





# Trail Tales Educational Outreach & Interpretive Plan



Trail Tales leads us on a journey to discover Fidalgo Bay's natural beauty and its diverse ecology and history, while calling us to restore and protect it for future generations



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**Phase 1 – March 2012** 

# Prepared by Betty Carteret, President Friends of Skagit Beaches





# Acknowledgements

Assistance of the Anacortes Museum staff member, Bret Lunsford, in providing research, photographs, and compilation of historical information is greatly appreciated.

Staff of the Washington State Department of Ecology, City of Anacortes Museum and Parks & Recreation Department, Port of Anacortes, Samish Indian Nation, and members of Friends of Skagit Beaches and the WSU Skagit County Beach Watchers contributed to and reviewed this document.

This document was prepared under funding from the Washington State Department of Ecology's Public Participation Grant Program – Grant No. G1200333. While this document was reviewed for grant consistency and accuracy of project references, this does not necessarily constitute endorsement by the Department.



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<sup>1</sup> Appendices are included as separate electronic files from the body of this document.



#### **PREFACE**



**Puget Sound Initiative Region** 

Friends of Skagit Beaches (Friends) is a 501c3 non-profit located in Skagit County, Washington. Our mission is to protect Skagit County shorelines through education, research and stewardship. In 2010, Friends of Skagit Beaches conceived the idea of developing a shoreline interpretive program in Anacortes, Washington along the northeast shoreline of Fidalgo Bay and Guemes Channel. This project is now funded under a grant from Washington State Department of Ecology's (Ecology) Public Participation Grant with the goal of raising public awareness and participation in Ecology's contaminated site cleanup work and in protecting the health of the Puget Sound region. This interpretive plan provides guidelines for the development of the *Trail Tales* shoreline interpretive program.

Through the Puget Sound Initiative Ecology is working to restore and protect the health of the Puget Sound region at a number of sites. In Skagit County, Ecology has undertaken a novel cleanup and restoration strategy, which they call the *baywide approach*.

"Through the Puget Sound Initiative, Washington State has committed the resources and funding for a healthier Puget Sound and surrounding communities. The Puget Sound Initiative is a collaborative effort – by local, tribal, state and federal governments, business, agricultural and environmental interests, and the public – to restore and protect the Sound"

"Ecology is taking a baywide approach, rather than site-specific, approach to cleaning up numerous sites within a geographic area. The result is larger areas of usable shoreline habitat for fish, wildlife and people."

In Skagit County, the first of Ecology's baywide cleanup projects, the Anacortes Baywide Cleanup Project, is being undertaken along the Fidalgo Bay shoreline in Anacortes, Washington. Additional information on Ecology's projects are provided in Appendix B.

The Anacortes waterfront is a treasure, serving local and regional needs for business and industry, recreation, housing and cultural activities. The PUGET SOUND INITIATIVE is focusing energy and resources on cleaning up contaminated waterfront sites. In Anacortes, local, state and federal agencies, local Native American tribes, businesses and property owners are working to restore the waterfront cleaning up several old industrial sites and restoring waterfront areas for fish, animals and people. This unique, baywide collaboration means more cleanups and restoration are happening faster. Important waterfront uses – shipbuilding, marinas, parks, recreation, housing, fishing, cultural uses and others – can thrive in a revitalized and healthy waterfront environment.

WA Ecology

<sup>&</sup>lt;sup>2</sup> Puget Sound Initiative Overview http://www.ecy.wa.gov/puget\_sound/overview.html

<sup>&</sup>lt;sup>3</sup> Puget Sound Site Cleanup Initiatives: More information available at http://www.ecy.wa.gov/programs/tcp/sites\_brochure/psi/overview/psi\_baywide.html



### **Section 1 – Introduction**

## Trail Tales - Make your walk a journey of discovery

Trail Tales is a community-focused educational outreach and shoreline interpretive program centered in the City of Anacortes in Skagit County Washington. This project was conceived by and will be managed by Friends of Skagit Beaches (Friends), a 501c3 non-profit incorporated in the State of Washington. Washington State University (WSU) Skagit County Beach Watcher Program (Beach Watchers) founded the non-profit primarily to financially support local marine education and stewardship projects. Sponsorship and most of the funding for this project is provided by the Washington State Department of Ecology's (Ecology) Public Participation Grant (PPG) Program. The PPG Program funds non-profit organizations with the objective of increasing public participation in the investigation and remediation work that Ecology is doing at contaminated sites. The program is also charged to support the Puget Sound Initiative goal to increase general literacy about the health of Puget Sound and engage the public in its protection.

### Key partners in this endeavor are:

- WSU Skagit County Beach Watchers
- WWU Shannon Point Marine Center
- Anacortes Parks & Recreation Department
- Anacortes Museum
- Port of Anacortes
- Samish Indian Nation



Figure 1 – Tommy Thompson Trail
Map Courtesy of City of Anacortes

Trail Tales will offer educational and recreation activities in a setting that offers rich history and dramatic natural beauty. The project will focus on increasing public understanding of the importance of Fidalgo Bay to the community from historical/cultural, economic, environmental, and recreational perspectives, while fostering stewardship of our local marine environment and resources.

During Phase 1 of the project, Trail Tales will be centered along the Tommy Thompson Trail on the south shoreline of Fidalgo Bay. Phase 2 will expand to include other walking routes along the Anacortes shoreline north to the Guemes Channel. The project will reach out to local residents as well as visitors to the area arriving by vehicle or boat.



The objective of this project it to increase public awareness and understanding of the ecological importance of Fidalgo Bay, its biodiversity, and the distant landscapes that form its watershed; as well as to engage the public in protecting not only the health of Fidalgo Bay but the Puget Sound and Salish Sea, which encompass it. The project will focus on five interpretive topics that will be the foundation for development of education and outreach activities, publications, and media.

The Trail Tales core theme is expressed as follows along with supporting topics listed below:

Trail Tales leads us on a journey to discover Fidalgo Bay's natural beauty and its diverse ecology and history, while calling us to restore and protect it for future generations.

- The development of Anacortes' working waterfront provided jobs and economic development for a small maritime community but also left a legacy of contamination along its shoreline.
- Fidalgo Bay is part of the Puget Sound and larger Salish Sea, an international ecosystem carved into the landscape by ancient glaciers, which offers a wealth of marine habitats and biodiversity that are threatened today by many environmental challenges.



Former Scott Paper Mill Fidalgo Bay in Anacortes, WA





Figure 2 – Former Scott Paper Mill Restoration Completed 2011

- The Fidalgo Bay watershed, flowing from its headlands in the Anacortes Community Forest Lands through residential, urban and industrial areas, plays a key role in determining the health of our local marine waters and wetlands.
- The public, as stewards of our local marine environment, must be engaged in protecting the sensitive environment and ecology of the Fidalgo Bay Aquatic Reserve and Anacortes shoreline.
- Ecology's Anacortes Baywide Cleanup Project is a model project demonstrating through partnerships and public participation, how we can work together to restore a large area of usable shoreline habitat for fish, wildlife and people.
- Fidalgo Bay and surrounding land and marine areas have been a historically significant area for the Samish Indian Nation for thousands of years and today they still have a close cultural relationship and desire to protect local marine waters and shorelines.



The overarching goal of the Trail Tales shoreline interpretive program is to foster citizen stewardship of our marine environment and watersheds, as well as increase public involvement in guiding Ecology's cleanup work. Trail Tales will achieve this through an innovative education and interpretive program that combines outreach, education, and recreation to engage the public in protecting the health of our corner of the Salish Sea. The shoreline interpretive program will enhance the experience of the natural beauty of the Fidalgo Island shoreline with an enjoyable journey of discovery while increasing awareness of the effects of human actions on our fragile marine environment.

# **Section 2 – Interpretation and the Interpretive Planning**

This interpretive plan serves as the keystone for planning the Trail Tales shoreline interpretive program. The National Park Service defines interpretation in *Planning for Success- Interpretive Tools for Historic Trails and Gateways*<sup>4</sup> as follows:

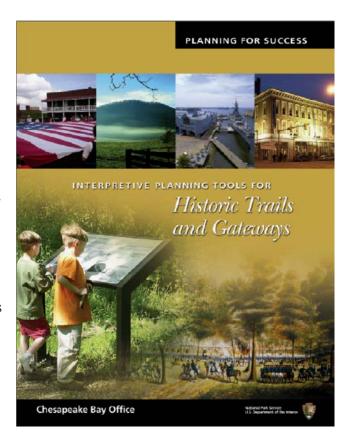
### "What is interpretation?

- Interpretation is communication that is specifically designed to reveal underlying meanings to the visitor through first-hand involvement with an object, a landscape, a natural feature, or a site.
- Interpretation helps people to connect intellectually, emotionally, or spiritually with the ideas, beliefs, and values embodied in our world.
- Interpretation is based on facts, but reveals what an object, place, feature or event means and why it matters why it is relevant."

### "Tilden's principles of interpretation

Freeman Tilden, a pioneer in interpretation, identified principles for interpretation in the 1950s that still resonate. Reduced to their essence, Tilden's principles state that interpretation should accomplish the following goals:

- Relate to the experiences of the visitor
- Reveal as well as inform
- Provoke as well as instruct
- Address the whole, not just the part."



<sup>&</sup>lt;sup>4</sup> Planning for Success – Interpretive Planning Tools for Historic Trails and Gateways p. 7; May 2011; National Park Service Chesapeake Bay Office; download at http://www.interpretiveplanningtoolkit.org/.



This *Trail Tales Educational Outreach & Interpretive Plan* endeavors to take into account these principles in establishing a context for planning, providing guidance on decisions for the shoreline interpretive program, and developing educational outreach programs and materials. This plan will cover background information, partner goals and priorities, interpretive themes, target audiences and interpretive strategies, outreach techniques and tools, and suggest potential visitor experiences. It also outlines a plan of action to achieve the project goals and objectives through educational programs, interpretive media, and visitor interactions.

# **Section 3 - Background & Setting**

Anacortes is located on Fidalgo Island in Skagit County Washington. Fidalgo Island is the easternmost island in the San Juan chain and is the port of embarkation of Washington State Ferries to the San Juan Islands and Vancouver Island British Columbia. Fidalgo Island is connected to mainland Skagit County and to Whidbey Island by bridges. It is surrounded on the north by Guemes Channel and

Guemes Island, on the east by Fidalgo and Padilla Bays, and to the west by Rosario Strait and the San Juan Islands. The Swinomish Channel to the east separates the Fidalgo Island from the Skagit valley to the east along the eastern border of the Swinomish Indian Reservation. To the south, Deception Pass State Park and Bridge form a connection between Fidalgo and Whidbey Islands and are a major tourist attraction for the area. The Deception Pass Bridge, with its spectacular views, is a major tourism attraction in the area. Many structures and access roads within the Deception State Park were constructed by the Civilian Conservation Corps (CCC) during the Great Depression. The Park houses a small museum commemorating CCC history at Bowman Bay.

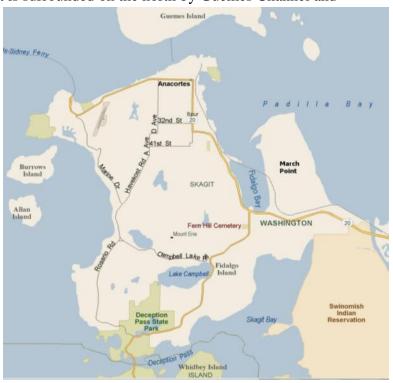


Figure 3 – Fidalgo Island & Vicinity

"March's Point, a peninsula in the northeast area of Fidalgo Island, is named for Hiram

Alfred March who settled on its northeast side in 1863 where he farmed. Modern maps list it as March Point. It was also known as Sachem Point and more commonly as Fern Prairie by the early settlers. It was called Fern Prairie because of the abundance of bracken fern growing on the mostly treeless point. The roots and early spring fern fiddle-heads were eaten by the Indians. Native people knew the area as Shais-quihl, meaning "camas," a plant which they harvested there." 5

<sup>&</sup>lt;sup>5</sup> The Origin of Fidalgo and Guemes Island Area Place Names p. A6; Compiled by Terry Slotemaker © Anacortes Museum, 1997, 2004, 2005, 2009, 2010



### **History of Anacortes**

"First known as Ship Harbor, Anacortes was established with a name and a post office in 1879 in the vain hope that it would be selected as the western terminus of the transcontinental railroad. The town was officially incorporated in 1891 shortly after the railroad bust, and became a lumber and fishing center. In the 1950s oil companies built big refineries near town. Two of the five refineries in Washington are located near the town. One is owned and operated by Tesoro (originally built and owned by Shell Oil), the other is owned and operated by Shell Puget Sound Refinery Company (originally built and owned by Texaco)."



Photo courtesy Anacortes Museum

Fishing and logging industries began to develop as the major industry of the town after its incorporation in 1891. "With the surge west in the late 1800's, and the large fishing industry booming, the first cannery in Anacortes was opened in 1893. By 1915 eleven canneries were built along

the Guemes Channel. Through the years many canneries have come and gone and the last cannery closed its doors in Anacortes in 1999."<sup>7</sup> At one time Anacortes was known as the *Salmon Canning Capital of the World*, a distinction that is today commemorated





Photos: Judy Hakins, Anacortes Museum Curator



Amos Bowman a civil engineer and government geologist along with his wife, Anna Curtis Bowman, were the founding family of Anacortes starting around 1876. Anna, for whom Anacortes is named, made her own significant contributions to the founding of Anacortes. In 1876 Mr. Bowman asked his wife Anne to "select some spot in the Fucan Archipelago where she would consent to establish a home. This she did,

and Mr. Bowman purchased a quarter section of land on the northeast corner of Fidalgo Island ... and set about unfolding his views." In 1879 "a post office was established there to which the maiden name of Mrs.

Bowman, slightly corrupted in the interest of euphony, was applied, and thus the city of Anacortes had its inception."



Photos courtesy Anacortes Museum

with decorative refuse containers around town featuring designs of

three seafood processing plants remain in Anacortes today.

actual salmon cans that were produced in Anacortes canneries. Only

<sup>&</sup>lt;sup>6</sup> Wikipedia article, "Anacortes, Washington" http://en.wikipedia.org/wiki/Anacortes,\_Washington

<sup>&</sup>lt;sup>7</sup> Anacortes History Museum website http://museum.cityofanacortes.org/canneries.htm

<sup>&</sup>lt;sup>8</sup> Atlantis Arisen by Mrs. Frances Fuller Victor p. 337 (references provided by Bret Lunsford, Anacortes Museum)

<sup>&</sup>lt;sup>9</sup> An Illustrated History of Skagit and Snohomish Counties p. 100, Interstate Publishing Company, 1906



Amos Bowman built the first large sawmill in 1882 followed by the Anacortes Cooperative Shingle Mill in 1892. The industry diversified with the addition of box production, charcoal, tar, and

turpentine production, and eventually a plywood mill. There was a sharp decline in these industries after World War II and most of these operations were closed by 1955. Custom Plywood Mill was the last to close in 1992. Those days are now gone but these industries along with log haul-out operations have left behind a legacy of contamination along the shoreline of Fidalgo Bay that is the focus of Ecology's Anacortes Baywide Cleanup Project being undertaken in conjunction with current property owners and the Port of Anacortes.



Photo from Puget Sound Mail Archive



In the wake of the decline of the wood product and cannery industries, yacht and shipbuilding has become a major industry today in Anacortes. A number of manufacturing facilities to construct custom yachts and materials for those vessels are operating in Anacortes today. Two of the recent America's Cup competition sailboats were constructed and launched in Anacortes. Dakota Creek Industries has a large shipyard that builds large vessels including tugboats, offshore service vessels, and fishing vessels up to 400' in length, as well as refurbishing Washington State ferries.

More information about the marine port and industries can be found at the Port of Anacortes website <sup>10</sup>. Anacortes has become a popular retirement community combining natural beauty, a temperate climate,

and a small town ambiance with proximity to nearby shopping and the metropolitan areas of Seattle and Vancouver, BC. Tourism is another economic driver in Anacortes. The town hosts a number of annual festivals and offers a wide range of recreational opportunities and attractions ranging from beachcombing and a thriving arts community to the annual "Oyster Run" weekend, which brings thousands of motorcycle enthusiasts to fill the town. Community information, photographs, and a calendar of events can be found at the Anacortes Chamber of Commerce website 11.



Photos Courtesy of Port of Anacortes

<sup>&</sup>lt;sup>10</sup> Port of Anacortes website: http://www.portofanacortes.com/

<sup>&</sup>lt;sup>11</sup> Anacortes Chamber of Commerce website: http://www.anacortes.org/



### Railroad and Trail History

Today Ship Harbor refers specifically to the location of the Washington State Ferry Terminal. The name Ship Harbor was once applied to the entire north shore of Fidalgo Island, including the village that became known as Anacortes. This natural harbor was selected in the 1870s as a prospective terminus of the Northern Pacific Railway where the line would connect to ships coming into this harbor. The first Seattle & Northern rail line train, shown here at the Anacortes dock, arrived from Seattle via Sedro Wooley on November 25, 1890,



Photo from Puget Sound Mail Archive

as shown in the early photograph above <sup>12</sup>. The early dream was that Anacortes would become the major shipping port on the west coast of Washington. This dream was never fully realized but the path of that rail line today is being developed into a beautiful recreational trail in Anacortes. The former rail trestle across Fidalgo Bay is the southeast end of the Tommy Thompson Trail, which continues along Fidalgo Bay until it crosses T Avenue. This area will be the focus of the first phase of the interpretive trail installation.



Photo by Art Shotwell
Anacortes Now

An arson fire on October 15, 2009 burned down a large section of the Tommy Thompson Trail trestle crossing Fidalgo Bay. The community rose to the occasion and the City of Anacortes was able to reopen the trail by the next spring through the

generosity of local donors. A new archway sculpture by local artist Ries Niemi recognizes the way the community, "We" (in multiple languages), pulled together to repair the trestle and reopen the trail.



#### Native Cultures and Early Settlement of Fidalgo Island

Before the founding of Ship Harbor and Anacortes, native cultures had already inhabited the area for more than 10,000 years. Ancestors of the local Samish and Swinomish tribes were signatories to the 1855 Point Elliot Treaty, and both continue to live here today. The Swinomish Indian Tribal Community and reservation land is located on a peninsula on southeastern Fidalgo Island (see Figure 3). Although the Samish Indian Nation was not granted reservation land under this treaty due to a clerical error, today they have established ownership of tribal property on the west shore of Fidalgo Bay, an area of cultural and historical significance to the Samish. Archaeological records show that Coast Salish tribal ancestors inhabited areas in Anacortes, which may have included Weaverling Spit current site of the Fidalgo Bay Resort. Archaeological



Ko-Kwal-alwoot of Samish Indian legend Rosario Beach Deception Pass State Park Photo WSU

<sup>&</sup>lt;sup>12</sup> Photo courtesy of Skagit River Journal; learn more at http://www.skagitriverjournal.com/RR/Sk-What/S-N/S-N02-Photos1.html



records from this area cannot distinguish specific tribal artifacts from Weaverling Spit. March Point on the east side of Fidalgo Bay, which today houses the Tesoro and Shell refinery complexes, was once an important place for tribal camps and food gathering. Ethnographic information indicates that the village and camp sites on March Point were occupied by Samish tribal members. The Samish Indian Nation is part of the larger Coast Salish Complex and has a native dialect of Coast Salish language referred to as *Straits Salish*. The first documented contact with Europeans was with Spanish explorers in 1792. Additional information on the Samish Indian Nation can be found at their website.<sup>13</sup>

On a spring day in 1792, two Spanish schooners sailed toward Guemes Island while the native Samish tribe members watched from the shore. Five bold natives paddled out to the ship and traded a dog's hair blanket and other goods with the newcomers. Driven by a desire to expand their territory, Spanish explorers sailed north from California in the late 1700s. By 1790, Lieutenant Francisco Eliza had established a fort at Nootka Sound on Vancouver Island. His men sailed into today's Rosario Strait, which was christened "Boca de Fidalgo" after a Spanish officer. They also discovered and named Guemes Island and Padilla Bay.

The Euro-American settlers were a hardy, risk-taking people. When the earliest settlers came to Fidalgo in the 1850s, they found an island dense to the shoreline with forests. Richard and Shadrack Wooten were probably the first to settle in what is now Anacortes, on the shoreline across the bay from Fern Prairie. 14 15

### **Natural History of Salish Sea**

Fidalgo Island is located in the Salish Sea, which is a single estuary ecosystem that crosses the international boundary between the United States and Canada on the Pacific Ocean coastline. It extends from the north end of the Strait of Georgia to the south end of Puget Sound and to the mouth of the Strait of Juan de Fuca on the west. The name, Salish Sea, was adopted by the governments of Washington State,

USA and British Columbia, Canada and endorsed by First Nations groups on both sides of the border. The fresh water sources that feed this inland sea are known as the Georgia



Figure 4 – Salish Sea
Source: Western Washington University

Basin-Puget Sound watershed. Our local marine waters including Fidalgo, Padilla, Similk Bays and Rosario Strait fall within the boundaries of this inland sea.

<sup>13</sup> http://www.samishtribe.nsn.us/

<sup>&</sup>lt;sup>14</sup> Anacortes Museum exhibit, Core Exhibit on Explorers and Settlers, 2012

<sup>&</sup>lt;sup>15</sup> Fern Prairie is now known as March Point.



The Salish Sea was carved into the earth by the advance and retreat of enormous continental ice sheets over millenia. "The depth of the basins is a result of the Sound being part of the Cascadia subduction zone, where the terranes accreted at the edge of the Juan de Fuca Plate are being subducted under the North American Plate." <sup>16</sup>

Approximately 10,000 years ago the last mile-high glacier dragged across this area and its retreat left behind the deep marine basins that surround the San Juan Islands and northwest coast of Washington State. The land in some areas is still rising or rebounding from the weight of this huge glacier. Evidence of this retreating glacier can be seen on the face of the landscape at various rocky outcrops on Fidalgo Island, including the bald at the top of Cap Sante Point in Anacortes. Time and weather have softened the edges of this natural tectonic sculpture and left a landscape of awe inspiring beauty.

The Salish Sea is an ecosystem of rich marine diversity fed by upwelling currents and coastal winds from the Pacific Ocean. Fidalgo Island reflects the rich biological diversity of the Salish Sea with a wealth of marine, intertidal, and shoreline flora and fauna that add to the natural beauty and bounty

found here. These subjects are too numerous and diverse to cover in this plan but a quick search on the internet will provide many scholarly and educational resources, including those found on the websites of SeaDoc Society<sup>17</sup> and the WSU Beach Watchers<sup>18</sup>. Sharing of information and educational resources on these topics will be an important focus of the Trail Tales project.

### Fidalgo Bay Aquatic Reserve

Approximately 2.6 million acres of state-owned aquatic lands are managed by the Washington Department of Natural Resources (DNR) under their Aquatic Reserves Program. "It is an effort to promote the preservation, restoration, and enhancement of state-owned aquatic lands that are of special educational, scientific, or environmental interest." Fidalgo Bay is one of seven Aquatic Reserves under the stewardship of DNR. The area included in this reserve is shown with blue shading in Figure 5.



Figure 5 – Fidalgo Bay Aquatic Reserve Courtesy of Washington Dept. of Natural Resources

<sup>&</sup>lt;sup>14</sup> Wikipedia article on Puget Sound http://en.wikipedia.org/wiki/Puget Sound

<sup>&</sup>lt;sup>17</sup> SeaDoc Society http://www.seadocsociety.org/Salish-Sea-Facts

<sup>&</sup>lt;sup>18</sup> WSU Beach Watchers http://beachwatchers.wsu.edu/ezidweb/

<sup>&</sup>lt;sup>19</sup> Learn more about DRN's Aquatic Reserve Program and designated bodies of water at their website: http://www.dnr.wa.gov/ResearchScience/Topics/AquaticHabitats/Pages/aqr\_rsve\_aquatic\_reserves\_program.aspx



The *Fidalgo Bay Environmental Aquatic Reserve Management Plan (April 2008)* is available to download at the DNR website. <sup>20</sup> This document contains a wealth of information about the geologic formation, habitat characteristics, fish and wildlife resources, and flora and fauna. Current conditions and potential future impacts from land use, the threat of oil spills from adjacent refineries or oil tankers, increasing recreational use, and water quality and sediment contamination issues all threaten the health of this sensitive marine habitat. DNR's Aquatic Reserve plan is a resource for information on Fidalgo Bay and the surrounding shoreline and riparian zone. The plan spells out four goals summarized below:

- 1. Preserve, restore, and enhance the functions and natural processes of aquatic nearshore and subtidal ecosystems of the aquatic reserve.
- 2. Protect habitat for Sensitive, Threatened, and Endangered species.
- 3. Identify aquatic habitats and associated plant and wildlife species, with special emphasis on mudflats, sandflats, forage fish habitat, and eelgrass beds.
- 4. Provide opportunities for outdoor environmental education. <sup>21</sup>

The goals of the Trail Tales project are completely consistent with the DNR plan's goals and allowable uses. The plan specifically highlights related allowable uses as:

#### "Environmental Education & Public Access

**Management Actions** 

- DNR will partner with various entities to develop environmental education opportunities for Fidalgo Bay and ensure appropriate access is allowed.
- Seek grants for development of educational opportunities at Fidalgo Bay Aquatic Reserve."

### "Environmental Education

**Management Actions** 

- Public access will be allowed for the aquatic reserve. DNR will work to place educational signage at established public access areas around Fidalgo Bay Aquatic Reserve.
- Environmental education opportunities will be allowed and encouraged within the Aquatic Reserve. All educational activities must be consistent with the management of the reserve." <sup>22</sup>

<sup>&</sup>lt;sup>20</sup>DNR Fidalgo Bay Management Plan: http://www.dnr.wa.gov/Publications/aqr\_rsve\_fid\_mgmt\_plan.pdf

<sup>&</sup>lt;sup>21</sup> DNR Fidalgo Bay Aquatic Reserve Management Plan pp. 20 – 21.

<sup>&</sup>lt;sup>22</sup> DNR plan p. 29 identifies that environmental educational opportunities and educational signage are consistent with the goals of the plan.



### **Anacortes Community Forest Lands**

The Anacortes Community Forest Lands are located on Fidalgo Island within the Anacortes city limits. This local ecological treasure consists of approximately 2,800 acres of forest, lakes, meadows, streams and wetlands and is a key part of the Fidalgo Island watershed.

There are approximately 50 miles of multiple use trails within the Community Forest Lands with maps available in various locations on Fidalgo Island. Anacortes has the distinction of being in the top few communities in the nation that offer the largest park and recreational acreage per resident. There are approximately 1,800 acres of Community Forest Land property protected under a perpetual conservation easement agreement in partnership with the Skagit Land Trust. It is operated and managed by the Anacortes Parks and Recreation Department under a management plan available through the City's Planning Department. For more information visit the City of Anacortes<sup>23</sup> and Friends of the Forest<sup>24</sup> websites.

### **Area Historical Museums**

Skagit County has two museums that hold repositories of historical records and collections relevant to the themes of this project, The Skagit County Historical Museum<sup>25</sup> and the Anacortes Museum<sup>26</sup>. The Swinomish and Samish Tribal Communities house records and artifacts relating to their cultural history as well. There is also a local historical website the Skagit River Journal<sup>27</sup>

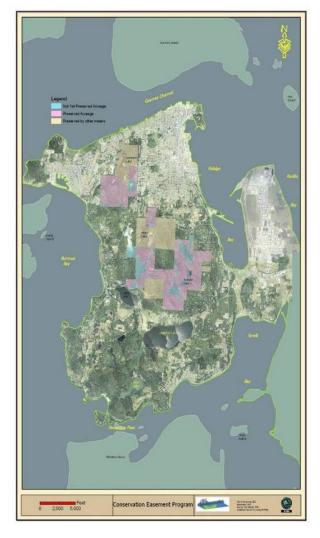


Figure 6 - Anacortes Community Forest Lands
Key to colors:
Not Yet Preserved
Preserved under CEP
Preserved by other means

that has compiled historical information from various collections and compiles stories, articles, and photographs about Skagit and some surrounding counties, which can be found online at their website.

<sup>&</sup>lt;sup>23</sup> http://www.cityofanacortes.org./Parks/ForestLands/index.htm

<sup>24</sup> http://friendsoftheacfl.org/

http://www.skagitcounty.net/Common/asp/default.asp?d=HistoricalSociety&c=General&P=main.htm

<sup>&</sup>lt;sup>26</sup> http://museum.cityofanacortes.org/

<sup>&</sup>lt;sup>27</sup> http://www.skagitriverjournal.com/





The Anacortes Museum offers fascinating exhibits on the history of Fidalgo and Guemes Islands. They manage historical documents and artifacts that are housed in the former Carnegie Library building in the Old Town area of Anacortes. There is a research library with a repository of historical documents and photographs. The museum houses a permanent exhibit on the history of Fidalgo and Guemes Islands, and special quarterly exhibits that feature collections of local residents. The Anacortes Museum also operates the W.T. Preston, a retired U.S. Corps of Engineers snag boat that was used to maintain the navigable waterways in the area. Both the Carnegie

Gallery and W.T. Preston facilities are listed on the National Register of Historic Places. The Anacortes Museum is a partner and will be a major contributor to the Trail Tales shoreline interpretive program. Museum staff will participate in the training of Trail Tales interpretive guides and docents.

### **Anacortes Mural Project**

One of the most charming aspects of Anacortes is the Anacortes Mural Project. Local artist, Bill Mitchell, a native of Anacortes has created these works that you can see throughout town. The project was started back in 1984 and today there are over 120 murals on display in Anacortes.



Mural photos by Judy Hakins, Anacortes Museum Curator

These murals depict the history of Anacortes using painted plywood cutout murals that Mr. Mitchell develops from old photographs.

A map<sup>28</sup> of the murals is available at the Anacortes Visitor Information Center, located at 9<sup>th</sup> & Commercial Avenue and at the Anacortes Museum. These murals are enjoyed not only by local residents but are a favorite of visitors to the area and find their way into many tourism articles and blogs<sup>29</sup>, which you can visit to see more mural photographs.



Mural Self-Portrait of Bill



<sup>&</sup>lt;sup>28</sup> Discovery Maps of Anacortes published 2010 by Town Graphics

<sup>&</sup>lt;sup>29</sup> Online information can be found at http://www.ericandersonsworld.com/story.php?id=gxgGLMj8i, http://www.trailergypsies.com/Washington/Anacortes%20Mural%20Project.htm



### **Existing Interpretive Signs**

A number of organizations including the Anacortes Museum, Anacortes Historic Preservation Board, City of Anacortes Parks & Recreation, Skagit Marine Resources Committee (SMRC), Port of Anacortes, Department of Ecology, and Skagit Land Trust have previously installed a variety of interpretive and information signs around Anacortes and along the Tommy Thompson Trail. The City of Anacortes and Chamber of Commerce have been working on a way finding strategy that has recently resulted in installation of new way finding signs around Anacortes including the City's iconic



seagull graphic found in the City's logo. The Samish Indian Nation has installed two totem poles along the trail located within the RV Park. The newest located aside the trail was created as a *Healing Pole* commemorates the lives lost during a fire in 2010 at the Tesoro Refinery.

Photo Courtesy Art Shotwell



A group of Skagit County Beach Watchers undertook an inventory of existing signs and artwork in Anacortes and along the trail. Information about existing interpretive and informational signs, artwork and commemorative plaques is provided in Appendix A. Topics of these signs generally fall into several categories:



Photo Courtesy Pattie Hutchins

- History of Anacortes (Museum signs)
- Marine and shoreline ecology (SMRC, Port, Skagit Land Trust)
- Environmental protection and restoration (Port of Anacortes, Ecology)
- Local way finding signs and commemorative plaques

One of the project challenges for the Trail Tales project will be determining how to integrate and/or supplement these existing signs into a cohesive interpretive program. Several of the existing signs are in need of either repair or replacement, which will be discussed with sponsor organizations to determine a plan of action. The Skagit Land Trust sign here is located on the trestle portion of the Tommy Thompson Trail crossing Fidalgo Bay. Trail Tales is considering adopting a similar graphic style to this existing sign.



Photo Courtesy Skagit Land Trust

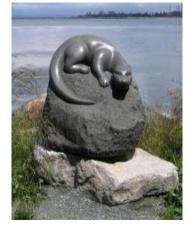


### **The Arts in Anacortes**

Anacortes has a thriving arts community and numerous artworks displayed both along the trail and other areas of the City. Along the Tommy Thompson Trail there is a sculpture of an otter that is the iconic inspiration for our Trail Tales logo. At Seafarers' Memorial Park at the south end of Cap Sante Boat Haven, there is



a commemorative statue and monument honoring local seafarers who have lost their lives at sea. Next to the Cap Sante Boat Haven office, there is a sculpture that evokes the image of an orca whale fin decorated with pictographic figures.



SKA-ATL the Otter by Tracy Powell

The Anacortes Arts Commission sponsors an annual outdoor sculpture exhibition, which marked its second year in 2011. The sculptures are displayed

along Commercial Avenue, the main traffic thoroughfare in the City. More information about this project as well as the sculpture commissioned to be installed at the traffic circle at the south end of Commercial can be found at the Arts Commission website<sup>30</sup>

Annie Curtis by Gerard Tsutukawa



The First Friday Gallery Walk in downtown Anacortes promotes the works of local artists. Additionally, music is a popular draw for both local residents and visitors. There are a number of venues that offer musical performances, including local restaurants, the Library's Sunday Jazz Hour, the Port of Anacortes' Summer Concert Series at Seafarers' Memorial Park, and several music stages set up during the annual Anacortes Arts Festival in August. Identifying opportunities to include artistic expression as part of the interpretive program is an area that the project will explore.



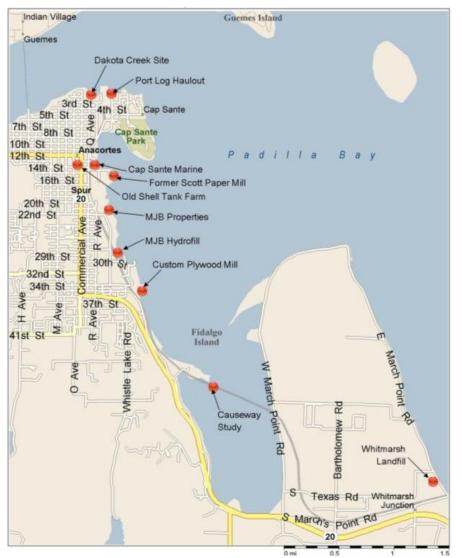
Lady of the Sea by Deborah Copenhaver

<sup>&</sup>lt;sup>30</sup> Anacortes Arts Commission; http://anacortesartscommission.com/news\_events.html



# Section 4 – Ecology's Anacortes Baywide Cleanup

The Washington State Department of Ecology has undertaken a unique cleanup project under the Puget Sound Initiative applying a baywide instead of individual site strategy. Ecology is collaborating with local, state and federal agencies, as well as local Tribal Nations, businesses and landowners to clean up contamination left behind at old industrial sites and restore the waterfront. Because of this unique partnership and integrated cleanup strategy Ecology will be able to accomplish the cleanup work faster and at a lower cost. Factsheets with further information on this project are included in Appendix C and links to detailed documents for the various cleanup sites can be found at Ecology's website<sup>31</sup>. Ecology has completed the first cleanup actions at Cap Sante Boat Haven and the Former Scott Paper Mill site just south of the Cap Sante Boat Haven.



There are ten (10) cleanup initiatives being undertaken as part of this Anacortes Baywide Cleanup Project. These include specific site cleanup of toxic contaminants left behind during previous industrial operations, as well as bay wide investigations of contaminants. For more information about specific contaminants see Appendix C ReSources Anacortes Baywide Cleanup Fact Sheet (9/2010) or visit the Ecology website for project documents for each site noted below.

Figure 7
Washington Department
of Ecology's Anacortes
Baywide Cleanup Sites

<sup>&</sup>lt;sup>31</sup> http://www.ecy.wa.gov/programs/tcp/sites\_brochure/psi/anacortes/psi\_anacortes\_bay.html



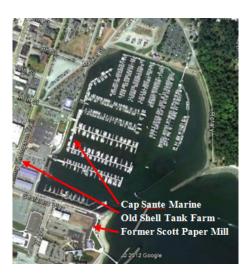
### **Dakota Creek Site – Port of Anacortes**<sup>32</sup>

In 2008, as part of a major redevelopment of this site by the Port of Anacortes, initial cleanup work including dredging contaminated sediments from the boat basin was completed as an interim cleanup action. The Port has also completed development of a mitigation site at O Avenue along the shoreline of Guemes Channel.

### Port of Anacortes Pier 2 Log Haul-Out

The Port historically used the log haul-out site is located just east of the Dakota Creek Site for log exporting, which resulted in heavy deposits of wood debris in the tidal areas adjacent to the pier. This wood debris has degraded the marine habitat. Further investigation of this site is pending to determine the cleanup requirements.





# Cap Sante Marine<sup>33</sup>

As part of the Port of Anacortes' redevelopment of the Cap Sante Boat Haven, the Port completed cleanup of contaminated soil resulting from leaked petroleum fuels. Approximately 10,000 cubic yards of contaminated soil was removed from the site in 2008. This cleanup action is complete.

## Former Shell Oil Tank Farm 34

This site currently serves as a parking lot located at the corner of 14<sup>th</sup> & Q Streets in Anacortes. The tank farm left behind contaminated soils and groundwater. Further investigation is needed to define cleanup requirements for this site. An interim action was completed in 2007 to reroute a storm drain in this area to minimize the potential for contaminants reaching Fidalgo Bay.

# Former Scott Paper Mill<sup>35</sup>

The Former Scott Paper Mill was located at what is today Seafarers' Memorial Park. This site had a long history of industrial use for lumber and paper mills. These operations deposited a wide range of toxic contaminants into the soils, groundwater and offshore sediments. Large amounts of wood debris were also exposed with the erosion of the shoreline. A major cleanup action was undertaken to remove contaminated soil, wood debris and sediments to restore this area to a beautiful waterfront park. The site cleanup was completed in 2011.





Photos Courtesy of Anacortes Museum & WA Ecology

<sup>32</sup> https://fortress.wa.gov/ecy/gsp/Sitepage.aspx?csid=5174

<sup>33</sup> https://fortress.wa.gov/ecy/gsp/Sitepage.aspx?csid=1678

https://fortress.wa.gov/ecy/gsp/Sitepage.aspx?csid=4846

<sup>35</sup> https://fortress.wa.gov/ecy/gsp/Sitepage.aspx?csid=4520





### **MJB Properties**

A shingle mill was previously operated at this site. The potential for both petroleum and metals contamination exists on a portion of the site. Further investigation is required to determine what cleanup actions may be required.

### MJB South HydroFill Area

This area of MJB Properties holdings was largely formed in 1974 by the US Army Corps of Engineers. The area was filled using sediments

from dredging of the navigation channel in Fidalgo Bay. Early investigations revealed contamination on the site. In 2010, MJB Properties worked with Ecology to address limited contamination on this parcel of land to facilitate the building of a boat ramp for economic development. Cleanup of this limited area and building of the boat ramp were completed in 2011. Additional area wide investigation is needed to determine the full extent of contamination.

# Custom Plywood Mill<sup>36</sup>

A shingle mill in the 1890s, followed by a sawmill and box factory from 1913 to 1930 was located at this historic wood processing site located at the east end of 34<sup>th</sup> Street in Anacortes housed. Finally it



cleanup will begin in July 2012.

was a veneer and plywood plant that was originally named Anacortes Veneer that later became Custom Plywood. The plant ceased operation in 1992, and was destroyed by a fire shortly thereafter.

Cleanup of this site includes both upland shore remediation work and offshore work that have been divided into two phases.







Photos courtesy of Port of Anacortes, Ecology & Anacortes Museum

The first action to be completed was the removal of the derelict tugboat *Enchantress* abandoned beside the destroyed dock. The upland cleanup work was completed in 2011 and included removal of tons of contaminated soil and wood debris, as well as restoring a compromised wetland. More information can be found in the public meeting presentation file noted below.<sup>37</sup> A public comment period on the in water

<sup>36</sup> https://fortress.wa.gov/ecy/gsp/Sitepage.aspx?csid=4533

<sup>&</sup>lt;sup>37</sup> Public Meeting Presentation March 2011 https://fortress.wa.gov/ecy/gsp/CleanupSiteDocuments.aspx?csid=4533



### March Point Landfill<sup>38</sup>

This landfill located on the east side of March Point was formerly known as the Whitmarsh Landfill. This site was originally an unregulated dump and was later managed by Skagit County and operated from 1950 to 1973. Until 2011, the Snow Mountain Company operated a sawmill on the site that is now out of business. Currently, no business is operating on the site. Household, commercial and industrial wastes disposed here have left soil, groundwater and offshore sediment contamination. Soil, seep and marine sediment sampling have shown evidence of a wide range of toxic contaminants.<sup>39</sup> Further study to characterize the extent and nature of this contamination is required.

### **Baywide Sediment Study**<sup>40</sup>

This baywide study of contaminants in the offshore sediments was performed in areas not previously sampled in Fidalgo Bay and also a short section of the Guemes Channel shoreline. Four study areas were surveyed including southern Fidalgo Bay south of the Tommy Thompson trail causeway, March Point near the refinery piers, northwestern Fidalgo Bay, and the area from the east side of Cap Sante Marina west to the Guemes Island ferry landing. Numerous toxic contaminants were identified and more information is available in the Ecology focus sheet on this project. 41



# Causeway Study<sup>42</sup>

The Samish Indian Nation received funds from Ecology to study how the old railroad causeway across Fidalgo Bay, now the Tommy Thompson Trail, is impacting marine habitat in Fidalgo Bay. The site includes creosote pilings and a ~1500 ft. rock causeway that covers old pilings. The Tribe's Remedial Investigation Feasibility Study concluded in the summer of 2008 and documented sediment contamination and modeling results of water flow to the southern portion of Fidalgo Bay under multiple scenarios demonstrating causeway augmentation.

Ecology is seeking to engage the public in planning and decisions related to the cleanup of the above sites. Public participation is a cornerstone of Ecology's planning process for cleanup of toxic sites. The Trail Tales project is a partner in raising awareness and engaging the public in providing input to Ecology for the Anacortes Baywide Cleanup Project. For more information contact:

Sandra Caldwell, Ecology Baywide Project Manager, (360) 407-7209 saca461@ecy.wa.gov

https://fortress.wa.gov/ecy/gsp/Sitepage.aspx?csid=304
 https://fortress.wa.gov/ecy/gsp/DocViewer.aspx?did=2718

<sup>40</sup> http://www.ecy.wa.gov/programs/tcp/sites brochure/psi/anacortes/FidalgoSedStudy hp.htm

<sup>41</sup> http://www.ecv.wa.gov/biblio/0809110.html

<sup>42</sup> http://www.ecy.wa.gov/news/2007news/2007-273.html



# **Section 5 – Basis for Interpretive Planning**

Core Theme: Trail Tales leads us on a journey to discover Fidalgo Bay's natural beauty and its diverse ecology and history, while calling us to restore and protect it for future generations.

### **Common Threads**

The partners working together to develop the Anacortes shoreline interpretive program have similar overarching ideas and common threads. These are highlighted below.

- Use interpretation to tell the stories of local marine waters and shoreline including:
  - o history of the Anacortes waterfront and cultural history of Samish Indian Nation
  - o marine and shoreline ecology
  - o environmental cleanup and restoration work
  - o our personal relationship with the watershed and marine environment
  - o things we can do to protect and preserve it for future generations
- Inform and engage a broad array of local stakeholders in the development and implementation
  - o City of Anacortes, Port of Anacortes
  - o local residents and tribal community members
  - o service clubs, nature enthusiasts, and recreation groups
  - o the education community
  - o businesses and tourism promoters
- Respect the natural beauty of the shoreline and create an interpretive presence along the trail that will add to the visitor experience and their enjoyment of the natural surroundings.
- Consider the needs of current trail users, so as not to constrain or impact their enjoyment.
- Provide cohesive educational and recreational opportunities centered on the Tommy Thompson Trail, Seafarers' Memorial Park, Cap Sante Boat Haven, Guemes Channel waterfront, and connecting routes within the City.
- Develop an interpretive program that includes offerings that appeal to a variety of ages and individuals with diverse backgrounds, interests, and physical abilities.
- Provide experiences that can be enjoyed by both local residents and visitors through self-guided tours and exploration, or through docent-led walks and programs. Provide seasonal activities that can be enjoyed outside during pleasant weather and indoors during seasons of inclement weather.
- Provide high-quality interpretive media and programs that will be enhance the reputation and attractiveness of our shoreline community.



- Design interpretive signs to attract interest but not overwhelm the viewer with information. Provide the opportunity for further exploration either on the trail with online resources easily accessible with web-enabled technologies, primarily smart phones, or at home or in a library with personal computers.
- Develop a plan that can grow with changes and development of the local shoreline, both along Fidalgo Bay and on Guemes Channels. Identify opportunities to expand the interpretive program as shoreline businesses, recreational sites, and trails are expanded.

### **Concepts and Objectives**

The Trail Tales project is focused on increasing public understanding of the ecological importance of Fidalgo Bay, its biodiversity, and the distant landscapes that form its watershed. In addition, the project will highlight the history of the bay including indigenous use by the Samish and the development of the waterfront in Anacortes, as well as the work today to clean up the legacy of industrial use along the shoreline. The objective will be to enhance the experience of the trails natural beauty with an enjoyable journey of discovery and increase awareness of the effects of human actions on our fragile shorelines. Our motto *Make your walk a journey of discovery* establishes a premise for defining the content and nature of the interpretive program. Some ideas to consider or to include:

- opportunities for people to be refreshed, renewed, educated, and inspired
- opportunities for people to experience quiet and serenity
- ways to entice people out of their cars to enjoy and learn about the Anacortes shoreline
- appropriate and compatible low impact experiences
- highlighting the richness and bounty of our local marine environment
- opportunities to gain a broader understanding and appreciation of the natural environment
- highlighting ecological connections via watersheds from forests and marine waters
- increasing awareness of threats to the health of Fidalgo Bay and Puget Sound
- expose people to the continuity of the human experience on Fidalgo Island
- interweaving the threads of history with what we see and experience today
- making the connection between human history and environmental changes
- promoting a sense of urgency for protecting what we have and restoring what we can
- build public awareness of and support for conservation and restoration efforts
- inspire people to feel hope for the future of our community and local marine treasures
- using diverse artistic mediums to convey the natural beauty and stories
- motivate visitors to stay longer or return to the region to support the local economy



### **Trail Tales Audience**

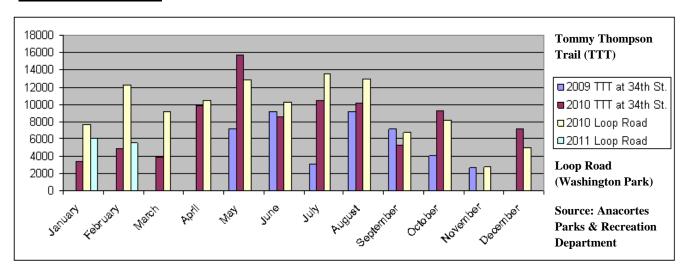


Figure 6 – Tommy Thompson Trail Use Statistics (number of visitors counted electronically)

<u>Year</u>	<u>Jan</u>	<u>Feb</u>	<u>Mar</u>	<u>Apr</u>	<u>May</u>	<u>June</u>	<u>July</u>	<u>Aug</u>	<u>Sept</u>	<u>Oct</u>	Nov	<u>Dec</u>
2009	-	-	-	-	7000	9000	3000	9000	7000	4000	2200	-
2010	3000	4200	4000	10000	15800	8500	11000	10000	7000	9000	-	7000

The Trail Tales shoreline interpretive program will provide a destination activity that will reach a broad audience of local residents and tourists. The Tommy Thompson Trail is a very popular and well used recreational trail. Figure 6 shows results of an "electronic eye" counter placed along the Tommy Thompson Trail at 34<sup>th</sup> Street by Anacortes Parks & Recreation<sup>43</sup>. In peak season, the trail has thousands of visitors a month. This makes it a prime location for connecting to the public to accomplish the project objectives. The audience that the project will appeal to includes:

- Local area residents<sup>44</sup> and visitors using the trail for recreation and exercise
- Local area residents commuting to the Skagit Transit commuter lot on March's Point
- Visitors to the area staying either in Anacortes or surrounding communities
  - Visitors arriving by personal vehicle or public transportation
  - Visitors camping at the Fidalgo Bay Resort RV Park<sup>45</sup>
  - O Visitors arriving by boat and staying at one of the local marinas<sup>46</sup>
  - O Visitors arriving by WAState Ferry to/from San Juan Islands and Canada
  - o Visitors arriving by small plane to the Anacortes Airport

<sup>&</sup>lt;sup>43</sup> Numbers should be halved to reflect the out and back nature of trail use.

<sup>&</sup>lt;sup>44</sup> Local area residents include individuals living in Anacortes, surrounding communities in Skagit County, and on Whidbey Island (e.g. Mt. Vernon, Burlington, La Conner, and Oak Harbor).

<sup>&</sup>lt;sup>45</sup> This park is owned and operated by the Samish Indian Nation http://www.fidalgobay.com/.

<sup>&</sup>lt;sup>46</sup> Cap Sante Marina in Anacortes is owned and operated by the Port of Anacortes and provides bicycles for boat visitors.



The local community includes a population <sup>47</sup> with diverse interests in outdoor recreation (e.g. hiking, biking, running, and fishing), nature exploration (e.g. bird and marine mammal watching), history exploration, and environmental stewardship. They are drawn to the Tommy Thompson Trail to pursue those interests. Visitors come to the area to enjoy the natural beauty, participate in sports and recreation activities, visit local historic sites, attend numerous community events (e.g. Waterfront Festival, Arts Festival), or just to visit family and friends. <sup>48</sup> The shoreline interpretive trail will provide a destination activity for all these groups and the website will be a source of information for visitors planning to travel to the area.

### **Partners and Support Base**

The organizations listed below are key partners in the development and implementation of the Trail Tales Project. These partners have been engaged in developing the Trail Tales grant application and defining the scope of the project. The relationship and interests of these partners is described and key individuals representing the organizations identified below.

### Friends of Skagit Beaches



Friends of Skagit Beaches is a 501c3 non-profit founded by Skagit County Beach Watchers with the purpose of enabling local fundraising to support and sustain the program. Friends received its IRS non-profit designation in July 2009 and is the lead organization developing the Trail

Tales shoreline interpretive program. Friends, as the Ecology grant recipient, will place contracts with subcontractors to perform various scopes of work on the project.

Website: http://skagitbeaches.org

Point of Contact: Betty Carteret, Board President

### **Ecology Public Participation Grant Program**



This program is the primary source of funding behind development of this project. An application for grant funding was submitted by Friends in January 2011. The application was submitted under the Contaminated Sites category and linked to Ecology's Anacortes Baywide Cleanup

Project. The application also highlights scope supporting Puget Sound Partnerships goal to educate the public about protecting the health of Puget Sound. Notification of selection was received in July 2011 and an agreement between Ecology and Friends was signed in January 2012<sup>49</sup>. Ecology will oversee the grant to ensure compliance with the guidelines and agreement terms.

Website: http://www.ecy.wa.gov/programs/swfa/grants/ppg.html

Point of Contact: Allyson Ruppenthal, Grant Administrator

<sup>47</sup>US Census Bureau QuickFacts about Anacortes, WA http://quickfacts.census.gov/qfd/states/53/5301990.html

<sup>&</sup>lt;sup>48</sup> NW WashingtonVisitor Profile prepared by State Business and Tourism & Bellingham/Whatcom Convention and Visitors Bureau http://experiencewa.com/industry/Research/Documents/Visitor%20Profile%20Studies/R\_VisitorProfileNWCounties2002.pdf .

<sup>&</sup>lt;sup>49</sup> Release of funding was delayed five months due to budget negotiations and cuts during the 2011 special legislative session.



### Ecology Anacortes Baywide Cleanup Project

Friends of Skagit Beaches and WSU Skagit Beach Watchers will work with the Baywide Cleanup manager to disseminate information about the ongoing cleanup projects. They will provide announcements for public meetings and comment periods, as well as other announcements that will be distributed through existing communication networks in Skagit County. More information about the Anacortes Baywide Cleanup Project is presented in the section above.

Website: http://www.ecy.wa.gov/programs/tcp/sites\_brochure/psi/anacortes/psi\_anacortes\_bay.html Point of Contact: Sandra Caldwell, Project Manager

### WSU Skagit County Beach Watcher Program



WSU Skagit County Beach Watchers are university-trained volunteers dedicated to protecting local marine and coastal environments through education, research, restoration, and personal stewardship. Beach Watchers routinely conduct outreach projects with the public including projects such as a beach naturalist interpretation program, organizing events and lectures, and educating the public about protecting the

health of local marine waters. This makes the Skagit Beach Watchers volunteer program a perfect partner to lead the Trail Tales Docent Program, which will offer interpretive hikes (2 per month May – September) and organize special educational events in support of the Anacortes shoreline interpretive program. The program will offer docent training classes in 2012 and 2013 with a goal of having at least 15 to 25 volunteer docents supporting the program.

Website: http://www.beachwatchers.wsu.edu/skagit/

Point of Contact: Nancy Olsen, WSU Skagit County Beach Watcher Coordinator

#### WWU Shannon Point Marine Center



WWU Shannon Point Marine Center (SPMC) will create a multidisciplinary 8<sup>th</sup> grade curriculum focusing on Fidalgo Bay and its watershed delivering content rich in both science and history. The curriculum will be focused on Fidalgo Island yet will serve as a transferrable model for other communities throughout the Puget Sound. The SPMC will develop this as a follow-on class to the current 7<sup>th</sup> grade class that focuses on natural upland forest habitat and animals. This curriculum will be delivered in the

Anacortes Middle School 8<sup>th</sup> grade classes to approximately 240 students annually during the 2012 and 2013 school years. SPMC has conducted outreach programs in the Anacortes School District for over 15 years and has greatly expanded efforts in the past year with a new half time public education position funded through the Former Scott Paper Mill NRDA<sup>50</sup> until December 2011. This work will continue the public education work started under this program.

Website: http://www.wwu.edu/spmc/

Point of Contact: Denise Crowe, Marine Science Public Education Specialist

Natural Resource Trustees (EPA, States, Tribes) conduct Natural Resource Damage Assessments (NRDAs) to calculate the monetary cost of restoring injuries to natural resources that result from releases of hazardous substances or discharges of oil. Damages to natural resources are evaluated by identifying the functions or 'services' provided by the resources, determining the baseline level of the services provided by the injured resource(s), and quantifying the reduction in service levels as a result of the contamination. (EPA website)



### Anacortes Parks & Recreation Department



The Anacortes Parks & Recreation Department operates and maintains the Tommy Thompson Parkway Trail that the Trail Tales project is centered around. They offer a wide range of recreational opportunities for the community. They will partner with Friends of Skagit Beaches and the WSU Skagit County Beach Watchers to sponsor the Trail Tales docent program.

Trail Tales docents will work with the Recreation Program to provide support for special events such as the Summer Fun Camp. Trail Tales guided hikes and other special events will be advertised in the quarterly Recreation Program "Menu" publication that is widely distributed throughout Skagit County. This partnership will provide a long-term home for the docent program after the completion of this grant and ensure it remains a valuable recreation opportunity for the community.

Website: http://www.cityofanacortes.org/parks.asp

Point of Contact: Gary Robinson, Director

#### Anacortes Museum



Anacortes Museum will provide research assistance, access to historical materials, and provide training and outreach presentations in support of the Trail Tales docent program. In addition, their staff will develop Web page content related to the history of Anacortes focusing on waterfront development and industries. This content will be used to in the Trail Tales *virtual museum and science center* web pages under the Friends of Skagit Beaches website, which will be linked to the museum's existing website.

(See additional description of the Museum above)

Website: http://museum.cityofanacortes.org/

Points of Contact: Steve Oakley, Museum Director; Bret Lunsford, Anacortes Museum Educator

#### Samish Indian Nation



The Samish Indian Nation is a federally recognized tribe with its headquarters located in Anacortes. The tribe has a strong Natural Resources<sup>51</sup> program that oversees numerous projects that include water quality sampling, beach and riparian buffer restoration primarily focused on Fidalgo Bay and surrounding watershed areas. In addition, the tribe has an Archives and Cultural Resources<sup>52</sup> program that houses archival records and artifacts of significant historical and cultural importance. The

Tommy Thompson Parkway trail goes through the property of the Samish on Weaverling Spit, an area of historical importance to the tribe. The Trail Tales project will work with representatives of the Samish Indian Nation to develop interpretive materials/signs and programs recognizing their importance to the area both historically and today.

Website: http://www.samishtribe.nsn.us/

Point of Contact: Adam Lorio, Natural Resources Technician/Outreach Coordinator

Trail Tales Interpretive Plan - Phase 1

<sup>&</sup>lt;sup>51</sup> http://www.samishtribe.nsn.us/programs/natural-resources/

<sup>&</sup>lt;sup>52</sup> http://www.samishtribe.nsn.us/programs/cultural-resources/



### Port of Anacortes



The Port of Anacortes owns and operates a busy marine shipping terminal, marina and airport, and leases land for a variety of industries and businesses including large shipyards, marine related businesses, restaurants, and other private businesses<sup>53</sup>. Several of Ecology's cleanup sites are located on Port property and they are a primary partner with Ecology on the Anacortes Baywide Cleanup Project. The Port

is supporting Trail Tales by providing use of Port facilities free of charge and other resources. In addition, the Port may provide additional funding to support Phase II sign development. The Port has also installed a number of signs at Seafarers' Memorial Park, Cap Sante Boat Haven, and near their office along Guemes Channel that are included in Appendix A.

Website: http://www.portofanacortes.com/index.shtml

Point of Contact: Bob Hyde, Executive Director

#### Anacortes Chamber of Commerce



The Anacortes Chamber of Commerce offers many services and sources of information to visitors to the area. They operate a Visitor Information Center located at the corner of 9<sup>th</sup> and Commercial in downtown Anacortes. Their slogan *Coast in - Hang out - Discover Anacortes* fits nicely with the Trail Tales slogan -

Make your walk a journey of discovery. A Trail Tales Discovery Map will be available at the Visitor Information Center and possibly be available for download from their website. The Anacortes Chamber will be a key partner in raising awareness of the interpretive program both with visitors and the local community.

Website: http://www.anacortes.org/index.cfm

Point of Contact: Stephanie Hamilton, Executive Director

### WA Department of Natural Resources (DNR) Aquatic Reserves Program

DNR's Aquatic Reserves Program shares similar public education and participation goals to Ecology. Friends and the WSU Skagit County Beach Watcher program will collaborate with the DNR Fidalgo Bay Aquatic Reserve staff to investigate options to provide funding for the Trail Tales Project in 2013 to incorporate information about the Aquatic Reserves program into the shoreline interpretive program.



They may seek additional funding through the Aquatic Lands Enhancement Account (ALEA) grant program. Details of this collaboration will be added as an addendum to this plan when available.

Website:

http://www.dnr.wa.gov/ResearchScience/AquaticMarineSciences/Pages/Home.aspx

Point of Contact: Michael Grilliot, Aquatic Reserve Program Specialist; Kyle Murphy, Director

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<sup>&</sup>lt;sup>53</sup> See list of tenants http://www.portofanacortes.com/tenants.shtml



The table below shows areas in which the various partners will be involved in developing and/or implementing this project.

<u>Partner</u>	Signs	Docents & Events	<u>History</u> <u>Interpret'n</u>	<u>Native</u> <u>Culture</u>	Environment & Cleanup	K-12 Education	Adult Education
Friends (FOSB)	V	√		V	√ V		√
WA Ecology			$\sqrt{}$				$\sqrt{}$
WSU - BW							$\sqrt{}$
WWU - SPMC							$\sqrt{}$
Anacortes P&R							
Anacortes Museum			$\sqrt{}$				$\sqrt{}$
Port of Anacortes							
Samish Tribe				V			
Chamber of Commerce							
WA DNR (Phase 2)	V						V

Figure 7 – Trail Tales Project – Partner Participation Matrix

# **Section 6 – Interpretive Planning**

### **Interpretive Strategy**

Trail Tales will apply interpretive methods to convey meanings and relationships of our cultural and natural heritage through firsthand experience and educational outreach. The strategy is to provide a multi-platform interpretive program that can engage the audiences with varying levels of interest using a variety of media platforms, tools, and outreach techniques. The strategy will be to combine recreation and education in a light-handed way and streamline presentation of information along the trail. We will engage viewers and provide insight and an enjoyable experience by using high quality, graphically attractive media and hands-on learning experiences. Viewers with a deeper level of curiosity and interest in the subjects portrayed will be provided the opportunity to dig deeper into the material through the use of internet resources and participation in additional activities such as presentations and events.

The primary interpretive tools that will be used in this project will be signs, maps and brochures, lectures, guided hikes, special events, and internet based educational content provided by an expansion of the current Friends website, as well as social media links that can be used for interactive communications and postings by trail users.

The project will provide the opportunity for local residents and visitors to connect their personal experiences and beliefs with those who have passed before them and those who seek to protect and preserve the quality and health of our local environment. Trail Tales will train volunteer docents and recruit subject matter experts to provide interpretive hikes, programs, and activities to the public in an engaging and accessible way.



### **Interpretive Design**

Information and education will be presented to trail users in a cohesively designed package of delivery media with a visually appealing graphic style. Topic areas supporting the project's core theme will be developed and integrated throughout the media used to convey interpretive content. The supporting themes that will carry throughout the signs, website, and other print materials are reiterated below:

- The development of Anacortes' working waterfront provided jobs and economic development for a small maritime community but also left a legacy of contamination along its shoreline.
- Fidalgo Bay is part of the Puget Sound and larger Salish Sea, an international ecosystem carved into the landscape by ancient glaciers, which offers a wealth of marine habitats and biodiversity that are threatened today by many environmental challenges.
- The Fidalgo Bay watershed, flowing from its headlands in the Anacortes Community Forest Lands through residential, urban and industrial areas, plays a key role in determining the health of our local marine waters and wetlands.
- The public, as stewards of our local marine environment, must be engaged in protecting the sensitive environment and ecology of the Fidalgo Bay Aquatic Reserve and Anacortes shoreline.
- Ecology's Anacortes Baywide Cleanup Project is a model project demonstrating through partnerships and public participation, how we can work together to restore a large area of usable shoreline habitat for fish, wildlife and people.
- Fidalgo Bay and surrounding land and marine areas have been a culturally significant area for the Samish Indian Nation for thousands of years and they have a close cultural relationship and desire to protect our local marine waters and shorelines.

A consistent design and recognizable "brand" for the project will be developed that will easily identify those exhibits and activities associated with the Trail Tales program. The logo and tag line "Journey of Discovery" at the top of each page of this report is the first step in establishing a consistent look and graphic standards for the signs, website, and printed materials. A style guide will be developed as part of the



graphic design and will set the design standards for use on the outreach materials developed for the project. High quality interpretive products will be selected considering use of environmentally sustainable and recycled materials. Signs will be constructed of durable high-pressure laminate or similarly durable and vandal-resistant materials and then mounted on sturdy metal support bases<sup>54</sup>. The interpretive signs along the shoreline and in town will form the central hub of the interpretation program. These signs along with existing interpretive signs and artwork will form the key discovery

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<sup>&</sup>lt;sup>54</sup> National Park Service standards will be reviewed and as appropriate used in specifying the materials and support bases for interpretive signs.



points that educational outreach materials will be tied to. As much as possible, signs will be grouped into sets or kiosks at discovery points that lend themselves to integrating information from multiple topics of the project. This supports the goal of reducing the physical presence on the trail. For example, at the location of Ecology's Custom Plywood Mill cleanup and restoration work a group of three signs could be installed to interpret the history of the mill and the contamination left at the site, cleanup and restoration work being conducted by Ecology and the site owner, and general information on the wetlands and site-specific wetland restoration at that site. A number of discovery points along the trail lend themselves to this type of informational grouping.

The interpretive program and signs will be developed in two phases. In 2012, Phase 1 will focus on the area of the Tommy Thompson trail starting at the west end of the trestle on March Point to the point where the trail crosses 34<sup>th</sup> Street. Afterwards, Phase 2 will expand the interpretive signs north from 34<sup>th</sup> Street through commercial and downtown areas of Anacortes along T and Q Avenues to the shoreline of Guemes Channel along a to be determined route. This plan focuses on Phase 1 and details of Phase 2 will follow in a subsequent addendum.

The existing Friends website <a href="http:skagitbeaches.org">http:skagitbeaches.org</a> will be redesigned to incorporate the new Trail Tales section of the site. A web page will be created that corresponds to each trail sign that provides additional content and links to more resources. The strategy for the Trail Tales website section is to create a *virtual museum and science center* format where visitors can tour the *museum* to explore historical information and the *science center* to learn more about ecology and environmental topics. In addition, interactive capability for trail visitors to post comments, photos, or videos will be included either on the website or associated social media site (e.g. Facebook). The site will add a calendar of events, news and newsletter posting page, links to partner websites, and links to resources and educational information available at other sites.



FOSB Website QR Code

Each sign will include a "QR Code" <sup>55</sup> barcode symbol to enable "on the trail" access to related internet resources by users having access to web-enabled mobile technology (smart phones and tablets). The mobile device, generally a smart phone, will need to have a camera, a wireless internet connection, and require installation of a QR Code reader application to access the internet content. These internet resources will also be available wherever users have access to a personal computer (e.g. home or library) connected to the internet. The website address and QR barcode image will be included in brochures, maps, and other outreach materials.

Volunteer interpretive guides (docents) will participate in training classes and continuing education to enhance their understanding of the subjects of these interpretive signs and themes. The docents will be the "human face" of the trail project and help to engage and inform members of the public to achieve our objective of increasing awareness and participation in the restoration and protection of our marine environment, shorelines and watersheds, while enjoying their journey of discovery.

<sup>55</sup> See Wikipedia article on QR code technology at http://en.wikipedia.org/wiki/QR\_Code



The project will weave together stories told through existing signs, exhibits and artworks with stories told in the new Trail Tales interpretive signs. The Trail Tales project will contact sponsors of previously installed interpretive signs and artworks to engage them in defining how to link existing signs with the Trail Tales shoreline interpretive program.

### **Educational Outreach Approach**

The educational outreach approach will be to present a relatively small, high-quality physical presence on the trail consistent with our goal of not interfering with the natural beauty and recreational use of the Tommy Thompson Trail and walkways in Anacortes. The project will take advantage of the internet's wealth of information and today's cultural preference for accessing information digitally. Interpretation will be conducted and delivered with a multi-level approach:

- 1. **Walk enhancement** a brochure and map will be available for self-guided walks to view the interpretive signs and learn more about what they are seeing as they walk or bike the trail. For some this will serve as a teaser to interest them to go further in their discovery.
- 2. **Learn more** "Trail Tales" web pages will be added to the Friends website with further information on each of the discovery points (signs and other markers). These pages will include descriptions, pictures, and perhaps even video interviews of people talking about their experiences on the trail. The webpage will include a link to a map showing the location of the discovery point for those not on the trail wanting to visit the location.
- 3. **Interpretive hikes** interpretive hikes with Trail Tales *Storytellers*, both trained docents and invited subject matter experts, will be scheduled during the summer at least twice a month (May September). The docent and/or guest presenter will share a story/talk and maybe even give a demonstration related to a particular discovery point. The tour would stop at a variety of signs along the hike route but may be focused on one discovery point in particular.
- 4. **Dig deeper** the website will provide links and reference materials that the individual could go to if they are interested in researching the topic further. Docents can also help visitors locate other resources in the community such as historical museums, Anacortes Public Library, the Padilla Bay Interpretive Center, and State Parks so they can expand their learning environment.
- 5. **Community events** various types of community events such as an annual symposium (Fidalgo Shoreline Academy), lectures, demonstrations, and recreational activities will be developed around the themes of the Trail Tales projects. This will offer the opportunity to provide outreach and education during times of the year where weather is not conducive to interpretive hikes.
- 6. **Combining fun with learning** specially planned recreational events such as picnics/barbeques, wine tasting, or bike tours could be planned to attract a broader group of visitors.



- 7. **Creating an artistic flare** events organized in partnership with members of the local arts community would engage others who are interested in connecting the experiences along the trail to artistic expression such as poetry, visual arts, literature, or music.
- 8. **Engage the public in storytelling** Promote opportunities for local residents and visitors to tell their own stories and express insights gained from their Trail Tales experiences. One concept would be to sponsor essay contests that involve researching discovery point topics in more depth. Winning essays in age groups could be featured in the paper and on the website. Visitors will also have the opportunity to post their own stories, photos and videos on the Trail Tales Facebook site.
- 9. **School outreach programs** the project will work with WWU Shannon Point Marine Center in Anacortes to offer an 8<sup>th</sup> grade watershed education class. In addition opportunities to work with the Padilla Bay National Estuarine Research Reserve in Bayview, Washington will be explored to support educational program for local and visiting school groups.
- 10. **Tourism outreach programs** work with the Visitor Center to publicize this as a destination for people coming to Anacortes for tourism. This may make it possible to tap into special funding available from the City through the local Chamber of Commerce for projects that bring visitors to the area during off-peak times of the year.

### **Opportunities for Discovery and Interpretation**

There are a number of locations along the Tommy Thompson Trail that lend themselves to being discovery point locations for trail signs. As mentioned above, to reduce the footprint of the trail presence an attempt will be made to group the signs on the trail at discovery points that naturally lend themselves to interpreting several themes at that location. The locations of discovery points will be indicated on a trail map and brochure that will available to trail users. Trail brochures and maps will be available at the Anacortes Visitor Information Center, various businesses, City buildings, and at facilities of project partners <sup>56</sup>. The following list of potential topics and groupings are proposed as Trail Tales Discovery Points, the list starting at the east end of the trail at March Point and working north towards downtown Anacortes. Each site listed includes a list of potential interpretive subjects that could be presented in signs. The list below focuses on Phase 1 of the interpretive program development. Planning for Phase 2 will be included in a future addendum to this plan. The sign topics and locations will be reviewed and agreed to in consultation with the City of Anacortes Parks & Recreation Department and Samish Indian Nation.

The following list describes proposed Phase 1 Discovery Points and possible Phase 2 Discovery points. Below each is a listing of possible sign topics for each group. Further study is required to determine the best location(s) for informational kiosk(s) that provide general information on the Trail Tales shoreline interpretive program, feature an overall trail map with a "you are here" reference point, and recognition of partners and donors.

<sup>&</sup>lt;sup>56</sup> Brochures will not be placed along the trail at interpretive signs and kiosks as they pose an attractive nuisance and waste problem. There are numerous locations in town and near the trail where brochures can be offered.



### **Proposed Phase 1 Discovery Points:**

- March Point Discovery Point
  - o Indigenous use of March Point by indigenous tribal communities
  - o Early settlement and pioneer families
  - o Ecology's Whitmarsh Landfill cleanup site
  - o Oil refineries history and operations today
- Causeway Discovery Point
  - o Railroad history arrival in Anacortes
  - o Art installation with railroad theme
- Shoreline Ecology Discovery Point 1 on south side of road crossing
  - o Tides and sea level
  - o Shore and sea birds; broken shells on the trail
  - o The Salish Sea & marine food chain
- RV Park Discovery Point 2 by recreation building or totem pole
  - o Samish cultural history and relationship to Fidalgo Bay
  - History of Coast Salish tribes
  - o History and design of totem poles
- Beach Restoration Discovery Point where the trail enters wooded area north of the RV Park
  - o Samish Indian Nation's beach restoration project
  - o Forage fish (combine current signs into one sign and relocate)<sup>57</sup>
  - o Importance of shoreline vegetation in the riparian zone
- Watershed Discovery Point near the otter sculpture<sup>58</sup>
  - o Fidalgo Island & Salish sea watersheds (Mt. Baker)
  - o Protecting the health of Puget Sound
  - Native plants

Old Custom Plywood Mill Discovery Point (possible kiosk location at 34<sup>th</sup> Street)

- o History of the mills and logging along the Fidalgo shoreline
- o Ecology's cleanup and restoration work
- Wetlands and wetland restoration

<sup>57</sup> Two existing forage fish signs were created by the Skagit Marine Resources Committee and installed by Anacortes Parks & Recreation Department. Both have approved redesign and replacement of existing signs due to poor condition. Mounting bases will be reused with redesigned signs at this discovery point.

<sup>&</sup>lt;sup>58</sup> There is a spot along the trail where a small stream runs down the hill adjacent to the trail. This provides an auditory experience of the watershed and can be heard most of the year. Additionally, Mt. Baker (eastern watershed) can be seen from this location on a clear day. The will enhance the visitors experience of the watershed.



### Trail Tales Discovery Points



**Figure 8 – Trail Tales Discovery Points** 



### **Phase 2 Discovery Points (potential):**

- T Avenue Discovery Point just south of Anacortes Marina (Phase 2)
  - o History of the working waterfront<sup>59</sup>
  - o Ecology's MJB Hydrofill cleanup site
  - o Boating and recreation opportunities
- Marine Technology Center (MTC, Phase 2)
  - o Importance of marine industries to Anacortes economy
  - o Low-impact development protects the bay (pervious pavement, swails)
  - o Green technologies protect our environment (MTC Building green design)
- Seafarers' Memorial Park (Phase 2)
  - History of fishing industry
  - o Perils to Seafarers' monument & statue
  - o Ecology's Former Scott Paper Mill cleanup site
- Cap Sante Boat Haven (Phase 2)
  - History of waterfront development
    - Early shoreline neighborhoods, settlers & immigrants
    - Yachting history
  - o Ecology's Cap Sante Marine cleanup site

### Section 7 – Action Plan

Work to implement the project will be organized into the following activities. The Anacortes Parks & Recreation Department, Anacortes Museum, Port of Anacortes, and Samish Indian Nation will provide in-kind support to the project including staff time, facility use, materials, and limited monetary support.

### **Activity Descriptions**

### **Project Management**

Performer: Friends of Skagit Beaches

Friends of Skagit Beaches will manage the implementation of the project under the Ecology PPG grant. Friends will place and administer contracts for services from other organizations. Betty Carteret, Friends of Skagit Beaches President, will manage the project on a volunteer basis and be the single point of contact with Ecology for the grant. Additional project support will be provided under a service contract.

Trail Tales Interpretive Plan - Phase 1

<sup>&</sup>lt;sup>59</sup> There is an existing interpretive sign in this location placed by the Anacortes Museum



### **Community Outreach**

Performers: Friends of Skagit Beaches, WSU Beach Watchers, Anacortes Chamber of Commerce

- Raising local awareness about Trail Tales project
- Ecology Anacortes Baywide Cleanup announcements and presentations
- Visitor outreach
- 8<sup>th</sup> grade watershed-to-bay class
- Watershed Pledge
- Evaluation surveys

Friends of Skagit Beaches will develop presentations and work with local media to publicize and raise public awareness of the Trail Tales Shoreline Interpretive Program. This will include giving presentations to local governments, local service clubs, and other groups. Friends will seek additional funding for sign sponsorship from community organizations and individuals. Friends will work with the Anacortes Chamber of Commerce to provide informational materials and maps at their Visitor Information Center and other Chamber advertising venues. This work has been ongoing since the inception of the project in 2010.

WSU Skagit Beach Watchers will assist Ecology in raising public awareness of their Anacortes Baywide Cleanup Project and opportunities for public comment and involvement. In order to facilitate this, WSU will disseminate information through its existing network of contacts and collaborators. WSU will include information on Ecology's cleanup programs in presentations and planning for special events provided through the docent program. WSU will develop evaluation tools to measure effectiveness of community outreach activities and public participation in Ecology outreach meetings and comment periods. This work will begin in March 2012 under a subcontract with Friends.

### **Docent Program**

Friends of Skagit Beaches, WSU Beach Watchers, Anacortes Parks & Recreation, Port of Anacortes

- Recruit & train volunteers
- Organize special events (e.g. Fidalgo Shoreline Academy one-day symposium)
- Offer guided hikes and trail activities
- Evaluation surveys

Friends of Skagit Beaches will contract with a Certified Interpretive Guide Trainer to provide assistance to WSU Beach Watchers providing skill-building training for leading interpretive hikes. Friends will provide materials required to support the WSU volunteers.



WSU Beach Watchers will recruit, train, and coordinate docent volunteers to provide guided hikes and organize special presentation and events. Trained docents will schedule and lead guided hikes at least twice a month starting in May and running through September. WSU will also organize an annual one-day symposium, the Fidalgo Shoreline Academy, offering educational presentations to the public.



Other special outreach events will be organized to reach out to a variety of groups within the community, including seniors, youth, visitors, arts community, and local clubs. WSU will develop evaluation tools to measure results and incorporate lessons learned as the program develops. WSU will screen volunteers using an application process and conduct background checks to ensure public safety. In addition, WSU will provide liability insurance coverage for docent program volunteers.

WSU will partner with Anacortes Parks & Recreation to provide docent support to their recreation program. This will include activities such as sponsoring one day of their Summer Fun Camp. Docent program activities will be advertised in the Parks & Recreation quarterly *Menu* publication that is distributed widely in Skagit County. The City will provide an informational Web page on their Parks & Recreation website to provide basic information and links to the Trail Tales website. Both Anacortes Parks & Recreation and the Port of Anacortes will provide use of their facilities, primarily the Seafarers' Memorial Park (Port) and Depot (Parks & Recreation) at no cost when not being rented for by others.

#### **Outreach Materials**

Friends of Skagit Beaches, WSU Beach Watchers

- Brochure and map
- Watershed Pledge
- Anacortes Parks & Recreation Menu
- Newsletters
- Publicity and advertising
- Event materials and programs
- PowerPoint presentations & multi-media tools (e.g. videos)

Friends of Skagit Beaches will develop various outreach materials including PowerPoint presentations, brochures and maps, as well as developing video capabilities to capture public interviews and stories about the Anacortes shoreline and surrounding marine waters. Friends will develop a *Watershed Pledge* that can be filled out by trail visitors and meeting attendees to promote "things you can do" to protect the health of Puget Sound. Pledge signers will be added to the Trail Tales contact list and will receive informational emails including newsletters, tips for protecting our watersheds, and upcoming events.

WSU Beach Watchers will work with docents to develop supporting materials for use with hikes and outreach events. They will schedule and publicize these events through the *Menu* and other publications using existing publicity experienced from the Winter Lecture Series project. Materials will be customized to support planned docent activities and will include things such as fact sheets, children's activities, discovery *passports*, and other educational tools.





#### **Internet Presence**

Friends of Skagit Beaches, Anacortes Museum

- Design Web site virtual museum and science center
- Web site/page design and layout
- Write web page content
- Design graphic content
- Implement calendar, news page, links
- Select and implement other social media

Friends will work with Art Shotwell Web Designs, which designed the existing website, to expand the site to include the new Trail Tales Web pages organized as a virtual museum and science center. Biz Point Communications will develop written content for the "science center" portion of the website. The Anacortes Museum will develop website content for the "history museum" portion of the website. Both organizations will collaborate to develop a consistent style for the website.

Friends will work with a graphic design specialist to develop a style guide and template for the web pages. Mt. Erie Consulting will set up social media tools selected as best suited for Trail Tales, distribute quarterly newsletters and manage the "News" page of the website. Mt. Erie will assist the monitoring and screening of public posting areas to ensure materials are appropriate.



### **Interpretive Signs**

Friends of Skagit Beaches, Anacortes Parks & Recreation

- Sign topic and location selection
- Extract content from Web pages
- Graphic design
- Manufacturing
- Installation

Friends of Skagit Beaches will define the strategy for sign topics and locations and seek input and consensus with partners through the review of this interpretive plan. Friends will also pursue local fundraising with various clubs, service groups, businesses, and individuals to produce signs not covered by the available grant funding. Cost for graphic design and sign manufacturing is estimated at \$1500 to \$2000 per sign, including the support base. Sponsoring organizations will be recognized either on the sign or with a small donor plaque on the sign support base.

Friends will competitively select contractors for sign graphic design and manufacturing. Biz Point Communications will provide written content for signs that will provide a simplified and summarized selection of information from the website content. This information will be provided to the graphic designer to develop the sign designs. Digital files for the sign designs will be provided to the selected sign manufacturer in "discovery" point packages. Anacortes Parks and Recreation will provide support for the installation of signs. Friends will organize additional volunteer support if required to work with City staff on the installation.

**Appendix A – Sign Inventory** 

**Appendix B – Ecology Baywide Cleanup Factsheets** 

Appendix C – DNR References

Appendix D - Wayside Interpretive Design & Sign References

**Appendix E – Docent Program**