

# DINOSAUR DIAMOND PREHISTORIC HIGHWAY

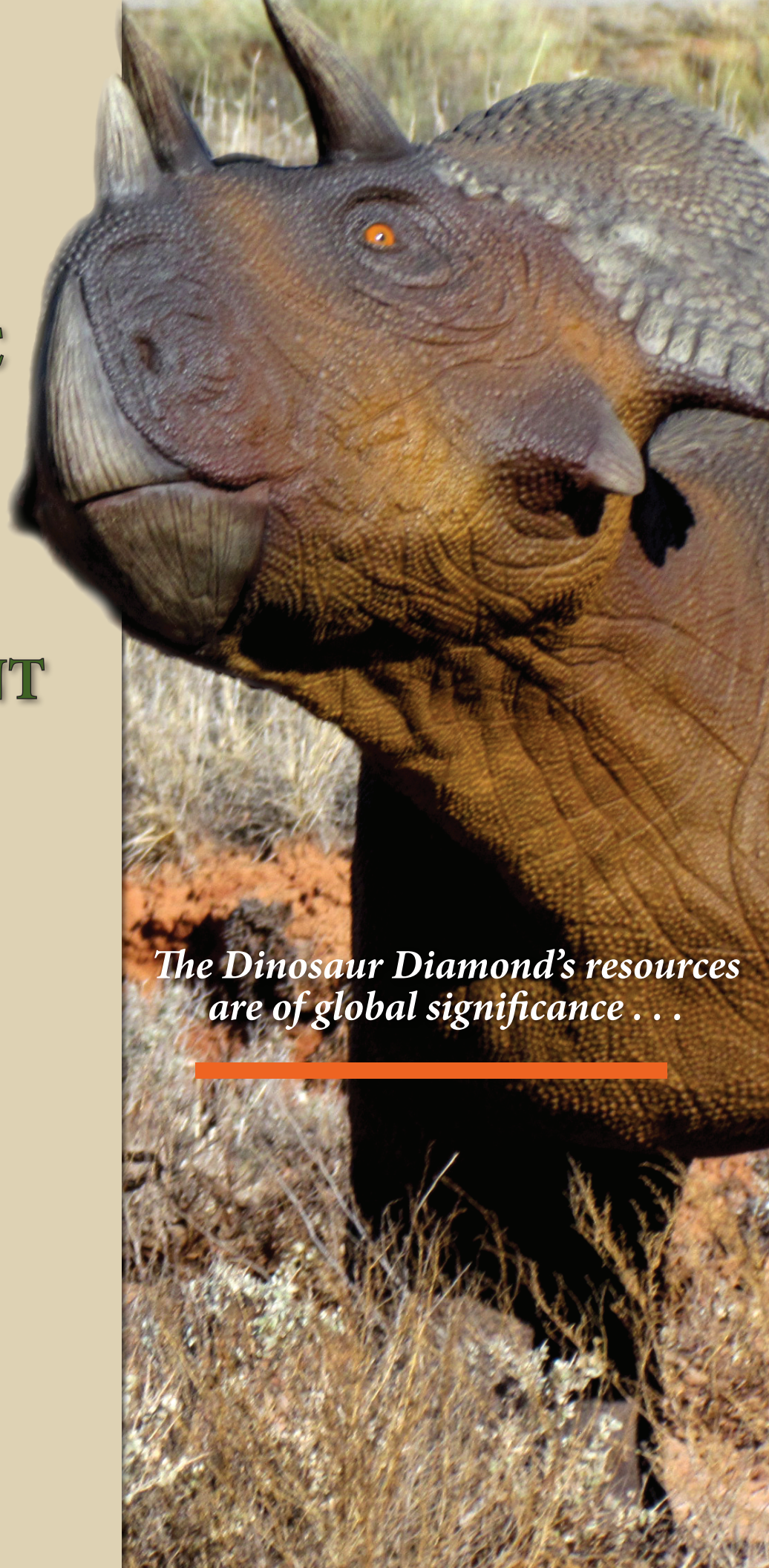
# CORRIDOR MANAGEMENT PLAN

REVISED  
OCTOBER 2016



*The Dinosaur Diamond's resources  
are of global significance . . .*

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October 2016

# **Dinosaur Diamond Prehistoric Byway Corridor Management Plan**

**Prepared for  
The Colorado Scenic and Historic Byway Program**

**Dinosaur Diamond**

**Prepared by  
Prism Interpretive Services**

**in Association with:  
Utah State Scenic Byways  
Colorado State Scenic Byways**

**The Museums of Western Colorado ~ Dinosaur Journey**

**Bureau of Land Management**

**Utah Friends of Paleontology**

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## INTRODUCTION

The National Scenic Byways Program is part of the U.S. Department of Transportation, Federal Highway Administration. The program is a grass-roots collaborative effort established to help recognize, preserve and enhance selected roads throughout the United States. The U.S. Secretary of Transportation recognizes certain roads as All-American Roads or National Scenic Byways based on one or more archeological, cultural, historic, natural, recreational and scenic qualities.

### What are America's Byways?

America's Byways® is the umbrella term we use for marketing the collection of 150 distinct and diverse roads designated by the U.S. Secretary of Transportation. America's Byways include the National Scenic Byways and All-American Roads.

Our definition of "scenic" reaches beyond breathtaking vistas. All of America's Byways® are "scenic" and represent the depth and breadth of scenery in America--natural and man-made panoramas; electrifying neon landscapes; ancient and modern history coming alive; native arts and culture; and scenes of friends, families and strangers sharing their stories.

America's Byways® are gateways to adventures where no two experiences are the same. The Federal Highway Administration invites you to come closer to America!

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## Dinosaur Diamond Vision Statement (from The Dinosaur Diamond Partnership-January 2000)

*“Working together as the Dinosaur Diamond Prehistoric Highway Partnership, we desire to enhance, promote, and protect the dinosaur fossil and archaeological resources of the Dinosaur Diamond Prehistoric Highway. We also desire to protect natural, geological, historic, and scenic resources along the Highway wherever possible.*

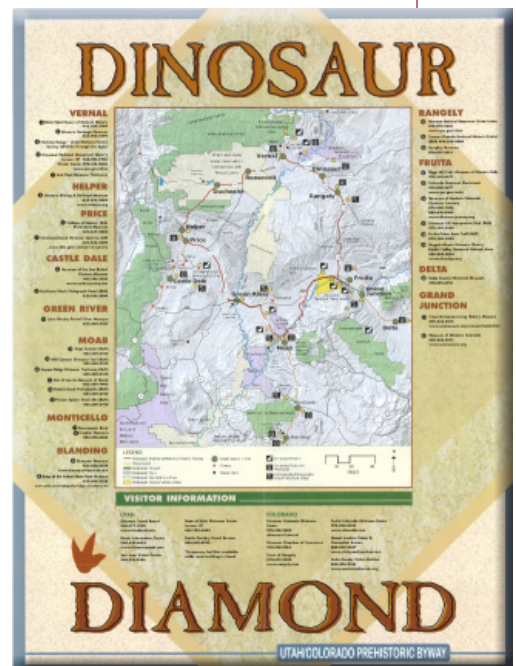
*We desire to accomplish this in a manner that is appropriate and sensitive to each of our partner’s specific or local needs. We understand that the Dinosaur Diamond Prehistoric Highway’s resources are of regional, national, and global significance and should be protected for all humankind for all time.”*

In March of 2016 a new interim board was established in Moab, Utah to revitalize the efforts to promote and protect the resources of the Dinosaur Diamond Prehistoric Highway.

The Consultant Team would like to thank the Dinosaur Diamond 2016 Board of Trustees -the Utah and Colorado Scenic Byway offices, Utah and Colorado Counties, Utah and Colorado Local and Regional Chambers of Commerce, Travel Region Offices and Economic Development Entities, the Utah and Colorado Museums and Nature Associations, the Utah and Colorado Departments of Transportation, the U.S. Forest Service, National Park Service and Bureau of Land Management for their assistance and support in preparing this plan.

The Colorado Scenic Byways Program sponsored this update to the Dinosaur Diamond.

*The Dinosaur Diamond Partnership organization was conceived in early 1996. The group started as a committee of public and private sector recreation and tourism providers with shared visions both about marketing potentials and resource protection. As knowledge and interest in the organization expanded new members joined. Because the DD (Dinosaur Diamond) is over 500 miles long, is located in two states, travels through several communities, counties and travel regions, public participation is all the more important. As described in detail in the following section, thirty-eight project partners signed a Memorandum of Understanding (MOU) in 1998.*



## Executive Summary

The 500-mile long Dinosaur Diamond Prehistoric Highway (DD) circumscribes an enormous region of eastern Utah and western Colorado that was the globe's veritable "Jurassic Park" - a breathtaking world of dinosaurs, large and small, who roamed the region for millions of years-then suddenly (geologically-speaking) disappeared. The reason for their sudden disappearance has been subject of constant and intense debate for decades. About 11,000 years ago (a very short time ago geologically-speaking) nomadic tribes of the regions first humans-hunter/gatherers-occupied the area. They later settled into farming and were the early ancestors of Native Americans who occupy the region today. They painted and carved unusual symbols, sometimes almost otherworldly, into rocks throughout the region, and rock art began.

Today, dinosaur enthusiasts, both amateur and professional, and rock art enthusiasts come from all over the world to the DD to look in awe at what has been. As if this were not enough, the DD is surrounded by world-class geologic, recreational, and scenic resources only in-part captured within two national parks, two national monuments, and one national recreation area.

A large number of proactive and creative recreation and tourism providers, including communities and federal land managers, have come together to rejuvenate the oversight of this unique resource; the Dinosaur Diamond Byway. This group is dedicated to intelligently marketing, promoting, and most importantly protecting these dinosaur, fossil and archaeological treasures.

Both the States of Utah and Colorado realize that their jurisdictional boundary has little meaning to these regional resources. They have chosen to work together to make the Dinosaur Diamond Byway work best as a means of generating needed tourism dollars and assuring the long-term protection of resources.

The new committee attendees met in Moab, UT and agreed to serve on the revival of the Byway until permanent board members were recruited by the end of 2016. Of course, rebuilding the organization was a top priority, and fortunately, many of the members represented important physical venues and an abundance of tourism experience.

The interim board represents:

Moab Travel Council	BLM - Price	City of Fruita	Utah Friends of Paleontology
Museum of Moab	Moab Giants	Fruita Welcome Ctr.	Grand Junction VCB
Carbon County Tourism	Gateway Canyons Resort	Dinosaur Journey	Colorado Nat'l Monument
NW CO Cultural Heritage	Town of Rangely	Emery County	BLM - Public Affairs
Dinosaur Welcome Center			

In December of 2015, a Wayfinding Tour Review of the Dinosaur Diamond Scenic Byway revealed several items that will need to be corrected which will be addressed in this CMP.

Much has changed since the Dinosaur Diamond was awarded National Scenic Byway designation. With no federal funding from FHWA since 2012, most byways turned to membership and private funders, but lost momentum when those sources didn't replace the grant monies. By rebuilding the organization, new energy will be put into memberships, grant writing, and fundraising. Until financial resources improve, this CMP will offer realistic and achievable goals over the next several years.

The 2016 efforts to segment Utah Byways is founded on private property rights and alternative development. Local efforts can augment these initiatives to control both lands and usage.



## **The Purpose of this Corridor Management Plan is to provide a blueprint for the future of Utah’s Dinosaur Diamond Prehistoric Highway and Colorado’s Dinosaur Diamond Scenic Byway, collectively referred to as the Dinosaur Diamond Byway.**

The plan provides an inventory of the numerous intrinsic resources along the byway; assesses the extensive public and private sector recreation and tourism opportunities; provides a vision and mission for the future; and specific objectives and actions to implement the blueprint.

This plan recognizes dinosaur, fossils and archaeological resources are nonrenewable and must be protected for all time. Though many protective measures are in place on state and federally managed land, increasingly larger numbers of people are visiting the DD and it is proving difficult to provide adequate protection for all DD resources. This plan promotes the protection of resources via existing laws and regulations as well as through visitor education.

The Dinosaur Diamond Partnership encourages the interpretation, promotion, and protection of all DD’s intrinsic resources that include the 6 qualities of byways: scenic, natural, historic, cultural, archeological, and recreational. The DDP strongly supports sustainable tourism and economic development that simultaneously promotes ecotourism and ecosystem management.

The purpose of this plan also is to document a shared vision, a mission, and objectives of the Dinosaur Diamond Partnership. For each plan objective, action items are provided identifying responsibilities and timing. This plan provides a means of uniting communities, regions, and resources to the benefit of all public and private sector participants. These resources are located not only along the DD, but also along routes and in communities near the DD.

By implementing this plan, the Dinosaur Diamond Partnership intends to achieve the following benefits and outcomes:

- Recognition as the world’s quintessential dinosaur resource region
- Protection of all dinosaur, fossil and archaeological resources
- Locally supported tourism and community development
- Local autonomy in decision making
- Promotion of community and regional pride
- Assurance of the vitality and sustainability of the Dinosaur Diamond Byway
- Constant pursuits of new partnerships that strengthen the DDP’s ability to promote, enhance, and protect byway resources
- Promotion of a sense of public ownership and “leave-no-trace” ethics protecting the DD’s dinosaur, fossil and archaeological resources
- Improvement of visitor services and experiences through enhancement of the quality of settings
- Improvement and expansion of the quality, diversity, and availability of marketing materials.
- Enhancement and expansion of educational opportunities associated with the Byway
- Sustainable resource planning
- Vastly expanded funding opportunities for resource promotion and protection
- Maximization of the benefits of a multi-state byway
- Provision of visitors with excursions and loop tours near the DD that greatly strengthen the regional dinosaur and archaeological themes
- Provision of the ability to monitor visitor, resource, and financial impacts and identify corrective actions where needed.

## New & Improved Interpretation and Facilities

Since the inaugural Corridor Management Plan in 2000, new facilities have added state-of-the art museums, displays, and exciting interpretation along the Dinosaur Diamond Byway:

### FRUITA, CO - DINOSAUR JOURNEY MUSEUM

Dinosaur Journey Museum tells the story of the history of life in western Colorado and surrounding areas with real fossils, cast skeletons and robotic reconstructions of dinosaurs. The hands-on, interactive museum includes paleontology displays, a working laboratory where dinosaur bones are prepared for display, a collections room where scientists study dinosaurs and other animals, a simulated earthquake ride, a dinosaur library reading area, a sandbox for making your own dinosaur tracks and a “quarry site” where kids can uncover actual Jurassic dinosaur bones.



### MOAB, UT - PALEO SAFARI MOAB GIANTS

Not only is it set amongst some of the world's most breathtaking scenery in Moab, Utah, but it's a unique experience of the ages. Make your own tracks alongside our state-of-the art, life-size dinosaurs in the land they called home. Moab Giants is the ultimate place to discover the past with cutting edge technology that feels like the future! Dinosaur Tracks Museum, 3-D Theater, and the Paleoaquarium make this a premiere attraction for the world.



## VERNAL, UT - UTAH FIELD HOUSE OF NATURAL HISTORY

Utah is famous for dinosaur fossils and this is one of the best place in the state to see them. The museum houses many fossils and dinosaur replicas, along with educational and cultural displays. As a state entity, this museum received a substantial grant to make an important addition to Utah interpretation.



## JENSEN, UT - DINOSAUR NATIONAL MONUMENT QUARRY

The modern building replaced an older one which was built on unstable ground. It's main purpose is to shelter a long vertical wall of sandstone from which protrude some 1,500 dinosaur bones and fragments.

The vast majority of dinosaurs were herbivores, who gathered at watering holes like the one here. Packs of the more rare carnivorous predators then hunted the herbivores. When many of them died here and sank into the riverbed, millions of years of pressure fossilized the skeletons. Subsequent millions of years of erosion began unearthing the bones, which are excavated for study by paleontologists.



The DD's vision statement is the most important and powerful expression of what the group is all about and what we want to do. It is "our reason to be." All other planning elements find their essence within the vision statement. Our mission statement tells us how we will implement the vision. Our objectives tell us how to manifest our mission and specifically lay the groundwork for all our plan recommendations.

Working together as the Dinosaur Diamond Prehistoric Highway Partnership, in concert with the Colorado Scenic Byways program, we desire to enhance, promote, and protect the dinosaur, fossil and archaeological resources of the Dinosaur Diamond Prehistoric Highway(UT) and the Dinosaur Diamond Scenic Byway (CO). We also desire to protect natural, geological, historic, and scenic resources along the Highway wherever possible. We desire to accomplish this in a manner that is appropriate and sensitive to each of our partner's specific or local needs. We understand that the Dinosaur Diamond Prehistoric Highway's resources are of regional, national, and global significance and should be protected for all humankind for all time.

The management of the Dinosaur Diamond Prehistoric Highway is a substantial collective effort of the public and private sector partners listed above. This partnership provides a common vision and direction for the future management of the DD. The Bylaws for the DD Partnership provide administrative structure and clarification in the management of the DD. An important section of the Bylaws designates the creation of several committees and their roles in management of the Dinosaur Diamond.

As we prepare for the future, the Dinosaur Diamond Partnership is in a rebuilding year as an organization and is planning economic vitality to where it is needed and protecting the globally significant resources that attract worldwide recognition.

In the year 2025 or 2050 the DDP would like to be able to look back and say we made good management decisions. We have helped communities and regions. We have helped residents and tourists. We are proud of the sense of stewardship we have for the DD's resources...and we have assured the protection of outstanding resources to be passed on to our children's children. The following organization and management recommendations may help achieve this vision.

- Find means to constantly encourage new entities and individuals to become active in Dinosaur Diamond organization and management. It particularly is important to engage young people as these people may evolve into key long-term byway leaders.
- Pursue mutually beneficial relationships with other dinosaur and archaeological resources and institutions to strengthen the Dinosaur Diamond's network and to minimize competition or redundancy.
- Pursue mutually beneficial relationships with other Utah and Colorado state or national byways.

**Recommendations cited below offer a suggested restructuring of the originally proposed committee structure. The Bylaws also clarify the fiscal management of the DDP.**

Reassessing the Dinosaur Diamond's committee structure. Recommendations are:

1. Marketing and Public Relations Committee
2. Interpretive Planning Committee
3. Special Events and Projects Committee
4. Funding Committee

## Regional Background

The Dinosaur Diamond Prehistoric Highway (or Dinosaur Diamond, or DD) is located in eastern Utah and western Colorado. Three-quarters of the 512-mile loop are within Utah. The segment within Colorado was designated the Dinosaur Diamond Scenic and Historic Byway by the Colorado Transportation Commission on October 27, 1997. The segment within Utah was designated the Dinosaur Diamond Prehistoric Highway by the Utah State Legislature in 1998. The Dinosaur Diamond Partnership, Inc. (or Partnership, or DDP), the public and private sector managing entity for the DD, has achieved National Scenic Byway designation.

As can be seen in Exhibit A the DD embraces an enormous geographic area and travels through several communities. In Utah the DD travels through Vernal, Roosevelt, Duchesne, Price, Green River, Castle Dale, Moab. In Colorado the DD travels through the City of Grand Junction and the communities of Fruita, Rangely, Delta and Dinosaur.

The DD embraces one of the world's finest dinosaur, fossil and archaeological regions. Jurassic, Triassic, and Cretaceous dinosaur fossils can be found in several museums along the DD. Within the world's ancient "Jurassic Playground" there are numerous active dig sites yielding more and more dinosaur fossils-many of which are the finest specimens found anywhere. New sites have been identified but not yet excavated. Other sites remain to be identified. Fossils from the DD region are located in over 65 museums worldwide.

Archaeology, most easily seen in the form of rock art-more specifically petroglyphs (etched images) and pictographs (painted images), is common along many segments of the DD. Rock art provides fascinating graphic symbols, and messages of prehistoric human habitation. There are concentrations of rock art at particular locales along the Dinosaur Diamond to the delight of both visitors and archaeologists.

The Dinosaur Diamond includes Dinosaur National Monument, the Flaming Gorge National Recreation Area, Canyonlands National Park, Arches National Park, Natural Bridges National Monument, Colorado National Monument, several national forests and extensive federal lands managed by the Bureau of Land Management.

The Green and Colorado Rivers are additional major natural amenities. Geologically unique mountains, valleys, plateaus, cliffs, and arches further accentuate the area.

Public involvement is a never-ending process. Administrative, resource management, and monitoring needs all require an ongoing dialogue amongst public and private sector partners, community leaders, landowners, and other stakeholders. As such, public review is but one element in engaging this CMP.

### Implementing the DD Corridor Management Plan depends on the following ten determinants:

1. The strength of the DDP organization
2. The availability of funding
3. The timing of available funds
4. Project prioritization
5. Good project management
6. Who is the lead entity(s)
7. The availability of lead entity staff
8. Necessary public review
9. Necessary environmental clearances
10. Politics



## Byway Management

**In light of our vision, it is our mission to ensure the highest degree of enhancement, promotion, and protection of the Dinosaur Diamond Byway's resources.** The Corporate Bylaws provide the administrative structure for the Partnership's Board of Trustees and general membership. The Corridor Management Plan provides the blueprint for the future enhancement, promotion, and protection of the Dinosaur Diamond Byway.

Together, our vision and mission statements command us to responsible and sustainable resource management. Tourism development and economic growth must be sustainable. Dinosaur, fossils, petroglyphs, pictographs, and other archaeological resources must be protected as sustainable nonrenewable resources. Natural, geological, historic, and scenic resources must also be protected. We, as the Dinosaur Diamond Partnership, clearly see that multiple resource sustainability is our biggest challenge. We see this Corridor Management Plan as a means of assuring this. If we find the plan does not assure this, it should be amended and corrective actions taken.

The following objectives provide the foundation for all our plan recommendations.

- A. Ensure the long-term sustainability of the Dinosaur Diamond Byway and its effective management of all Byway resources.
- B. Maintain and enhance resource protection programs suited to the diverse needs of the Dinosaur Diamond Partnership. Specifically target the protection of dinosaur, fossil and archaeological resources as nonrenewable and to be preserved for all time. In no way promote visitation to sites that have not been prepared for public interaction.
- C. Maintain an ongoing public involvement process that includes all the Dinosaur Diamond's public and private sector partners and encourages new members to participate.
- D. Increase the level of tourist-based visitation and related economic development along the Dinosaur Diamond.
- E. Attain the highest quality experience possible for all our byway visitors commensurate with the Dinosaur Diamond's world class tourism resources.
- F. Provide exceptional visitor service information meeting the diverse needs of the traveling public.
- G. Provide visitors of all ages with state-of-the-art interpretive resources that are enjoyable, educational, provocative, and emotive.
- H. Develop interactive educational program materials for use in all grade school levels as well as colleges and universities.
- I. Develop a tourism marketing and promotion program suited to target markets at the regional, national, and international levels.
- J. Develop an ongoing monitoring program that assesses tourism goals and achievements and the success of resource protection measures. Based on the results of the monitoring program, amend this plan and take corrective measures as needed.

## Community Partners

The success of any byway effort relies mainly in the strength of the byway organization and the management of resources. The long-term sustainability and effectiveness of the Dinosaur Diamond Partnership (both Board of Trustees and general membership.) is critical. Many active members participate within the realm of their professional responsibilities. Many other active members are volunteers. The Dinosaur Diamond involves several communities in Utah and Colorado:

### Utah Communities

- Vernal
- Roosevelt
- Duchesne
- Price
- Moab
- Castle Dale

### Utah Counties

- Uintah
- Duchesne
- Carbon
- Emery
- Grand

### Colorado Communities

- Grand Junction
- Fruita
- Rangely
- Dinosaur
- Delta

### Colorado Counties

- Mesa
- Moffat
- Rio Blanco
- Garfield
- Delta

### Utah Chambers of Commerce and Region Offices

- Vernal Chamber, Economic Development, Convention Bureau
- Carbon County Area Chamber
- Duchesne County Area Chamber
- Moab Area Chamber
- Dinosaurland Travel Board
- Carbon County Travel Bureau
- Castle County Travel Region
- Emery County Travel Bureau
- Grand County Travel Bureau



#### Colorado Chambers of Commerce

- Grand Junction Area
- Fruita Area
- Rangely Area
- Dinosaur Area

#### National Park Service

- Dinosaur National Monument
- Canyonlands National Park
- Arches National Park
- Colorado National Monument



#### Bureau of Land Management

- Vernal Field Office
- Price Field Office
- Moab Field Office
- San Juan Field Office
- Grand Junction Field Office
- White River Field Office



#### U.S. Forest Service

- Ashley National Forest
- Uncompahgre National Forest

#### Utah State Government

- Utah Department of Transportation Region 3
- Utah Department of Transportation Region 6
- Utah Division of State Parks and Recreation

#### Colorado State Government

- Colorado Department of Transportation Region 3
- CDOT Region 3 Public Information Office
- Colorado State Parks
- Colorado Mesa University
- Colorado Northwest Community College

#### Museums and Associations

- Utah Field House of Natural History State Park Museum
- College of Eastern Utah Prehistoric Museum
- Canyonlands Nature Association
- Colorado National Monument Nature Association
- Museum of Moab
- Southeast Utah Group
- Dinamation International Society
- Museum of Western Colorado
- Dinosaur Nature Association
- Museum of the San Rafael





## Visitor Services

Visitor services and attractions are abundant along the Dinosaur Diamond Prehistoric Highway. Many DD communities provide travel information, lodging, restaurants and automobile fuel and repair services. Some DD communities provide emergency medical care. Considerable visitor service facilities already exist, as the DD has been a well-known recreational and archaeological destination for many years. Many communities include museums espousing dinosaur, fossil, rock art, geological, and historical merits of the region. Visitors readily can obtain information on basic travel services and the location of dinosaur and archaeological resources-including interpretive resources and recreation sites.

The following facilities provide visitor information services:

- Dinosaurland Travel Region Office-Vernal, Utah
- Vernal Area Chamber, Economic Development, and Convention Bureau- Vernal, Utah
- Utah Field House of Natural History State Park Museum-Vernal, Utah
- Northeastern Utah Visitors Center-Vernal, Utah
- Bureau of Land Management Vernal Field Office-Vernal, Utah
- Duchesne County Area Chamber of Commerce- Roosevelt, Utah
- Ute Petroleum Indian Trading Post-Fort Duchesne, Utah
- Helper Western Mining and Railroad Museum- Helper, Utah
- College of Eastern Utah Prehistoric Museum- Price, Utah
- Carbon County Travel Bureau-Price, Utah
- Carbon County Area Chamber of Commerce- Price, Utah
- Castle Country Regional Information Center-Price, Utah
- Bureau of Land Management Price Field Office-Price, Utah
- Cleveland-Lloyd Dinosaur Quarry- Cleveland, Utah
- Emery County Office- Castle Dale, Utah
- Multi-Agency Visitor Center-Castle Dale, Utah
- Emery County Travel Bureau Office-Green River, Utah
- John Wesley Powell River History Museum- Green River, Utah
- Utah Welcome Center- Thompson, Utah
- Moab Information Center-Moab, Utah
- Moab Area Chamber of Commerce-Moab, Utah
- Canyonlands Travel Board-Moab, Utah
- Bureau of Land Management Moab Field Office-Moab, Utah
- Visitor Center at Arches National Park-Utah
- Visitor Center at Canyonlands National Park-Utah
- Multi-Agency Visitor Center-Monticello, Utah
- Edge of the Cedars State Park-Blanding, Utah
- Visitor Center at Colorado National Monument-Grand Junction, Colorado
- Bureau of Land Management Grand Junction Field Office- Grand Junction, Colorado
- Dinosaur Journey - Fruita, Colorado
- Visitors and Convention Bureau-Grand Junction, Colorado
- Grand Junction Area Chamber of Commerce
- Colorado Welcome Center-Fruita, Colorado
- Historic Rail Car Visitor Center-Fruita, Colorado
- Colorado National Monument Visitor Center-Fruita, Colorado
- Fruita Area Chamber of Commerce
- Colorado State Park at Fruita Visitor Center- Fruita, Colorado
- Delta County Museum- Delta, Colorado



- Delta Area Chamber of Commerce-Delta, Colorado
- Grand Mesa National Forest Supervisor's Office-Delta, Colorado
- Rangely Area Chamber of Commerce-Rangely, Colorado
- Colorado Welcome Center-Dinosaur, Colorado.
- Dinosaur Area Chamber of Commerce-Dinosaur, Colorado
- Dinosaur National Monument Visitor Center-Dinosaur, Colorado
- Dinosaur National Monument Quarry Visitor Center-Jensen, Utah
- Utah Welcome Center- Jensen, Utah

### **Lodging and Camping**

Visitor support services vary widely along the Dinosaur Diamond Byway. Lodging facilities include large and moderate size chain and independently owned hotels and motels, high-end condominium units, guest ranches, bed and breakfast establishments, rental cabins and small motels and hostels. There are currently about 6,400 rooms available along the DD and in nearby communities. However, most DD communities indicate the need for additional lodging capacity. Meeting, conference, and convention space also are indicated needs.

There are diverse public and private sector camping opportunities along the DD including, RV campgrounds with or without full hookups, and RV and tent campgrounds. The National Park Service, the U.S. Forest Service, the Bureau of Land Management, the Utah Division of State Parks and the Colorado Division of Parks and Outdoor Recreation provide camping facilities from highly developed to primitive sites.

### **Restaurants**

Restaurant availability and level of service also vary along the DD. A large number of fast food chains and franchise restaurants have developed, as well as locally owned establishments serving home-style cooking and ethnic foods. Consistent with trends virtually everywhere, coffeehouse, brew pubs, pastry shops, and health food restaurants/stores are on the increase. Chuck-wagon meals are served in conjunction with entertainment and tour services. As the largest byway community, Grand Junction is home to the largest number of upscale restaurants. Virtually all the DD communities indicate a need of more upscale restaurants as opposed to fast-food chains.

### **Retail Services**

The availability of retail services is commensurate with the size and regional population base of the communities. The larger communities have a substantial number of tourist-oriented souvenir shops, many selling dinosaur, fossil and rock art related items. All of the dinosaur and archaeological museums have gift shops selling such items.

Many of the products are in the same cadre-more diversity and specificity to the local sites are desirable. An increasing number of local artisan products are emerging and most virtually all the DD communities support this trend. A trend typical along the DD as elsewhere is the replacement of independently owned gas stations and automobile repair garages with franchise stations and small food marts. This has resulted in a deficiency of automobile repair services in some of the smaller DD communities.

### **Tour Services**

A variety of tour services operate along the DD. Recreational services include biking, hiking, backpacking, climbing, river rafting, 4-wheel driving, horseback riding, fishing, hunting, ATV use, and cross-country skiing. Scenic air tours are available. Educational tours are provided by the National Park Service, Bureau of Land Management, and U.S. Forest Service on lands they manage. Non-profit organizations, museums, colleges, and universities also provide educational programs along the DD.

**Paleontological and archaeological programs** allow participants to get in the field and observe or participate in actual digs. Other field programs cover geological, natural, and cultural resources, as well as training in outdoor skills.

Accessibility is highly varied along the DD. Many visitor services and attractions are accessible by 2-lane paved or interstate highways. Many field sites are accessible by 2-lane gravel or dirt roads. More remote field sites require 4-wheel drive vehicles. Many attractions also provide self-guided hiking trails or mountain bike routes. The visitor centers and other primary facilities at all the national parks and monuments, as well as many state and county facilities are ADA compliant.

The Dinosaur Diamond Byway corridor varies. In many locations the byway may be construed as the visible landscape. The visible landscape may be broad open reaches where sight distances extend for miles or narrow canyons where visibility is greatly reduced. This in no way means that any form of jurisdictional authority applies to the visible landscape. The byway corridor also varies with the DD's intrinsic resources. Though Dinosaur National Monument, the Red Fleet Dinosaur Trackway, and the Mill Canyon Dinosaur Trail are not directly on the DD, they are DD resources.

Much of the DD traverses federally owned land managed by the Bureau of Land Management (U.S. Department of the Interior) and the U.S. Forest Service (U.S. Department of Agriculture). Both agencies operate under multiple use mandates that permit oil and gas exploration, mineral and gravel extraction, grazing, and removal of forest products consistent with management prescriptions identified in Land and Resource Management Plans (USFS) or Resource Area Management Plans (BLM). Both the Forest Service and the BLM also provide extensive outdoor recreation opportunities including the viewing of dinosaur, fossils and archaeological resources. Federal holdings managed by the National Park Service (U.S. Department of the Interior) are primarily preserved for conservation, protection, and interpretation of natural resources. The Uintah and Ouray Indian Reservation is a very large area managed by the Ute Indian Tribe that is circumscribed by the Dinosaur Diamond Byway.



The Utah and Colorado State Patrols and individual Utah and Colorado county sheriffs' departments provide law enforcement. The federal and state land managers also have law enforcement authorities on lands they manage. For the most part, volunteer search and rescue operations are managed through the county sheriffs' departments. Search and rescue operations on federal lands are managed in conjunction with the National Park Service, Bureau of Land Management, and U.S. Forest Service. The largest regional medical and trauma center along the Dinosaur Diamond is in Grand Junction and Salt Lake City, and air ambulances can shuttle people to these facilities. Rangely provides hospital and emergency care services. Vernal and Price each have a hospital and adequate emergency medical facilities. Ambulance service and response times along the DD meet typical service requirements of most rural areas.

Increased backcountry access, for example mountain bikes in Canyonlands National Park, is placing additional pressure on search and rescue, and emergency medical care on the National Park Service. With increased visitation and more injuries, the Park Service has had to upgrade its backcountry support capabilities. As visitation continues to climb, pressures resulting from backcountry use will place more demand on agency capabilities.

## Excursions and Loop Tours

There are several side trips or excursions accessible via the DD that provide excellent travel routes for DD enthusiasts. Though “not on the DD” they possess many of the same resources and thematic connections as sites on the DD. The following excursions provide exceptional visitor experiences.

- U.S. 191 from Vernal to the Flaming Gorge National Recreation Area-This very popular 90-mile round trip offers travelers several unique resources. This segment of U.S. 191 is designated as the Flaming Gorge-Uintas National Scenic Byway with the interpretive theme of “Wildlife Through the Ages”. This theme parallels the DD’s interpretive themes. The Flaming Gorge National Recreation Area provides breath-taking scenery and world- class recreation opportunities.
- U.S. 50 from Grand Junction to Delta-The Delta County Museum exhibits excellent dinosaur, fossil and archaeological resources for public viewing. The 70-mile round trip for dinosaur and archaeological enthusiasts is well worth the trip. The characteristic western landscape along the route further enhances the trip.



## Dinosaur and Archaeological Museums/Quarries

The following museums offer dinosaur, fossil and archaeological interpretive displays and resources along the Dinosaur Diamond Prehistoric Byway.

### Utah Field House of Nat. History State Park Museum -Vernal, Utah

GPS - 40°27'19.55"N 109°31'11.62"W

The Utah Field House introduces visitors to more than 1.2 billion years of geologic history. Over 600 million years of life are preserved, ranging from Precambrian algae, Paleozoic trilobites, Mesozoic reptiles and wood, to Tertiary mammals. Native American prehistory and ethnology as well as modern biology complete the story of the natural history of the Uinta Basin-Uinta Mountains area. In addition to exhibits, the museum maintains a specimen collection for future displays, educational programs and research. Eighteen life-size replicas of prehistoric animals are exhibited in an outdoor setting, including a Tyrannosaurus rex and Utahraptor. The discovery of Tertiary mammals south of Vernal and of the dinosaur quarry in the late 19th and early 20th centuries has made the area a paleontologist's paradise. The Utah Field was created to act as a local repository for some of these fossils in the late 1940's. More than six million visitors have visited the museum since its opening.

### College of Eastern Utah Prehistoric Museum-Price, Utah GPS - 39°35'36.38"N 110°47'04.07"W

The CEU Prehistoric Museum was founded in the early 1960s through the efforts of local citizens headed by Don Burge, the college geology professor. The original museum opened in 1961 in an upstairs room of the Price City Hall and soon expanded into the hallway with the first mounted dinosaur, a meat-eating Allosaur from the Cleveland-Lloyd Dinosaur Quarry.

The CEU Museum has made a name for itself by operating 50-plus dinosaur quarries and participating in many archaeological projects. The museum is accredited by the American Association of Museums and is a designated repository for federal and state collections. The museum has the largest collection of dinosaur tracks in the world. The museum's Hall of Dinosaurs includes six complete dinosaur skeletons from the Jurassic and Cretaceous Periods of eastern Utah. Four newly discovered dinosaurs are scheduled to be mounted over the next few years.

The CEU Museum also is home to Utahraptor-the Cretaceous Period's most ferocious meat-eating dinosaur that hunted in packs. This year an 8 foot by 40 foot mural of the Pleistocene Age (10,000 to 17,000 years ago) will be completed. The museum exhibits also include extensive Fremont Culture artifacts. The museum conducts 1-week field programs for students during the summer.

### Cleveland-Lloyd Dinosaur Quarry GPS - 39°19'21.47"N 110°41'15.15"W

The Cleveland-Lloyd Dinosaur Quarry (35 miles southeast of Price) was designated a National Natural Landmark in 1966 under the Historic Sites Act of 1935 (BLM) and is an extremely productive Jurassic Period dinosaur quarry of world stature. The quarry was a mud trap that ensnared dinosaurs that then became victims to other predatory dinosaurs 147 million years ago. Most typically the predator was the Allosaurus-the dominant carnivore of the Jurassic Period. This predator trap preserved the most concentrated collection of Jurassic dinosaur bones in world.

Seventy-four individual animals have been identified, 30 complete skeletons and 12,000 bones excavated and displayed. There are several thousand bones yet to be uncovered. Exhibits include the only known Stegosaurus footprints ever found. Dinosaur tracks were recently found in stream channels near the quarry. The quarry is the discovery site of an egg containing a fossilized dinosaur embryo. Bones from the quarry are located in more than 65 museums throughout the world. The Visitor Center features a mounted Allosaurus skeleton and three wall-mounted dinosaurs.

**Museum of the San Rafael Swell-Castle Dale, Utah** GPS - 39°12'45.71"N 111°01'64.09"W

The Museum of the San Rafael includes exhibits of large dinosaur skeletons including the Allosaurus, Chasmosaurus, and Albertosaurus. Exhibits include highlights of the geology, history, animal, and plants of the San Rafael Swell area as well as exceptional Native American/Fremont artifacts and sculptures.

**Museum of Moab, Utah** GPS - 38°34'24.98"N 109°32'58.39"W

The Museum of Moab highlights archaeological, geological, and historical exhibits associated with the dramatic landscape and archaeological wonders of Moab Valley and southeastern Utah. Dinosaur tracks and a dinosaur femur are among its exhibits, as well as archaeological displays. Cultural exhibits also include artifacts of Archaic peoples followed by Anasazi, Fremont, and Ute.

**Dinosaur Journey Museum - (Museums of Western Colorado) - Colorado**

GPS - 39°09'04.03"N 108°44'20.54"W

Dinosaur Journey Museum tells the story of the history of life in western Colorado and surrounding areas with real fossils, cast skeletons and robotic reconstructions of dinosaurs. The Dinosaur Journey Museum is a regional paleontological and geological museum that houses several large dinosaur skeletons, animatronic dinosaurs, a simulated dinosaur quarry, real fossils on display, and interactive exhibits. The museum also houses a paleontology laboratory and active paleontology research program."

**Moab Giants - Utah** GPS - 38°40'15.50"N 109°41'11.37"W

Moab Giants is a creative enterprise that enhances the many authentic geological and paleontological attractions of the Moab area and surrounding sites in the Dinosaur Diamond. We do this by partnership and collaboration with universities, museums, businesses and federal land management agencies in Utah, Colorado and elsewhere.

**Delta County Museum - Colorado** GPS - 38°44'35.50"N 108°04'11.70"W

The Delta County Museum is home to over 200 fossilized dinosaur bones.

**Rangely Museum-Rangely, Colorado** GPS - 40°05'08.43"N 108°47'12.76"W

The Rangely Museum exhibitions include Native American artifacts, the pioneer settlement of the area, and energy development. Dinosaur trackways comprise one exhibit.

**Dinosaur National Monument - Colorado** GPS - 39°19'21.47"N 110°41'15.15"W

Designated a National Monument in 1915, Dinosaur National Monument preserves one of the few quarries in the world where over 1,200 dinosaur bones are exposed in place as nature deposited them 150 million years ago. The monument is the legacy of rivers-past and present. Here, preserved in the sands of an ancient river, is a window into the world of Jurassic dinosaurs.

**Canyon Country - Colorado** GPS - 40°31'57.86"N 109°00'28.89"W

The Harpers Corner Scenic Drive provides a 2-hour roundtrip letting visitors scan 210,000 acres of dramatic canyon country landscape from roadside overlooks. A trail at Harpers Corner provides stunning views of the canyons below and the confluence of the Green and Yampa Rivers. Some of the most scenic parts of the monument are accessible on paved or well-graded roads in this eastern portion of the monument.

**Dinosaur Quarry-Jensen, Utah** GPS - 39°19'21.47"N 110°41'15.15"W

The quarry, located 7 miles north of Jensen, Utah, is the only place in the park to view dinosaur bones. The quarry displays a 160-foot long wall with over 1600 dinosaur bones. The quarry also provides exhibits and a paleontology laboratory. It is open year-round.

**Colorado Welcome Center - Colorado** GPS - 39°09'12.97"N 108°44'12.05"W

Located in Fruita, the state Welcome Center in Fruita is an important visitor stop to find your way across the vast Dinosaur Diamond Prehistoric Byway

## Significant Archaeological Areas

### Canyon Pintado (BLM)

The Canyon Pintado Historic District, a property listed on the National Register of Historic Places, is located in northwest Colorado in the Douglas Valley south of Rangely. Canyon Pintado (Painted Canyon) has been occupied by prehistoric people for as long as 11,000 years and was visited repeatedly by a variety of cultures throughout its long history. One culture that left a visible mark on the Canyon was the Fremont. The Canyon provides the largest concentration of Fremont archaeological sites along the DD. More than fifty archaeological sites in the Canyon Pintado District were the handiwork of Fremont-age peoples.

The Dinosaur Diamond also is home to one of the most spectacular rock art regions in the world. Both pictographs and petroglyphs are abundant and speak to a long age of human habitation. The following is a listing of special rock art sites :

- Buckhorn Petroglyph and Pictograph
- Mill Canyon Dinosaur Trail
- Copper Ridge Dinosaur Trackway
- Potash Road Petroglyph
- Newspaper Rock
- Sego Canyon
- Dry Mesa Quarry
- Riggs Hill Trail
- Dinosaur Hill Interpretive Trail
- Fruita Paleo Area Trail
- Rabbit Valley Dinosaur Quarry
- Red Fleet State Park Dinosaur Trackway



### Rock Art

Much, much later in history Ancient Native Americans of the Desert Culture-one of the oldest cultures in Utah-maintained a recognizable continuity for nearly 15,000 years. This incredibly stable culture persisted until about 500 AD or 1000 years ago when it blended with, grew into, or was replaced by the Fremont Culture. The old hunting and gathering culture gave way to a partly farming culture that included some ideas from the Anasazi farmers to the south. Part farmer, part hunter, the Fremont peoples lived in semi- subterranean pit houses. Along with many other distinctive characteristics the Fremont people developed their own art style. They left records of their life and religion on the surfaces of many different rock formations. These symbols are classified as either pictographs or petroglyphs. Their style was typified by horned, trapezoidal-bodied anthropomorphs (human-like objects) zoomorphs-animal like figures that seemed to have been everywhere the Fremont people lived. Fremont elaboration included necklaces, earrings, shields, swords, loin clothes, and fancy headdresses. The Fremont people also developed a stylized way of making spirals, zigzags, scorpions, mountain sheep, deer, snakes and hunting scenes.

**The Dinosaur Diamond Byway is a showcase of intrinsic qualities.** Its world-class dinosaur, fossil and archaeological resources, including rock art, are second to none. Its recreational resources alone attract people from all over the globe. Its natural and scenic resources are so spectacular that two national parks and two national monuments embrace only some of them. Its complex and revealing geology attract rock hounds and geologists from afar. Its cultural and historic traditions bring together the rich histories of prehistoric inhabitants, Native Americans, and western settlers.

It would be difficult to find another region that embraces so much. Fortunately, many of its most precious resources are being actively protected. A UNESCO World Heritage Site designation would strengthen this protection.

The Dinosaur Diamond's most dramatic resources -the dinosaur, fossils and archaeological sites-are non-renewable treasures that must be protected for everyone for all time. They form the foundation for an ecotourism based management approach that enables rural economic development and the simultaneous protection of these non-renewable resources. The region's vast resources are known and loved by an extensive public and private sector partnership committed to leveraging combined efforts to the benefit of all-present and future.

## Dinosaurs

About 145 million years ago-about the midpoint of dinosaur history, much of the DD region was covered by low lying plains with highlands to the west and southwest. Rivers and streams flowed across the flats towards the northeast, with occasional ponding of water in lakes and marshes (a region not unlike the modern-day drainage of the Mississippi River).

A variety of ferns, club mosses, cycads, and conifers flourished, with no evidence of the later, more familiar flowering plants and grasses. During the Jurassic Period, large plant-eating dinosaurs like Apatosaurus (also known as Brontosaurus), Brachiosaurus, Diplodocus, and Camarasaurus thrived along with the stranger Stegosaurus and the bipedal Camptosaurus. Meat-eating dinosaurs, such as Allosaurus, preyed upon these plant-eaters.

Preservation of bones from these animals and the resulting study of them have revealed a large variety of stories about their lives and deaths. Some of the sites preserve evidence of obvious predation or scavenging, like tooth marks on bones; another suggests dinosaurs died in floods and their bones are preserved in the sediments laid in a river channel or sandbar; and still others preserve both predator and prey trapped in the remnants of a mud bog or spring-fed pond. Quick burial and groundwater have aided their preservation by permineralizing or petrifying the bones. Subsequent tumultuous geologic activity-including mountain building with its resulting squeezing, warping, tilting, shifting, and erosion of rock strata-eventually reexposed the older rocks and revealed the dinosaur bones.





**The Dinosaur Diamond Byway Region** is blessed with recreational resources of global significance. Annually, visitors come from all over North America and Europe and Asia to visit the national parks and monuments, national recreation area, national forests, BLM resource areas, and state parks. Scenic viewing, photography, nature study, hiking, backpacking, mountain biking, fishing, river rafting, power boating, and 4-wheel driving are just some of the recreation attractions. The Moab area is a nationally renowned mountain bike recreation area.

Regional recreation resources include the following:

- Dinosaur National Monument, Utah, Colorado
- Flaming Gorge National Recreation Area, Utah
- Red Fleet State Park, Utah
- Steinaker State Park, Utah
- Vernal Community Recreation Resources, Utah
- Ashley National Forest, Utah
- High Uintas Wilderness Area, Utah
- Duchesne Community River Walkway, Utah
- Starvation Lake State Park, Utah
- Manti-La Sal National Forest, Utah
- Scofield State Park, Utah
- Price Canyon Recreation Area, Utah
- Price Community Recreation Resources, Utah
- Huntington Lake State Park, Utah
- Millsite Lake State Park
- Castle Dale Community Recreation Resources, Utah
- Capitol Reef National Park, Utah
- Grand Staircase-Escalante National Monument, Utah
- Goblin Valley State Park
- Natural Bridges National Monument, Utah
- Edge of the Cedars State Park, Utah
- Canyon Rim Recreation Area, Utah
- Moab Community Recreation Resources, Utah
- Dead Horse Point State Park, Utah
- Arches National Park, Utah
- Green River State Park, Utah
- Colorado National Monument, Colorado
- Grand Junction Community Recreation Resources, Colorado
- Fruita Community Recreation Resources, Colorado
- Rangely Community Recreation Resources, Colorado



## **Marketing, Promotional, and Advertising Tools**

**In addition to the materials described in this section, several interpretive planning materials also serve as marketing, promotional, and advertising tools. These are described in detail in Section 11, Interpretive Planning.**

### **Dinosaur Diamond Logo**

The words “Dinosaur Diamond” already are synonymous with the Dinosaur Diamond Byway. A new graphic design or logo graphic should be developed and used in conjunction with “Dinosaur Diamond” on all marketing, promotional, advertising, and interpretive materials.

### **Four-Color Brochure**

The Dinosaur Diamond Partnership should develop an attractive and comprehensive four-color brochure that includes a map and a listing of visitor service and attraction information. A new version for reprint is a top priority for the DD Partnership to re-establish a consistent, accurate presence across the Byway. The brochure also should include interpretive information.

### **Multi-lingual Information**

International visitors are very important visitor groups to the DD. This is an increasing trend and will significantly increase with All-American Road designation. German, Spanish, French, and Japanese fact sheets and translations of the brochure and rack card should be provided. A multi-lingual sign plan should be proposed as part of the All-American Road application. This project should be funded by a TEA-21 grant.

### **Posters**

Well-designed and attractive posters suitable for framing are very effective promotional tools. They should be displayed and for sale at many locations along the DD. They are excellent means of further emphasizing the Dinosaur Diamond logo graphic.

### **Print Advertising**

Stock advertising clips should be developed for use in a wide variety of publications such as newspapers, magazines, and tour guide booklets. The advertisements can be small (1/8 page) or larger (1/4 page) and one or two color to keep them fairly inexpensive. The DD logo graphic always should be used.

### **Mass Media Advertising and Press Kits**

Press kits can be an effective and cost-competitive alternative or supplement to television, radio, or magazine advertising. By targeting news people who host travel shows or segment broadcasts on travel and travel writers, mass media advertising can be achieved at low cost. Press kits should include a series of stock articles, recent press releases or news clippings, line drawings, DD fact sheets, photographs, slides, marketing materials, brochures, and interpretive products. High quality, current slide and photo files always should be maintained. These should include photographs taken by professional photographers.

### **Internet Web Site**

Research shows that more than 50 percent of all businesses advertise on the World Wide Web. Estimates indicate that more than 90 percent of all businesses will advertise on the web soon. The Internet also is becoming a form of recreation for more and more people. Children are becoming computer literate at very young ages. People browse the web in search of any interesting topic-dinosaurs included.

## Marketing Goals

- To support sustainable tourism and economic growth for the communities along the Dinosaur Diamond through responsible marketing and promotion.
- To educate visitors about dinosaur and archaeological resources accessible along the DD and the importance of protecting them for future generations through the use of informative marketing and interpretive materials

## Marketing Objectives

- To identify the best target markets for the DD.
- To determine what advertising methods work best to attract the targets at regional, national, and international levels.
- To produce marketing and interpretive strategies and tools that showcase both specific and diverse opportunities available along the Dinosaur Diamond.
- To target a tourism visitation increase to the DD of 3 percent annually within 3 to 5 years.
- To target an increase in the length of stay of DD visitors of 8 percent within 3 to 5 years.
- To target an increase in visitor expenditures of 8 percent within 3 to 5 years.
- To identify and promote the use of underutilized resources.
- To capture visitors from secondary destinations.

## Target Markets

The DDP has identified types of visitors to the DD. They include dinosaur enthusiasts, outdoor recreation participants, amateur and professional geologists and archaeologists, and pass-through visitors. These current user groups are the easiest markets to reach and expand. They include:

**Dinosaur and Rock Art Enthusiasts** - There is an enormous market of dinosaur and rock art enthusiasts who will travel and spend considerable amounts of money to visit museums and field sites displaying dinosaur, fossils, rock art and other archaeological resources, and actual digs. These enthusiasts include serious students and professionals, dinosaur clubs and amateur students. This group also includes people traveling to and from recreation sites and other attractions along the Dinosaur Diamond. This market can be reached through advertising in appropriate publications, direct mail campaigns, DD interpretive materials available at visitor centers and museums along the DD, kiosks, and the Internet.

**Families** - Children are particularly avid dinosaur enthusiasts and can influence where families go for vacations. Dinosaur resources also are of great interest to adults. Dinosaur theme vacations provide excellent opportunities for families. The diversity of other visitor amenities also provides other tourism and recreation resources for family members.

**Amateur and Professional Geologists** - The dramatic geology of the Colorado Plateau attracts amateur and professional geologists. Geology clubs, “rock hounds”, and participants in interpretive or educational programs fall within this group.

**Outdoor Recreation Participants** - A large number of visitors to the Dinosaur Diamond primarily come to participate in recreational activities such as scenic viewing, hiking, camping, four-wheel driving, mountain biking, rafting, boating and the like. This group easily can be reached through marketing and information brochures, calendars of events and other means of advertising.

**Pass-through Visitors** - A large number of tourists travel through the Dinosaur Diamond region via Interstate 70 and secondary highways in route to the Grand Canyon or Yellowstone National Parks. Many visitors also travel to the more local national parks and monuments including Dinosaur National Monument, Canyonlands and Arches National Parks, and Colorado National Monument. Other visitors are traveling between National Scenic Byways. Presently I-70 connects with the Dinosaur Diamond at U.S. 191 in Utah and SH 139 in Colorado. These tourists represent an enormous market potential for the Dinosaur Diamond and can easily be reached via marketing, promotional and interpretive materials and signage at area visitor centers and museums. Pass-through visitors may also include travel media who can use a range of media types to promote the region.

## Developmental Markets

### National

In a survey of state welcome and regional visitor centers along the DD, visitors from Colorado, Utah, California and Texas predominate. Travelers from Colorado and Utah are the easiest to reach because of their proximity and familiarity with DD attractions. California and Texas should be strongly targeted-especially families.

### International

Welcome centers statistics also show that residents of Canada, Germany, Switzerland, France, Australia, New Zealand and Japan are the region's most frequent international visitors. These countries should be strongly targeted.

## Community Awareness

The success of the tourism and marketing efforts for the DD lies largely in the active involvement of DD communities. The communities on the DD Byway and should actively be reminded of the key roles they play. The DDP should publicize DD activities at the community level by using local media, chambers of commerce, and service clubs.

### Evaluating Marketing Programs

Monitoring visitor needs and services is essential to assuring the development and maintenance of quality tourism resources. They are necessary to measure the success of specific marketing and promotional tools.

Wherever possible, first hand data collection from visitors is desirable. Questions added to existing guest registers at visitor centers is one method. At some time the DDP may wish to conduct a more scientific and systematic assessment of visitor characteristics and marketing approaches. A variety of survey tools may be used-for example visitor intercept (onsite) surveys, data collected at welcome centers or retail locations, and formal retail surveys.

Quantitative and qualitative measurements of success need to be identified. There are companies that specialize in this type of assessment. Monitoring and assessing routinely includes gathering:

- Visitor demographic data
- Tourism or recreation participation
- Factors in choosing travel locations
- Visitor expectations and satisfaction studies
- Visitor spending characteristics
- Retail expenditure data
- Tracking visitation levels at DD attractions
- Web site hits

**New Website** The Dinosaur Diamond Partnership should develop a comprehensive and attractive web site reflecting the wealth and diversity of the DD. To make it more kid-friendly a “kid component” should be included. The web site address should be included on all marketing, promotional, and interpretive materials produced by the Dinosaur Diamond Partnership.

**Press Releases** Every year a series of press releases should be written and distributed. Information about special events and newsworthy items should be publicized. The press releases also can focus on different segments of the Dinosaur Diamond each year assuring an equitable manner of publicizing DD areas.

**Familiarization Tours and Itineraries for Tour Guides and Travel Writers** A series of familiarization tours and itineraries should be prepared, conducted, and distributed to a host of travel writers. Specialized tours and itineraries should be prepared to specialized guides or writers. Group tour manuals also should be prepared.

**Domestic and International Tourism, Trade, and Consumer Shows** Attend tourism, trade, and consumer shows to promote the Dinosaur Diamond. Some DDP members already attend some of these types of shows. As part of this ongoing effort, the DDP may want to develop a traveling exhibit that is ready for use when opportunities arise.

**Marketing Specific Foreign Countries** The DDP may also select and directly market a foreign country. Many Germans tour the western United States and already are touring the Dinosaur Diamond. The DDP can make direct contact with the German travel and trade organizations and develop a direct marketing program.

Trends Analysis Marketing, promotion, and advertising trends should constantly be assessed to assure efforts are responsive to most recent trends.

**Business Services and Product Development** As with any business, the DDP constantly should review upgrading or adding new services and products.

**Sales Products** A catalogue of DD products should be developed and sold along the DD. Several of these products could overlap with interpretive products for sale. The profits could be used to fund other DD projects. Products might include baseball caps, t-shirts, sweat shirts, coffee cups, postcards, refrigerator magnets, DD passports, coloring and activity books for children, dinosaur toys, and bumper stickers-”I Did The Dinosaur Diamond” or “I Brake For Dinosaurs On The Dinosaur Diamond.”

**Sales Promotions** Retailers could be encouraged to provide sales promotions such as drawings for free merchandise, discount coupons, reduced rates for referrals, incentives such a “stay a third day for free”, meal specials, and get-a-way weekend specials.

**Events** Many annual events already occur in DD communities. Several DD communities have events specifically related to dinosaurs. Communities might consider Dinosaur Diamond Festivals, parades, art contests, sporting events such as bicycle or running races with entry fees going to the DD, concerts, and dances.



## Resource Protection

### Archaeological and historical sites are protected under the Antiquities Act of 1906 and the Archaeological Resources Act of 1979.

The newer act provides stiffer penalties, plus a reward program for information that leads to a conviction. These laws apply to all undeveloped and developed areas. More restrictive laws may apply to areas of high visitation or special management. These, as well as other protection laws are cited below. The BLM provides a Law Enforcement Hotline (800) 722-3998 encouraging people to report damage or theft of dinosaur or archaeological resources.

The protection of Native American cultural resources and sites also is important. The Native American Graves Protection and Reparation Act provides one level of protection-but it does not address other valued resources also requiring protection on tribal reservations.

- Archaeological Resources Protection Act, 1979 (P.L. 56-95; 93 Stat. 721; 16 U.S.C. 470)
- Antiquities Act, 1906 (P.L. 59-209; 34 Stat. 225; 16 U.S.C. 423, 433)
- Theft of Government Property (62 Stat. 725; 18 U.S.C. 641)
- Destruction of Government Property (62 Stat. 764; 18 U.S.C. 641)
- Native American Graves Protection and Reparation Act, 1990 (P.L. 601; 25 U.S.C. 3001- 3013; 104 Stat. 3048-3058)

The Bureau of Land Management has requested evaluation of the paleontological sensitivity of all geologic formations included on Bureau of Land Management lands involved in land use planning. These mandates are outlined in the following laws and rulings:

- Historic Sites Act of 1935 (P.L. 74-292; 49 Stat. 666, 16 U.S.C. 461 et seq.);
- National Environmental Policy Act of 1969 (NEPA) (P.L. 91-190; 31 Stat. 852, 42 U.S.C. 4321 4327);
- Federal Land Policy and Management Act of 1976 (P.L. 94-579; Stat. 2743. U.S.C. 1701- 1782); Similar guidelines also are outlined by Utah and Colorado State laws and regulations regarding paleontological resource protection:
- Utah State Antiquities Act Chapter 18 of the Utah Code, Section 63-18-25 through 28, amended 1973, 1977, 1983, and 1986;
- Colorado CRS 1973, 24-80-401 through 409.

National designation does require that the primary intrinsic resources for which the byway was designated are not substantially compromised or damaged. Most often, this would apply to byways primarily designated for their scenic resources. If the byway's scenic resources are substantially damaged such a byway could be de-designated. To date, this has never happened. Scenic resources along the DD are not the primary intrinsic qualities for which the byway is or could be designated. Modification of scenic resources resulting from commercial or industrial development would not be a factor affecting the DD status.



- Visitors need to be educated to behave in ethical manners with regard to archaeological resources. Brochures, signage, and active law enforcement are needed tools to accomplish this. Where possible, positive messages often are more effective than negative messages, for example-”Please Help Us Protect This Rock Art for Future Generations by Not Touching It”, as opposed to “DO NOT TOUCH THE ROCK ART!” The “Leave No Trace” or “Leave Only Footprints” ethic strongly needs to be promoted. People also need to know the breadth of protection needed, for example chalk tracing rock art or smoke from campfires near rock art is destructive. People need to view archaeological resources as nonrenewable.

- Federal land managing agencies need to stay in a proactive position with regard to what sites are acceptable to public visitation. Monitoring the preparation of interpretive materials, including brochures, and close communication and coordination with tour operators are needed as sites not ready for visitation are currently being promoted.

- Monitoring and evaluation programs should be established for resource areas such as Canyon Pintado where new visitor facilities have recently been constructed and increased visitation will result. Protection methods and techniques can be tested.

- An incentive program should be developed that honors and rewards people who discover and report new archaeological resources to federal land managers.

- Protection of archaeological resources on private lands should be encouraged through voluntary mechanisms, incentives, and certification programs.



## **Funding Strategies**

With no federal funding, some local and state funding entities for Dinosaur Diamond activities are available through Utah and Colorado counties' lodging tax. Colorado counties also have grant opportunities currently unavailable to Utah counties and Colorado's reinstated state tourism council may be a future source for some funding.

The Colorado Tourism Office offers matching marketing grants which will be utilized; however, present funding for the DD is very limited and consists mostly of cash contributions from its membership.

### **Utah Travel Council and Travel Regions**

The Dinosaur Diamond Prehistoric Highway falls within three Utah Travel Regions-Dinosaurland, Canyonlands, and Castle Country. Through its discretionary funding program the Travel Council can fund or assist in funding specific Travel Region products, for example a brochure or tour map.

### **County Governments**

Uintah, Duchesne, Carbon, Emery, Grand, and San Juan Counties in Utah and Moffat, Rio Blanco, Garfield, Mesa and Delta Counties in Colorado, as well as some of the southwest Colorado Counties have limited discretionary funding to assist in tourism and travel projects.

### **Utah Office of Museum Services (Community Economic Development)**

The Utah Office of Museum Services can provide small grants to DD museums. Their collaborative grants program has funded projects benefiting several museums at the same time. The Utah Office of Museum Services also backs or supports Utah artisan product development and similar efforts.

### **Utah Geological Association**

The 250-member Utah Geological Association sponsors roadside geological exhibits, field trips, lectures, and education programs.

### **College of Eastern Utah**

The College of Eastern Utah can provide in-kind services to the DD to directly achieve its goals and missions. These in-kind services also can be used to leverage grant applications. CEU also works jointly on projects with the Utah Travel Councils.

### **Dinosaur, Canyonlands, and Flaming Gorge Nature Associations**

These nature associations provide an invaluable service to public and private sector recreation and tourism providers. They fund the production of visitor and interpretive information to augment that of the national parks and monuments. They can fund the production of retail merchandise that is beyond the mission and resources of federal land managers.

### **Private Fundraising**

The new Board of Trustees has targeted the attraction of one or more corporate 'champion' donors to the Dinosaur Diamond.

### **Memberships**

There is no question that there is much growth potential in expanding memberships for the DD. A new fee schedule has been designed to be more attractive to funders.



## **Inventory and Assessment of the Dinosaur Diamond's Intrinsic Qualities**

The DD's intrinsic qualities are what bring people to our region. They also are what need protection. This section discusses and assesses these intrinsic qualities - the dinosaur, fossil, archaeological, geological, recreational, scenic, cultural, and natural resources that make the DD such an outstanding world resource. The regional, national, and international characters of these resources are described and recommendations are provided which prompt us to know more and more about our resources.

### **Transportation and Traffic Safety**

Access to the DD's resources largely depends on the quality of the transportation infrastructure that comfortably and safely serves our visitors and us. All DD Byway roads are asphalt, with numerous unpaved, off-road spurs. Traffic volumes and highway design characteristics are provided. (See Exhibits H & I for Average Annual Daily Traffic data and Highway Surface characteristics)

Commercial traffic includes all local, regional, or interstate use of any segment of the Dinosaur Diamond Prehistoric Highway by licensed commercial truck traffic (any vehicle size). There currently are no restrictions to any commercial use on the DD. Legislative designation of the route as the Dinosaur Diamond Prehistoric Highway places no restriction on commercial use of the route.

### **Signage**

Signage opportunities and regulations are often key issues in planning byways. Signage of the DD Byway is adequate, but not consistent between Colorado and Utah. The use of the two respective state logos, and the varying versions of the Byway signs suggests closer coordination between state representatives. Once a new DD logo is established, it is hoped there will be a developed standard. Entrance signs need a new look incorporating the cooperation between states. (See Exhibits \_\_\_\_)

### **Interpretive Planning**

Interpretive planning is where the vision and the visitor meet. It is important to tell stories about dinosaurs, rock art, archaeology, and other intrinsic resources that are provocative, emotive, informing, entertaining. By their very nature-dinosaurs and rock art are compelling topics. With provocative themes and a clear understanding of the opportunities and challenges to good interpretation, this section provides the groundwork and recommendations for telling our compelling stories.

Fortunately, both private and public sectors have created more recent venues, i.e. museums and exhibits, that add great value to the visitor's experience since the DD Byways initial designation as a National Scenic Byway. The revival of a permanent Board of Trustees should ensure increased coordination in the pursuit of a new Interpretive Plan that will serve for many years.

The newly-designed DD Byway logo should be utilized in all interpretive materials to standardize the presentation of this world-class attraction.

### **Tourism, Marketing, and Promotion**

How do we develop sustainable tourism and economic development? Sustainable tourism resource development is a mandate and through thoughtful action we can attract intelligent visitors who marvel at our resources, share our concerns for protection, and have money in their pockets. (See Marketing, Promotional, and Advertising Tools)

## **Dinosaur Diamond Resource Protection**

If we damage dinosaur, fossils, rock art, vertebrate fossils and archaeological resources, and other intrinsic qualities we have ruined what people come to the DD for. We also have damaged nonrenewable resources of global significance. (See Resource Protection)

## **Funding Strategies**

Identifying, enhancing, promoting, and protecting the DD's resources require money. Short- and long-term funding sources are described and recommendations are made to help provide a sustainable funding stream to the DD. (See Funding Strategies)

The DD embraces one of the world's finest dinosaur, fossil and archaeological regions. Jurassic, Triassic, and Cretaceous dinosaur fossils can be found in several museums along the DD. Within the world's ancient "Jurassic Playground" there are numerous active dig sites yielding more and more dinosaur fossils-many of which are the finest specimens found anywhere. New sites have been identified but not yet excavated. Other sites remain to be identified. Fossils from the DD region are located in over 65 museums worldwide.

The Dinosaur Diamond's intrinsic qualities are assessed in terms of their significance-whether they are:

## **Regionally Significant**

They have merit relative to resources in the western United States and draw visitors from a multi-state area.

Aside from the dinosaur, archaeological, recreational, and geological intrinsic values, the region yields evidence 10,000 years of human habitation that included Ancient Desert Culture, Fremont, more recent Native Americans, western settlers, and present inhabitants. The historical and present day significance of ranching and farming also are regionally significant intrinsic resources.

### Museums of Historic Resources

- Western Heritage Museum, Vernal, Utah
- Daughters of Utah Pioneers Museum, Vernal, Utah
- John Jarvie Ranch Historic Site, Vernal Area, Utah
- Swett Ranch National Historic Site, Flaming Gorge area, Utah
- Western Mining and Railroad Museum, Helper, Utah
- Emery County Pioneer Museum, Castle Dale, Utah
- John Wesley Powell River Museum, Green River, Utah
- Frontier Museum-Monticello, Utah

## **Nationally Significant**

They have merit relative to resources in the entire United States and draw visitors from all over the United States.

The Dinosaur Diamond region is a marvel of geological, natural, and scenic resources that are in and of themselves primary recreation attractions and resources closely connected with dinosaur and archaeological resources. These include all the national parks and monuments, national recreation areas, and national forests listed under intrinsic recreation resources.

Additionally, they include:

- Browns Park National Wildlife Refuge
- Ouray National Wildlife Refuge, Utah
- Stewart Lake Waterfowl Management Area, Utah
- King's Peak-13, 528 feet elevation, the highest point in Utah
- Uinta Mountains, Utah
- Nine-Mile Canyon, Utah
- Wedge Overlook, Utah
- Little Grand Canyon
- Buckhorn Draw
- Book Cliffs
- Desolation Canyon, Utah
- Green River, Utah, Colorado
- Molen Reef, Utah
- San Rafael Reef, Utah
- Needles Overlook, Utah
- Anticline Overlook, Utah
- Colorado River, Utah, Colorado
- Yampa River, Colorado
- La Sal Mountains, Utah
- Fisher Towers, Utah

## **Internationally Significant**

They have merit relative to global resources and draw international visitors.

The Dinosaur Diamond Region is blessed with recreational resources of global significance. Annually, visitors come from all over North America and Europe and Asia to visit the national parks and monuments, national recreation area, national forests, BLM resource areas, and state parks. Scenic viewing, photography, nature study, hiking, backpacking, mountain biking, fishing, river rafting, power boating, and 4-wheel driving are just some of the recreation attractions. The Moab area is a nationally renowned mountain bike recreation area.

Regional recreation resources that attract international visitation include the following:

- Dinosaur National Monument, Utah, Colorado
- Flaming Gorge National Recreation Area, Utah
- Red Fleet State Park, Utah
- Steinaker State Park, Utah
- Vernal Community Recreation Resources, Utah
- Ashley National Forest, Utah
- High Uintas Wilderness Area, Utah
- Duchesne Community River Walkway, Utah
- Starvation Lake State Park, Utah
- Manti-La Sal National Forest, Utah
- Scofield State Park, Utah
- Price Canyon Recreation Area, Utah
- Price Community Recreation Resources, Utah

(cont)

Regional recreation resources that attract international visitation include the following:

- Huntington Lake State Park, Utah
- Millsite Lake State Park
- Castle Dale Community Recreation Resources, Utah
- Capitol Reef National Park, Utah
- Grand Staircase-Escalante National Monument, Utah
- Glen Canyon National Recreation Area, Utah
- Goblin Valley State Park
- Natural Bridges National Monument, Utah
- Edge of the Cedars State Park, Utah
- San Juan National Forest, Colorado
- Uncompahgre National Forest, Colorado
- Black Canyon of the Gunnison National Park
- Grand Mesa National Forest, Colorado
- Canyonlands National Park, Utah
- Canyon Rim Recreation Area, Utah
- Moab Community Recreation Resources, Utah
- Dead Horse Point State Park, Utah
- Arches National Park, Utah
- Green River State Park, Utah
- Colorado National Monument, Colorado
- White River National Forest, Colorado
- Grand Junction Community Recreation Resources, Colorado
- Fruita Community Recreation Resources, Colorado
- Rangely Community Recreation Resources, Colorado



## **Dinosaur Diamond Project Implementation by Year**

The following provides a summary of the principal CMP recommendations. Virtually all project partners required for project development and implementation are within the existing Dinosaur Diamond Partnership. For this reason the DDP is indicated as the primary responsible party for most projects.

### **YEAR ONE**

- Roll-out Membership Drive
- Research and apply for local, state, and federal grants
- Recruit permanent board members
- Construct new committees
- Review and revise DD Bylaws
- Reprint DD Map & Guide
- Re-establish internet presence with new website.
- Redesign the DD logo graphic
- Encourage use of Survey Monkey
- Encourage promotion of Facebook site.

### **YEAR TWO**

- Research and apply for local, state, and federal grants
- Review and revise CMP, as necessary
- Conduct public meetings
- Request support from higher education across the Byway
- Develop a stand-alone interpretive master plan
- Identify ongoing funding sources for matching grant applications
- Collect visitor demographic data
- Encourage use of Survey Monkey
- Encourage promotion of Facebook site.

### **YEAR THREE**

- Research and apply for local, state, and federal grants
- Review and revise CMP, as necessary
- Conduct public meetings
- Encourage new entities and individuals to join the DDP
- Pursue mutually beneficial relationships with other dinosaur and archaeological resources
- Attend regional and national tourism meetings, conferences, and trade shows
- Track visitation levels at all DD attractions
- Encourage use of Survey Monkey
- Encourage promotion of Facebook site.

### **YEAR FOUR**

- Research and apply for local, state, and federal grants
- Review and revise CMP, as necessary
- Conduct public meetings
- Annually survey DD retailers
- Work with other state and national byways
- Ensure the long-term sustainability of the DDP

## Dinosaur Diamond Project Implementation by Year

### YEAR FIVE

- Research and apply for local, state, and federal grants
- Review and revise CMP, as necessary
- Conduct public meetings
- Annually survey DD retailers
- Work with other state and national byways
- Ensure the long-term sustainability of the DDP

### YEAR SIX to TEN

- Ensure the long-term sustainability of the DDP
- Research and apply for local, state, and federal grants
- Review and revise CMP, as necessary
- Conduct public meetings
- Annually survey DD retailers
- Work with other state and national byways

### Monitoring and Evaluation

If desired benefits and outcomes are not achieved; if the DD vision is not realized; if key objectives are not met, the plan is not working and corrective measures must be taken. A monitoring and evaluation program allows the DDP to track the plan relative to specific targets and goals - both quantifiably and qualitatively.



# EXHIBITS

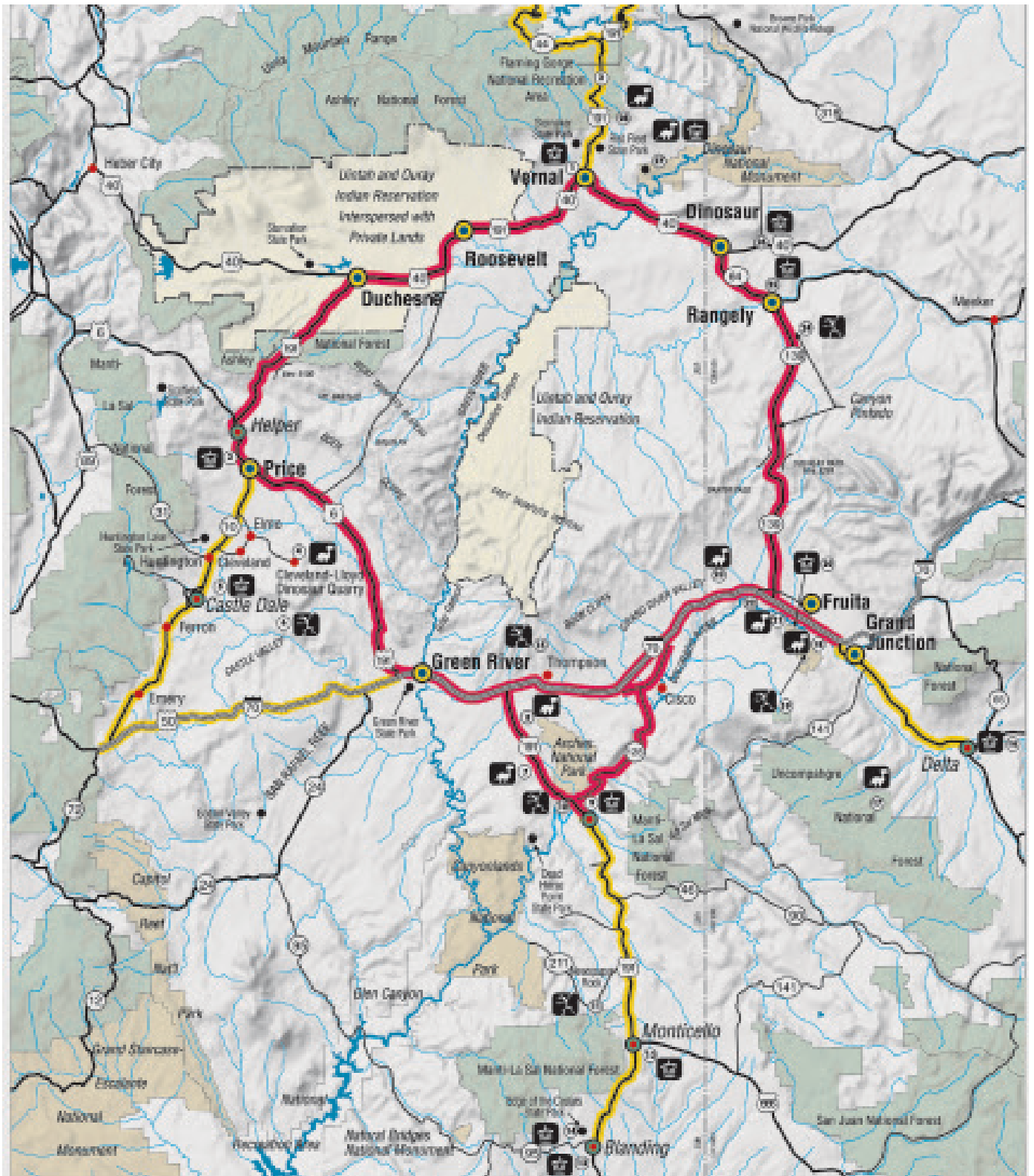




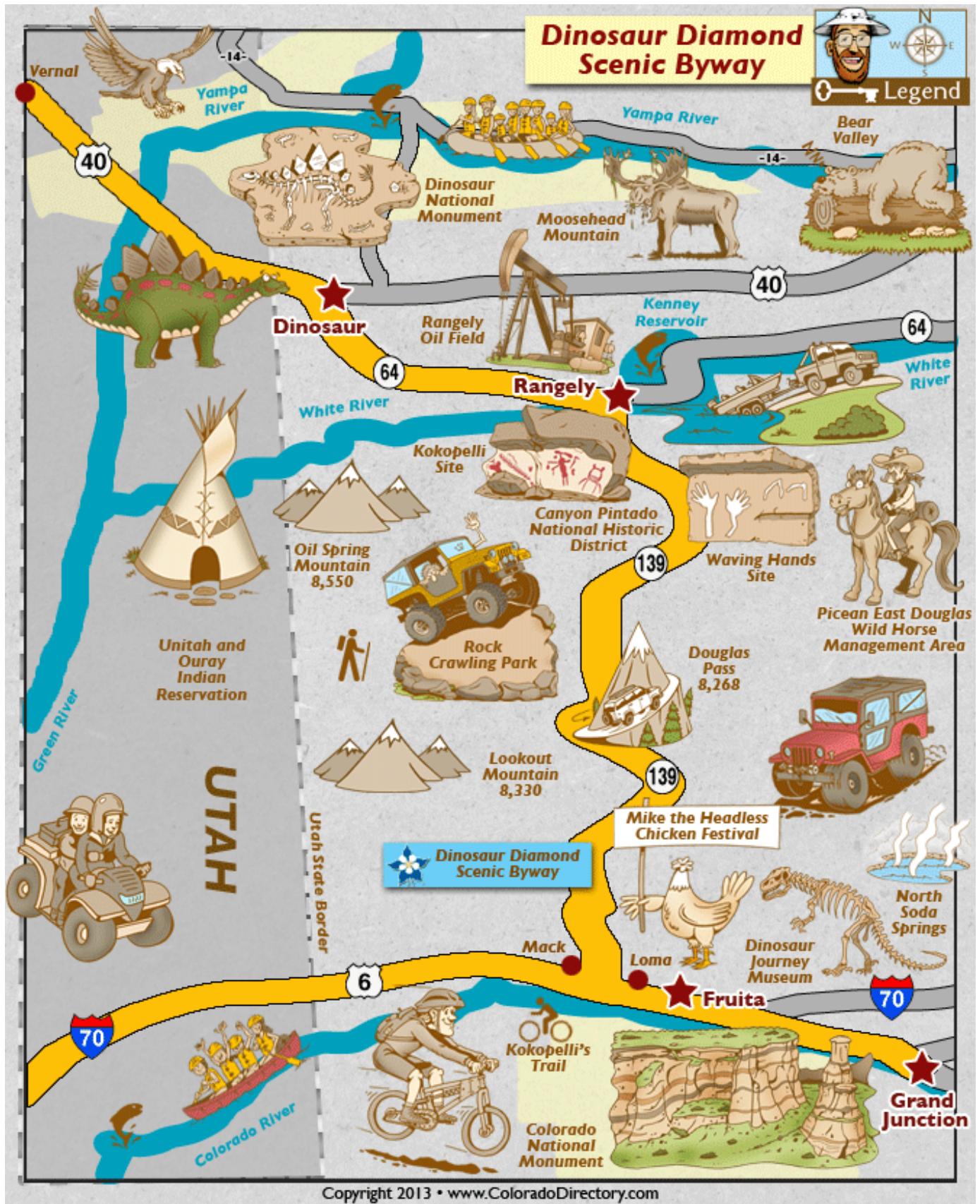




# EXHIBIT C



# EXHIBIT D



**New Website** The Dinosaur Diamond Partnership should develop a comprehensive and attractive web site reflecting the wealth and diversity of the DD. To make it more kid-friendly a “kid component” should be included. The web site address should be included on all marketing, promotional, and interpretive materials produced by the Dinosaur Diamond Partnership.

**Press Releases** Every year a series of press releases should be written and distributed. Information about special events and newsworthy items should be publicized. The press releases also can focus on different segments of the Dinosaur Diamond each year assuring an equitable manner of publicizing DD areas.

**Familiarization Tours and Itineraries for Tour Guides and Travel Writers** A series of familiarization tours and itineraries should be prepared, conducted, and distributed to a host of travel writers. Specialized tours and itineraries should be prepared to specialized guides or writers. Group tour manuals also should be prepared.

**Domestic and International Tourism, Trade, and Consumer Shows** Attend tourism, trade, and consumer shows to promote the Dinosaur Diamond. Some DDP members already attend some of these types of shows. As part of this ongoing effort, the DDP may want to develop a traveling exhibit that is ready for use when opportunities arise.

**Marketing Specific Foreign Countries** The DDP may also select and directly market a foreign country. Many Germans tour the western United States and already are touring the Dinosaur Diamond. The DDP can make direct contact with the German travel and trade organizations and develop a direct marketing program. Trends Analysis Marketing, promotion, and advertising trends should constantly be assessed to assure efforts are responsive to most recent trends.

### **Business Services and Product Development**

As with any business, the DDP constantly should review upgrading or adding new services and products. **Sales Products** A catalogue of DD products should be developed and sold along the DD. Several of these products could overlap with interpretive products for sale. The profits could be used to fund other DD projects. Products might include baseball caps, t-shirts, sweat shirts, coffee cups, postcards, refrigerator magnets, DD passports, coloring and activity books for children, dinosaur toys, and bumper stickers-”I Did The Dinosaur Diamond” or “I Brake For Dinosaurs On The Dinosaur Diamond.”

**Sales Promotions** Retailers could be encouraged to provide sales promotions such as drawings for free merchandise, discount coupons, reduced rates for referrals, incentives such a “stay a third day for free”, meal specials, and get-a-way weekend specials.

**Events** Many annual events already occur in DD communities. Several DD communities have events specifically related to dinosaurs. Communities might consider Dinosaur Diamond Festivals, parades, art contests, sporting events such as bicycle or running races with entry fees going to the DD, concerts, and dances.

# EXHIBIT E

## Bylaws of Dinosaur Diamond Inc.

### Preamble

#### Section 1. Purpose

The purpose of this corporation shall be to promote, develop, manage, protect and market the educational, dinosaur, and prehistoric resources associated with the geographical region known as the "Dinosaur Diamond."

#### Section 2. Services

The corporation secures private and public funding for interpretive projects, exhibits, and educational programs that help preserve and accurately represent the prehistory of the "Dinosaur Diamond," thereby enriching the lives of present and future generations. In addition, this entire area will be promoted as a visitor destination facilitated through Colorado's Scenic Byway system and Utah's Prehistoric Highway designation.

### Article I. Offices and Purpose (Administration) -

The corporation shall have a Board of Trustees which will decide all matters of policy regarding the purposes of the group known as the Dinosaur Diamond, Inc. These will include two (2) Chairpersons (one each from Utah and Colorado), two additional members from Colorado, two additional members from Utah and one representing the Federal Agencies. A Recording Secretary, and Treasurer will be appointed by the Board and may be members of the Board.

### Article II. Membership

Membership and the procedures for admission to membership in this corporation

#### Section 1. Members

Membership is open and nondiscriminatory, upon application to the Board of Trustees, to any individual, corporation, foundation, governmental agency or other group who is interested in the aims of the Dinosaur Diamond Inc. An initial membership fee and an annual fee will be set by the Board of Trustees. All members shall receive copies of these bylaws and shall sign an affidavit

#### Section 2. Resignation

A member may resign from the corporation anytime, upon written notice to the chairpersons.

### Section 3. Disciplinary Action

A majority of the Board of Trustees may recommend disciplinary action of any member whose attitudes or conduct is considered extremely detrimental to the welfare and objectives of the Dinosaur Diamond Inc. Such action may be made only after the member has been given an opportunity to show cause why the disciplinary action is not                      There will be a three-step procedure for disciplinary action:

- A. Verbal Reprimand. Discussion by the Board of Trustees and agreement by a Quorum vote of the board will precede any verbal warning, and must be recorded in the minutes of the board meeting. Verbal warnings will be given by the chairpersons, or other person designated by the chairpersons. They may be repeated at the discretion of the board before moving to the next level of disciplinary action. The member shall be given the
- B. Written Warning/Probation. The board of Trustees may issue a written reprimand, which places the member on probation, if one or more verbal reprimands have not alleviated the cause of the disciplinary action. Again, a quorum vote of the Board of Trustees, recorded for the record, is required to initiate such action. At this time, the member must meet with the Board of Trustees to show cause why the disciplinary action is not                      or it will be taken before the general membership for consideration of expulsion.
- C. Expulsion. A quorum vote of the membership is necessary for the expulsion of any member.
- D. Due Process. Members may ask for any discussion regarding their case to be in either an open or closed session with the Board of Trustees.

## **Article III. Board of Trustees**

### Section 1. Powers

The corporation has powers allowed under the Utah                      Corporation and Cooperative Association Act and is limited and restricted to those that are in furtherance of the purposes                      Articles of Incorporation.

### Section 2. Number of Trustees

Seven trustees will be selected from the members of the Dinosaur Diamond.

Section 3. Resignation or Removal (this section should be identical to previous one or else remove)

A trustee may resign from the Board anytime, upon written notice to the chairpersons. A majority of the Board of Trustees may recommend disciplinary action of any trustee whose attitudes or conduct is considered extremely detrimental to the welfare and objectives of the Dinosaur Diamond Inc. Such action may be made only after the trustee has been given an opportunity to show cause why the disciplinary action is not . There will be a three-step procedure for disciplinary action:

- A. Verbal Reprimand. Discussion by the Board of Trustees and agreement by a Quorum vote of the board will precede any verbal warning, and must be recorded in the minutes of the board meeting. Verbal warnings will be given by the chairpersons, or other person designated by the chairpersons. They may be repeated at the discretion of the board before moving to the next level of disciplinary action. The trustee shall be given the
- B. Written Warning/Probation. The Board of Trustees may issue a written reprimand, which places the trustee on probation, if one or more verbal reprimands have not alleviated the cause of the disciplinary action. Again, a quorum vote of the Board of Trustees, recorded in the minutes of the board meeting, is required to initiate such action. At this time, the trustee must meet with the Board of Trustees to show cause why the disciplinary action is not , or it will be taken before the general membership for consideration of expulsion.
- C. Expulsion. A quorum vote of the membership is necessary for the expulsion of any trustee.
- D. Due Process. Members may ask for any discussion regarding their case to be in either open or closed session with the Board of Trustees.

Section 4. Selection (Election to the Board)

Elections vacancies of the Board of Trustees can be called by the chairpersons at any time. A

Board members may serve two consecutive three-year terms, and may return to the Board after a one year hiatus: 1/3 of the Board members will be elected each year. The Utah chairperson shall be elected on even number years and the Colorado chairperson shall be elected on odd numbered years. One Chairperson shall be elected each year at the annual meeting by a majority vote of the members present. Each state's Chairperson will serve a two-year term and may not serve more than two consecutive terms.

## Section 5. Vacancies

of intent to one or more vacancies on the Board of Trustees will be made in writing or at a Board Meeting in the form of a request for nominations. The Chairperson shall instruct the Nominating Committee to contact each nominee from the membership at large to outline to them the duties of Board membership and to determine if they could/would accept seats on the Board if elected. Candidates willing to serve will be asked to submit a brief biographical sketch and reasons why they would like to serve on the Board.

The Nominating Committee will submit a list of candidates together with respective biographic sketches to the general membership. These will then be voted upon by the membership by secret ballot.

The Board will notify those not chosen and also notify the general membership of the election results.

## Section 6. Place of Meetings:

Meetings will alternate between the two states, with individual entities hosting one meeting per year.

## Section 7. Annual Meetings

The annual meeting of the general membership shall be held within 90 calendar days after the end of the year at a place, time, and date to be designated by the Board of Trustees.

## Section 8. Regular Meetings

Regular meetings of the Board of Trustees and the general membership will be held bimonthly.

## Section 9. Special Meetings

Special meetings may be called by the Chairpersons of the Board of Trustees by giving each member one week's notice in writing prior to the meeting. Actions taken at any special meeting

## Section 10. Quorum

At least two thirds members of the Board of Trustees must be present to constitute a quorum.



### Section 11. Participation in Meetings by Conference Telephone

Meetings of the Board of Trustees may be called by the Chairpersons of the Board of Trustees by Conference Telephone conversations if immediate action is necessary. Actions

### Section 12. Rules of Procedure

The meetings of the board and of the committees shall be held subject to the consent of the members of the assembled body, subject to such rules of procedure as may be adopted by the board or its committees, Roberts Rules of Order (in its most recent edition) being the guide.

### Section 13. Rights of Inspection

The records of the Dinosaur Diamond, including correspondence and meeting minutes, shall be available for inspection, upon reasonable request to the Chairpersons.

### Section 14. Committees

There shall be three permanent standing committees which shall be the:

- A. Auditing Committee:
- B. Nominating Committee:
- C. Marketing committee.

Additional committees shall be appointed as needed by the Board.

### Section 15. Fees and Compensation

Members of the board may not be compensated for their work for or in the name of the Dinosaur Diamond. but direct expenses related to such work may be reimbursed from a fund held by the corporation

## **.Article IV. Duties of Trustees**

### Section 1. Chairpersons

Members from each state (Utah and Colorado), through their nominating committees, will choose a Chairperson to perform the following duties:

- A. It shall be the duty of the Chairperson to preside at all meetings in his/her state and to
- B. It shall be the duty of the Chairpersons to appoint a pro-tem committee chairperson or members when such position is vacant for any reason.
- C. It shall be the duty of the alternate Chairperson to preside at meeting where his/her counterpart is not present.

### Section 2. Secretary

It shall be the duty of the Secretary to

- A. keep an accurate and permanent record of the proceedings of all meetings of the Dinosaur Diamond, Inc. Within thirty (30) days after the close of such meetings, this
- B. shall maintain an up-to-date list of all names and addresses of the membership.
- C. conduct all correspondence and retain copies of such correspondence as part of the permanent record.
- D. transmit all notices of Annual or Special Meetings to the membership.
- E. transmit all amendments to the By-Laws to the membership, and if these with the Secretary of the State of Utah.

### Section 3. Treasurer

It shall be the duty of the Treasurer to:

- A. Receive all monies and to disburse them when authorized by the
- B. Board of Trustees and cosigned a trustee and by one (1) of the Co-chairs.
- C. Keep full and accurate account of such transactions and to render a written report of receipts and expenditures at all regular meetings.

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The Board of Trustees, at its discretion, may appoint other \_\_\_\_\_ as it deems necessary, subject to the provisions of these bylaws.

## **Article V. Other Provisions**

### Section 1. Fiscal Policy

- A. No expenditure shall be made without prior approval of the board, which may be polled electronically
- B. The Treasurer shall deposit all Dinosaur Diamond Inc. funds in a bank approved by the Board of Trustees and in the name of the Dinosaur Diamond Inc.
- C. There shall be no cash disbursements except those made by the Treasurer from a petty cash fund authorized for his(her) use. This fund shall not exceed one hundred dollars (\$100.00). Reimbursements to petty cash fund shall be made at any time by the Board when necessary, such reimbursements to be supported by receipts showing and covering all expenditures made from the fund.
- D. An annual audit of the \_\_\_\_\_ records and \_\_\_\_\_ operations shall be made for each year beginning with the year ending December 31, 2000. The audit shall be performed by a licensed Public \_\_\_\_\_ Accountant.

### Section 2

- E. Gifts. The Board of Trustees may accept on behalf of the corporation any contribution, gift, bequest, or device for the charitable or public purposes of the Dinosaur Diamond, Inc.
- F. Designated Contributions. The corporation may accept any designated contribution, grant, bequest, or device consistent with its general tax-exempt purposes, as set forth in the articles of incorporation. As so limited, donor-designated contributions will be accepted for special funds, purposes or uses, and such designations generally will be honored. However, the corporation shall reserve all right, title and interest in and to and control of such contributions, as well as full discretion as to the ultimate expenditure or distribution thereof in connection with any special fund, purpose or use. Further, the corporation shall retain \_\_\_\_\_ control over all donated funds (including designated contributions) to assure that such funds will be used to carry out the corporation's tax exempt purposes.

# EXHIBIT F

## **Wayfinding Assessment of the the Dinosaur Diamond Scenic Byway** Executive Summary

Way showing is a collection of maps, signs and electronic media that have been developed to aid travelers as they journey. This document reports the results of a formal assessment that was conducted in June of 2016 to evaluate how easily travelers who are new to the region can navigate the Dinosaur Diamond Scenic Byway, and how effectively way showing tools are functioning to help these travelers connect with significant paleontology and other assets of the byway.

This byway, one of the best places in the world to learn about dinosaurs and other fossils, stretches through 500 + miles of Colorado and Utah. Directional signage is provided by a mixture of Interstate signage, Colorado and Utah state highway signage, county roads and three different styles of graphic byway plaques. Most major museums and facilities operated by universities and public land agencies and state-operated visitor centers have excellent or very good directional signage; a majority of the byway's smaller museums, canyons, quarries, track ways and trails, however, are unmarked or poorly marked. Many local visitor centers are also very difficult to locate.

Outdoor interpretive installations can be found the length of the byway, giving travelers a preview of themes that develop across locations, describing what visitor experiences are available and providing an statement of the significance of each place. A high percentage of locations on the byway offer no outdoor interpretive installations or signage, reducing the chances that visitors at that location will pause to either come inside, or explore to outdoor quarries, canyons and trails.

Other way showing tools include maps and electronic information. Although byway map brochures are currently in short supply, the assessment team noted that the print materials developed by the Byway Committee in the past have been of very high quality. The Committee is working actively now to raise the funds from both states to reprint brochures and maps so printed information will once again be available in the 2017 summer travel season.

Travelers of every age now use mobile devices as their primary tool for destination decisions and preplanning. The resources on this byway are world class. All communication and Wayfinding tools need to be improved to a standard of excellence that reflects the extraordinary resources that are strung together along this corridor, and the array of life changing experiences that are offered visitors. The Internet is that one Wayfinding tool that must be given priority resources for development and maintenance.

Another element of way showing is the interaction between front line staff in local attractions and visitor centers and the traveling public. Our assessment teams found that personnel were very welcoming across the board, and almost always shared excellent information about their own facility. Few, however, could knowledgeably describe other facilities on the byway. Expanding their own first- hand experiences, enjoying meaningful interaction with colleagues, and becoming familiar with other facilities on the byway must be another priority. The plan suggests ways this can be accomplished.

In 2012, in the wake of Congressional defunding of the national byway program, this two-state program slowly lost its forward momentum. Partners continued to manage their own sites and programs, the Dinosaur Diamond Byway officers maintained their legal and financial responsibilities, but the operation of joint programs slowly faded. The call for participants for this Wayfinding assessment identified over fifty partners that were eager to reengage with each other. Soon after, the Colorado Scenic Byways Program funded an update of the Corridor Management Plan, and the State of Utah hired a new Scenic Byway Program Manager. The plan that follows outlines action steps to move the Wayfinding portion of the byway energetically forward.

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# EXHIBIT G

## **Compliance with Corridor Management Plan Requirements of the Federal Highway Administration as Published in the Federal Register, Vol. 60, No. 96, May 18, 1995.**

1. A map identifying the corridor boundaries and the location of intrinsic qualities and different land uses within the corridor. (See Exhibits A & B)
2. An assessment of such intrinsic qualities and of their context.  
(See Inventory and Assessment of the Dinosaur Diamond's Intrinsic Qualities)
3. A strategy for maintaining and enhancing those intrinsic qualities. (See Resource Protection)
4. A schedule and a listing of all agency and group responsibilities in the implementation of the corridor management plan. (See Community Partners & Executive Summary))
5. A strategy about how existing development might be enhanced and new development might be accommodated. (See Dinosaur Diamond Project Implementation by Year)
6. A plan to assure ongoing public participation. (See Regional Background & Byway Management)
7. A general review of the road's or highway's traffic and safety record. (See Exhibit H)
8. A plan for accommodating commerce while maintaining a safe and efficient level of highway service.  
(See Marketing, Promotional, and Advertising Tools)
9. A demonstration that intrusions on the visitor experience has been minimized to the extent possible.  
(See Resource Protection)
10. A demonstration of compliance with all existing local, State, and Federal laws on the control of outdoor advertising. (See Executive Summary)
11. A signage plan. (See Inventory and Assessment of the Dinosaur Diamond's Intrinsic Qualities)
12. A narrative describing how the byway will be positioned for marketing. (See Marketing, Promotional, and Advertising Tools)
13. A discussion of design standards relating to any proposed modification of the roadway. (See Design Standards in Exhibits)
14. A description of plans to interpret the significant resources of the scenic byway. (See Inventory and Assessment of the Dinosaur Diamond's Intrinsic Qualities)

# EXHIBIT H

## Average Annual Daily Travel Data

ROUTE NAME				2015 AADT	2014 AADT	2013 AADT
UTAH						
0128	015.529	044.564	Castle Valley via SR 128 - I 70	435	405	380
0128	000.000	015.529	SR 191 Moab via SR 128 - Castle Valley	955	890	835
0006	242.470	246.528	SR 55 South Price via SR 6 - 400 W Wellington	10,425	9,935	9,600
0006	241.168	242.470	SR 10 Price via SR 6 - SR 55 South Price	12,530	11,945	11,540
0121	023.736	037.804	10700 E La Point via SR 121 W Vernal	1,825	1,725	1,700
0121	037.804	038.818	2500 W via SR 121 (500 N) - 1500 W Vernal	7,550	7,235	7,160
0121	038.818	040.293	1500 W via SR 121 (500 N/500 W) - SR 40 Vernal	8,470	8,175	8,085
0191	123.194	124.484	Millcreek Dr Via SR 191- 400 E (Jackson St) Moab	13,935	13,985	13,295
0191	124.484	125.702	400 E (Jackson St) via SR 191 \Center St Moab	16,595	15,850	15,155
0191	125.702	126.981	Center St via SR 191 (Main St) - 500 W Moab	12,455	11,895	11,370
0191	126.981	128.180	500 W via SR 191 - SR 128 Moab	12,380	10,035	9,595
0191	128.180	129.798	SR 128 Colorado River via SR 191 - SR 279	10,630	9,780	9,015
0191	352.611	353.104	SR 40 via SR 191 (Vernal Ave) - 500 N Vernal	8,405	9,675	9,570
0191	353.104	354.111	500 N via SR 191 (Vernal Ave) - 1500 N Vernal	3,945	3,780	3,740
0040	096.579	104.909	Bridgerland via SR 40 - Main St Myton	5,860	6,810	6,830
0040	104.909	105.204	Main St via SR 40 - "B" St 300 N Myton	8,775	10,195	10,225
0040	105.204	109.452	"B" St (300 N) Myton via SR 40 -) Roosevelt	8,315	9,655	9,685
0040	109.452	111.355	SR 87 (3000 S) via SR 40 - 2000 S Roosevelt	9,885	11,480	11,515
0040	111.355	114.576	2000 S via SR 40 - SR 121 (200 N) Roosevelt	1,205	13,015	13,055
0040	114.576	115.216	SR 121 via SR 40 (200 N) - Union St Roosevelt	16,080	18,675	18,735
0040	115.216	117.415	Union St Roosevelt via SR 40 (200 N)	12,245	14,225	14,265
0040	117.415	121.403	3500 E Ballard via SR 40 - 7500 E Fort Duchesne	10,795	12,540	12,575
0040	121.403	130.450	7500 E Fort Duchesne via SR 40 - SR 88 to Ouray	8,085	9,390	9,420
0040	130.450	141.099	SR 88 Ouray via SR 40 - 2500 W to Maeser	6,820	7,920	7,945
0040	141.099	142.519	2500 W to Maeser via SR 40 - 1500 W Vernal	8,665	10,060	10,090
0040	142.519	144.285	1500 W via SR 40 - SR 191 Vernal Ave	23,455	22,360	21,420
0040	144.285	145.866	SR 191 Vernal Ave via SR 40 - 500 S Vernal	30,475	29,055	27,830
0040	145.866	148.242	500 S via SR 40 (Main St) - SR 45 (1500 E) Vernal	14,635	13,615	12,950
0040	148.242	149.395	SR 45 (1500 E) via SR 40 - 2500 E Naples	6,030	5,610	5,335
0040	149.395	157.109	2500 East Naples via SR 40 - SR 149 Jensen	5,280	4,910	4,675
COLORADO						
64			Rangely to Dinosaur	1,300		
139			Loma to Rangely	1,100		

## Highway Design Characteristics

Highway	Pavement Type	Number of Lanes	Shoulder Width	Median Width
U.S. 40	Asphalt	2-4	0-12 feet	0-12 feet
U.S. 191	Asphalt	2-4	0-9	0-12
U.S. 6	Asphalt	2-4	0-10	0-10
Utah SH 10	Asphalt	2-4	0-10	0-14
I-70	Asphalt	4	4-12	64-225
Colo. SH 139	Asphalt	2	0-40	0
Colorado SH 64	Asphalt	2	0-40	0

## 5. STRENGTHEN THE SCENIC BYWAY PROGRAM

The Scenic Byway Program is built upon the strength of each individual byway and upon the way in which the byways are perceived as a travel destination and community building enterprise. Capturing the benefits of managing scenic byways for heritage- and nature-based tourism, for enhancing community livability, and for increasing awareness of the stewardship needs for Utah's scenic landscapes and places is dependent upon the leadership of the scenic byway program. The program can help byway communities in their efforts to capture the economic benefits, quality of life benefits, and stewardship benefits by implementing the following strategies.



### 5.1 Strengthen and enhance the Utah Scenic Byways identity and brand

**Rationale:** While each of the eight nationally designated scenic byways have developed their own brand and identity through corridor management planning and implementation over the past decade, there needs to be some common elements that help to link the byways together as a system of scenic byways. The nineteen state designated byways need to refresh their image to increase their attractiveness as important gateways to Utah's scenic, natural recreational and cultural wonders. To accomplish this strategy, the following actions are recommended:

- A. Adopt visual and graphic identity for the scenic byway program consistent with the "Life Elevated" branding; apply branding and identity to achieve the following:
- Consistent identity established for web based travel planning
  - Consistent application of a common visual and graphic identity for Byway map and guides (for use on web, print media, or wayside/ kiosk exhibits)
  - Development of a common gateway treatment such as a unifying kiosk design
  - Consistent application for Byway route marking logos (state, USFS or America's Byways)

#### Actions to Strengthen Byway Identity / Brand

- Adopt updated scenic byway program logo and link with UOT "Life Elevated" brand
- Incorporate logo into UOT home page linking to updated scenic byway program page
- Pursue funding from FLAP (likely announcement in January 2016) for signage program to refresh scenic byway gateways, route markers, wayfinding, visitor center exhibits, etc.
- Work cooperatively with CVBs to incorporate identity; link to byway pages; and to utilize logo
- Work cooperatively with UDOT, USFS (District Rangers and Forest Landscape Architect), BLM and NPS land managers to gradually refresh interpretive panels using adopted priority list for each byway
- Publish a package of brand and identity materials for use by private sector web sites that promote scenic byways



Recommended Byway map with overview and detail designed for application on mobile devices



**Actions to Increase Connectivity**

- UOT to work with existing byway sponsors to identify potential regional itineraries
- Work with existing byway sponsors to identify list of potential and desired connections

**Actions to Maintain Quality**

- Proactively confirm and or adopt criteria for determining what is scenic and “non-scenic”
- Proactively confirm the criteria used for de-designation of scenic byway routes that no longer meet the qualities
- Address segmentation issue in a proactive way including:
  - Develop a conservation easement program to provide landowners with viable income options
  - Provide technical assistance to assist rural landowners with other landowner assistance programs

- Development of a common sign type for marking a Byway related site that will also work with existing agency site sign systems

- B. Develop a master list of branding, identity and signage needs, priorities, and sponsorship opportunities.
- C. Work with scenic byway sponsors (both localities and agencies) to maintain the quality of the branding and identity applications.

**5.2 Establish greater connectivity between byways**

**Rationale:** The organic way in which the byways have evolved through grass roots efforts to gain designation—while built through strong local support, has resulted in a fragmented travel experience. Linking the byways together regionally by physiography will increase continuity in the visitor experience and provide a more focused approach to marketing that experience.

- A. Group byways into regions based upon Utah’s distinct landscape physiography.
- B. Use other designated routes (National Historic Trails, Heritage Highway 89, ) along with scenic byways to establish themed region-based itineraries.
- C. Seek additional state scenic byway designations for portions of routes that provide additional connectivity to support region-based itineraries.
- D. Identify byways suitable for designation as associated bicycle routes to promote multi-modal use of byways and build upon the visitor infrastructure already established by the byway designation.



New gateway signs are needed to help establish a distinct identity for state-designated scenic byways that will work within the roadway clear area (far left) and outside the clear area (right)

### 5.3 Create standards to help ensure all Byways provide a high quality experience

**Rationale:** The quality of the byway experience is dependent upon maintaining the character defining features that qualified a byway for designation to begin with. If a byway begins to lose those qualities, they are no longer attractive to visitors or contribute to the livability of communities. The values that established the byway have changed and where those values are no longer evident, the byway should be considered for de-designation. The issue is best addressed through corridor management planning. Awareness of the values of stewardship and livability lead to local support for maintaining and enhancing the intrinsic qualities of the byway. The issue of segmentation is also best addressed through education and awareness campaigns that communicate the values of the byway to both residents and businesses throughout the byway corridor.

- A. Confirm and reestablish a designation and de-designation process for addressing changes in land use or roadway condition that is not consistent with the desired heritage- or nature-based travel experience.
- B. Work with localities to increase awareness of the byway’s values (economic and community).
- C. Develop model guidelines and best management practices that allow for new development while maintaining the character defining features of each byway for consideration and adoption by localities.
- D. Work with agencies to ensure that future management activities recognize the byway’s intrinsic qualities.

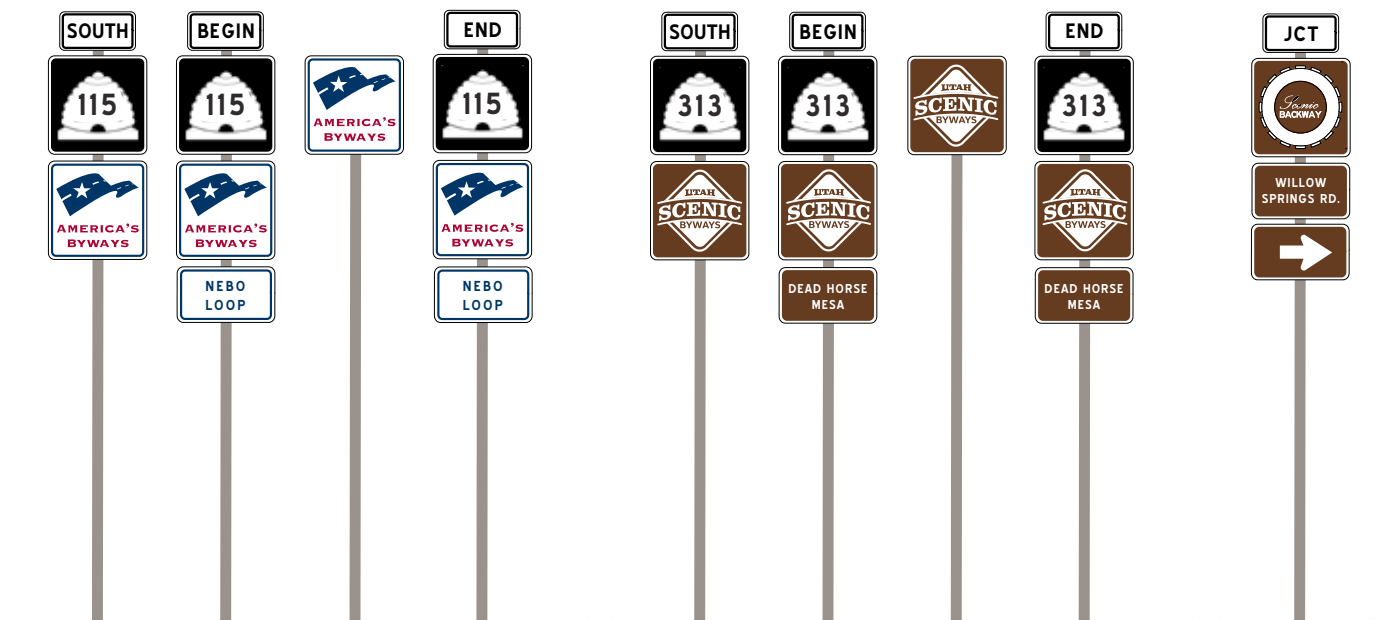
#### Actions to Help Communities Promote and Enhance Byways

##### Economic Tools

- Insert scenic byway elements into ongoing visitor research
- Byway sponsoring organizations and DMOs to identify data to be collected and a method for collecting that data in each byway County where a National Scenic Byway is being actively managed

##### Marketing Tools

- Designate “Discover Utah’s Scenic Byways Here” at state welcome centers and local visitor centers connected to all marketing materials
- Update and expand byway presence on Utah Office of Tourism website
- Organize and increase DMO promotion of byways
- Market byways in groups
- Develop a social media plan
- Connect visitor interests to byways: link programs of interest to potential scenic byway travelers using “niche markets”



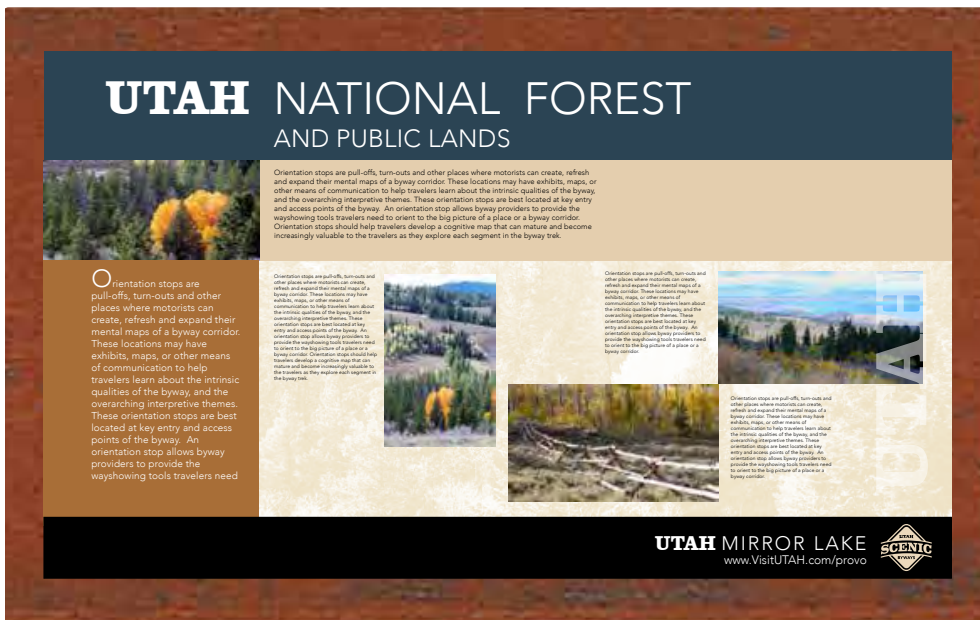
While route marking signs are generally in place for National Scenic Byways (left), signs for State Scenic Byways need to be updated with the new logo and Backways need to be refreshed.

**UTAH** PROVO CANYON  
www.VisitUTAH.com/provo



Consistent graphic standards for branding signature, color, typeface, layout, and placement

**UTAH** PROVO CANYON  
www.VisitUTAH.com/provo



Interpretive content

Consistent placement of the branding signature on an interpretive panel

Application of the Brand Signature to graphic interpretive panel



Existing America's Byways logo (top); proposed Utah Scenic Byways logo application for print and web (middle); and proposed Scenic Byway Logo adapted for roadside application with the existing scenic backway roadside application remaining the same (bottom)

associated with that byway, and planned projects for which funding is being sought. An annual report should be compiled from these reports.

### REFRESH THE SCENIC BYWAY BRAND



Critical to the success of raising the profile of the scenic byway program in a manner consistent with the high quality of visitor experiences available along them, is to update and refresh the scenic byway branding and identity as perceived by the traveling public.

This is especially true for the state designated byways, many of which have signs that have not been replaced since installed in the early 1990's.

In addition, Utah's "Life Elevated" branding was introduced and its use reaffirmed by the Utah Office of Tourism. The Scenic Byway branding has been designed to be consistent with the Life Elevated brand and to work at a similar level to the "Mighty Five" campaign for Utah's five National Parks.

Increasing access to federal lands is a high priority for all three of federal agencies that manage the majority of land associated with state and nationally designated byways. The Bureau of Land Management's "Connecting Communities", the USFS Partnership Programs, and the National Park Services' "Action Plan for the Next 100 Years" all stress the importance of partnership building and in reaching out to better link public lands with the communities and people that they serve.

Byways, including and especially the state designated byways, offer an important link to these federal lands and can and do serve as gateways. Establishing a more coherent branding and identity will provide a stronger and more welcoming gateway to Utah's extensive recreational, educational, and resource management opportunities associated with these primarily public lands and serve to reinforce the goals of increasing recreational access and awareness of these public lands.

As an early action element in the strategic plan, a manual has been prepared to refresh and coordinate the branding, graphic identity and signage for state and nationally designated scenic byways and Backways (see Appendix 4). The manual includes quality management recommendations for web, mobile, print and signage applications.

The following actions should be undertaken as a high priority to build brand awareness and identity and to introduce travelers seeking out access to Utah's nationally significant scenic, natural, recreational and cultural landscapes:

- Using the manual as part of the submission, prepare and submit an application to the Federal Lands Access Program (due mid-January 2016, pending reauthorization of the transportation bill). The application should focus on state designated scenic byways

(gateway signage, route marking and markers for roadside pulloffs and interpretive waysides as illustrated in Appendix 4).

- Update the scenic byway program landing page to be organized around and include regional itineraries (building upon the 2015 Scenic Byway Travel Planner to develop additional regional itineraries for publishing, including updated links to byway pages).
- Update the scenic byway map to increase flexibility for use on line and with mobile applications (Appendix 4).
- Coordinate with NPS Centennial projects in support of the development of a mobile application (find your park) by linking scenic byways travel itineraries to the Mighty Five, as well as other National Parks and Monuments.
- Guide including new collateral materials, photography, and updated inventory of sites and attractions.
- Coordinate with BLM managers in developing print and web-based materials in support of using byways and Backways to introduce new visitors BLM recreation opportunities through the Connecting with Communities initiative.
- Coordinate with USFS partnership programs to refresh existing and now well-worn interpretive signs along USFS managed byway routes.

*A design manual will provide guidance for enhancing the Utah Scenic Byway Brand with primary emphasis on refreshing signage for the 19 state designated scenic byways. The excerpt below shows a gateway sign for roadside signs within the clear area of the roadway (left) and for applications outside the clear area (right)*



# Site Design Checklist

The Site Design Checklist is a tool for the designer to ensure that all site design elements have been thoughtfully considered.

## GENERAL

- Improve Public Health, Safety, and Quality of Life.
- Understand and interpret the site's intrinsic qualities.
- Preserve and restore the site's historical context to the greatest extent possible, while balancing programming needs, interpretive improvements and other design features.
- Create inviting spaces with enduring materials that are easy to maintain and age with grace.

## ENERGY

- Reduce Waste.
- Reduce energy consumption. It is recommended to reduce existing energy use by 50% or offset the energy use within the Byway project limits.
- New energy use should be 100% renewable or offset the energy use within the Byway project limits.
- Specify the most energy efficient equipment to maximize energy efficiency.
- Use renewable energy when possible.
- Model proposed buildings for projected energy performance.
- New or remodeled heated shelters should optimize all building envelope components

## TRANSPORTATION/ CIRCULATION

- Encourage bicycle parking.
- Encourage alternate transportation methods.
- Encourage motorists to turn off their

automobile while visiting the site.

- Encourage mass transit connections.
- Consider impacts to climate change.
- Discourage vehicular, pedestrian and wildlife conflicts.
- Design accessible routes between entry and exit points to accessible park features.
- Consider safety concerns.
- Evaluate needs for lighting, visibility, comfort stations, and emergency services.

## WATER

- Improve water quality and hydrology by maintaining and restoring historical drainage and storage patterns.
- Treat all stormwater within the project limits.
- Reduce impervious surfaces and minimize paved areas .
- Direct stormwater to biofiltration zones.
- Understand site hydrology/identify the watershed.
- Limit or no impact to 100 year floodplains.
- Conduct soil analysis to determine natural infiltration rates.
- In areas altered by human intervention, consider amending soil to create a soil mix that absorbs and filters water and supports the healthy plant growth.
- Use pervious surfaces for parking stalls, pedestrian paths and plazas.
- Consider removal of impervious surfaces when possible.
- Consider gray water reuse.
- Minimize Runoff and erosion.
- Use vegetated filters, buffer strips, bioretention and natural infiltration structures to create an absorptive

landscape.

- Create water-efficient planting plans through a strictly native plant palette and directing drainage to planted areas.

## MATERIALS

- Reuse materials found on or removed from the site.
- Use materials with long lifecycles, high performance and ability for reuse or recycling. Identify the best value - i.e. the lowest long-term cost that satisfies the objective being sought - for investment expenditures. Lifecycle cost analysis accounts for environmental and social impacts and evaluates the overall long-term economic efficiency of competing alternative investment options.
- Locally sourced material (within 90 miles or within Colorado).
- Non-locally sourced materials should be specified to meet LEED criteria ([www.usgbc.org](http://www.usgbc.org)).
- Maximize pavement albedo (reflectivity).
- Use recycled and reclaimed materials.
- Standardize pavement design, maintenance, and assessment methods: Ensure that all pavement stakeholders, including transportation agencies, private utility companies, design engineers and construction managers adhere to the same standards.
- Minimize volatile organic compounds in materials and reduce the use of harmful chemical products.
- Choose products and assemblies that use fewer materials.
- Use materials that favor high levels

of both pre- and post-consumer recycled content.

- Use materials with reuse potential.
- Use renewable materials and materials that are produced from renewable energy.
- Use materials that do not cause environmental harm in their harvesting or production.
- Use minimally processed materials.
- Use materials that are low polluting and require low water or low energy use in their extraction, manufacture, use or disposal.
- Use products and assemblies that reduce the urban heat island effect.
- Use pervious materials when possible to improve stormwater infiltration.

## ECOLOGY

- Improve stormwater infiltration.
- Reduce/eliminate/manage invasive species.
- Promote native species in context with the surrounding landscape.
- Enhance ecosystem health and productivity.
- Encourage ecological connectivity and habitat.
- Preserve existing plant communities by limiting impacts to native vegetation and reducing the footprint of construction means and methods.
- Plants should provide habitat value, but not increase vehicular and wildlife conflicts.
- Plants should increase the scenic value.
- Connected areas of natural vegetation will improve habitat quality.

## COMMUNITY & CONTEXT

- Encourage heritage tourism and positive economic impacts.
- Create opportunities for cross-programming, collaboration, and engagement with nearby organizations and resources.
- Consider community-created art and signage to reflect local culture and history.
- Capitalize on borrowed views and long range vistas.
- Ensure the design is in context with its surrounding intrinsic qualities.

## CONSTRUCTION

- Reduce construction impacts by reducing vehicular travel and minimizing site disturbance.
- Consider opportunities for the community to aid in building and maintaining elements of the interpretive sites.
- Establish a Construction Management Plan.

## MAINTENANCE

- Decrease operations and maintenance costs.
- Provide a snow removal plan, consider areas to be maintained versus not maintained to reduce costs.
- Identify seasonal use zones (left unplowed) versus those maintained in the winter.
- Minimize restroom maintenance needs.
- Limit need for trash and recycling stations.
- Create a seasonal maintenance schedule and manual including a seasonal maintenance impact statement, comparing current maintenance costs to projected

maintenance costs.

- CDOT, USFS and local Public Works Departments to review the proposed maintenance schedule.
- Plan walkway and roadway widths to accommodate anticipated maintenance vehicle widths and turning radii without damage to curbing or softscape areas.
- Consider proper materials for vehicular travel.
- Coordinate pole placement for easy access and maintenance, away from areas vulnerable to vehicle damage.
- Consider break-away bases.
- Decrease maintenance costs by weighing initial construction costs versus life cycle costs.
- Provide opportunities for community maintenance to increase value and ownership.
- Identify other groups to volunteer or donate funds for maintenance, such as creating friends or partners.
- Coordinate utility infrastructure for easy access and maintenance.

## References



This document was created during the 2016 update to the Dinosaur Diamond Prehistoric and Scenic Byway Corridor Management Plan (CMP). These guidelines are meant to build upon CDOT, UDOT, BLM and USFS guidelines.

### **FEDERAL HIGHWAY ADMINISTRATION STANDARDS**

<http://www.fhwa.dot.gov/programadmin/standards.cfm>

### **UNITED STATES FOREST SERVICE STANDARDS**

<http://www.fs.fed.us/>

<http://fs.usda.gov/psicc>

Built Image Guide:

<http://www.fs.fed.us/recreation/programs/beig/>

Forest Service Outdoor Recreation Accessibility Guidelines:

<http://www.fs.fed.us/recreation/programs/accessibility/>

### **COLORADO DEPARTMENT OF TRANSPORTATION: CONSTRUCTION SPECIFICATIONS**

<http://www.coloradodot.info/business/designsupport/construction-specifications/2011-Specs>

### **COLORADO DIVISION OF PARKS AND WILDLIFE**

<http://wildlife.state.co.us/>

### **BUREAU OF LAND MANAGEMENT**

<http://www.blm.gov>

### **COLORADO LOCAL CODES**

<http://www.mesacounty.us> <https://www.colorado.gov/>

[www.townofrangel.com](http://www.townofrangel.com)

[www.garfield-county.com](http://www.garfield-county.com) <http://www.co.rio-blanco.co.us/>

[www.co.rio-blanco.co.us/](http://www.co.rio-blanco.co.us/) <https://www.colorado.gov/moffatcounty>

<https://www.colorado.gov/moffatcounty>

[www.colorado.gov/moffatcounty](https://www.colorado.gov/moffatcounty)



**BEGIN**

**Scenic Byway**

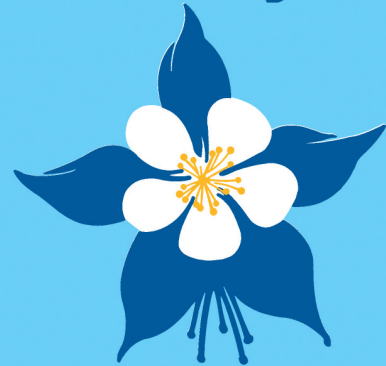


**Dinosaur  
Diamond**



**AMERICA'S BYWAYS**

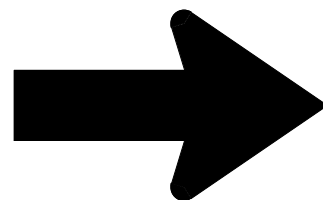
**Scenic Byway**



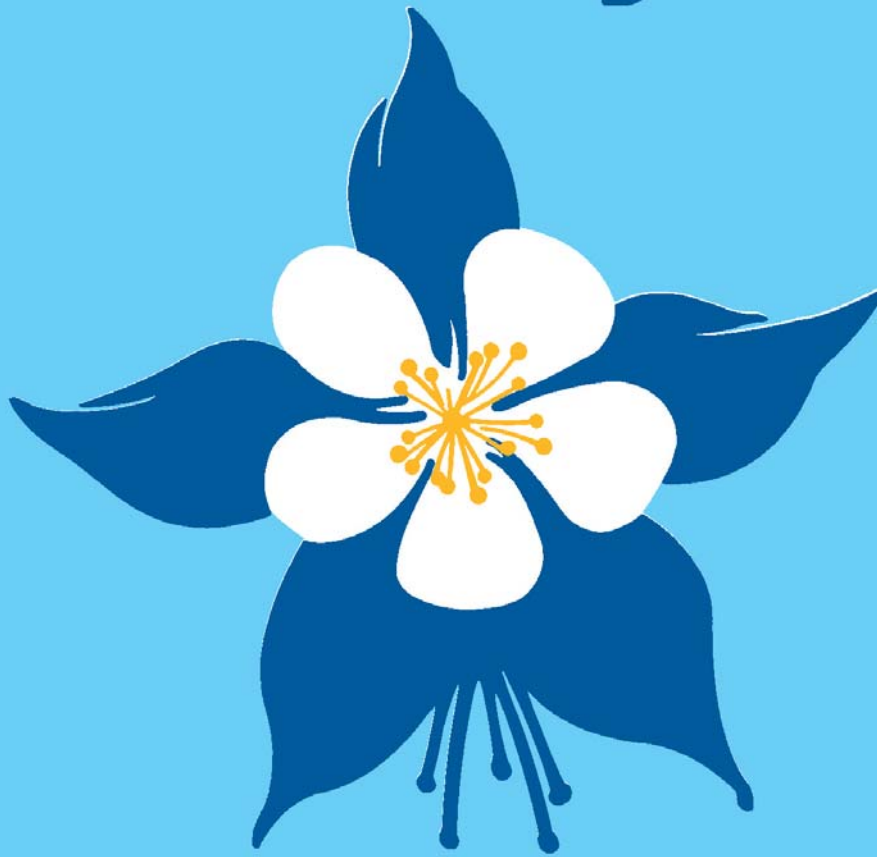
**Dinosaur  
Diamond**



**AMERICA'S BYWAYS**



# Scenic Byway



24

24

24

24

3.0" Radius, No border, White on White;  
Table of letter and object lefts.



0.0