

State Capitol History Gateway Interpretive Plan:

Context Report

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Project Background

The Oregon State Capitol is one of Oregon's premier tourism destinations, attracting nearly 200,000 visitors annually, from school tours and special interest groups to international travelers. The State Capitol Building is also a significant historical site. History has been and continues to be made in this building, and its architecture, public art and historical artifacts and spaces can be used to make that history come to life and to tell the story of democracy in Oregon. To that end, the State Legislature passed bills to authorize and provide the funds to develop a History 'Center' in the building. The 'center,' as envisioned, is not intended to tell the story of the history of Oregon in detail. Rather it is envisioned as a *Gateway* to pique interest in Oregon's history with the intent of motivating visitors to learn more about our government while in the building, and to send them to visit other sites that tell other chapters of the Oregon Story when they leave. Although a physical space may be dedicated to the History Gateway, it is not envisioned as a single physical space, but rather as the entire building and what it contains.

The framework for the History Gateway was developed in the overall Strategic Plan for the History Gateway at the State Capitol, which was completed in 2012. Phase 1 of that framework called for an Interpretive Plan to be developed that would guide the remainder of the project. This document is the second major submittal in the interpretive planning process, preceded by the Goals to be achieved and the Key Messages to be communicated in order to achieve those goals, which were developed in Phase I. The approved Goals and Messages can be found in the next section of this document.

Phase II of the planning project focused on establishing the context within which the interpretive program must function. Context consists of the following:

- The key target audiences to be served
- The parameters under which the interpretive network must be developed, such as time, and under which it must function, such as noise and congestion.
- The features and potential features, including artifacts that can be used to help tell the story.

This document represents the final submittal for Phase II. The planning process will now focus on developing the actual plan for the interpretive network.

Interpretive Goals and Messages

Background

The goals and associated messages that will guide development of the interpretive network were derived directly from the Strategic Plan. Specifically, they were derived from the approved Purpose, Core Values, Mission and Goals presented in that plan:

Purpose (from Strategic Plan)

“Oregon’s History Gateway at the State Capitol will serve as a lens through which thousands and thousands of visitors can examine and clarify their understanding of the relationship of the State Capitol to The Oregon Story.”

Core Values (from Strategic Plan)

- Feature our State Capitol as “The People’s Building”
- Educate people
- Preserve the past
- Showcase individuals and events
- Reflect our diversity
- Demonstrate the worth of remembering what has gone before

Mission (from Strategic Plan)

“Ignite belief and stimulate involvement in Oregon’s democracy.”

State Capitol History Gateway (SCHG) Goals (from Strategic Plan)

SCHG Goal One: Visitors will be welcomed by easy access to exceptional historical interpretation and programming that connect the Oregon State Capitol to the Oregon Story.

SCHG Goal Two: Oregon’s History Gateway will connect citizens to compelling history resources that can illuminate their State Capitol experience and the Oregon Story.

SCHG Goal Three: Oregon’s History Gateway at the State Capitol will have strong, solid operating agreements with clearly defined roles and responsibilities.

Primary Interpretive Goal and Associated Messages

Working from the mandates of the Strategic Plan, the following was identified as the primary goal for the interpretive network:

Increase participation in Oregon's democracy

The range of involvement of in Oregon's democracy for those visiting the capitol will include every level from running for office to those who don't vote. Rather than identifying a specific level of involvement to be achieved, the program will focus on motivating each visitor to increase his or her level of participation.

Associated messages to communicate in the interpretive program

For people to be willing to participate in Oregon's democracy they have to believe the following key points:

Message 1. The quality of my life has been and continues to be shaped by what happens in Oregon's government.

Message 2. It is people [like me] that make a difference by shaping history in ways that make a difference in the quality of life we [I] enjoy.

Message 3. It is easy to get involved in Oregon's democracy.

Discussion

Basically, if people do not value government and what government is doing according to their value system (which should be reflected in their lifestyle), they are not likely to take any action. They also have to believe that their actions can have impact.

To foster the belief in impact, the interpretive program must show how people from *all* walks of life and cultural backgrounds have made a difference in Oregon's past, present and future through involvement in Oregon's democracy so every visitor will find someone represented that he or she can identify with. To create the perception that the impact will be of value to that person, the interpretive program must connect in some way with the beliefs, values and goals of people from differing backgrounds and cultural heritage. Finally, the easier it seems to get involved, the more likely someone will do so.

Desired Outcomes

Specific quantifiable Desired Outcomes associated with this goal include, but are not limited to, the following:

1. An increase in the percentage of visitors who know their State Representative and Senator (facilitates involvement).
2. An increase in the percentage of visitors who are aware of the role they can play in getting a bill in front of the legislature.
3. *An increase in the willingness of visitors to increase their level of involvement in Oregon's democracy. (This would be measured using a Likert-type scale on a pre- and post-implementation survey).

4. An increase in the percentage of visitors who perceive that they can have an impact through the democratic process.
5. **An increase in the percentage of visitors who can identify 3 ways in which government has directly influenced their quality of life.**

**We actually want an increase in participation, but that is difficult to test and so is not as useful as a desired outcome.*

Secondary Interpretive Goal and Associated Messages

As an important state historical site with significant attraction power located in the center of Salem, the State History Gateway can function as a hub of a network of interpretive opportunities focused on Oregon's history, especially as it relates to government. In other words, it can function as a 'gateway' to Oregon's history by capitalizing on interest generated through telling the story of the history of Oregon's government to send people to other sites in Salem area to learn more. The additional effort in developing the interpretive program for the State Capitol is minimal, but the return could be significant. It could strengthen partnerships with other organizations involved in interpreting Oregon's history and help foster an interest in preserving that history, which could lead to support for preserving evidence (artifacts) of our history, including the State Capitol Building and many of the artifacts it contains. With that in mind the following has been identified as a secondary goal for the interpretive network:

Increase interest in Oregon's history, and especially in the history of government

The range of interest for those visiting the capitol will include every level from those who have no interest and are not coming to learn anything to those who are already an enthusiast. Rather than identifying a specific level of interest to be achieved or a minimum of additional actions related to history, the program will focus on motivating each visitor to go beyond what they were planning or willing to do in regards to learning about Oregon's government or history when they entered the doors.

Messages to communicate in the interpretive program

One way to increase interest is to increase the pride in the state. To that end, the interpretive program will communicate the following message:

Message 4: Oregon has long been a fertile ground for ideas and innovation, resulting in groundbreaking achievements that affect people within and outside the state.

Another approach to generating interest is to foster the belief that knowing their history is of value in their lives. To that end the interpretive program will communicate the following message:

Message 5: It is important and of value for you [me] to know Oregon's history.

A good approach for generating interest by children in any aspect of their world is for them to understand the following point:

Message 6: You can discover stories of the past by 'reading' it in the world around you.

Discussion

Communicating **Message 4**, focused on the groundbreaking achievements of the state, will foster a geocentric view that is a basis for taking pride in Oregon, which may lead to an increased sense of value for the state and consequently more interest in the government. It may also cause people to re-consider ideas that they may have discarded as being far-fetched. Good storylines include passing the Bottle Bill and establishing the beach as belonging to the public.

Communicating **Message 5**, on the importance of valuing history, should increase a sense of value in preserving history and its artifacts, such as the Capitol Building. Ideally, the supporting stories would answer the questions: "Why is it important for a resident to know the history of the state?" "Why would it be valuable for visitors to continue their education into Oregon's history by visiting other historic sites?" and "What is valuable about knowing your cultural heritage?" The answers must reflect the value system of the target audiences.

Message 6, focusing on the connection between what we see and experience in our daily lives and past events, is often a focal point for getting children interested in history by making them 'detectives of the landscape.' Good storylines include the architecture of the Capitol Building reflecting the social context of the time in which it was built; the old promenade to the West reflecting the original orientation of the Capitol building, and reflecting a time period when the river was the major highway; and the seam in the concrete reflecting the reinforcing of the dome after an earthquake.

Desired Outcomes

Specific quantifiable Desired Outcomes associated with this secondary goal include, but are not limited to, the following:

1. An increase in the percentage of visitors expressing significant interest in the Oregon Story (this will require a pre-implementation survey to use as a baseline).
2. An increase in the number of visitors taking part in multiple interpretive opportunities in the Capitol building within a single visit.
3. An increase in the percentage of visitors who engage in interpretive opportunities within State Capitol State Park during or as a result of a trip to the Capitol.
4. An increase in the number of people who return, and/or bring family and friends specifically to participate in the interpretive opportunities.

Additional desired outcomes associated with this interpretive goal will be identified during this phase of the planning process through soliciting additional input from stakeholders and others involved with developing the plan.

Note: *It is likely that if we are successful in achieving this goal, other organizations and historic sites will experience positive impacts in terms of more visitation and support in the form of memberships, donations and volunteers.*

Context: Profiles of Key Visitor Groups

Introduction

People have to "buy" interpretive opportunities with their time - for most, their most valued currency. Consequently, it is important to know what type and level of interpretive opportunities different target audiences are willing to spend time with. The goal of the audience analysis is to identify the key groups of visitors to be reached, and then to build profiles of those different visitor groups to determine the type of interpretive experiences they are *willing* to "buy" with their time, and the level at which the information must be presented so they are *able* to process given their knowledge and background.

In general, experiences that visitors are willing to buy can generally be described as ones that:

- Meet their **needs**;
- Meet their **expectations**;
- Are within their **limitations** of time, money, energy, and other such personal resources;
- Are **opportunities** that compete successfully with other options for spending time, usually through association with interests that were the reason for the visit in the first place.

Needs include such basic amenities as food, shelter, and restrooms. The key information-related need is information associated with orientation and wayfinding, which in the case of the State Capitol includes locations of amenities, interpretive opportunities and activities associated with the political process, such as locations of hearing rooms and offices. Interpretation is an option. Consequently, orientation and wayfinding must be addressed at the beginning of the visitor experience. Given the difficulty in wayfinding due to the layout of the building, it will be important to continue to offer orientation and wayfinding information throughout the visitor experience, not only guiding visitors to basic amenities and interpretive opportunities, but also to hearing room locations, executive

Expectations are more variable because they are created by previous experience, what people hear and what they read. For example, on a visit to the State Capitol, visitors are likely to expect a certain level of service, a certain type of experience, and certain information based on what they've heard and seen regarding the facility. As another example, in terms of interpretation, visitors will expect the opportunities to be high quality, that the interpretation will relate to Oregon's history and government, and that every person who *appears* to be connected with the building will be able to answer questions, especially orientation questions.

Limitations are factors that prevent someone from engaging in an interpretive opportunity, such as not knowing the language in which they are presented, and factors that tend to offset the reward for engaging in an experience and can therefore cause a potential user to bypass an opportunity. For example, visitors are often on vacation and do not want to 'work'—either physically or mentally—at their recreation unless the reward is worth the effort required. This has important implications in the selection and design of interpretive strategies and programs. Limitations can be related to physical ability, language, education level and other characteristics.

Opportunities that can compete for a person's time typically relate to a visitor's interests. Those interests can exist prior to arrival, such as is the case with cultural heritage travelers, or they can be generated by activities on-site, such as what they see or hear on a guided tour, or features they encounter, such as the Golden Pioneer. On-site features are of key importance because they represent one of the best opportunities to capture the interest of a visitor and begin the communication process.

Since needs, expectations, limitations and opportunities are directly related to, determined by, and vary according to the user, it is important to identify key visitor groups for the interpretive network and then build profiles of those groups.

Key Visitor Groups

The visitors to the Capitol can be roughly divided into the following major groups:

- **Oregonians** coming as independent travelers
- **Students** on school field trips
- **Legislature-oriented visitors** who are coming to participate in the democratic process taking place in the building
- **Out-of-state visitors** coming as independent travelers.

Each of the visitor groups can be further divided into segments based on a variety of characteristics, such as physical capability, interests, level of knowledge and understanding, and learning styles, but for the purposes of this plan most of what will be relevant can be identified within general characteristics of each group.

***Note:** We assume that every visitor group has members with physical impairments and that all preferred learning styles will be represented within any group. Consequently, the plan will address how to reach these sub-groups within all Visitor Groups.*

Given the mission of the History Gateway, which is to increase participation in Oregon's democracy, Oregonians coming to visit and students on school field trips are the primary target visitor groups for the interpretive network. Note that the target audience for *marketing* a visit to the State Capitol Building are adults since they are the decision makers in a family. However, the target audience for the interpretive network includes both adults and children within that family group.

Oregonians coming to the capitol in order to take part in the political process (other than political 'professionals such as lobbyists), may not be as amenable to interpretive opportunities when focused on their reason for coming. However, they may be more receptive afterwards, Out-of-state visitors will be able to take advantage of the interpretive opportunities and those opportunities will enrich their experience, but the interpretive network will not be developed based on the characteristics of this visitor group.

Profile of Oregonians (Independent Travelers)

Introduction

The following are key characteristics of Oregonians coming as independent travelers for a visit to the state capitol, and associated implications that have bearing on the information offered and delivery strategies.

Note: *Inclusion of a specific action under 'implications' does not mean that it is not already being done, such as providing information to nearby attractions. Including current actions in this document simply reinforces the importance of that action should questions be raised about whether it should be continued.*

Characteristics related to Information Desired

Characteristic: Typical visitor questions at the Information Kiosk upon arrival focus on orientation to the restrooms, cafe, hearing room and office locations and visitor opportunities.

Implication: Although personnel at the Information Kiosk are adept at answering most if not all orientation questions, it does indicate a need for a user-friendly map highlighting visitor opportunities and amenities, and/or directional signage that can serve visitors to take part of the load off of staff at the Information Kiosk.

Characteristic: Typical visitor questions of an interpretive nature asked at the Information Kiosk include "why is Salem the capitol?;" "Why doesn't the building have a museum?; and, "Why isn't the legislature in session all the time?"

Implication: These questions would be effective for a "Were you wondering . . . ?" exhibit at the beginning of the visitor experience as a hook to attract visitors into the interpretive network.

Note: *Answering questions foremost on a visitor's mind is a key to attraction power and helps make visitors feel as if the experience is designed for them.*

Characteristic: Many will expect orientation information to interpretive and recreational opportunities in the surrounding area, including opportunities with a similar focus, such as, "where else can I get information about the Oregon Story?"

Implication: Although the array of such information currently supplied and the location of the publication rack should be reviewed, Visitor Services should continue to supply this information.

Note: *This type of information is critical if the History Gateway is to function as a hub.*

Characteristic: Oregonians are likely to be more familiar with issues and legislation specific to Oregon and with the geography of the state.

Implication: They may prefer access to more in-depth material if about the area, and/or can handle more in-depth material because of familiarity with issues.

Note: *This does not mean providing detail within exhibits and signage, strategies that typically function better as 'hooks' rather than 'lessons.' It means providing additional opportunities to get more information, such as in publications.*

Characteristics related to Information Delivery Strategies (Media)

Characteristic: Visitors will expect anyone they perceive to be associated with the building to be able to answer basic questions regarding basic orientation and interpretation.

Implication: If the intent is to offer a user-friendly experience and to make visitors feel welcome in their capitol, it is important that every staff person, not just Visitor Services, knows answers to basic orientation questions and is aware that each of them is a host.

Characteristic: This audience contains a significant segment that prefer to gather information using traditional media, such as signs, publications and tours, and a significant segment that tends to prefer using social media such as Twitter, blogs and facebook, and are comfortable using new technologies such as vodcasts, podcasts and GPS-based tours.

Implication: Reaching all members of this target audience is likely to require communicating the same information using a variety of different media, including traditional methods and newer technology.

Characteristic: Many visitors prefer to plan part of their trip, including itinerary, prior to arriving. Many will use the INTERNET to access information in order to plan their excursion. They may also be seeking information on additional activities available in the area.

Implication: The web site should provide user-friendly planning information, including suggested itineraries. If the 'History Gateway' is to function as a hub, those itineraries should focus on ones geared to Oregon history.

Characteristic: Staff at museums and similar facilities note that living history and events are popular with local residents.

Implication: Such opportunities should be considered for inclusion in the interpretive program.

Characteristic: Members of this target audience, particularly those in the younger generations, tend to use the latest information delivery technology.

Implications: To continue reaching all sub-groups, especially the younger generation, will require a constant revision of the interpretive network to offer interpretive opportunities that take advantage of the newest technologies.

Characteristics related to specific audience segments

Characteristic: Independent visitors tend to come in groups, typically family or friends.

Implication: Interpretive opportunities such as signs and exhibits should be designed to accommodate at least small groups.

Characteristic: Many Oregonians visit in a family group, which usually has members with differing educational levels.

Implications: The interpretive program should provide opportunities that allow all members of a family or group to be involved at the same time and place, despite having different educational or experiential backgrounds. This can be accomplished by providing several opportunities, each catering to a different educational level, in one location, or a single strategy, such as an exhibit, that is designed in such a way that everyone in the group has an entry point into that exhibit. Finally, the interpretive network should include strategies that provide opportunities for families that facilitate interaction with each other.

Characteristic: This group includes a significant number of seniors.

Implication: Frequent and well-placed opportunities to sit and rest will enhance the experience for many visitors. If possible, the interpretive network should include opportunities that allow a visitor to engage in interpretive opportunities while seated, such as a video program shown in a room with chairs, or a tour brochure with stops geared to the location of and view from benches.

Characteristic: Because a significant part of the population of Oregon lives within a 100-mile radius and because most Oregonians from all over the state pass through the Willamette Valley at least occasionally, the potential for repeat visitation is high (although it is not known at this time if a significant number of visitors are repeats).

Implication: New material and programs need to be developed continuously to take advantage of the opportunity for repeat visitation from this group.

Characteristic: Residents living within a few hours' drive of an attraction have the potential for visiting in time slots in non-vacation periods. In other words, they would visit in the evenings and on weekends if given the opportunity. Vacation time is often reserved for trips further from home.

Implication: Opening the building on Saturdays is likely to attract a significant increase in use by Oregonians during the school year. Opening periodically in the evening for interpretive events may increase visitation by residents living nearby. However, this could potentially require additional staffing and building operation expense.

Characteristic: Because members of this group all live in the state, all are affected by legislation passed within the building's walls, which brings with it good opportunities to provide relevant information. However, not all are affected equally by legislation. For example, legislation relating to the timber industry affects residents of some counties far more than others. As another example, current legislation affecting water rights in southern Oregon affects residents of that area far more than residents in other parts of the state.

Implication: Relating information to every visitor from this group is likely to require an array of supporting stories that, as a whole, include legislation relating to every part of the state.

Other Characteristics

Characteristic: Typical complaints heard by personnel staffing the Information Kiosk include that security is lacking, the tower is not open year round, and that the Capitol Building is not open on weekends.

Implication: Although the Information Kiosk personnel are adept at answering these questions, to the extent possible they should not be put in a position of responding to complaints regarding situations or operational decisions over which they have no control. Complaints are often related to unmet expectations, so one strategy is to change expectations before visitors arrive. Answering the questions "Why does security seem to be lacking?" and "Why isn't the tower open year round?" in a 'trip planning information' section on the website could help create correct expectations and reduce complaints. As for closure on the weekends, keeping the Capitol Building open at least on Saturdays should be a high priority. Closure on the weekends makes a visit significantly harder if not impossible for many Oregonians due to work schedules.

Characteristic: Because the State Capitol is marketed as a tourism destination, it will not occur to many visitors that it is a working building, which may cause issues.

Implication: This fact needs to be communicated to as many visitors as possible prior to them entering the building in such a way that it is not easy to overlook this fact.

Profile of Visitors in Organized Groups

Introduction

During certain parts of the year, notably January through May, this visitor group is made up primarily of students on school field trips. Other organized groups do visit the capitol, but they do not fit into specific categories. To address the characteristics of both school groups and others, general characteristics of tour groups have been included along with the characteristics of students on school field trips.

The following are key characteristics of this target audience and associated implications that have bearing on the information offered and delivery strategies.

***Note:** Inclusion of a specific action under 'implications' does not mean that it is not already being done, such as providing information to nearby attractions. Including current actions in this document simply reinforces the importance of that action should questions be raised about whether it should be continued.*

Characteristics of Organized Groups in General

Characteristic: Group size often exceeds the capacity of any single interpretive opportunity within the Capitol Building, thus reducing the effectiveness of that opportunity.

Implication: Visitor Services should continue splitting large groups into small ones and pulsing those groups through the building. This requires having a large body of volunteers to call on to lead tours and multiple tour routes.

Characteristic: Groups need a staging area out of inclement weather as a focal point for organizing and orienting members prior to a visit and for gathering at the end of a visit.

Implication: The interpretive plan should address the need for a staging area within the building that is not in typically congested areas, such as the rotunda. Note that the situation and opportunities will change drastically between when the Legislature is in session and when they are not, so this may require different approaches and solutions tied to different sets of circumstances.

Characteristic: Organizing a group tour typically involves a person, entity or agency who coordinates the trip ahead of time..

Implication: Organized groups can often be reached prior to a visit with pre-trip orientation and thematic overview information.

***Note:** Visitor Services already sends out a packet of information to the group coordinator who will be bringing a group for a tour.*

Characteristics of Educational Groups (K-12)

Visitor Services currently offers well organized tours. Those tours are scheduled ahead of time and teachers are sent pre-trip packets of information that includes information on expected decorum and general information. However, not all groups sign up, but rather simply show up. When possible, such tour groups are accommodated, but if no tour guides are available, the group will not be able to take advantage of this opportunity. In addition, although tours are scheduled, groups do not always show up at their assigned times, requiring on-the-spot adjustment by the Visitor Services staff.

Tour guides are given a general Building Tour Outline, but are free to personalize their tour by choosing what stories to tell and facts to include.

***Note:** Since guided tours are already the cornerstone of an interpretive program serving school groups the following characteristics are not included to guide establishment of such an opportunity, but rather to substantiate what is already occurring and to guide any refinements of that program.*

Characteristic: Teachers want resource materials for their classes, and they want tours and associated information to be related to what they are teaching. Although a significant segment of school tours are made up of 4th graders because Oregon History is part of the 4th grade curriculum in Oregon schools, not all school groups are from that grade level. The State Capitol attracts middle school groups who are often more focused on government and high school groups who may be focused on both history and government.

Implication: To serve all groups effectively, the History Gateway needs to offer information on both Oregon history and government, and geared to a variety of grade levels.

***Note:** Interviews conducted during the Strategic Planning process indicate that teachers would like to have additional materials available to support what they are teaching.*

Characteristic: Group size varies but can reach as many as 100 students, which is too large for a single tour.

Implication: Large tour groups must be split into smaller groups and pulsed through the tour, which requires multiple tour guides and multiple routes. Consequently, typical tours cannot be developed using a set sequence.

***Note:** Several tour routes have already been mapped out to accommodate multiple tour groups moving through the building at the same time. Given the number of tours requested by school groups and the limited number of Visitor Services staff, volunteers are crucial to the ability to offer quality tours.*

Characteristic: Although large groups need to be divided into smaller ones for tours, programs that include everyone in a large group could be offered when the legislature is not in session because large rooms are available. However, large rooms are not available for such a purpose on a regular basis when the legislature is in session.

Implication: The interpretive plan should develop approaches for both in-session and out-of-session periods.

Characteristic: When possible, tour guides leading school groups typically meet their groups on the capitol steps. However, in inclement weather the rotunda serves as the staging area. It also serves as the lunch room for school tour groups during such days. When the legislature is in session and the weather is inclement, the rotunda can become quite noisy and crowded, making it difficult for groups to hear tour guides and for groups to get organized.

Implication: The situation should be assessed to determine if alternative interior staging and eating areas are available. As noted previously, the availability of spaces changes markedly between in-session and out-of-session so addressing this issue may have different solutions tied to different situations.

Note: *Charter companies can make reservation through the restaurant and/or Building Use Coordinator. Rooms may be reserved for this purpose for as little as \$25.00.*

Characteristic: Budgets are limited and the cost of transportation is a factor, which may make a visit impossible for some school groups.

Implication: Outreach materials for teachers should be considered for the network. In addition, traveling exhibits should be a key part of the network.

Characteristic: As noted in the Strategic Plan, teachers are looking for information that school children can relate to.

Implication: Recent research indicates that the key characteristic that determines whether a visitor pays attention to interpretive information is relevance. Although school children all live in Oregon, it does not mean that they all necessarily relate to what happens in Government or to statewide impacts of specific legislation. Consequently, it is important to create a 'library' of interpretive stories that, as a whole, contains ones relevant to different parts of the state and different age groups.

Characteristic: As noted in the Strategic Plan, teachers are very interested in any resources that can also help them teach civics.

Implication: The History Gateway could include a resources library and materials for teachers focusing on civics and government as well as Oregon History. It could also work with existing potential partners to develop a set of complementary opportunities rather than duplicating existing efforts. Such partners include the YMCA Youth in Government, Girls/Boys All State, Classroom Law Project, and the Oregon Historical Society that has a section on their website focusing on the passing of the Beach Bill.

Note: *The Classroom Law Project has recently been revised and will be available in 2014.*

Characteristic: Legislators often want to meet with school groups from their constituency in person, but the spaces currently used for such meetings when the legislature is in session (the rotunda for example) are not ideal.

Implication: The current infrastructure and use patterns should be assessed to determine if different spaces or organization could better accommodate this activity.

Note: *Legislators are not always available for meeting with school groups from their area due to schedule conflicts. Since creating connections between the public and government is a high priority, opportunities for delivering pre-recorded greetings and/or invitations from legislators should be considered.*

Profile of Legislature-oriented Visitors

Introduction

As noted previously, people in this visitor group are not coming to the Capitol for a leisure experience, but rather to participate in some way in something happening associated with our democratic process. Consequently, they are not likely to be as receptive to interpretive opportunities. However, those who are not professionals engaged in the legislative process (such as lobbyists), but rather are members of the public wanting to participate in a hearing or engage in the political process in some other way, may be interested in interpretation focusing on the process of government. In addition, piquing their interest in the stories told within the interpretive network may motivate them to take advantage of such opportunities during breaks or to return on their leisure time. Consequently, key characteristics of this group have been included.

Characteristics and Implications

Characteristic: People in this group tend to be heading to and gathering near hearing rooms or legislator's offices.

Implication: Interpretive opportunities visible from those locations, such as the glass window exhibit cases furthest removed from the Galleria, the recessed area outside the hearing room in the lower hall and waiting areas in the Senate and House wings could be used to hook this audience.

Characteristic: This group of people is already involved in Oregon's democracy.

Implication: With visitors in this group focusing on hooking them into the Oregon Story may be a more appropriate goal. In other words, the 'History Gateway' as a hub may be a better focus for this group.

Characteristic: Organized groups representing different special interests set up displays and information opportunities in the Galleria and tend to spend most of their time there.

Implication: Interpretive opportunities in this area could be used as a hook for this group, although such opportunities would have to have significant attraction power and be able to be absorbed quickly given the nature of this particular group of people to focus on the reason for their presence and on others within their group.

Context: Parameters

Introduction

Parameters are those conditions under which an interpretive program must be developed, such as monetary constraints, and under which it must function, such as noise. Identifying parameters ensures selection and development of interpretive and wayfinding strategies and infrastructure that are effective and realistic, not idealistic. The following section contains key parameters that could affect the interpretive network for the Capitol Building. In reviewing the parameters, it is important to remember that they represent what is, not what should be or what is desired.

Key Parameters

Physical Infrastructure and Layout

PI-1: The primary entryways both have immediate visual access to the Information Kiosk in its existing location. Visual access is important because first-time visitors will be seeking functional orientation information when they enter the building.

PI-2: The building has two major parts - the old section and the new section. Access between the sections is limited primarily to the main passageway on the first floor, which contains the Information Kiosk.

PI-3: In addition to the Information Kiosk, the primary connecting passage between the old and new sections contains the entry to the Gift Store and the entry to the Visitor Services office, which can create congestion.

PI-4: The 16 exhibit spaces behind windows are located along the south end of the Galleria in the new section of the building. Since these exhibit spaces are currently the primary interpretive spaces immediately adjacent to the entryway and main corridor on the first floor, they are highly suited for use as 'hooks' and to provide thematic overview (big picture). If they are used in that way, it would be ideal to have as many visitors as possible pass by this point during the initial part of their visit.

PI-5: The House and Senate Chambers and the Governor's Ceremonial office are primarily accessed from the rotunda and not from the new section of the building.

PI-6: The design and layout of the building creates wayfinding issues.

PI-7: Plans call for elevating the front plaza on the north side and replacing some of the entry doors with ones that are fully accessible.

PI-8: The 2009 Master Plan calls for remodeling the main floor to include two staircases connecting the Galleria with the Lower Floor. This would eliminate the space currently used for the Gift Shop and Visitor Services staff offices. It also appears to reduce the size of Room 148.

PI-9: A small museum space with exhibits, the Kathryn Clark Cloak Room, is located in the east end of the old building on the second floor. However, it is currently difficult for visitors to find their way to this space.

PI-10: The State Capitol Art Collection, the “Art of the People” , is displayed throughout the building, including in the wings. Currently programming does not tie into the collection. Information is only available in hard copy and it is difficult for visitors to find the collection.

Infrastructure potentially available for use for interpretive opportunities

IF-1: Four sets of glass window exhibit cases, each with 4 spaces, are located in the south hallway of the first floor adjacent to the Galleria. The cases have LED lights and could have electrical service. They also have motion detectors. However, they are not climate controlled and do not offer camera security coverage. These are currently the primary fixed interpretive space in the building.

IF-2: The pillars in the Galleria have hangers for temporary exhibits.

IF-3: The Galleria contains small exhibit cases that currently contain artifacts.

IF-4: The lobby areas in front of both Chambers on the second floor have a recessed space on the north wall that could be used for an exhibit.

IF-5: Both sections of the building contain telephone cubicles no longer used for telephones. These could be used for visitors to access an audio recording or some other interpretive opportunity. However, these spaces are currently used frequently by people involved in the legislative process.

IF-6: The north side of the hall outside the central Hearing Room on the lower level contains a wide recessed area that could be used for an exhibit.

IF-7: The Strategic Plan calls for a physical space to be used as a Welcome Center. However, the spaces that have been preliminarily identified for the Welcome Center are not immediately adjacent to the main passageway connecting the old and new sections, which is the primary route for visitors entering the building. However, room 148 is immediately adjacent to the Galleria.

IF-8: The Master Plan calls for accessible terraces on either side of the Galleria. These would be desirable locations for interpretive opportunities given their proximity to the Galleria.

IF-9: Digital Information Kiosks outside the Senate and House Chambers and near the Information Kiosk provide information related to the workings of the government when the Legislature is in session, but are used for interpretive videos at other times.

IF-10: From an interpretive perspective, the wall space in the Galleria is highly desirable for exhibit components related to the History Gateway because it is the only available wall space adjacent to the primary traffic corridor in the building, and thus represents one of the few good locations to grab the attention of visitors.

Budget

B-1: Funds for implementation and ongoing operation and maintenance of interpretive opportunities are likely to be somewhat limited. This has several implications:

- A phased approach to developing the interpretive network will be important.
- Low maintenance opportunities should be prime components of the basic program.
- Partnership opportunities relating to programming and weekend hours and annual display case exhibits need to be explored as an option.

B-2: The State Capitol Foundation is currently planning on funding the exhibits in the window display cases and have developed a process for overseeing the selection of topics and design of exhibits.

Staffing

S-1: Since Visitor Services staff are limited in numbers, volunteers under the direction of Visitor Services are critical resources for leading tours and staffing the Information Kiosk. Regularly scheduled guided tours, reserved through Visitor Services staff, would not be possible without a volunteer pool.

S-2: Limited event management staffing is provided by the Facility Services Department.

S-3: Currently staffing is limited relating to programming, marketing and web content management. Extending hours or evening programming may require expanding/restructuring and/or adding to existing staffing responsibilities, which may require additional staff.

Vandalism and Theft

V-1: Vandalism and theft are potential issues.

Environmental Conditions

EC-1: The acoustics combined with activity in the rotunda make it difficult for tour participants to hear their guide when the legislature is in session. Although the acoustics do not improve when the legislature is not in session, the lack of activity diminishes the noise levels, which improves the ability to hear tour guides.

EC-2: The main lobby of the new section is used for events put on by special interest groups (and as overflow space where people can watch hearings when the hearing rooms are full. As a consequence, this space can be quite noisy and congested when the Legislature is in session.

EC-3: Although the window cases have LED lighting and motion sensors, the building does not contain any display spaces that are climate controlled or with high security, which limits the type of artifacts that can be displayed.

EC-4: Visitors, including school groups, are not allowed access to the tower below the Golden Pioneer during inclement weather. **Note:** *The Tower Tour is one of the highlights of a visit by school groups and the best place to use the environment surrounding the Capitol Building as an interpretive opportunity focusing on the development of Oregon and its government.*

Policy and Legal Issues

PL-1: It is not likely that attaching anything to the walls in the old section will be allowed, in part because it would require drilling into marble, which is difficult to patch, and in part because of the desire for walls to be relatively free from 'clutter.'

PL-2: It is not likely that use of the Galleria by groups will be eliminated. However, the space used by those groups can be reduced. **Note:** *This creates the potential for an interpretive opportunity focusing on how people can get involved. Consequently, it is a desirable activity from an interpretive perspective.*

PI-3: Visitors are rarely if ever allowed access to the floor of the Senate or House. Also, space is limited during floor sessions with limited opportunity for discussion by visitors while in those areas.

PI-4: The building is on the National Register of Historic Places, which places limitations on alterations.

PI-5: The interpretive network needs to reflect sustainability, such as by limiting the number of publications, using recycled paper, and using recycled materials for exhibits.

PI-6: Visitors can access the public viewing areas on the 3rd floor to view the Senate and House in action.

PI-7: Not all areas accessed by tours, notably the tower, are ADA compliant. This requires offering the information that can be obtained from visiting such areas in other ways that are accessible.

PI-8: The Governor's reception area remains open during business hours, however the Governor's Ceremonial Office, a feature that tour groups would like to access, is often closed during tour hours.

PI-9: All future interpretive opportunities associated with the State History Gateway, including those the exhibits for the window display cases, should reflect the goals and messages established in the Interpretive Plan. A process for assessing potential topics and designs has been developed. It is likely that the History Gateway Council, referenced in the Strategic Plan, will facilitate the approval process.

PL-10: No donor recognition information will be allowed in the exhibit cases.

PL-11: An Oregon State Police Officer will be stationed adjacent to the major north-south traffic corridor through the building so he or she is visible to the majority of visitors.

Safety

S-1: Visitors accessing the tower can only do so with a tour guide.

S-2: The floors can be slippery when wet.

S-3: The grand staircases leading to and from the rotunda do not have handrails.

Use and Pedestrian Traffic Patterns

TP-1: Most people enter the building from the north, with immediate access to the rotunda. The next highest percentage enter from the south, with immediate access to the lobby space for the new building. The information kiosk is in direct line-of-sight from both of these entryways.

TP-2: Those in wheelchairs cannot use either of the two main entrances. The only access is through the east door.

TP-3: People often congregate in the main entryways, obscuring visual access to the information kiosk.

TP-4: The Galleria is used by groups for displaying products and materials, which often causes a significant amount of noise and congestion in that space. They also set up tables and banners in such a way that access to view the temporary exhibits hanging on the pillars is impeded.

TP-5: As noted previously, school groups use the rotunda for staging and for eating lunch in inclement weather, adding to an already high level of noise and congestion.

TP-6: During session the Capitol is a major working building with a lot of activity related to the functioning of Oregon's Democracy, which supports the key messages by showing government at work. That makes the task of focusing on the key stories much easier than when the legislature is not in session. During those times the building is essentially empty, which create an entirely different feel to the overall experience, as if the government does not really exist.

TP-7: People, usually those in the building for legislature related business, often have impromptu meetings around the Information Kiosk, using the kiosk surfaces as 'shelves' or 'tables'. This not only obscures the Information Kiosk from view of arriving visitors, but it also can make it appear as if the Visitor Services staff or volunteer in the kiosk is engaged with others.

TP-8: The Senate, House and Governor's Ceremonial Office, three key locations on a guided tour, are not always open to the public when the legislature is in session. The Ceremonial Office is also not always open to tours when the legislature is not in session. With no space for showing a virtual tour of any of these spaces, the participant misses key visuals associated with the story of the democratic process in Oregon.

TP-9: The building has a cafeteria where visitors can eat lunch. This creates the opportunity to use a table-based interpretive opportunity, such as 'Table Teasers' to pique interest.

Existing interpretive opportunities

To the extent possible, and when appropriate, existing interpretive opportunities should be incorporated into the overall network.

EO-1: Guided tours are already established within the building.

EO-2: The exhibit window cases currently contain exhibits focusing on several Oregon history related topics. They are due to be changed out in January of 2014. The tours and exhibit cases are the two primary interpretive opportunities available to visitors.

EO-3: An exhibit case containing a Rocks and Minerals exhibit is located on the main floor of the old building.

EO-4: The pillars in the Galleria currently contain temporary poster board exhibits focusing on the building of the capitol building in 1937.

EO-5: A small museum is located in the Kathryn Clark Cloak Room on the 2nd floor. It currently houses artifacts relating to the Oregon government at the time Kathryn Clark served as a legislator.

EO-6: The video "A Virtual tour of the State Capitol" is available on the web.

EO-7: The video "Virtual Tour of the Tower Tour" is available on the web and is made available for viewing onsite (Galleria TV). This focuses on the story of creating and placing the Golden Pioneer. It does not include other interpretive opportunities associated with a Tower Tour.

EO-8: Digital Signage kiosks located at entry to Senate and House Chambers and in the Galleria near the Information Kiosk could be used to show videos related to the Oregon Story when the legislature is not in session. However, content is managed by the department in charge of the particular kiosk. (Some departments who manage a kiosk already show such videos.)

EO-9: The following relevant publications are currently available:

- How an Idea becomes a Law - single page diagram.
- Capitol Sculpture Tour - This brochure, put out by the Salem Art Association using a Ford Family grant, focuses on providing information on exterior sculptures and reliefs. It is geared toward children.
- Walking Tour of the State of Oregon Capitol Grounds - This brochure, put out by the Department of General Services, provides identification and a brief note on plants, sculptures, fountains and memorials on the grounds. It is outdated but OPRD is planning on updating this publication.
- Oregon State Capitol - This brochure, put out by Visitor Services, contains a brief history of the capitol and information on key elements of the building. It does not include a map with a tour route.
- Visiting Oregon's State Capitol - This brochure, prepared by Visitors Services,, is intended to provide all the information necessary for planning a field trip to the Capitol Building.
- A line map of the Capitol Building as a handout. The nature of the design and layout create wayfinding issues even when using this map.
- State Capitol Art Collection brochure
- Oregon State Capitol Foundation's brochure detailing interpretive opportunities.

Surrounding related attractions

RA-1: The following attractions within the Salem area relate in some way to the history of Oregon or tell part of the Oregon Story. Consequently, they have the potential to be part of the larger interpretive network for which the State Capitol will be a 'gateway.'

- **Willamette Heritage Center at the Mill:** This is possibly the most extensive nearby opportunity focusing on Oregon History. Given the presence of the Jason Lee House and the Thomas Kay Woolen Mills, two of the key focal points for their interpretive program are the impact of missionaries and the industrialization of Oregon. They also have changing exhibits.
- **Bush House Museum:** This is the official home of the Salem Art Association. Interpretation focuses on the Victorian Era.
- **Historic Deepwood Estate:** The focus for interpretation at this site is also the Victorian era.
- **Oregon State Library:** The current exhibit is "Early Exploration of the Pacific Northwest." The exhibit contains historical maps, journals, log books and other documents associated with early exploration by EuroAmericans.
- **City of Salem Historic Walking Tour:** This tour, one of 6 historic walking tours highlighted on the Salem Heritage Network (SHINE) website, focuses on the historic

structures in downtown Salem. This tour could be linked to a tour of the State Capitol Building and Grounds to create an extended tour.

- **Hallie Ford Museum:** Although focused on art, it does have exhibits periodically related to history.
- **Keizer Heritage Museum.**

RA-2: The grounds surrounding the building are the State Capitol State Park, which is managed by the Oregon Parks and Recreation Department. Visitors to the Capitol may also be interested in the grounds surrounding the Capitol. Currently there is no formal programming tying the inside to the outside. Because of the proximity of the two attractions (capitol and park) and the fact that stories supporting the key messages could be communicated in the park, interpretive opportunities that span both attractions, such as a walking tour, should be developed. An interpretive plan, recently created for that park, identifies an array of interpretive opportunities to be developed in this space.

RA-3: The State has numerous attractions related to Oregon History and Government, such as Champoeg State Park Interpretive Center, the Oregon Historical Society, the University of Oregon Museum, the Museum at Warm Springs and countless others. These should all be a part of the network of opportunities for which the Gateway will function as a hub.

Other

O-1: A web site is being developed within which the State Capitol History Gateway will have a presence.

O-2: A brand for the History Gateway is being developed.

O-3: The name "Welcome Center" is already associated with facilities operated by the State so it should not be used by itself to identify a space within the capitol building.

O-4: The 75th anniversary of the building is October 1st of 2013. If possible, the new History Gateway should have a presence at this event.

O-5: The contract calls for a History Pathway.

O-6: The Master Plan recommendations call for the building to be closed for remodel at the end of the 2015 Legislative Session and remain closed until the beginning of the 2019 Legislative Session. This represents a major interruption to the interpretive program in the building and may require a heavy focus on outreach opportunities for that time period. If that is the case, development of those opportunities needs to begin as soon as possible.

O-7: Western Oregon University is compiling information on the Governors that could be put onto the History Gateway website and used elsewhere.

O-8: The State Library is currently putting together a Capitol Construction website. The site contains documents relating to the construction of the current State Capitol Building. They hope to have it available for the 75th anniversary on October 1st.

O-9: The Capitol Building has the capability to stream video.

O-10: The State Archives produces the Oregon Blue Book which includes extensive background on the legislative process, all legislative proceeding records and legislator's histories and is a primary resource for electronic resources. State Archives houses the State Constitution.

O-11: The Oregon State Capitol Foundation is planning on funding the exhibits in the display case exhibit.

O-12: The State Capitol State Park developed a park Master Plan in 2009 which has not been implemented.

O-13: City of Salem received the Heritage All-Star City designation by the State Historic Preservation Office.

O-14: Media Services houses unedited Oral Histories and other footage relating to the legislative process and events.

O-15: The Oregon Cultural Trust manages a program that displays art of Oregon artists in the Governor's reception room. Displays are changed on a regular basis.

O-16: Given the proximity of the State Capitol to the State Capitol State Park and the opportunities to provide visitor experiences that use both areas, it is important that the messages associated with the interpretive plan for each area mesh. **Note:** *The messages developed for the State Capitol State Park. Those messages are included in Appendix B.*

O-17: The Oregon State Library has a Genealogical Research Center that is open one Saturday a month for people to work on genealogy. This Center is a source of information on Oregon history and an opportunity for visitors to follow up their visit by delving into their own history.

O-18: The Foundation will be using a digital screen for donor recognition and content related to the History Gateway. They prefer to have that screen in a location accessed by the majority of visitors.

Context: Interpretive Inventory

Introduction

In general, people become more interested in a subject when they can see something related to it, and they are more likely to believe what they can see than what they only hear or read. Therefore, the more an interpretive opportunity connects with and uses actual artifacts or features in conveying information, the more effective it will be. Consequently, the interpretive inventory focuses on features of the State Capitol Building that could be used as focal points for telling stories associated with the Oregon Story or Oregon's democracy.

These features, along with artifacts that can be brought in, help determine what stories can be told most effectively by identifying the physical 'evidence' supporting those stories. For that reason, interpretive inventories often include a listing of key artifacts and specimens that could be obtained and brought to a site to help tell interpretive stories. However, because potential partners include the Oregon State Historical Society, the University of Oregon Museum (state repository for artifacts), Portland State, the State Library, State Archives and other entities with significant collections of artifacts and other items related to the Oregon Story, the list of potential artifacts that could be obtained is too vast to list. For example, the Oregon State Historical Society alone has the following *categories* of resources, each with hundreds of items:

- Photographs of the Capitol in all its various incarnations
- Photographs of governors and legislators
- Printed government documents going back to Territorial days
- Papers of various governors, legislators, and state officials -- e.g., Rudi Wilhelm, Charles Sprague, George E. Chamberlain, Hillman Lueddeman (head of the Commerce Dept.)
- Moving images (film/video) of events relating to the Capitol
- Oral history recordings of governors, legislators, and others involved in government
- Maps (such as Sanborn Fire Insurance maps showing the Capitol and grounds)
- Architectural plans (including proposals for the 1936 design competition)

Consequently, we suggest that instead of trying to list every item and then developing ideas for designs, the design process for any exhibits in the Capitol Building begins with an identification of potential topics. The potential topics along with the key messages can then be used to query various partners as to artifacts, photographs, video footage, film and other objects that could be used to help tell a specific story.

Key Visuals

The following is a listing of features within or visible from the building that can be used as props in telling the story or Oregon's Democracy or introducing visitors to Oregon's history. A lot of artifacts and features were not included in the list because it was not apparent how they could be used to tell stories that supported the key messages. This includes such artifacts as the array of plaques on the walls on the ground floor, the historic desks and chairs in the House and Senate or the assortment of artifacts in the Governor's office. This does not mean that such artifacts don't have stories to tell; rather it means that the stories do not support or communicate the key messages.

Murals visible from Rotunda

The 4 murals on the corners depict key events early in the EuroAmerican era of history in Oregon, including the 'discovery' by Robert Gray, the arrival of the Lewis and Clark expedition, the arrival of the first white women to cross land and arrive in the Oregon Territory and the arrival of the first wagon train. However, the murals do not reflect the diversity of Oregon's current population.

The 4 murals nearest the top of the steps reflect key industries in Oregon's EuroAmerican history - agriculture, forestry, mining, cattle ranching, and sheep herding.

Mural in the Senate Chamber

This mural focuses on the arrival of the news, at the capitol, that Oregon had received statehood.

Mural in House Chamber

This mural focuses on the legendary predator meeting (there is debate as to whether it was cougar or wolf) at Champoeg at which the decision was made to form a Provisional Government associated with the United States rather than with England.

Oregon seal in Rotunda

The seal has a number of different elements that could be used to tell some aspect of the Oregon Story and/or government. Those elements and the associated stories are noted in the Building Tour Outline.

Architecture of original building

The architecture reflects a specific style that was in vogue during the 1930s. The grandeur of the building reflects the respect for the state government at that time. The sense of pride is reflected in the choice of marble, the presence of the Golden Pioneer, the size and location of the State Seal and other aspects of the original building.

Orientation of new building compared to old

The view from the terrace below the Golden Pioneer is the best place to 'see' this story, which reflects changes in transportation networks and development. The first two capitol buildings faced the river, which was the major transit corridor in the state at the time each building was constructed. By the time the current building was constructed in 1937, river travel was no longer the dominant mode of transit.

New promenade and old promenade

The location of each promenade supports the story of the orientation of the old buildings compared to the new. The design of the new promenade and organization of government buildings, which is patterned after the one at the Nation's Capitol reflects centralization of government.

Golden Pioneer

Several aspects and features associated with this sculpture can be used to help tell stories, including the subject (pioneer), the fact that it is looking West and that it is holding an axe. In addition, the story of the school children in Oregon raising money to re-gild the statue in 1984 supports key messages for the interpretive program. As another example, the choice not to light the statute during the 2002 energy crisis and the subsequent installation of solar panels to power the floodlights that light the statue at night support the message that the state is 'green.'

Names around top of Senate and House Chambers

These names represent people who had significant impact in Oregon's history, from the local to the National level. Several could be used to support the idea that people from all walks of life and cultural backgrounds have helped shape the quality of life we enjoy in this state.

Vault in State Treasurer office

Because the vault is not used anymore it can be used to take people back to the era when the building was built to tell the story of the functions of the building at that time and how it has evolved.

Space where a safe was located in room 148

Although the safe is gone, the space still exists, which is a potential opportunity if room 148 is used as a Welcome Center.

Portraits of Past Governors

Individually these portraits could be used to highlight aspects of a specific governor's history that help support key messages. For example, Governor McCall was instrumental in passing the Beach Bill. As another example, Barbara Roberts first came to the capitol as a concerned mother. Collectively, the portraits cause some issues in telling the story of Oregon's democracy and those who play key roles. Specifically, the presence of the portraits combined with the central location and availability of the Ceremonial Office for tours supports the idea that the Governor is the key figure in the building and in Oregon's government, significantly overshadowing the Senate and House of Representatives. This situation is reinforced by the lack of large portraits of past Senators and Representatives. In addition, not all Governors have portraits, leading to the possible assumption that the Governors with portraits were 'better' than those without portraits.

Photos of Governors

These are on display in the Governor's Ceremonial Office. However that space is not always accessible.

Carpet in House Chamber

The carpet features a Douglas-fir tree, reflecting the state tree and the primary industry of the state at the time the building was constructed.

Carpet in Senate Chamber

The carpet features salmon and a sheaf of wheat, reflecting that agriculture was the second industry and fishing the third industry at the time of construction. The salmon (Chinook) is now the State fish.

Seam in exterior wall of rotunda

This seam, which can be viewed from the stairs leading to the Golden Pioneer, reflects the need for reinforcing after the Scotts Mill Earthquake.

Voting Buttons and voting boards in the House and Senate Chamber

These features tie closely to the process of government.

Press Room and Media Services Area

These are both associated with the transparency of our governmental process (Media Services records all hearings and other functions and has that information available).

Hearing Rooms (dais and witness stand)

These features are also associated with the process of government.

Willamette University

Although not in the Project Area, the campus is visible from the terrace under the Golden Pioneer. The university is part of the story of the impact of the Methodists on the development of Salem and the location of the capitol in this city.

Walk of Flags

This is technically not in the Project Area, but is visible from the terrace beneath the Golden Pioneer. In addition, it is likely that many people who visit the capitol will at least see this feature when entering or leaving the capitol. The parade of flags includes flags of the Native American tribes in Oregon and thus reflects the relationship with those governments and the concept that this is a government of all the people in the state.

Friezes on the front of the building. These reflect an array of different historical events and a desire to have a Capitol that reflects Oregon specifically.

Contrast between the old and new sections of the building

The feeling evoked by standing in the rotunda, surrounded by cold marble and various symbols of our state and its history, with wide grand staircases rising up, is very different from the feeling evoked by standing in the Galleria, surrounded by warm wood. The contrast can be used to help tell the story of the evolution of government from that era to now. Given that the murals in the old section do not represent the cultural mix of Oregonians today, nor the history Native American tribes, it is good to highlight the concept that the old building represents a different era.

Juxtaposition of the Senate, House and Governor's Office

The House and Senate on opposite sides of the building with the Governor's office in the middle can be used to tell the story of how our government is organized.

State Treasurer Office

This is related to taxes, which is a key political issue to many Oregonians.

Secretary of State Office

The Secretary of State office is a focal point of citizen involvement in Oregon's democracy because it oversees all elections, is involved in registration of voters, and oversees the very

important referral process to the ballot. The Secretary of State is also the next in line in terms of leadership if anything happens to the governor, which reflects how our government works.

Medal of Honor plaque

This plaque, located near the east entrance, honors medal of honor recipients.

Hearing Room 50

This was the original hearing room in the present capitol building and is also the location of the flag that was partially burned in the fire that destroyed the previous building.

Number of desks in the Senate compared to the House

This can be used to help tell the story of the organization of our government.

Arrangement of desks at the front of the House and of the Senate

This can be used to tell the story of the organization of each of those bodies of legislators.

Public viewing galleries

This feature can be used to reinforce the idea that our government is of and by the people and is open to their scrutiny.

Lobbies and other overflow areas with televisions

These are often used as overflow spaces when hearing rooms are full. As such, these features help reinforce the idea that people are and should be involved in what happens in government. The image of people viewing hearings is a particularly good visual to show how people are involved.

Events in the Galleria

The daily events and displays are a good visual showing how people from all walks of life are involved in government. It also shows an easy way for people to get involved.

Context: Summary of Key Differences - In-session Compared to Interim

A key parameter significantly affecting the interpretive opportunities offered within the state capitol is the fact that the situation is very different when the legislature is in-session compared to when it is out of session. Those differences will result in very different experiences at different times. The following summary highlights the key differences and implications.

1. Noise levels

The noise levels in the Galleria and Rotunda can be quite high during session but are often low when the legislature is not in session. Consequently, it may be necessary to avoid trying to speak to tour groups in these spaces during session.

2. Space availability

Meeting space is extremely limited during session and not available on a consistent basis while during the times when the legislature is not in session, large spaces that could accommodate a tour group of 100 are available. As a consequence, staging areas are not likely to occur in rooms during session. Presentations are a possibility, but the space available is not likely to accommodate large groups, which means that a small space could be used for offering a presentation as part of guided tours.

3. Visuals associated with 'active' government

During session the capitol as a place of active government is apparent due to the amount and type of activity in the main public areas (Galleria and Rotunda). However, when the legislature is not in session the building is virtually empty and the work that is happening is either happening behind closed doors or within districts. Consequently, providing an image of 'active' government will require a different approach during those times.

4. Congestion

During session virtually everyone coming into the building passes through the connection passage way between the old and new building. In addition, a lot of people use the Galleria and Rotunda for a variety of activities. Not only does this increase the noise levels, it increases congestion. Alleviating this issue during session may require a different arrangement of tours and strategies designed to pull visitors out of those areas as soon as possible in their visit.

5. Key spaces available for interpretation

During session several key areas that could help support telling the story of government are not accessible, such as the Governor's Ceremonial Office, the floor of the Senate and the floor of the House. Consequently, different strategies may be necessary to help tell the stories. In addition, it is not likely that legislators will be there to talk with groups from their district.

6. Information Delivery Strategies

The following are key differences in strategies available for delivering information.

- **Electronic information kiosks:** These contain information on activities associated with the business of government when legislature is in session. When not in session, they could be used for showing videos or providing other opportunities for visitors.

- **Old telephone booths:** When the legislature is in-session these are often used by people who have come to the capitol building for reasons associated with the business of government. When it is not in session they are likely to be empty and could be used to provide interpretive opportunities.
- **Tours:** As noted previously, speaking to groups in the Rotunda and Galleria may not be effective during session because of noise levels, but would not have the same problem when the legislature is not in session.
- **Videos and presentations:** When the legislature is not in session, large rooms that could accommodate tour groups of 100 could be used for presentations, either by a speaker, in audiovisual format or using other media. Such spaces are not available during session.

Appendix A: Themes from State Capitol State Park Interpretive Plan (OPRD)

The following are the Primary Theme, Themes, Sub-themes and Supporting Stories from the State Capitol State Park Interpretive Plan prepared by OPRD in 2009.

Primary Theme

The buildings, features and layout of Oregon's State Capitol reflect the ongoing evolution of Oregon's capitol in response to the changing needs, values and influences of Oregonians.

Discussion: The primary theme ties together the two major forces that have influenced the changes in our state capitol – the people of the state, which results in basic changes to the structure and extent of the place where the government convenes, and influential people, which results in more cosmetic changes to the visual scene. It also includes the basic concept that the State Capitol is continuing to evolve in response to those same forces.

Themes

Theme 1: Every iteration of the State Capitol and grounds – as a whole – reflects the social, political and historical context of the era in which it was developed.

Sub-theme 1-1: The State Capitol is in Salem in this location due to the political power in the state at the time Oregon became a state.

Examples of supporting stories

- The land for the Capitol was donated by a group of lay Methodists who also started Willamette University and started the town of Salem.
- Groups with interest in having the Capitol located in Salem were powerful enough to have the Territorial Government moved from Oregon City.

Sub-Theme 1-2: The capitol building and mall you see today are the result of major changes from past landscape designs, reflecting a desire for a modern public space.

Examples of supporting stories:

- The changes in the physical size of the State Capitol building.

- The addition and size of specific buildings along the mall to allow the State Government to do its business.
- The array of changes made after the burning of the State Capitol in the 1930s, including the change in orientation of the State Capitol Building and development of the Capitol Mall to create a plaza, in part, for public gatherings.

Sub-theme 1-3: The design of the primary building and grounds reflected the time during which it was designed and built.

Examples of supporting stories:

- The initial Territorial Statehouse was built in a conventional style for statehouses of the day – Greek revival in a rectangular shape.
- The second building for housing the seat of Oregon’s government was also built in a style conventional for a statehouse of the day. It was Italian Renaissance with the two houses of government on opposite ends.
- The re-design of the Capitol and grounds in 1935 broke from the past but was still influenced heavily by the historical context of the time. The ceremonial approach to the new capitol entrance within a formal grouping of flanking buildings was an approach introduced at the Columbia Exposition in Chicago in 1893, and was known as the Beaux Arts Style or City Beautiful Movement. The national capitol and mall are also based on this style of building and street placement.

Theme 2: The Capitol grounds retain elements reflecting different influences that affected Oregon and the Capitol over time.

Supporting stories use different features and characteristics to focus on specific influences of the past. Features could include the following:

- Location in Salem and at this site in Salem due to influence of Methodists
- Orientation of the first two buildings to the west due to the importance of the river as a major travel corridor and the relationship to the city of Salem.
- The circuit rider, Jason Lee statue and Dr. John McLaughlin statues reflecting how they were regarded in Oregon history by people in power at the time they were commissioned.
- Dominating statue of the Pioneer reflecting the dominant beliefs at the time it was designed.
- The subjects on the friezes on the front façade and the carved wooden panels on the interior reflecting the dominant beliefs at the time the current building was designed.
- The various landscaping schemes reflecting an evolving view of the best landscape for a state Capitol.
- The development of the Capitol Mall and change in building orientation.

- The ceremonial approach consisting of a formal building group with an open vista reflects the City Beautiful Movement launched by the Columbian Exposition in Chicago in 1893.
- The artwork reflects a desire by the Planning Group for a “distinctively Oregon capitol.” This includes the subject of the friezes and the carved wood murals and the Golden Pioneer atop the dome.
- The State Capitol is the foremost community planning and architectural development project carried out in Oregon by the PWA, a federal work program overseen jointly by the state and federal governments.
- The flags of the nine sovereign nations.
- The fact the capitol is now a state park changes its nature from merely a gathering place with a few historical accessories into a more full-bodied experience, created by people to tell a story.