

The Dinosaur Diamond National Scenic Byway

A Framework for Wayshowing

The Dinosaur Diamond Scenic and Historic Byway - Colorado

The Dinosaur Diamond Prehistoric Highway - Utah



Colorado Counties

Mesa, Moffat, Rio Blanco, Garfield & Delta

Utah Counties

Uintah, Duchesne, Carbon, Emery, & Grand

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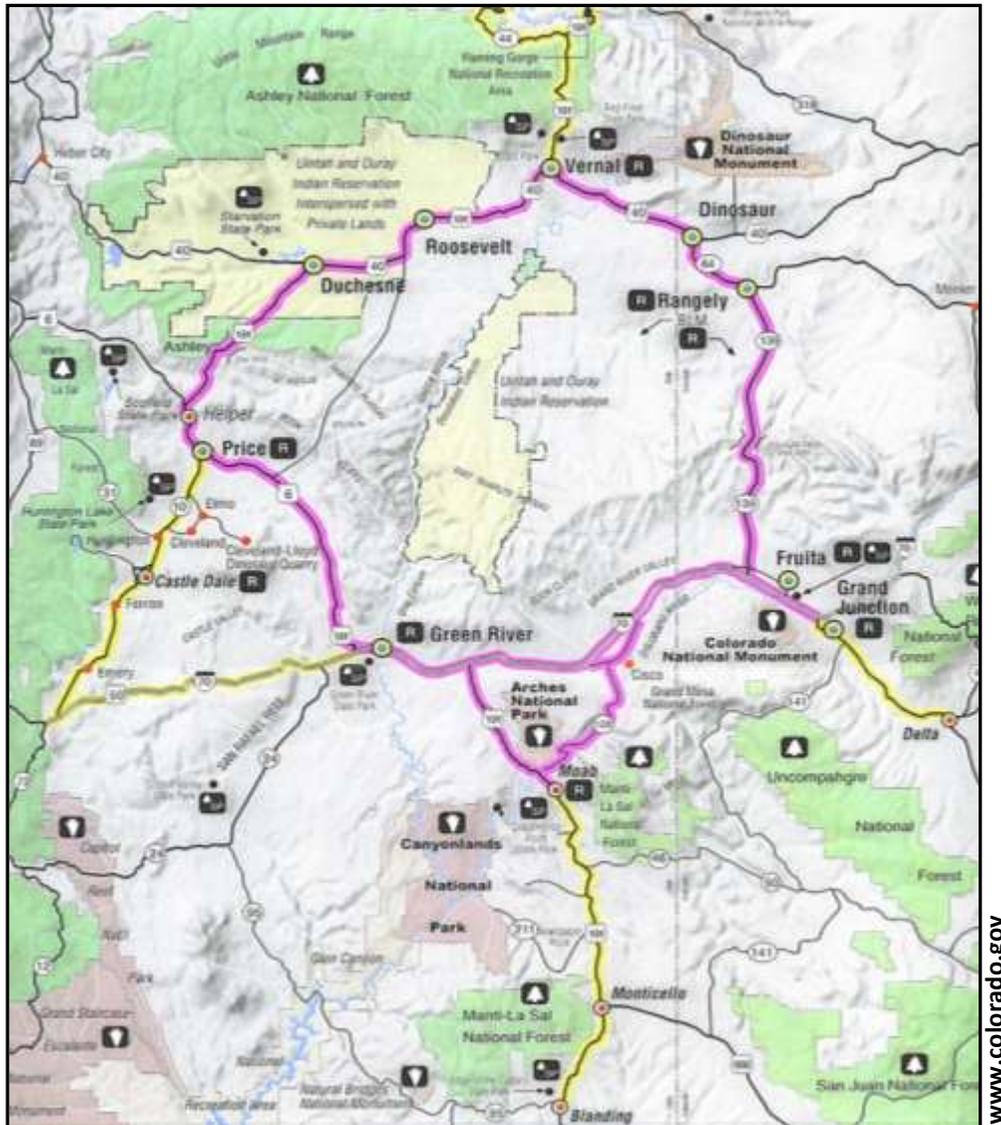
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*Cover Photo: Colorado National Monument, Fruita, CO, west entry road looking northeast.
Photo by Jon Schler*

Dinosaur Diamond Scenic and Historic Byway
512 miles



Colorado byway communities include Dinosaur, Rangely, Fruita, Delta, and Grand Junction. Utah byway communities include Vernal, Roosevelt, Duchesne, Price, Green River, Moab, and Castle Dale.

“Without a map with locations, I had no idea how big the scope of this byway is. There is no room for just ‘jumping on and checking it out.’ You have to have a plan.”

-Asha Burgess, Wayfinding Assessment Team

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Executive Summary: Dinosaur Diamond National Scenic Byway

Wayshowing 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 conducted to evaluate how easily travelers who are new to the region can navigate the Dinosaur Diamond Scenic Byway, and how effectively wayshowing tools are functioning to help these travelers connect with significant paleontology resources and other byway assets.

This byway, one of the best places in the world to learn about dinosaurs and other fossils, stretches through 512 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. Major museums, facilities operated by universities, 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, dinosaur trackways and trails, however, are 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 a 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 those locations will pause to either come inside, or explore the outdoor quarries, canyons and trails.

Other wayshowing tools include maps and electronic information. Although byway maps are currently in short supply, the assessment team noted that the print materials developed in 2007 are exceptionally high in quality. The Committee is working actively to raise funds from both Colorado and Utah to reprint brochures and maps so printed information will once again be available for the 2017 summer travel season.

Travelers of every age now use mobile devices as their primary tool for trip preplanning and for ongoing decisions once they have reached their destination. All communication and wayfinding tools need to be improved to a standard of excellence that reflects the extraordinary world-class resources that are strung together along this corridor. These tools need to communicate the array of life-changing experiences that are offered visitors. Significant investments must be made to meet electronic expectations of contemporary travelers.

Another element of wayshowing is the face-to-face interaction between front line staff and the traveling public. Our assessment teams found that local staff and volunteers were consistently very welcoming, and almost always shared excellent information about their own facility and community. Few, however, could knowledgeably describe other visitor opportunities along the byway—even those in the next town. Expanding their own first-hand travel experiences and becoming more knowledgeable about other attractions on the byway must become a priority.

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 marketing programs slowly faded. The call for participation in this wayfinding assessment roused 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, and the organization once again began meeting regularly.

The organizational challenges of building a stronger wayfinding system are significant. The twenty-six partners are spread widely, cell service is sporadic, print materials are in short supply, and Internet connectivity is nonexistent in many places. Nonetheless, the all-volunteer partnership has begun actively raising funds for marketing and recruiting new members. The plan that follows outlines additional action steps that can improve all elements of the information system that guides travelers through the 512 miles on this dual state National Scenic Byway.



Photo by Jon Schler

America's Scenic Byway plaque

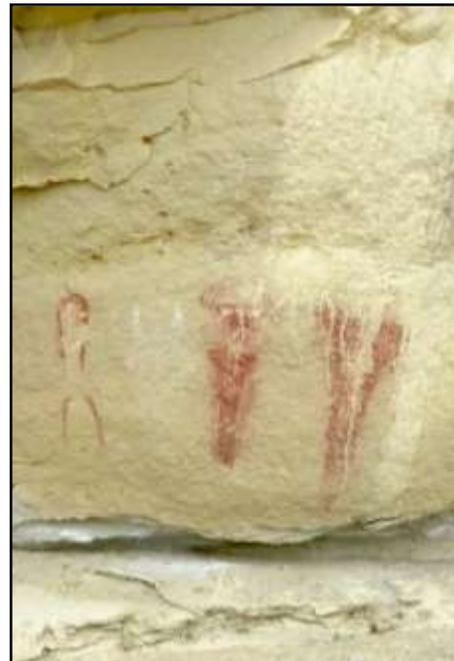


Photo by Jon Schler

Rock art in Canyon Pintado

Dinosaur Diamond National Scenic Byway



Photo by Jon Schler

Dinosaur Diamond National Scenic Byway plaques.
Utah state line sign west of Dinosaur, CO



Photo by Jon Schler

Colorado National Monument,
Fruita, CO



Photo by Jon Schler

Monument Canyon, Grand Junction, CO looking north

Introduction

The deployment of an effective system of wayshowing is an essential component of successful regional tourism strategies. Wayfinding and wayshowing are related but distinct concepts. **Wayfinding** is the mental process performed by travelers in identifying and locating their travel destinations. **Wayshowing**, on the other hand, is the communication in the form of maps, signs, and other media intended to aid the traveler in their wayfinding.

The purpose of this document is to provide a preliminary plan for an enhanced wayshowing system along the Dinosaur Diamond National Historic Byway. In achieving this purpose, the plan aims to:

- Provide an outline of key concepts of wayshowing and wayfinding
- Assess the inventory of existing directional signage to key sites along designated routes
- Provide recommendations for enhancing directional signage to key sites
- Provide an outline for subsequent action

Keys to Effective Wayshowing

An effective system of wayshowing responds to the needs of travelers at all stages in their journey. At a minimum, effective wayshowing for the traveler must:

- Support how people find their way in unfamiliar travel environments
- Provide a guidance system of reliable and consistent components on the byway
- Respond to the unique characteristics of the byway
- Integrate pre-visit, visit, and post-visit stages of the byway experience
- Contribute to a safe roadway and travel environment
- Become a widely practiced body of knowledge among byway providers

With the assistance of an effective wayshowing system, successful travelers should be able to:

1. Identify origin and destination
2. Determine turn angles
3. Identify segment links and directions of movement
4. Recognize on-route and distant landmarks
5. Mentally embed or visualize the route in a larger reference frame to form a cognitive map

Stages of Wayshowing

Effective wayshowing is essential not only to ensuring good experiences for the visitor, but also in attracting that visitor in the first place. While wayshowing may seem to begin and end with the traveler on the road, it also plays an important role in attracting visitors, assisting in their trip planning, and in enhancing their recollections with others after their trip is complete. Consider the travel experience as five distinct stages:

Choose

The point at which the traveler decides his or her travel destination or destinations. *Wayfinding Needs: What are the travel routes? What is there to see and do and where are these activities located? How much time is required for the trip?*

Prepare

This is the stage in which the prospective traveler plans and prepares for their trip, including making reservations or other advance travel arrangements. *Wayfinding Needs: How will we get there? Where will we stay, eat and stop? How much time should we allot to travel to and on the travel route? Where are the heritage, recreational, and cultural attractions of the area?*

Go/Do

This stage is the event itself as the visitor makes his or her way to or around their destination. *Wayfinding Needs: Where are the entry points to the route? How do we get back on track if we get off the route? Where are the attractions along the route? Where can we get information along the route? Where do we get gas, food, or lodging?*

Recall

This is the stage in which the memories of the trip extend its enjoyment beyond the time spent away from home. With travel completed, visitors typically want pictures, maps, souvenirs or other items to assist their recollection of a memorable trip. *Wayfinding Needs: What will help us recall the good times we had on the trip? Where were the sites we really enjoyed?*

Do Again

It is hoped that with an enjoyable and memorable trip, many visitors will return. *Wayfinding Needs: Where are those good maps from our last trip? We need to show our friends and family what they might like.*

Wayshowing Components

A successful wayshowing system includes multiple components that not only direct the traveler, but also provide interpretive information. Wayshowing does not start and stop on the road, but exists to provide the traveler with information to plan their trip and assist in the recollection of it afterwards through maps, websites and other media that can be accessed away from the physical roadway. Essential elements of a wayshowing system include the following:

- Entrances, Exit and Gateway Signage. Identification of where to enter and exit a route or byway so that travelers know their position relative to accessing and leaving a byway or other route.
- Orientation Stops. Pull-offs, turn-outs and other places for motorists to stop and help them create, refresh, and expand their mental maps of a byway or other route, its intrinsic qualities, and overarching interpretive theme with exhibits, maps, and other means of communication.
- Repetitive Route Markers. A sequence of visual cues for motorists to follow along a byway or other route.
- Direction Signage to Planned Destinations. Signs that alert and guide motorists to featured stops and attractions along or near a byway or other route.
- A Portable Map. A carry-on map of a byway corridor or travel region and its various attractions and amenities.
- Electronic Information. Accessed through mobile devices.



Photo by Jon Schler

Dinosaur Hill, south of Fruita, CO, off Hwy 340 on BLM Land

History of Wayfinding Development on the Dinosaur Diamond National Scenic Byway

The canyons and mesas of western Colorado and eastern Utah are recognized as one of the richest paleontological areas in the world, containing an abundance of geological and paleontological assets preserved both in the earth and in museums along the route. Their significance is recognized through four nationally designated locations: Dinosaur National Monument, Colorado National Monument, Canyonlands National Park and Arches National Park. Museums include Dinosaur Journey, the Museum of Western Colorado, the Utah Field House of Natural History, the College of Eastern Utah Prehistoric Museum, Museum of Moab, and Museum of the San Rafael, and Moab Giants (just opening).

Timeline of Significant Events

1996	Dinosaur Diamond is conceived as a two-state byway
1997	The Colorado Transportation Commission designates the Colorado section the Dinosaur Diamond Scenic and Historic Byway
1998	A Memorandum of Understanding is signed by 38 partners
1998	The Utah State Legislature designates the Utah section of the byway the Dinosaur Diamond Prehistoric Highway
1999	Dinosaur Diamond CMP/Interpretation Grant awarded, \$116,000
2002	The two-state byway is awarded a National Scenic Byway designation
2003	Dinosaur Diamond receives Promotion Plan Grant, \$71,200
2012	Congress defunds the National Scenic Byways Program
2016	The Colorado Scenic Byway Program funds wayfinding assessment for both Colorado and Utah segments of the Dinosaur Diamond. The Colorado Scenic Byway Program funds the revision of the 2000 Corridor Management Plan. The Steering Team resumes a regular schedule of meetings, and begins rebuilding the organization. Partners begin consolidating funds to reprint the byway map and brochure for the 2017 travel season.



Scenic Byways are absolutely essential to Utah tourism, as they provide the links for travel between our National Parks and National Monuments.

-Utah Office of Tourism

This spectacularly scenic region has long been the domain of campers, hikers and photographers, and the connection between education and recreation remains strong. Because of the extensive presence of National Parks and Monuments and the mystique of the American West, the region is also a strong draw for international visitors.

Currently, the influx of recreationists (mountain bikers, rafters and climbers) is steadily changing the visitor mix. To fulfill the mission of resource protection and the goal of providing quality visitor experiences, the byway is challenged to develop more effective wayshowing tools that can meet the different needs of scenic motorists, of visitors interested specifically in paleontology, and of outdoor adventurers.

Organizational Structure

In January of 2000 the newly formed 501c3 organization formulated a vision statement that established a framework for the Corridor Management Plan. The organization has continually operated under the guidance and original language of this shared vision:

Dinosaur Diamond Vision Statement

“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 Dinosaur Diamond Partnership-January 2000

The organizational structure assures that governance is equally shared between the two states. Officers include co-chairs (one from Colorado, one from Utah), a treasurer and a secretary. All officers serve one-year terms and are elected from a pool of 26 partners who regularly participate in monthly telephone conference meetings, and quarterly in-person meetings. The organization is membership based, with a core group of 8-10 conducting the ongoing work of the organization.

This partnership includes both public and private sector organizations and works toward three primary goals, all directed toward insuring the sustainability of the Dinosaur Diamond Byway:

1. To protect and preserve the irreplaceable intrinsic resources on the byway
2. To increase the level of visitation and related economic development for local communities
3. To produce the highest quality experience for byway visitors



Looking east across Arches National Park to the La Sal Mountain Range from Hwy 191

Traveler-Centered Assessment

To evaluate the effectiveness of how well the existing wayfinding system is guiding and supporting travelers on the Dinosaur Diamond Byway, this assessment process depends upon the willingness of travelers unfamiliar with the byway to have their navigation strategies observed and recorded.

They are key to the five-step process that:

1. Elicits from the Byway Steering Committee a list of attractions most frequently visited by travelers
2. Recruits two types of volunteers: (1) visitors who have never traveled this scenic byway (“never-ers”), and (2) traffic and tourism professionals to observe their navigational strategies
3. Structures a full day on-the-road challenge in which each team of four locates and evaluates directional signage and interpretive signage for approximately 20 locations (“front seat, back seat”)
4. Conducts a late afternoon exit interview with members of the Steering Committee, elected officials, local business people and byway supporters to share the experience of the assessment teams who are “fresh off the byway”
5. Consolidates the written observations of the team members into a written summary and recommendations.

This structured assessment seeks to identify gaps in the navigational system by identifying points of certainty for travelers, and points of confusion. Secondly, assessors identify points of disconnect between what travelers see through the windshield (signage) and what they read on mobile devices, maps, and brochures (electronic and print tools). Finally, they determine if there is interpretive information at each of these “top attractions” that informs travelers about the significance of the site.

Members of the Steering Committee from both Colorado and Utah identified forty sites that currently host the greatest number of visitors. These attractions, categorized below as visitor centers, pull-offs, recreation, cultural/heritage and paleontology were located along two segments of the Dinosaur Diamond. One team traveled from Vernal, UT to Fruita, CO. The other team traveled from Helper, UT to Grand Junction, CO. Both teams came together for an exit interview with stakeholders at the Dinosaur Journey Museum in Fruita.

Visitor Centers & Pull-Offs

- Carbon County Visitor Center, Price, UT
- Moab Information Center, Moab, UT
- Colorado National Monument and Visitor Center, Fruita, CO
- Utah Welcome Center, Vernal, UT
- Colorado State Visitor Center, Dinosaur, CO
- Colorado Welcome Center, Fruita, CO
- Colorado Welcome Center, Dinosaur, CO



Photo by Jon Schler

Welcome Center, Dinosaur, CO

Recreational

- Colorado National Monument, Fruita, CO
- Kenny Reservoir, Rangely, CO
- Paleo Area Trail (McInnis Canyons National Conservation Area), Fruita, CO
- Kokopelli Bicycle Trail System, Fruita, CO
- Riggs Hill, Grand Junction, CO



Independence Rock, Colorado National Monument, Fruita, CO

Photo by Jon Schlier

Cultural/Heritage

- Western Mining & Railroad Museum, Helper, UT
- Interpretive Panels at Main Street Park, Helper, UT
- Nine-Mile Canyon, Price, UT
- Museum of the San Rafael, Price, UT
- John Wesley Powell River History Museum, Green River, UT
- Sego Canyon, Thompson, UT
- Potash Road Petroglyphs, Moab, UT
- Museum of Moab (Dan O'Laurie Museum), Moab, UT
- Uintah County Western Heritage Museum, Vernal, UT
- Rangely Museum, Rangely, CO
- Canyon Pintado National Historic District, Rangely, CO
- Museum of Western Colorado: Museum of the West, Grand Junction, CO



Western Mining & Railroad Museum, Helper, UT

Photo by Jon Schlier



John Wesley Powell Museum, Green River, UT

Photo by Jon Schlier

Paleontology

- College of Eastern Utah Prehistoric Museum, Price, UT
- Cleveland-Lloyd Dinosaur Quarry, Price, UT
- Museum of the San Rafael, Price, UT
- Copper Ridge Dinosaur Trackway, Moab, UT
- Mill Canyon Dinosaur Trail, Moab, UT
- Moab Giant Museum, Moab, UT
- Trail Through Time (Mygott-Moore Dinosaur Quarry), Fruita, CO
- Dinosaur Hill Trail, Fruita, CO
- Fruita Paleo Area Trail (McInnis Canyons National Conservation Area), Fruita, CO
- Museum of Western Colorado: Dinosaur Journey Museum, Fruita, CO
- Utah Field House of Natural History Museum, Vernal, UT
- Red Fleet dinosaur Trackway, Vernal, UT
- Dinosaur National Monument Visitor Center & Quarry, Vernal, UT
- Dinosaur Hill Trail, Fruita, CO
- Trail Through Time (Mygott-Moore Dinosaur Quarry), Fruita, CO
- Dry Mesa Quarry, Delta, CO



Rabbit Valley Exit off I-70, Fruita, CO

Photo by Jon Schler



Dinosaur Journey Museum, Fruita, CO

Photo by Jon Schler



Dinosaur National Monument entry, Jensen, UT

Photo by Jon Schler

"List the difficulty in finding places, and give people a heads up of what is needed for this trip. You can't just go spontaneously!"

-Asha Burgess, Wayfinding Assessment Team

Front-seat, Back-seat Approach

Two four-member teams were assembled to travel the byway using a “front seat, back seat” approach. In the front seat were neophytes, new to the region with limited knowledge of the area. They were given the list of attractions and sites to locate using highway signage, verbal directions and printed materials such as brochures and maps available at visitor centers and other public outlets. The “front seaters” were also allowed to use any mobile devices available to them.

Transportation and tourism specialists occupied the backseat. The “back seaters” recorded the experience of the “front seaters” in detail. “Back seaters” recorded the exact locations where the “front seaters” encountered confusion or uncertainty in navigating the region. They also recorded any disparities between written information in maps, brochures and other media and actual conditions as observed through the windshield.

While the neophytes in the front seat navigated their way through unfamiliar territory, the specialists in the back seat were given the following assignment:

- Observe the actions and discussions of the “front seaters”
- Record locations where “front seaters” expressed uncertainties and confusion and note apparent reasons
- Quiz “front seaters” on effectiveness of signs, maps and other driving instructions
- Note which wayshowing devices “front seaters” are using most often and which they are not
- Resist giving any travel or driving advice unless an immediate safety issue warrants
- Conduct post-trip discussion with “front seaters.”

At the conclusion of the wayfinding exercise, participants were asked to record observations and make recommendations based on their on-the-road experience. A full list of the comments and observations by the two teams is found in the Appendix.

“Motorcyclist Memo: When riding through the arid landscape, drink water early and often to avoid the dangers of dehydration.”

-Nationalgeographic.com

Location Specific Findings

Directional Signage Vernal, UT to Fruita, CO

Directional signage for Dinosaur National Monument Visitor Center and Utah Welcome Center on I-70 at Exit 19 was excellent. Vernal, Utah Welcome Center, Kenny Reservoir, Jensen, Dinosaur National Monument Quarry, Dinosaur CO, Colorado State Welcome Center (closed for winter), Rangely, and Grand Junction in Colorado had adequate directional signage. Listed on Table 1 are recommendations only for those locations that the assessment team found difficult to locate, or were not found at all.

Table 1 – Directional Signage Vernal, UT to Fruita, CO

Location	Directional Signage Missing or Inadequate	Notes
Vernal, UT	Uintah County Western Heritage Museum	Assessment team saw location of Uintah County Museum posted only on local hotel map
Vernal, UT	Red Fleet Dinosaur Trackway	Although they searched, team saw no signs in Vernal
Jensen, UT	Dinosaur National Monument Quarry (East Entrance)	Directional signage to Dinosaur National Monument Visitor Center was excellent, however, not enough directional signage from Colorado to the Dinosaur National Monument Quarry. There was a great brown sign with white lettering, but a bit confusing. What can one do on the Colorado side?
Dinosaur, CO	Dinosaur Monument (East Entry)	No directional signage to locate Dinosaur Monument. “When trying to locate Dinosaur Monument (in Colorado) from the east entry, the “spur” on Highway 40 and 139 is not on the map, and signs out there don’t explain the spur. I thought it was a loop. How can it go 3 ways?”
Dinosaur, CO	Colorado State Welcome Center	Colorado Welcome Center has inadequate directions (the on-site sign helps). “In Dinosaur, CO there were signs showing Dinosaur Diamond Byway going two directions – which way to go? A map would have helped.”
Rangely, CO	Rangely Museum	Pre-notification is needed for Rangely Museum. “Was that a hotel? Oh, I see a little brown sign, but that building doesn’t look like a museum.”
Rangely, CO	Canyon Pintado National Historic District	Directional signage was not seen for Canyon Pintado Nat’l Historic District by the Assessment Team. A member found it on a return trip.
Rangely, CO	Kenny Reservoir	Only one member saw a sign to Kenny Reservoir as the team entered Rangely. The others missed it.
Fruita, CO	Kokopelli Bicycle Trail System	Inadequate directional signs to Kokopelli Bicycle Trail System which parallels I-70 between Fruita and Moab
Fruita, CO	Dinosaur Journey Museum	There are good signs on I-70 for Dinosaur Journey Museum, but no continuing signage on highways 6 and 50 where the museum is actually located
Delta, CO	Dry Mesa Quarry	“I’ve lived in Grand Junction 15 plus years and have never heard of it.”

Directional Signage Helper, UT to Fruita, CO

Directional signage for Western Mining and Railroad Museum (nicely done), John Wesley Powell River Museum, Dan O’Laurie Museum of Moab, Moab Information Center, Museum of Western Colorado, Dinosaur National Monument Visitor Center and Quarry, Utah Welcome Center, College of Utah Prehistoric Museum, and Dinosaur Journey Museum was excellent. Price and Green River, Utah, Moab Information Center, Nine-mile Canyon, Arches National Park, Potash Road Petroglyphs, Trail Through Time (Mygott-Moore Dinosaur Quarry), Colorado National Monument and Visitor Center had adequate directional signage. Listed on Table 2 are recommendations only for those locations that were difficult to locate or were not found at all.

Table 2 – Directional Signs Helper, UT to Fruita, CO

Location	Directional Signage Missing or Inadequate	Notes
Helper, UT	Utah Park on Main Street	It was not clear how to stay on the byway. There was not enough directional signage anywhere in town.
Price, UT	Museum of San Rafael	Directional signage was not found for Museum of San Rafael
Price, UT	Cleveland-Lloyd Dinosaur Quarry	This high-quality visitor experience requires back road travel, and additional signage to give travelers confirmation that they are on the right path
Price, UT	Carbon County Visitor Center	Carbon County Visitor Center is very hard to find
Moab, UT	Dan O’Laurie Museum of Moab	Directional signage was not found for Dan O’Laurie (another name for Museum of Moab)
Moab, UT	Kokopelli Bicycle Trail System	Trailhead starts in Moab, but no signs were found
Thompson, UT	Sego Canyon	Directional signage was not found for Sego Canyon, rich in petroglyphs and pictographs, and located only 4 miles from Interstate I-70
Moab, UT	Copper Ridge Dinosaur Trackway	Two miles down a dirt road; not well marked
Moab, UT	Mill Canyon Dinosaur Trail	Seventeen miles out of town; group failed to locate
Fruita, CO	Dinosaur Hill Trail	Directional signage was not found for Dinosaur Hill Trail. Interpretive signage is good

Interpretive Signage

Interpretation provides visitors of all ages with state-of-the art resources that are inviting, educational, and emotive. Interpretive signage introduces what lies ahead--ideas, experiences and attractions-- and hints about how travelers can connect with what is meaningful.

This is a tall order for a byway corridor that stretches 512 miles in two states and encompasses 1,500 square miles of very remote terrain. Anchoring the information system for this vast region are the National Park Service (NPS), the Bureau of Land Management (BLM), and U.S. Forest Service all with dual missions to protect intrinsic assets and manage visitors. The NPS maintains visitor centers at the Colorado National Monument in Grand Junction and Dinosaur National Monument and Quarry near Jensen. In Utah the BLM manages the Cleveland Lloyd Dinosaur Quarry and in Colorado, they manage Canyon Pintado, which is a set of high-quality interpretive pullouts that feature rock art.

The Utah Field House of Natural History and the College of Eastern Utah Prehistoric Museum have affiliations with universities. County museums dot the length of the byway. In Colorado, both Dinosaur Journey and Museum of Western Colorado are affiliated with Mesa County, and Rangely Museum with Rio Blanco County. In Utah, the Museum of the San Rafael is affiliated with Emery County, the Museum of Moab with Grand County. The Western Mining and Railroad Museum is located in Helper, the John Wesley Powell River Museum in Green River. Moab Giants, a private museum, was not yet opened at the time of the assessment. Many of these museums maintain partnerships with the BLM and with research universities.

The Wayfinding Assessment Team noted the preponderance of interpretive information about fossils and archaeology, and wished they had information on other offerings of the byway to give them a sense of choice of how to spend their time.

"If you know what highway you will be driving, it is easy to look up what to do in any town. But how does somebody who just heard about the byway figure out which towns have stuff that would best fit their own interests?"

-Naomi LeGere, Wayfinding Assessment Team

In summary, the traveler will find excellent interpretive signage at specific locations throughout the full length of the byway, especially those affiliated with the NPS, the BLM, USFS, or universities. At each location, interpretive materials feature explanations of their own collections. The byway has not yet, however, told one overarching story that is powerful enough to pull the traveler from museum to quarry, from quarry to trackway, from trackway to canyon. This unifying story could be the challenge for future interpretation projects.



**DD interpretive installation
Rangely Town Hall/Library Plaza**

Photo by Jon Schler

The quality of interpretive signage at the Rangely Town Hall/Library Plaza, John Wesley Powell River History Museum, the scenic overlook at the Dinosaur National Monument, and the Colorado Welcome Center in Dinosaur, CO is excellent. A few locations, however, are aging or damaged and need replacement. The following short list describes those interpretive panels that need immediate attention.

Table 3 – Interpretive Signage that Needs Replacement

Location	Interpretive Signage	Notes
Park on Main Street Helper, UT	Replace 3 panels	Standardville Bandstand Interpretive panels on Main Street need to be updated and replaced. Panels are faded or hard to read due to Plexiglas damage.
Moab, UT	Mill Canyon Dinosaur Trail	Interpretive panel lacks information on dinosaurs.
Fruita, CO	Trail through Time (Mygott-Moore Dinosaur Quarry)	Interpretive panel in Rabbit Valley needs to be updated and replaced. Panel is damaged. There is no mention of the quarry.
BLM Roadside area just off Hwy 139, south of Rangely, CO	Replace both panels and maintain landscape	Both need to be replaced. Area needs weeding.



Photo by Jon Schler

Standardville Bandstand interpretive signage
Main Street, Helper, UT, damaged



Photo by Jon Schler

Dinosaur Diamond interpretive signage,
Rabbit Valley, west of Fruita, CO

Table 4 – Missing Interpretive Signage

Location	Interpretive Signage	Notes
Uintah County Western Heritage Museum	No interpretive signage	History Museum in Vernal, UT
Western Mining and Railroad Museum	No interpretive signage	History Museum in Helper, UT
Nine-Mile Canyon, Price UT	No interpretive signage	Twenty-three miles southeast of Price at Wellington
Sego Canyon	No interpretive signage	Five miles from Thompson, UT
Copper Ridge Saurapod Track site	No interpretive signage	North of the Moab, UT airport

Additional Types of Signage

Gateway Signage

Gateways are locations where a traveler enters or exits a byway. Highlighting these spots creates a sense of arrival and departure, and can serve to stimulate interest, or even draw in a curious traveler. All team members reported that it was not clear when they entered or exited the Dinosaur Diamond Byway, and that none of them had seen an interpretive sign anywhere that announced the byway's beginning or end in either state.

"An intersection or town acted like a gateway because there isn't much else out there on this byway."

-Dahna Raugh, Wayfinding Assessment Team

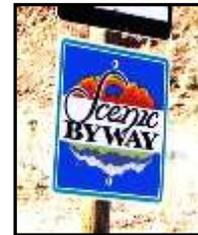
Repetitive Markers (Plaques)

Repetitive markers are small plaques placed at intervals along the byway to reassure the traveler that they are still following the route of the byway. They are often used at intersections to signal the byway traveler which direction to turn. In Colorado, byway plaques are small blue signs that display a blue columbine, the state flower, and can be placed every ten miles. In Utah, the byway plaque displays an orange and yellow image of Arches National Park on the top half and a graphic of an "upside down mountain" on the bottom half.



CO Byway Plaque

Photo by Jon Schler



UT Byway Plaque

Photo by Jon Schler

"Is there any way to have consistent signs for the byway, even if it crosses state lines," asked Kelli Hepler. Assessment team members noted that the Utah plaques were harder to read than the Colorado plaques, and that the image of the blue columbine flower was not self-explanatory. Several noted, "There were not enough signs to let people know they are still on the byway." Katharina, a member of the Helper-Fruita assessment team, wrote, "The signage is inconsistent. I hardly saw any byway signs in Utah, and they were too small to read." An exception to this was the northbound roadway between Fruita and Rangely where Colorado plaques appeared every ten miles with precision. Ironically, the plaques are very scarce heading south on the same road.

There was general consensus that the two-state image system did not work well for travelers, and suggested that the Dinosaur Diamond plaques display a logo that included both a dinosaur and a diamond shape. Naomi LeGere wrote, *"We could rarely tell we were on a byway. We had to turn around near Moab, and to and from the Cleveland-Lloyd Quarry the road was scary and unmarked. I would have turned around."*

Pre-notification Signage

Pre-notification signage alerts a driver to a turn ahead, or to a potentially dangerous location ahead. Pre-notification sometimes provides the exact mileage to an intersection or to a well-known attraction. The teams found little pre-notification in either state on Interstate 70, on state roads, or back roads. Both teams noted that only a few pre-notification signs appeared before major attractions on the Byway. The need was especially high in Utah.

“Many times we were right on the exit before we saw a sign, and it was not clear if we needed to exit (no arrow) or continue on. Signs need to be placed ahead of the exit.”

-Katharina Morrison, Wayfinding Assessment Team

Road Conditions and Safety Signage

Both teams reported that roads themselves were in excellent condition. In Colorado, the only place that drew concerns was Douglas Pass, located south of Rangely. One Assessment Team member declared the pass “shaky,” and another declared it “a bit rough.” Still another traveler standing in the Douglas Pass turn-off declared, “No warning, no interpretation, no guardrail... But a great view!”

“Be safe: Many unpaved roads in this area are suitable for ordinary cars, but they often become impassable when wet, be sure to check the weather...”

-Nationalgeographic.com

Internet, The Prime Wayfinding Tool for Contemporary Travelers

Travelers who launch a search on the Internet for information regarding the Dinosaur Diamond Byway are rewarded with a jumble of websites, most promoting only a portion of the full byway. The organization’s own website (Dinosaur Diamond.org) is extremely attractive, but almost impossible to navigate. Many links are broken, and events were last posted in 2005.

The Colorado Byway program’s official site (coloradobyways.org) has links to museums, monuments, and state parks on the corridor and posts planning documents related to the ongoing development of Dinosaur Diamond. A number of other attractions are listed, but traveler information and maps are limited.

The state’s official tourism portal (colorado.com) provides a good map, and articles about the significance of Dinosaur National Monument itself. Traveler services listings include only the few businesses located in the town of Dinosaur, and the site fails to reveal that the Colorado side of the National Monument contains no dinosaur fossils.

To see actual dinosaur fossils themselves (in the quarry) or find rangers or educational materials, visitors must cross over the state line and follow the byway to the NPS Dinosaur Monument Quarry in Jensen, Utah. Beyond the quarry, the byway leads visitors to Vernal, a tourism town anchored by the Utah Field House of Natural History.

The portal website for the state of Utah (Utah.com) offers the most comprehensive travel planning information, and contains well-maintained links to destinations, attractions, lodging and camping in the Utah portion of the byway. The National Geographic website (national geographic.com/scenic drives) names the Dinosaur Diamond one of the best scenic drives in America, and offers highlights on the Utah portion, but offers little detail that would help travelers plan a vacation.

An Internet search reveals fundamental challenges in educating the general public and potential visitors about the opportunities offered along this spectacular roadway. The byway organization and the publications they produce refer to this byway in five different ways:

1. The Dinosaur Diamond Byway
2. The Dinosaur Diamond National Scenic Byway
3. The Dinosaur Diamond Scenic and Historic Byway (Colorado)
4. The Dinosaur Diamond Prehistoric Highway (Utah)
5. DD (used by Wikipedia)

Travelers expect to find information and reviews on TripAdvisor.com. Strangely, Dinosaur Diamond Scenic Byway was found with only 2 reviews, but Scenic Byway Along 128 was found with 95 reviews (reviews showed 68 excellent, 10 very good). On Trip Advisor, there is no website link, no phone number and no email to attain more information.

The officers of the Dinosaur Diamond organization and their partner organizations are well aware that they need a fully operating website. At a minimum, the site should contain:

- a comprehensive list describing the visitor experience at all paleontology sites and museums
- offer approximate travel times between sites and locations where visitor services can be found
- include high quality maps and links to interactive maps, such as Google Maps
- meet current standards for mobile-driven design.

The organization has learned that they can't count on volunteer members for either administration of the site, or for the never-ending task of updating the calendar of events page. The core working group also must be realistic about functionality in state-of-the-art websites. They should launch a fundraising campaign that will finance a new website that will meet the expectations of contemporary travelers both domestic and international, and maintenance costs for at least three years. (See Funding Resources, page 27.)

Undertaking a website redesign should be the beginning of a longer, more strategic set of changes. The current website is place-based, the easiest structure for an entity with multiple locations. The strategy needs to step up to a more consumer-centric experience, based on the human needs of potential visitors, the problems they face, the goals they hold. People research places before they decide on destinations, and most now depend on online reviews. A new website should ask for feedback, and post traveler reviews. Its design should reflect value for both first-time and repeat travelers.

“Websites are storytelling tools,” notes Jeremy Girard on Pumpkin-king.com. Included in his top trends of Website design for 2016 are: Mobile-first (adaptive) website with one-page design, genuine imagery (informal shots of visitors), and subtle video as full website background. He quotes researcher Rebecca Gordon on the future of scrolling.

“Scrolling is winning over clicking. With smaller screens and supernatural touch scrolling movement, people prefer to scroll around instead of clicking on links.”

-Rebecca Gordon

Another list of 2016 trends in website design posted on blog.hubspot.com, includes more focus on content layouts which are more linear, increased use of hand-drawn design elements, and traffic directed to landing pages instead of homepages to target specific visitor needs.

There is no doubt that the natural assets of the Dinosaur Diamond Byway are world-class. There is no better way to communicate that message to potential visitors than through investment in a world-class website. Properly designed, travelers will use it through all five stages of wayfinding (see page 7) from destination choice, to trip preparation, to on-site decision making, recall, and the return trip.

Other Wayfinding Tools

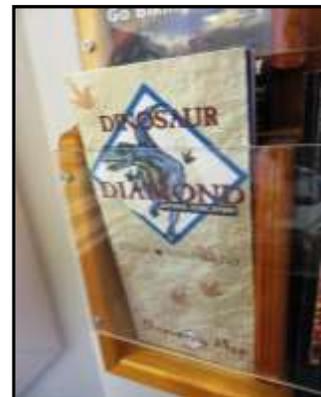
The majority of the forty-two sites were located by using directional signage as Byway maps and brochures were out of stock. One Dinosaur Diamond Byway map was available to view at The Dinosaur National Monument; however, additional copies were unavailable for distribution. A brochure with sites and museums in different areas of each state needs to be available to travelers, along with a historical, geological and paleontology information. Mobile devices were useful only in towns where cell reception was available.

Recommendations for Action

Work with Scenic Byway Program Directors in both states to determine if a consistent image for repetitive markers would be allowed. This would in fact be the beginning of rebranding the byway. Wait to redesign and install repetitive byway plaques until this question is answered. Likewise, postpone the design and production of gateway installations until a unifying story of the region can be told.

Full Byway Recommendations

- A. Print Tools for Wayfinding. In the short term (summer 2017), raise money from the partners to reprint maps, rack cards and brochures. A majority of the partners want to reprint the four-color 44-page Exploratory Interactive Guidebook, an expensive proposition. Consider updating (Moab Giants needs to be



Dinosaur Diamond Scenic
Byway brochure

Photo by Jon Schler

- added), reprinting, and selling it at cost in bookstores and visitor centers around the byway.
- B. **Electronic Tools for Wayfinding.** Invest in a website redesign that brings it up to the design standards of 2017. Raise enough money to include fees for ongoing maintenance and content updating for at least three years. Start the process by collecting available visitor data from both states, and defining your travelers. Build a website that is *traveler-centered* instead of *place-centered*.
 - C. **A Mission of Preservation.** Infuse educational and marketing materials with the primary mission of the byway, “These places should be protected for humankind for all time.” Constantly reinforce the message of the protection of irreplaceable resources.
 - D. **Safety Information.** Add travel times, distance, road surfaces and weather-related issues to all wayfinding materials. Include what all visitors need to know about how to stay healthy in high desert and mountain terrain.
 - E. **Frontline Staff.** Establish a training plan that will educate staff and volunteers about facilities, in addition to their own (perhaps use a card game), and regularly operate familiarization trips for all who influence the decisions of travelers.
 - F. **Storytelling.** On the website, in interpretive gateways and orientation stops, develop a geological storyline to help travelers form a cognitive overview of the region. Consider consistent interpretive signage in the landscape that labels geologic ages.
 - G. **Quality.** As an organization, focus on what the byway partnership can do to produce the highest quality visitor experiences possible.

Location-specific Recommendations

Delta, CO

- Clarify that the Dry Mesa Quarry is a spur off the main byway. Various maps indicate that the byway begins at Fruita or Grand Junction. During the assessment, local museum people did not know The Dry Mesa Quarry existed. Specify in print materials and on the Internet the significance of the site and how to find it. Partner with Dinosaur Journey to communicate the significance of the site.

Fruita, CO

- Work with CDOT on additional directional signage to Dinosaur Journey. The I-70 sign is excellent, but navigational guidance is needed once off the Interstate.
- Kokopelli Mountain Bike Trail. Add signage from town to the trailhead. This is important as this well-known trail parallels I-70 all the way to Moab, and provides another connector to sites along the Dinosaur Diamond.
- Replace the damaged interpretive panel (see page 30) at the Trail Through Time in Rabbit Valley.

- Install a panel at the Mygott-Moore Dinosaur Quarry in Rabbit Valley that reflects the international importance of discoveries in this quarry that occurred in 2016.
- Educate front line staff at all byway locations about the opportunity for individuals to register and pay for a guided experience of digging in the Mygott-Moore Quarry. (Contact Dinosaur Journey in Fruita at www.museumofwesternco.com, 970-858-7282.) When frontline staff and volunteers and staff around the byway were asked what disappointed travelers, most replied, “They want to know where they can actually dig themselves.” Identify other places or programs that offer hands-on digs.

Douglas Pass Pull-off (between Fruita and Rangely, CO)

- Work with the Colorado Department of Transportation (CDOT) to transform this undeveloped pull-off into an interpretive site. The view is extraordinary and the parking lot spacious. This would be an ideal location for traveler orientation, a place to present a full map of the byway and to introduce the overarching story that ties together the many museums, quarries and trails.

Rangely, CO

- Kenny Reservoir. Move the directional sign closer to Highway 139, or add a pre-notification sign for traffic coming from the south.
- Rangely Museum. Although the museum has a standard *museum* highway sign, it needs a pre-notification sign from CDOT. The museum itself should add signage at the entrance gate. The assessment team believed that it was a private residence and did not enter, continuing into town to look for a museum.
- At the BLM turnoff south of town, replace two interpretive panels (see page 20.) One is washed out, the other damaged and the landscape needs maintenance.

Dinosaur, CO

- Install new directional signage at the intersection of US Highway 40 and 139 to identify all locations within the Dinosaur National Monument that travelers can visit. Work with the National Park Service leadership and CDOT Regional Office to specify for travelers exactly how many NPS facilities lie in each direction. Our assessment team wanted signage to indicate exactly where the Monument is located, the number of NPS Visitor Centers within the Monument, the purpose of the NPS visitor center on the Colorado side, and whether the Jensen Quarry in Utah is in fact the limit of the Monument, or if is a larger NPS territory to explore.
- Install signage that indicates the Colorado Welcome Center is an official state-run center for travel information. This state facility was closed when the assessment team visited, and the members were puzzled by the unofficial-looking sign clustered with other signs across the highway (see page 13).

Vernal, UT

- Add directional signage inside the city limits for Uintah County Western Heritage Museum and for the Red Fleet Trackway, which is located north of town.

Financial Resources

Source	Description	Funding
Rural Business Development Grant www.rd.usda.gov/programs-services/rural-business-development-grants	RBDG is a competitive grant designed to support targeted technical assistance, and training Projects in rural areas may include: <ul style="list-style-type: none"> •Training and technical assistance such as project planning •Acquisition or development of land, easements, or rights of way •Rural transportation improvement 	Grants of \$10,000 up to \$500,000 for rural projects
USDA Community Development Grants www.rd.usda.gov/programs-services/rural-community-development-initiative-grants	This program provides funding to help community development organizations support community and economic development projects in rural areas.	\$ Varies
The Conservation Alliance www.comservationalliance.com/grants	The Conservation Alliance is a group of outdoor businesses that supports efforts to protect specific wild places for their habitat and recreation values. Grant Criteria: <ol style="list-style-type: none"> 1. The project should seek to secure permanent protection of a specific wild land or waterway for its habitat and recreational values. 2. The campaign should engage grassroots citizen action in support of the conservation effort. Before applying for funding, an organization must first be nominated by one of the member companies, which will then send each nominated organization an RFP instructing them how to submit a full request. 	The Conservation Alliance conducts two funding cycles annually, deadlines are Nov 1 st & May 1 st \$ Varies
National Park Service (NPS) www.nps.gov/rtca Alan Ragins 303-969-2855	The Rivers, Trails and Conservation Assistance (RTCA) program works with local communities in outdoor recreation and natural resource conservation projects (interpretive signage can be included). Technical assistance provided. No cash awards.	Applications to Intermountain Region due June 30. 12795 W. Alameda Parkway, Lakewood, CO 80225-0287
Tom's of Maine 50 States for Good Tomsofmainestore.com	Tom's of Maine 50 States for Good is a national initiative to support the goodness behind grassroots community projects. Project applications will be accepted from nonprofit 501(c)(3) organizations, for funding requests related to community events, project or program support.	Six organizations will share \$150,000, including one that will be awarded \$50,000

Source	Description	Funding
Patagonia Environmental Grants Program www.patagonia.com/environmental-grants-and-support.html	Patagonia funds only environmental work. Multi-pronged campaigns to preserve and protect the environment	Accept one proposal per fiscal year (May 1 st - April 30 th). Grants up to \$12,000
The Pew Charitable Trusts www.pewtrusts.org/program_investments_procedure.aspx	Arts, Culture, Environment. The Pew Charitable Trust's mission is to invigorate civic life by encouraging strong communities.	\$ Varies Letter of Inquiry Processing, One Commerce Square, 2005 Market Street, Suite 1700, Philadelphia, PA, 19103-7077
The David & Lucile Packard Foundation www.packard.org/	The Foundation has a longstanding commitment to land conservation in the American West	\$ Varies
The Lawrence Foundation General Grants www.thelawrencefoundation.org/about/fact.php	Environmental and human services and other causes. Moving towards making more multi-year program and operating grants.	Grants are awarded twice a year, grant applications are due by April 30 th and November 1 st
Great Outdoor Colorado www.goco.org	GOCO-funded projects increase outdoor recreation opportunities in Colorado, preserve open spaces, protect and manage wildlife, and enhance state parks. It funds planning grants and habitat restoration	\$ Varies
Colorado State Trails Grant cpw.state.co.us/	Colorado Parks and Wildlife (CPW) Trails Program administers grants for trail-related projects on an annual basis	Trails application due Nov 1 st
Colorado Department of Local Affairs www.colorado.gov/pacific	Includes Rural Economic Development Initiative (REDI) Grants (www.colorado.gov/pacific/dola/rural-economic-development-initiative)	\$ Varies

APPENDIX

Byway notes and observations from the Wayfinding Assessment Teams during their tour on the Dinosaur Diamond Scenic and Historic Byway on December 1 & 2, 2015.

Vernal, UT to Fruita, CO Team - OBSERVATIONS

Volunteer, Bill Crawford – Engineer, Driver (Vernal, UT to Fruita, CO)

- Did not find a physical map you could take with you anywhere along the byway
- Maps were hard to find
- There was a map of the Quarry for the Dinosaur National Monument Park itself
- There were excellent directional sign to Dinosaur National Monument Visitor Center & Quarry
- There were adequate directional signs for Vernal, Utah, Utah Welcome Center, and Kenny Reservoir
- No directional signs were found to Uintah County Western Heritage Museum, Dinosaur Monument (East Entry), or the Rangely Museum
- There were interpretive signs for Dinosaur National Monument Visitor Center and Quarry
- There were no interpretive signs for Uintah County Western Heritage Museum
- The Dinosaur Diamond Scenic Byway was a wonderful tour
- We did not stop at the Dinosaur National Monument Visitor Center and Quarry but it looked good from the overlook
- The Colorado State visitor Center was closed
- We saw the Kenny Reservoir when heading north into Rangely
- Utah Field House of Natural History, wonderful tour, fantastic helpful tour guides
- Red Fleet Dinosaur Trackway, not sure
- Dinosaur Nat'l Monument Visitor Center and Quarry, we did not stop, but it looked good (overlook Great White on brown sign
- Colorado State Visitor Center (Dinosaur) was closed
- Kenny Reservoir, Saw it when heading north into Rangely
- In Fruita, Kokopelli Bicycle Trail System – Took exit, found no Kokopelli sign
- Trail Through Time (Mygott-Moore Dinosaur Quarry) – sign on highway doesn't mention Quarry
- Missed sign to Dinosaur Quarry on Utah side
- Sign on I-70 at Exit 19, Dinosaur Journey Rabbit Valley (What is this?)
- I would like to have a brochure that lists the locations of all of the museums in the region (Price, Vernal, Rangely, Moab, and Fruita)
- Road on Douglas Pass is shaky
- Utah Hwy 40 is in excellent shape, smooth with rumble strips on center line and shoulder
- Did not see first sign on Hwy 139 heading north until about 1 ½ miles on the byway
- Signs on the Utah side were harder to identify
- Traveler services available at Bedrock Depot in Dinosaur
- Discussed rafting and hiking

- We saw one interpretative information facility on the Utah side before Colorado state line, but we did not have time to stop. It looked like a well-done facility from the road
- Top attractions on the Byway: 1.) NPS Dinosaur Quarry, 2.) Utah Field House
- Byway unique qualities: Paleontology and Geology – the quarry and the museums
- The Scenery is fantastic, needed more time to explore this unique quality of the Byway
- Would like to see geology markers, indicating age and type of formation

“Not many traveler services out there until you reach a town, but that is a plus, you don’t want to see anything (except scenery).”

-Bill Crawford, Engineer, Wayfinding Assessment Team

Volunteer, Dahna Raugh – City of Fruita, Front Passenger (Vernal, UT to Fruita, CO)

- No online resources were used due to unavailability of service (I did not research ahead of time)
- To research or navigate the byway: we used mostly maps and signs; no cell service
- A physical map was found at the Dinosaur National Monument (but they only had one copy, so they wouldn’t let me have it). I had other maps, but not the good Dinosaur Diamond Map
- Directional sign were excellent to Dinosaur National Monument Visitor Center and Utah Welcome Center
- Directional signs were adequate for Vernal, UT; Jensen, UT; Dinosaur National Monument Quarry; Dinosaur, CO; Colorado State Visitor Center; Rangely, CO and Grand Junction, CO
- There were not enough directional signs to Rangely Museum, Canyon Pintado Nat’l Historic District, and Kokopelli Bicycle Trail System
- No directional signs were found for Uintah county Western Heritage Museum, Red Fleet Dinosaur Trackway, Dinosaur Monument (East Entry), Rangely Museum, Kenny Reservoir, and Dry Mesa Quarry
- There were interpretive signs at a scenic overlook at Dinosaur National Monument
- When trying to locate Rangely Museum: “Was that it or was that a hotel? Oh, I see the little brown sign now, but that didn’t look like a museum. Maybe it does when there isn’t snow on the ground”
- Dry Mesa Quarry – Never heard of it, and I’ve lived in Grand Valley 15 plus years
- Dinosaur Diamond should have a dinosaur and a diamond on the signs. A flower and a USA symbol were hard to figure out at first
- The goofy and fun silly dinosaurs in Fruita, Rangely, Jensen, and Vernal helped
- Saw Uintah County Western Heritage Museum only mentioned on a map at the hotel
- Red Fleet Dinosaur Trackway – where? (nothing?)
- Dinosaur Nat’l Monument Visitor Center & Quarry – big brown sign; I had no problem seeing the brown signs, but some confusion about location of Dinosaur Nat’l Monument
- Colorado State Visitor Center (Dinosaur, CO) – the on-site sign helps
- Dinosaur Monument – We didn’t go on the east entry “spur”. The “spur” at 40/139 isn’t on the map. Signs out there don’t explain the spur. I thought it was a loop, how can it go 3 ways? Oh! A spur!”
- Rangely Museum - “Was that it or was that a hotel? Oh, I see the little brown sign now, but that didn’t look like a museum. Maybe it does when there isn’t snow on the ground.”

- Kenny Reservoir – “Huh?”
- Colorado Welcome Center, Fruita – good signs on I-70, but Byway is Hwy 6 & 50 and no signs, or few on Hwy 6 & 50
- Colorado Nat’l Monument & Visitor Center – good signs on I-70
- Museum of Western Colorado: Dinosaur Journey Museum – good signs on I-70, but Byway is Hwy 6 & 50 and no signs, or few on Hwy 6 & 50
- Kokopelli Bicycle Trail System is at 13g and I-70, not on Byway
- In Dinosaur, Colorado signs show Dinosaur Diamond Byway in two directions - which way to go? A map would have helped
- Utah signs are hard to figure out (too busy, bad font, too small font)
- The National Scenic Byway symbol lends some consistency
- Is there anyway to do unique signs for each byway, even if it crosses state lines?
- Hwy 139 at Douglas Pass is a bit rough and is a safety concern
- Some areas that seem to be natural stopping spots (Colorado Welcome sign, for example) do not have a safe spot to stop
- No sense of arrival and departure where you enter or exit the byway. But we weren’t on the Dinosaur Diamond Byway to see if there is something that signal arrival or departure
- An intersection or town acted like a gateway because there isn’t much else out there on this byway
- Lack of traveler services seems to be as expected in such a rural area
- Adventurous travelers may find traveler services adequate, especially if they stop at places like Bedrock Depot in Dinosaur – pleasant surprise
- People wanting national food chains (like McDonald’s) will find traveler services inadequate
- It depends on how far you travel in one day. If it takes you 2 days to get from Fruita to Verna, then traveler services is slim pickin’s
- Recreation opportunities include rafting, hiking, historic sites, museums
- National history and people history (petroglyphs and pioneers) emerged in the interpretative information found along the byway
- Questions about the region can be answered with interpretation information Some questions still have no answers, so science continues. Some of the answers were wrong
- Top attractions along the Byway: 1) Dinosaur Nat’l Monument, 2) Interesting hikes along the way, and 3) Fruita, CO

“Unique qualities of this Byway include fantastic views of miles and miles, of miles and miles. Other unique qualities are tour of tiny towns and dinosaurs!”

-Dahna Rough, City of Fruita, Wayfinding Assessment Team

Hepler, UT to Fruita, CO Team - OBSERVATIONS

Volunteer, Kelli Hepler – Delta County Tourism, Front Passenger (Helper, UT to Fruita, CO)

- The following online resources were used: Webpage specific to the byway, a map, and a route description and travel distance
- The following resources were used to research or navigate the byway: BLM, CTO, Colorado Byways, Google, and visitor centers

- A physical map was found at visitor centers and Western Mining Museum
- Directional signs were excellent to Western Mining and Railroad Museum, College of Eastern Utah Prehistoric Museum, Dan O’Laurie Museum of Moab, Moab Information Center, and Museum of Western Colorado: Dinosaur Journey Museum
- Directional signs were adequate for Helper, UT; Nine-Mile Canyon, John Wesley Powell River History Museum, Arches National Park, Potash Road Petroglyphs, Trail Through Time (Mygott-Moore Dinosaur Quarry), and Colorado National Monument and Visitor Center
- There were not enough directional signs for Cleveland-Lloyd Dinosaur Quarry and Carbon County Visitor Center
- No directional signs were found for Sego Canyon, and Copper Ridge Dinosaur Trackway
- There were interpretive signs for Western Mining and Railroad Museum; Helper, Utah, Park on Main Street; College of Eastern Utah Prehistoric Museum; Cleveland-Lloyd Dinosaur Quarry; John Wesley Powell River History Museum, and Trail Through Time (Mygott-Moore Dinosaur Quarry)
- There were no interpretive signs for Sego Canyon and Copper Ridge Dinosaur Trackway
- Western Mining and Railroad Museum nicely done
- Interpretive panels at Helper, UT Park on Main Street are hard to read, need to be updated and replaced
- John Wesley Powell River History Museum interpretation at museum outside great
- Note: Mill Canyon Dinosaur Trail is only Mill Canyon Trail, nothing about dinosaurs on sign, needs pre-notification
- Trail Through Time (Mygott-Moore Dinosaur Quarry) No mention of quarry
- Museum of Western Colorado: Dinosaur Journey Museum, sign not far enough ahead
- Not clear when we were meant to turn to stay on the byway (made navigation difficult)
- Distances between places on the signs would be nice
- A graphic for the byway sign to go with the font would make it easier to recognize
- Only the 5-way intersection felt a little odd and was a safety concern
- There wasn’t good gateway orientation, not clear when you entered or exited the byway
- Traveler services were sparse on some sections, but there was enough of all to suit typical travelers, and plenty of rest areas
- Recreation opportunities that appear along the byway: bike trails noted, ATV, rafting, hiking, camping, rock climbing, and horseback riding
- Themes that emerged in the interpretive information along the byway include: Dinosaurs, rock art, geology, natives, early river exploration
- Top attractions on this byway: 1) Cleveland-Lloyd, 2) John Wesley & 9-mile Canyon, and 3) The Frontliners were a great asset
- College of Eastern Utah Prehistoric Museum, needs Dinosaur Diamond brochures/maps in Museum
- Carbon County Visitor Center, Price, UT – Very hard to find
- Potash Road Petroglyphs – no Dinosaur Diamond signs

“Unique qualities that makes this Byway special: Variety and density of dinosaurs, amazing rock art, and the locals who provided interpretation and information were highly valuable.”

-Kelli Hepler, Delta County Tourism, Wayfinding Assessment Team

Volunteer, Naomi Legere – Rangely Museum, Backseat (Helper, UT to Fruita, CO)

- Purposely didn't look online, I wanted to see if signs provided information
- Signs only were used to research or navigate the byway
- A physical map was found at the Carbon County Office of Tourism
- Directional sign were excellent to Nine-Mile Canyon and Moab Information Center
- Directional signs were adequate for Western Mining and Railroad Museum, Price, UT, Green River, UT, John Wesley Powell River History Museum
- There were not enough directional signs for Helper, Cleveland-Lloyd Dinosaur Quarry, Carbon County Visitor Center, Arches National park, and Trail Through Time
- No directional signs were found for Museum of the San Rafael, Sego Canyon, Copper Ridge Dinosaur Trackway, Mill Canyon Dinosaur Trail, Moab Giant Museum, Potash Road Petroglyphs, Dan O'Laurie Museum of Moab, Kokopelli bicycle Trail System and Dinosaur Hill trail
- There were interpretive signs at Helper, Utah Park on Main Street, and John Wesley Powell River History Museum
- There were no interpretive signs at Western Mining & Railroad Museum, Price, College of Eastern Utah Prehistoric Museum, Nine-Mile Canyon, Cleveland-Lloyd Dinosaur Quarry, Museum of the San Rafael, Carbon County Visitor Center, Green River, UT, Sego Canyon, Copper Ridge Dinosaur Trackway, Mill Canyon Dinosaur Trail, Moab Giant Museum, Arches National Park, Potash Road Petroglyphs, Dan O'Laurie Museum of Moab, Moab Information Center, Kokopelli Bicycle Trail System, Trail Through Time (Mygott-Moore Dinosaur Quarry), and Dinosaur Hill Trail
- No Dinosaur Diamond (DD) sign going to Rangely from I-70.
- First sign near Exit 11, "Mark" has sign flower on it. Had no idea it was for DD and it was blue – odd. Why not use a blue scenic byway sign?
- Memorial signs on Hwy are bigger (easier to read)
- Moab Museum - \$10 million private museum in Moab. Guy from Poland built it. Outdoor exhibits and high tech stuff. What kind of dinosaurs can we see there?
- Idea: Put information billboards in desert areas with dinosaur stuff on it. What kind of dinosaurs lived there, smallest dinosaur, etc.? Did dinosaurs eat snakes?
- Missed 2 more signs near mile marker 231
- This is an All American Byway – not national or state. Does this give more access to funding?
- Exit 214 – see a sign, still can't read it. This sign had a star on it. Doesn't say Dinosaur Diamond at all.
- Suggestion: Design a dinosaur footprint on Dinosaur Diamond for the Scenic Byway sign
- Tungsten Springs – Look up. Petroglyphs – 5 Indian Tribes
- Burma shave type ads
- Look up Escarpment – Book cliffs are that
- I wondered how long did it take for a wagon to get from one city to another?
- Freemont Museum, Ext 182 Barkly saw DD sign attached to sign; no arrows indicating as to which way to go
- Where is River History Museum?

- This year governor's push on bicycle travel
- Outdated website the last entry on website is 2005 (Did website in layers of mountain, most dinosaurs found in Morris Layer-dark layer)
- Turning Exit 157, itty-bitty sign. If you didn't have a map you wouldn't know where the byway goes
- Hwy 191 sign had one sign on it
- Just passed exit for ULA Canyon – still not signs
- City manager Rich wanted to close/move Visitors Center
- Keep missing signs – They need to be pointed out all the time
- Nine Mile Canyon – 9 miles petroglyphs
- USU Prehistoric Museum sign, very good, large signs, big billboard
- Sign as you leave town
- Mining/Railroad Museum sign before Helper, UT
- Nine-mile Canyon is actually 40 miles long, and not on the map
 - o 4 wheeling, camping, BLM/Private can't publish private property sites (1,000s of sites)
- AUAD's in Grand Junction is selling off her Car Museum, closing on the 18th
- Energy Loop Byway (currently embarrassing)
- Jim Boyd, Director of Museum, Butch Cassidy Jail, Dino tracks on ceiling in mine
- Mining Museum, 1351 killed in Carbon County, UT from 1900 – Present; 29 mines at different times; Spring Canyon, 7 miles had 6 coal camps; high quality coal being shipped to China, where they have dirty coal; \$100 million profit last year – coal stay open enormous coal reserves; and 2 active mines – 600 workers
- Year of Chinese Tourist – from Utah governor; tour bus Dinosaur Diamond; 4 day tour, 400 miles; shooting range (Love guns); and photography
- Cleveland Lloyd Dinosaur Quarry; Malcolm Lloyd; Princeton ('39-"41) summers digging; UDAQ, University of Utah, Geology ('60-"64); Coop Dinosaur Dig (1960); 12,000 bones out of there; Unsolved mystery – don't know how formed; 9-14 different species; what attracts all these different species to small spot (100 ft. X 100 ft.); University of Utah late 20's; No record of who found it; National Natural Landmark – BLM; no budget for interpretation; Possible become a National monument; Mike – '98 got BLM; '99 taken to Mtg 2000 + on DD; Didn't see sign from Hwy 10
- Bad 5-way sign
- Blew by Dinosaur sign
- Visitor Center in Elmo, Utah
- Nine Mile Canyon sign not designated Byway, not on map, mentioned on Rack Card (not on map on card)
- Put interpretive signage at rest areas (suggestion)
- Needs signage with more warning before must turn and no direction on what should do
- Plenty of room for information panels at rest area
- Current sign about railroad

"To and from Cleveland-Lloyd Quarry was scary and unmarked. I would have turned around. Felt very alone on the road to Cleveland-Lloyd Quarry. Would not want to breakdown."

-Naomi Legere, Rangely Museum, Wayfinding Assessment Team

- Byway sign going to I-70 was last of 5 signs, no time to read
- John Wesley Museum sign into Grand Junction is big
- No Dinosaur Diamond sign when take this exit
- John W. Museum; Tesla charging station
- Had Spanish Legacy, Padres, and Conquistadors; not very kid friendly
- Can't see Byway sign on Exit 182, S Hwy 191 (Crescent junction Moab)
- Good time to go through Arches National Park
- "Indian writing" doesn't tell me there are petroglyphs there (change terminology)
- Road to Sisco, Hwy 128; one Dinosaur Diamond sign at beginning
- Could rarely tell we were actually on the byway. Had to turn around near Moab
- I had no idea how big/scope of byway without location on a map. No room for just "jumping on it and checking it out." Had to have a plan
- No cell service going to Cisco was a safety concern
- End of state maintenance road to Cisco with sign was also a safety concern
- Had no idea when or where I entered byway. Just (barely) saw signs that I was on it, and that was only because they were pointed out to me to look for them
- Learned about 2 great places to eat. Big Don's Pizza and Grogg's (in Helper and Price)
- Wanted to hike and check out ghost towns
- I didn't look at any maps for recreational opportunities. Only thing I saw was a jeep on a mountain for rock crawling
- I know there is ATV recreation, but I was trying to "jump on" and find stuff. Couldn't find anything (recreational opportunities that appear on signs, brochures, maps, etc. along the byway)
- I have a gazillion questions. There was no information
- Two broken interpretative information signs gave outdated information
- Top attractions on this byway: 1) Moab Museum/River Rafting, 2) Cleveland-Lloyd Quarry, and 3) Helper Art Community/Ghost Towns

"There are a variety of unique qualities on this Byway but you have to know what to look for; otherwise, you will pass by it all without looking. You can't just go on the byway for a day trip spontaneously."

-Naomi Legere, Rangely Museum, Wayfinding Assessment Team

Volunteer, Katharina Morrison – Grand Junction VCB, Backseat (Helper, UT to Fruita, CO)

- The following online resources were used: Webpage and a map. The link on a website was not available
- I personally did not use any Internet resources. However, a member of our group used a GPS and an iPad to look at a map. Website is outdated and links don't work.
- Physical map was found at Helper Mining Museum and Castle County Visitor Center
- Directional sign were excellent to John Wesley Powell River History Museum, Arches National Park, and Colorado National Monument and Visitor Center
- Directional signs were adequate for Helper, Western Mining & Railroad Museum, Interpretive Panels at Park on Main Street, Price, Nine-Mile Canyon, Potash Road

- Petroglyphs, Dan O’Laurie Museum of Moab, Moab Information Center, and Trail Through Time (Mygott-Moore Dinosaur Quarry)
- There were not enough directional signs for Cleveland-Lloyd Dinosaur Quarry, Colorado National Monument Visitor Center, and Museum of Western Colorado: Dinosaur Journey Museum
 - No directional signs were found for College of Eastern Utah Prehistoric Museum, Museum of the San Rafael, Carbon County visitor Center, Copper Ridge Dinosaur Trackway, Mill Canyon Dinosaur Trail, Moab Giant Museum, and Kokopelli Bicycle Trail System
 - There were interpretive signs for Western Mining & Railroad Museum, Interpretive Panels at Park on Main Street, College of Eastern Utah Prehistoric Museum, Cleveland-Lloyd Dinosaur Quarry, John Wesley Powell River History Museum, Arches National Park, and Moab Information Center
 - There were no interpretive signs for Carbon County Visitor Center, Segoe Canyon
 - Interpretive panel at Helper, UT Park on Main Street: Signs need to be replaced, hard to read
 - Need Dinosaur Diamond brochures and maps in museums
 - Carbon County Visitor Center is very hard to find
 - John Wesley Powell River History Museum is excellent
 - At Mill Canyon Dinosaur Trail - sign for Mill Creek but nothing about dinosaurs
 - Moab Giant Museum not open
 - No dinosaur Diamond signs at Potash Road Petroglyphs
 - No Kokopelli sign
 - Trail Through Time sign on highway doesn’t mention quarry
 - Dinosaur Diamond website is outdated, last events posted are from 2005
 - Logo on Dinosaur Diamond website doesn’t match image on website
 - Dinosaur Diamond website is outdated. Last events posted are from 2005
 - Logo on website doesn’t match image on website
 - Navigation became difficult because signage is inconsistent
 - I hardly saw any byway signs in Utah
 - The Dinosaur Diamond signs are too small and need a dinosaur or dinosaur footprint on it, a symbol that can easily be recognized
 - Many times the (navigation) signs were right at the exit and it was not clear if we needed to exit (no arrow) or continue on
 - Signs need to be placed ahead of exit (pre-notification)
 - I never felt unsafe or in danger
 - Visitors from large cities or driving fancy cars might want to know that they have to drive on a gravel road in order to get to Cleveland-Lloyd Dinosaur Quarry
 - We could not get directions to the Cleveland-Lloyd Dinosaur Quarry by GPS or Google maps
 - No gateway orientation, it was hard to tell when, or if you were still on the byway
 - There wasn’t an interpretive sign anywhere announcing a start or end of the byway
 - I felt the rest areas were plenty and nicely spread out
 - All the towns had adequate lodging, restaurants and gas stations
 - Signage from Price to Cleveland-Lloyd Quarry was almost non-existent. There were some intersections where it was unclear how to continue. There should be signs stating mileage. Maybe smaller BLM signs with a dinosaur foot print, so visitors know they are on the right track

“It would be important to list travel times and mileage, as well as gas stations so visitors and foreign travelers know to fill their tanks before long sections of highways without services. Tesla stations should also be list.”

-Katharina Morrison, Wayfinding Assessment Team

Volunteer, Asha Burgess – Never Ever, Backseater (Helper, UT to Fruita, CO)

- The following online resources were used: A map, route description and approximate travel time. No webpage specific to the byway was used
- The following resources were used to research or navigate the byway: Google search
- A physical map was found at the Cleveland-Lloyd Dinosaur Quarry and Western Mining & Railroad Museum
- Directional signs were adequate for Moab, UT, Arches National Park, and Fruita, CO
- There were not enough directional signs Helper, UT, Interpretive Panels at Park on Main Street, Price, UT, College of Eastern Utah Prehistoric Museum, Nine-Mile Canyon, Cleveland-Lloyd Dinosaur Quarry, Carbon County Visitor Center, Green River, UT, John Wesley Powell River History Museum, Mill Canyon Dinosaur Trail, Moab Giant Museum, Potash Road Petroglyphs, Dan O’Laurie Museum of Moab, Moab Information Center, Kokopelli Bicycle Trail System, Trail Through Time (Mygott-Moore Dinosaur Quarry), Dinosaur Hill Trail, Fruita Paleo Area Trail (McInnis Canyons National Conservation Area), Colorado National Monument and Visitor Center, Museum of Western Colorado: Dinosaur Journey Museum
- No directional signs were found for Museum of the San Rafael, Sejo Canyon, and Copper Ridge Dinosaur Trackway
- There were interpretive signs for at Helper, UT Park on Main Street, College of Eastern Utah Prehistoric Museum, John Wesley Powell River History Museum, Arches National Park, Dan O’Laurie Museum of Moab, Moab Information Center, Kokopelli Bicycle Trail System, Trail Through Time (Mygott-Moore Dinosaur Quarry), Colorado National Monument and Visitor Center, and Museum of Western Colorado: Dinosaur Journey Museum
- There were no interpretive signs for Helper, UT, Price, UT, ClevelandLloyd dinosaur Quarry, Green River, UT, Sejo Canyon, Moab, UT, Copper Ridge Dinosaur Trackway, Mill Canyon dinosaur Trail, Moab Giant Museum, Potash Road Petroglyphs, and Fruita, CO
- There are not enough signs to let people know where they are on the byway
- Lack of listing the difficulty and giving people the heads up of needs for the trip are a safety concern
- Spotted plenty of signs however, updating gateway orientation signs and their locations is needed
- Traveler services are somewhat good, could be better
- Need better signs to communicate availability of traveler services
- Why mention seeing dinosaur tracks on the roof of a mine and not showing people?
- Many themes emerge along the byway: dinosaurs, uranium, outlaws, the ol west
- Making sure the people who give presentations have the knowledge and tools to help visitors understand the importance of the byway
- Top attractions on this byway: 1) Cleveland-Lloyd Dino Quarry, 2) College of Eastern UT Prehistoric Museum, and 3) Nine-Mile Canyon

"This Byway's unique qualities are: people are still making discoveries on the byway and the history is rich."

-Asha Burgess, Wayfinding Assessment Team

Jon Schler's Notes

- Need to redo and update D.D. Brochures and Website. (Most materials are more than 8 years old+ and supplies are gone.)
- Need to add new sites, like Paleo Safari Moab Giants and pictographs sites to Marketing materials and reworked website.
- Many of the D.D. Signs need to be replaced, Signs are faded, cracked, damaged and a few are destroyed along the byway. Also several BLM interpretive sign are faded or damaged and need to be updated.
- At certain sites that are on BLM and Government managed land; there is a need for better Directional and Road Condition signage.
- There is a need along the whole D.D. Byway for Wi-Fi hot spots.
- It will be important to keep marketing and promotional professionals for each region of the D.D. Byway involved in the working group, as well as the dinosaur/pictographs professionals.
- Maybe look at D.D. as 3-4 regions not just two states and develop full Day Itineraries for each region.
- There is a need to cross-market sites and the "one of a kind" exhibits and sites in other locations along D.D. Byway.
- Look at increasing promotion of the "Dig Sites for kids and families." (Existing program like Dinosaur Journey's in Fruita. Rangely is interested in starting a program.)
- Look at developing FAM Tours of byway to National Magazines (Sunset and other Travel magazines.)
- Look into off-season tours of "behind the ropes" close up tours of digs sites and museums archives. (Bus Tours)