

# Washington-Rochambeau Revolutionary Route National Historic Trail



**Strategic Plan Draft**

*October 2010*

*Updated October 2011*



This report is intended to provide the public with information about the Washington-Rochambeau Revolutionary Route National Historic Trail planning process. This report is a draft document, and should be considered a first step in a longer detailed planning process. The document was prepared by Joe DiBello and Samantha Driscoll of the Washington-Rochambeau Revolutionary Route National Historic Trail office of the National Park Service. However, the information provided does not represent the NPS as a government agency, as this is an evolving document in a live planning process.

The public is invited to contact the Washington-Rochambeau Revolutionary Route NHT office with comments, concerns or requests for information.

Joe DiBello  
Superintendent  
Washington-Rochambeau Revolutionary Route NHT  
National Park Service  
200 Chestnut Street, 3rd Floor  
Philadelphia, PA 19106  
Joe\_DiBello@nps.gov  
215-597-1581

Samantha Driscoll  
Preservation Planner  
Washington-Rochambeau Revolutionary Route NHT  
National Park Service  
200 Chestnut Street, 3rd Floor  
Philadelphia, PA 19106  
Samantha\_Driscoll@nps.gov  
215-597-2334



## ***Strategic Plan Draft***

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## ***Strategic Plan Draft Background***

The Washington-Rochambeau Revolutionary Route was designated a National Historic Trail by Congress (PL 111-11) and signed by the President in March 2009. This was a combination of many years of study and efforts of the national organization known as Washington-Rochambeau Revolutionary Route Association (W3R-US) and its many partners in the United States and abroad.

The Washington-Rochambeau Revolutionary Route National Historic Trail commemorates the over 680 miles of land and water trails followed by the allied armies under General Washington and General Rochambeau through Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania, Delaware, Maryland, Virginia and what is now Washington D.C. This march led to the American-French victory over British forces under Lord Cornwallis at the siege of Yorktown, Virginia; a turning point in the War for Independence.

The NHT will identify, preserve, interpret, and celebrate the French and American alliance in the War for Independence. The military, logistical, and cultural significance of the trail to the final land battle of the American Revolution deserves recognition as a pivotal point in American history. Without the French assistance, many of which gave their lives, the outcome of the war may have been different. The Washington-Rochambeau Revolutionary Route National Historic Trail honors the cross-cultural significance of the French-American alliance and the America's great success in the War for Independence.

The National Park Service (NPS) collaborated with W3R-US on a series of strategic planning sessions. The three regional sessions included one for Rhode Island, Massachusetts, and Connecticut; New York, New Jersey, and Pennsylvania, and one for Delaware, Maryland, Washington DC, and Virginia. The information, opinions, and concerns collected from each session were summarized to serve as a basis for the future development, interpretation, commemoration and preservation of the Washington-Rochambeau Revolutionary Route NHT, as reflected in this report.

This report is a draft strategic plan, and continues to be an evolving document as part of a live planning process. The strategic plan is based off research and information gathered thus far. The NPS encourages input from the public during the planning process, and will work with any interested organization. The strategic plan is a first step in the process of creating a Comprehensive Management plan for the NHT. This report considers ideas and is intended to start a conversation about the future of the Washington-Rochambeau Revolutionary Route NHT.

The NPS will assist in the protection of historic resources and commemoration and interpretation of the Washington-Rochambeau Revolutionary Route National Historic Trail in partnership with a broad range of federal, state, local and private organizations. The NPS, with partners like the W3R-US, will create an effective educational forum through planning for identifying, preserving, interpreting, and celebrating the historic march of American and French allied forces in the years of 1781-1783.

## ***Strategic Plan Draft***

### **Mission**

The mission of the Washington-Rochambeau Revolutionary Route National Historic Trail is to identify, preserve, interpret, and celebrate the American and French Alliance in the War for Independence. The mission will focus on three main areas: Improve visibility of the trail and its significance, convey the meaning of the route to the public by improved education and interpretation, and identify management partnerships and processes to create and manage the Washington-Rochambeau National Historic Trail.

### **Improve Visibility**

- Preserve the evidence of the trail
- Create public awareness of significance of this historic event
- Create public awareness of programs that promote or assist with the effort
- Identify partnerships
- Develop consistent signs, logos and other graphics to mark and commemorate the trail

### **Improve Education and Interpretation**

- Teach citizens, focusing on young people, about French contributions and its relevance to the US
- Reach a broad spectrum of audiences, Revolutionary War history buffs, children, tourists, and residents
- Emphasize cultural groups, French and international contribution
- Create consistent associated programs, while adapting to the wide spectrum of audience

### **Identify Partnerships**

- Develop regular programming and events through partnerships
- Identify NPS expectation and responsibility with W3R, state, and local organizations
- Recognize importance of locals and volunteers in the success of the trail
- Identify and create a sustainable financial strategy

***Strategic Plan Draft***  
**Vision Statement**

**The Vision Statement is  
our idea  
of what things will  
“look like”  
in ten years  
as a result of our efforts...**

People are aware of the history and are honoring, recognizing, and appreciating our past along the route. They are aware of opportunities to see and experience the journey along the trail which is commemorated with markers, waysides and monuments. The NHT partners provide educational content accessible to all and there are programs in every school. The NHT, which can be experienced by car, mass transit, boat, horse, bike or on foot, connects communities, events, facilities and related stories and trails along the way. It provides a variety of opportunities for recreation for residents, visitors and tourists alike. The partners are inspired and are inspiring others to take part in the effort and the NHT is a symbol of community pride.

## ***Strategic Plan Draft*** **Themes**

### **The American and French Alliance in the War for Independence**

The over arching theme of the Washington-Rochambeau Revolutionary Route National Historic Trail is the American and French Alliance in the War for Independence.

Within this theme three major subcategories can be identified: how the alliance was integral to the birth of a nation, the cross-cultural significance of the alliance, and the military success of the combined forces.

### **Birth of a Nation**

- Hardships of campaign, both for troops and the civilians who supported them
- Yorktown as huge victory, and visible expression of the hope for independence as well as the gratitude that greeted the returning French Army on its march north in summer 1782
- Watershed in the development of an American identity, and a huge step in becoming a nation

### **Cross-cultural significance**

- Example of international help throughout war, and the global character of War of Independence
- French help an early acknowledgement of America as a sovereign nation by a world power
- American-French Alliance since 1775, comes to peak in this campaign
- Community impact and stories of human interaction between soldiers and civilians
- Illustration of the American War for Independence as a truly diverse effort: not just international assistance but also the settlement patterns of the US, many nationalities contributed and/or fought the war

### **Military Success of the Campaign**

- Victory at Yorktown a 'dramatic turnaround' in War
- French contribution in military strategy
- Logistical success, a feat in itself
- Geography's effect on military strategy, also how march impacted landscape and waterways
- Ties together stories of the Northern and Southern campaigns
- Example of international military cooperation
- March to Yorktown was longest march of Revolutionary War
- Importance of Battle of the Capes Naval Engagement, De Grasse victory over Hood instrumental in Yorktown victory
- 3 phases of trail: RI to West Chester NY, West Chester to VA, and return from VA

## ***Strategic Plan Draft Objectives***

### **Comprehensive Website to serve as the information center for NHT**

- NPS website will be created that includes downloadable maps with layers of information of trail sections, comprehensive history of the route, clear directions for driving with links to mapping sites, biking and hiking maps where available, lists of sites and trails connected to the NHT in a downloadable database with links to respective websites, as well as links to related websites, suggestions for further reading, links to tourist websites for each city included to assist in locating hotels, restaurants, local activities, events, etc.

### **Social Media outreach**

- Create accounts with social media forums like Facebook and Twitter to provide regular updates on information, events, and general communication.

### **Cell Phone Tours**

- Create a practical and easy way of relaying information to the public, through their cell phone. Recordings of historical facts will be available where notifications occur along the entire trail.

### **Documentary Film**

- An easily distributed media that can be used to educate the American public about historical significance of the Yorktown campaign and history of the Washington-Rochambeau NHT.

### **GIS Mapping of entire NHT**

- Maps of each state will include layers for main route and secondary routes of the Washington-Rochambeau Revolutionary Route National Historic Trail, and will include both land and water routes. Layers will also be included to show parks, heritages sites, or historic landmarks near the NHT. An additional layer of current road maps will be needed. Each state will follow a template, so that the maps can be joined later to create a detailed map of the NHT in its entirety.

### **Comprehensive Official Signage for the NHT**

- Design, create and develop comprehensive official signage for the entire Washington-Rochambeau Revolutionary Route NHT. This will include logos, templates for official signs, template and design of official mile markers, design of banners, and any secondary signs relating to the NHT.

### **Brochures**

- NPS has developed a national brochure. We envision each state will develop and focus in on the particular chapter of the Washington-Rochambeau Revolutionary Route NHT that occurred in that state, and include a detailed map to be used for navigation with the main routes, secondary routes, current road map, and locations of any related historic resource.

### **Develop and Support Print Materials about the NHT**

- Print materials will include a guidebook for entire NHT, as well as a more in depth guidebook for each state. Pursue newspaper and magazine spreads and encourage press releases and coverage for all local and community events relating to NHT.

### **Create Visitor Experience**

- Design and create displays for visitor locations along the NHT, especially at Post Offices and other public and municipal buildings. Collaborate with other trails, parks, or museums along the NHT to create joint exhibits. Support sculpture and public art along the NHT and encourage updates, transporting, and developments of interpretative displays.

### **Conservation and Preservation**

- Conserve, preserve and maintain all historic sites, significant landscapes and structures, interpretive material and existing artifacts.

### **Continue Research of the history, location, impact and area of the NHT**

- Conduct historical research relating to the route in Maryland and the District of Columbia. Identify all National and local register designated properties falling within the NHT area. Identify all archival and research centers which have materials related to the NHT. Locate all intersections with other historic trails or scenic trails, any overlap into parks, landmarks or heritages areas, and a survey of battlefields.

### **Integrate the NHT and Yorktown Campaign into children's education**

- Encourage public school districts along the NHT to incorporate the Yorktown Campaign and the NHT into teachings on the Revolutionary War. Create a low budget film that is appropriate to be shown to students in a scholastic environment. Coordinate interested schools with local historians that can become resources.

### **Support community, local and national events relating to the NHT**

- Support community and local events which fall along the route of the NHT. Support all reenactments, especially the march to Yorktown following the route of the NHT. Encourage first person interpretation, living history and guides at every event. Create a calendar of events, while also announcing events via the main website and social media to increase participation.

## ***Strategic Plan Draft*** **Appendix**

The National Park Service (NPS) collaborated with W3R-US on a series of strategic planning sessions. The three regional sessions included one for Rhode Island, Massachusetts, and Connecticut; New York, New Jersey, and Pennsylvania, and one for Delaware, Maryland, Washington DC, and Virginia. The information, opinions, and concerns collected from each session were summarized to serve as a basis for the future development, interpretation, commemoration and preservation of the Washington-Rochambeau Revolutionary Route NHT, as reflected in this report.

The attached documents are the summaries of the three Strategic Planning Sessions held by the National Park Service to collect the information, opinions, and concerns of members of the W3R-US and all concerned parties. The information collected from these sessions contributed to mission, themes, and objectives discussed in this report.

### **Strategic Planning Session 1**

**New York, New Jersey, Pennsylvania**

**February 12, 2010**

### **Strategic Planning Session 2**

**Connecticut, Massachusetts, Rhode Island**

**March 12, 2010**

### **Strategic Planning Session 3**

**Washington DC, Delaware, Maryland, Virginia**

**March 26, 2010**



## STRATEGIC PLANNING SESSION New York, New Jersey, and Pennsylvania

### *Washington Rochambeau Revolutionary Route National Historic Trail*

**February 12, 2010**

**Location:** Nassau Club, Princeton, NJ

**Time:** 10:00 a.m. to 3:00 p.m.

#### **Objectives**

1. Work with W3R USA and other partners to identify the trail's purpose and significance, key themes and stories, and future challenges
2. Begin developing strategic direction for W3R USA, NPS and other partners; and identify priority actions that the partners could work on collectively



## Background

In March of 2009, the Washington Rochambeau Revolutionary Route was designated a National Historic Trail, due to the effort of the national organization known as W3R USA and its many partners in the United States and abroad.

The W3R, as it is known for short, represents the land and water routes taken by the allied forces under General George Washington and the French general, the comte de Rochambeau, over some 680 miles through nine states and DC during 1781, culminating in the American-French victory over British forces under Lord Cornwallis at Yorktown, Virginia.

The National Park Service is beginning a planning process with the public and partners that will look at the history and significance of the trail, its purpose or mission, the vision for visitor use and experience, the trail's components, and how the trail will be managed, including its preservation, interpretation, marketing and education/outreach.

The National Park Service is collaborating with W3R USA on a series of strategic planning sessions that will lay the foundation for a Comprehensive Management Plan. The first strategic planning session began to solicit input from partners in the mid-section of the trail—New York, New Jersey, and Pennsylvania. The second will gather feedback from partners in New England—Rhode Island, the beginning of the trail; Massachusetts; and Connecticut. The third session will gather feedback from partners along the southern section of trail—Delaware, Maryland, DC, and Virginia. These sessions will be summarized and shared with participants and at the annual W3R USA national meeting.

The following individuals and organizations graciously participated in the first strategic planning session:

- Ashmun, Candace – Basking Ridge
- de Barscza, Sallie – Vice Chair, W3R USA
- Borkow, Richard – Historian, Dobbs Ferry, New York; W3R USA
- Buckingham, Tom – Webmaster, W3R New Jersey
- Burnet, Janet – W3R New York; President, Hudson River Watershed Alliance
- Coyne, Patty
- D'Amico, Tom – Corresponding Secretary, W3R New Jersey and W3R USA
- Dawson, George – Chair, New Brunswick Historical Association
- Hamilton, Andrew – Chairman, East Coast Greenway Pennsylvania
- Havens, Jesse – Board Member, Crossroads of the American Revolution
- Hawkins, Harriette C. – former Executive Director, New Jersey Historic Trust
- Hultgren, Jean – Board Member, W3R USA and W3R New Jersey
- Jazzo, Frank – East Coast Greenway New York
- Johnson, Jim – W3R USA and W3R New York
- Kruimer, Anne
- Kruimer, Mike – Co-Chair, East Coast Greenway New Jersey
- Litvak, Cate – Executive Director, Crossroads of the American Revolution
- Nelson, Ralph – Chairman, W3R USA
- Nittinger, Carl – Treasurer, W3R USA
- Raleigh, Jim – Board Member, W3R New Jersey
- Reed, Ursula – W3R Pennsylvania, W3R USA
- Turner, Randy – Superintendent, Morristown NHP

National Park Service facilitators:

Bell, Julie – NPS Northeast Region—Rivers, Trails & Conservation Assistance

DiBello, Joe – NPS Northeast Region—National Trails Administrator

## Significance and Mission

Developing a statement about significance and mission for the trail will help to communicate to others why NPS and its partners are doing what we are doing.

### We asked participants the following question:

“What do YOU think are the most important stories associated with the trail?”

### Here’s what you told us:

#### *Cross-Community Cultural Links*

- Domestic cross-cultural experience
- Integrates with, engages, and links diverse populations and communities with their contributions to American independence (“Bring history to your front door”).
- Diversity – link to communities – relevance today
- Linkage to other sites – stories
- Role of 1<sup>st</sup> Rhode Island Regiment – African Americans in march, at Yorktown
- British mistreatment of African Americans at Yorktown. If the African Americans had small pox they were left to die. Washington immunized his troops.
- Physical connection to history
- Ability to come together, forming a nation. The line of the route brings together intellect and emotion – pulled everyone together along route.
- Burial & illness along the trail creates physical connections – French troops were left along the way. Emotional commemorations of these events are still going on.
- Travel the footsteps of our forefathers
- Economic impact of French \$ for supplies, food
- Impact on Native Americans – Walking purchase push them out from lower DE to NJ
- Lenape sites along trail – Native American and former slaves were part of 1<sup>st</sup> RI Regiment
- Settlement patterns, ethnic groups, Dutch, Swedish, French, British, African American
- Hungarians, Irish, Italian, German participated in W3R
- Quakers, religious freedom; French were Catholic--brought diversion. These groups influenced the opinion of religion and religious tolerance was encouraged. Foreign influence is a fear in US, particularly the idea of an alliance with a Roman Catholic country. It turned out 8,000 troops did not try to “capture children, and convert Americans.”
- The Environmental impacts-some irreversible and still visible-e.g. Feeding and sheltering armies of that size are an important part of the story. The march changed the landscape. The impact of trail development is a concern and must be addressed. (P.S. New Jersey does have important mapping related to rare, threatened and endangered species.)

#### *American-French Alliance Connection – from 1775 through 1781*

- Look to 1775 for beginning of French and American alliance-- back to French and Indian War
- It is difficult to imagine how the war could have been won without French Assistance

- Trail symbolizes international aspect of America's struggle for independence; America gets recognized by Europe for 1<sup>st</sup> time
- March of French and US Army to Yorktown; French Alliance
- Illustrated cooperative alliance with major European power to assist in American Independence (Franklin/Adams efforts in Paris)
- Franco – American Cooperation
- International war effort
- Demonstrates the global significance of the French Alliance. Ties together the stories of the Northern & Southern campaigns. Reinforce New Jersey's importance as the Crossroads of the Revolution
- Global – French alliance; National – Led to end of Revolutionary War
- Our debt to the French
- Concepts and concrete; international cooperation; global-to-local planning; enterprise and strategy; local contact French to American colonials; beginnings of “modern world” international relations; amazingly intact and with sites and structures still in place
- Example of international military cooperation; example of military leadership and strategy
- The importance of French aid to the success of the American Revolution
- Lafayette's important role – Battle of Yorktown pinned Cornwallis in place during Washington's troop movements. His number 1 contribution was to get additional aid from France even though not physically in France. Lafayette played an integral part of campaign – lionized in US but not in France. US liaison with France was greatly enriched.
- Morristown NHP is where news of France's aid first reached Washington.
- Lafayette's abolitionist link to Washington, Jefferson, Madison
- Lafayette's return 1824 – 25 – Rekindles memories of Revolutionary War and patriotism. (Lafayette goes back to sites related to W3R and Brandywine Battle.)
- The importance of the good cooperation between Washington & Rochambeau

*Victory at Yorktown was a “surprise” and “dramatic turnaround”*

- Mid-August 1781 – Washington's great gamble: “when he risked everything on a single choice” David Hackett Fischer
- Victory of Yorktown unexpected – a dramatic turnaround and turning point. 1781 started with troop mutinies. Washington to John Lawrence (April): We are at the “end of our tether.” France tried to set up peace treaty in Vienna, which failed. Very vulnerable US with economy in a shambles.
- Yorktown Campaign of 1781 – Tell this story across all sites.
- Significance--Trail is illustrative of Washington's strategy in disguising the purpose of the march by feinting an attack on New York. New York was the bull's eye for attack. Massive troop convergence on NYC – division line was Hudson River.
- March to Yorktown longest march of Revolutionary War
- Why didn't British attack the march? Why didn't they head North?
- Military strategy – East of Wachungs – significant barrier to movement
- Franco-American expedition directly relating to the French-American victory at Yorktown resulting in the Treaty of Paris which ended the American Revolution
- W-R Route led to victory in the war at a time of grim military + political prospects
- Role of Intelligence and spies - Washington attack NY Staten Island
- Leading to victory
- Network of supply for troops on move; trade, parties, interaction with local population
- Large scale endeavor/complexity of the effort
- Water elements- troop movements via water – naval logistics (Atlantic Ocean)

- transportation of army – Newport to Providence
- Battle of the Capes Naval Engagement; transport movement of regiment troops by water. Cape Battle (without this, no Yorktown victory) – De Grasse vs Hood.
- Land trail has 3 phases: R.I. to West Chester, NY; West Chester to Virginia; Washington-Rochambeau return march leaving Williamsburg, VA.
- W3R is the “mother” of all our national trails as it led to our independence
- The scope of the effort to achieve independence in terms of strategy + on the ground delivery
- Philadelphia: Birthplace of Democracy
- New Jersey route connecting northern & southern states
- Life in Philadelphia as an “occupied” city; military history; women; waterfront; port; trade. Series of forts on lower Delaware River and Schuylkill River – British troops ringed the area, and the US troops used the forts vacated by the British
- NY longest occupied city – In 1783, British occupation ends
- Individual snapshots – Providence important to victory
- Lafayette’s importance in ensuring British couldn’t attack NY; DeGrasse – cannons and mortars brought to Yorktown

## **Mission for the Trail**

Participants addressed mission on a limited basis through the discussion about the trail’s significance and pointed out that it would be important to:

- Preserve evidence of it [the W3R NHT] and create public awareness of its programs and significance
- Partnership must be identified
- Include NPS and other partnerships together

## **Vision for the Trail**

Vision describes the experience of the trail from the user perspective—the physical features accessed, how the route and its features would be treated—that is, their condition, where the trail is, and what it means to the community.

**We asked participants the following question:**

“It is the year 2015 and you are using the W3R. What type of experience would you have? What are the results from efforts to develop and manage the trail?”

**You told us:**

*“Complete” Trail*

- Drive length of motorized trail; follow booklets, signage and interpretive panels; visit resources associated with its significance.
- Multi-modal trail; easy to navigate; sites are linked along route with coherent narrative; informative, consistent signage.

- Multi-modal – auto, bike, walkable - also accessible. Modeled after “complete streets” – make available to all modes.
- The W3R is different trails – outside and inside experience, an enriched experience for users to have options.
- Driving tour, wayside exhibits, cell phone/PDA towers; exhibits at NPS facilities
- Family traveling through history along the East Coast of the USA
- Learn about history through a linked system with a variety of transportation options
- The W3R Trail is a network of land and water routes that tells the story of the experience that led to the victory at Yorktown, a system that links related historic structures, encampments and other resources to tell the story of the expedition.
- Connect areas via Amtrak for additional tour opportunities, and connect trail with other modes (bike)

### *Heritage Tourism*

- Substance and context – heritage tourism; visit historic sites on trail and learn social history; who + peoples’ lives; research family history; recreation; watersheds= discovery of fish & wildlife; diverse peoples and cultures
- Stay overnight; theme related sites; B&Bs, hotels, campgrounds
- Visit as part of other trips/visits to parks, museums-- recreational use
- International & American tourists should be able to follow whatever part of the historic trail experiencing the history. Given the length of the trail this affords multiple visits over a period of years.
- Have brochures in multiple languages at US Tourist board offices abroad attracting international tourists
- System of tours
- International promotion of art & architecture
- Special themed tours geared towards different users
- Capacity, readiness of sites, from couple hours stop to longer experience – international docents on tours (Chew House).
- Make trail attractive to British – work in their experience (Canadian loyalists)
- Educational – historic tourism – Use known sites to market lesser known sites such as Philipsburg

### *Educational & Awareness Programs in Schools*

- Strangers to area find locals are aware of trail and are conversant with its route
- Getting residents engaged in their history
- Every middle school student has walked one mile of the trail nearest to school and researched ten miles nearest to school. Every historical/cultural/ religious/ educational/ institution along route has included it in their promotional literature. Every one-mile trail segment is marked with a banner.
- Visit an exhibit at a local park or museum to learn about international diplomacy in the Revolutionary era.
- Connect national significance to a series of “local” history sites
- Name recognition-- i.e. “Lewis & Clark” example
- Scholarship program
- Incorporate W3R in school curricula – Make history education include W3R. Enlist the help of W3R USA, DAR, SAR to provide resources, scholarships, awards, prizes, publicity.
- Advocacy – people need to understand the history in order to preserve (land use compatibility) sense of place (and understand threat to)
- “Artists in schools” model for public education

### *Landscape*

- Take the family for a drive to learn about French aid in the American Revolution, and on the trip take a hike or bike ride, or canoe, in scenery like that of 1781
- Enjoy the landscape--hiking, biking or driving
- A lesson in American history. Drive or bicycle the path with good information about what happened along the way. An educational experience.
- Surprise people--let them discover history
- An opportunity to view the landscape as it must have been in the 1780s, including view sheds, as a part of this project. An understanding of the support system – water, food, etc. – required for this large body of men, and an understanding of the maritime segment.
- Human environmental impact since 1781
- Preserve historic landscapes and sites from exploitation by casinos/glitiz
- Trail users understand what the landscape looked like when troops moved through, and the landscape is protected.
- Connect geology, topography, geography, history (e.g. West Chester, NY, camps). Visitor understands geography in order to understand why troops went where.
- Viewshed and watershed resources protected
- Highlight camp sites (for example, the four in PA) and do proper archaeology at campsites and forts
- Defensibility of sites to hide large troops and give good view (topography of West Chester, NY) – geography is critical - also camp sites, forts, archeology.

### *Experience*

- Visitors will appreciate the hardships and sacrifices of the troops and the generation that gained liberty for themselves and their posterity.
- “Posterity, who are to reap the blessings will scarcely be able to conceive the hardships and sufferings of their ancestors.” (Abigail Adams)
- Understand W3R history
- Physical experience and achievement of the birth and struggles of a nation
- 2015 experience in central New Jersey depends on how successful trail managers are in development of stories. What happened along the trail: Washington’s gamble-- a feint attack in New York. Stories not presently developed.
- Consider technology for future use and virtual access to the trail. Electronic media can get people interested.

## Actions

Next the participants identified a set of actions to determine what they wanted to do next.

### We asked participants:

“What are the most important actions we can take collectively to help make our vision a reality?”

### You told us:

#### *Internet / Media*

- GPS on website/Google Earth maps
- Develop and disseminate map of route with all sites/attractions marked on map
- Suitable signage integrated with other routes, sites
- One “current” media program: you tube; pod cast; I phone applications
- Twitter/Facebook
- PDA Tour
- Upgrade existing W3R website to relate to the trail
- More outreach = Broaden public awareness/support for W3R. Public relations; print media - Send out press release

#### *Tour Route*

- Need source for heritage auto tour directions and history
- Mark every one-mile point along route with banners (official)
- W3R Highway signs
- Electronic map access
- Simplified, downloadable map of W3R
- NOW – Install banners as interim public awareness raising tool until NPS can provide official interpretive signs
- Wayfinding design/placement
- Develop W3R NPS sign and begin to sign the routes is #1 priority
- Fund road signs using the existing logo
- Historic & commercial signage
- Certain places to experience actual route as it was- Experiencing landscape of 1781
- Art and architecture for international travelers

#### *Research*

- Map/ locate all historic sites, structures
- Identify all National Register properties along the route
- Identify archival resources for genealogical research (Church archives – resource to tell stories of foreign troops). Genealogy brings out cultural diversity story.
- Need coordination with parks and museums along the trail to display brochures and make exhibits
- Explore use of David Wagner paintings of historical events relating to 1781

### *Partnerships with Other Organizations*

- Identify and engage with partners and collaborators
- Raise awareness of Revolutionary history at the municipal land use decision making level – particularly in NJ and other local control states. Protection of the landscape and natural resources from direct and indirect impacts from visitation.
- Connect W3R with NJ Coastal Heritage Trail and with National Heritage Areas over whole route
- Connect W3R with Revolutionary War in North and South Carolina
- Begin to link with other federal efforts: Crossroads NHA, Hudson Valley NHA, Millstone Valley National Scenic Byway, and East Coast Greenway
- Convince highway engineers history matters
- Identify, describe, and engage with all relevant sites along/adjacent to route
- Enlist local planners to zone for route protection from undesirable development. This is essential in New Jersey.
- Incompatible development: State Historic Preservation Office to take position on visual encroachments on registered historic places. State & local historic commissions and mayors should do the same.
- Incompatible development: NPS should take a position on visual encroachments on national historic landmarks.

### *Education*

- Mass public educational programming and films, public television
- Education needs: Municipalities appoint municipal historians responsible for conducting localized school programs on historic sites
- W3R participation/exhibit at festivals, special events, etc.
- First person program(s)--i.e., someone who portrays Washington and Hamilton

### *Priority Actions*

- NPS web page
- NPS Unigrid brochure
- Contiguous signage (without sign pollution - Use trail markers)
- Need map showing major route versus minor routes – Current network is much too confusing for tourist
- NPS W3R budget line
- Engage Congressional leaders in local event with eye toward NPS budget?
- Raise \$ to support W3R development
- We would want visitors to visit the landmarks and signage along the trail, including the encampments and other community resources. Would like the W3R considered several types of trails. The trail would be important to the communities to encourage heritage tourism and education about the W3R in the schools. We should be able to educate the public that the six-week Philipsburg encampment is where the armies of Washington and Rochambeau first came together.



## General Questions and Feedback

1. Q. How will NPS address “management” of the route as opposed to partnering / coordination among other organizations?
  - A. The Comprehensive Management Plan for the W3R will guide NPS and its partners in identifying roles for the route’s development and management. NPS will play a strong role in coordination; however, much of the implementation would rely on state, local and private actions.
  
2. Q. Will the NPS use the National Historic Trail “template” as an established approach to developing an internet site, maps, and signs?
  - A. Yes. NPS will set up a web site with links, help with an initial brochure, and provide some design guidelines. Specific actions related to the web site, maps and signs will be addressed in more detail through the Comprehensive Management Plan.
  
3. Q. Who is the audience for the W3R?
  - A. The audience is the general public, including French and Americans – other nationalities. There is huge potential for international heritage tourism. Bicycle tourists, recreational users, schools, community groups, and the East Coast Greenway, etc. would be part of this experience.



## STRATEGIC PLANNING SESSION Connecticut, Massachusetts, and Rhode Island

### *Washington Rochambeau Revolutionary Route National Historic Trail*

**March 12, 2010**

**Location:** Radisson Hotel, Warwick, RI

**Time:** 10:00 a.m. to 3:00 p.m.

#### **Objectives**

1. Work with W3R USA and other partners to identify the trail's purpose and significance, key themes and stories, and future challenges
2. Begin developing strategic direction for W3R USA, NPS and other partners; and identify priority actions that the partners could work on collectively



## Background

In March of 2009, the Washington Rochambeau Revolutionary Route was designated a National Historic Trail, due to the effort of the national organization known as W3R USA and its many partners in the United States and abroad.

The W3R, as it is known for short, represents the land and water routes taken by the allied forces under General George Washington and the French general, the comte de Rochambeau, over some 680 miles through nine states and DC during 1781, culminating in the American-French victory over British forces under Lord Cornwallis at Yorktown, Virginia.

The National Park Service is beginning a planning process with the public and partners that will look at the history and significance of the trail, its purpose or mission, the vision for visitor use and experience, the trail's components, and how the trail will be managed, including its preservation, interpretation, marketing and education/outreach.

The National Park Service is collaborating with W3R USA on a series of strategic planning sessions that will lay the foundation for a Comprehensive Management Plan. The first strategic planning session began to solicit input from partners in the mid-section of the trail—New York, New Jersey, and Pennsylvania. The second gathered feedback from partners in New England—Rhode Island, the beginning of the trail; Massachusetts; and Connecticut. The third session will gather feedback from partners along the southern section of trail—Delaware, Maryland, DC, and Virginia. These sessions will be summarized and shared with participants and at the annual W3R USA national meeting.

The following individuals and organizations graciously participated in the second strategic planning session in New England:

- Adams, John W. – Rhode Island Sons of the American Revolution
- Booth, Carlen P. – Rhode Island Sons of the American Revolution/VPG New England
- Bosman, Dr. Yolanda
- Carbone, Jed
- Desmarais, Norman
- Donohue, Mary – Connecticut Commission on Culture and Tourism
- Dunham, William – Massachusetts Lafayette Society
- Gabriel, Serge – W3R Connecticut
- Grandchamp, Robert – Western Rhode Island Civic and Historical Society
- Greenwood, Rick – Rhode Island Historical Preservation and Heritage Commission
- Harris, Norman – 2<sup>nd</sup> Rhode Island Regiment
- Hoffman, Alan R. – W3R USA, Massachusetts Lafayette Society, American Friends of Lafayette
- Holloway, David – 6<sup>th</sup> Connecticut
- Loffler, James – Rhode Island National Guard
- McNiff, John – Roger Williams National Memorial, National Park Service
- Najecki, Roy
- Nelson, Ralph – Chairman, W3R USA
- O'Connell, Paul – Rhode Island Sons of the American Revolution
- Pentangelo, John – Naval War College Museum
- Porter, Charmaine – Living History 14<sup>th</sup> Rhode Island Historical Association
- Rizey, Edward – Roger Williams University
- Simpson, Barry – Rhode Island Department of Transportation
- Soucey, Al – 13<sup>th</sup> Continental & Regiment Continental Line
- Taber, John – United Train of Artillery
- Tarantino, Sal – 2<sup>nd</sup> Continental Light Dragoons
- Titus, Brenda – Western Rhode Island Civic and Historical Society
- Waylan, Alicia and Howard – Lebanon Historical Society

National Park Service facilitators:  
Bell, Julie – NPS Northeast Region—Rivers, Trails & Conservation Assistance  
DiBello, Joe – NPS Northeast Region—National Trails Administrator

## Significance and Mission

Developing a statement about significance and mission for the trail will help to communicate to others why NPS and its partners are doing what we are doing.

### We asked participants the following question:

“What do YOU think are the most important stories associated with the trail?”

### Here’s what you told us:

#### *American Alliance with France*

- French and American military cooperation and French financial assistance achieved independence and nationhood of the new United States
- The untold story of how France – with funding, material, men and ships – helped to midwife the USA
- The French entered and marched through a foreign culture to help us win freedom
- Connecting nations: USA and France
- The financial, military, material and naval support of the French contributed significantly to our victory over the British and independence
- The success of the American War of Independence starts with the route as a symbol of cooperation to protect the American Revolution
- The March that won the battle that won the war that gave us our independence
- Without the French there would not be a United States
- The final impact to both the nation and to France which the trail would lead to
- Arrival of the French in Newport and cooperation with Continental troops
- This is the route of the French to help win the Revolutionary War
- The march from Newport to Virginia was a result of support by the coffers of Louis XVI and the strong belief of the ideals of democracy upheld by those who fought for our cause
- French / US alliance; number of men and ships involved; French vs. British War – continuation of conflict between two powers
- The French landing in Newport and importance for victory
- Continuation of war in France and on continent

#### *Community Impacts and Human Stories associated with the National Historic Trail*

- The significant role of the communities on the route and their support during the lengthy encampments
- French soldiers marched through the neighborhood
- The family stories of the actual participants and the family sacrifices
- Community impacts = community support – documenting resources specific to towns (story told at all sites)
- Financial impacts on towns – transporting 600 plus miles. Many industries needed–

farmers, farriers, wagoners, etc. Fresh or salted food needed in quantities.  
Significance of French alliance and logistics theme (\$).

- War is good business
- Local militia (farmers ) pulled up to New York to join the campaign, and they lose their crops
- Sam Adams and others were real people, not heroes
- Lebanon's assets are an important story – Jonathan Trumbull governor in CT when war declared

### *Logistical and Military Strategy*

- Key to trapping English at Yorktown
- French siege artillery's role in Yorktown
- How the British were deceived by attack point
- Role of spies
- Communicate the importance of the geography of the Revolutionary War
- How the march is financed
- Interpreting the actions of the French military in a military and socio-economic capacity
- The landing and march of 5000 Rochambeau army (combined with DeGrasse and St. Simon 3500 men at Chesapeake Bay) were highly contributive to the victory at Yorktown
- Campaign planning / alliance
- Why W3R from Newport to Yorktown
- A key element of the culminating campaign in America's war for independence
- Logistics of supplying armies

### *Hardships of the Campaign*

- Can YOU walk 600 miles?
- Hardship of the soldiers
- Connecting leaders: Washington and Rochambeau
- The physical, financial and emotional cost of France's contribution

- Rhode Island black regiment (Revolutionary War)
- Homefront impact on citizens
- Places along this route witnessed world history change
- Engage communities in their contribution to the Revolution
- Interactions of citizens along the route to foreign army

- Hundreds and thousands of animals, artillery battery needing 100 wagons - Need to hire people to bring the troops and wagons were expensive
- The objective of allied march: Victory at Yorktown
- "America's first mass movement"
- Bring overwhelming force to Yorktown
- "All about victory" – other marches didn't succeed (story should be told at all sites)
- Good grounding point in Yorktown and Newport – archeological sites in CT, too
- Footpath (extension) to Yorktown National Park – millions dwell on this path today
- Guerilla warfare vs. linear tactics
- Logistics of moving wagons, troops, supplies and support and military working together to support
- The maritime history of the American Revolution
- Role of Rhode Island as a major base for fleet and troops

- Urgency: In setting an itinerary for the French troops, Washington included no resting day. These troops could not dawdle.
- The life of French troops while waiting: balls, food
- Difficulty/rigors of a 600+ -mile land march

- Interactions American and French soldiers
- Hardships / sacrifices endured to achieve independence
- Human / emotional side
- The changing of world culture to thinking all men are equal
- The dedication and commitment of both armies
- Emotion: Washington displayed uncharacteristic happiness on hearing of French naval success; later he felt crushing disappointment on hearing of a setback.  
Tension: success was not guaranteed!

### *Peace*

- We fought the British and now we are their allies; We fought the French (French and Indian War) and they became allies; It took time, but the alliances have continued.

## **Mission for the Trail**

Participants addressed mission on a limited basis through the discussion about the trail's significance and pointed out that it would be important to:

- Tell the forgotten story of why the French were in America. The French were our former enemies – Why would they come here?
  - Make youth into better citizens; average citizens don't know French contribution.
  - Recognize a spectrum of audiences: history buffs versus those who are not knowledgeable
  - US white citizenry on marches through communities not as interested as “ethnic / cultural” groups?
- Make sure the associated programs are not one-time events (e.g., 1976 Rochambeau committee?), but there is planning over time – regular programs, events ongoing
- Identify NPS expectations to tell the story. NPS only has one staff person for the NHT. Best role: locals tell story and are supported by NPS
- Recognize volunteers as an important component – buy in, ownership with knowledge / assistance of NPS
- W3R USA: effort in historic resources and markers

## **Vision for the Trail**

Vision describes the experience of the trail from the user perspective—the physical features accessed, how the route and its features would be treated—that is, their condition, where the trail is, and what it means to the community.

**We asked participants the following question:**

“It is the year 2015 and you are using the W3R. What type of experience would you have? What are the results from efforts to develop and manage the trail?”

## **You told us:**

### *Media/Technology's Importance*

- W3R website shows the entire trail and highlights sections to visit. There are points of contact for each state.
- Constant links to features/stories along the trail with latest technology (WiFi, GPS, etc., and types yet to be made) to tell story of W3R
- Website includes resources to download visual and audio media about a specific site that I will be visiting
- Signs and markers with website and phone numbers to get information about what happened at a particular site
- A Facebook W3R page
- Interactive program at Newport Visitor Center explaining RI portion
- Trail is multi-media, includes interactive learning

### *Living History/Direct and Physical "Immersion" Experience*

- Soldiers marching, riding, hauling food wagons etc
- Trace type - - American type - - Camping on trail, connecting past, present, sample foods, campsite, tents
- There should be young re-enactors portraying the black RI regiment doing programs on trail
- October 19: encampments of re-enactors at key sites in every state
- Multi-week effort over time by state
- Continuous or full story
- Continuous (point to point) experience: pride in country history – US values (Patriotism) – foreign tourists (bus or private cars)
- Understand that significance of the full trail
- Provide insight into and connect with our national heritage
- "Sense of Place"
- First impressions – life whether soldier or civilian
- Past must be prologue. People need to realize what happened, be engaged and learn. I see this as a part of the full American perspective.
- Historic house/site-- e.g. well, grave—preserved as tangible elements of history

### *Marked and Interpreted Trail*

- At the camps signs to tell what happened there to the public
- A marked trail where you could see different events (encampments, historical interpreters, etc.)
- Marked hiking trail in western Rhode Island
- Marked route for hiking, biking, car. Designated museums along the route.
- Sites connected to W3R through Lauzun's Legion around Lebanon Green have interconnected stories & programs including walks to French deserter's graves, etc.
- Entire route is marked
- Interpretive signs along the route which explain the historical significance of the Rochambeau march-- Signs encourage questions about history
- Newport is interpreted as Gateway to Victory
- Connect to the sea: Newport, Bristol, Providence, Head of Elk, Chesapeake Bay
- NPS commits to trained staff to give tours, demos, black powder demonstrations, living history programs, etc. There is an NPS visitor center, site markers and signage.
- There is a guide for W3R as a whole and expectations about what the visitor will see

and do. The guide addresses logistics and how visitors can experience the route.

- Trail materials are multi-lingual

### *Landscape*

- Visual representations of physics. Changes along route since first used to win Revolutionary War
- Views & connecting them to the story—e.g., “time standing still”
- Travel back in time. First person explanation of the buildings, geography, and culture of what happened at that place.

### *Education/Research*

- Primary school teachers include lessons on W3R in every state on the route
- School programs include multi-media productions about W3R
- Every community along the trail would celebrate its contribution to W3R. Local history: “pride in where we reside.”
- Community outreach and development make the trail known and people care about it. People have a desire to learn more!
- W3R is aligned with Rhode Island General Learning E’s
- A book about the march is available: March to Victory
- Youth are key in participating (eg. guides at certain sites, re-enactors, etc. ) and consideration is given to different age groups in terms of programming
- A low budget (DVD) movie in schools connects to the children through stories of the immediate family of marchers.
- Living history groups are part of a nine state event series with staggered timing to commemorate the march.

- NPS Underground Railroad nomination program is a model – Network to Freedom

- Nature Connecting ID “trees-wildlife-geography still here or what is lost forever.”
- Recognize different approaches for different sections of the trail. The Environment – CT campsites untouched but other ideas for more urban areas where trail not intact?

- W3R multiple resource nomination for each state of entire route is available online (CT National Register example) and includes archeology, overall piece, historic sites
- French troops’ sacrifices and contributions to the 1781 campaign are recognized (1936 list). 2000 plus buried at sea or in US – unknown locations of graves; Yorktown monument recognizes CT – one marker for two soldiers, NY – seven soldiers recognized; 10,000 plus French soldiers at Yorktown and 20,000 sailors (under de Grasse) with hard conditions at sea and no hygiene.
- Trail is relevant in future as multi-national example of cooperation and representing their sacrifices instead of merely an historical nicety
- Tangible resources are researched and used, and inventories of the most important sites are available (Note: historic research reports exist online for most states along the march)
- Educational component is interesting to children to keep story alive

## Actions

Next the participants identified a set of actions to determine what they wanted to do next.

### We asked participants:

“What are the most important actions we can take collectively to help make our vision a reality?”

### You told us:

#### *Internet / Media*

- Media is the way to communicate to the public the W3R story – There is a huge marketing opportunity and it is less expensive and easier to undertake than some other actions.
- Expand the existing W3R USA website and create link with NPS web site
- Publish calendar of annual events (website)
- Get on Facebook today. It is free and effective. Immediately link with pages of Revolutionary War sites, museums along trail.
- Children’s movies/ TV shows like “Liberty Kids”
- Write script for W3R movie (see Mike Fitzgerald proposal)
- Website with individual state links, maps, etc.

#### *Contiguous Trail*

- Local ornaments/activities hung upon an NPS tree
- Connections – Make it relative
- States create own aspects of trail and NPS provides the continuity
- W3R auto tour partnering with AAA
- Coordinate efforts of all smaller players so all efforts pointed in same direction
- Network with local groups to help promote the trail and organize events “grassroots effort”
- Coordinate one day of W3R events

#### *Conduct Living History*

- Get more re-enactors to do trail events next W3R anniversary
- Model youth re-enactment unit trains other youth units along W3R trail and is responsible for living history and coordinating with other Rev War units. Rhode Island historic command will conduct a pilot program-- eg. Von Steuben Company
- working with youth groups – to take to schools and engender new groups.
- Set up and fund an ongoing local site history action team to do regular programming
- 2<sup>nd</sup> Rhode Island regiment, Bourbonnais, and other commemorations – English/French and country dancing

#### *Sign and Mark the Trail*

- Sign trail so that all 9 states are coordinating with identical signage through out
- W3R USA standards for signs and markers based on NPS. Look at CT as a model (12

road markers in CT every 15 miles – camping and setting up guns – CT towns celebrate and use markers. CT has spare markers in case some are damaged.)

- Interpretive signage along route
- “Lafayette Connector” is pre-quel route where in 1780 Lafayette arrived to tell Washington French help was on the way (Boston to Western Connecticut – connection with Morristown)

- Rhode Island as the starting point of W3R has a responsibility to set the standards – DOT funding support through Transportation Improvement Program (TIP), Transportation Enhancements (TE)
- Map of trail from Newport to Yorktown on web (very easy) & paper (problem updating)
- One map for entire trail (web & print)—NPS Unigrid
- Mark the trail with route markers

### *Research and Information*

- Centralize information and research
- Clearing house as authority for facts
- Disseminate the facts – Relate the story of France’s role
- Roads near historic trail versus on historic trail– Identify which routes to drive. NPS

“official” map shows some 57 trail segments.

- Inventory sites, and thereafter mark the trail and publish that inventory as a “guide”
- Start by inventorying “icons”; identify locations of sites.

### *Protection*

- Protect W3R related properties that are left as open spaces--Different approach for areas where resource is not apparent.

### *Perpetual Sustainability*

- Establish W3R endowment for marches, re-enactments, etc. (W3R USA membership Current intent is to use these funds for such projects.)
- Very difficult/competitive to get funding for this trail. State budgets include closing facilities. Define NPS role – not likely to be expansive.
- Define business plan of action for W3R
- Increase membership in W3R USA tenfold
- Trail should be funded through Federal Highway Administration; NPS; State Departments of Transportation
- Landing of French 230 years ago in RI- Discuss and keep alive with event every year

- Develop marketing tools to tell “What is the W3R” and perpetuate interest
- Define and publicize the trail
- Federal guidance, state support, and community action and programming needed
- Start by taking 3 or 4 suggestions and figure cost vs. budget and go with it
- Youth participation is key to sustainability
- Multi-lingual interpretation and materials
- Associate with other groups with similar values – associated memberships
- July 4<sup>th</sup> celebration – integrate W3R celebration
- Preliminary five-year programming plan with budget-then an endowment is established

### *Education/ Interpretation Programs*

- Increase interpretation in Rhode Island-- ie., put more rangers on the ground to tell the story
- Educate the students
- Maps and guidebook for experiencing the route, for families with kids. These materials explain where to go and how to get there. They are also in foreign languages. W3R USA to give to another organization to produce.
- Most important is public outreach and programs based on creating a clear vision of why, where, and how story of W3R should be told
- Sons of the American Revolution, W3R USA, and Boy Scouts of America can expand the availability of Captain Stephen Olney 's 60 Question Scavenger Hunt (2004 – present)

### **General Questions and Feedback**

1. Q. Will the W3R interpretation and education programs be addressed by re-enactors as opposed to park rangers?  
A. Re-enactors can help keep the story alive and bring it to many who haven't heard it. NPS is just starting the planning process for the trail and will involve the re-enactors.
2. Q. What will the NPS budget allow? Will the NPS use the agency's sign standards to develop trail signage?  
A. NPS will provide design guidelines based on the existing standards for National Historic Trails. Specific actions related to the web site, maps and signs will be addressed in more detail through the Comprehensive Management Plan. The production and installation of signage will be addressed at the local level.
3. Q. How will NPS tell the W3R story?  
A. It will be challenging to simplify such a complex story, but necessary in many instances. NPS and its partners should tell the most important stories in only a few sentences. For most audiences, you have 30 seconds to get across the main points and you have to make it interesting.





**STRATEGIC PLANNING SESSION**  
**District of Columbia, Delaware, Maryland, and Virginia**

*Washington Rochambeau Revolutionary Route*  
*National Historic Trail*

**March 26, 2010**

**Location:** John A. Wilson Building, Washington, D.C.

**Time:** 10:00 a.m. to 3:00 p.m.

**Objectives**

1. Work with W3R USA and other partners to identify the trail's purpose and significance, key themes and stories, and future challenges
2. Begin developing strategic direction for W3R USA, NPS and other partners; and identify priority actions that the partners could work on collectively



## Background

In March of 2009, the Washington Rochambeau Revolutionary Route was designated a National Historic Trail, due to the effort of the national organization known as W3R USA and its many partners in the United States and abroad.

The W3R, as it is known for short, represents the land and water routes taken by the allied forces under General George Washington and the French general, the comte de Rochambeau, over some 680 miles through nine states and DC during 1781, culminating in the American-French victory over British forces under Lord Cornwallis at Yorktown, Virginia.

The National Park Service is beginning a planning process with the public and partners that will look at the history and significance of the trail, its purpose or mission, the vision for visitor use and experience, the trail's components, and how the trail will be managed, including its preservation, interpretation, marketing and education/outreach.

The National Park Service collaborated with W3R USA on a series of strategic planning sessions that will lay the foundation for a Comprehensive Management Plan. The first strategic planning session began to solicit input from partners in the mid-section of the trail –New York, New Jersey, and Pennsylvania. The second gathered feedback from partners in New England – Rhode Island, the beginning of the trail; Massachusetts; and Connecticut. The third session gathered feedback from partners along the southern section of trail—Delaware, Maryland, DC, and Virginia. These sessions were summarized and shared with participants and at the annual W3R USA national meeting.

The following individuals and organizations graciously participated in the third strategic planning session in DC:

- Anderson, Acquanetta – W3R DC and DC DAR, Benjamin Harrison Society DC
- Briggs, Donald – National Park Service, Potomac Heritage National Scenic Trail
- Anders, Dr. Phil – W3R PA
- Foudermiere, Levette – W3R DC
- Ianni, General Francis, Ret. – Delaware Heritage Commission, W3R DE
- Mayo, Dianne – W3R DC
- Nelson, Ralph – Chairman, W3R USA
- Raleigh, Jim – W3R USA and W3R NJ
- Rehm, Karen – National Park Service, Colonial National Historical Park
- Reyes, Robert – W3R USA and W3R MD
- Von Karajan, Ellen – W3R MD and The Preservation Society
- Waisanen, Christine – W3R USA
- Wicklein-Bayne, Abbi – National Park Service, Chesapeake Bay Program Office
- Williams, Virginia E. – W3R DC

National Park Service facilitators:

Bell, Julie – NPS Northeast Region—Rivers, Trails & Conservation Assistance

DiBello, Joe – NPS Northeast Region—National Trails Administrator

## Significance and Mission

Developing a statement about significance and mission for the trail will help to communicate to others why NPS and its partners are doing what we are doing.

**We asked participants the following question:**

“What do YOU think are the most important stories associated with the trail?”

**Here’s what you told us:**

### *American Alliance with France*

- French Alliance that can be interpreted at Rhode Island as the French disembarkation site and Washington, DC (French Embassy)
- This began our first coalition – US and France
- Effect of W3R events on international relationships
- Lafayette’s role and the French Treaty to recognize American Independence
- French Alliance cooperation led to victory at Yorktown that secured America’s independence

### *Historic Context of 1776*

- Start from the beginning with historic context – Re-educate on American Revolution. Students don’t know about the “Spirit of 76.”
- Cooch’s Bridge on French maps mentioned as part of W3R, although part of earlier Philadelphia Campaign – French camped in vicinity. The wow factor to engage young people moving into the area – “Wow, I live in an historic area.”

### *Yorktown Campaign*

- The Yorktown campaign and victory for the Americans that ended the American Revolution

### *Logistics*

- The tremendous effort that went into the march, including transportation over waterways and ovens to be ready for French troop’s arrival in RI
- Hardships/survival
- Water routes – Troops convening on Yorktown, getting supplies ready for troops (DeGrasse)
- How Continental Army (with help) survived after 1776 to win American Revolution
- Campsites’ location and setup

### *Geography's Effect on Military Strategy*

- Delaware is located in the middle of the March. Also includes Cooch's Bridge and battle site (part of Philadelphia campaign)
- French drawn maps are a tremendous resource showing the geography
- Historical maps and preserving artifacts, maps and content for future generations (e.g., resources in D.C.)
- Library of Congress – Acquetta Anderson working with students to reproduce Rochambeau map series
- Rice & Brown – Some issues with accuracy in identifying exact route. MAPS very important resources – can locate roads, bridges, etc. that exist today.

### **Vision for the Trail**

Vision describes the experience of the trail from the user perspective—the physical features accessed, how the route and its features would be treated—that is, their condition, where the trail is, and what it means to the community.

#### **We asked participants the following question:**

“It is the year 2015 and you are using the W3R. What type of experience would you have? What are the results from efforts to develop and manage the trail?”

#### **You told us:**

##### *Educational Programs*

- Utilize technology, such as downloading cell tours from W3R web site, a phone to call for a particular stop – Make the programs multi-lingual (French, English, etc.) and address highway safety issues (e.g., bans on cell phone use while driving).
- Story of W3R used to teach 4<sup>th</sup> grade through High School history, geography & civics/political science
- A compelling story galvanizes the public and publicizes the trail
- Offer web based educational resources

##### *Link to Other Colonial Sites and National Historic Trails*

- Link to National Park Site (New Castle, Delaware as a hub for Colonial history even though the city is 2-4 miles away from trail) and provide colonial orientation
- A coordinated information campaign provides information on W3R kiosks about other connecting NHTs
- Where feasible have W3R, 1812, Civil War, etc. (e.g., on DC bike trail) using same communications system for maximum efficiency and cost savings. Explore the idea of having all states create one cell phone connection for the trail, with the potential for audio (regular cell phones) and visuals (Blackberries and similar services).

### *Connect to Present-Day Life and Experiences--Community Interaction Across Cultures*

- Festivals and celebrations of W3R and its history
- Multi-cultural roles played throughout areas of Georgetown and Washington City or County
- Students, citizens and tourist learn about the African American soldiers along the trail in each state
- Students, citizens and tourists experience the waterways that make up part of the trail
- Visitors to the trail understand that American diversity, freedoms and teamwork started with the W3R
- Visitors learn about the daily life of soldiers as well as citizens along route
- Multi-cultural Rhode Island WDC

### *Consistency in Message*

- All materials developed for W3R reflect a consistent and accurate message, overarching stories/themes are developed for the trail, and context is provided for local stories.

### *Visual Displays*

- Museums display militia, uniforms & gear associated with march
- Visual exhibitions of the multi-cultural activities in different areas along the trail

### *Physically Connect Sites along Route*

- Walking/Bike routes
- Connection of sites (string of pearls)
- Take a driving tour linking historic sites and/or interpretive signage & markers.
- Information available for water based trail – kayak, etc.

### *Marking/Interpreting Route*

- Monuments and markers mark the entire route
- On the ground interpretation signage such as waysides and directional signage mark the route

### *Commemoration*

- The trail honors our state and national history
- Historical figures and soldiers are honored through articles, videos, plaques, etc.

### *Sources of Information on W3R*

- Out-of-print biographies such as Rochambeau are made available to meet French demand (also need English) at Yorktown and other W3R sites – Would sell if had biography.
- NPS makes available to public a handbook on the W3R similar to those for other NHTs. Noted scholars write selections; foldout maps; link to website. Mention of Duportail.

- Rice & Brown – Translation issues and web based scholarship problems are resolved
- There are a variety of options for different audiences to get more detailed information on the W3R, including waysides, maps,

brochures, booklets, audio tours, cell and ipod downloads, web site with podcasts by historians, and books on related historic sites and museums.

## Actions

Next the participants identified a set of actions to determine what they wanted to do next.

### We asked participants:

“What are the most important actions we can take collectively to help make our vision a reality?”

### You told us:

#### *Internet / Media*

- Gannett owns USA Today – Contact to develop an historical spread/centerfold for the newspaper. Gannett also conducts historical research.
- News museums are an interesting way to show how events (such as the Bicentennial) have been covered. They would be a good resource for researching how W3R related commemorations have been covered.
- Place mission and goals of W3R front and center on W3R USA web site, and link the latter to the NPS W3R web site.
- Develop NHT guidebook
- Develop trail brochure linking sites (NPS)
- Create interactive W3R web site
- Have NPS Harper’s Ferry re-tailor existing NPS video (e.g., Siege of Yorktown) or develop new film about W3R that could be used at national park visitor centers and provide a quick link via computer (NOAA may be able to add information to avoid duplication and coordinate with web site?). Existing video clips can be re-used, and footage of national park units can be included. Make the film available to states to purchase and use to promote a unifying story. Include stories of African Americans and Native Americans in the Rhode Island regiment.
- Promote W3R podcast at park visitor centers. (Note: Underwriting needed for technical costs. Dr. Robert Selig and other historians could develop the basic tour. W3R USA could place a test podcast on the organization’s web site.)

#### *Coordinate with Other NHTs and Components of the National Trails System*

- Coordinate sign and exhibit plan among components of the National Trails System
- Develop map that shows how W3R connects to other National Trails (Note: NPS already has a National Trails System map that can be modified to show the W3R)

### *Sign and Mark the Trail*

- Add W3R information to the existing Captain John Smith NHT interpretive buoys, if feasible. (The technology exists. The visitor can dial in the number via cell phone if on a boat. The monthly cost for this service is not known, or the cost sharing arrangements. How do tourists get the phone number?)
- Show campsites wherever French maps noted them all along the W3R, and put up display/map to note sites that are developed.

### *Research and Information*

- Apply to and conduct survey for American Battlefield Protection Program, going beyond battlefields to include arrival routes. Yorktown (September 28, 1781) should be included. (Question regarding whether there is a match requirement for ABPP. If so, look to the local governments to provide the match.)
- Consider connections with historical resources of Revolutionary War, including those of the Star Spangled Banner Trail and other NHTs. Princeton, New Jersey is an important place to provide historical context (January 1777 and August 1781). These connections will help the NHT receive higher priority for funding.
- Marist College will become the academic center for Hudson River Valley.

### *Perpetual Sustainability*

- As part of the Comprehensive Management Plan for the W3R NHT, NPS should reach out to state and local governments, including DC City Council (The Council in 2009 passed a resolution to create a W3R Scenic Byway.) to develop support for the plan. NPS could be assisted by W3R USA identifying the state government liaisons (State Historic Preservation Offices, Governor's Office, etc.) and developing W3R USA state chapters, to complement NPS administration and W3R USA roles.
- Consider NHT government advisory council that involves state governments or national board to advise NPS on formal or ad hoc basis as part of CMP process. (It was noted that NPS would likely have a greater success getting state representatives on the board/council than a non-profit or institutional partner.)
- W3R partners are coordinated in all states by W3R USA to work with their legislators to secure federal appropriations for the trail.
- Create more visibility for the W3R and American Revolution in Maryland, with focus on Annapolis, Baltimore, Bladensburg, and Elkton. (It was noted that currently the War of 1812 and Civil War are more a focus for Maryland, and that the W3R was more visible in the Northeast, particularly with the efforts of New Jersey's Crossroads of the American Revolution. W3R USA may be able to address this issue.)
- Develop 5-year strategic plan and include media plan.
- Prepare wayside plan.

### *Education/ Interpretation Programs*

- Establish interpretive standards and license guides for the W3R. NPS has standards for signs but needs to develop standards for non-NPS interpreters/guides. NPS does

require a business license from the guide. Guidance is state by state, although individual national park units such as Independence NHP do have standards for interpreters. W3R USA should assist by developing certification/test for guides.

- Partner with museums, theaters, and universities to develop traveling exhibit along route with a speaker and take it to libraries and other local institutions. Develop companion DVD of W3R to show in theaters (e.g., similar to Lewis & Clark NHT's program).
- Assess available lesson plans, identify gaps, and locate partners who can help.

- Develop conferences with trails and W3R as the themes (e.g., DC area trails)—e.g., W3R national conference/convention to share information and materials.
- Organize a speaker's bureau
- Develop materials and exhibits on W3R for casinos and soccer stadium. (Soon there will be a soccer stadium along the trail near the casino (Philadelphia, PA) – PA/DE casinos are a way to reach the public. New England's Foxwood Casino has a museum/visitor center which is a huge draw.)

## General Questions and Feedback

1. Q. What is the status of the National Historic Trail sign/logo?  
A. NPS Harper's Ferry is developing the National Historic Trail logo based on NPS standards but incorporating the existing W3R symbol. NPS Harper's Ferry is also developing the Unigrid brochure for the trail.
2. Q. What is the appropriate role of W3R USA in the Comprehensive Management Plan and advisory relationship with NPS?  
A. W3R USA would be a key partner and part of a larger public input process. The potential for participating on an Advisory Council or National Board also exists. The W3R USA could help publicize the planning effort at the grassroots level with dissemination of materials, and sponsorship of and participation in local events. It was noted that stronger interstate coordination is needed among the state chapters of W3R USA, and that in order for state chapters to conduct outreach with a consistent message and approach, some guidance from NPS and W3R USA will be necessary. For successful planning, W3R USA and its state chapter, along with federal, state and local government agencies and private groups, must be involved in the CMP in some fashion. There are issues with out-of-state travel due to state budget constraints. Other issues related to the W3R USA role include preparing for unsolicited corporate input, working to avoid interstate competition, and sharing information with elected officials regarding the W3R.
3. Q. How do we address hand held cell phone bans while driving, if W3R is promoting cell phones and auto tours?  
A. This is a legitimate concern. Presumably, drivers will obey the law on use of handhelds. The auto tourist should stop along the route to hear the tour information. The tour would not describe the scenery along the way.