

# A Framework for Wayshowing:

## *Grand Mesa National Scenic Byway*

Mesa and Delta Counties  
Colorado



June 2013

## Acknowledgments

This plan would not have been possible without the contributions of the Board of Directors of the Grand Mesa National Scenic Byway, Bill Miller, Kelli Hepler, Dottie Whitlock, Pat Means, Hank Lohmeyer, Chris Miller, Klyynn Wilson, Roxie Morris, Bob Marshall, Les Mergelman.

The project was designed using concepts based on the work of David Dahlquist and the America's Byways® Resource Center.

Appreciation is also extended to the participants of the Grand Mesa National Scenic Byway Wayfinding Assessment Team who donated their time to spend a day behind the wheel. Thanks to Front Seaters: Janet Shipman and Aaron Koch (first time visitors to the Grand Mesa)  
Back Seaters: Vicky Nash (Resort Trends), Bill Crawford (CO Department of Transportation).

Special thanks to Lenore Bates, Scenic Byways Program Coordinator, Colorado Department of Transportation for her guidance throughout the project.

**Document Produced By:**

Walden Mills Group  
Judy Walden, President  
Sally Pearce

June 2013

**Table of Contents**

Executive Summary.....4

Introduction.....6

Keys to Effective Wayshowing.....6

Wayshowing Components.....7

History of Wayfinding Development on Grand Mesa .....7

Grand Mesa Wayfinding Assessment.....9

Summary of Key Observations from the Assessment Teams.....10

Recommendations and Action Plan.....12

Partnerships and Financial Resources .....13

Appendix.....15

## Executive Summary

Wayshowing is a collection of maps, signs and electronic media that have been developed to aid travelers in their journey. A system of such information is critical to help travelers successfully choose a destination and plan their itinerary as well as to help them navigate once they arrive. As such, efforts to enhance a regional tourism economy must consider the strengths and deficiencies of existing wayshowing elements located along the full length of a byway corridor. The plan that follows assesses the current elements of the wayshowing system that exists throughout the Grand Mesa National Scenic Byway, designated as one of 11 America's Byways® in Colorado and 150 across the nation.

Utilizing a "front-seat back-seat" approach, travelers unfamiliar with the area took to the road with a list of significant historical, cultural and recreational sites to locate. Neophytes in the front seat searched for signs, used digital devices, studied maps and ask for directions. Meanwhile, transportation and tourism specialists in the back seat recorded the navigational challenges of those "new to the byway" travelers in the front. This four person team set out to assess the wayfinding system on the Grand Mesa National Scenic Byway.

An analysis of this formal assessment exercise combined with the input of local officials, transportation, and tourism specialists resulted in recommendations that can improve the ease of navigation for visitors and better capitalize on the potential for increasing travel-related revenues for the communities along the byway.

Recommendations include:

- A. Address the informational needs of visitors who are traveling the byway without the official brochure by integrating information into regional marketing pieces produced by other organizations. The Assessment Team began their tour at the Grand Junction Visitor Center where they picked up a variety of regional maps and brochures and conversed with Center volunteers. They neither found nor were offered the official Grand Mesa Byway brochure.
- B. Feature prominently sources of up-to-the minute weather and road conditions, as seasonality dictates what experiences are available. This byway, at an elevation of over 10,000 feet above sea level, offers distinctively different activities in winter and summer. The assessment team traveled in mid June and two of the major attractions located on the Lands End Road were not accessible due to snow.
- C. Clearly mark all trailheads and their associated facilities. For example, the assessment team did not see a sign to the Summit Trailhead and was not aware of available restrooms. Work with the US Forest Service to ensure all scenic overlooks and trailheads are marked appropriately.
- D. Clarify the location of Jumbo Reservoir and specify what activities are available. Install signage to avoid confusion with West Bench Trailhead.
- E. Install adequate Byway and pre-notification signage at the intersection of SH 92 and SH 65, an important intersection for travelers driving from Delta to Cedaredge.

- F. Install pre-notification signs at the Cedaredge Overlook.
- G. Establish a comprehensive signage program for the Pioneer Town Museum. The team did not understand the Pioneer Town Museum and Cedaredge Welcome Center were in the same location. The Cedaredge Welcome Center needs to clear branches from existing blue information sign and install a pre-notification sign.
- H. Increase visitor awareness of traveler services including food, lodging, gas and retail by integrating this information into interpretive materials.
- I. List the GPS location for the Grand Mesa Visitor Center on Google Maps and make sure the Center is also listed on the [www.colorado.com](http://www.colorado.com) website managed by the Colorado Tourism Office.
- J. Develop new applications for mobile devices to serve the growing number of travelers who depend on electronic information.
- K. Tout this byway's distinction as one of America's Byways® in all wayshowing materials.



Cross Country Skiing on the Grand Mesa

## 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 Grand Mesa National Scenic Byway in Mesa and Delta Counties. 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 Interstate 70, State Highways 65, 92 and the Lands End Road, and designation signage along the same 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

### 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.*

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: a cognitive map.

## Wayshowing Components

A successful wayshowing system includes multiple components that not only direct the traveler, but 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.

## History of Wayfinding Development on the Grand Mesa

The Grand Mesa National Scenic Byway was designated as a Colorado Scenic and Historic Byway in 1991 and as a US Forest Service National Scenic Byway in 1992. The byway received one of the highest levels of designation in the country in 1996 as a National Scenic Byway, by the US Secretary of Transportation.

*National Scenic Byways*, which fall under the umbrella of America's Byways® along with *All-American Roads*, are considered regionally significant. To be designated as a National Scenic Byway, a road must possess at least one of the six intrinsic qualities. The significance of the features contributing to the distinctive characteristics of the corridor's intrinsic qualities must be recognized throughout a multi-state region.

The byway uses the directional signage with the State scenic byway logo (the Columbine sign) and the America's Byways logo. It is also designated as a US Forest Service National Scenic Byway but the US Forest Service agreed to use only the Columbine signs for directional purposes.

The Grand Mesa National Scenic Byway received funding from the National Scenic Byways Program, Federal Highway Administration in 1995 to develop a corridor management plan (CMP). The plan was completed in 1998 and included a comprehensive interpretive plan that outlined interpretive signage needs.

Construction of the Cedaredge Welcome Center was funded by a National Scenic Byway Program grant in 1992 and subsequent grants in 1996 and 1997 funded interpretive exhibits at the Welcome Center and also the Grand Mesa Visitor Center and the Lands End Observatory. Additional interpretive signage projects were funded in 2006 and 2007.

In partnership with the US Forest Service, a variety of trailhead projects were funded through the National Scenic Byways grant program. These included restrooms and changing room structures at the Summit Trailhead and West Bench Trailhead. Trails and interpretive signs were constructed at the Island Lake Overlook and the County Line Trailhead.



Orientation Sign in Plateau Canyon

On a regional scale, the Colorado Department of Transportation (CDOT) is responsible for signage along state highways throughout the area, including Interstate 70, State Highway 65 and 92. Mesa County is responsible for signage along the Lands End Road.

# Grand Mesa National Scenic Byway Wayfinding Assessment

Often the difficulty in providing effective wayshowing lies in understanding where travelers require assistance and in what form. Additionally, maps, signs, brochures and other media from multiple sources can often provide conflicting information. In June 2013 an on-the-road experiment was conducted along the Grand Mesa Scenic Byway to answer some of these questions. Specifically, the experiment sought to:

- Identify gaps in navigational clues for travelers by identifying points of certainty, and points of confusion; and
- Identify points of disconnect between what a traveler sees through the windshield and what they read from maps, brochures, mobile devices, web sites in their laps.

A list of significant historical, cultural, and recreational sites along the byway was developed for use during the Wayfinding Assessment. Many of these sites were identified by several members of the Grand Mesa Byway Committee at a meeting in April 2013. A signage assessment survey of Committee members was also conducted. Representatives were asked to list the top ten heritage, cultural, and/or recreational sites in their respective counties and provide an assessment of the existing directional signage. Approximately sixteen sites were chosen for the Wayfinding Assessment. The attractions and sites chosen for inclusion in this exercise appear in Table 1.

Table 1: Grand Mesa Wayfinding Assessment Route

<b>Grand Mesa Wayfinding Sites</b>	
1.	Plateau Creek Canyon Pullout
2.	Blink Coffee Shop
3.	Grand Mesa National Forest Entrance Pullout
4.	Mesa Lakes
5.	Crag Crest National Recreation Trail
6.	West Bench Trailhead
7.	Summit Trailhead
8.	Land O' Lakes Overlook
9.	Island Lake
10.	Grand Mesa Visitor Center
11.	Cedaredge Overlook
12.	Red Mountain Ranches
13.	Cedaredge Welcome Center
14.	Pioneer Town Museum
15.	Stoney Mesa Winery
16.	Cedaredge Golf Club

A four member team was 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.”

After 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 team is found in the Appendix.

## **Summary of Key Observations from the Assessment Team**

### **Navigational signs overview**

The team had trouble finding the trailheads (not sure if that is because of winter closures where signage is removed or if the signs just don’t do the job) some signs for hiking trails do exist but not consistently. In some places they saw Cross Country Ski symbols, a sign board with old information, and toilets but no navigational sign.

They noticed that a Nordic sign had been knocked down.

The team needed to secure a trail map before actually getting on the byway to successfully find trailheads.

From Delta to Cedaredge:

As you are heading out of town, no reassurance that Hwy 65 is coming up, stated 92

Did not see Scenic Byway sign or Grand Mesa signage (It was not prominent.)

The turn is pretty “rinky-dink,” didn’t look like a major turn.

Got on to I-70, no Plateau Creek Canyon signs, but spotted the beginning of Byway Sign

## Site specific navigational observations

*Plateau Creek Canyon Pullout* - No advance warning sign identifying pullout; No sign visible from the road; Could see interpretive displays as we drove by; turned back; Big map had no mileage scale;

Uncertain whether this was official start of byway

*Mesa Lakes* - Not clear how many lakes; Depicted on GPS but no label

*Land O' Lakes Overlook* - Trailhead but where is the overlook? No trail sign on eastbound direction; Not sure where to turn – appears to be Trailhead 713

*Island Lake* - Some indication that you are on a loop would be nice; No information on GPS other than Z Road

*Summit Trailhead* – no sign at trailhead

*Land O' Lakes Overlook* –no specific sign for the trailhead to overlook

*Cedaredge Overlook* – no sign; turned in and saw signs about mountain ridges, animals

*Red Mountain Ranches*- sign kind of sloping too much; sign to left hard to find; sign too far off the road

*Cedaredge Welcome Center* - Small sign to visitor information; Blue “visitor information” sign – both missed

*Stoney Mesa Winery* - Difficult to see the sign

*Cedaredge Golf Course* - The TODS sign was immediately preceding the intersection and we were traveling at the speed limit, too fast to turn. We turned around and came back.

## Interpretive signs overview

Interpretive signs – team said if they would never scan QR codes

Noticed a nice scenic overlook along the way that was not signed

Powderhorn – unclear if there are any summer activities

Noticed the elevation sign at Skyway – 10,800'

## Site specific interpretation signs

*Grand Mesa National Forest Entrance Pullout* - Two of the three maps show the boundary better than the other; Main map is confusing to where the boundary is located;

*Cedaredge Overlook* - Weren't sure until we pulled up to interpretive sign that this was the overlook; Unless you knew to look for this, you probably would not stop

*Craig Crest Recreational Trail* – Billboard had old cross country school info

## Inconsistencies in attraction identification: signs, printed materials such as maps and brochures, and mobile devices

*Land O' Lakes Overlook* – really a trailhead; sounds like an overlook

*West Bench Trailhead* – confused with Jumbo Reservoir; saw “Jumbo Reservoir” sign but no idea what this means

*Cedaredge Welcome Center/Pioneer Town Museum* – same location; didn't know this was at the same place as the Welcome Center

*Mesa Lakes Resort* – are there any public facilities? Can the public eat here?

*Grand Mesa Visitor Center* - Not on CTO map, not on GPS

*Cedaredge Welcome Center* - Asked for directions to winery – front desk staff had a hard time explaining

*Cedaredge Golf Club* - GPS says Deer Creek Village Golf Club



## Recommendations and Action Plan

An analysis of this formal assessment exercise combined with the input of local officials, transportation and tourism specialists resulted in recommendations that can improve the ease of navigation for visitors and better capitalize on the potential for increasing travel-related revenues for the communities along the byway.

This document recommends the following:

- A. Address the informational needs of visitors who are traveling the byway without the official brochure by integrating information into regional marketing pieces produced by other organizations. The Assessment Team began their tour at the Grand Junction Visitor Center where they picked up a variety of regional maps and brochures and conversed with Center volunteers. They neither found nor were offered the official Grand Mesa Byway brochure.
- B. Feature prominently sources of up-to-the minute weather and road conditions, as seasonality dictates what experiences are available. This byway, at an elevation of over 10,000 feet above sea level, offers distinctively different activities in winter and summer. The assessment team traveled in mid June and two of the major attractions located on the Lands End Road were not accessible due to snow.



Snow banks at the Grand Mesa Visitor Center, May 1995

- A. Clearly mark all trailheads and their associated facilities. For example, the assessment team did not see a sign to the Summit Trailhead and was not aware of available restrooms. Work with the US Forest Service to ensure all scenic overlooks and trailheads are marked appropriately.
- B. Clarify the location of Jumbo Reservoir and specify what activities are available. Install signage to avoid confusion with West Bench Trailhead.
- C. Install adequate Byway and pre-notification signage at the intersection of SH 92 and SH 65, an important intersection for travelers driving from Delta to Cedaredge.

- D. Install pre-notification signs at the Cedaredge Overlook.
- E. Establish a comprehensive signage program for the Pioneer Town Museum. The team did not understand the Pioneer Town Museum and Cedaredge Welcome Center were in the same location. The Cedaredge Welcome Center needs to clear branches from existing blue information sign and install a pre-notification sign.
- F. Increase visitor awareness of traveler services including food, lodging, gas and retail by integrating this information into interpretive materials.
- G. List the GPS location for the Grand Mesa Visitor Center on Google Maps and make sure the Center is also listed on the [www.colorado.com](http://www.colorado.com) website managed by the Colorado Tourism Office.
- H. Develop new applications for mobile devices to serve the growing number of travelers who depend on electronic information.
- I. Tout this byway's distinction as one of America's Byways® in all wayshowing materials.

## Partnerships and Financial Resources

Projects to be developed in partnership with the Colorado Department of Transportation

- Adequate Byway and pre-notification signage should be installed at the intersection of SH 92 and SH 65 near Delta.
- Pre-notification signs should be installed at the Cedaredge Overlook.
- The Cedaredge Welcome Center needs to clear branches from existing blue information sign and install a pre-notification sign.

Projects to be developed in partnership with the US Forest Service

- Trailheads and their facilities should be more clearly marked.
- Clarify location of Jumbo Reservoir and what activities are available. Install signage as appropriate to avoid confusion with West Bench Trailhead.

Projects to be undertaken in partnership with visitor centers and museums in the region

- Pioneer Town Museum needs to establish a more comprehensive signage program.

Projects to be undertaken by the local Byway Organization

- The byway group needs to integrate their information on their most important attractions and sites into other informational pieces about the region.
- All byway materials should prominently feature both written and electronic sources that travelers can easily access for up to the minute weather and road conditions.
- Increase visitor awareness of traveler services such as food, lodging, gas and retail. Integrate this information into interpretive materials.
- List GPS location on Google Maps for the Grand Mesa Visitor Center and make sure the Center is also listed on the [www.colorado.com](http://www.colorado.com) website managed by the Colorado Tourism Office.

- Develop new applications for mobile devices to serve the growing number of travelers who depend on electronic information.

The recommendations included in this document represent only the first steps in the process of developing a more effective system of wayshowing. Recommendations concerning directional signage and interpretive signage can be acted upon in the short term by bringing together relevant stakeholders and CDOT officials. Representatives from the Grand Mesa Board of Directors can play a valuable role in working with relevant stakeholders and CDOT officials. Recommendations concerning interpretive signage will require additional effort to secure funding and achieve consensus on placement.



Fishing at Cobbett Lake

## APPENDIX

This section includes the list of sites identified by the Grand Mesa National Scenic Byway Board of Directors as key heritage, recreational, and cultural attractions that are meaningful for travelers along the Grand Mesa National Scenic Byway. Also included are the notes and observations from the Wayfinding Assessment Team during their tour on the Grand Mesa on June 10, 2013.

### Assessment Team

*Starting Point:* Grand Junction Visitor Center

#### Sites to be located:

Plateau Creek Canyon Pullout  
Blink Coffee Shop  
Grand Mesa National Forest Entrance Pullout  
Mesa Lakes  
Crag Crest National Recreation Trail  
West Bench Trailhead  
Summit Trailhead  
Land O' Lakes Overlook  
Island Lake  
Grand Mesa Visitor Center  
Cedaredge Overlook  
Red Mountain Ranches  
Cedaredge Welcome Center  
Pioneer Town Museum  
Stoney Mesa Winery  
Cedaredge Golf Club

### **FRONT SEAT OBSERVATIONS**

Exit 49 on I-70 has good sign  
*Plateau Creek Canyon Pullout* – help at visitor center  
*Blink Coffee Shop* – 2 miles ahead; had to turn around to read  
*Grand Mesa National Forest Entrance Pullout* - left side of road; good pull off  
*Mesa Lakes* – good sign; also saw five miles to visitor center sign  
*Crag Crest National Recreation Trail* – sign for hiking trail  
*West Bench Trailhead* – confused with Jumbo Reservoir  
*Summit Trailhead* – no sign at trailhead; restrooms  
*Land O' Lakes Overlook* – really a trailhead; sounds like an overlook – easier to find; hand drawn map; not specific sign for the trailhead to overlook  
*Island Lake* –camping, fishing, boating  
*Grand Mesa Visitor Center* – good information  
*Cedaredge Overlook* – no sign; turned in and saw signs about mountain ridges, animals  
*Red Mountain Ranches*- sign kind of sloping too much; sign to left was hard to find  
*Cedaredge Welcome Center/Pioneer Town Museum* – same location  
*Stoney Mesa Winery* – little blue sign, one mile on right; followed signs  
*Cedaredge Golf Club*

## **BACK SEAT OBSERVATIONS**

### **Observer #1**

#### Plateau Creek Canyon Pullout

- No advance warning sign identifying pullout;
- The pullout board does say so;
- Scenic byway sign visible

#### Blink Coffee Shop

- Advance sign at two miles; sign in town

#### Grand Mesa National Forest Entrance Pullout

- On pullout board;
- Two of the three maps show the boundary better than the other;
- Main map is confusing to where the boundary is;
- Big Grand Mesa National Forest sign

#### Mesa Lakes

- On pullout board;
- Not clear how many lakes;
- Big sign

#### Crag Crest National Recreation Trail – no comment

#### West Bench Trailhead – no comment

#### Summit Trailhead – no comment

#### Land O' Lakes Overlook

- Trailhead but where is the overlook?
- No trail sign on eastbound direction

#### Island Lake

- Some indication that you are on a loop would be nice;
- Narrow road, marina, handicapped access, campground.

#### Grand Mesa Visitor Center

- Nice log cabin; store/information; books, sweatshirts, etc.
- Bathrooms, water in sink did not work; fishing store

#### Cedaredge Overlook

- On board; tells what the geography is

#### Red Mountain Ranches

- Sign is hard to see;
- Fruit/vegetables/wine available

#### Cedaredge Welcome Center

- Small sign to visitor information;
- Bathrooms, running water, clean, souvenirs,
- Good information available; telephone numbers to certain places;
- Uses an antique cash register at store.

#### Pioneer Town Museum

- Same location as the Welcome Center

#### Stoney Mesa Winery

- Blue sign is good;
- Smaller signs along the way;

- Fun place to visit

Cedaredge Golf Club – no comments

## Observer #2

Plateau Creek Canyon Pullout

- No sign visible from the road;
- Could see interpretive displays as we drove by; turned back;
- Big map had no mileage scale;
- Uncertain whether that was official start of byway

Blink Coffee Shop

- Billboard “Blink Twice” by Debeque Cutoff; turned around;
- “Two miles ahead in Mesa”;
- Found no problem; not on GPS restaurant list

Grand Mesa National Forest Entrance Pullout

- On left, big sign
- Interpretive signs – asked if they would ever scan QR codes – said no

Notes: nice scenic overlook along the way but no signs

Powderhorn – any summer activities?

Elevation sign at Skyway – 10,800’

Mesa Lakes

- On CTO map
- Good sign
- Depicted on GPS but no label
- “Jumbo Reservoir” identified but no idea what this means
- Saw Mesa Lakes Resort – food? Public facilities?

Crag Crest National Recreation Trail

West Bench Trailhead

Summit Trailhead

- Not sure how to go about finding trailheads given the materials available in the car; need Forest Service map
- Saw Cross Country Ski symbols, board with old information, toilets but no sign;
- Nordic sign knocked down
- Relied solely on the signs to see these trailheads
- needed to have a trail map before getting on the byway to find

Land O’ Lakes Overlook

- Saw “Land O’ Lakes” sign with camera and hiker icons
- Not sure where to turn – appears to be Trailhead 713

Island Lake

- Took Forest Service Road 1925, narrow road
- could see lake, two cabins, signs for water access
- Road looped lake back to SH 65 – but no signs so not sure if we would end up back on SH 65
- No information on GPS other than Z Road

Grand Mesa Visitor Center

- Timely visit for restrooms
- Asked for maps and information on why missed trailheads

- Not on CTO map, not on GPS

#### Cedaredge Overlook

- Weren't sure until we pulled up to interpretive sign that this was the overlook
- Unless you knew to look for this, you probably would not stop

#### Red Mountain Ranches

- Wondered what this was – got a glimpse and turned back
- Sign is a little too far off the road
- Fruit market

#### Cedaredge Welcome Center

- Blue “visitor information” sign – both missed
- Went to Apple Shed by mistake
- Liked the 3D topo displays
- Asked for directions to winery – front desk staff had a hard time explaining
- Found a brochure of winery

#### Pioneer Town Museum

- Didn't know this was at the same place as the Welcome Center

#### Stoney Mesa Winery

- Blue Stoney Mesa Winery sign – one mile
- Difficult to see the sign
- Great tasting experience

#### Cedaredge Golf Club

- GPS says Deer Creek Village Golf Club
- Saw blue sign

### **Group Comments During Debrief Session**

#### Visitor Center in Grand Junction:

- Asked the volunteers several questions about buying wine and flowers.
- Also asked about the byway and one of them went over to the wall and handed us the Grand Mesa map, Colorado National Monument Map, and Dinosaur Diamond map.

#### From Delta to Cedaredge:

- As you are heading out of town, no reassurance that Hwy 65 is coming up, stated 92
- Did not see Scenic Byway sign or Grand Mesa signage (It was not prominent.)
- The turn is pretty “rinky-dink,” didn't look like a major turn.

### **Assessment Team Comments**

Prejudiced because of how beautiful it is in Colorado.

Got on to I-70, no Plateau Creek Canyon signs, but spotted the beginning of Byway Sign

Explanation of Grand Mesa at interpretive site

Maybe more eye-catching

It was beautiful and showed many activities to do (camp, fish...)

Trusts the state map

Navigating using paper and signs (missed trailheads)

GPS was available

No marking for visitor center on Google maps

Plateau Creek Canyon (first pullout) no sign  
Interpretive sign labeled  
Every few miles on Scenic Byway sign  
Pulled off and found different trails  
Land O' Lakes – pull out or overlook?  
The group did really well without GPS  
Some signs are small  
GPS has been wrong, so prefers map.  
Grand Junction visitor center guy was great and highlighted map.  
Noted a sign that was knocked over.  
They used both the state map and a detailed map.  
Pioneer Museum and other places should have telephone numbers to see if they are open  
There was a book in the Pioneer Museum regarding the byway and had numbers  
Asked if there was a QR code would you use it? Response was no.  
Looked to see what businesses came up in Google navigation (did not have on Tagwhat) and many  
businesses were not available  
Saw 8 byway signs  
Grand Mesa National Forest

- Pullout Mesa Lakes, Missed first 3 trails
- Restroom off the road without any early notification signs
- Craig crest – Billboard had old cross country school info

It would be good to know if anything is happening during the summer  
Mesa Lakes – several pullouts with panoramic view with no signs  
Little sign that said Jumbo Reservoir – what did it mean?  
Island Lake told what is there, such as fishing, camping and loop.  
Once we started driving on it, we hoped it was a loop (need reassurance)  
Overall – the area is well kept and inviting  
They did not walk up to the overlook (best photo taking spot)  
They had no idea how far it was  
Land O' Lakes sign did not include "Overlook"  
Visitor Center not on printed map or GPS  
Cedaredge Overlook – a board should explain mountains and geography of what you are looking at  
without many words  
Need procurer sign  
Red Mountain Ranch sign is hard to see coming from that direction and the gate was closed  
Cedaredge & Pioneer museum  
They missed the visitor information arrow  
Need to clear braches for signs  
Front Seat will come back to visit the pioneer museum  
Liked 3-D topo map  
Visitor center gave direction to winery  
Dove Creek Golf Course is still on GPS, not Cedaredge Golf Course  
Are there enough facilities?  
This is wilderness and people know to plan ahead. How far to Cedaredge would be nice, could get a few  
supplies at gift shop  
Saw signs for B&B, restaurant, and restrooms  
On Google Nav, only restaurants in Cedaredge

The TODS sign for the Cedaredge Golf Course was immediately preceding the intersection and we were traveling at the speed limit, too fast to turn. We turned around and came back.

### **Round Table “One Comment”**

There are restaurants at Alexander’s lodge and Mesa Lakes with a full menu

Would like to know about coming from the other direction – how to help get signs

One person said trail signs are not important

Others disagree, need trails identified and they must be good trails to make the list.

Want to know about signs coming from SH 92 to SH 62.

Pioneer Town is tucked away and need a solution or sign.

More than 50% use technology and it is important to improved cell service

Important to provide visitors map. NF is cutting back on printing and some items are no longer available (Going to online only).

Red Mountain Ranch needs to get on GPS!

Fix inconsistent information including trailheads to overlooks.

Last word - improve coordination Forest Service and quicker approval to move forward



Wayfinding Assessment Team at the Tasting Room, Stoney Mesa Winery