mississippi. Within this stretch of the Riverway, 282 acres of land are under scenic easements to one of the two states and some land is owned as state parks and boat landings.

The NPS is responsible for managing the St. Croix River from the Minnesota Department of Natural Resources Boomsite Landing at mile 26.4 upstream to a dam near Gordon, Wisconsin and the entire Namekagon River. The NPS holds title to 25,988 acres (33%) within the current boundaries of this part of the Riverway; 14,448 acres (19%) are privately owned with scenic easements purchased by the NPS that establish conditions for future development of this land; 4,445 acres (6%) within the Riverway boundaries remain in private ownership without restrictions; and 32,781 acres (42%) are other public lands within the boundaries managed by states, counties, or townships.

Due to the complexity of public land ownership, surface water use, and hunting and fishing regulations, the Riverway requires cooperation between the National Park Service, the Wisconsin Department of Natural Resources, and the Minnesota Department of Natural Resources throughout the Riverway. This cooperation extends to the provision of recreational opportunities such as camping and hiking in state parks and forests located within the Riverway's boundaries.

Riverway management, administration, interpretation, maintenance, law enforcement, and resource management have staff at park headquarters in St. Croix Falls, Wisconsin. Interpretation, law enforcement, and maintenance also work out of district facilities along both rivers.



PURPOSE

Purpose statements tell why this park was set aside as a unit of the national park system and the national wild and scenic rivers system.

The purpose of the St. Croix National Scenic Riverway is to:

- Preserve the St. Croix and Namekagon rivers in a natural and relatively free-flowing condition;
- Preserve, enhance, and restore the ecological integrity of the St. Croix and Namekagon rivers;
- Protect and enhance the exceptional natural, scenic, and cultural resources of the Riverway for current and future generations;
- Provide for a diverse range of recreational opportunities along the Riverway without detracting from the exceptional natural, cultural, scenic, and aesthetic resources;
- Provide opportunities for learning and study of the geologic, cultural, ecological, and aesthetic values to further enhance stewardship of the Riverway; and
- Provide an environment that allows the opportunity for peace and solitude.

The Purpose and Significance statements stated in this document derive from two documents: the General Management Plan 1998 (covering St. Croix Falls to the northern Riverway boundaries on the St. Croix and Namekagon Rivers) and the Cooperative Management Plan 2001 (covering the St. Croix River from the dam at St. Croix Falls to the mouth of the St. Croix River; this includes both the federal and state management zones). The purpose and significance statements from the General Management Plan can be found in Appendix B, and the purpose and significance statements from the Cooperative Management Plan are in Appendix C.

SIGNIFICANCE

Statements of significance clearly define the most important aspects of the park's resources and values. The following significance statements for St. Croix National Scenic Riverway come from the 1998 General Management Plan for the Upper St. Croix and Namekagon Rivers, the 2001 Cooperative Management Plan for the Lower St. Croix River, and Riverway staff:

- The St. Croix National Scenic Riverway contains an unrivaled combination of exceptional natural, scenic, aesthetic, cultural, and recreational values.
- The St. Croix and Namekagon rivers serve as a protected north-south corridor and refuge for large populations of diverse flora and fauna including federal-listed and state-listed endangered species.
- Riverway resources occur at the convergence of the three major biomes: prairie, deciduous hardwood forest, and coniferous forest.
- A diversity of scenic, geologic, economic, cultural, natural, and recreational resources combine to provide an outstanding and accessible public resource in the Upper Midwest.
- The St. Croix National Scenic Riverway resources exist within close proximity to major urban population centers in the Upper Midwest.
- A wide variety of high-quality recreational experiences can be found along the Riverway that may satisfy visitor expectations from solitude to dynamic social interactions.
- The St. Croix and Namekagon rivers functioned as a traditional transportation corridor between the Great Lakes and Mississippi valley and retain cultural resources (archeological and historical) that reflect thousands of years of human use.
- As one of the original rivers designated under the 1968 Wild and Scenic Rivers Act, the St. Croix National Scenic Riverway serves as a window into the environmental history of the United States and the revolutionary change from river exploitation to river protection.

MISSION STATEMENT

St. Croix National Scenic Riverway preserves, protects, restores, enhances, and interprets the Riverway's exceptional natural and cultural resources for the enjoyment of present and future generations.

INTERPRETIVE THEMES

Interpretation strives to establish a caring relationship between a person and a place by provoking understanding, appreciation, and multiple perspectives of a given place. The purpose of National Park Service (NPS) interpretation is to offer opportunities for visitors to make their own intellectual and emotional connections to meanings inherent in the park's resources. These connections can help create stewards for the park's resources. NPS interpreters consciously and professionally craft these opportunities to relate broadly to each visitor's experience or background.

Tangible Resources/Intangible Concepts

Tangible resources are objects, places, events, or people. They have or once had a physical presence. Intangible concepts are emotions, processes, ideas, relationships, and values. Through the intellectual knowledge or emotions that visitors have previously experienced, intangible concepts allow visitors to connect a personal meaning with the park's tangible resources.

For example, the following short list shows some of the park's tangible resources and some intangible concepts that today's visitors may relate to or associate with the tangible resources:

<u>Tangible (Resources)</u>	<u>Intangible (Meanings)</u>
Water.....	Dynamic, health, life, fun, challenge, change
Wetlands	Home, survival, dependence, storage, buffer
Wildlife	Survival, balance, family, adaptation, diverse
Forests	Relief, survival, beauty, wealth, peace, stability
Fur trade artifacts.....	Cooperation, change, conflict, exploration
Geology/bedrock	Discovery, permanence, origins

This list is not all-inclusive by any means. Riverway educators and park partners will use the tangible/intangible concepts from this list and other sources as they develop educational programs. Riverway educators, park partners, and media specialists will also use the interpretive theme statements on the next two pages when developing their educational programs and interpretive media.

Interpretive Theme Statements

A theme provides organization to cohesively develop a meaningful idea or ideas that will inspire connections. A theme should link a tangible resource to its intangible meanings, thereby making the subject of the presentation relevant to the audience. Visitors will be exposed to the following themes through education programs and interpretive media.

Geology & Hydrology

The St. Croix and Namekagon Rivers reflect the current climate and recent happenings, but the St. Croix Valley reveals and reflects its turbulent past as a glacial outlet.

Powerful geologic forces of volcanism, glaciation, and erosion created visible features in the valley through which the river flows, influencing the plants and animals that live there.

Ecological Crossroads

The Riverway retains qualities of a pristine riverine environment within the complex convergence of three major biomes — prairie, deciduous hardwood forest, and coniferous forest — that intersect to create a rich, yet fragile diversity of habitats for plants and animals.

The protected, linear nature of the Riverway provides a refuge and a corridor for movement for a diversity of wildlife including some threatened and endangered species.

The protection of habitat for endangered or threatened species helps to maintain the natural systems on which all flora and fauna depend.

River of Life

The St. Croix and Namekagon are dynamic, resilient floodplain rivers that sustain a variety of life as they drain, interact with, and change the landscape they run through.

Below the water surface there is an enigmatic world that few visitors see or appreciate, dependent on high water quality and bursting with life including species of fish, aquatic insects, and mussels which are both common and rare.

A Fragile Place

Despite past resilience, increasing numbers of exotic species, expanding urban development, and water pollutants increasingly threaten to diminish the quality of the natural and scenic resources the Riverway was established to preserve.

Protecting a river involves care for the entire watershed — the lands and waters that drain into it — not just the river alone.

Human Highway and Home

The change in people's relationship to the river valley from harvest and manipulation, toward valuing the river valley's own unique characteristics, is demonstrated in the history of human use and people's current attitude toward these rivers.

The history of these rivers is a regional and international story of a homeland and battleground for American Indians; an outpost for the European fur trade; and the river and valley as a source of wealth, destruction, and homes for the expanding United States and its people.

Many people from the time of glacial retreat through to today's visitors have found their needs for physical, economic, and spiritual survival met through their interaction with the St. Croix and Namekagon rivers.

The Riverway landscape bears witness to the people who came before us through, towns, farms, historic structures, ruins, vegetative changes, and discarded objects.

Wild River Recreation

The Riverway offers opportunities for physical challenges and spiritual renewal through a diversity of recreational activities such as canoeing, boating, fishing, camping, and hiking in a natural and sustainable setting close to a major metropolitan area.

The Riverway includes scenic and varied landscapes, creating a setting to enjoy recreational opportunities while seeking the essence of nature, and solitude and contemplation away from the hectic pace of urban living.

Conservation

People treasured the existing scenic beauty and recreational opportunities of the St. Croix and Namekagon rivers enough to protect them from further development as part of the landmark legislation of the original Wild and Scenic Rivers Act in 1968.

The national environmental and conservation movement to protect special places with significant natural and cultural resources is reflected in the efforts of many individuals and groups to save the St. Croix and Namekagon rivers as places to visit, enjoy, and cherish.

St. Croix National Scenic Riverway is part of the larger National Park System — areas set aside to preserve, protect and restore this nation's natural and cultural treasures as an inheritance for future generations.

VISITOR EXPERIENCE GOALS

Experience Goals for All Park Visitors

Visitors to St Croix NSR learn about the Riverway at a variety of on-site locations (or before an on-site visit, or without an on-site visit). During their visit, it is expected that all visitors — through interacting with the park's website, signage, facilities, interpretive media, or educational programs — should have the opportunity to:

- Discover their own personal connections to the meanings and significance inherent in the natural and cultural resources of the St. Croix National Scenic Riverway.
- Easily find orientation information for planning a trip to the Riverway on the website, at a Riverway visitor center, or in a neighboring community or partner location.
- Safely participate in a variety of recreational activities to experience the river in ways that do not interfere with other visitors, neighbors, or adversely impact the Riverway resources.
- Understand that St. Croix NSR is a unit of the National Park System.
- Understand the regulations that apply to using the Riverway.
- Demonstrate stewardship by experiencing the St. Croix and Namekagon rivers and recreating in a manner that promotes and enhances the natural and cultural resources of the Riverway.
- Enjoy the natural and cultural landscapes of St. Croix Riverway while on the river or enjoying the view from roadways, bridges, or overlooks.
- Purchase publications, maps, and other educational materials that will enhance their experience or increase their knowledge of and connection to the Riverway.
- Find descriptions of river features and the type of experience likely to be found in river segments — from remote, natural experiences to more social, cultural experiences.
- Interact with staff who are professional and courteous, leaving a positive impression of the Riverway and the National Park Service.

Visitor Experience Goals for “Group Types”

When visitors in the “group types” (below and on next page) come to St. Croix NSR, they should also have opportunities to achieve the visitor experience goals listed under the following group types:

Visitor Center Visitors (includes all visitors who go into any of the Riverway’s visitor centers) will have opportunities to:

- Access orientation information for their visit.
- View interpretive media that reveals park themes and stories.
- Get a glimpse and insight into the rivers’ characteristics and environment if they do not have an opportunity to spend time on the rivers.

River Users (includes all visitors who use the Riverway for fishing, canoeing, boating, and other recreational pursuits) should have the opportunity to:

- Find information on businesses that have National Park Service permits to provide rental or other services to visitors.
- Determine their location while on the rivers through maps and mile markers, enabling them to find campsites and landings.
- Learn about the natural and cultural heritage of specific sites within the Riverway.

River Neighbors (includes local residents from the St. Croix Valley, Northwest Wisconsin, and the Minneapolis-St. Paul metropolitan area; and area native tribes) should have the opportunity to:

- Demonstrate that they value having the recreational, natural, and cultural resources of the Riverway as part of their community.
- Recognize that the shared values of natural beauty, outdoor recreation, and cultural pride are the basis for productive relationships between the Riverway and its neighbors.
- Assist Riverway staff to protect and restore resources as volunteers.
- Provide input to Riverway management in shaping management decisions.
- Understand changes in management of Riverway resources that affect their property and use of the rivers.
- Use the Riverway recreational experiences to promote tourism to their communities.

Visitor Experience Goals for "Group Types" (continued)

Organized Groups (includes community organizations, camps, scout groups, specific interest groups) should have the opportunity to:

- Understand the shared values of the National Park Service and their organization.
- Participate in service projects and hands-on experiences to provide greater connection between Riverway resources and the participants.
- Easily find information about the special requirements of bringing a group to visit the Riverway.
- Schedule a program appropriate to interests and age presented by a Riverway educator.

Education Groups (includes curriculum-based programs for classes from Kindergarten through college) should have the opportunity to:

- Participate in curriculum -based education programs presented by park staff either at the Riverway or at an off-site location. Programs will meet Minnesota or Wisconsin state standards for the appropriate grade levels using age-appropriate educational techniques.
- Participate in pre-visit and post-visit activities that enhance connections to meanings and enhance the learning process for the group.
- Participate in service projects and hands-on experiences to help provide greater connection between the resources and the students.
- Participate in teacher-directed programs using materials and training provided by the National Park Service.

"Virtual Visitors" (includes visitors who do not actually experience the park, except through the Riverway's internet website) should have the opportunity to:

- Be provoked to further explore, understand, and care about the resources of the Riverway and perhaps plan a future visit.
- Find answers to their questions about the Riverway or are able to send an email requesting further information.
- Easily navigate the park's website to learn about the Riverway's natural and cultural resources.
- Print photographs, maps, and other information pertaining to the Riverway's resources.
- Find links or information on sites associated with the Riverway.

VISITOR PROFILES

Visitation Figures*, St Croix National Scenic Riverway

Annual Visitation, 1985 - 2004

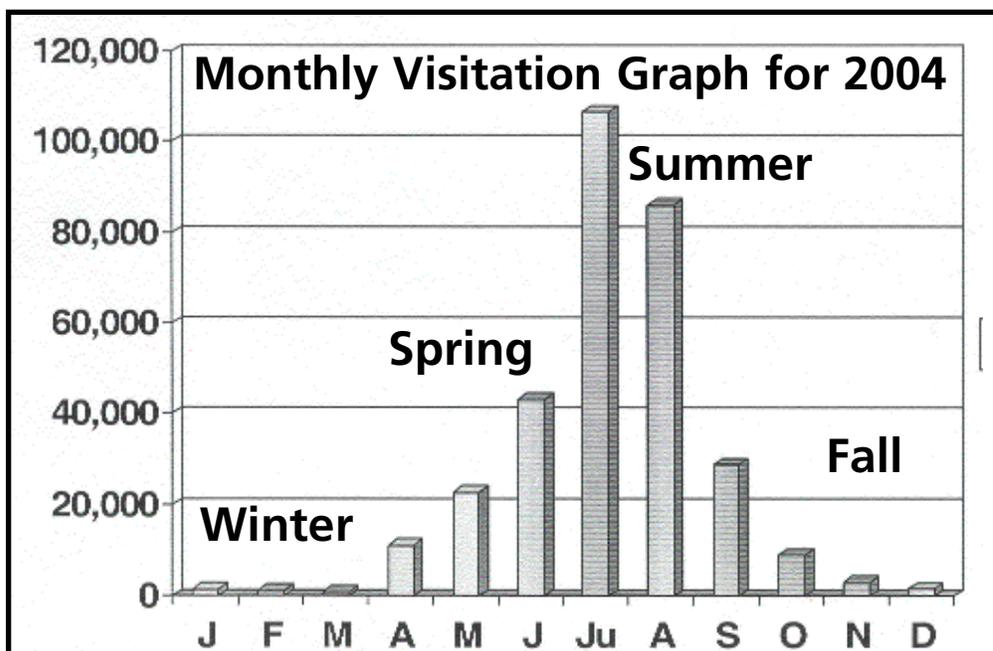
1985: 439,003	1990: 489,274	1995: 458,525	2000: 369,736
1986: 438,772	1991: 448,790	1996: 422,653	2001: 257,903
1987: 625,549	1992: 500,960	1997: 423,622	2002: 279,060
1988: 529,414	1993: 373,518	1998: 452,748	2003: 282,838
1989: 553,779	1994: 424,835	1999: 328,506	2004: 313,904

* These figures are based on computations by the National Park Service Public Use Statistics Office in Denver, Colorado, which estimates monthly and annual visitation statistics based on counts at specific locations within the Riverway. After 1993 it appears that a multiplier was dropped. Thus the numbers are lower than they should be, but they do accurately reflect trends from 1993 on. In 2001 the formula for St. Croix Riverway's statistics was changed leading to the significant difference in visitation (see figures above) between 2000 and 2001. Future figures will be correctly multiplied by the National Park Service, but they do not intend to go back and correct previous year figures.

Monthly Visitation, 2004

January	1,467	May	22,634	September	28,689
February	1,077	June	43,078	October	8,048
March	699	July	106,529	November	3,053
April	11,154	August	85,937	December	1,539

Total visitors to St. Croix NSR in 2004 = 313,904



Visitation to the Riverway's Visitor Centers

Namekagon Visitor Center located in Trego, Wisconsin (Open daily Memorial Day through Labor Day; weekends in May and September.)

Annual visitation:

2003: 4,210 (Closed Tuesdays and Wednesdays during summer)

2002: 4,733 (Closed Tuesdays and Wednesdays during summer)

2001: 5,188

2000: 3,898 (Permanent position was vacant part of year)

1999: 6,759

Average annual visitation at NVC over five years (1999-2003) was 4,958

Marshland Center located in Wisconsin where U.S. Hwy 70 crosses the St. Croix River between Pine City, Minnesota and Grantsburg, Wisconsin. (From 1999-2001, open daily Memorial Day through Labor Day, and weekends in May and September. Marshland Center was closed in 2002 to drop-in visitation. It remains open May through September by reservation to groups for educational programs.)

Annual Visitation

2003: 790 (By reservation only for educational groups)

2002: 1,538 (By reservation only for educational groups)

2001: 3,455

2000: 3,547

1999: 4,862

Average annual visitation at MC for five years (1999-2003) was 2,838; For last three years the MC was open to drop-in visitation, 1999-2001, the average annual visitation was 3,955.

St. Croix Visitor Center located in St. Croix Falls, Wisconsin. (The only visitor center with year-round visitation, the St. Croix Visitor Center is open daily May 1 through October 15; Monday-Friday the rest of the year. St. Croix VC has been closed since June, 2003 due to mold and will remain closed until new building is completed in 2006.)

Annual visitation

2002: 7,427

2001: 9,361

2000: 11,451

1999: 12,108

1998: 13,421

Average annual visitation at SCVC for five years (1998-2002) was 10,754

Visitor Studies

St. Croix NSR Visitor Study #111 by the Visitor Services Project, Cooperative Park Studies Unit, University of Idaho, summer, 1999

Visitor Use and demographic data from survey:

- 75% were returning visitors, and of those returning visitors, 50% were from Minnesota and 33% were from Wisconsin.
- Over half were traveling in family groups of 2 to 4 people
- Average age of visitors was 42 years, with 21% below 15 years
- Most (75%) spent less than 1 day at the Riverway, with over half of these spending less than 4 hours; 18% spent 2 to 3 days here.
- Top 5 activities during their visits were sightseeing, wildlife viewing, visiting a visitor center, canoeing, and hiking/walking. (When visitors were asked what was the most important activity they participated in on this visit, canoeing was the top answer by a significant number.)
- Top facilities used were parking lots, visitor centers, and bathrooms
- Visitor centers were rated as important and over 50% rated the quality of the visitor centers here as very good
- Maps and brochures were rated as important with over 50% rating what they saw as very good
- Visitor center exhibits were listed as moderately important and less than 50% of the people rated them as very good.
- River section maps were valued as extremely important by 60% of respondents who rated the maps as very good (54%) and good (24%)
- Bulletin boards were considered moderately important by 40% of respondents who rated them as average (37%) and very good (34%)

<u>Visitor Activities during</u>	<u>This Visit</u>	<u>Past Visits</u>
Sightseeing	62%	64%
Viewing Wildlife	51%	62%
Visiting Visitor Center	51%	52%
Canoeing	41%	64%
Walking/hiking	38%	54%
Swimming	30%	40%
Photography	27%	36%
Picnicking	27%	48%
Camping	25%	48%
Fishing	17%	36%
Boating	15%	23%
Floating River (tube)	13%	27%
Nature Study	8%	16%
Kayaking	6%	9%
Viewing Fall Colors	0% (summer survey)	32%

Visitor Studies

Each year, every park of the National Park System gives survey forms to selected visitors during a specified period of time (based on social science criteria) to evaluate visitor satisfaction with that park's facilities, services, and recreational opportunities. These surveys help satisfy the goals of the Government Performance and Results Act (GPRA) of 1993.

Data from the 2004 GPRA Visitor Survey Cards

2004 Overall quality of facilities, services, & recr. opportunities

Very good:	49%
Good:	45% (94% satisfaction: combined Very Good and Good)
Average:	4%
Poor:	1%
Very Poor:	1%

2004 Specific ratings: facilities, services, & recr. opportunities

<u>Category</u>	<u>Approval Ratings</u>				
	<u>Very Good</u>	<u>Good</u>	<u>Average</u>	<u>Poor</u>	<u>Very Poor</u>
Park Facilities:					
Visitor Center	56%	38%	6%	0%	0%
Exhibits	41%	48%	10%	0%	0%
Restrooms	32%	31%	26%	5%	7%
Walkways, Trails, Roads	40%	47%	12%	1%	0%
Camp/Picnic Areas	<u>46%</u>	<u>50%</u>	<u>3%</u>	<u>1%</u>	<u>0%</u>
Combined Facilities:	42%	42%	12%	2%	2%
Visitor Services:					
Employee Assistance	56%	33%	8%	1%	1%
Ranger/Interp Programs	43%	43%	14%	0%	0%
Park Map or Brochure	49%	40%	11%	0%	0%
Commercial Services	<u>36%</u>	<u>38%</u>	<u>21%</u>	<u>2%</u>	<u>2%</u>
Combined Vis. Serv.:	48%	38%	13%	1%	1%
Recreation Ops.:					
Learning about ...	36%	46%	16%	2%	0%
Outdoor Recreation	64%	30%	5%	0%	0%
Sightseeing	<u>56%</u>	<u>38%</u>	<u>6%</u>	<u>0%</u>	<u>0%</u>
Combined Recr. Ops.:	53%	38%	9%	0%	0%

Visitor Studies

Overall Data from previous GPRA Visitor Survey Cards

2003 Overall quality of facilities, services, & recr. opportunities

Very good: 62%
 Good: 32% (94% satisfaction: combined Very Good and Good)
 Average: 4%
 Poor: 1%
 Very Poor: 0%

2002 Overall quality of facilities, services, & recr. opportunities

Very good: 59%
 Good: 32% (91% satisfaction: combined Very Good and Good)
 Average: 8%
 Poor: 1%
 Very Poor: 0%

Selected visitor comments on the Riverway's significance and general management from 2002 to 2004:

"Too many tubes on the river. It is loud and makes canoeing difficult."

"Love the undeveloped nature along the river."

"A true reflection of the beauty of the midwest."

"Need more supervision on the river."

"It is important for our children to understand and appreciate the outdoors. Parks like this one help educate children and enjoy nature."

"The river quality is excellent. It's a wonderful place for family outings."

"It protects a unique section of Riverway which might have vanished due to development."

"Restoring and preserving natural Riverway"

"It provides a scenic waterway for canoeing, kayaking and tubing. It also allows us to see wildlife in its natural environment."

"Dam"

"It is necessary to keep a few rivers pristine."

"A beautiful river with history important to our area. A chance to be in a bit of wilderness close to urban living."

ISSUES AND INFLUENCES

National and External Influences

NPS Strategic Plan

Within its Strategic Plan of 2002, the National Park Service stated these and other guiding principles to achieve its mission:

Productive Partnerships: Collaborate with federal, state, tribal, and local governments, private organizations, and businesses.

Citizen Involvement: Providing opportunities for citizens to participate in the decisions and actions of the National Park Service.

Heritage Education: Educating park visitors and the general public about their history and common heritage.

Excellent Service: Provide the best possible service to park visitors and partners.

Multi-jurisdictional

Numerous jurisdictions exist within and along the 252-mile Riverway, including two states, 11 counties, national and state forests, and state, county, and city parks. The Riverway itself is divided into a state administered zone and a federally administered zone. The Riverway, states, and counties have worked to enhance cooperation and unified regulations for law enforcement, fire management, and other emergency services. However, the array of government entities and parks challenges the Riverway staff when they try to reach out to gateway communities and potential partners in establishing relationships.

Management of Scenic Easements

There are almost 1,000 scenic easements owned by the federal government on private lands within Riverway boundaries. These easements limit development rights of property owners in areas such as building structures, using property for commercial purposes, and alteration of vegetation and cutting trees. The frequency of sale of these lands and interest in development of these lands is increasing. Coordination with counties for informing the Riverway of land ownership changes is challenging. Communication with owners of scenic easement lands is important because these owners can contribute significantly to the overall management of the Riverway through the choices the owners make in the use of their properties.

State and Federal Zones

Within the Riverway from Stillwater to the Mississippi River, the state Departments of Natural Resources for Minnesota and Wisconsin have primary management responsibility with the NPS as a partner.

Resource Issues

St. Croix NSR's rangers and resource management specialists identify and monitor natural and cultural resources and deal with many resource protection issues. More research is needed on many of these issues. As more information becomes available, the Riverway's interpretive staff can help the public appreciate park resources, understand park protection issues, and garner support for park actions.

Trash/Litter

The Riverway has instituted a "Carry in, Carry out" policy and a ban on glass beverage containers in response to this issue. Interpretation has created media and makes personal contacts in support of this issue.

Invasive Exotic Species

Invasive exotics species on land and in water can cause significant negative impacts on native plants and animals. Exotic species here include zebra mussels, rusty crayfish, spotted knapweed, garlic mustard, purple loosestrife, and Grecian foxglove. New invasive exotic species continue to be found, even while preventive and eradication efforts of known exotics impact the Riverway's staffing and available park funds.

Water Quality

Maintaining a high level of water quality is important for the resources dependent upon it and people using the rivers for recreation. The rivers must continue to be monitored for point and non-point sources of pollution so the Riverway can respond to threats within the watershed. The Riverway is also working on managing human waste sanitation. Riverway visitors need to use the park's sanitation facilities and be aware of proper methods for disposal of human waste. The Riverway needs to determine what facilities can be provided and what policies need to be established to continue to protect water quality. The importance of water quality is incorporated in interpretive media and public and educational outreach.

Historic Cabins

There are currently three federally owned historic cabins (and associated structures) within the Riverway. Additional Riverway properties are being evaluated for historical significance. These properties will be stabilized and/or restored and used for adaptive purposes. Some may be open to the public for educational purposes. The role of interpretation at these sites is likely to be aimed at promoting understanding of historic significance and preventing damage to the properties.

Interpretation Issues

Within St. Croix NSR, the following issues affect the interpretive staff's ability to serve visitors:

Visitors are widely dispersed

St. Croix National Scenic Riverway is not a park with entrance gates, a destination visitor center, and well-defined boundaries. Instead, visitors access the Riverway at more than 60 landings in two states, along 252 miles of the St. Croix and Namekagon rivers. Visitation is spread out along the two rivers with visitors generally traveling to different points along the Riverway without congregating in one place or at one time.

The National Park Service (NPS) does not operate campgrounds along the Riverway but maintains primitive shoreline campsites. Only a small percentage of Riverway visitors stop at NPS visitor centers. Many visitors are familiar with the Riverway and already have the information they need to safely pursue recreation on the river. Others hire businesses to plan and carry out their trip to the Riverway and rarely encounter NPS employees. Convenience of access, large percentage of return visitors, alternative sources of information including the web, familiarity of landscape, lack of difficult rapids, and lack of compelling exhibits are some possible reasons for declining visitation.

The dispersed nature of visitation along the linear Riverway is not optimal for interpretive services such as visitor centers, campfire programs, and conducted exploration activities. Most visitors are on the river for the day, stay at primitive campsites on the river's edge, or stay at nearby state, county, or private campgrounds. Visitors traveling over or along the Riverway on highways, or those not planning on any river recreation, are often those who stop at NPS visitor centers.

Jurisdictional Complexity

Riverway boundaries stretch over a multi-jurisdictional landscape along the border of the states of Minnesota and Wisconsin and include diverse ownership of adjacent public and private lands. Visitors are often confused about land ownership and appropriate recreational uses. The Riverway, the Departments of Natural Resources in both states, and other partners must improve signage to landings and use sites and clearly state their guidelines for recreation.

This complexity also makes it difficult for staff to make connections and build strong relationships with local governments, communities, school districts, and other entities. The number of contacts required to reach all neighbors is huge. The role of NPS educators in the state zone needs to be determined.

Seasonal Visitation Fluctuations

Most river use occurs from mid-May through mid-October, with the majority of use between June and mid-August. Heaviest use occurs on weekends, with mid-week use by organized groups increasing. Riverway recreation is nearly non-existent in the winter months and very light during the shoulder seasons of spring and fall. Local school groups visit the Riverway most often in spring and fall.

Campgrounds and Interpretation

The Riverway has no camping areas with more than 10 campsites. Most campsites managed by the NPS are individual primitive shoreline campsites accessible only from the river. Therefore, interpreters have no NPS campgrounds where traditional campfire programs can be presented. Several large automobile campgrounds, with all the amenities, are located in state park and state forest properties adjacent to the Riverway. Large private campgrounds are also located near the Riverway. The role of NPS educators presenting campground programs at public and private campgrounds needs to be clarified.

New Expectations for Programming

Visitors increasingly demand "special programs," rather than the traditional park ranger programs, to attract them to the evening campfire programs. A decline in attendance at state park programs has been documented in the Lower District of the Riverway.

Environmental Education for Schools and Groups

The potential to present environmental education to local schools and youth organizations is tremendous because of the numerous school districts, towns, and cities within a short distance of the Riverway. However, many schools cannot afford to bus students to presentations at the Riverway. During spring, summer, and fall, when most current programming occurs because of climate, requests for programs have been denied because staff was not available to present the programs. (In 2003, more than 50 requests could not be met.) Developing education programs is a collateral duty of the district interpretive rangers.

Staffing

Current staff levels do not allow the fulfillment of all program requests that the Riverway receives from schools, organized groups, tourism businesses, and other agencies. The potential for programming is virtually unlimited if staff were available to fulfill requests and provide outreach to local communities. The volunteer program helps with event programming and may help fulfill future requests and increase outreach if volunteers could be found to present or assist with programs. Park staff is increasing its focus on training teachers and leaders to conduct their own programming using the Riverway.

EXISTING CONDITIONS

The Resource

Relatively free-flowing and unpolluted, the Namekagon and St. Croix rivers flow through some of the most scenic and least developed country in the Upper Midwest. In 1968, Congress established the St. Croix National Scenic Riverway — which includes the Namekagon River — as one of the original eight rivers protected under the National Wild and Scenic Rivers Act. In 1972, the Lower St. Croix NSR was added to the system. Together they form a 252-mile Riverway that offers outdoor enthusiasts a chance to enjoy a variety of recreation opportunities within easy reach of Minneapolis-St. Paul and other metropolitan areas of the Upper Midwest.

On the Upper St. Croix and Namekagon, rocky stretches and low-level rapids can challenge the novice canoeist, although no section of the Riverway is classified as whitewater. The Namekagon River lies entirely in Wisconsin and begins as a narrow trout stream closed in by forest and meanders for much of its 98-mile length, occasionally forming marshes that are popular for waterfowl watching. The lower stretch of this river passes through an area of high sandy banks with many sharp bends. With very little development visible from the river, this stretch offers canoeists a primitive experience in a northwoods setting.

The Riverway's St. Croix River segment begins below the dam near Gordon, Wisconsin and flows for 154 miles to the Mississippi River at Prescott, Wisconsin. A narrow, shallow St. Croix ripples and flows through Wisconsin for its first 25 miles; it then broadens and becomes the border river between Minnesota and Wisconsin. For most of its length it glides through a wide valley with low banks formed by the glaciers that scoured these watersheds thousands of years ago. A dam in St. Croix Falls, Wisconsin, backs water up 10 miles creating a lake-like "flowage." Above the dam, recreation includes fishing, hunting, inner tubing, canoeing, and picnicking. Small fishing boats troll these waters while larger boats can traverse the flowages. Camping is permitted at primitive shoreline sites.

For about two miles below the St. Croix Falls hydroelectric dam, the river flows through The Dalles, a deep rocky gorge 70 to 100 feet deep in places. It is a place of dramatic scenery bordered by two state parks. Downstream of The Dalles, the St. Croix River widens and shallows as it passes between high, wooded banks. A dam on the Mississippi River creates a lake-like "flowage" on the Lower St. Croix between Prescott and Stillwater providing opportunities for power boating, sail boating, and water skiing. Recreational vehicle areas and developed camp sites are available in state parks or private campgrounds near the Riverway.

Interpretive Facilities and Exhibits

The Riverway has three visitor centers: St. Croix Falls Visitor Center in a remodeled hotel and restaurant; Marshland Center near Pine City, Minnesota in a new structure built in 1990, and Namekagon Visitor Center in Trego, Wisconsin in a remodeled tavern.

St. Croix Visitor Center and Headquarters

The visitor center in the current St. Croix Headquarters building was closed in 2003 due to high mold levels in exhibits, storage rooms, restrooms, and offices. A new visitor center will open when construction of a new Headquarters and Visitor Center is completed in 2006.

The exhibits that existed in the old visitor center were designed by Harpers Ferry Center in 1976 and installed in 1980. Exhibit topics covered orientation, safety, geology, logging, immigration, and the falls of the St. Croix. Objects that were on display included a logging sled and logging, early farming, ice harvesting, and domestic tools. There was also a touch table area. Mounted specimens of birds of prey, three squirrels, and information on identifying eagle, ospreys, and turkey vultures were on the walls. Zebra mussel information and specimens were also displayed. This visitor center also had an information desk, Eastern National sales area, and restrooms. The Riverway film, made in 1984, was shown using a projector in a 30-seat auditorium.

Few of the old exhibits will be re-used in the new visitor center. As there are no plans to reopen the old visitor center prior to the opening of the new facility, the wall mounted exhibits have been loaned to Minnesota Interstate State Park. Any non-park owned display items such as the logging sled will be returned to their owners. Objects owned by the park will be put into collections storage, placed in one of the Riverway's other visitor centers, or loaned to partner agencies.



Marshland Center

The Marshland Center is located on the Minnesota shoreline of the St. Croix River at the Highway 70 crossing between Pine City, Minnesota and Grantsburg, Wisconsin. This facility was built in 1990 and features offices for interpretation and law enforcement, a conference room, storage space, meeting room, and a visitor contact area. The visitor contact area includes an approximately 300-square-foot exhibit room, a 40-seat auditorium with projection room, and an information desk. Public restrooms are separate but across from the center's entry doors.

Since 2002, the Marshland Center has not been open to drop-in visitors. It is open to school groups and youth groups by reservation for orientation and education programs. Community groups and the Riverway staff use the center for meetings and programs, and there is a satellite dish for receiving training broadcasts.

The Marshland Center provides some unstaffed services. Most visitors stop here only to use the restrooms, which are open 24-hours a day. About 15% of the visitors who stop here are looking for Riverway information, 15% are looking for general tourist information, and the remainder are looking for state Department of Natural Resources information. Brochures and maps are available on a large cart that is put outside the doors whenever the staff is not available, and a small brochure rack on the side of the building is available all the time.

The St. Croix hiking trail can be accessed from the center and hikers can walk across the bridge to access the Sandrock Cliffs trail. A sidewalk leads from the Marshland Center to the river where steps lead down the bank to the river where canoeists and kayakers can put in.



Namekagon Visitor Center

The Namekagon Visitor Center opened in the early 1970s. The facility is open on weekends in May and September, and daily from Memorial Day to Labor Day. Services provided include: a staffed information desk to provide orientation and trip planning assistance; an Eastern National sales area for educational materials; a 17-seat theater with an orientation video and slide presentation; restrooms; and drinking water.

While no overriding central theme is evident in the interior exhibits, the topics of American Indians, the fur trade, logging, animal tracks, fishing, and safety are presented. The centerpiece is a replica birch bark canoe and fur trade accessories. A mounted juvenile bear and two owls are also displayed. Outside the building, native landscape and prairie plants are identified and a display on establishing a prairie is present. The interior exhibits were updated in 2004 to provide more colorful and appropriate images and to correct erroneous text.



Media Conditions

Below and on the following three pages are general descriptions of the existing conditions of the Riverway's interpretive media. Details on the Riverway's media conditions can be accessed through the NPS's Media Inventory Database System (MIDS) via an intranet website.

Audiovisual Programs

Two audiovisual programs are available for viewing at the Riverway's visitor centers. The current 5-minute slide/sound program has outdated photographs, some of which have been replaced with other photographs by staff at the three viewing locations (so there are now three versions). This audiovisual program is a brief orientation to the Riverway. It also has a preservation message and touches on the Ojibwe and Dakota tribes and some of the wildlife along the Riverway. The soundtrack includes incorrect or dated information about wolves and dated language regarding American Indians.

The 12-minute movie that was shown at the St. Croix Falls Visitor Center, and as a video elsewhere, has an overview and historical focus. It demonstrates recreation through a canoe trip and mentions preservation. The movie, although slightly dated, is enjoyed by the public and could be used in the future if it is transferred to DVD.

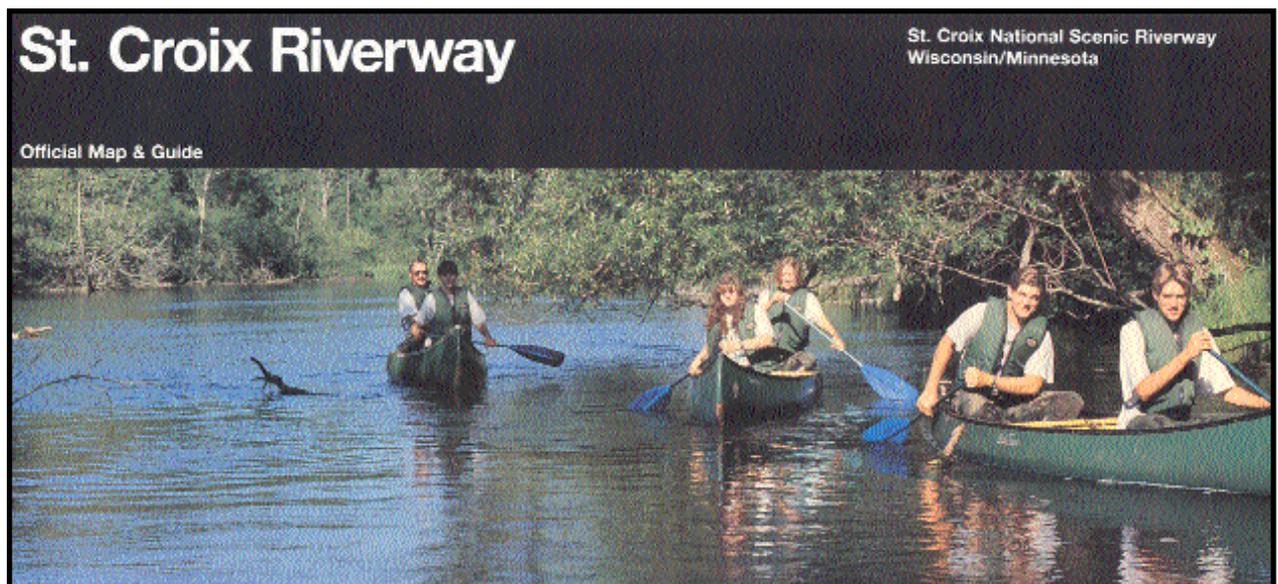
Neither program provides an orientation to visiting the Riverway, nor do they cover the natural resource themes of the park. Neither program is accessible to visitors with hearing impairments, except by written transcript. The Riverway received funding in 2004 for a new audiovisual program.

Publications

Besides the color NPS unigrid Official Map & Guide brochure (cover is pictured below), the Riverway produces and distributes 19 other free publications. A series of eight River Section maps and checklists — showing details of river sections, including campsites, landings and areas of rapids — are printed on 8 1/2" x 11" paper and are updated annually. In addition to the section maps, there are 10 brochures published and updated annually. A rack card has been produced, and two posters for businesses along the Riverway are available. A curriculum packet for “Rivers Are Alive,” an education program for 4th grades, has also been developed. A camping management program newsletter was developed for use in 2003. Harpers Ferry Center works with the Riverway staff annually to update the Official Map and Guide.

The Riverway has a publications plan with more than 25 ideas for new publications that can be developed including trail maps, site bulletins, newsletters and school curriculum. Several potential partners have been identified for five additional ideas that are not appropriate as NPS publications.

Riverway publications are available to the public on racks located at three visitor centers: the St. Croix Visitor Center, the Namekagon Visitor Center and the Marshland Center. State park and forest offices make publications available as well. Several tourist information centers distribute Riverway publications. Incidental Business Permit holders are required to distribute section maps and display posters. Most Riverway publications are also available as PDF files on the Riverway’s website and can be downloaded.



Website

The National Park Service maintains a website at www.nps.gov. All National Park Service areas are featured on this site with a minimum level of information. For the Riverway, that site is www.nps.gov/sacn. National Park Service areas also have the option of developing an expanded website. The Riverway's current expanded website www.nps.gov/sacn/index.html went on-line in May of 2002. A private contractor was hired to develop a template, navigational system, and some material for the site. The site has visual appeal and the templates function well for adding new material. A current inability to change the navigation system is limiting desired modifications.

The site is maintained using Macromedia Dreamweaver. Copies of Dreamweaver are installed in each district so interpretive staff can update river levels, the calendar, and press releases. The Riverway's webmaster makes all other revisions and additions to the site. The Riverway staff is encouraged to bring ideas and materials to the webmaster for addition. The site has room for improvements and expansion of its current information on trip planning and recreational use, park resources and issues, management, and administration.

National Park Service
National Park Service
U.S. Department of the Interior

Saint Croix
National Scenic Riverway
Wisconsin

St. Croix Visitor Center
Open All Year
Currently Closed due to mold pending new construction

Namekagon Visitor Center
5/29/04-9/6/04 Closed
Tuesday and Wednesday 9:00 AM - 4:30 PM
Saturday and Sunday in September 9:00 AM - 4:30 PM
[View all Facilities »](#)

Fee Information
[View all Fees »](#)

Calm or dancing waters surrounded by shades of green, the St. Croix National Scenic Riverway provides 252 miles of recreational opportunities. Canoe amid the northwoods, where wolves, deer, otter and porcupine can be seen or boat surrounded by wooded bluffs and historic towns. The Wild and Scenic Rivers Act of 1968 created a thin narrow corridor of protection for the St. Croix and Namekagon Rivers.

This corridor provides scenic views and a haven for wildlife. The clean, sparkling river water shelters native mussels, dragonflies, and fish. Overhead, eagles, osprey, kingfisher and warblers fly and nest. Closer at hand raccoons, fox, and bear may be glimpsed. Color bursts forth from trilliums and marsh marigolds, followed by asters, cardinal flowers

- [Home](#)
- [Accessibility](#)
- [Activities](#)
- [Education Programs](#)
- [Facts](#)
- [For Kids](#)
- [History & Culture](#)
- [In Depth](#)
- [Management Docs](#)
- [News](#)
- [Plan Your Visit](#)
- [Bookstore »](#)
- [Employment »](#)

Wayside Exhibits

Fifteen (15) three-sided kiosks are installed at the following locations along the Riverway: Namekagon Dam Landing, Phipps Landing, Groat Landing, County K Landing, Howell Landing, McDowell Landing, Namekagon Trail Bridge, Gordon Dam, CCC Bridge Landing, Riverside Landing, Nelsons Landing, Sandrock Cliffs, Highway 70, County O Landing, and Osceola Landing. The kiosks do not comply with the current NPS identity program nor do they include NPS identification. The kiosks are three-sided and some are roofed with a painted wood frame. One side is a glass-cased bulletin board, one is a fiberglass interpretive panel, and the third is a fiberglass map or an additional interpretive panel. The interpretive panels are generic; the four panel types cover the topics of wildlife, the fur trade, logging, and homesteaders. The 32" x 48" panels were created in 1979 through the National Park Service's Harpers Ferry Center (HFC). The generic interpretive panels in use are not compelling or site-specific. Replacement panels have been acquired over the years through HFC and are normally free; in one case the artwork was no longer available and the Riverway paid for replacement artwork. Some of the panels' maps are outdated which will require funds to update before replacement in the future. The Riverway recently received some funding to begin improving the Riverway's wayside exhibits.

Because many of the wayside kiosks are positioned over well pumps, they may not always be in convenient locations at some landings. Also, parkwide visitor use patterns indicate some may not be placed at the most appropriate landings. Park staff determined that the kiosks' bulletin boards were too small so they developed larger, stand-alone bulletin boards for some landings that include NPS identification.



Interpretive Programs

Current Interpretive Staff, Summer 2004

The existing staff of St. Croix NSR's Educational Partnerships Team is:

<u>Position Title</u>	<u>Status</u>	<u>Grade</u>	<u>FTE</u>
Manager	PFT	GS-12	1.00
Cultural Resource and Interpretive Specialist	PFT	GS-11	1.00
Program Assistant	PFT	GS-5	1.00
St. Croix District Interpreter	PFT	GS-9	1.00
Park Ranger	SFT	GS-5	.46
Park Aid	SPT	GS-4	.18
Park Aid	SPT	GS-4	.18
Marshland District Interpreter	PFT	GS-9	1.00
Park Ranger	SPT	GS-5	.18
Park Aid	SPT	GS-4	.15
Namekagon District Interpreter	PFT	GS-9	1.00
Park Aid	SFT	GS-4	.29
Visitor Use Assistant	SPT	GS-3	.29

Total Positions: 13

Total FTEs: 7.73

In 2004, 21 interpretive volunteers donated more than 1,451 hours of time, including a full-time seasonal Student Conservation Association (SCA) employee who split time between operating the Namekagon Visitor Center and assisting the Resource Management Division.

PFT: permanent full time employee

SFT: seasonal (primarily summer) full time employee

SPT: seasonal (primarily summer) part time employee

FTE Full Time Equivalent equals one full time employee

Current Interpretive Programs

With the personnel listed on page 32, the Riverway provides the following programs, many in cooperation with park partners:

Interpretation on the River

Park rangers provide interpretive informal contacts at river access points and on the river with visitors who are canoeing, kayaking, tubing, fishing, boating, or camping. Interactions range from short contacts that provide orientation and safety information to longer contacts that connect the visitors to the natural and cultural resources they are experiencing. Park rangers report that these contacts have high value in enhancing visitor experiences. Most of these interactions take place on summer weekends at highly used landings such as Osceola, Minnesota Interstate State Park, Highway 70, Thayers, Riverside, County Highway K, and Earl. Interactions take place from portable booths at landings, while park rangers are walking through landings, or while park rangers are canoeing or kayaking on the river.

Campfire and other Programs at Partner Campgrounds

Riverway staff present a limited number of programs at public and private campgrounds. Most of these are Saturday evening campfire programs presented in June, July, and August. A few other programs, such as interpretive walks along the potholes trail in Minnesota Interstate State Park, are also offered. Programs are on a range of topics related to the natural and cultural history of Riverway resources. A limited number of programs specifically geared to children are also available. Automobile oriented campgrounds serving Riverway visitors are located within Minnesota and Wisconsin state parks and forests, and county and township parks. The Riverway does not operate automobile campgrounds. Private campgrounds also serve large numbers of visitors to the Riverway. These campgrounds provide a high level of services and serve large numbers of people during the summer season.

Paddleboat and Train Programs

Park rangers present approximately 50 programs each year aboard paddleboats in Taylors Falls, Minnesota, and 10 programs each year aboard the Osceola and St. Croix Valley Railway, which operates between Osceola, Wisconsin and Marine on St. Croix, Minnesota. These programs reach thousands of visitors each year and include interpretation on natural and cultural history themes. Programs are currently not presented on paddleboats operating from Stillwater and Afton, Minnesota, and Hudson, Wisconsin. Programs are also not presented on trains operating from Spooner, Wisconsin or Stillwater, Minnesota.

Special Events

Each year, special events are presented in conjunction with partners. These events are offered at Riverway visitor centers, partner venues, or sites along the rivers. Events in recent years included: A Guided Canoe Trek, sponsored by the St. Croix Watershed Educators; RiverFest, A celebration of the St. Croix River, with St. Croix Falls and Osceola, Wisconsin, and Taylors Falls, Minnesota; Hands on History, a demonstration of historic living skills by volunteers; St. Croix Sojourn, Wolf Awareness Day; Fishing seminars; and a Resource Management Day. These events require significant coordination with partners and large numbers of volunteers. Some special events take place simultaneously at multiple venues. Attendance is heavily dependent on weather.

Curriculum-Based Education for Students

Programs are offered for students from preschool through high school on both natural and cultural history themes. School programs are designed to meet Minnesota and Wisconsin education standards. "Rivers are Alive," a program developed for 4th grade students that examines the interconnectedness of life in the river, is the premier Riverway program. Other popular programs include a winter offering that explores the life of a logger from the 1800s, and service learning programs for grades 4 through 12. Programs are presented at a variety of locations in all three districts of the Riverway.

The geographic focus of school programming is on schools within the St. Croix River watershed and within 30 miles from either the St. Croix or Namekagon River. Not all school districts are served at the same level. Several workshops have been presented to encourage teachers to use Riverway resources and participate in Riverway education activities.

A limited number of programs are presented each year for students at colleges and universities in the region. These programs were developed to inform students about careers in the National Park Service and promote opportunities for employment and internships at St. Croix National Scenic Riverway.

Education and Interpretive Programs for Groups

Many of the same education programs offered to schools are modified for groups using the Riverway. These groups include Boy Scouts, Girl Scouts, Summer Camps, and other groups that organize trips to the Riverway. Groups make reservations for these programs which are modified to serve the range of ages of each group using the Riverway by altering the presentation styles, logistics, and level of detail, depending on the size and age range of the group. Other programs are adapted from general public campfire programs. Groups are required to make reservations for these programs so staff has time to prepare for them. These programs are presented at Riverway visitor centers, landings, and occasionally when groups drop in at one of the visitor centers. Training workshops are provided to camp staff who are leading trips to the Riverway.

When requested, programs can also be provided at some groups' off-site location away from the Riverway. These programs often focus on Riverway management issues and are presented by education team members and other Riverway staff.

Outreach Presentations

Park staff participates in outreach presentations to reach potential Riverway users and inform them of the Riverway's significance, unique resources, protected status, recreational opportunities, and rules and regulations. Staff assists with trip planning. Their presence enhances the park's visibility and promotes the National Park Service connection. Outreach programs are also a way to recruit potential employees and volunteers.

In recent years, canoeists and kayakers were reached at Canoecopia in Madison, Wisconsin, and the Outdoor Expo in Minneapolis, Minnesota, where an outreach booth and a total of five slide presentations reached thousands of people at these two events. The Great Waters Fly Fishing Expo in Bloomington, Minnesota, featured a booth and presentation for fly fishers. Musky Fest in Hayward, Wisconsin, and county fairs are two other examples of these types of outreach programs that connect new audiences and current users with unique aspects of the Riverway. Each year the Riverway participates in 10 to 15 of these outreach events.

Curatorial Collection

The current collection of 74,767 objects is primarily historical and archeological with a small number of natural objects. The majority of the Riverway's collection is in storage at three locations, one of which is in Lincoln, Nebraska, where the Midwest Archeological Center houses the Riverway's archeological collection of 74,366 objects. These are objects and archives from archeological and compliance surveys conducted by archeologists or para-archeologists on Riverway land. Two smaller storage areas are in St. Croix Falls, Wisconsin.

The park staff has begun to assess stored files to determine what should be placed in a Riverway archives. It is estimated that it will take up to four years to go through the material, process the records, and prepare them for storage. When this work is complete, the information about the artifacts and archives will be more accessible to the Riverway staff.

Approximately 90 objects are on exhibit in the Riverway's three visitor centers, with the majority of objects in the St. Croix Falls visitor center. Some objects are on display in cases and some are not. Problems with the objects have occurred with handling, exposure to light, and bugs. Most of the objects on display are from the logging or early settlement time period, and some are natural history mounts.

Research

Basic inventories have been conducted for both natural and cultural resources within the Riverway. For cultural resources, this includes an archeological overview survey, an identification of potentially eligible historic properties, and an administrative and historic resource study. For natural resources, the staff feels they have a fair assessment of wildlife and conditions within the Riverway. Inventories have been undertaken for rare plants, lichens, breeding birds, herons, bald eagles, beaver, mussels, crayfish, frogs, and invertebrates. A monitoring program is in place for many of these same species and research has been carried out on aspects of water quality, mussels, fisheries, and ground-water.

FUTURE INTERPRETIVE PROGRAM

The facilities, interpretive media, and interpretive programs described in the "Existing Conditions" section on the previous 12 pages will continue to be the foundation of the Riverway's interpretive efforts.

The "Future Interpretive Program" recommendations listed on the following 16 pages will describe additional or improved interpretive media and interpretive programs at St. Croix National Scenic Riverway.

INTERPRETIVE MEDIA

Introduction

On October 5-7, 2004, Long-Range Interpretive Planning (LRIP) workshops were held at three locations within St. Croix National Scenic Riverway that concentrated on the Riverway's interpretive media. These workshops were attended by interpreters and volunteers from the Riverway, four media specialists from the National Park Service's Harpers Ferry Center, and a number of Riverway partners. These workshops were critical in formulating the Riverway's interpretive media recommendations for the next ten years. The agreed-upon recommendations that resulted from these LRIP workshops are listed on the following pages in these categories:

Audiovisual Programs

Exhibits

Outreach and Partner Exhibits

Publications

Wayside Exhibits

Website

Much of the existing interpretive media along the Riverway is outdated due to materials, language, and/or how they address the Riverway's resource issues. The Riverway's publications and its website are the most up-to-date media types because, by their nature, their content can be more readily changed. However, the content of the park's other media (audiovisual programs, exhibits, and wayside exhibits) have remained largely unchanged for about 25 years. The interpretive media listed below and on the following pages will — when implemented — orient visitors to the Riverway's recreational opportunities and will help visitors make their own connections with the meanings and significance of the Riverway's natural and cultural resources.

Audiovisual Programs

Recommendations:

- Produce a new, 12-minute digital audiovisual program (i.e., "Park Film") for showing at Riverway Centers
- Develop an audiovisual program to train employees in organizations that bring groups to the Riverway
- Develop a PowerPoint program that provides a general introduction to the St. Croix National Scenic Riverway

In the the future, all audiovisual programs produced for the Riverway will take advantage of the newest digital technology for these reasons: ease of future editing changes, reduced cost of media production, and increased lifespan of the audiovisual media products.

Riverway Movie (i.e., "Park Film")

Funds have been obtained to produce a new 12-minute overview "park film" (actually, a digital audiovisual program). Shooting for this film will begin in 2005 and it will be completed in 2006.

The film will create opportunities for emotional connections between the Riverway's resources and the viewers. The use of portions of interviews that reflect a variety of park experiences for audio and possibly video may be one method used; this can provide an extremely powerful human association with the film's themes. A sense of stewardship will be evoked through aerial and underwater photography, highlighting the park's scenery, recreational opportunities, and the threats facing the Riverway. The film will place in context how the Riverway has both benefited and been harmed by human interaction with it. The film will be played at all Riverway Centers and be made available to partner locations. The film will include a message that explains the importance of partners and that efforts to preserve the Riverway is a task undertaken by many.

Riverway Training Program

Park staff will create audiovisual programs that can be used to train non-NPS staff who work within the Riverway. These programs will be produced in a digital/ DVD format and will cover Riverway issues and current research, resources, interpretive themes and delivery methods, customer service, and river etiquette. The potential audiences are camp staff, business partners (especially canoe and kayak outfitters), and organized groups using the rivers.

PowerPoint Programs

Provide a PowerPoint program that gives a general introduction to the Riverway. This program could be used by interpretive or non-interpretive staff to start a campfire program, introduce the Riverway to community groups or at outreach locations. It will be able to serve as a stand-alone program or be adapted by the presenter to the specific audience or topic requested. Additional programs will be developed as needs are identified. These additional programs could be developed to complement the new film or highlight a topic (e.g., invasive exotics).

Exhibits

Recommendations:

- Plan, design, and produce new exhibits for the St. Croix River Visitor Center
- Plan, design, and produce new exhibits for the Namekagon River Visitor Center
- Develop a plan for an alternative use for the Marshland Center and convert it to this use with the help of partners
- Develop self-service exhibits interpreting the Riverway's cultural heritage at a restored Riverside School
- Plan, design, and produce outdoor, self-service exhibits for each of the Riverway's visitor centers

The linear nature of St. Croix National Scenic Riverway and its 252-mile length make it impractical for visitor centers to act as efficient gateways. Visitor facilities must therefore be designed to attract audiences with park overview information and interpretive experiences, especially where no dramatic features exist near the visitor center site.

The Riverway's visitor centers will provide a full range of park and partner publications. These will be available inside when the buildings are open and, when closed, outdoor racks or dispensers will carry a selection of free publications chosen for value to visitors. One of the Riverway's goals is to communicate the national-level value of its resources. The Riverway staff will develop more focused interior exhibits that provoke interaction and elicit a desire from visitors for closer contact with the park's resources.

Over the ten years of this Long-Range Interpretive Plan, the park staff plans to replace the exhibits at the Riverway's two major visitor facilities. They will be renamed for the river they stand beside. The exhibits at St. Croix River Visitor Center in St. Croix Falls, Wisconsin, will be replaced in 2006. The changes to the Namekagon River Visitor Center in Trego, Wisconsin, will require planning and funding for new exhibits to be installed within 10 years. While each visitor center's exhibits will briefly cover many of the park's themes, focal point exhibits at each visitor center will emphasize one or more of the Riverway's interpretive themes. This approach will provide visitors with a parkwide overview at each center, as well as allow each visitor center to interpret one or more of the park's primary themes in greater detail. The St. Croix River Visitor Center will remain a year-round facility, while the Namekagon River Visitor Center will be open May to October. Options for the Marshland Center are still being explored.

St. Croix River Visitor Center

In 2005, the Riverway began constructing a new headquarters building which is scheduled to be completed in 2006. This new building will house a 2,500 sq. ft. visitor center which will include restrooms, an information desk, a theater/multipurpose room, and a sales area. About 750 square feet of this facility will be dedicated to exhibits. The exhibit area is bordered by floor-to-ceiling windows that offer a river view. Exhibits at the new, renamed, St. Croix River Visitor Center will include aspects of the park's "Ecological Crossroads," "Rivers of Life," "A Fragile Place," and "Human Highway and Home" themes. Most examples shown will be from the St. Croix River, but the exhibits will provide an orientation and overview to the entire 252 miles. The expected audiences are national visitors, area residents, and river users.

Namekagon River Visitor Center

New exhibits at the renamed Namekagon River Visitor Center will emphasize the Namekagon River and the "Wild River Recreation," "A Fragile Place," and "Human Highway and Home" themes. The Namekagon River Visitor Center will provide maps, information, and services that visitors need for trip planning. The expected audience will be river users, area residents, and visitors traveling on Highway 53.

A large immersive exhibit centering on experiencing the river is a concept currently being considered. Safety issues will be emphasized in these exhibits. Other exhibit components in this facility might include a map of the entire Namekagon River, special features, seasons along the Namekagon River, interactive features, and changeable exhibits that focus on resource management and research.

Riverside School

This former one-room schoolhouse located on County Road S near Osceola, Wisconsin, will no longer be needed as a ranger station in 2006 when the new administrative headquarters building opens. Riverway staff will seek funding to restore this former one-room schoolhouse to its historic appearance and explore the feasibility of creating a visitor use facility with exhibits that will emphasize the "Human Highway and Home" theme. Because this facility will not be staffed, self-service exhibits must be created that minimize the potential of theft and vandalism. Copies of historic photos and limited artifacts will connect the overall human history of the Riverway with local events and places. Wayside exhibits will also be used to complement the interior exhibits. Burial mounds, historic County S road, and the area's rural landscape make it an excellent location to further reveal the human history of the Riverway. The Riverway staff will work with the Ojibwe and Dakota tribes to tell their stories. The expected audience would be visitors to the nearby St. Croix River Visitor Center, area residents, and regional tourists.

Marshland Center

Park staff is exploring the idea of alternative uses for the Marshland Center. One idea being explored is a river or fishing ecology center which will emphasize the park's "River of Life," "A Fragile Place," "Geology and Hydrology" and "Wild River Recreation" themes. The life of the river — at the surface and below the surface — will use fish as the focus from which the exhibit concepts will expand. Exhibits on aquatic life would include fish, shellfish, waterfowl, and mammals associated with aquatic life such as beaver and muskrat. The new exhibits might also highlight the effects of river hydrology, aquatic insects, water quality, and predator/prey relationships on fish.

Large aquarium tanks may be used to illustrate the Riverway's aquatic resources and allow better connectivity to visitors of all ages and learning styles. This facility also has the potential to combine aquatic research with interpretation by providing space for temporary exhibits that highlight research and issues relating to fishing or aquatic ecology.

While the Riverway pursues the feasibility of changing the Marshland Center into a river or fishing ecology center, it remains open to other ideas that may develop as part of its continuing outreach to the community and partners to better utilize the building and serve the public.

Another option would be to convert the breezeway between the bathrooms and the building into an interpretive area with wayside or panel exhibits added to the Riverway and tourism brochures on display there. Or it could be possible to secure all or part of the exhibit area from the rest of the building so visitors could use it as a self-serve visitor facility. These options would both benefit the traveling public that makes use of the restrooms, while using minimal staff time. The feasibility of these options will be pursued, while the Riverway remains open to any other ideas that may develop as part of the continuing outreach to partners and the community, seeking to better utilize the building and serve the public. No time frame has been established for choosing between the options.

Historic Cabins

The three cabins federally owned and eligible to the National Register of Historic Places and other cabins found to be historic will be reviewed for their use as interpretive facilities. A cabin could be stripped to its historic shell with wayside or panel exhibits highlighting the recreational history of the river, local craftsmanship, and construction methods used in the buildings. Other uses of restored structures might allow for an annual special event to be held. A feasibility study is being undertaken in 2005, to provide further direction. It is expected the cabins would be visited primarily by River users who would find a day use area while canoeing or kayaking on that stretch of the river.

Outreach and Partner Exhibits

Recommendations:

- Develop exhibits and other media to highlight the Riverway at partner locations
- Create table-top and free-standing exhibits for use at festivals, expositions, and at Riverway landings.
- Add interpretive markings to vans, canoes, and kayaks to increase visibility and enhance Riverway identification

Exhibits at Partner Locations

Many visitors access or learn about the Riverway through partner agencies, non-profits, and private sector partners. Riverway staff will pursue partnership opportunities and funding sources to experiment with non-traditional ideas, creative techniques, and new locations for exhibits and other media options over the next decade.

The primary purposes of pursuing and implementing these ideas are:

1. To provide information to encourage river users who do not typically go to NPS visitor centers to care about Riverway resources.
2. To reach people prior to their Riverway visit.
3. To strengthen the Riverway's relationships with other government agencies and private sector partners in reaching Riverway visitors.

Potential exhibit partners that might display interpretive panels include businesses with Incidental Business Permits: canoe outfitters, fishing guides and historic transportation businesses (paddleboats and trains) that provide visitor services to the public under permit with the Riverway. Other partners might include Minnesota Interstate Park, the Cable Natural History Museum, Riverway business partners, camps, resorts, paddleboats, excursion trains, and local governments.

Portable Exhibits

Park staff will create free-standing and table-top exhibits that can be transported to Riverway landings, local festivals and fairs, and regional conventions. These portable exhibits will be flexible enough to change interpretive content when needed, yet be well designed and of a professional quality to attract people at a variety of non-Riverway locations. These exhibits will also be available for use by park partners.

Branded Riverway Van and Canoe/Kayak

Park staff will apply an interpretive "wrap" (i.e., large-format graphics) to a currently owned van to promote the Riverway and attract attention. This van will be used by park rangers when visiting canoe landings in raising the visibility of the Riverway. This concept will also be tried on a smaller scale by creating decals for a canoe and/or kayak that could be used by a park ranger making public contacts on the rivers.

Publications

Recommendations:

- Revise and redesign the Official Map and Guide for the Riverway
- Enhance section maps by improving design and adding mileage information
- Encourage and support development of river guide books for both the St. Croix River and Namekagon River
- Reprint and distribute trash bags with interpretive messages

Interpretive publications provide visitors with relevant park orientation information and help them understand and connect to the Riverway. The park already has an active publications program that produces a variety of free materials for visitors. The park staff recognizes the importance that the terminology and symbols used in publications, wayside exhibits, and exhibits be in agreement. In both the short term and long term, the park staff will work to assure that uniform terminology and symbols in media will exist, thereby reducing the potential for public confusion.

The Riverway will continue to produce handouts for visitor use covering many topics such as hiking, camping, fishing, and safety. The park staff will continue to update these and improve their effectiveness. These publications will be designed so they can be easily downloaded from the Riverway's website. The park staff will also continue to produce rack cards as a cost effective approach to promoting the Riverway at outreach locations.

Official Riverway Map & Guide

The official Riverway Map and Guide is designed in the NPS unigrid format and is distributed at all visitor centers and is mailed on request. The brochure has two main audiences: those who receive it before their visit and use it to plan a visit, and those who pick it up at the Riverway as a souvenir and to provide a map and information about the Riverway. This full-color handout requires a complete refocus and redesign. The new brochure will orient visitors (emphasizing diverse recreational opportunities and experiences), will introduce Riverway interpretive themes, describe Riverway resources, and direct visitors to where they can get more detailed information. New photographs will highlight these resources and recreational opportunities. The map will be redesigned so it is easier to read, and symbols representing camping opportunities will more accurately reflect what is available in the park.

River Section Maps

More readable maps will be developed that incorporate river mileage information at landings and campsites. Additions or modifications will occur on an annual basis and be available in print or digital format.

River Guides

Separate River Guides are planned for both the St. Croix River and Namekagon River. These will be commercial products either developed cooperatively with Eastern National or by a private publisher. Printed on waterproof paper, these River Guides will focus on interpretation of the resources with facts and stories, more than the Riverway Map and Guide or River Section Maps. River Guides will focus on natural history and the human stories of the rivers. The River Guides will have less detailed maps than the River Section Maps, which are updated annually, to extend their commercial life. The two publications will complement each other, providing detailed river use information as well as educational material about Riverway resources.

Trash Bags

Riverway staff will continue to produce trash bags with printed interpretive messages to encourage visitors to help keep the Riverway clean. Distribution of these bags through Riverway staff and business partners helps increase the visibility of the Riverway's identity and mission.

Wayside Exhibits

Recommendations:

- Prepare a Wayside Exhibit Plan for the entire Riverway
- Produce and install exhibits specified in the Wayside Exhibit Plan
- Coordinate the wayside exhibit planning effort with the Riverway planning to improve wayfinding and identification signs

Wayside exhibits interpret specific park resources and stories at specific park locations and are available 24 hours a day, seven days a week. Located close to the features they interpret, wayside exhibits answer visitor questions and help facilitate intellectual and emotional connections between visitors and the park resources. The wayside exhibits and the terminology used on them will be coordinated with park signs, exhibits, and maps to assure compatibility and clarity.

Waysides Exhibits Planning and Production

The park staff will initiate wayside exhibit planning by identifying subjects and locations of desired wayside exhibits throughout the Riverway. The thematic topics of "Geology and Hydrology," "Ecological Crossroads," "River of Life," "A Fragile Place," and "A Human Highway and Home" directly tie to visible resources the river users will be seeing and are best suited to the wayside format. During the summer of 2005, an intern will review previous planning efforts, record the condition and location of the current waysides, and evaluate their effectiveness. After this review, the park staff will set priorities as to where to locate new waysides and relocate existing waysides to improve their effectiveness. Short-term improvements will be recommended for existing waysides and planning will start for a number of new wayside exhibits. Further planning of identified wayside exhibit, including text and panel layouts, will follow.

The park staff will then contract for the production of the wayside exhibit panels and bases. After the wayside exhibits are produced, coordination is needed to assure that each wayside exhibit base is installed at the correct location, accurate orientation, proper height (for ADA compliance), and with a hard-surface site pad around each base to make it accessible to all visitors, including those in wheelchairs.

A challenge facing the Riverway is to assure that visitors easily find and access recreational opportunities, and understand that the Riverway is part of the National Park System. In recognition of this, the park will coordinate the wayside exhibit planning effort with Riverway planning to improve wayfinding and identification signs.

Types of Wayside Exhibits

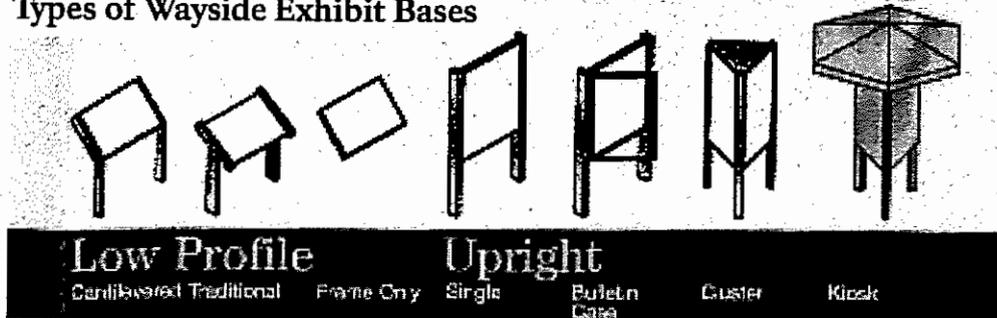
In addition to park-produced bulletin boards and regulatory signs along the Riverway, the park staff envisions three types of wayside exhibits that conform to NPS sign standards:

Landings and Visitor Centers: A three-sided cluster of upright wayside exhibits will be placed at the Riverway's landings and visitor centers at locations that are easily visible and readily accessible. One panel will orient visitors to the overall Riverway through text and or maps; a second panel will convey a site-specific message; and the third panel of the three-sided cluster will be either an additional site-specific panel or a bulletin case for changeable information as needed.

Trailheads: At park trailheads along the Riverway, upright orientation exhibits will help visitors make choices about experiencing the park's trails. Information about trail distance and difficulty will be included, as well as park safety and resource protection information. Some trail features, sites, and related interpretive themes will be highlighted to entice visitors to hike this and other park trails.

Features of Significance: Interpretive, low profile wayside exhibits will be placed within the park at selected features worthy of interpretation. The site-specificity of each wayside exhibit, its support of park themes, its accessibility, and its potential for reaching large numbers of visitors will be the criteria used in selecting these wayside exhibit sites.

Types of Wayside Exhibit Bases



Bulletin Boards: The Riverway has produced and will continue to produce double-width bulletin boards made from wood that include the name of each bulletin board's location on the bottom of the frame, and the NPS arrowhead and "St. Croix National Scenic Riverway" along the top. The supports going into the ground are double posted to reduce vandalism. These bulletin boards contain safety and regulatory information and can be found at the park's major landings. Map boxes have been attached to the sides.

Website

Recommendations:

- Enhance the Riverway website by adding more information and increasing the interpretive components,
- Add a map incorporating photos and information helpful in trip planning
- Enhance interactivity with the Riverway website by visitors and educational groups

The current website for the Riverway is in transition. In 2005, the websites of all NPS areas will migrate to a new web format. A content management system specifically adapted for the NPS will increase uniformity between NPS websites and allow for more NPS staff to participate in updating and adding material to the websites, thereby encouraging continued expansion. The Riverway's current website is primarily an information tool that gives visitors online versions of park publications, maps, material to help them plan their trip, and some resource and management information. As the Riverway website changes to conform to the new NPS format, park staff will make the website more interpretive, as well as informative.

Park staff will add teacher/student information, documentation, and educational resources designed to assist teachers with lesson plans for Riverway and watershed education. Interactive quizzes or activities for assessment and applied learning will be created.

Orientation and trip planning will be expanded. Park staff will create an interactive layered map that will give the location and specific information about amenities and services that can be found along the Riverway (e.g., boat launches, telephones, restrooms, shopping, visitor center locations, etc.) with attached photo images. Park staff will explore adding Global Positioning Satellite (GPS) information to maps and more images of what a river stretch looks like. Park staff will also integrate current information through some dynamic web applications such as a moderated BLOG, or web log, that would allow visitors to input information that other visitors may find important (e.g., insect reports, wildlife viewing, water levels, etc.) or other formats.

Technology needs to be kept current and utilized to insure a dynamic and appealing website to assist all users. As new technology creates new ways to receive and use information, the Riverway will attempt to capitalize on this technology to improve our ability to serve the public.

INTERPRETATION AND EDUCATIONAL PROGRAMS

Introduction

On November 3, 5, 9 and 10, 2004, Long-Range Interpretive Planning workshops were held at four locations within St. Croix National Scenic Riverway. These workshops were attended by interpreters and volunteers from the Riverway and a large number of Riverway partners. These workshops were important in formulating the Riverway's educational program goals for the next ten years. During these workshops, three concepts were developed to guide Riverway interpretive and educational programming:

- Strengthen the focus on specific natural and cultural resources and increase awareness of the complexity and special qualities of Riverway resources to foster personal connection to the rivers and commitment to stewardship.
- Enhance orientation functions and trip planning services to better serve the public.
- Focus programming on Riverway resources rather than broad-based natural and cultural resource themes.

While the Riverway has a history of successful public programming, the park staff realizes that they are missing some audiences. The environmental education programs that are offered focus primarily on fourth graders. Public programming focus remains more on canoeists than other user groups. Park staff provides more programs near staffed locations such as visitor centers, while missing stretches of the Riverway from Hayward north on the Namekagon and downstream from Stillwater to Prescott on the St. Croix. There are many groups that typically do not have NPS contact that need to be reached, along with many other recreational user groups. Both local and regional visitors need to be served. More opportunities need to be developed for visitors to provide service through volunteering to help them foster a stronger sense of stewardship whether traveling as a family, a group, or a class of students.

The program recommendations listed on the following pages will — when implemented — reach a broader cross section of park audiences. These educational program recommendations will re-focus on the Riverway's primary stories as expressed in the interpretive theme statements listed on pages 10-11 of this document.

Programs for Schools and Organized Groups

Recommendations:

- Develop a set of five core Riverway programs
 - 2nd Grade: "River Signs" focus on observation of nature
 - 4th Grade: "Rivers are Alive" focus on the ecology of the rivers
 - 4th Grade: focus on the cultural heritage of the rivers and region
 - Middle school: focus on the Riverway's water quality
 - High School: focus on river conservation and current critical issues along the Riverway
- Present teacher workshops to increase teacher knowledge and understanding of Riverway programs and supportive materials and information
- Develop an email newsletter for educators on Riverway issues

Riverway education programs will move toward a curriculum-based offering of programs for different grade levels. The core will remain "Rivers Are Alive" for fourth graders which is presented at the Riverway. Park staff will rework the "Loggers Day" program (which is also for fourth graders) to highlight significant and meaningful aspects of the Riverway's human history and its relationship to the rivers that can be offered on-site or off-site. Park staff will develop a program for second graders based on the current "Tracks" program to expose children to the Riverway's resources and to develop their observation of nature. Park staff will create an on-site program for middle school students that focuses on water quality, macro-invertebrates, and mussels. At the high school level, the park staff will develop an off-site program opportunity that involves the history of conservation of the Riverway, resource management, and current issues that encourage critical thinking and stewardship. Programs developed for educational groups are also presented to organized groups of the same age range.

These education programs will be linked to state academic standards and fully developed with associated resource packages, related curriculum guides, supplemental programming, and/or traveling trunks to encourage teachers to further enhance these learning opportunities. Teacher workshops will be offered to make teachers aware of the opportunities the curriculum and enhancements present for site-specific, relevant teaching. The educational packages will also be placed on the Riverway website for easy access. Once these new, curriculum-based educational programs are developed, the park staff will phase out providing special programs, specifically developed at the request of an individual teacher, due to the expense of creating new programs that are only presented a few times.

To further communicate with teachers, the park staff will create an email newsletter with information on current issues, activities incorporating Riverway information, or ways Riverway information could be incorporated into lessons. We will encourage teachers to apply for seasonal employee positions at the Riverway. Park staff is open to working with teachers and group leaders to further expand the Riverway's educational opportunities.

Programs for the Public

Recommendations:

- Expand informal interpretive contacts at high use locations along the Riverway
- Expand Saturday evening programs to public and private locations along the Riverway
- Provide programs, training and resources to camps and other organizations that are bringing groups to the rivers
- Expand programs for many audiences that underutilize current programming

Park staff will expand programming throughout the Riverway, especially along the Namekagon River from Hayward upstream and along the St. Croix River from Stillwater downstream. Programming will also be expanded to reach new audiences, by offering programs at different locations, contacting organized river users, and seeking audiences from different user groups. In addition, programming will be planned far enough in advance so that the Riverway or its partners can advertise the programming. This will provide greater NPS recognition and more visitors the opportunity to participate in the programs.

The informal interpretive interaction with visitors and resource protection that occurs when an interpretive ranger is at a Riverway landing or canoeing on one of its rivers is an important activity. The Riverway will expand informal contacts at locations where significant numbers of people gather on weekends and holidays to encourage stronger connections with the resource and to head off potential problems.

Park ranger programs on Friday, Saturday, or holiday evenings during the summer will still be scheduled at partner locations within the Riverway. The goal of presenting these programs is to reach river users and potential users, to provide orientation to the Riverway, and to connect the campers' experiences with Riverway resources. The park will include additional public and private campground locations, working with additional park partners. An introduction will be developed for

presenting at programs to insure that visitors get a basic understanding of the Riverway.

Park staff will expand working with camps and other groups that bring young people to the Riverway. Park staff will train youth group leaders through workshops, videotapes, and reference materials. Park staff will interact with the youth groups themselves through programs, volunteer opportunities, or other means to promote safety, resource protection, and visitor orientation. Youth groups from populations that don't traditionally use the Riverway will be given top priority in scheduling.

Current programs aboard scenic trains and paddleboats will be revised to be more educational and scheduled in advance with adequate publicity.

Special Events and Outreach

Recommendations:

- Cooperate with partners and neighboring communities on special events along the river and within the region
- Present one special event each year on the St. Croix and Namekagon rivers
- Strengthen contacts with regional colleges and universities
- Reach out to populations that use the Riverway but are not being reached by existing media and non personal services

Riverway staff will continue to provide cooperative programs about the Riverway at special events developed by communities along the St. Croix and Namekagon rivers. Examples include Wannigan Days in St. Croix Falls and Taylors Falls, and Musky Fest in Hayward.

Park staff will initiate and hold one special event per river per year. The special events sponsored by the Riverway draw a few hundred, not thousands of people, and are programs that highlight some aspect of the Riverway. The combined St. Croix Sojourn (a canoe trip with educational stops) and Hands on History (a demonstration of heritage skills) are examples of Riverway special events.

Park staff will continue to participate in programs outside the Riverway's boundaries to enhance the park's visibility and connection to the National Park Service. The main focus of this outreach is to reach potential Riverway users and inform them of the park's unique resources, protected status, recreational opportunities, and its rules and regulations, creating opportunities for visitors to connect to the

resources. Examples of outreach efforts are Canoecopia in Madison, Wisconsin, and Outdoor Expo in Minneapolis, Minnesota.

Park staff members have participated at events focusing on fishing, and continue to look for appropriate venues to reach out to boaters and other river users who have had little contact with Riverway media or education programs. Staffing booths at community events helps the park stay in touch with communities along the Riverway. Outreach efforts at nearby colleges and universities have produced contacts with potential employees, interns, and researchers looking for projects.

Partnerships

Recommendations:

- Work with University of Wisconsin River Falls to develop a St. Croix River Field Institute to provide programs about the river and valley to a wide range of audiences
- Participate in developing a cooperative program/speaker series along the Namekagon River
- Work in cooperation with arts organizations to celebrate and experience Riverway resources
- Work with tourism-related organizations and businesses to help people use and appreciate the Riverway
- Support and expand volunteer opportunities to participate in Riverway stewardship including the River Rovers, volunteers who promote a safe river experience
- Create products for use by Incidental Business Permit holders that promote safe use and appreciation of Riverway resources

Ownership patterns of non-federally owned land and community locations that are intertwined with the Riverway provide opportunities for partnerships. Park staff is committed to expanding the Riverway's partnership opportunities to better serve the public and the resources.

Working under a formal cooperative agreement with the University of Wisconsin at River Falls, the Riverway and the University will establish the St. Croix River Field Institute. The Institute courses will take place on or near the St. Croix River and focus on providing more in-depth educational opportunities offering enrichment experiences, credit and non-credit courses, and applied research. Programs will be developed

INTERPRETATION AND EDUCATIONAL PROGRAMS

for a broad range of audiences and is expected to mostly draw people living in the state zone of the Riverway.

Business partners currently receive maps, safety signs, and information to post at their sites. Opportunities to present programs to their clients or allow for contacts with an interpretive park ranger will be explored.

The Riverway would like to strengthen bonds with other agencies, tribal groups, local historical societies, and governments to share knowledge and improve visitor services.

THEMES/MEDIA CHART

On the following two pages, a chart shows where the Riverway's primary themes are covered or could be included in the interpretive media and personal services at St. Croix National Scenic Riverway.

Interpretive Themes

Geology & Hydrology

• The St. Croix and Namekagon Rivers reflect the current climate and recent happenings, but the St. Croix Valley reveals and reflects its turbulent past as a glacial outlet. • Powerful geologic forces of volcanism, glaciation, and erosion created invisible features in the valley through which the river flows, influencing the plants and animals that live there.

Ecological Crossroads

• The Riverway retains qualities of a pristine riverine environment within the complex convergence of three major biomes — prairie, deciduous hardwood forest, and coniferous forest — that intersect to create a rich, yet fragile diversity of habitats for plants and animals. • The protected, linear nature of the Riverway provides a refuge and a corridor for movement for a diversity of wildlife including some threatened and endangered species. • Protection of habitat for these species helps to maintain the natural systems on which all flora and fauna depend.

River of Life

• The St. Croix and Namekagon are dynamic, resilient floodplain rivers that sustain a variety of life as they drain, interact with, and change the landscape they run through. • Below the water surface there is an enigmatic world that few visitors see or appreciate, dependent on high water quality and bursting with life including species of fish, aquatic insects, and mussels which are both common and rare.

A Fragile Place

• Despite past resilience, increasing numbers of exotic species, expanding urban development, and water pollutants increasingly threaten to diminish the quality of the natural and scenic resources the Riverway was established to preserve. • Protecting a river involves care for the entire watershed the lands and waters that drain into it not just the river alone.

Human Highway and Home

• The change in people's relationship to the river valley from harvest and manipulation, toward valuing the river valley's own unique characteristics, is demonstrated in the history of human use and attitude of these rivers. • The history of these rivers is a regional and international story of a homeland and battleground for American Indians; an outpost for the European fur trade; and the river and valley as a source of wealth, destruction and homes for the expanding United States and its people. • Many people from the time of glacial retreat through to today's visitors have found their needs for physical, economic, and spiritual survival met through their interaction with the St. Croix and Namekagon rivers. • The Riverway landscape bears witness to the people who came before us through, towns, farms, historic structures, ruins, vegetative changes and discarded objects.

Wild River Recreation

• The Riverway offers opportunities for physical challenges and spiritual renewal through a diversity of recreational activities such as canoeing, boating, fishing, camping, and hiking in a natural and sustainable setting close to a major metropolitan area. • The Riverway includes scenic and varied landscapes, creating a setting to enjoy recreational opportunities while seeking the essence of nature, and solitude and contemplation away from the hectic pace of urban living.

Conservation

• People treasured the existing scenic beauty and recreational opportunities enough to protect the St. Croix and Namekagon rivers from further development as part of the landmark legislation of the original Wild and Scenic Rivers Act in 1968. • St. Croix NSR is part of the National Park System.

Orientation and Safety

(Note: Although these two "topics" are not "themes" these two areas are listed here because the Riverway needs to assure they are covered in interpretive media and personal services.)

/Media Chart

<u>Audio-visual</u>	<u>Exhibits</u>	<u>Outreach</u>	<u>Publicat.</u>	<u>Waysides</u>	<u>Website</u>	<u>Programs</u>
		Portable Exhibits Riverway Panels	Map and Guide Site Bulletins	Low Profile Interpretive Upright Orientation	Website	Interp. and Education Programs
Riverway AV Program	St. Croix River V.C.		Map and Guide River Guides	Low Profile Interpretive Upright Orientation	Website	Interp. and Education Programs
Riverway AV Program	St. Croix River V.C.	Portable Exhibits Riverway Panels	Map and Guide River Guides Site Bul.s	Low Profile Interpretive Upright Orientation	Website	Interp. and Education Programs
Riverway AV Program	St. Croix River V.C. Namekagon River V.C.	Portable Exhibits	Map and Guide River Guides	Low Profile Interpretive Upright Orientation	Website	Interp. and Education Programs
Riverway AV Program	Riverside School St. Croix River V.C. Namekagon River V.C.		Map and Guide River Guides Site Bulletins	Low Profile Interpretive Upright Orientation	Website	Interp. and Education Programs
Riverway AV Program	Namekagon River V.C.		Map and Guide Handouts Section Maps		Website	Interp. and Education Programs Informal Contacts
Riverway AV Program			Map and Guide River Guides		Website	Interp. and Education
	"woven" into all Exhibits...	Van at Landings	Map and Guide Handouts	Upright Orientation	Website	Interp. and Ed. Progr. Informal contacts

COLLECTION NEEDS

In recent years, additions to the collection of historical objects have been found within the Riverway boundaries by park staff and stored on-site. No purchase or solicitation of objects will occur over the next ten years unless needed for exhibits or as a result of resource management research needs. The potential increase in objects to the on-site collection is likely to be primarily within the Riverway archives.

The Riverway does not have the on-site facility space or staff time to care for the more than 6,000 archeological objects that currently reside off-site at the Midwest Archeological Center in Lincoln, Nebraska. Therefore, the archeological collection will remain at that location.

RESEARCH NEEDS

The following areas have been identified for research and the information will be incorporated into the interpretive program as appropriate. Project statements written to seek internal funding are listed below. (The NPS Project Management Information System, or PMIS, project tracking number is shown in parentheses.)

Cultural Resources:

- Survey, Identify, Preserve and duplicate Historic Photos (#50820)
- Research Historic Logging (#50806)
- Ferry Crossings and Railroads (#50806)
- Conduct Oral Histories (#50816)

Additional research needs have been identified for cultural resources but no PMIS statements have been created at this time.

Natural Resources:

- Gather Critical Info: Camping and Visitor Use (#86124 and #63024)
- Develop Spill Plan for the Riverway (#102126)
- Survey Mercury Levels in Fish (#73209)
- Establish Long-term Bird Monitoring (#72445)
- Survey for Karner Blue Butterflies (#60943)
- Assess Water Quality Impacts from Runoff (#71816)
- Monitor Water Quality (#60891)
- Map Visual Sensitivity for the St. Croix Valley (#84911)
- Determine Geomorphic History of Island (#60946)
- Determine Critical Low-flow Characteristics for the river (#102998)
- Monitor Rare Plants (#94176)
- Integrate Mussel, Fish, and Habitat Data (#103669)
- Determine Causes in Streamflow Changes (#102256)
- Assess the Impacts of Organic Wastewater Contaminants (#84749)
- Survey Chironomidae Communities for Water Quality (#103212)
- Prairie Restoration Demonstration (#103359)

Social Science and Visitor Use

Riverway management does not have a strong understanding of where, when, and how visitors use the Riverway. The park gained insight from social science surveys done from 1999-2003. The Incidental Business Permit program, initiated in 2004, requires businesses bringing visitors to the Riverway to report the number of customers they serve each year. This will aid in understanding this segment of Riverway users. To help plan for the future, the NPS needs to develop a more accurate method of determining how and when visitors use the Riverway.

STAFFING NEEDS

To carry out the recommendations made in this LRIP, an additional 9.17 FTE needs to be added to the Riverway's Interpretive division on a recurring basis. (FTE = Full Time Equivalency: 1.0 FTE equals one employee working in a position full-time, 40 hours a week, for one calendar year.) This number of additional FTE also correlates to the Riverway's Business Plan which was produced in 2004 and showed a need for an additional nine+ FTE for the Interpretive Division.

Riverway Programs

- 1 FTE for an Environmental Education Specialist to create curriculum based education programs, conduct teacher workshops, and implement new curriculum.
- 1 FTE for Stewardship education. This person will expand volunteer opportunities linked to programming to encourage stewardship.
- .4 FTE for website, publication, and exhibit development.

Lower District

- 1 FTE for coordinating the St. Croix River Field Institute with the University of Wisconsin River Falls and to expand programming on the Lower St. Croix River, focusing on Stillwater to Prescott.
- 2 to 4 seasonal employees for a total of .84 FTE to enhance and expand programming in the district.
- 2 seasonal employees for 1 FTE to improve operation of new St. Croix River Visitor Center.

Namekagon District

- In 2004, the Namekagon District Interpreter transferred. In 2005, the position was authorized to be refilled as a GS-5/7/9 Subject-to-Furlough position funded for seven months.
- .2 FTE (from seven to nine months) for the current STF position to increase outreach. (STF = Subject-to-Furlough: a permanent employee who is put on furlough for part of each year.)
- One 9 month permanent part-time or STF position to expand services from Hayward north to the headwaters of the Namekagon River.
- 1 to 2 seasonal employees for .5 FTE to improve and expand operation of the Namekagon River Visitor Center.
- 2 to 4 seasonal employees for a total of .84 FTE to enhance and expand programming in the district.

Marshland District

- 2 to 4 seasonal employees for a total of .84 FTE to enhance and expand programming in the district
- No staffing is shown for the Marshland Center. When a decision is made how best to operate the Marshland Center, more staffing may be needed and a recommendation will be made at that time.

Projects (non-recurring)

- 1 to 2 seasonal employees for .4 FTE needed for expansion of programming projects — one time staffing /non-recurring
- 1 .46 FTE seasonal employee for one summer for producing a training video for camps and groups
- 1 seasonal employee position of .5 FTE for two summers to work on finalizing the wayside exhibit planning.

IMPLEMENTATION PLAN

The measure of success of any plan is the extent to which it is implemented. Initial implementation strategies need to be both realistic and flexible. Because funding opportunities and priorities often change, park managers will adjust the implementation strategies to adapt to changing conditions.

Over the next 10 years, employees in the positions listed below will guide the accomplishment of the recommendations in this plan:

Superintendent, St. Croix National Scenic Riverway

Manager, Educational Partnerships Team, St. Croix N. Scenic Riverway

Cultural Resource and Interp Specialist, St. Croix Nat. Scenic Riverway

St. Croix District Interpreter, St. Croix National Scenic Riverway

Marshland District Interpreter, St. Croix National Scenic Riverway

Namekagon District Interpreter, St. Croix National Scenic Riverway

Chief of Interpretation and Education, NPS Midwest Regional Office

Below are the identified priorities for staff time and funding as it becomes available for implementing recommendations from this LRIP. St. Croix NSR recognizes that targeted funding, interest by partners, and staff skills may lead to other recommendations moving ahead of these identified priorities, but this list will be kept in the forefront.

T+: Top priorities; implementation has been initiated

- Produce a new, 12-minute digital audiovisual program (i.e., "Park Film") for showing at Riverway Centers
- Plan, design, and produce new exhibits for the St. Croix River Visitor Center
- Revise and redesign the Official Map and Guide for the Riverway
- Prepare a Wayside Exhibit Plan for the entire Riverway

T: Top priorities

- Develop a plan for an alternative use for the Marshland Center and convert it to this use with the help of partners
- Plan, design, and produce outdoor, self-service exhibits for each Riverway Center
- Develop exhibits and other media to highlight the Riverway at park partner locations
- Create table-top and free-standing exhibits for use at festivals, expositions, and at Riverway landings
- Add markings to interpretive vans, canoes, and kayaks to increase visibility and enhance Riverway identification
- Produce and install exhibits specified in the Wayside Exhibit Plan
- Enhance the website by adding more information and increasing the interpretive components
- Develop a set of five core Riverway educational programs for schools
- Reach out to populations that use the river but are not being reached by existing media and non personal services
- Work with University of Wisconsin River Falls to develop a St. Croix River Field Institute to provide programs about the river and valley to a wide range of audiences
- Support and expand interpretive volunteer opportunities that allow volunteers to participate in Riverway stewardship including the River Rovers, volunteers who promote a safe river experience

PLANNING TEAM

National Park Service

St. Croix National Scenic River

Tom Bradley, Superintendent	St. Croix NSR
Ron Erickson, Manager, Educational Partnerships Team	St. Croix NSR
Jean Schaeppi, Cultural Resource and Interp. Specialist	St. Croix NSR
Dale Cox, St. Croix District Interpreter	St. Croix NSR
Jean Van Tatenhove, Marshland District Interpreter	St. Croix NSR
Kevin Iverson, Program Assistant	St. Croix NSR
Teresa Wolfe, Interpreter	St. Croix NSR
Linda Krings, Interpreter	St. Croix NSR
Robin Maercklein, Resource Management Specialist	St. Croix NSR

Harpers Ferry Interpretive Design Center

Jack Spinnler, Interpretive Planner (Team Captain)	Harpers Ferry Center
David Guiney, Director, Interpretive Media Institute	Harpers Ferry Center
Terry Lindsay, Wayside Exhibit Planner	Harpers Ferry Center
Megan Kealy, Cartographer	Harpers Ferry Center
Tony Sciantarelli, AV Support Assistant	Harpers Ferry Center

Mississippi National River and Recreation Area

Joan Guilfoyle, Mgr., Educational Partnerships Team	Mississippi NRRRA
Stan Zobel, Computer Specialist	Mississippi NRRRA

Midwest Regional Office

Tom Richter, Chief of Interpretation and Education	MWRO, Omaha, Nebraska
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Park Partners

Julie Fox, Naturalist	Wisconsin Interstate Park
Dave Crawford, Naturalist	Wild River State Park
Sue Matthews, Manager	Polk County Info Center
Larry Buchholz, Manager	Minnesota Interstate Park

(List of Park Partners continued on next page)

Park Partners

Joel Stedman, Interp Operations Coordinator	Minnesota DNR
Judy Thomson, Regional Naturalist	Minnesota DNR
Amy Frischmon, Vice President	Wild Mountain Ski Area
Jerry Dorff, Owner	Wild River Outfitters
Matt Berg, Biology Teacher	Grantsburg High School
Sarah Ullmer, Director	Camp Sunrise
Sue Benson, Director of Education	Cable Natural History Museum
Storme Nelson, Executive Director	Hunt Hill Nature Center and Audubon Sanctuary
Kathy Moe, Biological Technician	Chequamegon National Forest
John Haack, St. Croix Basin Educator	Univ. of Wisconsin Extension Office
Deb Malesevich, Director	Telemark Education Foundation
John Canfield, Owner	Jack's Canoe Rentals
Kari Nastingen-Husey, Naturalist	Willow River State Park
Tom James, Volunteer Coordinator	St. Croix River Rovers
Becky Lewis, Program Coordinator	Wild River YMCA
April Rust, Project WET Director	Minnesota DNR
Sarah Adams, Librarian	St. Croix Falls Public Library
Larry Verissimo, Owner	KOA Hayward Campground
Craig Corbin, Director	Luther Point Bible Camp
Shawn Haseleu	Wisconsin DNR
John Elhom, Planner	Washington County Parks
Lori Fox, Teacher	Dresser
Tom McLaughlin, Teacher	Center City
Tom Kloeckl, Teacher	Pine City
Stephanie Legros, Outdoor Educ. Coordinator	Dakota County Parks
Rob Shultz, Director	YMCA Camp St. Croix
Mayme Johnson, Naturalist	Carpenter Nature Center
Dawn Flinn, Natural Res. Educ. Coordinator	Minnesota NDNR
Jill Greenhalgh, Director	Arcola Mills on the St. Croix
Niki Roussopoulos, Camp Program Director	YMCA Camp St. Croix
Dave Trechter, Coop/Marketing Specialist	University of Wisconsin, River Falls
Mark Kinders, Public Affairs Director	University of Wisconsin, River Falls
Pat Kytola, Site Administrator	Oceola and St. Croix Valley Railway

APPENDICES

A. ENABLING LEGISLATION

Wild and Scenic Rivers Act

(P.L. 90-542, as amended)

(16 U.S.C. 1271-1287)

An Act

To provide for a National Wild and Scenic Rivers System, and for other purposes.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, that,

(a) this Act may be cited as the "Wild and Scenic Rivers Act."

Congressional declaration of policy.

(b) It is hereby declared to be the policy of the United States that certain selected rivers of the Nation which, with their immediate environments, possess outstandingly remarkable scenic, recreational, geologic, fish and wildlife, historic, cultural, or other similar values, shall be preserved in free-flowing condition, and that they and their immediate environments shall be protected for the benefit and enjoyment of present and future generations. The Congress declares that the established national policy of dam and other construction at appropriate sections of the rivers of the United States needs to be complemented by a policy that would preserve other selected rivers or sections thereof in their free-flowing condition to protect the water quality of such rivers and to fulfill other vital national conservation purposes.

Congressional declaration of purpose.

(c) The purpose of this Act is to implement this policy by instituting a national wild and scenic rivers system, by designating the initial components of that system, and by prescribing the methods by which and standards according to which additional components may be added to the system from time to time.

Composition of system; requirements for State components.

SECTION 2. (a) The national wild and scenic rivers system shall comprise rivers (i) that are authorized for inclusion therein by Act of Congress, or (ii) that are designated as wild, scenic or recreational rivers by or pursuant to an act of the legislature of the State or States through which they flow, that are to be permanently administered as wild, scenic or recreational rivers by an agency or political subdivision of the State or States concerned, that are found by the Secretary of the Interior, upon application of the Governor of the State or the Governors of the States concerned, or a person or persons thereunto

duly appointed by him or them, to meet the criteria established in this Act and such criteria supplementary thereto as he may prescribe, and that are approved by him for inclusion in the system, including, upon application of the Governor of the State concerned, the Allagash Wilderness Waterway, Maine; that segment of the Wolf River, Wisconsin, which flows through Langlade County; and that segment of the New River in North Carolina extending from its confluence with Dog Creek downstream approximately 26.5 miles to the Virginia State line. Upon receipt of an application under clause (ii) of this subsection, the Secretary shall notify the Federal Energy Regulatory Commission and publish such application in the Federal Register. Each river designated under clause (ii) shall be administered by the State or political subdivision thereof without expense to the United States other than for administration and management of federally owned lands. For purposes of the preceding sentence, amounts made available to any State or political subdivision under the Land and Water Conservation [Fund] Act of 1965 or any other provision of law shall not be treated as an expense to the United States. Nothing in this subsection shall be construed to provide for the transfer to, or administration by, a State or local authority of any federally owned lands which are within the boundaries of any river included within the system under clause (ii).

Classification.

(b) A wild, scenic or recreational river area eligible to be included in the system is a free-flowing stream and the related adjacent land area that possesses one or more of the values referred to in Section 1, subsection (b) of this Act. Every wild, scenic or recreational river in its free-flowing condition, or upon restoration to this condition, shall be considered eligible for inclusion in the national wild and scenic rivers system and, if included, shall be classified, designated, and administered as one of the following:

- (1) Wild river areas -- Those rivers or sections of rivers that are free of impoundments and generally inaccessible except by trail, with watersheds or shorelines essentially primitive and waters unpolluted. These represent vestiges of primitive America.
- (2) Scenic river areas -- Those rivers or sections of rivers that are free of impoundments, with shorelines or watersheds still largely primitive and shorelines largely undeveloped, but accessible in places by roads.
- (3) Recreational river areas -- Those rivers or sections of rivers that are readily accessible by road or railroad, that may have some development along their shorelines, and that may have undergone some impoundment or diversion in the past.

Congressionally designated components.

SECTION 3. (a) The following rivers and the land adjacent thereto are hereby designated as components of the national wild and scenic rivers system:

(1) CLEARWATER, MIDDLE FORK, IDAHO. -- The Middle Fork from the town of Kooskia upstream to the town of Lowell; the Lochsa River from its junction with the Selway at Lowell forming the Middle Fork, upstream to the Powell Ranger Station; and the Selway River from Lowell upstream to its origin; to be administered by the Secretary of Agriculture.

(2) ELEVEN POINT, MISSOURI. -- The segment of the river extending downstream from Thomasville, to State Highway 142; to be administered by the Secretary of Agriculture.1a

(3) FEATHER, CALIFORNIA. -- The entire Middle Fork downstream from the confluence of its tributary streams one kilometer south of Beckwourth, California; to be administered by the Secretary of Agriculture.

(4) RIO GRANDE, NEW MEXICO. -- The segment extending from the Colorado State line downstream to the State Highway 96 crossing, and the lower four miles of the Red River; to be administered by the Secretary of the Interior.

(5) ROGUE, OREGON. -- The segment of the river extending from the mouth of the Applegate River downstream to the Lobster Creek Bridge; to be administered by agencies of the Departments of the Interior or Agriculture as agreed upon by the Secretaries of said Departments or as directed by the President.

(6) SAINT CROIX, MINNESOTA AND WISCONSIN. -- The segment between the dam near Taylors Falls, Minnesota, and the dam near Gordon, Wisconsin, and its tributary, the Namekagon, from Lake Namekagon downstream to its confluence with the Saint Croix; to be administered by the Secretary of the Interior; Provided, That except as may be required in connection with items (a) and (b) of this paragraph, no funds available to carry out the provisions of this Act may be expended for the acquisition or development of lands in connection with, or for administration under this Act of, that portion of the Saint Croix River between the dam near Taylors Falls, Minnesota, and the upstream end of Big Island in Wisconsin, until sixty days after the date on which the Secretary has transmitted to the President of the Senate and Speaker of the House of Representatives a proposed cooperative agreement between the Northern States Power Company and the United States (a) whereby the company agrees to convey to the United States, without charge, appropriate interests in certain of its lands between the dam near Taylors Falls, Minnesota, and the upstream end

of Big Island in Wisconsin, including the company's right, title, and interest to approximately one hundred acres per mile, and (b) providing for the use and development of other lands and interests in land retained by the company between said points adjacent to the river in a manner which shall complement and not be inconsistent with the purposes for which the lands and interests in land donated by the company are administered under this Act. Said agreement may also include provision for State or local governmental participation as authorized under subsection (e) of section 10 of this Act. A one-thousand-three-hundred-and-eighty-acre portion of the area commonly known as the Velie Estate, located adjacent to the Saint Croix River in Douglas County, Wisconsin, as depicted on the map entitled, "Boundary Map/Velie Estate--Saint Croix National Scenic Riverway," dated September 1980, and numbered 630-90,001, may be acquired by the Secretary without regard to any acreage limitation set forth in subsection (b) of this section or subsection (a) or (b) of section 6 of this Act.

(7) SALMON, MIDDLE FORK, IDAHO. -- From its origin to its confluence with the main Salmon River; to be administered by the Secretary of Agriculture.

(8) WOLF, WISCONSIN. -- From the Langlade-Menominee County line downstream to Keshena Falls; to be administered by the Secretary of the Interior.

(9) LOWER SAINT CROIX, MINNESOTA AND WISCONSIN. -- The segment between the dam near Taylors Falls and its confluence with the Mississippi River: Provided, (i) That the upper twenty-seven miles of this river segment shall be administered by the Secretary of the Interior; and (ii) That the lower twenty-five miles shall be designated by the Secretary upon his approval of an application for such designation made by the Governors of the States of Minnesota and Wisconsin.

B. ST. CROIX NSR GENERAL MANAGEMENT PLAN: PURPOSE AND SIGNIFICANCE

Purpose of the Upper Riverway

The purpose of a park unit stems from the reason or set of reasons why it was set aside as part of the national park system. These reasons typically are found in the unit's enabling legislation and in its legislative history.

For the upper riverway, purpose comes directly from the Wild and Scenic Rivers Act (see appendix A). The act establishes a system of free-flowing rivers that possess exceptional scenic, recreational, natural, cultural, or other outstandingly remarkable values. The act, among other things, directs that components of the riverway system be administered in ways that protect and enhance the values that make the rivers exceptional. The act stipulates that management plans for riverways may establish varying degrees of protection and development in order to maintain essential riverway values. Finally, the Wild and Scenic Rivers Act prohibits the construction of any new structures or features that will impede or detract from the free-flowing qualities of the Riverway.

The purposes of the Upper Riverway are to:

- Preserve the upper St. Croix River and its Namekagon tributary in a natural condition and as relatively free-flowing rivers.
- Protect and enhance the exceptional natural, scenic, and cultural resources of the Riverway for current and future generations.
- Provide high-quality recreational opportunities that do not detract from the exceptional natural, scenic, cultural, and aesthetic resources and values of the Riverway.

Significance of the Upper Riverway

Significance statements address what makes the area special — why it is important to our natural and/or cultural heritage and how it differs from other rivers in the country.

Significance statements are not a litany of important protected resources (e.g., national register sites). Instead, they are the outstanding qualities and values that make the area unique. Without these qualities the area would not be eligible for inclusion in the national park system, and in the case of the Riverway, for inclusion in the national wild and scenic rivers system as well.

The Riverway's significance statements flesh out the purpose of the riverway by further identifying and providing context for the resources, values, and experiences that make the riverway a special place.

The Upper Riverway is significant because:

- The St. Croix River is one of the last undisturbed, large floodplain rivers in the upper Mississippi River system.
- The Riverway is an unrivaled combination of exceptional natural resources and scenic, aesthetic, cultural, and recreational values in proximity to major urban population centers in the Upper Midwest.

Specifically, the Upper Riverway has a number of outstandingly remarkable natural resource values:

- Ninety percent of the Upper Riverway retains the essential qualities of a free-flowing river in spite of the presence of several small dams and one large dam.
- The high quality of the water of the Upper St. Croix River resulted in both Wisconsin and Minnesota designating it as "outstanding resource waters," which is the highest designation possible.
- The upper St. Croix Riverway is a protected north-south corridor that serves as a refuge for large populations of diverse flora and fauna, including federally and state-listed threatened and endangered species.
- The St. Croix River contains the greatest diversity of mussels in the upper Mississippi River system.

In addition the Riverway has numerous remarkable scenic, aesthetic, cultural, and recreational values:

- The Upper St. Croix combines high-quality river canoeing with multi-day canoe camping along 200 miles of a scenic, publicly managed and accessible, and relatively undeveloped river shoreline.
- As they travel the Riverway, visitors can observe the convergence of three terrestrial biological communities (prairie, hardwood forest, and coniferous forest) and cold- and warm-water communities.
- The St. Croix River has a national reputation for excellent small-mouth bass fishing and the Namekagon River for trout fishing.
- Visitors have extended opportunities to experience the solitude and beauty inherent in the Riverway's exceptional natural resources.
- The St. Croix and Namekagon rivers, a traditional corridor between the Great Lakes and the Mississippi Valley, retain numerous archeological and historic resources that reflect centuries of human use of a riverine environment.

C. LOWER ST. CROIX NSR COOPERATIVE MGMT. PLAN: PURPOSE AND SIGNIFICANCE

Purpose of the Lower Riverway

The purposes, significance, and exceptional resources/values of the Lower Riverway are three of the key elements that shaped the development of the Cooperative Management Plan. These reaffirm the previously identified outstandingly remarkable values. The purposes tell why the Lower St. Croix was set aside as a unit in the national wild and scenic rivers system. The significance of the Lower Riverway addresses what makes the area special — why it is important to our natural and/or cultural heritage and how it differs from other rivers in the country. The Lower Riverway's exceptional resources/values further elaborate why the Lower St. Croix is significant.

Based on the above fundamental principles and the Lower Riverway's enabling legislation, legislative history, management agency policies, public input, and the following purpose and significance statements and exceptional resources/values were identified for the Lower St. Croix National Scenic Riverway.

The purposes of the Lower St. Croix National Scenic Riverway are to

- Preserve and protect (and restore and enhance where appropriate) for present and future generations the lower riverway's ecological integrity, its natural and scenic resources, and its significant cultural resources.
- Accommodate a diverse range of recreational opportunities that do not detract from the exceptional natural, cultural, scenic, and aesthetic resources.]
- Provide an environment that allows the opportunity for peace and solitude.
- Provide an opportunity for the education and study of the geologic, cultural, ecological, and aesthetic values to further enhance stewardship of the Riverway.

Significance of the Lower Riverway

The Lower St. Croix National Scenic Riverway is significant for the following reasons:

- The Riverway is an exceptional combination of high-quality natural and cultural resources, and scenic, aesthetic, and recreational values.
- These resources and values exist in a distinctive river valley setting with a strong regional identity and character.
- These resources and values exist within the expanding Twin Cities metropolitan area.

The Lower St. Croix National Scenic Riverway contains the following exceptional resources and values:

- The valley's varied cultural resources reflect its significant role over thousands of years as a river transportation corridor.
- The values of the Minnesota and Wisconsin communities provide a broad constituency for the management and preservation of the Lower St. Croix National Scenic Riverway.
- The 52 miles of the Lower St. Croix River is at the junction of three major biomes: conifer-hardwood forest, deciduous forest-woodland, and the prairie. The Riverway has high water quality from a myriad of sources in the watershed.
- The juxtaposition of landforms and geologic features, including the bluffs, islands, The Dalles, and Lake St. Croix, are unique.
- Towns along the Riverway corridor retain their historic small town character.
- The diversity of scenic, geologic, economic, cultural, recreational, and exceptional natural resources combine to make the Lower St. Croix River an outstanding and accessible resource for the Upper Midwest.
- The natural communities, both terrestrial and aquatic, are diverse and of high quality. The sloughs, backwaters, braided streams, and other river features provide habitat for native plants and animals. Rare and endangered plants and animals, including mussels, eagles, and others, thrive here. The river corridor is an important flyway for migrating birds and contains an exceptional fishery.
- The exceptional characteristics and diversity of the linear Riverway provide for a wide variety of high-quality recreational experiences. People can easily find opportunities, ranging from peace and solitude to dynamic social interaction.

D. ACCESSIBILITY POLICY

Special Populations: Programmatic Accessibility

It is the policy of St. Croix National Scenic Riverway to promote full access to its interpretive media so that people with physical and mental disabilities have access to information necessary for a safe and meaningful visit to the Riverway. Just as the needs and abilities of individuals cannot be reduced to simple statements, it is difficult to construct guidelines for interpretive media that can apply to every situation.

However, it is possible to define a high level of programmatic access which can be met in most situations, articulate key areas of concern, and note generally accepted solutions. Because of the diversity of the Riverway's resources and the variety of interpretive situations, flexibility and versatility are important.

Each interpretive medium contributes to the total park program. All media have inherent strengths and weaknesses, and it is the Riverway's intent to capitalize on their strengths and provide alternatives where they are deficient. It is understood that any interpretive medium is just one component of the overall park experience. In some instances, especially with regard to learning disabilities, personal services may be the most appropriate and versatile interpretive approach.

Success or failure should be evaluated by examining all interpretive offerings of the Riverway. Because of the unique characteristics of each situation, accessibility should be evaluated on a case-by-case basis.

The goal is to fully comply with NPS policy:

"...To provide the highest level of accessibility possible and feasible for persons with visual, hearing, mobility, and mental impairments, consistent with the obligation to conserve park resources and preserve the quality of the park experience for everyone."

NPS Special Directive 83-3, Accessibility for Disabled Persons

A complete list of accessibility guidelines for interpretive media is available upon request.