A Framework for Wayshowing:
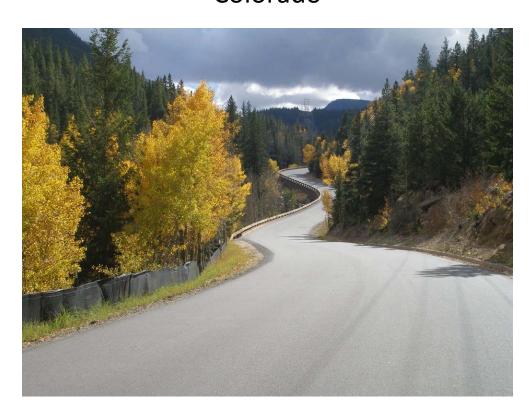
Guanella Pass Scenic & Historic Byway

Clear Creek and Park Counties
Colorado

June 2013

Acknowledgments

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Executive Summary

Wayshowing is a collection of maps, signs and electronic media that have been developed to aid travelers in their journey. A system of such information is critical to help travelers successfully choose a destination and plan their itinerary as well as to help them navigate once they arrive. As such, efforts to enhance a regional tourism economy must consider the strengths and deficiencies of existing wayshowing elements located along the full length of a byway corridor. The plan that follows assesses the current elements of the wayshowing system that exists throughout the Guanella Pass Scenic and Historic Byway.

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

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

Recommendations include:

A. Include detailed information on byway conditions including altitude, road surface, and difficulty of driving in all print and electronic tools for travelers. Provide best sources for travelers to check up-to-the minute weather and road conditions.

B. Develop mobile apps for travelers to take advantage of excellent connectivity on I-70. Continue to address issues of spotty cell service in more remote sections of the byway.

C. Tighten the information system that appears on signage, written materials and mobile applications to reduce confusing or conflicting terminology.

D. Provide advanced warning signs, especially on the approaches to the summit from both directions.

E. Improve signs to trailheads both through repositioning existing signs to offer a clearer view from the roadway and adding signs to unmarked trailheads.

F. Clarify in all visitor information that the Park County side of the byway, past Duck Lake, offers a more rugged experience in both road surface and recreational opportunities.

G. Inventory and install as needed Columbine byway signs to mark the entire route, including US 285 in both directions at Grant.

H. Add icons on signs and maps to delineate restrooms, campgrounds, trailheads and picnic areas.

I. Improve the signage at the Falls at Scott Gomer Creek and provide pre-notification to this unmarked pull off.

J. Explore the possibility, if deemed safe for travelers, of marking and providing parking at the unsigned pull off located at the beginning of the ascent to the pass on the Georgetown side.

Big issues remain for both north and south ends of the byway. The south end wants the byway paved from the county line to Grant; further, they would like travelers to be able to connect to the South Park National Heritage Area. Park County sees the economic opportunity in connecting the byway with the Heritage Area, thus making a loop that would take travelers from Georgetown to Grant then connecting to Fairplay along US 285 and over Hoosier Pass to Breckenridge, then returning to Georgetown via I-70.

At the north end of the byway, citizens are concerned about the carrying capacity of fragile high altitude eco-systems.   They have defined their targeted visitor as one who puts "boots on the ground" not those who use the byway as a pass through from I-70 to US 285 into Denver.   This byway, located on I-70 and within easy reach of the Denver metropolitan area, is anchored by Georgetown, a mountain community that has worked for years to maintain a balance between economic development, conservation, and the protection of their high quality day to day life.

Interpretive Trail at the Summit of Guanella Pass

Introduction

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

The purpose of this document is to provide a preliminary plan for an enhanced wayshowing system along Guanella Pass Scenic and Historic Byway in the Central Mountains of Colorado. In achieving this purpose, the plan aims to:

- Provide an outline of key concepts of wayshowing and wayfinding
- Assess the inventory of existing directional signage to key sites along Interstate 70, Clear Creek County Road 361, and Park County Road 62
- Assess the inventory of designation signage along the same routes
- Provide recommendations for enhancing directional signage to key sites
- Provide an outline for subsequent action

Keys to Effective Wayshowing

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

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

Stages of Wayshowing

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

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

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

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

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

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

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

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

Wayshowing Components

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

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

History of Wayfinding Development on Guanella Pass

Guanella Pass Scenic and Historic Byway was designated as a Colorado Scenic and Historic Byway in October 1990 and as a US Forest Service National Scenic Byway in February 1991.

The byway uses the directional signage with the State scenic byway logo (the Columbine sign). The byway is signed on Interstate 70 in both directions at Exit 228, and throughout the town of Georgetown to the Guanella Pass Road. Guanella Pass is also designated as a US Forest Service National Scenic Byway and the US Forest Service agreed to use only the Columbine signs for directional purposes and not their USFS byway signage.

National Scenic Byways Program grants received by the Guanella Pass Byway organization funded a brochure and corresponding directional signage in 1995; a joint byway guide with Mount Evans, a Junior Guidebook and a video, completed in 1999; and a series of postcards and an interpretive plan for the Georgetown Visitor Center in 2000.   Another grant project installed an interactive computer setup that provided interpretive information and a "fly over" of the Guanella Pass road.   Computers were set up at three locations – the Georgetown Visitor Center, the Idaho Springs Visitor Center and the Clear Creek

Ranger District. Grants were administered by the Clear Creek County Tourism Board and Clear Creek County.

The corridor management plan (CMP), completed in 2001, outlined management, preservation, marketing and interpretive needs. The US Forest Service assisted with the development and implementation of this interpretive plan. At the same time, a visitor use survey was completed by the University of Colorado at Denver. Due to the widening project on Guanella Pass, many of the recommended interpretive signs were only recently installed along the byway.

On a regional scale, the Colorado Department of Transportation (CDOT) is responsible for signage along Interstate 70 and US 285 at points where the byway connects. The US Forest Service, Clear Creek and Park Counties are responsible for signage on the road itself. There is good signage for the major attractions, particularly in the Arapaho and Pike National Forests. Many of the trailheads, lakes, campgrounds, and picnic areas are signed using the standard brown or green recreational signage. There are a few point-of-interest signs but the usage is not consistent. Local directional signage was installed in the town of Georgetown and points visitors to restaurants, shopping, lodging and attractions. There are no local signs in the small town of Grant.

The Georgetown Loop Mining and Railroad Park, owned and operated by History Colorado, is also well signed for travelers seeking to ride the train. Directional signage leads visitors to the depot from the interstate as well as providing information about local businesses, museums and attractions for those exiting the park.

Gateway Signage in Georgetown

Local signage in Georgetown

Guanella Pass Wayfinding Assessment

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

- Identify gaps in navigational clues for travelers by identifying points of certainty, and points of confusion; and

- Identify points of disconnect between what a traveler sees through the windshield and what they read from maps, brochures, mobile devices, web sites in their laps.

A list of significant historical, cultural, and recreational sites along the byway was developed for use during the Wayfinding Assessment. Many of these sites were identified by members of the Guanella Pass Byway Committee at a meeting in early May 2013. A signage assessment survey of Committee members was also conducted. Representatives were asked to list the top ten heritage, cultural, and/or recreational sites in their respective counties and provide an assessment of the existing directional signage. Approximately 25 sites were chosen for the Wayfinding Assessment. The attractions and sites chosen for inclusion in this exercise appear in Table 1.

Table 1: Guanella Pass Wayfinding Assessment Route

Guanella Pass Wayfinding Sites	
Georgetown Visitor Center #1 – Gateway Visitor Center	Burning Bear Campground
Silverdale Townsite	Falls at Scott Gomer Creek
Waldorf Road/Mine turnoff	Sawmill at Bruno Gulch
Clear Lake Picnic Site	Geneva City Turnoff
Clear Creek Campground	Grant Motel and Liquor Store
Cabin Creek Pumped Storage Hydroelectric	Al's BBQ
Project/Cabin Creek Reservoir	Hotel de Paris
Beaver Ponds	Georgetown Visitor Center #2
Naylor Lake/Silver Dollar Trailhead	Georgetown Loop Station/ Georgetown Loop High
Guanella Campground	Bridge
Mt. Bierstadt Trailhead	Hamill House Museum
Guanella Pass Summit	Energy Museum
Three Mile Creek Trailhead	Georgetown Firefighting Museum
	Alpine Restaurant and Bar

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

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

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

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

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

Summary of Key Observations from the Assessment Team

Navigational signs
- Trailhead signs are parallel to the highway and hard to see; advance warning signs are needed
- Signage could be improved for Park County sites by having advance warning signs in both directions; clear the brush/trees making them more visible.

Site specific navigational observations
- *Geneva City Turnoff* – road sign read Geneva Park with no additional information; four wheel drive is required to get to actual town site
- *Falls at Scott Gomer Creek* – no sign; hard to find waterfall
- *Mt. Bierstadt Trailhead* – couldn't locate a specific trailhead sign; but travelers did note big parking lot, bathrooms
- *Guanella Pass Summit* - signage is hard to see; poor signage directing driver to the west side parking area. Pre-notification signage needed as travelers approach the summit from both directions.
- *Clear Creek Campground* - didn't see the campground initially then found it farther up the road
- *Clear Lake Picnic Site* – confusion between Green Lake vs. Clear Lake; not sure which is which
- *Waldorf Turn off* – signage is parallel to the road which makes it difficult to spot; the sign has an arrow indicating parking, but nothing directs the driver to Waldorf; four wheel drive required to get to actual site.
- *Grant* – arriving at US 285, there was a question about whether or not the byway had ended

Interpretive signs
- Interpretive signage in Clear Creek County is far better developed than that in Park County
- The unmarked pull off, located at the beginning of the ascent of the pass, offers an extraordinary vista of Georgetown. If deemed safe for travelers, explore possibility of marking

Site specific interpretation signs
- *Cabin Creek Pumped Storage Hydroelectric Project* - not welcoming
- *Clear Creek Picnic Site* – no signage indicating if hiking trails are available
- *Guanella Pass Summit* – a map is needed to help identify surrounding peaks

Mobile Devices
- Cell phone service can be spotty
- *Silverdale Town site* – nothing came up on Google
- Wikipedia incorrectly states that the route is paved all the way

Inconsistencies in attraction identification: signs, printed materials such as maps and brochures
- Drivers attempted to use the walking tour map to locate historic sites in Georgetown with little success
- Map in the Historic Georgetown book was confusing for the Georgetown sites; hard to locate
- *Georgetown Firefighting Museum* – identified as Alpine Hose on the building

Local signage for travelers leaving the Georgetown Loop Mining & Railroad Park

Recommendations and Action Plan

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

This document recommends the following:

A. Include detailed information on byway conditions including altitude, road surface, and difficulty of driving in all print and electronic tools for travelers. Provide best sources for travelers to check up-to-the minute weather and road conditions.

B. Develop mobile apps for travelers to take advantage of excellent connectivity on I-70. Continue to address issues of spotty cell service in more remote sections of the byway.

C. Tighten the information system that appears on signage, written materials and mobile applications to reduce confusing or conflicting terminology.

D. Provide advanced warning signs, especially on the approaches to the summit from both directions.

E. Improve signs to trailheads both through repositioning existing signs to offer a clearer view from the roadway and adding signs to unmarked trailheads.

F. Clarify in all visitor information that the Park County side of the byway, past Duck Lake, offers a more rugged experience in both road surface and recreational opportunities.

G. Inventory and install as needed Columbine byway signs to mark the entire route, including US 285 in both directions at Grant.

H. Add icons on signs and maps to delineate restrooms, campgrounds, trailheads and picnic areas.

I. Improve the signage at the Falls at Scott Gomer Creek and provide pre-notification to this unmarked pull off.

J. Explore the possibility, if deemed safe for travelers, of marking and providing parking at the unsigned pull off located at the beginning of the ascent to the pass on the Georgetown side.

Recommendations in this document are based on existing signage from I-70 to the Georgetown Visitor Center through to the pass itself. In this signage system all elements are excellent. There is signage on the interstate, and the orientation to the byway at the visitor center is covered thoroughly both with an outside interpretive sign and inside knowledgeable staff in an attractive setting that serves 370,000 visitors a year. The Assessment team found that the byway map provided by the visitor center was very useful.

As they moved from the interstate to the visitor center and through town, the assessment team discovered that the Town of Georgetown has constructed an in-town wayshowing system that is consistent, uses excellent design and ties businesses to the local interpretive story. As they climbed from Georgetown to the top of the pass, the assessment team also reported excellent pull offs for both scenic views and the passing of slow vehicles. Parking and trails were well marked and restrooms were abundant. At the top of Guanella Pass, they found an excellent display of interpretive signs.

This well developed wayshowing system changes at the county line. When the byway enters Park County, the paved road surface turns to gravel and the number of navigational signs decreases. Between the county line and the Town of Grant where the byway ends, the experience turns rustic.

Grant symbolizes a complexity of uncertainties on the south end of the byway that stand in stark juxtaposition to the well designed wayshowing on the north end of the byway. In Grant the assessment team was not certain that they had come to the end of the byway.

Partnership and Financial Resources

Projects to be developed in partnership with the Colorado Department of Transportation
- Inventory and install, as needed, Columbine byway signs on US 285 in both directions at Grant and on I-70.

Projects to be developed in partnership with County Government
- Continue to address issues of spotty cell service in more remote sections of the byway.
- Provide advanced warning signs, especially approaching the summit from both directions (Clear Creek County).
- Inventory and install as needed byway signs to mark the entire route.
- Improve the signage at the Falls at Scott Gomer Creek and provide pre-notification to this unmarked pull off (Park County).
- If deemed safe for travelers, explore possibility of marking and providing parking at the unsigned pull off located at the beginning of the ascent of the pass on the Georgetown side. (Clear Creek County)

Projects to be developed in partnership with US Forest Service
- Improve signs to trailheads both in number and positioning on the roadway.
- Use Icons on signs and maps to delineate restrooms, campgrounds, trailheads and picnic areas.

Projects to be undertaken in partnership with the Town of Georgetown
- Develop a map to provide directional information for both drivers and pedestrians

Additional Projects to be undertaken by the Byway Organization
- Include in all print and electronic visitor materials information on byway conditions including altitude, weather, road surface, and difficulty of driving.
- Develop mobile apps for travelers who have excellent connectivity on I-70.

- Tighten the information system that appears on signage, written materials and mobile applications.
- Make road conditions on the Park County side of the byway clear in all visitor information pieces.

Joint Guanella Pass and Mount Evans Assessment Teams

APPENDIX

This section includes the list of sites identified by the Guanella Pass Byway Committee as key heritage, recreational, and cultural attractions that are meaningful for travelers along Guanella Pass Scenic and Historic Byway. Also included are the notes and observations from the Wayfinding Assessment Teams during their tour on Guanella Pass on May 30, 2013.

Assessment Team

Sites to be located:
Georgetown Visitor Center #1 – Gateway Visitor Center
Silverdale Town site
Waldorf Road/Mine turnoff
Clear Lake Picnic Site
Clear Creek Campground
Cabin Creek Pumped Storage Hydroelectric Project/Cabin Creek Reservoir
Beaver Ponds
Naylor Lake/Silver Dollar Trailhead
Guanella Campground
Mt. Bierstadt Trailhead
Guanella Pass Summit
Three Mile Creek Trailhead
Burning Bear Campground
Falls at Scott Gomer Creek
Sawmill at Bruno Gulch
Geneva City Turnoff
Grant Motel and Liquor Store
Al's BBQ
Hotel de Paris
Georgetown Visitor Center #2
Georgetown Loop Station/ Georgetown Loop High Bridge
Hamill House Museum
Energy Museum
Georgetown Firefighting Museum
Alpine Restaurant and Bar

Back Seat Observations:

Observer #1
General Comments:
- As we started up the pass, I did note the front seat observer's doing their best to locate the hiking trail just below the Waldorf turn off…but due to the signage being parallel to the road did not make it as easy as it could have been, and also there appeared to be maybe some uncertainty/mixed thoughts at the Waldorf turn off.

- I did notice myself as you are approaching the Waldorf turn off, the sign has an arrow pointing to the right, indicating parking, but nothing directing you to Waldorf…However the road is obvious once you are there.
- As we were nearing the summit of Guanella Pass, I did note one of the observer's comments as to Bierstadt being on the West side, probably due to signage, but later as we were returning did make the correction. I also noticed not so great signage directing to the west side parking area. I believe better signage would help as you are approaching the summit from both directions.
- As we entered Park County, in my opinion the signage could be improved by having signs prior to the sites from both directions and the information signs maybe a little closer or in more open areas…or if need be clear the brush/trees making them more visible.
- I think the front seat observer's did a great job, they really worked hard.

1. Georgetown Visitor Center #1 – Gateway Visitor Center
   - Front seaters did comment that they would like to come back; said the direction looked clear from map
   - Signage great so far through town
2. Silverdale Town site
   - Signage great - easy to find
   - Took pictures at sign but did not go down
   - Fun to come back; nice signage
   - Road in great shape
3. Waldorf Road/Mine turnoff
   - Said they missed this
4. Clear Lake Picnic Site
   - Appeared a bit confused with Green Lake vs. Clear Lake
   - Took pictures of information sign
5. Clear Creek Campground
   - Signage good; located ahead of time
6. Cabin Creek Pumped Storage Hydroelectric Project/Cabin Creek Reservoir
   - Signage good - located
7. Beaver Ponds
   - Saw them – commented on how pretty they are
8. Naylor Lake/Silver Dollar Trailhead
   - May be a little bit confusing at first but ok once they stopped to read information signs
9. Guanella Campground
   - Signage good – signs not in sequence
   - Wayne commented on all the pull offs
10. Mt. Bierstadt Trailhead
    - Found trailhead as we approached
    - Did not stop to make sure; sign off road
11. Guanella Pass Summit
    - Wayne located summit; signage a bit hard to see
12. Three Mile Creek Trailhead
    - Did not correctly identify which was Mt. Bierstadt but liked the byway signs
13. Burning Bear Campground
    - Located ok

14. Falls at Scott Gomer Creek
    - Located ok, stopped to check sign
    - Not good signage

Observer #2

Noted: nice pullouts all the way up to the summit; map that was given out at the Georgetown Visitor Center was very useful. Did not pick up a Georgetown brochure

15. Georgetown Visitor Center #1 – Gateway Visitor Center
    - Easy to find; good signage, good visibility for scenic byways
    - Very helpful in Center
    - Nice center - Lots to buy, informative
16. Silverdale Town site
    - Googled this – nothing came up
    - Good sign to Guanella Pass
    - Interpretive sign very easy to find
    - Nice access, parking, information signs
17. Waldorf Road/Mine turnoff
    - Did not see this – sign was too small
18. Clear Lake Picnic Site
    - Well marked, nice stop
    - Bathrooms, nice area for picnic stop
    - Any hiking trails from here?
19. Clear Creek Campground
    - Didn't see the campground initially
    - There was a sign at picnic area that said no overnight camping – then found it above on road
20. Cabin Creek Pumped Storage Hydroelectric Project/Cabin Creek Reservoir
    - Well marked, well explained
21. Beaver Ponds
    - Saw them – no signs but ok site
22. Naylor Lake/Silver Dollar Trailhead
    - Well marked, easy to find
23. Guanella Campground
    - Well marked, easy to find
24. Mt. Bierstadt Trailhead
    - Think we found it – not sure
    - Saw big parking lot, bathrooms, couldn't see a specific sign marking the trail
25. Guanella Pass Summit
    - Marked with overlook – noted
    - Significant difference in road quality in Park County – quality not as good
26. Three Mile Creek Trailhead
    - No comments
27. Burning Bear Campground
    - Saw the sign, bathrooms noted

28. Falls at Scott Gomer Creek
   - No signs
29. Sawmill at Bruno Gulch
   - No comments
30. Geneva City Turnoff
   - Didn't see – small sign said Geneva Park; guy at Grant Motel said we'd need a better vehicle to get to Geneva City (we had a SUV)
31. Grant Motel and Liquor Store
   - Saw it in Grant
32. Al's BBQ
   - Saw this – well marked (Al's Pit)
33. Hotel de Paris
   - No comments
34. Georgetown Visitor Center #2
   - No comments – community center
35. Georgetown Loop Station/ Georgetown Loop High Bridge
   - No comments
36. Hamill House Museum
   - No comments
37. Energy Museum
   - No comments
38. Georgetown Firefighting Museum
   - Called the Alpine Hose on building
39. Alpine Restaurant and Bar
   - Found

Notes from the Debrief Session:

Front Seat:
   - Hydro Plant was not as welcoming
   - Lots of trails
   - Geneva City Turnoff – road sign said Geneva Park and there was no information about it; rough road
   - North side of the pass had more of a day trip feeling to it
   - Seemed like there were more campers on the south side – almost overrun; saw hardcore campers
   - Campgrounds on the north side are not open yet
   - Colorado in general…don't assume that everyone is comfortable with the experiences that Colorado has to offer: some people are intimidated by roads that we are very familiar with; same with our trails; this might be an underdeveloped package for travelers…easier roads
   - Park County portion of the road is more rugged – more of a rustic experience
   - Also a feeling of more heritage on the Park County side with Duck Lake site, rustic and stone buildings

- Picked up the tear off map from the Visitor Center and bought a Historic Georgetown book (the map was very helpful and we got sidetracked by the watershed map); book only covers the byway to the top of the pass – clearly not a byway book so doesn't cover Park County
- Map in the book was confusing for the Georgetown sites – made them hard to locate
- Wikipedia says the route is paved all the way which is not correct
- Map sign at the top of the pass is needed to help locate the peaks
- Trailhead signs are parallel to the highway and hard to see; advance warning signs are needed
- Economic question – fishing is allowed in Park County but don't eat the fish

Back Seat:
- Need to sell Dramamine at the Visitor Center for people who get car sick!
- Visitor Center was great – shopping was good (lots of fun stuff to buy), information was great, staff was knowledgeable
- Tear off map was picked up there and used on the tour
- Lots of stops have restrooms which is great but these are not marked on the maps
- Also lots of pullouts for both scenic views and for slow vehicle passing
- From a tourist standpoint - coming from Idaho Springs and Georgetown taps into I-70 crowd; trip from Grant is cool but wonder why anyone would stop - not as much of a destination – raises the question how to get people over the pass to Park County and then what do they do?
- No signage about the road conditions on Park County side
- Vista of Georgetown from above is undersold – gives a new perspective of the town from the pass
- Back country experience on the Park County side – especially different in the fall when colors are turning

General Comments/Wrap up – One Critical Thought:
- Scenic Byways are an economic driver to the county
- 370,000 visitors at the Georgetown Visitor Center a year
- Paving of the Park County side of the pass has not been funded
- South Park Heritage Area does not meet the byway, but it is still an economic driver for the region
- Signs on top of the pass have made a huge improvement
- Whether or not the road is paved all the way – still get a sense of two different experiences on either side of the pass – need to attract a different audience for each
- Signage is important to both byways
- Visitor Centers are sales opportunities for the state – travelers average 2.5 days in state just by feeding people more information at the visitor centers
- Get people up on byways and out of town to create a full experience and encourage overnight stays
- Consider what would bring people back to visit – develop different stories to attract people into coming back over and over
- We want tourists who get out of their car and not just drivers – don't want too many signs
- Need Visitor Center trainings for staff
- Signage and cutting edge apps needed

- Build regional connections to other byways – Guanella Pass, Lariat Loop, South Park Heritage Area – to connect a loop and demonstrate that they are not lost, avoid hesitation of should I or should I not drive this route?
- Consistency between printed materials, apps, websites, road signs – need to tighten the system
- Huge economic impact – give people more opportunities to stop
- Counties lack web based apps for younger visitors
- Walking tour book is not best guide for drivers
- Provide a supply of Dramamine
- Cell phone service can be spotty
- Market concept of "spend the night in a mountain town"; encourage people to get out of their car
- Improve services at USFS Visitor Center for Guanella Pass information
- Get a visitor's perspective – put ourselves in the visitor's shoes! Don't put our rules on visitors