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STEAMTOWN NATIONAL HISTORIC SITE COMPREHENSIVE INTERPRETIVE PLAN

Executive Summary





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CONCLUSION

Interpretation strives to create opportunities for NPS audiences to form their own intellectual and emotional connections with the meanings and significance inherent in a park's resources.

The Comprehensive Interpretive Planning (CIP) process exists to create opportunities for National Park Service (NPS) audiences to form intellectual and emotional connections with the meaning and significance inherent in a park's resources.

The Long Range Interpretive Planning (LRIP) process provides a vehicle by which NPS staff – especially interpretive – may gain information regarding:

- Mission, significance and purpose
- Current interpretive themes
- Issues affecting interpretive programs

The LRIP also describes desired futures from the perspective of the audience or visitor, identifies specific actions and sets time-lines for the attainment of the desired futures.

The CIP development process at Steamtown National Historic Site created an environment especially conducive to exploration and insight. Through this exercise, participants uncovered new prospects and ideas necessary to support and sustain understanding of the resource. As an outcome, each is now better prepared to evoke and enhance public understanding and appreciation of the role of steam railroading in America, as well as Steamtown's role as an entity of the National Park Service.



United States Department of the Interior

NATIONAL PARK SERVICE

Steamtown National Historic Site
150 South Washington Avenue
Scranton, Pennsylvania 18503-2018

IN REPLY REFER TO:

October 30, 2003

Steamtown National Historic Site is pleased to present its *Comprehensive Interpretive Plan* which will guide the development and enhancement of interpretive and educational programs that support the Site's mission. The *plan* was developed in partnership with our community stakeholders and was driven by the concepts initially identified in the *Comprehensive Management Plan* established for Steamtown when it was created on October 30, 1986.

Further direction for the development of this plan was provided during the year marking the Site's 10th anniversary. During a Superintendent's conference held at Steamtown National Historic Site in October 1996 our Regional Director, Marie Rust, unveiled her vision for interpretation and education in the Northeast Region. In her vision statement, she identified four mission goals - **Stewardship, Public Service, Responsibility, and Partnership** – and focused on the importance of devising a “road map” that would guide the Northeast Region to meeting these goals. In October of 1997, the Region released a document that provided one of the “road maps” for **Public service** – *The Road Ahead*. The strategy for interpretation and education contained in this document was adopted by the Site and incorporated into its *Comprehensive Interpretive Plan*.

Another influencing factor in the development of our *Comprehensive Interpretive Plan* was a July 2001 report from the National Park System Advisory Board titled “*Rethinking the National Parks for the 21st Century*”. In that report two of the Board's recommendations were that the National Park Service should:

- *Embrace its mission, as educator, to become a more significant part of America's educational system by providing formal and informal programs for students and learners of all ages inside and outside park boundaries.*
- *Encourage the study of the American past, developing programs based on current scholarship, linking specific places to the narrative of our history, and encouraging a public exploration and discussion of the American experience.*

We are confident that our *Comprehensive Interpretive Plan* has identified action items that are in step with Steamtown's significance, the vision statements and mission goals of our Regional Director, and the recommendations made by the National Park System Advisory Board.

We are pleased to share with you our “road map” for the journey to achieving excellence in Interpretation and Education at Steamtown National Historic Site.

Sincerely,

Harold H. Hagen Jr.
Superintendent



INTRODUCTION

The Steamtown National Historic Site Comprehensive Interpretive Plan (CIP) exists as the primary management document, by which all strategic interpretive planning, as well as program and media development, are identified and implemented. It provides a framework for the assessment of existing and proposed programs and activities, and delineates specific guidelines for the establishment of programmatic elements and venues.

Throughout the development process, local, regional and national stakeholders and partners were consulted to ensure a more global frame of reference. This included a series of three workshops – held at Steamtown NHS between November 2002 and April 2003 – and multiple follow-up interviews and discussions with subject matter experts, versed in the disciplines associated with interpretive and educational strategic planning.

This Executive Summary presents a succinct, easy reference to the many issues that are detailed at length in the principal document. It defines the foundation upon which existing interpretive programs at Steamtown are based, and addresses a number of topics related to current conditions and desired future outcomes. The plan discusses personal services, such as interpretive tours, presentations, curriculum-based activities and off-site programming, and further identifies a viable action plan for the implementation of activities to achieve specific goals related to these tasks.

Comprehensive Interpretive Planning in the National Park Service

Since the introduction of the Comprehensive Interpretive Planning (CIP) process, in 1995, the CIP has been arguably the fundamental component in all National Park Service interpretive strategic planning. Intended to aid planners in the management of long-range visioning processes (usually 5 – 7 years), as well as in the development and implementation of programs and activities leading to high quality visitor experiences, the CIP provides a system of overarching guidelines to ensure consistency with overall NPS interpretive goals, as well as more specific localized priorities.

The process provides individual NPS units (i.e. National Parks, National Historic Sites, etc.) with guidelines, rooted in precedent, necessary and useful in the planning and management of interpretive personal and non-personal services. It serves as a road map in the development, preparation and presentation of interpretive programs, exhibits and publications, and provides a database of current and past programs, collections information, media availability, survey results, and funding allocation data.

The CIP is divided into three major sections: the Long Range Interpretive Plan (LRIP), which identifies long-term goals and defines the overall vision; the Annual Interpretive Plan (AIP), which serves as a work plan for the implementation of short term strategies, while ensuring consistency with long term goals; and the Interpretive Database (ID), which contains in-depth information regarding interpretive programs. The Interpretive Database includes the Annual Interpretive Report (AIR), finalized visitor survey results, historical data relating to individual programs, and recommended reading lists – to provide research source materials for the development and conduct of interpretive programs and activities.

The LRIP is the heart of the CIP and almost every aspect of interpretive planning is tied to it in one fashion or another.

PART 1 establishes criteria against which existing and proposed personal services and media can be measured. Through this vehicle, themes, audiences and desired experiences are identified and prioritized. However, many contributing factors, such as the number of visitors that may be accommodated by a given program, impact upon resources, urgency of need and overall practicality of implementation are considered in the final analysis. Those proposed actions rated highest in priority to future development at Steamtown NHS include:

- Providing an authentic railyard experience to more audiences
- Strengthening educational programming
- Improving orientation and wayfinding to include connections with related sites
- Personalizing interpretive themes
- Increasing visitation and revenues

PART 2 describes the mix of services and facilities that are necessary to achieve management objectives within the interpretive mission. It identifies potential partnerships and through an Action Plan, assigns specific responsibilities and implementation schedules.

The Steamtown LRIP is designed to effectively focus and align interpretive programming with the Site's stated mission, purpose, and significance; it provides for the re-evaluation of interpretive programs to reflect physical and thematic changes in the museum complex, and the identification of essential and optional activities, as well as those initiatives supported in full or in part through cooperative ventures with existing and potential partners.

The plan serves as a guide in determining current and future interpretive needs, such as staffing, program development, media, exhibits, and funding. It is fluid in nature and subject to annual review, whereby the Work Plan will be periodically re-evaluated and adjusted to respond to potential and developing requirements and/or opportunities.

For more complete information about any of the information summarized in this document, please consult the full CIP.



EXISTING CONDITIONS

Steamtown National Historic Site, located on a 62-acre parcel of land in downtown Scranton, Pennsylvania, enjoys a unique distinction among National Parks. In this once significant center for railroading and iron production, historic steam railroad operations and modern technology interact to blend new and old in a city which once served as the headquarters for the Delaware, Lackawanna and Western (DL&W) Railroad, and presently remains a hub for economic and cultural activities.

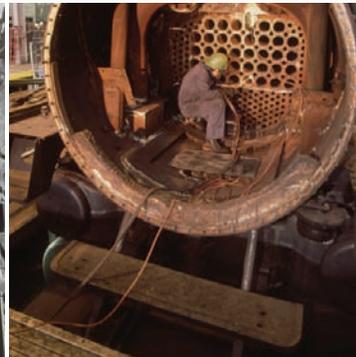
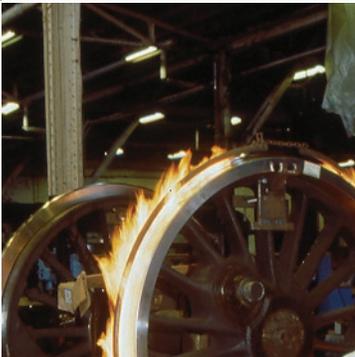
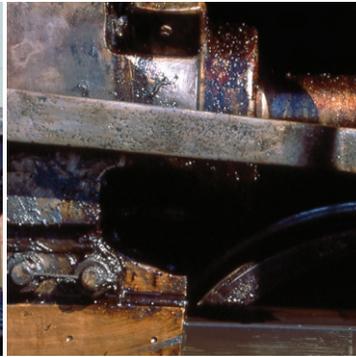
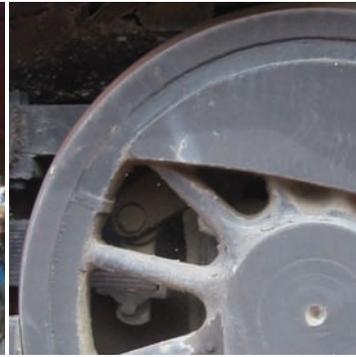
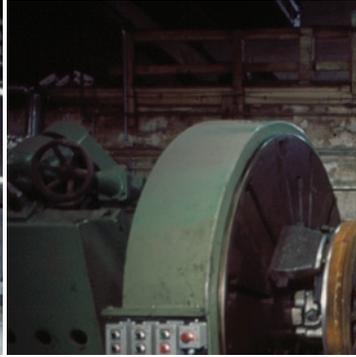
Today, Steamtown National Historic Site exists as a representative example of the industrial age of travel. It showcases live, coal-fired steam locomotives, restored cabooses, freight cars and railroad coaches, dating from the early 20th century, and offers a nostalgic journey to a period in American history when industry was on the move. Here, the living history of Steam Locomotion may be experienced, first hand, through the masterful restoration of classic rolling stock and expert interpretive programs, depicting life on the rails. The sights, sounds, smells and even tastes of that era are brought to life in the presence of some of the most powerful machines ever built. The Site boasts active Locomotive and Restoration Shops, and a Museum Complex which includes a modern Visitor Center, History and Technology Museums, a 250-seat Theater – the film, *Steel and Steam*, a documentary which traces the nation's Age of Steam through the experiences of the people who lived and worked around America's railroads, runs continuously – and a fully operational Roundhouse and Turntable.

The history of American steam railroading is interpreted at Steamtown, utilizing a variety of media and facilities, such as formal museum exhibits, guided tours, steam-powered rail excursions and a number of temporary and permanent exhibits. Visitors may also experience the daily routines of railroaders in the Machine Age through informal discussions with park interpretive staff, restoration specialists, volunteers and train crews.



Steamtown NHS is nationally significant because it:

- preserves and protects both representative physical resources (structures, artifacts, locomotives, and rolling stock) and the living culture associated with the steam railroading era.
- offers visitors an opportunity to have a live steam experience in an operating railroad yard.
- illustrates the economic, political, and social impacts of the development, expansion, and decline of steam railroading in America.





THE INTERPRETIVE THEMES *for Steamtown National Historic Site* were developed as a result of several workshops. They identify the most important stories that the park conveys to all audiences, and define the park's significance and resource values. They connect park resources to larger processes, systems, ideas and values, and reflect the core compelling messages necessary for audiences to understand, appreciate, and personally relate to the significance of the park's resources and stories. They set the political, economic, social, and intellectual context for the park story and reflect ideas about the story from multiple points of view.

INTERPRETIVE THEMES

The Importance of National and Local Stories

Early in the twentieth century, a rapidly developing railroading industry in Northeastern Pennsylvania stimulated the proliferation of a rail network, which ultimately extended throughout the entire United States. These railroads were the backbone of our nation's economic and territorial development; and for many years, millions of homes and businesses throughout the nation relied upon industries, which were directly dependent upon these railroads.

The Lackawanna Iron & Coal Company (LI&C) in Scranton, Pennsylvania was one of the first producers of iron T-rail in the country and one of the largest producers in the world. This created an interdependence that had a profound effect on industry, extending even to the present day. Without the iron T-rail, the country's railway system could not have existed and without the railway system, the T-rail could not have been shipped in the quantities needed. This marriage of resources and ingenuity contributed significantly to our nation's economic, industrial and territorial growth.

Another regionally significant resource, Anthracite ("Hard") coal, was mined in quantity in only one area on earth – the coalfields of Northeastern Pennsylvania. Because anthracite burns much cleaner and with more heat than common bituminous ("Soft") coal, it became the preferred fuel for heating homes, apartment buildings, office buildings, and factories; and the millions of tons of anthracite required to support this need were most efficiently shipped by rail.

At Steamtown NHS, resources and location blend to create a unique sense of place, which indivisibly links Scranton's local history with the national story of steam railroading. Each is entwined and inseparable. This unique combination has made possible an opportunity to explore a nationally relevant phenomenon in the presence of an historic site, supported by a collection that is highly representative of developments that were common to many states and regions throughout the country.

Graphically, the tautological nature of this relationship may best be described utilizing the hub and spoke analogy. In this case, Steam Railroading is positioned at the center, or hub of this interrelated story. Extending from the hub, many stories — among them, politics, economics, culture, immigration, urbanization, industrialization and labor — radiate outward like spokes. Ultimately, each of these spokes extends to a rim, representing the communities throughout the Lackawanna Valley and beyond. Completing the cycle, the rim exercises a level of influence over the spokes by virtue of the fact that they each share a common connection. While this exercise is somewhat simplified in its presentation, it clearly illustrates the interdependent nature of local, regional and national developments upon which interpretive programming is based at Steamtown NHS. As this hypothetical wheel of interpretation continues in motion, it clearly illustrates the national relevance of this story to a contemporary audience.

The following themes reflect the national and regional character of interpretive programs at Steamtown NHS. Primary themes are essential to understanding the significance of available resources. An effort is made to communicate this to every visitor. Secondary themes flow directly from primary themes and are intended to enrich and enhance the story.

Primary Themes:

STEAM RAILROADING HELPED TRANSFORM AMERICA INTO A MODERN NATION LINKING SMALL RURAL TOWNS WITH LARGE COSMOPOLITAN CITIES.

Because steam railroading made it possible for goods and services to move freely back and forth between rural towns and large urban centers such as New York City, it changed Scranton from an isolated village into an industrial hub.

RAILROADING HELPED TRANSFORM AMERICA'S LABOR FORCE.

Scranton's diverse ethnic groups often found common ground in the labor movements associated with the railroad industry.

A HUGE BEHIND-THE-SCENES SUPPORT SYSTEM HELPED EVERY RAILROAD RUN SMOOTHLY.

Steamtown preserves and interprets the behind-the-scenes activities that supported efficient railroads.

STEAM RAILROADING NOT ONLY PROVIDED THE TRANSPORTATION CORRIDORS NECESSARY, IT ALSO GENERATED THE WEALTH AND POWER NEEDED FOR INDUSTRIAL GROWTH IN AMERICA.

Steam railroading supported the Lackawanna Valley's iron, steel, and coal industries and created Scranton's political and social elite.

Secondary Themes:

THE DEMANDS OF STEAM RAILROADING ADVANCED BOTH ARCHITECTURE AND ENGINEERING.

Structures like the Lackawanna Station and the Nicholson Viaduct illustrate the architectural and technological contributions made by steam railroading.

THE CULTURAL LIFEBLOOD OF THE NATION ABSORBED THE LANGUAGE, LEGEND, AND LORE OF STEAM RAILROADING.

The Lackawanna Valley's cultural life remains linked to the railroad and the industries it supported.

THE NATIONAL PARK SYSTEM PRESERVES AND INTERPRETS EXEMPLARY SITES IMPORTANT TO AMERICAN NATURAL AND CULTURAL HERITAGE.

As a unit of the NPS, Steamtown NHS preserves what was once typical across America - a steam railroad, repair shops, working steam locomotives, and rolling stock all juxtaposed with a network of communities and rails radiating from a developing urban hub.



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CANADIAN
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NATIONAL





VISITOR PROFILE

Visitation Statistics

Aggregate decreases in visitation in 2002 (down 11.47%) and a corresponding 35.09% decline in total revenue, did not deter Steamtown National Historic Site's appeal to diverse audiences, nor its ability to serve the needs and desires of the community at large. While operational necessities dictated an especially focused approach to infrastructure, the results of this effort were all too apparent in Steamtown's generally productive outgrowth of popularity among these markets.

Financially self-sustaining partnerships that contribute to the Site's historic interpretive mission (i.e. funded restoration projects and educational programs) remain an important element in the development of interpretive programming, and to some extent, offset increases in non revenue-generating visitation. While those visitors who did not participate in activities, which required payment of an interpretive or admission fee in 2002, accounted for 38.9% of Steamtown's overall visitation, 27.7% were identified in this category in 2001 (34% in 2000). This represented a 28.8% increase in this category of visitation during a period that also experienced a 25.3% decrease in per capita visitation to those areas that required payment of fees.

Declines in overall visitation and revenues in 2002 were directly attributable to a 32.4% decrease in visitation originating from the tri-state area and a 31.4% decrease in local visitation. This was offset somewhat by a 29.9% increase in U.S. visitation, originating from outside the tri-state area and a 20.4% increase in international visitation. When viewed in comparison with visitation from all other areas of origin, the tri-state area accounted for 52.6% of Steamtown's annual visitation. Although this figure was down a bit from last year's 68.9% (61.9% in 2000), the region remained a significant contributor to the Site's overall patronage. Other U.S. States followed at 40%; the local area was represented at 8.9%; and international visitation made up the final 7.4%.

A total of twelve off-site educational programs served 2,298 students throughout the region; and 156 educational groups, with 7,604 students participating, visited Steamtown in 2002. These and other programs, aimed at attracting educational groups and the development of non-revenue-generating community support activities, were offset by partnership and special funding initiatives, which supplemented Steamtown's operating budget by just under 800-thousand dollars (or 12.5% of the Site's total operating budget).

Two peak visitation periods occur at Steamtown NHS, between late Spring and early Summer, and again in October with the fall foliage excursion riders.



FUTURE VISITATION TRENDS

- fact* VISITORS TO NPS SITES IN THE NORTHEAST WILL BE MARKEDLY MORE DIVERSE, OLDER, MORE LIKELY TO BE WOMEN AND ETHNIC MINORITIES, LESS LIKELY TO CONSIST OF FAMILIES, AND LIKELY TO VARY MORE BY SIZE OF GROUP. MOST USERS WILL BE BETTER EDUCATED AND MORE INQUISITIVE ABOUT NUMEROUS ISSUES. A MINORITY OF USERS WILL BE LESS EDUCATED AND WILL HAVE DIFFERENT NEEDS AND EXPECTATIONS – SOMETIMES THEY WILL HAVE NO EXPECTATIONS.
- fact* FAMILY AND CULTURAL HISTORY IS LIKELY TO BECOME AN IMPORTANT CENTERPIECE OF NPS INTERPRETATION.
- fact* THE NATIONAL PARK SERVICE WILL NEED TO ADDRESS THE INCREASED DIVERSITY IN FAMILY AND HOUSEHOLD COMPOSITION BY TELLING “NON-TRADITIONAL” AND INCLUSIVE STORIES THAT MAY HAVE BEEN UNTOLD UNTIL THE PRESENT.
- fact* THE BABY BOOM GENERATION WILL PLAY AN INCREASING ROLE IN THE TOURIST INDUSTRY AS THEY RETIRE.
- fact* VISITORS, INCLUDING TOURISTS, TO THE NATIONAL PARK SERVICE SITES ARE LIKELY TO BE MORE RUSHED THAN IN THE PAST, AND TO SPEND LESS TIME ON-SITE.
- fact* VISITORS ARE LESS TOLERANT OF WEATHER EXTREMES AND LOUD NOISES, ARE GENERALLY MORE DELIBERATE IN THEIR BEHAVIOR, STAY LONGER ON-SITE IN PARKS, ARE LESS TOLERANT OF LITTER, AND PAY MORE ATTENTION TO DIET, ETC.
- fact* WOMEN WILL VISIT THE NATIONAL PARK SERVICE SITES MORE FREQUENTLY, WILL PLACE INCREASING DEMANDS FOR DIFFERENTIATION OF SITE AND SERVICES TO MEET THEIR INTERESTS AND CULTURAL BACKGROUND, AND WILL EXERT MORE POWER IN SHAPING NPS OPERATIONS.
- fact* IN ORDER TO MAXIMIZE VISITATION OF ALL POTENTIAL AUDIENCES, MORE ATTENTION NEEDS TO BE GIVEN TO: A) EDUCATORS AND SCHOOL GROUPS, B) REGIONAL RESIDENTS AND FAMILIES (WITHIN 100-150 MILES OR 2-3 HOURS DRIVING DISTANCE), C) TOURISM PROVIDERS, MOTOR COACH OPERATORS, AND RAILROAD ENTHUSIASTS, D) INTERPRETIVE PARTNERS, AND E) LOCAL RESIDENTS.



CANADIAN PACIFIC

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ISSUES & INFLUENCES AFFECTING INTERPRETATION

Interpretive programs must be responsive to the visitor's willingness and ability to effectively experience and understand the resource. All future programming will address these needs using the following mechanisms.

- Local and regional audiences are the key to sustainable visitation. Therefore, it is imperative that a more eclectic mix of predictably scheduled programs and activities evolve to address the diversity and relevance of the interpretive repertoire.
- Additional funding sources must be identified to offset needs. Steamtown NHS has not experienced an increase in base funding for interpretive programs since 1995. Existing and projected budget constraints, coupled with the size and complexity of the interpretive facilities at Steamtown NHS will necessitate especially judicious management of personal and non-personal services programming.
- Current and future Demands upon the resource, expressed through an ever-increasing diversity of public needs and interests, will dictate changes and adjustments to visiting options. Multiple visitation tracks – appropriately timed to meet the desires of different audiences – as well as seasonal variations in scheduling and programming will be of considerable importance in meeting this need.
- Interpretive connections and linkages are critical to the success of this plan. While the specific roles and responsibilities, assumed by individual interpretive partners, will continue to evolve, current and future relationships with non-NPS entities – such as the Lackawanna Heritage Valley Authority and the Electric City Trolley Station and Museum – will prove especially important in joint packaging initiatives.
- Condition assessments involving park collections (i.e. locomotives and rolling stock) are an important element in the prioritization and scheduling of restoration projects. Information made available through this ongoing effort will prove especially useful in the development of public announcements and serve as an invaluable tool in the preparation and distribution of visitor information.
- External factors often influence the manner in which “live steam” programs are conducted at Steamtown National Historic Site. Increases in freight traffic on mainline trackage, as well as other additional uses within the railroad yard, may impose a significant impact upon the way in which railyard and excursion activities are carried out.





- The proposed return of commuter rail service, between Scranton and New York City, may affect future scheduling of excursion trains, as well as physical structures in and around the areas of the Steamtown Depot and the Electric City Trolley Station and Museum. Proactive planning and scheduling initiatives will be especially important in navigating the multiple challenges associated with these changes.

- Park planners and partners must keep a watchful eye on new developments, in order that they may capitalize upon opportunities to adapt or expand programs, and/or incorporate new venues for interpretation. The proposed trolley line between the Lackawanna County Visitors Center and Steamtown NHS, a planned Rails to Trails pathway that will trace the adjacent Lackawanna River, the newly opened Hilton Hotel and Conference Center in Scranton and an ongoing development project at the nearby former Central Railroad of New Jersey station will individually and collectively create multiple opportunities.

- Several new developments have implications for park visitation and offer new venues for interpretation: a proposed trolley line from the Lackawanna Visitors Bureau Center to the park; a Rails to Trails pathway that will pass along the river and through the park; a Hilton Hotel and Conference Center in Scranton; and development of the old Central Railroad of New Jersey station.

DESIRED AUDIENCE EXPERIENCE

The overarching tenet that guided the development of this interpretive plan is rooted in a conscious and concerted effort to examine the programs and services available at Steamtown National Historic Site from the visitor / audience perspective. The following three conceptual future statements have evolved to provide a general description of what Steamtown could / should be like. Based upon the interpretive themes and goals identified in this process, more descriptive visitor experience statements, which define how the interpretive process will facilitate a physical, intellectual and emotional experience, have also been included.

At Steamtown NHS, Audiences will have the opportunity to...



GET PROPERLY ORIENTED AND FIND THEIR WAY AROUND.

Visitors will find Steamtown easily and make the best use of leisure time by matching their interests to activities. They will have a pleasant, affordable, satisfying and welcoming experience that accommodates basic needs, and possesses perceived value equal to the expenditure of personal time and resources. They will have an opportunity to choose from among several clearly explained options, ask questions and engage in dialogue, if desired. Further, the environment will promote the discovery of cultural and industrial heritage, as well as links between Steamtown and other facilities and attractions.



TRY THINGS OUT AND DISCOVER BY PARTICIPATING IN AUTHENTIC ACTIVITIES.

Visitors will experience the sights, sounds and feel of an authentic active steam-railroading environment. Engaging in age-appropriate experiences and basic tasks, geared toward various learning styles, they will better understand many of the issues associated with historic preservation. Educational groups and student audiences will participate in curriculum-based programs that address complex issues to create meaningful and understandable experiences.



PERSONALIZE THEIR PARK VISIT.

Visitors will gain exposure to multiple points of view regarding the impact that steam railroading has had upon the nation and the world. They will witness the practical application of railroad technology to better understand how it affected the lives of those who lived and worked in and around the railroad industry and hear the "untold stories" that bring to light the tremendous economic and cultural impact that this industry stimulated. Life-long learning programs will explore the history of transportation, allowing participants an opportunity to contemplate relationships between steam era and present day railroading and discover the value of historic railroad preservation.



INTERPRETIVE PROGRAM DESCRIPTION

Over the next 5 – 7 years, the following priorities will be addressed:

Actions that address desired audience experiences

1. Improve Orientation and Wayfinding. Initiatives involving improvements to orientation and wayfinding will create realistic expectations for visitors. They will include regular reviews and updates of the Steamtown website and informational rack card; revised directional signage; a predictable program schedule to ensure public awareness of available activities; and development of special “tracks” to accommodate visitors with young children, limited time or other special needs.
2. Try Things Out and Discover by Doing. Visitors will have an opportunity to try things out and discover by doing. The list of programming ideas developed during the CIP workshops will guide this effort.
3. Personalize the Park Visit. Visitors will have an opportunity to personalize their national park experience. Research into and incorporation of human stories associated with the steam era, solicitation of oral histories and audience evaluation will provide the benchmarks by which these personal connections will be driven.

Actions that address park significance and themes

4. Authentic Railroad Yard Activity. A balanced schedule of activities will allow time and opportunity for multiple uses in a single visit, and promote participation in rail excursions as well as other interpretive programs within the Museum Complex and other areas of the park.

Actions that address park issues

5. Provide a predictable schedule of activities and services based on limited staffing and budget. These activities will include the development of an effective volunteer plan, and the use of videotape to support interpretive programs such as machine shop demonstrations.
6. Provide links and connections to partners. Development of a regional passport program, joint sponsorship of special events and exploration of possible transit links will be included in this initiative.
7. Explain the challenges in maintaining a large collection of locomotives and rolling stock. Actions will include the development of exhibits dedicated to the restoration process, and the creation of a public database to track restoration progress on any individual piece of rolling stock within the collection.
8. Capitalize upon opportunities provided by new development. Actions will include working with partners to identify funding sources to support upgrades in the area around the Steamtown Depot and the Electric City Trolley Station and Museum, and providing support to the development of a regional transportation system.

9. Address current and future stakeholders. Maintain productive relationships with partners, visitors, and other constituents to support the development of programming that will draw upon the interests of and remain relevant to current and future generations, thereby effectively conveying the significance of the resource.
10. Address program and restoration sustainability / longevity. Actions will include the development of strategies to maintain effective staffing levels, purchase adequate supplies to support programming and to continue the presentation of high quality programs.

Actions that address targeted audiences

11. Local & regional residents and tourism providers. Actions will include the development of a predictable schedule of programs so that tourism promotion agencies may disseminate information well in advance of actual activities. Coordination and cooperation with tourism providers in the development of visitor activities – such as driving tours – and participation in promotional activities at the Lackawanna County Visitors Center are key issues in this effort.
12. Families & youth groups. Provide more activities for families with children, and include more family friendly services.
13. Educators & school groups. Develop a 5-year education plan that will specifically address the needs and the issues concerning curriculum-based educational programs.
14. Interpretive partners. Continue to support and participate in regional roundtable discussions with the Lackawanna Heritage Valley Authority, and maintain liaison with educational entities such as the Northeast Intermediate Unit #19.
15. Audiences with Disabilities. Continue to explore ways to enhance the park experience for people with disabilities.

Actions that address research and collection needs

To effectively implement the interpretive programming proposed in this plan, we must...

Seek out local or regional “people” stories that will humanize interpretive themes and serve as baseline data for future interpretive and educational programs.

Find objects that reflect the material culture associated with steam railroading, and provide insight into why people traveled on the DL&W.

Work with academic partners to conduct research related to the collection.

Create a “roster” of rolling stock, complete with a brief description, associated stories, statement of present condition, and cost of repairs (if appropriate). Seek assistance from academic partners.



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