



VISITOR EXPERIENCE

WAYSHOWING



***AN INITIATIVE TO ASSIST BYWAY PROVIDERS
HELP TRAVELERS FIND THEIR WAY ALONG
AMERICA'S BYWAYS***



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WAYSHOWING FOR BYWAYS: ***An Introduction***



An Initiative to Assist Byway Providers Help Travelers Find their Way to and Along America's Best Roads

- Response to **needs** indicated in the byway community of practice
- Fundamental to continued **quality improvement** for America's Byways® and an outgrowth of the America's Byways Resource Center's Mission
- Leads to improved **visitor services**
- In the coming months, we will be introducing concepts and principles for Effective Wayshowing in a series of training sessions with handouts, checklists, exercises and examples of effective work by your peers.

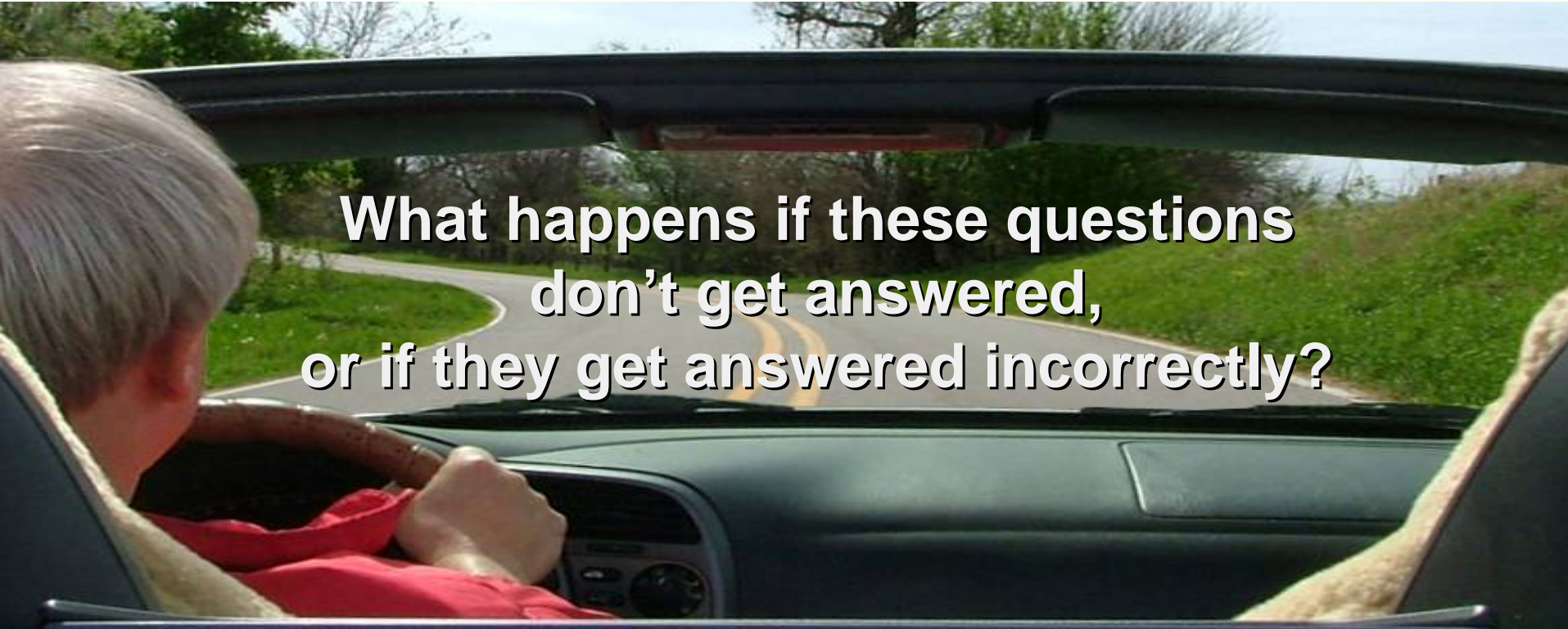


How are travelers answering important questions when they visit your byway?

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**How do we find the byway?
Where does the byway start and end?
Where are the special byway places?
Where are we now?
How do we get back home?**



**What happens if these questions
don't get answered,
or if they get answered incorrectly?**



We begin with an understanding that the wayshowing planning byway providers conduct, needs to address a range of implementation strategies rather than relying on a single tool, traditionally signs. This list of topics covers the principal elements of our work:

In the coming slides we will discuss these important concepts:

- Wayfinding. Wayshowing. What's the difference and who does what
- Wayfinding questions that need wayshowing answers
- The Five Stages of a Wayfinding Experience
- The Impact of Being Lost on a Byway
- Use of Navigation Tools for Effective Wayshowing
- For Successful Byway Experiences, Travelers Need...
- The Byway Guidance System
- The Manual of Uniform Traffic Control (MUTCD) and Wayshowing
- Assessment Tools and Activities for Byways



The **Interim Policy** published in the **Federal Register**
on May 18, 1995,
provides three basic building blocks
for the National Scenic Byways Program:





We can think of Visitor Experiences as part of a hierarchy:

- Creating engaged and committed visitors starts with effective navigation and wayfinding systems on your byways.





For travel to be successful, travelers must 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**.



What does this mean for you and your planning efforts along your byway?

Successful Travel:

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

Source: Dr. Reginald G. Golledge, Professor of
Geography, University of California – Santa Barbara

Successful Byway Travel Translates to:

1. I know exactly where to start and where I'm going to end
2. I never make a wrong turn
3. I never go too short or too far, and I always go the right way
4. I always know what I'm looking for
and
5. I understand where I am in the big picture



Wayfinding. Wayshowing.

Who does what, and What's the Difference

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Wayfinding is the mental process, performed by byway travelers, that turns a traveler's goal into decisions, actions, and behaviors. **Wayfinding is continuous problem solving under uncertainty.**

Wayfinding is what byway travelers do	Wayshowing is what byway providers do
Seeing	Drawing
Reading	Writing
Hearing	Speaking
Learning	Teaching

Wayshowing is the communication of information, intentionally undertaken by byway providers, to aid travelers in setting desired goals, making decisions, and taking appropriate actions.

Byway providers are all the individuals who have some responsibility for the byway; whether with governments, byway groups, volunteer organizations or tourism agencies. All of you provide some important support.

Byway providers have a responsibility to **show travelers the way** to and along the byways you are managing.



The Five Stages of Byway travel

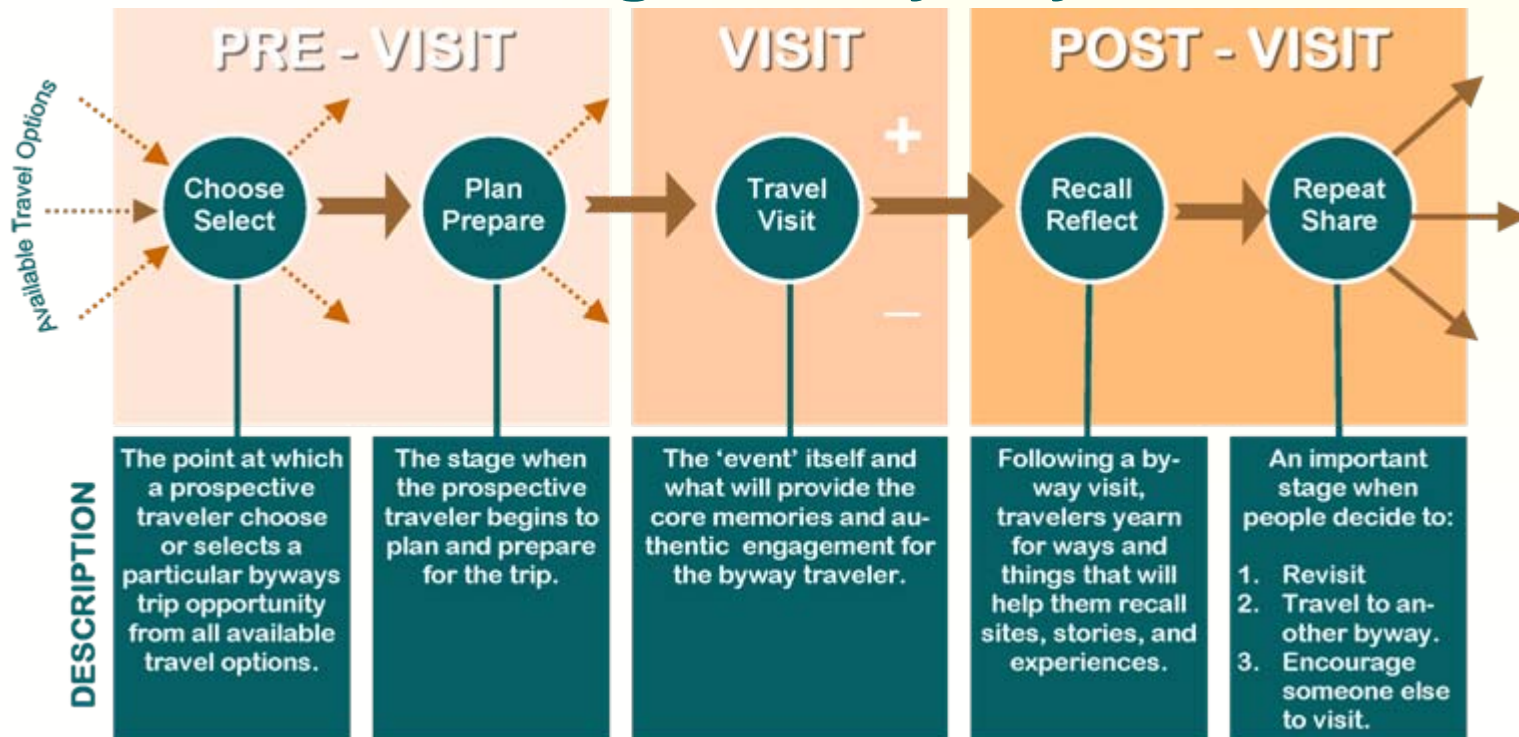
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Travelers begin their experience and gain their initial appreciation for how to travel the road at the point where they choose to make a trip. Impressions of how easy the wayfinding experience might affect the choices travelers make.

Travelers then proceed systematically through the culmination of their trip:

The Five Stages of Byway Travel:



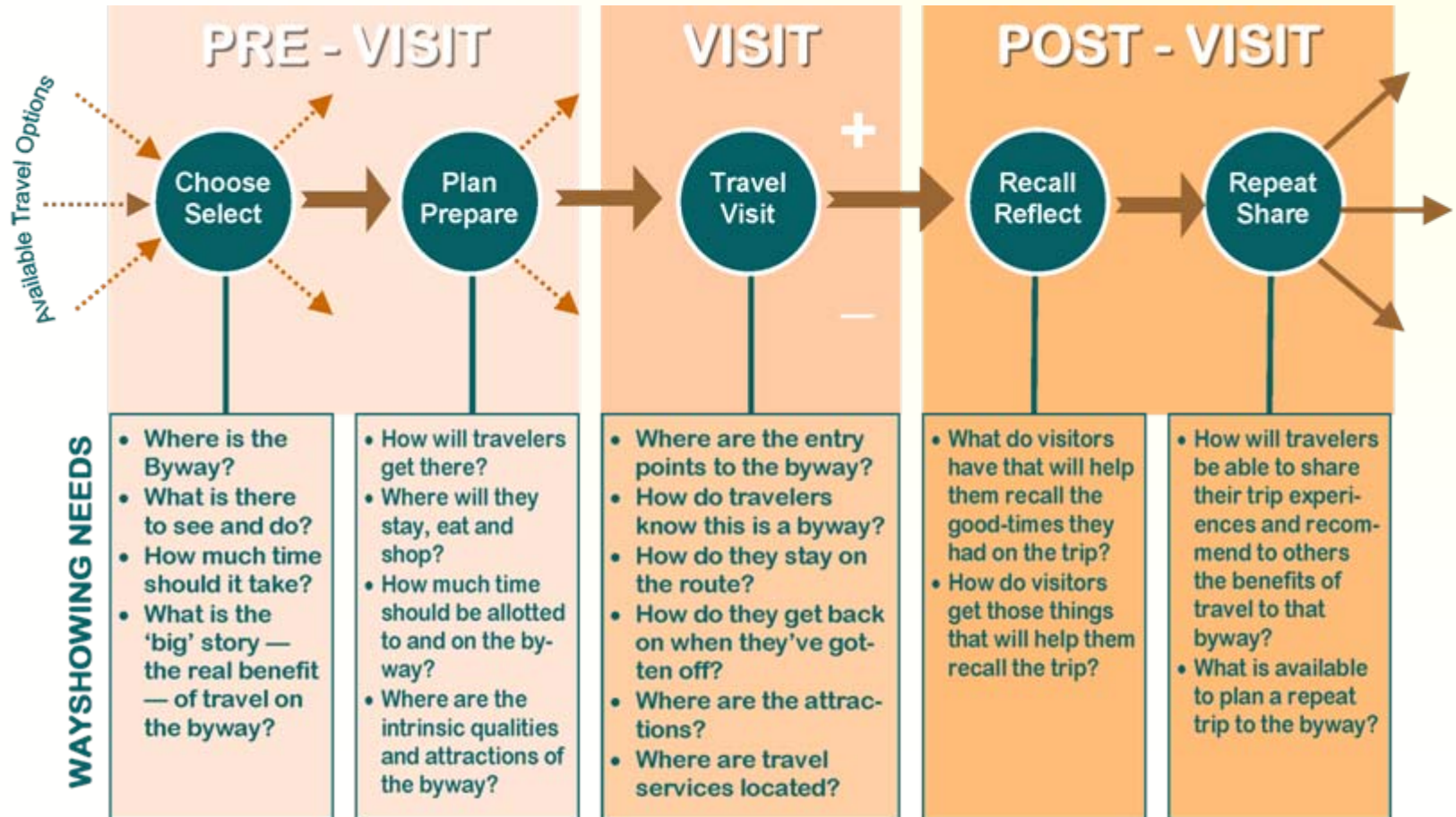


Wayshowing needs at each of the Five Stages

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Wayshowing needs at each stage:



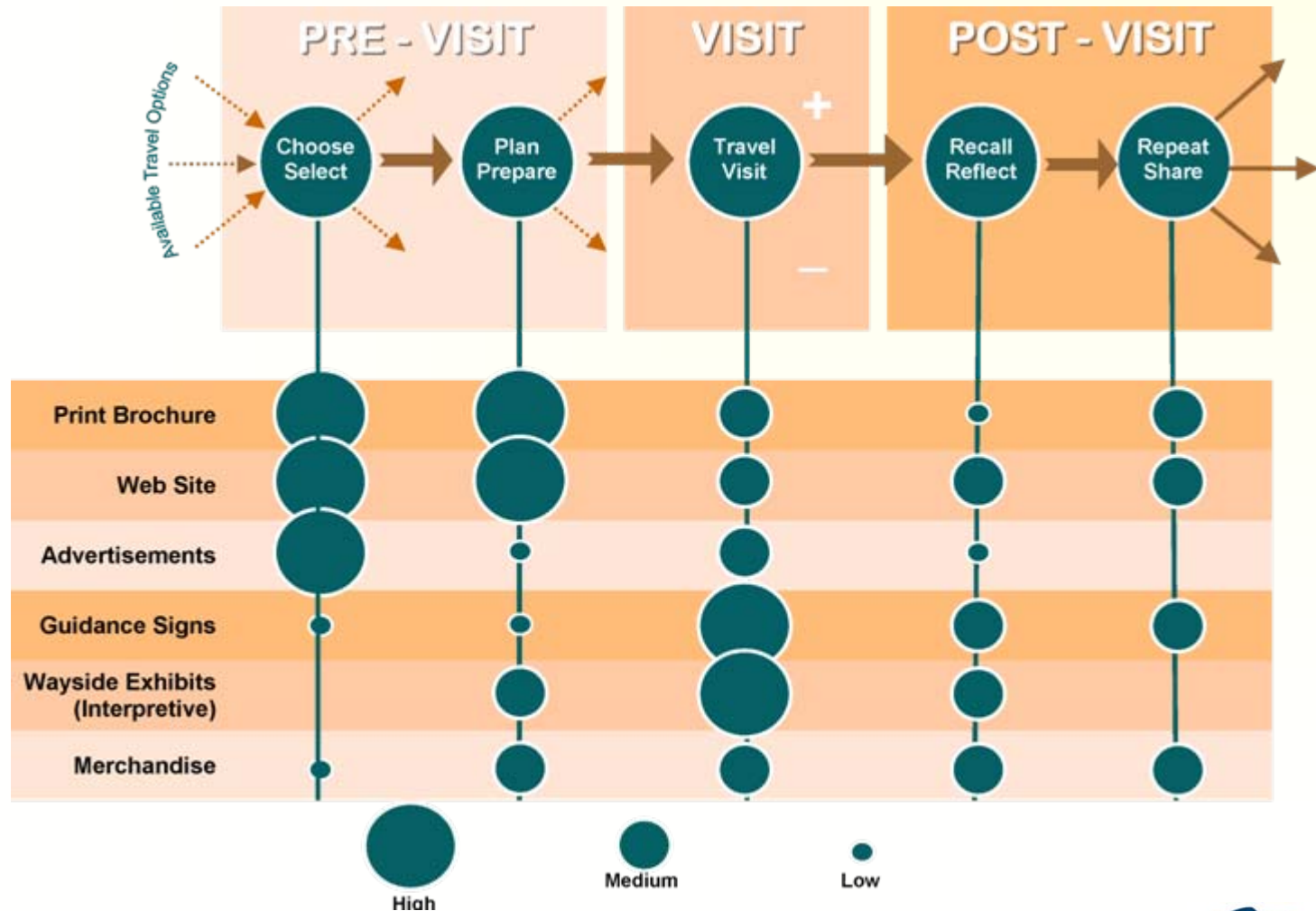


Communications Media at each of the Five Stages

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Effectiveness of Communications Media:





Introducing the Byway Guidance System

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VISIT

Travel
Visit

The 'event' itself and what will provide the create core memories for the byway traveler.

- How will travelers get there?
- Where will they stay, eat and shop?
- How much time should be allotted for travel to and on the byway?
- Where are the intrinsic qualities and attractions of the byway?

The Byway Guidance System

Entrances, Exits and Gateways

Orientation Stops

Repetitive Route Markers

Directions to Planned Stops

Portable Byway Maps

Byway

Other Major Highway





Connecting Traveler Wayfinding Needs to the Byway Guidance System

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The Byway Guidance System addresses those needs in a comprehensive manner:

Citing Dr. Golledge, we have determined essential traveler wayfinding needs on byways:

	Entrances, Exits, & Gateways	Orientation Stops	Repetitive Route Markers	Directions to planned stops	Portable Byway Map
Identifying Origin and Destination	✓	✓			✓
Determining Turn Angles		✓	✓		✓
Identifying Segment Links and Directions of Movement		✓	✓		✓
Recognizing On-Route and Distant Landmarks		✓		✓	✓
Mentally Embedding a Cognitive Map	✓	✓		✓	✓



The Use of Navigations Tools by Travelers

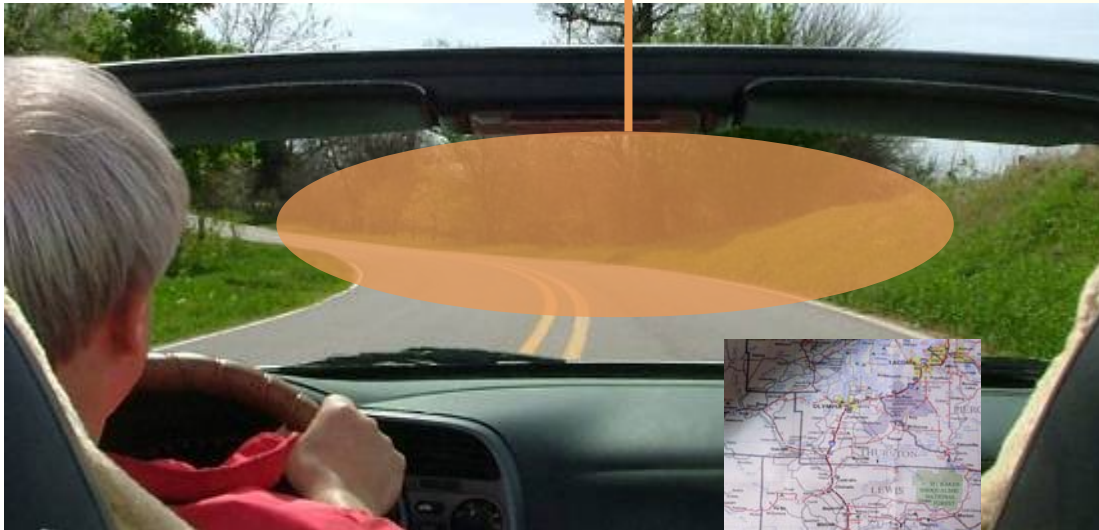
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But until these tools are universally available, the single most effective wayfinding occurs with an effective Guidance System, and onboard maps.

BYWAY GUIDANCE SYSTEM

100%



BYWAY MAPS

Travelers have many tools they can use to assist in their travel navigation.*

IN-CAR DEVICE	% USING
AM/FM Radio	94%
Cell Phone	58%
CD Player	53%
MP3 Player	15%
GPS System	12%
DVD Player	10%
Satellite Radio	4%

* Source: www.bridgeratings.com : Sample 2000 persons over 18 yrs. with greater than one hour commute



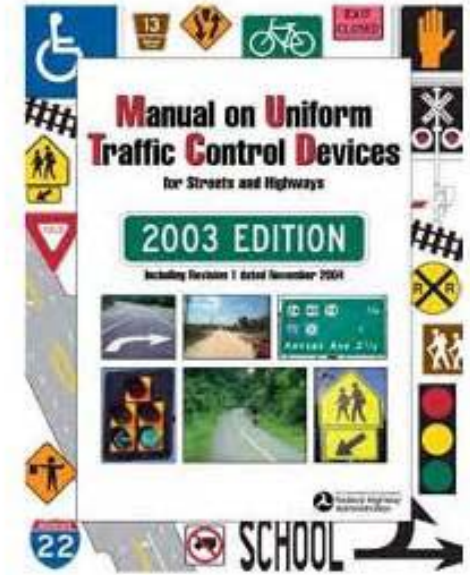
The Manual of Uniform Traffic Control Devices

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The ***Manual of Uniform Traffic Control*** provides road management authorities with the tools needed to consistently and safely direct motorists along our highways. When planning for effective wayshowing on a byway, the signage component of your planning must respond to the requirements of the manual. The next few slides provide a quick overview of key portions of the manual.

Byway providers are encouraged to develop a relationship with the road management authority for your road so that you can understand the requirements of the manual in relation to your travelers needs.



Effective Transportation Environments



Effective Communication Environments



MUTCD: The National Standard for Traffic Control Devices



MUTCD

PURPOSE:

- ...promote highway safety and efficiency, be providing for the orderly movement of all road uses on streets and highways throughout the nation.



MUTCD

PRINCIPLES:

- Fulfill a need
- Command attention
- Convey a clear, simple meaning
- Command respect from road users
- Give adequate time for proper response



DESIGN:

- Draw attention with size, shape, color, composition, lighting or retroreflection and contrast
- Produce clear meaning with size, shape, color, and simplicity of message
- Permit adequate time for response with legibility, size and placement
- Command respect with uniformity, size, legibility and reasonableness of message



PLACEMENT AND OPERATIONS:

- Placement of a Traffic control device should be within the road user's view so that adequate visibility is provided
- ...appropriately positioned with respect to the location, object or situation to which it applies
- Unnecessary traffic control devices should be removed



UNIFORMITY:

- ...simplifies the task of the road user because it aids in recognition and understanding thereby reducing perception/reaction time
- ...assists road users, law enforcement officers, and traffic courts by giving everyone the same interpretation
- ...assists public highway officials through efficiency in manufacture, installation, maintenance, and administration
- ...means treating similar situations in a similar way

Please consult the ***Manual of Uniform Traffic Control*** devices and your DOT contact.



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Wayshowing Assessment Tools and Activities for your Byway



Overview of possible assessment tools...

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Assessing effectiveness of your byways wayfinding devices and materials is an important step in planning. In this section of the document, we offer a number of ideas for how this assessment can be conducted. We begin with a simple six question questionnaire that asks byway providers to evaluate their roads.

Before launching your evaluation of the byway, however, there is one important fact to consider. Experience shows that with limited exceptions, your traveler will be on the road for the first time. Most byway providers are frequent drivers familiar with every decision point along the road. You might want to ask yourself if you can be an impartial evaluator or whether your familiarity with the drive makes it hard to objectively identify problem areas that will affect a first time traveler's navigation.

Consider these assessment tools :

- ☐ Take the Self Assessment
- ☐ Consider testing the effectiveness of your wayshowing by conducting a Front Seat/Back Seat
- ☐ Ask a Byways Resource Specialist to conduct a Wayshowing Canvas on a portion of your America's Byways® route to gauge the quality of your existing wayfinding devices.
- ☐ Hire a professional to conduct an Audit of all the existing signs and other materials available to travelers in advance of completing a wayshowing plan.



How do you answer these questions?

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Concerned about how well your byway travelers are finding their way to and along your byway?
The answers to these questions may indicate if your byway needs assistance with wayshowing.

In the last six months, have you received any complaints from travelers or the general public about problems they have encountered in driving to and along your byway? ☐ YES ☐ NO

Is there more than one highway route number along the entirety of the byway? ☐ YES ☐ NO

Does your byway lack any of the following features? ☐ YES ☐ NO

- ☐ *Clearly marked entry and exit points at all major intersections*
- ☐ *Conveniently located places where visitors can stop and see maps for driving the entire byway*
- ☐ *Regularly placed route markers that byway travelers can follow to be reassured they are on the designated byway*
- ☐ *Directional signage that alert and safely lead byway travelers to approaching attractions, overlooks, or side roads to byway destinations*
- ☐ *Readily available byway maps that support the entire byway experience including wayfinding, interpretation, intrinsic qualities, and travel services*

Is Wayshowing one of the top priorities of your byway's corridor management plan? ☐ YES ☐ NO

Are their staff and volunteers who provide face-to-face contact with the public at byway visitor information centers who have not traveled the entire byway in the last year? ☐ YES ☐ NO

Are you unsure who to call to fix sign problem on your byway? ☐ YES ☐ NO



Front Seat – Back Seat Exercise (Activity Described)

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Roles of 'Front-Seaters'

- Use Byway brochures and maps available at Welcome Centers and other public outlets to plan and complete byway travel.
- Drive between assigned beginning and ending points using highway signage and printed materials to assist wayfinding.
- During the trip freely discuss the decisions as they occur. Don't hesitate to express confusion and uncertainties.
- Point out what signs, maps, and instructions worked well.
 - Participate in the post-trip discussion with 'Back Seaters'.

This activity reinforces the idea that all projects and activities planned for your byway should take on the perspective of the Byway Visitor and consider all stages of travel.

To partake in this activity you will need to recruit someone to act as a 'Front Seater' who will take the role of first time visitor to your byway. The 'Front Seater' should not be familiar with travel along your byway.

You and members of your byway organization can take the role of the back seaters.

Roles of 'Back-Seaters'

- Observe the actions and discussion of the Front-Seaters
- Record locations where Front-Seaters expressed uncertainties and confusion and note 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 are not.
- Resist giving any travel or driving advice unless an immediate safety issue warrants.
- Participate in the post-trip discussion with the Front-Seaters.



Wayshowing Canvas for Byways - An Assessment Tool

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The Wayshowing Canvas:

DESCRIPTION:

An on-site canvas of randomly selected byway segments conducted trained personnel designed to report relative indicators of the probably adequacy of the byway's wayshowing infrastructure. The reported results can suggest specific items that local byway providers should address along the entire length of the byway. Wayshowing canvassing should be conducted by trained staff. Working knowledge of wayshowing principles, as well as objectivity and lack of prior familiarity with the byway is critical to maintaining the effectiveness of the canvas.

OBJECTIVES:

- Conduct a site visit and prepare a brief report of findings that suggest probable adequacy of wayshowing infrastructure.
- Easy to use reference format
- Consistent approach along each byway and across byways
- Accumulate report trends

ELEMENTS TO BE ADDRESSED:

- Availability of Information (Web, Print, Field of Vision, etc)
- On-route Wayshowing needs and components (Entrance, Orientation, Route Marking, Directions)
- On-board components (Maps, etc.)
- Visitor Center Response

Contact the Resource Center for more information



Contact Information

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Questions or Want Assistance...

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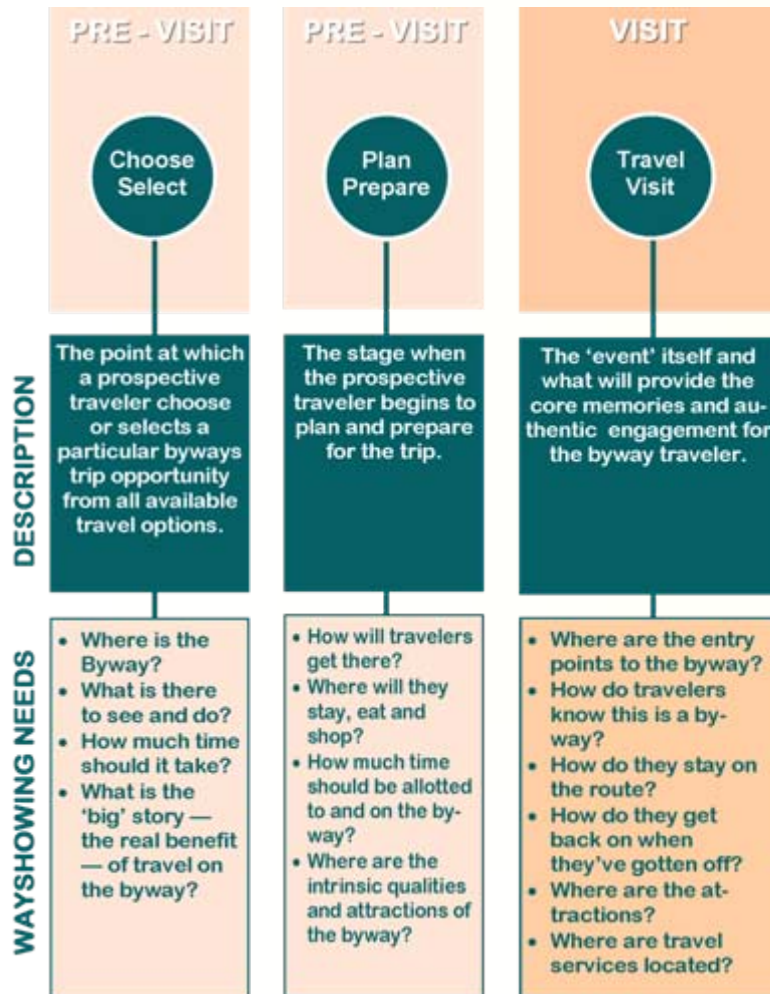


During the next few days, here in Omaha:

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Let's think about the following:



-Think about the information and materials you provide on your byway to your potential visitors

-Think outside the box, outside the usual. Think about materials and information that is available to travelers before they actually visit.

-Does this information portray your byway experience in an effective and professional manner?

-Are you providing the appropriate level of information, based on the needs shown in the boxes to the left?

-What simple changes or additions will enhance your byway experience?