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# Effective Wayshowing for Enhanced Visitor Experience

LEWIS AND CLARK NATIONAL HISTORIC TRAIL  
AND  
AUTO TOUR ROUTE

APRIL 2013



Nebraska



Missouri



Kansas



Montana



Oregon

## CREDITS

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### **Effective Wayshowing for Enhanced Visitor Experience Lewis and Clark National Historic Trail and Auto Tour Route**

A product of a program of the National Park Service to help travelers find their way to and along America's National Historic Trails.

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## CHAPTER 1: INTRODUCTION AND BACKGROUND

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### ***EFFECTIVE WAYSHOWING FOR ENHANCED VISITOR EXPERIENCE: A REFERENCE MANUAL FOR THE NATIONAL HISTORIC TRAILS AND THEIR AUTO TOUR ROUTES***

*Effective Wayshowing for Enhanced Visitor Experience* provides a reference manual for the National Park Service and its many collaborative partners and stakeholders to enhance the visitor experience offered by America's National Historic Trails and their Auto Tour Routes. While the broad aspiration of this manual is to expand and improve the understanding, designing, planning, implementing, and maintaining of effective wayshowing features for these national resources, this document's primary focus is for the Lewis and Clark National Historic Trail and its Auto Tour Route.

This manual is first of all designed for people who may be new to National Historic Trails and Auto Tour Routes or who seek an introduction to the concepts of wayfinding and wayshowing.

This manual is also designed to help meet the needs of professionals and technical staff who:

- plan and implement projects, products, or media associated with National Historic Trails and Auto Tour Routes in general and specifically the Lewis and Clark National Historic Trail
- plan and implement roadside directional signs, route-marking signs, signing systems, and other signs along a National Historic Trail
- plan and implement comprehensive wayshowing systems for National Historic Trails
- plan, design, implement and deliver interpretation projects and programs for National Historic Trails

### **What are the purposes of this manual?**

The primary purpose of this manual is to be a practical and organized resource for people who are new to National Historic Trails as well as for people who are directly responsible for providing rewarding experiences for the many visitors and users of America's National Historic Trails and the success of partners and stakeholders who share in ultimate responsibility of stewarding these one of a kind national treasures. This primary purpose addresses the need that underlies the quality of all visitor experiences:



how do we assist people in finding their way to and throughout the historic resources we steward? Without effective wayshowing assistance, we probably cannot expect that our visitors will find their way to learn, appreciate and support the resources of which we are responsible to steward.

An equally important purpose of this document is to provide a comprehensive collection of recommendations for improving and sustaining the essential wayshowing assistance that is warranted for the Lewis and Clark National Historic Trail and its attendant Auto Tour Route.

## How is this manual arranged?

Each chapter of this manual can be used as a stand-alone document containing examples, references, and commonly used terms to describe wayfinding characteristics of visitors and wayshowing assistance provided by National Historic Trail stakeholders. Some aspects of wayshowing should be developed in steps, a sequence that should be followed and those have presented in that way. Other wayshowing tasks apply when National Historic Trails are “ready” for them. Not every National Historic Trail may need to employ all of the features described in this manual. This manual provides diagrams and photos to illustrate the features of wayshowing. A complete glossary and list of references is provided at the conclusion of the manual.

To support the second purpose of this manual, specific and comprehensive recommendations are presented for the Lewis and Clark National Historic Trail and its Auto Tour Route.

## Intended Audiences—Wayshowing Providers

This manual’s information is provided for:

- National Park Service officials, representatives and employees who have responsibility for managing, protecting and operating National Historic Trails
- Representatives and employees of other federal lands agencies which are partners and stakeholders in the success of National Historic Trails and their attendant sites and Auto Tour Routes
- National Historic Trail partner organizations, providers, representatives, stakeholders and partners, consultants, contractors and vendors
- State and tribal coordinators who are considering a consistent wayshowing approach for their jurisdictional responsibilities for a National Historic Trail



- State, local, and tribal transportation officials who are responsible for developing and implementing signing and wayshowing systems along National Historic Trails
- Traffic engineers, transportation planners, sign fabricators, right of way officers, and others who work with National Historic Trails

## ***OVERVIEW OF THE LEWIS AND CLARK NATIONAL HISTORIC TRAIL AND AUTO TOUR ROUTE***

### **History and Importance of the Lewis and Clark National Historic Trail and Auto Tour Route**

The Lewis and Clark National Historic Trail is approximately 3,700 miles long, extending from Wood River, Illinois, to the mouth of the Columbia River, near present day Astoria, Oregon and follows the historic outbound and inbound routes of the Lewis and Clark Expedition.

The trail connects 11 states (Illinois, Missouri, Kansas, Nebraska, Iowa, South Dakota, North Dakota, Montana, Idaho, Washington, and Oregon) and many tribal lands. The trail was established by Congress in 1978 as part of the national trails system (NTS) as one of four original national historic trails. Today, visitors can follow the approximate route of the Corps of Discovery (Lewis and Clark Expedition members) by exploring the trail using a variety of transportation methods and interpretive means.

The goal of the National Trails System Act (NTSA) is to provide for the ever-increasing outdoor recreation needs of an expanding population and promote the preservation of, public access to, travel within, and enjoyment and appreciation of the open air, outdoor areas and historic resources of the nation. Four types of trails are identified in the act: (1) national recreation trails, (2) national scenic trails, (3) national historic trails, and (4) connecting or side trails.

National Historic Trails are established to follow as closely as possible and practicable the original trails or routes. The purpose of national historic trails is the identification and protection of the historic route and its historic remnants and artifacts for public use and enjoyment. The act also recognizes the importance of working with volunteers, private property owners, and nonprofit organizations in the planning, maintenance, and management of established national trails.

In 1982, the Comprehensive Plan for Management and Use was developed for the Lewis and Clark National Historic Trail. Key planning objectives were established including



management strategies, a trail marker plan, implementation priorities, and segment and site certification procedures. Significant visitor and recreational resources, as well as trail segments, were identified as part of the trail development plan and an extensive map detailed each segment of the trail. At the time the plan was implemented, it represented the best management decisions and practices for the protection, use, and enjoyment of visitor and recreational resources along the trail.

From 2003 to 2006, America commemorated the bicentennial of the Corps of Discovery and the Lewis and Clark Expedition. The bicentennial created renewed public interest and engagement with the legacy of the trail.

The Lewis and Clark National Historic Trail continues to provide the public with a tangible experience of the Corps of Discovery and the Lewis and Clark Expedition, while the National Park Service effectively manages the trail for the enjoyment of future generations.

## Purpose of the Lewis and Clark National Historic Trail and Auto Tour Route

### Purpose

The purpose identifies the specific reason for the creation of the trail. Purpose statements are crafted through careful analysis of enabling legislation as well as legislative history which molded the development of the trail. The purpose statement reinforces the foundation for future trail management, administration, and use decisions.

*The purpose of the Lewis and Clark National Historic Trail is to commemorate the 1804 to 1806 Lewis and Clark Expedition through the identification; protection; interpretation; public use and enjoyment; and preservation of historic, cultural, and natural resources associated with the expedition and its place in U.S. and tribal history.*

### Significance

Significance statements express why the trail's resources and values are important enough to warrant national trail designation. Statements of significance describe why the trail is important within a global, national, regional, and system-wide context. These statements are directly linked to the purpose of the trail and are substantiated by data, research, and consensus. Significance statements describe the trail's distinctive nature and help inform management decisions, focusing their efforts on preserving its resources and values.



The Lewis and Clark National Historic Trail is significant as a unit of the national trails system because:

- The Lewis and Clark National Historic Trail commemorates the 1804 to 1806 Corps of Discovery, which explored the Louisiana Territory and beyond. This epic journey contributed to significant scientific knowledge and profound political, social, economic, cultural, and environmental changes to the lands and the peoples of the North American continent.
- The Lewis and Clark National Historic Trail identifies and marks the historic route and sites where the Lewis and Clark journey took place, and provides context for preservation of the route and further understanding of the expedition and its subsequent outcomes.
- The Lewis and Clark National Historic Trail links contemporary communities including tribes, whose historic connections span generations, to the places associated with the 1804 to 1806 expedition. The trail provides an opportunity to demonstrate the continuum of human history in these same locations and the subsequent relationships that developed among multiple cultures.
- Segments of the Lewis and Clark National Historic Trail retain characteristics and a sense of place similar to those seen and experienced by the Corps of Discovery. Today, the trail provides visitors with connections to the historic event through recreational, interpretive, and educational opportunities.
- The Corps of Discovery recorded a vast amount of information about landscapes, resources, and the people encountered during the journey. The observations of the corps are used today to connect the public with the past and illuminate the changes that have taken place over time.
- Following the expedition's route from eastern forests through treeless plains across the Rocky Mountains to the Pacific Northwest, the Lewis and Clark National Historic Trail crosses a wide diversity of landscapes, biological communities, and climate zones.



Fig 1.1 Important Lewis and Clark Locations—Eastern Legacy States (NPS)

LEWIS AND CLARK NATIONAL HISTORIC TRAIL AND AUTO TOUR ROUTE  
Effective Wayshowing for Enhanced Visitor Experience  
National Park Service  
U.S. Department of the Interior

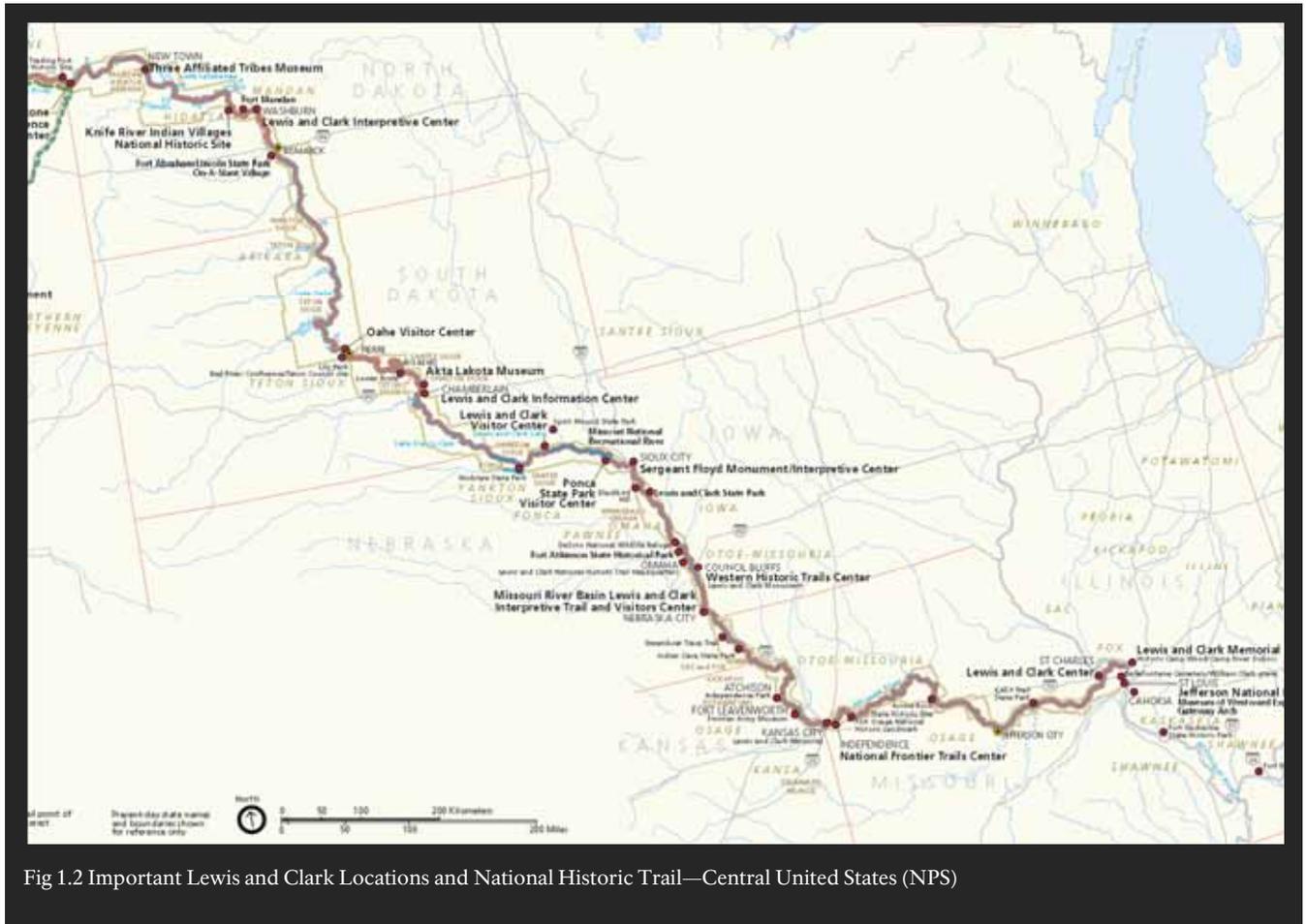


Fig 1.2 Important Lewis and Clark Locations and National Historic Trail—Central United States (NPS)

LEWIS AND CLARK NATIONAL HISTORIC TRAIL AND AUTO TOUR ROUTE  
Effective Wayshowing for Enhanced Visitor Experience  
National Park Service  
U.S. Department of the Interior

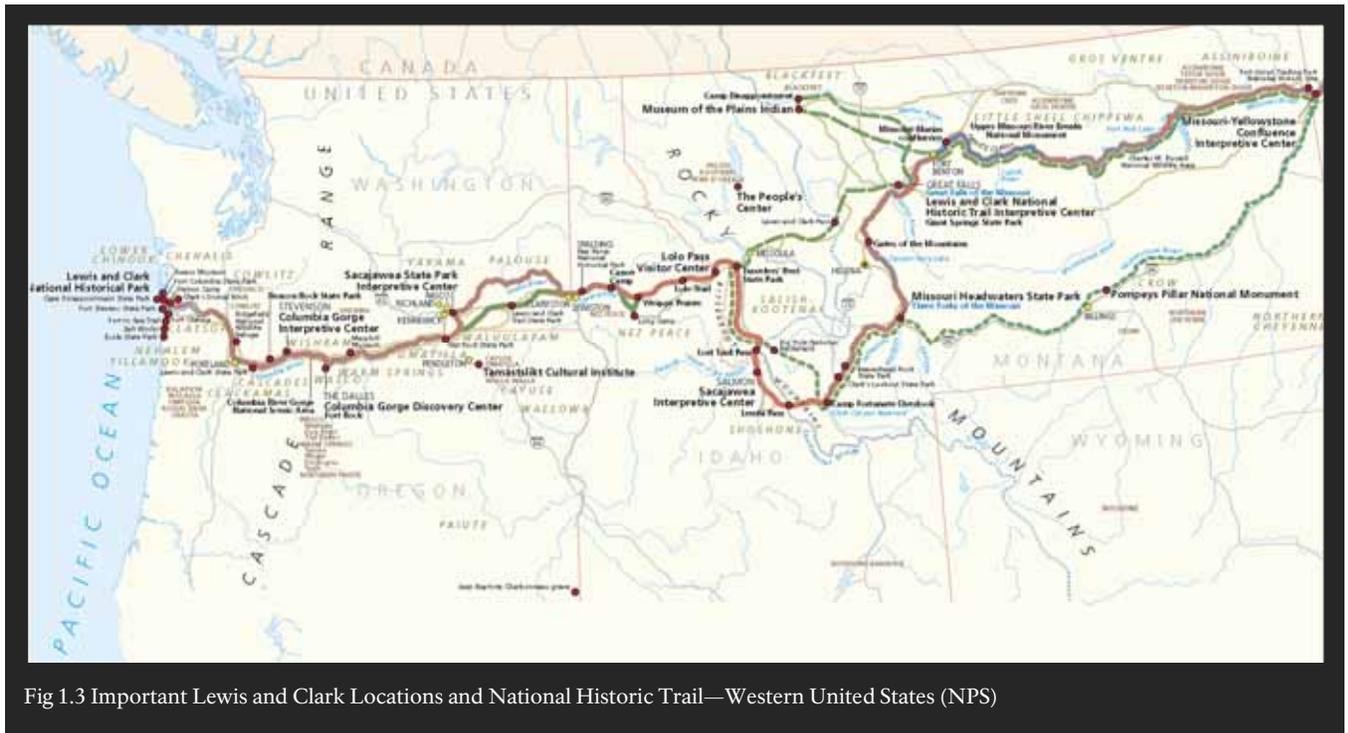


Fig 1.3 Important Lewis and Clark Locations and National Historic Trail—Western United States (NPS)



## ***OVERARCHING GOALS, OBJECTIVES AND PRINCIPLES FOR EFFECTIVE WAYSHOWING FOR THE LEWIS AND CLARK NATIONAL HISTORIC TRAIL AND AUTO TOUR ROUTE***

The National Trails System Act; 16 USC 1241-1251  
(Public Law 90-543, as amended through Public Law 111-11, March 30, 2009)

NATIONAL TRAILS SYSTEM SEC. 3. [16USC1242]

(a) The national system of trails shall be composed of the following:

(3) National historic trails, established as provided in section 5 of this Act, which will be extended trails which follow as closely as possible and practicable the original trails or routes of travel of national historic significance. Designation of such trails or routes shall be continuous, but the established or developed trail, and the acquisition thereof, need not be continuous onsite. National historic trails shall have as their purpose the identification and protection of the historic route and its historic remnants and artifacts for public use and enjoyment. Only those selected land and water based components of a historic trail which are on federally owned lands and which meet the national historic trail criteria established in this Act are included as Federal protection components of a national historic trail. The appropriate Secretary may certify other lands as protected segments of an historic trail upon application from State or local governmental agencies or private interests involved if such segments meet the national historic trail criteria established in this Act and such criteria supplementary thereto as the appropriate secretary may prescribe, and are administered by such agencies or interests without expense to the United States.



## CHAPTER 2: WAYSHOWING AND WAYFINDING BASICS

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If you are new to the concepts and principles of wayfinding and wayshowing, this chapter will help you think about what you need to do first and understand why you need to do it.

At the end of this chapter, you will know:

- the difference between wayshowing and wayfinding
- the five skills travelers employ when trying to find their way
- the three stages and five activities of Auto Tour Route travel
- the wayshowing tools that can help you communicate a route
- that safety is a primary goal of the Manual on Uniform Traffic Control Devices (MUTCD) for streets and highways

You can use this knowledge to:

- consider the effectiveness of the communication media—signs, brochures, websites, etc.—you may be providing in each of the three stages and five activities of Auto Tour Route travel



## WAYFINDING AND WAYSHOWING: WHO DOES WHAT?

The difference between *wayfinding* and *wayshowing* depends on which end of a pointing finger you are on.

**Wayfinding** is the job of travelers. They look for clues to reassure them that they are where they planned to be, and they look for information and amenities to make their experience pleasant and enjoyable. Travelers look to solve the essential problem of how they get from here to there.

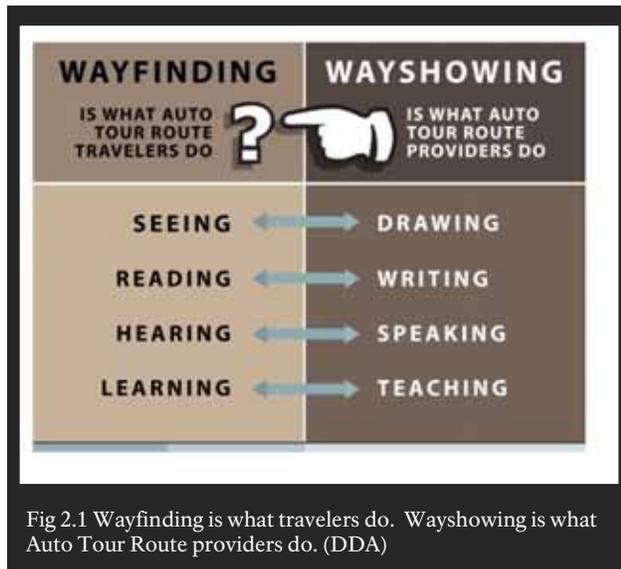


Fig 2.1 Wayfinding is what travelers do. Wayshowing is what Auto Tour Route providers do. (DDA)

**Wayshowing** is the job of Auto Tour Route providers and includes preparing travel information, designing maps and travel brochures, planning or installing signs, or providing other navigational help in person or by electronic means. Wayshowing requires a variety of skills such as writing, speaking, teaching, or drawing as well as planning, project management, graphic design, and site planning and traffic engineering that help meet travelers' wayfinding needs. Wayshowing provides the assistance that travelers need to get from here to there.

For decades, many travelers found their way along the roads that now make up an Auto Tour Route with little difficulty: those motorists likely were local residents or they had other more practical reasons to often travel your roads. But as soon as those roads became a designated Auto Tour Route, new travelers arrived and their wayfinding needs and expectations were fundamentally different. New travelers of an Auto Tour Route naturally don't have the local knowledge of the area enjoyed by many other travelers. Auto Tour Route travelers need and expect route-specific tools (e.g., signs, brochures, and maps), that help them navigate, learn about, and enjoy the National Historic Trail.

### What is it like to be lost as seen through a visitor's eye?

One of the most important tasks for Auto Tour Route wayshowing providers is *to see their portion of the Route through the visitor's eye*. Although this may seem obvious, it can be difficult and challenging to do. Visitors experience emotions as they travel and Auto Tour Route providers should understand the relationship of essential wayshowing tools to visitor perceptions.

Being lost brings to mind many strong negative emotions — negative emotions that are felt in our very core. Resentment, fear, and anger are feelings that can become the lasting



memories of a trip. Travelers may share their memories of being afraid or of missing attractions because they were lost. Personal recommendations are very authoritative and convincing.

At best, negative feelings fade quickly and are replaced by pleasant memories, or pride, in having overcome a small challenge. At worst, travelers may strongly recommend that others should avoid the National Historic Trail Auto Tour Route.

What does it cost to be lost? Travelers must be able to travel safely without uncertainty. Lost travelers can incur property damage to their own vehicles and to others, damage Auto Tour Route assets, and suffer personal injury or death. National Historic Trail attractions suffer reduced income when travelers cannot find them.

## ***WAYFINDING QUESTIONS THAT NEED WAYSHOWING ANSWERS***

In most cases, travelers all have basic wayfinding needs. Travelers need to learn and employ five skills that will lead to a successful visit.

Travelers need to:

- know where the Auto Tour Route begins and ends, when they are accessing the Route, and when they are leaving a National Historic Trail environment;
- create, refresh, and expand their mental maps of the National Historic Trail and Auto Tour Route;
- establish and strengthen their orientation to the National Historic Trail and Auto Tour Route and the surrounding corridor;
- follow a reliable and easily recognizable sequence of visual clues when travelling along the Auto Tour Route; and
- locate and safely travel to planned stops and special places to fulfill their desired National Historic Trail and Auto Tour Route experience.

To meet these needs and help them orient and navigate, travelers can learn and employ the following five skills.

1. Identify their original starting location and their destination.
2. Determine whether they need to turn right or left or go straight to stay on course.
3. Identify distinct segments of the total route and the cardinal direction of travel for each.



4. Recognize on-route and distant landmarks.
5. Mentally embed or visualize the route in a larger reference frame, a *cognitive map*.

A National Historic Trail and Auto Tour Route travel experience occurs in stages. During each stage, travelers perform various activities that make up the total Route experience. Travelers need the support of effective wayshowing components during all stages and activities.

### ***THE THREE STAGES OF THE AUTO TOUR EXPERIENCE***

Travelers usually experience an Auto Tour Route in three stages,

1. the Pre-Visit Stage
2. the Visit Stage, and
3. the Post-Visit Stage.

In the **Pre-Visit Stage**, Auto Tour Route wayshowing providers can use wayshowing tools such as up-to-date websites, accurate downloadable maps, and interesting brochures. If these tools are not available or are not current and accurate, it will be more difficult to capture and hold travelers' interest at all stages of the experience.

In the **Visit Stage**, Auto Tour Route wayshowing providers should use wayshowing tools such as guide signs, electronic guidance, and information about National Historic Trail destinations and wayside interpretive exhibits.

In the **Post-Visit Stage**, Auto Tour Route wayshowing providers can use wayshowing tools such as guide signs, destination merchandise, and websites.

These three stages can be broken down into five activities travelers do at each stage of the Auto Tour Route experience (Figure 2.2).

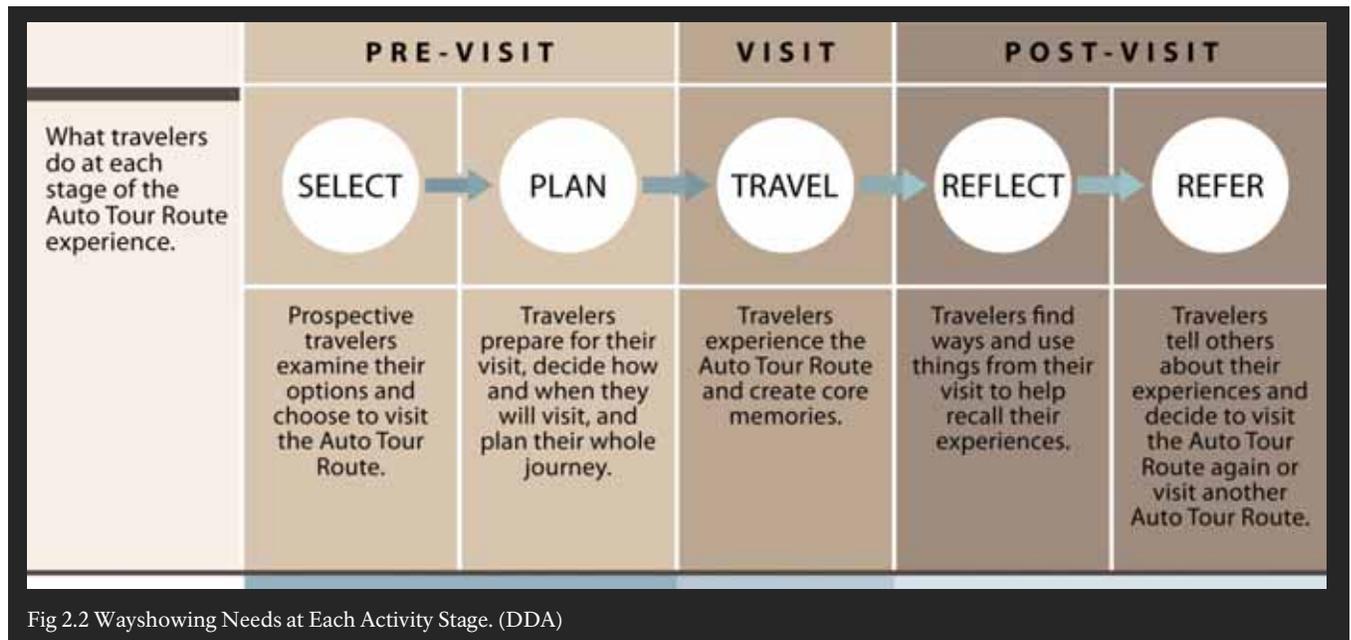


Fig 2.2 Wayshowing Needs at Each Activity Stage. (DDA)

## Pre-Visit Stage

### Select

This stage begins even before people know they are planning to visit the National Historic Trail—it happens the moment they decide to take a trip. Brochures, websites, and advertising should be designed and produced to catch the prospective travelers’ attention and persuade them to select a portion or the entirety of the Auto Tour Route.

After brochures, websites, or advertisements have caught their attention, prospective travelers may plan to visit the National Historic Trail or jump right in the car for a spontaneous adventure on the Auto Tour Route.

Travelers who are already on the road may decide to visit the Auto Tour Route after they pick up brochures or maps at an information center or road-side orientation stop. These travelers may visit a portion of the Auto Tour Route after they notice or come across a guide sign or the marked entrance.

### Plan

At this stage, travelers make conscious efforts to investigate the National Historic Trail using information from websites, brochures or maps. It is critical to provide sufficient information to address travelers’ questions about the National Historic Trail Auto Tour Route.



Travelers who are already on the road may stop at a wayside interpretive exhibit and change their plans. An interesting guide sign may prompt a spontaneous detour to visit the National Historic Trail's intrinsic qualities and attractions.

## Visit Stage

### Travel

The trip along the National Historic Trail is definitely the big event—it's what all media focuses on achieving. At this stage, your travelers focus on enjoying the Trail's qualities and variety of resource and interpretive sites and facilities and moving about the Auto Tour Route safely. Some people may be content to meander along the Route, unconcerned about making it to their destination. Driving and sightseeing may be their goals. Others may see the Route as a means of getting from one destination to another and count on being able to navigate the Route efficiently.

Travelers expect and deserve accurate wayshowing literature (e.g., schedules of special events, open times, and seasonal closings of attractions) guide signs, and wayside interpretive exhibits. Some visitors purchase destination merchandise for the Post-Visit stage when they reflect on or refer to their visit.

No matter how much planning travelers have done, unanticipated needs may arise. Traffic delays, weather, or unpredictable and spontaneous needs for fuel or food may require travelers to leave the Auto Tour Route. In these situations, Auto Tour Route providers must provide wayshowing assistance in the form of signing or easy-to-locate directions to help travelers find services or return to the Route.

## Post-Visit Stage

### Reflect

This stage begins when travelers head for home and review their National Historic Trail experiences. Travelers may reflect on what they saw and did, write in a travel diary, or talk among themselves. For instance, travelers might say, "*Do you remember that amazing landform?*"; "*Looking at the landscape makes you wonder how the Corps of Discovery did it.*"; "*That visitor center really brought the story to life for me, I was so impressed.*"; or "*Seeing the Trail from the Auto Tour Route makes me want to explore the Trail on foot.*"

A visit to the National Historic Trail, however short or long, should produce experiences worth recalling in both the near- and long-term. Wayshowing tools acquired during the Auto Tour Route visit (e.g., interpretive brochures, maps, destination merchandise or a



book about an IQ attraction) or other media (e.g., websites or travelers’ photos) extend the desired National Historic Trail experience.

***Refer***

Travelers who have navigated successfully and traveled safely may choose to repeat their trip. Because they felt confident navigating to and along the Auto Tour Route, travelers may share brochures and maps, travel merchandise and their photos with others. These National Historic Trail ‘ambassadors’ may encourage others to visit the National Historic Trail websites and provide travel advice.

Figure 2.3 summarizes the activities and typical wayfinding questions that travelers may have at each stage of the National Historic Trail experience.

	PRE-VISIT		VISIT	POST-VISIT	
Travelers have questions that reflect their wayfinding needs.	SELECT	PLAN	TRAVEL	REFLECT	REFER
Auto Tour Route providers use wayshowing components to meet these needs.	Where is the Auto Tour Route? What is there to see and do? How much time should it take to travel the Auto Tour Route? What is the big story? How will we benefit from this experience?	How will we get there? Where will we stay? eat? shop? How much time will it take to travel to and from the Auto Tour Route? What are the intrinsic qualities of the Auto Tour Route? What historic sites, interpretive exhibits and attractions will we find?	Where are the entry points to the Auto Tour Route? How will we know this is the Auto Tour Route? Where are travel services located? How do we get back on when we’ve gotten off the Auto Tour Route? Where are the historic sites, interpretive exhibits and attractions?	What good things will we remember? Do we remember bad parts of the experience? Have we kept maps, pictures, or souvenirs so we could remember our experience? What emotions will we remember?	How will we share our experiences? What will we tell others about our experiences? Will we go back for another visit? Will we visit another Auto Tour Route? Will we recommend that others visit the Auto Tour Route?

Fig 2.3 Typical wayfinding questions at each stage of the Lewis and Clark National Historic Trail experience. (DDA)



## Media Relevancy and Wayshowing Tools

Perhaps one of the most important concepts for Auto Tour Route providers to understand is that travelers expect that they will find the wayshowing tools in reliable, standardized locations. Further they expect that the wayshowing tools will be usable and accurate. Some examples of tools travelers expect to be available include printed brochures and maps, official Auto Tour Route guide signs along the route, downloadable maps and information, tour guide services, and recorded interpretation provided through cell phones.

Well-placed wayshowing media, tools and visual clues help travelers with all levels of experience to navigate, locate and safely travel an Auto Tour Route. Some clues, such as hills or rivers, are naturally present in the landscape as are some landmarks, such as buildings and towns or unique features such as a bridge or an inspirational vista. Auto Tour Route providers must create and place additional wayshowing tools along the route because travelers depend upon them.

Generally, Auto Tour Route providers should develop some basic wayshowing tools in sequence. This manual describes methods for developing these tools in more detail in later chapters.

Basic wayshowing tools include: printed brochures, websites, advertising, guide signs, electronic guidance systems, wayside interpretive exhibits, and merchandise. Wayshowing tools are valuable in the three stages of the wayfinding experience. However, not all of these basic wayshowing tools figure prominently in every wayfinding stage.

Figure 2.4 shows the basic wayshowing tools and their relative importance at each of the three stages and five activities of a wayfinding experience.

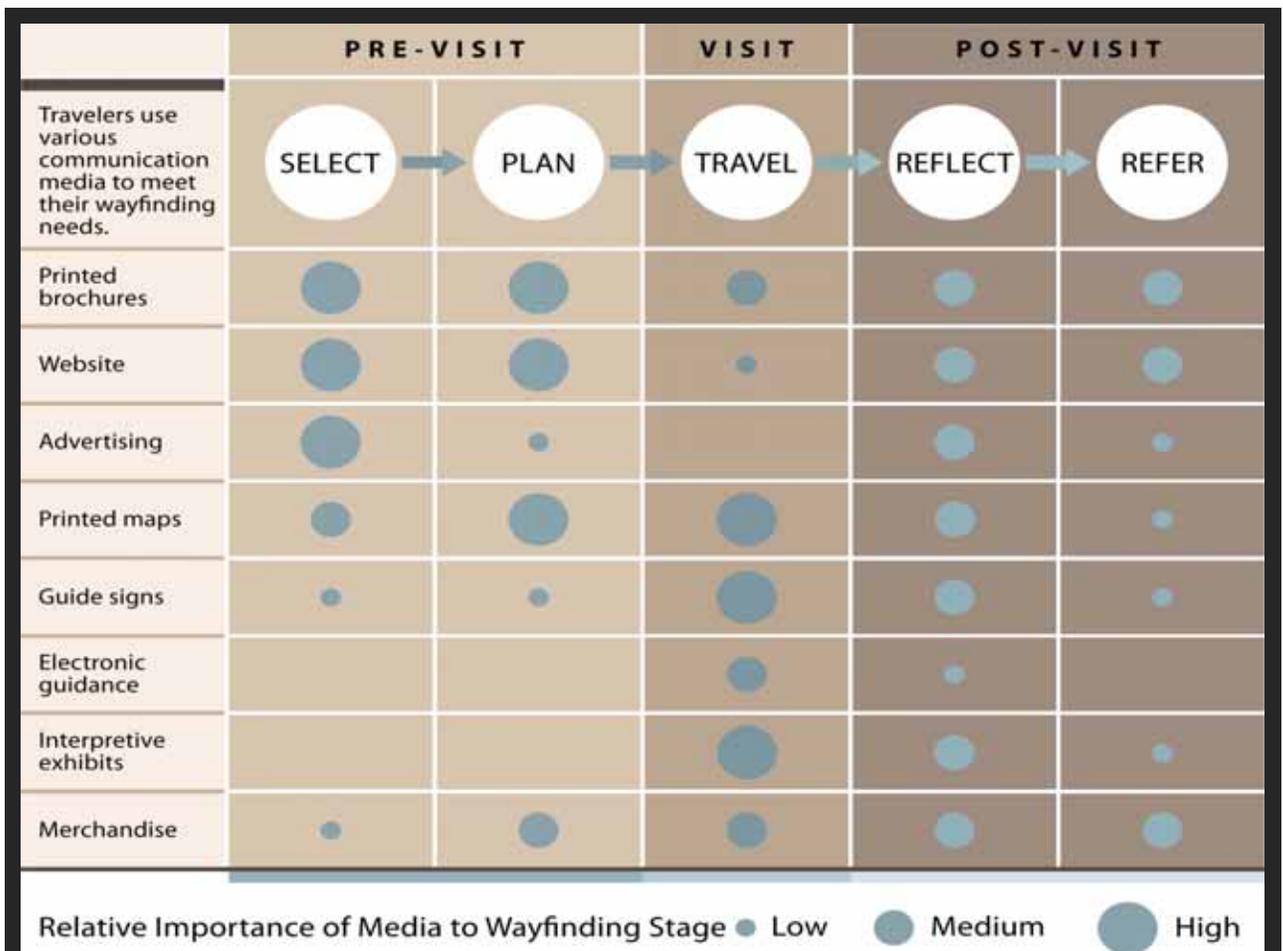


Fig 2.4 Basic wayshowing tools and their relative importance at each stage of a wayfinding experience.

Auto Tour Route providers have many wayshowing responsibilities because travelers expect wayshowing tools during all stages of their Route travel experience.

### **WAYFINDING NEEDS AND OPPORTUNITIES AT EACH STAGE**

When Auto Tour Route providers understand the stages of a wayfinding experience, they can plan and prioritize the wayshowing tools they provide for travelers. Some wayshowing tools need to be planned and installed in a sequence, but some services can be added or changed as needs arise.

Each stage of the Route experience offers opportunities to provide essential wayshowing information that fulfills the visitor’s wayfinding needs. Auto Tour Route providers can provide wayshowing tools to potential travelers, travelers that are currently in the midst of visiting the National Historic Trail, and travelers that have already visited the Route.



More simply, Auto Tour Route providers should consider providing for various traveler wayfinding needs during each stage of a Route experience.

Some wayshowing tools may be more important during some stages of a visit than during other stages. For example, brochures and information from websites are very important when potential travelers are selecting and planning their National Historic Trail visit but guide signs are very important during the actual visit stage when travelers are navigating the Auto Tour Route.

### **Wayshowing Opportunities at the Pre-Visit Stage**

The Pre-Visit stage is comprised of two distinct activities. Travelers select a driving experience and plan their visit. Auto Tour Route providers may build trust in potential travelers by providing easily accessible and accurate information that helps travelers consider options and select the National Historic Trail to visit. Examples of wayshowing tools used by potential travelers are websites and advertisements.

Once potential travelers have selected the Auto Tour Route and related activities, they use different wayshowing tools as they plan their visit. Travelers may require more detailed information to help them plan their visit. Wayshowing tools provided for travelers in this stage should also allow them to assemble detailed and vital information that can be brought along and used during the Route visit. Examples of these tools may include visitors' guides, maps and informative pamphlets or brochures.

### **Wayshowing Opportunities at the Visit Stage**

The Visit Stage is when accurate and adequate wayfinding information may be the most important to travelers. Motorists are underway and need very timely information such as signs to help them make turns safely and find services such as restrooms, hospitals, or fuel. Batteries in on-line navigation aids can fail and travelers may need to rely on permanent signs and traditional clues.

Travelers expect and deserve accurate wayshowing literature (e.g., schedules of special events and open times and seasonal closings of attractions), guide signs, and wayside interpretive exhibits. Some visitors purchase destination-related merchandise for the Post-Visit stage when they reflect on or refer to their visit.

Without these most basic clues and tools that communicate unique features, travelers will likely be unaware they are on a National Historic Trail, much less notice when they leave the Auto Tour Route. Basic clues and tools increase the likelihood that travelers may happen onto the National Historic Trail, recognize it as an Auto Tour Route, and choose to follow the Route.



### *Opportunities Provided by Electronic Tools*

This list shows some of the electronic and broadcast tools that travelers may rely on during the Visit stage.

- Personal GPS—Handheld or dashboard installed or as a function of a Smartphone
- Smartphone applications
- Short range FM-AM radio broadcasts
- Audio CDs and Video DVDs with driving instructions and interpretive stories
- Laptops, electronic tablets or handheld devices with Internet connections
- On-board telematics communication systems such as OnStar or SYNC®
- Commercial GPS activated audio messages and devices
- Downloaded audio tours via MP3 or other systems
- Electronic book readers

Travelers using electronic media may do so to the exclusion of other basic tools, such as printed maps and tour guides or signs. This may seem to make these basic (i.e., non-electronic) tools seem less necessary. However, electronic tools are not yet universally available nor are they available in all of the languages travelers may need. The Auto Tour Route electronic data may not match with the electronic equipment the travelers may carry. Pride in having and knowing how to use electronic tools, and the enjoyment of using them are emotions that will strongly appeal to some travelers. Balancing the implementation of these electronic options, with the investment of labor and money necessary for them, is a choice for each Auto Tour Route provider to make.

### *Dangers Associated with Electronic Tools*

As you consider making electronic media available to travelers, you always need to be mindful of the extent to which these media may contribute to the dangerous practice of distracted driving. Figure 2.5 illustrates the “Put It Down” public education logo provided by the U.S. Department of Transportation to increase the awareness of distracted driving. According to [www.distraction.gov](http://www.distraction.gov),

*Distraction is defined by National Highway Traffic Safety Administration as a specific type of inattention that occurs when drivers divert their attention away from the task of driving to focus on another activity instead. These distractions can be electronic distractions, such as navigation systems and cell phones, or more conventional distractions, such as interacting with passengers and eating. These distracting tasks can affect drivers in different ways and are categorized into the following three types—visual, taking your eyes off the road; manual, taking your hands off the wheel; and cognitive, taking your mind off the road.*



## Wayshowing Opportunities at the

### Post-Visit Stage

As travelers **reflect** upon their experiences they may turn to literature, merchandise, or videos/ photos of their trip to relive the memories. The wayshowing tools you provide can help travelers bond with special places by ensuring they have access to take-home materials that carry the overall message of the National Historic Trail. These informational items should consistently carry the graphic identities unique to the Auto Tour Route.

The last activity for travelers is one where you hope they **refer** others to the National Historic Trail and plan repeated trips themselves. As an example, the take-home literature and merchandise that carries information on current websites will make this possible.

Travelers may have taken pictures of interpretive exhibits and can share fond memories with family or friends. They may also tell prospective travelers to look for the Auto Tour Route guide signs to help them navigate along the route.



## CHAPTER 3: WAYSHOWING COMPONENTS FOR A NATIONAL HISTORIC TRAIL AND AUTO TOUR ROUTE

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This chapter offers information for Auto Tour Route providers and planners who are planning and implementing a comprehensive wayshowing system for a National Historic Trail and its attendant Auto Tour Route. Route descriptions, maps, electronic applications, Auto Tour Route entrances, directional and route-marking signs, orientation stops and trained personnel are among the topics discussed.

At the end of this chapter, you will be able to:

- recall the key principles of Auto Tour Route wayshowing that have been introduced in earlier parts of the reference manual
- list and explain the components of a comprehensive Auto Tour Route wayshowing system
- recall key activities necessary to make wayshowing improvements
- list tips for making wayshowing improvements along a National Historic Trail Auto Tour Route

At the conclusion of reading this chapter, you can use the information to:

- evaluate and assess the effectiveness of an Auto Tour Route's wayshowing system
- apply key activities necessary to make wayshowing improvements
- prioritize the improvements needed to increase the effectiveness of your wayshowing elements
- discuss wayshowing and wayshowing components with your organization, your stakeholders, and other affected parties



## ***WAYSHOWING: THE IMPORTANCE OF THINKING AND ACTING COMPREHENSIVELY***

Driving for pleasure—the afternoon ride into the countryside, the week-long trek across unexplored back roads, or a trip of a lifetime following a great river or a national historic trail—has long been one of the most popular forms of outdoor recreation and tourism. Approximately 40% of Americans report they drive for pleasure—an activity that ranks in the top two or three of nearly 40 significant outdoor recreation activities as recently tracked for the Recreation Roundtable by Roper Starch Worldwide ([www.funoutdoors.com](http://www.funoutdoors.com)).

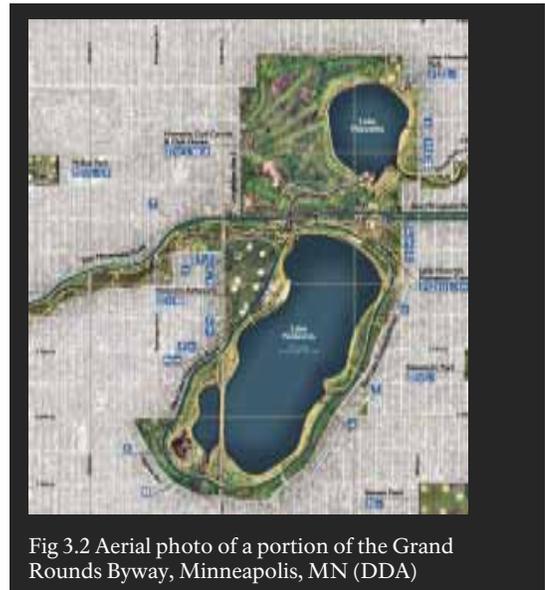
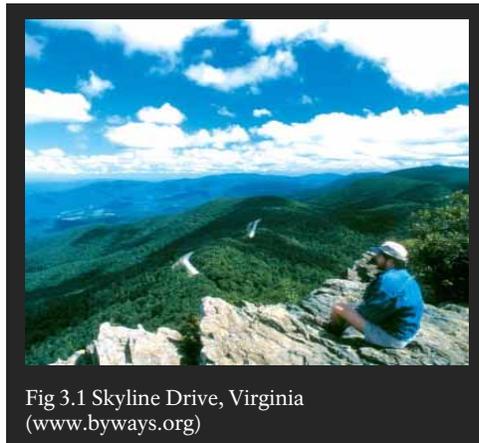
For some leisure travelers, heading out on the road involves little more than throwing a few essentials in the back of the car and heading in whatever direction the wind is blowing. However, the growing majority of travelers plan trips to explore the intrinsic archeological, cultural, historical, natural, recreation or scenic resources of a region. These travelers seek authentic experiences so they can build, reflect upon, and share their travel memories. Effective wayshowing tools—accurate, timely, complete information presented in several media—help ensure pleasant memories.

An effective wayshowing system is the necessary foundation of a successful National Historic Trail visitor experience. For visitors and residents alike, the Auto Tour Route designation means that roads and the surrounding corridor represent:

- A clearly defined route for travel with multiple access points. The route is mapped and signed and has clear navigation instructions for driving to and along it from all directions.
- Safety conditions have been identified and addressed. Information is available for special road conditions (e.g., winter weather or high water) or traffic characteristics (e.g., the seasonal presence of agricultural equipment).
- A collection of attributes or intrinsic qualities and attractions with abundant wayshowing tools (e.g., maps, brochures, websites, observation points and interpretive exhibits).
- The identified historic and asset resources and qualities are significant, respected, and preserved.
- Visitor services and amenities (e.g., restrooms, fuel, food, and lodging) are available in reasonable distribution.
- Wayfinding needs for Auto Tour Route travelers are met with accurate and complete wayshowing tools (e.g., signs, maps, narrative driving instructions, and electronic data).

## ***CHARACTERISTICS OF AUTO TOUR ROUTE ALIGNMENT AND THEIR INFLUENCE ON PROVIDING EFFECTIVE WAYSHOWING SYSTEMS***

An Auto Tour Route's alignment and routing intricacy have a direct bearing on the success travelers have in finding their way. Two National Scenic Byways provide examples which represent the ends of the spectrum of wayfinding challenges. Some designated routes have relatively simple wayfinding challenges. For example, Skyline Drive in Virginia has only four access points or entries, no intersecting roads or highways, and clearly marked and defined stops along the route. Getting lost on Skyline Drive, while not impossible, is not very likely.



Others, such as the Grand Rounds National Scenic Byway in Minneapolis, Minnesota, have:

- hundreds of intersecting streets and arterials;
- a mix of one-way and two-way traffic;
- intermingling of pedestrian and bicycle trails; and
- highly varied land uses and complex visual environments set in dynamic urban settings.

Like these two National Scenic Byways, every Auto Tour Route has a unique set of circumstances that should be addressed with effective wayshowing. In the end, effective wayshowing for a National Historic Trail will be the result of applying a family of components which directly respond to the Auto Tour Route's alignment and specific site conditions.

Some Auto Tour Routes make the traveler’s job of wayfinding relatively uncomplicated. Routes with clear lineal configurations, one numbered route, and few intersecting highways provide travelers with few wayfinding problems. On the other hand, Routes that have multiple routes, loops, and multiple intersecting highways increase the complexity of wayfinding and hence need greater attention to wayshowing. Figure 3.3 illustrates a range of factors that influence wayfinding complexity along designated byways which are similar to wayfinding challenges of many Auto Tour Routes.

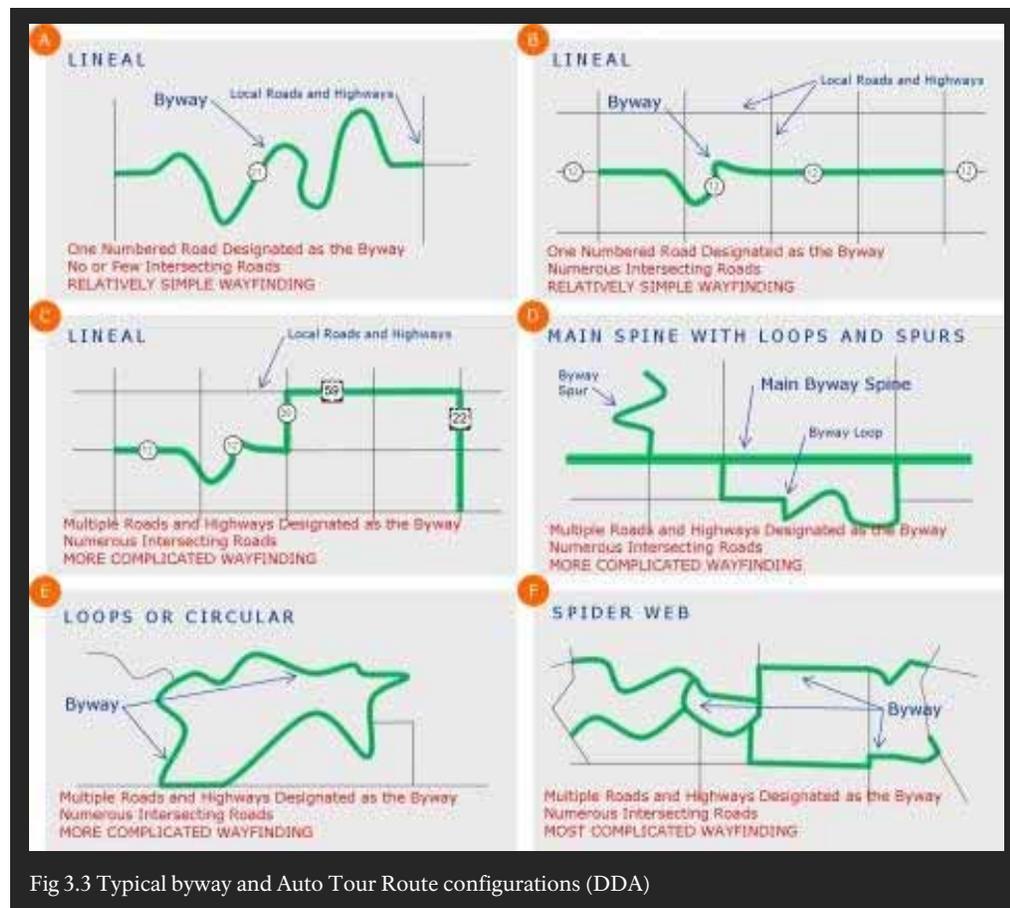


Fig 3.3 Typical byway and Auto Tour Route configurations (DDA)

Other factors that contribute to the complexity of wayfinding include:

- The number of intersecting highways, arterials, and roads. Consideration should be given to how many of the intersecting highways serve as routes travelers use to access the Auto Tour Route. A Route’s intersection with ‘feeder’ routes indicates that these could be candidate locations for marked Auto Tour Route entrances and exits as well as orientation stops.
- The number of highway authorities that control route delineation and maintenance. First-time National Historic Trail travelers will rely on highway numbers and roadway names to lead them along their desired route. When



route numbers or names change as the Auto Tour Route changes (e.g., from rural to urban or by crossing county or state lines) travelers should have

- consistent travel directions;
  - reliable and easily accessible maps; especially those that highlight where routes and route numbers change;
  - uniformly positioned Auto Tour Route guide signs; and
  - the identification of Auto Tour Route attractions.
- The presence of a visually dominant landform such as a mountain range, a river, or a lakeshore that parallels the Auto Tour Route along its length is usually a major asset for wayfinding. An Auto Tour Route that traverses a variety of landscapes without a visually dominant landform often presents greater wayfinding challenges for travelers. Effective maps and route guide signs are particularly necessary for Auto Tour Routes that are based in complex and diverse landscapes.
  - Auto Tour Routes that include both rural and town or city environments are often more complex than Routes through homogenous environments (e.g., national forests, wildlife areas, or parks). In diverse corridors with complex and changing environments, travelers rely on effective maps, orientation stops, Auto Tour Route guide signs, and the personal assistance of trained hospitality personnel.
  - As Auto Tour Route complexity increases, so does the need to provide all of the wayshowing Route guide components. Auto Tour Routes that exhibit greater complexity in configuration, access, number of routes, and diversity of landscape pose a higher risk that travelers may lose their orientation to the route. Complexity increases the likelihood that travelers may lose their way if wayshowing information is not effectively designed, implemented and maintained.

Each state and local highway and road jurisdiction located on the Auto Tour Route of a National Historic Trail should assess the specific conditions of its Auto Tour Route corridor. Auto Tour Routes exhibit a broad array of conditions which influence wayfinding. Therefore, the information provided below offers an overview of many of the conditions, considerations and successful examples in providing wayshowing assistance to travelers.



## ***THE MANUAL ON UNIFORM TRAFFIC CONTROL DEVICES FOR STREETS AND HIGHWAYS***

Signs installed along an Auto Tour Route can be effective wayshowing features for Route travelers. Auto Tour Route signs can announce Route entry points, lead travelers along the designated route and confirm where travelers are departing the Auto Tour Route's corridor. Signs are technically known as 'traffic control devices'. Signs in the roadway environment must be carefully planned, regulated and installed to assure the safety of all road users. The national standard for all traffic control devices installed on any street, highway, bikeway, or private road open to public travel is the Manual on Uniform Traffic Control Devices for Streets and Highways (MUTCD). The MUTCD is referred to frequently in this and other chapters in this wayshowing reference manual.

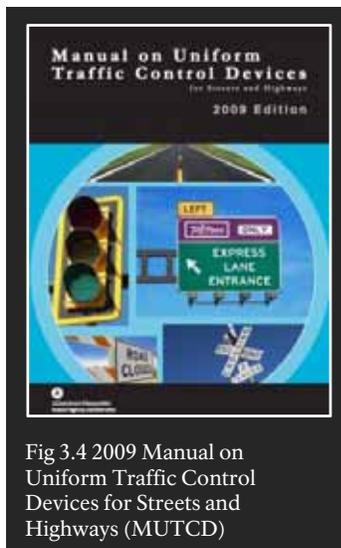


Fig 3.4 2009 Manual on Uniform Traffic Control Devices for Streets and Highways (MUTCD)

The MUTCD is arguably the most often referenced, if not most important, manual in the entire world of transportation. In a single document the domain of influence covers all traffic control devices—signs, traffic signals and pavement markings—for all types of highway—freeways, expressways, conventional highways, road, streets and private roads open to public travel. The application and reference to the MUTCD is made in federal, state and local law, rules, policies and procedures. Every state, federal land department and agency, and tribal organization has legally binding obligations under the scope and detail of the MUTCD.

## ***MUTCD APPLICATION TO AUTO TOUR ROUTES***

For Auto Tour Routes, the MUTCD (Part 2, 2009 Edition, MUTCD) guides and regulates the design, fabrication, and installation of signs. As such, this reference manual includes very basic information from the MUTCD.

The MUTCD classifies signs by function:

**Regulatory signs** give notice of traffic laws or regulations.



Fig 3.5 Regulatory Signs (2009 MUTCD Chapter 2B)

Warning signs give notice of a situation that might not be readily apparent.



Fig 3.6 Warning Signs (2009 MUTCD Chapter 2C)

Guide signs show route designations, destinations, directions, distances, services, points of interest, and other geographical, recreational, or cultural information.



Fig 3.7 Guide Signs (2009 MUTCD Chapter 2D)

Relative to the use of signs, the 2009 MUTCD, Part 2 – Signs, Chapter 2A – General, offers this guide:

*Regulatory and warning signs should be used conservatively because these signs, if used to excess, tend to lose their effectiveness. If used, route signs and directional guide signs should be used frequently because their use promotes efficient operations by keeping road users informed of their location.*

For individuals and professionals who are assisting Auto Tour Route organizations with developing, upgrading, or managing a road signing element of the Auto Tour Route, it is recommended that you obtain several chapters of the 2009 MUTCD for reference. The MUTCD is one of the few major transportation documents that are available for free downloading at [www.mutcd.fhwa.dot.gov/](http://www.mutcd.fhwa.dot.gov/). Please note that your state may have adopted documents or procedures that supersede or supplement the foundational basis of the 2009 MUTCD. (See Chapter Six for more information)

The first chapter of the 2009 MUTCD suggested for your reference is *Part 2 – Signs, Chapter 2A – GENERAL*. Chapter 2A covers the following topics that may be of specific interest to Auto Tour Route providers:

- Design of Signs
- Retroreflectivity and Illumination
- Sign Colors
- Dimensions
- Symbols
- Word Messages
- Sign Borders

- Standardization of Location
- Mounting Height
- Posts and Mountings
- Maintenance

Next, *Part 2- Signs - Chapter 2D - GUIDE SIGNS – CONVENTIONAL ROADS* of the 2009 MUTCD provides information on topics related to:

- Design, Color, Retroreflectivity, Size of Signs
- Auxiliary Signs
- Sign Assemblies
- Destination Signs
- National Scenic Byways Signs

*Part 2 – Chapter 2E - GUIDE SIGNS-FREEWAYS AND EXPRESSWAYS* provides information for guide signs associated with freeways and expressways.



Fig 3.8 Freeway / Expressway Guide Signs (2009 MUTCD Chapter 2E)

Finally, *Part 2 – Chapter 2M – RECREATIONAL AND CULTURAL INTEREST AREA SIGNS* provides guidelines for signing recreational and cultural interest areas including parks, museums, and historical buildings or sites.



Fig 3.9 Examples of Recreational and Cultural Interest Area Signs (2009 MUTCD Chapter 2M)

Check with the appropriate road management authorities for your section of the Auto Tour Route to determine the applicability of federal lands, state, and local provisions that may supplement or amend the standards and guidance provided by the 2009 MUTCD.



## ***THE COMPONENTS OF A COMPREHENSIVE AUTO TOUR ROUTE WAYSHOWING SYSTEM***

Effective wayshowing for National Historic Trail travelers relies on a family of components or features being in place and made available to travelers. Here, the term ‘comprehensive’ means that a variety of wayshowing features all should be made available, integrated, and continually maintained so that travelers can fulfill their wayfinding needs.

Here are five key challenges travelers face in solving the problem of getting from here to there along trails, roads or a set of highways. Regardless of their familiarity with a region or locality, in order to be successful at wayfinding, travelers must be able to

1. Identify their original starting location and their destination.
2. Determine whether they need to turn right or left or go straight to stay on course.
3. Identify distinct segments of the total route and the cardinal direction of travel for each.
4. Recognize on-route and distant landmarks.
5. Mentally embed or visualize the route in a larger reference frame, a *cognitive map*.

The implementation of effective Auto Tour Route wayshowing components can help travelers succeed at these challenges. Successful wayfinding is essential to positive traveler experiences. A variety of federal, state and local agencies and organizations can collaborate to assure that National Historic Trail travelers are well-served by providing and sustaining these eight wayshowing components for the Auto Tour Route:

1. **Travel Directions and Route Clarity:** Turn-by-turn narrative descriptions of each distinct route segment of the Auto Tour Route
2. **Maps:** Graphic (cartographic) displays of the Auto Tour Route, its surrounding corridor and regional setting
3. **Digital Data:** Media provided for consumer electronic devices
4. **Marked Auto Tour Route Entrances and Exits:** Signs and entry monuments which signify the beginning, ending and major intersecting entry points of the Auto Tour Route



5. **Orientation Stops:** Visitor centers and roadside pull-offs where travelers can obtain an overall orientation to the Auto Tour Route corridor
6. **Auto Tour Route Guide Signs:** Highway and road signs which guide motorists to and along the Auto Tour Route
7. **Identification of Auto Tour Route Attractions:** Signs and graphics with the names of places where travelers are encouraged to stop along the Auto Tour Route
8. **Trained Hospitality Personnel:** Visitor center staff, interpreters, volunteers, park rangers and other people who have the duty to provide timely and factual information to travelers and visitors

The eight wayshowing components can be considered in three broad categories:

- **Representational**
- **Physical**
- **Personal**

Figure 3.10 illustrates that each wayshowing component meets certain essential wayfinding challenges shared by all travelers.

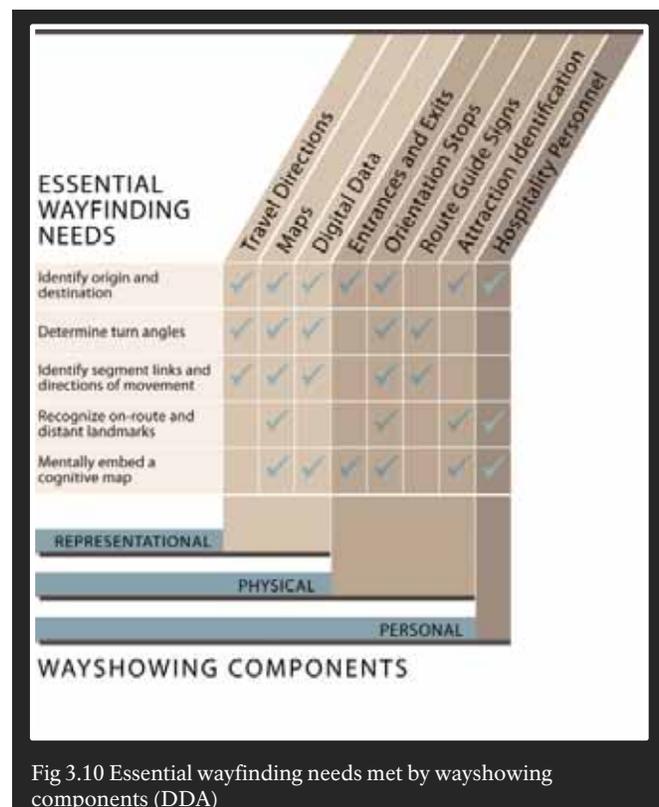


Fig 3.10 Essential wayfinding needs met by wayshowing components (DDA)



## **REPRESENTATIONAL COMPONENTS**

### **Travel Directions and Route Clarity**

When we are familiar with a region such as our neighborhood, we rely on well-used and reliable mental or cognitive maps to find our way to work, the grocery store, or our favorite park. We use repeated and successful experiences and memories to travel in and around territory we know. When we are familiar with a territory, we unconsciously use the knowledge that we already have to travel to a new friend's home or a new place of work. When what was once unfamiliar geography becomes familiar through repeated travel, we no longer have to logically solve the navigation dilemmas of "Where are we?" and "Where do we want to go?".

However, when we are in unfamiliar territory, we must consciously use physical clues along the roadway. We can also use measurable information such as turn-by-turn instructions and maps to logically solve our wayfinding challenges. Research conducted by the late Dr. Reginald Golledge of the University of California, Santa Barbara, has identified specific steps that we use to orient ourselves and navigate in unfamiliar locations including:

1. Identify our original starting point and their destination.
2. Determine whether we need to turn right or left or go straight to stay on course.
3. Identify distinct segments of the total route and the cardinal direction of travel for each.
4. Recognize on-route and distant landmarks.
5. Mentally embed or visualize the route in a larger reference frame, a *cognitive map*.

Auto Tour Route travelers enter the Route, travel along the Route, and ultimately reach an end point. Travelers select their entry points (e.g., either end of a lineal portion of the Auto Tour Route or one of several intersections with other roads along a more complicated section of the Auto Tour Route). Travelers also determine where they end their Auto Tour Route experiences. End points may be the other end of a lineal route, an intersecting highway, or an intermediate destination. No matter where Route travelers begin and end their visits, the National Historic Trail route is fixed. The route is the connected and continuous sequence of segments of highways, roads and streets that carries the Auto Tour Route designation. See figure 3.11 for an examples of how Auto Tour Route segments for the Lewis and Clark National Historic Trail can be defined.

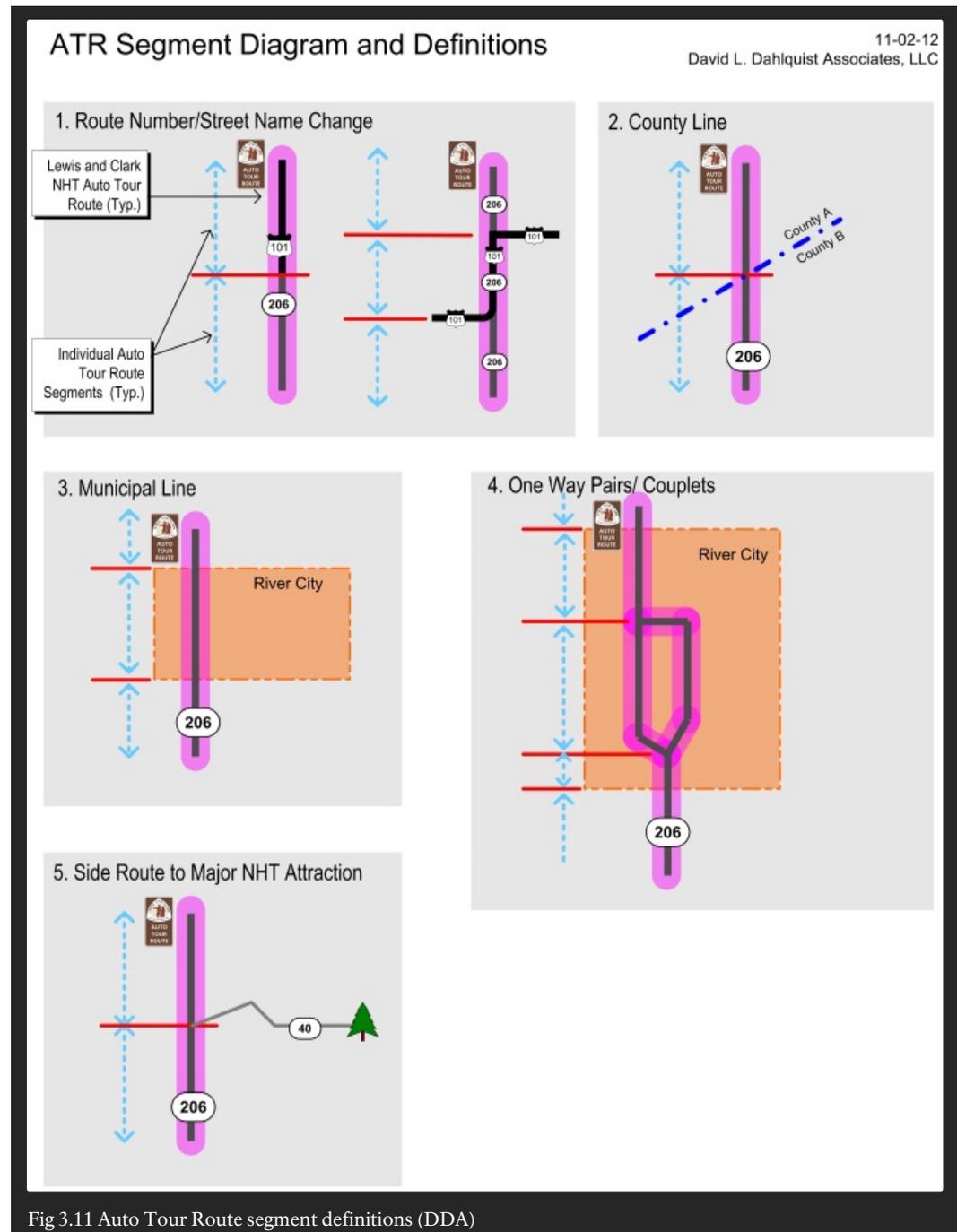


Fig 3.11 Auto Tour Route segment definitions (DDA)

With few exceptions, the Auto Tour Route’s designation occurs as an overlay designation on otherwise officially numbered or named highways, roads, and streets. Well-established conventions are used to name highways, road and streets (e.g., Interstate 29, U.S. Trunk Highway 40, County Road-38, and Main Street). Travelers expect that every stretch of road has a name and/or number that will help locate features or addresses.



Wayshowing tools for a National Historic Trail should use a road's named or numbered identity to convey travel directions to travelers who are unfamiliar with the Auto Tour Route and its corridor.

Here is a commonly accepted protocol for conveying travel directions from a hypothetical Point A to Point B.

*Depart Point A on Highway 16 and travel south for 5 miles,  
Turn Right (west) onto Main Street and travel 1.2 miles,  
Turn Left (south) onto County Road 67 and travel 8.5 miles,  
Arrive at Point B.*

Now let's examine these directions with the five steps of successful travel as identified above.

*Depart Point A [Origin] on Highway 16 and travel south for 5 miles,  
Turn Right [Turn Angle] (west) [Direction of Movement] onto Main Street [On Route Landmarks] and travel 1.2 miles [Segment Link],  
Turn Left (south) onto County Road 67 and travel 8.5 miles,  
Arrive at Point B [Destination].*

Preparing a 'Point A to Point B' or turn-by-turn description of a National Historic Trail's Auto Tour Route can typically be a task or product of the Trail's comprehensive management plan. A segment-by-segment narrative is often required as a condition of a Trail's Auto Tour Route designation at state and national levels. Communicating the turn-by-turn directions to travelers is particularly important. Many travelers prefer to navigate unfamiliar routes and areas using this method over all others—there are many people who are not accustomed to reading or navigating with the aid of maps.

Providing turn-by-turn directions in both directions for a National Historic Trail is the first important wayshowing component in a comprehensive system. Communication of the Auto Tour Route travel directions should be provided in print, electronic and even audio versions.



## Maps

### *The Value of Auto Tour Route Maps*

National Historic Trail travelers in unfamiliar territory rely on maps as much as any other wayshowing component. In the Pre-Visit Stage, maps support the traveler's decisions and planning activities. Maps and Auto Tour Route guide signs provide the essential information for a traveler to answer these wayfinding questions:

- Where are we now (origin)?
- Where do we wish to go (destination)?
- Which road or highway should we take next (segment)?
- How far do we go before we turn or stop (segment length)?
- What way will we be traveling (direction)?

During the Visit stage, providing essential information through maps allows travelers to answer immediate questions, such as:

- Where are the scenic views, the historic sites, the parks and trails, the wildlife viewing areas we want to stop at today?
- Where can we eat, shop, hang out, get fuel, check e-mails, etc.?

During the Post-Visit stage, maps are an important tool travelers use to recall, refresh and refer to the memory of a rewarding Auto Tour Route experience.

### *Types and Sources of Maps*

National Historic Trail travelers rarely will find a single map that provides all of the geographical information needed to plan and execute a long distance trip. Travelers on a long trip may use several cross-country travel maps from different sources. Some examples include:

- Printed and digital maps prepared by the National Park Service;
- digital maps obtained from Internet servers, (e.g., MapQuest, Google Maps, or from highway department websites);
- official state highway or transportation maps (fold-out printed);
- map atlases such as a *Delorme Atlas & Gazetteer*;



- official state visitor guides, or;
- GPS navigational systems such as Garmin or *TomTom*.

Travelers may continue to use their cross-country travel maps, or they may seek a localized map from an area visitor center.

Maps today are an electronically derived product often being an output of a geographic information system (GIS). Historically, professionally trained cartographers designed and drew graphic products. Today, effective maps are produced by people who are technically and professionally trained in GIS and graphic design. An Auto Tour Route organization should plan to make initial and periodic financial investments to acquire effective Auto Tour Route mapping products. Map information should be updated to reflect changing conditions along and in the organization's section of the Auto Tour Route and attendant corridor. Map products can be produced across different media with high efficiency; mainly because electronic geographic databases and sophisticated graphic software are now more available and accessible. Auto Tour Route providers can now use common map images for websites, brochures and portable maps, fixed wayside exhibits, wall maps; reports and short-term communications, planning and management documents, and other applications. Multi-use applications represent a good return on financial investment and assure that travelers will receive common and consistent delivery of wayshowing information. Geo-data that can be used for developing Auto Tour Route corridor maps can be obtained from State DOTs, regional planning organizations, and county as well as municipal planning agencies.

### ***Make Maps Communicate What Your Travelers Need***

Although maps may seem like they are objective and accurate in their presentations, they are actually very biased—mapmakers determine what is (and what is not) shown on a map. Mapmakers control lines, shapes and symbols with different weights, sizes, colors, positions, backgrounds and labels to direct attention toward features and de-emphasize or omit other features. The geographic features—roads, political subdivisions, rivers, parks, land covers, mountain peaks, etc.—and how they are rendered or graphically weighted are determined by the mapmaker and the objectives which are used to plan a National Historic Trail map. A map showing land use, zoning, or underground utilities will look different than a map illustrating native vegetation or sub-surface geology.

An important point about mapmaking is that maps should be created with a particular audience and purpose in mind. Land use or zoning maps serve public officials and property owners. Vegetation, wetlands or subsurface geological maps are designed for scientific, engineering or academic use. Trail maps are created for trail users. State park visitors use park maps to find the campgrounds, shelter houses, trailheads and swimming beaches.

LEWIS AND CLARK NATIONAL HISTORIC TRAIL AND AUTO TOUR ROUTE  
 Effective Wayshowing for Enhanced Visitor Experience  
 National Park Service  
 U.S. Department of the Interior



Fig 3.12 Orientation Map (partial coverage) Grand Rounds Byway, Minneapolis, MN (DDA)

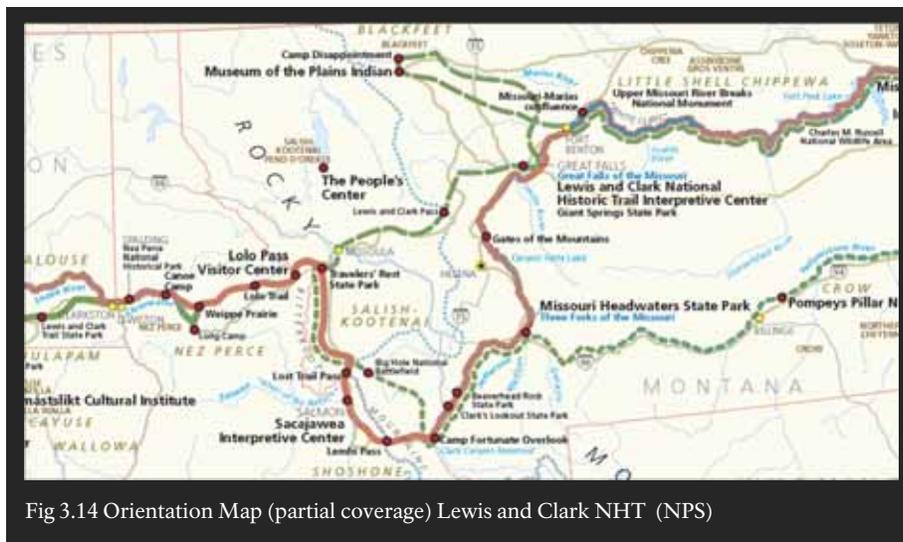


Fig 3.14 Orientation Map (partial coverage) Lewis and Clark NHT (NPS)

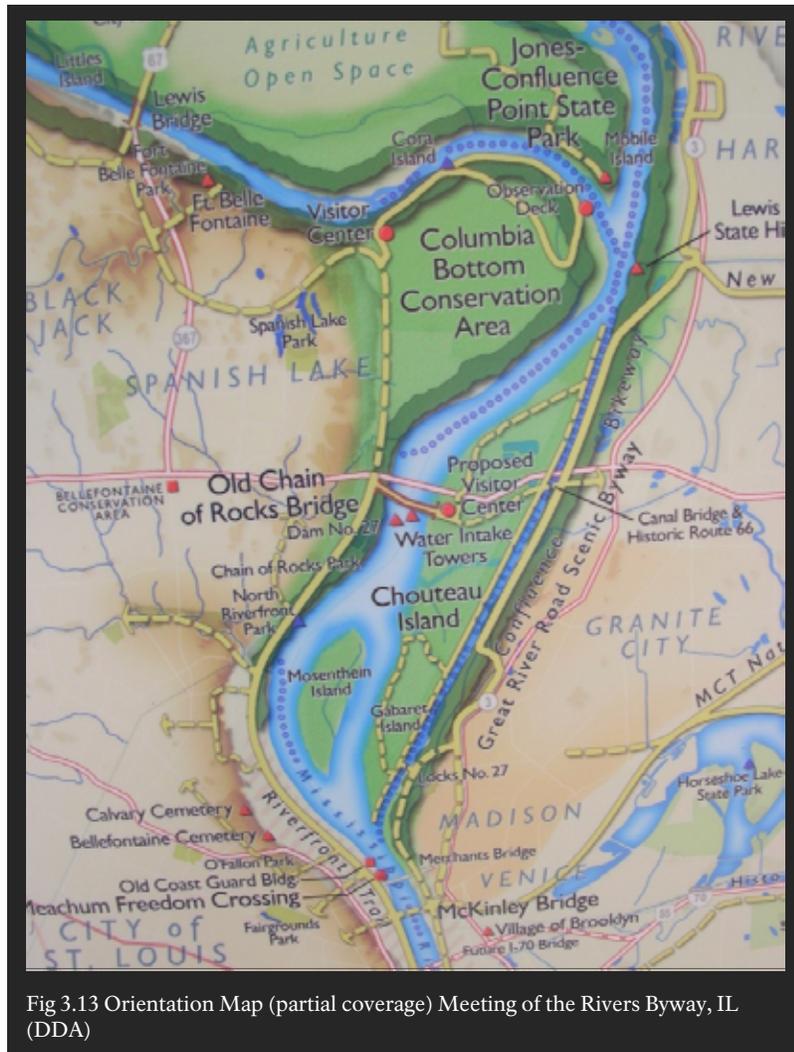


Fig 3.13 Orientation Map (partial coverage) Meeting of the Rivers Byway, IL (DDA)

Keep Auto Tour Route maps simple by limiting the potential audiences and key objectives. A Route wayshowing map cannot show every detail someone might wish to see.

Maps of an Auto Tour Route should be planned, designed, produced and distributed for the purpose of serving the needs of people who want to drive and experience a National Historic Trail and its intrinsic and historic qualities and resource sites. Auto Tour Route organizations may need multiple maps in different mediums to most effectively represent the Auto Tour Route to all of the targeted audiences.

### Map Features and Considerations

Auto Tour Route wayshowing maps features could:

- Prominently display the Auto Tour Route among all highways and roads.



- Label the number and/or name of all highways, roads or streets that make up the Auto Tour Route. Include the same for all roads that lead to National Historic Trail attractions. Confirm how each highway and road is signed in the field.
- Indicate the Auto Tour Route's corridor.
- Illustrate National Historic Trail attractions with shapes, points or symbols and labels. Provide street addresses as needed.
- Use symbols, line weights, colors, patterns and fonts to consistently communicate a common meaning. For example, all interstate highways use a common line; all water bodies are blue; or all cities of a certain range of population have the same symbol.
- Mark visitor services such as restrooms and vehicle services, particularly if those facilities are dispersed or not within a reasonable distance of the Auto Tour Route.
- Exhibit essential intrinsic qualities and resources such as rivers, lakes, mountain peaks, oceans, and other significant geological features. These often assist with basic orientation and wayfinding.
- Provide graphic illustrations or photographs of significant natural and cultural landmarks that serve as visual, in-route destinations.
- Instruct travelers to look for and follow the Auto Tour Route's guide sign.
- Indicate portions of the Auto Tour Route that may not be hard surfaced or is subject to seasonal closure. Mark alternative routes so that there is a distinct route to follow for all vehicles and in all seasons.
- Indicate major political subdivisions and all towns and cities on and near the Auto Tour Route.
- Indicate National Historic Trail orientation stops, visitor centers and other public locations where travel information may be obtained.

## Digital and Electronic Applications

Electronic devices and associated data and information systems are widely available and used by travelers. These applications can support and enhance the National Historic Trail and Auto Tour Route traveler's experience. However, these applications are rapidly changing with developments in technology. In 2013, travelers used a wide range of electronic and broadcast tools to assist them during all stages of their Auto Tour Route experience including:

- Personal GPS—Handheld, dashboard installed or as a function of a Smartphone
- Smartphone applications
- Short range FM-AM radio broadcasts
- Audio CDs and video DVDs with driving instructions and interpretive stories
- Laptops, electronic tablets or handheld devices with Internet connections
- On-board telematics communication systems such as OnStar or SYNC®
- Commercial GPS activated audio messages and devices
- Downloadable audio tours via MP3 or other systems
- Electronic book readers

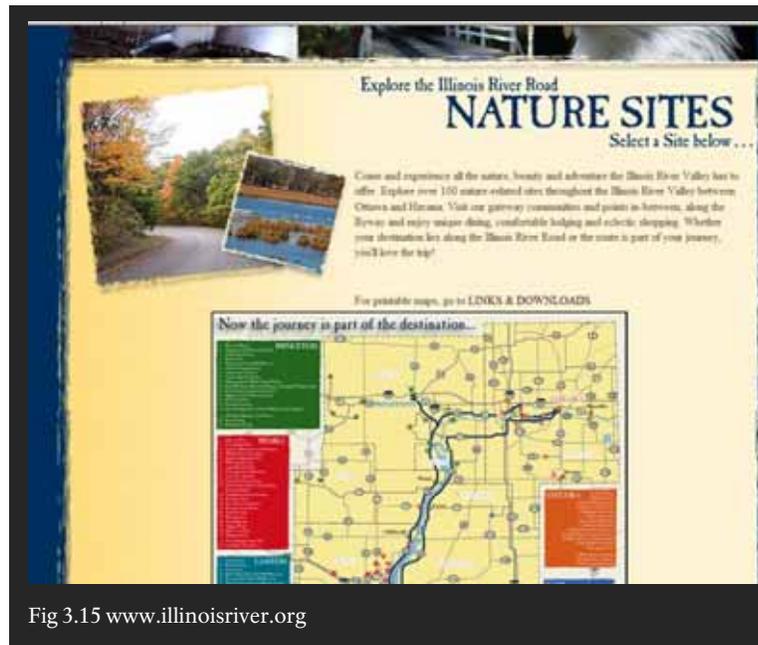


Fig 3.15 [www.illinoisriver.org](http://www.illinoisriver.org)

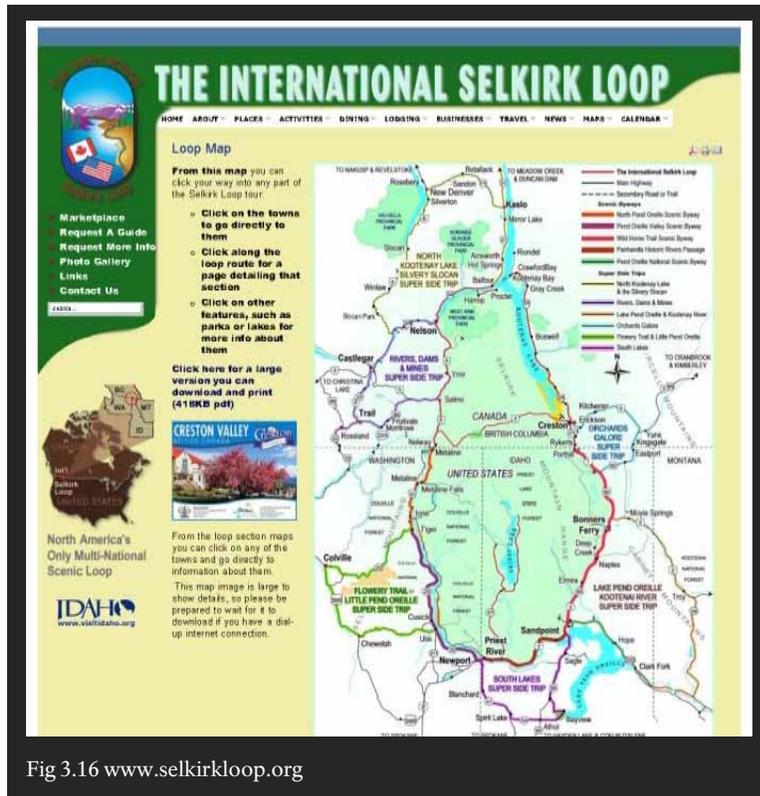


Fig 3.16 www.selkirkloop.org

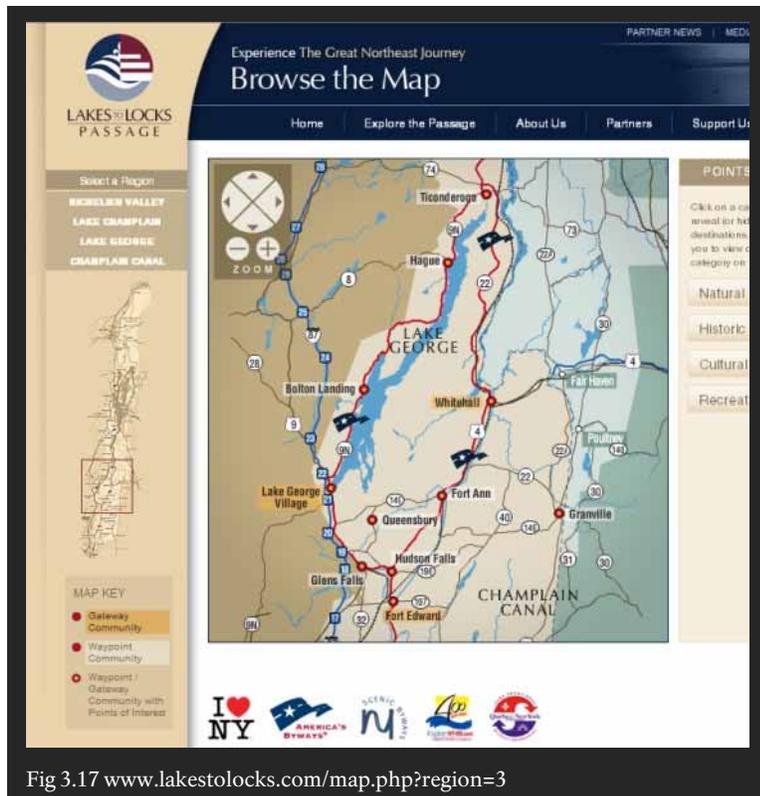


Fig 3.17 www.lakestolocks.com/map.php?region=3



Auto Tour Route organizations may deploy new electronic technologies to distribute narrative, maps, GPS points, and other content to assist travelers in finding their way to and along the Route. Electronic technologies can assist in providing fundamental traveler needs, including; helping to develop an effective cognitive map of the Auto Tour Route’s corridor; determining where they want to travel (destination); and identifying how to find their way.

However, as organizations consider making electronic media available to travelers, they need to be mindful of the extent to which these media may contribute to the dangerous practice of distracted driving. According to [www.distraction.gov](http://www.distraction.gov),

*Distraction is defined by the National Highway Traffic Safety Administration as a specific type of inattention that occurs when drivers divert their attention away from the task of driving to focus on another activity instead. These distractions can be electronic distractions, such as navigation systems and cell phones, or more conventional distractions, such as interacting with passengers and eating. These distracting tasks can affect drivers in different ways and are categorized into the following three types—visual, taking your eyes off the road; manual, taking your hands off the wheel; and cognitive, taking your mind off the road.*

As information is shared about a National Historic Trail and its attendant Auto Tour Route with prospective travelers in their Pre-Visit Stage or during their Visit Stage, these travelers need to be reminded and cautioned of the dangers of distracted driving. Many states have enacted laws regarding the use of cell phones and texting while driving and out-of state travelers may not be fully aware of local rules and regulations for individual states.

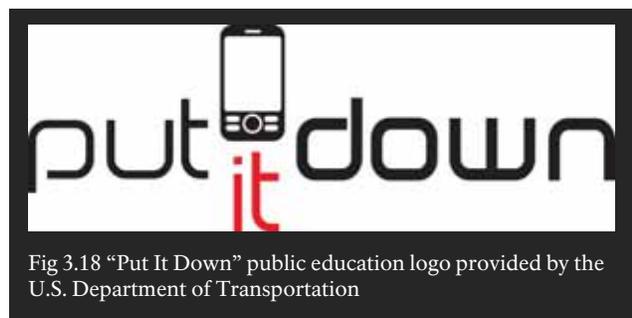


Fig 3.18 “Put It Down” public education logo provided by the U.S. Department of Transportation

## PHYSICAL COMPONENTS

### Marked Auto Tour Route Entrances and Exits

A critical function in wayshowing is that of physically marking or identifying Auto Tour Route entrances with signs, monuments, or landscape development. Travelers need to know when they have arrived and when they are leaving the National Historic Trail environment.

A number of road management authorities use two auxiliary signs prescribed in the MUTCD: the BEGIN auxiliary sign (M4-14) and the END auxiliary sign (M4-6) to indicate the respective points on designated Auto Tour Routes. BEGIN and END auxiliary signs are typically mounted in assemblies with guide signs and directly above the standard Route guide signs.

Auto Tour Route entrance and exit locations offer the opportunity to:

- make a significant positive first impression for travelers;
- provide constant reminder to local residents and travelers of the presence of the National Historic Trail; and
- manifest a sense of community pride and participation in the support and recognition of the Auto Tour Route.

A range of marking Route entrances and exits are illustrated here including some that are associated with National Scenic Byways.



Fig 3.19 Iowa Byway exit sign (DDA)



Fig 3.20 River Road Scenic Byway, MI (DDA)



Fig 3.21 Historic Columbia River Highway, OR (DDA)

## Orientation Stops

Early in the Visit Stage of Auto Tour Route travelers' experience, their wayfinding tasks are often simplified if they have the opportunity to receive an overall orientation to the Auto Tour Route corridor. The knowledge and emotional appreciation that can be gained at the beginning of travel will likely enhance the overall National Historic Trail experience in many ways. Orientation stops can significantly influence and shape a traveler's early or immature cognitive (mental) map of an unfamiliar area.

Orientation stops prepare travelers for their Auto Tour Route excursion by offering these types of information:

- Overall Auto Tour Route corridor map(s)
- Travel tips for enjoyable and safe travel, what to do in the case of an emergency, and special travel restrictions
- Useful clues to signify "You are here"
- Essential services and locations for restrooms, refreshments, meals, vehicle services, lodging, etc.
- Messages about intrinsic qualities and interpretive themes
- Optional attractions and features that might be further ahead
- Descriptions on where to obtain additional information
- Special travel and detour information
- Identity graphics and information for responsible organizations and agencies

Orientation stops may include roadside pull-offs or turn-outs. Travelers can safely stop and depart their vehicle to access a freestanding wayside exhibit with maps, illustrations and narrative. These orientation stops are usually in an exterior or outdoor setting for around-the-clock accessibility without personnel staffing to assist visitors. Hard surface or all weather walking surfaces should be provided from the designated parking areas. Attractive landscape plantings, benches and trash receptacles are often added features. The principles of Universal Design are important considerations for constructing and maintaining orientation stops. See figures 3.22 through 3.24 for examples of free-standing, non-staffed orientation stops.



Fig 3.22 Sheyenne River Valley Byway, ND (DDA)



Fig 3.23 Grand Rounds Byway, MN (DDA)



Fig 3.24 Iowa Great River Road, IA (DDA)



A second level of orientation stop can occur in conjunction with visitor information centers, also called welcome centers or interpretive centers. Visitor center volunteers and staff can answer questions and offer advice and supply or direct visitors to orientation information located within the facility. Visitor centers typically include restrooms and refreshments, extensive brochure racks, souvenirs, travel guides, supplies and books for purchase. Public visitor centers provide the important communication and service function of providing Auto Tour Route orientation for travelers. Here are some of the typical visitor centers that provide Route orientation:

- Interstate or highway oriented welcome or visitor centers
- State, regional, county or municipal visitor information centers
- County or state park visitor or interpretation centers
- Federal lands and tribal lands visitor or interpretation centers, museums, nature centers, park entrance and user permit centers, etc. Federal agencies that offer numerous such facilities include but are not limited to the National Park Service, the USDA Forest Service, the Bureau of Land Management, Fish and Wildlife Service, and the US Army Corps of Engineers.

Frequently, freestanding orientation exhibits as described above are located on the grounds of a visitor center building.



Fig 3.25 Skyline Drive, VA (DDA)

A third approach to providing the orientation stop function for Auto Tour Route travelers is through privately owned and operated commercial establishments. Often these entities have an inherent stake in the success and viability of the National Historic Trail. They may provide an important traveler service such as a restaurant or coffee shop, a service station, a gift shop, a private museum, a lodging facility, a campground, and more. The vital functions outlined above for freestanding orientation

stops apply to the information that might be conveyed at a private or commercially operated facility.

Regardless of how the orientation function is provided along the Auto Tour Route—free-standing orientation stop, full service visitor center, or through private commercial offerings—it is essential to remember this is a first impression situation. Information should be up-to-date and useful. Litter and vandalism cannot be tolerated. Unfavorable first impressions are instantly made when travelers see dirty exhibits, poorly maintained grounds and constructed features, and inhospitable or uninformed



personnel. Remember the wise saying, “You only have one chance to make a good first impression.” It surely applies for the orientation function or service you provide to Auto Tour Route travelers.

Orientation stops should be located where your travelers are entering the Auto Tour Route. If the Auto Tour Route has a distinct or geographically limited entry point due to the limitations of mountains, rivers or other geographic conditions, then the solution is clear—orientation stops need to be at the two or three obvious entrances. Many Auto Tour Routes have multiple access points since their routes are designated from within a grid or network of intertwining interstates, highways, local roads and street. Travelers have multiple points of access, and multiple opportunities to locate a limited number of orientation stops. In these situations, consider:

- Comparing actual traffic counts on intersecting highways.
- Identifying the routes most travelers will use in arriving at the Auto Tour Route. For example, the major traveler market segment may reside to the south of the Route. As such, most people take an available state highway to travel north to the Auto Tour Route even though an interstate highway crosses the Route in a northern segment. If that interstate highway delivers a relatively small number of motorists to the Auto Tour Route, then it might be more effective to focus on the travelers arriving from the south on the state highway.
- Using any well-established visitor centers in the vicinity of the Auto Tour Route that serve leisure travelers arriving to the region before acquiring land, property or a building for a free-standing orientation stop directly on the Auto Tour Route.

Travelers are assisted in their search for the Auto Tour Route’s orientation stops by:

- Placing the orientation stop where the travelers are already stopping.
- Promoting the orientation stop as, for example: “The Lewis and Clark National Historic Trail Orientation Stop”. In the Pre-Visit Stages of communication, prospective Auto Tour Route travelers should be informed of the benefits of the Route’s orientation stop(s).
- Identifying the orientation stop with a clearly marked sign, name, or graphic to announce and confirm that this location and facility is “The Lewis and Clark National Historic Trail Orientation Stop.”

- Assuring that appropriate directional signs will help travelers locate the orientation stop if it is not immediately adjacent to and visible from the Auto Tour Route.

Auto Tour Route providers should concentrate on providing and delivering high quality information for travelers to use in the Pre-Visit **planning stage**. If they cannot provide the orientation stop function, they should use brochures, websites, social media, and other communication to fill in the gap of wayshowing information that would otherwise be provided by an orientation stop.

## Auto Tour Route Guide Signs

The wayshowing component of Auto Tour Route guide signs is consistent with and supported by the overall purpose of Guide Signs as established in the Manual on Uniform Traffic Control Devices (MUTCD). From the MUTCD, Guide Signs are:

“essential to direct road users along streets and highways, to inform them of intersecting routes, to direct them to cities, towns, villages, or other important destinations, to identify nearby rivers and streams, parks, forests, and historical sites, and generally to give such information as will help them along their way in the most simple, direct manner possible.”



Fig 3.26 Iowa Great River Road, IA (DDA)



Fig 3.27 Ohio River National Scenic Byway, OH (DDA)



Fig 3.28 Lewis and Clark NHT [outdated] and California Trail NHT, KS (NPS)

For Auto Tour Routes of National Historic Trails, route guide signs are the most important of the eight wayshowing components. Route guide signs are the wayshowing feature seen and used by all travelers, regardless of their ability to own and operate electronic technologies; read maps; and follow travel directions. A complete and properly installed system of route guide signs may help prevent:

- Auto Tour Route traveler disorientation;
- Route travelers becoming lost;



- Route travelers with negative emotions; and
- Route motorists making unsafe traffic movements.

Route guide signs are present 24 hours a day, 365 days of the year to guide travelers to and along a designated Auto Tour Route of a National Historic Trail. Travelers may not realize they have entered a corridor of a National Historic Trail and without route guide signs specifically installed for the Auto Tour Route travelers cannot confirm they are indeed on the desired highway, road or street which will lead them to their desired destinations.

Most Auto Tour Routes are comprised of multiple numbered highways and named local roads and streets. Typically Auto Tour Routes of National Historic Trails do not follow a single highway from beginning to end. Auto Tour Route travelers are often confronted with decisions to follow a US highway for a while, and then turn onto a state highway, and then turn to follow a local road or city street before again turning back onto a different US highway. In other words, travel along an Auto Tour Route of a National Historic Trail requires drivers to change from one distinct route to another, sometimes in relatively rapid sequence with little advance notice.

Designating segments of a roadway to be part of the Auto Tour Route effectively overlays an additional navigation identity to an already numbered or named highway, road or street. Agencies which develop a comprehensive wayshowing system for an Auto Tour Route must establish a clear and reliable Auto Tour Route identity and guide sign system which will lead travelers along the Auto Tour Route. Additionally, they must respect and even enhance the myriad of existing numbers or names of each segment of the highway's, road's or street's existing or established guide signs.

Some travelers may be more likely to follow the signed identity of the Auto Tour Route than a sequence of changing highway numbers or road names. This should be a major consideration when planning, designing and installing an Auto Tour Route guide sign system. The single and consistent Auto Tour Route identity is likely to be more effective in guiding Route travelers than the changing identities of multiple numbered highways and named local roads and streets. Consequently Auto Tour Route guide signs must guide travelers from one Route segment to the next, connecting across highways and roads that may otherwise have very little in common. Auto Tour Route guide signs must not interfere with the functionality and visibility of highway guide signs. However, Auto Tour Route guide signs should provide constant and continuous Route identification across multiple highways, road, and streets.



An effective Auto Tour Route guide sign system is the product of much more than an attractive graphic identity. Developing or updating the Route's guide signs often requires Auto Tour Route providers to integrate the following:

1. collaborative engagement and commitment of key parties
2. comprehending the underpinnings of applicable policies
3. effective application of the Auto Tour Route's graphic identity
4. understanding guide sign assemblies.

### ***Collaborative Engagement and Commitment of Key Parties***

Establishing and updating an Auto Tour Route guide sign system is usually a lengthy process. Many parties are often involved including: state and local transportation officials; planners, designers and engineers; sign fabricators and installers (if contracted by road management authorities); funding and contract administrators; and road management field representatives. A two- to three-year timeframe is commonly required to develop and implement an effective and complete Auto Tour Route guide sign project.

Collaborative engagement of Auto Tour Route organization representatives with the appropriate road management authorities is essential. This collaboration is necessary to plan, install, and maintain effective Auto Tour Route guide signs. Representatives of road management authorities involved with guide signs may include headquarters and district personnel of the state department of transportation (DOT); representatives from federal or tribal lands; and county and municipal jurisdictions located along the Auto Tour Route. State, district and local road authorities have the exclusive authority to add, change and maintain the integrity of traffic control devices and signs occurring in the highway or road right-of-way.

Auto Tour Route organizations have the opportunity and responsibility to be represented in decisions and actions related to signing the Auto Tour Route. Auto Tour Route organizations typically do not have the authority to make actual changes to the signing along the corridor of the Route. But, these organizations can monitor the signing and act as advocates. As an example, Auto Tour Route organization representatives can communicate to the appropriate jurisdiction when signing needs obstruction clearance, or when a sign has fallen.



### *Underpinnings of Applicable Policies*

Jurisdictional laws, administrative rules and related operating policies govern and guide the installation and maintenance of Auto Tour Route guide signs. Auto Tour Routes that are designated on federal lands, (i.e. U.S. Forest Service or National Park Service) have appropriate department and agency policies, rules, and guidelines for signs on roads within these public lands. Tribal agencies likewise have enabling provisions regarding road signs on tribal-managed roads.

State laws, administrative rules (or their equivalents), traffic and transportation safety manuals, design guidelines and operating procedures support the installation and maintenance of highway and Auto Tour Route guide signs. Local governments have similarly defined responsibilities for assuring travelers can find their way along local streets, roads and highways.

The most important document that requires and regulates highway signs is the MUTCD (see discussion on the MUTCD throughout this manual).

### *Application of the Auto Tour Route Graphic Identity*

The Auto Tour Route's graphic identity is an important consideration in the planning and implementation of Route guide signs. Here are key considerations relating to the visibility of Auto Tour Route guide signs.

**Image readability:** The primary consideration in the design and appearance of Auto Tour Route guide signs must be simplicity and legibility for comprehension at a glance. While the establishment of an identity through traffic signing can certainly be considered an outcome of the signing, it should not be considered as or conveyed to be among the primary functions that signing must serve. Too often what seems like an attractive graphic identity on paper or computer screen, turns out to be largely unreadable in a roadway environment.

Motorists have only seconds to recognize and comprehend or process the graphic identity while they are traveling by at 45 to 70 miles an hour. Signs may become difficult to read where there is not adequate lighting and during less-than-ideal weather conditions. When National Historic Trail travelers are routed through traffic in congested areas, the visual field is likewise congested and complicated with many competing images making the readability of an Auto Tour Route graphic identity most critical.

Designing a new or revised graphic identity for an Auto Tour Route should include field-testing full-size sign mockups with motorists traveling in vehicles along the Route. Testing should occur in several locations. Designs which place significant emphasis on



the readability of the Auto Tour Route name and/or Route legend will more appropriately conform to basic principles of traffic sign and route marker design.

**Retroreflectivity:** All highway guide signs, including Auto Tour Route guide signs, are required by the 2009 MUTCD to have and maintain acceptable levels of retroreflectivity. Retroreflectivity is the characteristic of a sign that will essentially return light back in general direction from where it originated. This causes the sign to be visible at night under headlamp illumination by an approaching vehicle.

**Shape and Proportion:** Check the 2009 MUTCD, Chapters 2D and 2E, for guidance on typical dimensions and shape for guide signs.

**Information not included on Auto Tour Route Guide Signs:** Street addresses, telephone numbers, web addresses, time of operation, etc. This provides too much detail that cannot be ‘comprehended’ by a roadway traveler.

### *Auto Tour Route Guide Sign Assemblies*

Auto Tour Route guide signs are mounted on posts and other structures. Often this is done effectively in combination with already existing numbered highway route signs and auxiliary signs. In this case, Auto Tour Route guide signs are generally mounted to the right or below the numbered route assembly.

Chapters 2D and 2E of the MUTCD provide the standards for a variety of guide sign assemblies. The most commonly used assemblies for Auto Tour Routes are the:

- **Junction Assembly**—a sign assembly installed in advance of every intersection where a numbered route is intersected or joined by another numbered route. The Junction assembly alerts the traveler of an upcoming route change.
- **Directional Assembly**—a sign assembly typically installed on the near right corner of the intersection where a numbered route is intersected or joined by another numbered route. The Directional Assembly includes a route sign and a Directional Arrow auxiliary sign that directs the traveler to go straight or to turn right or left.
- **Confirming Assembly**—a sign assembly installed just beyond intersections of numbered routes. The Confirming Assembly provides immediate confirmation for travelers that they have made the correct decision or turn at the intersection.
- **Reassurance Assembly**—a sign assembly installed at such intervals as necessary to keep road users informed of their routes. Reassurance Assemblies provide periodic indications that travelers continue to be on their desired route.

Interval spacing of Reassurance Assemblies are based on the local conditions such as urban or rural areas.

Figure 3.29 illustrates a sample design for route and Auto Tour Route guide sign assemblies at an intersection of primary highways where the Route moves from one numbered highway route to another. The images used are generic and not intended to be used in the actual design and placement of guide signs.

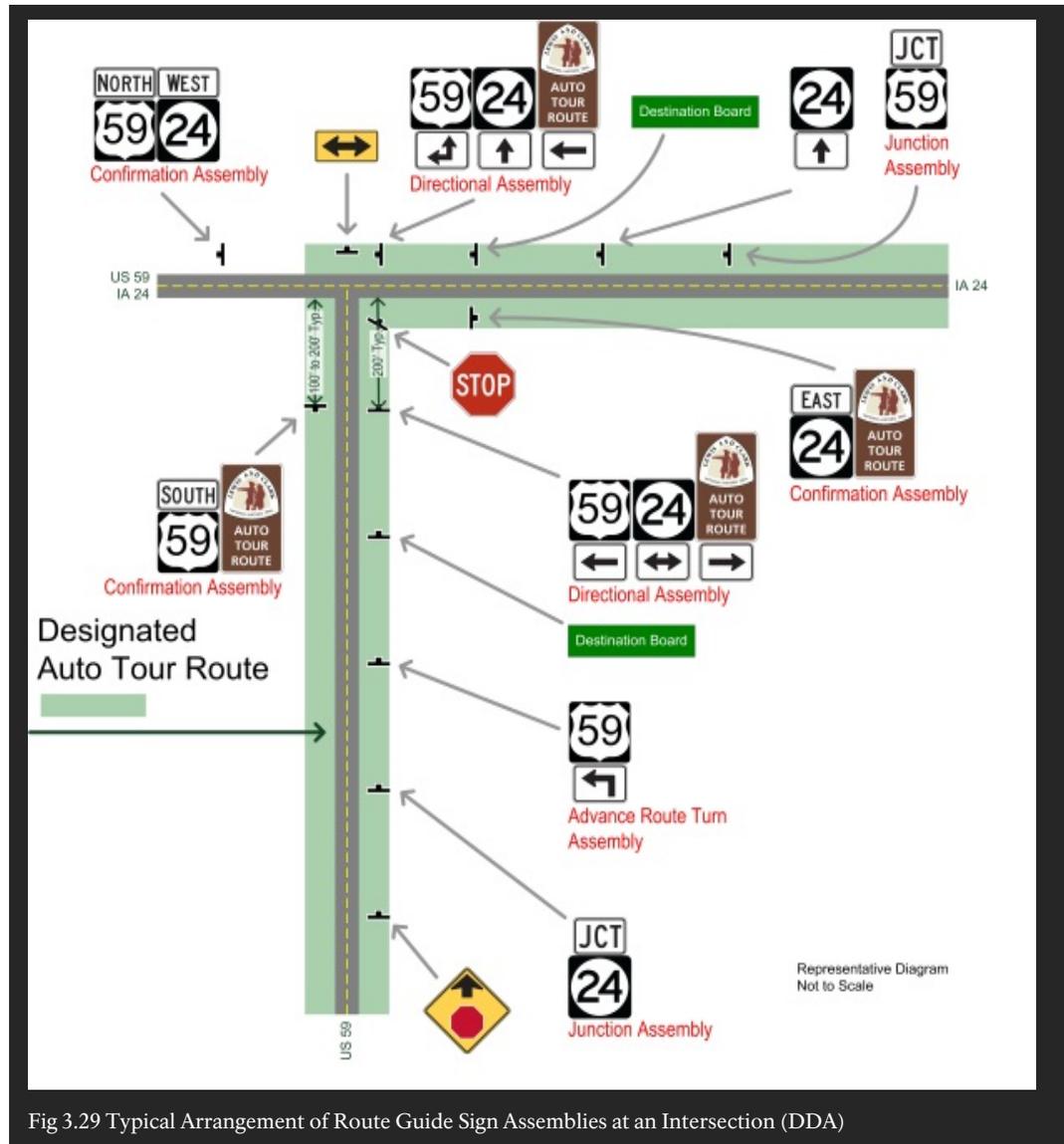


Fig 3.29 Typical Arrangement of Route Guide Sign Assemblies at an Intersection (DDA)

Please consult Chapters 2D and 2E of the MUTCD for specific standards on guide sign assemblies. Remember that your local road management authority(s) has legal jurisdiction over the Auto Tour Route and will have guide sign policies with installation



and maintenance procedures that must be followed. Those local procedures and policies may vary with what is specifically contained in the MUTCD or what is presented in this report.

## Attraction Identification

The term National Historic Trail and Auto Tour Route ‘attraction’ as used here refers to any place or point that is intended for National Historic Trail travelers to notice or stop while touring along the Trail and Route corridor. An important service for travelers and for National Historic Trail partners is the physical identification of Trail and Route attractions. Physical identification allows travelers to confirm the identity of recommended in-route destinations--attractions. Examples of Trail and Route attractions include but are not limited to scenic overlooks, historic sites, parks, trails, museums, information stops, interpretive centers, and wayside exhibits. Usually these ‘attractions’ are part of the overall National Historic Trail and Auto Tour Route experience and interpretation efforts.

In short, ‘attractions’ can include any physical place where National Historic Trail stakeholders intentionally want travelers to stop. Wayshowing components such as travel directions, maps, Route guide signs and others should be available to assist travelers in navigating to the intended National Historic Trail and Auto Tour Route attractions (see discussion in other parts of this chapter). Physical identification should be placed where Auto Tour Route travelers who want to confirm that they have arrived at an authentic Route attraction can see it.

The key objective of attraction identification is to consistently and reliably provide instant confirmation for travelers that they have arrived at attractions which are intended to integrate with the entire National Historic Trail and Auto Tour Route experience. Travelers need to rely on having a core recognizable and repeated graphic image which assures (and reassures) them they have succeeded in finding their way along the Auto Tour Route of a National Historic Trail.

The figures below present examples of various types of attraction identifications used for various recreation and cultural destinations.



Fig 3.30 Packer Meadows, MT (NPS)

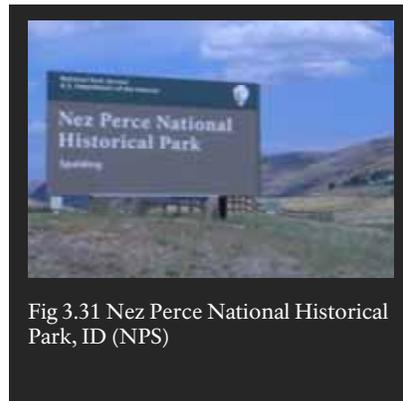


Fig 3.31 Nez Perce National Historical Park, ID (NPS)



Fig 3.32 Rock Fort Campsite, OR (NPS)

## PERSONAL WAYSHOWING COMPONENTS

### Trained Hospitality Personnel

Travelers with special information requests or who are navigationally challenged often highly value personal wayshowing advice. Warm hospitality and information gained from a conversation with trained personnel can often make a difference between a good trip and a bad trip, an extra night's stay, or a great recommendation given back at the traveler's home.



Fig 3.33 Traveler at visitor center information desk (DDA)



Fig 3.34 On-site interpreter (DDA)

Trained hospitality personnel who are prepared to address a wide variety of travel and visitor experience topics often staff orientation stops. Yet it is surprising how often the authors of this report have stopped at state welcome centers, visitor information outlets, and interpretive centers and found

that the front line personnel have little or no knowledge of nearby Auto Tour Routes. Auto Tour Route providers should avoid these missed opportunities for travelers and Auto Tour Route businesses by assuring that front desk staff can describe the nearby National Historic Trail for travelers. As the authors have discovered in conducting the "Good Trip-Bad Trip" exercises with byway organizations, unclear directions and unfriendly customer service are two of the reasons many people credit for having had a bad trip.



One of the core activities of managing an Auto Tour Route for a National Historic Trail should be inventorying, cataloging and quantifying places, conditions, resources and partner agencies along the Auto Tour Route. Auto Tour Route organizations or providers should maintain an inventory of the public visitor-oriented facilities at locations where trained hospitality personnel engage with the traveling public. Auto Tour Route providers should also periodically check if the trained hospitality personnel have accurate knowledge and personal information about the nearby National Historic Trail and its affiliated Auto Tour Route.

Within the regional vicinity of the Auto Tour Route there will likely exist a number of visitor centers or public information outlets representing untapped human hospitality—wayshowing—resources for the Auto Tour Route. Trained hospitality personnel working within a reasonable geographic range of influence can provide Auto Tour Route travelers with recommendations and information. The public places listed below may be appropriate locations for Auto Tour Route travelers to interact with trained hospitality personnel.

- State border welcome centers staffed by state DOTs or offices of tourism, or every location in your state that provides statewide traveler information.
- Interstate welcome centers staffed by state DOTs or offices of tourism.
- County or municipal tourism or visitor centers – every county and municipality that exists in or near the Auto Tour Route’s corridor.
- Local convention and visitor bureaus with visitor centers -- within 10 to 25 minutes driving distance of the Auto Tour Route.
- Interpretive centers for federal lands; state, county and municipal parks; historic sites; museums; wildlife areas; winter sports facilities; marinas; etc. – within 10 to 25 minutes driving distance of the Auto Tour Route.

These places are important because National Historic Trail and Auto Tour Route travelers are also potential visitors to many of the places listed above.

Here are some specific steps to capitalize on the pool of trained hospitality staff that exists in the region of a National Historic Trail.

- Inventory public visitor-oriented facilities and share the completed inventory with all locations.
- Provide information packets with facts about the National Historic Trail and its Auto Tour Route, why the Trail and Auto Tour Route are important and the benefits it offers to residents and visitors. Most importantly provide information about wayshowing components that are available for the Auto Tour Route.



- Provide sufficient copies of available Auto Tour Route brochures.
- Provide website linkage.
- Provide brief and personal training for hospitality personnel, interpreters, park rangers, volunteers and others who meet the traveling public.
- Provide organized familiarization (FAM) tours or incentives for personnel to drive and explore the National Historic Trail and Auto Tour Route.



## ***SUSTAINING AN AUTO TOUR ROUTE WAYSHOWING SYSTEM***

Here's a checklist of tasks to help keep wayshowing components up-to-date and well maintained for National Historic Trail and Auto Tour Route travelers.

1. Travel Directions and Route Clarity:
  - a. Drive the segment(s) of the Auto Tour Route for which your organization is responsible once every year in both directions to assure that travel directions continue to accurately reflect the true turn-by-turn decisions a new traveler must make. Visit all attractions and amenities that are located on your segment of the Auto Tour Route.
  - b. Confirm that the travel directions to your segment(s) of the Auto Tour Route from major cities, airports, interstate highways and other traffic generators are up-to-date and accurate. Most importantly, confirm Auto Tour Route designations with the appropriate representatives of the National Park Service.
  - c. Monitor websites to assure accuracy, usability and consistency in the travel directions pertaining to the Auto Tour Route. Include your official state tourism and transportation department websites; local tourism websites; and websites provided by National Historic Trail and Auto Tour Route partners.
2. Maps:
  - a. Confirm the accuracy of your maps and brochures every time they are reprinted. Confirm the accuracy of Auto Tour Route websites when they are updated.
  - b. Monitor all major websites for map accuracy and usability.
  - c. Appropriate National Park Service representatives should engage with state DOT and tourism offices to assure that the Auto Tour Route will be accurately printed in accordance with the state's policy every time a state's Official Transportation or Highway Map is published.
  - d. Assure continued financial support for the reprinting of an adequate supply of brochures, tear-off sheets and other types of guides that Auto Tour Route travelers use.
3. Digital Data:
  - a. Stay informed about the latest developments in technology.
  - b. Regularly check the functionality of National Historic Trail and Auto Tour Route websites and other digital delivery systems from a variety of computers and phones to assure prospective visitors and actual travelers are able to access the digital assistance which is provided.



- c. Conduct regular maintenance and updating of National Historic Trail and Auto Tour Route websites.
  - d. Provide current or seasonal road conditions and/or special traffic precautions. Clearly identify the location of any portions of the Auto Tour Route that are gravel or other non-hardened surfacing. Use National Historic Trail and Auto Tour Route websites for announcing short-term or construction detours, bridge closings or outings, high water, snow closures, etc. Provide alternative routing that is focused on Auto Tour Route travel patterns.
  - e. Review the electronic communications associated with the Auto Tour Route and modify or remove digital sources that contribute to distracted driving.
- 4-6. Marked Auto Tour Route Entrances and Exits, Orientation Stops, and Auto Tour Route Guide Signs:
- a. Maintain a contact list of the road management authorities who are responsible for the maintenance and replacement of Auto Tour Route guide signs.
  - b. Regularly monitor the existence and quality of Auto Tour Route guide signs and report any loss or deterioration to the appropriate road management authority. Check for vegetation or other obstructions that may block visibility of signs from the Auto Tour Route traffic lanes. Assure signs are maintained in an appropriate upright or vertical position.
  - c. Explore opportunities to provide volunteer assistance with roadside maintenance of vegetation and trash pick-up with the proper road management authorities.
7. Identification of National Historic Trail Attractions:
- a. Regularly monitor the quality and existence of highway signs and site identification signs of official Auto Tour Route attractions.
  - b. Assure that wayside exhibits for the Auto Tour Route are kept clean of dirt, debris, mildew, insects, grass clippings, etc. Immediately repair vandalism. Monitor for environmentally caused deterioration, UV damage, fading etc. of materials and surfaces that contain exterior and interior exhibits.
8. Trained Hospitality Personnel:
- a. Regularly update your contact list of the visitor information centers, interpretation centers, parks and other public outlets where travelers obtain information about the Auto Tour Route so that you can maintain regular communications.

- b. Offer to provide orientation, lunch and learn sessions, Auto Tour Route familiarization (FAM) tours, etc. for the people who staff the visitor centers which provide Route information to the touring public.
- c. Periodically check the visitor sign-in guest books and the results of visitor profile or satisfaction surveys that are maintained by visitor centers in your corridor to determine if wayfinding is an issue.
- d. Conduct ‘secret shopper’ visits to your local visitor centers to observe how hospitality personnel respond to questions about the Auto Tour Route.

In the big picture, a life-cycle approach similar to the illustration in Figure 3.35 should be taken to sustain the Auto Tour Route’s wayshowing system. While the periodic cycles should vary from one component to another – websites might be on an annual cycle, whereas Auto Tour Route guide signs might have a six- to eight-year cycle – all components should be thought of in terms of origination, implementation, use, renovation and updating.

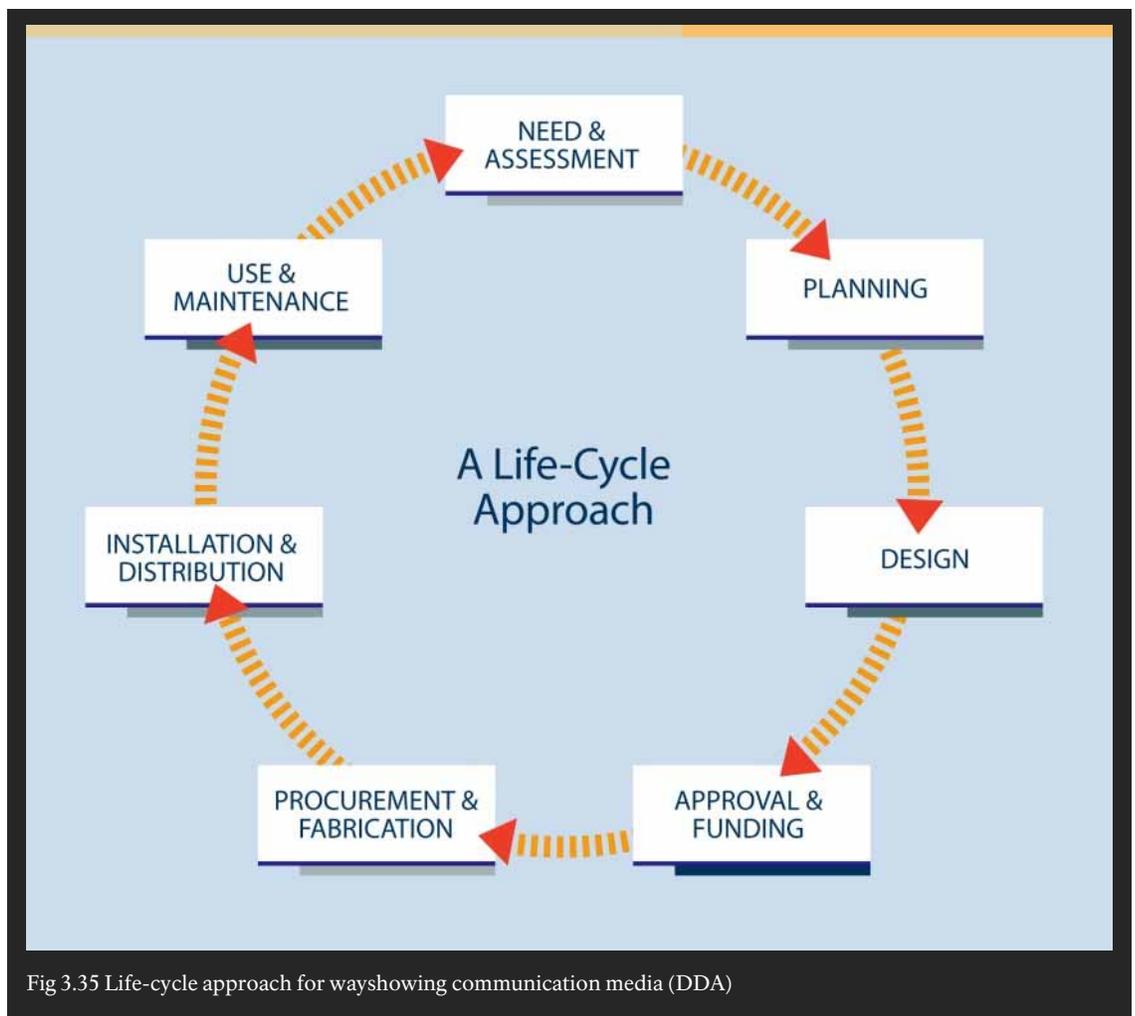


Fig 3.35 Life-cycle approach for wayshowing communication media (DDA)



## CHAPTER 4: EXISTING WAYSHOWING DELIVERY FOR THE LEWIS AND CLARK NATIONAL HISTORIC TRAIL AUTO TOUR ROUTE

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To succeed at finding their way to and along the 6,200-mile Lewis and Clark National Historic Trail and Auto Tour Route and enjoy the experiences of learning about the many stories that surround the explorations of Lewis and Clark, travelers need effective, diverse and uniformly available wayshowing components. It is no small or low-priority job for Auto Tour Route providers to plan, design, produce and install, and sustain an effective wayshowing system. Many state- and nationally-designated byways across the country, which may be only a few hundred miles long, struggle with providing adequate self-navigation assistance for their byway travelers. With the Lewis and Clark National Historic Trail and Auto Tour Route trekking through 11 states with more than one hundred federal, state, local and private wayshowing providers, meeting the challenges of establishing and sustaining effective wayshowing components will be a highly rewarding milestone to achieve.

The purpose of this chapter is to serve as a ‘benchmark’—an identification of wayshowing accomplishments and needs. The information provided here can serve as a means for measuring the immediate as well as long-term completion of a comprehensive, multi-component system of wayshowing assistance for the Lewis and Clark National Historic Trail and Auto Tour Route. The information provided here is multi-leveled in that system-wide considerations will be identified along with those at the state-level and local site or program level.

Additionally, as the previous chapters have informed, effective wayshowing cannot be accomplished with a single feature such as a map, a set of signs or the latest electronic app. Across the full spectrum of the Lewis and Clark National Historic Trail and Auto Tour Route a wide range of individual traveler needs and characteristics must be addressed so that the fullest extent of public needs can be met in providing a rewarding and engaging Lewis and Clark National Historic Trail experience.

At the end of this chapter, you will be able to:

- recall key characteristics—assets as well as limitations or deficiencies—of the wayshowing components that support the visitor experiences offered by the Lewis and Clark National Historic Trail and Auto Tour Route
- access key data and information for each of the eleven states through which the Auto Tour Route of the Lewis and Clark National Historic Trail travels



At the conclusion of reading this chapter, you can use the information to:

- evaluate and assess the effectiveness of the Lewis and Clark NHT Auto Tour Route’s wayshowing system as a whole and its individual components
- prioritize the improvements needed to increase the effectiveness of wayshowing components for the Lewis and Clark NHT Auto Tour Route
- use the information provided here as a format for evaluating the effectiveness of wayshowing for other national historic trails
- use the information provided here as a ‘benchmark’ with which the substance of existing effective components as well as the implementation of recommendations can be measured over time



## ***GENERAL/SYSTEM WIDE OBSERVATIONS***

This section provides an overview of the condition of the wayshowing delivery for the Lewis and Clark NHT Auto Tour Route identifying positive and effective characteristics as well as limitations, deficiencies and challenges which could become the focus for managed and coordinated improvement actions. The observations provided here are based solely on effectively providing wayshowing assistance for travelers who want to plan, undertake and recall a visit to and along portions of the Lewis and Clark NHT Auto Tour Route.

Additional input will continually be welcomed by partner organizations associated with the Lewis and Clark National Historic Trail. Input derived from individual stakeholders and visitor research and surveys (see Chapter 5) should likewise supplement the observations made here. Please review Chapter 6 for specific recommendations for addressing the needs and opportunities outlined below. The next section of this chapter provides a state-by-state tabulation of specific conditions.

### **Route Adjustments and Confirmation:**

- The vast majority of the public highway, road and street segments that are designated for the Lewis and Clark NHT Auto Tour Route are appropriate, accessible and generally intuitive for visitors to follow on one side or the other corridor of the Lewis and Clark Expedition. The generally parallel routing is a necessity given that most of the historic Expedition occurred on the Missouri, Snake and Columbia Rivers. There are a few situations where designations of existing highways, roads and streets need to be adjusted to provide continuous, unbroken routing.
- A significant benefit can be provided to the traveling public by designating a number of the cross-river connections. Rare are the current opportunities in the states from Missouri to Oregon and Washington for Auto Tour Route travelers to actually follow designated highways which would lead them to drive across the rivers that are the core of the experience.
- Maintenance of official route designations in each state is an ongoing necessity to assure route continuity and integrity.

### **Travel Directions:**

- Tabular and narrative descriptions of the official 6,200-mile route of the Lewis and Clark NHT Auto Tour Route have not been developed and distributed to partner organizations or the general public. This information is critical to effective management of the route by local jurisdictions, public education and promotion of the experience.

### **Route Cartography:**



- While individual states have assembled localized maps, a centralized, common and shared route map for the Lewis and Clark NHT Auto Tour Route has not been established. Establishing and distributing an accurate geo-data base of the route is essential for effective management and operations of the Lewis and Clark National Historic Trail.

#### **Physical Identification of the Lewis and Clark NHT Auto Tour Route:**

- In advance of the bicentennial celebration of the Corps of Discovery, many states along the Lewis and Clark NHT Auto Tour Route implemented highway-oriented sign projects to mark the Auto Tour Route and various Lewis and Clark related sites and attractions. The useful lives of many of these signage projects are now reaching their final years. Upgrading to modern standards; providing a complete range of Auto Tour Route Entrances, Orientation Stops, and Route Guide Signs; and assuring consistency from state to state is a significant need that will increase with each year as the present signage continues to become outdated.

#### **Identification of Lewis and Clark National Historic Trail Asset sites:**

- As is the case with route signage for the Lewis and Clark NHT Auto Tour Route, the quantity and quality of physical identification of the wide ranging asset sites of the Trail is at best inconsistent and at worst nonexistent.

#### **Hospitality and Visitor Services:**

- Travelers, particularly those who are unfamiliar with the region they are exploring, ultimately benefit from information that often can only be provided by local professional and volunteer hospitality personnel. At the same time, hospitality personnel can only be expected to provide information and visitor services that are available and offered to them to communicate in the first place. It cannot be taken for granted that local “front-line” hospitality personnel have the knowledge resources to effectively promote and service the needs of Lewis and Clark NHT Auto Tour Route travelers.

#### **Quality and Continuity from State to State:**

- Demonstrating that the Lewis and Clark National Historic Trail is one of America’s most significant stories and is based on a world class set of rivers and landscapes suggests that quality and continuity must be fundamental characteristics in providing a rewarding travel and discovery experience for all travelers—local and national as well as international. While high quality and continuity can be supplemented with appropriate and supportive local enhancement and character, common use of graphic identity, travel information content, sign placement, and overall recognition of the Lewis and Clark NHT Auto Tour Route needs to be sustained across all states within the Route’s corridor.



## ***STATE-BY-STATE OBSERVATIONS***

The following section of this chapter provides state-by-state tabulations of key characteristics related to wayshowing for the Lewis and Clark NHT Auto Tour Route. The data and information was gathered from a variety of secondary sources including individual state websites, printed visitor guides and official highway maps as well as data developed by the University of Wyoming acting as a contractor to the National Park Service for inventorying wayshowing components for the Lewis and Clark NHT Auto Tour Route.



## Illinois

Total Miles of Auto Tour Route:	29 miles
Percent of Total Auto Tour Route:	0.47%
Estimated portion of Auto Tour Route on Freeways and Expressways:	90%
Freeway Mileage:	26
Highway Mileage:	3
Approx. No. of Resource Sites:	2
No. of Visitor Centers (NPS website):	1
No. of Non-Federal Certified Sites:	2
Provisions for Lewis and Clark NHT Travel Directions and Maps:	The Illinois State Highway Map does not indicate the Lewis and Clark NHT or Auto Tour Route at all.
Provisions for Lewis and Clark NHT Digital Connections or Applications:	
Provisions for Lewis and Clark NHT Auto Tour Route Entrances, Orientation Stops, Signs:	Primary Illinois orientation provided at the Lewis and Clark State Historic Site in Hartford, IL.  No Lewis and Clark NHT AUTO TOUR ROUTE guide signs evident.
Concurrently Designated or Intersecting State Byways or other designated routes	The Lewis and Clark NHT intersects with the Illinois Great River Road along sections of Highway 3.  The Lewis and Clark NHT runs concurrently with the Historic National Road National Scenic Byway along Interstate 70.  <a href="http://www.dot.il.gov/byways.html">http://www.dot.il.gov/byways.html</a>



## Missouri

Total Miles of Auto Tour Route:	819 miles
Percent of Total Auto Tour Route:	13.23%
Estimated portion of Auto Tour Route on Freeways and Expressways:	5%
Freeway Mileage:	41
Highway Mileage:	778
Approx. No. of Resource Sites:	76
No. of Visitor Centers (NPS website):	6
No. of Non-Federal Certified Sites:	10
Provisions for Lewis and Clark NHT Travel Directions and Maps:	<p>Missouri Travel guide features no specific section on Lewis and Clark or the Lewis and Clark NHT. The guide divides the state into 5 regions – the Lewis and Clark NHT passes through 3 of them. The Lewis and Clark NHT or Auto Tour Route is not identified on the map. A word search for Lewis/Clark identifies individual sites and attractions that are related, but the Guide does not seek to combine them into a larger story or itinerary. You’d have to know the route to create an itinerary.</p> <p>The official Missouri State Highway Map marks the Lewis and Clark NHT Auto Tour Route with the outdated rectangular Lewis and Clark graphic identity on both sides of the Missouri River.</p>
Provisions for Lewis and Clark NHT Digital Connections or Applications:	No section on the Visit Missouri website.
Provisions for Lewis and Clark NHT Auto Tour Route Entrances, Orientation Stops, Signs:	Primary Missouri orientation provided at the Jefferson National Expansion Memorial in St. Louis, the National Frontier Trails Center in Independence, and the Lewis and Clark Boathouse and Nature Center in St. Charles.



## Missouri

	<p>Missouri signs both sides of the Lewis and Clark NHT Auto Tour Route along the Missouri River with the outdated rectangular graphic identity. The state sometimes provides directional signs at intersections, sometimes provides confirmation signs after an intersection, and provides reassurance signs at fairly regular and consistent intervals.</p>
<p>Concurrently Designated or Intersecting State Byways or other designated routes</p>	<p>The Santa Fe, Oregon and California National Historic Trails each occur near or cross the Lewis and Clark NHT.</p> <p>The Lewis and Clark NHT intersects with the Great River Road in the St Louis area.</p>



## Kansas

Total Miles of Auto Tour Route:	93 miles
Percent of Total Auto Tour Route:	1.50%
Estimated portion of Auto Tour Route on Freeways and Expressways:	1%
Freeway Mileage:	1
Highway Mileage:	92
Approx. No. of Resource Sites:	26
No. of Visitor Centers (NPS website):	1
No. of Non-Federal Certified Sites:	5
Provisions for Lewis and Clark NHT Travel Directions and Maps:	<p>The Kansas Travel guide divides the state into four regions. No mention of Lewis and Clark is made in the “Eastern Wooded Hills” section, the part of the state through which the Lewis and Clark NHT travels. Individual Lewis and Clark attractions are listed, but no larger story is developed.</p> <p>The Kansas State Highway Map marks only Lewis and Clark NHT along the centerline of the Missouri River using a dashed blue line. The map doesn’t mark the Lewis and Clark NHT Auto Tour Route or use any Lewis and Clark related logo.</p>
Provisions for Lewis and Clark NHT Digital Connections or Applications:	<p>The travelks.com website has a dedicated section for Lewis and Clark. It provides an itinerary with stops at attractions and in communities, but doesn’t provide a map or mention the Lewis and Clark NHT or the Auto Tour Route.</p>
Provisions for Lewis and Clark NHT Auto Tour Route Entrances, Orientation Stops, Signs:	<p>Kansas signs the Lewis and Clark NHT Auto Tour Route using the outdated rectangular graphic identity and attaches an auxiliary “Auto Tour” sign at the bottom. The auxiliary Auto Tour sign is sometimes black text on white background and sometimes white text on brown</p>



## Kansas

	<p>background. The state sometimes provides directional signs at intersections, sometimes provides confirmation signs after an intersection, and provides reassurance signs fairly infrequently.</p>
<p>Concurrently Designated or Intersecting State Byways or other designated routes</p>	<p>The Lewis and Clark NHT Auto Tour Route runs concurrently in the northern part of Kansas with the Glacial Hills Scenic Byway, which begins in Leavenworth. The byways begins and the border with Nebraska and tracks south along Highway 7, loops into the community of Troy (not a part of the Lewis and Clark NHT Auto Tour Route) and continues south on Highway 7 where it ends in Leavenworth.  <a href="http://www.ksbyways.org/ksbyways.org/glacial_hills">http://www.ksbyways.org/ksbyways.org/glacial_hills</a></p> <p>Branches of the California National Historic Trail begin in the vicinity of the Lewis and Clark NHT. The Pony Express National Historic Trail begins at two locations near the Lewis and Clark NHT.</p>



**Iowa**

Total Miles of Auto Tour Route:	152 miles
Percent of Total Auto Tour Route:	2.46%
Estimated portion of Auto Tour Route on Freeways and Expressways:	100%
Freeway Mileage:	152
Highway Mileage:	0
Approx. No. of Resource Sites:	17
No. of Visitor Centers (NPS website):	6
No. of Non-Federal Certified Sites:	16
Provisions for Lewis and Clark NHT Travel Directions and Maps:	<p>Scenic Byways are introduced on page 14. The page begins with, “To see the real Iowa, hop off the interstates and follow our scenic byways and historic routes. Embark on an adventure across land traversed by Lewis and Clark.” The page provides a map and includes the “Lewis and Clark Trail”.</p> <p>Page 15 gives a brief description, shows the Lewis and Clark NHT Auto Tour Route graphic identity, and gives the National Park Service’s website of <a href="http://nps.gov/lecl">nps.gov/lecl</a>. It directs travelers to “Watch for the Lewis and Clark Trail signs along Interstate 29 as it follows the Missouri River.”</p> <p>The Travel Guide divides the state into ten regions. Lewis and Clark NHT related attractions are noted in the Northwest and West Central regions.</p> <p>The Iowa State Highway Map uses the newer rounded-triangle logo for identifying the Lewis and Clark NHT Auto Tour Route. The Lewis and Clark NHT Auto Tour Route is marked at fairly frequent and consistent intervals, the logo is shown over the designated roadways, and a description of the route marker is offered in the map legend.</p>



Iowa	
<p>Provisions for Lewis and Clark NHT Digital Connections or Applications:</p>	<p>The Travel Iowa website devotes a page to the Lewis and Clark Trail under “Historic Routes” (<a href="http://www.traveliowa.com/hr_lewis_clark.aspx">http://www.traveliowa.com/hr_lewis_clark.aspx</a>). The page shows an image of the Lewis and Clark NHT graphic identity and a picture of the Sergeant Floyd Monument. Gives a brief description of the explorer’s time and route through the state and again directs travelers to watch for the Lewis and Clark NHT signs along Interstate 29. Doesn’t mention the National Park Service nor give the NPS website.</p>
<p>Provisions for Lewis and Clark NHT Auto Tour Route Entrances, Orientation Stops, Signs:</p>	<p>Primary Iowa orientation provided at the Lewis and Clark State Park in Onawa, the Lewis and Clark Interpretive Center in Sioux City, the Sergeant Floyd River Museum and Welcome Center in Sioux City, and the Western Historic Trails Center in Council Bluffs.</p> <p>Iowa uses a version of the outdated Lewis and Clark NHT sign to mark the Auto Tour Route. The state frequently and consistent provides route reassurance signs and typically provides signs after major route intersect with Interstate 29.</p> <p>.</p>
<p>Concurrently Designated or Intersecting State Byways or other designated routes</p>	<p>The Loess Hills National Scenic Byway intersects will the Lewis and Clark National Historic Trail in Sioux City and Council Bluffs along Interstate 29. The Loess Hills National Scenic Byway guidebook notes that the Lewis and Clark NHT follows the Missouri River and features the updated rounded-triangle Lewis and Clark NHT logo.  <a href="http://www.visitloesshills.com/">http://www.visitloesshills.com/</a></p> <p>The Lincoln Highway Heritage Byway intersects the Lewis and Clark NHT Auto Tour Route in the Council Bluffs area.  <a href="http://www.lincolnhighwayassoc.org/iowa/RCDiowa/IA_RCD.html">http://www.lincolnhighwayassoc.org/iowa/RCDiowa/IA_RCD.html</a></p> <p>The Lewis and Clark NHT Auto Tour Route intersects with the Mormon Pioneer National Historic Trail in Council Bluffs.</p>



## Nebraska

Total Miles of Auto Tour Route:	336 miles
Percent of Total Auto Tour Route:	5.43%
Estimated portion of Auto Tour Route on Freeways and Expressways:	1%
Freeway Mileage:	3
Highway Mileage:	333
Approx. No. of Resource Sites:	32
No. of Visitor Centers (NPS website):	7
No. of Non-Federal Certified Sites:	7
Provisions for Lewis and Clark NHT Travel Directions and Maps:	<p>Nebraska’s State Travel Guide divides the state into seven regions, one of which is Lewis and Clark in the northeast.</p> <p>The Travel Guide devotes 11 pages to the region with a background description, list of major attractions, and community features and amenities.</p> <p>Travel Guide gives no information or mention of the Lewis and Clark NHT or Auto Tour Route.</p> <p>The first paragraph in the first narrative section, “Way Out West” begins with the story of Lewis and Clark. The Lewis and Clark Scenic Byway is designated on US HWY 75. A map of Nebraska byways is located on page 24 and the website address is given. Page 26 gives a brief, one-paragraph description of the Lewis and Clark Scenic Byway.</p> <p>The Nebraska State Highway Map marks the Lewis and Clark NHT, not the Auto Tour Route, with a faint red dotted line which is not labeled with Lewis and Clark text. The faint red dotted line is used for all National Historic Trails, none of which are marked with text or logos.</p>



## Nebraska

<p>Provisions for Lewis and Clark NHT Digital Connections or Applications:</p>	
<p>Provisions for Lewis and Clark NHT Auto Tour Route Entrances, Orientation Stops, Signs:</p>	<p>Primary Nebraska orientation provided at the Missouri River Basin Lewis and Clark Interpretive Trails and Visitors Center in Nebraska City and the Lewis and Clark NHT Headquarters and Visitor Center in Omaha.</p> <p>Nebraska uses the outdated rectangular Lewis and Clark NHT logo and typically signs the Lewis and Clark NHT Auto Tour Route at more major intersections, rarely provides confirmation signs after intersections, and provides very few reassurance signs between intersections.</p>
<p>Concurrently Designated or Intersecting State Byways or other designated routes</p>	<p>The Lewis and Clark Scenic Byway is a state designated route running from just north of Omaha to Sioux City along U.S. Highway 75.  <a href="http://www.visitnebraska.com/scenic-byways/lewis-a-clark-scenic-byway">http://www.visitnebraska.com/scenic-byways/lewis-a-clark-scenic-byway</a></p> <p>Branches of the California National Historic Trail begin in the vicinity of the Lewis and Clark NHT. The Mormon Pioneer National Historic Trail intersects the Lewis and Clark NHT in the Omaha area.</p>



## South Dakota

Total Miles of Auto Tour Route:	831 miles
Percent of Total Auto Tour Route:	13.43%
Estimated portion of Auto Tour Route on Freeways and Expressways:	5%
Freeway Mileage:	42
Highway Mileage:	789
Approx. No. of Resource Sites:	29
No. of Visitor Centers (NPS website):	3
No. of Non-Federal Certified Sites:	12
Provisions for Lewis and Clark NHT Travel Directions and Maps:	<p>Lewis and Clark half-page ad on back page of front cover. Advertises the Lewis and Clark Information Center off Exit 263 near Chamberlain</p> <p>Features a one-page spread on the Missouri River on page 11. Notes that it served as part of the trail Lewis and Clark traveled.</p> <p>State divided regionally. Lewis and Clark mention in the Southeast Region with a full-page layout on page 48. Page reads “Lewis and Clark Trail” and lists historic sites along the trail. No mention of the Lewis and Clark NHT or Auto Tour Route or map.</p> <p>On page 54 there is a one-page feature on The Missouri National Recreation River. Has paragraph about the Lewis and Clark visitor center at Gavins Point Dam. Lewis and Clark also mentioned within the Great Lakes Region section.</p> <p>The South Dakota State Highway Map marks the designated Lewis and Clark NHT Auto Tour Route on both sides of the Missouri River using the outdated rectangular Lewis and Clark NHT logo.</p>



## South Dakota

<p>Provisions for Lewis and Clark NHT Digital Connections or Applications:</p>	<p>State Travel website does have a page for the Lewis and Clark Trail (No mention of the Lewis and Clark NHT or Auto Tour Route), but it's only marginally informative. Very brief 4 bulleted point of what a traveler can do along the trail. Has list of "Places" to visit and then a Map that shows those attractions. No indication of a route to follow. This page features and link to the NPS Missouri National Recreation River brochure. This brochure shows a map of the MNRR which shows the Lewis and Clark route following roads – would need confirmation this follows the exact Auto Tour Route. The brochure is digital but it is possible to download a version for "offline use".</p>
<p>Provisions for Lewis and Clark NHT Auto Tour Route Entrances, Orientation Stops, Signs:</p>	<p>Primary South Dakota orientation provided at the South Dakota Cultural Heritage Center in Pierre.</p> <p>South Dakota signs the Lewis and Clark NHT Auto Tour Route using the outdated rectangular logo. The state consistently provides directional signs in advance of intersections, rarely provides a confirmation sign after an intersection, and sporadically provides reassurance signs between intersections.</p>
<p>Concurrently Designated or Intersecting State Byways or other designated routes</p>	<p>The Native American National Scenic Byway is designated along the same roadways as the Lewis and Clark NHT Auto Tour Route from north of Kenel on Highway 1806. The Byway follows the designation of the Lewis and Clark NHT Auto Tour Route until Fort Pierre, where it deviates and follows the Missouri River more closely as it runs to the east.</p> <p><a href="http://byways.org/explore/byways/2596">http://byways.org/explore/byways/2596</a></p>



## North Dakota

Total Miles of Auto Tour Route:	783 miles
Percent of Total Auto Tour Route:	12.65%
Estimated portion of Auto Tour Route on Freeways and Expressways:	1%
Freeway Mileage:	8
Highway Mileage:	775
Approx. No. of Resource Sites:	33
No. of Visitor Centers (NPS website):	7
No. of Non-Federal Certified Sites:	26
Provisions for Lewis and Clark NHT Travel Directions and Maps:	<p>The North Dakota State Travel Guide first introduces Lewis and Clark on page 7 when sharing a list of “Hands-on History” attractions (Lewis and Clark Interpretive Center – Washburn).</p> <p>Provides information about the Lewis and Clark Golf Trail on page 31.</p> <p>On page 41, features a spread on the Lewis and Clark Corps of Discovery, noting that they spent more time in North Dakota than any other future state. Lists Lewis and Clark Trail attractions, but provides no maps, attraction descriptions or websites.</p> <p>Overall, guide is very light on maps (little to none of them) or regional descriptions.</p> <p>The North Dakota State Highway Map marks the designated Lewis and Clark NHT Auto Tour Route on both sides of the Missouri River with unbounded versions of the rectangular Lewis and Clark logo.</p>
Provisions for Lewis and Clark NHT Digital	<p>The website  <a href="http://www.ndtourism.com/whatdo/activities/lewis-">http://www.ndtourism.com/whatdo/activities/lewis-</a></p>



## North Dakota

<p><b>Connections or Applications:</b></p>	<p><a href="#">and-clark-trail/</a> has a page on the Lewis and Clark NHT, with a brief description of their time in North Dakota. Provides no map or description of the route to take. Does provide a listing of associated sites with brief descriptions and links to websites.</p>
<p><b>Provisions for Lewis and Clark NHT Auto Tour Route Entrances, Orientation Stops, Signs:</b></p>	<p>Primary North Dakota orientation provided at the Fort Mandan North Dakota Lewis and Clark Interpretive Center in Washburn.</p> <p>North Dakota inconsistently uses the outdated rectangular Lewis and Clark NHT logo. Sometimes Lewis and Clark point to the west (the intended direction) and sometimes they point east. The state typically provides directional signs at intersections, rarely provides confirmation signs after intersections, and sporadically provides reassurance signs between intersections.</p>
<p><b>Concurrently Designated or Intersecting State Byways or other designated routes</b></p>	<p>The Sakakawea Byway (featured in a State Byway brochure) travels part of the Lewis and Clark NHT Auto Tour Route on HWY 31, but it then tracks East on HWY 200 to Washburn instead of south along the designated Lewis and Clark NHT Auto Tour Route. Crosses a bridge to the Southwest of Washburn and connects with the Lewis and Clark NHT Auto Tour Route that runs through Washburn on the East side of the river.  <a href="http://www.parkrec.nd.gov/byways/sakakawea/sakakawea.html">http://www.parkrec.nd.gov/byways/sakakawea/sakakawea.html</a></p> <p>The Native American National Scenic Byway has is North Dakota portion designated along the western route of the Lewis and Clark National Historic Trail from the community of Cannon Ball to the state line along Highway 24.  <a href="http://byways.org/explore/byways/2596">http://byways.org/explore/byways/2596</a></p> <p>The west terminus of the North County National Scenic Trail is located at or near the Lewis and Clark NHT.</p>



## Montana

Total Miles of Auto Tour Route:	2,026 miles
Percent of Total Auto Tour Route:	32.74%
Estimated portion of Auto Tour Route on Freeways and Expressways:	30%
Freeway Mileage:	608
Highway Mileage:	1,418
Approx. No. of Resource Sites:	101
No. of Visitor Centers (NPS website):	11
No. of Non-Federal Certified Sites:	10
Provisions for Lewis and Clark NHT Travel Directions and Maps:	<p>Downloadable State Travel guide provides no specific section covering Lewis and Clark NHT or the Lewis and Clark NHT Auto Tour Route.</p> <p>The Montana State Highway Map doesn't indicate the Lewis and Clark NHT or Auto Tour Route in any way.</p>
Provisions for Lewis and Clark NHT Digital Connections or Applications:	<p>The state travel website has a page devoted to Lewis and Clark at <a href="http://www.visitmt.com/experiences/history/lewis_and_clark/">http://www.visitmt.com/experiences/history/lewis_and_clark/</a>.</p> <p>Website provides a description and a map with sites of interest marked. No mention of the Lewis and Clark NHT or the route to drive to the attractions.</p> <p>The site lists 25 locations along the route that have significance to the Lewis and Clark journey. When clicked, each site link provides a portal to another page with detailed descriptions about that site, its role in the Expedition, and quotes from Lewis and Clark. Provides no map of each site no directions or a regional local map.</p>



## Montana

	<p>The site is very informative as it pertains to the historical background, but is very weak on wayshowing information.</p>
<p>Provisions for Lewis and Clark NHT Auto Tour Route Entrances, Orientation Stops, Signs:</p>	<p>Primary Montana orientation provided at the Pompeys Pillar National Monument in Pompeys Pillar and the Lewis and Clark NHT Interpretive Center in Great Falls.</p> <p>Montana signs the Lewis and Clark NHT Auto Tour Route with the outdated rectangular Lewis and Clark NHT logo. The state typically provides directional signs at intersections, rarely provides confirmation signs after intersections, and consistently but somewhat infrequently provides route reassurance signs.</p>
<p>Concurrently Designated or Intersecting State Byways or other designated routes</p>	<p>Montana’s page on <a href="http://bywaysonline.org">bywaysonline.org</a> shows only one national scenic byway (Beartooth Highway), several state byways (no obvious connection to the Lewis and Clark NHT), and then a section called “National Park Service Discover Our Shared Heritage Travel Itineraries” with a link to “Lewis and Clark Expedition” site from the National Park Service.</p> <p>The Lewis and Clark NHT Auto Tour Route intersects with the Nez Perce (NEE-ME-POO) National Historic Trail and the Continental Divide National Scenic Trail.</p>



## Idaho

Total Miles of Auto Tour Route:	279 miles
Percent of Total Auto Tour Route:	4.51%
Estimated portion of Auto Tour Route on Freeways and Expressways:	0%
Freeway Mileage:	0
Highway Mileage:	279
Approx. No. of Resource Sites:	61
No. of Visitor Centers (NPS website):	4
No. of Non-Federal Certified Sites:	Not listed
Provisions for Lewis and Clark NHT Travel Directions and Maps:	<p>Downloadable state travel guide: First introduces Lewis and Clark on page 29 in the introduction to the North Central region (excerpt below). Includes a description of the Northwest Passage Scenic Byway (An All American Road) which follows Lewis and Clark NHT route through Idaho on Highway 12. S suggests that readers go to <a href="http://idahobyways.gov">idahobyways.gov</a> for suggested itineraries and downloadable statewide byway guide. Also provides a half-page description of Lewis and Clark and directs readers to <a href="http://lewisandclarkidaho.org">lewisandclarkidaho.org</a>.</p> <p>"If you're a history buff, north central Idaho is the place to pitch your tent and stay awhile. Over 200 years ago, explorers first set foot on what was to become Idaho. Lewis and Clark were awed by the sparkling rivers, endless mountains, deep canyons, and rolling hills. Make your own history by visiting this most pristine and unspoiled portion of Lewis and Clark's epic journey to discover "The Northwest Passage" to the Pacific Ocean. You can walk in the footsteps of the famous explorers, experience the homeland of the Nez Perce Tribe, and gaze upon the largest wilderness area in the lower 48 states.</p>



## Idaho

	<p>Has an entire branding campaign called "Lewis and Clark in Idaho".</p> <p>Also provides a print and downloadable PDF brochure of "Lewis and Clark and the Native Peoples of Idaho".</p> <p>The USFS and BLM provide a downloadable brochure called "The Lewis and Clark Back Country Byway and Adventure Road".</p> <p>Description reads, "The Lewis and Clark Back Country Byway and Adventure Road is a 36 mile loop drive through a beautiful and historic landscape on the Lewis and Clark National Historic Trail and the Continental Divide National Scenic Trail."</p> <p>Downloadable state byway guide devotes 2 pages to the Northwest Passage Scenic Byway (state byways get one).</p> <p>Description of the byway notes that "US 12 parallels the Lewis and Clark and Nez Perce national historic trails".</p> <p>The Idaho State Highway Map marks the Lewis and Clark NHT, rather than the designated roadways of the Auto Tour Route. The Lewis and Clark NHT is indicated with a pink dotted line and two outdated rectangular Lewis and Clark NHT logos.</p>
<p><b>Provisions for Lewis and Clark NHT Digital Connections or Applications:</b></p>	<p>Hosts a dedicated website to Lewis and Clark at <a href="http://www.lewisandclarkidaho.org">www.lewisandclarkidaho.org</a> - fully developed with map, itineraries. But no mention of Lewis and Clark NHT Auto Tour Route and no marking of the Northwest Passage Scenic Byway on the website map. Marks the route Lewis and Clark took, but doesn't communicate how to best drive alongside it.</p>
<p><b>Provisions for Lewis and Clark NHT Auto Tour Route Entrances, Orientation Stops, Signs:</b></p>	<p>Primary Idaho orientation provided at the Sacajawea Interpretive, Cultural and Education Center in Salmon.</p> <p>Idaho uses the outdated rectangular Lewis and Clark NHT logo in its signage. The state regularly and fairly frequently provides route reassurance signs - particularly in the western portion of the state, where</p>



**Idaho**

	necessary provides directions signs at intersections, and rarely provides confirmation signs after intersections.
Concurrently Designated or Intersecting State Byways or other designated routes	<p>The Northwest Passage Scenic Byway (An All American Road) which follows Lewis and Clark's route through Idaho on Highway 12.  <a href="http://www.idahobyways.gov/byways/northwest-passage.aspx">http://www.idahobyways.gov/byways/northwest-passage.aspx</a></p> <p>The Lewis and Clark NHT Auto Tour Route intersects and travels parallel with the Nez Perce (NEE-ME-POO) National Historic Trail.</p>



## Washington

Total Miles of Auto Tour Route:	523 miles
Percent of Total Auto Tour Route:	8.45%
Estimated portion of Auto Tour Route on Freeways and Expressways:	15%
Freeway Mileage:	78
Highway Mileage:	445
Approx. No. of Resource Sites:	60
No. of Visitor Centers (NPS website):	7
No. of Non-Federal Certified Sites:	17
Provisions for Lewis and Clark NHT Travel Directions and Maps:	The official Washington State Highway Map marks the Lewis and Clark NHT Auto Tour Route with the rectangular outdated Lewis and Clark NHT graphic identity. The symbols are consistent and frequent, but not aligned over the route but off to the side, making it sometimes difficult to discern which roads the symbols are intending to mark.
Provisions for Lewis and Clark NHT Digital Connections or Applications:	The Experience Washington website features a Scenic Byways section with a page devoted to the Lewis and Clark NHT. Has an interactive map with sites noted and links provided. Lists a number of websites under the “For More Information” section, but doesn’t list the NPS website as a resource.



## Washington

<p>Provisions for Lewis and Clark NHT Auto Tour Route Entrances, Orientation Stops, Signs:</p>	<p>Primary Washington orientation provided at the Columbia Gorge Interpretive Center in Stevenson, the Lewis and Clark Interpretive Center in Ilwaco, and the Sacajawea Interpretive Center in Pasco.</p> <p>Washington signs the Lewis and Clark NHT Auto Tour Route with the outdated rectangular version of the Lewis and Clark logo. The state somewhat sporadically provides route reassurance, sometimes provides directions signs at intersections, and rarely provides confirmation signs after intersections.</p>
<p>Concurrently Designated or Intersecting State Byways or other designated routes</p>	<p>The Lewis and Clark Trail Scenic Byway is a designated state scenic byway which runs along approximately the same designated route as the Lewis and Clark NHT Auto Tour Route throughout the state of Washington.</p> <p><a href="http://www.wsdot.wa.gov/LocalPrograms/ScenicByways/LewisAndClark.htm">http://www.wsdot.wa.gov/LocalPrograms/ScenicByways/LewisAndClark.htm</a></p> <p>The Lewis and Clark NHT Auto Tour Route intersects with the Pacific Crest National Historic Trail.</p>



## Oregon

Total Miles of Auto Tour Route:	318 miles
Percent of Total Auto Tour Route:	5.14%
Estimated portion of Auto Tour Route on Freeways and Expressways:	55%
Freeway Mileage:	175
Highway Mileage:	143
Approx. No. of Resource Sites:	49
No. of Visitor Centers (NPS website):	5
No. of Non-Federal Certified Sites:	6
Provisions for Lewis and Clark NHT Travel Directions and Maps:	<p>Shows the Historic Columbia River Highway Scenic Byway (All-American Road) on page 8. Lists individual Lewis and Clark related sites. No mention of Lewis and Clark NHT or Auto Tour Route.</p> <p>Oregon also has a dedicated Byway Travel Guide and features the Historic Columbia River Highway Scenic Byway with a 3-page spread. It notes the existence of the Lewis and Clark NHT, but doesn't mention the National Park Service, the Auto Tour Route, or give the NPS website.</p> <p>The legend of the Oregon State Highway Map shows a dashed blue line as representing National Historic Trails, but it is difficult to discern the line of the Lewis and Clark NHT in the midst of the visual clutter along the designated route. While the Oregon NHT is marked with both a dashed blue line and text, the Lewis and Clark NHT doesn't seem to be marked with either.</p>
Provisions for Lewis and Clark NHT Digital Connections or Applications:	<p>Travel Oregon website doesn't have a specific section dedicated to Lewis and Clark, but specific related sites can be found when searching for Lewis and Clark.</p>



## Oregon

<p>Provisions for Lewis and Clark NHT Auto Tour Route Entrances, Orientation Stops, Signs:</p>	<p>Primary Oregon orientation provided at the Lewis and Clark National Historic Park in Astoria.</p> <p>Oregon signs the Lewis and Clark NHT Auto Tour Route with the outdated rectangular version of the Lewis and Clark logo. The state provides frequent and consistent route reassurance signs, often as attached to existing community mileage signs, rather than as a separate sign with a dedicated post. The state typically provides directional signs at intersections and rarely provides confirmation signs after intersections.</p>
<p>Concurrently Designated or Intersecting State Byways or other designated routes</p>	<p>The Historic Columbia River Highway National Scenic Byway runs alongside the Lewis and Clark NHT Auto Tour Route.</p> <p><a href="http://www.columbiariverhighway.com/index.html">http://www.columbiariverhighway.com/index.html</a></p> <p>The Lewis and Clark NHT Auto Tour Route intersects with the Pacific Crest National Historic Trail and the Oregon National Historic Trail.</p>



## CHAPTER 5: INPUT FOR IMPROVING THE EFFECTIVENESS OF WAYSHOWING FOR THE AUTO TOUR ROUTE OF THE LEWIS AND CLARK NATIONAL HISTORIC TRAIL

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### ***INPUT FROM TRAVELERS AND PARTNERS IS EQUALLY IMPORTANT TO PLANNING, MANAGING AND MAINTAINING EFFECTIVE WAYSHOWING***

A wide variety of inputs should factor into the development, upgrading and sustenance of wayshowing components for the Auto Tour Route of a National Historic Trail. Users are varied in their needs as they select, plan, conduct, reflect on and recommend to others a travel experience based on a National Historic Trail. Understanding the general characteristics of travelers is essential in providing responsive and effective wayshowing assistance.

National Historic Trails and the effectiveness of their Auto Tour Routes rely on the collaborative contributions of a wide variety of partners. Appropriately, the National Park Service has a defined set of responsibilities as well as human and financial resources and, in turn, so do the partner agencies and organizations in managing and operating National Historic Trails. In addition to working toward implementing an understanding of the overall needs of visitors, it is equally important to recognize and incorporate the policies, priorities and capabilities of the many and varied agencies and organizations partners of a National Historic Trail.

### **Input for Planning and Implementing Effective Wayshowing for the Auto Tour Route of the Lewis and Clark National Historic Trail**

The preparation of the recommendations contained in Chapter 6 as well as the ongoing programs and initiatives for improving the effectiveness of the wayshowing for the Lewis and Clark National Historic Trail (NHT) Auto Tour Route benefits from a wide variety of input sources. These include but are not limited to:

- Continual public, user and visitor input received by the National Park Service pertaining to the Lewis and Clark National Historic Trail.
- Input secured and documented as part of the preparation of the Foundation Document prepared for the Lewis and Clark National Historic Trail (September 2012).



- Comments pertaining to alternatives for programs, projects and other improvement and management efforts that are part of the Lewis and Clark National Historic Trail Comprehensive Management Plan process presently being prepared by the Omaha Office of the National Park Service.
- The professional and technical experience of the staff of the National Park Service office and field staff.
- The experience and direction provided by non-profit organizations and foundations which are dedicated to the stewardship and education of the public about the Lewis and Clark Expedition.
- Federal lands management agencies having jurisdiction for assets associated with the Lewis and Clark National Historic Trail.
- Individual state departments of transportation as well as local county and municipal road jurisdictions.
- State and local tourism market development and promotion offices and organizations.
- Experience and expertise of David L. Dahlquist Associates, national wayfinding and wayshowing expert and author of this report.
- Experience and expertise of the Human Dimensions of Natural Resources, Warner College of Natural Resources, Colorado State University, prime contractor for this initiative.
- Other sources and communications related to other National Historic Trails and the efforts of state- and nationally-designated byways in the vicinity of the Lewis and Clark NHT Auto Tour Route.

***Investigations Conducted by the Human Dimensions of Natural Resources, Warner College of Natural Resources, Colorado State University***

The findings of the primary and secondary investigations—interviews of stakeholders and visitor assessments conducted under the direction of Alan Bright, Ph.D., and Sam Martin, Ph.D. Candidate, of Human Dimensions of Natural Resources, Warner College of Natural Resources, Colorado State University are reported in a separate document and may be obtained by contacting Neal Bedlan, Outdoor Recreation Planner, Lewis and Clark National Historic Trail, National Park Service, 601 Riverfront Drive, Omaha, NE 68102



## Ongoing Input and Improvement

A comprehensive system of wayshowing for any National Historic Trail involves integrating various components—travel directions, maps, electronic applications, signs, trained hospitality personnel—and supporting the collaborative efforts of a variety of public, non-profit and private agencies organizations at the national, state and local levels. Ongoing input—continual communications—among all parties with a particular attention paid to serving visitor needs and expectations is a key underpinning for implementing and sustaining the recommendations of Chapter 6.



## CHAPTER 6: RECOMMENDATIONS FOR IMPROVING THE EFFECTIVENESS OF WAYSHOWING FOR THE AUTO TOUR ROUTE OF THE LEWIS AND CLARK NATIONAL HISTORIC TRAIL

This chapter presents a comprehensive set of recommendations for improving and sustaining the effectiveness of wayshowing for the many types of visitors for the Auto Tour Route of the Lewis and Clark National Historic Trail. The recommendations address the needs and opportunities associated with route descriptions, maps, electronic applications, Auto Tour Route entrances, directional and route-marking signs, orientation stops, directions to Lewis and Clark National Historic Trail asset sites, and trained personnel. The 28 recommendations are presented for long term and collaborative implementation by National Park Service as well as the various state departments of transportation and local road jurisdictions; tourism development and promotion agencies at the state, regional and local levels; individual site asset managers; private and non-profit stakeholders and partners; and others who provide for high quality visitor experiences along the Lewis and Clark National Historic Trail.

At the end of this chapter, you will be able to:

- understand the diverse types of wayshowing components needed for the Lewis and Clark NHT Auto Tour Route to assist travelers in meeting their wayfinding challenges
- use visual examples and concept illustrations of various components to have a working knowledge of the recommendations
- understand the probable roles of various wayshowing providers for the Lewis and Clark NHT Auto Tour Route
- recall key activities necessary to make wayshowing improvements

At the conclusion of reading this chapter, you can use the information to:

- evaluate and assess the effectiveness of an Auto Tour Route's wayshowing system
- prioritize the improvements needed to increase the effectiveness of wayshowing elements for the Lewis and Clark NHT Auto Tour Route for which you may share responsibility



- discuss specific wayshowing components for the Lewis and Clark NHT Auto Tour Route within your organization and with your stakeholders and other affected parties

## ***SUMMARY AND INTRODUCTION***

The Lewis and Clark National Historic Trail is one the country's, if not world's, longest and most highly recognized corridors of history. With the historic trek traversing 3,700 miles and its attendant Auto Tour Route traveling more than 12,300 miles in both directions, tens of millions of people make contact with a portion of the route every day. Tens of thousands people drive a segment or two of it every year for pleasure and personal exploration. And surely there isn't an elementary school student who hasn't learned of the places where the Lewis and Clark Expedition touched our tribal communities and shaped the very country's destiny.

Yet today, even with all of our modern navigation devices in hand, first-time or infrequent visitors seeking a rewarding and memorable travel and discovery experience are often challenged in their search for those special places along the Lewis and Clark National Historic Trail—they may struggle self-navigating along its Auto Tour Route and to the Trail's nearly 500 documented resource sites.

The objective of this chapter is to convey a comprehensive set of recommendations for improving and sustaining the effectiveness of wayshowing for visitors of the Lewis and Clark National Historic Trail. In their comprehensiveness, these recommendations offer immediate improvements and long-range goals, low-cost to significant-cost improvements, and include single projects as well as continual program considerations.

Altogether, 28 specific recommendations are formulated to:

- A. Respect and support all stages of the visitor's wayfinding experience—Pre-visit, Visit and Post-visit as introduced in Chapter 2 and
- B. Integrate eight core components of modern wayshowing for auto tour routes as described in Chapter 3:
  1. Travel Directions
  2. Maps
  3. Digital and Electronic Applications
  4. Entrances and Exits
  5. Orientation Stops
  6. Auto Tour Route Guide Signs
  7. Attraction Identification
  8. Hospitality Personnel



The recommendations further recognize that while over the years a considerable investment has been made in signage and other wayshowing communications, physical improvements do and have served a useful life. As these recommendations are brought forward for implementation, recognizing the ‘returns on original public investment’ needs to be balanced with the obligation to provide the public with reliable and consistent wayshowing assistance to reduce risks and promote safe travel on the roadways of the Lewis and Clark National Historic Trail and Auto Tour Route.

Each recommendation includes:

- A discussion of general visitor wayfinding needs which the specific recommendation intends to address
- Examples of existing wayshowing conditions
- Design guidance when appropriate
- Considerations for implementation

While all of the wayshowing recommendations are prepared for the National Park Service, many are intended for collaborative, multi-agency implementation.



Ref. No.	Action Recommendation	Summary Description
<b>Representational Component: Travel Directions</b>		
1.01	<b>Tabulate and Report Lewis and Clark NHT Auto Tour Route Segments</b>	Prepare, maintain, and distribute a narrative or tabular description for each distinct segment of the Auto Tour Route of the Lewis and Clark National Historic Trail as the official designation of the Route to be used as a basis for implementing and maintaining all wayshowing components. Description should be developed for both ‘out’ and ‘back’ directions of travel on each side of the Missouri and Columbia Rivers.
1.02	<b>Establish Cross-river Links for the Lewis and Clark NHT Auto Tour Route</b>	Recognize and incorporate major highway segments in each state which connect the Auto Tour Route on one side of the Missouri and Columbia Rivers with the Auto Tour Route on the opposite side. Include highway segments which connect across the Missouri and Columbia Rivers in the official designation of the Lewis and Clark National Historic Trail Auto Tour Route.
1.03	<b>Address All Lewis and Clark NHT Asset Sites / Tabulate Access Routes To and From the Auto Tour Route</b>	Prepare, maintain, and distribute accurate database of addresses and geo-coordinates for each asset site of the Lewis and Clark National Historic Trail. For sites not located directly on or adjacent to the Auto Tour Route, also prepare, maintain, and distribute narrative or tabular descriptions for highway segments which connect the Auto Tour Route with non-adjacent asset sites of the Trail.
1.04	<b>Identify Recommended Lewis and Clark NHT Auto Tour Route Travel Itineraries</b>	Support the recognition, promotion and interpretation of distinct one- to three-day travel itineraries which identify city-to-city or loop options for travelers to plan short trips centered on the Lewis and Clark National Historic Trail and Auto Tour Route.



Ref. No.	Action Recommendation	Summary Description
Representational Component: <b>Maps</b>		
2.01	Use State DOT GIS Databases for Core Mapping of the Lewis and Clark NHT Auto Tour Route	Utilize the geo-databases of highway, secondary roads and streets as prepared by individual state departments of transportation as the data foundation for cartographic exhibits (maps) of the Auto Tour Route of the Lewis and Clark National Historic Trail. Capitalize on the efficiency of geo-data for route management purposes as well as the creation of digital and printed maps of the Route.
2.02	Support Increased Online Presence of Lewis and Clark NHT Auto Tour Route Maps	Support the expanded and enhanced online delivery of accurate downloadable data and map exhibits for the Lewis and Clark National Historic Trail Auto Tour Route.
2.03	Partner with Private GPS Providers To Expand Lewis and Clark NHT Auto Tour Route Wayshowing	Coordinate with select commercial digital/GPS map providers and developers to assist and assure timely, consistent and accurate development and delivery of route and asset data related to the Lewis and Clark National Historic Trail and Auto Tour Route.
2.04	Actively Distribute GIS Data for Reuse by Lewis and Clark NHT Auto Tour Route Partners	Provide other federal lands management agencies; state agencies for transportation, park, history and tourism; local units of government and offices for tourism and community development; and recognized Lewis and Clark National Historic Trail asset sites with digital mapping assistance and services to ultimately provide travelers with access to Auto Tour Route and asset site information.



Ref.  
No.

Action Recommendation

Summary Description

Representational Component: **Digital and Electronic Applications**

3.01

**Synchronize Interpretive Stories with Lewis and Clark NHT Auto Tour Route Data**

Digitize and synchronize varied asset and historic resource information and interpretive stories for the Lewis and Clark National Historic Trail for a more integrated digital delivery and distribution. Place emphasis on including geo-data referencing in the process and products.

3.02

**Expand Availability of Integrated Data on Websites**

Expand the capacity of official websites hosted for the Lewis and Clark National Historic Trail to provide visitors with a broad array of wayshowing orientation information. Develop information to fulfill visitors' needs during each travel stage: pre-visit, visit, and post-visit. Provide audio/visual and interactive elements as well as downloadable map and digital map capabilities.

Physical Component: **Entrances and Exits**

4.01

**Install Appropriate Entry and Exit Features for the Lewis and Clark NHT Auto Tour Route**

Develop, fabricate, install and maintain a system of Lewis and Clark National Historic Trail Auto Tour Route entrance and exit signs for select locations in and adjacent to highway rights-of-way. A coordinated "family" approach will offer signs which visually relate but differ in size and proportion based on the roadway characteristics.



Ref. No.	Action Recommendation	Summary Description
<b>Physical Component: Orientation Stops</b>		
5.01	<b>Sustain High-quality Lewis And Clark NHT Interpretive Centers</b>	Develop, sustain and promote the availability of Auto Tour Route information for travelers at select major interpretive centers of the Lewis and Clark National Historic Trail using print, fixed and digital media as well as hospitality and interpretive personnel.
5.02	<b>Support Major Visitor Information Centers with Lewis and Clark NHT Auto Tour Route Information</b>	Develop, sustain and promote the availability of Auto Tour Route information for travelers at select visitor information centers on and near the Lewis and Clark National Historic Trail using print, fixed and digital media as well as hospitality and interpretive personnel.
5.03	<b>Install Lewis and Clark NHT Auto Tour Route Orientation Panels Near Key Entrances</b>	Where major Lewis and Clark National Historic Trail interpretive centers and visitor centers do not exist at select access locations along the Auto Tour Route, secure and develop pull-off locations where travelers can stop and read exhibits that provide key orientation information pertaining to the Route.
5.04	<b>Provide Lewis and Clark NHT Auto Tour Route Orientation for Visitors Through Digital Applications</b>	Advance the digital delivery wayfinding orientation data for the Auto Tour Route of the Lewis and Clark National Historic Trail so that Smartphone and tablet users may receive site specific, GPS-driven information as they are traveling onto the Route at select locations.



Ref. No.	Action Recommendation	Summary Description
<b>Physical Component: Auto Tour Route Guide Signs</b>		
6.01	<b>Establish Modern and Reliable Route Guide Signs for the Lewis and Clark NHT Auto Tour Route</b>	Establish, install and maintain a uniform system of Auto Tour Route guide signs in the highway, road and street rights-of-way which form the Lewis and Clark National Historic Trail Auto Tour Route. Incorporate the guidance provided by the Manual on Uniform Traffic Control Devices (MUTCD) and applicable state DOT guidance for the placement, sizing and use of standard auxiliary signs.
6.02	<b>Remove Outdated and Inconsistent Route Guide Signs</b>	Implement a removal and replacement schedule for all highway route guide and directional signs marking the Lewis and Clark National Historic Trail and Auto Tour Route which do not incorporate the official Trail Graphic Identity as established by the National Park Service.
6.03	<b>Direct Travelers to and from Lewis and Clark NHT Asset Sites with Recreational and Cultural Interest Area Guide Signs</b>	Establish, install and maintain a uniform system of Recreational and Cultural Interest Area Guide Signs in selected highway, road and street rights-of-way which lead travelers to <u>and</u> from designated sites of the Lewis and Clark National Historic Trail. Incorporate the guidance provided by the Manual on Uniform Traffic Control Devices (MUTCD) and applicable state DOT guidance for the placement, sizing and use of standard auxiliary signs.



Ref. No.	Action Recommendation	Summary Description
<b>Physical Component: Attraction Identification</b>		
7.01	<b>Identify the Lewis and Clark NHT with Architecturally Distinct Entrances of Major Sites</b>	Significant visitor sites associated with Lewis and Clark National Historic Trail which provide major developed entrance(s) should incorporate the official graphic identity of the Trail in their entrance signs using appropriate sizing, position and material guidelines. <i>Type 1 Attraction Identification Signs</i>
7.02	<b>Add Standard Site Identification Signs for Public Facilities</b>	Selected sites of the Lewis and Clark National Historic Trail which provide visitor facilities, services and information should include identification that these sites are recognized as a Trail asset by installing an identification sign according to specific guidelines. <i>Type 2 Attraction Identification Signs</i>
7.03	<b>Provide Lewis and Clark NHT 'Medallion' Panels to Supplement Site Entrances</b>	Lewis and Clark National Historic Trail 'Medallion' sign panels should be used to uniformly identify official Trail sites where Type 1 and Type 2 Attraction Identification Signs are not appropriate or warranted. <i>Type 3 Attraction Identification Signs</i>
7.04	<b>Use Uniform Sign Panels to Identify Lewis and Clark NHT Historic Sites</b>	Identification of official historic sites and roadside interpretive exhibits and pullouts should be uniformly implemented and maintained along the entire length of the Lewis and Clark National Historic Trail and Auto Tour Route. <i>Type 4 Attraction Identification Signs</i>
7.05	<b>Provide Lewis and Clark NHT Auto Tour Route Wayshowing Assistance for Users of Recreation Trails</b>	With many of the Lewis and Clark National Historic Trail sites offering pedestrian and water trail experiences on-site and in interpretive centers, wayshowing assistance needs to continue to make the association of the site with the Auto Tour Route with trail-scale directional signs and orientation panels.



Ref. No.	Action Recommendation	Summary Description
<b>Personal Component: Hospitality Personnel</b>		
8.01	<b>Provide Training for Lewis and Clark NHT Auto Tour Route Hospitality Personnel</b>	Prepare and distribute orientation and training presentations and reference materials specifically tailored for “front-line” park, interpretive center, tourism, and hospitality personnel—paid and volunteer—to increase and support their effectiveness in providing wayshowing information to the traveling public.
8.02	<b>Measure Visitor Satisfaction of Lewis and Clark NHT Auto Tour Route Wayshowing</b>	Conduct ongoing measurement and reporting of key facets of traveler and visitor satisfaction with their experience on the Lewis and Clark National Historic Trail and the effectiveness of the various wayshowing components and assistance provided for the Auto Tour Route.
8.03	<b>Recognize Best Wayshowing Practices for the Lewis and Clark NHT Auto Tour Route</b>	Develop and implement a program to regularly recognize high quality performance by providers of Lewis and Clark National Historic Trail and Auto Tour Route wayshowing and hospitality services to the traveling public.



## Representational Component: **Travel Directions**

### Tabulate and Report Lewis and Clark NHT Auto Tour Route Segments

#### Travel Directions

Recommendation  
**1.01**

Prepare, maintain, and distribute a narrative or tabular description for each distinct segment of the Auto Tour Route of the Lewis and Clark National Historic Trail as the official designation of the Route to be used as a basis for implementing and maintaining all wayshowing components. Description should be developed for both 'out' and 'back' directions of travel on each side of the Missouri and Columbia Rivers.

#### Description

##### *Wayfinding Needs Served by this Recommendation:*

Providing travelers with turn-by-turn instructions for both directions of travel for the Lewis and Clark NHT Auto Tour Route is the first important wayshowing component in a comprehensive system for this national historic trail. Communication of the travel directions for the Lewis and Clark NHT Auto Tour Route should be provided in print and electronic versions.

Turn-by-turn directions provide an essential management and operations function. When written as described below, tabulating and reporting the turn-by-turn, segment-by-segment route of the Lewis and Clark NHT Auto Tour Route, clarity and reliability can be assured for precisely which segments of interstates and expressways, U.S. and state highways, federal lands roads and local roads and streets are officially designated by the National Park Service, other federal lands agencies, state departments of transportation and local road jurisdictions.

Finally, preparing, maintaining and reporting detailed travel instructions for the entire Lewis and Clark NHT Auto Tour Route serves as the foundational or benchmark quality control for all other wayshowing components including the myriad of stakeholders which will communicate representational information with maps and electronic applications. Likewise, documenting in this way the designation of the Lewis and Clark NHT Auto Tour Route serves as the fundamental and precise description of interstate, highway, road and street segments with which physical wayshowing components—



entrances and exits, orientation stops, guide signs and attraction identification—should be associated.

*Context/Content:*

Figure 6.1 illustrates an example of a travel directions communicated a narrative form.

*"Beginning at the intersection of Highway 33 and Highway 11 in Anderson County, continue on Highway 11 for a distance of 23.6 miles through Anderson County and Buffalo County to the intersection of Highway 11 and Highway 44 in Buffalo County, then continue on Highway 44 in Buffalo County for a distance of 11.8 miles to the intersection of Highway 44 and .... ending at the intersection of Highway 88 and Highway 99. Total length of Beautiful Byway is 136.9 miles."*

Fig 6.1 Example of narrative travel directions.

Figure 6.2 below illustrates determinants for identifying individual route segments for the Lewis and Clark NHT Auto Tour Route. The primary factors are:

1. Route Number/Street Name Change: A segment change—one defined segment ends and a another begins—occurs when ever a route number, road or street name changes.
2. County Line: Every county line (and state boarder) causes a segment change.
3. Municipal Line: Every municipal line or boundary causes a segment change.
4. One Way Pairs/Couplets: A new segment begins where ever the route changes from a two way roadway to a divided one way set of streets.
5. Side Route to a Major National Historic Trail Attraction: A new segment begins where the Lewis and Clark NHT Auto Tour Route intersects with a highway, road or street that leads to an official Lewis and Clark National Historic Trail attraction.

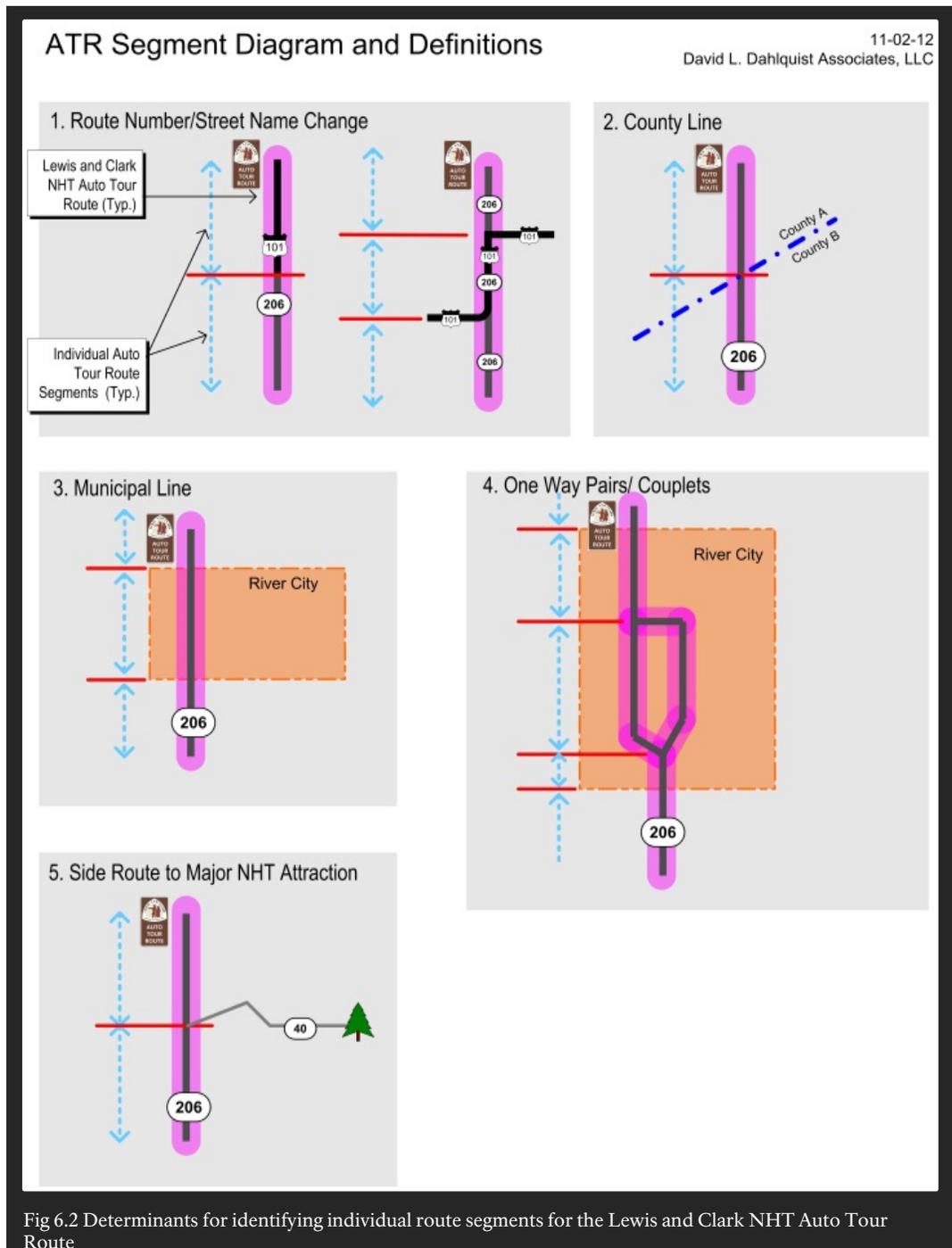




Figure 6.3 below illustrates an example of a tabular schedule of route segments for a designated byway (not related to the Lewis and Clark NHT Auto Tour Route).

Parish:		<b>St. Martin-St. Landry</b>		Total Bayou Teche Mileage This Parish:		<b>82.86</b>
Bayou Side:		West/South				
Segment	Route	From/Start	To/End	Segment Mileage	Jurisdiction	Control Section
BT-03-W-01	LA 31	Ibena / St. Martin Parish Boundary	St. Martinville Municipal Boundary	4.92	State	056-02
BT-03-W-02	LA 31	St. Martinville Municipal Boundary	LA 96 (east)	1.24	State	056-02
BT-03-W-03	LA 31	LA 96 (east)	St. Martinville Municipal Boundary	1.60	State	056-02
BT-03-W-04	LA 31	St. Martinville Municipal Boundary	Parks Municipal Boundary	4.27	State	056-02, 056-03
BT-03-W-05	LA 31	Parks Municipal Boundary	Parks Municipal Boundary	0.92	State	056-03
BT-03-W-06	LA 31	Parks Municipal Boundary	Breaux Bridge Municipal Boundary	5.23	State	056-03
BT-03-W-07	LA 31	Breaux Bridge Municipal Boundary	LA 336-1	1.21	State	056-03
BT-03-W-08	LA 31	LA 336-1	Breaux Bridge Municipal Boundary	1.51	State	056-30, 080-04
BT-03-W-09	LA 31	Breaux Bridge Municipal Boundary	Cecilia Municipal Boundary	6.42	State	056-30
BT-03-W-10	LA 31	Cecilia Municipal Boundary	LA 355 and Cecilia Municipal Boundary	0.85	State	056-30
BT-03-W-11	LA 31	LA 355 and Cecilia Municipal Boundary	Arnaudville Municipal Boundary	6.44	State	056-05
BT-03-W-12	LA 31	Arnaudville Municipal Boundary	BT-03-RC-04	0.13	State	056-05
<b>West Side Mileage:</b>				<b>34.72</b>		

Fig 6.3 Example of a tabular schedule of route segments.

*Appearance Design Guidance:*

- Generally not applicable for core data—initial product to be digital data and management level printouts.
- Public use of this product would be as narrative communication delivered through print, computer monitor or verbal instructions.

*Implementation Considerations:*

- Implementing this recommendation should have first level priority in that it will be a prerequisite for efficiently undertaking Recommendations 1.02 through 3.02.
- Any locations where designation segments of the Lewis and Clark NHT Auto Tour Route do not connect need to be resolved early in the completion of this recommendation. Route designations do not presently align at the Iowa-Missouri border and at the Nebraska-Kansas border.



- All state DOTs and other local road jurisdictions should periodically confirm their understanding of the roadway segments that are being designated as the Lewis and Clark NHT Auto Tour Route.

### **Primary Wayshowing Provider(s) Suggested for Implementing this Recommendation**

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- National Park Service in coordination with other federal lands management agencies; state departments of transportation and local county and municipal road jurisdictions.

### **Integration with Other Wayshowing Components and Recommendations**

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This recommendation should be integrated with implementing and providing these related and essential wayshowing components for the travelers of the Lewis and Clark National Historic Trail and Auto Tour Route:

- **Maps of the Route—completing and sustaining Recommendation 1.01 will assure that maps accurately reflect the official Auto Tour Route**
- **Digital and Electronic Applications developed for the Route—completing and sustaining Recommendation 1.01 will assure that maps accurately reflect the official Auto Tour Route**
- **Physical Entrances to and Exits from the Route—official travel directions for the Auto Tour Route are the basis for the location of entrance and exit signs**
- **Orientation Stops for the Route—official travel directions for the Auto Tour Route are the basis for the location of orientation stops**
- **Route Guide Signs installed on the Highways, roads and streets of the Route—official travel directions for the Auto Tour Route are the basis for the location of individual route guide signs**
- **Identification of Lewis and Clark National Historic Trail sites and attractions—travel directions need to recognize and integrate the location of designated sites and attractions**
- **Support for Hospitality Personnel serving the travelers of the Route—complete and accurate travel directions are essential for hospitality personnel to serve the self-navigation needs of Auto Tour Route Travelers**

Other specific recommendations which should be integrated with implementing Recommendation 1.01:

- |                          |                                |
|--------------------------|--------------------------------|
| • Travel Directions 1.02 | • Maps 2:02                    |
| • Travel Directions 1.03 | • Maps 2.03                    |
| • Travel Directions 1.04 | • Maps 2.04                    |
| • Maps 2:01              | • Electronic Applications 3.01 |



- Electronic Applications 3.02
- Entrances and Exits 4.01
- Orientation Stops 5.01
- Orientation Stops 5.02
- Orientation Stops 5.03
- Orientation Stops 5.04
- Route Guide Signs 6.01
- Route Guide Signs 6.02
- Route Guide Signs 6.03
- Hospitality Personnel 8.01
- Hospitality Personnel 8.02

### **Cost Considerations**

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- Staff time of National Park Service staff
- Staff time of coordinating agencies
- No capital expenditures anticipated with this action

### **Sustenance Considerations**

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A central point of knowledge and records should be established within the National Park Service to create, maintain and update consistent narrative and tabular travel directions for the Lewis and Clark NHT Auto Tour Route. State DOTs, federal lands management agencies and local road and street jurisdictions should cooperate in providing the appropriate NPS contact with information pertaining to any change in designation routing, highway number or road name changes, and any realignment of the physical roadway of the Lewis and Clark NHT Auto Tour Route.

In turn, the NPS should provide all states and partner agencies and organizations with Periodic updates to the official narrative and tabular route descriptions for the Lewis and Clark NHT Auto Tour Route.



## Establish Cross-river Links for the Lewis and Clark NHT Auto Tour Route

### Travel Directions

Recognize and incorporate major highway segments in each state which connect the Auto Tour Route on one side of the Missouri and Columbia Rivers with the Auto Tour Route on the opposite side. Include highway segments which connect across the Missouri and Columbia Rivers in the official designation of the Lewis and Clark National Historic Trail Auto Tour Route.

### Recommendation 1.02

#### Description

##### *Wayfinding Needs Served by this Recommendation:*

The Lewis and Clark National Historic Trail—the route associated with the great expedition of Meriwether Lewis and William Clark and their exploration party--followed the Missouri, Snake and Columbia Rivers as well as on adjoining land from Illinois through Missouri, Kansas, Iowa, Nebraska, South Dakota, North Dakota, Montana, Idaho, Washington and Oregon. While several overland exploratory routes were necessary in a few states, the expedition track followed the waterways of the three major rivers traveling more than 3,700 miles.

Appropriately and by necessity the majority of the Lewis and Clark NHT Auto Tour Route provides dual tracks, one on each side of the Missouri and Columbia Rivers, following more or less a single course of the Lewis and Clark National Historic Trail itself. The dual route of the Lewis and Clark NHT Auto Tour Route utilizing interstates, highways, roads and streets designated on both sides of the rivers assures that travelers have maximum accessibility to the Trail's historic and asset sites located on each side of the two largest rivers of the Lewis and Clark National Historic Trail. Presently, the total length of the Lewis and Clark NHT Auto Tour Route traveling in one direction is nearly 6,200 miles.

On the Snake River, the Lewis and Clark NHT Auto Tour Route appropriately travels on one side of the River for some distances and then crosses the river for a length before once again crossing back to the other side. With the exceptions on the Snake River, there are no cross-river highway crossings designated as being the Lewis and Clark NHT Auto Tour Route for the majority of the Trail's length. There are approximately 55 interstates and U.S. highways connecting the 'north' and 'south' routes of the Lewis and Clark NHT Auto Tour Route across the Missouri and Columbia Rivers.



Without designated cross-river connections, travelers planning a Lewis and Clark National Historic Trail trip and attempting to find their way to and along the Lewis and Clark NHT Auto Tour Route miss:

- Being guided along routes where they can actually cross or intersect with the actual Lewis and Clark National Historic Trail.
- The ability to follow convenient and promoted “loop” routes where a travel party can continually follow for a one- or two-day itinerary which encourages Lewis and Clark National Historic Trail travel from a beginning origin along one side of the Missouri or Columbia River and then return to their beginning point on the other river side.
- Access to significant Lewis and Clark National Historic Trail sites which can occur only by driving on a cross-river connection.
- Access to communities along the trail which have historical and cultural assets and could benefit from designated river crossings. These communities may already promote their position along the Lewis and Clark National Historic Trail, but a designated crossing through their community might encourage additional marketing and partnership.
- Convenient wayfinding to access travel amenities such as lodging, food, and vehicle services.

The table presented below identifies the recommended cross-river links for the Lewis and Clark NHT Auto Tour Route:

STATE(S)/River	No.	Cross-link Route	Lewis and Clark NHT Auto Tour Route	Notes
MISSOURI / Missouri	1	Several options in St. Louis area		
	2	MO47	MO100- MO47/94	North of Washington
	3	MO19	MO19/MO100 to MO94	North of Hermann
	4	US54 EXPRESSWAY	US50 to MO94	North of Jefferson City
	5	I-70	MO179 to I-70	East of Rocheport
	6	MO5	MO5/87 to MO5/87	North of Boonville
	7	MO240	MO41 to MO5/87	West of Glasgow
	8	MO41	MO240 to US24	North of Miami
	9	US65	US23/US65 to MO10/US24	North of Waverly



STATE(S)/River	No.	Cross-link Route	Lewis and Clark NHT Auto Tour Route	Notes
	10	MO13	US24 to MO10	North of Lexington
	11	MO291	US24 to MO291	South of River Bend
	12	I-435	US24 to US69	South of Randolph
	13	N. Chouteau Traffic-way	US24 to US69	
	14	I-29/I-35	US24 to US69	South of North Kansas City, MO
MISSOURI-KANSAS / Missouri	15	I-635	KS5/State Ave to MO9	South of Riverside, MO
	16	I-435	State Ave to MO45	West of Parkville, MO
	17	HWY 92 (KS/MO)	KS7 to MO45	East of Leavenworth, KS
	18	US59	KS7 to MO45	East of Atchison, KS
	19	US36	KS7 to US59	West of St. Joseph, MO
MISSOURI-NEBRASKA / Missouri	20	US159	US73 to MO111	East of Rulo, NE
	21	US136	US75 to US275	East side of Brownville, NE
IOWA-NEBRASKA / Missouri	22	HYW2 (IA/NE)	US75/Co Rd 64 to I-29	East side of Nebraska City, NE
	23	US34	US75 to I-29	
	24	HWY370 (IA/NE)	US75 to I-29	
	25	US275	US75/I-480 to I-29	
	26	I-80	US75/I-480 to I-29	
	27	I-480	US75 to I-29	
	28	I-680	NE36 to I-29	North of Omaha, NE
	29	US30	US30/US75 to I-29	East of Blair, NE
	30	NE51/IA175	US75 to I-29	East of Decatur, NE
	31	I-129/US30	US77/US20 to I-29	
	32	US20/US77	I-29 to US77/US20	South of Sioux City, IA
SOUTH DAKOTA-NEBRASKA / Missouri	33	NE15/SD19	NE50 to NE12	

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STATE(S)/River	No.	Cross-link Route	Lewis and Clark NHT Auto Tour Route	Notes
	34	US81	US81/NE50 to NE12	South of Yankton, SD
	35	NE14/37	NE52/37 to NE12	
SOUTH DAKOTA / Missouri	36	US18	US18/US281 to US281/SD46	West of Pickstown, SD
	37	SD44	SD47 to SD50	
	38	I-90	SD47	South of Chamberlain, SD
	39	SD16/I-90	SD50/I-90 Bus	Goes directly into downtown Chamberlain, SD
	40	SD47	US34 to SD248/47	
	41	US14	US14 to US83	
	42	US212	US212/SD63 to US212/SD1804	
	43	US12	SD1806 to SD1804	
NORTH DAKOTA / Missouri	44	I-94	I-94/ND1806 to US83/ND1804	In Bismark, ND One of three options
	45	ND200	US83 to ND48	South of Washburn, ND
OREGON-WASHINGTON / Columbia	46	I-82	US730 to WA14	Near Umatilla, OR
	47	US97	I-84/US30 to WA 14	Near Maryhill, WA
	48	US197	I-84/US30 to WA 14	The Dalles Bridge
	49	Hood River Bridge	I-84/US30 to WA 14	
	50	Bridge of the Gods	I-84/US30 to WA 14	
	51	I-205	US30 to WA14	
	52	I-5	US 30 to WA14	Crosses from Portland, OR to Vancouver, WA
	53	WA433	US 30 to WA14	Crosses from Longview, WA
	54	US101	US30 to WA401	



*Context/Content:*

- Refer to Recommendation 1.01 for information pertaining to creating narrative and tabular travel directions for new cross-river links.

*Appearance Design Guidance:*

- Generally not applicable for core data—initial product to be digital data and management level printouts.
- Public use of this product would be as narrative communication delivered through print, computer monitor or verbal instructions.

*Implementation Considerations:*

- Establishing and designating cross-river links for the Lewis and Clark NHT Auto Tour Route should be a high priority in providing improved support for the visitor experience in all states from Missouri to Washington and Oregon.

**Primary Wayshowing Provider(s) Suggested for Implementing this Recommendation**

- National Park Service in coordination with other federal lands management agencies; state departments of transportation and local county and municipal road jurisdictions.

**Integration with other Wayshowing Components and Recommendations**

This recommendation should be integrated with implementing and providing these related and essential wayshowing components for the travelers of the Lewis and Clark National Historic Trail and Auto Tour Route:

- Maps of the Route—**completing and sustaining Recommendation 1.02 will assure that maps accurately reflect the official Auto Tour Route**
- Digital and Electronic Applications developed for the Route—**completing and sustaining Recommendation 1.02 will assure that maps accurately reflect the official Auto Tour Route**
- Physical Entrances to and Exits from the Route—**official travel directions for the Auto Tour Route are the basis for the location of entrance and exit signs**
- Orientation Stops for the Route—**official travel directions for the Auto Tour Route are the basis for the location of orientation stops**
- Route Guide Signs installed on the Highways, roads and streets of the Route—**official travel directions for the Auto Tour Route are the basis for the location of individual route guide signs**



- Support for Hospitality Personnel serving the travelers of the Route—**complete and accurate travel directions are essential for hospitality personnel to serve the self-navigation needs of Auto Tour Route Travelers**

Other specific recommendations which should be integrated with implementing Recommendation 1.02:

- Travel Directions 1.01
- Travel Directions 1.03
- Travel Directions 1.04
- Maps 2:01
- Maps 2:02
- Maps 2.03
- Maps 2.04
- Electronic Applications 3.01
- Electronic Applications 3.02
- Entrances and Exits 4.01
- Orientation Stops 5.01
- Orientation Stops 5.02
- Orientation Stops 5.03
- Orientation Stops 5.04
- Route Guide Signs 6.01
- Hospitality Personnel 8.01
- Hospitality Personnel 8.02

### **Cost Considerations**

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- Staff time of National Park Service staff
- Staff time of coordinating agencies
- Capital expenditures would be anticipated with this action for:
  - Fabrication and installation of Route Guide signs in highway, road, and street rights-of-way
  - Fabrication and installation of entrance and exit signs

### **Sustenance Considerations**

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- Refer to Recommendation 1.01 for information pertaining to sustaining the identification, narrative and tabular travel directions for new cross-river links.



## Address All Lewis and Clark NHT Asset Sites / Tabulate Access Routes To and From the Auto Tour Route

### Travel Directions

Prepare, maintain, and distribute accurate database of addresses and geo-coordinates for each asset site of the Lewis and Clark National Historic Trail. For sites not located directly on or adjacent to the Auto Tour Route, also prepare, maintain, and distribute narrative or tabular descriptions for highway segments which connect the Auto Tour Route with non-adjacent asset sites of the Trail.

### Recommendation 1.03

#### Description

##### *Wayfinding Needs Served by this Recommendation:*

The recommendation addresses two wayfinding needs by travelers:

1. To succeed in finding their way, travelers often rely on a place or point address of a location that serves as a 'data' point for solving the problem of how 'How do I get from here to there?'.
2. While the Lewis and Clark NHT Auto Tour Route provides the most effective route for traveling along or parallel to the Lewis and Clark National Historic Trail, most of the actual and official sites of the Trail are not located directly on or adjacent to the Auto Tour Route. In actuality, travelers have four self-navigation problems to serve:
  - a. Finding the Lewis and Clark NHT Auto Tour Route and self-navigating along the route until a desired destination is reached;
  - b. Finding the interstate, highway, road and/or street which, if followed, will lead the traveler to an important Lewis and Clark National Historic Trail site which may be located miles away from the Auto Tour Route; self-navigating these routes; and ultimately finding, identifying and arriving at the desired Lewis and Clark National Historic Trail site;
  - c. Self-navigating, in reverse, a trip from the just-visited Lewis and Clark National Historic Trail site back to the Lewis and Clark NHT Auto Tour Route; and



- d. Continuing the wayfinding problem-solving experience on the Lewis and Clark NHT Auto Tour Route moving toward the next Lewis and Clark National Historic Trail destination.

*Context/Content:*

- Relative to preparing an address system for the approximate 500 sites associated with the Lewis and Clark National Historic Trail, the following data protocol/content should be included:
  - Complete street address information including county and state of location. Confirm official 911 addresses for each location.
  - Geo-coordinates (latitude and longitude) translated to the appropriate geographic coordinate system and datum recognized by the National Park Service for the Lewis and Clark National Historic Trail.
- Tabulate and report the most effective driving routes between Lewis and Clark NHT Auto Tour Route and the public entrance location of each asset site. Identify route segments and prepare travel directions—narrative and tabular—for all routes to and from asset sites using the guidance provide in Recommendation 1.01. See Recommendation 1.01 for related illustrations.

*Appearance Design Guidance:*

- Generally not applicable for core data—initial product to be digital data and management level printouts.
- Public use of this product would be as narrative communication delivered through print, computer monitor or verbal instructions.

*Implementation Considerations:*

- Implementing this recommendation should have first level priority in that it is integrated with efficiently undertaking Recommendations 1.01 through 1.02 and necessary prerequisite for undertaking 6.03.
- Identify and confirm the effectiveness and safety of specific highway, road and street routes that lead travelers to and from the Lewis and Clark NHT Auto Tour Route to individual and officially recognized asset sites.
- All state DOTs and other local road jurisdictions should periodically confirm their understanding of the roadway segments that are being identified as connecting between the Lewis and Clark NHT Auto Tour Route and officially recognized asset sites.



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### Primary Wayshowing Provider(s) Suggested for Implementing this Recommendation

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- National Park Service in coordination with other federal lands management agencies; state departments of transportation and local county and municipal road jurisdictions.
- Managing agencies and organizations for officially recognized Lewis and Clark National Historic Trail resource sites which can provide information for this recommendation to the National Park Service.

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### Integration with other Wayshowing Components and Recommendations

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This recommendation should be integrated with implementing and providing these related and essential wayshowing components for the travelers of the Lewis and Clark National Historic Trail and Auto Tour Route:

- **Maps of the Route—completing and sustaining Recommendation 1.03 will assure that maps accurately reflect the official Auto Tour Route and routes connecting the Auto Tour Route with designated Trail attractions**
- **Digital and Electronic Applications developed for the Route—completing and sustaining Recommendation 1.03 will assure that maps accurately reflect the official Auto Tour Route and location of Trail attractions**
- **Physical Entrances to and Exits from the Route—official travel directions for the Auto Tour Route are the basis for the location of entrance and exit signs**
- **Orientation Stops for the Route—official travel directions for the Auto Tour Route are the basis for the location of orientation stops**
- **Route Guide Signs installed on the Highways, roads and streets of the Route—official travel directions for the Auto Tour Route are the basis for the location of individual route guide signs**
- **Identification of Lewis and Clark National Historic Trail sites and attractions—travel directions need to recognize and integrate the location of designated sites and attractions**
- **Support for Hospitality Personnel serving the travelers of the Route—complete and accurate travel directions are essential for hospitality personnel to serve the self-navigation needs of Auto Tour Route Travelers**

Other specific recommendations which should be integrated with implementing Recommendation 1.03:

- |                          |                                |
|--------------------------|--------------------------------|
| • Travel Directions 1.01 | • Maps 2.03                    |
| • Travel Directions 1.02 | • Maps 2.04                    |
| • Travel Directions 1.04 | • Electronic Applications 3.01 |
| • Maps 2:01              | • Electronic Applications 3.02 |
| • Maps 2:02              | • Entrances and Exits 4.01     |



- Orientation Stops 5.01
- Orientation Stops 5.02
- Orientation Stops 5.03
- Orientation Stops 5.04
- Route Guide Signs 6.03
- Attraction Identification 7.01
- Attraction Identification 7.02
- Attraction Identification 7.03
- Attraction Identification 7.04
- Hospitality Personnel 8.01
- Hospitality Personnel 8.02

### **Cost Considerations**

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- Staff time of National Park Service staff
- Staff time of coordinating agencies
- Capital expenditures would be anticipated with this action for:
  - Fabrication and installation of “trail-blazing” signs in highway, road, and street rights-of-way which connect the Auto Tour Route with designated Trail attractions. (See Recommendation 6.03)

### **Sustenance Considerations**

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See Recommendation 1.01 for specific sustenance considerations for this recommendation.



## Identify Recommended Lewis and Clark NHT Auto Tour Route Travel Itineraries

### Travel Directions

Support the recognition, promotion and interpretation of distinct one- to three-day travel itineraries which identify city-to-city or loop options for travelers to plan short trips centered on the Lewis and Clark National Historic Trail and Auto Tour Route.

Recommendation

1.04

### Description

#### *Wayfinding Needs Served by this Recommendation:*

As one longest and most important designated Auto Tour Routes of the United States, the Lewis and Clark National Historic Trail is naturally a national as well as international draw. Yet with a length of nearly 6,200 miles (or 12,400 miles of potential travel in both directions) the Lewis and Clark NHT Auto Tour Route can present an intimidating and overwhelming challenge for a prospective travel party to plan a rewarding and feasible experience.

In their select and planning stage, prospective travelers need distinct and realistic travel itineraries of relatively short—one- to three-day—experiences options. In making a commitment of time and spending of travel money, prospective visitors of the Lewis and Clark National Historic Trail need the assurance that Lewis and Clark National Historic Trail attractions are indeed available, open for visitation and will be interesting and beneficial. Equally important to planning and fulfilling a travel experience is the ability to create a schedule with the assurance that essential and desirable travel services are available. Ultimately, most travel parties need to have a clear understanding of where a Lewis and Clark NHT Auto Tour Route trip can begin and end as well as where are and how much time should be devoted to the entire trip as well as a probable sequence of stops or activities for the each day of the trip. Every travel party will customize their individual trip to meet their needs and interests but it often helps most travel parties to select and plan their trip if suggested travel itineraries for a designated tour are provided.

For the entire Lewis and Clark NHT Auto Tour Route, distinct and interlinked travel itineraries can offer travelers effective information that will aid them in succeeding at their various wayfinding challenges in all stages of their Lewis and Clark National Historic Trail experience. The highway segments of the Lewis and Clark NHT Auto Tour Route; the location of major intersecting interstates and highways; and proximity



of major cities suggest that approximately 15 distinct travel itineraries are available to assist travelers in organizing and planning a trip along the Lewis and Clark NHT Auto Tour Route.

*Context/Content:*

The 15 suggested travel itineraries for the Lewis and Clark NHT Auto Tour Route are intended to:

- Integrate with, support expand the multitude of visitor services and amenities offered by state tourism offices, major metropolitan areas, convention and visitor bureaus and communities in the corridor of the Route.
- Be based on the development of travel directions for the Lewis and Clark NHT Auto Tour Route as specified in Recommendations 1.01, 1.02 and 1.03.
- Provide a valuable addition which will encourage more travel to and along the Lewis and Clark NHT Auto Tour Route.

*Implementation Considerations:*

- Implementing this recommendation should have first level priority in that doing so should support increased visitation and leisure travel on the Lewis and Clark NHT Auto Tour Route.
- Partnering with state tourism offices, local visitor bureaus, and tour operators and promoters will be critical to realizing success from identifying individualized travel itineraries which are intended to increase the public recognitions and accessibility to the Lewis and Clark NHT Auto Tour Route.

**15 Travel Itinerary Segments for the Lewis and Clark NHT Auto Tour Route**

No.	General Beginning / Ending Locations	Approximate Leisure Travel Duration (days)	States Included
1	St. Louis, MO / Kansas City, MO	2-3	Illinois Missouri
2	Kansas City, MO / Omaha, NE and Council Bluff, IA	2	Missouri Kansas Iowa
3	Omaha, NE and Council Bluff, IA / Sioux City, IA	1-2	Iowa Nebraska
4	Sioux City, IA / Pierre, SD	2-3	Iowa Nebraska South Dakota



No.	General Beginning / Ending Locations	Approximate Leisure Travel Duration (days)	States Included
5	Pierre, SD / Bismarck, ND	2	South Dakota North Dakota
6	Bismarck, ND / North Dakota and Montana Border	2	North Dakota
7	Great Falls, MT to Browning, Mt and return	1	Montana
8	North Dakota and Montana Border / Great Falls, MT	2-3	Montana
9	North Dakota and Montana Border / Billings, MT	2-3	Montana
10	Billings, MT / Three Forks, MT	1-2	Montana
11	Great Falls, MT, Helena, MT, Three Forks, MT, Salmon, ID, Missoula, MT, Great Falls, MT (Loop)	2-3	Montana Idaho
12	Missoula, MT / Lewiston, ID	2	Idaho
13	Lewiston, ID / Richland, Pasco and Kennewick, WA	2	Washington
14	Richland, Pasco and Kennewick, WA / Portland, OR and Vancouver, WA	2-3	Oregon Washington
15	Portland, OR and Vancouver, WA / Pacific Ocean destinations in Oregon and Washington	2-3	Oregon Washington

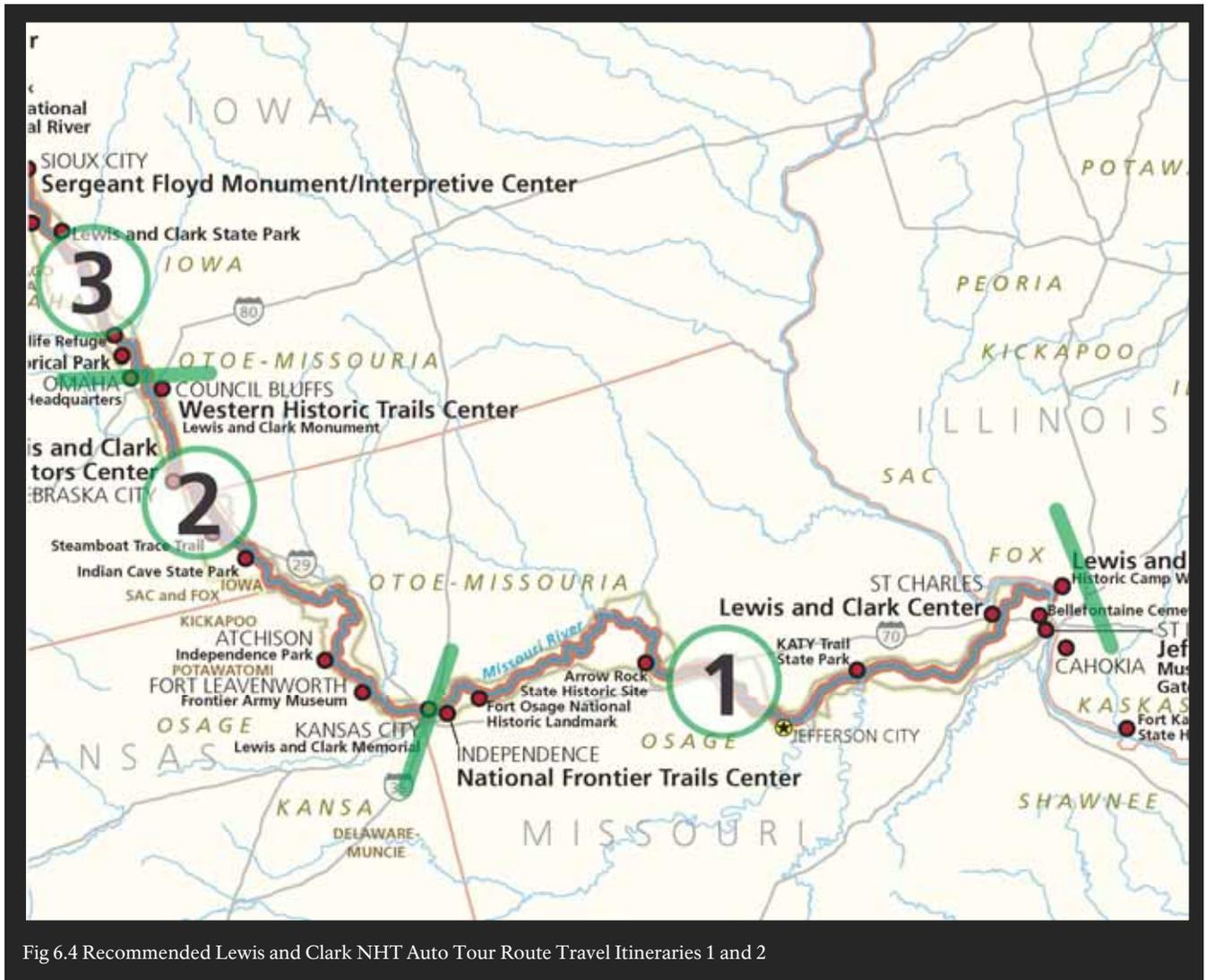


Fig 6.4 Recommended Lewis and Clark NHT Auto Tour Route Travel Itineraries 1 and 2

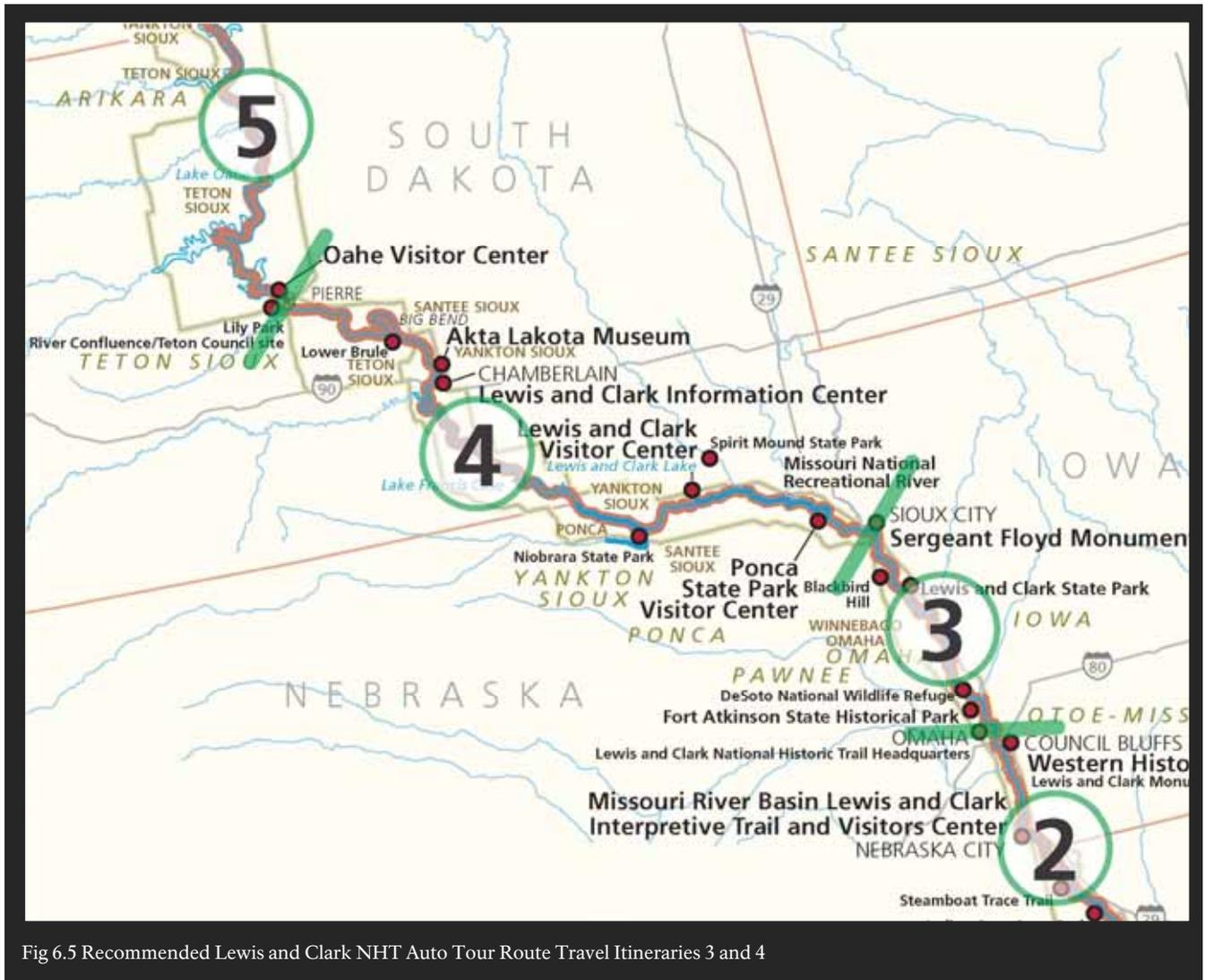


Fig 6.5 Recommended Lewis and Clark NHT Auto Tour Route Travel Itineraries 3 and 4

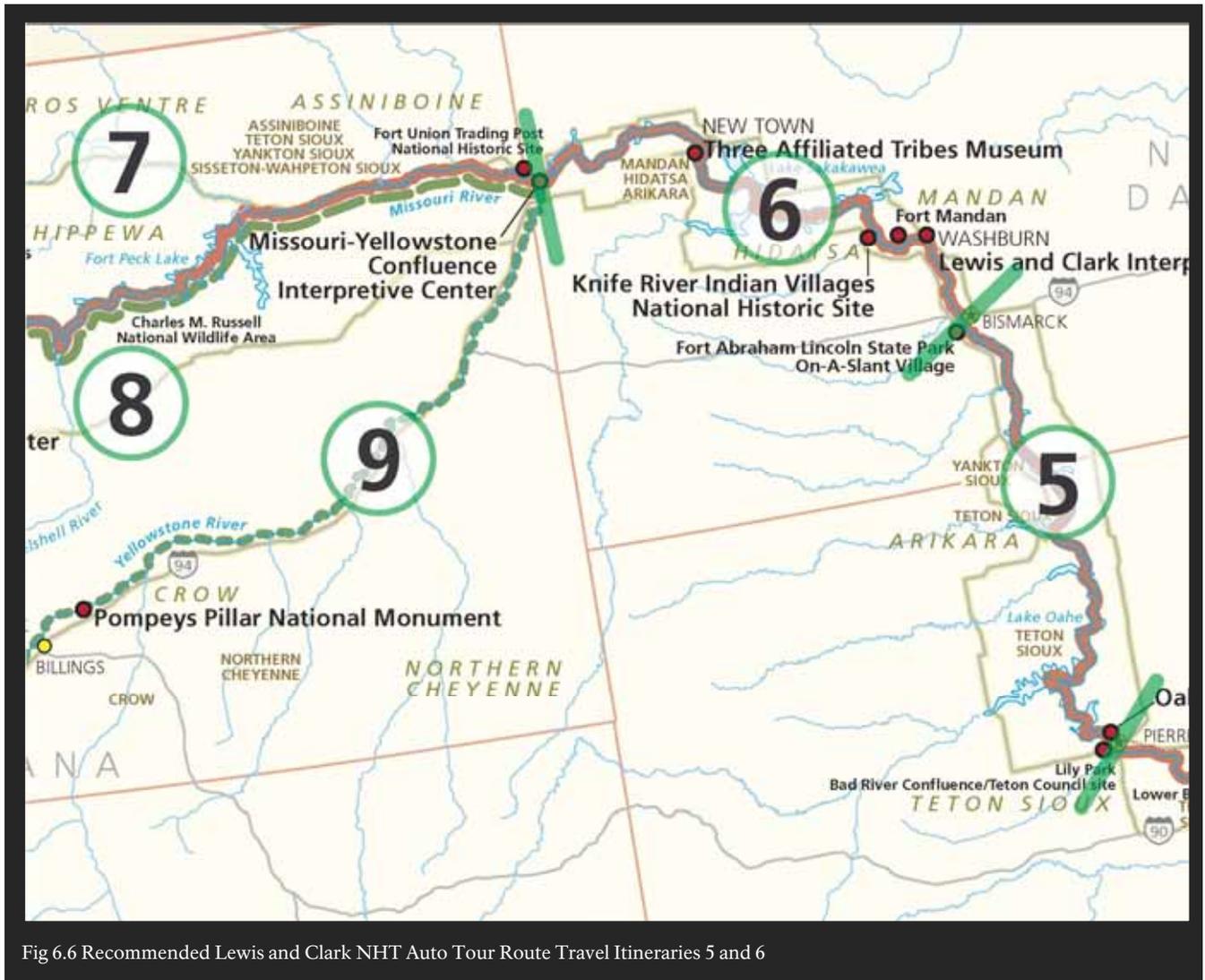


Fig 6.6 Recommended Lewis and Clark NHT Auto Tour Route Travel Itineraries 5 and 6

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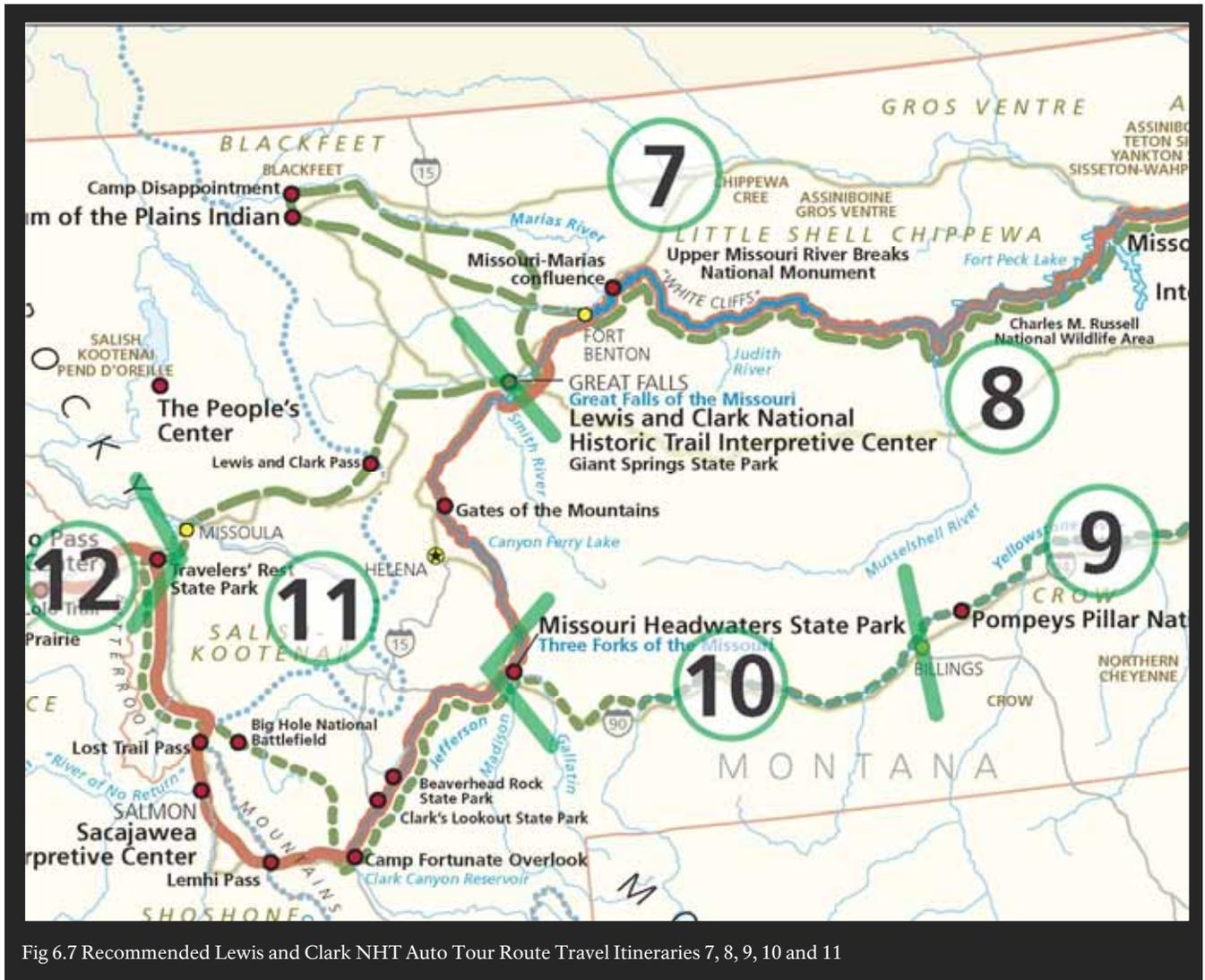


Fig 6.7 Recommended Lewis and Clark NHT Auto Tour Route Travel Itineraries 7, 8, 9, 10 and 11

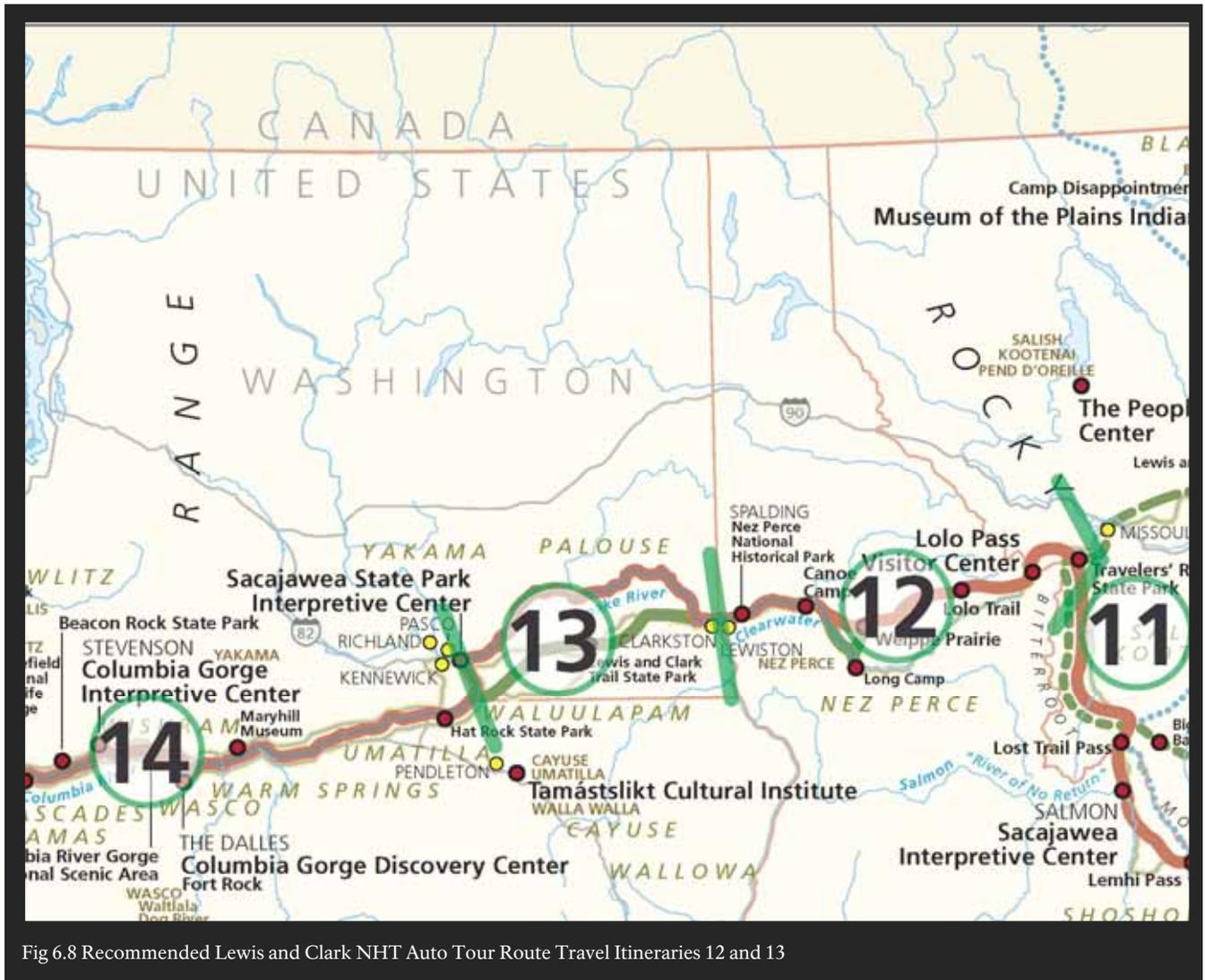


Fig 6.8 Recommended Lewis and Clark NHT Auto Tour Route Travel Itineraries 12 and 13

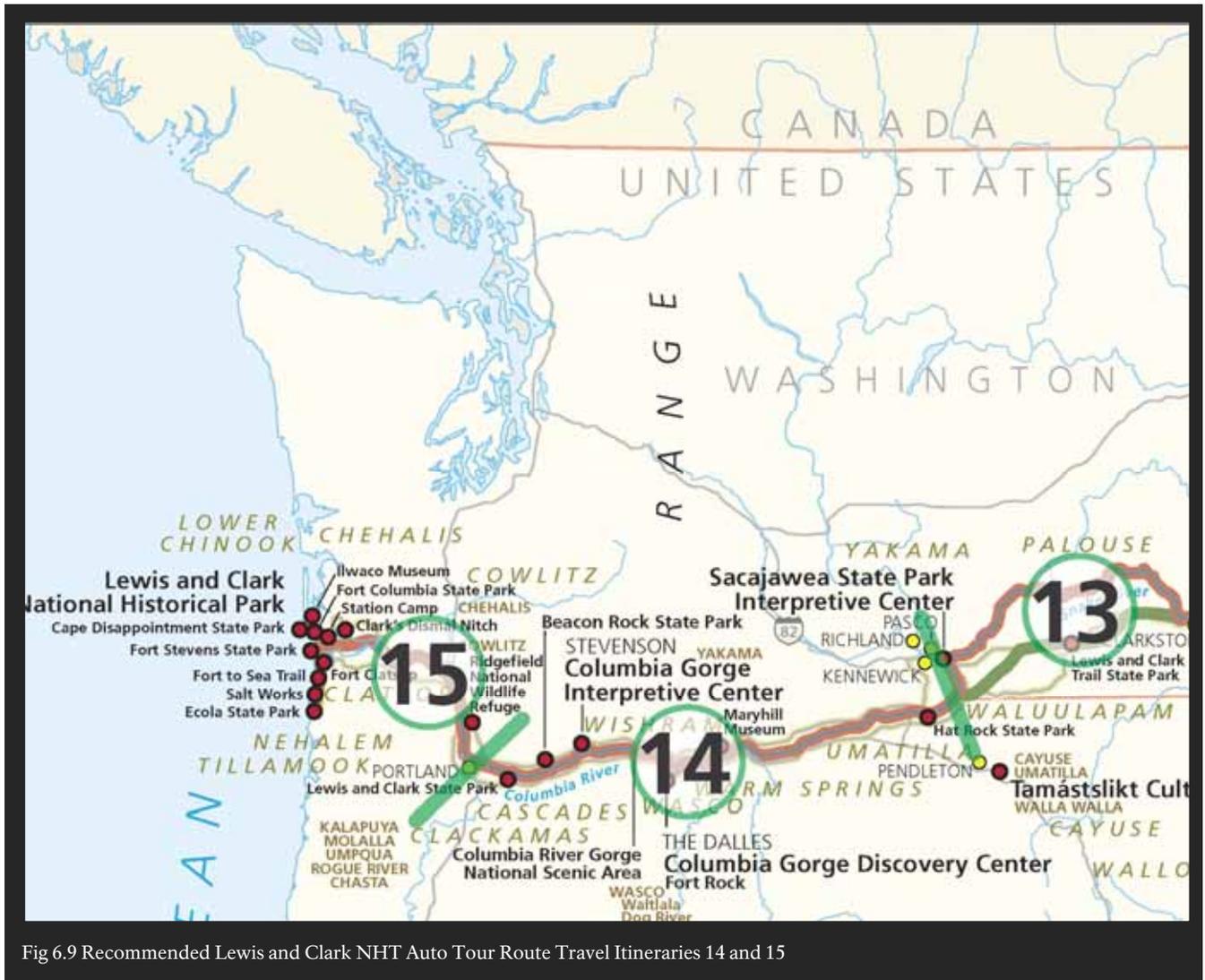


Fig 6.9 Recommended Lewis and Clark NHT Auto Tour Route Travel Itineraries 14 and 15



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### Primary Wayshowing Provider(s) Suggested for Implementing this Recommendation

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- National Park Service in coordination with other federal lands management agencies; state departments of transportation and local county and municipal road jurisdictions.
- Managing agencies and organizations for officially recognized Lewis and Clark National Historic Trail resource sites which can provide information for this recommendation to the National Park Service.
- State, regional and local tourism and visitor organizations and associations which serve and, in turn, receive benefit from their market development and promotion of the Lewis and Clark National Historic Trail and its Auto Tour Route.
- Private and commercial organizers and providers of highway- and trail-oriented tour information and events.

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### Integration with other Wayshowing Components and Recommendations

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This recommendation should be integrated with implementing and providing these related and essential wayshowing components for the travelers of the Lewis and Clark National Historic Trail and Auto Tour Route:

- Maps of the Route
- Digital and Electronic Applications developed for the Route
- Physical Entrances to and Exits from the Route
- Orientation Stops for the Route
- Route Guide Signs installed on the Highways, roads and street of the Route
- Identification of Lewis and Clark National Historic Trail Historic sites and Attractions
- Support for Hospitality Personnel serving the travelers of the Route

Other specific recommendations which should be integrated with implementing Recommendation 1.04:

- |                                |                                  |
|--------------------------------|----------------------------------|
| • Travel Directions 1.01       | • Orientation Stops 5.01         |
| • Travel Directions 1.02       | • Orientation Stops 5.02         |
| • Travel Directions 1.03       | • Orientation Stops 5.03         |
| • Maps 2:01                    | • Orientation Stops 5.04         |
| • Maps 2:02                    | • Route Guide Signs 6.01         |
| • Maps 2.03                    | • Route Guide Signs 6.03         |
| • Maps 2.04                    | • Attraction Identification 7.01 |
| • Electronic Applications 3.01 | • Attraction Identification 7.02 |
| • Electronic Applications 3.02 | • Attraction Identification 7.03 |
| • Entrances and Exits 4.01     | • Attraction Identification 7.04 |



- Hospitality Personnel 8.01
- Hospitality Personnel 8.02
- Hospitality Personnel 8.03

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### Cost Considerations

- Staff time of National Park Service staff
- Staff time of coordinating agencies
- No capital expenditures anticipated with this action

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### Sustenance Considerations

- Review individual travel itineraries annually to assure continued accuracy
- Periodically distribute to state tourism offices, local convention and visitor bureaus, state parks agencies, federal lands management agencies, tour organizers and promoters
- Encourage and recognize organizations which use all or portions of individual Lewis and Clark NHT Auto Tour Route travel itineraries for special events such as bicycle rides, vintage car tours, canoe or kayak trips, and community-based events which take advantage of the Lewis and Clark NHT Auto Tour Route.



## Representational Component: **Maps**

### Use State DOT GIS Databases for Core Mapping of the Lewis and Clark NHT Auto Tour Route

#### Maps

Utilize the geo-databases of highway, secondary roads and streets as prepared by individual state departments of transportation as the data foundation for cartographic exhibits (maps) of the Auto Tour Route of the Lewis and Clark National Historic Trail. Capitalize on the efficiency of geo-data for route management purposes as well as the creation of digital and printed maps of the Route.

Recommendation  
**2.01**

#### Description

##### *Wayfinding Needs Served by this Recommendation:*

Maps of the Lewis and Clark NHT Auto Tour Route will provide valuable, if not essential, assistance for Lewis and Clark National Historic Trail visitors at all stages of their travel experience: Pre-visit when people are selecting and planning their trip; the Visit stage when they need wayshowing assistance to support their successful self-navigation; and the Post-visit stage following a tour when they are recalling and referring the memories of their travel experience. In short, people traveling in what will likely be unfamiliar territory expect that accurate, easy-to read and use, and reliable maps will be available from a variety of sources.

For the Lewis and Clark NHT Auto Tour Route, assuring that prospective visitors as well as actual travelers have access to the maps they need and expect is no small task. The Route's length; diversity of road types (remote and rural highways and roads, interstates, and urban streets); and a multitude of jurisdictions influence the magnitude of creating and sustaining workable cartographic geo-data for the Lewis and Clark NHT Auto Tour Route. However, this does not make the task unfeasible or impossible. It is because of the Route's diverse characteristics that a central cartographic geo-database of interstates, highways, roads and streets needs to be established and maintained.

Developing the geo-database for the Lewis and Clark NHT Auto Tour Route should be based on using existing geographic information system (GIS) files. While there are a variety of available sources, the most reliable and useful are those created and maintained by the individual state departments of transportation. These geo-databases



are highly accurate and contain a wide range of data fields that will supplement ongoing management functions.

This recommendation provides an essential foundation—assembling and sustaining geo-databases of the Lewis and Clark NHT Auto Tour Route—for creating an array of traveler-oriented maps. Likewise the assembled route geo-data supports a variety of management and operational functions associated with the Lewis and Clark National Historic Trail.

In summary, this recommendation calls for:

1. Collecting geo-databases from state DOTs
2. Integrating with other geo-databases maintained by the National Park Service
3. Using these in producing a mix of cartographic products and components for management, operational, interpretation and public education purposes
4. Redistributing the databases to other partners and stakeholders
5. Instituting a process for updating and assuring continual accuracy and relevancy

*Context/Content:*

- Refer to Chapter 3 of this reference manual for guidance on conceiving, planning and designing effective maps for wayshowing purposes.

*Appearance Design Guidance:*

- Refer to Chapter 3 of this reference manual and the Reference chapter for appearance and design guidance for effective maps for wayshowing purposes.

*Implementation Considerations:*

- Implementing this recommendation should have first level priority in that it is integrated with efficiently undertaking Recommendations 1.01 through 1.04 and necessary prerequisite for undertaking Recommendations 2.02 through 3.02 and 5.04.

**Primary Wayshowing Provider(s) Suggested for Implementing this Recommendation**

- National Park Service in coordination with other federal lands management agencies; state departments of transportation; and local county and municipal road jurisdictions.



### **Integration with other Wayshowing Components and Recommendations**

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This recommendation should be integrated with implementing and providing these related and essential wayshowing components for the travelers of the Lewis and Clark National Historic Trail and Auto Tour Route:

- Travel Directions for self-navigating the Route
- Digital and Electronic Applications developed for the Route
- Physical Entrances to and Exits from the Route
- Orientation Stops for the Route
- Route Guide Signs installed on the Highways, roads and street of the Route
- Support for Hospitality Personnel serving the travelers of the Route

Other specific recommendations which should be integrated with implementing recommendation 2.01:

- |                                |                              |
|--------------------------------|------------------------------|
| • Travel Directions 1.01       | • Entrances and Exits 4.01   |
| • Travel Directions 1.02       | • Orientation Stops 5.01     |
| • Travel Directions 1.03       | • Orientation Stops 5.02     |
| • Travel Directions 1.04       | • Orientation Stops 5.03     |
| • Maps 2:02                    | • Orientation Stops 5.04     |
| • Maps 2.03                    | • Route Guide Signs 6.01     |
| • Maps 2.04                    | • Route Guide Signs 6.03     |
| • Electronic Applications 3.01 | • Hospitality Personnel 8.01 |
| • Electronic Applications 3.02 | • Hospitality Personnel 8.02 |

### **Cost Considerations**

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- Staff time of National Park Service staff
- Staff time of coordinating agencies
- No capital expenditures anticipated with this action

### **Sustenance Considerations**

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A central point of knowledge and geo-database records should be established within the National Park Service to create, maintain and update cartographic products for the Lewis and Clark NHT Auto Tour Route. State DOTs, federal lands management agencies and local road and street jurisdictions should cooperate in providing the appropriate NPS contact with information pertaining to any change in designation routing, highway number or road name changes, and any realignment of the physical roadway of the Lewis and Clark NHT Auto Tour Route.



In turn, the NPS should provide all states and partner agencies and organizations with periodic updates to the official route mapping for the Lewis and Clark NHT Auto Tour Route.



## Support Increased Online Presence of Lewis and Clark NHT Auto Tour Route Maps

### Maps

Support the expanded and enhanced online delivery of accurate downloadable data and map exhibits for the Lewis and Clark National Historic Trail Auto Tour Route.

#### Recommendation

2.02

### Description

#### *Wayfinding Needs Served by this Recommendation:*

With the majority of people now relying on the internet as their primary if not only source of information for all stages—Pre-visit, Visit and Post-visit—of their travel experience, it is vitally important that wayshowing assistance along with educational information and interpretive stories be provided for the Lewis and Clark National Historic Trail and the Lewis and Clark NHT Auto Tour Route through expanded and enhanced online delivery. Partners and stakeholders in the Lewis and Clark National Historic Trail including federal lands agencies; state departments of transportation, offices of tourism and state historical societies; non-profit organizations and foundations; and local agencies have the opportunity if not the responsibility to provide internet-based wayshowing assistance in the form of maps and travel directions for the Lewis and Clark NHT Auto Tour Route.

#### *Context/Content:*

- Refer to Chapter 3 of this reference manual for guidance on conceiving, planning and designing effective maps for wayshowing purposes.

#### *Appearance Design Guidance:*

- Refer to Chapter 3 of this reference manual and the Reference chapter for appearance and design guidance for effective maps for wayshowing purposes.

#### *Implementation Considerations:*

- Implementing this recommendation should have first level priority in that it is integrated with efficiently undertaking and fulfilling Recommendations 1.01 through 1.04 and necessary prerequisite for undertaking Recommendations 2.03 through 3.02 and 5.04.



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### Primary Wayshowing Provider(s) Suggested for Implementing this Recommendation

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- National Park Service in coordination with other federal lands management agencies; state departments of transportation and local county and municipal road jurisdictions.
- State, regional and local tourism and visitor organizations and associations which serve and, in turn, receive benefit from their market development and promotion of the Lewis and Clark National Historic Trail and its Auto Tour Route.
- Private and commercial organizers and providers of highway- and trail-oriented tour information and events.
- Non-profit organizations and foundations which are dedicated to the stewardship and education of the public about the Lewis and Clark Expedition.

### Integration with other Wayshowing Components and Recommendations

---

This recommendation should be integrated with implementing and providing these related and essential wayshowing components for the travelers of the Lewis and Clark National Historic Trail and Auto Tour Route:

- Travel Directions for self-navigating the Route
- Digital and Electronic Applications developed for the Route
- Physical Entrances to and Exits from the Route
- Orientation Stops for the Route
- Route Guide Signs installed on the Highways, roads and street of the Route
- Support for Hospitality Personnel serving the travelers of the Route

Other specific recommendations which should be integrated with implementing recommendation 2.02:

- |                                |                              |
|--------------------------------|------------------------------|
| • Travel Directions 1.01       | • Entrances and Exits 4.01   |
| • Travel Directions 1.02       | • Orientation Stops 5.01     |
| • Travel Directions 1.03       | • Orientation Stops 5.02     |
| • Travel Directions 1.04       | • Orientation Stops 5.03     |
| • Maps 2:01                    | • Orientation Stops 5.04     |
| • Maps 2.03                    | • Route Guide Signs 6.01     |
| • Maps 2.04                    | • Route Guide Signs 6.03     |
| • Electronic Applications 3.01 | • Hospitality Personnel 8.01 |
| • Electronic Applications 3.02 | • Hospitality Personnel 8.02 |

### Cost Considerations

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- Staff time of National Park Service staff



- Staff time of coordinating agencies
- No capital expenditures anticipated with this action

### **Sustenance Considerations**

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As new and improved cartographic products for the Lewis and Clark NHT Auto Tour Route are presented for online delivery, a continual quality control program will need to be implemented to assure the information delivered for stakeholder, partner and public use is accurate and relevant.



## Partner with Private GPS Providers To Expand Lewis and Clark NHT Auto Tour Route Wayshowing

### Maps

Coordinate with select commercial digital/GPS map providers and developers to assist and assure timely, consistent and accurate development and delivery of route and asset data related to the Lewis and Clark National Historic Trail and Auto Tour Route.

Recommendation

2.03

### Description

#### *Wayfinding Needs Served by this Recommendation:*

Commercial providers of printed map atlases, online map and travel routing services, and geo-databases used by consumer and technical or professional GPS devices and smartphones are highly effective means for assisting Lewis and Clark National Historic Trail travelers with travel directions and mapping data specifically developed for the Lewis and Clark NHT Auto Tour Route. The underlying objective of this particular recommendation is to provide accurate and reliable geo-data as developed under Recommendations 1.01, 1.02, 1.03, 1.04 and 2.01 and to appropriately engage with commercial digital/GPS map providers and developers in achieving wide distribution of information for the Lewis and Clark NHT Auto Tour Route in the commercial market place.

#### *Context/Content:*

- Refer to Chapter 3 of this reference manual and Recommendation 2.01 for related information for partnering with private GPS providers.

#### *Appearance Design Guidance:*

- Refer to Chapter 3 of this reference manual and Recommendation 2.01 for related information for partnering with private GPS providers.

#### *Implementation Considerations:*

- Implementing this recommendation should be accompanied with considerations for contractual conditions between the National Park Service and private GPS providers pertaining to ownership conditions, quality control, cost and revenue reimbursements and other appropriate subjects.



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### Primary Wayshowing Provider(s) Suggested for Implementing this Recommendation

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- National Park Service in coordination with selected commercial digital/GPS map providers and developers. Appropriate redistribution conditions should be established among all parties.

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### Integration with other Wayshowing Components and Recommendations

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This recommendation should be integrated with implementing and providing these related and essential wayshowing components for the travelers of the Lewis and Clark National Historic Trail and Auto Tour Route:

- Travel Directions for self-navigating the Route
- Digital and Electronic Applications developed for the Route
- Physical Entrances to and Exits from the Route
- Orientation Stops for the Route
- Route Guide Signs installed on the Highways, roads and street of the Route
- Identification of Lewis and Clark National Historic Trail Historic sites and Attractions
- Support for Hospitality Personnel serving the travelers of the Route

Other specific recommendations which should be integrated with implementing recommendation 2.03:

- |                                |                                  |
|--------------------------------|----------------------------------|
| • Travel Directions 1.01       | • Orientation Stops 5.03         |
| • Travel Directions 1.02       | • Orientation Stops 5.04         |
| • Travel Directions 1.03       | • Route Guide Signs 6.01         |
| • Travel Directions 1.04       | • Route Guide Signs 6.03         |
| • Maps 2:01                    | • Attraction Identification 7.01 |
| • Maps 2:02                    | • Attraction Identification 7.02 |
| • Maps 2.04                    | • Attraction Identification 7.03 |
| • Electronic Applications 3.01 | • Attraction Identification 7.04 |
| • Electronic Applications 3.02 | • Hospitality Personnel 8.01     |
| • Entrances and Exits 4.01     | • Hospitality Personnel 8.02     |
| • Orientation Stops 5.01       | • Hospitality Personnel 8.03     |
| • Orientation Stops 5.02       |                                  |

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### Cost Considerations

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- Staff time of National Park Service staff
- Staff time of coordinating agencies
- No capital expenditures anticipated with this action



- Revenue sharing options

### Sustenance Considerations

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- As new and improved cartographic products for the Lewis and Clark NHT Auto Tour Route are presented for partnership projects and relationships with private GPS providers, a continual quality control program will need to be implemented to assure the information delivered for stakeholder, partner and public use is accurate and relevant.



## Actively Distribute GIS Data for Reuse by Lewis and Clark NHT Auto Tour Route Partners

### Maps

Provide other federal lands management agencies; state agencies for transportation, park, history and tourism; local units of government and offices for tourism and community development; and recognized Lewis and Clark National Historic Trail asset sites with digital mapping assistance and services to ultimately provide travelers with access to Auto Tour Route and asset site information.

Recommendation  
2.04

### Description

#### *Wayfinding Needs Served by this Recommendation:*

It is an accepted premise that prospective visitors and actual travelers on the Lewis and Clark NHT Auto Tour Route will not use one central source of map information for planning and conducting their visit to the Lewis and Clark National Historic Trail. Between the several federal lands management agencies; the departments of transportation, tourism and parks of eleven state governments; a variety of relevant non-profit organizations and foundations; and literally hundreds of local stakeholders and partner organizations, people attracted to the Lewis and Clark National Historic Trail have (and will attempt to rely on) any number of outlets for information including printed maps, online maps and personalized traveler directions from a relatively large collection of potential providers. Importantly, when it comes to what an individual travel party requires to satisfy their particular wayfinding and navigation safety needs, it can be argued that every source is important.

This recommendation stresses the importance of establishing and sustaining the distribution of consistent and reliable map data for the Lewis and Clark NHT Auto Tour Route with partners-- the federal lands agencies, state government departments, individual Lewis and Clark National Historic Trail asset sites, and others. Likewise, as the National Park Service may assume responsibility for implementing this recommendation, it is equally important for the partners to 1) deliver the Lewis and Clark NHT Auto Tour Route data through their own mechanisms (printed brochures, highway maps, online) and 2) continually communicate with the appropriate National Park Service representative any issues affecting the designated route of the Lewis and Clark NHT Auto Tour Route.



*Context/Content:*

- Refer to Chapter 3 of this reference manual and Recommendations 2.01 through 2.03 for related information.

*Appearance Design Guidance:*

- Refer to Chapter 3 of this reference manual and Recommendations 2.01 through 2.03 for related information.

*Implementation Considerations:*

- Implementing this recommendation should be accompanied with considerations for contractual conditions between the National Park Service and Lewis and Clark NHT Auto Tour Route partners pertaining to ownership conditions, quality control, cost and revenue reimbursements and other appropriate subjects.

**Primary Wayshowing Provider(s) Suggested for Implementing this Recommendation**

- National Park Service in coordination with other federal lands management agencies; state departments of transportation and local county and municipal road jurisdictions; selected state, regional and local tourism and visitor organizations and associations; managing agencies and organizations for individual Lewis and Clark National Historic Trail resource sites; and Lewis and Clark National Historic Trail partner non-profit organizations and foundations.

**Integration with other Wayshowing Components and Recommendations**

This recommendation should be integrated with implementing and providing these related and essential wayshowing components for the travelers of the Lewis and Clark National Historic Trail and Auto Tour Route:

- Travel Directions for self-navigating the Route
- Digital and Electronic Applications developed for the Route
- Physical Entrances to and Exits from the Route
- Orientation Stops for the Route
- Route Guide Signs installed on the Highways, roads and street of the Route
- Identification of Lewis and Clark National Historic Trail Historic sites and Attractions
- Support for Hospitality Personnel serving the travelers of the Route

Other specific recommendations which should be integrated with implementing Recommendation 2.04:

- Travel Directions 1.01
- Travel Directions 1.02
- Travel Directions 1.03
- Travel Directions 1.04
- Maps 2:01



- Maps 2:02
- Maps 2:03
- Electronic Applications 3.01
- Electronic Applications 3.02
- Entrances and Exits 4.01
- Orientation Stops 5.01
- Orientation Stops 5.02
- Orientation Stops 5.03
- Orientation Stops 5.04
- Route Guide Signs 6.01
- Route Guide Signs 6.03
- Attraction Identification 7.01
- Attraction Identification 7.02
- Attraction Identification 7.03
- Attraction Identification 7.04
- Hospitality Personnel 8.02

### Cost Considerations

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- Staff time of National Park Service staff
- Staff time of coordinating agencies
- No capital expenditures anticipated with this action
- Revenue and cost sharing options

### Sustenance Considerations

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As new and improved cartographic products for the Lewis and Clark NHT Auto Tour Route are presented for partnership projects and relationships with Lewis and Clark NHT Auto Tour Route partners, a continual quality control program will need to be implemented to assure the information delivered for stakeholder, partner and public use is accurate and relevant.



## Representational Component: **Digital and Electronic Applications**

### Synchronize Interpretive Stories with Lewis and Clark NHT Auto Tour Route Data

Electronic Applications	Digitize and synchronize varied asset and historic resource information and interpretive stories for the Lewis and Clark National Historic Trail for a more integrated digital delivery and distribution. Place emphasis on including geo-data referencing in the process and products.
Recommendation 3.01	

#### Description

*Wayfinding Needs Served by this Recommendation:*

The Lewis and Clark National Historic Trail possesses a wealth of information and stories pertaining to the historic sites and artifacts of the Lewis and Clark Expedition. Photographs, illustrations, and narrative along with contemporary audio and video recordings comprise a rich and vast official public treasury of the expedition which in turn supports education and learning, as well as interpretation, understanding and respect.

Unlike anytime in the past, so many people possess the personal means—computers, tablets, smartphones and personal GPS units—for accessing a vast if not overwhelming sphere of information and data. Approximately one million results accompany a Google search of “Lewis and Clark Expedition”.

The route documentation and digital cartographic processes and products outlined in Recommendations 1.01, 1.02, 1.03, 1.04, 2.01, 2.02, 2.03 and 2.04 are designed to fundamentally provide comprehensive and reliable wayshowing assistance to assure travelers have modern means for finding their way to and along the Lewis and Clark NHT Auto Tour Route. Yet most certainly self-navigating along all or parts of the 6,200-mile Route is not the reason most people seek out the Lewis and Clark NHT Auto Tour Route: they come to engage personally for benefits of experiencing the many stories and information that surrounds this important event in the history and development of the United States. Effective wayshowing assistance for prospective visitors and actual travelers is the foundation of creating an accessible, rewarding and memorable Lewis and Clark National Historic Trail experience. Coupling the delivery of digital wayshowing information and guidance with the effective and entertaining delivery of



historic resource information and interpretive stories about the Expedition can now provide a “full service” approach for all people with an interest in the Lewis and Clark National Historic Trail whether they are at home, in school or the office, or on the road.

*Context/Content:*

- Refer to Chapter 3 of this reference manual for guidance and Recommendation 1.03 on synchronizing interpretive sites and stories with wayshowing components for the Lewis and Clark NHT Auto Tour Route.

*Appearance Design Guidance:*

- Refer to Chapter 3 of this reference manual and the Reference chapter for appearance and design guidance for effective maps illustrating the location of interpretive resource sites for wayshowing purposes.

*Implementation Considerations:*

- Implementing this recommendation will involve the collaboration of National Park Service staff across a variety of work groups as well as on-site representatives including federal, state and local public as well as non-profit agencies.

**Primary Wayshowing Provider(s) Suggested for Implementing this Recommendation**

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- National Park Service in coordination with managing agencies and organizations of the varied and officially recognized resource, interpretive and visitor sites of the Lewis and Clark National Historic Trail.
- National Park Service in coordination with selected commercial digital/GPS map providers and developers. Appropriate redistribution conditions should be established among all parties.

**Integration with other Wayshowing Components and Recommendations**

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This recommendation should be integrated with implementing and providing these related and essential wayshowing components for the travelers of the Lewis and Clark National Historic Trail and Auto Tour Route:

- Travel Directions for self-navigating the Route
- Maps of the Route
- Physical Entrances to and Exits from the Route
- Orientation Stops for the Route
- Route Guide Signs installed on the Highways, roads and street of the Route
- Identification of Lewis and Clark National Historic Trail Historic sites and Attractions
- Support for Hospitality Personnel serving the travelers of the Route



Other specific recommendations which should be integrated with implementing recommendation 3.01:

- Travel Directions 1.01
- Travel Directions 1.02
- Travel Directions 1.03
- Travel Directions 1.04
- Maps 2:01
- Maps 2:02
- Maps 2.03
- Maps 2.04
- Electronic Applications 3.02
- Entrances and Exits 4.01
- Orientation Stops 5.01
- Orientation Stops 5.02
- Orientation Stops 5.03
- Orientation Stops 5.04
- Route Guide Signs 6.01
- Route Guide Signs 6.03
- Attraction Identification 7.01
- Attraction Identification 7.02
- Attraction Identification 7.03
- Attraction Identification 7.04
- Attraction Identification 7.05
- Hospitality Personnel 8.01
- Hospitality Personnel 8.02
- Hospitality Personnel 8.03

### Cost Considerations

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- Staff time of National Park Service staff in various work groups
- Staff time of coordinating agencies including on-site representatives
- No capital expenditures anticipated with this action

### Sustenance Considerations

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As the location of interpretive stories and historic resource information is synchronized with route data for the Lewis and Clark NHT Auto Tour Route, a continual quality control program will need to be implemented to assure the information delivered for stakeholder, partner and public use is accurate and relevant.



## Expand Availability of Integrated Data on Websites

### Electronic Applications

Expand the capacity of official websites hosted for the Lewis and Clark National Historic Trail to provide visitors with a broad array of wayshowing orientation information. Develop information to fulfill visitors' needs during each travel stage: pre-visit, visit, and post-visit. Provide audio/visual and interactive elements as well as downloadable map and digital map capabilities.

### Recommendation 3.02

#### Description

##### *Wayfinding Needs Served by this Recommendation:*

Perhaps it doesn't need to be mentioned but "*Online is where it's at*" when it comes to what is now the new front door to authentic, cultural, historic and/or geo- tourism travel.

The advances in developing wayshowing and interpretive assistance for prospective visitors of the Lewis and Clark National Historic Trail that are specified in Recommendations 1.01 through 3.01 will only reach their full effectiveness when these products and services are accessible to the public through expanded online capacity of websites currently provided by the National Park Service and those of the primary partners and beneficiaries of the Lewis and Clark National Historic Trail and the Lewis and Clark NHT Auto Tour Route. "Expanded availability" ranges from increasing the number of websites; providing additional website links; expanding webpage content with narrative, illustrations and interactive functions; and providing downloadable content and applications. Agency-to-agency coordination surrounding the fulfillment of Recommendation 3.02 will be essential to assure quality control and consistency is provided to all web users.

##### *Context/Content:*

- Refer to Chapter 3 of this reference manual and Recommendations 2.02 and 2.03 for guidance on conceiving, planning and designing effective digital and electronic applications for wayshowing purposes.



*Appearance Design Guidance:*

- Refer to Chapter 3 of this reference manual, Recommendations 2.02 and 2.03, and the Reference chapter for appearance and design guidance for effective digital and electronic applications for wayshowing purposes.

*Implementation Considerations:*

- Implementing this recommendation should be accompanied with considerations for contractual conditions between the National Park Service and Lewis and Clark NHT Auto Tour Route partners pertaining to ownership conditions, quality control, cost and revenue reimbursements and other appropriate subjects.

**Primary Wayshowing Provider(s) Suggested for Implementing this Recommendation**

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- National Park Service in coordination with other federal lands management agencies; state departments of transportation and local county and municipal road jurisdictions.
- State, regional and local tourism and visitor organizations and associations which serve and, in turn, receive benefit from their market development and promotion of the Lewis and Clark National Historic Trail and its Auto Tour Route.
- Private and commercial organizers and providers of highway- and trail-oriented tour information and events.
- Non-profit organizations and foundations which are dedicated to the stewardship and education of the public about the Lewis and Clark Expedition.
- National Park Service in coordination with selected commercial digital/GPS map providers and developers. Appropriate redistribution conditions should be established among all parties.
- National Park Service in coordination with managing agencies and organizations of the varied and officially recognized resource, interpretive and visitor sites of the Lewis and Clark National Historic Trail.

**Integration with other Wayshowing Components and Recommendations**

---

This recommendation should be integrated with implementing and providing these related and essential wayshowing components for the travelers of the Lewis and Clark National Historic Trail and Auto Tour Route:

- Travel Directions for self-navigating the Route
- Maps of the Route
- Physical Entrances to and Exits from the Route
- Orientation Stops for the Route
- Route Guide Signs installed on the Highways, roads and street of the Route



- Identification of Lewis and Clark National Historic Trail Historic sites and Attractions
- Support for Hospitality Personnel serving the travelers of the Route

Other specific recommendations which should be integrated with implementing recommendation 3.02:

- Travel Directions 1.01
- Travel Directions 1.02
- Travel Directions 1.03
- Travel Directions 1.04
- Maps 2:01
- Maps 2:02
- Maps 2:03
- Maps 2:04
- Electronic Applications 3.01
- Entrances and Exits 4.01
- Orientation Stops 5.01
- Orientation Stops 5.02
- Orientation Stops 5.03
- Orientation Stops 5.04
- Route Guide Signs 6.01
- Route Guide Signs 6.03
- Attraction Identification 7.01
- Attraction Identification 7.02
- Attraction Identification 7.03
- Attraction Identification 7.04
- Attraction Identification 7.05
- Hospitality Personnel 8.01
- Hospitality Personnel 8.02
- Hospitality Personnel 8.03

### Cost Considerations

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- Staff time of National Park Service staff
- Staff time of coordinating agencies
- No capital expenditures anticipated with this action
- Revenue and cost sharing options

### Sustenance Considerations

---

As new and improved digital and electronic products for the Lewis and Clark NHT Auto Tour Route are presented for partnership projects and relationships with Lewis and Clark NHT Auto Tour Route partners, a continual quality control program will need to be implemented to assure the information delivered for stakeholder, partner and public use is accurate and relevant.



Physical Component: **Entrances and Exits**

**Install Appropriate Entry and Exit Features for the Lewis and Clark NHT Auto Tour Route**

<p><b>Entrances and Exits</b></p> <p>Recommendation <b>4.01</b></p>	<p>Develop, fabricate, install and maintain a system of Lewis and Clark National Historic Trail Auto Tour Route entrance and exit signs for select locations in and adjacent to highway rights-of-way. A coordinated “family” approach will offer signs which visually relate but differ in size and proportion based on the roadway characteristics.</p>
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**Description**

*Wayfinding Needs Served by this Recommendation:*

A critical function in wayshowing for the Lewis and Clark NHT Auto Tour Route is that of physically marking or identifying Auto Tour Route entrances with signs and, in appropriate locations, monuments, or landscape features. Travelers need to know when they have arrived and when they are leaving the Lewis and Clark NHT Auto Tour Route environment.

Lewis and Clark NHT Auto Tour Route entrance and exit locations offer the opportunity to:

- make a significant positive first impression for travelers;
- provide constant reminder to local residents and travelers of the presence of the Lewis and Clark National Historic Trail; and
- manifest a sense of community pride and participation in the support and recognition of the Lewis and Clark NHT Auto Tour Route.

The installation of physical entrance signs informing motorists that they are traveling on this nationally important transportation route are appropriate only at prominent locations or intersections with interstates, expressways and U.S. Highways. As entrance signs for the Lewis and Clark NHT Auto Tour Route would consistently be located within the right-of-way of the public highway, appropriate highway and road jurisdictions would be engaged in the site installation process and the guidance of the Manual on Traffic Control Devices (MUTCD) would be incorporated. Three standard entrance sign designs with appropriate working options are recommended. Selection of



a particular design for a particular site would be based on the highway type, traffic speed and other conditions.

*Context/Content:*

- Refer to Chapter 3 of this reference manual for guidance on conceiving, planning and designing a system of Entry and Exit features and signs.
- Entry and exit features placed in the right-of-way of public freeways, expressways, highways and secondary roads which are designated as part of the Lewis and Clark NHT Auto Tour Route as well as those which are placed along roadways leading to and from Lewis and Clark National Historic Trail sites and attractions should conform to applicable design standards; fabrication and construction specifications; and replacement and maintenance procedures established by the appropriate road management authority.

*Appearance Design Guidance:*

- **Graphic Identity for the Lewis and Clark NHT Auto Tour Route:** Entry and Exit Features of the Lewis and Clark NHT Auto Tour Route should use the official graphic identity as established by the National Park Service as illustrated in figure 6.10. Discontinue use of and remove outdated or previous versions of graphic marks, symbols or identities used to identify or mark the Lewis and Clark National Historic Trail and its Auto Tour Route which do not conform to the image illustrated below. Precise image specifications are available from the National Park Service.

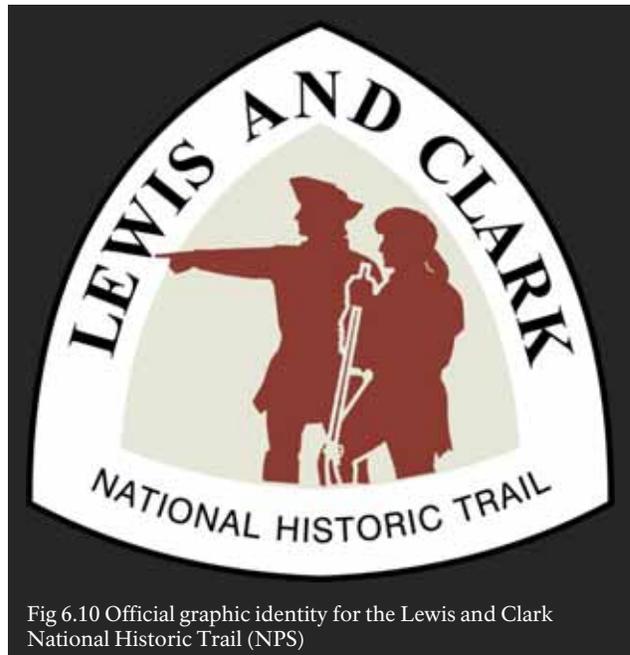


Fig 6.10 Official graphic identity for the Lewis and Clark National Historic Trail (NPS)

- **Background color for sign panels:** MUTCD-specified brown color for Recreational and Cultural Interest Area signs. A guide for selecting the appropriate background color (brown) is Pantone 469. All background panels will meet current guidelines and specifications for retroreflectivity as established by the MUTCD.
- **Font, copy and legend:** The wording or legend for this type sign should be limited to that indicated in the figures illustrated below. Exceptions will require approval by the local road jurisdiction. Lettering should be white, Clearview B Series font as established in the official MUTCD Reference Manual, 2004 Standard Highway Signs and Markings (SHSM) and as may be amended in the 2012 Supplement. Letter size and height should be determined from guidance provided by the MUTCD and the SHSM.
- **Border:** White color with rounded corners as described in the SHSM. Width and radius dimensions should be consistent with the guidance provided by the MUTCD and the SHSM.
- **Sign panel size:** Sign panel size(s) are suggested in the figure(s) illustrated below. These conform to standard panel sizes presented in the SHSM. Site and roadway conditions may require that sizes vary from those indicated.
- **Posts and mounting:** To be determined by local road jurisdictions based on sign panel size and specific site conditions at each location.



*Location and Placement Guidance:*

- Lewis and Clark NHT Auto Tour Route signs should be placed on the right side of the roadway where they are easily recognized and understood by the road user.
- Highway signs related to the Lewis and Clark NHT Auto Tour Route should not interfere with the placement and location of regulatory and warning signs along expressway, highway and local roads and streets.
- Consult with applicable guidance provided by the MUTCD, the SHSM and state DOT and local road jurisdictions for longitudinal and lateral placement guidance as well as mounting height criteria.

*Implementation Considerations:*

- Implementation of this recommendation can occur following the confirmation by the National Park Service and the governing road management authority of the designation of the Lewis and Clark NHT Auto Tour Route for a particular route segment. It is recommended that installation of entrance and exit signs occur on a state-by-state basis, i.e. complete the installation of all entrance and exit signs for a particular state under a single project effort. Siting of each feature or sign should be completed on a location-by-location basis. Emphasis would be placed on integrating the location of entrance and exit signs with existing highway signs and other traffic control devices as well as above- and below-ground utilities, clear zones, driveways, drainage structures and other improvements. Plans, details and specifications for fabrication and installation should be prepared based on the concept illustrations presented below.

**Reference Photographs, Illustrations and Graphic Figures**

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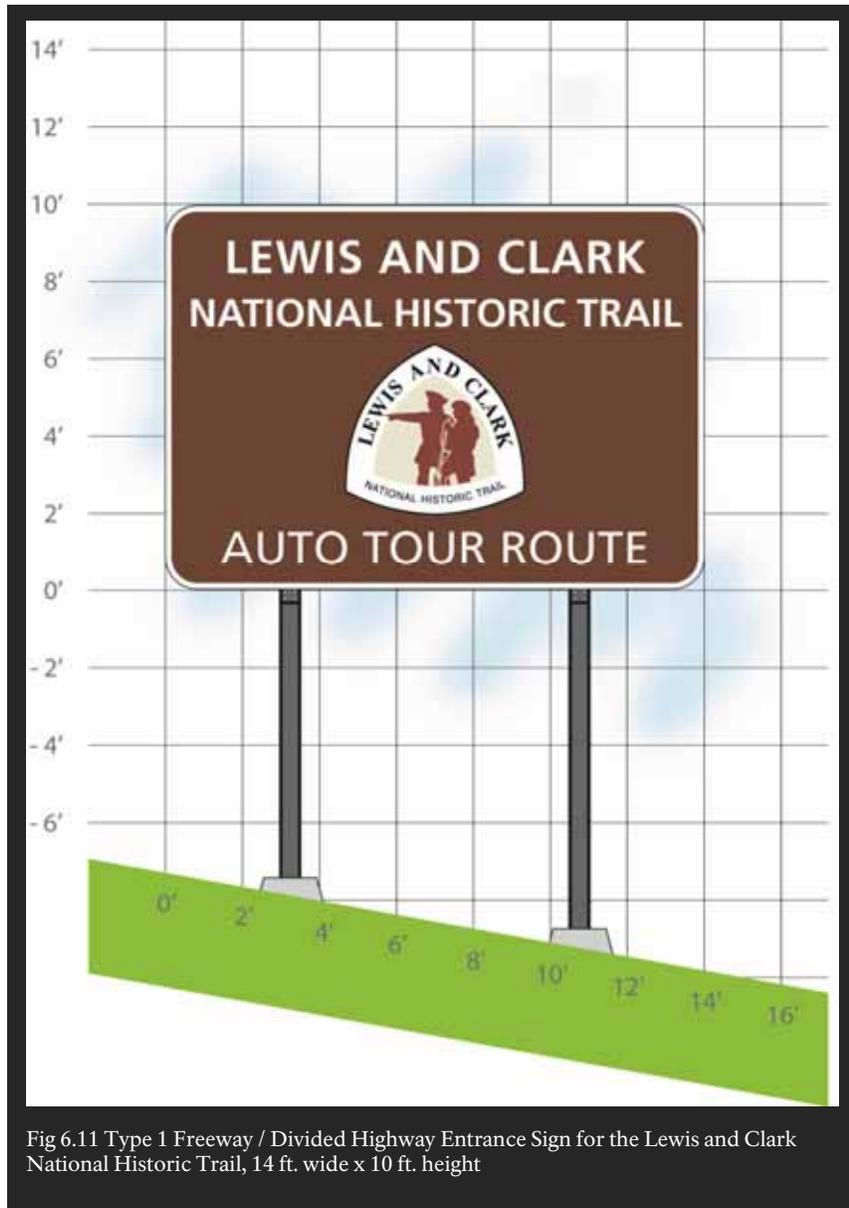
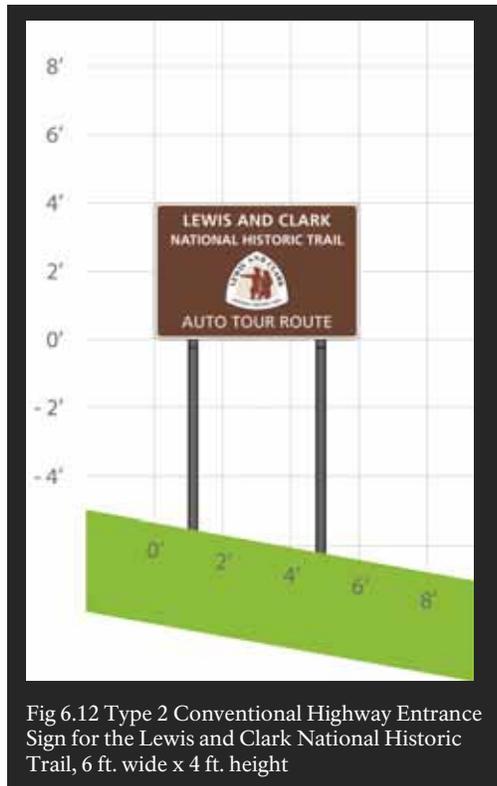


Fig 6.11 Type 1 Freeway / Divided Highway Entrance Sign for the Lewis and Clark National Historic Trail, 14 ft. wide x 10 ft. height





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### Primary Wayshowing Provider(s) Suggested for Implementing this Recommendation

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- National Park Service in coordination with other federal lands management agencies; state departments of transportation and local county and municipal road jurisdictions.

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### Integration with other Wayshowing Components and Recommendations

---

This recommendation should be integrated with implementing and providing these related and essential wayshowing components for the travelers of the Lewis and Clark National Historic Trail and Auto Tour Route:

- Travel Directions for self-navigating the Route
- Maps of the Route
- Digital and Electronic Applications developed for the Route
- Route Guide Signs installed on the Highways, roads and street of the Route
- Support for Hospitality Personnel serving the travelers of the Route

Other specific recommendations which should be integrated with implementing Recommendation 4.01:

- |                          |                                |
|--------------------------|--------------------------------|
| • Travel Directions 1.01 | • Electronic Applications 3.01 |
| • Travel Directions 1.02 | • Electronic Applications 3.02 |
| • Travel Directions 1.03 | • Route Guide Signs 6.01       |
| • Travel Directions 1.04 | • Route Guide Signs 6.02       |
| • Maps 2:01              | • Route Guide Signs 6.03       |
| • Maps 2:02              | • Hospitality Personnel 8.01   |
| • Maps 2.03              | • Hospitality Personnel 8.02   |
| • Maps 2.04              |                                |

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### Cost Considerations

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Fabrication and installation of Type 1-Freeway and Divided Highway Entrance Signs- and Type 2- Conventional Highway Entrance Signs for the Lewis and Clark NHT Auto Tour Route should be consistent with the cost of similar sized highway signs.

In 2013, a general cost range for signs comparable to the Type 1 Signs ranged from \$9,000 to \$12,000. A general cost range for signs comparable to the Type 2 Signs ranged from \$800 to \$1,100. Actual costs will vary by location, the quantity installed in a single project and other factors.



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## Sustenance Considerations

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Fabrication and installation of entrance signs for the Lewis and Clark NHT Auto Tour route will involve:

- Securing appropriate budget assignments, environmental clearances and approval and other necessary jurisdictional permitting and approvals.
- Securing approvals of multi-agency or multi-jurisdictional responsibilities for fabrication, installation, maintenance and replacement of signs.
- Preparing appropriate plans, specifications and details for fabrication and installation.
- Identification of specific site locations for each sign within the freeway, highway, road or street right-of-way.
- Determining a process for fabricating and installing the signs: road jurisdiction materials and workforce or private vendor /contractor.
- Project management, observation and accounting for proper and complete installation.

Following installation of the highway signs, these ongoing activities will be appropriate:

- Periodic observation and reporting of sign conditions.
- Maintenance of roadside environment in the vicinity of the sign to assure visibility and adequate space separation.
- Replacement of the sign due to accidents or loss due to natural causes.
- Eventual replacement of the sign and post as these components pass their expected useful life.



## Physical Component: **Orientation Stops**

### Sustain High-quality Lewis And Clark NHT Interpretive Centers

**Orientation Stops** Develop, sustain and promote the availability of Auto Tour Route information for travelers at select major interpretive centers of the Lewis and Clark National Historic Trail using print, fixed and digital media as well as hospitality and interpretive personnel.

Recommendation  
**5.01**

#### Description

*Wayfinding Needs Served by this Recommendation:*

Early in the Visit Stage of Lewis and Clark NHT Auto Tour Route travelers' experience, wayfinding tasks will be simplified when these travelers have the opportunity to receive an overall orientation to the Auto Tour Route corridor and the particular segment of the 6,200-mile route they are about to experience. The knowledge and emotional appreciation that can be gained at the beginning of travel will likely enhance the overall Lewis and Clark National Historic Trail experience in many ways. Orientation stops can significantly influence and shape a traveler's early or immature cognitive (mental) map of an unfamiliar area.

Recommendations 5.01 through 5.04 address the innate need for travelers to 'get their feet on the ground' of the Lewis and Clark NHT Auto Tour Route by recognizing that there is a variety of levels at which the orientation preparation can occur for the Lewis and Clark NHT Auto Tour Route travelers. These orientation stops can range from significant, fully staffed, interpretive centers to roadside pull-offs with fixed information panels.

Recommendation 5.01 recognizes that there are number of existing major interpretive centers for the Lewis and Clark National Historic Trail and that they have a responsibility to provide regional as well as system-wide wayshowing information for the Lewis and Clark NHT Auto Tour Route for their visitors. Examples include but are not limited to the Jefferson National Expansion Memorial in St. Louis, Missouri; the National Frontier Trails Center in Independence, Missouri; the Western Historic Trails Center in Council Bluff, Iowa; the Lewis and Clark National Trail Headquarters in Omaha, Nebraska; the Sergeant Floyd Monument /Interpretive Center, Sioux City, Iowa; the Lewis and Clark Visitor Center , Lewis and Clark Lake, South Dakota; Lewis and Clark Interpretive Center, Washburn, North Dakota; the Lewis and Clark National



Historic Trail Interpretive Center, Great Fall, Montana; Lolo Pass Visitor Center, near Missoula, Montana ; Sacajawea Interpretive Center, Salmon, Idaho; Columbia Gorge Discovery Center, The Dalles, Oregon; the Columbia Gorge Interpretive Center, Stevenson, Washington; Fort Clatsop National Memorial, Oregon; and the Lewis and Clark National Historical Park, Washington.

Provide identification of major Lewis and Clark National Historic Trail interpretive centers as “official information centers” or “Auto Tour Route Orientation Stops” to inform prospective travelers that these are reliable locations to obtain travel information for the Lewis and Clark NHT Auto Tour Route.

*Context/Content:*

The major interpretive centers of the Lewis and Clark National Historic Trail offer rich and diverse media for communicating with travelers of the Auto Tour Route. A key function of each major interpretive center should be that of orienting travelers to the Lewis and Clark NHT Auto tour Route.

Orientation stops prepare travelers for their Auto Tour Route excursion by offering these types of information:

- Overall Lewis and Clark NHT Auto Tour Route corridor map(s)
- Travel tips for enjoyable and safe travel, what to do in the case of an emergency, and special travel restrictions
- Useful clues to signify “You are here”
- Essential services and locations for restrooms, refreshments, meals, vehicle services, lodging, etc. or how to obtain this type of information
- Messages about intrinsic and historic qualities and interpretive themes of the Lewis and Clark National Historic Trail
- Optional attractions and features that might be further ahead
- Descriptions on where to obtain additional information
- Special travel and detour information
- Identity graphics and information for responsible organizations and agencies



Additional information on the importance of orientation stops for travelers can be found in Chapter 3 of this reference manual.

*Appearance Design Guidance:*

At major interpretive centers, the orientation stop functions described above can be provided with a variety of media including fixed exhibits, print, digital and personal.

Appearance and design considerations will inherently blend a high respect for the graphic imagery and continuity of the National Park Service, use of the official graphic identity of the Lewis and Clark National Historic Trail (figure 6.10), and the distinct character of each major interpretive center.

*Implementation Considerations:*

Each major interpretive center for the Lewis and Clark National Historic Trail should be reviewed periodically to assure that the key types of orientation information outlined above are regularly and accurately communicated to the traveling public.

Emphasis should be placed on assuring that printed information is continually available for distribution to satisfy visitor requests.

### Primary Wayshowing Provider(s) Suggested for Implementing this Recommendation

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- Managing agencies and organizations for the officially recognized major Lewis and Clark National Historic Trail interpretive centers including the National Park Service, US Forest Service, the US Army Corp of Engineers, state and local centers and others as may be appropriate.

### Integration with other Wayshowing Components and Recommendations

---

This recommendation should be integrated with implementing and providing these related and essential wayshowing components for the travelers of the Lewis and Clark National Historic Trail and Auto Tour Route:

- Travel Directions for self-navigating the Route
- Maps of the Route
- Digital and Electronic Applications developed for the Route
- Physical Entrances to and Exits from the Route
- Route Guide Signs installed on the Highways, roads and streets of the Route
- Identification of Lewis and Clark National Historic Trail Historic sites and Attractions
- Support for Hospitality Personnel serving the travelers of the Route



Other specific recommendations which should be integrated with implementing  
Recommendation 5.01:

- Travel Directions 1.01
- Travel Directions 1.02
- Travel Directions 1.03
- Travel Directions 1.04
- Maps 2:01
- Maps 2:02
- Maps 2.03
- Maps 2.04
- Electronic Applications 3.01
- Electronic Applications 3.02
- Entrances and Exits 4.01
- Route Guide Signs 6.01
- Route Guide Signs 6.03
- Attraction Identification 7.01
- Attraction Identification 7.02
- Attraction Identification 7.03
- Attraction Identification 7.04
- Attraction Identification 7.05
- Hospitality Personnel 8.01
- Hospitality Personnel 8.02
- Hospitality Personnel 8.03

#### Cost Considerations

---

- Staff time of National Park Service staff for assessment of individual interpretive centers
- Staff time of coordinating and participating agencies
- Limited capital expenditures for addition of fixed exhibits which would communicate orientation information

#### Sustenance Considerations

---

- Review the orientation stop communication media provided at major interpretive centers on an annual basis to assure continued accuracy of information pertaining to the Lewis and Clark NHT Auto Tour Route



Fig 6.14 Visitor Information Desk, Columbia Gorge Discovery Center, The Dalles, Oregon



## Support Major Visitor Information Centers with Lewis and Clark NHT Auto Tour Route Information

<b>Orientation Stops</b>	Develop, sustain and promote the availability of Auto Tour Route information for travelers at select visitor information centers on and near the Lewis and Clark National Historic Trail using print, fixed and digital media as well as hospitality and interpretive personnel.
<b>Recommendation 5.02</b>	

### Description

#### *Wayfinding Needs Served by this Recommendation:*

Since local and state visitor and information centers which are located on or near the Lewis and Clark NHT Auto Tour Route naturally attract travelers who are unfamiliar with the area, these 'front doors to the Lewis and Clark National Historic Trail' need to be equipped with and prepared to provide Auto Tour Route Travelers with useful answers to their wayfinding and traveler service questions.

Information about visitor and information centers along the Lewis and Clark NHT Auto Tour Route should be catalogued and efforts should be undertaken to assure that these centers are recognized for their value to Lewis and Clark NHT Auto Tour Route travelers. The paid and volunteer staffs of these centers need to be equipped with information about the Lewis and Clark National Historic Trail and its Auto Tour Route so that these front-line representatives can provide up-to-date information to travelers. In addition, these centers need to be supplied with adequate quantities of current literature and quality digital files pertaining to the Lewis and Clark National Historic Trail.

#### *Context/Content:*

The visitor information centers located on and near the Lewis and Clark National Historic Trail offer important opportunities for communicating with travelers of the Auto Tour Route. A key function of the each major interpretive center should be that of orienting travelers to the Lewis and Clark NHT Auto tour Route.

Orientation stops prepare travelers for their Auto Tour Route excursion by offering these types of information:

- Overall Lewis and Clark NHT Auto Tour Route corridor map(s)



- Travel tips for enjoyable and safe travel, what to do in the case of an emergency, and special travel restrictions
- Useful clues to signify “You are here”
- Essential services and locations for restrooms, refreshments, meals, vehicle services, lodging, etc. or how to obtain this type of information
- Messages about intrinsic and historic qualities and interpretive themes of the Lewis and Clark National Historic Trail
- Optional attractions and features that might be further ahead
- Descriptions on where to obtain additional information
- Special travel and detour information
- Identity graphics and information for responsible organizations and agencies

Additional information on the importance of orientation stops for travelers can be found in Chapter 3 of this reference manual.

*Appearance Design Guidance:*

At visitor information centers, the orientation stop functions described above can be provided with a variety of media including fixed exhibits, print, digital and personal.

Appearance and design considerations will inherently blend a high respect for the graphic imagery of the National Park Service; use of the official graphic identity of the Lewis and Clark National Historic Trail (figure 6.10), and the distinct character of each visitor information center.

*Implementation Considerations:*

Each major interpretive center for the Lewis and Clark National Historic Trail should be reviewed periodically to assure that the key types of orientation information outlined above are regularly and accurately communicated to the traveling public.

Emphasis should be placed on assuring that printed information is continually available for distribution to satisfy visitor requests.



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### Primary Wayshowing Provider(s) Suggested for Implementing this Recommendation

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- State, regional and local tourism and visitor organizations and associations which serve and, in turn, receive benefit from their market development and promotion of the Lewis and Clark National Historic Trail and its Auto Tour Route.

---

### Integration with other Wayshowing Components and Recommendations

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This recommendation should be integrated with implementing and providing these related and essential wayshowing components for the travelers of the Lewis and Clark National Historic Trail and Auto Tour Route:

- Travel Directions for self-navigating the Route
- Maps of the Route
- Digital and Electronic Applications developed for the Route
- Physical Entrances to and Exits from the Route
- Route Guide Signs installed on the Highways, roads and streets of the Route
- Identification of Lewis and Clark National Historic Trail Historic sites and Attractions
- Support for Hospitality Personnel serving the travelers of the Route

Other specific recommendations which should be integrated with implementing Recommendation 5.02:

- |                                |                                  |
|--------------------------------|----------------------------------|
| • Travel Directions 1.01       | • Orientation Stops 5.04         |
| • Travel Directions 1.02       | • Route Guide Signs 6.01         |
| • Travel Directions 1.03       | • Route Guide Signs 6.03         |
| • Travel Directions 1.04       | • Attraction Identification 7.01 |
| • Maps 2:01                    | • Attraction Identification 7.02 |
| • Maps 2:02                    | • Attraction Identification 7.03 |
| • Maps 2.03                    | • Attraction Identification 7.04 |
| • Maps 2.04                    | • Attraction Identification 7.05 |
| • Electronic Applications 3.01 | • Hospitality Personnel 8.01     |
| • Electronic Applications 3.02 | • Hospitality Personnel 8.02     |
| • Orientation Stops 5.03       | • Hospitality Personnel 8.       |

---

### Cost Considerations

---

- Staff time of National Park Service staff for review of individual visitor information centers
- Staff time of coordinating and participating agencies

- Limited capital expenditures for addition of fixed exhibits which would communicate orientation information
- Printing and distribution of appropriate printed maps and travel information for the Auto Tour Route

### Sustenance Considerations

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- Review the orientation stop communication media provided at visitor information centers on an annual basis to assure continued accuracy of information pertaining to the Lewis and Clark NHT Auto Tour Route

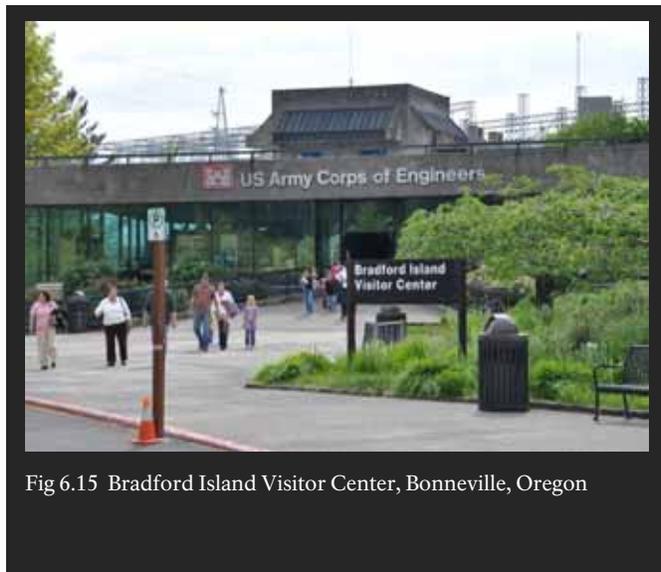


Fig 6.15 Bradford Island Visitor Center, Bonneville, Oregon



## Install Lewis and Clark NHT Auto Tour Route Orientation Panels Near Key Entrances

**Orientation Stops** Where major Lewis and Clark National Historic Trail interpretive centers and visitor centers do not exist at select access locations along the Auto Tour Route, secure and develop pull-off locations where travelers can stop and read exhibits that provide key orientation information pertaining to the Route.

Recommendation  
**5.03**

### Description

#### *Wayfinding Needs Served by this Recommendation:*

Many of the locations where Lewis and Clark NHT Auto Tour Route travelers actually begin their Lewis and Clark National Historic Trail trip are not near 'full service' interpretive centers or multi-purpose visitor information centers. However, these travelers, particularly those inexperienced with the National Historic Trail, still need the core information that is provided at more elaborate interpretive and information centers. Free-standing orientation stops can fulfill these essential traveler needs at strategic locations and in a cost-effective manner.

In such locations, consideration should be given to developing orientation roadside pull-offs or turn-outs. Travelers can safely stop and depart their vehicle to access a freestanding wayside exhibit with maps, illustrations and narrative. Orientation stops are usually in an exterior or outdoor setting for around-the-clock accessibility without staff to assist visitors. Hard surface or all weather walking surfaces should be provided from the designated parking areas. Attractive landscape plantings, benches and trash receptacles are often added features. The principles and practices of Universal Design are important considerations for constructing and maintaining orientation stops.

Free-standing orientation stops can also be added to existing parks, historic sites and other locations which are in close visible proximity to where travelers are accessing the Lewis and Clark NHT Auto Tour Route.

#### *Context/Content:*

The following core orientation information topics for the Lewis and Clark National Historic Trail should be provided at free-standing orientation stops:

- Overall Lewis and Clark NHT Auto Tour Route corridor map(s)



- Travel tips for enjoyable and safe travel, what to do in the case of an emergency, and special travel restrictions
- Useful clues to signify “You are here”
- Essential services and locations for restrooms, refreshments, meals, vehicle services, lodging, etc. or how to obtain this type of information
- Messages about intrinsic and historic qualities and interpretive themes of the Lewis and Clark National Historic Trail
- Optional attractions and features that might be further ahead
- Descriptions on where to obtain additional information
- Special travel and detour information
- Identity graphics and information for responsible organizations and agencies

Refer to Chapter 3 for additional guidance for the information content of orientation stops.

*Appearance Design Guidance:*

Refer to Chapter 3 for additional planning and design guidance for orientation stops.

*Implementation Considerations:*

- Practical consideration should be given to using accessible existing public lands—roadside parks, local parks, rest areas, etc. for the location of orientation stops for the Lewis and Clark NHT Auto Tour Route.
- Partnership agreements between local jurisdictions, state agencies and the National Park Service can support the development and maintenance of Auto Tour Route orientation stops.
- Sites for orientation stops should receive regular and relatively high levels of maintenance.
- Particular attention should be given to providing for universal accessibility.
- Orientation stops for the Lewis and Clark NHT Auto Tour Route can couple with interpretive exhibits and other site functions and amenities.



Reference Photographs, Illustrations and Graphic Figures



Fig 6.16 Examples of existing freestanding orientation panels, Nebraska



Fig 6.17 Examples of existing freestanding orientation panels, Missouri

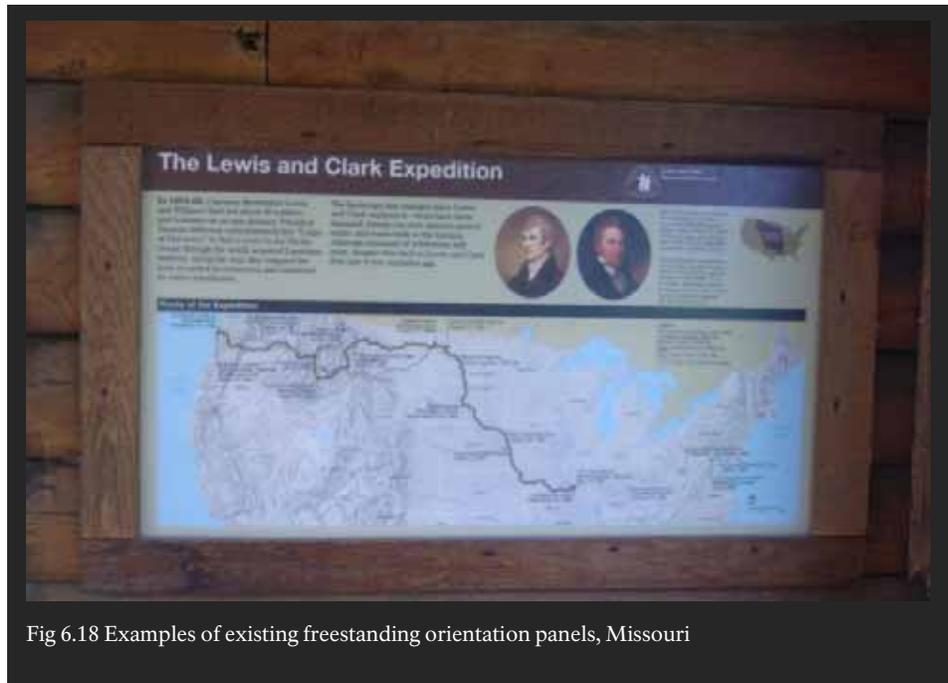


Fig 6.18 Examples of existing freestanding orientation panels, Missouri



Fig 6.19 Examples of existing freestanding orientation panels, Missouri

### Primary Wayshowing Provider(s) Suggested for Implementing this Recommendation

- National Park Service in coordination with other federal lands management agencies; state departments of transportation and local county and municipal road jurisdictions.



- Managing agencies and organizations for officially recognized Lewis and Clark National Historic Trail resource sites which can provide information for this recommendation to the National Park Service.
- State, regional and local tourism and visitor organizations and associations which serve and, in turn, receive benefit from their market development and promotion of the Lewis and Clark National Historic Trail and its Auto Tour Route.

### **Integration with other Wayshowing Components and Recommendations**

This recommendation should be integrated with implementing and providing these related and essential wayshowing components for the travelers of the Lewis and Clark National Historic Trail and Auto Tour Route:

- Travel Directions for self-navigating the Route
- Maps of the Route
- Digital and Electronic Applications developed for the Route
- Physical Entrances to and Exits from the Route
- Route Guide Signs installed on the Highways, roads and streets of the Route
- Identification of Lewis and Clark National Historic Trail Historic sites and Attractions
- Support for Hospitality Personnel serving the travelers of the Route

Other specific recommendations which should be integrated with implementing

#### **Recommendation 5.03:**

- |                                |                                  |
|--------------------------------|----------------------------------|
| • Travel Directions 1.01       | • Orientation Stops 5.04         |
| • Travel Directions 1.02       | • Route Guide Signs 6.01         |
| • Travel Directions 1.03       | • Route Guide Signs 6.03         |
| • Travel Directions 1.04       | • Attraction Identification 7.01 |
| • Maps 2:01                    | • Attraction Identification 7.02 |
| • Maps 2:02                    | • Attraction Identification 7.03 |
| • Maps 2:03                    | • Attraction Identification 7.04 |
| • Maps 2:04                    | • Attraction Identification 7.05 |
| • Electronic Applications 3.01 | • Hospitality Personnel 8.01     |
| • Electronic Applications 3.02 | • Hospitality Personnel 8.02     |

### **Cost Considerations**

- Staff time of National Park Service staff coordination, planning, content and graphics development
- Staff time of coordinating and participating agencies



- Capital expenditures for exhibit fabrication, framing of exhibits, site improvements, walkways and amenities

### Sustenance Considerations

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- Regular site maintenance to assure desired level of public satisfaction with the site and exhibits
- Period review of information to assure accuracy in the communication media



## Provide Lewis and Clark NHT Auto Tour Route Orientation for Visitors Through Digital Applications

**Orientation Stops** Advance the digital delivery wayfinding orientation data for the Auto Tour Route of the Lewis and Clark National Historic Trail so that Smartphone and tablet users may receive site specific, GPS-driven information as they are traveling onto the Route at select locations.

Recommendation

**5.04**

### Description

#### *Wayfinding Needs Served by this Recommendation:*

As Lewis and Clark National Historic Trail visitors increase their reliance on personal electronic Smartphone and tablet devices for customized real-time travel information, efforts should be placed on exploring the appropriateness and feasibility of providing GPS-driven, location-based orientation information for the Lewis and Clark NHT Auto Tour Route. This information may be activated on a mobile device after entering a geographic zone or particular site or may be delivered through a unique QR code that is specific to the region or site and mounted on signage at information centers, roadside pull-offs, asset sites or printed on Auto Tour Route literature. Delivering the core wayfinding orientation topics as outlined in Recommendations 5.01 through 5.03 should be included in any future consideration of implementing Recommendation 5.04.

#### *Context/Content:*

- Refer to Chapter 3 (Orientation Stops) of this reference manual for information pertaining to the importance content considerations for orienting travelers to the Auto Tour Route.

#### *Appearance Design Guidance:*

- Refer to Chapter 3 (Orientation Stops) of this reference manual and Recommendations 5.02 and 5.03 for additional guidance relative to the use of digital applications for providing wayshowing orientation functions.

#### *Implementation Considerations:*

- Implementing this recommendation should be accompanied with considerations for contractual conditions between the National Park Service and private GPS providers pertaining to ownership conditions, quality control, cost and revenue reimbursements and other appropriate subjects.



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### Primary Wayshowing Provider(s) Suggested for Implementing this Recommendation

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- National Park Service in coordination with selected commercial digital/GPS map providers and developers. Appropriate redistribution conditions should be established among all parties.

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### Integration with other Wayshowing Components and Recommendations

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This recommendation should be integrated with implementing and providing these related and essential wayshowing components for the travelers of the Lewis and Clark National Historic Trail and Auto Tour Route:

- Travel Directions for self-navigating the Route
- Maps of the Route
- Digital and Electronic Applications developed for the Route
- Physical Entrances to and Exits from the Route
- Route Guide Signs installed on the Highways, roads and streets of the Route
- Identification of Lewis and Clark National Historic Trail Historic sites and Attractions
- Support for Hospitality Personnel serving the travelers of the Route

Other specific recommendations which should be integrated with implementing Recommendation 5.04:

- |                                |                                  |
|--------------------------------|----------------------------------|
| • Travel Directions 1.01       | • Route Guide Signs 6.02         |
| • Travel Directions 1.02       | • Route Guide Signs 6.03         |
| • Travel Directions 1.03       | • Attraction Identification 7.01 |
| • Travel Directions 1.04       | • Attraction Identification 7.02 |
| • Maps 2:01                    | • Attraction Identification 7.03 |
| • Maps 2:02                    | • Attraction Identification 7.04 |
| • Maps 2.03                    | • Attraction Identification 7.05 |
| • Maps 2.04                    | • Hospitality Personnel 8.01     |
| • Electronic Applications 3.01 | • Hospitality Personnel 8.02     |
| • Electronic Applications 3.02 | • Hospitality Personnel 8.03     |
| • Route Guide Signs 6.01       |                                  |

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### Cost Considerations

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- Staff time of National Park Service staff
- Staff time of coordinating agencies
- No capital expenditures anticipated with this action
- Revenue sharing options



### Sustenance Considerations

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- As new and improved wayshowing and route orientation products for the Lewis and Clark NHT Auto Tour Route are presented for partnership projects and relationships with private GPS providers, a continual quality control program will need to be implemented to assure the information delivered for stakeholder, partner and public use is accurate and relevant.



Physical Component: **Auto Tour Route Guide Signs**

**Establish Modern and Reliable Route Guide Signs for the Lewis and Clark NHT Auto Tour Route**

Route Guide Signs	Establish, install and maintain a uniform system of Auto Tour Route guide signs in the highway, road and street rights-of-way which form the Lewis and Clark National Historic Trail Auto Tour Route. Incorporate the guidance provided by the Manual on Uniform Traffic Control Devices (MUTCD) and applicable state DOT guidance for the placement, sizing and use of standard auxiliary signs.
Recommendation 6.01	

**Description**

*Wayfinding Needs Served by this Recommendation:*

For travelers of the Lewis and Clark NHT Auto Tour Route, route guide signs are the most important of the eight wayshowing components in a comprehensive system of wayshowing for the Lewis and Clark National Historic Trail. Auto Tour Route guide signs are the wayshowing feature seen and used by all travelers, regardless of their ability to own and operate electronic technologies; read maps; and follow travel directions. A complete and properly installed system of route guide signs may help prevent:

- Auto Tour Route traveler disorientation;
- Route travelers becoming lost;
- Route travelers with negative emotions; and
- Route motorists making unsafe traffic movements.

Route guide signs are present 24 hours a day, 365 days of the year to guide travelers to and along the designated Auto Tour Route of the Lewis and Clark National Historic Trail. Travelers may not realize they have entered a corridor of the Lewis and Clark National Historic Trail and, without route guide signs specifically installed for the Auto Tour Route, travelers cannot confirm they are indeed on the desired highway, road or street which will lead them along the path to their intended destinations.

Over the past three decades with a particular emphasis leading up to the celebration of the Lewis and Clark Bicentennial, various federal, state and local road jurisdictions



which have management authority over the interstates, highways, road, and streets comprising the Lewis and Clark NHT Auto Tour Route have installed route guide signs for the Lewis and Clark NHT Auto Tour Route. These have produced varied results when viewed from a total route perspective. Here are a few general observations on the condition of the overall system of guide signs for the Lewis and Clark NHT Auto Tour Route:

- Many of the Lewis and Clark NHT Auto Tour Route guide signs have served their useful life—colors have faded and legibility is reduced in many cases.
- From state to state, there is a noticeable inconsistency in the graphic identity used to identify the Lewis and Clark National Historic Trail and the Lewis and Clark NHT Auto Tour Route. The vast majority of guide signs do not use the rounded triangle graphic identity officially prescribed by the National Park Service. (See Recommendation 6.02)
- Guidelines for the design, assembly and ground placement of highway guide signs are described in the current edition of the Manual on Uniform Traffic Control Devices (MUTCD). To be effective for motorists, highway guide signs and by extension Auto Tour Route guide signs need to be planned and installed as assemblies or combinations of numbered highway signs, appropriate auxiliary signs and the Lewis and Clark NHT Auto Tour Route sign. The most common combinations include:
  - Junction Assembly—a sign assembly installed in advance of every intersection where a numbered route is intersected or joined by another numbered route. The Junction Assembly alerts the traveler of an upcoming route change.
  - Directional Assembly—a sign assembly typically installed on the near right corner of the intersection where a numbered route is intersected or joined by another numbered route. The Directional Assembly includes a route sign and a Directional Arrow auxiliary sign that directs the traveler to go straight or to turn right or left.
  - Confirming Assembly—a sign assembly installed just beyond intersections of numbered routes. The Confirming Assembly provides immediate confirmation for travelers that they have made the correct decision or turn at the intersection.
  - Reassurance Assembly—a sign assembly installed at such intervals as necessary to keep road users informed of their routes. Reassurance



Assemblies provide periodic indications that travelers continue to be on their desired route. Interval spacing of Reassurance Assemblies are based on the local conditions such as urban or rural areas.

Presently, many of these types of critical guide sign assemblies are not present or have never been installed on the interstates, highways, roads and streets that comprise the Lewis and Clark NHT Auto Tour Route and this absence can be a source of confusion, and may cause wrong turns and unsafe driving by motorists whose primarily self-navigation objective is to follow the Lewis and Clark NHT Auto Tour Route and arrive at its many attractions.

Implementing this and other recommendations which follow related to guide signs for the Lewis and Clark NHT Auto Tour Route will move toward correcting this deficiency along the entire length of the Lewis and Clark NHT Auto Tour Route.

#### *Context/Content:*

- Refer to Chapter 3 of this reference manual for guidance on conceiving, planning and designing a system of Auto Tour Route Guide signs.
- Auto Tour Route Guide signs placed in the right-of-way of public freeways, expressways, highways and secondary roads which are designated as part of the Lewis and Clark NHT Auto Tour Route as well as those roadways leading to and from Lewis and Clark National Historic Trail sites and attractions should conform to applicable design standards; fabrication and construction specifications; and replacement and maintenance procedures established by the appropriate road management authority.
- Auto Tour Route Guide signs should be installed on posts and with mountings to supplement and be part of the numbered route marker and directional guide signs assemblies (See fig. 6.xx for example illustrations). Where space is limited, certain Auto Tour Route signs may be mounted or installed separately or individually.

#### *Appearance Design Guidance:*

- **Graphic Identity for the Lewis and Clark NHT Auto Tour Route:** Route Guide signs of the Lewis and Clark NHT Auto Tour Route should use the official graphic identity as established by the National Park Service as illustrated in figure 6.20. Discontinue use of and remove outdated or previous versions of graphics marks, symbols or identities used to identify or mark the Lewis and Clark National Historic Trail and its Auto Tour Route which do not conform to the



image illustrated below. Precise image specifications are available from the National Park Service.

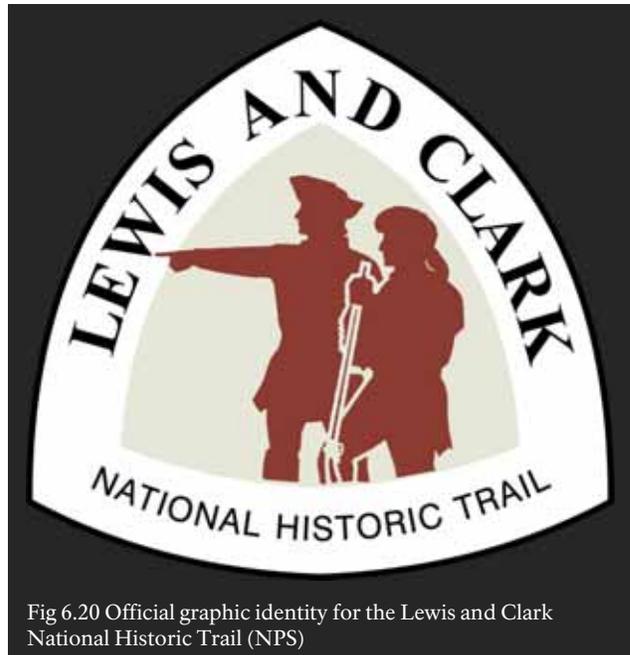


Fig 6.20 Official graphic identity for the Lewis and Clark National Historic Trail (NPS)

- **Background color for sign panels:** MUTCD-specified brown color for Recreational and Cultural Interest Area signs. A guide for selecting the appropriate background color (brown) is Pantone 469. All background panels will meet current guidelines and specifications for retroreflectivity as established by the MUTCD.
- **Font, copy and legend:** The wording or legend for this type sign should be limited to that indicated in the figures illustrated below. Exceptions will require approval by the local road jurisdiction. Lettering should be white, Clearview B Series font as established in the official MUTCD Reference Manual, 2004 Standard Highway Signs and Markings (SHSM) and as may be amended in the 2012 Supplement. Letter size and height should be determined from guidance provided by the MUTCD and the SHSM.
- **Border:** White color with rounded corners as described in the SHSM. Width and radius dimensions to consistent with the guidance provided by the MUTCD and the SHSM.
- **Sign panel size:** Sign panel size(s) are suggested in the figures illustrated below. These conform to standard panel sizes presented in the SHSM. Site and roadway conditions may require that sizes vary from those indicated.



- **Posts and mounting:** To be determined by local road jurisdictions based on sign panel size and specific site conditions at each location.
- **Auxiliary Signs:** To provide necessary information for motorists to successfully self-navigate through intersections and remain on their desired route, Auto Tour Route Signs need to be supplemented with auxiliary signs which indicate turn and directional arrows and specific route information. Figure 6.24 illustrates standard auxiliary signs which are mounted above Auto Tour Route Guide Signs. Figure 6.25 illustrates advance turn and directional arrows which are mounted below Auto Tour Route Guide Signs. Refer to the current editions of the MUTCD, the SHSM and state or local road jurisdictions for specific information and appropriate sizes for auxiliary signs.

*Location and Placement Guidance:*

- The Lewis and Clark NHT Auto Tour Route should be marked with Auto Tour Route Guide Sign Assemblies within the right-of-way of all primary roads, secondary roads and city streets that are so designated by the National Park Service, state code and statute, state departments of transportation and local road jurisdictions. A Lewis and Clark NHT Auto Tour Route Guide Sign Assembly is the Lewis and Clark NHT Auto Tour Route Guide sign combined with, when needed, an auxiliary sign that further identifies the route and indicates the direction to follow. The placement of the Lewis and Clark NHT Auto Tour Route Guide Sign Assembly should be adjacent to and to the right of the numbered route guide sign assembly. See figure 6.26 for examples of the placement the Lewis and Clark NHT Auto Tour Route Guide Sign Assembly relative to a numbered route guide sign assembly. When horizontal space is limited, the Lewis and Clark NHT Auto Tour Route Guide Sign Assembly should be placed below the adjoining numbered route guide sign assembly.
- Lewis and Clark NHT Auto Tour Route signs should be placed on the right side of the roadway where they are easily recognized and understood by the road user.
- Highway signs related to the Lewis and Clark NHT Auto Tour Route should not interfere with the placement and location of regulatory and warning signs along expressways, highways and local roads and streets.
- Consult with applicable guidance provided by the MUTCD, the SHSM and state DOT and local road jurisdictions for longitudinal and lateral placement guidance as well as mounting height criteria.



- The location of Auto Tour Route Guide signs and assemblies should be placed adjacent to number route guide sign assemblies. If engineering judgment indicates that an Auto Tour Route Guide sign assembly cannot be located adjacent to number route guide sign assemblies, alternative placement should be considered.

For alternate placement, the roadway cross section should be considered first. Select a location where the sign can be offset the desired distance without encountering a severe fill section requiring long posts or a cut section where the sign cannot be offset at the proper mounting height. If available, a relatively level section is preferred. Locations behind existing guardrails or barriers should be considered to take advantage of protected areas.

Normally, the minimum longitudinal spacing of signs is 300 feet on two-lane and four-lane undivided roadways and 800 feet on four-lane divided roadways. At intersections and in urban areas where room is limited, it may be necessary to reduce spacing. In sections with reduced speed limits, spacing of five times the posted speed limit is desirable, but conditions may limit spacing to as little as three times the posted speed limit. Uniform spacing enhances the effectiveness of a series of signs. Spacing is important to allow signs to be viewed without obstructing one another and to allow the motorist time to read and understand the message conveyed before encountering another sign.

- Signs on all newly constructed highways are to be offset from the traveled way if practical. This concept is to be extended to all signs that are replaced or are otherwise in need of attention by maintenance personnel.

The shape of the cross section, available right of way, maximum length of posts available and condition of the soil to resist wind load, control the permissible offset. Good signing practice requires that signs be at least 6 feet from the edge of the shoulder and at least 12 feet from the edge of the traveled way. Taking into consideration all of the above factors, offsets prescribed below should be used for all signs in rural areas except those in special categories covered later in this section.



Type of Offset	Distance from Edge of the Traveled Way to Near Post
Minimum	18 feet
Desirable	24 feet

Offsets should be measured from the edge of the pavement in all cases, regardless of the shoulder width. The offset distances are to the post for a single support assembly or the near post for a multiple support assembly. Although the near edge of the sign projects closer to the roadway, offset distances will provide more than the minimum distances prescribed in the MUTCD.

Depending on shoulder width, these offsets will result in approximately 12 feet of clearance from the edge of the shoulder to the near edge of the sign. A distance of approximately 14 feet is provided from the shoulder edge to the signpost to provide a recovery area for errant vehicles, to allow for mowing and snow plowing, and to keep the signs cleaner.

The desirable 24-foot offset (from the pavement) should be used in most normal cases. Where site conditions do not permit this offset, the 18-foot minimum may be used. It is recognized that there may be unusual circumstances where these distances cannot be attained. For special cases, the near edge of the sign should be installed not less than 6 feet from the edge of the shoulder.

In urban areas, signs may be installed on existing utility and light poles when space for installing posts is otherwise not available. Permission and documentation of the approval to use this facility should be obtained from the owner before installing signs. A minimum offset of 2 feet from the face of the curb to the near edge of the sign should be maintained if practical.

On two-lane routes in rural areas, the MUTCD specifies that signs be mounted at a height of at least 5 feet measured from the bottom of the sign to the near edge of the pavement. In urban areas or locations where parking or pedestrian movements are likely to occur or where there are other obstructions to view, the clearance from the bottom of the sign to the curb or ground at the base of the sign should be at least 7 feet. When a secondary sign is mounted below another sign, the mounting heights prescribed above may be reduced to 4 feet in rural areas and 6 feet in urban areas. The mounting heights presented above are considered minimums.

*Implementation Considerations:*

Implementation of this recommendation can occur following the confirmation by the National Park Service and the governing road management authority of the designation of the Lewis and Clark NHT Auto Tour Route for a particular route segment. It is recommended that installation of Route Guide signs occur on a state-by-state basis, i.e. complete the installation of all Route Guide signs for a particular state under a single project effort. Siting of each feature or sign should be completed on a location-by-location basis. Emphasis would be placed on integrating the location of Route Guide signs with existing highway signs and other traffic control devices as well as above- and below-ground utilities, clear zones, driveways, drainage structures and other improvements. Plans, details and specifications for fabrication and installation should be prepared based on the concept illustrations presented below.

**Reference Photographs, Illustrations and Graphic Figures**

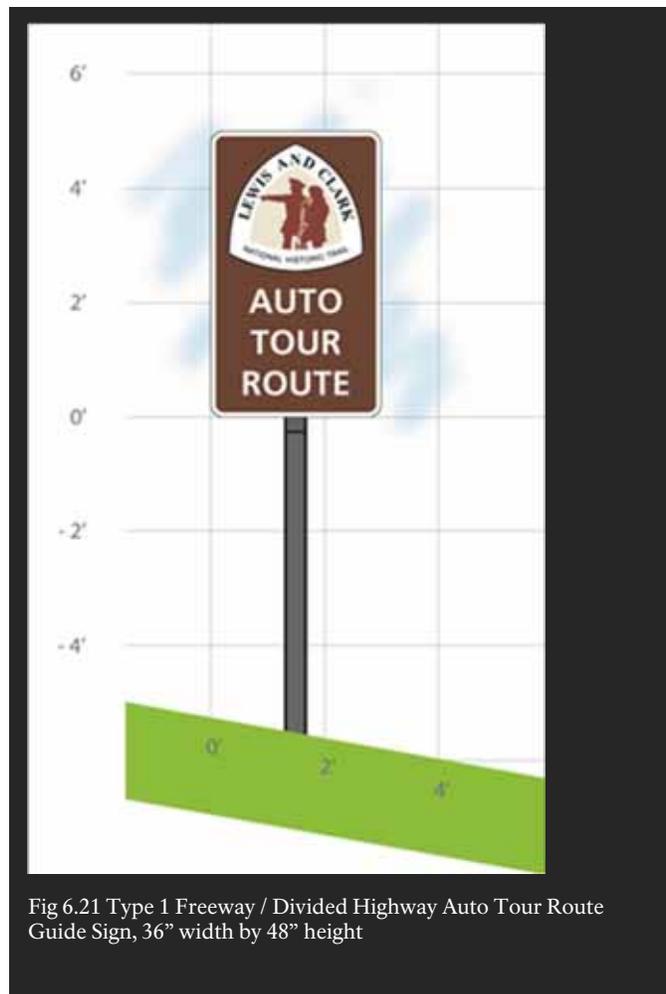


Fig 6.21 Type 1 Freeway / Divided Highway Auto Tour Route Guide Sign, 36" width by 48" height



Fig 6.22 Type 2 Conventional Highway Auto Tour Route Guide Sign, 24" width by 42" height



Fig 6.22 Photo simulation of Lewis and Clark NHT Auto Tour Route Guide Sign without a numbered route guide sign.



Fig 6.23 Photo simulation of Lewis and Clark NHT Auto Tour Route Guide Sign with a numbered route guide sign.

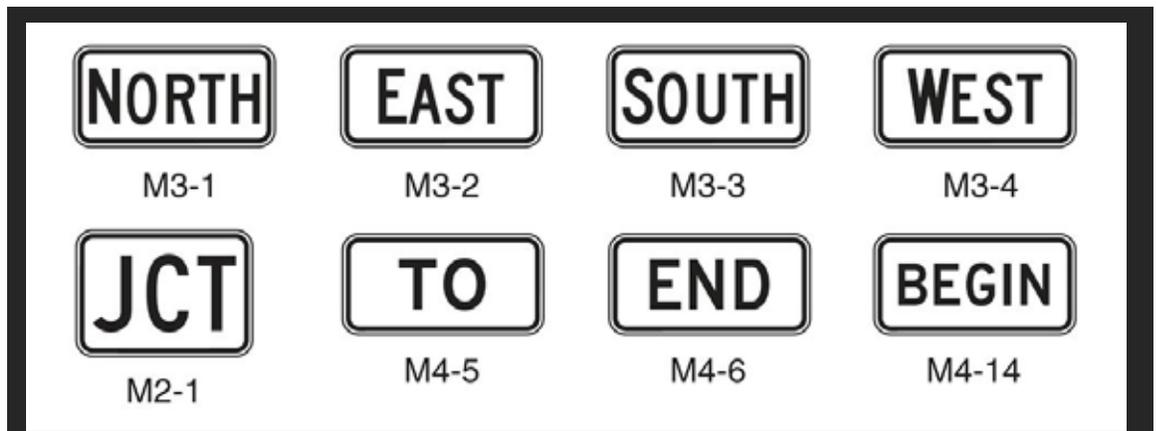


Fig 6.24 Auxiliary route signs typically mounted above Auto Tour Route Guide signs. Source: 2009 MUTCD

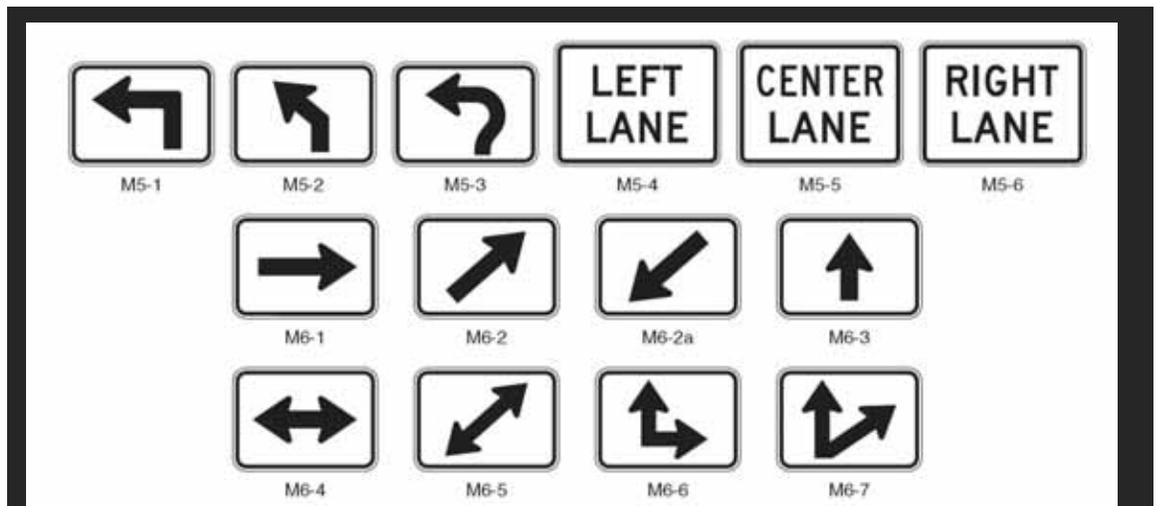


Fig 6.25 Auxiliary route signs typically mounted below Auto Tour Route Guide signs. Source: 2009 MUTCD

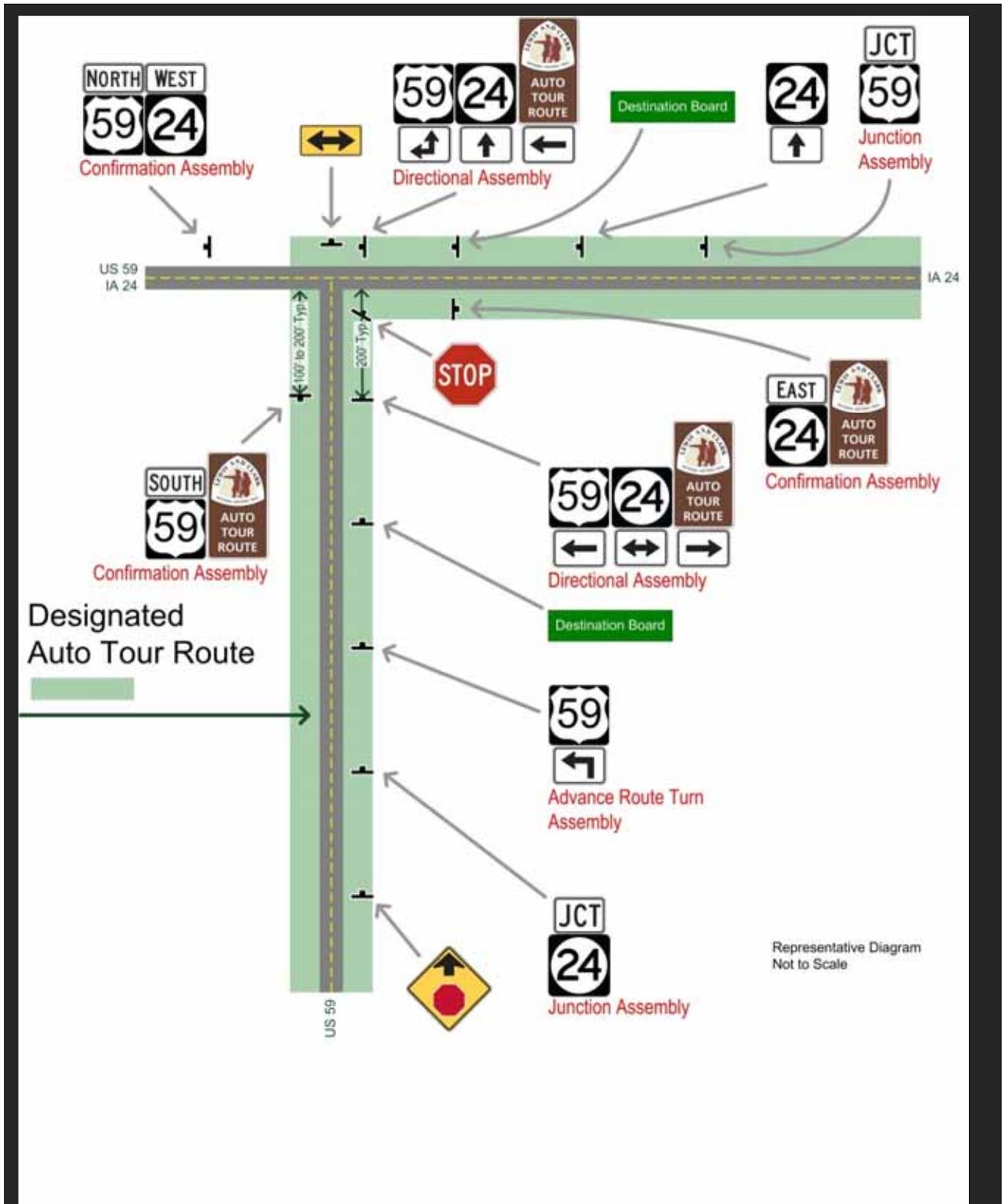


Fig 6.26 Typical Auto Tour Route Guide Sign Assemblies at Primary Highway Intersections



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### Primary Wayshowing Provider(s) Suggested for Implementing this Recommendation

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- National Park Service in coordination with other federal lands management agencies; state departments of transportation and local county and municipal road jurisdictions.

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### Integration with other Wayshowing Components and Recommendations

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This recommendation should be integrated with implementing and providing these related and essential wayshowing components for the travelers of the Lewis and Clark National Historic Trail and Auto Tour Route:

- Travel Directions for self-navigating the Route
- Maps of the Route
- Digital and Electronic Applications developed for the Route
- Physical Entrances to and Exits from the Route
- Orientation Stops for the Route
- Support for Hospitality Personnel serving the travelers of the Route

Other specific recommendations which should be integrated with implementing Recommendation 6.01:

- |                                |                              |
|--------------------------------|------------------------------|
| • Travel Directions 1.01       | • Entrances and Exits 4.01   |
| • Travel Directions 1.02       | • Orientation Stops 5.01     |
| • Travel Directions 1.04       | • Orientation Stops 5.02     |
| • Maps 2:01                    | • Orientation Stops 5.03     |
| • Maps 2:02                    | • Orientation Stops 5.04     |
| • Maps 2.03                    | • Route Guide Signs 6.02     |
| • Maps 2.04                    | • Route Guide Signs 6.03     |
| • Electronic Applications 3.01 | • Hospitality Personnel 8.01 |
| • Electronic Applications 3.02 | • Hospitality Personnel 8.02 |

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### Cost Considerations

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Fabrication and installation of Type 1-Freeway and Divided Highway Auto Tour Route Guide Signs-and Type 2- Conventional Highway Auto Tour Route Guide Signs for the Lewis and Clark NHT Auto Tour Route should be consistent with the cost of similar sized highway signs.

In 2013, a general cost range for signs comparable to the Type 1 Auto Tour Route Guide Signs ranged from \$500 to \$600. A general cost range for signs comparable to the Type 2 Auto Tour Route Guide Signs ranged from \$400 to \$300. Actual costs will vary by location, the quantity installed in a single project and other factors.



## Sustenance Considerations

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Fabrication and installation of entrance signs for the Lewis and Clark NHT Auto Tour route will involve:

- Securing appropriate budget assignments, environmental clearances and approval and other necessary jurisdictional permitting and approvals.
- Securing approvals of multi-agency or multi-jurisdictional responsibilities for fabrication, installation, maintenance and replacement of signs.
- Preparing appropriate plans, specifications and details for fabrication and installation.
- Identification of specific site locations for each sign within the freeway, highway, road or street right-of-way.
- Determining a process for fabricating and installing the signs: road jurisdiction materials and workforce or private vendor /contractor.
- Project management, observation and accounting for proper and complete installation.

Following installation of the highway signs, these ongoing activities will be appropriate:

- Periodic observation and reporting of sign conditions.
- Maintenance of the roadside environment in the vicinity of the sign to assure visibility and adequate space separation.
- Replacement of the sign due to accidents or loss due to natural causes.
- Eventual replacement of the sign and post as these components pass their expected useful life.



## Remove Outdated and Inconsistent Route Guide Signs

### Route Guide Signs

Recommendation  
6.02

Implement a removal and replacement schedule for all highway route guide and directional signs marking the Lewis and Clark National Historic Trail and Auto Tour Route which do not incorporate the official Trail Graphic Identity as established by the National Park Service.

### Description

#### *Wayfinding Needs Served by this Recommendation:*

To be effective and meet their essential functions, all highway traffic control devices (signs directing where motorists are required to stop, what speed limit to observe; that cautions needs to be used at a sharp curve, etc.) need to exhibit standardized symbols, lettering and colors which are consistently applied in all places along a roadway so that motorists can quickly confirm the meaning and appropriate response. Size and placement of guide signs along with all other more important traffic control devices must respect the speed at which motorists are moving as well as reliable and repetitive sequence in which highway sign messages are delivered. Guide signs for the Lewis and Clark NHT Auto Tour Route should adhere to the same level of consistency and repetition as is applied to all other public roadway signs.

Two important factors support this particular recommendation:

1. The age of the existing inventory of the Lewis and Clark NHT Auto Tour Route guide signs now in place on the roadways is such that a schedule for their phased replacement is in order.
2. The graphic identity of the Lewis and Clark NHT Auto Tour Route guide signs should uniformly incorporate the rounded triangle graphic across all 11 states of the Lewis and Clark National Historic Trail.

See Figures 6.27 through 6.32 for examples of outdated and inconsistent Lewis and Clark NHT Auto Tour Route guide signs.

#### *Implementation Considerations:*

- Immediate consideration should be given to the removal and replacement of outdated and inconsistent Lewis and Clark NHT Auto Tour Route guide signs on main routes as well as on routes which lead travelers to Lewis and Clark National

Historic Trail assets and resource sites. Outdated and poor legibility of route guide signs can lead to confusion, dissatisfaction and errors in motorist judgment in making desired and correct wayfinding decisions.

- Avoid situations where travelers would not have route guidance signage to assist with their self-navigation along the Auto Tour Route and to asset sites.
- Properly recycle and/or repurpose all removed sign panels, posts and materials.

### Reference Photographs, Illustrations and Graphic Figures

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Fig 6.27 Example of outdated Route Guide Sign—old graphic identity.



Fig 6.28 Example of outdated Route Guide Sign—graphic identity not presented on brown rectangle background, improper directional arrow style and size.



Fig 6.29 Example of outdated Route Guide Sign— graphic identity not presented on brown rectangle background, faded illegible graphic identity.



Fig 6.30 Example of outdated Route Guide Sign—old graphic identity, deteriorated material.



Fig 6.31 Example of outdated Route Guide Sign— graphic identity not presented on brown rectangle background, improper panel assembly and mounting position of directional arrow, deteriorated material.



Fig 6.32 Example of outdated Route Guide Sign— graphic identity not presented on brown rectangle background, deteriorated material.

### Primary Wayshowing Provider(s) Suggested for Implementing this Recommendation

- National Park Service in coordination with other federal lands management agencies; state departments of transportation and local county and municipal road jurisdictions.

### Integration with other Wayshowing Components and Recommendations

This recommendation should be integrated with implementing and providing these related and essential wayshowing components for the travelers of the Lewis and Clark National Historic Trail and Auto Tour Route:

- Travel Directions for self-navigating the Route
- Maps of the Route
- Digital and Electronic Applications developed for the Route
- Physical Entrances to and Exits from the Route
- Orientation Stops for the Route
- Identification of Lewis and Clark National Historic Trail Historic sites and Attractions
- Support for Hospitality Personnel serving the travelers of the Route



Other specific recommendations which should be integrated with implementing Recommendation 6.02:

- Travel Directions 1.01
- Entrances and Exits 4.01
- Route Guide Signs 6.01
- Route Guide Signs 6.03
- Attraction Identification 7.01
- Attraction Identification 7.02
- Attraction Identification 7.03
- Attraction Identification 7.04
- Attraction Identification 7.05
- Hospitality Personnel 8.01

### **Cost Considerations**

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- Cost of removal and proper recycling of outdated and inconsistent route guide signs could be included with project, programs, or work assignments designed to install new route guide signs and entrance signs.

### **Sustenance Considerations**

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- Replacement and removal of outdated, improperly assembled or fabricated signs and signs with highly deteriorated materials and finishes should be an ongoing function and responsibility of the appropriated road management jurisdiction.



## Direct Travelers to and from Lewis and Clark NHT Asset Sites with Recreational and Cultural Interest Area Guide Signs

### Route Guide Signs

Establish, install and maintain a uniform system of Recreational and Cultural Interest Area Guide Signs in selected highway, road and street rights-of-way which lead travelers to and from designated sites of the Lewis and Clark National Historic Trail. Incorporate the guidance provided by the Manual on Uniform Traffic Control Devices (MUTCD) and applicable state DOT guidance for the placement, sizing and use of standard auxiliary signs.

Recommendation  
**6.03**

### Description

#### *Wayfinding Needs Served by this Recommendation:*

Since many of the developed public attractions, historic sites and asset locations of the Lewis and Clark National Historic Trail exist away from the actual route of the Lewis and Clark NHT Auto Tour Route, travelers need wayshowing assistance in the form of destination guide signs to direct them to and along specific interstates, highways, roads and streets in order to reach their desired Lewis and Clark National Historic Trail destination. An equally important but presently unfilled need is the installation of route guide signs for travelers who are self-navigating their way back to the Lewis and Clark NHT Auto Tour Route following their completed stop at the Lewis and Clark National Historic Trail attraction. The need to provide route guidance to and from designated sites of the Lewis and Clark National Historic Trail applies to all states of the Lewis and Clark NHT Auto Tour Route.

#### *Context/Content:*

- Refer to Chapter 3 of this reference manual for guidance on conceiving, planning and designing a system of recreational and cultural interest area guide signs which would assist travelers in self navigation to Lewis and Clark National Historic Trail sites which are not located directly on the Auto Tour route.
- Recreational and cultural interest area guide signs placed in the right-of-way of public freeways, expressways, highways and secondary roads which are designated as part of the Lewis and Clark NHT Auto Tour Route as well as those which are placed along roadways leading to and from Lewis and Clark National Historic Trail sites and attractions should conform to applicable design standards; fabrication and construction specifications; and replacement and



maintenance procedures established by the appropriate road management authority.

- In addition to their unique place names, Lewis and Clark National Historic Trail sites are also signified by a variety of general phrases including:
  - Point of Interest
  - Historic Site
  - Historic Marker
  - Heritage Site
  - Visitor Center

These and other appropriate brief titles may be used in the message of recreational and cultural interest area guide signs for the Lewis and Clark NHT Auto Tour Route.

*Appearance Design Guidance:*

- **Graphic Identity for the Lewis and Clark NHT Auto Tour Route:**  
Recreational and cultural interest area guide signs of the Lewis and Clark NHT Auto Tour Route should use the official graphic identity as established by the National Park Service as illustrated in figure 6.33. Discontinue use of and remove outdated or previous versions of graphics marks, symbols or identities used to identify or mark the Lewis and Clark National Historic Trail and its Auto Tour Route which do not conform to the image illustrated below. Precise image specifications are available from the National Park Service.

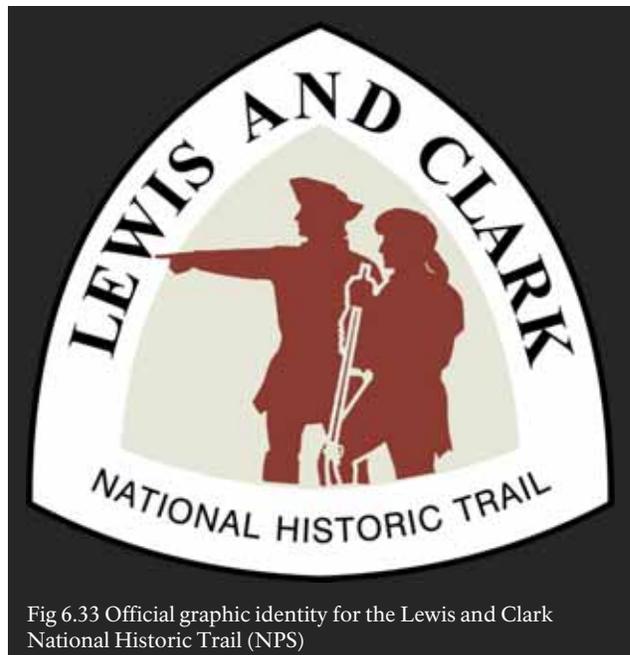


Fig 6.33 Official graphic identity for the Lewis and Clark National Historic Trail (NPS)



- **Background color for sign panels:** MUTCD-specified brown color for Recreational and Cultural Interest Area signs. A guide for selecting the appropriate background color (brown) is Pantone 469. All background panels will meet current guidelines and specifications for retroreflectivity as established by the MUTCD.
- **Font, copy and legend:** The wording or legend for this type sign should be limited to that indicated in the figures illustrated below. Exceptions will require approval by the local road jurisdiction. Lettering should be white, Clearview B Series font as established in the official MUTCD Reference Manual, 2004 Standard Highway Signs and Markings (SHSM) and as may be amended in the 2012 Supplement. Letter size and height should be determined from guidance provided by the MUTCD and the SHSM.
- **Border:** White color with rounded corners as described in the SHSM. Width and radius dimensions should be consistent with the guidance provided by the MUTCD and the SHSM.
- **Sign panel size:** Sign panel size(s) are suggested in the figure(s) illustrated below. These conform to standard panel sizes presented in the SHSM. Site and roadway conditions may require that sizes vary from those indicated.
- **Posts and mounting:** To be determined by local road jurisdictions based on sign panel size and specific site conditions at each location.
- **Auxiliary Signs:** To provide necessary information for motorists to successfully self-navigate through intersections and remain on their desired route, recreational and cultural interest area guide signs often need to be supplemented with auxiliary signs which indicate turn and directional arrows and specific route information. Figure 6.24 illustrates standard auxiliary signs which are mounted above recreational and cultural interest area guide signs. Figure 6.25 illustrates advance turn and directional arrows which are mounted below recreational and cultural interest area guide signs. Refer to the current editions MUTCD, the SHSM and state or local road jurisdiction for specific information and appropriate sizes for auxiliary signs.

*Location and Placement Guidance:*

- Lewis and Clark NHT recreational and cultural interest area guide signs should be placed on the right side of the roadway where they are easily recognized and understood by the road user.



- Highway signs related to the Lewis and Clark NHT Auto Tour Route should not interfere with the placement and location of regulatory and warning signs along expressways, highways and local roads and streets.
- Consult with applicable guidance provided by the MUTCD, the SHSM and state DOT and local road jurisdictions for longitudinal and lateral placement guidance as well as mounting height criteria.
- On two-lane routes in rural areas, the MUTCD specifies that signs be mounted at a height of at least 5 feet measured from the bottom of the sign to the near edge of the pavement. In urban areas or locations where parking or pedestrian movements are likely to occur or where there are other obstructions to view, the clearance from the bottom of the sign to the curb or ground at the base of the sign should be at least 7 feet. When a secondary sign is mounted below another sign, the mounting heights prescribed above may be reduced to 4 feet in rural areas and 6 feet in urban areas. The mounting heights presented above are considered minimums.

#### *Implementation Considerations:*

- Implementation of this recommendation can occur following the confirmation by the National Park Service and the governing road management authority of the designation of the Lewis and Clark NHT Auto Tour Route for a particular route segment intended to direct travelers to Lewis and Clark National Historic Trail asset site not located directly on the Auto Tour Route. It is recommended that installation of recreational and cultural interest areas guide signs occur on a state-by-state basis, i.e. complete the installation of all recreational and cultural area guide signs for a particular state under a single project effort. Siting of each feature or sign should be completed on a location-by-location basis. Emphasis would be placed on integrating the location of recreational and cultural area guide signs with existing highway signs and other traffic control devices as well as above- and below-ground utilities, clear zones, driveways, drainage structures and other improvements. Plans, details and specifications for fabrication and installation should be prepared based on the concept illustrations presented below.
- To assure clarity and consistency for travelers, consideration should be given to replacing or updating recreational and cultural interest area guide signs which do not generally meet the design guidance provided in the illustrations presented below.

Reference Photographs, Illustrations and Graphic Figures

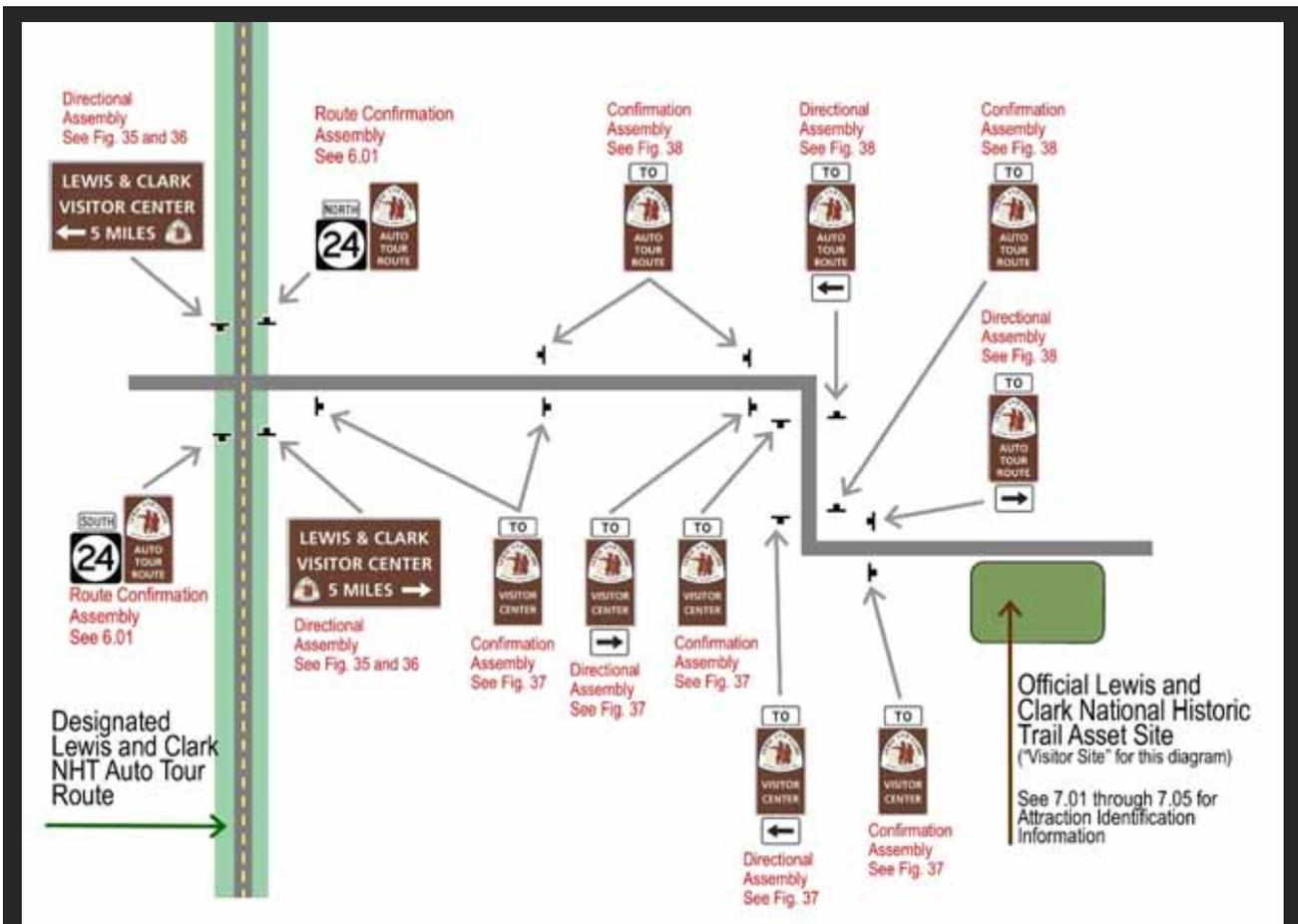
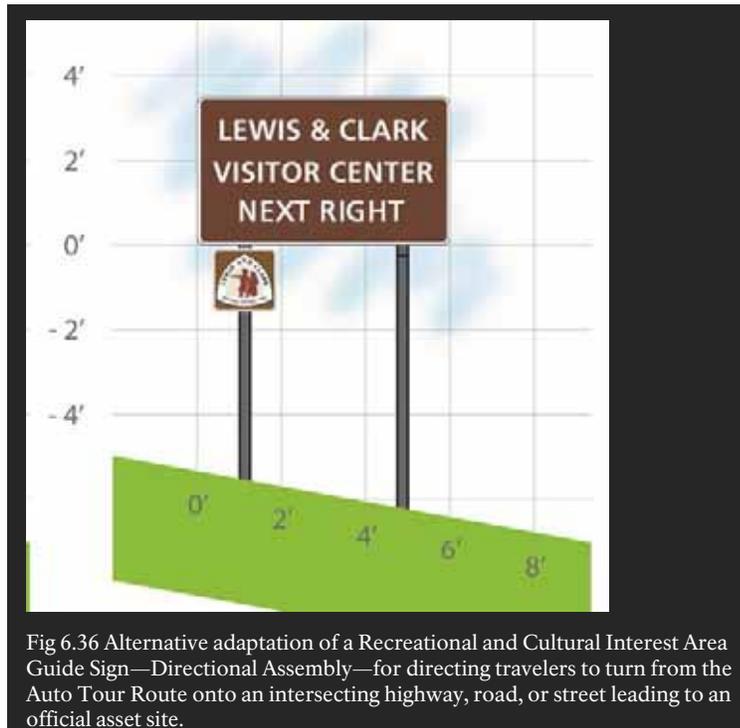
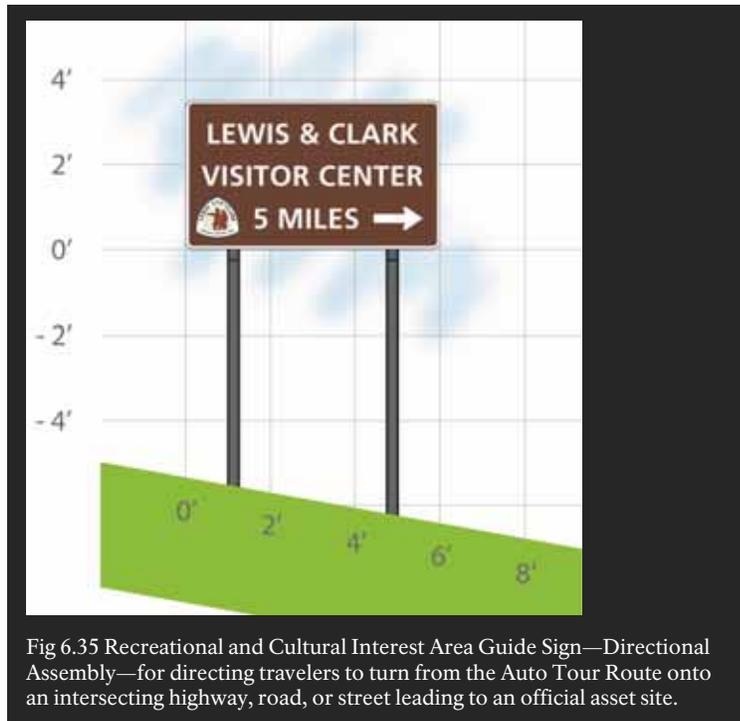


Fig 6.34 Typical Recreational and Cultural Interest Area Guide Sign assemblies and locations for directing travelers to and from Lewis and Clark National Historic Trail Asset sites.



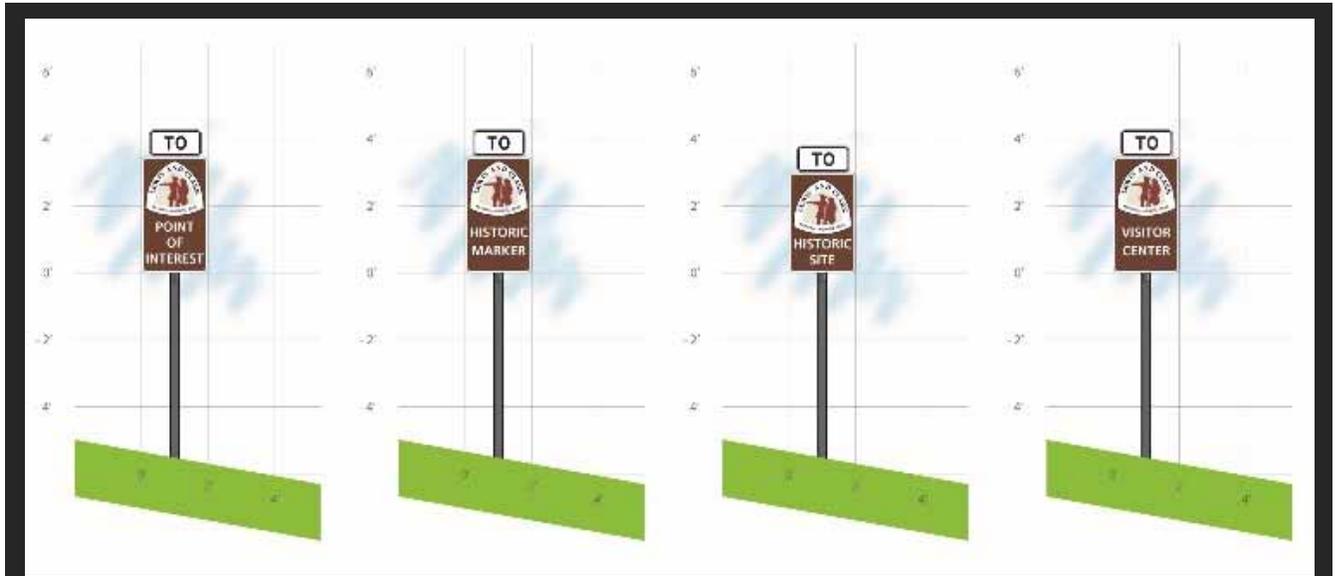


Fig 6.37 Recreational and Cultural Interest Area Guide Signs with typical asset site names.

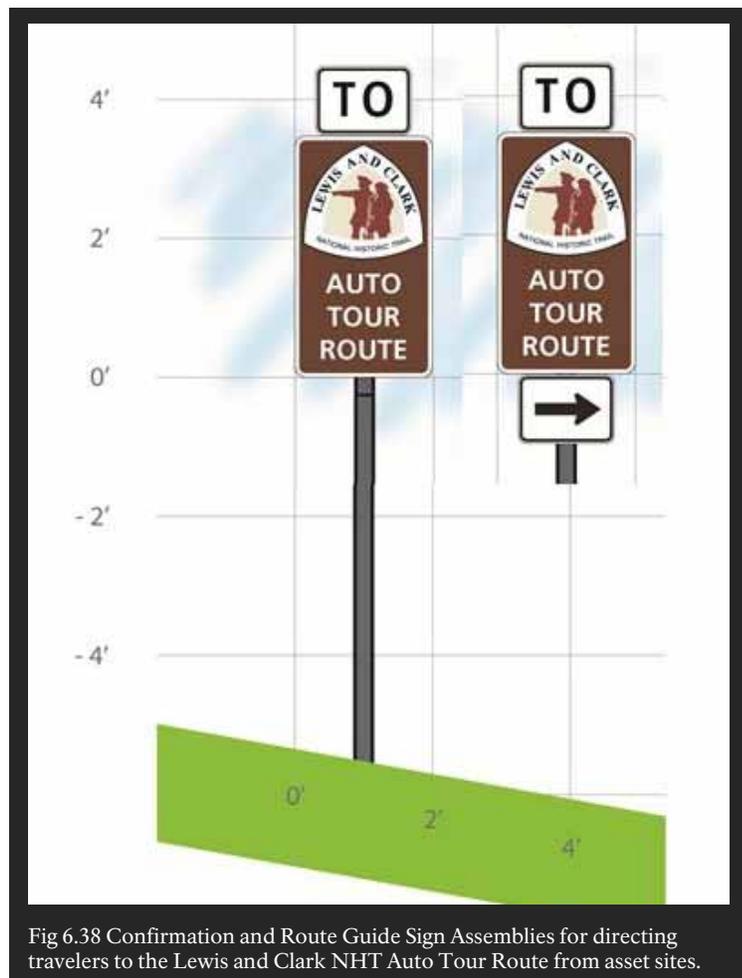


Fig 6.38 Confirmation and Route Guide Sign Assemblies for directing travelers to the Lewis and Clark NHT Auto Tour Route from asset sites.



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### Primary Wayshowing Provider(s) Suggested for Implementing this Recommendation

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- National Park Service in coordination with other federal lands management agencies; state departments of transportation and local county and municipal road jurisdictions.

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### Integration with other Wayshowing Components and Recommendations

---

This recommendation should be integrated with implementing and providing these related and essential wayshowing components for the travelers of the Lewis and Clark National Historic Trail and Auto Tour Route:

- Travel Directions for self-navigating the Route
- Maps of the Route
- Digital and Electronic Applications developed for the Route
- Physical Entrances to and Exits from the Route
- Orientation Stops for the Route
- Support for Hospitality Personnel serving the travelers of the Route

Other specific recommendations which should be integrated with implementing Recommendation 6.03:

- |                                |                              |
|--------------------------------|------------------------------|
| • Travel Directions 1.01       | • Entrances and Exits 4.01   |
| • Travel Directions 1.03       | • Orientation Stops 5.01     |
| • Travel Directions 1.04       | • Orientation Stops 5.02     |
| • Maps 2:01                    | • Orientation Stops 5.03     |
| • Maps 2:02                    | • Orientation Stops 5.04     |
| • Maps 2.03                    | • Route Guide Signs 6.01     |
| • Maps 2.04                    | • Route Guide Signs 6.02     |
| • Electronic Applications 3.01 | • Hospitality Personnel 8.01 |
| • Electronic Applications 3.02 | • Hospitality Personnel 8.02 |

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### Cost Considerations

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Fabrication and installation of Type 1-Freeway and Divided Highway Auto Tour Route Guide Signs-and Type 2- Conventional Highway Auto Tour Route Guide Signs for the Lewis and Clark NHT Auto Tour Route should be consistent with the cost of similar sized highway signs.

In 2013, a general cost range for signs comparable to 6 ft. wide x 4 ft. height signs ranged from \$500 to \$600. A general cost range for signs comparable to the 2 ft. wide x 4 ft.



height signs ranged from \$400 to \$300. Actual costs will vary by location, the quantity installed in a single project and other factors.

### Sustenance Considerations

Fabrication and installation of recreational and cultural interest area guide signs for the Lewis and Clark NHT Auto Tour route will involve:

- Securing appropriate budget assignments, environmental clearances and approval and other necessary jurisdictional permitting and approvals.
- Securing approvals of multi-agency or multi-jurisdictional responsibilities for fabrication, installation, maintenance and replacement of signs.
- Preparing appropriate plans, specifications and details for fabrication and installation.
- Identification of specific site locations for each sign within the freeway, highway, road or street right-of-way.
- Determining a process for fabricating and installing the signs: road jurisdiction materials and workforce or private vendor /contractor.
- Project management, observation and accounting for proper and complete installation.

Following installation of the highway signs, these ongoing activities will be appropriate:

- Periodic observation and reporting of sign conditions.
- Maintenance of roadside environment in the vicinity of the sign to assure visibility and adequate space separation.
- Replacement of the sign due to accidents or loss due to natural causes.
- Eventual replacement of the sign and post as these components pass their expected use life.



Physical Component: Attraction Identification

Identify the Lewis and Clark NHT with Architecturally Distinct Entrances of Major Sites

**Attraction Identification** Significant visitor sites associated with Lewis and Clark National Historic Trail which provide major developed entrance(s) should incorporate the official graphic identity of the Trail in their entrance signs using appropriate sizing, position and material guidelines.

**Recommendation** *Type 1 Attraction Identification Signs*

**7.01**

**Description**

*Wayfinding Needs Served by this Recommendation:*

The key objective of Recommendations 7.01 through 7.04 for Attraction Identification is to consistently and reliably provide instant confirmation for travelers that they have arrived at attractions which are intended to integrate with the entire Lewis and Clark National Historic Trail and Auto Tour Route experience. Travelers need to rely on having a core recognizable and repeated graphic image which assures (and reassures) them they have succeeded in finding their way to their desired destinations and attractions of the Lewis and Clark National Historic Trail.

This series of recommendations for Lewis and Clark National Historic Trail attraction identification respects the full range of facilities from major interpretive centers to individual historic markers and roadside interpretive stops. The design and installation of attraction identification signs are intended for viewing and effective recognition by motorists from adjoining roadways.

*Context/Content:*

Recommendation 7.01 (Type 1 Attraction Identification Signs) applies to major Lewis and Clark National Historic Trail centers which have relatively high site and amenity development; significant visitor traffic and already have uniquely designed entrance features and site identification. Fulfilling this recommendation would assure visitors that they have arrived at a site and/or facility that is officially associated with the Lewis and Clark National Historic Trail.



*Appearance Design Guidance:*

Appearance considerations for Type 1 Attraction Identification Signs are, for the most part, driven by design and appearance factors which are directly and uniquely associated with the particular site: its landscape and architectural character and identity. Therefore the appearance of one Type 1 Attraction Identification Sign is likely to vary significantly from all other Type 1 Attraction Identification Signs.

Regardless of the unique, site-generated considerations which influence the ultimate design and appearance of Type 1 Attraction Identification Signs, several aspects should be addressed in all locations. These include:

- Identification that the site or facility is associated with the Lewis and Clark National Historic Trail. The addition of a Type 3 Attraction Identification ‘Medallion’ panel may serve this consideration.
- Appropriateness of the scale of the Attraction Identification Sign—is it large enough to be readily seen by travelers moving on the adjoining highway, road or street and is it appropriately sized for the surrounding site and resource character?
- Materials and colors which are fitting with the overall authenticity and character of the asset site.
- Sight lines and general visibility and readability of the sign’s message(s) for motorists moving at appropriate speeds on the highways, roads and streets approaching the asset site. Motorists need time to 1) recognize and read the message(s) of the Attraction Identification Sign; 2) determine where to make the appropriate turn off of the approach highway; and 3) make the actual driving or tuning maneuver to reach the desired on-sign destination.
- Landscape character, design, plant material selection and maintenance to achieve the desired visual appearance associated with the Attraction Identification Sign in all seasons.
- Night-time visibility and lighting.

Typically, the communication of days and hours of operation, admission fees, telephone number and web site, street address, etc. are provided in separate locations more closely associated with parking areas and building entrances.

*Implementation Considerations:*

- For the most part, the design, construction, installation and maintenance of Type 1 Attraction Identification Signs will be the responsibility of the asset sign owner and operator.

- Attraction Identification Signs which exhibit outdated or inaccurate messages; ineffective scale or readability of messages, or weathered deteriorated materials should have high priority for upgrade and replacement.

## Reference Photographs, Illustrations and Graphic Figures

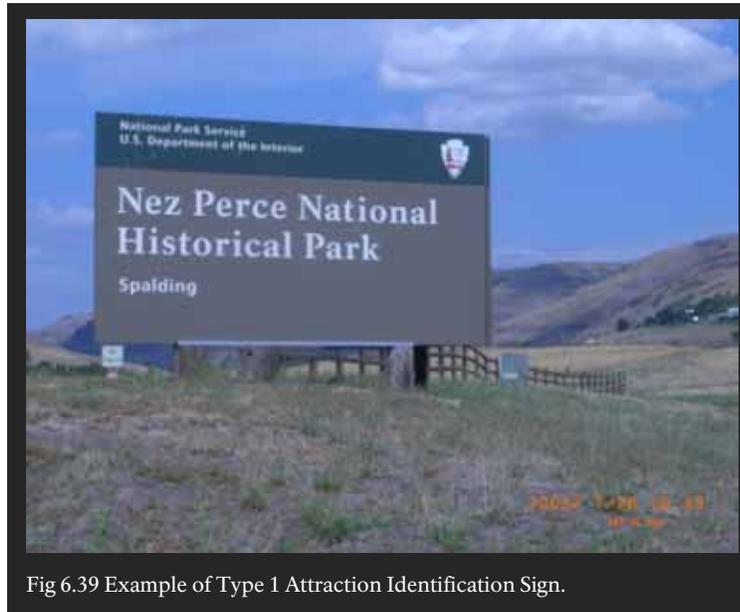




Fig 6.41 Example Type 1 Attraction Identification Sign.



Fig 6.42 Example Type 1 Attraction Identification Sign.

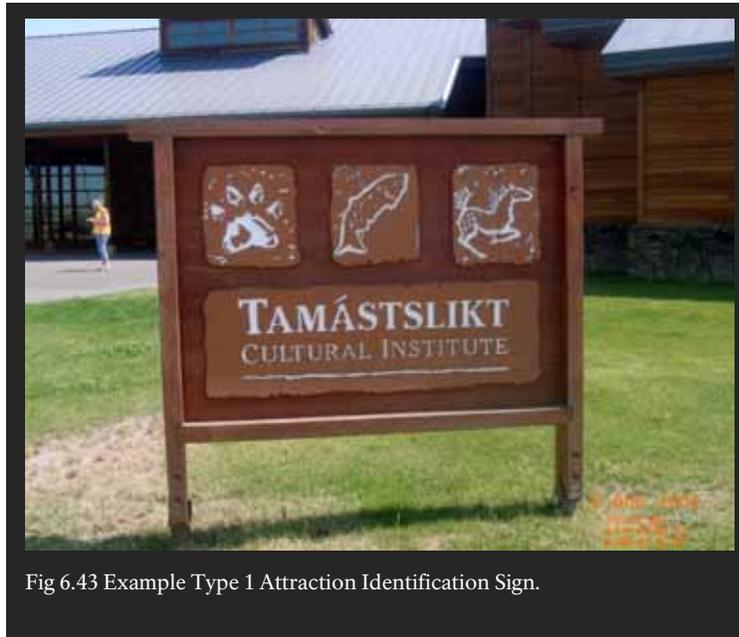


Fig 6.43 Example Type 1 Attraction Identification Sign.

### Primary Wayshowing Provider(s) Suggested for Implementing this Recommendation

- The managing agencies and organizations of the individual officially recognized resource, interpretive and visitor sites of the Lewis and Clark National Historic Trail.

### Integration with other Wayshowing Components and Recommendations

This recommendation should be integrated with implementing and providing these related and essential wayshowing components for the travelers of the Lewis and Clark National Historic Trail and Auto Tour Route:

- Travel Directions for self-navigating the Route
- Maps of the Route
- Digital and Electronic Applications developed for the Route
- Orientation Stops for the Route
- Route Guide Signs installed on the Highways, roads and streets of the Route
- Support for Hospitality Personnel serving the travelers of the Route

Other specific recommendations which should be integrated with implementing Recommendation 7.01:

- Travel Directions 1.03
- Travel Directions 1.04
- Maps 2.03
- Maps 2.04
- Electronic Applications 3.01
- Electronic Applications 3.02



- Orientation Stops 5.01
- Orientation Stops 5.02
- Orientation Stops 5.03
- Orientation Stops 5.04
- Route Guide Signs 6.02
- Hospitality Personnel 8.01
- Hospitality Personnel 8.02

### Cost Considerations

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- Many of the official Lewis and Clark National Historic Trail asset sites already have Type 1 Attraction Identification Signs installed. Regular maintenance and upgrading of the signs materials will be on ongoing responsibility for the site's management agency or organization. Since each asset location is distinct, costs for designing, constructing and maintaining Type 1 Attraction Identification Signs will vary significantly. Upgrading existing signs to recognize and communicate that site's relationship with the Lewis and Clark NHT Auto Tour Route should represent a relative minor cost.

### Sustenance Considerations

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- Continual and frequent maintenance of the visual qualities of Type 1 Attraction Identification Signs for official Lewis and Clark National Historic Trail asset sites should have high priority. The impressions visitors develop in the relatively short viewing times they have of attraction identification signs are among the first, and sometimes lasting, impressions they take away from their experience at each asset site.
- These are among the considerations that should be given to sustaining Attraction Identification Signs:
  - Landscape, lawns and plantings
  - Sight visibility lines
  - Colors and conditions of all visible surface materials and graphic images and message copy
  - Overall legibility of message copy
  - Night time lighting and overall visibility
  - Trash and litter



## Add Standard Site Identification Signs for Public Facilities

Attraction Identification	Selected sites of the Lewis and Clark National Historic Trail which provide visitor facilities, services and information should include identification that these sites are recognized as a Trail asset by installing an identification sign according to specific guidelines.
Recommendation <b>7.02</b>	<b><i>Type 2 Attraction Identification Signs</i></b>

### Description

*Wayfinding Needs Served by this Recommendation:*

The key objective of Recommendations 7.01 through 7.04 for Attraction Identification is to consistently and reliably provide instant confirmation for travelers that they have arrived at attractions which are intended to integrate with the entire Lewis and Clark National Historic Trail and Lewis and Clark NHT Auto Tour Route experience. Travelers need to rely on a core recognizable and repeated graphic image which assures (and reassures) them they have succeeded in finding their way to their desired destinations and attractions of the Lewis and Clark National Historic Trail.

This series of recommendations for Lewis and Clark National Historic Trail attraction identification respects the full range of facilities from major interpretive centers to individual historic markers and roadside interpretive stops. The design and installation of attraction identification signs are intended for viewing and effective recognition by motorists from adjoining roadways.

*Context/Content:*

Recommendation 7.02 (Type 2 Attraction Identification Signs) provides a standard and practical sign design for installation at the entrance zone of attractions which are officially identified as public Lewis and Clark National Historic Trail sites and facilities. Type 2 Attraction Identification signs would supplement or be positioned nearby existing facility or site entrance signs or could provide the primary or sole identification of a site. Fulfilling this recommendation would assure visitors that they have arrived at a facility—a park, historic site, museum, visitor center, etc.—that is officially associated with the Lewis and Clark National Historic Trail.



- Refer to Chapter 3 of this reference manual for guidance on conceiving, planning and designing Attraction Identification Signs.
- Attraction Identification Signs placed in the right-of-way of public freeways, expressways, highways and secondary roads which are designated as part of the Lewis and Clark NHT Auto Tour Route as well as those which are placed along roadways leading to and from Lewis and Clark National Historic Trail sites and attractions should conform to applicable design standards; fabrication and construction specifications; and replacement and maintenance procedures established by the appropriate road management authority.

*Appearance Design Guidance:*

- **Graphic Identity for the Lewis and Clark NHT Auto Tour Route:** Attraction Identification Signs associated with asset sites of the Lewis and Clark NHT Auto Tour Route should use the official graphic identity as established by the National Park Service as illustrated in figure 6.44. Discontinue use of and remove outdated or previous versions of graphics marks, symbols or identities used to identify or mark the Lewis and Clark National Historic Trail and its Auto Tour Route which do not conform to the image illustrated below. Precise image specifications are available from the National Park Service.

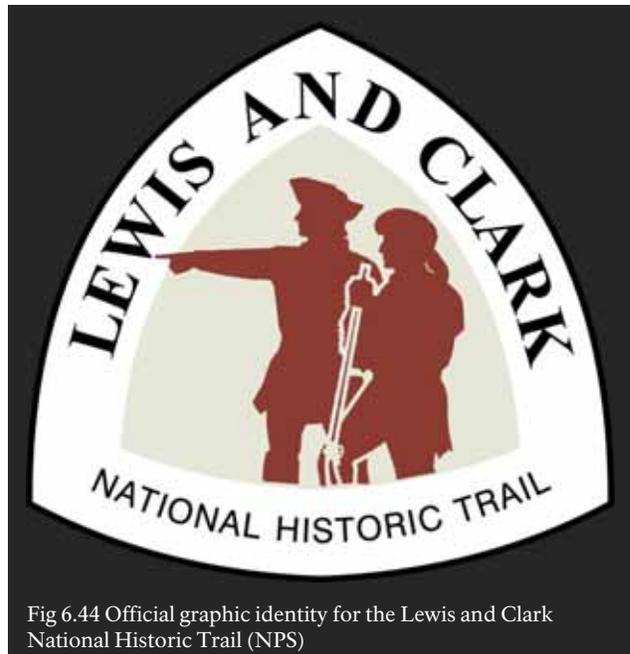


Fig 6.44 Official graphic identity for the Lewis and Clark National Historic Trail (NPS)

- **Background color for sign panels:** MUTCD-specified brown color for Recreational and Cultural Interest Area signs. A guide for selecting the appropriate background color (brown) is Pantone 469. All background panels



will meet current guidelines and specifications for retroreflectivity as established by the MUTCD.

- **Font, copy and legend:** The wording or legend for this type sign should be limited to that indicated in the figures illustrated below. Exceptions will require approval by the local road jurisdiction. Lettering should be white, Clearview B Series font as established in the official MUTCD Reference Manual, 2004 Standard Highway Signs and Markings (SHSM) and as may be amended in the 2012 Supplement. Letter size and height should be determined from guidance provided by the MUTCD and the SHSM.
- **Border:** White color with rounded corners as described in the SHSM. Width and radius dimensions should be consistent with the guidance provided by the MUTCD and the SHSM.
- **Sign panel size:** Sign panel size(s) are suggested in the figure(s) illustrated below. These conform to standard panel sizes presented in the SHSM. Site and roadway conditions may require that sizes vary from those indicated.
- **Posts and mounting:** To be determined by local road jurisdictions based on sign panel size and specific site conditions at each location.

*Location and Placement Guidance:*

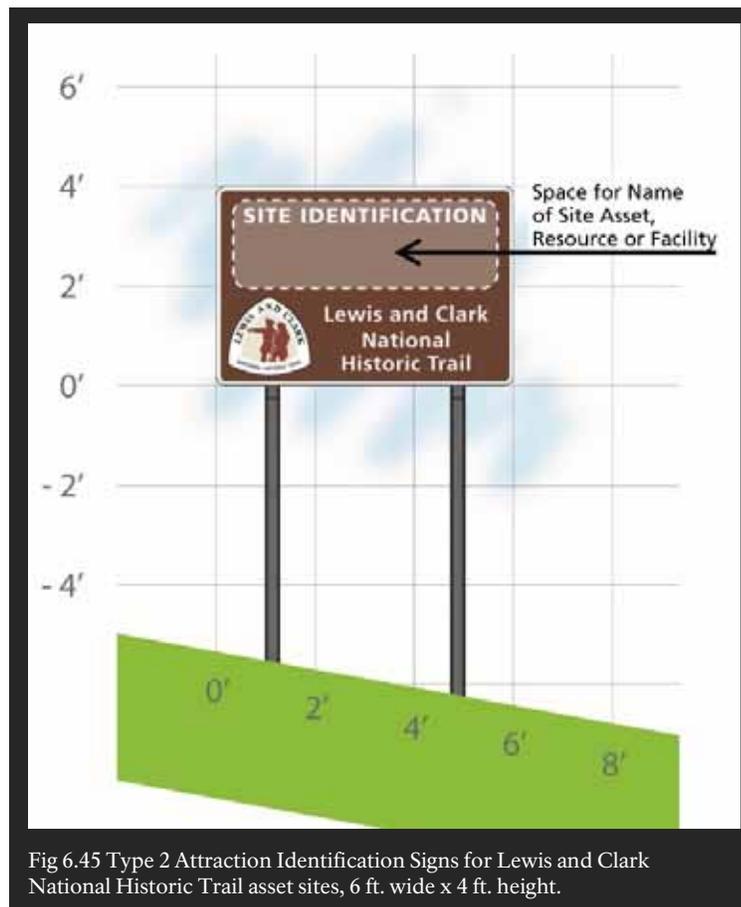
- Lewis and Clark NHT Auto Tour Route Attraction Identification Signs should be placed on the right side of the roadway where they are easily recognized and understood by the road user.
- Highway signs related to the Lewis and Clark NHT Auto Tour Route should not interfere with the placement and location of regulatory and warning signs along expressway, highway and local roads and streets.
- Consult with applicable guidance provided by the MUTCD, the SHSM and state DOT and local road jurisdictions for longitudinal and lateral placement guidance as well as mounting height criteria.

*Implementation Considerations:*

- Implementation of this recommendation can occur following the confirmation by the National Park Service and the governing road management authority of the designation of the Lewis and Clark NHT Auto Tour Route for a particular route segment. It is recommended that installation of Attraction Identification

Signs occur on a site-by-site basis. Emphasis would be placed on integrating the location of Attraction Identification Signs with existing highway signs and other traffic control devices as well as above- and below-ground utilities, clear zones, driveways, drainage structures and other improvements. Plans, details and specifications for fabrication and installation should be prepared based on the concept illustrations presented below.

### Reference Photographs, Illustrations and Graphic Figures



### Primary Wayshowing Provider(s) Suggested for Implementing this Recommendation

- The managing agencies and organizations of the varied and officially recognized resource, interpretive and visitor sites of the Lewis and Clark National Historic Trail.



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### Integration with other Wayshowing Components and Recommendations

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This recommendation should be integrated with implementing and providing these related and essential wayshowing components for the travelers of the Lewis and Clark National Historic Trail and Auto Tour Route:

- Travel Directions for self-navigating the Route
- Maps of the Route
- Digital and Electronic Applications developed for the Route
- Orientation Stops for the Route
- Route Guide Signs installed on the Highways, roads and streets of the Route
- Support for Hospitality Personnel serving the travelers of the Route

Other specific recommendations which should be integrated with implementing Recommendation 7.02:

- |                                |                              |
|--------------------------------|------------------------------|
| • Travel Directions 1.03       | • Orientation Stops 5.02     |
| • Travel Directions 1.04       | • Orientation Stops 5.03     |
| • Maps 2.03                    | • Orientation Stops 5.04     |
| • Maps 2.04                    | • Route Guide Signs 6.02     |
| • Electronic Applications 3.01 | • Route Guide Signs 6.03     |
| • Electronic Applications 3.02 | • Hospitality Personnel 8.01 |
| • Orientation Stops 5.01       | • Hospitality Personnel 8.02 |

### Cost Considerations

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Fabrication and installation of Type 2 Attraction Identification Signs for Lewis and Clark National Historic Trail asset sites should be consistent with the cost of similar sized highway signs.

In 2013, cost range for signs comparable to the Type 2 Attraction Identification Signs ranged from \$800 to \$1,100. Actual costs will vary by location, the quantity installed in a single project and other factors.

### Sustenance Considerations

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Fabrication and installation of Type 2 Attraction Identification Signs for Lewis and Clark National Historic Trail will involve:

- Securing appropriate budget assignments, environmental clearances and approval and other necessary jurisdictional permitting and approvals.
- Securing any needed approvals of multi-agency or multi-jurisdictional responsibilities for fabrication, installation, maintenance and replacement of signs.



- Preparing appropriate plans, specifications and details for fabrication and installation.
- Identification of specific site locations for each sign within the highway, road or street right-of-way.
- Determining a process for fabricating and installing the signs: road jurisdiction materials and workforce or private vendor /contractor.
- Project management, observation and accounting for proper and complete installation.

Following installation of the Type 2 Attraction Identification Signs, these ongoing activities will be appropriate:

- Periodic observation and reporting of sign conditions.
- Maintenance of roadside environment in the vicinity of the sign to assure visibility and adequate space separation.
- Replacement of the sign due to accidents or loss due to natural causes.
- Eventual replacement of the sign and post as these components pass their expected useful life.



## Provide Standard Lewis and Clark NHT 'Medallion' Panels to Supplement Site Entrance Signs

**Attraction Identification** Lewis and Clark National Historic Trail 'Medallion' sign panels should be used to uniformly identify official Trail sites where Type 1 and Type 2 Attraction Identification Signs are not appropriate or warranted.

**Recommendation** *Type 3 Attraction Identification Signs*

**7.03**

### Description

*Wayfinding Needs Served by this Recommendation:*

The key objective of Recommendations 7.01 through 7.04 for Attraction Identification is to consistently and reliably provide instant confirmation for travelers that they have arrived at attractions which are intended to integrate with the entire Lewis and Clark National Historic Trail and Lewis and Clark NHT Auto Tour Route experience. Travelers need to rely on having a core recognizable and repeated graphic image which assures (and reassures) them they have succeeded in finding their way to their desired destinations and attractions of the Lewis and Clark National Historic Trail.

This series of recommendations for Lewis and Clark National Historic Trail attraction identification respects the full range of facilities from major interpretive centers to individual historic markers and roadside interpretive stops. The design and installation of attraction identification signs are intended for viewing and effective recognition by motorists from adjoining roadways.

*Context/Content:*

Recommendation 7.03 (Type 3 Attraction Identification Signs) provides a compact sign panel (18" x 18" or 24" x 24") that can be applied or attached to an existing entrance or facility sign in ways that can supplement and compliment any existing sign installation. Fulfilling this recommendation would assure visitors that they have arrived at a facility—a park, historic site, museum, visitor center, etc.—that is officially associated with the Lewis and Clark National Historic Trail.

*Appearance Design Guidance:*

- **Graphic Identity for the Lewis and Clark NHT Auto Tour Route:** Type 3 Attraction Identification Signs associated with the Lewis and Clark NHT Auto Tour Route should use the official graphic identity as established by the National



Park Service as illustrated in figure 6.46. Discontinue use of and remove outdated or previous versions of graphics marks, symbols or identities used to identify or mark the Lewis and Clark National Historic Trail and its Auto Tour Route which do not conform to the image illustrated below. Precise image specifications are available from the National Park Service.

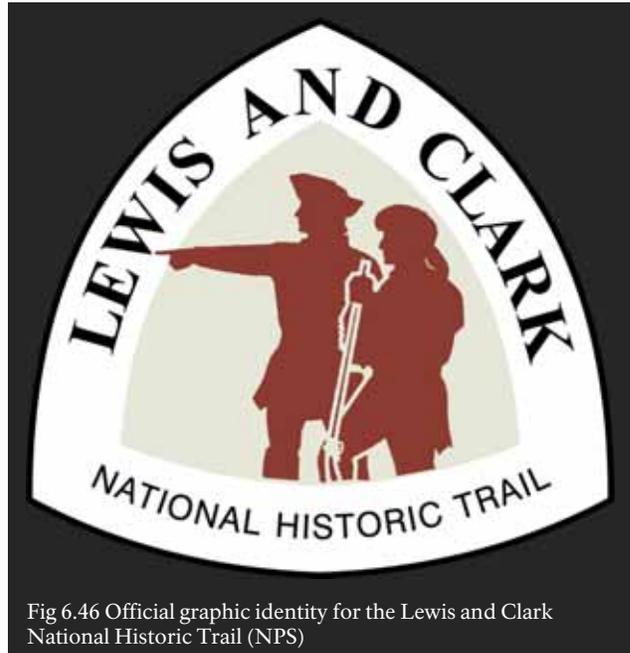


Fig 6.46 Official graphic identity for the Lewis and Clark National Historic Trail (NPS)

- **Background color for sign panels:** A guide for selecting the appropriate background color (brown) is Pantone 469. All background panels will meet current guidelines and specifications for retroreflectivity as established by the Manual on Uniform Traffic Control Devices (MUTCD).
- **Font, copy and legend:** The wording or legend for this type sign should be limited to that indicated in the figures 6.46 and 6.47.
- **Border:** White color with rounded corners. Width and radius dimensions should be consistent with the guidance provided by the MUTCD and the SHSM.
- **Sign panel size:** Type 3 ‘Medallion’ Attraction Identification Signs should be 18” x 18” or 24” x 24”.
- **Posts and mounting:** To be determined by site asset managers based on sign panel size and specific location conditions.



*Location and Placement Guidance:*

- The location and placement of individual Type 3 'Medallion' Attraction Identification Signs for Lewis and Clark NHT Auto Tour Route asset sites should be determined by individual site managers.

*Implementation Considerations:*

- Implementation of this recommendation can occur following the confirmation by the National Park Service that the particular asset site desiring to use a Type 3 'Medallion' Attraction Identification Sign is recognized by the National Park Service as being an officially recognized site associated with the Lewis and Clark National Historic Trail.

**Reference Photographs, Illustrations and Graphic Figures**

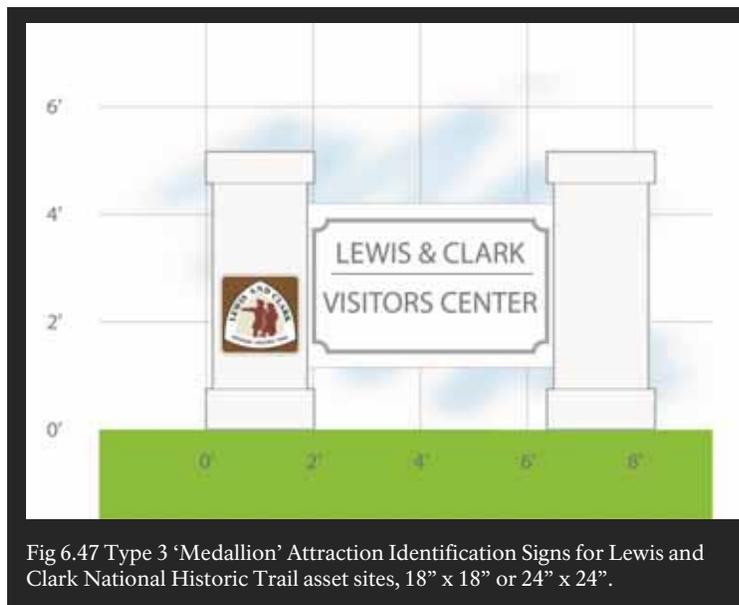


Fig 6.47 Type 3 'Medallion' Attraction Identification Signs for Lewis and Clark National Historic Trail asset sites, 18" x 18" or 24" x 24".

**Primary Wayshowing Provider(s) Suggested for Implementing this Recommendation**

- The managing agencies and organizations of the varied and officially recognized resource, interpretive and visitor sites of the Lewis and Clark National Historic Trail.



### **Integration with other Wayshowing Components and Recommendations**

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This recommendation should be integrated with implementing and providing these related and essential wayshowing components for the travelers of the Lewis and Clark National Historic Trail and Auto Tour Route:

- Travel Directions for self-navigating the Route
- Maps of the Route
- Digital and Electronic Applications developed for the Route
- Orientation Stops for the Route
- Route Guide Signs installed on the Highways, roads and streets of the Route
- Support for Hospitality Personnel serving the travelers of the Route

Other specific recommendations which should be integrated with implementing Recommendation 7.03:

- Travel Directions 1.03
- Travel Directions 1.04
- Maps 2.03
- Maps 2.04
- Electronic Applications 3.01
- Electronic Applications 3.02
- Orientation Stops 5.01
- Orientation Stops 5.02
- Orientation Stops 5.03
- Orientation Stops 5.04
- Route Guide Signs 6.02
- Hospitality Personnel 8.01
- Hospitality Personnel 8.02

### **Cost Considerations**

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Fabrication and installation of Type 3 ‘Medallion’ Attraction Identification Signs for Lewis and Clark National Historic Trail asset sites should be consistent with the cost of similar sized signs.

In 2013, cost range for signs comparable to the Type 3 ‘Medallion’ Attraction Identification Signs ranged from \$200 to \$400. Actual costs will vary by location, the quantity installed in a single project and other factors.

### **Sustenance Considerations**

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Fabrication and installation of Type 3 ‘Medallion’ Attraction Identification Signs for Lewis and Clark National Historic Trail will involve:

- Securing appropriate budget assignments, environmental clearances and approval and other necessary jurisdictional permitting and approvals.
- Securing any needed approvals of multi-agency or multi-jurisdictional responsibilities for fabrication, installation, maintenance and replacement of signs.



- Preparing appropriate plans, specifications and details for fabrication and installation.
- Identification of specific site locations for the 'Medallion' sign.
- Determining a process for fabricating and installing the signs.
- Project management, observation and accounting for proper and complete installation.

Following installation of the Type 3 'Medallion' Attraction Identification Signs, these ongoing activities will be appropriate:

- Periodic observation and reporting of sign conditions.
- Maintenance of environment in the vicinity of the sign to assure visibility.
- Replacement of the sign due to accidents or loss due to natural causes.
- Eventual replacement of the sign and mounting as these components pass their expected useful life.



## Use Uniform Sign Panels to Identify Lewis and Clark NHT Historic Sites

<p>Attraction Identification</p>	<p>Identification of official historic sites and roadside interpretive exhibits and pullouts should be uniformly implemented and maintained along the entire length of the Lewis and Clark National Historic Trail and Auto Tour Route.</p>
<p>Recommendation 7.04</p>	<p><u><i>Type 4 Attraction Identification Signs</i></u></p>

### Description

*Wayfinding Needs Served by this Recommendation:*

The key objective of Recommendations 7.01 through 7.04 for Attraction Identification is to consistently and reliably provide instant confirmation for travelers that they have arrived at attractions which are intended to integrate with the entire Lewis and Clark National Historic Trail and Lewis and Clark NHT Auto Tour Route experience. Travelers need to rely on having a core recognizable and repeated graphic image which assures (and reassures) them they have succeeded in finding their way to their desired destinations and attractions of the Lewis and Clark National Historic Trail.

This series of recommendations for Lewis and Clark National Historic Trail attraction identification respects the full range of facilities from major interpretive centers to individual historic markers and roadside interpretive stops. The design and installation of attraction identification signs are intended for viewing and effective recognition by motorists from adjoining roadways.

*Context/Content:*

Recommendation 7.04 (Type 4 Attraction Identification Signs) provides a standard sign panel to identify the roadside location of a relatively undeveloped site that is adjacent to or nearby the Lewis and Clark NHT Auto Tour Route. Type 4 Attraction Identification Signs are intended for sites which usually have no other site identification or delineation. Fulfilling this recommendation would assure visitors that they have arrived at or are driving by a site that is officially associated with the Lewis and Clark National Historic Trail.

- Refer to Chapter 3 of this reference manual for guidance on conceiving, planning and designing a system of Type 4 Attraction Identification Signs.



- Type 4 Attraction Identification Signs placed in the right-of-way of public highways, secondary roads and streets which are designated as part of the Lewis and Clark NHT Auto Tour Route as well as those which are placed along roadways leading to and from Lewis and Clark National Historic Trail sites and attractions should conform to applicable design standards; fabrication and construction specifications; and replacement and maintenance procedures established by the appropriate road management authority. Type 4 Attraction Identification Signs are not intended for installation along freeways and expressways.

*Appearance Design Guidance:*

- **Graphic Identity for the Lewis and Clark NHT Auto Tour Route:** Type 4 Attraction Identification Signs of the Lewis and Clark NHT Auto Tour Route should use the official graphic identity as established by the National Park Service as illustrated in figure 6.48. Discontinue use of and remove outdated or previous versions of graphics marks, symbols or identities used to identify or mark the Lewis and Clark National Historic Trail and its Auto Tour Route which do not conform to the image illustrated below. Precise image specifications are available from the National Park Service.

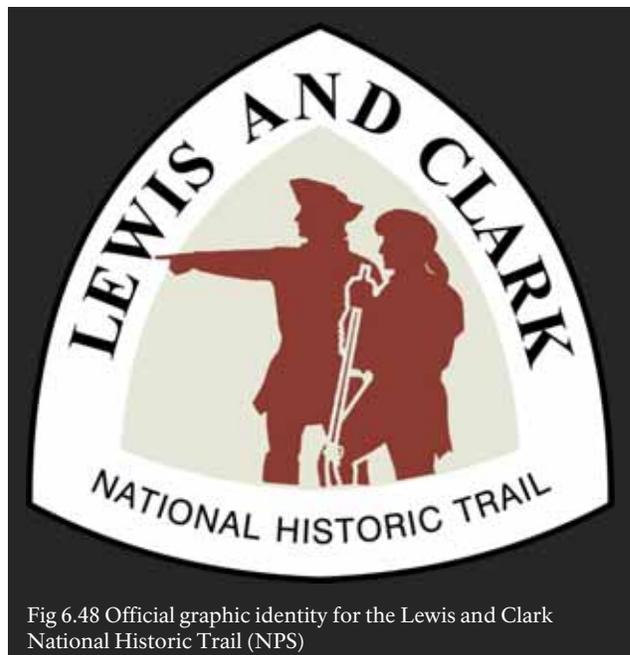


Fig 6.48 Official graphic identity for the Lewis and Clark National Historic Trail (NPS)

- **Background color for sign panels:** MUTCD-specified brown color for Recreational and Cultural Interest Area signs. A guide for selecting the appropriate background color (brown) is Pantone 469. All background panels



will meet current guidelines and specifications for retroreflectivity as established by the MUTCD.

- **Font, copy and legend:** The wording or legend for this type sign should be limited to that indicated in the figures illustrated below. Exceptions will require approval by the local road jurisdiction. Lettering should be white, Clearview B Series font as established in the official MUTCD Reference Manual, 2004 Standard Highway Signs and Markings (SHSM) and as may be amended in the 2012 Supplement. Letter size and height should be determined from guidance provided by the MUTCD and the SHSM.
- **Border:** White color with rounded corners as described in the SHSM. Width and radius dimensions should be consistent with the guidance provided by the MUTCD and the SHSM.
- **Sign panel size:** Sign panel size(s) are suggested in the figure(s) illustrated below. These conform to standard panel sizes presented in the SHSM. Site and roadway conditions may require that sizes vary from those indicated.
- **Posts and mounting:** To be determined by local road jurisdictions based on sign panel size and specific site conditions at each location.

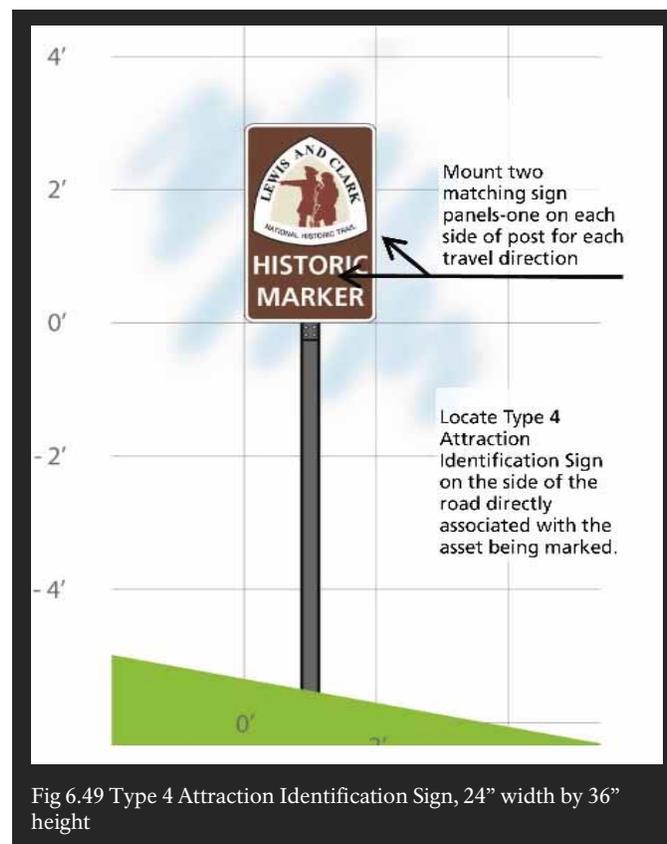
*Location and Placement Guidance:*

- Lewis and Clark NHT Auto Tour Route signs should be placed on the side of the roadway directly associated with the particular assess site that is being marked and in a location where they are easily recognized and understood by the road user.
- Two signs, each facing opposite roadway travel directions should be placed on one post.
- Highway signs related to the Lewis and Clark NHT Auto Tour Route should not interfere with the placement and location of regulatory and warning signs along expressway, highway and local roads and streets.
- Consult with applicable guidance provided by the MUTCD, the SHSM and state DOT and local road jurisdictions for longitudinal and lateral placement guidance as well as mounting height criteria.

*Implementation Considerations:*

- Implementation of this recommendation can occur following the confirmation by the National Park Service and the governing road management authority of the designation of the Lewis and Clark NHT Auto Tour Route for a particular route segment. It is recommended that installation of Type 4 Attraction Identification Signs occur on a state-by-state basis, i.e. complete the installation of all signs for a particular state under a single project effort. Siting of each feature or sign should be completed on a location-by-location basis. Emphasis would be placed on integrating the location of Type 4 Attraction Identification signs with existing highway signs and other traffic control devices as well as above- and below-ground utilities, clear zones, driveways, drainage structures and other improvements. Plans, details and specifications for fabrication and installation should be prepared based on the concept illustration presented below.

Reference Photographs, Illustrations and Graphic Figures





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### Primary Wayshowing Provider(s) Suggested for Implementing this Recommendation

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- National Park Service in coordination with other federal lands management agencies; state departments of transportation and local county and municipal road jurisdictions.
- National Park Service in coordination with managing agencies and organizations of the varied and officially recognized resource, interpretive and visitor sites of the Lewis and Clark National Historic Trail.

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### Integration with other Wayshowing Components and Recommendations

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This recommendation should be integrated with implementing and providing these related and essential wayshowing components for the travelers of the Lewis and Clark National Historic Trail and Auto Tour Route:

- Travel Directions for self-navigating the Route
- Maps of the Route
- Digital and Electronic Applications developed for the Route
- Orientation Stops for the Route
- Route Guide Signs installed on the Highways, roads and streets of the Route
- Support for Hospitality Personnel serving the travelers of the Route

Other specific recommendations which should be integrated with implementing Recommendation 7.04:

- |                                |                              |
|--------------------------------|------------------------------|
| • Travel Directions 1.03       | • Orientation Stops 5.02     |
| • Travel Directions 1.04       | • Orientation Stops 5.03     |
| • Maps 2.03                    | • Orientation Stops 5.04     |
| • Maps 2.04                    | • Route Guide Signs 6.02     |
| • Electronic Applications 3.01 | • Hospitality Personnel 8.01 |
| • Electronic Applications 3.02 | • Hospitality Personnel 8.02 |
| • Orientation Stops 5.01       |                              |

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### Cost Considerations

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Fabrication and installation of Type 4 Attraction Identification Signs for Lewis and Clark National Historic Trail asset sites should be consistent with the cost of similar sized highway signs.

In 2013, cost range for signs comparable to the Type 4 Attraction Identification Signs ranged from \$300 to \$500. Actual costs will vary by location, the quantity installed in a single project and other factors.



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## Sustenance Considerations

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Fabrication and installation of Type 4 Attraction Identification Signs for Lewis and Clark National Historic Trail will involve:

- Securing appropriate budget assignments, environmental clearances and approval and other necessary jurisdictional permitting and approvals.
- Securing any needed approvals of multi-agency or multi-jurisdictional responsibilities for fabrication, installation, maintenance and replacement of signs.
- Preparing appropriate plans, specifications and details for fabrication and installation.
- Identification of specific site locations for each sign within the highway, road or street right-of-way.
- Determining a process for fabricating and installing the signs: road jurisdiction materials and workforce or private vendor /contractor.
- Project management, observation and accounting for proper and complete installation.

Following installation of the Type 4 Attraction Identification Signs, these ongoing activities will be appropriate:

- Periodic observation and reporting of sign conditions.
- Maintenance of roadside environment in the vicinity of the sign to assure visibility and adequate space separation.
- Replacement of the sign due to accidents or loss due to natural causes.
- Eventual replacement of the sign and post as these components pass their expected useful life.



## Provide Lewis and Clark NHT Auto Tour Route Wayshowing Assistance for Users of Recreation Trails

Attraction Identification	With many of the Lewis and Clark National Historic Trail sites offering pedestrian and water trail experiences on-site and in interpretive centers, wayshowing assistance needs to continue to make the association of the site with the Auto Tour Route with trail-scale directional signs and orientation panels.
Recommendation 7.05	

### Description

#### *Wayfinding Needs Served by this Recommendation:*

Travelers' wayfinding needs certainly continue as they leave their motor vehicle and self-navigate as pedestrians to and through an interpretive center, a trail network of a park, or the interpretive stops of a historic site. Along the route of the Lewis and Clark National Historic Trail there are a number of designated attractions which provide visitor experiences, recreation opportunities and interpretation which are not directly related to the Lewis and Clark National Historic Trail itself. Frequently, the Lewis and Clark story is appropriately secondary to the primary function or mission of that site.

It is important for the principals and components of effective wayshowing to be provided for visitors at all sites and attractions identified as connected with the Lewis and Clark National Historic Trail and its Auto Tour Route. Many Lewis and Clark NHT Auto Tour Route travelers will arrive at a site with a primary expectation that a story of the Lewis and Clark Expedition will continue to be told there. If their wayfinding needs have been satisfied by reliably following the visual clues afforded by the repeated and consistent use of the Lewis and Clark National Historic Trail graphic identity, then they will naturally expect the continuation of that graphic identity to help them solve their wayfinding needs as pedestrians. In other words, sites that are designated as being part of the Lewis and Clark National Historic Trail need to extend the association their visitors have with the imagery of associated the Lewis and Clark National Historic Trail into their pedestrian facilities.

#### *Context/Content:*

- Refer to Chapter 3 of this reference manual for guidance on conceiving, planning and designing a system of trail-scale directional signs and orientation panels.
- Trail-scale directional signs and orientation panels placed in the right-of-way of public highways, secondary roads and streets which are designated as part of the



Lewis and Clark NHT Auto Tour Route as well as those which are placed along roadways leading to and from Lewis and Clark National Historic Trail sites and attractions should conform to applicable design standards; fabrication and construction specifications; and replacement and maintenance procedures established by the appropriate road management authority.

*Appearance Design Guidance:*

- **Graphic Identity for the Lewis and Clark NHT Auto Tour Route:** Trail-scale directional signs and orientation panels of the Lewis and Clark NHT Auto Tour Route should use the official graphic identity as established by the National Park Service as illustrated in figure 6.50. Discontinue use of and remove outdated or previous versions of graphics marks, symbols or identities used to identify or mark the Lewis and Clark National Historic Trail and its Auto Tour Route which do not conform to the image illustrated below. Precise image specifications are available from the National Park Service.

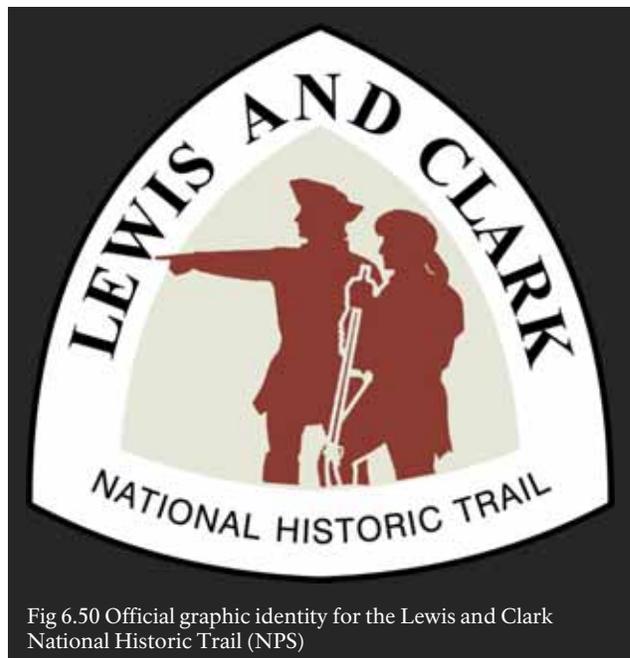


Fig 6.50 Official graphic identity for the Lewis and Clark National Historic Trail (NPS)

- **Background color for sign panels:** MUTCD-specified brown color for Recreational and Cultural Interest Area signs. A guide for selecting the appropriate background color (brown) is Pantone 469. All background panels should attempt to meet current guidelines and specifications for retroreflectivity as established by the MUTCD.



- **Font, copy and legend:** The wording or legend for this type sign should be determined by individual site managers.
- **Border:** White color with rounded corners.
- **Sign panel size:** Sign panel size should be determined by individual site managers.
- **Posts and mounting:** To be determined by individual site managers based on sign panel size and specific site conditions at each location.

*Location and Placement Guidance:*

- Location and placement of trail-scale directional signs and orientation panels should be determined by individual site managers.
- Consult with applicable guidance provided by recognized professional references for pedestrian and water trails as well as Universal Design guidance for longitudinal and lateral placement guidance as well as mounting height criteria.

*Implementation Considerations:*

- Implementation of this recommendation can occur on a site-by-site basis, i.e. complete the installation of all trail-scale directional signs and orientation panels for a particular site under a single project effort. Siting of each feature or sign should be completed on a location-by-location basis.

Reference Photographs, Illustrations and Graphic Figures





Fig 6.53 Example of trail-scale directional sign / orientation panel

### Primary Wayshowing Provider(s) Suggested for Implementing this Recommendation

- National Park Service in coordination with managing agencies and organizations of the varied and officially recognized resource, interpretive and visitor sites of the Lewis and Clark National Historic Trail.

### Integration with other Wayshowing Components and Recommendations

This recommendation should be integrated with implementing and providing these related and essential wayshowing components for the travelers of the Lewis and Clark National Historic Trail and Auto Tour Route:

- Digital and Electronic Applications developed for the Route
- Orientation Stops for the Route
- Route Guide Signs installed on the Highways, roads and streets of the Route
- Support for Hospitality Personnel serving the travelers of the Route

Other specific recommendations which should be integrated with implementing Recommendation 7.05:

- Electronic Applications 3.01
- Electronic Applications 3.02
- Orientation Stops 5.01
- Orientation Stops 5.02
- Orientation Stops 5.03
- Orientation Stops 5.04
- Route Guide Signs 6.02
- Hospitality Personnel 8.01



- Hospitality Personnel 8.02

### Cost Considerations

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Cost for retrofitting of existing trail-scale directional signs and orientation panels and the installation of new signs for this purpose will vary from project to project depending on the number of sign to be included in the project and specific site conditions.

### Sustenance Considerations

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Fabrication and installation of trail-scale directional signs and orientation panels for Lewis and Clark National Historic Trail asset sites will involve:

- Securing appropriate budget assignments, environmental clearances and approval and other necessary jurisdictional permitting and approvals.
- Securing any needed approvals of multi-agency or multi-jurisdictional responsibilities for fabrication, installation, maintenance and replacement of signs.
- Preparing appropriate plans, specifications and details for fabrication and installation.
- Identification of specific site locations for trail-scale directional signs and orientation panels.
- Determining a process for fabricating and installing the signs.
- Project management, observation and accounting for proper and complete installation.

Following installation trail-scale directional signs and orientation panels, these ongoing activities will be appropriate:

- Periodic observation and reporting of sign and panel conditions.
- Maintenance of environment in the vicinity of the sign to assure visibility.
- Replacement of the sign due to accidents or loss due to natural causes.
- Eventual replacement of the sign and mounting as these components pass their expected useful life.



## Personal Component: **Hospitality Personnel**

### Provide Training for Lewis and Clark NHT Auto Tour Route Hospitality Personnel

Hospitality Personnel

Prepare and distribute orientation and training presentations and reference materials specifically tailored for “front-line” park, interpretive center, tourism, and hospitality personnel—paid and volunteer—to increase and support their effectiveness in providing wayshowing information to the traveling public.

Recommendation  
**8.01**

#### Description

##### *Wayfinding Needs Served by this Recommendation:*

As Lewis and Clark National Historic Trail travelers navigate the Auto Tour Route and stop at various parks, interpretive centers, and other sites they will need and appreciate the ability to interact with well-trained and informative hospitality personnel. These “front-line” providers are a key component in an effective and integrated wayshowing system. While travelers will likely engage with wayshowing and interpretive exhibits and publications at these sites, one-on-one interactions with a well-trained staff member or volunteer may be the experience that turns a potentially negative trip into a positive one.

Hospitality personnel should be prepared to answer questions and provide information about the following topics:

- The site’s identity as an asset along the Lewis and Clark National Historic Trail and Auto Tour Route
- The site’s location and proximity to the Lewis and Clark NHT Auto Tour Route
- The need to look for and, where appropriate, follow the Lewis and Clark National Historic Trail graphic identity
- Directions back to the Lewis and Clark NHT Auto Tour Route and to nearby Lewis and Clark National Historic Trail related sites and attractions
- The wayshowing signage system for the Lewis and Clark NHT Auto Tour Route with information about the purpose of each sign type



- Advice for enjoyable and safe travel, what to do in the case of an emergency, and special travel restrictions
- Essential services and locations for restrooms, refreshments, meals, vehicle services, lodging, etc. or how to obtain this type of information
- Messages about intrinsic and historic qualities and interpretive themes of the Lewis and Clark National Historic Trail
- Optional attractions and features that might be further ahead
- Descriptions on where to obtain additional information
- Special events and festival

To support a rewarding travel experience and travelers' positive interactions with hospitality personnel along the Lewis and Clark National Historic Trail and Auto Tour Route, an array of training and orientation information should be developed for hospitality personnel. Training and orientation materials may come in the form of a wayshowing orientation manual; facilitated presentations and discussions; a web-based presentation and interactive digital guide; or Lewis and Clark NHT Auto Tour Route segment wayshowing component familiarity tours.

### **Primary Wayshowing Provider(s) Suggested for Implementing this Recommendation**

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- State, regional and local tourism and visitor organizations and associations which serve and, in turn, receive benefit from their market development and promotion of the Lewis and Clark National Historic Trail and its Auto Tour Route.
- Non-profit organizations and foundations which are dedicated to the stewardship and education of the public about the Lewis and Clark Expedition.
- National Park Service in coordination with managing agencies and organizations of the varied and officially recognized resource, interpretive and visitor sites of the Lewis and Clark National Historic Trail.

### **Integration with other Wayshowing Components and Recommendations**

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This recommendation should be integrated with implementing and providing these related and essential wayshowing components for the travelers of the Lewis and Clark National Historic Trail and Auto Tour Route:

- Travel Directions for self-navigating the Route
- Maps of the Route
- Digital and Electronic Applications developed for the Route



- Physical Entrances to and Exits from the Route
- Orientation Stops for the Route
- Route Guide Signs installed on the Highways, roads and street of the Route
- Identification of Lewis and Clark National Historic Trail Historic sites and Attractions

Other specific recommendations which should be integrated with implementing

Recommendation 8.01:

- |  |   |
|--|---|
| <ul style="list-style-type: none"><li>• Travel Directions 1.01</li><li>• Travel Directions 1.02</li><li>• Travel Directions 1.03</li><li>• Travel Directions 1.04</li><li>• Maps 2:02</li><li>• Maps 2.03</li><li>• Electronic Applications 3.01</li><li>• Electronic Applications 3.02</li><li>• Entrances and Exits 4.01</li><li>• Orientation Stops 5.01</li><li>• Orientation Stops 5.02</li></ul> | <ul style="list-style-type: none"><li>• Orientation Stops 5.03</li><li>• Orientation Stops 5.04</li><li>• Route Guide Signs 6.01</li><li>• Route Guide Signs 6.02</li><li>• Route Guide Signs 6.03</li><li>• Attraction Identification 7.01</li><li>• Attraction Identification 7.02</li><li>• Attraction Identification 7.03</li><li>• Attraction Identification 7.04</li><li>• Attraction Identification 7.05</li><li>• Hospitality Personnel 8.02</li><li>• Hospitality Personnel 8.03</li></ul> |
|--|---|

**Cost Considerations**

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- Staff time for National Park Service; state, regional and local tourism and visitor organizations and associations; non-profit organizations and foundations which engage in providing and receiving training that is intended to improve the visitor experiences offered by the Lewis and Clark National Historic Trail and its attendant Auto Tour Route.
- Contracted services for preparing training materials and instructing personnel.
- Limited production of printed and digital training materials.

**Sustenance Considerations**

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- Assure that new information regarding events, site amenities, agencies interpretation programs, etc. are shared among all appropriate partners in a timely manner.
- Capitalize on knowledge held by long-time volunteers, researchers and travelers of the Lewis and Clark National Historic Trail.
- Assure that new ‘front-line’ volunteers and staff are adequately trained early in their time of service.



## Measure Visitor Satisfaction of Lewis and Clark NHT Auto Tour Route Wayshowing

Hospitality  
Personnel

Conduct ongoing measurement and reporting of key facets of traveler and visitor satisfaction with their experience on the Lewis and Clark National Historic Trail and the effectiveness of the various wayshowing components and assistance provided for the Auto Tour Route.

Recommendation  
8.02

### Description

#### *Wayfinding Needs Served by this Recommendation:*

While implementing the Recommendations outlined in this report will greatly enhance visitors' experiences and satisfaction with their travel along the Lewis and Clark NHT Auto Tour Route, an essential task in ensuring that these wayshowing improvements have the desired positive effect as well as long term benefits for visitors to the Lewis and Clark National Historic Trail and Auto Tour Route will be to monitor, collect, and report data regarding traveler and visitor satisfaction.

Data collected may come from either primary or secondary sources and may fulfill a variety of objectives. Primary sources may include traveler and visitor surveys implemented along the Lewis and Clark NHT Auto Tour Route and distributed at its various sites and attractions. Future visitor satisfaction research may use the survey work conducted by Colorado State University as a benchmark, or new surveys may be created to address emerging topics, concerns, or matters of interest particular to local segments of the Lewis and Clark NHT Auto Tour Route.

Topics for visitor satisfaction investigation may include, but are not limited to, the following:

- the degree to which travelers recognize and understand the Lewis and Clark NHT Auto Tour Route designation and associate the designated roadways with its graphic identity
- the relative ease with which travelers were able to self-navigate the Lewis and Clark NHT Auto Tour Route
- types of wayshowing resources travelers collected before their trip
- types of wayshowing resources most helpful during travelers' trip along the Lewis and Clark NHT Auto Tour Route



- the degree to which travelers were able to successfully navigate to and from the Lewis and Clark NHT Auto Tour Route and its associated sites and attractions
- the quality of the driving experience characteristic of individuals segments of the Lewis and Clark NHT Auto Tour Route (road surface quality, shoulder availability, route guide sign reliability, etc.)
- the quality of the overall interpretive experience of the Lewis and Clark NHT Auto Tour Route

Additionally, research focused on the perspectives and experiences of ‘front-line providers’ at sites and attractions located along the Lewis and Clark NHT Auto Tour Route will be an important source of information for the continued management of the Route. Site managers, staff, and volunteers will likely have substantial experience fielding traveler questions and understanding visitor needs and as such could be an efficient source of data regarding particularities of visitor experience along their segment of the Auto Tour Route.

Supportive primary sources of information may come in the form of photographic inventories and assessments of signs related to the Lewis and Clark NHT Auto Tour Route. The photograph inventory compiled by the University of Washington forms a benchmark for this information, and additional photographic inventories may be periodically undertaken via university research or federal and state agencies in order to assess the uniformity, consistency, quality, and quantity of signs related to the Lewis and Clark NHT Auto Tour Route.

Periodically reviewing secondary sources of traveler and visitor research within the 11 states of the Lewis and Clark National Historic Trail can also provide insight into the changing needs and desires of travelers. State Tourism Offices, regional tourism agencies, and local Convention and Visitors Bureaus often regularly collect a variety of information about travelers within their zone of concern. This information is likely easily accessible via internet websites. Periodically compiling and scanning these documents may provide valuable information without requiring potentially costly primary research by Lewis and Clark National Historic Trail agencies and partners.

#### *Implementation Considerations:*

- Implementation of this recommendation can occur via numerous scales. Information may be collected and analyzed regarding the entire 11-state Lewis and Clark NHT Auto Tour Route or may focus more specifically on particular segments of the Route (i.e. individual regions, states, or geographic zones within states).



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### Primary Wayshowing Provider(s) Suggested for Implementing this Recommendation

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- National Park Service in coordination with academic and/or private tourism and travel research capabilities.
- National Park Service in coordination with other federal lands management agencies; state departments of transportation and local county and municipal road jurisdictions.
- Managing agencies and organizations for officially recognized Lewis and Clark National Historic Trail resource sites which can provide information for this recommendation to the National Park Service.
- State, regional and local tourism and visitor organizations and associations which serve and, in turn, receive benefit from their market development and promotion of the Lewis and Clark National Historic Trail and its Auto Tour Route.
- Non-profit organizations and foundations which are dedicated to the stewardship and education of the public about the Lewis and Clark Expedition.

### Integration with other Wayshowing Components and Recommendations

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This recommendation should be integrated with implementing and providing these related and essential wayshowing components for the travelers of the Lewis and Clark National Historic Trail and Auto Tour Route:

- Travel Directions for self-navigating the Route
- Maps of the Route
- Digital and Electronic Applications developed for the Route
- Physical Entrances to and Exits from the Route
- Orientation Stops for the Route
- Route Guide Signs installed on the Highways, roads and street of the Route
- Identification of Lewis and Clark National Historic Trail Historic sites and Attractions

Other specific recommendations which should be integrated with implementing Recommendation 8.02:

- |                                |                                |
|--------------------------------|--------------------------------|
| • Travel Directions 1.01       | • Electronic Applications 3.02 |
| • Travel Directions 1.02       | • Entrances and Exits 4.01     |
| • Travel Directions 1.03       | • Orientation Stops 5.01       |
| • Travel Directions 1.04       | • Orientation Stops 5.02       |
| • Maps 2:02                    | • Orientation Stops 5.03       |
| • Maps 2.03                    | • Orientation Stops 5.04       |
| • Maps 2.04                    | • Route Guide Signs 6.01       |
| • Electronic Applications 3.01 | • Route Guide Signs 6.03       |



- Attraction Identification 7.01
- Attraction Identification 7.02
- Attraction Identification 7.03
- Attraction Identification 7.04
- Attraction Identification 7.05
- Hospitality Personnel 8.01
- Hospitality Personnel 8.03

### Cost Considerations

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- Staff time for National Park Service; state, regional and local tourism and visitor organizations and associations; Lewis and Clark National Historic Trail sites and attractions; and non-profit organizations and foundations which may collect or contribute information regarding traveler and visitor satisfaction.
- Contracted services for private tourism and travel research firms.
- Limited production of printed assessment reports.



## Recognize Best Wayshowing Practices for the Lewis and Clark NHT Auto Tour Route

**Hospitality Personnel**      Develop and implement a program to regularly recognize high quality performance by providers of Lewis and Clark National Historic Trail and Auto Tour Route wayshowing and hospitality services to the traveling public.

**Recommendation**  
**8.03**

### Description

*Wayfinding Needs Served by this Recommendation:*

While the Lewis and Clark National Historic Trail and Auto Tour Route is managed and facilitated by the National Park Service, a diverse array of partners have responsibility in the provision of quality and innovative wayshowing information to travelers. These partners range from sites and attraction located along the Lewis and Clark NHT Auto Tour Route, non-profit organizations and foundations dedicated to telling the stories of the Lewis and Clark Expedition, and state and regional tourism and travel agencies dedicated to sharing information with visitors. Each of these types of organizations, and others, play an important role in the success of the Auto Tour Route.

As agencies and organizations implement and increase their wayshowing component provision, they will develop methods of implementation and information provision deserving of recognition. Recognizing the quality performance of these providers will help validate their efforts and may increase the likelihood that they'll continue to provide wayshowing information in an effective manner. In addition, a program to recognize the efforts of various partners can also communicate "best practices" and stories about the successes and challenges these providers have faced. Finally, a recognition program may support enhance communication, information exchange, and partnership-building between the diverse organizations and agencies throughout the eleven state corridor.

A recognition program for wayshowing excellence along the Lewis and Clark NHT Auto Tour Route need not be developed nor fostered exclusively by the National Park Service. Rather, various partners can contribute to celebrating and sharing each other's successes.

Approaches to a wayshowing recognition program may include, but are not limited to, the following methods of recognition:



- via National Park Service or various federal and state agency and partner websites
- via physical and electronic newsletters devoted to sharing information about the Lewis and Clark National Historic Trail
- at appropriate gatherings of Lewis and Clark National Historic Trail agencies and partner
- at various regional and local festivals and celebrations which may occur along or otherwise be connected with the Lewis and Clark National Historic Trail

Ultimately, by recognizing the successful provision of wayshowing information by the various partners who steward the Lewis and Clark NHT Auto Tour Route, future travelers will be more likely to encounter effective wayshowing materials and have a positive experience along the Route.

#### *Implementation Considerations:*

- Implementation of this recommendation can occur via various organization levels. The National Park Service could develop a system-wide program for recognizing effective wayshowing information provision. Non-profit organizations and foundations may create their own methods of recognition or coordinate their methods with the managing agencies and organizations. State, regional and local tourism and visitor organizations may highlight efforts made at a state or local level to support visitors' various wayfinding needs.

#### **Primary Wayshowing Provider(s) Suggested for Implementing this Recommendation**

- National Park Service in coordination with managing agencies and organizations of the varied and officially recognized resource, interpretive and visitor sites of the Lewis and Clark National Historic Trail.
- State, regional and local tourism and visitor organizations and associations which serve and, in turn, receive benefit from their market development and promotion of the Lewis and Clark National Historic Trail and its Auto Tour Route.
- Non-profit organizations and foundations which are dedicated to the stewardship and education of the public about the Lewis and Clark Expedition.

#### **Integration with other Wayshowing Components and Recommendations**

This recommendation should be integrated with implementing and providing these related and essential wayshowing components for the travelers of the Lewis and Clark National Historic Trail and Auto Tour Route:

- Travel Directions for self-navigating the Route



- Maps of the Route
- Digital and Electronic Applications developed for the Route
- Orientation Stops for the Route
- Identification of Lewis and Clark National Historic Trail Historic sites and Attractions

Other specific recommendations which should be integrated with implementing

Recommendation 8.03:

- Travel Directions 1.04
- Maps 2.03
- Electronic Applications 3.01
- Electronic Applications 3.02
- Orientation Stops 5.01
- Orientation Stops 5.02
- Orientation Stops 5.04
- Attraction Identification 7.05
- Hospitality Personnel 8.01
- Hospitality Personnel 8.02

**Cost Considerations**

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- Staff time for National Park Service; state, regional and local tourism and visitor organizations and associations; and non-profit organizations and foundations which may develop and implement programs to recognize effective wayshowing service provision.



## GLOSSARY

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**Auto Tour Route Guide Signs:** A key component for comprehensive Auto Tour Route wayshowing. Highway guide signs which consistently use an Auto Tour Route's graphic identity or other distinctive graphic mark to provide continual wayshowing assistance along the entire length of the Route in both directions. *Auto Tour Route Guide Signs* are permanently installed in the roadway right-of-way. The Route signs and their auxiliary signs are added to the sign assemblies for route markers where feasible. Route guide signs should replicate the functions of 1) junction assemblies, 2) advance route turn assemblies, if needed, 3) directional assemblies, 4) confirming assemblies and 5) reassurance assemblies as defined by the MUTCD and state supplements. *Auto Tour Route Guide Signs* need to meet all appropriate size, installation, retroreflectivity, location, and crash breakaways requirements. *Auto Tour Route Guide Signs* also include the highway signs that are installed to guide motorists to turn off the Route in order to travel to a byway attraction. Depending on the locations of the attractions, *Auto Tour Route Guide Signs* may be warranted to guide travelers back to the Route.

*Auto Tour Route Guide Sign* assemblies are typically installed and maintained in the public right-of-way by federal lands management agencies, tribal roads agencies, state departments of transportation, county roads departments, and municipal streets departments.

**Auto Tour Route Portable Maps:** A key component for comprehensive Route wayshowing. A carry-on map of a Route corridor and its various attractions and amenities. A carry-on *Portable Map* should work in conjunction with the physical elements of entrances, exits, and gateways; orientation stops; Route guide signs, and the identification of Route attractions.

**Auto Tour Route Provider:** A broad term that refers to any individual, stakeholder or organization that assumes a responsibility for providing National Historic Trail experience for travelers: protecting, managing and interpret the intrinsic qualities and resources of the Trail's Auto Tour Route; and the overall planning and sustainability of a Route's corridor. *Auto Tour Route Providers* typically include National Park Service representatives and officials; non-profit National Historic Trail organizations; state departments and offices of transportation, tourism, parks, and others; special interest groups which support and provide visitor-oriented information for National Historic Trails.

**Auto Tour Route Graphic Identity:** The graphic image or mark that identifies a National Historic Trail. An *Auto Tour Route Graphic Identity* is used across various communication media including guide signs, interpretive and wayside exhibits, printed brochures and travel guides, electronic media and websites.



**Cognitive Map:** A mentally embedded or visualized image in a larger reference frame: a *Cognitive Map*; or an overall mental image or representation of the space and layout of a setting. Thus the act of *Cognitive Mapping* is the mental structuring process leading to the creation of a *Cognitive Map*.

Source: Wayfinding: People, Signs, and Architecture, Arthur P. Passini R., Toronto: McGraw-Hill Ryerson (1992)

**Destination (as used in reference to wayfinding):** One's desired travel goal: where you wish to go to as a wayfinding goal. *Destination* may represent the end or exit points of a National Historic Trail or its associated Auto Tour Route as well as any desired stop in the Trail or Route corridor—scenic overlook, historic sites, parks, lodging, restrooms, even the next intersection where number routes change on the Trail or Route, etc. In the problem solving of wayfinding, *destination* can be the place where one desires to travel to as in “I am here (origin), and I want to go there (*destination*).”

**Digital Data:** *Digital Data* is any form of data and information (narrative, numerical, graphics, illustrations, photographs, maps, video, audio, geospatial data, etc.) that is transferred electronically for viewing and used on any type of consumer-based electronic device (internet-connected computer, MP3 player, cell phone, Smart phone, personal data assistant, GPS unit and others). “Apps” refer to applications or programs which make the electronically transferred data useful to the viewer.

**General Service Signs (MUTCD):** On conventional roads, commercial services such as gas, food, and lodging generally are within sight and are available to the road user at reasonably frequent intervals along the route. Consequently, on conventional roads, there usually is no need for special signs calling attention to these services. Moreover, *General Service Signing* is usually not required in urban areas except for hospitals, law enforcement assistance, tourist information centers, and camping. However, the MUTCD acknowledges that *General Service Signs* may be used where such services are infrequent and are found only on an intersecting highway or crossroad. This may be important to sections of an Auto Tour Route, especially to those in remote, rural areas, where traveler safety may be in question.

**Guide Signs (MUTCD):** *Guide Signs* are essential to direct road users along streets and highways, to inform them of intersecting routes, to direct them to cities, towns, villages, or other important destinations, to identify nearby rivers and streams, parks, forests, and historical sites, and generally to give such information as will help them along their way in the most simple, direct manner possible. Many marked Auto Tour Route entrances and exits, as well as Route guide signs, are considered *Guide Signs*.

**Identification of National Historic Trail and Auto Tour Route Historic Sites, Assets and Attractions:** A key component for comprehensive National Historic Trail and Auto Tour Route wayshowing. A permanent or fixed graphic or narrative communication associated with a National Historic Trail and Route Attraction (see National Historic Trail and Auto Tour Route Attractions) which indicates that the attraction is a resource associated with the byway. *Identification of National Historic Trail and Auto Tour Route Attractions* typically are in the form of a sign located so travelers receive a visual



confirmation that they are arriving at a destination associated with the byway they are traveling. The *Identification of a National Historic Trail and Auto Tour Route Attraction* can be secondary to the primary name and identity of the attraction.

**Geographic Information System (GIS):** A system that captures, sorts, analyzes, manages, and presents data that are linked to location. This data may exist as maps, 3D virtual models, tables, and/or lists.

**Global Positioning Systems (GPS):** A navigational system involving satellites and computers that can determine the latitude and longitude of a receiver on Earth by computing the time difference for signals from different satellites to reach the receiver.

**Landmarks:** During the course of wayfinding, a traveler often needs a distant and recognizable object with which to confirm his or her approach to and arrival at an intermediate or final travel destination. *Landmarks* may be physical as in a mountain top; built as in a large building that stands out from its surroundings; or as small as a sign that confirms the correct route selection or name of the park at its entry.

**Local Road Management Authorities:** The individual state and local highway agencies (state DOT, tribal, county or municipal) that select, install, operate, and maintain all traffic control devices on all roadways (including the Interstate and the U.S. numbered systems) nationwide. Each state enacts its own laws regarding compliance with standards for traffic control devices in that State. If the state law has adopted a State Supplement or a State MUTCD that FHWA has found to be in substantial conformance with the national MUTCD, then those State requirements are what the local road agencies (as well as the state DOT) must abide by. For further definitions and exceptions see [mutcd.fhwa.dot.gov/knowledge/faqs/faq\\_general.htm#q7](http://mutcd.fhwa.dot.gov/knowledge/faqs/faq_general.htm#q7)

***Manual on Uniform Traffic Control Devices for Streets and Highways (MUTCD):*** The Federal Highway Administration (FHWA) publishes the *MUTCD*, which contains all national design, application, and placement, standards, guidance, options, and support provisions for traffic control devices. The purpose of the *MUTCD* is to provide uniformity of these devices, which include signs, signals, and pavement markings, to promote highway safety and efficiency on the nation's streets and highways. The *MUTCD* is published by the Federal Highway Administration (FHWA) under 23 Code of Federal Regulations (CFR), Part 655, Subpart F. The *MUTCD* can be found online at: [mutcd.fhwa.dot.gov/index.htm](http://mutcd.fhwa.dot.gov/index.htm)

**Maps:** A key component for comprehensive Auto Tour Route wayshowing. *Maps* are visual representations of geographic, natural, historic, cultural and social information using graphic marks each of which means something. *Maps* are made by people (cartographers) who decide what and what not to communicate to other people with the map. *Maps* are, by applying precise rules concerning scale, content, and meaning coupled with artistic skills, designed to assure readability and aesthetic beauty. To be effective, *Maps* need to be conceived, constructed, designed, tested and produced with a user group's needs fully in mind.



**Marked Auto Tour Route Entrances, Exits and Gateways:** A key component for comprehensive Auto Tour Route wayshowing. Permanent physical roadside elements that are constructed, fabricated and/or installed to identify to travelers where they enter and exit the Auto Tour Route environment (corridor). Entrances and exits can also be thought of as gateways. Entrances, exits, and gateways can be manifested in Route guide signs (with appropriate 'Begin', 'Exit' or similar auxiliary messages) and/or gateway monument structures. Entrances, exits, and gateways can convey a message of welcome and thank-you and should be integrated with applicable state and local MUTCD standards and Federal/Tribal Lands sign guidelines.

**Mental Map:** See *Cognitive Map*.

**MUTCD:** See *Manual on Uniform Traffic Control Devices for Streets and Highways*

**National Historic Trail:** National historic trails, established as provided in section 5 of the National Trails System Act; 16 USC 1241-1251 (Public Law 90-543, as amended through Public Law 111-11, March 30, 2009) follow as closely as possible and practicable the original trails or routes of travel of national historic significance. Designation of such trails or routes should be continuous, but the established or developed trail, and the acquisition thereof, need not be continuous onsite. National historic trails shall have as their purpose the identification and protection of the historic route and its historic remnants and artifacts for public use and enjoyment. Only those selected land and water based components of a historic trail which are on federally owned lands and which meet the national historic trail criteria established in this Act are included as Federal protection components of a national historic trail.

**National Historic Trail and Auto Tour Route Attractions:** *National Historic Trail and Auto Tour Route Attractions* are public places where travelers are encouraged to stop and take in a view; read a wayside exhibit; visit an interpretive center, museum, visitor center; stay at a park; or hike a trail, etc. which contributes to the Trail and Route's visitor experience and the telling of the stories of the Trail and Route's intrinsic qualities. *National Historic Trail and Auto Tour Route Attractions* are located directly on the designated Trail or Route or within a reasonable driving distance of the Trail or Route.

**Orientation Stops:** A key component for comprehensive Auto Tour Route wayshowing. These are pull-offs, turn-outs, and other places along the Route, where motorists can stop and help themselves create, refresh, and expand their cognitive maps of the Route corridor, its intrinsic qualities, and overarching interpretive theme with exhibits, maps, and other means of communication. Tourist Information Centers, Visitor Welcome Centers, Interpretive Center, and other similar public facilities that provide the public with local travel and attraction information are also considered *Orientation Stops* if the facility provides significant information about the National Historic Trail. *Orientation Stops* and any signing needed to announce them should be integrated with applicable state and local MUTCD standards and Federal/Tribal Lands sign guidelines.

**Origin (as used in reference to wayfinding):** One's present location as in, I am here now, the point of beginning for the next wayfinding decisions. *Origin* may represent the entry points of a National Historic Trail or its associated Auto Tour Route or any point



along a route. In the problem solving of wayfinding, *origin* can also be thought of as one's position anywhere on or near a National Historic Trail or its associated Auto Tour Route as in "I am here (*origin*), and I desire to go there (destination)."

**Recreational and Cultural Interest Area Signing (MUTCD):** The purpose of *Recreation and Cultural Interest Area Signs* are to guide road users to a general area and then to specific facilities or activities within the area. Recreational or cultural interest areas are attractions or traffic generators that are open to the general public for the purpose of play, amusement, or relaxation. Recreational attractions include such facilities as parks, campgrounds, gaming facilities, and ski areas, while examples of cultural attractions include museums, art galleries, and historical buildings or sites.

**Regulatory Signs (MUTCD):** A sign that gives notice to road users of traffic laws or regulations. *Regulatory Signs* shall be used to inform road users of selected traffic laws or regulations and indicate the applicability of the legal requirements.

**Retroreflectivity:** The characteristics of a sign that will essentially return light the general direction from where it originated such that the sign will display the same shape and similar color by both night and day.

**Segment length and direction:** A portion of a National Historic Trail or its associated Auto Tour Route that does not require a traveler to make a decision to turn or change overall direction. To be successful in wayfinding, a traveler must have a basic understanding of the length and direction of a segment of travel.

**Sign:** Any traffic control device that is intended to communicate specific information to road users through a word, symbol, and/or arrow legend. *Signs* do not include highway traffic signals, pavement markings, delineators, or channelization devices.

**Signage:** Individual signs or a group of signs, not necessarily on the same support(s), that supplement one another in conveying information to road users.

**Sign Assembly (MUTCD):** A group of signs, located on the same support(s) that supplement one another in conveying information to road users.

**Specific Service Signs:** *Specific Service Signs* are guide signs that provide road users with business identification and directional information for services and for eligible attractions. Eligible service categories shall be limited to gas, food, lodging, camping, attractions, and 24-hour pharmacies. Eligible service facilities shall comply with laws concerning the provisions of public accommodations without regard to race, religion, color, age, sex, or national origin, and laws concerning the licensing and approval of service facilities. The attraction services shall include only facilities which have the primary purpose of providing amusement, historical, cultural, or leisure activities to the public.

**Stage of Travel – Pre-Visit:** The time before an actual trip is made by a prospective visitor. The *Pre-Visit Stage* encompasses the steps taken by a potential visitor to choose or selects a National Historic Trail trip opportunity from all the available options. This



includes the stage when the prospective Auto Tour Route traveler plans and prepares for the trip.

**Stage of Travel – Visit Stage:** The time period when a prospective visitor becomes an actual visitor along a National Historic Trail; when a visitor enters the Auto Tour Route environment (travel corridor) and ultimately exits the Auto Tour Route environment. The *Visit Stage* is when the visitor can create core memories.

**Stage of Travel - Post-Visit:** The time period following a National Historic Trail visit. During this period, Auto Tour Route providers have an opportunity to provide visitors ways to help them recall impressive sites, interpreted stories, and personal experiences. During the *Post-Visit* time period, visitors could decide to revisit the National Historic Trail and its Auto Tour Route, travel to another Auto Tour Route, and/or encourage someone else to visit the National Historic Trail. Likewise if visitors have negative experiences, they could decide not to visit other National Historic Trails and their Auto Tour Routes in the future.

**State-Adopted MUTCD:** Title 23 of the Code of Federal Regulations requires all states to do one of three things within two years after a new national MUTCD edition is issued or any national MUTCD amendments are made: 1) adopt the new or revised national MUTCD as the standard for traffic control devices in the state; 2) adopt the national MUTCD with a State Supplement that is in substantial conformance with the new or revised national MUTCD; or 3) adopt a State MUTCD that is in substantial conformance with the new or revised national MUTCD. *See also Manual on Uniform Traffic Control Devices for Streets and Highways (MUTCD)*

**Tourist-Oriented Directional Signs (TODS):** *Tourist-Oriented Directional Signs* (TODS) are a type of guide sign with one or more sign panels that display the business identification of and directional information for eligible business, service, and activity facilities. Each state that elects to use *TOURIST-ORIENTED DIRECTIONAL SIGNS* shall adopt a policy that complies with MUTCD provisions. TODS can be an important part of effective wayshowing for an Auto Tour Route.

**Traffic Control Devices (MUTCD):** A sign, signal, marking, or other device used to regulate, warn, or guide traffic, placed on, over, or adjacent to a street, highway, private road open to public travel, pedestrian facility, or shared-use path by authority of a public agency or official having jurisdiction. The purpose of *Traffic Control Devices* is to promote highway safety and efficiency by providing for the orderly movement of all road users on streets, highways, bikeways, and private roads open to public travel throughout the Nation. *Traffic Control Devices* notify road users of regulations and provide warning and guidance needed for the uniform and efficient operation of all elements of the traffic stream in a manner intended to minimize the occurrences of crashes.

**Trained Hospitality Personnel:** A key component for comprehensive Auto Tour Route wayshowing. *Trained Hospitality Personnel* are individuals and teams of individuals who are made available to answer questions of the traveling public and provide information that will assist travelers in being successful in finding their way to and along the Auto Tour Route. *Trained Hospitality Personnel* may be paid staff, interns,



volunteers, park rangers, interpreters and anyone else representing the Lewis and Clark National Historic Trail or an Auto Tour Route attraction who frequently comes into contact with the traveling public.

**Travel Directions:** A key component for comprehensive Auto Tour Route wayshowing. Written or spoken instructions that communicate route segments of the Auto Tour Route. To be complete, the instructions need to include 1) starting point or origin; 2) name or number of the first travel segment; 3) segment distance; 4) direction of travel at the completion of traveling the first segment—turn left, turn right, stay straight, etc.; and 5) next destination.

**Turn Angle:** During the course of wayfinding, a traveler will usually experience decision points in which a change in straight-line course will need to be made. Succeeding in wayfinding depends on one determining whether to go straight, turn in a right-hand direction or turn in a left-hand direction. Sometimes these decisions are communicated in terms of cardinal directions of north, east, south or west.

**Visit Stage of Travel:** See Stage of Travel

**Warning Signs (MUTCD):** Warning Signs call attention to unexpected conditions on or adjacent to a highway, street, or private roads open to public travel and to situations that might not be readily apparent to road users.

**Wayfinding:** The mental process, performed by Auto Tour Route travelers, that turns a traveler's goal into decisions, actions, and behaviors. Wayfinding is continuous problem solving performed by travelers under the uncertainty of traveling in an unfamiliar environment.

Wayfinding is the process of determining and following a path or route between and origin and a destination.

**Wayshowing:** The communication of information, intentionally undertaken by National Historic Trail and Auto Tour Route providers, to aid travelers in setting desired goals, making decisions, and taking appropriate actions.

#### **National Scenic Byways Program-related Terms:**

**All-American Road:** To be designated as an *All-American Road*, the road or highway must meet the criteria for at least two of the intrinsic qualities. The road or highway must also be considered a destination unto itself. To be recognized as such, it must provide an exceptional traveling experience; visitors recognize the highway as a primary reason for driving the route. The characteristics associated with the intrinsic qualities are those which best represent the nation and which may contain one-of-a-kind features. The significance of the features contributing to the distinctive characteristics of the corridor's intrinsic quality is recognized nationally.

**America's Byways:** Under the National Scenic Byways Program, the U.S. Secretary of Transportation recognizes certain roads as National Scenic Byways or All-American



Roads based on their archaeological, cultural, historic, natural, recreational and scenic qualities. As of 2010, there are 150 nationally designated byways in 46 States, consisting of National Scenic Byways and All-American Roads. The Federal Highway Administration promotes the collection as *America's Byways* or the *America's Byways Collection*.

**Byway:** A public road having special scenic, historic, recreational, cultural, archaeological, and/or natural qualities that have been recognized as such through legislation or some other official declaration. The terms “road” and “highway” are synonymous. They are not meant to define higher or lower functional classifications or wider or narrower cross-sections. Moreover, *Byway* refers not only to the road or highway itself but also to the corridor through which it passes (FHWA Interim Policy, May 18, 1995).

**Byway Visitor Experience:** The *Visitor Experience* of a place involves both the tangible and the intangible, together meeting travelers’ needs and expectations. An effective scenic byway accommodates these needs and interests to create a positive and rewarding experience. *Visitor Experience* emphasizes the places visitors should go and the people they could meet.

Effective wayshowing (the communication of information to aid travelers to find their way to and along byways), interpretation, visitor information centers, design elements, and marketing are among the many variables that influence how travelers discover and remember your byway and its story. By understanding the visitor experience, byway organizations can offer a safe, rewarding and authentic experience that travelers will want to repeat.

**Corridor Management Plan:** The *Corridor Management Plan* is a tool that supports the local focus of a byway, empowering the byway group and stakeholders to develop the details and direction of their planning efforts.

Development of a byway’s corridor management plan is as much about the process as it is about the product. Some byway organizations choose to develop their corridor management plan completely at the local level, while others want or need to obtain professional assistance from a consultant experienced in writing byway corridor management plans.

**Federal Highways Administration:** The Federal Highway Administration manages the National Scenic Byways Program as a community-based program. FHWA headquarters staff is based in Washington, D.C. Staff members work closely with the FHWA division offices in each State in administering the Program. The division office byway contacts, in turn, work day-to-day with the State and Indian tribe scenic byway coordinators on all matters affecting grants and nominations.

**Intrinsic Quality:** *Intrinsic qualities* arise from a byway’s particular combination of resources that define its character, interest and appeal. These resources are the special views, places, buildings, sites and other features that residents enjoy and interest



travelers. A resource can be natural, such as a gorge, mountain or lake; or it may be the result of human activity, such as a historic building, battle site or well-designed parkway.

**National Scenic Byway:** To be designated as a *National Scenic Byway*, a road or highway must significantly meet at least one of the six scenic byways intrinsic qualities. The characteristics associated with the intrinsic qualities are distinct and most representative of the region. The significance of the features contributing to the distinctive characteristics of the corridor's intrinsic quality is recognized throughout the region.

**National Scenic Byways Program:** The National Scenic Byways Program (NSBP) was established under the Intermodal Surface Transportation Efficiency Act of 1991, reauthorized in 1998 under the Transportation Equity Act for the 21st Century, and reauthorized and amended in the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users in 2005. Under the NSBP, the U.S. Secretary of Transportation recognizes certain roads as National Scenic Byways or All-American Roads based on their archaeological, cultural, historic, natural, recreational and scenic qualities. As of 2010, there are 150 nationally designated byways in 46 States. The Federal Highway Administration promotes the collection as America's Byways.

**National Scenic Byways Program Interim Policy:** The Interim Policy is the principal policy guiding the National Scenic Byways Program (NSBP), published in the Federal Register, Vol. 60, No. 96, May 18, 1995. This policy establishes the designation criteria for roads as National Scenic Byways or All-American Roads based upon their scenic, historic, recreational, cultural, archaeological and/or natural intrinsic qualities, and the required 14 points (17 points for All-American Roads) to address in a corridor management plan. Although it is entitled *Interim Policy*, it is still the current and applicable policy for the NSBP.



## REFERENCES

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The section lists references that relate to the topics of wayfinding and wayshowing. It is presented as a sampling of references and resources and not a comprehensive review of available literature and websites.

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Land management agencies develop signing guidelines for roadways within their jurisdictions. Land management agencies often have their own design standards for signing and other traffic control devices which may deviate from those of a given state within which it might be located.

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South Dakota Department of Transportation: <http://sddot.com/resources/manuals/Default.aspx>

Washington State Department of Transportation: <http://www.wsdot.wa.gov/Operations/Traffic/>

