Interpretive Master Plan
Copper Country Trail National Byway
Michigan’s Keweenaw Peninsula

Prepared for the
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Section 1. Introduction

1.1 National Scenic Byways Program

The National Scenic Byways Program (NSB) was established in 1991 to recognize certain roads in America as significant for their archaeological, cultural, historic, natural, recreational, and/or scenic qualities. To date, there are currently 150 designated byways in 46 states.

The NSB is part of the U.S. Department of Transportation, Federal Highway Administration. The program is a voluntary, grassroots effort whereby local community leadership facilitates the recognition, preservation, and enhancement of outstanding roads, thus providing unique, place-based travel experiences around the country. With help from America’s Byways Resource Center (www.bywaysresourcecenter.org), byway leadership - (often boards, committees, or local organizations) designate, market, interpret, and care for these byways.

This document presents an interpretive framework for Copper Country Trail National Byway, on the Keweenaw Peninsula of Michigan Upper Peninsula.

1.2. Copper Country Trail National Byway

Copper Country Trail National Byway (CCTNB), designated on September 22, 2005, follows US-41 from the Portage Lake Lift Bridge (Lift Bridge) in Houghton-Hancock north to Copper Harbor. Initially designated a Michigan Heritage Route in 1994, today, CCTNB is managed by the Copper Country Trail National Byway Committee (CCTNBC), a 15-seat collaborative entity of community partners including non-profit organizations, historical societies, governmental and non-governmental agencies, businesses, and individuals.

This group envisions the CCTNBC as a collaborative organization that guides the region in the stewardship of this vibrant four-season destination where land, people and the stories of this place attract residents and visitors alike. The mission of the CCTNBC is to work with community partners to enhance the Byway experience through stewardship of natural and historic resources and to share the Keweenaw Story. Bylaws, which established sub-committees for Governance, Grants, Outreach, and Interpretation, were adopted in October 2009.

One of the strategic goals developed by the CCTNBC is to “identify the Byway story and develop five strategies to share the story by December 2013”. This “story” goal was the impetus for this interpretive planning process. An interpretive subcommittee was formed in 2007, and this interpretive master plan is one of the action items directed at this goal.
American Indians pit mined copper early on the Keweenaw Peninsula. Later, in the mid-19th century, copper mining began in earnest and boomed here for decades. This burgeoning industry lured thousands of immigrants (e.g., Irish, German, Cornish, English, Scandinavian, Italian) to the area. These enterprising immigrants built towns and villages, and in doing so, they also stripped the environment of timber and minerals. Although the remote location and harsh winters challenged their very existence, communities thrived.

The truly unique sense of place, grounded in the resourcefulness and resilience of its forefathers, endures on the Keweenaw today. The environment has recovered and many of the vestiges from the mining era remain on the landscape as testimony to an earlier time. Copper Country Trail National Byway provides a backdrop against which these stories are told.
1.4. Need for and Purpose of this Interpretive Plan

Definitions of interpretive planning vary. For example, the National Park Services defines interpretive planning as “a strategic process which, in its implementation, achieves management objectives through interpretation and education; a process with high quality visitor experiences as its end goal” (NPS, 1996). The American Association of Museums describes an interpretive plan as “a written document that outlines the stories and messages the museum wants to convey through a variety of media such as exhibits, programming, and publications. It may include the institution’s interpretive philosophy, educational goals, and target audiences” (AAM, 2005). Since the Byway is part park and part museum, this plan borrows from both these definitions. This interpretive master plan is a deliberate, rational, and transparent process for determining the most appropriate interpretive media recommendations for the Byway.

As a collaborative entity, the CCTNB Committee has a unique opportunity to be creative and visionary about the interpretive provisions for the Byway. Increasingly, byway experiences are becoming a part of America’s leisure pursuits and as such, have tremendous teaching potential for telling the natural, cultural, and place-based stories of our nation. Since the designation of the Byway in 2005, the CCTNB Committee has organized itself to work with community partners toward resource stewardship and byway education. The need for this plan is appropriate at this stage to help guide decisions about desirable visitor experiences, themes, and approaches for telling the stories of the Byway.

As the first Interpretive Master Plan for the Byway, the overall purpose of this plan is to (a) guide the work of the CCTNDB in understanding opportunities for use of the Byway by locals and visitors, and (b) frame decision-making and development of particular interpretive products and services for the Byway. More specifically, this plan also serves the following purposes:

• an administrative record for the analysis of information and decision-making regarding interpretive planning for the Byway. The plan records the strategic thinking about desirable visitor experiences with the Byway and commensurate interpretive media.
• a communications tool to engage stakeholders – external and internal, in setting priorities and making decisions. The collaborative nature of the CCTNDB assumes that this plan will serve to engage a team of non-profit organizations, historical societies, governmental and non-governmental agencies, businesses, and individuals in discussions of plan content and subsequent media development.
• a development tool for raising funds to accomplish the work of the plan. The visual nature of the plan is designed to appeal to a variety of entities who may be interested in supporting specific recommendations.

• a monitoring tool for tracking progress toward goals over time. The strategies of this plan are scheduled across a multi-year planning horizon (See Section 1.7) so that progress can be phased and work plans developed for accomplishing goals.

• a tool for contracting work subsequent to this planning effort, including design and development, content development, evaluation, fabrication and implementation of interpretive recommendations.

1.5. Terms and Definitions

Throughout this plan, the following terms and definitions will be used.

• Informal Learning refers to the constellation of educational and interpretive experiences that take place outside a formal K-college venue. Informal learning is voluntary and self-directed and stimulates cognitive (factual), affective (emotional), and psychomotor (behavioral) domains of visitors. The primary intent of informal learning is meaning-making – that is, helping the learner make relevant connections to the subject matter, build new knowledge, and in some cases, stimulating action based on new knowledge. Informal learning is the context for recommendations offered in this plan.

• Interpretation refers to the set of communication processes and educational activities that help visitors forge emotional and intellectual connections with the natural and cultural resources of the Byway. Interpretation assumes the use of original objects, first hand experiences, and illustrative media to marry audience interest with resource stories (adapted from Tilden, 1957 and National Association for Interpretation, 2004). Interpretive approaches and media are the assumed goals of this planning effort.

• Visitor is a general term which describes individuals or groups who visit the Keweenaw, virtually or in person. The following terms, however, will be used throughout the plan to describe more specifically particular types of visitors:
  · Local Residents - citizens who live in the Keweenaw and consider themselves “locals”.
  · Area Visitors – people who live outside the area but who may visit the Keweenaw at some point.
  · Travelers – all people (local residents and/or area visitors) who either plan to and/or travel on the Byway for their first time or on repeat visits.
1.6. The Planning Process

This section of the plan describes the planning process used in understanding and analyzing the current situation, developing themes, and recommending appropriate interpretive media for the Byway.

Interpretive Planning

Interpretive planning is the initial stage of a broader context of interpretive development and use. During the planning stages (shaded box below) a deliberate sequence of questions ensures the logical progression from goals and inventory to final recommendations. This plan will answer these questions and provide guidelines for transitioning to development (design, fabrication, and installation) and use stages.

Visitor Experiences include all instances where travelers come in contact with the Byway and its collateral goods and services (e.g., website, advertising, and programming). Positive and enriching visitor experiences will be a key criteria for making interpretive media recommendations for this plan.

• Deliverables refers to any of several interpretive or educational products or services that result from an interpretive planning process. Deliverables might include: exhibits, brochures, signs, waysides, interpretive panels, kiosks, interpretive programs, interpretive training and/or personnel, and other types of interpretive media – printed, fabricated, and/or electronic.

• The Byway, as used in this plan, will include US-41 from the Lift Bridge to Copper Harbor, but also the following spur roads that constitute the major transportation network of the Keweenaw:
  - M-203 from Hancock to Calumet
  - M-26 from Hancock through Lake Linden to Laurium
  - M-26 from Phoenix Church to Copper Harbor
  - The Gay-Lac LaBelle loop road from Lake Linden through Gay and Lac LaBelle back to US-41 near Delaware Copper Mine
  - Brockway Mountain Drive
  - Cliff Drive

Interpretive Planning in Context

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The process used for development of this interpretive plan include (reference diagram above):

- **Situation** – this section of the plan addresses overall questions such as, who are we and what is our current situation in terms of history, mission, reason for existence, and why is interpretation important for this area? It provides the reader with sufficient background and context for the planning effort and describes the overall scope and scale of the plan.

- **Purpose** – this section addresses the explicit purpose of the plan and articulates specific planning goals. These goals should answer the questions, what do we hope to accomplish in this planning process and what are the major planning considerations in this case?

- **Inventory** – this section includes answers to both supply and demand questions. For example, supply questions include, what resources (e.g., natural, cultural, recreational, scenic) exist on site, what programs or facilities currently exist, and what management issues or concerns are relevant here? Demand questions address who are our visitors, why do they come, what do they expect, and what issues might influence their visitation over time? Inventory is essentially a reporting of what we know about existing supply and demand.
• Analysis – the purpose of this section then is to provide a logical, rational, and deliberate link between what currently exists and what is to be recommended. The analysis answers “so what?” or “what does all that inventory information and data mean?” This step ensures that decisions are reasoned, logical, and trackable. In this plan, analysis is integrated throughout the two inventory sections (Sections 2 and 3).

• Recommendations – based on inventory and analysis of both supply and demand, this section of the plan addresses, themes and subthemes, desired visitor experiences, and specific media recommendations. Decision criteria, design considerations, and costs estimates are also addressed at this stage of planning.

• Action – this section of the plan discusses resources, effort, and phasing schedule for developing and implementing the recommended interpretive media.

Planning Team

The CCTNB Committee (CCTNBC) is made up of a governing board, subcommittees, general membership and technical advisers. The Interpretive Planning Subcommittee is a subset of this larger Committee and is charged with oversight of this Interpretive Planning process (and associated contracts). Meg Pachmayer and Jim LaMuth of WUPPDR were the designated subcommittee representatives for overseeing this planning effort.

In summer 2010, WUPPDR, on behalf of the CCTNBC, contracted with Wells Resources, Inc. to complete this Interpretive Master Plan. Marcella Wells - interpretive planner, Daryl Fischer – visitor studies specialist, Jim Sell – landscape architect, and Sue Sell – graphic designer comprised the contract team. The diagram on the following page illustrates the relationship among planning team members.
CCTNB Interpretive Planning Team

CCTNB Committee

**Governing Board**
- Houghton County Township Association
- Houghton County
- Houghton County Historical Society
- Keweenaw Land Trust – Conservancy Liaison
- Keweenaw Peninsula Chamber of Commerce
- Keweenaw National Historical Park Advisory Commission
- Keweenaw County Historical Society
- Quincy Mine Hoist Association
- Western UP Planning and Development Region

**Technical Advisors**
- Michigan Department of Transportation
- Michigan State Parks – Fort Wilkins
- National Park Service – KNHP

**General Membership**
- Copper Harbor Improvement Association
- Houghton County Road Commission
- Keweenaw County
- Quincy Mine Hoist Association

Interpretive Planning Subcommittee
- Meg Pachmayer and Jim LaMuth, WUPPDR, Planning Coordinators
- Glenda Bierman, Quincy Mine Hoist Association
- Steve DeLong, Keweenaw National Historical Park
- Kathleen Harter, Keweenaw National Historical Park
- Steven Karpiak, Michigan Township Association
- Evan McDonald, Keweenaw Land Trust

Wells Resources, Inc. Team
- Marcella Wells, Daryl Fischer, Jim Sell, Sue Sell
1.7. Planning Considerations

Planning Horizon

The planning horizon for this plan is 5-7 years. As the first plan for the Byway, supporting initial inventory and analysis are provided as a backdrop for decision-making. Recommended phasing for this 5-7 year horizon is provided. As the initial recommendations are accomplished, additional implementation detail may be required to anticipate subsequent phases of development.

Assumptions and Limitations

For the horizon of this plan, the CCTNBC assumes the following:

• Both the America’s Byways Program and the National Scenic Byway Grant Program will continue to be funded;
• Michigan will continue to participate and support the America’s Byways Program;
• Michigan Department of Transportation will continue to contract with WUPPDR to oversee Copper Country Trail National Byway activities; and

• CCTNBC partners will continue to engage and participate in meetings and processes related to the Byway’s development and management.

In addition, the CCTNBC acknowledges the following limitations:

• Current formation of the CCTNBC does not allow for fundraising;
• CCTNBC has no control over zoning regulations set by state and county governments, although the Committee can and does work with these agencies on issues related to the Byway;
• Community buy-in and acceptance may be hindered by a perception that CCTNB is part of Keweenaw National Historical Park.
• It is possible that not all partners, stakeholders, and/or community members will embrace overall CCTNB interpretive themes and recommendations, which may be related to such perceptions.
• Although there are several cultural and natural sites on the Keweenaw Peninsula south of the Lift Bridge, only locations north of the Lift Bridge in Houghton and Keweenaw Counties will be addressed in this plan.

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1. Currently the WUPPDP acts as the fiscal and administrative agent for the CCTNB Committee.
Current Situation (Supply) Resource Inventory and Analysis
Section 2. Current Situation (Supply) - Resource Inventory and Analysis

This section of the plan contains an inventory and analysis of current information and resources related to this interpretive planning effort. Included are: a synopsis inventory of related Byway planning efforts, an inventory (and map) of Byway assets, stakeholders of the Byway project, current tourism literature for the Byway region, related wayfinding and wayshowing information, and management issues and concerns. As appropriate, analysis comments about these resources and information are integrated throughout, appearing in grey shaded boxes. Citations for the resources summarized here are included in Appendix A.

2.1. Planning Efforts Related to the Byway

Below, four categories of planning efforts are discussed: planning that was completed prior to the Byway designation, planning for the Byway itself, signage and wayfinding documents, and planning done by the National Park Service that is relevant to this Byway planning process. Each effort is summarized briefly and each is followed by relevant analysis comments.

A. Pre-Byway Planning

1. In August 1990, the Michigan Copper Mining District Historic Resources Management Plan was released. This plan, completed by the Western Upper Peninsula Planning and Development Regional Commission (WUPPDR), was the formalization of a regional approach to managing the historic resources of the Keweenaw, spawned nearly 20 years earlier, in the mid 1970’s. The scope of the plan covers the northwestern counties (Houghton, Keweenaw, and Ontonagon) of the Upper Peninsula of Michigan, referred to as Michigan Copper Mining District (MCMD) throughout the plan.

The plan contains an extensive narrative history of MCMD, proposes a set of interpretive themes which are then linked to specific sites in the MCMD, and proposes the establishment of the Regional Heritage Reserve and the Copper Trail. The plan goes on to recommend management strategies and implementation approaches for this Reserve and Trail.

In the end, this plan became the strategy and direction for the development of The Copper Trail as a Michigan Heritage Route. This effort was a precursor to the current National Scenic Byway effort that includes many of the same routes on the Keweenaw.
Analysis

• The themes (topics) defined in the 1990 Management Plan for the Michigan Copper Mining District Historic Resources (e.g., Mining, Ethnic, Political, Social, Architecture, and Technology) and the inventory of specific sites by theme, were useful in this interpretive planning effort for helping elaborate and verify themes for Byway interpretation. In addition, the planning team used pages 55-83 of this document to verify desirable and appropriate stops along the Byway.

• This 1990 Management Plan contains a very thorough narrative history of the area which may be useful eventually to inform content development of specific deliverables during the design-development process.

2. In 1994, a series of land use forums were held in North Houghton County to explore how communities might address possible physical changes brought about by anticipated growth. Apparently, enormous increased popularity of winter tourism, especially snowmobiling, and a growing interest in the area’s historical resources stimulated these forums. In addition, the proposed Keweenaw National Historical Park suggested a possible increase in the exposure of the area. For these forums, it was assumed that, collectively, these changes might have implications for tourism in local Keweenaw communities.

The report of five public forums, prepared by WUPPDR and the League of Women Voters of Copper Country, confirmed the deep affection and appreciation that residents have for the area’s natural and cultural environment and its unique heritage. In addition, the forums confirmed that there was a genuine concern by participants about how future changes in land use may affect the very things they value most. The top valued qualities (mentioned by at least 10% of participants in any one forum) include:

• Maintaining our own identity, heritage, and control
• Preserving open space; using cluster concentrations of development
• Access to outdoor/natural settings...to the woods and waterfront; natural environment; wilderness and lakeshore; biodiversity, open space, outdoor recreation, trail system
• Right of landowners to use property as desired, individual/private property rights
• Master planning development by the people
• Quiet; the ability to get away from people
• Lack of corporate America; lack of commercialization
• Employment opportunities based on local resources; ability to make a living here
• History of the area; importance of historic structures

In sum, this report aimed to capture resident impressions and concerns about possible future land uses in light of increasing regional tourism and the impending National Park unit planning.
Analysis

Clearly, the values discussed in this report apply to the current Byway planning effort. Many of these values have been validated in the front-end evaluation (See Section 3.2). The planning team recognizes the importance of these values for resident (local) audiences of the Byway experience. The deep local passion for area history and the concerns of local communities for development and use are place-based sentiments that will be honored in design and implementation of the interpretive media for the Byway. These values can be used as rallying points for the various organizations and individuals who will participate in the development of CCTNB. Identifying and emphasizing such points of convergence will support stewardship and sustainable development for the Byway; two of the five management goals articulated in the CCT Management Plan.

3. In 1996, an Economic Diversification Study was conducted of the Forest Interior Heritage Area of the state’s western Upper Peninsula. This 2-volume report inventories the historical resources of the area (mostly Baraga, Gogebic, south Houghton, Iron, and Ontonagon counties) and examines the economic potential for region’s tourism efforts. Volume 1 is the technical assessment of the area with maps and inventory of specific sites. Volume 2 is an historical narrative that provides the back story for each of inventoried sites. Although this study focuses on three counties outside the Byway region, it contains a great deal of useful regional information relevant to Keweenaw history, as well as regional storytelling related to agriculture, farming, homesteading, and mining.

Both volumes contain a natural history section that describes the climate, geography, geology, terrain, water, soils, forests, wildlife, and regional ecosystem of the region (See Volume 1, pages C1-C13 or Volume 2, pages C1-C9).

The technical volume explains the methods used for the inventory and provides a project summary and implications of this work. Public involvement was used in this planning process. Specifically, two focus groups were conducted; one with tourism businesses and one with forest landowners. Select relevant recommendations of these two focus groups include the following:

- Create activities for visitors of all ages, including kids
- Combine historical tourism with other recreational activities
- Improve relations between historical interests and business interests; promote public-private cooperation (re: historic sites)
• Recognize that fear of change is an issue
• Promote amenities
• Use a “treasure map” approach
• Promote “specialness” of the area for both residents and tourists
• Increase education efforts
• Improve radio messages for travelers
• Create two levels of brochures/interpretation: one with simple messages; the other with more details
• Create symbols to represent activities
• Develop guided tours
• Advertise in AARP
• Develop Elderhostel market
• Use a “passport” approach to site visitation
• Develop signs/brochures illustrating current ecosystem management techniques
• Develop a booklet explaining evolution of resource utilization by local residents
• Develop self-guided tours through region
• Distribute heritage tourism information through variety of venues
• Encourage multi-purpose tours
• Develop Q&A worksheets (something for kids)
• Make it fun, interesting
• Tell story visually (to include non-English speaking visitors)

Several useful maps are also included in these two volumes, but a particularly useful map for this planning effort (Figure I.1 on page I.6) identifies the different districts of the cultural landscape of the western UP. The Keweenaw is identified as the Lake Superior Copper District on this map. National Park Units (Quincy, and Calumet) and Cooperating Sites (including Copper Harbor, Eagle Harbor, Lake Linden, Porcupine Mountains State Park) are also indicated. Heritage Hubs or central locations which provide local interpretive information of surrounding historical attractions are also noted.

The Narrative History Volume is organized into two major sections that address early American Indian history and later Euro-American history of the region. Although not entirely relevant to the Byway, theme categories for recommended sites are on the following page.
American Indian Sites Recommended for Interpretation
• American Indian Copper Mining (Ontonagon County)
• Ojibwa History (Gogebic, Iron, and Ontonagon Counties)
• Late Woodland (Gogebic County)
• Middle Woodland (Iron County)
• Late Archaic (Gogebic County)

Euro-American Sites Recommended for Interpretation
• Mining Industry
• The Town sites: Transportation, Trade, and Processing Centers
• Homesteading and Agriculture
• Depression Era Sites
• Industrial Logging Sites

Analysis
This study (Volumes I and II) contains very useful information for the Byway plan.
• First, the narrative volume will be extremely useful when themes are developed into
  interpretive narrative for specific deliverables. The Historical Narrative (Volume 2)
  is site-specific in some cases, but more relevant for the Byway, contains a great deal
  of regional and even national context for helping connect and integrate messages. In
  addition, the natural history summary (both volumes) provides a succinct
  environmental summary that will also be useful in detailed theme development and
  subsequent media development.
• Second, the focus group data captured for this diversification study compliments the
  primary research conducted in the front-end evaluation for this interpretive plan in
  many ways, such as recommendations to promote the uniqueness of the area for
  both residents and tourists, create symbols to represent activities, use a “passport”
  approach, and develop self-guided tours. The data is both reassuring and
  reinforcing. Many of the ideas will inform interpretive media design and selection.
• Third, this study reminded the planning team about Native American themes as
  they relate to mining, logging, and resource use in the region. Identifying relevant
  sites in Keweenaw County should be a priority.
• Fourth, some of the major findings from the diversification study are similar to
  conclusions being drawn in this planning process. For example, partnerships and
  collaboration among existing entities makes for a more efficient and coordinated
  outcome.
B. Byway Planning

In 2005, WUPPDR, in collaboration with the Copper Country Trail Advisory Committee developed the Copper Country Trail Corridor Management Plan (CCTCMP)\textsuperscript{2}. This plan describes the origins of the Copper Country Trail (CCT), introduces the trail and its various sections, describes the trail’s resources, and provides specific objectives for the management of the Byway that tier from five specific management goals.

The Management Plan describes the origins of the Copper Country Trail, first as a Heritage Reserve (1989) and then as a State Heritage Route (1994). This plan was a precursor to the current designation of the Trail as a National Byway in 2005. Several excellent maps are included that show the 47-mile CCT, its topography, locations of its many historic sites, and the extent of the copper mineral range, as it stretches from the Lift Bridge in Houghton-Hancock to Copper Harbor at the north end of the peninsula.

The plan also summarizes the natural and cultural stories of the Byway, from its 1.6 billion-year-old geology and world-famous elemental copper vein, to the mining of that vein by Native Americans and later, European immigrants under the direction of the Calumet and Hecla Mining Company. Water, rail, and road transportation are described along with other regional stories about winter survival, brief military occupation (at Fort Wilkins), and explorations of the area in recent centuries.

A list of predominant historic sites is provided including those that are designated Cooperating Sites of the National Park Service. Natural features of the Byway are also described, from the northern hardwoods and old growth pine forest, to the berries and mushrooms that provide some of the recreation activity along the Byway; from the numerous wildlife species and rare geology of the area to the numerous parks and recreational sites along US-41 and on the adjoining network of roads. Finally, a list of cultural events is provided that help elaborate the rich history of the region.

Five broad management goals for the CCT are outlined in the management section of the plan. Paraphrased they include:

- Community Participation – collaboration and partnerships with local entities. Management objectives include those related to communication, cooperation, and public engagement.
- Stewardship – resource protection along the corridor. Balancing management for public value, conservation, and information is the overall intent.
- Sustainable Development – sustainable development for year-round tourism that is sensitive to the intrinsic qualities of the corridor. Management objectives address land use planning, internal information sharing, and policy development for sustainable practices of development and forestry.
- Visitor Experiences – coordinated marketing and educational efforts that educate travelers about scenic, natural, cultural, and recreation features of the corridor. Objectives include direction for marketing the region as a year-round recreation and tourism asset, developing the tourism potential of the area, and interpreting the cultural, natural, and historic assets of the region.
- Safety and Transportation – a safe, efficient, attractive transportation corridor for motorized and non-motorized users. Objectives here address improving and maintaining a safe, accessible, and scenic roadway, and stimulating linkages to existing trail systems for broadened exposure to regional sites.

\textsuperscript{2}This plan is currently being updated by WUPPDP
Analysis

Many of the management objectives contained in this 2005 CCTCMP have relevance for this Byway planning process, particularly the following:

• Continual engagement, communication, and cooperation among entities (stakeholders) along the Byway and in the region (particularly the Park Service and the numerous land management agencies and non-profit organizations associated with tourism, recreation, transportation, and the environment) are essential for creating a successful Byway experience (CCTCMP pp.30-31, p.33).

• Because the value of public land ownership is strong, the idea of setting capacities for the Byway may be considered so that the CCTNBC can be proactive about monitoring and managing Byway use and satisfaction over time (CCTCMP p. 32).

• Designing and developing appropriate and sustainable Byway facilities is important for honoring the values held by local residents (CCTCMP p.39).

• Interpreting the qualities (extrinsic and intrinsic) of the Byway need to include both useful information for wayfinding and orientation (e.g., maps, directions, sources of information) as well as engaging content about the natural, cultural, and historic stories of the region (CCTCMP pp.44-45).

• Including past, current, and anticipated future land use issues, policy, and management is consistent with the stories of this region (e.g., forestry, mining, land use, private land ownership) (CCTCMP p.39) and should be included in the interpretation of the area.

This plan also poses a number of challenges for Byway planning, for example:

• How to best identify a comprehensive set of sites and stories that showcase the region. Many of the sites and stories are managed by the National Park Service, and the challenge is to integrate Byway stories in such a way that the visitor experience is cohesive, compelling, and seamless (see CCTCMP pp. 42-43; pp.14-25).

• Currently, there exist a number of brochures, maps and information sources for this region (CCTCMP p.40; see also Section 2.4 below). The challenge is to develop materials and facilities that compliment rather than compete with existing sources. This may mean proposing some consolidation of materials and media.

• Likewise, there are numerous signs along the roads of this region (CCTCMP p.47). For the most part, signs fall into several categories: directional, destination, advertising, interpretive, informational, regulatory, and so forth. The challenge is to propose signs and sign types that best facilitate the visitor experience without either overwhelming visitors or diminishing the safety of their experience. To accomplish this, some sign consolidation is encouraged.
C. Related National Park Service Planning

Since its establishment in 1992, Keweenaw National Historical Park (KNHP) has completed a number of plans and management documents. Below, three of these documents are summarized for their relevance to the Byway planning process.

1. Congress first established Keweenaw National Historical Park in 1992 and set aside two units for the park - Quincy and Calumet. A General Management Plan (GMP) and Environmental Impact Statement was prepared in 1998 to inventory the park resources and provide alternatives for its use. This GMP contains a thorough inventory of issues and resources as well as management objectives for interpretation, resource preservation, education, visitor safety, partnerships, and research.

More relevant to the Byway planning process, the GMP objectives for interpretation have been more fully developed in the 2008 draft KNHP Long-Range Interpretive Plan (LRIP). This plan outlines the interpretation and education vision for the Park including themes, visitor experiences, interpretive opportunities for the major Park units (Quincy and Calumet), and opportunities for partnerships with the 19 Keweenaw Heritage Sites. A number of items included in this plan are useful for the current Byway planning process.

First, the LRIP suggests four primary interpretive themes that are key to the Park’s resources and values.

- Natural Resources: the Keweenaw Peninsula’s natural resources including its geology, copper deposits, surrounding waterways, and forests provide opportunities to explore and discover people’s relationships with the land.
- Mining Processes and Technology: For over 7,000 years people have explored for and mined copper on the Keweenaw Peninsula. Concurrently, the processes and technologies have evolved from surface extraction to deep shaft, hard rock mining.
- People’s Lives and Immigration: The Keweenaw Peninsula has been a draw for diverse people for thousands of years as reflected in its place names, variety of ethnic and religious centers, and cultural traditions.
- Labor, Management, and Economics: Dependant on market factors, corporate leadership, and labor relations, the success and failure of Keweenaw copper affected the livelihood of people and communities.

Second, the LRIP identifies several visitor experience goals:

- By 2017, visitors can experience a cohesive national park experience along the length of the Keweenaw Peninsula, allowing for easy understanding and selection of routes, sites, programs, recreational opportunities, and activities related to the copper mining story, while recognizing that multiple partners and missions are involved in preservation and interpretation.
• By 2017, the Park provides a traditional national park experience at the two NPS units (Quincy and Calumet) by developing a core resource and interpretive experience that anchors the national park and partner sites.

• By 2017, all NPS and Heritage Site facilities open to the public are accessible, professional, and compliant with life-safety code, and foster environmentally sustainable practices.

• By 2017, visitors year-round may gain an understanding of park themes through dynamic and diverse interpretive opportunities at NPS facilities, including an interpretive experience in every park-occupied building on NPS-owned properties. Partner sites will be approaching a similar result in interpretive media and programming.

Third, several specific opportunities for visitor experiences are identified which focus primarily on NPS-owned or operated facilities on the Quincy and Calumet units. These park facilities include:

In the Calumet Unit:
• Park Headquarters Building and Payshed
• Keweenaw History Center
• Union Building – currently under development as the KNHP Visitor Center and Museum
• Italian Hall site
• Russell Snowplow

In the Quincy Unit:
• Quincy Mine Office
• Quincy Smelter Site (Franklin Township)

Fourth, 19 Keweenaw Heritage Sites are identified. These sites have a Memorandum of Understanding (MOU) with the Park and each helps tell the regional story of the Keweenaw through exhibits, films, publications, personnel, and other forms of interpretive/educational media. These partner relationships are facilitated in part by the KNHP Advisory Commission, a 7-member Commission enacted by Congress in 1992 to act as a conduit between the Park and neighboring communities. The Keweenaw Heritage Sites in the Byway region include the following:
In Calumet or Laurium
- Coppertown Mining Museum
- Keweenaw Heritage Center at St. Anne’s
- Calumet Theater
- UP Firefighters Memorial Museum
- Laurium Manor Inn

In Houghton/Hancock
- Finnish American Heritage Center – at Finlandia University

On US-41 and M-26
- Quincy Mine and Hoist
- Houghton and Keweenaw County Historical Societies
- Houghton County Historical Museum
- Delaware Copper Mine
- Fort Wilkins Historic State Park (at Copper Harbor)

Finally, the KNHP LRIP also contains specific visitor objectives related to orientation and wayfinding. They suggest that visitors will easily find key park facilities and that directional signs will help visitors find these facilities and those associated with partner sites.

2. In 2005, Larry Lankton prepared a Historic Resource Study for the Keweenaw National Historical Park (KNHP). Whereas this manuscript recognizes a much broader history of the Keweenaw, it focuses primarily on the copper mining era of 1840 to late 1960’s. The manuscript integrates business, economic, social, community, technology, and landscape history of the region into the story of copper mining.

In part, this document was created to inform the broad themes to be interpreted in KNHP which have subsequently been captured in the Draft Long-Range Interpretive Plan for the Park.

3. Most recently, in 2010, KNHP prepared a Reuse Framework for the Quincy Smelter Site. This site is located within the KNHP boundaries along the shoreline of Portage Lake near Hancock. The site is an extensive 19th century copper smelting complex which is now part of the larger Torch Lake Superfund Site. Though final decisions about the disposition of this site are still pending, this site tells an important piece of the copper mining story and some level of visitor experience for this site is likely.
Analysis of NPS Planning Documents:

For nearly two decades, the National Park Service has developed plans and set policy for managing and interpreting the natural and cultural assets of the Keweenaw. In partnership with 19 heritage partners, the stories of the region are becoming more integrated and their interpretation more coordinated. This is a significant bonus for the Byway and its planning. A number of implications are evident in reviewing the NPS documents.

• First, the sites and facilities managed by the KNHP need to be considered part of the Byway network. Communication and coordination with these entities will be important, but care should be taken not to upset any of the forward progress made by the Park Service in its partnerships with these entities.

• In addition, several of the goals and intentions of this Byway Plan are mirrored in existing NPS plans. For example, the Byway most aligns with the Visitor Experience Goal #1 (above) which states that, by 2017, visitors can experience a cohesive national park experience along the length of the Keweenaw Peninsula, allowing for easy understanding and selection of routes, sites, programs, recreational opportunities, and activities related to the copper mining story, while recognizing that multiple partners and missions are involved in preservation and interpretation. This focus on regional planning is the intent of both the Byway and the Park. To the degree possible, careful coordination will be important for creating an interpretive collaboration for the Byway region. This includes the need to collaborate with the Park on directional signs, wayfinding initiatives, and interpretive media at KNHP sites and those of its heritage partners.

• Existing themes and content development completed for KNHP are useful for refining Byway themes and informing eventual content development of interpretive media.

• Finally, Byway planning should consider and follow recent work to protect, stabilize, and interpret the Quincy Smelter location in Hancock. Planning for this location by the Park Service is ongoing, but will become an important piece to overall regional mining stories.
2.2. Inventory of Byway Assets

This section contains an inventory of the significant Byway assets. These assets are summarized by roadway section as follows (see fold out map #1):

- Segment 1. Lower US-41 – Portage Lake Lift Bridge to (and including) Calumet Village
- Segment 2. Upper US-41 - Calumet Village to (and including) Copper Harbor
- Segment 3. Lower M-26 – Portage Lake Lift Bridge to (and including) Laurium
- Segment 4. Upper M-26 - Phoenix Church to Copper Harbor
- Segment 5. M-203 - Portage Lake Lift Bridge to Calumet (via McLain State Park)
- Segment 6. Cliff Drive
- Segment 7. Brockway Mountain Drive
- Segment 8. Gay-Lac La Belle Loop from Lake Linden through Gay to US-41

Each segment is overviewed first which assumes travel from south to north in all cases. Then each road segment is assigned up to three predominant intrinsic qualities that best summarize that segment from a traveler’s point of view. Finally, municipalities and major features are summarized. As appropriate, existing interpretive materials and/or site development are noted as they relate to this planning effort.

The criteria used for assigning intrinsic qualities to the byway segments, and for summarizing byway features, is discussed at the end of the section. In summarizing Byway features below, assets are grouped into two categories of intrinsic qualities: (a) nature, recreation and scenic, and (b) historic, cultural, and archeological. These categorizations are used here for efficiency although many features share more than one intrinsic value, and any categorization of intrinsic qualities is imperfect at best. A checklist table of Byway assets with individual intrinsic qualities is also provided in Appendix B for further reference.
Copper Country Trail
National Scenic Byway
Hancock to Copper Harbor

Map #1: Byway Segments

Overview Map

LEGEND
- US-41 Copper County Byway
- M-25 Spur
- M-203 Spur
- Brockway Mt Drive Spur
- Cliff Drive
- Lac Labelle Loop
- Hub

Copper Harbor Detail
Hancock and Houghton Detail
Lake Linden Detail
Calumet and Laurium Detail
Segment 1: Lower US-41- Portage Lake Lift Bridge to and including Calumet Village

Overview: This section of the Byway travels from the Portage Lake Lift Bridge approximately 10 miles north to Calumet Village. This section will often be the first Byway segment encountered by travelers and, as such, will be expected to contain the official welcome and gateway to the Byway. This section also contains the two units of Keweenaw National Historical Park – the Quincy Unit and the Calumet Unit. The regional airport is located on this section of byway along with other commercial and industrial entities.

Predominant Intrinsic Qualities of this Section: Historic, Cultural, and Archeological

Municipalities on this Section:
- City of Houghton (not on Byway)
- City of Hancock
- Village of Calumet

Natural, Recreation, and Scenic Features on this Section:
- MDOT (Al and Elli Isola) Roadside Park (paved turnout with interpretive sign)
- Paavola Wetlands Preserve and Boston Ponds
- MDOT Roadside Park by the Airport (paved turnout with kiosks, picnic tables, and restrooms)
- Swedetown Recreation Trails in south Calumet (picnic tables)

Historic, Cultural, and Archeological Features on this Section (HP = KNHP Heritage Partner):
- Portage Lake Lift Bridge (also scenic)
- Hancock Historic District
- Finlandia University
- Finnish American Heritage Center (HP)
- Keweenaw National Historic Park – Quincy Unit:
  - Quincy House and Pay Office
  - Quincy Mine Hoist (also scenic)
  - Quincy Ruins
  - Quincy Franklin School
- Keweenaw National Historic Park – Calumet Unit:
  - Union Building (Regional Visitor Center)
  - Italian Hall Memorial Park (interpretive signs)
• Calumet Main Street and Industrial Core:
  ∙ Agassiz Park
  ∙ Keweenaw Heritage Center at St. Anne’s Church (HP)
  ∙ Upper Peninsula Fire Fighters Memorial Museum (HP)
  ∙ Coppertown USA Mining Museum (HP)

Segment 2: Upper US-41 – Calumet Village to Copper Harbor

This segment travels about 30 miles from the Village of Calumet north along the spine of the peninsula to Copper Harbor. The route passes through several small communities and past a number of historic and natural features of the Byway. In addition, the route passes several turnoffs to other spurs of the Byway network (e.g., Cliff Drive, M-26, the Lac LaBelle Road). The paved portion of US-41 terminates outside of Copper Harbor, just beyond the Fort Wilkins State Park turnoff. A circular drive at that road end location serves as the official terminus of the scenic byway.

Predominant Intrinsic Qualities of this Section: historic, cultural, scenic

Municipalities on this Section:
• Centennial
• Kearsarge
• Phillipsville
• Allouez
• Ahmeek
• Mohawk
• Phoenix
• Copper Harbor

Natural, Recreation, and Scenic Features on this Section:
• Welcome Center at Veteran’s Park (paved and unpaved turnouts, tourist information)
• Gratiot Lake turnoff
• Tunnel of Trees (~ 8 miles total before and after Lake Medora)
• Lake Medora (unpaved turnout)
• James Dorian Rooks Memorial Sanctuary at Garden Brook
• Copper Harbor townsite
  ∙ Copper Harbor welcome signs (trio of brown signs at town entrance)
  ∙ Copper Harbor Cemetery
  ∙ Copper Harbor Marina
• Copper Harbor Dock to Isle Royale National Park
• Copper Harbor Visitor Center and Trailhead (with routes to Estivant Pines and Manganese Lake)
• Copper Harbor Lighthouse scenic view (paved parking, picnic tables, interpretive kiosk and new interpretive signs)
• Unpaved road north of US-41 terminus
• Horseshoe Harbor
• Tip of the Keweenaw (DNR land)
• High Rock Bay and Rocket Range Site

Historic, Cultural, and Archeological Features on this Section:
• Stone boat at Wolverine (unpaved turnout with 2 interpretive signs and walkway)
• Keweenaw County Map (unpaved turnout)
• Houghton County Street Car Station at Ahmeek
• Stone wall at the old schoolhouse at Mohawk Park
• Snow Thermometer (unpaved turnout with picnic tables and restrooms)
• Phoenix Church (unpaved turnout; portable interpretive signs)
• Central Mine site (restored historic site with building and site interpretation)
• Keweenaw Mountain Lodge (also recreation – visitor information and services)
• Delaware Mine site (private sector interpretive tours and information) - HP
• Mandan Town Site turnoff
• Fanny Hooe Bridge
• Fort Wilkins State Park (visitor center, interpretive tours and exhibits) - HP

Segment 3: Lower M-26 – Portage Lake Lift Bridge to, and including Laurium, to the US-41 intersection.

This segment travels about 12 miles from the Lift Bridge north through a number of small communities before reaching Lake Linden and then Laurium. The route passes a number of historic sites associated with the milling and shipping processes of copper ore during the mining era in this region. Besides the cities of Houghton and Hancock, this section of the Byway is perhaps the most commercially developed. Community parks and businesses are sprinkled among numerous historic ruins and structures – many of them not interpreted fully. Travelers would feel comfortable finding full services along this route of the Byway.

Predominant Intrinsic Qualities of this Section: Historic, Cultural, and Archeological
Municipalities on this Section:
• City of Houghton
• City of Hancock
• Dollar Bay
• Mason
• Hubbell
• Tamarack City
• Village of Lake Linden
• Village of Laurium

Natural, Recreation, and Scenic Features on this Section:
• Houghton County Marina
• Mount Ripley Ski Area
• Hungarian Falls
• Hungarian Gorge Trestle and snowmobile trails (also historic)
• Torch Lake Park in Hubbell (boat dock and picnic tables)
• Lake Linden Marina and Playground

Historic, Cultural, and Archeological Features on this Section:
• Quincy Smelter
• Sand dredge and processing plant in Mason
• Tamarack City
  · Stamp mill buildings
  · Large building with broken windows (fenced off); tall stack
  · 6th Street foundations and mining ruins
• Village of Lake Linden
  · Houghton County Historical Society Museum (visitor center, museum, and site exhibits) - HP
  · Houghton County Heritage Center at the First Congregation Church
  · Lindell’s Chocolate Shoppe (interpretive panel)
  · Village of Lake Linden City Hall and Fire Station
  · St. Joseph’s Church and Sanctuary
  · Road access to Bootjack Road which travels south to Jacobsville Quarry, Jacobsville Finnish Lutheran Church, and White City Park
• Village of Laurium
  · Daniel Park
  · Laurium Manor Inn and Victorian Hall (self-guided tours) - HP
  · Laurium Historic District
  · Gipp Memorial
Segment 4: Upper M-26 – Phoenix Church to Copper Harbor

This segment heads northwest from Phoenix Church to Eagle River then travels north along the Lake Superior shoreline through Eagle Harbor and on to Copper Harbor. This route provides travelers with recreation opportunities – both water and land, offers exemplary views of Lake Superior, and contains several cultural and historic features. Services are frequent along this route making it a good alternative route between Calumet and Copper Harbor.

Predominant Intrinsic Qualities of this Section: Scenic, Nature, Recreation

Municipalities on this Section:
• Phoenix
• Eagle River
• Eagle Harbor
• Copper Harbor

Natural, Recreation, and Scenic Features on this Section:
• Jacob Creek Falls
• Redwyn’s Dunes Nature Sanctuary
• Eagle Harbor Red Pine Dunes and Cy Clark Memorial Nature Sanctuaries
• Helmut and Candis Stern Preserve at Mt. Baldy
• Silver River Falls Park (picnic table)
• Lake Bailey Trailhead
• Hebard Roadside Park
• Great Sand Bay turnout (interpretive sign – large map of Lake Superior)
• Esry Park (bathrooms, picnic tables, scenic views)
• Brockway Mountain Road Turnoff
• Keweenaw Shores Nature Preserve
• Homer L. and Hattie Hylton Memorial Preserve
• Hunter’s Point Trailhead and Lizzadro Lakeshore Preserve
• Copper Harbor

Historic, Cultural, and Archeological Features on this Section:
• Brammert Blacksmith Shop (seasonal interpretation)
• Evergreen Protestant Cemetery
• Douglass Houghton Memorial
• Eagle River Historic District
  • Eagle River Cemetery
  • Eagle River Falls and Bridge (interpretive sign)
  • Eagle River Courthouse
  • Eagle River Sand Hills Lighthouse
• St. Johns Monastery Complex
• Eagle Harbor
  • Eagle Harbor Marina
  • Eagle Harbor Cemetery
  • Horace Greeley Interpretive Sign
  • Eagle Harbor Cemetery
  • Eagle Harbor Lighthouse and Museum
  • Rathborn School

**Segment 5: M-203 – Portage Lake Lift Bridge to Calumet**

This segment makes a 17-mile loop from the Lift Bridge west through Hancock, through local residential areas, and by McLain State Park before entering Calumet and intersecting US-41 north of that Village. The route is primarily scenic although there are a few natural and historic sites along the way. Travelers might select this as an alternate route between Hancock and Calumet for hiking, snowmobiling, or a visit to the State Park.

Predominant Intrinsic Qualities of this Section: Recreation, Nature, Cultural

Municipalities on this Section:
• City of Houghton
• City of Hancock
• Village of Calumet

Natural, Recreation, and Scenic Features on this Section:
• Portage Lake and Lake Superior Ship Canal
• Lily Pond
• Churning Rapids Trail System
  • Christensen Road Trailhead
  • Maki Trailhead
  • Maasto Hiihto Trailheads
• McLain State Park
• Black Creek Nature Sanctuary (spur off M-203)
• Calumet Waterworks Park (spur off M-203)

Historic, Cultural, and Archeological Features on this Section:
• Portage Lake Ship Canal Life Saving Station
• Waasa Cemetery
• Lakewood Cemetery
• WPA Stone Fountain

Segment 6: Cliff Drive

This short 6 mile segment travels from Ahmeek to just south of Phoenix Church. The drive is bordered on the west by the large Cliff escarpment.

Predominant Intrinsic Qualities of this Section:
Natural, Archeological, Historic

Municipalities on this Section:
Cliff (historic townsite)

Natural, Recreation, and Scenic Features on this Section:
• Cliff Escarpment (geology)
• Gratiot River
• Seneca Lake

Historic, Cultural, and Archeological Features on this Section:
• Clifton Poor Rock Piles
• Cliff Mine Site (large brown interpretive sign; active archeology)
• Cliff Catholic Cemetery
Segment 7: Brockway Mountain Drive

This spur leaves M-26 north of Eagle Harbor and travels about 9 miles where it meets M-26 again just before Copper Harbor. This route provides travelers with panoramic views of Lake Superior and access to several Michigan Nature Association nature preserves and protected areas. Though paved, some travelers may take extra time to enjoy this rambling but scenic route.

Predominant Intrinsic Qualities of this Section: Scenic, Natural, Recreation

Municipalities on this Section:
- Eagle Harbor
- Copper Harbor

Natural, Recreation, and Scenic Features on this Section:
- Keweenaw Shores Nature Sanctuary
- Brockway Mountain Summit (interpretive signs and seasonal information)
- Upson Lake Nature Preserve
- Brockway Mountain Wildlife Sanctuary (and the Oren Krumm Trail)
- James H. Klipfel Memorial Sanctuary

Historic, Cultural, and Archeological Features on this Section:
- WPA rock walls

Segment 8: Gay-Lac LaBelle Loop – from Lake Linden through Gay to US-41

This Byway loop travels north and then east from Lake Linden to the small community of Gay where there is a bar, old school, stamp mill and small residential community. This remote, forested loop continues north along the shore of Lake Superior. In places the road offers scenic views of shoreline. Finally, the road turns northwest at Point Isabelle and travels past Lac LaBelle and the Bete Gris turnoff before converging with US-41 near Delaware. Travelers will want to understand the remote nature of this spur and be fully prepared for that experience before traveling this route.

Predominant Intrinsic Qualities of this Section: Scenic, Recreational

Municipalities on this Section:
- Village of Lake Linden
- Gay
- Lac LaBelle

Natural, Recreation, and Scenic Features on this Section:
- Tobacco River and Tobacco River Park
- Hermit’s Cove
- Winter’s Creek
- Betsy River and Little Betsy River (scenic)
• Brunette Park (scenic)
• Oliver Bay (scenic)
• Point Isabel (scenic)
• South Point
• Little Gratiot River
• Riverside Park
• Haven Falls Park
• Lac LaBelle
• Bete Gris Road to Mt. Bohemia Ski Area, Mendota Lighthouse, and the Russell and Miriam Grinnell Memorial Nature Sanctuary.
• Montreal River

Historic, Cultural, and Archeological Features on this Section:
• Gay Bar
• Mohawk Stamp Mill (1900-1932)
• Big Betsy
• Lac LaBelle Stamp Mill site
• Mendota Lighthouse – off Bete Gris Road (see above)
Intrinsic Quality Criteria

The National Scenic Byway Program describes six intrinsic qualities of byways. They include: cultural, historic, natural, recreational, archeological, and scenic (see box below). Due to the incredible diversity and richness of the sites along CCTNB, many locations share more than one intrinsic quality. The assignment of intrinsic qualities above is an effort to showcase the exemplary value of the routes and features of CCTNB. Appendix B contains a full checklist of sites by roadway segment. As appropriate, each site in that checklist is assigned up to three intrinsic qualities using these same criteria.

<table>
<thead>
<tr>
<th>Cultural (People)</th>
<th>Historic (Recent History)</th>
<th>Archeological (Ancient History)</th>
<th>Natural (Nature)</th>
<th>Recreational (Activities)</th>
<th>Scenic (Views)</th>
</tr>
</thead>
<tbody>
<tr>
<td>• This site contains exemplary evidence or expression of customs or traditions of a distinct group of people (e.g., crafts, music, dance, rituals, festivals, speech, food, special events, vernacular architecture).</td>
<td>• This site showcases legacies of the past that are distinctly associated with physical elements of the landscape – rural or man made (e.g., buildings, settlement patterns, other examples of human activity).</td>
<td>• This site contains physical evidence of historic or prehistoric human life or activity that is visible and capable of being inventoried and interpreted. (e.g., ruins, artifacts, structural remains).</td>
<td>• This site include features in the visual environment that are in relatively undisturbed state; that predate the arrival of human populations (e.g., geological formations, fossils, landform, water bodies, vegetation, and wildlife)</td>
<td>• This site involves outdoor recreation activities directly associated with and depending upon the natural and/or cultural elements of the landscape. (e.g., downhill skiing, rafting, boating, fishing, hiking).</td>
<td>• This site offers a heightened visual experience derived from the view of natural or man made elements of the surrounding visual environment (landform, water, vegetation, man-made development).</td>
</tr>
</tbody>
</table>
2.3. Stakeholders of the Byway

Numerous municipalities, organizations, agencies, businesses, and individuals have a stake in the development and interpretation of CCTNB. And, whereas it is impossible to recognize everyone, the list below captures major stakeholders by category.

Municipalities (alphabetical)
- Allouez Township
- Calumet Township
- City of Hancock
- City of Houghton (not officially on the Byway)
- Eagle Harbor Township
- Franklin Township
- Grant Township
- Hancock Township
- Houghton Township
- Keweenaw County
- Osoeola Township
- Quincy Township
- Schoolcraft Township
- Torch Lake Township
- Village of Ahmeek
- Village of Calumet
- Village of Copper City
- Village of Lake Linden
- Village of Laurium

Local, County, State, National Governmental Agencies
- America’s Byway Resource Center
- Copper Harbor Improvement Association
- Federal Highways Association, National Byways Program
- Houghton County Road Commission
- Keweenaw County Road Commission
- Michigan Department of Environmental Quality
- Michigan Department of Natural Resources
- Michigan Department of Transportation – Heritage Route Program
- Michigan State Parks – McLain State Park and Fort Wilkins
- National Park Service – Keweenaw National Historical Park and Isle Royale National Park
- Western Upper Peninsula Planning and Development Region

Tourism Entities
- Houghton County Memorial Airport
- Keweenaw Convention and Visitor Bureau
- Keweenaw Peninsula Chamber of Commerce
- Keweenaw Economic Development Alliance
- Keweenaw County Economic Development Committee
- Main Street Calumet
- Michigan Chamber of Commerce
- Pure Michigan – State Tourism Office
- Upper Peninsula Travel and Recreation Association

Conservation Organizations
- Copper Country Audubon Club
- Friends of the Land of the Keweenaw (FOLK)
- Keweenaw Land Trust
- Keweenaw Trail Alliance
- Michigan Nature Association, specifically, Estivant Pines Committee
- National Parks of Lake Superior Fund
- North Woods Conservancy
- The Nature Conservancy
- Upper Peninsula Environmental Coalition (UPEC)
- Upper Peninsula Resource Conservation and
Development Council

Educational Entities
• K-12 schools
• Finlandia University
• Great Lakes Stewardship Initiative
• Michigan Tech University

Historical Organizations
• Calumet Main Street
• Keweenaw National Historical Park and Keweenaw Heritage Partners sites included in the Byway network.
  • Calumet Theatre
  • Coppertown Mining Museum
  • Delaware Copper Mine
  • Finnish American Heritage Center and Historical Archives
  • Fort Wilkins Historic State Park
  • Houghton County Historical Museum
  • Keweenaw County Historical Society
  • Keweenaw Heritage Center at St. Anne’s
  • Laurium Manor Inn
  • Quincy Mine and Hoist
  • Upper Peninsula Firefighters Memorial Museum
• UP Heritage Trail Network
• Michigan Tech University Archives
• Calumet Historic District Commission

Art and Culture Organizations
• Art Shops and Galleries
• Antique Dealers
• Calumet Art Center, Copper Country Community Arts Center, Keweenaw Krayons
• Pine Mountain Music Festival; Calumet Theater

Media
• Radio (WMPL, WOLV, WJMA, WUPM, WIKB, WUPY, WGGL, WCUP)
• Television (WLUC, WBKP, WNMU)
• Websites (www.pasty.com; www.scenicbyways.org; www.keweenaw.info; www.keweenaw.org; Michigan Travel; AAA Living)

Private Sector Businesses
• Lodging: Bed and Breakfasts, Hotels, Motels, Cabins, Cottages, Vacation Rentals, Campgrounds, RV Parks
• Sport Rentals (and Clubs): bikes, boats and canoes, skis and snowshoes
• Outfitters and Guiding Services: Fishing, Scuba and Diving, Archery
• Private Land Owners
• Restaurants
• Rock and Gem Stores
• Sporting Goods Stores
• Food Services: restaurants, grocery stores, wineries
• Travel and Auto Assistance: auto rentals, auto repair, towing companies, travel agencies, tour guiding services
• Photo and Film Services
• Realtors
• Ski Resorts
• Tourism Attractions
Analysis

These stakeholders are essential to the success of this interpretive plan. Among other things, they may help to formatively evaluate alternatives for proposed interpretive media. In addition, many of these stakeholders will be helpful in marketing the benefits of the Byway to their respective contingencies. The more engaged these stakeholders become throughout the planning process, the more buy-in they will have and the more supportive they will be in establishing partnerships in training, managing, and promoting benefits of the Byway.

2.4. Tourism Literature of the Byway Region

There exists a plethora of tourism literature for the Byway region. The following inventory is only a partial summary of this literature. However, in an effort to minimize duplication of efforts and perhaps even to inform a possible “literature diet” or literature consolidation as Byway materials are proposed, the following items are categorized by maps, heritage site brochures, tourism/recreation brochures, and natural history brochures.

Maps and Guides

- CCTNB Brochure/Map (2010), a fold-out map which illustrates and describes the byway and spur routes of the Keweenaw. The reverse side of the map provides brief interpretation about the culture and history of the area and showcases year-round seasonal activities.

- Western Upper Peninsula of Michigan Heritage Trail Network (Travel Guide) contains a map of the Western UP with major roads, towns, and heritage sites for a 6-county region. The multi-page guide also provides narrative description for the various heritage sites.

- The NPS Keweenaw Guide, the official newspaper of the Keweenaw National Historical Park and Keweenaw Heritage Sites also contains a map of the Keweenaw Peninsula with major roads, towns, and the locations of the Keweenaw Heritage Sites. This publication also contains detailed maps of the Calumet Unit and the Quincy Unit of KNHP with street names and local community features.

- The NPS Keweenaw National Historical Park Brochure contains the same map included in the Guide (described above) and smaller versions of the Calumet and Quincy Unit maps. This brochure also contains interpretive information about the historical park (e.g., copper mining and Keweenaw’s heritage).

- Michigan's Keweenaw Peninsula Pleasure Map is a fold-out map featuring the four counties of the Western UP and Isle Royale National Park. The map shows major roads, the CCTN Byway, towns, and significant points of interest. The point of interest locations are keyed by icon and include: hospitals, golf courses, public fishing sites,
harbor/marinas, airports, lighthouses, visitor information, Portage Lake Lift Bridge, National Park units, Keweenaw Heritage Sites, state and local parks, scenic turnouts with historical markers, downhill skiing locations, cross-country skiing locations, boat cruises, underwater preserves, and national forests. Narrative descriptions of these locations are also provided on the back of the map.

• Guide to Michigan’s Historic Keweenaw Copper District is available for purchase at local visitor centers and bookstores for $24.00. This 2008, 118-page publication by Lawrence Molloy provides numerous photos, maps, and tours of the Keweenaw.

• Keweenaw Region Hike and Bike Trail Guide is a fold-out map of various hike/bike trails on the Keweenaw. There is a small locator map/legend that provides regional locations for each of the following locale maps: Houghton, Houghton/Hancock/Portage School, Paavola Wetlands, Swedetown Trails, Nicholls/Stevens Rail Trails, Chassell Trails, Eagle Harbor Township Conservation and Recreation Area, Churning Rapids, Stern Preserve, McLain State Park, Twin Lakes State Park, Fort Wilkins Historic State Park, Mary McDonald Preserve at Horseshoe Harbor, and Copper Harbor Pathway.

• Superior Region – West, Road and Trail Bicycling Guide is a very large fold-out map for the 6 counties of the western UP. One side of the map focuses on the lower western UP; the other side focuses on the Keweenaw down to Ontonagon and across to Baraga. This side of the map shows major roads and towns of the Keweenaw but also designates roads by heavy, medium, and light traffic volume. This side of the map also includes closer views of the communities of Copper Harbor, Calumet, Laurium, Lake Linden, Hancock and Houghton, Baraga, and L’Anse showing bike routes in and around those communities. Brief trail descriptions and bike safety are also included in this map.

• Keweenaw Snowmobile Trail Map is a GPS-referenced map of the Upper Peninsula. Trails are broken down into three levels: “Groomed and Signed”, “Limited Grooming” and “No Signs or Grooming”. The map includes detailed blowups of urban areas and locations of nearby filling stations and medical services. This map was produced through private contributions from area businesses which are also identified on the map.

• Keweenaw Ski and Snowshoe Trail Guide is another map produced through private contributions from area businesses which are also identified on the map. This map is destination oriented and is primarily a series of detail blow-up maps that “key” to a Keweenaw road map. Downhill ski areas are depicted with aerial photographs. Ski runs are identified by name and level of difficulty. The snowshoe and cross country ski trails are graphically laid out. Level of difficulty and grooming procedures are identified.
• Western UP Area (Real Estate) Map is a very large black and white map showing the six counties of the Western UP, and the numbered townships of each county. One side features the Keweenaw with major roads and towns, but also exploded maps of Hancock/Houghton and Calumet/Laurium which show all street names and highway routes.

• Rental Car (Alamo/National) Map is an “11x17” Xeroxed map showing the location of the Airport off Airpark Blvd and the immediate surrounding portions of Hancock and Houghton. Streets are labeled, as are major highway routes, local schools/universities, and several community features.

Heritage Site Brochures
• The Keweenaw County Historical Society has a suite of brochures that interpret five of their major facilities including: Eagle Harbor Light Station, The Church of the Assumption at Phoenix, Central Mine, Brammert Blacksmith Shop, and Rathbone School at Eagle Harbor. This suite of brochures (introduction brochure plus 5 location brochures) provides interpretive narrative about each of the sites and a membership for KCHS. KCHS also distributes an Adventures in History brochure for summer history programs.

• The Delaware Copper Mine distributes a rack card with location and contact information as well as unique features at the site.

• The Village of Laurium distributes a Laurium Historic District Tour brochure that features historic house/building descriptions for the Village with a small locator map.

• Each of the 19 Heritage Partners with KNHP also have site or organization brochures or rack cards.

Tourism/Recreation Brochures
• Keweenaw Convention and Visitor’s Bureau distributes a Keweenaw Peninsula Brochure that contains listings for lodging, shopping, restaurants, services, attractions, and summer and winter activities. Helpful websites are also included.

• Eagle Harbor Light Station – rack card by Keweenaw County Historical Society.

• Lake Superior Sea Kayak Tours - tri-fold brochure with tours, lessons, and outfitting information by Keweenaw Adventure Company.

• Keweenaw Mountain Lodge – rack card with general information and room/golf rates.

Natural History Brochures and Booklets

• Trail Map for the Brockway Mountain Audubon Wildlife Sanctuary – a small black and white trail guide and information brochure.


• Reading the Landscape of the Keweenaw – brochure describing summer art and natural history field trip for adults.

Analysis

Significant material exists to describe, market, and interpret the resources of the Keweenaw. The challenge for Byway planning is to honor the intent of commercial and non-profit information while at the same time, challenging the potential for redundancy and perhaps proposing either consolidation in materials and/or an organizer for visitors to collect and use this information. In addition, establishing baseline standards for printed material related to the Byway may be useful for consistency, professionalism, and brand recognition.
2.5. Signs and Wayshowing

America’s Byway Resource Center (www.bywaysresourcecenter.org) makes available a number of resources for communities and local organizations that plan and manage byways. Included are a number of resources on wayfinding and wayshowing. Two of these resources are summarized below.

A. Developing Effective Wayshowing for Byways

In 2007, Dave Dahlquist developed this 13-page summary report based on more substantial work in wayshowing and wayfinding and responding to a need for enhanced assistance by byway groups and organizations. In this document, the author differentiates wayfinding and wayshowing as,

- Wayshowing is the assistance that Byway providers offer to travelers so their wayfinding problem solving can be successful. This may include travel directions, maps, and signs. The Byway draws, maps, writes, speaks, teaches, and shows the way.
- Wayfinding is the problem solving that travelers do to successfully follow a route and arrive at their desired destination. Travelers see, read, hear, learn, and wayfind.

The guide goes on to suggest a number of wayshowing principles. According to this document, effective wayshowing must:

- support how people find their way in unfamiliar travel environments;
- provide a guidance system of reliable and consistent components (e.g., entrances, exits, gateways, orientation stops, repetitive route markers, direction signage, portable maps) on all byways;
- respond to the unique characteristics of each byway;
be integrated with pre-visit, visit, and post-visit states of the byway experience that include selecting from options, planning and preparing for the visit, experiencing the byway, recalling the visit, and referring to their visit over time (see more on this in Section 4.3);

• contribute to a safe roadway and travel environment;
• become a widely practiced body of knowledge among byway providers.

Finally, in updated (2010) guidance by the Resource Center, wayshowing components are categorized into useful groups as follows:

Representational
• Travel directions and route clarity – turn-by-turn narrative descriptions of each distinct route segment of a byway;
• Maps – graphic (cartographic) displays of a byway, its surrounding corridor and regional setting;
• Digital data and applications – media provided for consumer electronic devices.

Physical
• Marked byway entrances and exhibits – signs and entry monuments which signify the beginning and ending points of a byway;
• Orientation stops – visitor centers and roadside pull-offs where travelers can obtain an overall orientation to the byway corridor;
• Byway Guide Signs – highway and road signs which guide motorists to and along a byway route;
• Identification of byway attractions – signs and graphics with the names of places where travelers are encouraged to stop along a byway.

Personal
• Trained hospitality personnel – visitor center staff, interpreters, volunteers, park rangers and other people whose duty it is to provide information to travelers and visitors.

B. Summary of Wayshowing Visitor’s Eye Canvas for CCTNB

In June, 2008, as part of wayshowing becoming a “widely practiced body of knowledge”, Curt Pianalto conducted a one-day visitor’s eye field observation of the CCTNB wayshowing canvas to report relative indicators of adequacy of the Byway’s wayshowing guidance. This Visitor Eye Perspective is a technique that affords byway organizations a better understanding of their current wayshowing effectiveness. It is a systematic and objective through-the-windshield evaluation.
For this activity, Curt followed the route from Hancock, north to the scenic overlook, to Quincy Mine, back down through Hancock and to M-26 north to Laurium, onto US-41 north to Copper Harbor, back along Brockway Mountain Drive west to M-26 and back to US-41 south, and finally to M-203 back to Hancock.

He traveled with a Michigan State Map, a downloaded CCTNB map from the CCTNB website, and Michigan’s Upper Peninsula – 5 Star Wilderness. He used these documents and existing site directions to find several specific locations including: Quincy Mine, Hubbell Falls, Calumet Theater, Cliff Drive, Delaware Copper Mine, Copper Harbor, Brockway Mountain, Eagle River Lighthouse, and Sand Hills Lighthouse.

The following summarizes general effectiveness of the individual wayshowing components:

Lacking Effectiveness:
• Entrances and Exits (to the Byway)
• Orientation stops
• Portable Byway map

Generally Effective:
• Repetitive Route Markings and Turn Directions
• Directions to Planned Stops

Other summary comments addressed in the canvas document that have relevance to the current planning effort, include the following:

Features to be sustained:
• Although integration with existing brown (wooden) signage will be complex, there are very nice welcome signs with a real “Copper Country” feel and should be retained.
• In some cases placement of these signs and their text messages makes them difficult to read and access.

Features to be enhanced:
• Route marking signs are inconsistent – it is unclear whether all roads on the peninsula are included in the Byway.
• Downloadable maps should be accessible somewhere on the Byway.
• The “look” of all maps and Byway literature should be consistent.

Features to be added:
• Quincy Mine site could be a gateway to the Byway and region; the orientation pull-off at Hancock could also be considered for this purpose.
• Consider 3-4 “must-do” stops where visitors stop to get information, orientation, service (restrooms, food, rest), and perhaps talk to someone; a place to “expand their mental map of the byway corridor”.

A series of useful checklists (table next page) was included in this report as a reminder about the various byway components.
Finally, the report mentioned possible confusion with the Western UP Heritage Trail (WUPHT) network that exists in the western Upper Peninsula of Michigan. Some of the signs for this network are located on or near the byway corridor and they correspond to the glossy WUPHT Network Travel Guide that is available to area travelers.

<table>
<thead>
<tr>
<th>Table 1. Wayshowing Considerations for Various Byway Elements</th>
</tr>
</thead>
<tbody>
<tr>
<td>For orientation stops</td>
</tr>
<tr>
<td>Provide overall corridor map with “you are here” indicator</td>
</tr>
<tr>
<td>Provide travel tips for enjoyable and safe trip</td>
</tr>
<tr>
<td>Provide seasonal precautions and/or detour information</td>
</tr>
<tr>
<td>Describe location and availability of amenity features such as restrooms, food/drink, vehicle service, lodging, and so forth</td>
</tr>
<tr>
<td>Introduce interpretive themes</td>
</tr>
<tr>
<td>Identify location of major byway attractions and features</td>
</tr>
<tr>
<td>Indicate where to find additional information</td>
</tr>
<tr>
<td>Help visitors frame their experience – slow their pace, provide sense of discovery, clarify expectations</td>
</tr>
<tr>
<td>Provide adequate directional signage</td>
</tr>
<tr>
<td>Indicate accessibility features as relevant (ADA)</td>
</tr>
<tr>
<td>Integrate, to the degree possible, with all other existing signage</td>
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<tr>
<td></td>
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<td></td>
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</tr>
</tbody>
</table>
Analysis

The Byways Resource Center information is essential for developing an effective Byway program – one that ensures both a safe and rewarding experience for visitors. The definition and principles for wayfinding and wayshowing are useful, but also, the already complete Visitors Eye Perspective for CCTNB provides concrete and specific directives for wayshowing on the Keweenaw and should be used throughout the planning process as a guide.

In addition, the pre-visit, visit, and post-visit guidance is helpful for developing wayshowing at appropriate times and locations. And finally, the categorization of wayshowing components is helpful for organizing planning recommendations.

2.6. Road and Sign Documents – MDOT and CCT

The following four documents, prepared between 2008 and 2010, represent recent state, county or byway sign inventories and plans relevant to this interpretive planning effort. Analysis for each is presented in shaded boxes throughout.

A. All Roadside Parks are not Created Equal

In 2008, the Western U.P. Planning and Development Region (WUPPDR) produced a document entitled All Roadside Parks are not Created Equal: Context Sensitive Solutions for MDOT’s Special Roadside Facilities in Houghton and Keweenaw Counties, as a guide for future improvements of special roadside facilities. This document promotes the use of “context sensitive solutions” (CSS) for roadside parks. CSS is defined as “a collaborative interdisciplinary approach that involves stakeholders to develop a transportation facility that fits into physical setting and preserves scenic, aesthetic, historic, and environmental resource while maintaining safety and mobility” (FHWA and MDOT). The essential principles and practices of CSS are:

• engage stakeholders,
• use an interdisciplinary approach,
• embrace multi-modal approaches,
• serve and respect the environmental and social context of the transportation network,
• provide safe and efficient transportation systems, and
• apply to all the activities of the transportation agency.

Of particular relevance to this plan is the assessment of each of 10 Byway corridor sites (listed in Table 2 south to north on US-41 and south to north on M-26).
<table>
<thead>
<tr>
<th>Location</th>
<th>Features</th>
<th>Road Signs for Approaching Site</th>
<th>Use</th>
<th>Issues</th>
</tr>
</thead>
<tbody>
<tr>
<td>US-41 – Al &amp; Elli Isola Roadside Park</td>
<td>Paved turnout, view, info kiosk</td>
<td>Signs in both directions</td>
<td>Very high use, scenic, information</td>
<td>Not plowed in winter</td>
</tr>
<tr>
<td>US-41 – Airport Roadside Park</td>
<td>Toilet, water, kiosk, tables, grills</td>
<td>Signs in both directions</td>
<td>Moderate use, picnic tables, toilet</td>
<td>Airport's chain link fence at border</td>
</tr>
<tr>
<td>US-41 – Veterans Park at Ahmeek</td>
<td>Pit toilet, parking, table</td>
<td>None</td>
<td>Limited use, toilets</td>
<td>Poor approach visibility</td>
</tr>
<tr>
<td>US-41 – Snow Gauge</td>
<td>Thermometer attraction, toilets, tables, grills</td>
<td>None</td>
<td>Popular, site-see, picnic tables</td>
<td>Parking, gauge separated from parking by ditch</td>
</tr>
<tr>
<td>US-41 - MacFrImodig Park</td>
<td>Turnout, tables, grills, stream</td>
<td>None</td>
<td>Limited, picnic tables, views</td>
<td>Limited parking</td>
</tr>
<tr>
<td>M-26 – Eagle Harbor Park at Eagle River</td>
<td>Turnout, toilets, tables</td>
<td>None</td>
<td>Low use, bathrooms mostly</td>
<td>Limited use</td>
</tr>
<tr>
<td>M-26 – Great Sand Bay South, Middle, North</td>
<td>Turnouts, tables, grills, interpretive signs</td>
<td>Signs in both directions</td>
<td>Very high use; beach, site-see</td>
<td>Endangered species, erosion, poor parking</td>
</tr>
<tr>
<td>M-26 – Silver River</td>
<td>Table, grill, parking, path to falls</td>
<td>None</td>
<td>Limited use, picnic tables, views</td>
<td>Divided by highway</td>
</tr>
<tr>
<td>M-26 – Esrey Park</td>
<td>Shelter, pavilion, tables, grills, toilets</td>
<td>Signs in both directions</td>
<td>High use, picnic tables, bathrooms</td>
<td>Endangered species, historic features</td>
</tr>
<tr>
<td>M-26 – Hebard Park</td>
<td>Lakeside, pavilion, tables, grills, pit toilets</td>
<td>Signs in both directions</td>
<td>High use, site-see, picnic tables</td>
<td>Endangered species, poor vehicle access</td>
</tr>
</tbody>
</table>
General recommendations of this study include:

- Preserve historic qualities of sites (WPA stonework, historic features).
- Be aware of the endangered vegetation and implications for development and/or maintenance.
- Use context sensitive solutions (paint selection, design, stone, vegetation buffers, etc.).
- Maintain sites.
- Improve directional signage.
- Add interpretive signs.

Analysis

Using the concept of context-sensitive solutions (CSS), this document is useful in the interpretive planning process for ensuring that (a) preliminary design selections proposed in the plan are context-sensitive (i.e., consistent with stone, vegetative and historic aspects of existing features), (b) historic (and other) features on the Byway network are interpreted in some way in printed material and/or signs, and (c) directional signage for the Byway improves overall directional signage on these roadways.

Furthermore, using Table 2 for selection of possible scenic view locations and/or seasonal activity locations will be important. And finally, this document will be a useful reference in the eventual design-development process for guiding context-sensitive solutions such as material selection and final design.

B. Wayfinding and Signage Strategy for State Heritage Routes

In 2009, the Northern Michigan Council of Governments (NWMCOG) and Corbin Design published a wayfinding and signage strategy for designated State Heritage Routes governed by MDOT. This document inventories Michigan Heritage Routes, explains categories of MDOT general information signs, makes recommendation regarding placement and size of signs, and provides guidelines for gateway, kiosk, and general information signs.

In the inventory, US-41 – Copper Country Trail is described as the first road in the state to be designed as a Scenic Heritage Route. For this Scenic Route, the following sign guidance (quoted from this 2009 document) is relevant to this interpretive planning effort:

- Heritage Route Signs: MDOT will furnish, install, and maintain standard Heritage Route signs at the approach of the designated route. Heritage Route signing will be limited to one sign per direction of the designated route and at intersections with state highways. The signs will be placed below the route marker. No signs will be placed on intersecting state highways since the route will be shown on the Michigan official transportation map. The sponsor is encouraged to place route information in the closest welcome center or rest area.

- Gateways: Develop a uniform gateway sign which identifies and celebrates the beginning and end of a Heritage Route…gateways often provide visitors with their first impression of an area. These signs would be visual markers that set the visual standards, and celebrate the Heritage Route.

- Information Kiosks: It is recommended that a standardized Information Kiosk be added to the list of standard sign types to be located along Heritage
Routes. This unit would be a pedestrian element that would feature a map of the Heritage Route on a freestanding kiosk that would be located at visitor centers, rest stops, scenic turn-outs, and where appropriate along the Route.

The document suggests branding the Heritage Route with the “new” (2009) graphic icon that establishes “a uniform, unique, visible identity for the Heritage Routes that let visitors know when they have arrived.”

Guidance for other related sign options are also discussed, including: Tourist Oriented Direction Signs (TODS - a fee-based directional sign program), Adopt-a-Highway signs, international symbols, and a color palette for interpreting the six intrinsic qualities of Byways (historic = gold, cultural = purple, natural = green, archeological = yellow, recreation = orange, and scenic = blue).

Analysis

The focus of this document is on the Michigan Heritage Route, prior to the National Byway designation. Since the CCTNB complements the Heritage Route in several ways, this document should serve as reference for sign development along the Byway network – both in planning and design-development. For example, (a) branding the Byway with an overall look (including logo), (b) providing a gateway to welcome visitors and set a visual standard, (c) developing standardized interpretive panels or information kiosks to interpret the features of the Byway, and (d) using a color palette as a visual organizer for the intrinsic qualities of the Byway are all important.

Additional recommendations included in this document are also relevant for the Byway. For example, pilot testing new Byway signage is advisable for improving the signs and ensuring their attracting power and comprehension. Also, color coding hand-held, printed, and sign/panel maps so that they all correspond is a useful recommendation. Again, this document should serve as a useful reference throughout planning and design of education and signage for the Byway.

C. Copper Country Trail: Corridor Wayfinding Inventory for US-41, M-26, and M-203

As part of the Michigan State Heritage Route Program, this study was compiled by WUPPDR with support from the Michigan Department of Transportation on behalf of Copper Country Trail National Byway. The purpose of the inventory was to provide information to the CCTNB Committee and member agencies for planning future interpretive and signage projects with the Byway corridor. The specific goals of the inventory were to:

- Inventory wayfinding signs along US-41, M-26 and M-203 in the CCTNB.
- Recommend improvements and changes to current wayfinding signage conditions.
- Determine appropriate locations for CCTNB signage along the designated route.
- Determine future activities by developing an action plan and priorities for CCTNB signage activities.

The inventory was conducted of MDOT signs (in the highway right-of-way) and private signs along the three routes of the Keweenaw Peninsula above the Houghton-Hancock Lift Bridge using the following five requirements for effective traffic control devices. Signs should: fulfill a need, command attention, convey a clear and simple meaning, command respect from road users and give adequate time for proper response.
Analysis

This document provides a general overview of the National Scenic Byway Guidance System but also offers specific guidance and examples of Byway signs for entrances, orientation, directional signs, and confidence markers. This guidance should be consulted for planning and development of all Byway signage. For example, the map on page 59 of the document may be particularly useful for helping to locate directional signs and confidence markers along the Byway network.

The thorough description of each of the 13 segments inventoried should be used to help inform sign design and placement along the main Byway artery and two of the spurs (M-26 and M-203) – particularly in identifying points of interest for possible interpretive turnouts. And including turnouts that not only interpret special features, but also include general map reference and orientation throughout are strongly advised.

Planners should also use this document for identifying possible sign styles. Designers will also want to reference this document eventually for prioritizing and decision-making about final sign types, locations and materials.

Recommendations are made throughout about possible reductions in sign congesting and about placing alert signs in locations where visitors may need to anticipate certain features. This advice should be heeded in both planning and design.
D. Preserving the Character: A Visual Assessment and Protection Control Analysis of Copper Country Trail Communities (2009)

This Analysis was also compiled by WUPPDR as part of the Michigan State Heritage Route Program on behalf of CCTNB. The purpose of this project was to ensure the protection of the character of CCNTB for future users. The following activities are reported in this document:

• Case studies where heritage routes/byway efforts led to land use control and preservation;
• Research and mapping of existing zoning and land use as it relates to CCTNB;
• Research and presentation of ordinances and regulations along CCTNB;
• Assessment and prioritization of the current landscapes and viewsheds;
• Next steps and recommendations for the Copper Country Trail Committee.

The document begins with three case studies that exemplify protection of visual quality in communities similar to those on the Keweenaw. The document then summarizes current ordinances by municipality related to scenic quality, followed by a series of maps which show zoning and land use by township. Finally results of a visual analysis are presented. Area viewsheds were assessed using the following criteria for each site:

• vividness - expansiveness, framing, focal point, variety, ephemeral qualities,
• intactness - percentage of intact or complete view,
• uniqueness - national and local significance,
• duration of view - driving time/view.

Views were also photographed and categorized according to view type (Historic/Cultural Resource, Natural Resource, Panorama, or Park/Area Specific). Table 3 on the next page summarizes the viewshed ratings with brief comments about each view. The color coding used segments the views by theme as labeled by the authors of the inventory, where lavender indicates Priority Protection theme, green indicates Benefit Byway theme, and salmon indicates Enhancement Priority theme. This table was prepared according to the Visual Assessment (2009)
<table>
<thead>
<tr>
<th>Location/View</th>
<th>Final Rating</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quincy Mine Hoist / Quincy Unit – NPS (SB)</td>
<td>14.75</td>
<td>historic view of mine shaft rock house and related structures</td>
</tr>
<tr>
<td>Quincy Mine Hoist / Quincy Unit – NPS (NB)</td>
<td>14.50</td>
<td></td>
</tr>
<tr>
<td>Al &amp; Ellie Isola - MDOT Roadside Park north of Hancock</td>
<td>13.63</td>
<td>panorama view of Portage Lake Canal and Houghton</td>
</tr>
<tr>
<td>View of Cliff Drive</td>
<td>12.63</td>
<td>rolling hills roadway with lush vegetation</td>
</tr>
<tr>
<td>View From Portage Lake Lift Bridge</td>
<td>12.31</td>
<td>panorama view of Portage Lake Canal, Hancock and Houghton</td>
</tr>
<tr>
<td>Calumet Avenue</td>
<td>12.25</td>
<td>roadway with historic buildings and vegetation</td>
</tr>
<tr>
<td>Covered Drive US-41</td>
<td>11.94</td>
<td>tunnel of trees</td>
</tr>
<tr>
<td>Snow Gauge Park</td>
<td>11.25</td>
<td>roadside turnout with novelty thermometer</td>
</tr>
<tr>
<td>Copper Harbor Lighthouse View</td>
<td>11.25</td>
<td>community and lighthouse view through trees</td>
</tr>
<tr>
<td>View of Northern Horizon: Cliff Escarpment</td>
<td>11.13</td>
<td>winding roadway with lush vegetation</td>
</tr>
<tr>
<td>Keweenaw Mountain Lodge</td>
<td>10.94</td>
<td>historic lodge and sign in forested roadway setting</td>
</tr>
<tr>
<td>Beginning of US 41: North of Copper Harbor</td>
<td>10.81</td>
<td>end of US-41 sign in grassed park</td>
</tr>
<tr>
<td>View of Southern Horizon / Cliff Escarpment: (SB)</td>
<td>10.44</td>
<td>panorama view of cliff escarpment with trees</td>
</tr>
<tr>
<td>View of Southern Horizon / Cliff Escarpment: (SB)</td>
<td>10.13</td>
<td></td>
</tr>
<tr>
<td>Lake Medora</td>
<td>9.81</td>
<td>panorama view of Lake</td>
</tr>
<tr>
<td>Copper Harbor : Downtown</td>
<td>9.81</td>
<td>signs, commercial buildings, and adjacent vegetation</td>
</tr>
<tr>
<td>Copper Harbor : Entry</td>
<td>9.63</td>
<td></td>
</tr>
<tr>
<td>Phoenix Church</td>
<td>9.31</td>
<td>historic church at roadway turnout</td>
</tr>
<tr>
<td>Fanny Hooe Bridge and Fort Wilkins State Park</td>
<td>8.69</td>
<td>stone bridge and vegetation</td>
</tr>
<tr>
<td>Keweenaw Park</td>
<td>8.38</td>
<td>roadside park; grass and trees</td>
</tr>
<tr>
<td>Mac Frimodig Park</td>
<td>8.06</td>
<td>roadway park with stream, trees, and grass</td>
</tr>
<tr>
<td>Boston Pond</td>
<td>7.63</td>
<td>grassland view with pond</td>
</tr>
<tr>
<td>Veterans Park</td>
<td>7.31</td>
<td>park view with vegetation and structure</td>
</tr>
<tr>
<td>Mohawk Park</td>
<td>7.25</td>
<td>historic stone fence</td>
</tr>
<tr>
<td>US-41 Pined Area: South of Calumet</td>
<td>7.06</td>
<td>highway and adjacent vegetation</td>
</tr>
<tr>
<td>Superior Woodland Buildings</td>
<td>6.25</td>
<td>commercial buildings</td>
</tr>
<tr>
<td>Stone Boat</td>
<td>5.19</td>
<td>roadway with historic structure</td>
</tr>
<tr>
<td>Paul M. Daavettila - MDOT Roadside Park: at Airport</td>
<td>5.06</td>
<td>forested view with picnic facilities</td>
</tr>
<tr>
<td>Kevin's Self Storage and Billboard Area</td>
<td>3.56</td>
<td>storage buildings and signs</td>
</tr>
<tr>
<td>Calumet Entry</td>
<td>3.44</td>
<td>highway with adjacent homes, commercial bldgs., and trees</td>
</tr>
<tr>
<td>Prospectors Paradise Building</td>
<td>3.42</td>
<td>roadway with rock shop and other buildings</td>
</tr>
</tbody>
</table>
These sites were mapped, graphed, and categorized in the final pages of this inventory. Of particular importance to this interpretive plan are the assessments with photos (pp. 17-47), viewshed map (p.49) and the theme categories (p. 51).

Analysis

This document is particularly useful for planning decisions about scenic or photo stops along the Byway. Using the priorities shown in the table above and the viewshed map on page 49 of the document, selecting view locations should be consistent with this prior inventory and planning.

The thorough visual assessment of each site should be referenced throughout planning as a reminder of the view, but also of nearby facilities, features, and vegetation.

This document may also be useful in the design-development process for photo and map reference, but also for specific zoning and land use maps for guiding eventual sign placement.

E. The Keweenaw National Historical Park Sign Plan

In 2010 the National Park Service prepared a comprehensive sign plan for the Keweenaw National Historical Park. The primary goals of the plan were to: (a) improve the ability of visitors to navigate a network of National Park Service and Keweenaw Heritage Sites and (b) to help create a recognizable, high quality, national park experience.

To some degree the plan is in response to the often asked question – “Where is the Park”? This National Park is uniquely comprised of several sites (National Park Service and Keweenaw Heritage Sites) dispersed over a large geographic region. As a result, signage had developed over many years without the benefit of “a plan”.

During the preparation of this plan, KNHP worked with the Harper’s Ferry NPS Sign Coordinator, the Michigan Department of Transportation (MDOT), and park partners to develop sign standards to meet KNHP-specific needs. Throughout the process the sign designs and locations were approved by the Keweenaw Heritage Sites, the Park Advisory Commission, MDOT, and local road commissions.

The sign plan addresses a sign hierarchy, sign design, and specific sign installation locations. Most relevant to this project, the sign hierarchy includes the following sign types:

1. Park Identification Signs - Above all other signs in a national park, the identification sign is an architectural statement that reflects the importance and quality of the specific park and the institution of the National Park Service.

2. Motorist Guidance Signs - For a new sign program to effectively address visitor wayfinding in the partnership setting of KNHP, it must successfully integrate motorist guidance signs in public road rights-of-way with existing sign programs. This requires coordination with, and approval from, authorities responsible for administering and maintaining these roadway corridors.

3. Facility Identification Signs - KNHP has a facility identification sign installed for Park Headquarters. It follows the prescribed methods and materials identified in the sign standards adopted by the NPS. Facility identification for the Keweenaw Heritage Sites however, requires a slightly different
approach since there are multiple sites and a variety of site conditions. Decisions about facility identification signs at these Heritage Sites recognize that identification sign uniformity is not necessarily desired by all Heritage Sites, but that facility identification should strive to preserve historic integrity and honor the unique characteristics of each Site.

4. Visitor Information Signs - Visitor information signage is intended to present information in a consistent, inviting, and easy-to-read format for the majority of park signing including interpretation, pedestrian guidance, small identification signs, small vehicular guidance, resource management, instructions, regulations, maps and safety warnings.

Analysis

This NPS sign plan recognizes the current sign condition that exist on the Keweenaw. It also provides a useful hierarchy and template for developing signs and re-signing certain locations in the region. It will be essential to consider this guidance when designing signs for the Byway. For example,
• a similar signage hierarchy should be developed as an overall organizer for Byway signs;
• a significant identification sign (architectural statement) for the Byway will be important so that traveler realize they are entering a nationally designated roadway;
• if facilities are signed as part of the Scenic Byway, the reasoning provided in the NPS sign plan should also apply; and
• any visitor information signs developed for the Byway should comply with guidance provided in this NPS plan.

It is also important to note that all significant stakeholders including MDOT have endorsed the KNHP sign effort. Consequently, this document should be strongly considered as a guide when signage is designed for the Scenic Byway.

Finally, as Byway signage is developed, it will be important to honor the work of the NPS related to sign guidance. Developers and designers will want to consider the existing branding and borrow from lessons learned in the approval processes with MDOT and local roadway jurisdictions for final sign placement.
Section 3. Current Situation (Demand)
- Visitor Inventory and Analysis

3.1. Summary of Existing Audience Inventories (Secondary Data)

This section contains a summary of several secondary data sources that describe visitors to the Keweenaw. Analysis of the visitor data presented here is found at the end of this section.

A. Keweenaw Visitor and Convention Bureau Visitor Data

The data shown in the tables below was obtained from the Keweenaw Convention and Visitors Bureau (KCVB) in October, 2010. Since 2005, KCVB has collected visitor data by month for the years 2005 to present. The following three charts array these data for visitors (to the KCVB office), phone calls (to the 800 number), and website hits. A brief discussion follows each chart.

On average, the KCVB receives around 8600 visitors per year who actually walk into the building. As the chart above indicates, building visitation increases significantly in the summer and fall months. Average visitation for summer months (June–September) is 1508/month whereas average visitation for winter months (October–May) is only 284\(^3\) per month. Personal conversations with the staff suggested that winter visitors to the area “already know what they want; they have their maps, so they don’t visit the building”.

3. Winter averages are calculated without 2010 as data was only available through September 2010
A summary of phone calls to the CVB 800 number tells a somewhat different story. On average, the KCVB receives about 4,044 calls per year on their Watts or 800 phone line. Across the year, this averages about 163/month during the summer months (June-Sept) and 419/month during winter months (Oct-May).

The KCVB also manages two different sections of their website; one for more general inquiries (chart below) and one for trail conditions specifically (chart on next page).
In general, website hits increased from a total of 119,131 in 2005 to 233,572 in 2007 probably following the national trend of increased tourism planning on the web. In recent years however, those hits have declined to 222,354 in 2008 and 105,826 in 2009. The economy and recession might explain part of this decline although in addition, the CVB has changed its website tracking over that same time period. Gaps in the data and irregular recording explain some of the erratic data. The chart above however, does show fairly consistent website hits for general information across the year, compared to trail condition-specific hits (chart below).

This chart shows website use for trail conditions heavier in the winter months than the summer months – just the reverse of the actual building visitation chart above. Using the most complete data from 2005, 2006, and 2007, average monthly hits during the summer are about 1000, whereas they triple in the winter to an average monthly of about 3416 hits. Average annual hits across the entire year are 31,357 (using 2005-2007 data). Again, anomalies in record-keeping rendered inconsistent data for 2008-2010.

Analysis

Although summer months show a peak in personal visits to the Keweenaw CVB office, winter months show a peak in web inquiries about trail conditions and phone calls (presumably about the same topics). Web inquiries for general information however, are fairly consistent year round. This, and anecdotal information from CVB staff, suggests year-round visitation and recreation in the Keweenaw. Byway planning considers year-round experiences on the Byway but recognizes that winter and summer visitors may be different in their need for information and their sources of information about opportunities on the Peninsula.
B. Fort Wilkins and McLain State Park Visitor Data

The two charts in this section summarize visitation to two State Park units in the Byway region. The first chart below shows visitation to Fort Wilkins, a popular historic site at the tip of the Keweenaw.

On average, Fort Wilkins receives 112,485 visitors per year when averaged across the last six years. The year 2004 showed a highest annual visitation of the six years at 147,288 visitors, compared to the lowest average total of the past six years at 92,711 in 2008. In 2009, annual visitation rebounded to 100,891.

When segregated by summer and winter visitation, average summer visitation across the last six years was 24,433 per month (June through September), compared to average winter visitation of 1,843 (October through May). These winter visitation calculations include shoulder month visitation for both October and May which can be higher due to spring and fall seasonal visits.

By comparison, the chart below shows annual visitation to Fort McLain State Park, a popular outdoor recreation area on Lake Superior in the southwest section of the Keweenaw.

McLain State Park receives an average annual visitation of 159,591 when averaged across the last six years. The lowest of the past six years was 2006 when McLain received an annual visitation of 146,617. The highest was in 2004 with 177,612 annual visitors.
When segregated by summer and winter visitation, average summer visitation at McLain across the last six years is 33,804 per month (June through September), compared to average winter visitation of 3,406 per month (October through May). The same months were used to calculate summer and winter averages so the winter average also includes the shoulder seasons of May and October.

Analysis

State Park data reinforces the notion of high outdoor recreation visitation on the Keweenaw in the summer months. Although these Parks are open and experience some visitation in the winter months, that visitation is significantly lower due to the nature of the experience at these Parks. McLain State Park sees approximately twice as many winter visitors as Fort Wilkins (3,406 vs. 1,843 on average per month), likely because Fort Wilkins is more a museum-park than an outdoor recreation park. This interpretive plan considers visitors to both locations in planning interpretive opportunities – particularly in integrating or complementing the stories already told in these areas. For example, Native American exploration for copper and early copper mining stories are best told near Fort Wilkins. Whereas, natural history stories, perhaps about Lake Superior, logging, and local ecology are best told near McLain.
C. Michigan State Comprehensive Outdoor Recreation Visitor Data


Recognizing that many visitors to the Keweenaw visit the area because of outdoor recreation, both summer and winter, SCORP data is useful for understanding statewide recreation use, visitor demographics, and outdoor recreation trends for Michigan. Although the SCORP plan contains a great deal of information about the state’s existing natural resources, the summaries presented below summarize select visitor data that are most relevant to this Byway planning process.

- Walking is the most popular outdoor recreation activity for Michiganders. Relaxing outdoors and fishing are also very popular outdoor activities, followed by driving for pleasure, swimming, biking, camping, and hunting.
- Although, only about 13% of Michigan residents pursue snowmobiling as an outdoor activity, this sport has varied in popularity over the years. Snowmobiling was at an all time high in the 1979-80 winter season with 467,000 registered snowmobilers. Popularity dropped to a low in the 1985-86 winter season of 118,000 snowmobilers, and has rebounded to a current level (2006-07) of about 279,000 registered snowmobilers.
- Day use of Michigan State Parks has declined slightly between 1994 (19.5 million visits) and 2006 (17.8 million visits), but camping in state parks has remained fairly steady over that same period at about 4.5-5 million visits.
- The five-county area of the western Upper Peninsula (Baraga, Gobec, Houghton, Iron, and Keweenaw) has the highest ratio of park land to population – about 633 acres per 1,000 people.

Analysis

The SCORP data presented here reflects statewide trends for outdoor recreation and thus should be considered carefully. The data does suggest that walking, snowmobiling, and driving for pleasure are popular statewide activities and can probably be assumed to be popular on the Keweenaw, especially in context with other data provided in this section. Perhaps the unique finding is that the Keweenaw has a high ratio of natural areas and open space set aside as parks. As the front-end evaluation also suggests (section 3.2), these natural areas are one of the major draws for visitation to this area. Planning for Byway interpretation should not underestimate this fact and may want to devote some attention to how these outdoor, nature leisure opportunities benefit us all and should be protected for future generations.

D. Keweenaw and Houghton County Census Data

In 2010, Wells Resources requested an aggregate socio-economic profile for Keweenaw and Houghton counties from Headwaters Economics (www.headwaterseconomics.org), a social science research
firm. These profiles are run with Bureau of Census data for the most recent years. Below, select data from this profile, relevant to this planning process, is provided. All data are presented as aggregate data for the two counties.

- **Population:** On average, over the last 34 years (since 1974) the annual population growth rate of for these two counties has been 0.1% which is lower than the Nation (~0.9%) for that same time period. The 2004 population for these counties was 37,907.

- **Demographics:** The population of these two counties has gotten older since 1990. The median age in 2000 was 35 years, up from 32 years a decade earlier, and compared to 37 years for counties averaged nationwide. Median age for females (39 years) is higher than for males (30 years). The fastest growing age group, in this same decade, is citizens 45-49 years.

- **Income:** Household income for 56% of the households in these two counties is less than $15,000/year. In 2004 average earnings per job for these two counties was $29,294, which was lower than the State ($46,472) and the Nation ($44,503) but which compares almost equally to counties averaged nationwide ($29,335). The ratio of rich/poor households (# of households making under $30K/year for every household making over $100K) is 11.6% compared to the U.S. mean for counties of 8.7%.

- **Industry Growth:** The employment category with the greatest share of the total was services which grew from 27% in 1977 to 34% in 1997. Over this same time period, the category whose share of total shrunk the most was retail. That total changed from 37% of total in 1977 to 29% of total in 1997.

- **Businesses by Size:** In 2004, 89% of the firms in these two counties had less than 20 employees. Small businesses (1-4 employees) have constituted approximately 60% of all firms between 1977 and 2004.

### Analysis

Because local residents are a predominate audience for this Byway (see Front-end evaluation findings – Section 3.2 and as a Supplement to this Plan), regional demographics for these residents are useful. Whereas the population in this two-county region has not grown significantly, the increasing median age suggests that people are spending their lives there. The lower average household income reflects the enduring modest incomes of residents in this area. Industry statistics seem to reflect the growth of the service industry, the shrinking of the retail industry, and perhaps even the growth in small businesses. Tourism to this area seems to buttress the economy. This interpretive plan has the potential to stimulate the tourist market on the Peninsula by providing opportunities for local residents. Linking Byway activities like dining, lodging, recreation, shopping to the local communities will bring tourist dollars into the area. This is one of the hallmarks of this plan.

### E. KNHP Visitor Study

In 2004, a visitor studies project was conducted for Keweenaw National Historical Park (KNHP) as part of ongoing, systematic social science research by the National Park Service that aims to capture important visitor data for National Parks around the country.

A total of 565 questionnaires were distributed to visitor groups to KNHP during one week in summer 2004. A total of 403 surveys (71% response rate) were returned. Two thirds (67%) of the surveys were conducted at nearby State Parks (Fort Wilkins,
Porcupine Mountains, and McLain) and Quincy Mine. The remaining surveys were conducted at select Cooperating Sites and community locations (e.g., Keweenaw Tourism Council, Delaware Copper Mine, Calumet Theater, Houghton County Historical Museum, Coppertown, Eagle Harbor, Seaman Museum at MTU, and Laurium Manor Inn).

Summary results from this visitor project including the following:

- **Group size:** 34% of visitor groups were two people; 32% were groups of three or four people. 68% were family groups.
- **Ages:** 57% were ages 36-70; 24% were 15 years or younger.
- **Residence:** Most visitors were from Michigan (55%) and Wisconsin (16%). Additional visitors came from 29 other states and DC.
- **Information Sources:** Visitors received information about the Park through previous visits (41%), friends/relatives/word of mouth (36%), and maps/brochures (34%). A total of 28% of visitor groups lived in the local area which is how they knew about the Park.
- **Accessing the Keweenaw:** For the most part, visitor groups arrived at the Keweenaw on US-41, although some arrived via M-26 and to a lesser extent M-203.
- **Reasons for visiting:** For a third of the groups (32%), seeing natural resources/scenic beauty was their primary reason for visiting. Other reasons for visiting included participating in recreation (22%), friends and relatives (17%), learn about copper history (5%) and KNHP (4%).
- **Activities:** The most common activities while visiting were historic sites/ruins (58%), gift shops at NPS Cooperating Sites (53%), lighthouses (47%), hiking (47%), picnicking (37%), taking a Quincy Mine tour (36%), wildlife watching/birding (34%), and camping (32%).
- **Money spent:** The average group expenditure for KNHP and the 17 Cooperating Sites was $365. The median visitor group expenditures was $51; the average per capita expenditure was $189.
- **Interest in Cooperating Sites:** For a future visit, 39% of visiting groups would be willing to pay $20/adult for a combined ticket to visit up to five cooperating sites; 80% would be willing to pay that price to visit the five cooperating sites in the Quincy and Calumet units; and 41% would be interested in a combined ticket for all 17 cooperating sites.
- **Park Services and Facilities:** The most used facilities by visiting groups included the Park map (77%), parking (74%), Park directional signs (70%), and trails (60%). Over 60% of visitor groups rated the Park brochure/map and Park directional signs as extremely important. The most frequently mentioned open-ended idea about additional Park services and facilities was for better road signs (n=14).
- **Interpretive Programs and Services:** The most desirable programs/services included self-guided tours (62%); travel guides/tour books (54%), Ranger-led programs (47%), and road/trail side exhibits (44%). From the open-ended comments, the second most frequently mentioned idea (second to more advertising about the Park) was for one complete map showing all cooperating sites (n=9).
- **Disabilities:** Nine percent of all visitor groups had members with some disability; 85% of those were mobility disabilities, although other disabilities included hearing (12%), visual (9%), learning (6%), and mental (6%). Most visitor groups (53%; n=18) did not have any issue with accessibility issue, but 47% (n=16) did.

The full report containing complete results of this social science project can be found at [http://psu.uidaho.edu/files/vsp/reports/158_Kewe_rept.pdf](http://psu.uidaho.edu/files/vsp/reports/158_Kewe_rept.pdf).
Analysis

There seems to be considerable disparity between the reasons for visiting and the activities of visitors. For example, only 5% mention learning about copper as a reason for their visit; yet 36% take a Quincy Mine tour. This confirms the front-end evaluation finding (Section 3.2) in which 18% of respondents indicated scenic beauty as their primary reason for visiting and only 5% chose history. Yet, 21% of area visitors and 25% of local residents identified walking around historic sites as the activity they most likely seek in the Keweenaw. If, when visitors come to the Keweenaw they are drawn into activities they had not planned, this potential should be addressed in planning Byway experiences.

The interest in Heritage Sites and combined admission was raised in front-end focus groups as well as in the KNHP study. This suggests that strong consideration should be given to exploring options for some type(s) of bundled admission.

Other information here complements the information found in the front-end evaluation done for this plan (Section 3.2). For example, in terms of interpretive programs and services, focus groups also underscored an interest in self-guided (and personalized/customized) tours as well as road and trailside interpretive signage. In addition, focus group participants and survey respondents expressed considerable interest in a travel portfolio, which may be a versatile and sustainable way to meet the need for travel guides/tour books mentioned in the KNHP study.
F. Keweenaw Marketing Study

In 2009, WUPPDR contracted with Boomerang Marketing to develop a marketing strategy for two Upper Peninsula Heritage Trails – Copper Country Trail and Iron County Heritage Trail. The goals of this report entitled, Western U.P. Heritage Routes Collaborative Marketing Strategy: An Analysis of Visitor Markets of Copper Country Trail and Iron County Heritage Trail Communities, were to help these heritage routes attract and retain visitors to their respective areas, to provide a basis for future communication plans and/or marketing campaigns, and to support other heritage route planning efforts.

The process for the work involved, (a) an initial stakeholder workshop, (b) a strengths, weaknesses, opportunities, threats (SWOT) analysis, and (c) secondary data analysis of existing marketing studies, websites and zip codes captured from commercial entities, events and convention and visitor bureaus in the area, so that a Claritas PRIZM cluster analysis might reveal visitor profiles for each of the heritage route areas. The project report is not a marketing or communications plan but rather, a description of visitor profiles that resulted from the secondary zip code and household data analysis.

The Claritas PRIZM profile system clusters existing visitors into 14 different broad groups (3 urban, 4 suburban, 3 moderate city, and 4 town and country) which can then be sub-divided into a total of 66 different segments. For Copper Country Heritage Route, the following briefly describes the pertinent visitor groups and segments (all in the town and country groups). The full report should be consulted for additional detail.

Landed Gentry
• Big Fish, Small Pond – older, upper-class, college-educated professionals; often leaders in their small town communities; upscale, empty nesters who enjoy the trappings of success, belong to country clubs, and spend freely on computer technology.
• Fast Track Families – upper-middle-class incomes, numerous children, and spacious homes; educated with disposable income; they purchase latest technology and take advantage of rustic locales for camping, boating, and fishing.
• Country Casuals – laid-back, middle-age, upper-middle-class who have started to empty nest; households boast of two earners in well-paid white- or blue-collar jobs or small businesses; these baby boomer couples have disposable income and enjoy traveling and going out to eat.

Country Comfort
• Greenbelt Sports – middle-class exurban couples known for their active lifestyle; middle age, married, college educated folks who own new homes; some have children; high rates of pursuing skiing, canoeing, backpacking, boating, and mountain biking.
• Traditional Times – small-town couples; typically in their fifties and sixties and nearing retirement; they are big travelers, especially in recreational vehicles and campers; they pursue a granola-and-grits lifestyle.
• New Homesteaders – young, middle-class families seeing to escape suburban sprawl; they live in small townships and hold decent paying jobs in white collar and service industries; they have dual-incomes which affords a comfortable, child-centered lifestyle.
• Big Sky Families – young rural families scattered in placid towns across America’s heartland; young, rural families who have turned high school educations and blue-collar jobs into busy, middle-class lifestyles; they like to play sports, go fishing and hunting, and buy sporting equipment.
• Mayberry-ville – middle-class couples and families who live an old-fashioned lifestyle; they have lucrative blue-collar jobs and modestly priced housing; they use their discretionary cash to buy boats, campers, motorcycles, and pick-up trucks to enjoy hunting and fishing.

Middle America
• Simple Pleasures – mostly over 65 years old; lead mostly retirement lifestyle in lower to middle-class, moderately-priced homes; many are high-school educated who held blue-collar jobs before retirement; many are members of veterans clubs.
• Heartlanders – small middle-age families and empty-nesting couples with working-class jobs who live in sturdy, unpretentious homes; they pursue rustic lifestyle where hunting, fishing, camping, and boating are primary leisure activities.
• Blue Highways – lower-middle-class couples and families who live in isolated towns and farmsteads; mostly baby boomers where the men like to hunt and fish; women enjoy crafts and sewing.

Analysis
Although this study was not a marketing plan per se, the audience segment analysis sheds some light on possible visitor groups to the Keweenaw. According to the PRIZM program, all segments identified in the study belonged to the “Town and Country” group which suggests that most visitors will be from smaller, rural areas of Michigan and Wisconsin.

The recreation preferences of many of the segments revealed in this study include camping, fishing, boating, and other active outdoor recreation – in both summer and winter. One implication for CCTNB is that visitors may come to the area for outdoor recreation and will have to be pulled into the historic aspects of the Byway by word of mouth or Byway marketing. However, because it is virtually impossible to pursue outdoor recreation in the Keweenaw and not encounter the Byway, luring these travelers into Byway activities and sites should not be difficult. Byway information should be made readily available at sporting good shops and at hub locations where outdoor recreationists find food, lodging, and vehicle services. Furthermore, as part of luring recreationists to the Byway, recreationists should be encouraged to slow down and spend more time and/or return to spend more time leisurely enjoying the Byway network.

The mean incomes of the visitor segments of this study range from $40,000 to over $85,000 per year. This may indicate that for some, costs associated with Byway provisions (e.g., travel information and maps, interpretive tours, admissions/tickets to sites) will not be a problem, but for others may be a discretionary expense. To ensure that all travelers can fairly access and participate in Byway activities, pricing of items, admissions, and information should be kept reasonable, and to the degree possible, joint ticketing or passport programs between Byway partner organizations should be pursued.

Finally, as this marketing research suggests, eventually the Byway may want to consider expanding its marketing and advertising to urban and suburban centers of Michigan, Wisconsin, and, depending on early visitation, perhaps beyond the Midwest to increase the reach beyond “town and country” populations.
3.2. Front-end Evaluation Summary Results (Primary Data)

In August, 2010 a front-end evaluation was conducted on-site to explore general perceptions about the Byway and expectations for associated interpretive media. A three-part methodology of interviews, surveys, and focus groups was used with both residents of the Keweenaw and out-of-town visitors to the area. Findings from this evaluation are summarized below. The full front-end evaluation report is included as a Supplement to this Plan.

Respondents by Method
- Interviews: 11 local residents + 6 visitors
- Surveys: 28 local residents + 35 visitors
- Focus Groups: 17 local residents

Distinctions Between Visitor Groups (Byway Travelers)
- Out-of-town visitors are inclined to be repeat visitors, with 2/3 having visited previously and 1/3 having made 10 or more visits to the Keweenaw. This suggests that the interpretive plan should include some type of frequent visitor incentives. Approximately half of adult visitors are under 60 and half are over 60, making senior travelers a primary audience. Interestingly, only 5% of those over 60 self-identify as retirees.
- Local residents tend to be long-term residents of the Keweenaw, with almost 60% having lived there for more than 20 years and another 20% for 8-20 years. Of those who participated in the study, the majority (80%) live there year round, with only 12% spending 6 months or less in the area. The high percentage of long-term residents contributes to the character of the area and suggests that locals have much to contribute to the interpretation of the Copper Country.

After all data were reviewed, six major categories emerged that have implications for this interpretive master plan.

1. Travel Experiences of Area Visitors and Local Residents

Travel planning tools are quite consistent between area visitors and local residents; both chose printed maps as the preferred wayfinding aid, with GPS devices second. The two groups were also similar in terms of how they chose to spend their time and energy. Participating in recreational activities ranked highest for both groups and learning new things ranked second. Exploring dining and lodging options received 5% of responses from both groups, suggesting a real interest in good food. Since local eateries, ethnic specialties, berry picking, and other Keweenaw food traditions are of special interest to visitors and locals alike, this thread may be woven throughout Byway interpretation.
Visitors and locals both mentioned berry picking, beach combing, and agate hunting as favorite Keweenaw experiences. Because these types of “hunting and gathering” activities would appeal to travelers with a variety of interests, the interpretive plan should include recommended locations, as well as guidelines for good stewardship of resources in those areas. Focus group participants also mentioned night skies and evening features such as sunset watching, stargazing, Northern Lights, and meteor showers as unique Keweenaw experiences. Since there is so little light pollution on the peninsula, the interpretive plan could encourage travelers to focus on the night skies and the travel portfolio might include a lunar calendar and/or star charts in printed and electronic form.

To experience as much of the Keweenaw as possible, travelers should be encouraged to explore the network of roadways, for example, taking one route to Copper Harbor and returning by another route. Other options include the waterfront routes of M-26 that go through Lake Linden on the southeast side of the peninsula or Eagle Harbor and Eagle River on the northwest. The Bete Grise Road (Gay-LacLaBelle Loop) was mentioned so frequently by local residents that it was added to the network of Byway roads. To make travel more enjoyable, local residents suggested letting Byway travelers know that there are many things to see and do off of US-41, in Calumet, and in smaller towns along the Byway. The interpretive master plan should put as much emphasis on sites located along the spur routes as on those located along US-41. Consideration should be given to the idea of creating two hubs, one at each end of the CCTNB. Calumet/Laurium is an area with several sites, which may suggest one hub for Byway experiences; Copper Harbor is another potential hub.
Since nearly a third of the area visitors mentioned time spent with family and friends as favorite memories the interpretive master plan should recommend a variety of ways to cultivate group experiences and record shared memories. Because different people experience the same place in different ways, multiple perspectives could add to the richness of the collective travel experience.

In terms of the long-term effects of a trip to the Keweenaw, three perspectives emerged: contrasting life then and now, leading to an increased appreciation of the present; the importance of preserving nature; and living a simpler, more relaxed life. These concepts should be woven into the stories and perspectives of the interpretive master plan.

In terms of depth of experience, more than half of visitors have only a couple days to spend on the Keweenaw and want to see the high points. Those with more time to spend want to get a broad sampling of Copper Country experiences. This general preference for breadth over depth of experience suggests that the interpretive plan should focus on the highlights in a broad sampling of topics from which visitors can choose.

2. Use of Technology by Visitors and Locals

Area visitors and local residents alike use a variety of resources to plan their travel: web searches, maps, word of mouth, and printed materials. The interpretive plan needs to incorporate and accommodate both print and electronic media. It should include a proactive technology policy to help travelers know what to expect in various locations. Lack of cell phone coverage is a concern for area visitors and local residents alike, and while this issue is beyond the scope of this interpretive planning process, the plan should include considerations and projections about cell phone and internet access across the northern portions of the CCTNB so that visitors can plan accordingly. Maps should include areas where there is no cell phone coverage, with this information continually updated online as coverage expands.

Neither area visitors nor local residents were interested in technology for technology’s sake; but most recognized that technology holds both advantages and disadvantages of technology for the Byway. Among the advantages are that it allows spontaneity and flexibility in planning activities and adapting them to personal preferences and schedules. It also provides a safety net in the event that an accident should occur or someone should get lost. On the other hand, technology can distract from a true feeling of “getting away” to vacation and spend time with friends and family. In any case, given the increased use of personal technology, it should figure prominently in the interpretive master plan, perhaps in the form of a technology philosophy so that all heritage partners share a cohesive
approach to technology along the Byway. Also, given the consensus that Facebook and YouTube are the most widely used social networking sites, the CCTNB may want to create a community page and perhaps provide an online location to post CCTNB photos and videos.

Focus groups included animated discussions about geo-caching. In August 2010 there were 65 caches on the Keweenaw, including six in Laurium. Some Keweenaw County organizations are considering adding caches of their own based on consideration of the pros (i.e., it’s a good way to cross-promote sites if there was a common website for organizations located along the Byway; it’s something fun to do with the kids; it creates an opportunity to locate sites at places you want visitors to see) and cons (i.e., it needs to be managed or you wind up with piles of junk; access to sites needs to be controlled; people may focus on the quest rather than the experience of nature). In the event that several organizations decide to pursue geo-caching this should be considered in the interpretive master plan.

3. Copper Country Stories and Perspectives

The Copper Country story is so broad and pervasive that it is not one, but many stories, which can be approached from a variety of perspectives or lenses through which travelers can relate to content. The stories most frequently mentioned by visitors include mining, folklore/social history and geology. When probed about other stories related to natural history, cultural history or socio-cultural ideas, they mentioned wildlife, American Indians, Fort Wilkins and Laurium Manor Inn. There was considerable consensus between visitors and locals on the most interesting perspectives that can be taken in exploring the Keweenaw. Recreationist was the first choice for both groups of respondents, followed by Heritage Tourist. The perspectives of Geologist, Naturalist, Industrial Archaeologist, and Artist also ranked high with both groups. There was some support by both sets of respondents for Genealogy (supported also by other documentation and anecdotal evidence). All of these perspectives should be addressed in the development of themes and sub-themes.

Given a list of potential stories that had been recommended by the CCTNB Interpretive Committee, the most popular were climate (snow), copper mining and diverse population, immigration and migration, and geology (native copper). The next most popular stories include: Keweenaw as the world’s largest source of pure copper, lighthouses, copper and the industrial revolution, and the continuing copper story today. Additional stories offered by locals revolve around copper and the eastern cities, the local timber industry, Lake Superior and the fishing industry.
Focus group participants suggested other Keweenaw stories, many of which relate to the history in terms of mining, transportation, social history, Native American history, Finnish history, and ethnic history in general. Other suggestions relate to the environment—the purity of the air and water, the relationship between the natural and built environment, and the ties between nature and culture. Adopting a “then and now” approach may be appealing and relevant to several of the themes in the interpretive master plan.

In one focus group there was an animated discussion about the different associations of “Keweenaw County” and “Copper Country.” One person pointed out that there are several areas in the country referred to as Copper Country, but there is only one Keweenaw County. The Ojibwa word for crossing place, Keweenaw incorporates geology, the lake, and culture. Copper Country is seen by some as exploitive of the land and the focus on copper doesn’t suggest recreational interests such as sightseeing and hiking. These concepts and local vernacular language should be considered in the interpretive plan.

4. CCT Travel Portfolio

All area visitors and the majority of local residents expressed interest in some type of travel portfolio that would enable travelers to plan trips and tailor them to their individual preferences, motivations, and expectations. The formative evaluation may incorporate further exploration of how such a portfolio could best serve local residents and their guests, as well as area visitors.

There was also a high degree of consensus between area visitors and local residents in terms of the format and contents they’d find useful in a portfolio. For example,

- **The portfolio as an organizer.** To avoid having rack cards all over the car, the portfolio could have slots to organize cards, perhaps in a large, multi-fold format that would open up so travelers could arrange different sites according to what they plan to do each day. The portfolio could be organized in any number of ways—by categories, such as Commercial (restaurants, gift shops, hotels, campgrounds), Scenic Beauty, Active Recreation, and Historic Sites or by themes, such as Copper Mining, Natural History, Local Economy, Communities of the Keweenaw, and Machines at Work. In any case, the portfolio should include a dining section that features local restaurants, menus and hours of operation. The overall goal is to create intersections between unique Keweenaw experiences and the interests of area visitors and local residents.

- **The portfolio as a planner or planning aid.** Travelers could tailor their own Keweenaw experience based on personal interests and time available using some type of “Design-a-Trip” format that would be versatile enough to allow area visitors (or locals who are guiding them) to create trips for the number of days they have in the area depending on interests, preferences, and activity levels. For example, those who want to focus on outdoor activities might collect information on hiking trails, biking trails, and swimming beaches and arrange them according to daily activities. There could also be suggested itineraries for 1-, 2-, or 3-day trips for different interests and activity levels.

- **The portfolio as a teaching/learning tool.** Focus group participants expressed a strong interest in sustainability, which is consistent with locally-held values around the natural beauty of the Keweenaw. If select travel information were available online, travelers would have the option of searching electronic documents and printing only those that are of interest, either at home or at kiosks along the Byway that would provide travelers with Internet access and printers.
• **The portfolio as a scrapbook (or trip memento).**

There was consensus between area visitors and local residents on the appearance of the portfolio. It needs to be classy, credible (“official-looking”) and collectible, but also affordable, sustainable, flexible, and timeless enough to accommodate sites and businesses that will come and go. Travelers might be willing to pay a modest amount for a nice portfolio to hold rack cards and other materials collected on their trip. While collecting information, the portfolio would serve as their “tour guide” and, after their trip, it would serve as a memento of their Keweenaw travels. The portfolio should incorporate ways for travelers to add their own memories and reflections through journal entries, sketches, and photographs. The portfolio should be attractive, easily portable, and durable so users can carry it with them during their travels and keep it as a memento of the trip upon their return.

A suggestion to provide access to all sites in the counties should be explored, perhaps as part of the travel portfolio. Given the disparity in admission prices (as high as $13 at some sites and as low as $1 at others) KNHP and State Park sites may not wish to participate. If there’s interest among several sites and if the challenges of sharing revenues equitably could be resolved, several pricing options could be explored (e.g., a single admission for 2-4/5-7/8-10 sites and a single price for unlimited 1-day/2-day/1-week access).

All respondents expressed a moderate level of interest in some type of frequent traveler program, such as, (a) a passport that might encourage locals to “Be a tourist in your hometown” by offering coupons, free children’s admission, and punch cards that could be redeemed for a CCTNB token, and/or (b) a series of Keweenaw stamps that might encourage area visitors and local residents to visit a suite of sites along the Byway. Pins are also popular and readily available; some Keweenaw sites already have them. Another frequent traveler incentive might be a “Copper Key Award”.

### 5. Signage

Area visitors and local residents were asked to complete a card sort that asked them to rank examples of four categories of signs: organizers, interpretive signs, maps, and destination signs. Here again, there was a fair amount of consensus between the two groups on the top choices and implications for design and content.

- **Organizers** can include a significant amount of text in addition to maps.
- **Interpretive signs** should incorporate photos, graphics, and a minimal amount of text, perhaps tiered.
- **Maps** with a “zoomed in” perspective on the Keweenaw are helpful.
- **Destination signs** should convey the feel of the area through rustic elements such as field stone and stained timbers.

Because there are so many site and trail signs in Keweenaw County, wayshowing signs need to be unique. Readability, simplicity, and contrast are key because travelers have to be able to take in a sign in 2-3 seconds while driving at 55-60 mph. Wayshowing signs also need to be intuitive in order to make sense to the average viewer; have a simple design incorporating pictures and not too much information; and be readable, which requires a legible font with upper and lower case letters.

Given the long distances between destinations and signs there is a real need for “confidence markers,” a type of signage that would a) be immediately recognizable as part of CCTNB, and b) identify specific sites along the Byway. These signs must be distinctive enough to catch peoples’ eyes and let them know they’re on the right track, something that is particularly important when there are great distances between intersections.
Categorizing signage for the Byway will be important to enable clear and simple wayfinding. This may involve collaboration with MDOT and/or KNHP to understand their current and planned sign conventions, and to consider some type of consolidation. Efforts to increase collaboration and reduce redundancies suggest a “sign diet” that would reduce the number of signs in some places as well as a “media diet” that would consolidate marketing materials.

Graphic design of Byway signage will need to borrow from the current “sense of place” while at the same time differentiating itself from other signage to best showcase Byway features. Designs, logos, materials, and location of all signs should be formatively evaluated during this planning process prior to all final decisions about Byway signage. CCTNB signage needs to strike a balance between the uniqueness of the area and the qualities that tourists expect.

6. Collaboration, Cooperation, and Communication

The challenges and potential benefits of collaboration was a recurring theme in local interviews and focus group discussions. In discussing the possibility of keying all sites to a single map, one focus group participant observed that perhaps it would require a level of coordination among sites and agencies that has never existed before. Another summed up the challenges and benefits by saying, “Houghton and Hancock and Calumet all advertise separately as if they were 37 miles apart. It’s overwhelming. You’re asked to choose. It
would benefit everyone if you got together and asked people to come up through the whole roadway.” Identifying areas of common concern and mutual benefit will help to convince all businesses and organizations of the benefits of rallying behind a single concept such as the Byway. The interpretive plan should clarify land use designations and agencies (e.g., Heritage Route, Byway Route, KNHP Heritage partners/sites).

Local resident interviewees felt that increased tourism, economic stimulation, and appreciation of historic and natural resources were all opportunities provided by the Byway. They suggested several ideas for encouraging collaboration among Byway area entities: networking, coordinated communications and media, and active education of and engagement by locals through meetings, forums, community dialogues. In addition to building consensus, collaboration would have the benefits of a coordinated message and economies of scale.

Focus group participants ranked three key benefits of collaboration:
• Provide a unified and integrated story of the “place”;
• Bring cohesiveness to the regional story by coordinating interpretive stories and approaches of multiple organizations;
• Create a long-range plan to protect the quality of life.

They also noted other benefits, including: developing the tourism industry will make it possible for young people to stay and raise their families; the same things that appeal to tourists also appeal to young professionals targeted by economic development initiatives such as the SmartZone; CCTNB can make heritage more relevant to locals as well as tourists; collaborative planning can strike a balance between stimulating the economy and preserving the quality of life; establishing oversight can control quality and protect the visual and natural environment.

Increased communication and collaboration among internal stakeholders may well be one of the most valuable dividends of this planning process. Focus group participants expressed appreciation for the fact that they were recognized as audience and as advisor. Front-end evaluation has shown that the plan will serve different purposes for local residents and area visitors, both of whom should be served by the plan.
Section 4. Interpretive Themes and Visitor Experiences

Based on the inventory and analysis presented in the previous sections, this section proposes a project vision followed by themes, sub-themes, visitor experiences, and philosophies for planning.

4.1. Project Vision and Traveler Goals

At the broadest level, the big idea or vision for this project is,

Copper Country Trail National Byway, an interpretive auto/vehicle trail, focuses on the natural, cultural, and scenic values of the Keweenaw Peninsula in travelers to explore, reflect, understand, and value the richness and integration of geography, copper mining, people, and environment.

More specifically, the goals for the project are that travelers to the CCTNB are afforded a stimulating and engaging opportunity to,

• explore the environment as both a productive (i.e., mining, timber) and restorative (i.e. recreation, scenic) resource, and get to know the people as a living spectrum of cultural diversity;
• understand the balance of innovation, progress, and sustainability as manifest along the Byway;
• reflect on the remnants of the past as a mirror for our own lives in today’s world;
• value the natural and cultural resources of the region by demonstrating and fostering stewardship behaviors.

4.2. Themes and Compelling Stories

Theme statements capture the unique characteristics and intrinsic qualities of the region. They answer questions such as: What makes this Byway distinctive? Where is the interface between ecology and economy? What are the legacies of copper mining in this area? What character strengths typify Keweenaw residents then and now?

What are the hallmarks of the Keweenaw lifestyle? How have engineering and technology combined with ingenuity and perseverance in this rugged environment? Why should people care about this place? Themes are complete statements that help focus the Byway’s eventual products and services.

The Overarching Theme describes the broad focus of this project and serves as a unifying story to which all sub-themes and content will eventually tier. The overarching theme is
The Keweenaw is a rich mosaic of industry, culture, economy, politics, and the environment that continually evolves with time. Copper Country Trail National Byway is a lens through which we can glimpse the past, present and future of this place and ourselves.

The following sub-themes or compelling stories further elaborate this overarching theme and provide more detailed and specific focus for the interpretation.

- **Natural History and the Local Economy (Nature/Economy):** For centuries, the flora, fauna, ecology, geology, water, climate, and scenery have played and continue to play an essential role in the economy of the Keweenaw in both recreation and industry.

- **Copper Mining (Mining):** The role of pure copper and copper mining, from early Native American cultures to the industrial mining of the 19th and 20th centuries, is the key legacy of the Keweenaw.

- **Communities of the Keweenaw (Community):** Keweenaw communities, both current and past, attest to the rich history of families, men, women, religion, social organizations, folkways, and connections to nature.

- **Machines at Work (Technology):** Engineering and technology for mining and forestry on the Keweenaw tell the story of ingenuity, perseverance, and enterprising spirit.

- **Lifestyles on the Keweenaw (Lifestyle):** The indigenous aspects of the Keweenaw, such as its remoteness, rocks, water, weather, and nature, nourish and sustain a lifestyle characterized by self-reliance, resilience, neighborliness, and pride.

For the purposes of this plan, these sub-themes integrate as shown below.
4.3. Traveler Experiences and Desired Traveler Outcomes

As this is the first Interpretive Master Plan for the CCTNB, recognizing and describing the experiences of residents and visitors to the area is important. As the Byway Resource Center suggests, a byway experience is more than simply following the Byway and visiting the sites along the way. A byway experience begins at home with decisions and planning about where and when to go. It continues on-site, with both wayshowing and content opportunities, and finally, concludes at home with recall and reflection. Diagram 1 below maps travelers’ experiences at various stages of a byway experience.

**Diagram 1: CCTNB Experience**

**Pre-Visit (Decisions and Planning)**

**Decisions:** Where can I take my friends or family for an adventure? Why should I choose the Byway over other leisure options? What value will a Byway adventure have for me/us?

**Planning:** How do I reach the Byway? Once I get there, how do I find my way around? What is there to do or see on the Byway? What activities, programs, opportunities best fit my group’s interests and abilities? How much will it cost (time and money)??

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**On-Site (Orientation and Wayfinding)**

**Driving and Parking:** What are the road conditions? Where can I park my car, trailer, motor coach, bike or other vehicle? Where can I turn around?

**Entrance:** Where do I enter the Byway? How do I know that I’ve arrived? How will I know when I’ve reached the end?

**Wayfinding:** Where do I go now? How do I stay on the route? Where are the bathrooms, food, rest areas, lodging, gasoline, and other services along the Byway?

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**On-Site (Byway Experiences)**

**Choices:** What can I do here? What are my choices? What are the stories, topics, ideas, activities, attractions, or opportunities relevant or interesting to me and my group? How do I find the attractions I want to visit?

**Self-Guided Activities:** Why is this place unique/special? How can I choose the activities that are most interesting/most fun for me and my group? What about this place inspiring and relevant? Can I read, see, hear the information? Is there anything that is confusing or frustrating? Where do I go for more information?

**Shopping/Souvenir Experience:** Are there shopping/souvenir experiences here? Can I find what I want? What can I take home (tangible or intangible) that will extend my experience?

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**Post-Visit (Reflection and Sharing)**

**Immediately:** Was it worth it? Am I satisfied? Was it fun? Would I return – how soon? How often? Will I recommend this experience to others? What will I tell them? How will I build on what I saw/learned/did here?

**Ultimately:** What do I remember? What did I learn? How have I changed? Is my family (or am I) happier, more inspired, more interested as a result of our trip? What will help me relive and remember this experience?
Since it is likely that some type of summative evaluation of the traveler experience will eventually be conducted to track and monitor the success of interpretive media and Byway initiatives, it will be important to identify traveler outcomes. Based on the traveler experience sequence above, the following desired outcomes are proposed.

**Awareness and Decision-Making**
- Travelers will easily locate information about the Byway (on the web and in printed materials).
- Travelers will understand their options for traveling to sites along the Byway and know how to access available on-site resources and experiences.

**Welcoming, Orientation, Wayfinding and Comfort**
- Travelers will feel welcomed and have a clear (and unambiguous) sense of arrival at the Byway.
- Travelers will feel excited and empowered about the options available to them for experiencing the Byway.
- Travelers will feel confident that they can orient themselves to the Byway and comfortably find their way around the Byway region.
- Travelers will feel comfortable throughout their visit, thanks to readily available creature comforts, e.g., restrooms, places to rest, purchase food/beverages, and places/people to answer their questions.

**The Story and its Cohesiveness On-site**
- Travelers will easily relate to a part (or several parts) of the region’s stories.
- Travelers will experience consistency across various sites in terms of the stories, how they are told (characters and voices), and the materials and media used to tell those stories.

**Discovery and Empowerment**
- Travelers will experience a sense of discovery and exploration while on-site (see the Vision for the Visitor Experience above).
- Travelers will feel empowered to take action based on what they learn along the Byway. These actions may include but are not limited to discussing Byway topics and ideas with others, further researching topics presented in the interpretive media, returning to the Byway.

**Satisfaction and Learning**
- Travelers will have exciting and personally meaningful experiences which may ultimately inspire them to return.
- Travelers will form a clearer, more meaningful relationship with the Byway region and its natural and cultural history.
- Travelers will feel that, if they share their sentiment with the Byway staff, their interests, opinions, and feelings are heard by the Byway Committee.

**Staying in touch**
- Travelers will want to share their Byway experiences with others and may encourage them to visit the Keweenaw.
- Travelers will return and may take advantage of opportunities to volunteer, donate, or in some way contribute to the preservation of the Byway and its regional resources.
Interpretive Recommendations
Section 5. Interpretive Recommendations

5.1 Introduction

Based on the inventory, analysis, themes and desired visitor experiences presented in previous sections of this plan, this section contains specific recommendations for interpretive media and services for the Byway. The chapter is organized into three major sections:

5.2. Terms and definitions used in making media recommendations;

5.3. Decision criteria for making final decisions, setting priorities, and sequencing deliverables;

5.4. Media recommendations (summarized in the table below).

Throughout, recommendations are presented in the order listed in the table below, and are coded for easy reference, where the letter refers to the type of deliverable (e.g., M=Maps) and the number indicates their sequence presented below. Priorities are presented on the following page.

<p>| Table 4. Summary of Interpretive Recommendations |</p>
<table>
<thead>
<tr>
<th>Recommendation Category and Specific Deliverable</th>
<th>Priority</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A. Byway Maps</strong></td>
<td></td>
</tr>
<tr>
<td>M1. Master Byway Map Design</td>
<td>1</td>
</tr>
<tr>
<td>a. Printed Map Formats</td>
<td>1</td>
</tr>
<tr>
<td>b. Interactive Map Format for the Web</td>
<td>2</td>
</tr>
<tr>
<td><strong>B. Gateway and Terminus to the Byway</strong></td>
<td></td>
</tr>
<tr>
<td>GT1. Gateway Sign</td>
<td>1</td>
</tr>
<tr>
<td>GT2. Gateway Park</td>
<td>1 &amp; 2</td>
</tr>
<tr>
<td>GT3. Terminus Park</td>
<td>2</td>
</tr>
<tr>
<td><strong>C. Signs and Turnouts</strong></td>
<td></td>
</tr>
<tr>
<td>S1. Confidence Markers</td>
<td>1</td>
</tr>
<tr>
<td>S2. Directional Signs</td>
<td></td>
</tr>
<tr>
<td>S3. Turnouts with Visitor Information Signs by Byway Segment</td>
<td>1 &amp; 2</td>
</tr>
<tr>
<td><strong>D. Travel Portfolio and Printed Interpretive Media</strong></td>
<td></td>
</tr>
<tr>
<td>P1. Travel Portfolio</td>
<td>1</td>
</tr>
<tr>
<td>P2. Self-Guided Brochures (8)</td>
<td>1</td>
</tr>
<tr>
<td>P3. Byway Ethic</td>
<td>1</td>
</tr>
<tr>
<td>P4. Place Names Guide</td>
<td>2</td>
</tr>
<tr>
<td>P5. Passport Stamps</td>
<td>2</td>
</tr>
<tr>
<td><strong>E. Collaboration and Training</strong></td>
<td></td>
</tr>
<tr>
<td>C1. Personal Interpretation Training</td>
<td>1</td>
</tr>
<tr>
<td>C2. Interpretive Media Training</td>
<td>2</td>
</tr>
<tr>
<td>C3. Small Museum Administration/Management Training</td>
<td>3</td>
</tr>
</tbody>
</table>
5.2 Terms and Definitions

Since this plan proposes a variety of interpretive media and services, the following definitions are provided to help clarify meanings throughout.

**Byway Artery** – Generally defined, artery refers to an important route in a system of roads. For this plan, the main artery of the CCTNB is US-41 from the Portage Lake Lift Bridge between the communities of Houghton and Hancock (Lift Bridge) to the terminus at Copper Harbor.

**Byway Segments** – Although US-41 is considered the main artery of the Byway, the full CCTNB is comprised of the following roadway segments (also see Map 1 in Section 2.2):

- Segment 1. Lower US-41 – Lift Bridge to (and including) Calumet Village
- Segment 2. Upper US-41 – Calumet to Copper Harbor (end of paved road)
- Segment 3. Lower M-26 – Lift Bridge to (and including Laurium through Dollar Bay, Tamarack City, Lake Linden to US-42 intersection at Laurium
- Segment 4. Upper M-26 – Phoenix Church to Copper Harbor through Eagle River and Eagle Harbor
- Segment 5. M-203 – Lift Bridge to Calumet via McLain State Park.
- Segment 6. Cliff Drive
- Segment 7. Brockway Mountain Drive.
- Segment 8. Gay-Lac LaBelle loop from Lake Linden through Gay to US-41 intersection near Delaware

**Gateway** – Generally defined, gateway refers to the means of access for entering an area. For this plan, gateway refers to the official entrance or portal of the Byway. As the formal welcome to the Byway, the gateway makes an architectural statement at the beginning of the Byway which includes a Byway identification sign.
Hubs – Generally defined, hubs are a convergence of roads and resources; a place that forms the effective center of an activity, region, or network. For this Byway, hubs are identified as locations that offer travelers gas, food/beverage, lodging, and staffed information locations such as small museums or historical sites, local visitor centers and welcome centers, and convention and visitor bureaus. Example hubs on this Byway include, Hancock, Calumet/Laurium, Eagle River, Eagle Harbor, and Copper Harbor (see Map#1 page 91).

Signs – Generally, signs provide information to travelers. Four types of signs are proposed in this plan: motorist guidance signs, facility/location identification signs, confidence markers, and visitor information signs. These different types of signs are differentiated and discussed further in sub section C below.

Terminus – Generally defined, terminus refers to the end or final point. For this plan, terminus will refer to the end of the Byway. Like the Gateway, the terminus may also make an architectural statement about the formal end of the Byway.

Turnouts – A turnout refers to a pull-off or widened area along the Byway (either paved or dirt) that allows for safe exit from the roadway and enough room to park at least 2-3 cars. Turnouts may contain interpretive signs, orientation signs and/or comfort features such as restrooms, picnic tables or trash receptacles.

5.3. Priorities and Decision-Criteria

The decision matrix provided below is a tool for the CCTNB Committee to help prioritize decision-making related to the recommendations included in this plan. To the degree possible, the planning team has already considered these criteria in presenting recommendations in priority order (Table 4).
<table>
<thead>
<tr>
<th><strong>Table 5. Decision Criteria for Recommendation Implementation</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Priority 1</strong></td>
</tr>
<tr>
<td><strong>Time</strong></td>
</tr>
<tr>
<td>Timing, season or situation is such that it is the best to take advantage of this opportunity immediately,</td>
</tr>
<tr>
<td>Or, it is likely that this project could be accomplished in the next 1-2 years.</td>
</tr>
<tr>
<td><strong>Talent and Technical Considerations</strong> (personnel and project management)</td>
</tr>
<tr>
<td>Current staff or personnel is available to do the work necessary to get the project done now,</td>
</tr>
<tr>
<td>Or, contract exists whereby we could use those resources (people) to accomplish this task,</td>
</tr>
<tr>
<td>Or, it would be easy to find volunteers to get this done.</td>
</tr>
<tr>
<td><strong>Treasury</strong> (funding and grant writing)</td>
</tr>
<tr>
<td>Funding is currently available for this project,</td>
</tr>
<tr>
<td>Or, funding options are easy to pursue at this time and grant writing would be fairly easy.</td>
</tr>
<tr>
<td><strong>Potential Impact</strong></td>
</tr>
<tr>
<td>The potential impact of this deliverable is high. This could reach all or most of Byway visitors and impact their behaviors, learning, or enjoyment.</td>
</tr>
</tbody>
</table>
As shown in the example below with effort and impact, sub-sets of these criteria may be used for some levels of decision-making.

<table>
<thead>
<tr>
<th></th>
<th>Low Effort/Investment</th>
<th>High Effort/Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hi Impact</td>
<td>Priority 1</td>
<td>Priority 2</td>
</tr>
<tr>
<td>Low Impact</td>
<td>Priority 2</td>
<td>Priority 3</td>
</tr>
</tbody>
</table>

### 5.4 Interpretive Recommendations

Below are several specific interpretive recommendations based on rationale and information provided in Sections 1-4 of this plan and confirmed in both the front-end and formative evaluations completed during the planning process (See Appendices). Each recommendation is organized as follows.

**Recommendation Category**

**X#. Name of Recommendation:** Recommendation is described with rationale and detail as appropriate.

*Design Considerations* – suggestions are provided that relate to the design and development of the recommendation.

*Seasonal Considerations* – as appropriate, seasonal implications are discussed.

*Cost Considerations* – approximate costs and assumptions for developing the recommendations are provided.

### A. Byway Maps

**M1. Master Byway Map Design:** Re-design the existing base map (used in the current folded brochure) for use in a variety of fabricated formats. Like the existing map, the overall purpose of this master map would be to help orient visitors to the Byway and aid their decision-making for on-site visits to the Keweenaw. With this base map, a variety of sizes, formats, and purposes could be served.

A geo-referenced base-map should be developed to include at least the following GIS layers where each numbered item is a separate layer. In this way, various layers could be turned on or off to create maps for different purposes. As appropriate, icons or symbols for various features could be used in developing the layers.
Recommended GIS Layers:

1. Major hubs or service locations - specifically, Houghton-Hancock, Calumet, Laurium, Lake Linden, Eagle River, Eagle Harbor, and Copper Harbor where visitors can find food, lodging, gas, and supplies.

2. The major Byway artery (US-41) showing the gateway, terminus, and major turnout locations (see more below).

3. All eight Byway segments (described above).

4. Major visitor contact locations along the Byway, specifically, Keweenaw Peninsula Chamber of Commerce, Keweenaw County Convention and Visitors Bureau in Calumet, KNHP Visitor Center in downtown Calumet, Copper Harbor Visitor Center, and other locations where visitors can find personnel to answer questions.

5. Historic Sites and Features – the two units of the KNHP (Quincy and Calumet), locations of the Keweenaw Heritage Sites, and other historical features as map space allows.

6. Recreation and Natural Areas – the 20 locations specified in the Walking Paths and Protected Areas of the Keweenaw booklet published by the Michigan Nature Association, Fort Wilkins State Park, McLain State Park, Swedetown Recreation Area, Lake Superior beaches and marinas, and other sites as appropriate.

7. Scenic Features – Brockway Mountain Drive summit, Great Sand Bay overlook, Copper Harbor Lighthouse scenic view, Tunnel of Trees, Lift Bridge, and other scenic locations described in the asset inventory in Section 2.2 and Appendix A.

Map revisions should also include:

- A north arrow;
- Clear and easy-to-read mileages (possibly in a mileage matrix) and a map scale;
- A clear and comprehensive legend that includes all appropriate symbols, icons, or codes;
- As appropriate, MDOT or universal design compliant symbols.

Printed Map Formats:

Once all revisions are made to the base map, at least two printed map formats are recommended.

**M1a. Level 1 Map for small or modest applications**

Level 1 maps would be printed in smaller formats for use in the travel portfolio (11x17” fold-out) or as individual handouts (8.5 x 11” sheets). Due to the smaller format, only the most critical orientation and wayfinding information would be included on these maps (see matrix below) to aid visitors’ understanding of the Byway, navigating around the Byway Corridor, and finding needed services during their visit.

**M1b. Level 2 Map for medium- and large-sized applications**

Level 2 maps would contain the essential base information of a Level 1 map, but, as suggested in the formative evaluation, would also recommend what there is to do along the Byway in terms of features and activities that might encourage visitors to get out of their cars and engage in natural, historical/cultural, scenic, and/or recreation opportunities. Example applications for this map include a revision of the folded brochure map, desk-size or wall-size orientation maps for visitor contact locations, and/or orientation maps for information signs at the turnouts. The purpose of this map would be to facilitate visitor planning and decision about particular leisure opportunities along the Byway Corridor. The most predominant and not-to-be-
missed features should be included. Different color or shaped icons (universal design compliant) for the various types of opportunities might be considered. Recommended GIS layers for Level 2 map are also shown in the matrix below.

### Table 6. Matrix of GIS Layers for Various Map Formats

<table>
<thead>
<tr>
<th></th>
<th>Hubs (Service Locations)</th>
<th>Byway (US-41) and Segments</th>
<th>Visitor Contact Locations</th>
<th>Historic/Cultural Location Icons</th>
<th>Nature Location Icons</th>
<th>Scenic Location Icons</th>
<th>Recreation Location Icons</th>
<th>Cell phone / Internet Service</th>
<th>Restrooms, Picnic Tables</th>
</tr>
</thead>
<tbody>
<tr>
<td>M1a. Small Travel Map</td>
<td>x</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>M1b. Medium Orientation Map</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
</tbody>
</table>

All of these maps are assumed to be one-sided except the **folded map brochure**, which would be two-sided. The reverse side of this folded map brochure should also include the Byway themes and a photo collage that exemplifies those themes. It may also contain a brief description of the travel portfolio and accompanying self-guided brochures, along with the Byway Ethic Statement (see below). And finally, it might include possible tour suggestions by time (2 hours, $\frac{1}{2}$ day, full-day, multiple-day), by activity, by season, or by theme (see Section 4.2).

**Interactive Map Format for the Web:**

Rather than spend the time and money to create a unique interactive map for the Byway, the CCTNB Committee is strongly encouraged to collaborate with the UP Travel and Recreation Association in Iron Mountain, Michigan (906-774-5480) to update or otherwise revise the interactive map that already exists for the Michigan Upper Peninsula 5-Star Wilderness website - [http://www.uptravel.com/theup](http://www.uptravel.com/theup). On this website, users can click on an interactive map ([http://www.uptravel.com/interactive-map-of-the-u.p.-200/](http://www.uptravel.com/interactive-map-of-the-u.p.-200/)) and search specific locations (by city or county) for places to stay, attractions, recreation, dining, shopping, services, and transportation on a map by city, county, or for the entire UP. Users can zoom in and out to county- or city-level maps and can change the map format from satellite (default) to terrain.
The home page of this website also allows users to search places to stay, attractions, dining and shopping, recreation, and events by UP city or region. Travel tools are provided which include discounts and promotions, a travel planner (tourism planner magazine of the UP), a plan-your-trip tool (password protected for storing individual trip information), access to destination experts, visitor and transportation services, and an e-newsletter.

Collaborating with the UP Travel and Recreation Association to include Byway-specific sites and locations could easily serve the goal of providing Byway travelers with comprehensive planning information and an interactive map for planning their trip. It might also create or strengthen partnerships with sister organizations. Perhaps a simplified version of the Byway logo could be added to specific Byway locations in this website.

**Design Considerations**

Overall map design should be simple but also informative and useful. The examples on these next pages show samples of possible formats.
If the various features described above are created in separate GIS layers, these layers can then be turned on or off to create the various map formats needed.

### Table 7. Map Distinctions

<table>
<thead>
<tr>
<th></th>
<th><strong>Level 1 Map - Small</strong></th>
<th><strong>Level 2 Map - Medium</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Purpose</strong></td>
<td>orientation &amp; wayfinding</td>
<td>orientation &amp; wayfinding; experience planning and organization</td>
</tr>
<tr>
<td><strong>Possible Outputs</strong></td>
<td>travel portfolio map</td>
<td>folded brochure map (2-sided)</td>
</tr>
<tr>
<td></td>
<td>individual handout maps</td>
<td>desk, counter, or wall reference maps at visitor contact locations</td>
</tr>
<tr>
<td></td>
<td></td>
<td>interpretive panel maps</td>
</tr>
<tr>
<td><strong>Fabrication method and materials</strong></td>
<td>copied or printed on stock or custom paper</td>
<td>high quality paper, water-proof paper, or laminated paper</td>
</tr>
<tr>
<td></td>
<td>color or black and white</td>
<td>high pressure laminate (for interpretive panels)</td>
</tr>
</tbody>
</table>

In any case, all map versions will require a graphic artist for design and layout. Depending on size and desired quality. Final paper maps could be copied, plotted, or printed and then laminated as needed. The folded map brochure would be accomplished much in the same way as the original folded map brochure. Maps for interpretive signs would have to be graphically designed in a specific panel format (see more on this in signs and turnouts section below).

**Seasonal Considerations**

As appropriate, the map icons could be designed to indicate summer and/or winter access and opportunities. Paper quality or lamination should be considered for paper maps that may be used outdoors in either summer or winter.

**Cost Range and Considerations**

The following are the skill sets and hourly fees estimated for producing these maps. More specific bids would have to be developed once exact formats and quantities are decided.

- Content Developer to identify map source(s), verify place names and locations, develop legend and icon ideas, and develop any interpretive content for the map. (~$85/hour)
- Graphic Designer to design the look of the map, layout the map, develop icons, and get map ready for production (~85/hour).
- Web designer to work with UP Travel and Recreation Association on interactive map (~100/hour)
The table below includes estimates for various fabrication formats of the paper maps. Again, obtaining specific bids would be necessary once final decisions about formatting are made.

### Table 8. Cost Estimates for Fabricating Various Paper Maps

<table>
<thead>
<tr>
<th>Sizes</th>
<th>Copied one-sided 8.5&quot;x11&quot;</th>
<th>Printed two-sided 16&quot;x24&quot;</th>
<th>Plotted one-sided 24&quot;x36&quot;</th>
<th>Fabricated HPL – one sided 24&quot;x36&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small - individual or desk map</td>
<td>color: $.35 to $.40 per copy B&amp;W: $.07 to $.10 per copy</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Medium - folded brochure map; small interpretive panel</td>
<td>n/a</td>
<td>4-color: ~$12,000 to $15,000 for 20,000 copies</td>
<td>n/a</td>
<td>~$300 to $600 per panel</td>
</tr>
<tr>
<td>Large - desk, counter or wall map; interpretive panel</td>
<td>n/a</td>
<td>n/a</td>
<td>4-color: $20 to $25 per copy B&amp;W: $15 to $28 per copy</td>
<td>~$500 to $800 per panel</td>
</tr>
</tbody>
</table>

**Table Notes:**
- HPL = High Pressure Laminate commonly used for interpretive sign fabrication
- Fabrication cost for interpretive sign does not include fees for content development, graphic design, possible framing, installation, or site landscaping.

**B. Gateway and Terminus of the Byway**

One of the observations made in the Visitor Eye document (Section 2.5 #B) was the lack of an effective entrance or exit for the Byway. This Byway officially begins at the Portage Lake Lift Bridge that crosses the Portage Canal between the cities of Houghton and Hancock, and ends at the US-41 terminus just east of Copper Harbor. We recommend the following for welcoming travelers to the Byway and helping them travel its various routes to the end.

**GT1. Gateway Sign.** Design and install a welcome sign on US-41 (on the Portage Lake Lift Bridge) to welcome travelers to the Byway. Although there is currently a US-41 route sign located on this bridge, a horizontal (MDOT-compliant) gateway sign containing the Byway name and logo would acknowledge the official start of the Byway and welcome them to the region.
Design Considerations

Mounting a sign on the bridge structure (as indicated above) will require permission from MDOT and compliance with Michigan's Manual on Uniform Traffic Control Devices (MUTCD), specifications section 2H05. Since the mounting location is above the roadway however, there may not be an existing specification, in which case, the CCTNB Committee should contact MDOT for the most appropriate approval process.

Other considerations include appropriate structural support for mounting a sign, although it appears that the existing structure’s primary purpose was to support signage, and potential concerns about wind stress. Both of these concerns should be discussed with MDOT during the design and approval process.

In order to create the impression of entering through a “gateway”, size will be important. The photographs above present a reasonable expectation for the scale of this sign, although, in order to maintain night time legibility, the sign should also be constructed with reflective materials that show up when the bridge is illuminate at night. Possible design of the sign might be as shown below.
Cost Considerations

Estimated costs for the design and fabrication of this sign are summarized in the table below.

<table>
<thead>
<tr>
<th></th>
<th>Cost (in $)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Approvals and coordination with MDOT and others</td>
<td>$1,000 to $2,000</td>
</tr>
<tr>
<td>Graphic Design and Layout (with production files)</td>
<td>$2,500</td>
</tr>
<tr>
<td>Fabrication and Installation</td>
<td>$6,000</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>~$10,500</strong></td>
</tr>
</tbody>
</table>

**GT2. Gateway Park.** There are limited stopping locations on the Portage Lake Lift Bridge and so, we recommend a formal Gateway Park and Welcome Site be developed at the MDOT Roadside Al & Elli Isola Park just north of Hancock on US-41. In previous planning efforts (see Section 2.6) welcome and orientation sites were suggested at this location but also at the Quincy Mine Hoist location, or the Airport Road location. The MDOT Roadside Park location is recommended because of its existing infrastructure (parking, view, walking path) and because it is the first, most convenient northbound turnout stop after the Lift Bridge sign. Here, visitors can make a safe stop and take the opportunity to get out of their car to view the area and read orientation or interpretive material.
The current MDOT Roadside Park overlooks the Portage Canal and the communities of Houghton and Hancock. This site contains a very large interpretive sign with a map and narrative about local features (photos above). Two phases are recommended for transforming this site into a Gateway Park.

**Phase I** (Priority 1): In order to make the existing turnout more functional some very basic changes could be considered in the short-term, while a larger, more comprehensive planning effort with the NPS can be considered for Phase II.

1. Install a Gateway Park sign that makes an architectural statement about the entrance of the Byway. The design of this sign should complement the existing NPS signs for the two Park Units (left photo below). However, a lower cost temporary alternative (right graphic below - monolithic stone cut to shape) could be developed initially until Phase II planning could consider the larger option (right graphic below - stone construction option).

2. Improve visibility from the highway to allow motorists time to react before making the turn into the turnout.

3. Improve the quality of the displays so they are consistent with the general character of nearby NPS signs and displays.

4. Consider replacing the existing large timber/stone structure and map with a series of simple high quality commercial panels placed in a temporary “plaza” that is separated from the parking lot and which overlooks Houghton and Hancock.

5. Include a new, large orientation panel with a detailed map of the Byway that shows the main artery and all segments, along with communities, inland rivers/lakes, and some of the most prominent major natural/cultural features. This panel should also provide directions, describe services, and suggest itineraries for Byway travel.

6. Develop accompanying interpretive panels that describe the Byway and introduce its major themes.
7. Maintain sight lines to the signage and to the views from the overlook, on a regular basis, and in collaboration with the National Park Service, Houghton County, and/or the City of Hancock.

**Phase II (Priority 2/3):** The NPS cultural landscape report for the Quincy Unit of KNHP recommends that this location be redesigned to welcome people to the Park and to introduce the Quincy Unit. The CCTNB Committee has an ideal opportunity to partner with KNHP and MDOT to carefully design a gateway that serves both purposes – a welcome to the Park and the Byway. For many visitors, this site will likely be a place to stretch legs, get a drink of water, and use the restroom before starting their Keweenaw adventures. Adding these facilities (restrooms and drinking water) to this site, would add to the capital cost and annual maintenance budget for the site, but would, in turn, increase the activity at this location, and increase the possibility that people will learn about the NPS and the Byway, and learn more about the exciting regional opportunities available to them. This is the best location for getting people excited about the Keweenaw before they begin their adventures.

*Design Considerations*

Phase II design should first address the desired level of service. There should be a consensus that this is the best opportunity to make the strongest possible first impression on the visitor. Any architectural signage structure installed in Phase I should be elevated to the quality that most significant NPS signage utilized in the Keweenaw. It is important that the character of the materials and design be compatible and similar so as to provide continuity to the overall view corridor. It is perhaps, equally important that the Byway signage systems maintain their own uniqueness in order to minimize confusion between NPS and Byway communication.

The configuration of the existing loop parking would need to be modified to reduce existing slope. Slope greater than 5% is considered too steep for safe parking, especially for wheel chair access; 2-3% grade would be a reasonable target. This will likely mean a relocation of the welcome area to a place nearby but on the same property.
In this new location, it would also be desirable to create a level pedestrian activity “plaza” that separates the parking area from the Houghton and Hancock overlook. Restrooms, seating with a view, interpretive panels, trash receptacles and a water fountain should be appropriately placed in this plaza area. Restrooms and trash receptacles should be placed nearest the parking area where they can be easily accessed for maintenance. Also, separating these service areas from any seating and interpretive area is recommended. Landscaping and/or overhead structures should be considered where people may sit or stand. Photos below provide some design ideas.

The access path and plaza surfaces should be ADA compliant and durable. Two options are possible. First, in-situ concrete is probably the most cost effective capital investment for a 10 – 20 year life. For this option, it would be important to design a well-compacted sub-grade, use a high strength concrete, and plan for good drainage steel reinforcement in order to minimize the effect of inevitable cracking. Adding color to the concrete mix would enhance the aesthetic appeal.

Second, a plaza of properly installed modular concrete or stone pavers would have the benefit of a richer appearance, longer life span, reduced surface runoff, and reduced tendency to hold ice. Pavers are also easier to repair. The initial cost however, can be significantly higher. Asphalt is not recommended for a pedestrian activity area due to its relative short life span and lower quality appearance.
If planned proactively, interpretive and orientation signs installed in Phase I may be
relocated to this Phase II plaza instead of designing replacement signs, unless information
is outdated, or vandalism has marred their appearance. In any case, the orientation sign
described in Phase I (#5) will be essential for any Gateway design.

Finally, the Keweenaw Waterway sign (below) should be remounted in or near the new
plaza if the content is such that it is cannot be replaced by new interpretive panels.

In general, the landscaping should utilize ornamental grasses and mass plantings of
wildflowers in order to minimize maintenance while also keeping the regional character.
Limit tree plantings in the area to immediately around parking and the plaza, especially if
they provide shade or aesthetic to the site.

It should be noted that KNHP has preliminary design ideas for this plaza. Collaborating
with the Park on all design and development is strongly recommended.

Seasonal Considerations

Winter maintenance of this Phase II plaza may be limited to snow and trash removal
unless the restrooms are heated and there is a commitment to providing service year
around. Establishing budgets and responsibility guidelines for maintenance is obviously
important and could easily be partnered with the Park.

Cost Considerations

As mentioned above, a Phase II Gateway Park would be a significant capital investment,
but if designed and developed as a partnered effort with KNHP, both organizations
benefit and both organizations might share in funding such an effort. Estimated costs for
most of the features are summarized on the following page.
Table 10. Cost Estimates for Gateway Park

<table>
<thead>
<tr>
<th>Site Planning and Design</th>
<th>Phase I</th>
<th>Phase II</th>
</tr>
</thead>
<tbody>
<tr>
<td>Site Planning and Approvals</td>
<td>$1,500 - $2,000</td>
<td>$5,000 - $10,000</td>
</tr>
<tr>
<td>Sign Design and Development</td>
<td>$2,500 - $3,500</td>
<td>n/a</td>
</tr>
<tr>
<td>Demolition and Site Landscaping</td>
<td>$2,000 - $3,000</td>
<td>n/a</td>
</tr>
<tr>
<td><strong>Construction and Installation</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Interpretive panels (three 24”x36” plus one 48”x60”; includes content development, design/layout, fabrication and installation)</td>
<td>$12,000 - $16,000</td>
<td>$2,000 (to move and remount panels produced in Phase I)</td>
</tr>
<tr>
<td>Architectural Gateway element with sign</td>
<td>$3,000 (timber arm option)</td>
<td>$15,000 (NPS-type stone architecture option)</td>
</tr>
<tr>
<td>Display area: earthwork and concrete pavers adjacent to parking lot</td>
<td>$5,000 - $7,000</td>
<td></td>
</tr>
<tr>
<td>Overhead pergola on plaza (200 s.f.)</td>
<td>$4,000 - $7,500</td>
<td></td>
</tr>
<tr>
<td>Paved plaza (600 s.f.) - concrete or pavers</td>
<td>$4,000 - $12,000</td>
<td></td>
</tr>
<tr>
<td>Restrooms</td>
<td>$50,000 - $70,000</td>
<td></td>
</tr>
<tr>
<td>Sanitary sewer/septic tank/pit toilet</td>
<td>TBD</td>
<td></td>
</tr>
<tr>
<td>Reconfigured parking</td>
<td>TBD</td>
<td></td>
</tr>
<tr>
<td>Electric service</td>
<td>TBD</td>
<td></td>
</tr>
<tr>
<td>Trash receptacles</td>
<td>$1,000 - $1,500</td>
<td></td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td>$28,000 – $36,000</td>
<td>$80,000 - $116,500+</td>
</tr>
</tbody>
</table>

Table Note: Some of these elements are impossible to estimate until a site plan has been established and existing utility service is determined.

Once design is finalized, an additional budget line item should be earmarked for annual maintenance of this site.

**GT2. Terminus Park.** To complement the Gateway Park, and in line with the observations in the Visitor Eye document (Section 2.5 #B), we recommend that a modest Terminus Park be developed at the end of US-41 just east of Copper Harbor. Currently there exists a circle drive and a destination sign where the paved highway ends (photos on the following page). Whereas this sign is one of many in Keweenaw County that establishes the character of the region, the current text is written in all caps (making it difficult to read) and the sign base is slowly deteriorating (right photo on the following page).
Although it is important to design a reasonable conclusion to the Byway, because some visitors may never travel the entire Byway, design of this location could be somewhat subordinate to the Gateway Park. In any case, Terminus Park should be a place where travelers can stop, get out of their car, reflect on their experiences, and learn a bit about the end of peninsula – beyond the pavement.

**Design Considerations:**

As with Gateway Park, some visitors will likely want to stop, stretch, and walk around. Landscaping the current area and creating a small plaza area for seating and interpretive signs is recommended. In addition, to complement the Gateway architectural element, a similar but more modest version could be placed here to demark the end of US-41 and the Byway. To save funds and effort, the small timber option (left below) proposed for the Phase I Gateway above could be moved to this location as the Terminus identifier when the Phase II Gateway Park is installed and a more substantial stone construction option (right below) is designed for the new Gateway location.
In addition, a more sculptural architectural feature could be added at the terminus to stimulate reflection of the Byway and its themes (sketch below). This structure might also contain an interpretive sign summarizing the Byway messages.

In any case, it will be important to improve the quality of the content and interpretive display at this site so that it is consistent with the general character of other byway turnouts and features. In addition, it will be important to include an orientation panel with map (see Gateway Park, Phase I, #5) at this location to help travelers in their reflecting, but also to help them plan alternative routes back down the peninsula.

**Seasonal Considerations**

Seasonal considerations for this Terminus Park are the same as those suggested above for the Gateway Park.

**Cost Considerations**

<table>
<thead>
<tr>
<th>Table 11. Cost Estimates for Terminus Park</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Site Planning and Design</strong></td>
</tr>
<tr>
<td>Site Planning and Approvals</td>
</tr>
<tr>
<td>Sign Design and Development</td>
</tr>
<tr>
<td>Demolition and Site Landscaping</td>
</tr>
<tr>
<td><strong>Construction and Installation</strong></td>
</tr>
<tr>
<td>Interpretive panels (two 24&quot;x36&quot; plus one 48&quot;x60&quot;; includes content development, design/layout, fabrication and installation)</td>
</tr>
<tr>
<td>Architectural Terminus element with sign</td>
</tr>
<tr>
<td>Display area: earthwork and concrete pavers adjacent to parking area (~600 s.f.)</td>
</tr>
<tr>
<td>Small overhead pergola for plaza (200 s.f.)</td>
</tr>
<tr>
<td>Reconfigured parking</td>
</tr>
<tr>
<td>Trash receptacles</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
</tr>
</tbody>
</table>
Again, once design is finalized, additional budget should be earmarked for maintenance of this site. Collaboration with Copper Harbor and Fort Wilkins State Park may hold options for creative maintenance agreements.

C. Signs and Turnouts

Three major sign types are discussed in this section: (a) confidence markers, (b) directional signs, and (c) visitor information signs. Recommended locations and design suggestions are provided for each below.

S1. Confidence Markers

For the purpose of this plan, Confidence Markers refer to small signs intended to reassure travelers they are still on the Byway given the various intersections and turns. It will be important to locate these signs after major intersections and turns, and intermittently along long stretches of road between intersections. Furthermore, to the degree possible, confidence markers should be placed on existing highway route signs like those below.

Example confidence marker designs for CCTNB are shown below.
Table 2 (in Section 2.5) provides helpful suggestions for developing effective confidence markers. This advice should be used for final design, fabrication, and installation of confidence markers. The table below summarizes specific locations recommended for CCTNB confidence markers (see also fold out map #2).

<table>
<thead>
<tr>
<th>Table 12. Confidence Markers and Motorist Guidance Signs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Confidence Marker Locations (refer to insert map)</td>
</tr>
<tr>
<td><strong>Segment #1: Lower US-41 Lift Bridge to Calumet Village</strong></td>
</tr>
<tr>
<td>1a - On the existing US-41 road sign with Scenic Byway marker on the hill (northbound) after the E.L. Wright School in Hancock.</td>
</tr>
<tr>
<td>1b - North of proposed Gateway location (southbound)</td>
</tr>
<tr>
<td>1c/1d - At the Quincy Hoist site (north and southbound)</td>
</tr>
<tr>
<td><strong>Segment #2: Upper US-41 Calumet Village to Copper Harbor (and Terminus)</strong></td>
</tr>
<tr>
<td>2a - Just north of M-203 and US-41 intersection in north Calumet on post where there is a Scenic Byway sign (northbound)</td>
</tr>
<tr>
<td>2b/2c - Between north Cliff Drive intersection and Phoenix (northbound); just after north Cliff Drive intersection (southbound)</td>
</tr>
<tr>
<td>2d/2e - Just after US-41 intersection at Eagle River (north and southbound)</td>
</tr>
<tr>
<td>2f/2g - On the US-41 and Heritage Route posts at Gratiot Lake turnout (north and southbound)</td>
</tr>
<tr>
<td>2h/2i - On the US-41 and Scenic Byway sign between Delaware and Lac LaBelle Road intersection (north and southbound)</td>
</tr>
<tr>
<td>2j/2k - At Copper Harbor Lighthouse view (east and westbound)</td>
</tr>
<tr>
<td>2l/2m - At the north end of Segment 2 where M-26 and US-41 intersect (east and westbound)</td>
</tr>
<tr>
<td><strong>Segment #3: Lower M-26 Lift Bridge to US-41 intersection</strong></td>
</tr>
<tr>
<td>3a/3b - Near Dollar Bay at Airport Park Road (north and southbound)</td>
</tr>
<tr>
<td>3c/3d - Near Mason and Forsman Road (north and southbound)</td>
</tr>
<tr>
<td>3e/3f - Near Tamarack City and Oneco Road (north and southbound)</td>
</tr>
<tr>
<td><strong>Segment #4: M-26 Phoenix Church to Copper Harbor</strong></td>
</tr>
<tr>
<td>4a/4b - At Jacob Creek Falls (north and southbound)</td>
</tr>
<tr>
<td>4c/4d - At Esry Park (north and southbound)</td>
</tr>
<tr>
<td>(TBD – not on map) - At Great Sand Bay turnoff (north and southbound – unless this is part of the recent renovation)</td>
</tr>
<tr>
<td>4e – Leaving Copper Harbor southbound after Brockway Mountain Drive (southbound)</td>
</tr>
<tr>
<td><strong>Segment #5: M-203 Lift Bridge to Calumet</strong></td>
</tr>
<tr>
<td>5a/5b - Near Wassa Road intersection (north and southbound)</td>
</tr>
<tr>
<td>5c – Northbound at McLain State Park near Bear Lake Road and North Cloverland Road intersection with M-203 (northbound)</td>
</tr>
<tr>
<td><strong>Segment #6: Cliff Drive</strong></td>
</tr>
<tr>
<td>6a/6b - At the Cliff Mine Site road (north and southbound)</td>
</tr>
<tr>
<td><strong>Segment #7: Brockway Mountain Drive</strong></td>
</tr>
<tr>
<td>7a/7b - Near the summit turnout and signs (north and southbound)</td>
</tr>
<tr>
<td><strong>Segment #8: Gay-Lac LaBelle Loop</strong></td>
</tr>
<tr>
<td>8a/8b - On County Road 562 just north of Lake Linden (north and southbound)</td>
</tr>
<tr>
<td>8c - On Gay Road after County Road 562 and Gay Road intersection (eastbound)</td>
</tr>
<tr>
<td>8d – On Lac LaBelle Road after Gay (northbound)</td>
</tr>
<tr>
<td>8e/8f - On Lac LaBelle Road after Bete Gris Road intersection (north and southbound)</td>
</tr>
<tr>
<td>8g – On Gay Road west of Gay (westbound)</td>
</tr>
</tbody>
</table>
S2. Motorist Guidance Signs

Motorist Guidance Signs are placed along the roadways of the Byway (within the parameters set by MDOT or other roadway jurisdictions) to provide direction (arrows) to particular facilities or sites along the Byway. Although these signs are important, given the network nature of the Byway, the need for these signs has diminished significantly with the recent installation of several NPS signs of this type (below left). Also, Keweenaw County brown forked signs (below right) are very prevalent in the northern peninsula and also serve to identify and direct visitors to various Byway features.

So these signs complement the NPS signs of the same purpose, a sample Byway-specific design is suggested below. However, final sign font and colors is dependent on MDOT and FHWA sign regulations.

Recommended locations for motorist guidance signs include the following locations:

1. For Houghton County Historical Society/Museum on M-26 (north and southbound).

2. For Churning Rapids Trail System on M-203 (north and southbound).

For new turnouts proposed below at:

3. Quincy Smelter,

4. Sand Dredge at Mason, and

Copper Country Trail
National Scenic Byway
Hancock to Copper Harbor

Map #2: Proposed Confidence Markers & Directional Signs

Overview Map

Copper Harbor Detail

Lake Linden Detail

Calumet and Laurium Detail

Hancock and Houghton Detail

LEGEND
- US-41 Copper Country Byway
- M-26 Spur
- M-203 Spur
- Brokenway Mt Drive Spur
- Cliff Drive
- Lac Labelle Loop
- Directional Signs
- Confidence Markers
Facility identification signs are signs that identify a particular facility, feature, site, or location. These signs are similar to the Motorist Guidance Signs (see below for examples). At this time there are no recommended facility identification signs for the Byway, but as KNHP completes its installation of motorist guidance signs, and as design documents are prepared for all signs, the CCTNB Committee may want to meet with Park staff to review locations that may need these signs. In final design we recommend that the full logo be used in any case.

S3. Turnouts with Visitor Information Signs

As defined above, turnouts are a pull-off or widened area along the Byway (either paved or dirt) that allows for safe exit from the roadway and enough room to park. Turnouts recommended below will assume some level of landscape treatment, parking, and may include comfort features such as bathrooms, picnic tables, benches and/or visitor information signs. Turnouts should be designated by a modest architectural feature demarking them as a Byway turnout (see design ideas below). As needed, an attached location or site identifier may be appropriate in some locations where there is not already an identification sign. Throughout this section, the term “location identifier” (LI) will be used to describe this architectural feature.

At most turnouts, Visitor information Signs are proposed. These signs provide engaging and useful information for Byway travelers. Some visitor information signs currently exist along the Byway, for
example, at the Snow Gauge, Central Mine, Eagle River, Eagle Harbor, Fort Wilkins, Copper Harbor, and Brockway Mountain Scenic Overlook. Although these signs add to the character of the Keweenaw, some are dated, others present information in all caps, and still others are inconsistent in design. Collectively, these signs create an eclectic mix of media and message. As mentioned, this lack of sign consistency is noted in the document analysis in Sections 2.5 and 2.6. One of the intentions of the National Scenic Byway Program is that the look or brand of byway signage be professional, cohesive, and clear.

Therefore, the CCTNB Committee has the opportunity to phase in a series of interpretive turnouts that gradually replace aging or obsolete signs. The purpose of these turnouts is to tell thematic regional stories, orient visitors to the features and services of the area, and upgrade the style, construction, and consistency of interpretive materials along the Byway network. As such, signs at these turnouts may serve either or both of the following functions:

- Orientation and Wayshowing – Sign panels that contain maps and/or convey information such as distances, directions, safety warnings, instructions, or services.

- Interpretive – information signs that tell a story or in some way convey thematic material related to the themes of this plan. Interpretive panels may contain photos, diagrams, illustrations or even sculptures to help tell the story. Examples are shown below.
Below turnout locations and visitor information signs are recommended by Byway segment. In some cases, a new turnout is proposed. In other cases, modifications to existing turnouts are suggested. For organizational purposes, the segments are color-coded to correspond with the colors of the Asset Inventory presented in Appendix B. Design, seasonal, and cost considerations are provided at the end of the section.

**Segment #1: Lower US-41 – Portage Lake Lift Bridge to (and including) Calumet Airport Rest/Picnic Area (Priority 2)** – There is a reasonable level of service here (e.g., parking, restroom, drinking water, picnic tables, and visitor information signs). This level of development might serve as a template for some of the larger turnouts in the future. However, the current interpretive and orientation signs here need to be updated and replaced with signs that are consistent with the guidelines of this plan. This turnout would also contain a location identifier (LI) demarking it as a Byway site.

**Segment #2: Upper US-41 - Calumet Village to (and including) Copper Harbor**

**Stoneboat at Mohawk (Priority 2)** - This is an existing turnout, with limited parking and some interpretive information. This turnout is in need of some improvement, specifically to increase the parking capacity, replace the existing blue/green sign (right), and add an LI. The existing high pressure laminate interpretive signs are a low priority to replace, but could be upgraded to match the rest of the Byway signage at some future time.
Keweenaw County Sign (Priority 1) – This is an existing dirt turnout that contains restrooms and picnic tables, interpretative signs, and space for several cars. This site has an adequate level of service, but could use some improvements both for functionality and to integrate it into the Byway design standards. The turnout should be paved to provide better surface for ADA compliance and four season use. The existing large Keweenaw map (below) should be kept as long as it is in good repair. This is an ideal site for an orientation sign (with map), similar to those suggested for the Gateway and Terminus. While it is preferable to install a permanent sign, this location may be an exception. A portable, three-season sign (below right) could be stored in the winter. A LI would help identify this site to visitors as part of the Byway.
Veterans Park (Priority 1) – This turnout has an adequate level of service including a seasonally-staffed visitor center, picnic tables and a Veteran’s memorial. Adding a LI would increase the visibility of this site and unify this turnout with the rest of the Byway.

Snow Thermometer (Priority 1) – The Snow Thermometer (right) is an existing dirt turnout that has space for 3 to 4 cars. There are no services or facilities here, but there is an interpretive sign explaining the Thermometer. For consistency with other planned Byway signs, this interpretive sign should eventually be upgraded. A portable interpretive sign may be considered; one that could be repositioned here in the winter as the snow depth increases (below). The turnout could be improved with some minor landscaping and paving to be more accessible in the winter. At this time, this turnout does not warrant any structural improvements, such as restrooms, because of its proximity to Calumet. But adding a LI will be important.

Phoenix Church (Priority 2) – The Phoenix Church turnout has recently received a new NPS sign, and has some existing portable interpretive signs (left). While this is an important site for Byway travelers, the existing conditions make even the most basic improvements to this site cost prohibitive. For example, there is very limited parking, and the turn into the site is very difficult (northbound). Major improvements here would require a major planning and approval process. Consider the Eagle Harbor site nearby as a turnout to serve multiple purposes is recommended (see Eagle Harbor, Segment 4 below). In any case, a LI is recommended here to link this site to the Byway.
Central Mine (Priority 2) – A turnout, with a LI should be developed at the entrance to this site to give travelers an overview of Central Mine and Gratiot Lake. A new interpretive panel would help inform visitors about possible tours of the Central Mine site and/or a possible side visit to Gratiot Lake. The Park has recently installed a facility identification sign here, but adding a LI at this location is recommended.

Lake Medora (Priority 1) – This large dirt turnoff contains parking space for 12-15 cars and a bathroom. While this is a reasonable start, we recommend improvements to this turnout, such as paving the parking lot, adding an area for interpretive signs (interpreting the Lake, the Tunnel of Trees and the nearby Mandan Site), and an orientation sign with map to aid visitor decision-making mid-way on US-41. Finally, a LI should be included here.

Copper Harbor Signs (Priority 3) – The three interpretive signs here need to be replaced, however the physical constraints of the current site do not allow a full turnout. In collaboration with the Copper Harbor community, the Committee may consider relocating these signs to a location that will allow more convenient visitor stopping and viewing in the future.

Segment #3: Lower M-26 – Portage Lake Lift Bridge to (and including) Laurium

Quincy Smelter (Priority 1 & 2) – This location needs a landscaped turnout that includes parking, interpretive signs (about smelting and processing ore), orientation signage, and a facility identifier. Due to its proximity to Hancock, restrooms and other structures are not recommended here. Coordination with the NPS however, will be essential for developing this turnout so that efforts to interpret the site are not duplicated and information provided can complement the missions of both the Byway and the Park.

Sand Dredge at Mason (Priority 1 & 2) – This location also needs a landscaped turnout that includes parking, interpretive signs, orientation signage, and a facility identifier. Due to the shortness of this spur and proximity to Lake Linden, restrooms and other structures are not recommended. The interpretive story along this spur is substantial and so several topics might be appropriate. For example, milling and transportation of ore, massive technology of the copper industry, communities of the Torch Lake area (current and past), Superfund site designation, and reclamation of mining sites. Collaborating with the Houghton County Historical Society will be essential in developing these topics.
Stamp Mill Buildings in Tamarack City (Priority 1 & 2) – This location needs a small landscaped turnout that includes parking, interpretive signs about the stamp mill and old buildings related to milling and processing, and a LI. Again the proximity to Lake Linden negates the need for restrooms and other structures. Collaboration with Houghton County Historical Society for this site is advised.

Since there has been no interpretation of these sites previously, these three turnouts (Quincy Smelter, Sand Dredge, and Stamp Mill) should all be planned and developed together to maximize efficiency and to ensure complementary content for each site. Furthermore, collaboration with the Houghton County Historical Society, MDOT, and the NPS will be important in design and development. Design of the sites would be Priority 1 and development of sites would follow as Priority 2.

Hungarian Falls/Trestle (Priority 3) – This location is fairly remote (off M-26) and is used primarily by locals and snowmobilers/skiers (in the winter). A single interpretive sign telling the story of this trestle and of Hungarian Falls, may be appropriate near the Trestle, although, this would be a Priority 3 project and one that would involve collaboration with local residents and particularly owners of the neighboring private land.
**Segment #4: Upper M-26 – Phoenix Church to Copper Harbor**

**Eagle Harbor Intersection (Priority 1 & 2)** – There is potential for a dual landmark turnout at this location to serve both Phoenix Church and Eagle Harbor. The existing brown sign needs to be replaced with new interpretive signs that interprets both locations. In addition, as this is a major intersection for Byway travelers, an orientation sign is also recommended for this turnout. The turnout would need to include ample parking space and a location identifier.

**Eagle River Falls Bridge (Priority 1 & 2)** – This existing turnout is in pretty rough condition, but it is an ideal area for a developed Byway turnout. The turnout should be paved and landscaped to address the existing slope and irregular terrain – perhaps with stairs. All the existing interpretive signs should be replaced and positioned in an area that is landscaped for that purpose. Landscaping here should also provide for walkways to both parking and to the bridges (and overlook areas). The site should also be demarked with a location identifier.
No landscaped turnouts are proposed on this segment of the Byway as there is sufficient signage for and interpretation at McLain State Park, Lakeview Cemetery and Churning Rapids. However, a LI may be desirable at these three locations at some point (Priority 2). And, if at some point in the future, the signage at Churning Rapids degrades or becomes outdated, working with private landowners and Hancock Township to create a landscaped Byway turnout and trailhead at this location may be desirable (Priority 3).

**Segment #6: Cliff Drive**

**Cliff Mine Site (Priority 2)** – Create a small landscaped turnout for the Cliff Mine site to include parking for about 5-7 cars, an interpretive sign, and a facility identifier. Interpretation, to replace the existing brown sign, should focus on the Cliff escarpment, the historic Clifton community, history of the Cliff Mine, and recent archeology at this location. Working with the Michigan Technological University archeologists and students on this project is strongly encouraged. See more at [http://cliffmine.wordpress.com/tag/clifton/](http://cliffmine.wordpress.com/tag/clifton/).
Segment #7: Brockway Mountain Drive

WPA Stone walls (Priority 2) – Create and landscape a small turnoff near this location for 1-2 cars that allows visitors to see the stone walls. Include a LI and a single interpretive sign that tells the WPA story related to these walls. Space is limited in this location, so the turnout will likely be smaller than others discussed above, and even removed somewhat from the actual site. The NPS has initiated some preliminary planning for this site and so partnership with them on this site is strongly encouraged.

Scenic view at top of BMD (Priority 2) – This existing turnout has a high level of service already -- a small seasonally-staffed building, weather equipment, and some very large brown interpretive signs. The large map sign is worth retaining because, along with some of the other large brown signs in Keweenaw County, this one provides local character for this viewpoint. However, the other interpretive signs should be replaced to interpret the view (with peak and/or place locator map), the area ecology, construction of this road, and possibly Lake Superior. A location identifier should also be added to tie this location to the Byway.

Segment #8: Gay-Lac Labelle Loop

Gay (Priority 3) - A turnout may be desirable in this location at some point in the future, as there are features at this site that could be interpreted (i.e., the Mohawk Stamp Mill and the Old School). However, because most of the property in the area is private, working with proximal businesses and residents will be important to identify an appropriate site. This is not a highly traveled area, so minimal parking, some orientation, and a LI would be all that is needed for a modest turnout here.
Other considerations for designing and developing turnouts and visitor information signs include:

• Appropriate ADA access for the site and all features,
• Proper grading and drainage,
• Preservation of existing vegetation to the degree possible,
• Careful planning for views to screen property lines,
• Consideration of public land or Right-of-Way,
• Safe separation from the adjacent roadways,
• Access to utilities such as electricity, water and sewer,
• Proper testing of soil conditions for septic systems and foundations,
• Planning for local weather conditions including freeze-thaw cycles, frost depth, average rainfall and snowfall,
• Compliance with all MDOT and County jurisdictions and approval processes.

Unless otherwise specified, all visitor information signs proposed above should follow a consistent and NPS-complimentary style. Typical panels will be 36”x24” and framing should be consistent construction (e.g., powder coated aluminum) for all signs (examples on the following page).

Oliver Bay/Point Isabel (Priority 3) – A small landscaped turnout would be sufficient at this location, possibly for 2-3 cars. In addition some orientation and interpretive signage featuring Lake Superior, private land use, and area recreation would be appropriate.

**Design Considerations (for all turnouts)**

To the degree possible, consistency in design and landscape treatments for the turnouts is recommended. Below is a suggested hierarchy for signs recommended in this plan.
Seasonal Considerations

The seasonal considerations for this part of the project will be a very important part of the design process. Visitor numbers (and experience expectations) vary by season and so accessibility to sites, snow removal, snow loading on facilities, and general maintenance should all be considered during the design process.

For summer visitation, it will be important in some locations to consider shade and seating at some of the turnouts. If visitors are hot/cold or uncomfortable, they may miss the intention of signage. These considerations will be especially applicable for elderly and handicapped visitors.

Cost Considerations

Approximate costs for developing these turnouts are summarized below.

| Table 13a. Cost Estimates for Signs |  |  |
|-----------------------------------|  |  |
| **Confidence Markers** | **Motorist Guidance Signs** | **Visitor Information Signs** |
| Content Development, Design and Layout | $2,500 one-time fee for design/layout 2 designs | $2,000 onetime fee for design sign $200 per sign for layout | ~$2,000 each |
| Fabrication and Installation | $250-$1,500 per sign depending on materials and installation method | $250-$1,500 per sign depending on materials and installation method | ~$1,200-$1,500 per sign depending on materials, framing, and installation method |

| Table 13b. Cost Estimates for Turnouts |  |
|---------------------------------------|  |
| Design and Approvals |  |
| Construction Drawings | ~$5,000 - $25,000 per site depending on level of improvements. |
| Fabrication and Installation |  |
D. Travel Portfolio and Printed Interpretive Media

The unique nature of this Byway and the inventory and analysis completed for this plan (Sections 2 and 3) suggest the need for more portable forms of Byway interpretation. The following printed media are recommended.

P1. Travel Portfolio. Design and develop a travel portfolio based on input from the front-end evaluation (Section 3.2) and prototype testing in the formative evaluation (Appendix C).

Generally defined, a portfolio is a portable case for holding loose papers, photos and printed materials. In this case, a CCTNB–specific Travel Portfolio would be a simple, attractive, and portable interpretive booklet designed to help visitors plan and organize their Byway adventure. The portfolio would be sturdy, compact, multi-page, and would include pockets for collecting materials. Three prototype options were tested during the formative stages of this plan and a recommended (hybrid) option is outlined below. Respondents liked the simplicity, price point, and appearance of Option A (the modest, stapled version), the tabs, table of contents, pockets, and ease of organization of Option B (spiral-bound version), and the map transparencies of Option C (the 3-ring binder with multiple-pockets). Considering both cost and usability, the following recommended format and contents are proposed.

Portfolio Format and Contents:

- **Spiral bound** booklet format with a wide pocket fold on inside of both front and back covers.
- **Laminated print cover** front and back (with copper texture design included on cover – see prototypes A and C).
- **Clear and explicit title** that describes the portfolio’s purpose. For example, “Copper Country Trail National Byway Journal: Plan, Track, and Remember Your Byway Adventure”.
- **Table of Contents** outlining the order and location of information.
- **A narrative introduction** describing what the Byway is and why it is significant; listing Byway partners; providing a simple timeline of Keweenaw history, and possibly offering suggestions for thematic visits that correspond to the self-guided brochures (see below).
- **A large fold-out orientation and wayshowing map** displaying all of the Byway segments (reference map recommendation above).
Design Considerations:

The overall look of the travel portfolio should be designed to comply with the established graphic standard for all other Byway materials and information presented in this plan. In addition, based on the evaluations completed for this plan (Appendix B) the portfolio should be designed to be attractive, useful, and fun. Interactive experiences such as a scavenger hunt for the peninsula’s oversized wooden map/interpretive signs, or flora, fauna, waterfall, building, or artifact bingo or checklist could be considered. In addition, the map transparency idea was popular with several respondents in the formative evaluation. Depending on cost, developing a transparent overlay for the fold-out map containing notable historic, scenic, or natural features, might be considered. However, decisions about final format should keep the price between $5-$10/per unit (see formative evaluation results and cost considerations below).

Other design considerations for the portfolio, based on results of the formative testing, include:

• Tabs should be flush with portfolio cover so they don’t wear unnecessarily.
• The overall size of the portfolio and the pockets contained therein should be large enough to accommodate collateral materials that travelers might collect as they travel (See also O1 below).
• The final size and format should also be such that it could be mailed easily. Some local respondents indicated they would buy several portfolios to mail to friends and family who are planning trips to the area.

Seasonal Considerations:

This recommended portfolio should be made available year around although purchases may drop off in the winter months as visitation is lower between October and May (see Section 3.1). During the winter months,

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6. Based on the Master Byway Map design completed for M1 above, these exploded maps would simply be specific sections of the master map blown-up to show added detail of Byway segment as appropriate for that segment. Some minor additional design work for these maps may be needed depending on the level of detail in GIS layers of the Master Map. Any additional design for mapwork is not included in the cost considerations for the portfolio.
there seems to be active winter visitation by return travelers who know the area for its snowmobiling, skiing, and snowshoeing. Marketing the portfolio to these travelers is strongly advised.

In any case, photos and travel information in the portfolio should include both winter and summer opportunities.

**Cost Considerations:**

This portfolio is proposed as a purchased item; one made available to potential Byway travelers on the web prior to their visit and/or onsite at staffed Byway locations, such as the KNHP Headquarters and Visitor Center, Quincy Mine Hoist Visitor Center and Gift Store, Keweenaw Convention And visitors Bureau, Copper Harbor Visitor Center, and other staffed locations. As mentioned above and suggested by respondents to the formative evaluation, the price point should be kept between $5.00 and $10.00 per portfolio. This price must cover the following costs associated with design and development including:

- Content Development – cost to research and develop the content and organization of the portfolio
- Graphic Design – cost to design the look and layout the format of the portfolio
- Fabrication – cost for printing and assembling the portfolio

Sample costs, including these processes, are provided in the table below. These costs do not include costs for the self-guided brochures that might be distributed as part of the portfolio. Those costs are presented in P2 below.

<table>
<thead>
<tr>
<th>Table 14. Example Costs for Portfolio Production</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Production Task</strong></td>
</tr>
<tr>
<td>Content Development: research and writing of all content for (24)portfolio pages</td>
</tr>
<tr>
<td>Design Development: design and layout of all (24) portfolio pages</td>
</tr>
<tr>
<td>Map Development: see above for master map production costs.</td>
</tr>
<tr>
<td>Fabrication</td>
</tr>
<tr>
<td><strong>Total</strong></td>
</tr>
<tr>
<td><strong>Approximate Per Unit Cost</strong></td>
</tr>
</tbody>
</table>

Note: Fabrication costs are approximate but assume the following: A 9.25” x 10” overall size, 24-page spiral bound booklet with 4-color card stock cover laminated on one-side with pocket on inside front and back covers, divided by 11 tabbed pages, with fold-out map, and fabricated in a 4-color process throughout. (Bid by rod@citizenprinting.com Fort Collins, 7-19-11)
P2. Self-Guided Brochures. We also recommend the design and development of a suite of self-guided brochures that can be used individually or in association with the portfolio described above. This suite of brochures should be consistent with themes of this plan and be based on formative testing of prototype brochures (Appendix C). We recommend that these brochures be provided as a set with a purchased portfolio or distributed individually free of charge. Each brochure would be a printed tri-fold, four-color brochure that interprets the stories and themes suggested in this plan. As appropriate, a small insert map showing select features may be considered for each brochure.

Proposed brochure topics are presented in Table 15 (below) in order of popularity with respondents in the formative evaluation (See Appendix C). This order may be useful if brochures need to be developed in phases. Based on the formative evaluation responses, possible topics are offered for each brochure and possible map locations are suggested. Since these brochures are recommended as simple one-page, tri-fold brochures, the content will need to be succinct. Each one should focus on presenting a broad overview of the theme and not-to-be-missed locations, rather than specifics which are, in many cases, provided in other materials (See Section 2.4). Design, fabrication, and cost considerations for these brochures are provided at the end of this section.

Table 15. Possible Topics and Locations for Self-Guided Brochures

<table>
<thead>
<tr>
<th>Possible Topics</th>
<th>Possible Locations</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Historic Architecture</td>
<td></td>
</tr>
<tr>
<td>Architecture of the mining industry</td>
<td>Downtown Calumet (Calumet Theater, St. Anne’s Church,</td>
</tr>
<tr>
<td>Architecture of the mining company</td>
<td>the Union Building, the Firefighter Museum, Italian</td>
</tr>
<tr>
<td>managers</td>
<td>Hall Arch).</td>
</tr>
<tr>
<td>Community architecture of the miners and</td>
<td>KNHP Headquarters</td>
</tr>
<tr>
<td>their families</td>
<td>Downtown Hancock</td>
</tr>
<tr>
<td>Community church architecture</td>
<td>Downtown Houghton</td>
</tr>
<tr>
<td>Historic preservation and main street</td>
<td>Downtown Lake Linden (1901 City Hall and Fire House)</td>
</tr>
<tr>
<td>architecture</td>
<td>Quincy Mine</td>
</tr>
</tbody>
</table>

7. It may be useful to consult the Walking Paths and Protected Areas of the Keweenaw, a booklet published by the Michigan Nature Association for an excellent example of simple, localized maps keyed to a larger area map.
8. Topics for the self-guided brochures were derived from CCTNBC input and data from the front-end evaluation (see Section 3.2).
<table>
<thead>
<tr>
<th>Possible Topics</th>
<th>Possible Locations</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2. Natural Features</strong></td>
<td></td>
</tr>
<tr>
<td>Geology – Cliff Escarpment, copper vein, watersheds and shoreline</td>
<td>Brockway Mountain Drive</td>
</tr>
<tr>
<td>Vegetation – Tunnel of Trees, Estivant Pines, wildflowers</td>
<td>Copper Harbor and Hunter’s Point</td>
</tr>
<tr>
<td>Wildlife – birds, mammals, fish, insects, amphibians of the peninsula</td>
<td>Agate Beach</td>
</tr>
<tr>
<td>Water – rivers, ponds, waterfalls, Lake Superior shores</td>
<td>Tunnel of Trees</td>
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<td></td>
<td>Eagle River to Copper Harbor along Lake Superior shoreline</td>
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<td></td>
<td>Esrey Park</td>
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<td></td>
<td>Cliff Drive - Cliff Mine, Cliff</td>
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<td></td>
<td>Gay-Lac LaBelle Loop and Bete Gris</td>
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<td></td>
<td>Hungarian Falls</td>
</tr>
<tr>
<td></td>
<td>Quincy Overlook</td>
</tr>
<tr>
<td></td>
<td>McLain State Park</td>
</tr>
<tr>
<td><strong>3. Mining Technology and Engineering</strong></td>
<td></td>
</tr>
<tr>
<td>Mine locations (and tours)</td>
<td>Quincy Mine</td>
</tr>
<tr>
<td>Mining tools and process</td>
<td>Quincy Smelter</td>
</tr>
<tr>
<td>Industrial Archeology sites</td>
<td>Delaware Mine</td>
</tr>
<tr>
<td></td>
<td>Coppertown USA</td>
</tr>
<tr>
<td></td>
<td>Cliff Mine</td>
</tr>
<tr>
<td></td>
<td>C&amp;H Buildings in Calumet</td>
</tr>
<tr>
<td></td>
<td>Sand Dredge in Mason</td>
</tr>
<tr>
<td></td>
<td>Pinesdale Shaft House</td>
</tr>
<tr>
<td><strong>4. Outdoor Recreation</strong></td>
<td></td>
</tr>
<tr>
<td>Summer Recreation – hiking, fishing, boating, swimming, biking, golfing</td>
<td>Copper Harbor – trails, Estivant Pines, Hunter’s Point</td>
</tr>
<tr>
<td>Winter Recreation – snowmobiling, downhill skiing, cross-country skiing, snowshoeing, ice fishing</td>
<td>McLain State Park</td>
</tr>
<tr>
<td></td>
<td>Lake Medora</td>
</tr>
<tr>
<td></td>
<td>Keweenaw Mountain Lodge</td>
</tr>
<tr>
<td></td>
<td>Mount Ripley (winter sports)</td>
</tr>
<tr>
<td></td>
<td>Mount Bohemia (winter sports)</td>
</tr>
<tr>
<td></td>
<td>Major Trails (summer and winter use) noted in Michigan Nature Association’s Paths and Protected Areas (this publication provides descriptions and maps for 20 recreation areas on the Keweenaw)</td>
</tr>
<tr>
<td></td>
<td>Hungarian Gorge Trestle Snowmobile Trail</td>
</tr>
<tr>
<td></td>
<td>Swedetown Recreation Trails in Calumet</td>
</tr>
<tr>
<td></td>
<td>Fort Wilkins State Park</td>
</tr>
<tr>
<td><strong>5. Local Legends and Stories</strong></td>
<td></td>
</tr>
<tr>
<td>Italian Hall</td>
<td>Italian Hall Memorial Park in Calumet</td>
</tr>
<tr>
<td>Calumet Theater</td>
<td>Calumet Theater</td>
</tr>
<tr>
<td>Snow Thermometer and snowfall totals</td>
<td>Snow Thermometer Park near Mohawk</td>
</tr>
<tr>
<td>Snow Panking</td>
<td>Select cemeteries and historic buildings</td>
</tr>
<tr>
<td>Yoopers, Trolls, and other local terminology</td>
<td>Agassiz Park</td>
</tr>
<tr>
<td>Local ghost stories</td>
<td>Stone Boat near Mohawk</td>
</tr>
<tr>
<td>Local stories and memorials (e.g., “Win One for the Gipper”)</td>
<td>Welcome Center at Veteran’s Park near Mohawk</td>
</tr>
<tr>
<td>Annual festivals and events (e.g., Heikinpaiva, Bridgefest, Pasty Fest)</td>
<td>Gipp Memorial in Laurium</td>
</tr>
</tbody>
</table>
### Possible Topics

<table>
<thead>
<tr>
<th>Possible Topics</th>
<th>Possible Locations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Religion and ethnic traditions – Finnish, Cornish, Italian, etc.</td>
<td>Finlandia University</td>
</tr>
<tr>
<td>Renowned men, women, children, and/or families of the region</td>
<td>Michigan Tech Library Archives</td>
</tr>
<tr>
<td>Everyday life of miners and their families</td>
<td>Keweenaw National Historic Park Archives</td>
</tr>
<tr>
<td>Paternal organizations</td>
<td>Finnish American Heritage Center</td>
</tr>
<tr>
<td>Where to find oral histories and genealogy records or information – libraries, historical societies, museum archives, cemeteries, and county clerk’s offices.</td>
<td>Houghton County Historical Museum</td>
</tr>
<tr>
<td></td>
<td>Keweenaw County Historical Society</td>
</tr>
<tr>
<td></td>
<td>Churches of the Keweenaw (e.g., St. Anne’s in Calumet, Phoenix Church, First Congregation Church in Lake Linden, St. Joseph’s Church in Lake Linden, Jacobsville Finnish Lutheran Church in Jacobsville)</td>
</tr>
<tr>
<td></td>
<td>Cemeteries (Cliff Catholic, Copper Harbor, Eagle Harbor, Waasa, Lakeview, Evergreen),</td>
</tr>
<tr>
<td></td>
<td>Finlandia University</td>
</tr>
<tr>
<td></td>
<td>Michigan Tech Library Archives</td>
</tr>
<tr>
<td></td>
<td>Keweenaw National Historic Park Archives</td>
</tr>
<tr>
<td></td>
<td>Finnish American Heritage Center</td>
</tr>
<tr>
<td></td>
<td>Houghton County Historical Museum</td>
</tr>
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</tr>
<tr>
<td></td>
<td>Churches of the Keweenaw (e.g., St. Anne’s in Calumet, Phoenix Church, First Congregation Church in Lake Linden, St. Joseph’s Church in Lake Linden, Jacobsville Finnish Lutheran Church in Jacobsville)</td>
</tr>
<tr>
<td></td>
<td>Cemeteries (Cliff Catholic, Copper Harbor, Eagle Harbor, Waasa, Lakeview, Evergreen),</td>
</tr>
<tr>
<td>7. Foodways and Traditions</td>
<td>Lindell’s Chocolate Shoppe in Lake Linden</td>
</tr>
<tr>
<td></td>
<td>Connie’s Pies and Pasties in Calumet; Toni’s Country Kitchen in Laurium</td>
</tr>
<tr>
<td></td>
<td>Suomi Restaurant</td>
</tr>
<tr>
<td></td>
<td>Michigan House</td>
</tr>
<tr>
<td></td>
<td>Jam Pot</td>
</tr>
<tr>
<td></td>
<td>Peterson’s Fishery</td>
</tr>
<tr>
<td></td>
<td>Farmer’s Market (e.g., Lindell’s Chocolate Shoppe in Lake Linden)</td>
</tr>
<tr>
<td>8. Scenic Views and Photo Opportunities</td>
<td>MDOT Roadside Park (Al and Ellie Isola) – view of Portage Lake Lift Bridge and environs</td>
</tr>
<tr>
<td></td>
<td>Great Sand Bay – views of Lake Superior</td>
</tr>
<tr>
<td></td>
<td>Brockway Mountain Drive – views of Lake Superior and local vegetation</td>
</tr>
<tr>
<td></td>
<td>Tunnel of Trees – views of native vegetation</td>
</tr>
<tr>
<td></td>
<td>Bete Gris Road – views spring wildflowers and Lac LaBelle</td>
</tr>
<tr>
<td></td>
<td>McLain State Park – views of Lake Superior (and Light house)</td>
</tr>
<tr>
<td></td>
<td>Copper Harbor Lighthouse Scenic View</td>
</tr>
<tr>
<td></td>
<td>Oliver Bay and Point Isabel on La Labelle Loop – views of Lake Superior</td>
</tr>
<tr>
<td></td>
<td>Quincy Mine Hoist Buildings and Ruins</td>
</tr>
<tr>
<td></td>
<td>Eagle Harbor Sand Hills Lighthouse</td>
</tr>
<tr>
<td></td>
<td>Eagle River Lighthouse</td>
</tr>
<tr>
<td></td>
<td>Esary Roadside Park – views of Lake Superior</td>
</tr>
</tbody>
</table>

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10. Mushroom and berry picking is reported as one of the fastest growing nature-based recreation activities along with wildflower viewing, visiting farms and agriculture areas, and bird watching (Ken Cordell, NSRE data presentation, May 24, 2011, NARRP Conference, Breckenridge)

11. Brochure #8 was not tested in the evaluation. This topic was not conceived until after the evaluation. It was suggested by the CCTNB Committee. In considering this brochure, see more about producing brochures in lots of four under Cost Considerations.
Design Considerations

For many printing firms, the cost for fabricating brochures of this size is most efficient if produced in lots of four. Therefore, it is advised that these brochures be designed and fabricated at least four at a time. In any case, these self-guided brochures should be designed as a cohesive set that shares the same brand. Brochures should be formatted to help travelers locate unique and indigenous features on the peninsula, and to help visitors pace their discovery of these features.

The Michigan Nature Associations booklet entitled Walking Paths and Protected Areas of the Keweenaw contains excellent map examples that may be useful in designing these brochures.

It is also highly recommended that draft brochures be tested with locals and visitors prior to large lot printing. This would ensure that brochure branding is attractive and that format and content are both useful and accurate.

Seasonal Considerations

As with the portfolio, these brochures should contain content and photos for all seasons. In the case of the Recreation brochure (#4) specifically, equal focus should be given to both summer and winter outdoor recreation activities. In some cases, this may require additional text explanations about the implications of traveling to and around the Keweenaw in the winter months. Alternatively, separate winter recreation and summer recreation brochures could be developed, but again, production costs for printing in lots of four brochures should be considered.

Cost Considerations

These brochures should be developed and distributed as a set; included with the purchase of a portfolio or distributed individually free of charge at visitor contact locations.

Production costs for these brochures, summarized in the following table, consider the following:

- Content Development – cost for researching and writing the content of each brochure.
- Graphic Design – cost for designing the look and formatting each brochure using a similar brand and template for each.
- Fabrication – cost for printing and folding each brochure.
The large paper stock for printing this size brochure allows for 4 brochures to be printed per sheet, and it is most cost-efficient to produce all 8 brochures at the same time. The approximate costs below are for printing of 8 brochures at one time. If phasing of the brochures is desirable, fabricating them in units of at least 4 is advised, although, printing only 4 at a time may increase these production costs slightly.

### Table 16. Sample Costs for Self-Guided Brochures

<table>
<thead>
<tr>
<th>Production Task</th>
<th>1,000 copies</th>
<th>5,000 copies</th>
<th>20,000 copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content Development: fee for research and writing content for a total of eight brochures.</td>
<td>$1,200 (x8) = $9,600</td>
<td>$1,200 (x8) = $9,600</td>
<td>$1,200 (x8) = $9,600</td>
</tr>
<tr>
<td>Branding Design: fee for developing brand/look and brochure template to be used for all brochures.</td>
<td>$500</td>
<td>$500</td>
<td>$500</td>
</tr>
<tr>
<td>Design/Layout: fee for laying out each of eight brochures</td>
<td>$800 (x8) = $6,400</td>
<td>$800 (x8) = $6,400</td>
<td>$800 (x8) = $6,400</td>
</tr>
<tr>
<td>Printing 8 distinct versions of the brochure at one time.</td>
<td>$1,900</td>
<td>$5,500</td>
<td>$12,200</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$18,400</strong></td>
<td><strong>$22,000</strong></td>
<td><strong>$28,700</strong></td>
</tr>
<tr>
<td><strong>Per Unit (Set of 8) Cost</strong></td>
<td><strong>$18.40</strong></td>
<td><strong>$4.40</strong></td>
<td><strong>$1.43</strong></td>
</tr>
</tbody>
</table>

Table Notes:

- Design/Layout costs do not include photo acquisition, maps, postage, travel, or meetings. A photo acquisition allowance may be added to these totals if local free photos of high resolution are not available.

- Fabrication costs are approximate but assume the following: 8½ x 11” two-sided 4 color print on both sizes, folded in thirds on 80# white gloss text paper. (Bid by rod@citizenprinting.com Fort Collins, 7-19-11)

- The fabrication costs also assume tremendous economy of scale for printing all 8 brochures at the same time. For example, printing only one brochure is NOT 1/8th the cost of the fabrication dollar amount.

- “Unit” in this case refers to a complete set of 8 brochures – one of each theme.

### P3. Byway Ethic

Develop an ethic statement for the Byway. This statement should articulate a philosophy of visitation that acknowledges the importance of history in the region and the relationship of the natural environment to that history. It should also suggest desirable Byway behaviors related to courteous driving, stewardship of nature and natural resources, “Leave No Trace” philosophy, respect for diverse cultures, and communication and relationships with local residents. In addition to including this statement in the portfolio, it might also be presented at turnouts where orientation and wayshowing information is provided and/or included with other printed material distributed to Byway travelers.
Design Considerations

Design and development of this ethic statement should be consistent with all other printed materials recommended in this plan in terms of color, look/brand, and logo. In addition, a creative approach is suggested. For example, the U.S. Forest Service once developed a “Wanted Poster” for visitors who would exhibit desirable behaviors on the National Forests. Another example is one developed for the Navajo Nation that can be found at http://www.kimley-horn.com/Projects NavajoScenicRoads/images/PDFS/TravelGuidelines.pdf.

The tangible output of this effort might be a flyer, poster, or brochure, but should be available in both written and electronic formats for distribution in a variety of venues.

Seasonal Considerations

Respectful traveler behaviors are expected year around and so this ethic statement should include behaviors that are appropriate in all seasons. Respectful behaviors between cross-country skiers and snowmobilers, desirable boating and trail behaviors, and Leave No Trace practices are all examples of what might be included.

Cost Considerations

As a simple flyer or poster, the cost for producing this deliverable is minimal. It will take the time of a content specialist or possibly a task force of the CCTNB Committee to generate the content, time by a designer to lay it out professionally, and minimal costs for copying or printing. The table below summarizes approximate costs assuming that all the work is contracted out to interpretive specialists.

<table>
<thead>
<tr>
<th>Table 17. Approximate Costs for Developing and Fabricating a Byway Ethic</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Production Task</strong></td>
</tr>
<tr>
<td>Content Development: fee for research and writing content</td>
</tr>
<tr>
<td>Design Development: fee for designing the layout of the statement in 4-color format.</td>
</tr>
<tr>
<td>Printing and Copying, 1-sided on white card stock.</td>
</tr>
<tr>
<td><strong>Total</strong></td>
</tr>
<tr>
<td><strong>Per Unit Cost</strong></td>
</tr>
</tbody>
</table>

Note: Economy of scale favors printing when the overall quantity increases to numbers larger than 1,000. Depending on the final design and desired quantity, these costs may be integrated into the costs of the portfolio (see P1 above).
P4. Place Names Guide. Develop a Byway place names guide. There are numerous terms and proper nouns that are unique to the Keweenaw about which travelers will be curious. Defining local terms and providing a short etymology of those words would help travelers gain a better understanding the area’s unique sense of place. Contents of this guide might include origins and stories of:

- Place names such as Swedetown, Paavola, Ahmeek, Allouez, Waasa, Lac LaBelle, Gratiot, Bete Gris, Oscela.
- Ethnic language such as suomi, pasties, Heikinpaiva.
- Local vernacular terms such as Yoopers, Trolls, snow panking, and more.
- Native American words such as Seneca, Dacotah, Chippewa, and others.
- Famous people such as Keweenaw, George Gipp, Douglas Houghton, Alexander Agassiz, James H. Klipfel, Fanny Hooe.

Design Considerations

This guide could easily be researched and compiled by a small team of representatives from the numerous local historical and cultural groups, or as an intern project at Michigan Tech or Finlandia University. The effort could be coordinated by the CCTNB Committee or by an interpretive consultant who would ensure timely and reasonable information gathering. The guide would then be laid out by a designer who would make it consistent with all other printed materials of the Byway, and who might add embellishments (photos, anecdotes, quotes) to make the final product appealing and engaging for travelers and locals, who may wish to purchase a guide for themselves or give as a gift.

Seasonal Considerations:

None, other than recognizing that some terms are specific to the seasons in this region (e.g., snow panking).

Cost Considerations

This guide could be developed as a purchased item similar to the portfolio. It would be distributed in local bookstores, visitor centers, on the web, and in other locations where portfolios and tourist information can be purchased. Exact costs are impossible to estimate without knowing the size and length of such a booklet, but the following costs are estimates for a small (5.5”x8.5”) 16-page booklet which might contain photos and/or anecdotes related to the terms and concepts being defined.

<table>
<thead>
<tr>
<th>Table 18. Example Costs for a Place Names Guide</th>
</tr>
</thead>
<tbody>
<tr>
<td>Production Task</td>
</tr>
<tr>
<td>Content Development: fee for research and writing in collaboration with team of local citizens.</td>
</tr>
<tr>
<td>Design Development: fee for design and layout of booklet</td>
</tr>
<tr>
<td>Fabrication</td>
</tr>
<tr>
<td>Fabrication – 16 pages</td>
</tr>
<tr>
<td>Total</td>
</tr>
<tr>
<td>Per Unit Cost</td>
</tr>
</tbody>
</table>

Table Notes:

Booklet fabrication assumes a 16-page booklet, 5.5” x 8.5” size, saddle stitched, on 100# gloss text paper.
B&W fabrication includes a 4-color cover, but all pages printed in black and white.

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**P5. Passport Stamps.** The front-end evaluation for this plan (Section 3.2) reinforced the importance of memories in the overall travel experience. With an eye on complementing the existing KNHP Passport Program, consider a “passport stamp” program specific to the Byway that would provide travelers with a memento of their trip. It could also stimulate partnerships and collaboration among heritage and conservation organizations of the region who are not already partnered with KNHP in their Passport Program, providing each with the opportunity to purchase a self-inking stamp that best symbolizes that location. Travelers who brought their portfolio (or a specially-designed traveler stamp flyer) to these locations could collect unique stamps as a reminder of their visit. Special rewards could be offered for collecting a series of stamps (e.g. historic sites, natural features) or all locations indicated in one of the self-guided brochures. Byway sales items such as T-shirts, mugs, pencils, hats, rulers, and bags could be explored with participating organizations, thereby encouraging collaborative discussions and shared programming.

Recognizing that KNHP began their passport program in summer 2011, coordination with the Park is advised in developing this passport program. Furthermore, some effort will be required of the CCTNB Committee to organize, promote, and otherwise coordinate this effort among historic, cultural, and /or recreation entities of the peninsula. Such an initiative will involve some level of care and feeding once it is initiated (See more on collaboration and partnerships in the section below).

**Design Considerations**

The passport program should be designed as part of the Portfolio option (P1 above), but a single passport page might also be distributed free at various Byway locations where traveler information is distributed. The design and brand of the passport page should be consistent with the design of all printed materials proposed in this plan and should be developed to complement the existing KNHP Passport program.

**Seasonal Considerations**

The passport program could be made available year around for those organizations that host winter travelers. However, as stated above, winter and summer visitation to this area are different. Collecting stamps, mementos, and photos may be more characteristic of summer visitors than winter visitors.

**Cost Considerations**

The following tasks and respective costs should be considered in implementing this Passport Program.

<table>
<thead>
<tr>
<th>Table 19. Example Costs for Passport Program</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Production Tasks</strong></td>
</tr>
<tr>
<td>Fee to design passport sheet to complement KNHP existing passport.</td>
</tr>
<tr>
<td>Copying passport sheets to distribute in visitor contact locations</td>
</tr>
<tr>
<td>Cost of self-inking stampers (includes initial set-up fee for design of stamp)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
</tr>
</tbody>
</table>
E. Collaboration and Training

As stated in Section 2.1 and 2.3, the stakeholders of the Byway are instrumental in its success. Collectively, these organizations, entities, and individuals represent a tremendous force of energy and institutional memory for interpreting the stories of the Keweenaw. Collaboration among these stakeholders for identifying, managing, interpreting, and marketing the benefits of the Byway will be essential for providing exemplary visitor experiences.

In recent years, the interpretive staff at Keweenaw National Historic Park have provided several interpretive training sessions for heritage sites on the Keweenaw to enhance stakeholder capabilities in interpretive media. These sessions have included training in the philosophy of interpretation, how to conduct interpretive walks, talks, and tours, interpretive writing, rudimentary interpretive media development (mounting labels and signs, design and layout, etc.), and in some cases, interpretive planning. These sessions were conducted for various levels of board and staff of the Keweenaw Heritage Sites. In addition, using the resources and staff at the headquarters building, the Park offered assistance in exhibit design and production, brochure development, logo development and marketing for some heritage sites. And yet, there is still a need for more enhancing the capabilities of location organizations.

In the formative evaluation survey (See Appendix B) interpretive offerings were defined as “the capacity to organize collections, design and develop programs, provide interpretive media (e.g., signs, exhibits, labels), and coordinate interpretive staff”. In spite of this definition, there seems to be some confusion among local stakeholder respondents about exactly what interpretation is. Approximately half of the responses mentioned aspects of Byway sites unrelated to interpretive offerings, such as, location, visibility, name recognition. Clearly, training in this area is appropriate.

For the purposes of this plan, three types of training are proposed below. These are followed by a table listing regional organizations that may benefit from such training and a suggested scope of work that might be developed for contracting training expertise in these areas. In all cases, the following criteria should guide training goals.

- To the degree possible, training sessions should be customized to the particular needs of each site while honoring the overall interpretive goals and professional development needs of the Byway region.
- Training should be designed to help each site professionalize their interpretive media, make their story(ies) more relevant to the traveling public (be visitor-centric), and complement the overall interpretive story for the region.
All training sessions should be well organized, professional, substantial, and consistent with current trends in the industry. In addition, brief training evaluations throughout would help strengthen the programs.

C1. Personal Interpretation Training. Develop a comprehensive training program for the various stakeholders and organizations that provide resources and information to Byway travelers. All travelers appreciate personal help when they travel – people who provide services, rent equipment, give tours, provide information, and interpret the history, culture, and nature of a place. Because of the diversity and significance of the CCTNB region, and because of its remoteness, personal touch is extremely important in the Byway experience.

Currently, KNHP provides some personal interpretation at select sites, for example, guided tours of downtown Calumet, staffing at the Calumet Visitor Center (Union Building), and occasional interpretive programs, by request. Likewise, personnel at other historic or recreation sites offer tours or programs (See Table 20 below).

Personal interpretation as used here is defined as informative or educational walks, talks, guided tours, living history, and other programs presented by a trained educator or interpreter for the purpose of provoking and inspiring learners about a topic or theme. Due in large part to the enduring efforts of the National Park Service for nearly 100 years, personal interpretation (i.e., ranger programs) is typically popular with many recreationists and travelers. And yet, professionally-trained interpreters are still rare outside the Park Service. The unique nature of the Keweenaw and particularly the Byway region lends itself to enhanced personal interpretation by both historic and recreational entities alike. Collaboration among and between these entities toward this goal is highly recommended, whereby personal interpretation and customer service capabilities of local entities would be enhanced.

Training for personal interpretation is provided by a number of sources. For example, the National Association for Interpretation (NAI) offers certification training in the following categories. Trainers for these courses, who are typically members of NAI, are located in almost every state.

- Certified Interpretive Guide (CIG)
- Certified Heritage Interpreter (CHI)
- Certified Interpretive Manager (CMI)
- Certified Interpretive Host (CHI)

Another option is a local or regional university that has an education, interpretation, or natural resource program (e.g., Michigan State University) which may have graduate
students or faculty with this training expertise.

Finally, consultants around the country who specialize in interpretation, museum studies, or informal learning, are an excellent source for this type of training. Contacting organizations such as the Michigan Alliance for Environmental and Outdoor Education (www.michiganenvironmentaled.org), the North American Association for Environmental Education (www.naaee.org), American Association for State and Local History (www.aaslh.org), or small consulting firms for interpretive specialists may be useful.

C2. Interpretive Media Training. Also consider organizing a series of interpretive media training courses for the same stakeholders and organizations (see Table below). Like training initiatives offered by KNHP in the past, the intent of this training effort would be to build capacity among regional organizations for developing their own interpretive media – brochures and interpretive publications, exhibits and exhibit labels, and interpretive signs. Again, regional trainings offered for these stakeholder groups would add to consistency and cohesion of media, creating a critical mass of trained interpreters, while reducing costs and increasing the efficiency for any one individual organization.

The same venues mentioned above could be contacted for trainers on this topic.

C3. Small Museum Administration/Management Training. Finally, as time and resources allow, consider collaborative training in small museum administration and management. The Byway comprises numerous historical society and museum stakeholders, so collaborating on this type of training saves money and time for all organizations and ensures a more consistent product across the region.

In 2011, the American Association of Museums released a “Small Museum Toolkit” that contains the following six books. This toolkit is highly relevant to historic site and small museum management and may be useful for many organizations in the Byway corridor.

1. Leadership, Mission, and Governance
3. Organizational Management
4. Reaching and Responding to the Audience
5. Interpretation: Education, Programs, and Exhibits
6. Stewardship: Collections and Historic Preservation

In addition, the National Association for State and Local History (http://www.aaslh.org/) provides leadership and resources on this topic.

Planning and Training Considerations

For any of these training initiatives (C1, C2, and/or C3), the table below suggests a number of local organizations – cultural/historic, and natural resource, that may benefit from institutional training in these three areas.
Table 20. Regional Organizations for Training Opportunities.

<table>
<thead>
<tr>
<th>Site Name</th>
<th>Associated Community</th>
<th>Currently provide guided tours or programs</th>
<th>Currently have exhibits or displays</th>
<th>Seasonal Staffing only</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bammert Blacksmith Shop</td>
<td>Eagle River</td>
<td>X (informal)</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Brockway Mountain Summit Location (seasonal staff)</td>
<td>Eagle Harbor, Copper Harbor</td>
<td>X (informal)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Calumet Theatre</td>
<td>Calumet</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Copper Country Audubon</td>
<td>Houghton</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Copper Country Welcome Center at Veterans Park</td>
<td>Mohawk</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Central Mine Town Site</td>
<td>Central Mine Location</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Copper Harbor Marina / State Harbor</td>
<td>Copper Harbor</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Copper Harbor Visitor Center</td>
<td>Copper Harbor</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Coppertown USA Mining Museum</td>
<td>Calumet</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Delaware Copper Mine</td>
<td>Delaware location</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Finnish American Heritage Center</td>
<td>Hancock</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Friends of the Land of Keweenaw</td>
<td>L’Anse</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fort Wilkins Historic State Park</td>
<td>Copper Harbor</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Houghton County Heritage Center at the First Congregation Church</td>
<td>Lake Linden</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Houghton County Historical Society and Museum</td>
<td>Lake Linden</td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Houghton County Marina</td>
<td>Hancock</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Keweenaw County Historical Society (including Eagle Harbor Lighthouse and Museum)</td>
<td>Eagle Harbor</td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Site Name</td>
<td>Associated Community</td>
<td>Currently provide guided tours or programs</td>
<td>Currently have exhibits or displays</td>
<td>Seasonal Staffing only</td>
</tr>
<tr>
<td>-----------------------------------------------</td>
<td>-------------------------------</td>
<td>------------------------------------------</td>
<td>-----------------------------------</td>
<td>------------------------</td>
</tr>
<tr>
<td>Keweenaw County Convention and Visitors Bureau</td>
<td>Calumet, Laurium</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Keweenaw Heritage Center at Saint Anne's Church</td>
<td>Calumet</td>
<td></td>
<td>x</td>
<td></td>
</tr>
<tr>
<td>Keweenaw Land Trust</td>
<td>Hancock</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Keweenaw Mountain Lodge</td>
<td>Copper Harbor</td>
<td></td>
<td></td>
<td>x</td>
</tr>
<tr>
<td>Laurium Manor Inn and Victorian Hall</td>
<td>Laurium</td>
<td>x (self-guided)</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Lindells Chocolate Shoppe</td>
<td>Lake Linden</td>
<td></td>
<td>x</td>
<td></td>
</tr>
<tr>
<td>McLain State Park</td>
<td>Calumet, Hancock</td>
<td></td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Calumet Main Street Merchants</td>
<td>Calumet</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Village of Laurium Merchants</td>
<td>Laurium</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eagle River Historic District Merchants</td>
<td>Eagle River</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Michigan Nature Association (Estivant Pines Committee)</td>
<td>Hancock</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phoenix Church</td>
<td>Phoenix</td>
<td></td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Quincy Mine Hoist Association</td>
<td>Hancock</td>
<td></td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Red Jacket Tours in Hubbell</td>
<td>Hubbell</td>
<td></td>
<td>x</td>
<td></td>
</tr>
<tr>
<td>The North Woods Conservancy</td>
<td>Calumet, Mohawk</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Upper Peninsula Environmental Coalition</td>
<td>Houghton</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Upper Peninsula Fire Fighters Memorial Museum</td>
<td>Calumet</td>
<td></td>
<td>x</td>
<td>x</td>
</tr>
</tbody>
</table>
Recognizing the complexity and uniqueness of the region, the following strategy is recommended. The CCTNB Committee may consider contracting the overall effort which includes the following three phases:

**Phase I. Diagnostics and Planning**

The purpose of this phase would be to diagnose needs and interests, but also to develop a deliberate multi-stage plan for implementing a training program. For example, during this phase it would be important to diagnose at least the following:

- Who is interested?
- What is the current level of organizational maturity for interested organizations?
- What type(s) of training, specifically, are they most interested in (The formative evaluation report in Appendix C provides a useful starting point for answering this question).
  - personal interpretation – walks, talks, tours, programs; customer service
  - non-personal media development – signs, panels, brochures, printed material
  - technological interpretation – websites, blogs, social media
  - visitor and/or audience tracking, monitoring and evaluation
  - management training – collections care, board development, fundraising, volunteer program development and management
- What is the proportion of interest in or need for various levels of training (eg. novice, intermediate, advanced)?
- What are the expectations for training and what is the specific desired content?
- What are desired training formats (e.g., 1-day, multi-day, live workshop, on-line training)
- What are possible locations for training?

Included in this diagnostics piece, should also be an effort to educate and motivate organizational staff, board, and/or volunteers about the need for and importance of informal education specific to the Byway, but also to the Region.

At the same time, as technology and social media continue to change the way visitors travel and learn in their leisure time, the importance of informal learning to national literacy should not be underestimated. A review of relevant literature that discusses these trends should be considered in this phase.

Finally, some discussion of a consistent interpretive story for the region should be addressed. This might involve discussion among board presidents and/or site managers from historic/cultural sites, as well as members of the CCTNB Committee, interpretive staff from KNHP, and members of the KHNP Advisory Commission.

It should be noted, that whereas, the focus of this training may be on cultural and historical sites, particularly those affiliated with the KNHP as Keweenaw Heritage Sites, it might also be extended to natural resource organizations and environmental education providers. The Michigan Nature Association coordinates visitor information for nearly 20 sites on the Keweenaw. In addition, the Western UP Center for Science, Math and Environmental Education at Michigan Tech may also be interested or have resources that are consistent with this effort. These and other environmental education providers should be researched during the diagnostics phase of this effort.

Armed with diagnostics information, a plan would then be developed to prescribe training sessions and approaches for the various interested organizations. During this phase, draft modules and materials for
each of several training sessions or workshops should be drafted and reviewed by a core team – perhaps one formed during the diagnostics process. Possible training modules might include the following.

**Table 21. Possible Organization of Training Modules**

<table>
<thead>
<tr>
<th>Byway Plan Awareness Campaign</th>
<th>Interpretive Media Development</th>
<th>Personal Interpretation</th>
<th>Small Museum Administration and Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Byway Plan Awareness Campaign</td>
<td>½ day training (precursor to the classes below):</td>
<td>½-day overview:</td>
<td>1-day overview:</td>
</tr>
<tr>
<td></td>
<td>a. What is the Byway?</td>
<td>a. What are themes, goals, and outcomes?</td>
<td>a. Planning (Strategic and Interpretive)</td>
</tr>
<tr>
<td></td>
<td>b. What is the Byway Interpretive Plan, how was it developed, and why is it important for the region?</td>
<td>b. Types of media: exhibits, signs, printed material, technology.</td>
<td>b. Fundraising and Grant writing</td>
</tr>
<tr>
<td></td>
<td>c. What is interpretation?</td>
<td>c. Audiences (learning styles, generational differences, etc.)</td>
<td>c. Staffing and personnel</td>
</tr>
<tr>
<td></td>
<td>d. What are the Byway themes and recommendations?</td>
<td>d. Media in your setting.</td>
<td>d. Collections management and conservation.</td>
</tr>
<tr>
<td></td>
<td>e. How an interpretive training initiative will enhance awareness, use, and understanding of the region.</td>
<td></td>
<td>e. Board development</td>
</tr>
<tr>
<td>101 Level or Introduction</td>
<td>101 Level or Introduction</td>
<td>½-day overview:</td>
<td>1-day overview:</td>
</tr>
<tr>
<td></td>
<td>a. What are themes, goals, and outcomes?</td>
<td>a. Types of personal interpretation: walks, talks, tours, programs, living history.</td>
<td>a. Planning (Strategic and Interpretive)</td>
</tr>
<tr>
<td></td>
<td>b. Types of media: exhibits, signs, printed material, technology.</td>
<td>b. Developing a thematic program.</td>
<td>b. Fundraising and Grant writing</td>
</tr>
<tr>
<td></td>
<td>c. Audiences (learning styles, generational differences, etc.)</td>
<td>c. Presentation styles and techniques.</td>
<td>c. Staffing and personnel</td>
</tr>
<tr>
<td>201 Level or Practical Skill Building</td>
<td>1-day workshop:</td>
<td>1-day workshop:</td>
<td>1-2-day workshops in each of the topics above.</td>
</tr>
<tr>
<td></td>
<td>a. Developing a project plan.</td>
<td>a. Developing a program/activity outline.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>b. Developing themes, goals and objectives for your project.</td>
<td>b. Visitors and visitor outcomes.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>c. Developing content</td>
<td>c. Writing a program – theme, conclusion, body, introduction.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>d. Design approaches and techniques</td>
<td>d. Presentation practice.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>d. Fabrication materials and techniques</td>
<td></td>
<td></td>
</tr>
<tr>
<td>301 Level or Advanced Practice</td>
<td>2-day training</td>
<td>2-day training</td>
<td></td>
</tr>
<tr>
<td></td>
<td>a. Facilitated work session of individual site projects.</td>
<td>a. Facilitated management issues workshop.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>b. Visitor studies and evaluation.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Phase II. Capacity Building

The purpose of this phase would be to administer training modules to meet the specific needs of individual organizations and to provide hands-on, collaborative training sessions in the topics suggested above. Some customization for specific location or organization will likely be necessary.

Trainer(s) would be expected to prepare all materials, create interactive activities, and provide useful references for each module. The focus would be on first-hand experience by participants to develop program, media, and/or actionable work plans specific to their home institution. Reflection and adaptive revisions would be expected, following each training session, and based on a participant evaluation of each module.

Phase III. Mentoring and Following-up Coaching

The purpose of this phase would be to provide follow-up mentoring and coaching to all participants who participated in any of the training modules. This might involve email, phone, or in-person discussions (with groups and individuals) related to specific training modules. With a critical mass of organizations participating there should be regular round-table meetings to share progress and brainstorm solutions to individual or collective challenges. Coaching and mentoring would also take into account the effects of seasonal and temporary staff at these locations and how that might affect ongoing capacity within each organization.

Design Considerations

For an individual or team to design and conduct this level of training effort, trainer(s) should at least meet the following qualifications.

1. Practical experience (at least 10 years) with:
   - Interpretive programming and media - personal and non-personal media; educational programs and activities, electronic media
   - Natural and/or cultural/historic resource management

2. Demonstrated experience (at least 5 years) in planning, training, and/or teaching interpretation, environmental education, or informal learning.

3. Experience with the following is highly desirable:
   - Audience analysis, visitor studies, evaluation and/or marketing
   - Instructional design or program development
   - Museum management and administration – board development, collections, staff/volunteer management.

Seasonal Considerations

As many of the natural and historical organizations are extremely busy during the summer season, some of this planning/training effort could take place during the shoulder seasons (spring and fall) or winter when visitor demand is less. In any case, planning and training should diagnose, plan, and train for Byway travelers who may wish to visit the area in all seasons of the year.

Cost Considerations

The cost estimates in the table below assume hiring of an outside consultant or team to design, develop, and implement this training effort. This kind of capacity building is very attractive to many funders including local and regional community foundations. These avenues for funding this initiative are highly recommended.
Table 22. Cost Estimates for Training Efforts

<table>
<thead>
<tr>
<th>Phase - Purpose</th>
<th>Approximate Time Allocation</th>
<th>Approximate Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phase I - Diagnostics and Planning</td>
<td>~16-20 person days effort for diagnostics + ~35-40 person days effort for planning and preparation or a total of 50-60 person days over 6-10 months</td>
<td>$40K-48K</td>
</tr>
<tr>
<td>Phase II - Training</td>
<td>~25-30 person days effort over 12-14 months</td>
<td>$20-$24K</td>
</tr>
<tr>
<td>Phase III – Mentoring and Coaching Follow-up</td>
<td>~15-18 person days effort over 6-8 months</td>
<td>$12K-$14K</td>
</tr>
<tr>
<td>Sub Totals</td>
<td>2-3 years effort</td>
<td>$72K - $86K</td>
</tr>
<tr>
<td>Expenses: travel, lodging, per diem, copies and materials, postage</td>
<td></td>
<td>$6-7K</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>$78K-92K</strong></td>
</tr>
</tbody>
</table>

Table Notes:
- Person day estimates for Phase I assume (a) diagnostics (phone) interviews with at least 1 person from each organization (~30-35) plus web and document research as needed, plus (b) 2x the time “in class” for planning, preparation and materials development for each module.
- Person day estimates for Phase II trainings assume only 1 session of each module is taught.
- Person day estimates for Phase III assumes at least three follow-up communications (email, phone, conference call) with each organization plus following written reporting, instructions, or reference material.
- All person days are calculated at $800/day which covers fees and indirect costs.

F. Electronic Media and Social Networking

Technology is rapidly changing society at-large, which in turn, is changing the nature of visitor experience in informal learning settings – including byway traveler experiences. In some ways, technology is making visitor experiences more accessible and more personal by providing instantaneous accessibility to people, places, and content. In other ways, technology depersonalizes experiences by disrupting social interaction as we’ve known it for centuries. Nevertheless, cyberspace is the new community for visitor experience and learning – at home, and on vacation. Therefore, we offer the following electronic media recommendations.

E1. Techno-Team: Convene a technology team of 5-6 people to advise the CCTNB Committee about technological and electronic resources and services for the Byway. The membership of this team should consist of 1/3 of its members under the age of 21; 1/3
between the ages of 22-30; and 1/3 over 30. The specific charge to this committee should begin with the following:

1. Researching and Advising on Trends: Research and track technological advancements and trends as they relate to travel in general and Byway use in particular. This might include website links, blogs, wiki’s, social media, cell phone apps, online videos, photo sharing, webinar possibilities, and all things electronic/digital that pertain to road travel and the UP of Michigan. With the eminent changes proposed for the National Byway Resource Center (by fall of 2012), the role of this Techno Team may take on additional research and monitoring responsibilities for the Byway.

2. Surveying Potential Travelers: Consider a short online survey, using Survey Monkey, Zoomerang, or any of the other free or low-cost services, to explore digital and on-line preferences of Keweenaw travelers.

In the formative evaluation we received good responses from local residents, but not enough out-of-town visitors responded to the evaluation to have an informed description of their preferences. Local chambers, convention and visitor bureaus, and hotels and lodges could collect traveler’s emails by offering a small incentive (e.g., discount coupon) for participating in this survey. Using the information from an additional short survey, preferences by visitors could then be compared with local use preferences to better inform decisions about prioritizing electronic media (see Section 4 of the Formative Report in Appendix C). Findings would be shared with all participating businesses, thus building interest and inspiring future collaboration. The following questions are suggested for exploring out-of-town visitors’ use of technology.

How much do you typically use electronic search tools for content when you travel?

How likely would you be to use electronic search tools with information about the Copper Country?

How much do you typically use site-specific or content-specific apps when you travel?

How likely would you be to use an app for Copper Country Trail National Byway?

How much do you typically use electronic search tools for wayfinding?

How likely would you be to use electronic search tools for finding your way in the Copper Country?
How much do you typically watch web cams when you travel?

How likely would you be to watch web cams of Copper Country locations?

How much do you typically use Facebook?

How likely would you be to use a Copper Country community page on Facebook?

How much do you currently watch YouTube?

How likely would you be to watch or post videos of the Copper Country on YouTube?

How much do you currently use Flickr or other photo-sharing sites?

How likely would you be to view or post photos to a Copper Country photo-sharing site?

Scale A: 3-point frequency scale: Never Occasionally Frequently
Scale B: 5-point likelihood scale: Not at all likely 1 2 3 4 5 Extremely likely

3. Hosting Regular Meetings: Beginning as soon as winter 2011-12, convene an informal semi-annual or quarterly discussion with the CCTNB Committee and interested members of the local communities, to define (new) terms, share experiences with new platforms, answer/discuss questions related to electronic media, and otherwise explore options for cyberspace applications related to the Byway.

4. Developing a Technology Philosophy for CCTNB: In some cases, the use of technology is limited by access to technology. This may be the case in the Keweenaw. In general, local residents may use less technology than out-of-town visitors, in some cases due to limited access, and in others due to personal choice. This sentiment was borne out of the Formative Evaluation that was conducted for this plan.

We speculate that many out-of-town visitors are likely to use more technology because their access to technology is greater (this could be verified with the survey suggested above). If this is the case, there may be two very distinct views of how technology can or cannot enhance Byway experiences. With this in mind, and until which time cell coverage and internet service is improved for the Keweenaw, consider developing a philosophy statement about technology/electronic media and the Byway experience to reduce visitor frustration. For example, some out-of-town visitors may be disappointed if they expect to have cell/internet access during their visit. With a philosophy statement about technology access in the region, these travelers can adjust their expectations accordingly.
In addition, and perhaps more importantly, much of the experience on the Keweenaw is either nature-related (outdoor recreation, beaches, views) or history-related (historic sites, mine tours, genealogy). Having constant access to technology, may not enhance the Byway experience for some travelers. In this case, part of the philosophy statement may be an intentional invitation to travelers to “go back in time” and explore the history of this area as it once was (with little or no electronic media). This latter philosophy is borne out of recent research about the restorative qualities of nature (www.childrenandnature.org) and the benefits of slowing ourselves down in an otherwise hectic world (http://www.carlhonore.com/?page_id=6).

In any case, this statement should be developed acknowledging that (a) technology and electronic media are a central part of our lives in America today – a trend and phenomenon that is near impossible to ignore, and (b) cell coverage and internet service will likely be improved in the Keweenaw before this plan can be fully implemented, thus making the life of this statement short-term.

Cost Considerations

Costs for this recommendation are minimal but should consider the following:

• Costs associated with staffing the coordination of Techno Team efforts, and minor costs for meeting space, snacks, reporting, and/or possible honorarium or stipend for team members.

• Minimal costs for a research mentor to help with the short visitor survey (~$100/hour)

• Minimal staffing costs for sub-committee or committee volunteer(s) to develop, vet, and finalize the Technology Philosophy statement.

E2. CCTNB Website Enhancements and Links.

Currently, there are two major websites that contain information specific to CCTNB: the national byway website (www.byways.org), and the CCTNB-specific website (www.coppercountrytrail.org). The national website is a little busy and is branded with the National America’s Byways logo and tagline. It contains useful information for visitors planning their tip to CCTNB such as, 1- and 2-day trip suggestions and a couple theme-specific adventures (snowmobiling, birds). A Wish List function enables visitors to build a list of desired travel locations. Visitors can also send electronic post-cards from this location. Maps, directions, photos, visitor services, road restrictions, and visitation seasons are also provided. Logos for CCTNB and the Michigan Heritage Route could be added to this site.

The CCTNB site also contains useful information about the Byway and its attractions. The branding is appropriate and the use of photos is attractive. However the navigation is slightly cumbersome and the content is text-heavy in some places. In order to improve navigation on this site and make it consistent with this planning effort, the following suggestions are offered for revising the architecture of this website.
Home Page

Home page with CCTNB name and logo is fine; add revised navigation index.

About the Byway

• National Byways – current content is appropriate.
• Michigan Heritage Program – current content is appropriate.
• Copper Country Trail National Byway (change from “Background”) – provide a brief history of CCTNB whereby the text from Copper Country History, Copper Country Trail, Copper Country National Byway is consolidated and shortened. Introduce the themes for the Byway as articulated in this plan.
• Byway Segments – introduce and describe each of the 8 segments of the Byway as described in this plan; include photo(s) and map for each accordingly.
• Traveling the Byway – develop a section that contains the following: safe driving tips, road conditions and seasonal travel, the Ethic Statement, and other travel information as appropriate.
• Plan Your Byway Visit – provide activities, samplers. An excellent example of how this section might be designed can be found at http://www.ohioanderiecanalway.com.
• Byway Sales Items – develop a sales area for selling/ordering Travel Portfolios, Place Names Guide, and other Byway promotional items (See O1. Interpretive Merchandise below)

Byway Attractions and Features

Consolidate and re-organize all content currently under Attractions, History, and Itineraries into the following sections. As appropriate suggest stops and/or itineraries. Provide appropriate links for each section as indicated.

• History, Culture, and Archeology
  • Mining History and Architecture
  • Genealogy – cemeteries, libraries, archives, churches
  • Lighthouses
  • Museums and Historical Sites
  • Keweenaw National Historical Park – Quincy Unit, Calumet Unit, Heritage Site partners
  • Links: KNHP, the Heritage Sites, historical societies; Clifton Mining archeology site; Fort Wilkins State Park

• Nature
  • Geology of the Byway region
  • Flora and Fauna (Wildlife) of the Byway Region
· Water – Lakes, Streams, Rivers, Waterfalls
· Climate and Seasons
· Links: Michigan Nature Association, www.leafsnap.com (plant content), and other online field guides as they become available; local weather link
· Outdoor Recreation
· Summer Activities – fishing, boating, hiking, biking, water sports, geocaching
· Fall Activities – hunting, geocaching
· Winter Activities – snowmobiling, cross-country skiing, snowshoeing,

· Scenic Views
· Beach and Water views – Lake Superior, Great Sand Bay, Gratiot Lake, Lac LaBelle, Oliver Bay, etc.
· Vegetation views – Tunnel of Trees, Brockway Mountain Drive, etc.
· Links: YouTube, photos sharing sites.

Maps

The maps provided are fine, but this page should also include a link to the UP Travel and Recreation Association website discussed above (http://www.uptravel.com/theup) so visitors can access the interactive map.

Communities of the Byway

The links and map on this page are good although it might useful to separate direct links to the communities (Calumet, Copper Harbor, Houghton, Hancock, and Laurium) from those for area or regional information (CVB, Chamber, Hunt’s Guide). And, consider adding to this list the following links: www.keweenaw.info, www.keweenawnow.blogspot, and www.uptravel.com.

Byway Services

The Restaurants and Lodging pages should be consolidated to one Byway Services page with links to the communities (Calumet, Copper Harbor, Houghton, Hancock, and Laurium) as well as the Chamber site and the CVB site. Consolidate the narrative accordingly. Also consider a link to www.pasty.com site. This is perhaps the most comprehensive site for services and activities in the area, although there is no consistency in the information presented since each business and organization posts its own information.
Contact

Streamline this page. This link should be used for the most direct contact (a person, phone and email) who can answer questions about the Byway. As coordinator of the Byway effort, should a link to WUPPDR be first on this page? The community connections, the Hunts UP Guide and Copper Country link are appropriate but the Chamber and CVB links are on this page twice and could be removed entirely as they would now be on both the Communities of the Byway and the Byway Services pages. Moving the Outdoor Recreation link (Keweenaw Trails) to Outdoor Recreation (above) is advised.

Design Considerations

Website redesign could be done by the current webmaster, in collaboration with the CCTNB Committee and Techno-Team, using the outline above as an organizer. Or, the project could be contracted to an outside web developer (see Chapter 6 for suggested contractors). However, strongly consider transferring the website to a content-managed system whereby updates or additions could be made easily by CCTNB designee(s). From time to time, the Techno Team should keep a lookout for other content links that may be appropriate to include. The reorganization of the website does not require any change of branding or overall design.

Seasonal Considerations

Ensure that photos and visitor opportunities are offered that showcase both summer and winter activities (as well as activities by all ages and types of groups).

Cost Considerations

Web enhancements should be budgeted at ~$100/hour.

E3 - Social Media

Social media, such as Facebook, YouTube, and Twitter, are widely used communications in America today. Although the Keweenaw currently does not yet have comprehensive cellphone and internet service, there are at least two social media tools that should be developed as outreach tools in the short-term.

A. In collaboration with the Techno-Team recommended above, create a Facebook Community Page for the Byway. According to Facebook, a Community Page is “a new type of Facebook Page dedicated to a topic or experience that is owned collectively by the community connected to it. Community pages let you connect to others who share similar interests and experiences”. Facebook communities can be created around topics, ideas, organizations, or locations -- in this case, the Byway and all of the experiences it affords to local residents and out-of-town visitors. Different from the CCTNB website, a Community Page would allow administrators to post photos, links, comments, and events. Members, in turn, can “like” the site or make their own comments on the page. Every week, administrators receive an update that makes it possible to track the number of active users, likes, and wall posts (i.e., comments and visits to the site).
B. Again, in collaboration with the Techno-Team recommended above, consider establishing a CCTNB YouTube account whereby videos of the Byway could be featured. Interested members of the CCTNB Committee, the Techno Team or interested local citizens could take or solicit short videos of experience along the Byway which are history, nature, or recreation-related. When accessed by visitors, these videos would serve as advertising about the experience on the Byway. Like Facebook, YouTube provides an easy way to track and grow the number of users.

Design, seasonal, and cost considerations for all these social media recommendations above are addressed under the Techno Team recommendation above.

**E4. Cell Phone App for CCTNB**

Based on success with the Facebook Community Page and recommendations of the Techno-Team once cell phone coverage is improved in the region, consider developing a cell phone app for CCTNB. A search of the App Store on an iPhone or other smartphone will reveal a host of site-specific apps for museums, parks, and cities around the world that show a realm of possibilities.

**E5. Webcams**

On the website, in the portfolio, and in other marketing materials for the Byway, encourage the use of existing webcams and consider adding other webcams in the Byway region for various scenic, nature, and/or recreation spots. The website, [www.earthcam.com](http://www.earthcam.com) already contains links to northern Michigan cams at Michigan Tech, Copper Harbor, and about weather, traffic, and deer of the area. Webcams are useful for travelers to the area to see weather and traffic condition, but they are also useful as a learning media for families and students. Some of the most popular online webcams are of animal dens or nests where viewers can experience vicariously the birth of animals, the flights of birds, or the chance encounters of wildlife. For CCTNB, Consider adding additional webcams at places where these phenomena might take place. For example, Estivant Pines is an old growth White Pine forest that is seldom visited by the casual traveler, yet as a remote and pristine natural area; turtles cross the trail, deer wander the woods, and birds nest in tree cavities. A webcam in this area might give visitors a view of that area they might otherwise not experience.
Alternatively, many of the protected areas of the Keweenaw described by the Michigan Nature Association (MNA) contain ideal raptor or bird habitat. Working with the MNA and the Center for Science, Math, and Environmental Education at Michigan Tech would most likely render an exemplary nest location appropriate for a webcam. Or, a particularly scenic view along the Lake Superior Shoreline (particularly those less seen by visitors on the Lac LaBelle loop) might be an appropriate location to show seasonal changes and weather on the Lake.

G. Other Media

O1. Interpretive Merchandise – A great deal of early Byway operations and management is awareness-building for both local residents and out-of-town visitors. An initial awareness training of the planning effort and its recommendations has been suggested above for local historic/cultural and natural resource organizations (see Table 21 under Collaboration and Training). However for building broader awareness locally, regionally and nationally, we recommend a deliberate set of interpretive merchandise for both sales and give-away. Merchandise ideas might include a Byway briefcase (bag, tote, drawstring sport bag, or similar), mugs, t-shirt, pen/pencil, tablet, water bottle, and/or tablecloth. A plethora of creative ideas for other types of merchandise can be found online by searching “conference giveaways” and/or “unique promotional items”.

Design Considerations

There are unlimited possibilities, although interpretive merchandise for the Byway should consider (a) the (vehicular) traveling experience, and (b) the learning potential of these items. For example, to produce a 4- or 8-set of mug each with one of the self-guided brochure themes and a short content message makes a nice gift or memento but also provides an educational message. In addition, all merchandise should include the current Byway logo and tagline.

Convening a small sub-committee (3-4 people only) to research and recommend the most desirable and appropriate items is suggested. In addition, testing 2-3 items initially for traveler appeal is recommended before developing an entire suite of merchandise.

Cost Considerations

As suggested above there are numerous firms who produce merchandise of this type. For example, see http://www.marcopromotionalproducts.com/. These firms can easily be found on the web and pricing is readily available for each item. It should be noted that significant economies of scale can be realized when pricing these items for bulk purchase.
## Section 6. Implementation Guidelines

### 6.1 Summary of Recommendations with Budget Considerations

The table below summarized the recommendations included in this plan with their respective cost ranges.

<table>
<thead>
<tr>
<th>Recommendation Category and Specific Recommendations</th>
<th>Approximate Cost or Range</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Byway Maps</strong></td>
<td></td>
</tr>
<tr>
<td>M1. Master Byway Map Design</td>
<td></td>
</tr>
<tr>
<td>a. Printed Map Formats</td>
<td>varies, up to $800/per</td>
</tr>
<tr>
<td>b. Interactive Map Format for the Web</td>
<td>cost for services, $85-$10/hour</td>
</tr>
<tr>
<td><strong>Gateway and Terminus to the Byway</strong></td>
<td></td>
</tr>
<tr>
<td>GT1. Gateway Sign</td>
<td>$10K - $25K</td>
</tr>
<tr>
<td>GT2. Gateway Park</td>
<td>P1 = $28K-$36K</td>
</tr>
<tr>
<td>PII = 80K-$100K</td>
<td></td>
</tr>
<tr>
<td>GT3. Terminus Park</td>
<td>$25K-$45K</td>
</tr>
<tr>
<td><strong>Signs and Turnouts by Byway Segment</strong></td>
<td></td>
</tr>
<tr>
<td>S1. Confidence Markers and Motorist Guidance Signs</td>
<td>CM = $300-$2,500/per sign</td>
</tr>
<tr>
<td>MGS = $250-$1,500/per sign</td>
<td></td>
</tr>
<tr>
<td>P2. Turnouts with Orientation and Interpretive Signs</td>
<td>Turnouts = $5K-$25K/per</td>
</tr>
<tr>
<td>Interp/OW signs = $1,200-$2,500 per</td>
<td></td>
</tr>
<tr>
<td><strong>Travel Portfolio and Printed Interpretive Media</strong></td>
<td></td>
</tr>
<tr>
<td>P1. Travel Portfolio</td>
<td>$150K (20,000 copies)</td>
</tr>
<tr>
<td>P2. Self-Guided Brochures (8)</td>
<td>$28K (20,000 copies)</td>
</tr>
<tr>
<td>P3. Byway Ethic</td>
<td>$1K-$3K (100 copies)</td>
</tr>
<tr>
<td>P4. Place Names Guide</td>
<td>$10K (10,000 copies)</td>
</tr>
<tr>
<td>P5. Passport Stamps</td>
<td>$100-$500 (10 orgs)</td>
</tr>
<tr>
<td><strong>Collaboration and Training</strong></td>
<td></td>
</tr>
<tr>
<td>C1. Personal Interpretation Training</td>
<td>$78-$90K</td>
</tr>
<tr>
<td>C2. Interpretive Media Training</td>
<td></td>
</tr>
<tr>
<td>C3. Small Museum Administration/Management Training</td>
<td></td>
</tr>
</tbody>
</table>
### Electronic Media and Social Networking

<table>
<thead>
<tr>
<th>E1. Techno-Team</th>
<th>cost for services, $85-$100/hour</th>
</tr>
</thead>
<tbody>
<tr>
<td>E2. CCTNB Website Enhancements and Links</td>
<td></td>
</tr>
<tr>
<td>E3. Social Media</td>
<td></td>
</tr>
<tr>
<td>E4. CCTNB Cellphone app</td>
<td></td>
</tr>
<tr>
<td>E5. Webcams</td>
<td></td>
</tr>
</tbody>
</table>

### Other Media and Materials

<table>
<thead>
<tr>
<th>O1. Marketing Materials</th>
<th>varies, $1K-$10K</th>
</tr>
</thead>
</table>

### 6.2. Sequencing Summary

The planning horizon for this plan is 5-7 years (see Section 1.7). The fold-out chart (Table 24) summarizes a recommended implementation sequence based on priorities assigned to recommendations proposed in Section 5 above.
Table 24. Proposed Sequencing of Recommended Deliverables

<table>
<thead>
<tr>
<th>Recommendation</th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Byway Maps</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>M1</td>
<td>Master Map Design</td>
<td>Design Master Map</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>M1a</td>
<td>Printed Map Formats</td>
<td>Develop printed map formats</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>M1b</td>
<td>Interactive Web Map</td>
<td>Develop interactive web maps</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Gateway and Terminus</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GT1</td>
<td>Gateway Sign</td>
<td>Collaborate with KNHP to develop RFP for these items; contract temporary improvements to Gateway</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GT2</td>
<td>Gateway Park</td>
<td>Contract DD of these items; complete and approve design</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GT3</td>
<td>Terminus Park</td>
<td></td>
<td>Fabricate and install Gateway and Terminus Parks with revised maps (as appropriate)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Signs and Turnouts</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>S1 and S2</td>
<td>Confidence Markers(CM) and Directional Signs (DS)</td>
<td>Contract design, fabrication and installation of all CM and DS; complete graphic design of all signs.</td>
<td>Fabricate and install all confidence markers and directional signs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>S3</td>
<td>Turnouts with Visitor Information Sign</td>
<td>Develop DD RFP and Process for all turnouts; could be done in coordination with Gateway and Terminus Park RFP</td>
<td>Complete DD for all turnouts including original design and landscaping for M-26 Set 1 and collaborative planning for M-26 Set 2 (see table note below)</td>
<td>Fabricate and Install Priority 1 turnouts (Kweseneaw County, Veteran Park, Snow Thermometer, Lake Medora, and Set 2 turnouts (see note below)</td>
<td>Fabricate and Install Priority 2 turnouts (Airport, Stoneboat, Central Mine, Great Sand Bay, Hubbard Park, Cliff Mine, WPA Stone Walls, BMD, and Set 1 turnouts (see below)</td>
</tr>
<tr>
<td><strong>Travel Portfolio and Printed Interpretive Media</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>P1</td>
<td>Travel Portfolio</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>P2</td>
<td>Self-guided Brochures</td>
<td>Contract portfolio and brochure DD</td>
<td>Print pilot copies, distribute, and revise (as needed)</td>
<td>Distribute, track, and monitor distribution of guide and brochures</td>
<td>Make adjustments to distribution of these items as appropriate.</td>
</tr>
<tr>
<td>P3</td>
<td>Byway Ethuc</td>
<td>Develop ethical - CCTNBC</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>P4</td>
<td>Place Names Guide</td>
<td>Develop guide</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>P5</td>
<td>Passport Stamps</td>
<td>Develop stamp program</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Collaboration and Training</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>C1</td>
<td>Personal Interpretation Training</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>C2</td>
<td>Interpretive Media Training</td>
<td>Develop and vet RFP for Training Specialist(s) who then completes Phase I Diagnosis/Planning</td>
<td>Select Training Specialist(s) who then completes Phase I Diagnosis/Planning</td>
<td>Conduct and Evaluate Phase II Capacity Building Training Sessions</td>
<td>Conduct Phase III Mentoring and Coaching Training.</td>
</tr>
<tr>
<td>C3</td>
<td>Small Museum Administration and Management Training</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Electronic Media on Social Networking</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>E1</td>
<td>Techno Team</td>
<td>Convene Techno Team</td>
<td>Techno Team advises CCTNB Committee about all electronic and digital media</td>
<td></td>
<td></td>
</tr>
<tr>
<td>E2</td>
<td>CCTNB Website Enhancements</td>
<td>Contract web enhancements</td>
<td>Make periodic website revisions and enhancements as needed or as recommended by Techno Team</td>
<td></td>
<td></td>
</tr>
<tr>
<td>E3</td>
<td>Social Media</td>
<td>Develop Facebook Page and YouTube account</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>E4</td>
<td>CCTNG Cellphone App</td>
<td>Develop cell phone app</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>E5</td>
<td>Webcams</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Other Media</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>O1</td>
<td>Interpretive Merchandise</td>
<td>Select and order merchandise</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**M-26 Set 1:** Quincy Smelter, Sand Dredge at Mason, Stamp Mill Buildings in Tamarack City

**M-26 Set 2:** Eagle Harbor/Phoenix Church intersection, Eagle River Falls Bridge, Eagle Harbor Lighthouse interaction
6.3. Transition to Design Development and Fabrication

The purpose of this plan is to provide an overall vision, strategy, and thematic focus for CCTNB educational and interpretive efforts for the next five years, and to recommend specific experiences, media and services for the Byway. Selected recommendations of this plan will now be designed, fabricated, and installed as the next steps in the interpretive development process. The table below distinguishes the planning process (now completed) from the eventual design-development, fabrication, and installation processes. Design-development, as described below, makes the most sense when thinking about an exhibition or interpretive project with more than one element, however, some level of design-development is often necessary for simpler projects as well. For example, this plan proposes a travel portfolio which will require a similar process as that listed below. Likewise, the same process would be used to design an interpretive turnout which might involve site design, landscaping, content development for signs and so forth.

For purpose of clear communication and possible contracting, these concepts and processes are discussed more fully in the pages that follow.

<table>
<thead>
<tr>
<th>Table 25. Project Process Distinctions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Planning</strong></td>
</tr>
<tr>
<td>Site and situation overview to include background, history, and mission</td>
</tr>
<tr>
<td>Need for plan</td>
</tr>
<tr>
<td>Purpose of plan</td>
</tr>
<tr>
<td>Specific planning goals. Inventory and Analysis – resources (supply) and audiences (demand)</td>
</tr>
<tr>
<td>Overall Themes</td>
</tr>
<tr>
<td>Desired Visitor Experiences</td>
</tr>
<tr>
<td>Recommendations – basic descriptions with bubble diagrams, sketches, examples, and/or illustrations</td>
</tr>
<tr>
<td>Preliminary cost and phasing suggestions</td>
</tr>
<tr>
<td>Implementation guidelines and transition to design-development (DD)</td>
</tr>
</tbody>
</table>
Design-Development (DD) – Design-development (middle column Table 25) is a process by which exhibitions, exhibits, turnouts, interpretive media, or other interpretive projects transitions from planning to execution. This process begins with more precise and accurate design drawings based on concepts or ideas included in the plan. A designer, or in this case, a landscape architect, might draft schematic or conceptual drawings of desired site or media. Once approved, s/he would continue with more specific scale drawings with suggested materials, colors, finishes, sizes, framing and/or fabrication detail. All the while, coordination with research, writing, and graphic design is necessary. Depending on the deliverable (turnout as opposed to portfolio, for example), these drawings may go through a series of construction drawings (and specifications) prior to final fabrication (right column Table 25).

Content Development – Following planning, the content of each sign, publication, exhibit, or program needs to be researched carefully for substance, accuracy, relevance to audience, and even political correctness. A diversity of resources should be considered during this phase including but not limited to publications (peer-reviewed and popular), technical documents, and interviews with content specialists. Based on planned recommendation, specific themes, main message, and finally content will be developed during this process. Sufficient time should be allocated to research concepts but also to construct accurate and appropriate interpretive text for those concepts. Creating stories, comparisons, and creative narrative that is engaging, provocative, and relevant for visitors is a creative process that takes time. In addition, a sufficient but reasonable number of iterations with the client should be built into the schedule.

It may be desirable to include evaluation as part of the content development process. As questions arise about visitor perception of particular topics, focus groups, visitor questionnaires, or interviews may be used to determine the level of visitor interest in and comprehension of exhibit content. Also, professional editing and proof-reading should not be over looked.

Finally, image acquisition should never be assumed and should be intentionally and proactively considered as part of content-development. Image acquisition includes finding and acquiring (by contract or fee in some cases) all photos, illustrations, drawings, and graphic elements (i.e., tables, charts, maps) that may be included in an interpretive deliverable. There are numerous online websites for acquiring photographs of all types (see www.dreamstime.com, for example). Some photos are free, while others cost money. In either case, high resolution photos will be required for final fabrication in most cases. In addition, some budget may be necessary for commissioning original illustrations of species or phenomenon that is not easily captured in photography.
**Graphic Design and Layout** – The help of a graphic designer is invaluable in developing interpretive media. This person’s role is to take interpretive narrative, photographs, illustrations, and/or graphics gathered during the research and writing phase, and put them into an artistic and professional layout which is appropriate for visitors, and which is consistent with planning and management expectations. Design and layout will also require communication and iterative discussions with exhibit designer, interpretive writers, content experts, artists, and project manager(s). Two of the goals for design and layout for all Byway deliverables should be (a) consistency of design (e.g. color, brand, specific design elements, and sometimes font), and (b) appropriateness to geography and other site design elements of the Byway.

**Formative Evaluation** – A period of formative evaluation is highly recommended for any interpretive project. This phase is essential for ensuring that the signs, media, publications, or interpretive sites attract attention and work as intended. Testing prototype panels, publications, or interpretive site designs is done during the design development process (once or several times). Evaluation is typically completed on-site with a selection of visitors who view or interact with prototype exhibits and/or panels and provide feedback (e.g., perceptions about presentation, interest in material, attracting and holding power) prior to final fabrication. Contracting with a professional evaluator is recommended.
Fabrication – Fabricating interpretive signs, publications or sites takes place after all design-development phases are complete. Often, fabrication and installation of larger interpretive projects (i.e., the gateway, terminus, turnouts) may involve more than one vendor and will typically be organized and coordinated by a project manager. Some firms contract both design-development and fabrication-installation processes (see helpful resources at the end of this section).

Installation – This phase is typically short and involves installing all signs and interpretive elements into their final location. This phase can involve demolition of previous facilities or products and possibly thorough preparation of interpretive area (digging, drilling, paving, landscaping, patching, painting, lighting work, construction, etc.). This phase involves careful coordination between fabricators, project manager, and site staff.

Remedial Evaluation – This phase of evaluation is conducted during the final stages of production in order to “remediate” issues with content or delivery. Remedial evaluation poses the general question, “What needs to be changed, altered, or fixed now that visitors have tried the deliverable(s) and we see how it is working or not working?”

Post Installation Maintenance and Repair – A schedule for on-going maintenance should be developed at the conclusion of installation, and in collaboration with fabricators and installers. This schedule should include a written record of all materials and processes used with dates of installation. Warranty manuals or records for all component parts should be collected, organized, and stored safely. Schedule for cleaning, painting, repair, mechanical check-ups and so forth should all be considered in this process.

Summative Evaluation – As most educational and interpretive projects focus to some degree on desired visitor/learner outcomes, summative evaluation is often desirable. Summative evaluation takes place following implementation and is done with finished interpretive products or media under real conditions. It is an attempt to determine the value of the project or to summarize the way it is working in terms of effectiveness and visitor impact, based on the original goals and objectives of the project. Summative evaluation poses the general question, “Have we met our goals and achieved our desired result?” Working with a visitor studies professional is highly recommended in pursuing formative, remedial, and/or summative evaluations.
6.4. Helpful Resources

Below, by category, are several resources that may be useful for implementing the recommendations offered in this plan. Some of these resources (those indicated with a *) were involved with this plan. Those indicated with a **) were contacted during the planning process to provide cost estimates. Others are recommended by virtue of their location or their reputation for this type of work. Additional resources can be found on the web.

**Design-Development and Fabrication**
Taylor Studios, Inc.,
Betty Brennan
1320 Harmon Drive
Rantoul, Illinois 61866
(217) 893-4874 office
bbrennan@taylorstudios.com
www.taylorstudios.com

**Content Research and Interpretive Writing**
Wells Resources, Inc. *
Marcella Wells
3403 Green Wing Ct.
Fort Collins, Colorado 80524
(970) 498-9350
marcellawells@comcast.net
www.wellsresources.biz

Musynergy Consulting *
Daryl Fischer
P.O. Box 685
Grand Haven, Michigan 49417
(616) 846-0478 office
daryl@musynergyConsulting.com
www.musynergyconsulting.com

**Graphic Design**
Periwinkle Design * and **
Sue Sell
1737 Norwood Lane
Fort Collins, Colorado 80524
(970) 223-3176 office
periwink@frii.com

Xplore Designs, Inc.
Mark Talbot
P.O. Box 808
Crestone, Colorado 81131
(719) 256-5000 office
(970) 420-2311 mobile
markt@explore-design.com
http://www.xplore-design.com

**Printing and Publications**
Citizen Printing **
1309 Webster Avenue
Fort Collins, Colorado 80524
(970) 482-2537 office
(970) 221-4352 fax
rod@citizenprinting.com (bid contact)
http://www.wlcitizenprinting.com


**Interpretive Sign Fabrication and Framing**  
Fossil Graphics  
Deer Park, NY  
(631) 254-9200  
info@fossilgraphics.com  
www.fossilgraphics.com

KVO Industries  
Santa Rosa, California  
(800) 657-6412 toll free  
(707) 573-6868 office  
info@kvoindustries.com  
www.kvoindustries.com

**Website Development and Rural Broadband Connectivity and Startup**  
Xplore Design, Inc. ** (see contact information above)

**Website Development and Electronic Media (Smartphone App Design)**  
BarZ Adventures  
Smartphone Applications  
http://www.barzadventures.com/

Ideum  
Jim Spadaccini  
Santa Fe, New Mexico  
http://www.ideum.com/

**Interpretive and Museum Training**  
Wells Resources, Inc. (see contact information above)  
Musynergy Consulting (see contact information above)

**Conferences (for networking and training)**  
American Association for State and Local History (AASLH) – www.aaslh.org  
American Association of Museums (AAM) – www.aam-us.org  
Association of Midwest Museums (AMM) – www.midwestmuseums.org  
Michigan Museums Association (MMA) – www.michiganmuseums.org  
(And no, there are no more acronyms left for Michigan museums except perhaps MMA)  
National Association for Interpretation - www.interpnet.com
## Resources for Copper Country Byway Interpretive Plan

<table>
<thead>
<tr>
<th>Title</th>
<th>Date</th>
<th>Pgs</th>
<th>Reach</th>
<th>Purpose</th>
<th>Summary Points</th>
<th>Project Relevance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Results of Land Use Forums held in North Houghton County: An Analysis of Participants Values, Concerns and Comments about Guiding Change in our Community</td>
<td>1994</td>
<td>25</td>
<td>Northern Houghton County - Calumet and Laurium area</td>
<td>part of 1993 WUPPRD SP process; pre-Keweenaw NHP; Issue: lack of land use planning;</td>
<td>reports views of 160 locals who attended public involvement mtgs (5 discussion questions). Results: (a) natural environment is important, cultural environment is important and unique, (b) concern about future land use, (c) property rights balanced with community well-being, (d) desired cooperation in moving forward with land use planning process.</td>
<td>Seems some people don't like change - they also want to help influence change; worried about threats to what they value; healthy suspicion of government - control and interference</td>
</tr>
<tr>
<td>Michigan Copper Mining District Historic Resources Management Plan</td>
<td>1990</td>
<td>150</td>
<td>Heritage Reserve: Houghton, Keweenaw, Ontonagon Counties</td>
<td>Historical resources management plan for copper mining industry area; pre KNHP</td>
<td>Sections Include: Introduction, Narrative History (geol, native ams, industry, social, technology, architecture, transportation); Themes and Sites, Establishment of Copper Trail, Site Stabilization, Management Approach, Organization and Structure</td>
<td>Very useful narrative history of area for Inventory (p17-49); essential section on Copper Trail (origins of Trail w/map) (p85-93); useful themes (pp51-53) and site descriptions (p54-79);</td>
</tr>
<tr>
<td>An Economic Diversification Study of the Forest Interior Heritage Area in Michigan's Western Upper Peninsula - Vol 1 (Technical Report)</td>
<td>1996</td>
<td>~150</td>
<td>Western UP = Keweenaw, Houghton, Ontonagon, Gogebic, Iron, and Baraga Counties</td>
<td>Examines the economic dvlmt potential of historic resources of this area.</td>
<td>Sections include: Intro, Methods, Narrative History, Candidate Historical Sites, Tourism Business Support Sites, Activity Hubs, Public Outreach, Investment Plan, Project Summary and Implementation, Appendices (Historic/Arch data, tourism data, etc.)</td>
<td>Very thorough and useful narrative history (C1-C12); potentially useful site lists (D1-D14); several detailed maps (will copy); worthwhile Public Outreach section (G1-G5 - how much of this has been realized to date);</td>
</tr>
<tr>
<td>Title</td>
<td>Date</td>
<td>Pages</td>
<td>Summary Points</td>
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<tr>
<td>Same - Vol. 2 (Historical Narrative)</td>
<td>1996</td>
<td>300</td>
<td>Provides socio-cultural and environmental context for area</td>
<td></td>
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<tr>
<td>Western Upper Peninsula of Michigan - Heritage Trail Network (Glossy Booklet)</td>
<td>2010</td>
<td>17</td>
<td>Describes and identifies major scenic, cultural, and historical sites throughout the natural geographic features of the WUP - organized by county: Baraga, Gogebic, Houghton, Iron, Keweenaw, Ontonagon</td>
<td></td>
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</tr>
<tr>
<td>Copper Country Trail National Byway (CCTrail) Committee Vision and Mission</td>
<td>2008</td>
<td>2</td>
<td>Committee Organization and Strategy Items</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Copper Country Trail Corridor Management Plan</td>
<td>2005</td>
<td>94</td>
<td>Very thorough plan which contains: Formation, Resource Inventory, National Historic Park on Peninsula (CCTrail)</td>
<td></td>
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</tbody>
</table>

- **Project Relevance**
  - Extremely detailed background on area, use for Inventory
  - Read and summarize
  - Provides socio-cultural and environmental context for area
  - Very useful overview of 5-county area
  - Helps in understanding CCTNB Organization
  - Printed first 50 pages, good maps (can enlarge and copy)
  - Copies for all obtained at site-visit
  - Excellent resource
<table>
<thead>
<tr>
<th>Title</th>
<th>Date</th>
<th>Pgs</th>
<th>Reach</th>
<th>Purpose</th>
<th>Summary Points</th>
<th>Project Relevance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preserving the Character: A Visual Assessment and Protection Control Analysis of Copper Country Trail Communities</td>
<td>No Date</td>
<td>64</td>
<td>Keweenaw Peninsula (CCTrail)</td>
<td>Study by MDOT and partners (CCTC and National Byways) to assess existing conditions, identify actions and develop priorities for preserving the historical character along the byway.</td>
<td>Presents case studies, reviews and maps existing zoning, summarizes ordinance regulations, assesses current landscapes and viewsheds, recommends next steps to the CCTC.</td>
<td>Helpful inventory. Very useful maps and zoning/ordinance sections. A must for Jim to review!</td>
</tr>
<tr>
<td>The Western UP Heritage Routes Collaborative Marketing Strategy: An analysis of visitor markets for CCT and Iron Country Heritage Trail Communities</td>
<td>2009 77</td>
<td></td>
<td>Keweenaw Peninsula (CCTrail and ICHTrail)</td>
<td>Collaborative marketing study by MDOT, CCTC, and others to support eventual marketing for the byway</td>
<td>Contains a SWOT analysis, secondary data, visitor profile and recommendations including suggested target markets, media, and messages.</td>
<td>Very useful audience analysis</td>
</tr>
<tr>
<td>CCTrail: Corridor Wayfinding Inventory for US41, M26, and M203 (DRAFT)</td>
<td>2010 77</td>
<td></td>
<td>Keweenaw Peninsula (CCTrail)</td>
<td>MDOT, CCTC, and National Byways collaboration to assess byway wayfinding signage.</td>
<td>Contains inventory of existing wayfinding signs along the CCT corridor, recommendations for improvement to that signage, identification of locations for CCT signage, and future activities and priorities related to wayfinding.</td>
<td>Useful for design standard; may be useful to take on site visit; useful maps and pictures.</td>
</tr>
<tr>
<td>Keweenaw National Historical Park (KNHP): GMP and EIS</td>
<td>No Date</td>
<td>224</td>
<td>Primarily Quincy and Calumet Units</td>
<td>National Park Service initial GMP for Historical</td>
<td>Contains full GMP inventory, analysis, and recommendations and EIS with public involvement data. Contains some useful info on history and overview of the area in early chapters.</td>
<td>Focused on NPS decision-making; may have time to review hard copy at the Park during site visit</td>
</tr>
<tr>
<td>Title</td>
<td>Date</td>
<td>Pgs</td>
<td>Reach</td>
<td>Purpose</td>
<td>Summary Points</td>
<td>Project Relevance</td>
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<tr>
<td>KNHP Visitor Study</td>
<td>2004</td>
<td>100</td>
<td>KNHP + 17 coop sites (Keweenaw Peninsula)</td>
<td>typical NPS “Machlis” Visitor Study</td>
<td>Demographics and quantitative data about visitors to Park - home, reasons for visit, age, group size, education, etc.</td>
<td>Review for visitor information; some useful visitor information and data; use as secondary source for visitor analysis</td>
</tr>
<tr>
<td>Market Demand/Financial Feasibility Study for An Alternative Transportation System</td>
<td>2005</td>
<td>119</td>
<td>KNHP</td>
<td>An alternative transportation feasibility study for KNHP conducted by MTU</td>
<td>Alternative transportation is technically feasible and there is high acceptance of 4 alternative systems, and there is fair cost recovery potential. Recommends moving forward with expert consulting firms in vintage transportation.</td>
<td>Contains lots of good background on the area - especially focused on transportation around the area; some visitor information data included.</td>
</tr>
<tr>
<td>KNHP Historic Resource Study - by Larry Lankton, MTU</td>
<td>2005</td>
<td>333</td>
<td>Copper Country - Keweenaw peninsula</td>
<td>Very detailed Historic Resource Study; 25 page bibliography of sources</td>
<td>Very thorough historic assessment of Keweenaw’s Copper Country; predominately socio-cultural history (written by historian at Michigan Tech University); numerous good illustrations and graphics (many historic); chapters include copper, mining, settlement, mines, Calumet and Hecla, Corporate power, the Strike, the decline, the legacy.</td>
<td>Useful for developing themes and stories. Have printed off pages 1-14 (contents, illustrations, and preface). Written after Cradle to Grave.</td>
</tr>
<tr>
<td>KNHP Long Range Interpretive Plan (DRAFT)</td>
<td>2008</td>
<td>60</td>
<td>NPS units (Quincy and Calumet)</td>
<td>Plan for Park Interpretation and Education</td>
<td>Plan material includes Foundation for Plan, Mission, Vision, and Goals, Themes, Visitor Experiences, Visitor Profiles, Existing Conditions (sites, interp, staff, exhibits), desired visitor experiences and opportunities, action plan, etc. Database Appendix also included.</td>
<td>Useful overview of NPS interp - mostly by Calumet and in Quincy; useful inventory, themes, visitor assessment, etc. MW printed off some visitor info and great chart about interp with partner sites (p29-30).</td>
</tr>
<tr>
<td>Title</td>
<td>Date</td>
<td>Pgs</td>
<td>Reach</td>
<td>Purpose</td>
<td>Summary Points</td>
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<td>KNHP Quincy Unit Cultural Landscape Report</td>
<td>2009</td>
<td>386</td>
<td>Quincy Unit of NPS only</td>
<td>Cultural Landscape Report and EA for KNHP</td>
<td>A study to guide treatment and use of the above-ground resources associated with the significant history landscapes within the Quincy Unit of INHP. Contains: Intro, landscape history, existing conditions, landscape analysis, Landscape mgmt philos and issues, treatment alternatives, alternatives, and implementation - extremely detailed assessment but narrow in scope.</td>
<td></td>
</tr>
<tr>
<td>Feasibility Study with Financial Projections for the Proposed Winterization of the Keweenaw Mt. Lodge</td>
<td>2004</td>
<td>211</td>
<td>Copper Harbor (end of byway)</td>
<td>Feasibility Study for Lodge and Conference Center</td>
<td>Market Area Analysis; Site and Area Evaluation, Supply/Demand Analysis, Projected Facilities and Services</td>
<td></td>
</tr>
<tr>
<td>Operations and Marketing Strategy for the Keweenaw Mt. Lodge and Conference Center</td>
<td>2004</td>
<td>155</td>
<td>Copper Harbor (end of byway)</td>
<td>Master Plan for Lodge and Conference Center</td>
<td>Operations Strategies based on prior Feasibility study; Target markets, Marketing Strategy, and Economic Impact of proposed facility.</td>
<td></td>
</tr>
<tr>
<td>All Roadside Parks are Not Created Equal: Context Sensitive Solution for MDOT Special Roadside Parks in Houghton and Keweenaw Counties</td>
<td>2008</td>
<td>27</td>
<td>Houghton and Keweenaw Counties</td>
<td>A guide for future improvements of special roadside facilities</td>
<td>Useful guide for facilities along byway; pictures, guidelines, map</td>
<td></td>
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</tbody>
</table>

This depth may only be marginally useful for more info on the Quincy site. We will tour the Quincy sites (hoist, mine, and smelter) while on-site. MW copied table of contents and purpose of document.

Secondary data source for visitor analysis (?); some area overview; very specific to Copper Harbor.

very specific to Copper Harbor; tangential to byway; some potentially useful visitor analysis throughout (pp77-82, pp40-50, etc.).

Review for design standard.
<table>
<thead>
<tr>
<th>Title</th>
<th>Date</th>
<th>Pgs</th>
<th>Reach</th>
<th>Purpose</th>
<th>Summary Points</th>
<th>Project Relevance</th>
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</thead>
<tbody>
<tr>
<td>Quincy Smelter ppt</td>
<td>2010</td>
<td>14 slides</td>
<td>Quincy Smelter only</td>
<td>Rationale for Smelter preservation plan</td>
<td><a href="http://www.nps.gov/kewe/parkmgmt/quincy-smelter-planning.htm">http://www.nps.gov/kewe/parkmgmt/quincy-smelter-planning.htm</a></td>
<td>Useful for themes, stories at Quincy.</td>
</tr>
<tr>
<td>Aggregate county report from Sonoran Institute for Houghton and Keweenaw Counties</td>
<td>2010</td>
<td>41</td>
<td>Houghton and Keweenaw counties</td>
<td>Aggregate database of social, population, demographic, visitation, recreation data.</td>
<td></td>
<td>Review for audience inventory.</td>
</tr>
<tr>
<td>Universal Design For Byways: Preparing For Our Future</td>
<td>2010</td>
<td>web</td>
<td>National</td>
<td>Universal Design and accessibility specific to byways.</td>
<td><a href="http://www.bywaysresourcecenter.org/resources/universal-design/accessibility/">http://www.bywaysresourcecenter.org/resources/universal-design/accessibility/</a></td>
<td><a href="mailto:cpiannelto@byways.org">cpiannelto@byways.org</a> - byway Specialist for Michigan (218) 625-3304</td>
</tr>
<tr>
<td>An Introduction to Byway Wayshowing</td>
<td>2010</td>
<td>ppt</td>
<td>National</td>
<td>Wayshowing for Byways (a ppt) by Resource Center</td>
<td>tips for wayshowing signs for pre, during, post trip.</td>
<td>See also D. Dahlquist Wayshowing article.</td>
</tr>
<tr>
<td>Developing Effective Wayshowing for Byways</td>
<td>2010</td>
<td>13</td>
<td>National</td>
<td>Dave Dahlquist report (by Resource Center)</td>
<td>article describing pre, during, post phases with guidance for respective information</td>
<td>Very useful for orientation.</td>
</tr>
<tr>
<td>Wayshowing Visitor's Eye Canvas - CCT</td>
<td>2008</td>
<td>9</td>
<td>CCT</td>
<td>Visitors Eye survey of the CCT - done by Curt P</td>
<td>includes summary of routes, locations, materials and notes for Byway</td>
<td>Inventory of resource; very useful.</td>
</tr>
<tr>
<td>Title</td>
<td>Date</td>
<td>Pgs</td>
<td>Reach</td>
<td>Purpose</td>
<td>Summary Points</td>
<td>Project Relevance</td>
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<tr>
<td>Michigan SCORP</td>
<td>2008</td>
<td>200+</td>
<td>Michigan</td>
<td>Recreation data and trends for state of MI</td>
<td><a href="http://www.michigan.gov/dnr/0,1607,7-153-10366_37984-176508--00.html">http://www.michigan.gov/dnr/0,1607,7-153-10366_37984-176508--00.html</a></td>
<td>Review and use for audience analysis</td>
</tr>
<tr>
<td>How do we find the Byway</td>
<td>2009</td>
<td>ppt</td>
<td>National</td>
<td>General wayfinding for byways (Resource Center)</td>
<td>ppt slides for byway wayfinding</td>
<td>Use for orientation and wayfinding</td>
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## Appendix B - Asset Inventory

<table>
<thead>
<tr>
<th>Highway or Spur</th>
<th>Nearest Community</th>
<th>Site</th>
<th>Intrinsic Quality</th>
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<tbody>
<tr>
<td><strong>Segment #1: Lower US-41 – Portage Lake Lift Bridge to (and including) Calumet</strong></td>
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<tr>
<td>US-41</td>
<td>H-H</td>
<td>Portage Lake Lift Bridge***</td>
<td>Historic, Scenic</td>
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<tr>
<td>US-41</td>
<td>Hancock</td>
<td>Hancock Historic District</td>
<td>Historic, Cultural</td>
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<td>US-41</td>
<td>Hancock</td>
<td>Finlandia University</td>
<td>Historic, Cultural</td>
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<tr>
<td>US-41</td>
<td>Hancock</td>
<td>Finnish American Heritage Center</td>
<td>Cultural, Historic</td>
</tr>
<tr>
<td>US-41</td>
<td>Hancock</td>
<td>MDOT Roadside Park Al &amp; Elli Isola</td>
<td>Scenic, Historic</td>
</tr>
<tr>
<td>US-41</td>
<td>Quincy</td>
<td>Quincy Superintendent's House and Pay Office</td>
<td>Historic, Cultural, Archeological</td>
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<tr>
<td>US-41</td>
<td>Quincy</td>
<td>Quincy Mine Hoist***</td>
<td>Historic, Cultural, Archeological</td>
</tr>
<tr>
<td>US-41</td>
<td>Quincy</td>
<td>Quincy Ruins</td>
<td>Historic, Cultural, Archeological</td>
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<td>Quincy</td>
<td>Quincy Franklin School</td>
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<td>Stone Boat</td>
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<td>US-41</td>
<td>Quincy</td>
<td>Pewabic Townsite</td>
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<td>Quincy</td>
<td>Coburntown Townsite</td>
<td>Historic, Cultural, Archeological</td>
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<td>US-41</td>
<td>Quincy</td>
<td>Paavola Wetlands Preserve / Boston Ponds</td>
<td>Natural, Recreational, Historic</td>
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<td>Quincy</td>
<td>Paavola Townsite</td>
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<td>US-41</td>
<td>Quincy</td>
<td>MDOT Roadside Park by the Airport</td>
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<td>US-41</td>
<td>Quincy</td>
<td>Electric Park</td>
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<td>Quincy</td>
<td>Osceola # 13 Shaft House</td>
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<td>US-41</td>
<td>Calumet</td>
<td>Swedetown Recreation Trail</td>
<td>Recreation</td>
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<td>US-41</td>
<td>Calumet</td>
<td>Keweenaw National Historic Park Headquarters</td>
<td>Historic, Cultural Archeological</td>
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<td>US-41</td>
<td>Calumet</td>
<td>Union Hall Visitor Center</td>
<td>Historic, Cultural Archeological</td>
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<td>US-41</td>
<td>Calumet</td>
<td>Italian Hall Memorial Park</td>
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<td>Agassiz Park</td>
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<td>Calumet Main Streets and Industrial Core***</td>
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<td>Calumet</td>
<td>Keweenaw Heritage Center at Saint Anne's</td>
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<td>US-41</td>
<td>Calumet</td>
<td>Upper Peninsula Fire Fighters Museum</td>
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<td>Calumet</td>
<td>Coppertown USA Mining Museum</td>
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<tr>
<td>Segment #2: Upper US-41 – Calumet Village to (and including) Copper Harbor</td>
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<td>US-41 Mohawk Stone Boat Turnout</td>
<td>Historic, Archeological</td>
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<tr>
<td>US-41 Mohawk CC Welcome Center at Veterans Park</td>
<td>Historic</td>
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<tr>
<td>US-41 Ahmeek Houghton County Street Car Station</td>
<td>Historic</td>
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<tr>
<td>US-41 Mohawk Stone Walls (Schoolhouse) at Mohawk Park</td>
<td>Historic, Recreation</td>
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<tr>
<td>US-41 Mohawk Snow Thermometer Park***</td>
<td>Cultural, Historic</td>
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<td>US-41 Phoenix Phoenix Church***</td>
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<td>US-41 Central Central Mine Town Site***</td>
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<td>US-41 Delaware Delaware Community Houses</td>
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<tr>
<td>US-41 Mandan Lake Medora / Medora Islands</td>
<td>Recreation, Natural</td>
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<td>US-41 Mandan Mandan Townsite</td>
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<tr>
<td>US-41 Mandan Tunnel of Trees***</td>
<td>Scenic</td>
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<td>US-41 Copper Harbor Keweenaw Mountain Lodge</td>
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<td>US-41 Copper Harbor James Dorian Rooks Memorial Sanctuary</td>
<td>Recreation, Natural</td>
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<tr>
<td>US-41 Copper Harbor Copper Harbor Town Site***</td>
<td>Historic, Cultural, Recreation</td>
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<td>US-41 Copper Harbor Copper Harbor Cemetery</td>
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<tr>
<td>US-41 Copper Harbor Copper Harbor Marina / State Harbor</td>
<td>Recreation, Scenic</td>
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<td>US-41 Copper Harbor Dock to Isle Royale National Park</td>
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<td>US-41 Copper Harbor Copper Harbor Visitor Center and Trailhead</td>
<td>Recreation, Scenic</td>
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<td>Natural, Recreation</td>
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<td>US-41 Copper Harbor Copper Harbor Lighthouse Scenic View Point</td>
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<td>US-41 Copper Harbor Fanny Hooe Bridge</td>
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<td>US-41 Copper Harbor Fort Wilkins Historic State Park***</td>
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<td>US-41 Copper Harbor End of US-41</td>
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<td>US-41 Copper Harbor Horseshoe Harbor</td>
<td>Natural, Recreation</td>
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<td>US-41 Copper Harbor Tip of Keweenaw (DNR Land)</td>
<td>Natural, Recreation</td>
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<td>US-41 Copper Harbor High Rock Bay (and Rocket Range Site)</td>
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</tbody>
</table>
### Segment #3: Lower M-26 – Portage Lake Lift Bridge to (and including) Laurium

<table>
<thead>
<tr>
<th>Route</th>
<th>Location</th>
<th>Description</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>M-26</td>
<td>Hancock</td>
<td>Houghton County Marina</td>
<td>Recreation</td>
</tr>
<tr>
<td>M-26</td>
<td>Hancock</td>
<td>Quincy Smelter***</td>
<td>Historic, Archeological</td>
</tr>
<tr>
<td>M-26</td>
<td>Hancock</td>
<td>Mont Ripley Ski Area</td>
<td>Recreation</td>
</tr>
<tr>
<td>M-26</td>
<td>Mason</td>
<td>Sand Dredge and Processing Plan in Mason***</td>
<td>Historic, Archeological</td>
</tr>
<tr>
<td>M-26</td>
<td>Tamarack City</td>
<td>Stamp Mill and Buildings in Hubbell</td>
<td>Historic, Archeological</td>
</tr>
<tr>
<td>M-26</td>
<td>Tamarack City</td>
<td>Hungarian Falls and Pools</td>
<td>Recreation</td>
</tr>
<tr>
<td>M-26</td>
<td>Tamarack City</td>
<td>Hungarian Trestle Bridge</td>
<td>Historic, Archeological, Recreation</td>
</tr>
<tr>
<td>M-26</td>
<td>Lake Linden</td>
<td>Houghton County Historical Society Museum</td>
<td>Historic</td>
</tr>
<tr>
<td>M-26</td>
<td>Lake Linden</td>
<td>Heritage Center at First Congregation Church</td>
<td>Historic</td>
</tr>
<tr>
<td>M-26</td>
<td>Lake Linden</td>
<td>Saint Joseph’s Church and Sanctuary</td>
<td>Historic</td>
</tr>
<tr>
<td>M-26</td>
<td>Lake Linden</td>
<td>Lindell’s Chocolate Shoppe</td>
<td>Historic, Cultural</td>
</tr>
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<td>M-26</td>
<td>Lake Linden</td>
<td>Lake Linden City Hall and Fire Station</td>
<td>Historic</td>
</tr>
<tr>
<td>M-26</td>
<td>Lake Linden</td>
<td>Access to Bootjack Road and Jacobsville</td>
<td>Historic, Recreation, Cultural</td>
</tr>
<tr>
<td>M-26</td>
<td>Laurium</td>
<td>Laurium Historic District</td>
<td>Historic, Cultural</td>
</tr>
<tr>
<td>M-26</td>
<td>Laurium</td>
<td>Laurium Manor Inn and Victorian Hall***</td>
<td>Historic</td>
</tr>
<tr>
<td>M-26</td>
<td>Laurium</td>
<td>Daniel Park</td>
<td>Historic, Cultural, Recreational</td>
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<tr>
<td>M-26</td>
<td>Laurium</td>
<td>Gipp Memorial</td>
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### Segment #4: Upper M-26 – Phoenix Church to Copper Harbor

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<td>M-26</td>
<td>Phoenix</td>
<td>Bammert Blacksmith Shop</td>
<td>Historic</td>
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<td>M-26</td>
<td>Phoenix</td>
<td>Evergreen Cemetery</td>
<td>Historic, Cultural</td>
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<td>M-26</td>
<td>Phoenix</td>
<td>Douglass Houghton Memorial</td>
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<td>M-26</td>
<td>Eagle River</td>
<td>Eagle River Cemetery</td>
<td>Cultural, Historic</td>
</tr>
<tr>
<td>M-26</td>
<td>Eagle River</td>
<td>Eagle River Falls and Bridge***</td>
<td>Historic</td>
</tr>
<tr>
<td>M-26</td>
<td>Eagle River</td>
<td>Eagle River Courthouse</td>
<td>Historic</td>
</tr>
<tr>
<td>M-26</td>
<td>Eagle River</td>
<td>Eagle River Sand Hills Lighthouse***</td>
<td>Historic</td>
</tr>
<tr>
<td>M-26</td>
<td>Eagle River</td>
<td>St. Johns Monastery Complex</td>
<td>Cultural</td>
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<tr>
<td>M-26</td>
<td>Eagle River</td>
<td>Jacob Creek Falls</td>
<td>Recreation, Natural</td>
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<td>M-26</td>
<td>Eagle Harbor</td>
<td>Eagle Harbor Marina</td>
<td>Recreation</td>
</tr>
<tr>
<td>M-26</td>
<td>Eagle Harbor</td>
<td>Eagle Harbor Lighthouse and Museum***</td>
<td>Historic</td>
</tr>
<tr>
<td>Route</td>
<td>Location</td>
<td>Description</td>
<td>Category</td>
</tr>
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<td>------------------------</td>
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<tr>
<td>M-26</td>
<td>Eagle Harbor</td>
<td>Eagle Harbor Cemetery</td>
<td>Historic, Cultural</td>
</tr>
<tr>
<td>M-26</td>
<td>Eagle Harbor</td>
<td>Rathbone School</td>
<td>Historic</td>
</tr>
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<td>M-26</td>
<td>Eagle Harbor</td>
<td>Keweenaw Shores Nature Preserve</td>
<td>Recreation, Natural</td>
</tr>
<tr>
<td>M-26</td>
<td>Eagle Harbor</td>
<td>Red Pine Dunes &amp; Cy Clark Nature Sanctuaries</td>
<td>Recreation, Natural</td>
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<tr>
<td>M-26</td>
<td>Eagle Harbor</td>
<td>Lake Bailey Trailhead</td>
<td>Recreation, Natural</td>
</tr>
<tr>
<td>M-26</td>
<td>Eagle Harbor</td>
<td>Helmut and Candis Stern Preserve at Mt. Baldy</td>
<td>Recreation, Natural</td>
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<tr>
<td>M-26</td>
<td>Eagle Harbor</td>
<td>Silver River Falls Park</td>
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<td>M-26</td>
<td>Eagle Harbor</td>
<td>Redywin’s Dunes</td>
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<td>M-26</td>
<td>Eagle Harbor</td>
<td>Great Sand Bay (and overlook)***</td>
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<td>Eagle Harbor</td>
<td>Homer L and Hattie Hylton Memorial Preserve</td>
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<td>M-26</td>
<td>Eagle Harbor</td>
<td>Hebard Roadside Park</td>
<td>Recreation, Natural</td>
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<td>M-26</td>
<td>Eagle Harbor</td>
<td>Esry Roadside Park***</td>
<td>Recreation, Natural, Scenic</td>
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<tr>
<td>M-26</td>
<td>Copper Harbor</td>
<td>Hunter's Point Trailhead and Lizzadro Preserve</td>
<td>Recreation, Natural, Scenic</td>
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Segment #5: M-203 – Houghton-Hancock Lift Bridge to Calumet

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<td>M-203</td>
<td>Hancock</td>
<td>Portage Lake Ship Canal Lifesaving Station</td>
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<td>M-203</td>
<td>Hancock</td>
<td>Lily Pond (Houghton Co)</td>
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<td>M-203</td>
<td>Hancock</td>
<td>Waasa Cemetery</td>
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<td>M-203</td>
<td>Hancock</td>
<td>Churning Rapids Trail System</td>
<td>Recreation, Natural, Scenic</td>
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<td>M-203</td>
<td>Calumet</td>
<td>McLain State Park***</td>
<td>Recreation, Natural, Scenic</td>
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<td>M-203</td>
<td>Calumet</td>
<td>Calumet Waterworks Park (spur off M-203)</td>
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<tr>
<td>M-203</td>
<td>Calumet</td>
<td>Black Creek Nature Sanctuary (spur off M-203)</td>
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<td>M-203</td>
<td>Calumet</td>
<td>Lakeview Cemetery***</td>
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<tr>
<td>M-203</td>
<td>Calumet</td>
<td>WPA Stone Fountain</td>
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Segment #6: Cliff Drive

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<th>Route</th>
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<td>Cliff Dr.</td>
<td>Ahmeek</td>
<td>Cliff Escarpment***</td>
<td>Natural, Scenic</td>
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<td>Cliff Dr.</td>
<td>Ahmeek</td>
<td>Gratiot River</td>
<td>Natural, Scenic, Recreation</td>
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<tr>
<td>Cliff Dr.</td>
<td>Ahmeek</td>
<td>Seneca Lake</td>
<td>Natural, Recreation</td>
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<td>Cliff Dr.</td>
<td>Phoenix</td>
<td>Clifton Poor Rock Piles</td>
<td>Historic, Cultural, Archeological</td>
</tr>
<tr>
<td>Cliff Dr.</td>
<td>Phoenix</td>
<td>Cliff Mine Site</td>
<td>Historic, Cultural, Archeological</td>
</tr>
<tr>
<td>Cliff Dr.</td>
<td>Phoenix</td>
<td>Cliff Catholic Cemetery</td>
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### Segment #7: Brockway Mountain Drive

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<th>BMD</th>
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<tr>
<td></td>
<td>Eagle Harbor</td>
<td>Keweenaw Shores Nature Sanctuary</td>
<td>Recreation, Natural</td>
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<td>Eagle Harbor</td>
<td>Brockway Mountain Summit and Signs***</td>
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<td>Eagle Harbor</td>
<td>Upson Lake Nature Preserve</td>
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<td>Eagle Harbor</td>
<td>Brockway Mountain Wildlife Sanctuary</td>
<td>Nature, Recreation</td>
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<tr>
<td></td>
<td>Eagle Harbor</td>
<td>James H. Klipfel Memorial Sanctuary</td>
<td>Natural, Recreation</td>
</tr>
<tr>
<td></td>
<td>Copper Harbor</td>
<td>WPA Rock walls</td>
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### Segment #8: Gay – Lac Labelle Loop from Lake Linden to La LaBelle and US-41

<table>
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<td>Gay Bar</td>
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<td>Gay</td>
<td>Mohawk Stamp Mill</td>
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<td></td>
<td>Gay</td>
<td>Tobacco River and Tobacco River Park</td>
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<tr>
<td></td>
<td>Gay</td>
<td>Hermit's Cove</td>
<td>Scenic, Natural</td>
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<tr>
<td></td>
<td>Gay</td>
<td>Winter's Creek</td>
<td>Natural</td>
</tr>
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<td></td>
<td>Gay</td>
<td>Betsy River and Little Betsy River</td>
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<td></td>
<td>Gay</td>
<td>Big Betsy</td>
<td>Cultural</td>
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<td>Gay</td>
<td>Brunette Park</td>
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<td>Lac LaBelle</td>
<td>Oliver Bay***</td>
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<td>Point Isabel</td>
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<tr>
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<td>South Point</td>
<td>Scenic, Natural, Recreation</td>
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<tr>
<td></td>
<td>Lac LaBelle</td>
<td>Little Gratiot River</td>
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<td>Lac LaBelle</td>
<td>Haven Falls Park</td>
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<td>Lac LaBelle</td>
<td>Lac LaBelle</td>
<td>Recreation, Natural, Scenic</td>
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<tr>
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<td>Lac LaBelle</td>
<td>Bete Gris Road (Ski Area, Lighthouse, Preserve)</td>
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<tr>
<td></td>
<td>Lac LaBelle</td>
<td>Montreal River</td>
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Appendix C - Formative Evaluation

Copper Country Trail National Byway
Formative Evaluation Process and Findings

EXECUTIVE SUMMARY

PROCESS

Formative evaluation was conducted on June 28 and 29, 2011 at various locations in Houghton and Calumet and at McLain State Park. It consisted of two different self-administered survey instruments, one for locals and one for visitors. Each survey included five color-coded sections geared to different aspects of the interpretive plan:

1. Maps and Graphic Standards
2. Copper Country Travel Portfolio
3. Themes and Content
4. Technology and Social Media
5. Collaborations and Partnerships (locals only)

Each section, along with accompanying prototypes or examples, was presented at a different “evaluation station” and respondents moved from one station to another to complete the surveys. Not all respondents completed all five survey instruments. Like front-end evaluation, this study was designed to gather feedback from two key groups: out-of-town visitors and local residents, both of which are seen as important audiences to be considered in the interpretive master plan. We had very good participation from local residents with 18 participants in two sessions at the Portage Lake District Library, five at the Heritage Center at St. Anne’s, and 14 members of the CCTNB Interpretive Committee at Park Headquarters. There were also two MTU students who completed surveys at the Quincy Unit. They were treated as locals. We developed surveys and sought feedback from out-of-town visitors at the Quincy Unit and at McLain State Park but were unable to gather adequate feedback in either location.

FINDINGS

Evaluation Station 1: Maps and Graphic Standards

Respondents were presented with two maps: 1) the initial version of the CCTNB map that was printed in the fall of 2010; 2) a prototype map included in the 80% plan document. They were also shown schematic designs for directional signs and confidence markers and asked to give their feedback on each.

1) After reviewing the printed CCTNB map, respondents asked for more information and greater detail about what there is to see and do along the Byway. They suggested incorporating water trail, bike paths and ski trails, as well as tourist conveniences, e.g., gas stations and boat launches. Respondents also asked for more detailed maps of towns along the Byway.

2) The prototype map received good scores (3.07 average on a 4-point scale) for “shows me everything I need to know to find my way” and “it’s clear where I am on this map.” It scored lower in terms of Scale (2.69), Symbols (2.79) and Legend (2.86). Both the scores and additional comments suggest that these three areas need to be addressed in the final map. Suggestions include adding a scale and compass as well as a drive-time table and mileage markers between towns.
In terms of distribution, all respondents would expect to find this map available at the Welcome Center (printed format) and online (web download). 75% would expect a smart phone app and 43% a tablet app. Several suggested that it should also be included in tourist marketing brochures. Suggestions for additional locations where this map should be available included gas stations, hotels, restaurants and stakeholder sites. Other suggestions included:

- Defining or explaining the terminology of words that identify different parts of the Byway, e.g., “hub,” “gateway,” “terminus” and “turnout.”
- Conveying more of the experiences that can be enjoyed along the Byway, e.g., marking public beaches.

In terms of **directional signs**, there was a slight preference for Option B (16 respondents) over Option A (13). Both signs received comparable scores in terms of conveying necessary information and being recognizable as part of the Byway.

In terms of **confidence markers** there was a clear preference for Option B (22 responses) over Option A (5). Respondents found the arched signs to be more pleasant, “emblematic of historic structures” and “reflective of Copper Country architecture.” Several KNHP employees had a different view, preferring Option A because it is more consistent with Park signs. This raises a fundamental question of whether the goal of CCTNB signs is to conform to or distinguish themselves from KNHP signage. Here again, scores for conveying necessary information and recognizability were comparable with both options.

**Evaluation Station 2: Travel Portfolio**

Respondents were presented with three options, two of which had been professionally designed and printed (Options A and B), and one (Option C) a rapid prototype created the day before the evaluation from ready-made components and a 3-ring binder at Office Max. The number of negative comments about the binder suggests that not everyone understood that Option C was a rough prototype and not the final format.

Portfolios were rated on three criteria: Appearance, Format, and Materials. Option A received the highest rating for Appearance (3.56 on a 4-point scale) and Materials (3.11); Option C for Format (3.5). Respondents identified the best aspects of each option:

- **Option A**—simplicity, cost and appearance. Comments included “less thinking how to organize,” “quick to use and handle” and “looks like something special to keep.”
- **Option B**—tabs, table of contents, pockets and general ease of organization. Comments included “easy-to-find information” and “business-like format.”
- **Option C**—map transparencies and the flexibility/ability to customize. Comments included: “Map overlays are clever,” “Transparencies enhance the map functions and “Allows for changes over time and organization day-by-day.”

Considering all of the portfolio options, the average ratings for enjoyment (3.43) and usefulness (3.45) were quite high. Responses suggest that the likelihood of using the portfolio is good, with 11 Definitely responses, 9 Maybe, and only 1 No. As far as price point, there were an equal number of responses for $5 and $10, suggesting a price somewhere in the neighborhood of $7.50. Both local residents and interpretive
committee members suggested incorporating paid advertising as a way to help defray the cost and make the portfolio more affordable to travelers.

Asked what they would add, remove or change, two respondents suggested more pockets; one, more maps with transparencies; and one, tabs that do not protrude. One respondent pointed out, “My three items did not quite fit in the portfolio.” This was also shown to be an issue with Options A and B, as seen in the photographs related to question 2.6. Whichever option is chosen for final development, the portfolio must accommodate the majority of collateral brochures available in the area.

One respondent summed it up by saying, “The portfolio should be fun!” Another summarized, “My needs are 1) organize the brochures I’ve piled up and 2) plan each day’s itinerary.” We were able to get feedback from a small sample of visitors on the travel portfolio. Their comments are incorporated in our recommendations and in the Appendices.

**Evaluation Station 3: Themes and Content**

Respondents were shown printed prototypes of seven different self-guided brochures. Each included a title and representative photos illustrating what the contents might include.

A question asking respondents to choose the four brochures they’d find most interesting generated the following ranking:

1. Historic Architecture (20)
2. Natural Features (20)
3. Mining Technology and Engineering (18)
4. Recreation Activities (17)
5. Urban Legends (14)
6. People and Ethnic Groups of the Keweenaw (13)
7. Foodways and Traditions (7)

Respondents were asked to indicate the first three locations that came to mind to explore each of the proposed brochure topics. The following responses are ranked, numbered, and clustered geographically or thematically.

**Historic Architecture:**
- Calumet-26 (Downtown Calumet-19; Calumet Theater-4; St. Anne’s-1; Union Building-1; KNHP Headquarters-1)
- Houghton/Hancock-21 (Houghton-10; Houghton/Hancock-3; Hancock-6; East Hancock-2)
- Laurium-8
- Quincy Mine-3
- Lake Linden-3

1. One respondent commented, “These are not legends—particularly Italian Hall. I really don’t like that term.” Another agreed and a third suggested the alternative title “Urban Legends and Rural Truths.”
Natural Features:
- Brockway Mountain-20
- Copper Harbor Area- 8  (Copper Harbor-6; Hunters Point-1; Agate Beach-1)
- Cliff Area-8  (Cliff Drive-3; Cliff Mine-3; Cliff-2)
- Eagle River Area-7  (Copper Harbor to Eagle River-4; Eagle River-1; Cliff Drive to Eagle River-2)
- Gay Lac LaBelle Loop-6  (BeteGrise-3; Gay-Lac LaBelle Loop-3)
- M26-6  (West shoreline along M26-2; Keweenaw Lakeshore Drive-2; M26 Great Sand Bay-1; Esray Park-1)
- Hungarian Falls-4
- Quincy Overlook-3
- McLain State Park-2

Mining Technology and Engineering:
- Quincy-23  (Quincy Mine-21; Quincy Hill-2)
- Delaware Mine-11
- Calumet-11 (Coppertown USA-5; Calumet-4; Calumet C&H-2)
- Quincy Smelter-7
- Cliff Mine-4
- MTU-6  (MTU-2; MTU Archives-2; MTU Seaman Mineral Museum-2)
- Lake Linden-4  (Road to Lake Linden-2; Lake Linden Dredge-2)
- Painesdale-2  (Painesdale Shaft House-1; Painesdale/Baltic-1)

Recreation Activities:
- Copper Harbor area-17  (Copper Harbor-13; Copper Harbor trails-2; Estivant Pines-1; Hunter’s Point-1)
- McLain State Park-11
- Trail systems-10  (MTU Nara Trails-2; Maasto Hihto-1; Trail systems-1; Water trail-1; Bike loop-1; Calumet bike trails-1; Motorbiking trails-1; Snowmobiling trails-1; Ski trails-1)
- Ski areas-6  (Mount Ripley-3; Mount Bohemia-3)
- Houghton/Hancock-3  (Houghton-1; Hancock-1; Houghton/Hancock-1)

Urban Legends:
- Calumet-3  (Italian Hall-10; Calumet-2; Calumet Theater-1)
- Lake Linden-2
- Delaware-2
- Snowfall totals-2

People and Ethnic Groups of the Keweenaw:
- Calumet-21  (Calumet-6; St. Anne’s-4; KNHP Visitor Center-4; Union Building-2; Italian Hall-2; Italian Hall Park-1; Churches of Calumet-1; St. Francis Catholic Church-1)
- Finlandia/Finnish-American Heritage Center-6
- Hancock-4
- Laurium-4
- Copper Harbor-3
- Ft. Wilkins-2
- MTU Archives-2
- Keweenaw Heritage Center-2
Central/Central Museum-2
Chassel-2 (Chassell-1; Chassell Heritage Center Museum-1)

Foodways and Traditions:
Pasties-11. (Pasties-7; Calumet Pasty Fest-3; Connie’s Pasties-1)
Jam Pot-7
Laurium-4 (Toni’s Country Kitchen-1, Laurium-4)
Calumet-3 (Calumet-2; Michigan House-1)
Suomi Restaurant-3
Lindell’s-2
Chassell-2 (Chassell-1; Chassell Strawberries-1)
Copper Harbor-2 (Copper Harbor-1; Blueberries, thimbleberries in Copper Harbor-1)
Hancock-2
Houghton-2
Fisheries-2 (Peterson’s Fishery-1; Jansen Fishing-1)

Asked where they would expect to find self-guided brochures, respondents chose both onsite and online locations:
Welcome Center (28)
Web download (27)
Smart phone App (18)
Tablet App (9)
Newspaper (4)
Respondents offered other suggestions such as partner sites (5), lodging (3) and retail locations (1).

Average responses suggest a high likelihood of using self-guided brochures (3.67 average on a 4-point scale.) In addition to self-guided brochures, there was considerable interest in programs presented by trained interpreters:
Walks or guided tours (3.18)
Talks or presentations (3.11)
Group programs (2.79)

Evaluation Station 4: Technology and Social Media
To give a sense of the variety of online resources available to travelers, respondents were shown screen captures of interactive maps of the Keweenaw, web cams and a blog run by MTU faculty and students working on the Cliff Mine. They were asked to indicate their current usage of technology as well as their interest in CCTNB-specific applications of each of nine different technology platforms.

Based on average responses to the question “How likely would you be to use …?” the following priorities emerge:
1. Using electronic search tools for content (2.83 on a 4-point scale)
2. Using online interactive maps of Copper Country (2.77)
3. Using electronic search tools for wayfinding (2.48)
4. Watching Copper Country web cams (2.48)
5. Using a CCTNB Facebook page (2.48)
6. Watching or posting Copper Country videos on YouTube (2.46)
7. Following a blog about the CCTNB (2.42)
8. Using a CCTNB app (2.12)
9. Using a Copper Country photo sharing site (1.92)

Not surprisingly, there was a strong correlation between current usage of various technologies and likelihood of future use. As the following table shows, most of the nine platforms were currently used only “Occasionally” by local residents. In fact, the only platforms that received more “Frequently” responses were 1, electronic search tools for content, and 5, Facebook.

<table>
<thead>
<tr>
<th></th>
<th>Content search</th>
<th>Interact. maps</th>
<th>Wayfind. search</th>
<th>Web cams</th>
<th>Facebook</th>
<th>YouTube</th>
<th>Blogs</th>
<th>Site specific apps</th>
<th>Photo sharing site</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never</td>
<td>3</td>
<td>3</td>
<td>6</td>
<td>5</td>
<td>5</td>
<td>0</td>
<td>6</td>
<td>17</td>
<td>15</td>
</tr>
<tr>
<td>Occasionally</td>
<td>9</td>
<td>16</td>
<td>14</td>
<td>17</td>
<td>10</td>
<td>20</td>
<td>17</td>
<td>6</td>
<td>8</td>
</tr>
<tr>
<td>Frequently</td>
<td>12</td>
<td>7</td>
<td>6</td>
<td>3</td>
<td>11</td>
<td>6</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
</tbody>
</table>

We suspect that technology use by Keweenaw residents is lower than the national average, and lower than many Byway travelers. We also believe that the interests and needs of local residents are going to be very different from travelers. It’s unfortunate that we did not get an adequate sample of visitors to test this important aspect of the interpretive plan. Since our results in this area are inconclusive we recommend further testing, as outlined in the section on Electronic Media and Social Networking in Chapter 5.

**Evaluation Station 5: Collaborations and Partnerships**

This survey was based on a list of 24 sites located along the CCTNB (See Table 9, Section 5: Interpretive Recommendations.) Asked to select the five sites/organizations they’re most familiar with, respondents chose the following:

- Quincy Mine Hoist Assoc., 18
- Keweenaw Mountain Lodge, 13
- McLain State Park, 12
- Brockway Mtn. Summit and Signs, 11
- Ft. Wilkins State Park, 11
- Keweenaw Heritage Cntr, St. Anne’s, 8
- Central Mine Town Site, 4
- Delaware Mine, 4
- Houghton Co. Historical Soc. Museum, 4
- Coppertown Mining Museum, 3
- Merchants in the Village of Laurium, 2
- Laurium Manor Inn and Victorian Hall, 2
- Copper Harbor Visitor Center, 2
- Phoenix Church, 2
- Upper Peninsula Firefighter’s Museum, 1

2. Note: In response to question 3.1, 21 of 28 respondents said they’d expect self-guided brochures to be available as a smart phone app.
3. The following six sites/organizations were not selected by any respondents: Copper Country Welcome Center at Veteran’s Park in Mohawk, Copper Harbor Marina/State Park, Houghton County Marina, Bammert Blacksmith Shop, Merchants of Eagle River Historic District and Houghton Co. Heritage Center at First Congregational Church.
For each of the five sites/organizations they chose, respondents were asked to identify its strengths and weaknesses in terms of interpretive offerings, defined as “the capacity to organize collections, design and develop programs, provide interpretive media, e.g., signs, exhibits, label for visiting public, interpretive staff, etc.” In spite of the definition, there seems to be some confusion about exactly what interpretation is. Approximately half of the responses related to inherent aspects of the site such as location, visibility, history or name recognition, rather than any directed efforts to serve visitors.4

This suggests that an informational campaign aimed at local stakeholders would be an important preliminary step in launching the plan. This campaign could focus on: a) how the plan was developed (with input from CCTNB interpretive committee and representatives of local agencies); b) what interpretation is (and isn’t) and c) why the plan is so important to the success of CCTNB and the region in general. A deeper understanding of these issues would help to launch the interpretive plan with strong local support.

In terms of strengths, responses fall into the following categories (ranked by number of responses):
- Site, including views and/or buildings and facilities
- Location and visibility
- Signage
- History
- First person interpretation (primarily at Ft. Wilkins)
- Collections
- Exhibits, displays
- Programs
- Volunteers
- Tours
- Stories
- Experiences
- Established organization/association

In terms of needs, responses fall into the following categories (ranked by number of responses):
- Funding
- Signage
- Marketing and promotion
- Interpretation, including programs and printed materials
- Volunteers and guides
- Collaboration/links along CCTNB and Heritage Route
- Cohesive and compelling themes/stories

4. Only four respondents are currently affiliated with any of the organizations/sites as a staff member, board member or a volunteer. Therefore, the overwhelming majority of responses are from the perspective of local residents, making the responses to this survey an interesting synopsis of the highlights of the peninsula from the local perspective. We expected there would be more respondents directly associated with organizations, which may be part of the reason it was difficult to answer questions about capacity building.
• Exhibits
• Expanded/regular hours
• Expanded season
• Accuracy/consistency of information
• Training re: hospitality and visitor needs

It’s clear that funding is the primary challenge across all sites/organizations. Therefore, the single greatest need for training is programs that will help organizations secure funds through everything from conventional means, e.g., grant writing, to gorilla approaches, e.g., social giving (see Kickstarter.com for a great example of innovative projects funded by micro contributions). It’s worth noting that working individually will not be as effective as working collectively under the banner of CCTNB. Cooperative, collaborative grant applications are more fundable than competitive applications in today’s economic climate. Therefore, we recommend training in how to build and sustain cross-organizational partnerships.

The need for marketing and promotion was also very high on the list, suggesting that this would be a valuable workshop. Again, it should focus on everything from conventional media to social media. Many respondents also mentioned volunteers and guides, suggesting that programs on volunteer recruitment, training and management are needed. In short, the greatest needs revolve around resources—financial and human!

Asked to indicate the likelihood of attending training programs on four proposed topics on a 4-point scale, the following priorities emerged:
• Interpretive Media Development, 3.10 average score
• Interpretation 101, 2.83
• How to Be and Interpretive Guide, 2.60
• Museum and Historic Site Administration, 2.60
• When asked to suggest other topics, fundraising was most frequently mentioned.

In response to a question about potential obstacles to professional development partnerships, respondents mentioned (in order):
• Limited time of staff/volunteers
• Politics, ownership, competition
• Funding

Suggestions of local organizations that have resources to offer include two specific comments, which should be passed on to CCTNB Interpretive Committee:
• “We should talk more—these are the training opportunities the (KNHP Advisory) Commission works to sponsor.”
• “I am trying to develop a non-profit coalition to help non-profits in Houghton, Baraga and Keweenaw Counties come together to share resources, bounce ideas off each other and provide better resources for the area. I would love to assist with collaborations and partnerships.”

It’s unfortunate that, in spite of our best efforts, we had a very low response rate from out-of-town visitors, one of two audience groups for whom the interpretive plan is being created. In short, we were not able to collect the visitor feedback that we needed. Therefore, these findings should be considered as telling half the story. We
cannot assume that out-of-town visitors would have responded the same way as local residents in key areas, such as use of technology. In Chapter 5 we recommend the formation of a Techno Team that would learn more about travelers’ use of current technology through an online survey re: electronic search tools, apps, and social networking sites.

Many of the recommendations in this report for serving out-of-town visitors are tempered by previous evaluations (listed in the inventory in Chapter 2) and our own professional experience in informal learning.
Copper Country Trail National Byway  
Evaluation Station 1: Maps and Graphic Standards (Locals)

Thank you for your feedback on Byway wayfinding and interpretation. Unless otherwise indicated, please answer each of the following questions with a single response by circling the appropriate number or checking the appropriate response.

1.1. Please review the blue fold-out Copper Country Trail National Byway map. What suggestions do you have for future additions or changes to the printed map? ________________________________

Now look at the prototype map and answer the following questions.

1.2.a. This map shows me everything I need to know to find my way.  
(Disagree strongly) 1 2 3 4 (Agree strongly)

1.2.b. It’s clear where I am on this map.  
(Disagree strongly) 1 2 3 4 (Agree strongly)

1.2.c. The scale of this map is clear.  
(Disagree strongly) 1 2 3 4 (Agree strongly)

1.2.d. The symbols are understandable.  
(Disagree strongly) 1 2 3 4 (Agree strongly)

1.2.e. The legend on this map is clear and meaningful to me.  
(Disagree strongly) 1 2 3 4 (Agree strongly)

1.2.f. Overall, this map is very useful.  
(Disagree strongly) 1 2 3 4 (Agree strongly)

1.2.g. How could this map be more helpful? ________________________________

1.2.h. Where would you expect to find this map? (Check all that apply.)
Welcome Center Web Download Smart Phone App
Tablet App Newspaper Other, please specify: ________________________________

Considering the two design options for a directional sign, please respond to the following questions:

1.3.a. For you, which sign is most reflective of Copper Country?  
Option A Option B

1.3.b. Why did you select that option? ________________________________

______________________________
For the sign you selected in 1.3.a above, please answer the following four questions:

1.3.c. This sign gives me all the information I need to find my way along the Byway.
   (Disagree strongly) 1 2 3 4 (Agree strongly)

1.3.d. If you answered with a 1 or 2, what else is needed? ____________________________

1.3.e. This directional sign would be immediately recognizable as part of the Byway.
   (Disagree strongly) 1 2 3 4 (Agree strongly)

1.3.f. While driving the Byway looking for my destination this directional sign would…
   (Stand out) 1 2 3 4 (Blend in)

Considering the **two design options for confidence markers**, please respond to the following questions:

1.4.a. For you, which sign is most attractive?    Option A ________ Option B ________

1.4.b. Why did you select that option? ____________________________

For the sign you selected in 1.4.a above, please answer the following four questions:

1.4.c. This sign gives me all the information I need to find my way along the Byway.
   (Disagree strongly) 1 2 3 4 (Agree strongly)

1.4.d. If you answered with a 1 or 2, what else is needed? ____________________________

1.4.e. This confidence marker would be immediately recognizable as part of the Byway.
   (Disagree strongly) 1 2 3 4 (Agree strongly)

1.4.f. In looking for my destination this confidence marker would…
   (Stand out) 1 2 3 4 (Blend in)

1.5. If you have any other comments or recommendations for signage please share them here.
   __________________________________________________________
   __________________________________________________________
   __________________________________________________________
   __________________________________________________________
   __________________________________________________________

Please initial here ________ so we can keep all your questionnaires together. All responses will be held in confidence.

Thank you. Please leave your questionnaire on the clipboard and move on to another station.
Copper Country Trail National Byway
Evaluation Station 2: Copper Country Travel Portfolio (Locals)

Thank you for your feedback on Byway wayfinding and interpretation. Unless otherwise indicated, please answer each of the following questions with a single response by circling the appropriate number or checking the appropriate response.

Please spend a few minutes exploring these two options for a Copper Country Travel Portfolio, then share your first impressions below.

2.1.a. The best parts of Option A are: ____________________________________________
__________________________________________________________

2.1.b. The best parts of Option B are: ____________________________________________
__________________________________________________________

2.2. Overall, the travel portfolio I prefer is…
Option A _____  Option B _____

Please rate your preferred option in 2.2. above for each of the following qualities by circling the appropriate numbers on the four-point scales below.

2.3.a. Appearance (Poor)  1    2    3    4 (Excellent)

2.3.b. Format (Poor)  1    2    3    4 (Excellent)

2.3.c. Materials (Poor)  1    2    3    4 (Excellent)

2.4.a. This portfolio looks like something that would add to my enjoyment of Copper Country. (Disagree strongly)  1    2    3    4 (Agree strongly)

2.4.b. This portfolio looks like it would be useful on my Byway travels. (Disagree strongly)  1    2    3    4 (Agree strongly)

2.4.c. This portfolio is something friends and family would keep as a memento of their trip. No _____  Maybe _____  Definitely _____
Comments: ________________________________

2.5. How much would you be willing to pay for the portfolio you selected in 2.2 above?
Nothing _____  $5 _____  $10 _____  $15 _____  $20 _____  $25 _____
Comments: ________________________________
2.6. Here are a variety of marketing materials gathered along the Byway. Please do the
following:
a) Choose the items you’d be most likely to use on a first-time 2-3 day visit to the
   Byway with your friends or family
b) Place them in the portfolio
c) Let the evaluator know when you’re finished so she can take a photograph.

2.7. Now that you’ve worked with your preferred portfolio a bit, what might you add, remove
   or change about that portfolio?

2.8. Please share any other comments about the travel portfolio.

Please initial here ________ so we can keep all your questionnaires together. All responses
will be held in confidence.

Thank you. Please leave your questionnaire on the clipboard
and move on to another station.
Thank you for your feedback on Byway wayfinding and interpretation. Unless otherwise indicated, please answer each of the following questions with a single response by circling the appropriate number or checking the appropriate response.

3.1. Where would you expect to find self-guided brochures about the Byway? (Check all that apply.)
   - Welcome Center
   - Web Download
   - Smart Phone App
   - Tablet App
   - Newspaper
   - Other, please specify: __________________________

3.2. On the following list, please check the four brochures you’d be most likely to pick up. Then, for each one you checked, underline the information you would find most interesting and add any other topics you’d like to see in each of your four choices.

   ____ Mining Technology and Engineering
   - Mine locations (and tours)
   - Mining tools and process
   - Industrial Archeology sites
   - ______________________________________________________________________

   ____ People and Ethnic Groups of the Keweenaw
   - Religion and ethnic traditions – Finish, Cornish, Italian, etc.
   - Renowned men, women, children, and/or families of the region
   - Everyday life of miners and their families
   - Paternal organizations
   - Where to find oral histories and genealogy records or information – libraries, historical societies, museum archives, and cemeteries
   - ______________________________________________________________________

   ____ Historic Architecture
   - Architecture of the mining industry
   - Architecture of the mining company managers
   - Architecture of the miners and their families
   - Historic preservation and main street architecture
   - ______________________________________________________________________

   ____ Natural Features
   - Geology – Cliff Escarpment, copper vein, watersheds and shoreline
   - Vegetation – Tunnel of Trees, Estivant Pines, wildflowers
   - Wildlife – birds, mammals, fish, insects, amphibians of the peninsula
   - Water – rivers, ponds, waterfalls, lake shore
   - ______________________________________________________________________
Recreation Activities
- Summer Recreation – hiking, fishing, boating, swimming,
- Winter Recreation – snowmobiling, downhill skiing, cross-country skiing, snowshoeing, ice fishing

Foodways and Traditions
- Lindell’s Chocolate Shoppe
- Pasties
- Jam Pot
- Local gardens; gardening in a 3-month summer
- Food gathering such as berry picking, mushroom hunting\(^1\)

Urban Legends
- Italian Hall
- Snow Thermometer
- Snow Panking
- UP'ers, Trolls, and other local terminology

3.3. If there are other brochures you’d like to suggest please list them here. ____________

3.4. How likely would you be to use self-guided brochures about the Byway? (Not at all likely) 1 2 3 4 (Extremely likely)

How likely would you be to attend each of the following types of programs while traveling on the Keweenaw?

3.5.a. A walk or guided tour with a trained interpreter
(Not at all likely) 1 2 3 4 (Extremely likely)

3.5.b. A talk or presentation at a specific location presented by a trained interpreter
(Not at all likely) 1 2 3 4 (Extremely likely)

3.5.c. A group program or activity led by a trained interpreter
(Not at all likely) 1 2 3 4 (Extremely likely)

3.6. Looking at the map and the following list of self-guided brochure titles, indicate the first three locations that come to mind to explore each of these topics.

---

\(^1\) Mushroom and berry picking is reported as one of the fastest growing nature-based recreation activities along with wildflower viewing, visiting farms and agriculture areas, and bird watching (Ken Cordell, NSRE data presentation, May 24, 2011, NARRP Conference, Breckenridge)
Title | Location 1 | Location 2 | Location 3
--- | --- | --- | ---
Mining Technology & Engineering |  |  | 
People and Ethnic Groups of the Keweenaw |  |  | 
Historic Architecture |  |  | 
Natural Features |  |  | 
Recreation Activities |  |  | 
Foodways and Traditions |  |  | 
Urban Legends |  |  | 

3.7. Looking at the map and thinking about the entire Byway experience please indicate the first three places that come to mind for scenic views.
1. 
2. 
3. 

3.8 If you have any other thoughts about self-guided brochures or self-directed Byway experiences please share them here.

Please initial here ________ so we can keep all your questionnaires together. All responses will be held in confidence.

Thank you. Please leave your questionnaire on the clipboard and move on to another station.
Copper Country Trail National Byway
Evaluation Station 4: Technology and Social Media (Locals)

Thank you for your feedback on Byway wayfinding and interpretation. Unless otherwise indicated, please answer each of the following questions with a single response by circling the appropriate number or checking the appropriate response.

We’d like to learn about your interest in a smart phone app created specifically for the Copper Country Trail National Byway.

4.1.a. How much do you currently use site-specific apps of any kind?
   Never _____  Occasionally _____  Frequently _____

4.1.b. How likely would you be to use an app for the Copper Country Trail National Byway?
   (Not all likely)  1    2    3    4    (Extremely likely)

4.1.c. If you circled a 3 or 4, what features would be most useful? __________________________
   __________________________

4.1.d. How much would you be willing to pay for such an app? (Please highest price.)
   Nothing ______  $1 ______  $2 ______  $3 ______  $4 ______  $5 ______

Have a look at the Internet blog http://cliffmine.wordpress.com/. This blog, created and maintained by MTU faculty and students, is an unfolding story about industrial archaeology.

4.2.a. How much do you currently follow blogs?
   Never _____  Occasionally _____  Frequently _____

4.2.b. How likely would you be to follow one about the Byway, like the Cliff Mine blog?
   (Not at all likely)  1    2    3    4    (Extremely likely)

4.2.c. If you circled a 3 or 4, what features would you want? __________________________
   __________________________

We’d like to know your interest in a Copper Country Facebook Community page.

4.3.a. How much do you currently use Facebook?
   Never _____  Occasionally _____  Frequently _____

4.3.b. How likely would you be to use a Copper Country community page on Facebook?
   (Not at all likely)  1    2    3    4    (Extremely likely)

4.3.c. If you circled a 3 or 4, what features would you want? __________________________
   __________________________

We’d like to know your interest in a Copper Country photo sharing site like Flickr.

4.4.a. How much do you currently use Flickr or other photo sharing sites?
   Never _____  Occasionally _____  Frequently _____

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4.4.b. How likely would you be to use a Copper Country photo sharing site?
(Not at all likely) 1 2 3 4 (Extremely likely)

4.4.c. If you circled a 3 or 4, what features would you want? ____________________________
________________________________________
________________________________________

We’d like to know your interest in a Copper Country video sharing site like YouTube.
4.5.a. How much do you currently watch YouTube?
Never ______  Occasionally ______  Frequently ______

4.5.b. How likely would you be to watch or post Copper Country videos on YouTube?
(Not at all likely) 1 2 3 4 (Extremely likely)

4.5.c. If you circled a 3 or 4, what events and subjects would you want to see? ____________
________________________________________
________________________________________

We’d like to know your interest in Copper Country web cams like Pasty.com
4.6.a. How much do you currently watch web cams?
Never ______  Occasionally ______  Frequently ______

4.6.b. How likely would you be to watch Copper Country web cams?
(Not at all likely) 1 2 3 4 (Extremely likely)

4.6.c. If you circled a 3 or 4, what locations and subjects would you want to see? ____________
________________________________________
________________________________________

We’d like to know your interest in an interactive map like this one of the Keweenaw Peninsula.
4.7.a. How much do you currently use interactive wayfinding devices?
Never ______  Occasionally ______  Frequently ______

4.7.b. How likely would you be to use online interactive maps of Copper Country?
(Not at all likely) 1 2 3 4 (Extremely likely)

4.7.c. If you circled a 3 or 4, what features would you want? ____________________________
________________________________________
________________________________________

We’d like to know your interest in using a laptop, iPad or other electronic search tools for wayfinding on the Byway.
4.8.a. How much do you currently use electronic search tools for wayfinding?
Never ______  Occasionally ______  Frequently ______

4.8.b. How likely would you be to use electronic search tools for wayfinding in Copper Country?
(Not at all likely) 1 2 3 4 (Extremely likely)

4.8.c. If you circled a 3 or 4, what features would be most useful? ____________________________
________________________________________
We’d like to know your interest in using a laptop, iPad or other **electronic search tools for content or stories** related to the Byway.

4.9.a. How much do you currently use electronic search tools for content or stories?
   - Never ______
   - Occasionally ______
   - Frequently ______

4.9.b. How likely would you be to use electronic search tools for content in Copper Country?
   - (Not at all likely) 1
   - 2
   - 3
   - 4 (Extremely likely)

4.9.c. If you circled a 3 or 4, what features would you want? __________________________
   __________________________
   __________________________
   __________________________

4.10. If there is anything else you’d like to share about electronic media and your use of the Byway please do so here. __________________________
     __________________________
     __________________________
     __________________________

Please initial here ________ so we can keep all your questionnaires together. All responses will be held in confidence.

**Thank you. Please leave your questionnaire on the clipboard and move on to another station.**
Thank you for your feedback on Byway wayfinding and interpretation. Unless otherwise indicated, please answer each of the following questions with a single response by circling the appropriate number or checking the appropriate response.

5.1.a. Please review the following list of organizations. Pick the five you’re most familiar with and put those numbers in the blanks for 5.1.b.-5.1.f. Then, for each organization, answer the questions that follow.

<table>
<thead>
<tr>
<th>No.</th>
<th>Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Quincy Mine Hoist Association</td>
</tr>
<tr>
<td>2</td>
<td>Merchants along Calumet Main Streets and Industrial Core</td>
</tr>
<tr>
<td>3</td>
<td>Keweenaw Heritage Center at Saint Anne’s Church</td>
</tr>
<tr>
<td>4</td>
<td>Upper Peninsula Fire Fighters Memorial Museum</td>
</tr>
<tr>
<td>5</td>
<td>Coppertown USA Mining Museum</td>
</tr>
<tr>
<td>6</td>
<td>Laurium Manor Inn and Victorian Hall</td>
</tr>
<tr>
<td>7</td>
<td>CC Welcome Center at Veterans Park in Mohawk</td>
</tr>
<tr>
<td>8</td>
<td>Phoenix Church</td>
</tr>
<tr>
<td>9</td>
<td>Central Mine Town Site</td>
</tr>
<tr>
<td>10</td>
<td>Delaware Copper Mine</td>
</tr>
<tr>
<td>11</td>
<td>Keweenaw Mountain Lodge</td>
</tr>
<tr>
<td>12</td>
<td>Copper Harbor Visitor Center</td>
</tr>
<tr>
<td>13</td>
<td>Copper Harbor Marina / State Harbor</td>
</tr>
<tr>
<td>14</td>
<td>Fort Wilkins Historic State Park</td>
</tr>
<tr>
<td>15</td>
<td>Houghton County Marina</td>
</tr>
<tr>
<td>16</td>
<td>Houghton County Historical Society Museum</td>
</tr>
<tr>
<td>17</td>
<td>Houghton County Heritage Center at the First Congregation Church</td>
</tr>
<tr>
<td>18</td>
<td>Lindells Chocolate Shoppe</td>
</tr>
<tr>
<td>19</td>
<td>Merchants in the Village of Laurium</td>
</tr>
<tr>
<td>20</td>
<td>Bammert Blacksmith Shop</td>
</tr>
<tr>
<td>21</td>
<td>Merchants of Eagle River historic district</td>
</tr>
<tr>
<td>22</td>
<td>Eagle Harbor Lighthouse and Museum</td>
</tr>
<tr>
<td>23</td>
<td>McLain State Park</td>
</tr>
<tr>
<td>24</td>
<td>Brockway Mountain Summit and Signs</td>
</tr>
</tbody>
</table>

5.1.b. Org. # ____. Thinking in terms of interpretive offerings*, what are the strengths of this organization? _____________________________________________________________

Thinking along the same lines, what are the greatest needs of this organization? ____
________________________________________________________________________

*Interpretive offerings means capacity to organize collections, design and develop programs, provide interpretive media, e.g., signs, exhibits, label for visiting public, interpretive staff, etc.

Over, please

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5.1.c. Org. #_____  Thinking in terms of interpretive offerings, what are the strengths of this organization? ____________________________________________________________

Thinking along the same lines, what are the greatest needs of this organization? ____
________________________________________________________________________

5.1.d. Org. #_____.  Thinking in terms of interpretive offerings, what are the strengths of this organization? ____________________________________________________________

Thinking along the same lines, what are the greatest needs of this organization? ____
________________________________________________________________________

5.1.e. Org. #_____.  Thinking in terms of interpretive offerings, what are the strengths of this organization? ____________________________________________________________

Thinking along the same lines, what are the greatest needs of this organization? ____
________________________________________________________________________

5.1.f. Org. #_____.  Thinking in terms of interpretive offerings, what are the strengths of this organization? ____________________________________________________________

Thinking along the same lines, what are the greatest needs of this organization? ____
________________________________________________________________________

5.2.a. Are you affiliated as a staff member, volunteer, or board member with any of the organizations in the above table?  
Yes _____  No _____

5.2.b. If yes, please list the numbers from the table. ________________________________________________

Now, thinking about the organization with which you are most strongly affiliated and your role in this organization, please answer the following questions.

5.3.a. How likely would you be to attend a program on **Interpretation 101**, e.g., introduction, definitions and basic applications? 
(Not at all likely)  1  2  3  4  (Extremely likely)

5.3.b. How likely would you be to attend a program on **How to Be an Interpretive Guide**, e.g., developing presentation skills for live programs? 
(Not at all likely)  1  2  3  4  (Extremely likely)

Next page, please
5.3.c. How likely would you be to attend a program on **Interpretive Media Development**, e.g., developing brochures, signs, exhibits?
(Not at all likely) 1 2 3 4 (Extremely likely)

5.3.d. How likely would you be to attend a program on **Museum and Historic Site Administration**, e.g., site management, collections care, and planning?
(Not at all likely) 1 2 3 4 (Extremely likely)

5.3.e. If there are other topics that should be considered please list them here. ________________
______________________________

5.3.f. Draw a circle around any of the topics in 5.3a to 5.3.d **where you have expertise to share**.

5.4. In your opinion what **obstacles** might inhibit such professional development partnerships?
__________________________________________
__________________________________________

5.5. What suggestions do you have for **local organizations that have resources** to offer these trainings? ________________
______________________________

Please initial here ________ so we can keep all your questionnaires together. All responses will be held in confidence.

**Thank you again for your feedback!**
**Please leave your questionnaires on the clipboard and hand to one of the evaluators.**
Copper Country Trail National Byway Evaluation Station 1: Maps and Graphic Standards (Visitors)

Thank you for your feedback on Byway wayfinding and interpretation. Unless otherwise indicated, please answer each of the following questions with a single response by circling the appropriate number or checking the appropriate response.

1.1. Please review the bluefold-out Copper Country Trail National Byway map. What suggestions do you have for future additions or changes to the printed map? 

__________________________________________________________________________

Now look at the prototype map and answer the following questions.

1.2.a. This map shows me everything I need to know to find my way. (Disagree strongly) 1 2 3 4 (Agree strongly)

1.2.b. It’s clear where I am on this map. (Disagree strongly) 1 2 3 4 (Agree strongly)

1.2.c. The scale of this map is clear. (Disagree strongly) 1 2 3 4 (Agree strongly)

1.2.d. The symbols are understandable. (Disagree strongly) 1 2 3 4 (Agree strongly)

1.2.e. The legend on this map is clear and meaningful to me. (Disagree strongly) 1 2 3 4 (Agree strongly)

1.2.f. Overall, this map is very useful. (Disagree strongly) 1 2 3 4 (Agree strongly)

1.2.g. How could this map be more helpful? 

__________________________________________________________________________

1.2.h. Where would you expect to find this map? (Check all that apply.)
   Welcome Center ______ Web Download ______ Smart Phone App ______
   Tablet App ______ Newspaper ______ Other, please specify: 

Considering the two design options for a directional sign, please respond to the following questions:

1.3.a. For you, which sign is most reflective of Copper Country? 
   Option A ______ Option B ______

1.3.b. Why did you select that option? 

__________________________________________________________________________

Over, please
For the sign you selected in 1.3.a above, please answer the following four questions:

1.3.c. This sign gives me all the information I need to find my way along the Byway.
   (Disagree strongly)  1    2    3    4  (Agree strongly)

1.3.d. If you answered with a 1 or 2, what else is needed? ________________________________

1.3.e. This directional sign would be immediately recognizable as part of the Byway.
   (Disagree strongly)  1    2    3    4  (Agree strongly)

1.3.f. While driving the Byway looking for my destination this directional sign would…
   (Stand out)     1    2    3    4  (Blend in)

Considering the **two design options for confidence markers**, please respond to the following questions:

1.4.a. For you, which sign is most attractive?    Option A _____    Option B _____

1.4.b. Why did you select that option?______________________________

For the sign you selected in 1.4.a above, please answer the following four questions:

1.4.c. This sign gives me all the information I need to find my way along the Byway.
   (Disagree strongly)  1    2    3    4  (Agree strongly)

1.4.d. If you answered with a 1 or 2, what else is needed? ________________________________

1.4.e. This confidence marker would be immediately recognizable as part of the Byway.
   (Disagree strongly)  1    2    3    4  (Agree strongly)

1.4.f. In looking for my destination this confidence marker would…
   (Stand out)     1    2    3    4  (Blend in)

1.5. If you have any other comments or recommendations for signage please share them here.
   __________________________________________________________
   __________________________________________________________
   __________________________________________________________
   __________________________________________________________
   __________________________________________________________

Please initial here _________ so we can keep all your questionnaires together. All responses will be held in confidence.

**Thank you. Please leave your questionnaire on the clipboard and move on to another station.**
Copper Country Trail National Byway
Evaluation Station 2: Copper Country Travel Portfolio (Visitors)

Thank you for your feedback on Byway wayfinding and interpretation. Unless otherwise indicated, please answer each of the following questions with a single response by circling the appropriate number or checking the appropriate response.

Please spend a few minutes exploring these two options for a Copper Country Travel Portfolio, then share your first impressions below.

2.1.a. The best parts of Option A are: ___________________________________________

___________________________________________________________________________

2.1.b. The best parts of Option B are: ___________________________________________

___________________________________________________________________________

2.2. Overall, the travel portfolio I prefer is…
Option A _______ Option B _______

Please rate your preferred option in 2.2. above for each of the following qualities by circling the appropriate numbers on the four-point scales below.

2.3.a. Appearance (Poor) 1 2 3 4 (Excellent)

2.3.b. Format (Poor) 1 2 3 4 (Excellent)

2.3.c. Materials (Poor) 1 2 3 4 (Excellent)

2.4.a. This portfolio looks like something that would add to my enjoyment of Copper Country. (Disagree strongly) 1 2 3 4 (Agree strongly)

2.4.b. This portfolio looks like it would be useful on my Byway travels. (Disagree strongly) 1 2 3 4 (Agree strongly)

2.4.c. This portfolio is something I would keep as a memento of my trip.
No _______ Maybe _____ Definitely _____

Comments: ___________________________________________________________________

_____________________________________________________________________________

2.5. How much would you be willing to pay for the portfolio you selected in 2.2 above?
Nothing _______ $5 _______ $10 _______ $15 _______ $20 _______ $25 _______

Comments: ___________________________________________________________________

_____________________________________________________________________________
2.6. Here are a variety of marketing materials gathered along the Byway. Please do the following:
   d) Choose the items you’d be most likely to use on a first-time 2-3 day visit to the Byway with your friends or family
   e) Place them in the portfolio
   f) Let the evaluator know when you’re finished so she can take a photograph.

2.7. Now that you’ve worked with your preferred portfolio a bit, What might you add, remove or change about that portfolio?

2.8. Please share any other comments about the travel portfolio.

Please initial here ________ so we can keep all your questionnaires together. All responses will be held in confidence.

Thank you. Please leave your questionnaire on the clipboard and move on to another station.
Copper Country Trail National Byway
Evaluation Station 3: Themes and Content (Visitors)

Thank you for your feedback on Byway wayfinding and interpretation. Unless otherwise indicated, please answer each of the following questions with a single response by circling the appropriate number or checking the appropriate response.

3.1. Where would you expect to find self-guided brochures about the Byway? (Check all that apply.)
   Welcome Center _____ Web Download _____ Smart Phone App _____
   Tablet App _____ Newspaper _____ Other, please specify: ______________________

3.2. On the following list, please check the four brochures you’d be most likely to pick up. Then, for each one you checked, underline the information you would find most interesting and add any other topics you’d like to see in each of your four choices.

   ______ Mining Technology and Engineering
     o Mine locations (and tours)
     o Mining tools and process
     o Industrial Archeology sites
     o ________________________________

   ______ People and Ethnic Groups of the Keweenaw
     o Religion and ethnic traditions – Finish, Cornish, Italian, etc.
     o Renowned men, women, children, and/or families of the region
     o Everyday life of miners and their families
     o Paternal organizations
     o Where to find oral histories and genealogy records or information – libraries, historical societies, museum archives, and cemeteries
     o ________________________________

   ______ Historic Architecture
     o Architecture of the mining industry
     o Architecture of the mining company managers
     o Architecture of the miners and their families
     o Historic preservation and main street architecture
     o ________________________________

   ______ Natural Features
     o Geology – Cliff Escarpment, copper vein, watersheds and shoreline
     o Vegetation – Tunnel of Trees, Estivant Pines, wildflowers
     o Wildlife – birds, mammals, fish, insects, amphibians of the peninsula
     o Water – rivers, ponds, waterfalls, lake shore
     o ________________________________
Recreation Activities
- Summer Recreation – hiking, fishing, boating, swimming,
- Winter Recreation – snowmobiling, downhill skiing, cross-country skiing, snowshoeing, ice fishing

Foodways and Traditions
- Lindell’s Chocolate Shoppe
- Pasties
- Jam Pot
- Local gardens; gardening in a 3-month summer
- Food gathering such as berry picking, mushroom hunting

Urban Legends
- Italian Hall
- Snow Thermometer
- Snow Panking
- UP’ers, Trolls, and other local terminology

3.3. If there are any other subjects you’d like to explore in self-guided brochures please list them here.

3.4. How likely would you be to use self-guided brochures about the Byway?
   (Not at all likely)  1    2    3    4  (Extremely likely)

How likely would you be to attend each of the following types of programs while traveling on the Keweenaw?

3.5.a. A walk or guided tour with a trained interpreter
   (Not at all likely)  1    2    3    4  (Extremely likely)

3.5.b. A talk or presentation at a specific location presented by a trained interpreter
   (Not at all likely)  1    2    3    4  (Extremely likely)

3.5.c. A group program or activity led by a trained interpreter
   (Not at all likely)  1    2    3    4  (Extremely likely)

Please initial here __________ so we can keep all your questionnaires together. All responses will be held in confidence.

Thank you. Please leave your questionnaire on the clipboard.

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2 Mushroom and berry picking is reported as one of the fastest growing nature-based recreation activities along with wildflower viewing, visiting farms and agriculture areas, and bird watching (Ken Cordell, NSRE data presentation, May 24, 2011, NARRP Conference, Breckenridge)
Copper Country Trail National Byway
Evaluation Station 4: Technology and Social Media (Visitors)

Thank you for your feedback on Byway wayfinding and interpretation. Unless otherwise indicated, please answer each of the following questions with a single response by circling the appropriate number or checking the appropriate response.

We’d like to learn about your interest in a smart phone app created specifically for the Copper Country Trail National Byway.
4.1.a. How much do you currently use site-specific apps of any kind?
Never _____ Occasionally _____ Frequently _____

4.1.b. How likely would you be to use an app for the Copper Country Trail National Byway?
(Not all likely) 1 2 3 4 (Extremely likely)

4.1.c. If you circled a 3 or 4, what features would be most useful? ______________________

4.1.d. How much would you be willing to pay for such an app? (Please highest price.)
Nothing ______ $1 ______ $2 ______ $3 ______ $4 ______ $5 ______

Have a look at the Internet blog http://cliffmine.wordpress.com/. This blog, created and maintained by MTU faculty and students, is an unfolding story about industrial archaeology.
4.2.a. How much do you currently follow blogs?
Never _____ Occasionally _____ Frequently _____

4.2.b. How likely would you be to follow one about the Byway, like the Cliff Mine blog?
(Not at all likely) 1 2 3 4 (Extremely likely)

4.2.c. If you circled a 3 or 4, what features would you want? ______________________

4.3.a. How much do you currently use Facebook?
Never _____ Occasionally _____ Frequently _____

4.3.b. How likely would you be to use a Copper Country community page on Facebook?
(Not all likely) 1 2 3 4 (Extremely likely)

4.3.c. If you circled a 3 or 4, what features would you want? ______________________

4.4.a. How much do you currently use Flickr or other photo sharing sites?
Never _____ Occasionally _____ Frequently _____

We’d like to know your interest in a Copper Country Facebook Community page.

We’d like to know your interest in a Copper Country photo sharing site like Flickr.
4.4.b. How likely would you be to use a Copper Country photo sharing site?
(Not at all likely) 1 2 3 4 (Extremely likely)

4.4.c. If you circled a 3 or 4, what features would you want? ________________________________
______________________________

We’d like to know your interest in a Copper Country video sharing site like YouTube.
4.5.a. How much do you currently watch YouTube?
Never _______ Occasionally _______ Frequently ______

4.5.b. How likely would you be to watch or post Copper Country videos on YouTube?
(Not at all likely) 1 2 3 4 (Extremely likely)

4.5.c. If you circled a 3 or 4, what events and subjects would you want to see? ____________
______________________________

We’d like to know your interest in Copper Country web cams like Pasty.com.
4.6.a. How much do you currently watch web cams?
Never _______ Occasionally _______ Frequently ______

4.6.b. How likely would you be to watch Copper Country web cams?
(Not at all likely) 1 2 3 4 (Extremely likely)

4.6.c. If you circled a 3 or 4, what locations and subjects would you want to see? ____________
______________________________

We’d like to know your interest in an interactive map like this one of the Keweenaw Peninsula.
4.7.a. How much do you currently use interactive wayfinding devices?
Never _______ Occasionally _______ Frequently ______

4.7.b. How likely would you be to use online interactive maps of Copper Country?
(Not at all likely) 1 2 3 4 (Extremely likely)

4.7.c. If you circled a 3 or 4, what features would you want? ________________________________
______________________________

We’d like to know your interest in using a laptop, iPad or other electronic search tools for wayfinding on the Byway.
4.8.a. How much do you currently use electronic search tools for wayfinding?
Never _______ Occasionally _______ Frequently ______

4.8.b. How likely would you be to use electronic search tools for wayfinding in Copper Country?
(Not at all likely) 1 2 3 4 (Extremely likely)

4.8.c. If you circled a 3 or 4, what features would be most useful? ________________________________
______________________________

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We’d like to know your interest in using a laptop, iPad or other electronic search tools for content or stories related to the Byway.

4.9.a. How much do you currently use electronic search tools for content or stories?
   Never ______  Occasionally ______  Frequently ______

4.9.b. How likely would you be to use electronic search tools for content in Copper Country?
   (Not at all likely)  1  2  3  4  (Extremely likely)

4.9.c. If you circled a 3 or 4, what features would you want? ________________________________
       ________________________________

4.10. If there is anything else you’d like to share about electronic media and your use of the Byway please do so here. ________________________________
       ________________________________
       ________________________________

Please initial here _______ so we can keep all your questionnaires together. All responses will be held in confidence.

   Thank you again. Please leave your questionnaires on the clipboard and hand to one of the evaluators.