[date]

**Planning Questionnaire** *for new park Unigrid brochures*

PARK NAME:

**Audience**:

* Who visits your park? Locals, groups having picnics, international visitors, seniors, school groups, backpackers, boaters, canoeists, rock climbers, history buffs, non-English-speakers, people with diverse backgrounds, etc.? How do their uses of the park differ?
* When do most visitors first receive the brochure?
* Who is the brochure being developed for and what will make it appealing to them?
* What questions do visitors typically ask?
* What park stories/resources are of particular interest and inspiration?
* Do you have a recent visitors’ survey that might help us understand the park’s demographic? How can the brochure help make the visitors’ experience at the park personally relevant?

**Purpose**:

* What is the primary purpose and role of the brochure in the overall visitor experience?
* What are your top three objectives?
* What are the key challenges?
* What is the real opportunity here?
* How will the brochure work in the context of other interpretive media?
* What other printed media—flyers, park newspaper, etc.—is handed out and/or conveyed on your web site?

**Interpretive Themes**:

* What are the primary interpretive themes of your park?
* What are the secondary themes—in priority order?
* How extensively are these themes covered in films, wayside exhibits, exhibits, park web site, or personal interpretation in the park?
* How much repetition of this information should the new Unigrid carry?
* Are there any emerging ideas and trends to consider?
* Has Harpers Ferry Center done other recent interpretive projects for your park?
* Are other major media projects or planning efforts currently underway?
* Do you have a recent LRIP, GMP, Foundations Document, resource study, or other reference material or reports relevant to the park’s interpretation that you can provide? Is an LRIP or GMP currently underway?

**Visitor Information**:

* What major kinds of practical park use information must be conveyed in the Unigrid?
* What facilities and/or programs does your park have for visitors, including those with disabilities?
* If you have a park newspaper, please send it, along with a list of the day-to-day practical information, site bulletins, safety and regulation brochures, rack cards, and any other printed or electronic material (these can be posted on Google drive).
* Is your web site up-to-date?

**Special Subjects, Subthemes, and other considerations**:

* What topics, if any, would make particularly pertinent features in this publication?
* Would any of these, especially if seasonal, temporary, highly detailed (like a bird list), or changeable, be better treated in another type of publication, such as a site bulletin?

**Maps**:

* What kinds of maps should we include and how many are needed?
* What is their purpose?
* Is there any important problem that you think a map could solve?
* How do park staff use maps in helping visitors?
* Besides orienting visitors to park facilities and points of interest, brochure maps often include supplemental information, such as terrain, vegetation, historical events, environments, etc. What would be appropriate to include for your park?
* Given that many visitors now use GPS devices to get to your park, do you need a map showing the surrounding area?
* Has your park boundary changed recently, or do you anticipate future boundary changes?
* What important towns or road junctions outside the park need to be shown?
* Does private property within the authorized boundary need to be shown?
* Does your park have federally recognized wilderness areas?
* What kinds of base map materials and geospatial data can the park supply?
* If you have a GIS specialist on staff please provide their contact information.

**Photos, illustrations, and other visual materials**:

* What photos, drawings, and diagrams are available in the park files or from other sources? (The project team will rely on park staff to locate, identify, and provide graphics and use-rights information for items from the park’s collections.)
* Do you have a park photographer who can take professional-quality images?
* Do you know of other sources that have visual materials relevant to your park?
* We’re especially interested in whether the park has photos showing diverse visitors and visitors with disabilities.
* Has any professional photographer photographed the park in recent years? Please provide contact information.
* If possible, please have someone go through your digital image collection and assemble a large selection of materials for consideration; we’ll work closely with you on the final selection. For new photography, we can provide technical guidance if necessary.

**PARTNERS / REVIEWERS**:

* Which of your park partners, associated tribes, or other major stakeholders will participate in developing or reviewing this brochure?
* Are their views for the brochure’s purpose known? If not, can the park identify their views **prior** to the development of the first concept?
* What is your process for managing internal and external reviews?

**key people**:

* Who will be our chief contact in the park (name, title, phone number)?
* Who are the other park staff involved in this project and what are their roles?
* Who is the Superintendent?