

APPENDIX C

VISITOR CENTER CHECKLIST

(SCALE is based on 1 = poor to 5 = very good)

C-1. Visitor Reception

- a. Is the approach to the facilities inviting?.....1 2 3 4 5
 - (1) Are sign directions clear and concise?.....1 2 3 4 5
 - (2) Are there negatively worded signs?.....Y N
 - (3) Is parking easy and convenient?.....1 2 3 4 5
 - (4) Is parking provided for persons with disabilities?.....Y N
 - (5) Are there barriers to handicapped?.....Y N

- b. Does the visitor center establish a friendly and welcome mood?.....1 2 3 4 5
 - (1) Are the surroundings warm and friendly?.....1 2 3 4 5
 - (2) Is there a personal welcome message?.....1 2 3 4 5
 - (3) Is there an orientation map of the building?.....Y N
 - (4) Is there an orientation map of the project?.....Y N
 - (5) Do the exhibits invite participation or involvement?.....1 2 3 4 5
 - (6) Are any exhibits directed toward children?.....Y N
 - (7) Can all exhibits be viewed by children?.....Y N
 - (8) Are exhibits of the appropriate size and proportion to the space available?.....Y N
 - (9) Are the messages on exhibits of appropriate size for easy reading, including the visually impaired?.....Y N
 - (10) Are the exhibits done in a color scheme that is warm and inviting?.....Y N
 - (11) Are there interior architectural barriers for persons with disabilities?.....Y N
 - (12) Is there a good traffic flow through the exhibit and display area?.....Y N

- c. Is there a central theme to interpretive material?.....1 2 3 4 5
 - (1) Does any one subject dominate the others?.....Y N

- (2) Identify any subjects that dominate....._____
- (3) If one subject dominates, is it appropriate?.....Y N
- (4) Are the exhibits arranged in logical order?.....Y N
- (5) Can you define the objectives of the major displays and exhibits?.....Y N
- (6) Do these objectives fit into a central theme?.....Y N
- d. Is the text for interpretive material easy to understand?.....1 2 3 4 5
 - (1) Is it in layman's terms?.....1 2 3 4 5
 - (2) Does it avoid or explain technical jargon?.....1 2 3 4 5
 - (3) Is it too long or tedious?.....1 2 3 4 5
- e. Is the audio visual material easy to understand?.....1 2 3 4 5
 - (1) Is it in layman's terms?.....1 2 3 4 5
 - (2) Does it avoid or explain technical jargon?.....1 2 3 4 5
 - (3) Is it too long or tedious?.....1 2 3 4 5
- f. Are various techniques of displays used, i.e., audio-visual, artifacts, flat wall, etc.?.....1 2 3 4 5
 - (1) Percentage of exhibits that are primarily audiovisual..._____%
 - (2) Percentage of exhibits that are primarily auditory....._____%
 - (3) Percentage of exhibits that are primarily text....._____%
 - (4) Percentage of other exhibits....._____%
 - (5) Percentage of exhibits primarily active....._____%
 - (6) Percentage of exhibits primarily passive....._____%
- g. Do most of the exhibits and displays utilize standard off-the-shelf equipment, i.e., video decks, monitors, dissolve units, slide projectors, etc....._____ %
 - (1) Percentage of equipment that is standard....._____ %
 - (2) Percentage of equipment that is custom built....._____ %
- h. Has an interpretive prospectus been prepared?.....Y N
 - (1) Date prospectus scheduled/completed....._____
 - (2) Have recommendations been implemented? If no, explain in Section 6, Comments.....Y N

C-2. Information Brochures and Folders

- a. Do they include information we wish to convey to the public as well as information the public would like to receive?.....1 2 3 4 5
- b. Are brochures available at visitor facilities?.....Y N
- c. Are they displayed attractively?.....1 2 3 4 5
- d. Is it obvious that these are free to the public?.....Y N

C-3. Operations

- a. Is the staffing (Corps or contractor) adequate?.....1 2 3 4 5
 - (1) Are self-guided tours used?.....Y N
 - (2) Do they stand on their own?.....Y N
 - (3) Can the visitor use the center without additional information from the staff?.....Y N
 - (4) Is the staff readily accessible to the public?.....Y N
 - (5) Is there a reception area near the entrance?.....Y N
 - (6) Is the reception desk manned?.....Y N
 - (7) Is the staff knowledgeable about the displays and the Corps?.....Y N
 - (8) How many people work directly in the center?....._____
 - (9) Is reduced staffing an option?.....Y N
- b. Does the visitor center receive adequate use by the public?.....1 2 3 4 5
 - (1) What is the annual visitation?....._____
 - (2) What is the peak month for visitation?....._____
 - (3) Is the facility visitation appropriate for its location and market area? If no, explain in Section 6, Comments.....Y N
 - (4) Is the facility visitation appropriate for its size? If no, explain in Section 6, Comments.....Y N
 - (5) Is the visitation primarily local, repeat or transient?....._____
 - (6) Is the center made available to school and community groups?.....Y N
 - (7) Does the staff contact schools and groups and invite them to the center?.....Y N
 - (8) Do these groups regularly visit?.....Y N

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- (9) Is the center available to groups by special arrangements outside of regular office hours?.....Y N
- (10) What other actions have been taken to encourage visitation?....._____
- c. Are hours of operation convenient for the visitor?.....Y N
 - (1) Are the hours of operation posted where they can be seen?.....Y N
 - (2) Summer hours of operation:
Days of the week.....S M T W T F S
Hours of the day....._____
 - (3) Winter hours of operation:
Days of the week.....S M T W T F S
Hours of the day....._____
- d. Are the physical conditions in the building appropriate?.....1 2 3 4 5
 - (1) heating.....1 2 3 4 5
 - (2) air conditioning.....1 2 3 4 5
 - (3) lighting.....1 2 3 4 5
 - (4) drinking fountains.....1 2 3 4 5
 - (5) restrooms.....1 2 3 4 5
- e. Is the building adequate in terms of visitor capacity and configuration?.....1 2 3 4 5
- f. Have there been any incidents of vandalism or theft in the past two years?.....Y N
 - (1) how many....._____
 - (2) how severe....._____
 - (3) any particular target? what?....._____
- g. Are adequate security devices installed?.....Y N
 - (1) door and window alarms?.....Y N
 - (2) sound and movement detectors?.....Y N
 - (3) closed circuit TV?.....Y N
 - (4) fire alarms?.....Y N
 - (5) smoke detectors?.....Y N
- h. What percentage of the time are the main exhibits operational?....._____

- i. If there is a main audiovisual presentation, what percentage of the time is it operational?....._____ %
 - j. Is there an adequate supply of all types of backup equipment, e.g., projectors, tape players, etc.?.....1 2 3 4 5
 - k. Are funds adequate for operation of the center?.....Y N
 - l. Are there interpretive facilities outside of the visitor center?.....Y N
 - (1) Are they integrated into the total program?.....Y N
 - (2) Are they effective?.....Y N
 - (3) Do they make maximum use of the natural assets of the site?.....Y N
 - (a) nature trail.....1 2 3 4 5
 - (b) overlook.....1 2 3 4 5
 - (c) physical feature.....1 2 3 4 5
 - (d) nature features.....1 2 3 4 5
 - (e) historical archeological.....1 2 3 4 5
- Overall Rating for the Visitor Center.....1 2 3 4 5

C-4. Comments

Evaluator Title Phone