

**Dinosaur
Diamond
Prehistoric
Highway**

**Corridor
Management Plan**

Prepared for:

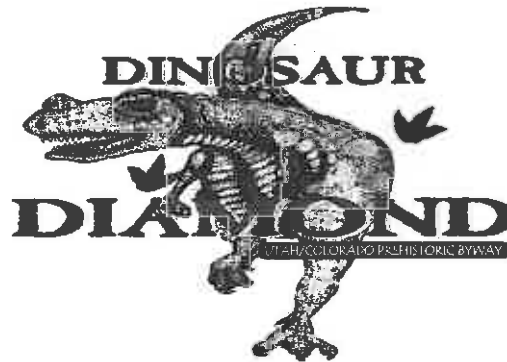
The Dinosaur Diamond Partnership, Inc.
Eastern Utah and Western Colorado

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*Denver, Colorado
August, 2000*



Dinosaur Diamond Vision Statement

*“The Dinosaur
Diamond’s resources
are of global
significance”*

“Working together as the Dinosaur Diamond Prehistoric Highway Partnership, we desire to enhance, promote, and protect the dinosaur fossil and archaeological resources of the Dinosaur Diamond Prehistoric Highway. We also desire to protect natural, geological, historic, and scenic resources along the Highway wherever possible.

We desire to accomplish this in a manner that is appropriate and sensitive to each of our partner’s specific or local needs. We understand that the Dinosaur Diamond Prehistoric Highway’s resources are of regional, national, and global significance and should be protected for all humankind for all time.”

The Dinosaur Diamond Partnership-January 2000



Dinosaur National Monument Quarry Visitor Center

Acknowledgements

The Consultant Team would like to thank the Dinosaur Diamond Partnership-the Utah and Colorado Communities, Utah and Colorado Counties, Utah and Colorado Local and Regional Chambers of Commerce, Travel Region Offices and Economic Development Entities, the Utah and Colorado Museums and Nature Associations, the Utah and Colorado Departments of Transportation, the U.S. Forest Service, National Park Service and Bureau of Land Management for their assistance and support in preparing this plan.



Colorado National Monument

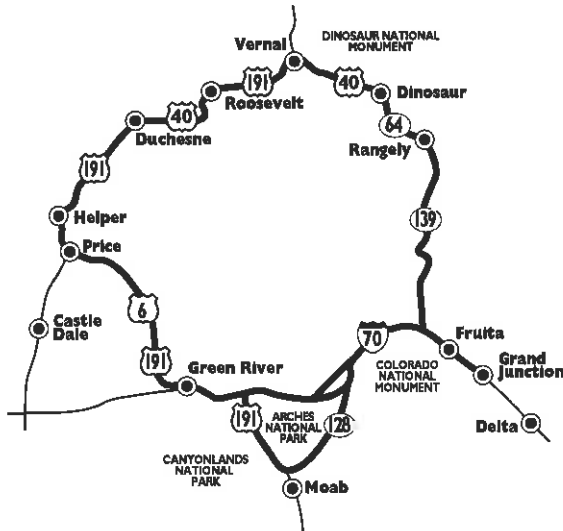
Executive Summary

The 500-mile long **Dinosaur Diamond Prehistoric Highway (DD)** circumscribes an enormous region of eastern Utah and western Colorado that was the globe's veritable "Jurassic Park"-a breathtaking world of dinosaurs, large and small, who roamed the region for millions of years-then suddenly (geologically-speaking) disappeared. The reason for their sudden disappearance has been subject of constant and intense debate for decades. About 11,000 years ago (a very short time ago geologically-speaking) nomadic tribes of the regions first humans-hunter/gatherers-occupied the area. They later settled into farming and were the

early ancestors of Native Americans who occupy the region today. They painted and carved unusual symbols, sometimes almost otherworldly, into rocks throughout the region, and rock art began.

Today, dinosaur enthusiasts, both amateur and professional, and rock art enthusiasts come from all over the world to the DD to look in awe at what has been. As if this were not enough, the DD is surrounded by world-class geologic, recreational, and scenic resources only in-part captured within two national parks, two national monuments, and one national recreation area.

A large number of proactive and creative recreation and tourism providers, including communities and federal land managers, have come together to form the Dinosaur Diamond Partnership (DDP), a group dedicated to intelligently marketing, promoting, and most importantly protecting these dinosaur, fossil and



The Dinosaur Diamond Prehistoric Highway

archaeological treasures. Both the States of Utah and Colorado realize that their jurisdiction boundary has little meaning to these regional resources. They have chosen to work together to make the Dinosaur Diamond Prehistoric Highway work best as a means of generating needed tourism dollars and assuring the long-term protection of resources.

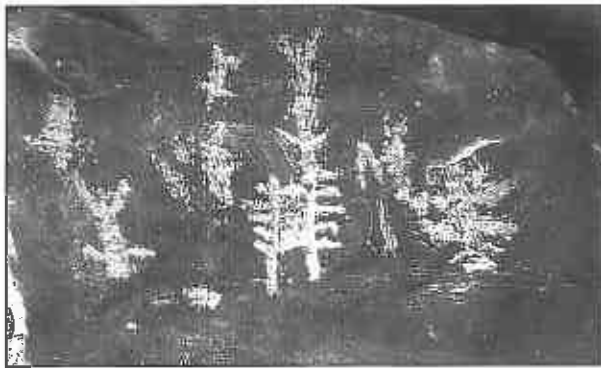
This Corridor Management Plan (CMP) describes these resources in detail.

It documents and supports an extensive and ongoing public involvement process; articulates the clear vision of the DDP; calculates the means of attracting enthusiasts while protecting resources; and directly addresses issues of signage, traffic safety, and resource monitoring while further forging creative public/private sector partnerships.

This CMP also provides a strategic marketing plan that embraces state-of-the-art marketing, economic development, and promotional strategies to better serve visitors who already are here and the many that will follow. The backbone of the strategic marketing plan, and the CMP, is local autonomy and decision-making-local choices on what are most wanted.

It is not hard to interpret dinosaur, rock art, and archaeological resources for visitors. It is hard to do this for the caliber that the DD demands by its very nature. This CMP reflects this and promotes "pushing the envelope" in terms of creative interpretive media. As this CMP attests, the DD warrants All-American Road designation under the National Scenic Byways Program and special recognition by the World Heritage Council. It needs this support to better serve the larger numbers of visitors who are coming here, and to provide adequate funding for unparalleled resource protection.

"The DD was the globe's veritable "Jurassic Park."



Rock Art in Canyon Pintado

Report Organization

The Dinosaur Diamond Prehistoric Highway Corridor Management Plan is organized as follows:

The plan begins with our *Vision Statement*, *Acknowledgements*, and an *Executive Summary*, and *Appendix A-Corridor Management Plan Checklist*-assures compliance with the Federal Highway Administration's requirements for a corridor management plan submitted as part of an application for National Scenic Byway or All-American Road designation under the National Scenic Byways Program.

1 | Introduction

Section 1 provides a description of the location and route of the Dinosaur Diamond Prehistoric Highway (DD). It discusses the purpose of our plan and the desired benefits and outcomes we would like to achieve. Recommendations for extending the DD are provided.

2 | Public Involvement

A history of our public involvement process as it related to the DD Corridor Management Plan (CMP) is provided here. Our Memorandum of Understanding (MOU) that includes 39 signatories by our public and private sector archaeological, recreational, and tourism providers is discussed. This MOU also provides the structure for ongoing public participation. Recommendations for sustaining and expanding public involvement are provided.

3 | Byway Organization and Management

A description of our byway organization is provided here as well as the means of managing byway resources and attractions. Our MOU, as well as corporate bylaws provide the structure for how we operate as a public and private sector partnership. This section describes how the organization simultaneously promotes resource protection, tourism, and economic development.

4 | Our Byway Vision, Mission, and Objectives

This section is the most important section in our CMP. It clearly defines our vision; our mission and makes recommendations based on our objectives. The objectives provided the guidance our DD's CMP and describe what we are all about-what we are doing and hope to achieve.

5 | Byway Corridor and Region

Section 5 provides a description of our byway corridor and region and articulates that the "corridor" is not legally defined-that it really is an area of influence defined locally and regionally by the Dinosaur Diamond Partnership (DDP). Major land uses are described and excursions or loop tours off the DD are described as well as statements of their thematic links and importance to the DD. Recommendations on ways to strengthen these thematic links are provided.

6 | Overview of Existing Visitor Services and Attractions

Abundant visitor services and attractions already are in place. This section categorizes and describes our visitor information services as well as support services, for example lodging, restaurants, and retail services. An overview of our extensive visitor attractions is provided as well as recommendations on how to better serve our visitors or "customers".

7 | Quality of Visitor Experiences

We want visitors to our DD to have enjoyable and memorable experiences as they visit our attractions and personally engage us. Section 7 discusses how important premier settings and activities are and the need to meet or exceed their expectations. The concept of "enjoyable surprises" is introduced and recommendations are made that will enhance experiences both for visitors and residents.

8 | Inventory and Assessment of the Dinosaur Diamond's Intrinsic Qualities

The DD's intrinsic qualities are what bring people to our region. They also are what need protection. This section discusses and assesses these intrinsic qualities-the dinosaur, fossil, archaeological, geological, recreational, scenic, cultural, and natural resources that make the DD such an outstanding world resource. The regional, national, and international characters of these resources are described and recommendations are provided which prompt us to know more and more about our resources.

9 | Transportation and Traffic Safety

Access to the DD's resources largely depends on the quality of the transportation infrastructure that comfortably and safely serves our visitors and us. Traffic volumes, highway design characteristics and accident record data are provided. This section also discusses the ramifications of commercial traffic and seasonal factors. Access control issues are discussed as well as "intermodal" or non-vehicular opportunities. We provide recommendations to further assure safe and pleasant travel.

10 | Signage

Signage opportunities and regulations are often key issues in planning byways. Section 10 provides discussion about state and national scenic byway signage programs, outdoor advertising alternatives, interpretive signage, and the importance of graphically attractive and uniformly executed images. Our recommendations show that there are a number of alternative outdoor advertising solutions to unattractive billboards and their proliferation.

11 | Interpretive Planning

Interpretive planning is where the vision and the visitor meet. Section 11 describes how important it is to tell stories about dinosaurs, rock art, archaeology, and other intrinsic resources that are

provocative, emotive, entertaining, and compelling. By their very nature-dinosaurs and rock art are compelling topics. With provocative themes and a clear understanding of the opportunities and challenges to good interpretation, this section provides the groundwork and recommendations for telling our compelling stories.

12 | Tourism, Marketing, and Promotion

How do we develop sustainable tourism and economic development? This section reviews current tourism efforts and provides recommendations for marketing and promoting and DD. This section convinces us that sustainable tourism resource development is a mandate and through thoughtful action we can attract intelligent visitors who marvel at our resources, share our concerns for protection, and have money in their pockets.

13 | Dinosaur Diamond Resource Protection

If we damage dinosaur, fossils, rock art, vertebrate fossils and archaeological resources, and other intrinsic qualities we have ruined what people come to the DD for. We also have damaged nonrenewable resources of global significance. This section describes the importance and means of protecting the DD's resources.

14 | Funding Strategies

Identifying, enhancing, promoting, and protecting the DD's resources require money. Section 14 describes existing and potential funding sources and the particular importance of National Scenic Byways TEA-21 funding. Short- and long-term funding sources are described and recommendations are made to help provide a sustainable funding stream to the DD.

15 | Implementation

This plan is about getting things done. Section 15 discusses priorities, schedules, and responsibilities. It provides an action plan for getting DD projects done, as well as the need to maintain flexibility to unforeseen funding situations and other key variables.

16 | Monitoring and Evaluation

If desired benefits and outcomes are not achieved; if the DD vision is not realized; if key objectives are not met, the plan is not working and corrective measures must be taken. A monitoring and evaluation program allows the DDP to track the plan relative to specific targets and goals-both quantifiably and qualitatively. Section 16 discusses the means and makes recommendations toward developing a monitoring and evaluation program.

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I.A. | Location and Route

“The DD embraces one of the world’s finest dinosaur fossil and archaeological regions.”

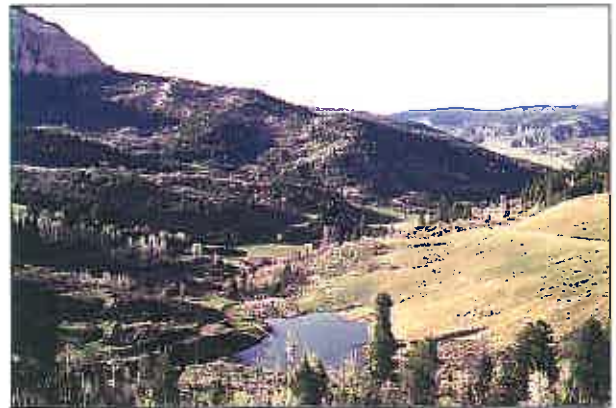
The Dinosaur Diamond Prehistoric Highway (or Dinosaur Diamond, or DD) is located in eastern Utah and western Colorado. (See Map 1-Regional Location, that follows this page). Three-quarters of the 512-mile loop are within Utah. The segment within Colorado was designated the Dinosaur Diamond Scenic and Historic Byway by the Colorado Transportation Commission on October 27, 1997. The segment within Utah was designated the Dinosaur Diamond Prehistoric Highway by the Utah State Legislature in 1998. The Dinosaur Diamond Partnership, Inc. (or Partnership, or DDP), the public and private sector managing entity for the DD, intends to seek designation for the Utah segment as a Utah Scenic Byway through Utah’s Scenic Byways Program.

As can be seen on Map 1 the DD embraces an enormous geographic area and travels through several communities. In Utah the DD travels through Vernal, Roosevelt, Duchesne, Price, and Green River. In Colorado the DD travels through the City of Grand Junction and the communities of Fruita, Rangely, and Dinosaur. The DD’s physical and thematic area of influence is yet larger, and includes the Utah communities of Castle Dale, Moab, Monticello, and Blanding as well as the Colorado community of Delta. The DD intersects with U.S. Interstate 70 near Green River Utah and Grand Junction Colorado.

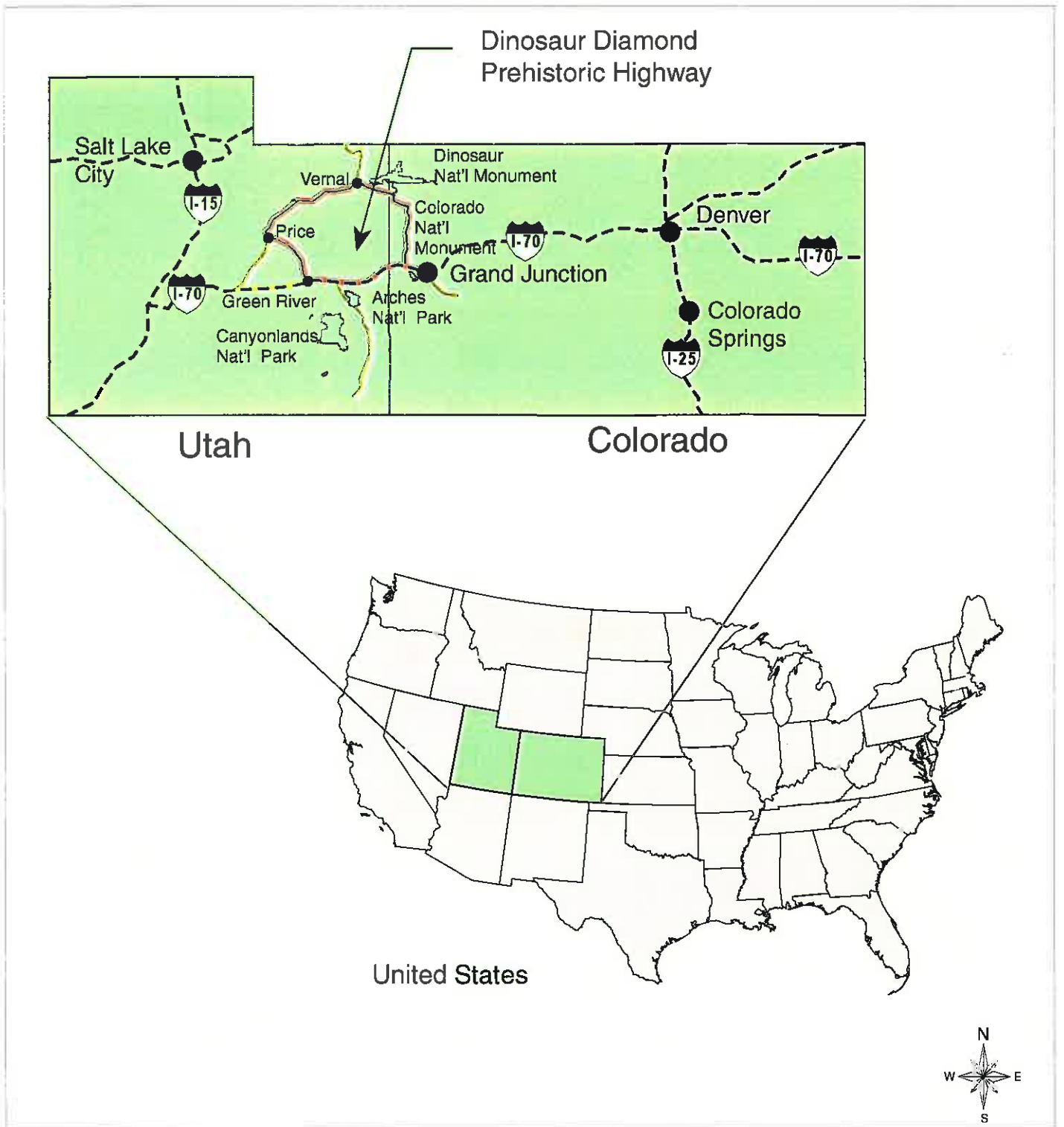
The DD embraces one of the world’s finest dinosaur, fossil and archaeological regions. Jurassic, Triassic, and Cretaceous dinosaur fossils can be found in several museums along the DD. Within the world’s ancient “Jurassic Playground” there are numerous active dig sites yielding more and more dinosaur fossils-many of which are the finest specimens found anywhere. New sites have been identified but not yet excavated. Other sites remain to be identified. Fossils from the DD region are located in over 65 museums worldwide.

Archaeology, most easily seen in the form of rock art-more specifically petroglyphs (etched images) and pictographs (painted images), is common along many segments of the DD. Rock art provides fascinating graphic symbols, and messages of prehistoric human habitation. There are concentrations of rock art at particular locales along the DD to the delight of both visitors and archaeologists.

World class recreation resources that attract travelers from around the globe also surround the Dinosaur Diamond. These include Dinosaur National Monument, the Flaming Gorge National Recreation Area, Canyonlands National Park, Arches National Park, Bridges National Monument, Colorado National Monument, several national forests and extensive federal lands managed by the Bureau of Land Management. The Green and Colorado Rivers are additional major natural amenities. Geologically unique mountains, valleys, plateaus, cliffs, and arches further accentuate the area.



View from Colorado SH 139



Map 1 - Regional Location Map
Dinosaur Diamond Prehistoric Highway Corridor Management Plan

Prepared by:
SHAPINS
 ASSOCIATES

Prepared for:
 Dinosaur Diamond Partnership, Inc.
 August, 2000

I.B. | Purpose of Our Plan

“This plan recognizes that dinosaurs, fossils and archaeological resources are non-renewable and must be protected for all time.”

The purpose of this Corridor Management Plan is to provide a blueprint for the future of the **Dinosaur Diamond Prehistoric Highway**. The plan provides an inventory of the numerous intrinsic resources along the byway; assesses the extensive public and private sector recreation and tourism opportunities; provides a vision and mission for the future; and specific objectives and actions to implement the blueprint.

This plan recognizes dinosaur, fossils and archaeological resources are nonrenewable and must be protected for all time. Though many protective measures are in place on state and federally managed land, increasingly larger numbers of people are visiting the DD and it is proving difficult to provide adequate protection for all DD resources. This plan promotes the protection of resources via existing laws and regulations as well as through visitor education.

The **Dinosaur Diamond Partnership** encourages the interpretation, promotion, and protection of all DD's intrinsic resources that also include recreational, scenic, natural, geologic and historic resources. The DDP strongly supports sustainable tourism and economic development that simultaneously promotes ecotourism and ecosystem management. To further assure this goal the DDP will be seeking All-American Road designation in early 2002 under the National Scenic Byways Program, as well as a World Heritage Area designation under the United Nations Educational, Scientific, and Cultural Organization (UNESCO).

The purpose of this plan also is to document a shared vision, a mission, and objectives of the Dinosaur Diamond Partnership. For each plan objective, action items are provided identifying responsibilities and timing. This plan provides a means of uniting communities, regions, and resources to the benefit of all public and private sector participants. These resources are located not only along the DD, but also along routes and in communities near the DD.

I.C. | Desired Benefits and Outcomes

By implementing this plan, the Dinosaur Diamond Partnership intends to achieve the following benefits and outcomes:

- *Recognition as the world's quintessential dinosaur resource region.*
- *Protection of all dinosaur, fossil and archaeological resources*
- *Locally supported tourism and community development.*
- *Local autonomy in decision making.*
- *Promotion of community and regional pride.*
- *Assurance of the vitality and sustainability of the Dinosaur Diamond Prehistoric Highway Partnership organization.*
- *Constant pursuits of new partnerships that strengthen the DDP's ability to promote, enhance, and protect byway resources.*
- *Threading a dynamic weave or storyline through dramatic themes uniting DD communities and regions.*
- *Promotion of a sense of public ownership and "leave-no-trace" ethics protecting the DD's dinosaur, fossil and archaeological resources.*
- *Improvement of visitor services and experiences through enhancement of the quality of settings and activities.*
- *Improvement and expansion of the quality, diversity, and availability of marketing materials.*
- *Enhancement and expansion of immense educational opportunities associated with the Dinosaur Diamond.*
- *Sustainable resource planning.*
- *Vastly expanded funding opportunities for resource promotion and protection.*
- *Maximization of the benefits of a multi-state byway.*
- *Provision of visitors with excursions and loop tours near the DD that greatly strengthen the regional dinosaur and archaeological themes.*
- *Provision of the ability to monitor visitor, resource, and financial impacts and identify corrective actions where needed.*



Dinosaur fossils at the Cleveland-Lloyd Dinosaur Quarry

**I.D. |
Recommendations –
“Adding to Our
Prehistoric Highway”**

As a result of developing this Corridor Management Plan it has become apparent that there are strong physical and thematic reasons for extending the DD-including additional road segments as part of the Dinosaur Diamond Prehistoric Highway (See Map 2, Visitor Services, for the DD route). This plan recommends the following extensions:

- A. *U.S. 191 from Interstate 70 to Moab-In addition to dinosaur, fossil and rock art resources in and around Moab and points south (Monticello and Blanding) Moab is the gateway community to both Canyonlands and Arches National Parks. Additionally, Moab is a world-renowned mountain bicycling mecca.*
- B. *U.S. 128 from Interstate 70 to Moab-In addition to providing a more direct route to Moab from westbound I-70, U.S. 128 is a highly scenic route and a worthy extension of the Dinosaur Diamond.*
- C. *Utah State Highway 10 from Price to Interstate 70-Both the Cleveland-Lloyd Dinosaur Quarry and the Museum of the San Rafael in Castle Dale warrant the designation of this segment as part of the Dinosaur Diamond. There also are many archaeological sites west of U.S. 6 and east of SH 10 that will be available for public visitation in the reasonably near future.*
- D. *Interstate 70 from SH 10 to U.S. Highway 191-Designating this segment of I-70 would be a logical out fall of designating SH 10. It would complete the southern loop of the Dinosaur Diamond and provide an additional access point to the DD from I-70.*

Section 2. | **Public Involvement**

2.A. | Initial Community and Agency Involvement

The Dinosaur Diamond Partnership organization was conceived in early 1996. The group started as a committee of public and private sector recreation and tourism providers with shared visions both about marketing potentials and resource protection. As knowledge and interest in the organization expanded new members joined. Because the DD is over 500 miles long, is located in two states, travels through several communities, counties and travel regions, public participation is all the more important. As described in detail in the following section, thirty-eight project partners signed a Memorandum of Understanding (MOU) in 1998 regarding joint interests and a commitment to thoughtful marketing and comprehensive resource protection. (See *Appendix C-MOU.*)

2.B. | Ongoing Involvement

The Dinosaur Diamond Partnership, Inc. Bylaws also assure fair public representation. (See *Appendix D-Bylaws.*)

The seven-member Partnership Board of Trustees is comprised of two co-chairs; one from Utah; one from Colorado, an ex-officio secretary and treasurer, two additional members from Colorado, two additional



Dinosaur Diamond Partnership meeting

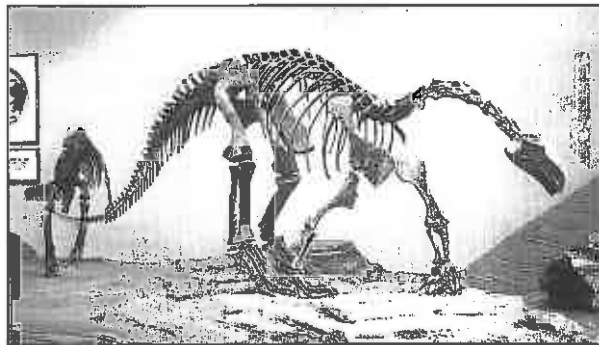
members from Utah and one representing the Federal agencies. Membership to the Dinosaur Diamond Partnership is open to any individual, group, governmental agency, corporation, foundation, or other entity with a shared interest in the DD. The involvement and fair representation of all DD partners is assured in the MOU. The MOU assures that all partners will be notified about proposed DD projects and their opinions solicited.

Public involvement is a never-ending process. Administrative, resource management, and monitoring needs all require an ongoing dialogue amongst public and private sector partners, community leaders, landowners, and other stakeholders. The Board of Trustees and general membership meet at least every quarter.

**2.C. |
Recommendations -
“The Dinosaur
Diamond Telegraph”**

“The Dinosaur Diamond Telegraph” is a comprehensive public involvement package intending to provide diverse means and opportunities. Recommendations include the following:

- *Publish and distribute a quarterly newsletter.*
- *Conduct a one-day annual public open house and social get-together at revolving locations along the byway.*
- *Annually identify a media relations person as part of the Marketing and Public Relations Committee whose sole responsibility is soliciting press coverage as a means of public information and outreach.*
- *Create an “E-mail Tree” for rapid dissemination of information.*
- *Use the Dinosaur Diamond’s official web site as a means of soliciting public input.*
- *Develop a “Traveling Exhibit” comprised of illustration boards, handouts, a slide show, and video tape expressly for use in education and outreach efforts to introduce new groups to the DD.*
- *Provide visitor comment cards and drop-off boxes at numerous locations along the DD. Solicit visitor input wherever possible.*
- *Annually survey DD retailers.*
- *Develop and initiate a public comment process for the Corridor Management Plan. This should include formal and informal presentations and meetings with agency, community, and citizen groups to solicit input and discuss state and national scenic byway designation, marketing, resource protection, and signage issues.*
- *Encourage ongoing partnerships and joint projects with established organizations, for example the Dinosaur Nature Association and the Canyonlands Nature Association.*



Dinosaur Museum, Blanding, Utah

Section 3. | **Byway Organization & Management**

3.A. | Our Organization and Partners

The success of any byway effort relies mainly in the strength of the byway organization and the management of resources. The long-term sustainability and effectiveness of the Dinosaur Diamond Partnership (both Board of Trustees and general membership.) is critical. Many active members participate within the realm of their professional responsibilities. Many other active members are volunteers. Signatory members of the Memorandum of Understanding include the following:

Utah Communities

- Vernal
- Roosevelt
- Duchesne
- Price
- Moab
- Castle Dale

Utah Counties

- Uintah
- Duchesne
- Carbon
- Emery
- Grand

Colorado Communities

- Grand Junction
- Fruita
- Rangely
- Dinosaur
- Delta

Colorado Counties

- Mesa
- Moffat
- Rio Blanco
- Garfield
- Delta

Utah Chambers of Commerce and Travel Region Offices

- Vernal Chamber, Economic Development, Convention Bureau
- Carbon County Area Chamber

- Duchesne County Area Chamber
- Moab Area Chamber
- Dinosaurland Travel Board
- Carbon County Travel Bureau
- Castle County Travel Region
- Emery County Travel Bureau
- Grand County Travel Bureau

Colorado Chambers of Commerce

- Grand Junction Area
- Fruita Area
- Rangely Area
- Dinosaur Area

National Park Service

- Dinosaur National Monument
- Canyonlands National Park
- Arches National Park
- Colorado National Monument

Bureau of Land Management

- Vernal Field Office
- Price Field Office
- Moab Field Office
- San Juan Field Office
- Grand Junction Field Office
- White River Field Office

U.S. Forest Service

- Ashley National Forest
- Uncompahgre National Forest

Utah State Government

- Utah Department of Transportation Region 3
- Utah Department of Transportation Region 6
- Utah Division of State Parks and Recreation

Colorado State Government

- Colorado Department of Transportation Region 3

Museums and Associations

- Utah Field House of Natural History State Park Museum
- College of Eastern Utah Prehistoric Museum
- Canyonlands Nature Association
- Colorado National Monument Nature Association
- Dan O' Laurie Canyon Country Museum
- Southeast Utah Group
- Dinamation International Society
- Museum of Western Colorado
- Dinosaur Nature Association
- Museum of the San Rafael

3.B. | Management

"We are proud of the sense of stewardship we have for the DD's resources."

The management of the Dinosaur Diamond Prehistoric Highway is a substantial collective effort of the public and private sector partners listed above. The Memorandum of Understanding outlines the purpose, background and objectives of the DD. The MOU confirms the commitment of the signatories "to the proper planning, development, management, and protection of all resources associated with this effort."

MOU objectives clearly define the proactive role of the DDP both in the promotion and protection of byway resources. The primary benefit of the MOU is the long-term partnership of local community, tourism, and land managing agency interests. This partnership provides a common vision and direction for the future management of the DD. Consistent with the MOU, the preparation of this corridor management plan is a combined effort of all the DD partners and a substantial continuation of project implementation.

The Bylaws for the DD Partnership provide administrative structure and clarification in the management of the DD. An important section of the Bylaws designates the creation of several committees and their roles in management of the Dinosaur Diamond.

Recommendations cited below offer a suggested restructuring of the originally proposed committee structure. The Bylaws also clarify the fiscal management of the DDP. (See Appendix D, Bylaws.)

3.C. | Recommendations - "Into the New Millennium ... and Beyond"

As we enter the new millennium, the Dinosaur Diamond Partnership is in its infancy both as an organization and as a process of providing economic vitality to where it is needed and protecting the globally significant resources that attract worldwide recognition. In the year 2025 or 2050 the DDP would like to be able to look back and say we made good management decisions. We have helped communities and regions. We have helped residents and tourists. We are proud of the sense of stewardship we have for the DD's resources...and we have assured the protection of outstanding resources to be passed on to our children's children. The following organization and management recommendations may help achieve this vision.

- *Find means to constantly encourage new entities and individuals to become active in Dinosaur Diamond organization and management. It particularly is important to engage young people as these people may evolve into key long-term byway leaders.*
- *Pursue mutually beneficial relationships with other dinosaur and archaeological resources and institutions to strengthen the Dinosaur Diamond's network and to minimize competition or redundancy.*
- *Pursue 501 (c) 3 non-profit corporate status with the Internal Revenue Service. In addition to tax-exempt status, 501 (c) 3 designation broadens available funding sources. Many sources only can contribute 501 (c) 3 or other charitable organizations. Non-profit status also provides additional organizational credibility and helps formalize and administer procedural tasks.*
- *Encourage the formation of a "Friends of the Dinosaur Diamond" advocacy organization.*
- *Pursue mutually beneficial relationships with other Utah and Colorado state or national byways.*
- *Create a Dinosaur Diamond Prehistoric Highway Association under the auspices of the 501 (c) 3 organization to promote interpretive planning and environmental education, fund research projects, develop and market retail products, and solicit volunteer help. This organization should work in cooperation with the Dinosaur, Canyonlands, and Flaming Gorge Nature Associations to avoid redundancy and maximize resources.*

“Pursue All-American Road designation in the 2002 round.”

- *Develop incentives for both professional participants and volunteers. For example, establish an annual awards program that recognizes outstanding contributions on the part of individuals and organizations.*

- *Reassess the Dinosaur Diamond’s committee structure. The following committees are recommended:*

- 1. Interpretive Planning Committee*
- 2. Marketing and Public Relations Committee*
- 3. Interpretive Planning Committee*
- 4. Resource Protection Committee*
- 5. Special Events and Projects Committee*
- 6. Funding Committee*

Other committee functions as described in the Bylaws could be handled by one of the above committees or the Board of Trustees.

- *Clarify points of contact for specific purposes or reasons. Identify points of contact for tourism information as well as administrative or management issues. Provide both public and private sector points of contact.*
- *Pursue designation under Utah’s Scenic Byways Program in mid-2000.*
- *Pursue All-American Road designation under the National Scenic Byways Program in the 2002 round. Notify the Federal Highway Administration of this intention.*
- *Stay in ongoing contact with the Federal Highway Administration’s National Scenic Byways Program staff. Send representatives to all regional and national byway programs or conferences.*
- *Stay in ongoing contact with significant tourism organizations and send representatives to regional or national programs or conferences.*
- *In light of pursuing state byway and All-American Road designation review the current Memorandum of Understanding to better define roles and responsibilities.*



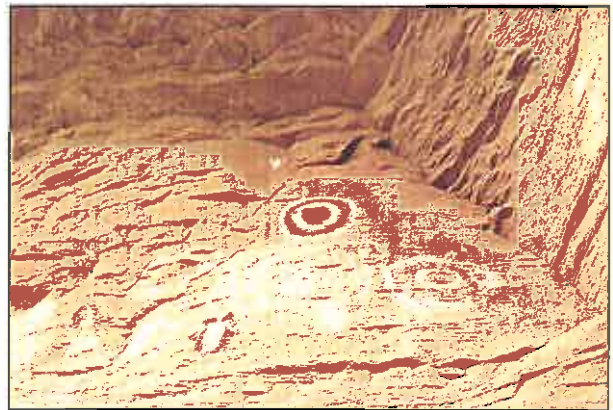
Dinosaur Garden, Vernal, Utah

Section 4. | **Our Vision, Mission, and Objectives**

4.A. | Our Vision

The DD's vision statement is the most important and powerful expression of what the group is all about and what we want to do. It is "our reason to be." All other planning elements find their essence within the vision statement. Our mission statement tells us how we will implement the vision. Our objectives tell us how to manifest our mission and specifically lay the groundwork for all our plan recommendations. A "Goals, Actions, and Priorities Survey" was conducted to assist in our visioning process. (See Appendix E for a copy of the survey and a summary of the results.)

Working together as the Dinosaur Diamond Prehistoric Highway Partnership, we desire to enhance, promote, and protect the dinosaur, fossil and archaeological resources of the Dinosaur Diamond Prehistoric Highway. We also desire to protect natural, geological, historic, and scenic resources along the Highway wherever possible. We desire to accomplish this in a manner that is appropriate and sensitive to each of our partner's specific or local needs. We understand that the Dinosaur Diamond Prehistoric Highway's resources are of regional, national, and global significance and should be protected for all humankind for all time.



Rock art in Canyon Pintado

4.B. | Our Mission

In light of our vision it is our mission to insure the highest degree of enhancement,

promotion, and protection of the Dinosaur Diamond Prehistoric Highway's

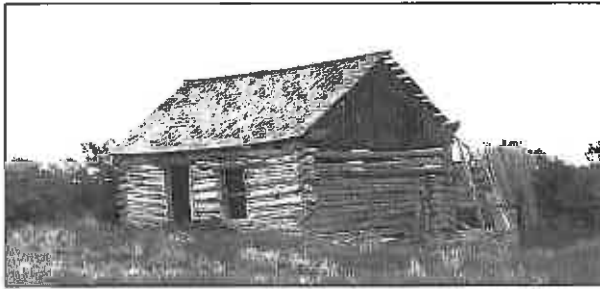
resources. This mission will be accomplished through a Memorandum of Understanding between all our partners, Corporate Bylaws, and an adopted Corridor Management Plan. The Memorandum of Understanding describes the purpose, background, objectives, mutual benefits, and organizational structure of the Partnership. The Corporate Bylaws provide the administrative structure for the Partnership's Board of Trustees and general membership. The Corridor Management Plan provides the blueprint for the future enhancement, promotion, and protection of the Dinosaur Diamond Prehistoric Highway's resources for all humankind for all time.

Together, our vision and mission statements command us to responsible and sustainable resource management. Tourism development and economic growth must be sustainable. Dinosaur, fossils, petroglyphs, pictographs, and other archaeological resources must be protected as sustainable nonrenewable resources. Natural, geological, historic, and scenic resources must also be protected. We, as the Dinosaur Diamond Partnership, clearly see that multiple resource sustainability is our biggest challenge. We see this Corridor Management Plan as a means of assuring this. If we find the plan does not assure this, it should be amended and corrective actions taken.

**4.C. |
Recommendations -
Our Objectives ...
“What We All
Are About”**

The following objectives provide the foundation for all our plan recommendations.

- A. *Ensure the long-term sustainability of the Dinosaur Diamond Prehistoric Highway Partnership and its effective management of all byway resources.*
- B. *Maintain and enhance resource protection programs suited to the diverse needs of the Dinosaur Diamond Partnership. Specifically target the protection of dinosaur, fossil and archaeological resources as nonrenewable and to be preserved for all time. In no way promote visitation to sites that have not been prepared for public interaction.*
- C. *Maintain an ongoing public involvement process that includes all the Dinosaur Diamond's public and private sector partners and encourages new members to participate.*
- D. *Increase the level of tourist-based visitation and related economic development along the Dinosaur Diamond.*
- E. *Attain the highest quality experience possible for all our byway visitors commensurate with the Dinosaur Diamond's world class tourism resources.*



Along U.S. 191

- F. *Provide exceptional visitor service information meeting the diverse needs of the traveling public.*
- G. *Provide visitors of all ages with state-of-the-art interpretive resources that are enjoyable, educational, provocative, and emotive.*
- H. *Develop interactive educational program materials for use in all grade school levels as well as colleges and universities.*
- I. *Develop a tourism marketing and promotion program suited to target markets at the regional, national, and international levels.*
- J. *Develop an ongoing monitoring program that assesses tourism goals and achievements and the success of resource protection measures. Based on the results of the monitoring program, amend this plan and take corrective measures as needed.*

Section 5. | **Byway Corridor and Region**

5.A. | Byway Corridor

Nowhere in the Utah, Colorado or National Scenic Byways Programs is a byway corridor width or length defined in terms of a measurable unit, a political jurisdiction, geography, or any other way of defining a landscape. The National Scenic Byways Program defines a byway as “the road or highway right-of-way and the adjacent area that is visible from and extending along the highway. The length of the corridor can vary depending on different intrinsic qualities. Intrinsic qualities include scenic, historic, recreational, cultural, archaeological, or natural qualities.” (Federal Register, Vol. 60, No. 96, May 18, 1995).



Dinosaur National Monument

5.B. | Major Land Uses

Whether a resource or attraction is “on” or “off” the byway depends on the nature of the attraction, corridor management planning and local decision-making. To be eligible for TEA-21 byway funding, the source of byway funding from the Federal Highway Administration, the project must be close to the byway and strongly thematically related. The FHWA also will not fund projects that are typically funded through other resources. The FHWA will fund infrastructure or safety improvements where safety concerns have arisen resulting from increased visitation resulting from National Scenic Byway designation.

The Dinosaur Diamond byway corridor varies. In many locations the byway may be construed as the visible landscape. The visible landscape may be broad open reaches where sight distances extend for miles or narrow canyons where visibility is greatly reduced. This in no way means that any form of jurisdictional authority applies to the visible landscape. The byway corridor also varies with the DD's intrinsic resources. Though Dinosaur National Monument, the Red Fleet Dinosaur Trackway, and the Mill Canyon Dinosaur Trail are not directly on the DD, they are DD resources.

Much of the DD traverses federally owned land managed by the Bureau of Land Management (U.S. Department of the Interior) and the U.S. Forest Service (U.S. Department of Agriculture). Both agencies operate under multiple use mandates that permit oil and gas exploration, mineral and gravel extraction, grazing, and removal of forest products consistent with management prescriptions identified in Land and Resource Management Plans (USFS) or Resource Area Management Plans (BLM). Both the Forest Service and the BLM also provide extensive outdoor recreation opportunities including the viewing of dinosaur, fossils and archaeological resources. Federal holdings managed by the National Park Service (U.S. Department of the Interior) are primarily preserved for conservation, protection, and interpretation of natural resources. The Uintah and Ouray Indian Reservation is a very large area managed by the Ute Indian Tribe that is circumscribed by the Dinosaur Diamond.

5.C. | Excursions and Loop Tours

There are several side trips or excursions accessible via the DD that provide excellent travel routes for DD enthusiasts. Though “not on the DD” they possess many of the same resources and thematic connections as sites on the DD. The following excursions provide exceptional visitor experiences.

- U.S. 191 from Vernal to the Flaming Gorge National Recreation Area-This very popular 90-mile round trip offers travelers several unique resources. This segment of U.S. 191 is designated as the Flaming Gorge-Uintas National Scenic Byway with the interpretive theme of “Wildlife Through the Ages”. This theme parallels the DD’s interpretive themes. The Flaming Gorge National Recreation Area provides breath-taking scenery and world-class recreation opportunities.
- U.S. 191 from Moab to Monticello and Blanding-Both the Frontier Museum in Monticello and the Dinosaur Museum in Blanding provide outstanding dinosaur, fossil and archaeological resources for DD visitors. Newspaper Rock (BLM) is just northwest of Monticello and the Museum at the Edge of the Cedars State Park, just northwest of Blanding provides additional dinosaur, fossil and archaeological resources for byway travelers. Monticello also is close to the Manti-La Sal National Forest and Canyonlands National Park. Blanding also is close to Natural Bridges National Monument.
- U.S. 50 from Grand Junction to Delta-The Delta County Museum exhibits excellent dinosaur, fossil and archaeological resources for public viewing. The 70-mile round trip for dinosaur and archaeological enthusiasts is well worth the trip. The characteristic western landscape along the route further enhances the trip.

**5.D. Recommendations -
“We Are Much More
Than the Highway”**

The Dinosaur Diamond includes a regional area of influence of at least 15,000 square miles. The entire region is rich in dinosaur, fossil and archaeological resources, as well as world class recreation opportunities and geological, natural, and scenic resources. This larger area of influence strengthens and expands the Dinosaur Diamond in every classification of intrinsic resource qualities. To take further advantage of this situation the following is recommended:

- *The Dinosaur Diamond Partnership should continue to work closely with the Bureau of Land Management, the National Park Service and the U.S. Forest Service in promoting mutually beneficial land uses.*
- *Through a public education and outreach program the DDP should assure landowners and other stakeholders that byway designation does not in and of itself result in restrictions on existing or proposed land uses or commercial transportation.*
- *All byway maps should include an area that reaches at least north to the Flaming Gorge National Recreation Area, at least west to the junction of SH 10 and I-70, at least south to Blanding, and at least east to Delta, Colorado.*
- *Though primarily emphasizing resources that are on the DD, most marketing and promotional materials should reflect resources within the larger area of influence as described above.*
- *Rack cards and excursion or loop tour brochures should be prepared for resources off the DD but within the larger area of influence.*
- *Partner members should exert care in consistently describing what is on the byway and what is not. For example, presently Moab, the Cleveland-Lloyd Dinosaur Quarry, and the Museum of the San Rafael (Castle Dale) are off the byway. If the recommendations (Section 1.D) to extend the byway are adopted these resources all would be on the byway.*



Utah Field House Paleontology Laboratory, Vernal, Utah

Section 6. | Overview of Existing Services and Attractions

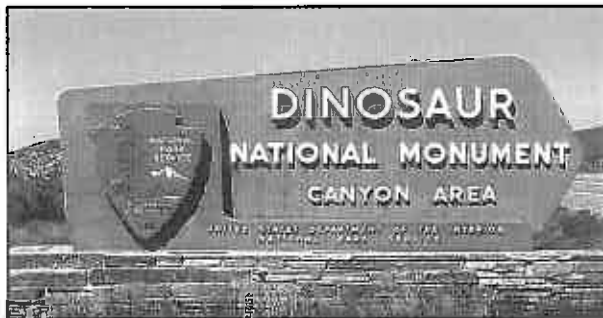
6.A. | Visitor Information Services

Visitor services and attractions are abundant along the Dinosaur Diamond Prehistoric Highway. Many DD communities provide travel information, lodging, restaurants and automobile fuel and repair services. Some DD communities provide emergency medical care. Considerable visitor service facilities already exist, as the DD has been a well-known recreational and archaeological destination for many years. Many communities include museums espousing dinosaur, fossil, rock art, geological, and historical merits of the region. Visitors readily can obtain information on basic travel services and the location of dinosaur and archaeological resources-including interpretive resources and recreation sites.

For the most part, visitor services along the DD are described sequentially in a counter-clockwise direction beginning in Vernal Utah. (See Map 2, *Visitor Services, which follows Section 16.*)

The following facilities provide visitor information services:

- Dinosaurland Travel Region Office-Vernal, Utah
- Vernal Area Chamber, Economic Development, and Convention Bureau-Vernal, Utah



- Utah Field House of Natural History State Park Museum-Vernal, Utah
- Northeastern Utah Visitors Center-Vernal, Utah
- Bureau of Land Management Vernal Field Office-Vernal, Utah
- Duchesne County Area Chamber of Commerce-Roosevelt, Utah
- Ute Petroleum Indian Trading Post-Fort Duchesne, Utah
- Helper Western Mining and Railroad Museum-Helper, Utah
- College of Eastern Utah Prehistoric Museum-Price, Utah
- Carbon County Travel Bureau-Price, Utah
- Carbon County Area Chamber of Commerce-Price, Utah
- Castle Country Regional Information Center-Price, Utah
- Bureau of Land Management Price Field Office-Price, Utah
- Cleveland-Lloyd Dinosaur Quarry-Cleveland, Utah
- Emery County Office-Castle Dale, Utah
- Multi-Agency Visitor Center-Castle Dale, Utah
- Emery County Travel Bureau Office-Green River, Utah
- John Wesley Powell River History Museum-Green River, Utah

- Utah Welcome Center-Thompson, Utah
- Moab Information Center-Moab, Utah
- Moab Area Chamber of Commerce-Moab, Utah
- Canyonlands Travel Board-Moab, Utah
- Bureau of Land Management Moab Field Office-Moab, Utah
- Visitor Center at Arches National Park-Utah
- Visitor Center at Canyonlands National Park-Utah
- Multi-Agency Visitor Center-Monticello, Utah
- Edge of the Cedars State Park-Blanding, Utah
- Visitor Center at Colorado National Monument-Grand Junction, Colorado
- Bureau of Land Management Grand Junction Field Office-Grand Junction, Colorado
- Dinosaur Journey Museum of Western Colorado-Fruita, Colorado
- Visitors and Convention Bureau-Grand Junction, Colorado
- Grand Junction Area Chamber of Commerce
- Colorado Welcome Center-Fruita, Colorado
- Historic Rail Car Visitor Center-Fruita, Colorado
- Colorado National Monument Visitor Center-Fruita, Colorado
- Fruita Area Chamber of Commerce
- Colorado State Park at Fruita Visitor Center-Fruita, Colorado
- Delta County Museum-Delta, Colorado
- Delta Area Chamber of Commerce-Delta, Colorado
- Grand Mesa National Forest Supervisor's Office-Delta, Colorado
- Rangely Area Chamber of Commerce-Rangely, Colorado
- Colorado Welcome Center-Dinosaur, Colorado.
- Dinosaur Area Chamber of Commerce-Dinosaur, Colorado
- Dinosaur National Monument Visitor Center-Dinosaur, Colorado
- Dinosaur National Monument Quarry Visitor Center-Jensen, Utah
- Utah Welcome Center-Jensen, Utah

6.B. | Lodging, Restaurants, Retail, and Tour Services

Lodging and Camping

Visitor support services vary widely along the Dinosaur Diamond. Lodging facilities include large and moderate size chain and independently owned hotels and motels, high-end condominium units, guest ranches, bed and breakfast establishments, rental cabins and small motels and hostels. There are currently about 6,400 rooms available along the DD and in nearby communities. However, most DD communities indicate the need for additional lodging capacity. Meeting, conference, and convention space also are indicated needs.

There are diverse public and private sector camping opportunities along the DD including, RV campgrounds with or without full hookups, and RV and tent campgrounds. The National Park Service, the U.S. Forest Service, the Bureau of Land Management, the Utah Division of State Parks and the Colorado Division of Parks and Outdoor Recreation provide camping facilities from highly developed to primitive sites.

Restaurants

Restaurant availability and level of service also vary along the DD. A large number of fast food chains and franchise restaurants have developed, as well as locally owned establishments serving home-style cooking and ethnic foods. Consistent with trends virtually everywhere, coffeehouse, brew pubs, pastry shops, and health food restaurants/stores are on the increase. Chuck-wagon meals are served in conjunction with entertainment and tour services. As the largest byway community, Grand Junction is home to the largest number of upscale restaurants. Virtually all the DD communities indicate a need of more upscale restaurants as opposed to fast-food chains.

Retail Services

The availability of retail services is commensurate with the size and regional population base of the communities. The larger communities have a substantial number of tourist-oriented souvenir shops, many selling dinosaur, fossil and rock art related items. All of the dinosaur and archaeological museums have gift shops selling such items. Many of the products are in the same cadre-more diversity and specificity to the local sites are desirable. An increasing number of local artisan products are emerging and most virtually all the DD communities support this trend. A trend typical along the DD as elsewhere is the replacement of independently owned gas stations and automobile repair garages with franchise stations and small food marts. This has resulted in a deficiency of automobile repair services in some of the smaller DD communities.



Tour Services

A variety of tour services operate along the DD. Recreational services include biking, hiking, backpacking, climbing, river rafting, 4-wheel driving, horseback riding, fishing, hunting, ATV use, and cross-country skiing. Scenic air tours are available. Educational tours are provided by the National Park Service, Bureau of Land Management, and U.S. Forest Service on lands they manage. Non-profit organizations, museums, colleges, and universities also provide educational programs along the DD. Paleontological and archaeological programs allow participants to get in the field and observe or participate in actual digs. Other field programs cover geological, natural, and cultural resources, as well as training in outdoor skills.

6.C. | Overview of Visitor Attractions

A detailed discussion of the Dinosaur Diamond's intrinsic qualities-including dinosaur, fossil, archaeological, geological, recreational, natural, and scenic resources-is located in Section 8, Inventory and Assessment of Intrinsic Qualities. The dinosaur, fossil and archaeological resources of the DD are of global significance and attract visitors worldwide. The national parks and monuments also provide globally significant resources. They provide scenic, geologic, and recreational resources of unparalleled quality.

6.D. | Accessibility

Accessibility is highly varied along the DD. Many visitor services and attractions are accessible by 2-lane paved or interstate highways. Many field sites are accessible by 2-lane gravel or dirt roads. More remote field sites require 4-wheel drive vehicles. Many attractions also provide self-guided hiking trails or mountain bike routes. The visitor centers and other primary facilities at all the national parks and monuments, as well as many state and county facilities are ADA compliant.

6.E. | Support and Emergency Services

The Utah and Colorado State Patrols and individual Utah and Colorado county sheriffs' departments provide law enforcement. The federal and state land managers also have law enforcement authorities on lands they manage. For the most part, volunteer search and rescue operations are managed through the county sheriffs' departments. Search and rescue operations on federal lands are managed in conjunction with the National Park Service, Bureau of Land Management, and U.S. Forest Service. The largest regional medical and trauma center along the Dinosaur Diamond is in Grand Junction and air ambulances can shuttle people to this facility. Rangely provides hospital and emergency care services. Additionally Roosevelt recently has completed a \$500,000 addition to its medical center. Moab is planning the construction of a new hospital. Vernal and Price each have a hospital and adequate emergency medical facilities. Ambulance service and response times along the DD meet typical service requirements of most rural areas.

Increased backcountry access, for example mountain bikes in Canyonlands National Park, is placing additional pressure on search and rescue, and emergency medical care on the National Park Service. With increased visitation and more injuries, the Park Service has had to upgrade its backcountry support capabilities. As visitation continues to climb, pressures resulting from backcountry use will place more demand on agency capabilities.

6.F. | Recommendations - "Better Serving our Global Visitors"

- *More motel space and upscale restaurants are needed in virtually all the DD communities.*
- *Additional automobile repair services should be provided in several of the smaller DD communities.*
- *Monitor the need for additional law enforcement, fire, and search and rescue resources along the Dinosaur Diamond. If additional visitation requires expanded service, find the means to provide it.*
- *Assess the need for additional organized tour services out of the DD communities.*
- *Develop a series of low watt radio stations to transmit visitor service information to travelers.*
- *Provide diverse types of both motorized and non-motorized access opportunities for DD visitors.*

Section 7. | Quality of Visitor Experiences

7.A. | Settings and Activities

Maintaining, enhancing and monitoring quality visitor experiences are essential to the success of sustainable DD tourism. Along with sensitivity to local community needs and resource protection, visitor satisfaction is very important. Quality visitor experiences or satisfaction is a combination of the quality of visitor settings and activities. If the quality of settings and activities is maintained, visitor experience is maintained. If the quality of settings or activities diminishes, the quality of visitor experiences diminishes.

7.B. | Visitor Expectations and Experiences

To a large degree the quality of experiences is based on whether visitor expectations are met. Many visitors to specialized markets such as dinosaur enthusiasts do their homework before their trips begin. They do research such as exploring the web, making phone calls and sending for materials. They talk with people with similar interests or friends that already have visited the DD. They establish an itinerary. They largely gauge the quality of their trip based on whether their expectations were met or exceeded.

Quality marketing, promotional, and interpretive materials are very effective in conveying reasonable expectations about visitor experiences along the DD. The accuracy of these materials is very important. Visitors are being invited to a world-class resource and will have a very high level of expectation. If the DD also is a National Scenic Byway or All-American Road and is marketed as such, their level of expectation will even be higher.

The DD's intrinsic qualities should be considered relative to an international market. For example, scenic quality is subjective and personal. It is a strong secondary benefit for people who visit the Dinosaur Diamond. Many residents in the western United States are accustomed to seeing dramatic landscapes and expansive views. Utah vies as one of the most scenic areas in the world. When we drive within less than dramatic landscapes, we are prone to say an area is not as scenic as some other area. For visitors from the eastern United States or overseas large open landscapes are in and of themselves scenic and dramatic to people unaccustomed to expansive views.

Visitor settings and activities are inextricably related to the type of access or transportation visitors use. Access can be viewed in terms of hierarchies of types or levels. Diversity in types of access results in a wide variety of settings, activities, and experiences. Each type of access appeals to a specific user group. The following types or levels of access are available to DD visitors.



CEU Museum, Price, Utah

- Arrival to or travel within the Dinosaur Diamond via commercial airline service
- Scenic viewing or transit via charter airplane or helicopter service
- Tour buses
- Recreational vehicles
- Automobiles
- Four-wheel drive vehicles
- Motorcycles
- Dirt bikes (motorized)
- All-terrain vehicles
- Power boats
- Jet skis
- Sail boats
- Snowmobiles
- Rafting or kayaking
- Flatwater boating (row boats, canoes)
- Road touring bicycles
- Mountain bicycles
- Walking/hiking
- Backpacking
- Horseback riding and packing
- Technical bouldering or climbing
- Non-technical climbing

7.C. | Enjoyable Surprises

No traveler to the Dinosaur Diamond wants an unpleasant surprise-but enjoyable surprises are great and add much to the quality of people's experiences. They have lasting impressions and word of them is passed on. Because they are a surprise, they are unexpected and all the more valued.

What is an example of a creative enjoyable surprise? A family (two adults and two children) comes into a DD restaurant for a meal. With each meal each family member gets a DinoDollar-an attractive glossy form of currency of value only on the DD. They can (1) keep their DinoDollar as a souvenir, (2) use it for a predetermined discount at some other DD visitor service, or (3) collect all five types of DinoDollars and mount them on a special display board available from participating retailers (or cash them in for an appealing gift), or (4) collect enough of them to "cash them in" for one of an array of souvenirs from the Official Dinosaur Diamond DinoDollar Catalogue. They may pool their DinoDollars from more than one trip to save up for what they want. All participating businesses would display the Official DinoDollar Decal on their door. Everyone wins.

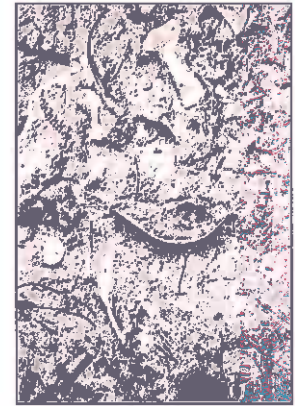
7.D. | Recommendations - "Creating Better Experiences for Everyone"

- *Make sure that marketing and promotional materials accurately reflect visitor experiences to assure expectations are met.*
- *In conjunction with the Strategic Marketing Plan (Section 12) identify target visitor experiences that correlate DD activities with desired types or levels of access.*
- *In conjunction with the Monitoring and Evaluation Program (Section 16), assess the levels of visitor satisfaction relative to expectations and the quality of visitor experiences.*
- *Create a "menu" of enjoyable surprises.*
- *For the same activity, for example looking at rock art sites in the field, provide varied settings and experiences. One trip could be a half-day guided hike. Another trip could utilize guided four-wheel drive vehicles. These provide different experiences and appeal to different types of visitors.*
- *For the same setting, for example, a canyon location, provides both archaeological and geological interpretation. The setting remains the same but the activities and the experiences vary.*
- *Support community beautification and historic preservation efforts.*

Section 8. | Dinosaur Diamond's Intrinsic Qualities



La Sal Mountains from U.S. 191



Dinosaur fossils at Dinosaur National Monument Quarry

8.A. | Overview

“The DD’s world-class dinosaur, fossil and archaeological resources are second to none.”

The Dinosaur Diamond Prehistoric Highway is a showcase of intrinsic qualities.

Its world-class dinosaur, fossil and archaeological resources, including rock art, are second to none. Its recreational resources alone attract people from all over the globe. Its natural and scenic resources are so spectacular that two national parks and two national monuments embrace only some of them. Its complex and revealing geology attract rock hounds and geologists from afar. Its cultural and historic traditions bring together the rich histories of prehistoric inhabitants, Native Americans, and western settlers.

The combined magnitude of these resources warrant All-American Road designation under the National Scenic Byways Program and World Heritage Site designation under the United Nations World Heritage Program. It would be difficult to find another region that embraces so much. Fortunately, many of its most precious resources are being actively protected. All-American Road and World Heritage Site designation would strengthen this protection.

The Dinosaur Diamond’s most dramatic resources—the dinosaur, fossils and archaeological sites—are non-renewable treasures that must be protected for everyone for all time. They form the foundation for an ecotourism based management approach that enables rural economic development and the simultaneous protection of these non-renewable resources. The region’s vast resources are known and loved by an extensive public and private sector partnership committed to leveraging combined efforts to the benefit of all—present and future. (See Map 3, *Dinosaur, Archaeological, and Historical Resources*, after Section 16. Also see Appendix F, *Key Photographs and Images*.)

The Dinosaur Diamond’s intrinsic qualities are assessed in terms of their significance—whether they are:

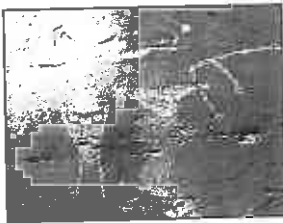
- **Regionally Significant** They have merit relative to resources in the western United States and draw visitors from a multi-state area.
- **Nationally Significant** They have merit relative to resources in the entire United States and draw visitors from all over the United States.
- **Internationally Significant** They have merit relative to global resources and draw international visitors.

**8.B. | Dinosaur, Fossil
and Archaeological
Resources
(Internationally
Significant)**

Dinosaurs

About 145 million years ago-about the midpoint of dinosaur history, much of the DD region was covered by low lying plains with highlands to the west and southwest. Rivers and streams flowed across the flats towards the northeast, with occasional ponding of water in lakes and marshes (a region not unlike the modern-day drainage of the Mississippi River). A variety of ferns, club mosses, cycads, and conifers flourished, with no evidence of the later, more familiar flowering plants and grasses. During the Jurassic Period, large plant-eating dinosaurs like Apatosaurus (also known as Brontosaurus), Brachiosaurus, Diplodocus, and Camarasaurus thrived along with the stranger Stegosaurus and the bipedal Camptosaurus. Meat-eating dinosaurs, such as Allosaurus, preyed upon these plant-eaters.

Preservation of bones from these animals and the resulting study of them have revealed a large variety of stories about their lives and deaths. Some of the sites preserve evidence of obvious predation or scavenging, like tooth marks on bones; another suggests dinosaurs died in floods and their bones are preserved in the sediments laid in a river channel or sandbar; and still others preserve both predator and prey trapped in the remnants of a mud bog or spring-fed pond. Quick burial and groundwater have aided their preservation by permineralizing or petrifying the bones. Subsequent tumultuous geologic activity-including mountain building with its resulting squeezing, warping, tilting, shifting, and erosion of rock strata-eventually reexposed the older rocks and revealed the dinosaur bones.



Rock art in Canyon Pintado

Rock Art

Much, much later in history Ancient Native Americans of the Desert Culture-one of the oldest cultures in Utah-maintained a recognizable continuity for nearly 15,000 years. This incredibly stable culture persisted until about 500 AD or 1000 years ago when it blended with, grew into, or was replaced by the Fremont Culture. The old hunting and gathering culture gave way to a partly farming culture that included some ideas from the Anasazi farmers to the south. Part farmer, part hunter, the Fremont peoples lived in semi-subterranean pit houses.

Along with many other distinctive characteristics the Fremont people developed their own art style. They left records of their life and religion on the surfaces of many different rock formations. These symbols are classified as either pictographs or petroglyphs. Their style was typified by horned, trapezoidal-bodied anthropomorphs (human-like objects) zoomorphs-animal like figures that seemed to have been everywhere the Fremont people lived. Fremont elaboration included necklaces, earrings, shields, swords, loin clothes, and fancy headdresses. The Fremont people also developed a stylized way of making spirals, zigzags, scorpions, mountain sheep, deer, snakes and hunting scenes.

Dinosaur and Archaeological Museums and Quarries

The following museums offer dinosaur, fossil and archaeological interpretive displays and resources along the Dinosaur Diamond Prehistoric Highway. For the most part the museums and sites along the DD are described sequentially in a counter-clockwise direction beginning in Vernal Utah.

Utah Field House of Natural History State Park Museum and Dinosaur Gardens-Vernal, Utah

The Utah Field House introduces visitors to more than 1.2 billion years of geologic history. Over 600 million years of life are preserved, ranging from Precambrian algae, Paleozoic trilobites, Mesozoic reptiles and wood, to Tertiary mammals. Native American prehistory and ethnology as well as modern biology complete the story of the natural history of the Uinta Basin-Uinta Mountains area. In addition to exhibits, the museum maintains a specimen collection for future displays, educational programs and research. Eighteen life-size replicas of prehistoric animals are exhibited in an outdoor setting, including a *Tyrannosaurus rex* and *Utahraptor*.

The discovery of Tertiary mammals south of Vernal and of the dinosaur quarry in the late 19th and early 20th centuries has made the area a paleontologist's paradise. The Utah Field was created to act as a local repository for some of these fossils in the late 1940's. More than six million visitors have visited the museum since its opening.

College of Eastern Utah Prehistoric Museum-Price, Utah

The CEU Prehistoric Museum was founded in the early 1960s through the efforts of local citizens headed by Don Burge, the college geology professor. The original museum opened in 1961 in an upstairs room of the Price City Hall and soon expanded into the hallway with the first mounted dinosaur, a meat-eating Allosaur from the Cleveland-Lloyd Dinosaur Quarry.

The CEU Museum has made a name for itself by operating 50-plus dinosaur quarries and participating in many archaeological projects. The museum is accredited by the American Association of Museums and is a designated repository for federal and state collections. The museum has the largest collection of dinosaur tracks in the world. The museum's Hall of Dinosaurs includes six complete dinosaur skeletons from the Jurassic and Cretaceous Periods of eastern Utah. Four newly discovered dinosaurs are scheduled to be mounted over the next few years.

The CEU Museum also is home to *Utahraptor*-the Cretaceous Period's most ferocious meat-eating dinosaur that hunted in packs. This year an 8 foot by 40 foot mural of the Pleistocene Age (10,000 to 17,000 years ago) will be completed. The museum exhibits also include extensive Fremont Culture artifacts. The museum conducts 1-week field programs for students during the summer.

Cleveland-Lloyd Dinosaur Quarry

The Cleveland-Lloyd Dinosaur Quarry (35 miles southeast of Price) was designated a National Natural Landmark in 1966 under the Historic Sites Act of 1935 (BLM) and is an extremely productive Jurassic Period dinosaur quarry of world stature. The quarry was a mud trap that ensnared dinosaurs that then became victims to other predatory dinosaurs 147 million years ago. Most typically the predator was the *Allosaurus*-the dominant carnivore of the Jurassic Period. This predator trap preserved the most concentrated collection of Jurassic dinosaur bones in world.



Castle Dale, Utah

Seventy-four individual animals have been identified, 30 complete skeletons and 12,000 bones excavated and displayed. There are several thousand bones yet to be uncovered. Exhibits include the only known Stegosaurus footprints ever found. Dinosaur tracks were recently found in stream channels near the quarry. The quarry is the discovery site of an egg containing a fossilized dinosaur embryo. Bones from the quarry are located in more than 65 museums throughout the world. The Visitor Center features a mounted Allosaurus skeleton and three wall-mounted dinosaurs.

Museum of the San Rafael-Castle Dale, Utah

The Museum of the San Rafael includes exhibits of large dinosaur skeletons including the Allosaurus, Chasmosaurus, and Albertosaurus. Exhibits also include highlights of the geology, history, animal, and plant life of the San Rafael Swell area as well as exceptional Native American/Fremont artifacts and sculptures.

Dinosaur Museum-Blanding, Utah

This privately operated museum is open year-round and has a sizable collection of dinosaur skeletons, fossil logs, fossil skins, and footprints. The museum largely focuses on what dinosaurs looked like in contrast to more traditional skeletal displays. The museum also includes a "history hall" of dinosaur movies and annual exhibit changes.

Dan O'Laurie Canyon Country Museum-Moab, Utah

The Dan O'Laurie Museum highlights archaeological, geological, and historical exhibits associated with the dramatic landscape and archaeological wonders of Moab Valley and southeastern Utah. Dinosaur tracks and a dinosaur femur are among its exhibits, as well as archaeological displays. Cultural exhibits also include artifacts of Archaic peoples followed by Anasazi, Fremont, and Ute.

Dinosaur Journey Museum of Western Colorado - Fruita, Colorado

The Dinosaur Journey Museum is home to several large dinosaur skeletons, robotic dinosaurs, a simulated dinosaur quarry, and fossils and interactive exhibits unique to the region. The Museum also houses an active paleontological laboratory.

Delta County Museum-Delta, Colorado

The Delta County Museum is home to over 200 fossilized dinosaur bones and detailed maps and descriptions of the Dry Mesa Quarry.

Rangely Museum-Rangely, Colorado

The Rangely Museum exhibitions include Native American artifacts, the pioneer settlement of the area, and energy development. Dinosaur trackways comprise one exhibit.

Dinosaur National Monument

Designated a National Monument in 1915, Dinosaur National Monument preserves one of the few quarries in the world where over 1,200 dinosaur bones are exposed in place as nature deposited them 150 million years ago. The monument is the legacy of rivers-past and present. Here, preserved in the sands of an ancient river, is a window into the world of Jurassic dinosaurs.

Dinosaur Quarry-Jensen, Utah The quarry, located 7 miles north of Jensen, Utah, is the only place in the park to view dinosaur bones. The quarry displays a 160-foot long wall with over 1600 dinosaur bones. The quarry also provides exhibits and a paleontology laboratory. It is open year-round.

Canyon Country-Dinosaur, Colorado The Harpers Corner Scenic Drive provides a 2-hour roundtrip letting visitors scan 210,000 acres of dramatic canyon country landscape from roadside overlooks. A trail at Harpers Corner provides stunning views of the canyons below and the confluence of the Green and Yampa Rivers. Some of the most scenic parts of the monument are accessible on paved or well-graded roads in this eastern portion of the monument.

Significant Archaeological Areas

Canyon Pintado (BLM)

The Canyon Pintado Historic District, a property listed on the National Register of Historic Places, is located in northwest Colorado in the Douglas Valley south of Rangely. Canyon Pintado (Painted Canyon) has been occupied by prehistoric people for as long as 11,000 years and was visited repeatedly by a variety of cultures throughout its long history. One culture that left a visible mark on the Canyon was the Fremont. The Canyon provides the largest concentration of Fremont archaeological sites along the DD. More than fifty archaeological sites in the Canyon Pintado District were the handiwork of Fremont-age peoples.

The Dinosaur Diamond also is home to one of the most spectacular rock art regions in the world. Both pictographs and petroglyphs are abundant and speak to a long age of human habitation. The following is a listing of sites delineated on Map 2, Dinosaur, Fossil, and Archaeological Resources.



- Buckhorn Petroglyph and Pictograph
- Mill Canyon Dinosaur Trail
- Copper Ridge Dinosaur Trackway
- Potash Road Petroglyph
- Newspaper Rock
- Sego Canyon
- Dry Mesa Quarry
- Riggs Hill Trail
- Dinosaur Hill Interpretive Trail
- Fruita Paleo Area Trail
- Rabbit Valley Dinosaur Quarry
- Red Fleet State Park Dinosaur Trackway

8.C. | Recreation Resources (Internationally Significant)

The Dinosaur Diamond Region is blessed with recreational resources of global significance. (See Map 4, *Recreation Resources*, which follows Section 16.) Annually, visitors come from all over North America and Europe and Asia to visit the national parks and monuments, national recreation area, national forests, BLM resource areas, and state parks. Scenic viewing, photography, nature study, hiking, backpacking, mountain biking, fishing, river rafting, power boating, and 4-wheel driving are just some of the recreation attractions. The Moab area is a nationally renowned mountain bike recreation area.

Regional recreation resources listed mostly in sequential order in counter-clockwise direction starting with Dinosaur National Monument include the following:

- Dinosaur National Monument, Utah, Colorado
- Flaming Gorge National Recreation Area, Utah
- Red Fleet State Park, Utah
- Steinkaker State Park, Utah
- Vernal Community Recreation Resources, Utah
- Ashley National Forest, Utah
- High Uintas Wilderness Area, Utah
- Duchesne Community River Walkway, Utah
- Starvation Lake State Park, Utah
- Manti-La Sai National Forest, Utah
- Scofield State Park, Utah
- Price Canyon Recreation Area, Utah
- Price Community Recreation Resources, Utah
- Huntington Lake State Park, Utah
- Millsite Lake State Park
- Castle Dale Community Recreation Resources, Utah
- Capitol Reef National Park, Utah
- Grand Staircase-Escalante National Monument, Utah
- Glen Canyon National Recreation Area, Utah
- Goblin Valley State Park
- Natural Bridges National Monument, Utah
- Edge of the Cedars State Park, Utah
- San Juan National Forest, Colorado
- Uncompahgre National Forest, Colorado
- Black Canyon of the Gunnison National Park
- Grand Mesa National Forest, Colorado
- Canyonlands National Park, Utah
- Canyon Rim Recreation Area, Utah
- Moab Community Recreation Resources, Utah
- Dead Horse Point State Park, Utah
- Arches National Park, Utah
- Green River State Park, Utah
- Colorado River State Park-Fruita, Colorado
- Colorado National Monument, Colorado
- White River National Forest, Colorado
- Grand Junction Community Recreation Resources, Colorado
- Fruita Community Recreation Resources, Colorado
- Rangely Community Recreation Resources, Colorado

8.D. | Geological and Natural Resources (Nationally Significant)

The Dinosaur Diamond region is a marvel of geological, natural, and scenic resources that are in and of themselves primary recreation attractions and resources closely connected with dinosaur and archaeological resources. (See Map 5, *Geological and Natural Resources*, which follows Section 16.) These include all the national parks and monuments, national recreation areas, and national forests listed under intrinsic recreation resources. Additionally, they include:

- Browns Park National Wildlife Refuge
- Ouray National Wildlife Refuge, Utah
- Stewart Lake Waterfowl Management Area, Utah
- King's Peak-13,528 feet elevation, the highest point in Utah
- Uinta Mountains, Utah
- Nine-Mile Canyon, Utah
- Wedge Overlook, Utah
- Little Grand Canyon
- Buckhorn Draw
- Book Cliffs
- Desolation Canyon, Utah
- Green River, Utah, Colorado
- Molen Reef, Utah
- San Rafael Reef, Utah
- Needles Overlook, Utah
- Anticline Overlook, Utah
- Colorado River, Utah, Colorado
- Yampa River, Colorado
- La Sal Mountains, Utah
- Fisher Towers, Utah

San Rafael Reef

The San Rafael Swell is a large kidney-shaped geographic feature formed by the structural uplift of the region 40 to 60 million years ago. These large uplifts are known as anticlines. Erosion, water, and wind have removed thousands of feet of sediments and sculpted the landforms present today. Formations at the surface were deposited 100 to 230 million years ago.

Ouray National Wildlife Refuge

The Ouray National Wildlife Refuge comprises 12 miles of the Green River and encompasses 11,987 acres of land of which 3,500 are leased from the Uintah and Ouray Indian Reservation which adjoins the refuge on the south. The refuge is a paradise for water birds (ducks, geese, and others) in the northeast desert of Utah that receives less than 7 inches of precipitation a year.

Browns Park National Wildlife Refuge

Browns Park National Wildlife Refuge lies along the Green River in the far northwestern corner of Colorado between Dinosaur National Monument and the Utah-Colorado state line. Managed by the U.S. Fish and Wildlife Service, this 13,455-acre Refuge serves as a nesting and resting area for migratory waterfowl. During winter months, management emphasis shifts toward providing habitat for wintering elk and deer.

Table 8-1. **Annual Visitation at Dinosaur Diamond Attractions**

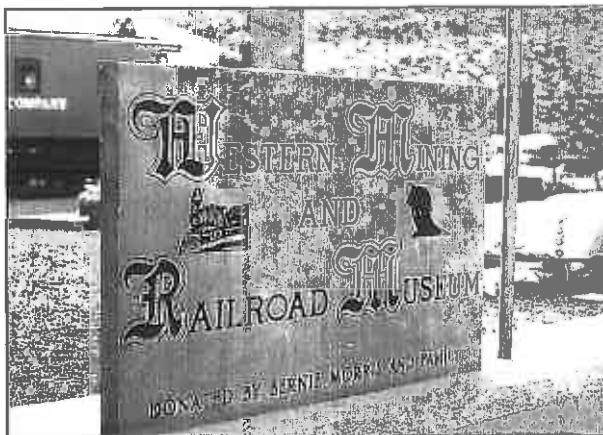
Annual Visitation at DD Resources and Attractions	1996	1997	1998	1999
Utah Field House of Natural History State Park Museum, Vernal, Utah	106,078	115,682	99,758	100,000 approx.
CEU Museum, Price, Utah	57,228	52,138	49,240	45,653
Cleveland-Lloyd Dinosaur Quarry, Cleveland, Utah	7,000 approx.	6,000 approx.	5,500 approx.	5,000 approx.
Museum of the San Rafael, Castle Dale, Utah	10,000 approx.	10,000 approx.	10,000 approx.	10,000 approx.
Dinosaur Journey Museum, (formerly Dinamation's Dinosaur Discovery Museum), Fruita, Colorado	70,600 approx.	66,300 approx.	66,200 approx..	67,300 approx.
Rangely Museum, Rangely, Colorado	367	443	295	332
Dinosaur National Monument, Dinosaur, Colorado	464,865	447,356	421,027	411,474
Edge of Cedars State Park, Blanding, Utah	26,024	22,868	20,585	24,129
Monticello Frontier Museum, Monticello, Utah	less than 1,000	less than 1,000	less than 1,000	less than 1,000
Dan O'Laurie Museum, Moab, Utah	10,394	10,217	9,435	10,000 approx.
Delta County Museum, Delta, Colorado	1,200 approx.	1,200 approx.	1,200 approx.	1,200 approx.
Helper Western Mining and Railroad, Museum, Helper, Utah	10,168	8,798	8,701	9,980
Powell River History, Museum, Green River, Utah	41,197	36,799	31,056	N/A

Arches National Park, Utah	855,970	858,525	837,161	869,980
Canyonlands National Park, Utah	447,527	432,697	436,524	446,160
Colorado National Monument, Colorado	318,717	307,088	291,690	297,113
Cross Orchards Historic Farm, Grand Junction, Colorado	n/a	n/a	n/a	n/a
Museum of Western Colorado, Grand Junction, Colorado	n/a	n/a	n/a	n/a
Colorado Welcome Center, Fruita, Colorado	201,770	201,926	212,252	231,337
Colorado Welcome Center, Dinosaur, Colorado	38,683	39,517	39,028	35,322
Utah Welcome Center, Jensen, Utah	Not Open	22,153	38,084	36,292
Thompson Information Center, Thompson, Utah	108,212	105,186	103,622	102,847

Source: Agency and Entity Reports, 1999

8.E. | Historic and Cultural Resources (Regionally Significant)

Aside from the dinosaur, archaeological, recreational, and geological intrinsic values, the region yields evidence 10,000 years of human habitation that included Ancient Desert Culture, Fremont, more recent Native Americans, western settlers, and present inhabitants. The historical and present day significance of ranching and farming also are regionally significant intrinsic resources.



Museums of Historic Resources

- Western Heritage Museum, Vernal, Utah
- Daughters of Utah Pioneers Museum, Vernal, Utah
- John Jarvie Ranch Historic Site, Vernal Area, Utah
- Swett Ranch National Historic Site, Flaming Gorge area, Utah
- Western Mining and Railroad Museum, Helper, Utah
- Emery County Pioneer Museum, Castle Dale, Utah
- John Wesley Powell River Museum, Green River, Utah
- Frontier Museum-Monticello, Utah

8.F. | Special Attractions and Events (Regionally Significant)

The Dinosaur Diamond communities, counties, travel regions, and other organizations host a large number of annual events each year. They promote the DD as well as local community resources and provide a rich entertainment mix. The types of events are very diverse, and include:

- Theater productions
- Music events
- Native American art shows
- Native American performances
- Rodeos
- National holiday celebrations (4th of July, Christmas and others)
- Summer, fall, and winter festivals
- Open houses
- Dinosaur Days celebrations
- Tourism conferences
- Festivals of lights
- Local community events

8.G. | Recommendations - “Coming to Know Our Resources Better”

“Promote environmentally sound site and resource management.”

Much inventory and assessment has been completed for dinosaur, fossil, archaeological and geological resources. A wealth of marketing and promotional materials also exists for dinosaur, fossil and archaeological resources, as well as recreation opportunities. More is recommended:

- Continue to support academic and research efforts to find, catalogue, and excavate new dinosaur, fossil and archaeological sites.
- Promote environmentally sound site and resource management.
- Support the formation of a professional advisory board of archaeologists, paleontologists, and geologists to consult with the DDP on an as needed basis. The advisory board may be comprised of public and private sector professionals already active with the DDP.
- Start book committees to oversee the production of a series a guide books for the Dinosaur Diamond to include:
 1. The Official Guide to the Dinosaur Diamond Prehistoric Highway
 2. The Official Guide to the Geological and Natural Wonders of the Dinosaur Diamond Prehistoric Highway
 3. The Official Guide to the Dinosaurs and Archaeology of the Dinosaur Diamond Prehistoric Highway
 4. The Official Guide to Recreation Resources of the Dinosaur Diamond Prehistoric Highway
 5. The Official Guide to the National Parks, Monuments, and Recreation Areas of the Dinosaur Diamond Prehistoric Highway

Trademark these titles or the ones developed to prevent others from using the same or too similar names. Establish a policy where these and other books of their type are the only books officially sanctioned by the Dinosaur Diamond Partnership.
- Further assess the need for additional rest areas, pullouts and picnic sites.
- Complete a comprehensive trails inventory for the DD.
- Further identify historic resources and promote their recognition and protection through certification programs.

Section 9. | **Transportation and Traffic Safety**

9.A. | Transportation Infrastructure

U.S. highways and interstates and state highways provide the basic transportation infrastructure for the vast majority of DD visitors. Roads on federally owned land also provide an extensive network of off-highway and backcountry access. This particularly is true of the National Parks and Monuments. There virtually is no public transportation aside from airlines. Grand Junction provides regional air service to Denver, Salt Lake City, and Phoenix. Grand County Utah has completed a new air terminal and extended runways and is providing commuter service to Salt Lake City, and soon Las Vegas. Vernal also provides regional air service to Salt Lake City. Price is looking at expanding its air service, including commercial air tours. Car rentals are available at all four airports. Amtrak provides train service between Denver and Salt Lake City as does Trailways bus service. Most private tour operators use buses to transport their clients.



Utah SH 10

9.B. | Planned Improvements

The Utah State Transportation Improvement Plan (STIP) identifies improvements planned for segments of the DD over the next 5 years. Some roadway widening is planned for segments of U.S. 6/191 between Price and I-70. Intermittent passing lanes will be constructed and in some cases the roadway widened to four lanes. The Helper interchange also will be reconstructed. Some minor widening also will occur on U.S. 40. Routine pavement patching also will occur. Routine reconstruction of segments of I-70 will occur-this typically being patching and overlaying.

9.C. | Traffic Volumes

Total traffic volumes for 1998 are reported from automatic recorder data at specific locations along the Dinosaur Diamond Prehistoric Byway. Average annual daily trips (AADTs) are available for months and days of the week for three locations. AADTs are reported for these locations for weekdays and weekends in July. This typically is a peak volume period. For other segments, only AADTs are available based on averages for an entire year. Volumes for significant connecting highways are listed last where data is available. All data has been provided by the Utah and Colorado Departments of Transportation, 1999. (See Appendix G, *Transportation Data*.)

Table 9-1. | **Traffic Volumes on the Dinosaur Diamond**

Highway	Segment	Weekday AADT*	Weekend Day AADT*
U.S. 40	Dinosaur Colorado to Vernal Utah	5,072	N/A
U.S. 191	North of Vernal Utah	2,901	3,622
U.S. 40	Roosevelt Utah to Duchesne Utah	9,639	6,923
U.S. 6/191	Northwest of Price Utah	4,190	2,022
U.S. 6	Price Utah to I-70	5,225	5,176
Utah SH 10	North of Huntington Utah	5,524	3,638
I-70	Colorado-Utah State Line	5,346	N/A
I-70	At Mack Interchange, Colorado	5,968	N/A
U.S. 191	I-70 to Moab Utah	6,755	6,990
U.S. 191	I-70 to Moab Utah	4,180	4,162
U.S. 139	Pintado Canyon	500	500**
S.H. 64	Rangely to Dinosaur	1,250	1,250**

* Average Annual Daily Trips for 1998

** AADT weekday and weekend combined average (only data available)

Source: Utah and Colorado Departments of Transportation (1999)

9.D. | Highway Design Characteristics

All segments of the Dinosaur Prehistoric Highway are two-to-four lane paved state or U.S. highways. Interstate 70 is a four-lane paved highway. See Table 9-A, below, for segment descriptions. All segments of the DD currently serve all types of vehicles used by DD visitors in a safe, efficient, and comfortable manner. Designation as a Utah Scenic Byway or a National Scenic Byway (or All-American Road) and increased traffic that may occur with these designations would not require higher design standards or maintenance levels than currently exist. If increased traffic resulting from federal designation results in an unsafe element or situation, the DD can apply for TEA-21 funds to eliminate or mitigate this element or situation.

Table 9-II. | **Highway Design Characteristics**

Highway	Pavement Type	Number of Lanes	Shoulder Width	Median Width
U.S. 40	Asphalt	2-4	0-12 feet	0-12 feet
U.S. 191	Asphalt	2-4	0-9	0-12
U.S. 6	Asphalt	2-4	0-10	0-10
Utah SH 10	Asphalt	2-4	0-10	0-14
I-70	Asphalt	4	4-12	64-225
Colo. SH 139	Asphalt	2	0-40	0
Colorado SH 64	Asphalt	2	0-40	0

Source: Utah and Colorado Departments of Transportation (1999)

9.E. | Accident Record Data

The Utah and Colorado Departments of Transportation provided the following accident record data. With the exception of U.S. 40, none of the data indicates an unusually high number of accidents or fatalities with respect to the highway design characteristics and traffic volumes. The relatively high number of accidents on U.S. 40 is attributed to 187 collisions with wild animals in a 3-year period.

Table 9-III. | **Accident Record Data**

Highway	Sample Length	Annual Accidents (Ave. 1996-1998)	Severity Index* (Ave. 1996-1998)
U.S. 40	88.9 miles	128 (total of 14 fatalities)	1.57
U.S. 191	148.7	23 (4 fatalities)	1.74
U.S. 6	60.3	71 (12 fatalities)	1.87
Utah SH 10	68.9	52 (3 fatalities)	1.60
U.S. 139	73	29	N/A
SH 64	18	12	N/A
I-70	74.2	33 (10 fatalities)	1.69

*Severity Index = Accidents per 1 million miles of road travel

Source: Utah and Colorado Departments of Transportation (1999)

9.F. | Commercial Traffic

Commercial traffic includes all local, regional, or interstate use of any segment of the Dinosaur Diamond Prehistoric Highway by licensed commercial truck traffic (any vehicle size). There currently are no restrictions to any commercial use on the DD. Legislative designation of the route as the Dinosaur Diamond Prehistoric Highway places no restriction on commercial use of the route. Neither designation as a Utah Scenic Byway nor a National Scenic Byway nor All-American Road would place any restrictions on commercial use of the route.

9.G. | Seasonal Factors

The greatest volumes of tourism-based traffic occur during the summer months with warm temperatures and good driving conditions. People are far less inclined to visit field dinosaur and archaeological sites in cold weather. Tourism-based industries tend to experience boom periods



during summer months and bust periods during winter months. Tourism planners often struggle in enticing more winter visitors. The rapidity of snow removal on DD road segments meets industry standards-roads only are hazardous during or immediately after snowstorms prior to snow removal. Snow removal on federal and county gravel and backcountry roads is a slower process and some roads are not plowed. Access to backcountry dinosaur, fossil and archaeological sites is restricted during winter months. Some sites are not accessible.

9.H. | Access Control and Pullout Design Considerations

Limited access along the Dinosaur Diamond Prehistoric Highway only occurs along Interstate 70. Access along any other portions of the Dinosaur Diamond are controlled by state highway design standards, specifically highway speed limits, sight distances, and adequate length of roadway for acceleration or deceleration. A substantial amount of the tourism and recreation roadway infrastructure for the DD already is in place. Existing design standards or a need to make safety improvements resulting from increased DD visitation will dictate new access.

**9.I. |
Intermodal
Opportunities**

“Intermodal” opportunities include alternative means of transportation along or near motorized byway traffic. Hiking and bicycling trails near the DD provide outstanding intermodal opportunities. Bicycling includes both road touring and mountain biking. Both the Moab and Fruita areas abound with mountain biking resources.



**9.J. |
Recommendations -
“Assuring Safe and
Pleasant Travel”**

- *Dinosaur Diamond travel brochures and interpretive products should include a safe travel message reminding travelers to heed caution signs, be aware of mixed vehicle uses, including large commercial trucks, and be aware of changing weather conditions. Travelers also should be warned of the need for 4-wheel drive vehicles or any other special conditions, for example no gas for so many miles. Travelers should be reminded of open range segments and the need to respect private property or limited access signs.*
- *The DDP should engage both the Utah and Colorado Departments of Transportation to measure traffic volumes in more detail to keep an accurate record of increases in traffic resulting from designations. Accident records also should be monitored in light of increased visitation to identify needs for corrective actions.*
- *A winter use plan should be developed to clearly indicate to visitors areas that may be inaccessible due to snow. Areas not currently plowed may warrant plowing to provide additional access for visitors.*
- *Intermodal transportation opportunities should be supported and expanded to the greatest degree possible.*
- *Install additional wild animal collision warning signs along U.S. 40, Colorado SHs 139 and 164.*

Section 10. | Signage

10.A. | Utah and Colorado State Scenic Byway Signage

Both the Utah and Colorado Scenic Byway Programs have distinctive route markers for state designated byways. Presently the DD does not have Utah State scenic byway designation, though it intends to apply for such designation soon. The DD could sign the route as the Dinosaur Diamond Prehistoric Highway, its legislative designation, with cooperation and coordination of the Utah Department of Transportation. The DDP will await a decision on a nomination application for state designation. The Colorado segment of the DD will be signed with the state's standard scenic byway blue columbine sign and verbiage as the Dinosaur Diamond Scenic Byway. The Colorado signage program marks the beginning and end of segments of a byway, all turns, and signs at intervals of about 5 miles along the byway-longer in some rural areas.

10.B. | Outdoor Advertising

With the passage of the Intermodal Surface Transportation Efficiency Act (ISTEA) on December 18, 1991, no new off-premise signs may be erected on interstates and primary highways designated scenic byways receiving funding through the ISTEA program. Existing outdoor advertising signs that were lawfully erected under state law can remain if properly maintained. FHWA is not requiring the purchase and removal of existing signs. Signs that were not lawfully erected under state law must be removed at the cost of the sign owner. Signs allowed along scenic byways as defined in the Roadside Advertising Rules and Regulations include:

Official Advertising Devices

Advertising devices erected for a public purpose authorized by law, but the term shall not include devices advertising any private business. Authorized by law means a duly erected statute, rule, regulation, ordinance, declaration or resolution by a governmental entity specifically authorizes the erection of such device by a governmental entity.

On-Premise Advertising Devices

Advertising devices advertising the sale or lease of the property on which it is located or advertising activities conducted on the property on which the sign is located.

Directional Advertising Devices

Advertising devices containing directional information about public places owned or operated by federal, state, or local governments or their agencies; publicly or privately owned natural phenomena, historic, cultural, scientific, educational, and religious sites; and areas of natural scenic beauty or naturally suited for outdoor recreation, deemed to be in the interest of the traveling public.

Tourist Oriented Directional Signage (TODS)

Signs would be allowed for tourist business within scenic byways if the business met the criteria and the city or county would allow them in their jurisdiction. These TODS are placed in the transportation department's rights-of-way at the intersection nearest the tourist business or primary and secondary highways excluding freeways and interstates. These signs are paid for by the business and are erected by the Department of Transportation.



Specific Information and Business Signs (LOGOS)

These signs are on interstate highways within scenic byways. These signs advertise businesses for gas, food, lodging, and camping. These signs are placed in the interstate highway right-of-way at rural interchanges.

These five sign categories provide some form of signage for activities within scenic byways without the erection of off-premise billboards.

10.C. | Interpretive Signage

In general, interpretive signage falls under the category of directional signage devices. Interpretive signage may include low- and high profile panels, historical markers, or markers keyed to map locations on a brochure of an interpretive purpose. (See Appendix H, *Sample Sign Designs*.)

10.D. | National Scenic Byway Signage

If the Dinosaur Diamond applies for and is designated a National Scenic Byway (NSB) or All-American Road it will be signed as such by the Federal Highway Administration (FHWA). However, at this time the signage program has not been developed and implemented. The interim National Scenic Byway logo is being redesigned. In Colorado the NSB signs will be mounted on the existing state scenic byway signs to avoid signage clutter. Also in Colorado U.S. Forest Service National Forest Byways and Bureau of Land Management Scenic Byways and Backcountry Byways are not signed if they also are state scenic byways as per agreement by the Colorado Department of Transportation and these federal land managers.

10.E. | Recommendations - "Way-finding, Messages, Media, and Options"

- *Prepare and distribute a fact sheet regarding scenic byway signage explaining the law and the alternative means of outdoor advertising as described above.*
- *Working with the Utah and Colorado Departments of Transportation, develop a sign plan for the Dinosaur Diamond that:*
 1. *Attractively and distinctively identifies the DD route as soon as is reasonably possible.*
 2. *Provides official advertising devices.*
 3. *Provides on-premise advertising devices.*
 4. *Provides directional advertising for the traveling public.*
 5. *Provides tourist-oriented directional signage for businesses, and,*
 6. *Provides specific information and business signs, gas, food, lodging, and camping services.*
 7. *Provides additional caution and warning signs in accident-prone areas.*
 8. *Provides additional caution and warning signs in advance of pullouts, rest areas, and attractions.*

The sign plan should provide visual or graphic design conformity for the entire DD route whether in Utah or Colorado.
- *Develop a systematic and uniform interpretive sign program for the DD route for both Utah and Colorado. Work with the U.S. Forest Service, Bureau of Land Management, the National Park Service, and the State Departments of Transportation to incorporate their sign programs and avoid clutter or redundancy.*
- *If designated as a National Scenic Byway or All-American Road, work with the Federal Highway Administration in signing the byway with a means of avoiding clutter or redundancy.*

Section 11. | Interpretive Planning

11.A. | Overview

“Interpretation is a communication process designed to reveal meanings and relationships of our cultural and natural heritage through involvement with objects, artifacts, landscapes, and sites” - Interpretation Canada, 1978.

Interpretation is not about presenting information to the traveler, but a means of translating the technical language of the expert to the language of the traveler. Importantly, the language should be provocative and emotive. It should tell compelling stories. It should never look or sound like a textbook or encyclopedia.

The greatest mistake in interpretation media is trying to say or explain too much-to overeducate. Interpretive materials should be entertaining and educating. They should use as few words as possible and be highly visual and interactive where possible.

11.B. | Themes

Many byways struggle to find provocative and emotive themes that grab at the heart and soul of visitors. This is not the case of the Dinosaur Diamond. The word dinosaur alone is provocative, emotive, and compelling. It is why most people come to the Dinosaur Diamond. Dinosaurs have universal appeal. A psychologist once stated that this appeal partially is a result of dinosaurs’ perceived ferocity, or at least their size-but lack of real threat because they are extinct. This particularly is true for children. For many children dinosaurs are their introduction to ferocity, their introduction to something bigger than life, but from a safe place. Rock art also has great appeal because it is mysterious. We have theories about the purposes of pictographs and petroglyphs, what they say or mean. But our knowledge only can go so far. It only can explain so much. There is much left to the imagination, and this is good.



CEU Prehistoric Museum

Some interpretive planners insist that for any resource, such as a byway, there is only one theme. All the rest are sub-themes. Whether they are themes, sub-themes, compelling stories, storylines and/or a host of other interpretive descriptors, the Dinosaur Diamond’s themes are strong and direct.

1. *Dinosaurs – What were they? Why were some dinosaurs so big? Were they ferocious? What happened to them?*
2. *Rock Art – What do these symbols, writing, or art mean? Why do they seem otherworldly or alien to some people? What do they tell us about people who lived here so long ago?*
3. *Geology – Some of the most dramatic and unique geology in the world occurs along the dinosaur diamond. Why? What are the ways we appreciate it? How does it relate to dinosaurs and rock art?*
4. *Human habitation over the last 11,000 years – It embraces so much from the dawn of civilization to the new millennium. What remarkable events happened right here? What remarkable events are still happening?*

11.C. | Opportunities and Challenges

Opportunities

- The DD's interpretive themes are very powerful and attractive to a large audience.
- Key assets like dinosaur, fossils and archaeological resources are distributed over a large geographic area, thus making it possible to market a large region with strongly unifying themes.
- An immense interpretive infrastructure already exists, including a vast array of interpretive materials, museums, and field resources.
- The DDP is a broad-reaching and effective organizational tool to get interpretive projects done.
- The National Park Service-the premier federal land manager with the mandate to preserve and interpret important resources, is a very active participant with the DDP. Their globally significant parks and monuments are major attraction anchors to the DD.
- Likewise, both the Bureau of Land Management and the U.S. Forest Service manage significant DD resources and are committed partners to the appropriate promotion and protection of DD resources
- Managing resources through the Partnership provide a very effective means of promoting resource protection both through public and private entities. Protection language can easily be added to the multitude of pamphlets and brochures that already are produced.
- New interpretive resources wait to be discovered. Other sites are not yet ready for public visitation. DD interpretation is in a very dynamic mode.

Challenges

- It is difficult to protect backcountry rock art and other types of archaeological sites from vandalism. Ethics and education programs need to be targeted at the types of individuals who are most likely to vandalize these sites.
- The Bureau of Land Management, as well as the other federal land managers, is under constant pressure to make field sites available to the visiting public. With limited resources they can only do so much so fast. Additionally, not all field archaeological sites are intended to be made public.
- Protection measures are complicated by the fact that at times marketing and promotional materials are developed which promote sites not ready for public visitation.
- The DD is immense and many public sector jurisdictions are involved in aspects of its management. Communication and coordination is a challenge.
- Local communities vary in how much and what ways they want to be marketed. Interpretive planning must respond to these sensitivities.
- Budget limitations affect the content and quality of interpretive materials.

**11.D. |
Recommendations -
“Telling Our
Compelling Stories”**

Interpretive recommendations include signage, facility improvements and construction, and the preparation of diverse interpretive materials. Several products that serve both interpretive and marketing purposes, for example a four-color brochure, are discussed in the next section under Marketing, Promotional, and Advertising Tools.

Personal Services

- *Maximize and increase the use of personal services, e.g., person-to-person contact between tourism, interpretive, and recreation providers and DD visitors.*

Signage

- *Dinosaur Diamond interstate signage should be located at the interstate's junctions with SH 10, U.S. 6/191 at Green River, Crescent Junction, Fruita, and Grand Junction.*
- *As recommended under 10.E., develop an interpretive sign plan as a component of a comprehensive sign plan for the DD.*

New Facilities or Upgrades

- *Develop detailed information kiosks about the DD at each of the five I-70 junctions on the DD.*
- *Encourage and support the Museum of Western Colorado's efforts to construct a new museum.*
- *Encourage and support the Dinosaur Valley Museum's efforts in obtaining new interpretive displays.*
- *Encourage and support the Utah Field House of Natural History State Park Museum's efforts for a major renovation or new building.*
- *Encourage and support the College of Eastern Utah Prehistoric Museum's efforts to add a “Hall of Cretaceous Dinosaurs”.*
- *Encourage and support the Cleveland-Lloyd Dinosaur Quarry's efforts to add new permanent exhibits.*
- *Encourage and support Castle Dale's efforts to add an interpretive wing to the Museum of the San Rafael.*
- *Encourage and support the construction or addition of an interpretive facility in Rangely.*
- *Construct interpretive displays and trails at the Dalton-Wells Quarry.*
- *Construct interpretive displays and trails at several dig sites in preparing these sites for public visitation (sites to be identified at a later date).*

Interpretive Products

- *The Dinosaur Diamond passport can be a very popular promotional product that encourages DD travelers to make all the stops where unique passport stamps are available. The DD Passport should be redeveloped to be more in keeping with the National Park Service passport program. More stops should be added and a sheet of new stamps should be introduced each year. Foreign language inserts also should be produced.*
- *Develop a set of simple black and white or 2-color “focus” brochures, with maps, to talk about specific types of attractions on the DD (for example, rock art, geology, and recreation.)*
- *Develop a DD tabloid newspaper. The newspaper could include a more detailed map and more descriptive information than the four-color brochure. The newspaper could also include a kid’s page with stories, puzzles and pictures to color. The cost of the newspaper could be borne through advertising.*
- *Develop a DD audio-tour tape that works regardless of the point-of-entry on to the DD. It could be sold at visitor and information centers or retail outlets or loaned with a deposit.*
- *Develop a video tape of the attractions and history of the Dinosaur Diamond. It could be available as a retail product to visitors and also used as a promotional tool for tour operators and travel writers.*
- *Develop a Dinosaur Diamond traveling exhibit that could be loaned to Dinosaur Diamond partners, educational groups, as well as used at travel shows.*
- *Work with the Ute Indian Tribe to promote both cultural interpretation and business development for the tribe.*

Further Interpretive Planning

- *A stand-alone interpretive master plan should be prepared for the DD. Using the thematic framework, opportunities and challenges, recommended facilities, signage, and products in this plan, the interpretive master plan should provide an in-depth plan that specifies how to achieve thematic unity, maximize opportunities, overcoming challenges, and optimize facility and product development.*

Section 12. | **Tourism, Marketing, and Promotion**

Tourism is a major industry in the Dinosaur Diamond region. In addition to dinosaur, fossil and archaeological resources, major recreation attractions and spectacular scenery draw many tourists to the region. The national monuments, parks, recreation areas, forests, and public resource areas support a tremendous tourism infrastructure.

12.A. | Current Tourism Efforts

All of the DD communities market their tourism resources at some level, though available funding varies widely and even the larger communities are constrained. The Colorado counties collect a lodging tax that is used to promote tourism in that county. Colorado counties also have grant funds available to communities. The State of Colorado recently reinstated funding for a state tourism council, but no funding will go to local communities.

Utah counties collect a 3 percent transient room tax that is used to promote individual counties and/or travel regions. The counties are allowed to take one-third of this tax for tourism related infrastructure improvements. The Utah Travel Council also provides funding to each of its nine travel regions for new projects.



Along U.S. 191

Utah Travel Regions

The Dinosaurland Travel Region is a three-county area comprised of Daggett County (Flaming Gorge area), Uintah County (Vernal area) and Duchesne County (Roosevelt and Duchesne). Castle Country Travel Region is a two-county area comprised of Carbon County (Price) and Emery County (Huntington, Castle Dale, Emery, and part of Green River). Canyonlands Travel Region is a two-county area comprised of Grand Canyon (Moab, Castle Valley, and part of Green River) and San Juan County (Monticello, Blanding, Bluff, Mexican Hat, and Monument Valley). The Dinosaurland and Canyonland Travel Regions have contracts with the State of Utah to manage two visitor centers, one in Jensen on U.S. 40 and the other at Thompson on westbound I-70.

12.B. | Marketing and Promotion Efforts

Economic Development Efforts

County and community economic development efforts in both Utah and Colorado also support tourism. Many of these efforts also seek to diversify economies too reliant on only tourism. Efforts to create better business climates to retain and attract businesses also support quality living environments for both residents and visitors.

Current Target Markets

To a large degree all the DD communities target similar markets but with some variation. For example the Grand Junction Visitors and Convention Bureau, and the Dinosaurland and Canyonlands travel regions actively seek group tours through the National Tour Association. Grand Junction and Moab market internationally as well as to scenic tour and adventure travel groups. Fruita, Dinosaurland and Castle Country focus on dinosaur enthusiasts and outdoor recreation participants. San Juan County targets tours, foreign visitors, automobile tours and small conventions. Dinosaur attracts world-class hang-gliding competitions and Rangely hosts a number of adventure support opportunities.

**12.C. |
Recommendations -
The Strategic
Marketing Plan -
“Getting the Right
Words Out to the
World”**

As part of developing this plan a series of goal-setting workshops and focus meetings were held in Dinosaur Diamond communities. The information gathered from these meetings, as well as phone interviews and review of the Interim Management Plan provide the foundation for this Strategic Marketing Plan. This plan assesses DD visitor characteristics and target markets that fit with DD attractions in order to expand tourism and economic development. Marketing and promotional strategies also are suggested to reach these target markets. *(See Appendix I, Marketing Questions for Dinosaur Diamond Communities and Compilation of Marketing Discussions from Dinosaur Diamond Community Meetings.)*

Marketing Goals

- To support sustainable tourism and economic growth for the communities along the Dinosaur Diamond through responsible marketing and promotion.
- To educate visitors about dinosaur and archaeological resources accessible along the DD and the importance of protecting them for future generations through the use of informative marketing and interpretive materials.

Marketing Objectives

- To identify the best target markets for the DD.
- To determine what advertising methods work best to attract the targets at regional, national, and international levels.
- To produce marketing and interpretive strategies and tools that showcase both specific and diverse opportunities available along the Dinosaur Diamond.
- To target a tourism visitation increase to the DD of 7 percent annually within 3 to 5 years.
- To target an increase in the length of stay of DD visitors of 15 percent within 3 to 5 years.
- To target an increase in visitor expenditures of 15 percent within 3 to 5 years.
- To identify and promote the use of underutilized resources.
- To capture visitors from secondary destinations.

Target Markets

The DDP has identified types of visitors to the DD. They include dinosaur enthusiasts, outdoor recreation participants, amateur and professional geologists and archaeologists, and pass-through visitors. These current user groups are the easiest markets to reach and expand. They include:

Dinosaur and Rock Art Enthusiasts There is an enormous market of dinosaur and rock art enthusiasts who will travel and spend considerable amounts of money to visit museums and field sites displaying dinosaur, fossils, rock art and other archaeological resources, and actual digs. These enthusiasts include serious students and professionals, dinosaur clubs and amateur students. This group also includes people traveling to and from recreation sites and other attractions along the Dinosaur Diamond. This market can be reached through advertising in appropriate publications, direct mail campaigns, DD interpretive materials available at visitor centers and museums along the DD, kiosks, and the Internet.

Families Children are particularly avid dinosaur enthusiasts and can influence where families go for vacations. Dinosaur resources also are of great interest to adults. Dinosaur theme vacations provide excellent opportunities for families. The diversity of other visitor amenities also provides other tourism and recreation resources for family members.

Amateur and Professional Geologists The dramatic geology of the Colorado Plateau attracts amateur and professional geologists. Geology clubs, “rock hounds”, and participants in interpretive or educational programs fall within this group.

Outdoor Recreation Participants A large number of visitors to the Dinosaur Diamond primarily come to participate in recreational activities such as scenic viewing, hiking, camping, four-wheel driving, mountain biking, rafting, boating and the like. This group easily can be reached through marketing and information brochures, calendars of events and other means of advertising.

Pass-through Visitors A large number of tourists travel through the Dinosaur Diamond region via Interstate 70 and secondary highways in route to the Grand Canyon or Yellowstone National Parks. Many visitors also travel to the more local national parks and monuments including Dinosaur National Monument, Canyonlands and Arches National Parks, and Colorado National Monument. Other visitors are traveling between National Scenic Byways. Presently I-70 connects with the Dinosaur Diamond at U.S. 191 in Utah and SH 139 in Colorado. These tourists represent an enormous market potential for the Dinosaur Diamond and can easily be reached via marketing, promotional and interpretive materials and signage at area visitor centers and museums. Pass-through visitors may also include travel writers and reporters who can use a range of media types to promote the region.

Developmental Markets

National In a survey of state welcome and regional visitor centers along the DD, visitors from Colorado, Utah, California and Texas predominate. Travelers from Colorado and Utah are the easiest to reach because of their proximity and familiarity with DD attractions. California and Texas should be strongly targeted-especially families.

International Welcome centers statistics also show that residents of Canada, Germany, Switzerland, France, Australia, New Zealand and Japan are the region’s most frequent international visitors. These countries should be strongly targeted.

2002 Winter Olympic Games With Salt Lake City hosting the 2002 Winter Olympic Games, the DDP has a unique opportunity to market and promote DD resources to visitors to the games as well as through television advertising. Global television coverage can provide an unprecedented opportunity to market DD resources.

Community Awareness

The success of the tourism and marketing efforts for the DD lies largely in the active involvement of DD communities. The communities are signatories on the DD Memorandum of Understanding and should actively be reminded of the key roles they play. The DDP should publicize DD activities at the community level by using local media, chambers of commerce, and service clubs.

Marketing, Promotional, and Advertising Tools

In addition to the materials described in this section, several interpretive planning materials also serve as marketing, promotional, and advertising tools. These are described in detail in Section 11, Interpretive Planning. (See Appendix J, Existing Visitor Information, Marketing, and Interpretive Materials, and Appendix K, Existing Audio-Visual Materials.)

Dinosaur Diamond Logo Graphic The words “Dinosaur Diamond” already are synonymous with the Dinosaur Diamond Prehistoric Highway or the “byway”. A new graphic design or logo graphic should be developed and used in conjunction with “Dinosaur Diamond” on all marketing, promotional, advertising, and interpretive materials.

Fact Sheet Develop a one-page fact sheet about the Dinosaur Diamond and distribute it to all public and private sector organizations and retailers along the DD to assist them in answering a number of commonly asked questions.



“A watchful eye”

Four-Color Rack Card The four-color rack card should be reprinted after trademark and copyright issues are resolved, as well as a decision on the All-American Road application.

Four-Color Brochure The Dinosaur Diamond Partnership should develop an attractive and comprehensive four-color brochure that includes a map and a listing of visitor service and attraction information. The DDP should wait until all trademark and copyright issues are resolved and its application for All-American Road designation is processed before printing large quantities of the brochure so this information can be included. The brochure also should include interpretive information. This project should be funded by a TEA-21 grant.

Multi-lingual Information International visitors are very important visitor groups to the DD. This is an increasing trend and will significantly increase with All-American Road designation. German, Spanish, French, and Japanese fact sheets and translations of the brochure and rack card should be provided. A multi-lingual sign plan should be proposed as part of the All-American Road application. This project should be funded by a TEA-21 grant.

Posters Well-designed and attractive posters suitable for framing are very effective promotional tools. They should be displayed and for sale at many locations along the DD. They are excellent means of further emphasizing the Dinosaur Diamond logo graphic.

Print Advertising Stock advertising clips should be developed for use in a wide variety of publications such as newspapers, magazines, and tour guide booklets. The advertisements can be small (1/8 page) or larger (1/4 page) and one or two color to keep them fairly inexpensive. The DD logo graphic always should be used.

Mass Media Advertising and Press Kits Press kits can be an effective and cost-competitive alternative or supplement to television, radio, or magazine advertising. By targeting news people who host travel shows or segment broadcasts on travel and travel writers, mass media advertising can be achieved at low cost. Press kits should include a series of stock articles, recent press releases or news clippings, line drawings, DD fact sheets, photographs, slides, marketing materials, brochures, and interpretive products. High quality, current slide and photo files always should be maintained. These should include photographs taken by professional photographers.

Internet Web Site Research shows that more than 50 percent of all businesses advertise on the World Wide Web. Estimates indicate that more than 90 percent of all businesses will advertise on the web soon. The Internet also is becoming a form of recreation for more and more people. Children are becoming computer literate at very young ages. People browse the web in search of any interesting topic-dinosaurs included.

The Dinosaur Diamond Partnership should develop a comprehensive and attractive web site reflecting the wealth and diversity of the DD. To make it more kid-friendly a “kid component” should be included. Visitors to the web site should have the opportunity to request DD information via a “request card”. Hyperlinks should be created for as many DD communities and attractions as possible. Hyperlinks also should be created to other dinosaur resources. The web site address should be included on all marketing, promotional, and interpretive materials produced by the Dinosaur Diamond Partnership.

Press Releases Every year a series of press releases should be written and distributed. Information about special events and newsworthy items should be publicized. The press releases also can focus on different segments of the Dinosaur Diamond each year assuring an equitable manner of publicizing DD areas.

Familiarization Tours and Itineraries for Tour Guides and Travel Writers A series of familiarization tours and itineraries should be prepared, conducted, and distributed to a host of travel writers. Specialized tours and itineraries should be prepared to specialized guides or writers. Group tour manuals also should be prepared.

Hospitality Assessments Evaluate hospitality services in communities along the DD. Expand or implement hospitality and customer training programs as needed.

Toll-Free Hotline A toll free hotline should be available to potential tourists. This can be either a staffed or partially staffed service or a message retrieval system for sending tourism materials to inquirers.

Direct Mail Direct mail campaigns may be used when target markets have been identified and address lists have been developed or purchased. There are companies that specialize in developing and managing target market databases.

Domestic and International Tourism, Trade, and Consumer Shows Attend tourism, trade, and consumer shows to promote the Dinosaur Diamond. Some DDP members already attend some of these types of shows. As part of this ongoing effort, the DDP may want to develop a traveling exhibit that is ready for use when opportunities arise.

Marketing Specific Foreign Countries The DDP may also select and directly market a foreign country. Many Germans tour the western United States and already are touring the Dinosaur Diamond. The DDP can make direct contact with the German travel and trade organizations and develop a direct marketing program.

Trends Analysis Marketing, promotion, and advertising trends should constantly be assessed to assure efforts are responsive to most recent trends.

Business Services and Product Development

As with any business, the DDP constantly should review upgrading or adding new services and products.

Sales Products A catalogue of DD products should be developed and sold along the DD. Several of these products could overlap with interpretive products for sale. The profits could be used to fund other DD projects. Products might include baseball caps, t-shirts, sweat shirts, coffee cups, postcards, refrigerator magnets, DD passports, coloring and activity books for children, dinosaur toys, and bumper stickers-”I Did The Dinosaur Diamond” or “I Brake For Dinosaurs On The Dinosaur Diamond.”

Sales Promotions Retailers could be encouraged to provide sales promotions such as drawings for free merchandise, discount coupons, reduced rates for referrals, incentives such as “stay a third day for free”, meal specials, and get-a-way weekend specials.

Events Many annual events already occur in DD communities. However, only two DD communities have events specifically related to dinosaurs. Communities might consider Dinosaur Diamond Festivals, parades, art contests, sporting events such as bicycle or running races with entry fees going to the DD, concerts, and dances.



Along U.S. 191

Suggested Timetable for Implementing the Marketing Plan

Year One

- Develop the “fact sheet”
- Redesign the DD logo graphic and copyright and trademark the logo and use of the name “Dinosaur Diamond.”
- Develop a comprehensive Internet web site.
- Develop the four-color rack card
- Develop the four-color brochure
- Develop a marketing tool to be used for the 2002 Winter Olympic Games
- Update the DD’s calendar of events

Year Two

- Develop multi-lingual inserts for the four-color brochure.
- Develop or assemble the slide and photography file
- Develop press kits
- Develop the DD poster
- Develop press releases
- Develop the first “focus” brochure on rock art
- Develop itineraries for group tours
- Conduct the first travel writers familiarization tour
- Identify free listing sources
- Develop black and white or two-color ads and place in newspapers in Denver, Salt Lake City, and other strategic market cities
- Strengthen the excursion tour concepts

Years Three-To-Five

- Develop the video tape
- Develop the audio touring tape
- Sponsor the development of the tabloid newspaper
- Develop a group tour manual
- Develop the second focus brochure on geology
- Develop the traveling exhibit
- Begin attending travel and trade shows
- Initiate the toll-free hotline
- Initiate direct mail campaigns
- Develop retail products
- Conduct hospitality assessments
- Upgrade the DD passport and add foreign language inserts
- Develop foreign travel marketing programs
- Print additional focus brochures
- Contact the AAA regarding additions to the Colorado/Utah Tour Book
- Conduct a conversion study on the previous year’s advertisements
- Conduct a visitor survey
- Develop cooperative efforts with other dinosaur and archaeological organizations and resources

Stand-Alone Marketing Plan

A stand-alone marketing plan should be prepared for the DD. Using current and proposed tourism, marketing, promotional efforts identified in this document, a marketing plan should provide a higher level of detail regarding roles and responsibilities, tools and techniques, target market studies, and monitoring and evaluation techniques and applications. This effort should be funded in part with the TEA-21 byway grant.

12.E. | National Scenic Byways Marketing

The Federal Highway Administration through the National Scenic Byways Program markets National Scenic Byways and All-American Roads. A National Scenic Byways Marketing Committee currently is developing a plan for these marketing efforts. The FHWA has printed two maps of all the National Scenic Byways after each of the first two designation rounds.

In 1999, the National Scenic Byways Program released the “National Scenic Byway Marketing Tool Kit.” The kit provides a broad range of methods and techniques for marketing byways. Topics include items such as:

- Positioning Your Byway for Marketing
- Identifying Your Marketing Guest List
- Byway Marketing Strategies
- Product Development
- Media
- Community Awareness
- Marketing Evaluations

The National Marketing Committee currently is in the process of retaining a professional marketing development firm to take the marketing effort to the next level. As more information is developed and disseminated, the Dinosaur Diamond will be able to access and use this information.

13.A. | Need for Protection

Of all the intrinsic resources along the DD, dinosaur, fossils and rock art are most in need of protection.

Simultaneously they are the most important intrinsic resources and the most easily damaged or removed. Fossils and artifacts in museums are afforded protection by virtue of their exhibition. Field fossils and rock art sites easily are subject to damage or theft. Rock art is particularly susceptible to graffiti, especially where it is easy to reach.



Rock art in Canyon Pintado

Protection of field resources is an ongoing management issue as many sites have been identified-but not “hardened” or prepared for public visitation. The problem is compounded by the fact that the locations of many of these sites are known, visitation is occurring, and in some cases tour operators are promoting these visits.

13.B. | Current Protection

Archaeological and historical sites are protected under the Antiquities Act of 1906 and the Archaeological Resources Act of 1979. The newer act provides stiffer penalties, plus a reward program for information that leads to a conviction. These laws apply to all undeveloped and developed areas. More restrictive laws may apply to areas of high visitation or special management. These, as well as other protection laws are cited below. The BLM provides a Law Enforcement Hotline (800) 722-3998 encouraging people to report damage or theft of dinosaur or archaeological resources.

The protection of Native American cultural resources and sites also is important. The Native American Graves Protection and Reparation Act provides one level of protection-but it does not address other valued resources also requiring protection on tribal reservations.

- *Archaeological Resources Protection Act, 1979 (P.L. 56-95; 93 Stat. 721; 16 U.S.C. 470)*
- *Antiquities Act, 1906 (P.L. 59-209; 34 Stat.225; 16 U.S.C. 423, 433)*
- *Theft of Government Property (62 Stat. 725; 18 U.S.C. 641)*
- *Destruction of Government Property (62 Stat. 764; 18 U.S.C. 641)*
- *Native American Graves Protection and Reparation Act, 1990 (P.L. 601; 25 U.S.C. 3001-3013; 104 Stat. 3048-3058)*

The Bureau of Land Management has requested evaluation of the paleontological sensitivity of all geologic formations included on Bureau of Land Management lands involved in land use planning. These mandates are outlined in the following laws and rulings:

- *Historic Sites Act of 1935 (P.L. 74-292; 49 Stat. 666, 16 U.S.C. 461 et seq.);*
- *National Environmental Policy Act of 1969 (NEPA) (P.L. 91-190; 31 Stat. 852, 42 U.S.C. 4321-4327);*
- *Federal land Policy and Management Act of 1976 (P.L. 94-579; Stat. 2743. U.S.C. 1701-1782);*

Similar guidelines also are outlined by Utah and Colorado State laws and regulations regarding paleontological resource protection:

- *Utah State Antiquities Act Chapter 18 of the Utah Code, Section 63-18-25 through 28, amended 1973, 1977, 1983, and 1986;*
- *Colorado CRS 1973, 24-80-401 through 409.*

**13.C. | Effects
Related to
Commercial or
Industrial
Development**

Neither the current designation of the DD as the Dinosaur Diamond Prehistoric Highway by the Utah State Legislature, nor potential designations as a Utah Scenic Byway, National Scenic Byway, or All-American Road results in any form of local, county, state or federal regulation on commercial or industrial land development or restriction on lands adjacent to or visible from the byway. National designation does require that the primary intrinsic resources for which the byway was designated are not substantially compromised or damaged. Most often, this would apply to byways primarily designated for their scenic resources. If the byway's scenic resources are substantially damaged such a byway could be de-designated. To date, this has never happened. Scenic resources along the DD are not the primary intrinsic qualities for which the byway is or could be designated. Modification of scenic resources resulting from commercial or industrial development would not be a factor affecting the DD status.

**13.D. |
Recommendations -
"Protecting Our
Treasures Forever"**

- *Visitors need to be educated to behave in ethical manners with regard to archaeological resources. Brochures, signage, and active law enforcement are needed tools to accomplish this. Where possible, positive messages often are more effective than negative messages, for example- "Please Help Us Protect This Rock Art for Future Generations by Not Touching It", as opposed to "DO NOT TOUCH THE ROCK ART!" The "Leave No Trace" or "Leave Only Footprints" ethic strongly needs to be promoted. People also need to know the breadth of protection needed, for example chalk tracing rock art or smoke from campfires near rock art is destructive. People need to view archaeological resources as nonrenewable.*
- *Federal land managing agencies need to stay in a proactive position with regard to what sites are acceptable to public visitation. Monitoring the preparation of interpretive materials, including brochures, and close communication and coordination with tour operators are needed as sites not ready for visitation are currently being promoted.*
- *Monitoring and evaluation programs should be established for resource areas such as Canyon Pintado where new visitor facilities have recently been constructed and increased visitation will result. Protection methods and techniques can be tested.*
- *An incentive program should be developed that honors and rewards people who discover and report new archaeological resources to federal land managers.*
- *Protection of archaeological resources on private lands should be encouraged through voluntary mechanisms, incentives, and certification programs.*

**14.A. | Existing
Financial and
Technical Support**



"The Fruita Dinosaur"

As discussed in Section 12, some funding for Dinosaur Diamond activities is available through Utah counties' 3 percent transient room tax and Colorado counties' lodging tax. Colorado counties also have grant opportunities currently unavailable to Utah counties and Colorado's reinstated state tourism council may be a future source for some funding.

However, present funding for the DD is very limited and consists mostly of cash contributions from its membership. There are several Utah and Colorado programs that can provide limited funding to the DD. Even small cash or in-kind grants from these organizations can accrue to a large match for TEA-21 grant applications.

Utah Travel Council and Travel Regions

The Dinosaur Diamond Prehistoric Highway falls within three Utah Travel Regions-Dinosaurland, Canyonlands, and Castle Country. Through its discretionary funding program the Travel Council can fund or assist in funding specific Travel Region products, for example a brochure or tour map.

County Governments

Uintah, Duchesne, Carbon, Emery, Grand, and San Juan Counties in Utah and Moffat, Rio Blanco, Garfield, Mesa and Delta Counties in Colorado, as well as some of the southwest Colorado Counties have limited discretionary funding to assist in tourism and travel projects.

Utah Office of Museum Services (Community Economic Development)

The Utah Office of Museum Services can provide small grants to DD museums. Their collaborative grants program has funded projects benefiting several museums at the same time. The Utah Office of Museum Services also backs or supports Utah artisan product development and similar efforts.

Utah Geological Association

The 250-member Utah Geological Association sponsors roadside geological exhibits, field trips, lectures, and education programs. In addition to directly supporting the themes and goals of the DD, they also occasionally can provide small grants for TEA-21 fund leveraging.

College of Eastern Utah

The College of Eastern Utah can provide in-kind services to the DD to directly achieve its goals and missions. These in-kind services also can be used to leverage TEA-21 grant applications. CEU also works jointly on projects with the Utah Travel Councils.

Dinosaur, Canyonlands, and Flaming Gorge Nature Associations

These nature associations provide an invaluable service to public and private sector recreation and tourism providers. They fund the production of visitor and interpretive information to augment that of the national parks and monuments. They can fund the production of retail merchandise that is beyond the mission and resources of federal land managers. They can serve as a repository and clearinghouse for visitor service, interpretive and educational information. Because the associations are in place, their timely ability to provide services is a value. In return, the State and National Scenic Byways Programs can be a resource to them. They can take the lead on byway-related projects and serve as the applicant (project proponent) and funding match recipient for TEA-21 byway funded projects.

**14.B. | TEA-21
Funding**

The Transportation Equity Act for the 21st Century (TEA-21) is the U.S. Department of Transportation-Federal Highway Administration funding act. There is an annual set-aside made for National and State Scenic Byway Programs, and it is reauthorized every 5 years. The same program (initially ISTEA) has funded scenic byway programs since 1992. The program has funded the development of State Scenic Byway Programs, individual state scenic byways, and since their designation-national scenic byways. All funding requests must go through state departments of transportation. The funding is through a grant reimbursement project where a 20 percent local match (cash or in-kind services) is matched with a federal share of 80 percent.

After two designation rounds there are now 53 National Scenic Byways and All-American Roads. During the first two TEA-21 grant cycles the National Scenic Byways and All-American Roads received priority funding relative to State Scenic Byway Programs and State Scenic Byways. It is unclear how many National Scenic Byways ultimately will be designated and given priority funding. The number of National Scenic Byways may be capped and a percentage of funding reserved for State Scenic Byway Programs and Byways.

FY 2000 TEA-21 Grant Awards

The FY 2000 TEA-21 grant awards have just recently been announced. Unlike the other funding cycles subsequent to the designation of National Scenic Byways and All-American Roads, the national byways were not pulled to the top of each state's list of prioritized projects as in the last two funding rounds. Whether FHWA is reexamining its funding priorities in light of additional nationally designated byways is unclear. The continued funding of state byway programs and state byways is encouraging for the Dinosaur Diamond. As the DD aggressively moves forward with its corridor management planning process and its intention of receiving both state and national designation, a FY 2001 TEA-21 grant for the DD may be very favorably looked at. (See Appendix M, *Grants and Funding*, and Appendix N, *Recommendations for National Scenic Byway/All-American Road Application*.)

**14.E. |
Recommendations -
"How Do We Get
Money We Need?"**

- Apply for a FY 2001 TEA-21 grant (deadline-April 2000) using a combination of cash and in-kind contributions as the local match. Use the grant to do community, county, organization, and landowner outreach to address issues about Dinosaur Diamond Prehistoric Highway, for example signage regulations and development related issues.
- Use this same TEA-21 grant specifically to strengthen the Dinosaur Diamond's Corridor Management Plan for All-American Road designation.
- Determine ongoing sources for cash matches for future TEA-21 grant applications possibly through the Utah Travel Counsel, Travel Regions and county governments. Pursue other cooperative partnership funding projects with the Travel Council and Regions.
- Using 501 (c) 3 status, apply to foundations requiring such status for research, education, and development grants.
- Develop short- and long-term funding strategies to finance marketing and promotion efforts for the Dinosaur Diamond. Using the importance of cooperative planning efforts along the Dinosaur Diamond, find means of funding marketing and development projects for Dinosaur Diamond communities lacking such resources.
- Consider establishing a modest and fair annual assessment of partnership members to assist in funding annual marketing projects.
- Consider offering annual memberships to private sector entities in order to bolster the partnership's budget. Members could receive a small sign, sticker, or certificate they can display indicating their membership. This could be tied in with the DD Passport Program.

Section 15. | Implementation

15.A. | Overview

Implementing the DD Corridor Management Plan depends on the following ten determinants:

1. The strength of the DDP organization
2. The availability of funding
3. The timing of available funds
4. Project prioritization
5. Good project management
6. Who is the lead entity(s)
7. The availability of lead entity staff
8. Necessary public review
9. Necessary environmental clearances
10. Politics



Along U.S. 6

15.B. | Action Plan

The following table provides a summary of the principal CMP recommendations, their priority, and the responsible parties. Virtually all project partners required for project development and implementation are within the existing Dinosaur Diamond Partnership. For this reason the DDP is indicated as the primary responsible party for most projects.

High Priority	1 year
Moderate Priority	2-to-3 years
Low Priority	5 years

Table 15-1. | **Dinosaur Diamond Project Implementation**

Recommendation	Priority	Primarily Responsible Partners
Location and Route		
Add the following segments to the byway: * U.S. 191 from I-70 to Moab U.S. 128 from I-70 to Moab Utah SH 10 from Price to I-70 I-70 from Utah SH 10 to U.S. 191	High	Dinosaur Diamond Partnership (DDP) Utah State Legislature or Utah Scenic Byways Program
Public Involvement		
Publish a quarterly newsletter	Moderate	DDP, Travel Associations
Conduct an annual public open house	Moderate	DDP, Travel Associations
Annually identify a media relations person	Moderate	DDP
Create an "E-mail Tree"	High	DDP
Develop a DD Web Site	High	DDP
Develop a traveling exhibit	Moderate	DDP, Exhibit specialist

Develop visitor comment cards and drop boxes	Moderate	DDP, Survey specialist
Annually survey DD retailers	Low	DDP, Survey specialist
Develop an information sharing and comment soliciting program with the CMP	High	DDP, Planning consultant
Encourage ongoing partnerships and joint projects	High	DDP, Travel Associations
Byway Organization and Management		
Encourage new entities and individuals to join the DDP	High	DDP
Pursue mutually beneficial relationships with other dinosaur and archaeological resources	Moderate	DDP, Other resource organizations
Pursue 501 (c) 3 non-profit corporate status with the IRS	Moderate	DDP
Encourage the formation of a "Friends of the Dinosaur Diamond" organization	Moderate	DDP, Nature Associations
Work with other state and national byways	Low	DDP, Other byway programs
Develop incentive and "thank you" programs for volunteers	Moderate	DDP
Clarify points-of-contact for visitor information and administrative purposes	High	DDP
Redefine committee structures	High	DDP
Pursue Utah Scenic Byway Designation	High	DDP, Utah Scenic Byway Program
Pursue All-American Road designation	High	DDP, UDOT, CDOT, FHWA
Stay in constant contact with the FHWA regarding AAR designation	High	DDP, FHWA
Attend regional and national tourism meetings, conferences, and trade shows	Moderate	DDP, Travel Associations
Review the MOU in regard to AAR designation	Moderate	DDP, Planning consultant
Apply for TEA-21 FY 2001 funding	High	DDP, CDOT, FHWA
Our Vision, Mission, and Objectives		
Ensure the long-term sustainability of the DDP	High	DDP, Supporting members
Monitor and review all plan recommendations relative to our vision, mission, and objectives	High	DDP
Byway Corridor and Region		
All byway maps should include secondary and regional destinations, for example Blanding, Castle Dale, and Delta	High	DDP, UDOT, CDOT, Travel Associations
Visitor Services and Attractions		
Promote additional motels and upscale restaurants	Moderate	DDP, Chambers of Commerce
Promote additional automobile repair services	Moderate	DDP, Chambers of Commerce
Monitor law enforcement, fire, and search and rescue needs managers	Moderate	DDP, County, state, and federal land

Promote additional organized tour services in DD communities	Moderate	DDP, Travel Associations
Develop a series of low-watt radio stations to transmit visitor service information	Low	DDP, Interpretive specialist
Promote both motorized and non-motorized tour opportunities and activities	Moderate	DDP, Travel Associations, Federal land managers
Quality of Visitor Experiences		
Make sure visitor experiences based on expectations are met or exceeded.	High	DDP, All tourism and recreation providers
In conjunction with the Strategic Marketing Plan target visitor experiences that correlate DD activities with desired types and levels of access	High	DDP, All tourism and recreation providers
In conjunction with the Monitoring and Evaluation Program assess visitor satisfaction	Moderate	DDP, Survey Specialist
Create a menu of "enjoyable surprises"	Moderate	DDP, Marketing specialist
Provide varied settings and activities	Moderate	DDP
Support community beautification and historic preservation projects	Moderate	DDP, DD communities
Dinosaur Diamond Intrinsic Qualities		
Support academic and research efforts	Moderate	DDP, Colleges, universities, museums
Support the formation of a professional advisory board	Moderate	DDP, Colleges, universities, museums
Further identify historic resources and promote their recognition and protection	Moderate	DDP, Historical organizations
Start book committees for a series of DD guidebooks	High	DDP, Internal DDP committee
Complete a comprehensive trails inventory	Low	DDP
Transportation and Traffic Safety		
DD visitors should be aware of traffic and safety ethics regarding:		
Mixed vehicle uses including commerce vehicles	High	DDP, UDOT, CDOT
Variable weather conditions		
4-wheel drive requirements		
"Lack of service zones"		
What "open range" means		
Respect for private property		
Have UDOT and CDOT measure baseline traffic volumes -then monitor changes carefully	High	DDP, UDOT, CDOT
Develop a winter use plan	Low	DDP, Counties, UDOT, CDOT
Promote intermodal or non-vehicular transportation, for example bicycles	Low	DPH, Trail Organizations
Install additional wild animal collision warning signs along U.S. 40	High	DPH, UDOT

Signage		
Sign the DD with attractive and distinctive signage	High	UDOT, CDOT
Develop a sign plan that addresses: Outdoor advertising options Directional and tourist-oriented signage Business signage Caution and warning signage	Moderate	DDP, Counties, UDOT, CDOT
Develop a systematic and uniform interpretive signage program	Moderate	DDP
Avoid signage clutter or redundancy	Moderate	DDP, UDOT, CDOT
Interpretive Planning		
Maximize the use of personal services	Moderate	DDP, All tourism and recreation providers
Add I-70 signage	High	UDOT, CDOT
Develop an interpretive sign plan	Moderate	DDP, Interpretive specialist
Install information kiosks at all I-70 entry/exit points	Moderate	DDP, UDOT, CDOT
Encourage the Museum of Western Colorado's efforts to construct a new museum	Moderate	DDP
Encourage the Dinosaur Valley Museum's efforts to obtain new interpretive displays	Moderate	DDP
Encourage the Utah Field House State Park Museum's efforts for a major building renovation or new building.	Moderate	DDP
Encourage the CEU Prehistoric Museum's efforts to add a "Hall of Cretaceous Dinosaurs"	Moderate	DDP
Encourage the Cleveland-Lloyd Dinosaur Quarry's efforts to obtain new permanent exhibits	Moderate	DDP
Encourage the Museum of the San Rafael efforts to add a new interpretive wing	Moderate	DDP
Encourage the construction or addition of an interpretive facility in Rangely	Moderate	DDP
Construct interpretive displays and trails at the Dalton-Wells Quarry	Moderate	DDP
Prepare several dig sites for public visitation	Low	DDP, BLM
Develop a Dinosaur Diamond Passport	Moderate	DDP, Interpretive specialist
Develop a series of "focus brochures"	Moderate	DDP, Marketing specialist
Develop a DD tabloid newspaper	Moderate	DDP, Marketing specialist
Develop a DD audio-tour tape	Moderate	DDP, Interpretive specialist
Develop a DD video tape	Low	DDP, Interpretive specialist
Work with the Ute Indian Tribe to promote cultural interpretation and business development for the Tribe	Moderate	DDP, Tribe
Develop a stand-alone interpretive master plan	Moderate	DDP, Interpretive specialist

Tourism, Marketing, and Promotion		
Prepare a DD fact sheet	High	DDP
Develop a 4-color rack card	High	DDP, Graphics specialist
Develop a 4-color brochure	High	DDP, Graphics specialist
Develop multi-lingual materials	Moderate	DDP, Translation specialist
Develop a slide and photography file	Moderate	DDP, Professional photographer
Develop press kits	Moderate	DDP, Marketing specialist
Develop mass media advertising	Moderate	DDP, Marketing specialist
Develop print advertising	Moderate	DDP, Marketing specialist
Develop a DD poster	Moderate	DDP, Graphics specialist
Develop focus brochures	Moderate	DDP, Graphics/interpretive specialist
Develop press releases	High	DDP
Conduct FAM tours	Moderate	DDP, Marketing specialist
Conduct hospitality assessments	Moderate	DDP, Marketing specialist
Obtain a toll-free tourist information number	Moderate	DDP
Prepare a group tour manual	Moderate	DDP, Tourism specialist
Attend travel and trade shows	Moderate	DDP
Initiate direct mail campaigns	Moderate	DDP, Marketing assistance
Develop a retail product line	Moderate	DDP, Associations
Market specific foreign countries	Low	DDP, Tourism specialist
Contact AAA on regarding additions to their Utah-Colorado Tour Guide	Moderate	DDP, Tourism specialist
Conduct conversion studies on advertisements	Moderate	DDP, Tourism economist
Conduct visitor surveys	Moderate	DDP, Survey specialist
Develop cooperative programs with other dinosaur and archaeological resources	Low	DDP, Cooperating organizations
Dinosaur Diamond Resource Protection		
Develop a visitor education and outreach program to further promote resource protection	High	DDP, Federal land managers
Carefully review the preparation of interpretive materials so as not to promote sites not ready for public visitation	High	DDP, Federal land managers
Continue to monitor and evaluate the success of resource protection methods and take corrective actions as needed	High	DDP, Federal land managers
Develop an incentive program that honors and awards people who discover and report new archaeological resources to federal land managers	High	DDP, Federal land managers

Promote the protection of archaeological resources on private lands through voluntary mechanisms.	High	DDP, Funding Strategies
Apply for a FY 2001 TEA-21 grant	High	DDP, UDOT
Direct funding in further preparation of a National Scenic Byway designation	High	DDP, Planning specialist
Identify ongoing funding sources for matching TEA-21 grant applications	High	DDP, Planning consultant
Pursue funding sources targeted for 501 (c) 3 organizations	Moderate	DDP
Identify short- and long-term funding sources for DD marketing and promotion	High	DDP
Consider establishing a modest membership fee program	Moderate	DDP
Consider establishing a retailer's membership program	Moderate	DDP
Monitoring and Evaluation		
Collect visitor demographic data	Moderate	DDP, Survey specialist
Assess recreation participation types and levels of use	Moderate	DDP, Recreation providers
Track visitation levels at all DD attractions	High	DDP, Attraction administrators

Section 16. | **Monitoring and Evaluation**

16.A. | Need for Monitoring and Evaluation

Most importantly, this plan simultaneously promotes sustainable tourism and economic development and resource protection. If economic development or resource protection **does** not assure both short- and long-term sustainability, unacceptable impacts will result. A comprehensive monitoring and evaluation program is needed to assess the ramifications of marketing and promotion strategies as well as assure the protection of all intrinsic resources- but most important dinosaur, fossil and rock art field sites.

Both quantitative and qualitative measurements are preferred. A baseline is established and limits of acceptable change should be identified and enforced based on the sustainability of non-renewable resources.

16.B. | Our Federal Land Managers

To varying degrees and different measures, the Bureau of Land Management, the National Park Service, and the U.S. Forest Service monitor physical and social change on lands they manage in compliance with their management plans. This is a means of protecting resources and identifying where corrective measures are necessary to prevent further physical or cultural resource damage.

16.C. | Recommendations - "Is Our Plan Working?"

Evaluating Marketing Programs

Monitoring visitor needs and services is essential to assuring the development and maintenance of quality tourism resources. They also are necessary to measure the success of specific marketing and promotional tools.

Wherever possible, first hand data collection from visitors is desirable. Questions added to existing guest registers at visitor centers is one method. At some time the DDP may wish to conduct a more scientific and systematic assessment of visitor characteristics and marketing approaches. A variety of survey tools may be used- for example visitor intercept (onsite) surveys, data collected at welcome centers or retail locations, and formal retail surveys. Quantitative and qualitative measurements of success need to be identified. There are companies that specialize in this type of assessment. Monitoring and assessing routinely includes gathering:

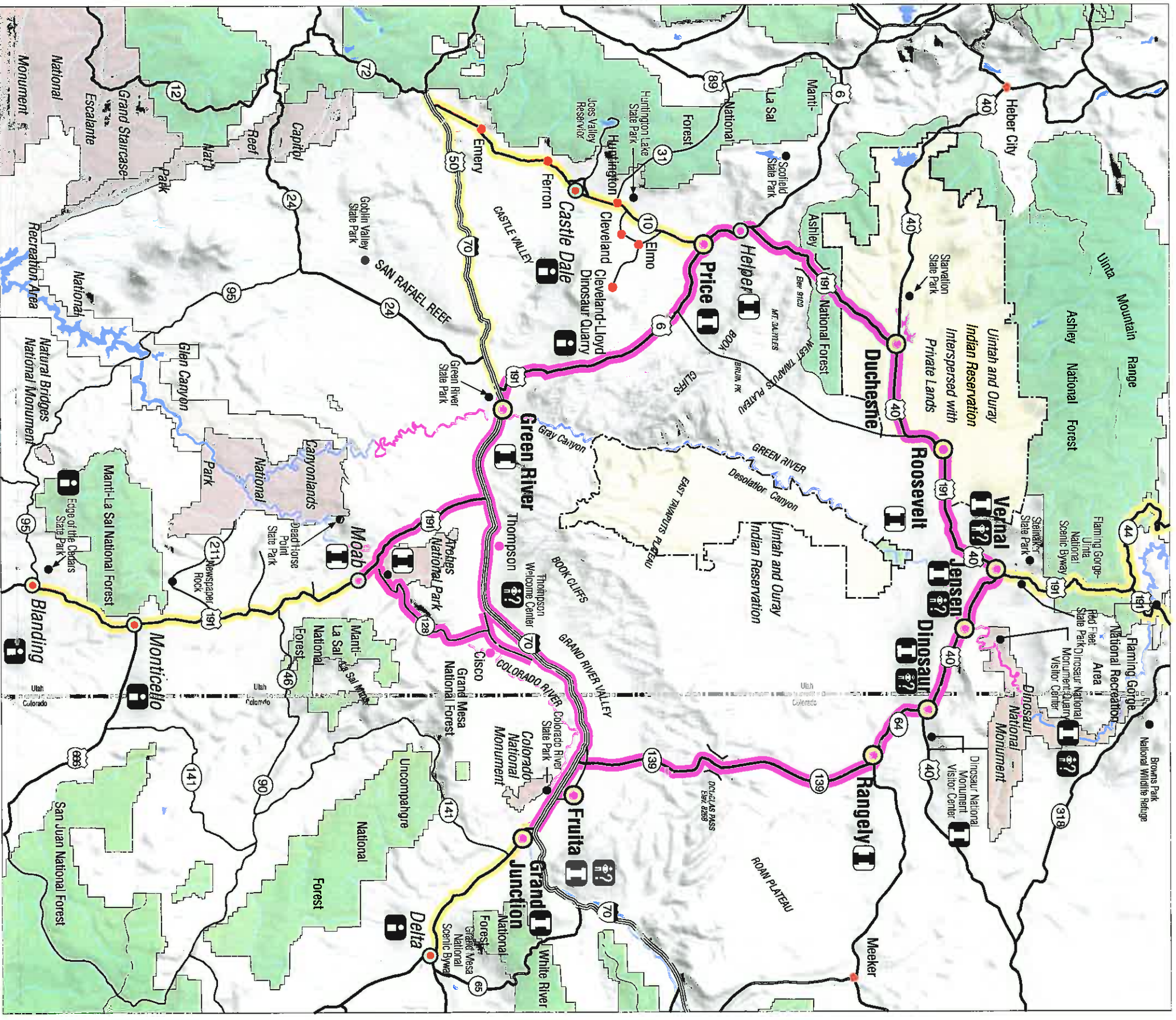


*Dinosaur Garden,
Vernal, Utah*

- *Visitor demographic data*
- *Tourism or recreation participation*
- *Factors in choosing travel locations*
- *Visitor expectations and satisfaction studies*
- *Visitor spending characteristics*
- *Retail expenditure data*
- *Tracking visitation levels at DD attractions*
- *Conversion studies of media advertising to determine if the return on the investment warrants continued advertising in specific media*
- *Web site hits*

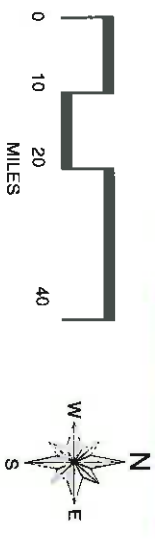
If the DD is designated as a National Scenic Byway or All-American Road, the DDP should apply for a tourism and economic development research grant to study and quantify effects of national designation. Most likely, this application would be submitted to the National Scenic Byway Resource Center in Duluth Minnesota through the Federal Highway Administration.

MAP 2



- Legend:**
- Dinosaur Diamond Prehistoric Highway
 - Loop Tours and Additional Destinations
 - Primary Destination
 - Secondary Destination
 - Towns

- I Level One Visitor Services**
- Vernal, Utah - Regional Office, Dinosaur Trail, Regional Office, Interpretive Center, Dinosaur Quarry, National Visitor Center, National Area Chamber of Commerce, Bureau of Land Management Office
 - Elmo, Utah - Visitor Center
 - Price, Utah - Price County Regional Information Center
 - Green River, Utah - Grand Junction, Colorado - Visitor Center at Colorado National Monument, City, State and Visitors Bureau, Dinosaur Colorado, Colorado Welcome Center
- I Level Two Visitor Services**
- Roosevelt, Utah - Dinosaur Chamber of Commerce
 - Vernal, Utah - Dinosaur Chamber of Commerce, Dinosaur Museum, National Visitor Center, National Area Chamber of Commerce, Bureau of Land Management Office
 - Jensen, Utah - Mesa, Utah - National Visitor Center, National Area Chamber of Commerce, Bureau of Land Management Office
 - Dinosaur, Utah - National Visitor Center, National Area Chamber of Commerce, Bureau of Land Management Office
 - Rangely, Colorado - Rangely Area Chamber of Commerce
- I Level Three Visitor Services**
- Castle Dale, Utah - Castle Dale, Utah - Visitor Center
 - Green River, Utah - Green River, Utah - Visitor Center
 - Monticello, Utah - Monticello, Utah - Visitor Center
 - Blanding, Utah - Blanding, Utah - Visitor Center
 - Moab, Utah - Moab, Utah - Visitor Center
 - Fruita, Utah - Fruita, Utah - Visitor Center
 - Junction, Colorado - Junction, Colorado - Visitor Center
 - Delta, Utah - Delta, Utah - Visitor Center



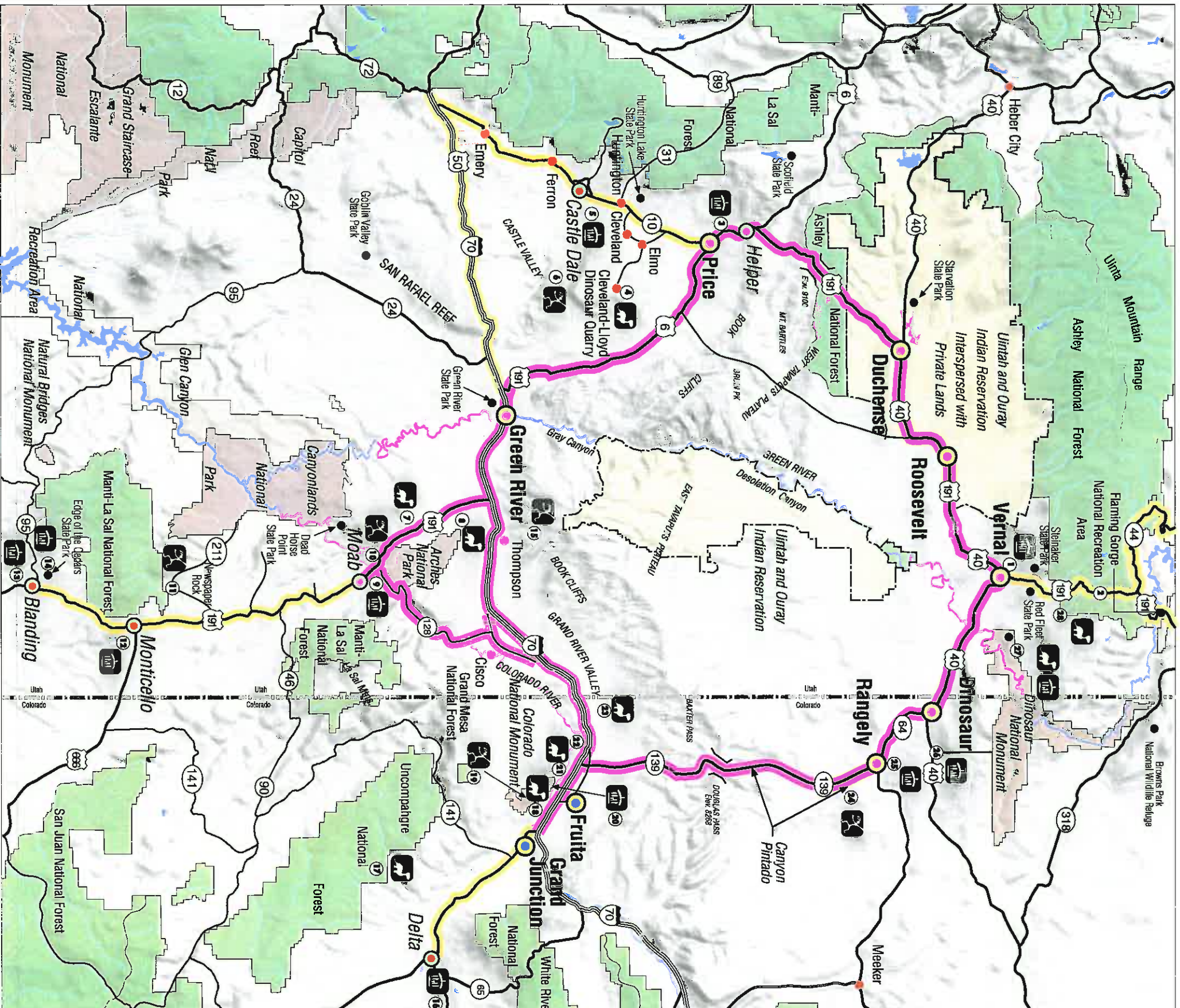
Visitor Information Services

Dinosaur Diamond Prehistoric Highway Corridor Management Plan

Prepared for:
Dinosaur Diamond Partnership, Inc.
August, 2000

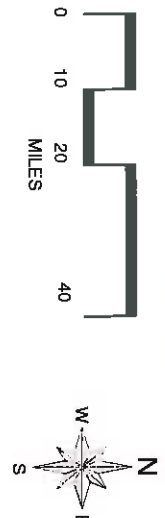
Prepared by:
SHAPINS
ASSOCIATES

MAP 3



- Legend:**
- Dinosaur Diamond Prehistoric Highway
 - Excursions
 - Primary Destination
 - Secondary Destination
 - Towns
 - Dinosaur Fossils
 - Dinosaur/Rock Art
 - Museums
 - Petroglyphs/Pictographs (Rock Art/Field Sites)

1. Utah Field House of Natural History & Dinosaur Garden
2. Fleming Geopline - Uinta Natl. Scenic Byway
3. Wildlife Through the Ages
4. College of Eastern Utah Museum
5. Cleveland Lloyd Dinosaur Quarry
6. Museum of the San Rafael
7. Buckhorn Petroglyph and Pictograph Mill Canyon Dinosaur Trail
8. Copper Ridge Dinosaur Trackway
9. Dan O'Laure Museum
10. Patach Road Petroglyphs
11. Newspaper Rock
12. Frontier Museum
13. Dinosaur Museum
14. Edge of the Cedars State Park Museum
15. Sepo Canyon
16. Delta County Museum
17. Dry Mesa Quarry
18. Riggs Hill Trail
19. Colorado National Monument
20. Dinosaur Journey Museum
21. Dinosaur Hill Interpretive Trail
22. Fuita Paleo Area Trail
23. Rabbit Valley Dinosaur Quarry
24. Canyon Pintado
25. Rangely Museum
26. Dinosaur National Monument Visitor Center
27. Dinosaur National Monument Quarry
28. Red Fire Dinosaur Trackway

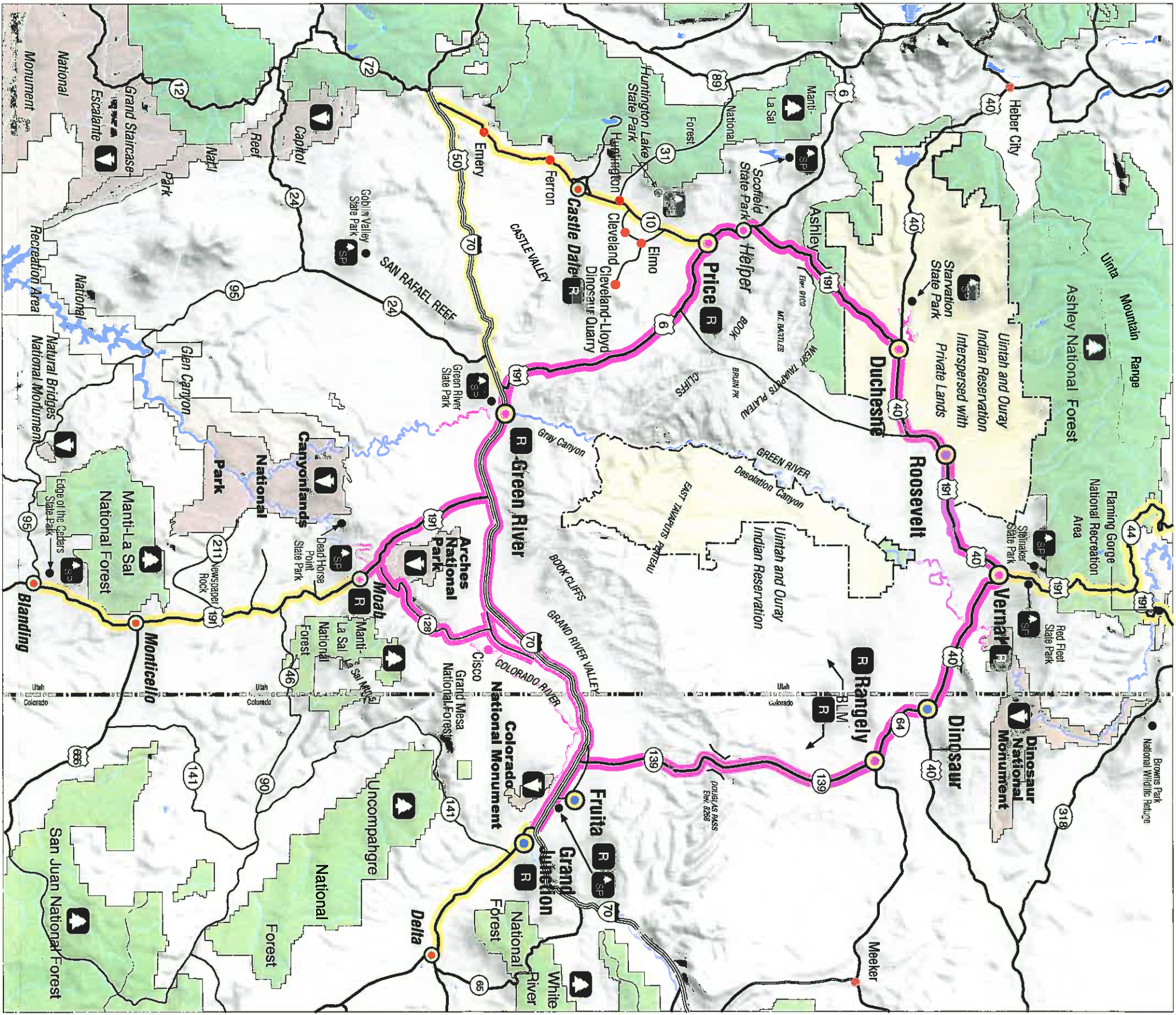


Dinosaur, Fossil and Archaeological Resources Dinosaur Diamond Prehistoric Highway Corridor Management Plan

Prepared for:
Dinosaur Diamond Partnership, Inc.
August, 2000

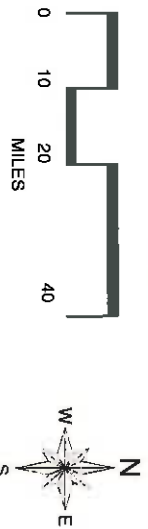
Prepared by:
SHAPINS ASSOCIATES

MAP 4



- Legend:**
- Dinosaur Diamond Prehistoric Highway
 - Loop Tolls and Additional Destinations
 - Primary Destination
 - Secondary Destination
 - Towns

- ▲ National Forest
- ▲ National Park or Monument
- ▲ State Park
- R Outdoor Recreational Resources



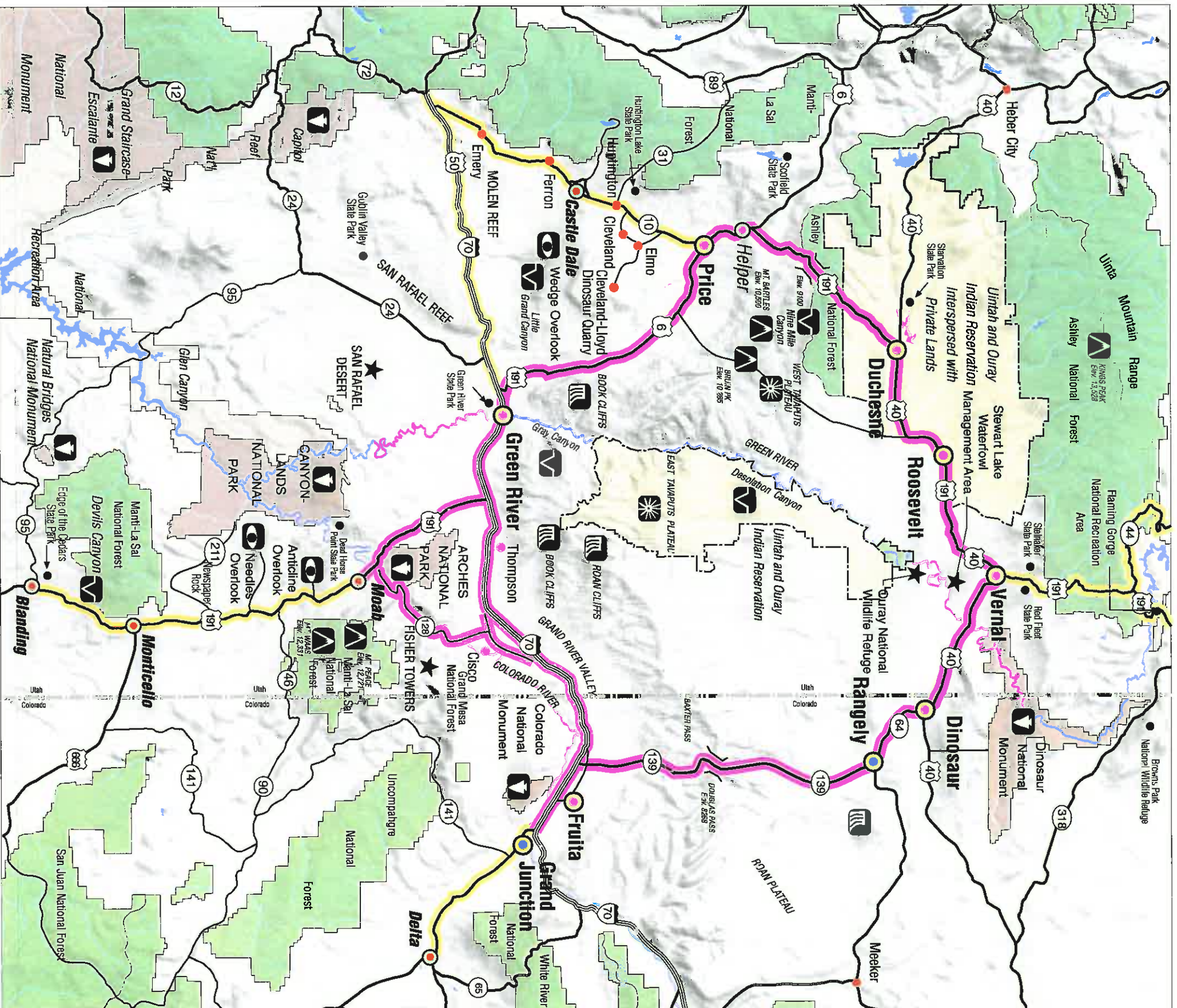
Recreation Resources

Dinosaur Diamond Prehistoric Highway Corridor Management Plan

Prepared for:
Dinosaur Diamond Partnership, Inc.
August, 2000

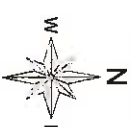
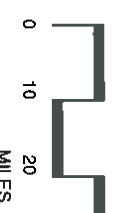
Prepared by:
SHAPINS ASSOCIATES

MAP 5



- Legend:**
- Dinosaur Diamond Prehistoric Highway
 - Loop Tours and Additional Destinations
 - Primary Destination
 - Secondary Destination
 - Towns

- ▲ Peak
- ▬ Cliffs
- V Canyon
- ◑ Overlook
- ▾ National Park or Monument
- ⬠ Plateau



Geological and Natural Resources

Dinosaur Diamond Prehistoric Highway Corridor Management Plan

Prepared for:
Dinosaur Diamond Partnership, Inc.
August, 2000

Prepared by:
SHAPINS ASSOCIATES

Appendix A.

Corridor Management Plan Checklist

Corridor Management Plan Checklist

Compliance with Corridor Management Plan Requirements of the Federal Highway Administration as Published in the Federal Register, Vol. 60, No. 96, May 18, 1995.

1. A map identifying the corridor boundaries and the location of intrinsic qualities and different land uses within the corridor. *See Map 2-Visitor Services, Map 3-Dinosaur Fossil, Archaeological, and Historical Resources, Map 4-Recreation Resources, and Map 5-Geological and Natural Features.*
2. An assessment of such intrinsic qualities and of their context. *See Section 8-Inventory and Assessment of Dinosaur Diamond Intrinsic Qualities and Section 5-Byway Corridor.*
3. A strategy for maintaining and enhancing those intrinsic qualities. *See Section 4-Our Byway Vision, Mission, and Objectives, Section 11-Interpretive Planning, Section 13-Byway Resource Protection, and Section 16-Monitoring and Evaluation.*
4. A schedule and a listing of all agency and group responsibilities in the implementation of the corridor management plan. *See Section 15-Implementation.*
5. A strategy about how existing development might be enhanced and new development might be accommodated. *See Section 4-Our Byway Vision, Mission, and Objectives, Section 10-Signage, Section 11-Interpretive Planning, Section 13-Byway Resource Protection, and Section 16-Monitoring and Implementation.*
6. A plan to assure ongoing public participation. *See Section 2-Public Involvement.*
7. A general review of the road's or highway's safety and accident record. *See Section 9-Transportation and Traffic Safety.*
8. A plan for accommodating commerce while maintaining a safe and efficient level of highway service. *See Section 9-Transportation and Traffic Safety.*
9. A demonstration that intrusions on the visitor experience has been minimized to the extent possible. *See Section 7-Quality of Visitor Experiences, Section 11-Interpretive Planning, and Section 16-Monitoring and Evaluation.*
10. A demonstration of compliance with all existing local, State, and Federal laws on the control of outdoor advertising. *See Section 10-Signage.*
11. A signage plan. *See Section 10-Signage.*
12. A narrative describing how the byway will be positioned for marketing. *See Section 12-Tourism, Marketing, and Promotion.*
13. A discussion of design standards relating to any proposed modification of the roadway. *See Section 9-Transportation and Traffic Safety.*
14. A description of plans to interpret the significant resources of the scenic byway. *See Section 11-Interpretive Planning.*

For All-American Roads:

- A narrative on how the All-American Road would be promoted, interpreted, and marketed. *See Section 11-Interpretive Planning and Section 12-Tourism, Marketing, and Promotion.*
- A plan to encourage the accommodation of increased tourism. *See Section 6-Overview of Existing Visitor Services and Attractions, Section 11-Interpretive Planning, Section 12-Tourism, Marketing, and Promotion, and Section 13-Byway Resource Protection.*
- A plan for addressing multi-lingual information needs. *See Section 11-Interpretive Planning and Section 12-Tourism, Marketing, and Promotion.*

Appendix B. **References and
Agency/Entity Contacts**

References and Agency/Entity Contacts

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A 098 92, "Members Colorado Scenic and Historic Byways Commission",
B 045 89, "Colorado Scenic and Historic Byways Commission",
B 004 92, "Colorado Scenic and Historic Byways Commission".
- U.S. Department of Transportation Federal Highway Administration, Scenic Byways: Community Guide to Corridor Management Planning, June 1994.

U.S. Department of Transportation Federal Highway Administration, Scenic Byways: Preparing Corridor Management Plans: A Scenic Byways Guidebook, June, 1994.

U.S. Department of Transportation Federal Highway Administration, Scenic Byways Advisory Committee Report, publication No. FHWA-PD-93-053, 1993.

U.S. Department of Transportation Federal Highway Administration, Scenic Byways, publication no. FHWA-DF-88-002, April, 1988.

U.S. Forest Service, Message Scan from Peter Wingle, National Forest Scenic Byways, April 27, 1988.

U.S. Department of the Interior, Bureau of Land Management, Colorado Recreation Opportunities

For Further Reading

National Civic League, The Healthy Communities Handbook, National Civic League, Inc., 1993.

Western Entrepreneurial Network, Community Leadership Development Training Guide, Winter, 1992.

For Additional Information.....

The National Scenic Byways Clearinghouse

The National Scenic Byways Clearinghouse, a partnership between the American Automobile Association Transportation, Travel and Tourism Institute (AAA-TTI) and the Federal Highway Administration (FHWA), officially opened on June 16, 1994.

The purpose of the Clearinghouse is to create a centralized source of information on the nation's scenic byways. The library and reference center consists of brochures, reports, tourist information, partnership agreements, photographs and slides, cassettes and videotapes, regulations, guidebooks and other types of information requests and technical assistance. It is also accessible to the public on an appointment only basis.

National Scenic Byways Clearinghouse

1440 New York Avenue, N.W., Suite 202

Washington, DC 20005

Phone: (202) 628-7719 Fax: (202) 783-4798

1-800-4-BYWAYS

The following listing represents a number of state and national organizations and federal agencies working with scenic byways.

The American Automobile Association

1440 New York Ave. NW, Suite 200
Washington, DC 20005

American Planning Association

1776 Massachusetts Ave., NW
Washington, DC 20036

American Recreation Coalition

1331 Pennsylvania Ave., NW, Suite 726
Washington, DC 20004

American Planning Association Colorado Chapter:

Don Elliott, President
416 Franklin Street
Denver, CO 80218
(303) 640-2155

American Society of Landscape Architects

4401 Connecticut Ave, NW
Washington, DC 20008

American Society of Landscape Architects

Colorado Chapter:
Maureen Van Nordon, President
964-2544

Bureau of Land Management

18th and C Streets, NW (MIB 5600)
Washington, DC 20240

Bureau of Reclamation

Building 67, Denver Federal Center
Denver, CO 80225
(303) 969-2000

Colorado Climate Center

Department of Atmospheric Science
Colorado State University
Fort Collins, CO 80523
(303) 491-8545

Colorado Department of Transportation

Sally Pearce
Office of Environmental Services
4201 E. Arkansas Room 284
Denver, CO 80222
(303) 757-9786

Colorado Department of Health

4201 E. 11th Ave.
Denver, CO 80220
(303) 320-8333

Colorado Department of Natural Resources

1313 Sherman Street, Room 718
Denver, Colorado 80203
(303) 866-3311

Colorado Division of Wildlife

6060 Broadway
Denver, Colorado 80216
(303) 297-1192

Colorado Division of Parks and Outdoor Recreation

1313 Sherman Street, Room 618
Denver, Colorado 80203
(303) 866-3437

Colorado State Board of Land Commissioners

1313 Sherman Street, Room 620
Denver, CO 80203
(303) 866-3454

Colorado State Forest Service

Colorado State University
Fort Collins, Colorado 80528
(303) 491-6303

Colorado Historical Society

Colorado Heritage Center
1300 Broadway
Denver, CO 80203
(303) 866-3682

Colorado Geological Survey

1313 Sherman Street, Room 715
Denver, CO 80203
(303) 866-2611

Colorado and Denver Convention and Visitors Bureau

225 West Colfax Ave
Denver, CO 80204
(303) 892-1112

Colorado State Trails News

Colorado State Parks
1313 Sherman Street, Room 618
Denver, Colorado 80203

Environmental Protection Agency

999 18th Street
Denver, CO 80202
(303) 293-1609

Federal Highway Administration

400 7th St., SW
Washington, DC 20240

National Archives and Record Service

8th and Pennsylvania Avenue N.W.
Washington, DC 20249
(301) 736-7520

National Park Service

P.O. Box 37127
Washington, DC 20590

12795 W. Alameda Parkway
P.O. Box 25287
Denver, CO 80225
(303) 969-2000

The National Trust for Historic Preservation

Dan Marriott
1785 Massachusetts Ave, NW
Washington DC 20036
(202) 673-4279

Rails to Trails Conservancy

1400 16th Street, NW
Washington DC 20036

Scenic America

21 DuPont Circle, NW
Washington DC 20036

Surface Transportation Policy Project

1400 Sixteenth St., NW, Suite 300
Washington, DC 20036

U.S. Geological Survey

Branch of Distribution
(topographic map sales)
Box 25286, Building 810
Denver Federal Center
Denver, CO 80225
(303) 236-7477

U.S. Fish and Wildlife Service

134 Union
P.O. Box 25486
Denver, CO 80225
(303) 236-7904

U.S. Bureau of Reclamation

Building 67, Denver Federal Center
Denver, CO 80225
(303) 236-8098

U.S. Forest Service

P.O. Box 96090, 4th Central
Washington, DC 20090-1755

P.O. Box 25127
11177 W. 8th Ave.
Denver, CO 80225
(303) 236-9431

U.S. Travel and Tourism Administration

U.S. Department of Commerce
14th & Constitution, NW, Room 1860
Washington, DC 20230

Appendix C. **Partnership Memorandum
of Understanding**

DINOSAUR DIAMOND PARTNERSHIP**MEMORANDUM OF UNDERSTANDING
BETWEEN****Colorado Cities & Towns of:**

Fruita
Rangely
Dinosaur

Colorado Counties of:

Rio Blanco
Mesa
Moffat

Colorado Chambers of Commerce:

Fruita
Rangely
Dinosaur

**Colorado Department of
Transportation - Region 3****USDI - Bureau of Land
Management:**

White River Resource Area
Grand Jct., Resource Area
Vernal Field Office
San Juan Field Office
Moab Field Office

USDI - National Park Service:

Dinosaur National Monument
Arches National Park
Canyonlands National Park
Southeast Utah Group National
Park Service

Uncompahgre National Forest**Ashley National Forest****Dinamation International Society****Prehistoric Times Regional Magazine****Museum of Western Colorado****Utah Cities & Towns of:**

Vernal
Roosevelt

Utah Counties of:

Uintah
Duchesne
Carbon
Emery
Grand
San Juan

Utah Chambers of Commerce:

Carbon County
Moab

**Utah Department of Transportation
Regions 3 & 6****Canyonlands Natural History Assoc.****Dinosaurland Travel Board****Carbon County Travel Bureau****Castle County Travel Region****Grand County Travel Council****Utah Field House of Natural
History State Park****Dan O'Laurie Can. County Museum**

I. Purpose:

The purpose of this agreement is to organize and empower a partnership for the development, management, marketing and promotion of the Dinosaur Diamond and to provide for the protection and proper management of all resources associated with the effort. This Memorandum of Understanding organizes the Dinosaur Diamond partnership with the above entities and confirms the commitment of these entities to the proper planning, development, management, and protection of all resources associated with this effort.

II. Background and Objectives:

The Dinosaur Diamond is a circular tour route that connects nine communities in eastern Utah and Western Colorado: (Vernal, Price, Moab, Duchesne and Roosevelt in Utah and Fruita, Grand Junction, Rangely and Dinosaur in Colorado). The tour route features a dinosaur theme and offers a variety of dinosaur and other prehistoric and historic resources for visitors to explore while traveling from one destination to another. The Dinosaur Diamond will attract visitors to experience the dinosaur era through hands-on activities, self guided walks and tours, and educational programs set up in each community. The Dinosaur Diamond links various dig sites, trails, museums, National Parks and Monuments, prehistoric rock art sites and other attractions as well as other recreation opportunities and activities such as camping, hiking, biking, and hang gliding in and near the dinosaur communities.

The Objectives of the Dinosaur Diamond are to:

1. Develop dinosaur and other prehistoric resources of Western Colorado and Eastern Utah into a destination for dinosaur enthusiasts and increase visitation over the next decade.
2. Develop comprehensive marketing, promotional and interpretive materials to help visitors enjoy and understand the prehistoric resources of the area.
3. Emphasize preservation and protection of resources while displaying and interpreting them in a scientific manner.
4. Be officially designated as the "Dinosaur Diamond Prehistoric Highway" (both state and national designation) and complete a comprehensive management plan.
5. Facilitate funding through internal and external sources.

III. Mutual Benefits:

The main benefit of this agreement is to develop a long term partnership that includes the local community, tourism, and land managing agency's interests. The Dinosaur Diamond Partnership will provide a common vision and direction for the future management of the Dinosaur Diamond Prehistoric Highway.

Other benefits of this agreement include:

Allow people from all communities that have an interest in, or are affected by the Dinosaur Diamond Prehistoric Highway, to have direct input into the development of the partnership and comprehensive management plan.

Bring forth an appropriate balance between protection and promotion for the Dinosaur Diamond Prehistoric Highway area and its resources.

Collaboration of partners in various planning or management efforts such as: city, county and land management agency, land use and master plans, or management of parks or areas will help reduce duplication of efforts or infrastructure and improve overall management of areas, facilities, activities, etc.

Increase the ability for all members of the partnership to effectively implement a comprehensive management plan through shared resources such as internet, fam tours, and other marketing efforts.

Use of the official copyright logo for local events and marketing efforts.

Create jobs and incomes for the citizens of small communities along the Dinosaur Diamond route.

IV. Organization:

A steering committee consisting of a total of seven members will be formed. The steering committee will be responsible for the selection of two co-chairpersons, one each from Utah and Colorado, as well as a secretary and a treasurer. The steering committee is an advisory committee and will be responsible for proposing bylaws for the partnership, assisting in the setting of the overall direction and priorities of the organization and the implementation of the decisions made by the full partnership.

The steering committee will consist of three representatives from Utah and three representatives from Colorado. In Colorado the communities of Fruita and Grand Junction will each select one

representative, and the communities of Rangely and Dinosaur will share in the selection of one representative. In Utah the representatives will be selected at the discretion of the three regions: the Uintah Basin (Uintah and Duchesne Counties), Grand/San Juan Counties and Carbon/Emery Counties. All representatives will be selected to represent their respective communities and entities within their regions. One member will represent the Ute Indian Tribe, Uintah and Ouray Agency and one member will represent the involved federal land management agencies, as determined by the represented agencies. All eight representatives shall be ratified by the full partnership. Alternates may be appointed and sent to specific meetings at the discretion of the individual regions or communities.

Each member of the partnership will have a voice in all matters pertaining to the Dinosaur Diamond effort. The full partnership will have a vote to ratify the bylaws including how decisions will be made. The full partnership will make all final decisions related to the Dinosaur Diamond by a simple majority vote at regular meetings.

Partners may be assigned to working or standing committees to complete various tasks associated with the objectives and goals of the Dinosaur Diamond. Committees may be formed to complete projects or assignments, such as:

- * Prehistoric Highway designation and management plan.
- * Development/implementation of interpretive and educational materials, signs, sites, etc.
- * Develop visitor information (maps, brochures, etc.),
- * Assess visitor needs.
- * Implementation of the marketing/promotion plan component.
- * Participate in the steps for incorporation as a non-profit organization.
- * Develop funding.
- * Provide monitoring and evaluation of the management plan.

V. Statement of Work:

The primary goal of this cooperative project is to develop and implement a comprehensive management plan for the Dinosaur Diamond Prehistoric Highway that will be satisfactory to the public and private entities and individuals with a strong interest in or affected by the project. The partners will work together with other public and private interests to achieve the goals and objectives of this effort.

All partners agree to:

1. Assist with development of a comprehensive management plan and designation of the prehistoric highway.

2. Provide necessary visitor information and services including identification of infrastructure needs appropriate to each entities respective areas and missions.
3. Assist with identification of funding alternatives for implementation and maintenance of plan recommendations.
4. Participate on standing or adhoc committee(s).
5. Be responsible for the appropriate use of the official copyright Dinosaur Diamond logo for local events and promotional purposes.

The Communities and Counties agree to:

1. Appoint and empower a regional representative to the Dinosaur Diamond steering committee.
2. Inform the partnership of proposed local projects, marketing efforts, etc. that are being implemented and are related to the Dinosaur Diamond Highway.

The Colorado and Utah Departments of Transportation agree to:

Administer any byway funding for the Dinosaur Diamond Prehistoric Highway in accordance with the provisions of the Intermodal Surface Transportation Efficiency Act (or any ISTEA Reauthorization), as administered by the Federal Highway Administration.

VI. Protection of Resources:

All public and private resource management agencies and managers or owners of resources, facilities or areas that are marketed and promoted as part of the Dinosaur Diamond Prehistoric Byway effort, agree to continue to provide protection of the resources, facilities and areas within their jurisdictions. Sufficient plans and/or management of resources, facilities and areas are necessary to insure that public use, enjoyment, and safety as well as the resource base, is sustained over the long term. Those resources, facilities or areas that do not have proper management plans or are not currently managed and/or protected, or are in an unsafe condition, may not be marketed and promoted for public use until sufficient management or management plans or safety issues have been completed, implemented and/or corrected.

VII. Financial Support of the Dinosaur Diamond:

All public and private participants in this partnership agree to assist in the search for and assist in securing sustainable sources of financial support. Financial support may be in the form of monetary donations to the partnership, grants in various forms, challenge cost-share funding, volunteer efforts, in-kind services, planning and implementing projects that directly benefit the Dinosaur Diamond effort and other appropriate sources of support.

VIII. Term and Termination:

This agreement will be in effect upon receipt of the last signature and will remain in full force and effect until terminated by a majority of the partnership.

IX. Amendments and Modifications:

This MOU may be modified or amended by majority vote according to the bylaws. Modification or amendments shall be in the form of a written statement specifying the exact terms and conditions to be changed. The terms of this MOU may be renegotiated at any time at the initiative of one or more of its participants, following 30 days written notice to the other participants.

X. Civil Rights and Americans With Disabilities Acts:

Activities conducted under the MOU will be in compliance with the nondiscrimination provisions as contained in the Titles VI and VII of the Civil Rights Act of 1964, as amended, the Civil Rights Restoration Act of 1987 (Public Law 100-259 and other nondiscrimination statutes, namely Section 504 of the Rehabilitation Act of 1973, Title IX of the Education Amendments of 1972, and the Age Discrimination Act of 1975. During performance of this agreement, the participants will not discriminate against any individual because of race, color, religion, age, sex, marital status, disability or national origin.

Partners will be in compliance with the applicable provisions of the Americans with Disabilities Act of 1990 as enacted along with the universal design policy and direction in planning, design and construction of sites, facilities and programs.

XI. It is mutually agreed and understood by and among the partners that:

A. Nothing in this MOU will be construed as affecting the authorities of the participants or as binding beyond their respective authorities or to require any of the participants to obligate or expend funds.

B. No member or delegate to Congress, or resident Commissioner, shall be admitted to any share or part of this agreement, or to any benefit that may arise therefrom, but this provision shall not be construed to extend to this agreement if made with a corporation for its general benefit.

C. Addition of members to the partnership will be made with the concurrence of a majority of the participants.

D. Any member of the partnership may withdraw at any time and for any reason without penalty.

IN WITNESS WHEREOF, the parties hereto have executed this agreement as of the last date written below. Signature does not imply commitment of any monies by any one entity for this effort.

Appendix D. **Bylaws**

Bylaws
of
Dinosaur Diamond Inc.

Preamble

Section 1. Purpose

The purpose of this corporation shall be to promote, develop, manage, protect and market the educational, scientific, dinosaur, and prehistoric resources associated with the geographical region known as the "Dinosaur Diamond."

Section 2. Services

The corporation secures private and public funding for interpretive projects, exhibits, and educational programs that help preserve and accurately represent the prehistory of the "Dinosaur Diamond," thereby enriching the lives of present and future generations. In addition, this entire area will be promoted as a visitor destination facilitated through Colorado's Scenic Byway system and Utah's Prehistoric Highway designation.

Article I. Offices and Purpose (Administration) -

The corporation shall have a Board of Trustees which will decide all matters of policy regarding the purposes of the group known as the Dinosaur Diamond, Inc. These will include two (2) Chairpersons (one each from Utah and Colorado), two additional members from Colorado, two additional members from Utah and one representing the Federal Agencies. A Recording Secretary, and Treasurer will be appointed by the Board and may be ex-officio, members of the Board.

Article II. Membership

Membership qualifications and the procedures for admission to membership in this corporation are defined here.

Section 1. Members

Membership is open and nondiscriminatory, upon application to the Board of Trustees, to any individual, corporation, foundation, governmental agency or other group who is interested in the aims of the Dinosaur Diamond Inc. An initial membership fee and an annual fee will be set by the Board of Trustees. All members shall receive copies of these bylaws and shall sign an affidavit of agreement to abide by these bylaws.

Section 2. Resignation

A member may resign from the corporation anytime, upon written notice to the chairpersons.

Section 3. Disciplinary Action

A majority of the Board of Trustees may recommend disciplinary action of any member whose attitudes or conduct is considered extremely detrimental to the welfare and objectives of the Dinosaur Diamond Inc. Such action may be made only after the member has been given an opportunity to show cause why the disciplinary action is not justified. There will be a three-step procedure for disciplinary action:

- a. Verbal Reprimand. Discussion by the Board of Trustees and agreement by a Quorum vote of the board will precede any verbal warning, and must be recorded in the minutes of the board meeting. Verbal warnings will be given by the chairpersons, or other person designated by the chairpersons. They may be repeated at the discretion of the board before moving to the next level of disciplinary action. The member shall be given the opportunity to show cause why the disciplinary action is not justified.
- b. Written Warning/Probation. The board of Trustees may issue a written reprimand, which places the member on probation, if one or more verbal reprimands have not alleviated the cause of the disciplinary action. Again, a quorum vote of the Board of Trustees, recorded for the record, is required to initiate such action. At this time, the member must meet with the Board of Trustees to show cause why the disciplinary action is not justified, or it will be taken before the general membership for consideration of expulsion.
- c. Expulsion. A quorum vote of the membership is necessary for the

- expulsion of any member.
- d. Due Process. Members may ask for any discussion regarding their case to be in either an open or closed session with the Board of Trustees.

Article III. Board of Trustees

Section 1. Powers

The corporation has powers allowed under the Utah Nonprofit Corporation and Cooperative Association Act and is limited and restricted to those that are in furtherance of the purposes of the corporation as defined in the Articles of Incorporation.

Section 2. Number of Trustees

Seven trustees will be selected from the members of the Dinosaur Diamond.

Section 3. Resignation or Removal (*this section should be identical to previous one or else remove*)

A trustee may resign from the Board anytime, upon written notice to the chairpersons. A majority of the Board of Trustees may recommend disciplinary action of any trustee whose attitudes or conduct is considered extremely detrimental to the welfare and objectives of the Dinosaur Diamond Inc. Such action may be made only after the trustee has been given an opportunity to show cause why the disciplinary action is not justified. There will be a three-step procedure for disciplinary action:

- a. Verbal Reprimand. Discussion by the Board of Trustees and agreement by a Quorum vote of the board will precede any verbal warning, and must be recorded in the minutes of the board meeting. Verbal warnings will be given by the chairpersons, or other person designated by the chairpersons. They may be repeated at the discretion of the board before moving to the next level of disciplinary action. The trustee shall be given the opportunity to show cause why the disciplinary action is not justified.
- b. Written Warning/Probation. The Board of Trustees may issue a written reprimand, which places the trustee on probation, if one or more verbal reprimands have not alleviated the cause of the disciplinary action. Again, a quorum vote of the Board of Trustees, recorded in the minutes of the board meeting, is required to initiate such action. At this time, the trustee must meet with the Board of Trustees to show cause why the disciplinary action is not justified, or it will be taken before the general membership for consideration of expulsion.
- c. Expulsion. A quorum vote of the membership is necessary for the expulsion of any trustee.
- d. Due Process. Members may ask for any discussion regarding their case to be in either open or closed session with the Board of Trustees.

Section 4. Selection (Election to the Board)

Elections to fill vacancies of the Board of Trustees can be called by the chairpersons at any time. A *majority vote of those present shall elect the office.*

Board members may serve two consecutive three-year terms, and may return to the Board after a one year hiatus: 1/3 of the Board members will be elected each year. The Utah chairperson shall be elected on even number years and the Colorado chairperson shall be elected on odd numbered years. One Chairperson shall be elected each year at the annual meeting by a majority vote of the members present. Each state's Chairperson will serve a two-year term and may not serve more than two consecutive terms.

Section 5. Vacancies

Notification of intent to fill one or more vacancies on the Board of Trustees will be made in writing or at a Board Meeting in the form of a request for nominations. The Chairperson shall instruct the Nominating Committee to contact each nominee from the membership at large to outline to them the duties of Board membership and to determine if they could/would accept seats on the Board if elected. Candidates willing to serve will be asked to submit a brief biographical sketch and reasons why

- in his/her state and to perform other duties as are customary to the office.
- B. It shall be the duty of the Chairpersons to appoint a pro-tem committee chairperson or members when such position is vacant for any reason.
 - C. It shall be the duty of the alternate Chairperson to preside at meeting where his/her counterpart is not present.

Section 2. Secretary

It shall be the duty of the Secretary to

- A. keep an accurate and permanent record of the proceedings of all meetings of the Dinosaur Diamond, Inc. Within thirty (30) days after the close of such meetings, this officer shall transmit copies of the meeting minutes to each affiliated member.
- B. shall maintain an up-to-date list of all names and addresses of the membership.
- C. conduct all correspondence and retain copies of such correspondence as part of the permanent record.
- D. transmit all notices of Annual or Special Meetings to the membership.
- E. transmit all amendments to the By-Laws to the membership, and if affirmed, file these with the Secretary of the State of Utah.

Section 3. Treasurer

It shall be the duty of the Treasurer to:

- A. Receive all monies and to disburse them when authorized by the Board of Trustees and cosigned a trustee and by one (1) of the Co-chairs.
- B. Keep full and accurate account of such transactions and to render a written report of receipts and expenditures at all regular meetings.

Section 4. Other Officers

The Board of Trustees, at its discretion, may appoint other officers as it deems necessary, subject to the provisions of these bylaws.

Article V. Other Provisions

Section 1. Fiscal Policy

- A. No expenditure shall be made without prior approval of the board, which may be polled electronically
- B. The Treasurer shall deposit all Dinosaur Diamond Inc. funds in a bank approved by the Board of Trustees and in the name of the Dinosaur Diamond Inc.
- C. There shall be no cash disbursements except those made by the Treasurer from a petty cash fund authorized for his(her) use. This fund shall not exceed one hundred dollars (\$100.00). Reimbursements to petty cash fund shall be made at any time by the Board when necessary, such reimbursements to be supported by receipts showing and covering all expenditures made from the fund.
- D. An annual audit of the financial records and fiscal operations shall be made for each year *beginning with the year ending December 31, 2000*. The audit shall be performed by a licensed Public Accountant or Certified Public Accountant.

Section 2.

- A. Gifts. The Board of Trustees may accept on behalf of the corporation any contribution, gift, bequest, or device for the charitable or public purposes of the Dinosaur Diamond, Inc.
- B. Designated Contributions. The corporation may accept any designated contribution, grant, bequest, or device consistent with its general tax-exempt purposes, as set forth in the articles of incorporation. As so limited, donor-designated contributions will be accepted for special funds, purposes or uses, and such designations generally will be honored. However, the corporation shall reserve all right, title and interest in and to and control of such contributions, as well as full discretion as to the ultimate expenditure or distribution thereof in connection with any special fund, purpose or use. Further, the corporation shall retain

sufficient control over all donated funds (including designated contributions) to assure that such funds will be used to carry out the corporation's tax exempt purposes.

Article VI. Indemnification

Section 1.

Indemnification of Trustees, Officers, and Members. The corporation hereby declares that any person who serves at its request as a director, officers, employee, chairperson or member of any committee, or on behalf of the corporation as a director or officer of another corporation, whether for profit or not for profit, shall be deemed the corporation's agent for the purposes of this Article and shall be indemnified by the corporation against expenses (including attorney's fees), judgements, fines, excise taxes, and amounts paid in settlement actually and reasonably incurred by such person who was or is a party or threatened to be made a party to any threatened, pending, or completed action, suit, or proceeding, whether civil, criminal, administrative, or investigative by reason of such service, provided such person acted in good faith and in a manner reasonably believed to be in the best interests of the corporation and, with respect to any criminal action or proceeding, had no reasonable cause to believe his conduct was unlawful. Except as provided in termination of any such action, suit, or proceeding by judgement, order, settlement, conviction, or upon a plea of nolo contendere or it equivalent, shall not of itself create either a presumption that such person did not act in good faith and in a manner which he reasonably believed to be in the best interests of the corporation or, with respect to any criminal action or proceeding, a presumption that such person had reasonable cause to believe that his/her conduct was unlawful.

Insurance:

The Board of Trustees shall purchase and maintain insurance for any trustees, past or present, and for other agents or partners, against liability asserted against such parties, arising out of status as such. It shall be the responsibility of the finance and audit committee to review such policies as fulfill this provision, and shall report not less than annually to the board that these provision are being met.

Section 2. Limitation of Indemnification

Notwithstanding any other provision of these bylaws, the corporation shall neither indemnify any person nor purchase any insurance in any manner or to any extent that would jeopardize or be inconsistent with qualification of the corporation as an organization described in section 501(c)(3) of the Internal Revenue Code or would result in liability under section 4941 of the Internal Revenue Code.

Article VII. Conflicts of Interest

If any person who is a trustee or officer of the corporation is aware that the corporation is about to enter into any business transaction directly or indirectly with himself, any member of his family, or any entity in which he has any legal, equitable or fiduciary interest or position, including with limitation as a trustee, officer, shareholder, partner, beneficiary or trustee, such person shall

- immediately inform those charged with approving the transaction on behalf of the corporation of his interest or position,
- Aid the persons charged with making the decision by disclosing any material facts within his knowledge that bear on the advisability of such transaction from the standpoint of the corporation, and
- Shall abstain from voting on the decision regarding such a transaction.

Article VIII. Amendments

The power to alter, amend or repeal these bylaws and adopt new bylaws shall be vested in the Board of Trustees. Amendments to the By-laws originate with the Board of Trustees and must be approved by a majority of the membership. The Board of Trustees must be apprised in writing seven days in advance of the meeting in which the any such amendment(s) to the Bylaws proposed by a Board Member is to be voted upon.

Article IX. Severability

The invalidity of any provision of these bylaws shall not affect the other provisions hereof, and in such event these bylaws shall be construed in all respects as if such invalid provision were omitted.

Appendix E. **Leadership Survey and Responses**

May 21, 1999

To: Dinosaur Diamond Partnership
From: CMP Planning Team

RE: Follow up to Goals/Actions/Priorities Session (9/11/98)

A. Developing a Detailed List of Projects as Part of the CMP

What are *your* top three projects? Please be selfish.

1. _____
2. _____
3. _____

B. Protecting Dinosaur Diamond Resources

Where have you seen or heard about resource damage? Please be specific.

1. _____
2. _____
3. _____

C. Visitor Education and Ethics

What are the three most important things you want visitors to know?

1. _____
2. _____
3. _____

D. Marketing and Promotion

What marketing resources or opportunities are being underutilized?

1. _____
2. _____
3. _____

E. Educating Your Consultant Team

What are the three most important things you want *us* to know?

1. _____
2. _____
3. _____

F. Your Vision and Passion About the Dinosaur Diamond

If you moved to Newark New Jersey for 10 years and then moved back—

What is the first thing you would want to see?

What is the last thing you would want to see?

G.

Resource Interpretation

Please list the five most compelling stories (themes) which guests should understand before leaving this area?

1. _____
2. _____
3. _____
4. _____
5. _____

H.

Understanding Key Dinasa^r Diamond Resources

Please define the three areas along the highway which are the most scenic.

1. _____
2. _____
3. _____
4. _____
5. _____

Please list the best three recreation areas along the highway.

1. _____
2. _____
3. _____

I.

Managing Visitation/Protecting Resources

Please list the top five resource sites or areas that are sensitive to extensive visitation.

1. _____
2. _____
3. _____
4. _____
5. _____

Thank you for your help!

Steven P. Walker, M.L.A., ASLA
Landscape Architect

1073 St. Paul Street
Denver, CO 80206

303.399.5702 phone
303.322.0041 fax
720.635.3916 cell
spw1950@aol.com

MEMORANDUM

To: Dinosaur Diamond Partnership, Inc.
From: Steve Walker *spw*
Date: July 16, 1999

RE: Key Observations from the Leadership Survey (May 21, 1999)

- The process of dinosaur and rock art discoveries is happening right now. It is not something that has been completed and only needs interpretation.
- There is a broader equally important story about the past and what it teaches us.
- Vandalism also is happening right now. There is a dilemma in marketing and promoting resources. Resource protection issues are very important to the DDP. The resources are non-renewable. Visitor ethics are very important.
- There is a strong desire to develop and implement a first class marketing program.
- The byway is not just about dinosaurs and rock art. It also is about early human habitation and geology and present-day recreation opportunities. World class recreation resources bound the area.
- People are very specific about sites requiring protection.
- There is some confusion about how TEA-21 byway funds can be used.
- There is considerable diversity about desired projects and locations. This is natural for such a large byway resource area.
- People want to get on with the business of the byway.
- There is a shared vision.

Appendix F. **Key Photographs and Images**

Key Photographs and Images

Aside from the photographs and images within this CMP, additional imaging includes the following provided as technical appendices to this document.

- A slide set of the DD route and attractions
- Scanned images (digital copy)
- 30 inch by 42 inch presentation size maps

Appendix G. **Transportation Data**

(1)

UTAH DEPARTMENT OF TRANSPORTATION
OPERATIONAL SAFETY REPORT

Route Number A00040 Section Length 33.37
Begin Milepoint 141.41 End Milepoint 174.78

Year	Number of Accidents	Accident Rates	Fatal Accident Totals	Fatal Accident Rates	Fatalities	Fatality Rate	Average Daily Traffic	Severity Index
1998	123	1.68	0	0.00	0	0.00	6020	1.46
1997	110	1.52	0	0.00	0	0.00	5948	1.49
1996	87	1.20	2	2.76	2	2.76	5948	1.54

Accidents Totals And Averages

Total Accidents	320	3 Year Average	106.67
		3 Year Average Severity	1.50
3 Year Average ADT	5,972.00	3 Year Average Accident Rate	1.47

UTAH DEPARTMENT OF TRANSPORTATION
OPERATIONAL SAFETY REPORT

Route Number A00040 Section Length 55.52
Begin Milepoint 85.89 End Milepoint 141.41

Year	Number of Accidents	Accident Rates	Fatal Accident Totals	Fatal Accident Rates	Fatalities	Fatality Rate	Average Daily Traffic	Severity Index
1998	140	1.71	3	3.67	3	3.67	4034	1.59
1997	165	2.05	6	7.47	7	8.71	3963	1.72
1996	141	1.76	2	2.49	2	2.49	3963	1.59

Accidents Totals And Averages

Total Accidents	446	3 Year Average	148.67
		3 Year Average Severity	1.63
3 Year Average ADT	3,986.67	3 Year Average Accident Rate	1.84

UTAH DEPARTMENT OF TRANSPORTATION
OPERATIONAL SAFETY REPORT

Route Number A00191 Section Length 42.68
Begin Milepoint 157.88 End Milepoint 200.56

Year	Number of Accidents	Accident Rates	Fatal Accident Totals	Fatal Accident Rates	Fatalities	Fatality Rate	Average Daily Traffic	Severity Index
1998	24	3.93	0	0.00	0	0.00	392	1.79
1997	21	3.57	0	0.00	0	0.00	377	1.48
1996	23	3.91	0	0.00	0	0.00	377	1.65

Accidents Totals And Averages

Total Accidents	68	3 Year Average	22.67
		3 Year Average Severity	1.64
3 Year Average ADT	382.00	3 Year Average Accident Rate	3.80

UTAH DEPARTMENT OF TRANSPORTATION
OPERATIONAL SAFETY REPORT

Route Number A00006 Section Length 60.28
Begin Milepoint 229.28 End Milepoint 289.56

Year	Number of Accidents	Accident Rates	Fatal Accident Totals	Fatal Accident Rates	Fatalities	Fatality Rate	Average Daily Traffic	Severity Index
1998	82	0.64	3	2.33	6	4.66	5848	1.99
1997	62	0.52	3	2.51	6	5.01	5442	2.02
1996	68	0.57	0	0.00	0	0.00	5442	1.62

Accidents Totals And Averages

Total Accidents	212	3 Year Average	70.67
		3 Year Average Severity	1.87
3 Year Average ADT	5,577.33	3 Year Average Accident Rate	0.57

5

UTAH DEPARTMENT OF TRANSPORTATION
OPERATIONAL SAFETY REPORT

Route Number A00070 Section Length 24.63
Begin Milepoint 157.93 End Milepoint 182.56

Year	Number of Accidents	Accident Rates	Fatal Accident Totals	Fatal Accident Rates	Fatalities	Fatality Rate	Average Daily Traffic	Severity Index
1998	27	0.57	0	0.00	0	0.00	5303	2.33
1997	28	0.58	1	2.09	1	2.09	5329	1.93
1996	20	0.42	2	4.17	2	4.17	5329	2.45

Accidents Totals And Averages

Total Accidents	75	3 Year Average	25.00
		3 Year Average Severity	2.24
3 Year Average ADT	5,320.33	3 Year Average Accident Rate	0.52

6

UTAH DEPARTMENT OF TRANSPORTATION
OPERATIONAL SAFETY REPORT

Route Number A00191 Section Length 30.45
Begin Milepoint 127.43 End Milepoint 157.88

Year	Number of Accidents	Fatal Accident Rates	Fatal Accident Totals	Fatal Accident Rates	Fatalities	Fatality Rate	Average Daily Traffic	Severity Index
1998	26	0.84	1	3.22	1	3.22	2793	2.58
1997	28	0.87	0	0.00	0	0.00	2894	2.04
1996	28	0.87	0	0.00	0	0.00	2894	2.00

Accidents Totals And Averages

Total Accidents	82	3 Year Average	27.33
		3 Year Average Severity	2.20
3 Year Average ADT	2,860.33	3 Year Average Accident Rate	0.86

UTAH DEPARTMENT OF TRANSPORTATION
OPERATIONAL SAFETY REPORT

Route Number A00191 Section Length 56.46
Begin Milepoint 70.97 End Milepoint 127.43

Year	Number of Accidents	Fatal Accident		Fatalities	Fatality Rate	Average Daily Traffic	Severity Index
		Rates	Totals				
1998	114	1.27	1	1	1.12	4347	1.77
1997	126	1.39	2	2	2.21	4385	1.77
1996	113	1.25	0	0	0.00	4385	1.61

Accidents Totals And Averages

Total Accidents	353	3 Year Average	117.67
		3 Year Average Severity	1.72
3 Year Average ADT	4,372.33	3 Year Average Accident Rate	1.31

(8)

UTAH DEPARTMENT OF TRANSPORTATION
OPERATIONAL SAFETY REPORT

Route Number A00191 Section Length 19.07
Begin Milepoint 51.9 End Milepoint 70.97

Year	Number of Accidents	Accident Rates	Fatal Accident Totals	Fatal Accident Rates	Fatalities	Fatality Rate	Average Daily Traffic	Severity Index
1998	73	4.45	0	0.00	0	0.00	2355	1.36
1997	41	2.47	0	0.00	0	0.00	2386	1.54
1996	51	3.07	0	0.00	0	0.00	2386	1.31

Accidents Totals And Averages

Total Accidents	165	3 Year Average	55.00
3 Year Average ADT	2,375.67	3 Year Average Severity	1.40
		3 Year Average Accident Rate	3.33

UTAH DEPARTMENT OF TRANSPORTATION
OPERATIONAL SAFETY REPORT

Route Number A00070 Section Length 49.59
Begin Milepoint 182.56 End Milepoint 232.15

Year	Number of Accidents	Accident Rates	Fatal Accident Totals	Fatal Accident Rates	Fatalities	Fatality Rate	Average Daily Traffic	Severity Index
1998	36	0.38	0	0.00	0	0.00	5303	1.78
1997	49	0.51	2	2.06	3	3.09	5358	2.41
1996	40	0.41	3	3.09	4	4.12	5358	2.13

Accidents Totals And Averages

Total Accidents	125	3 Year Average	41.67
		3 Year Average Severity	2.10
3 Year Average ADT	5,339.67	3 Year Average Accident Rate	0.43

(10)

**UTAH DEPARTMENT OF TRANSPORTATION
OPERATIONAL SAFETY REPORT**

Route Number A00010 **Section Length** 30.13
Begin Milepoint 38.83 **End Milepoint** 68.96

Year	Number of Accidents	Fatal		Fatalities	Fatality Rate	Average Daily Traffic	Severity Index
		Accident Rates	Accident Totals				
1998	92	1.50	1	1	1.63	5569	1.60
1997	82	1.40	1	1	1.71	5314	1.57
1996	65	1.11	0	0	0.00	5314	1.63

Accidents Totals And Averages

Total Accidents	239	3 Year Average	79.67
		3 Year Average Severity	1.60
3 Year Average ADT	5,399.00	3 Year Average Accident Rate	1.34

**UTAH DEPARTMENT OF TRANSPORTATION
OPERATIONAL SAFETY REPORT**

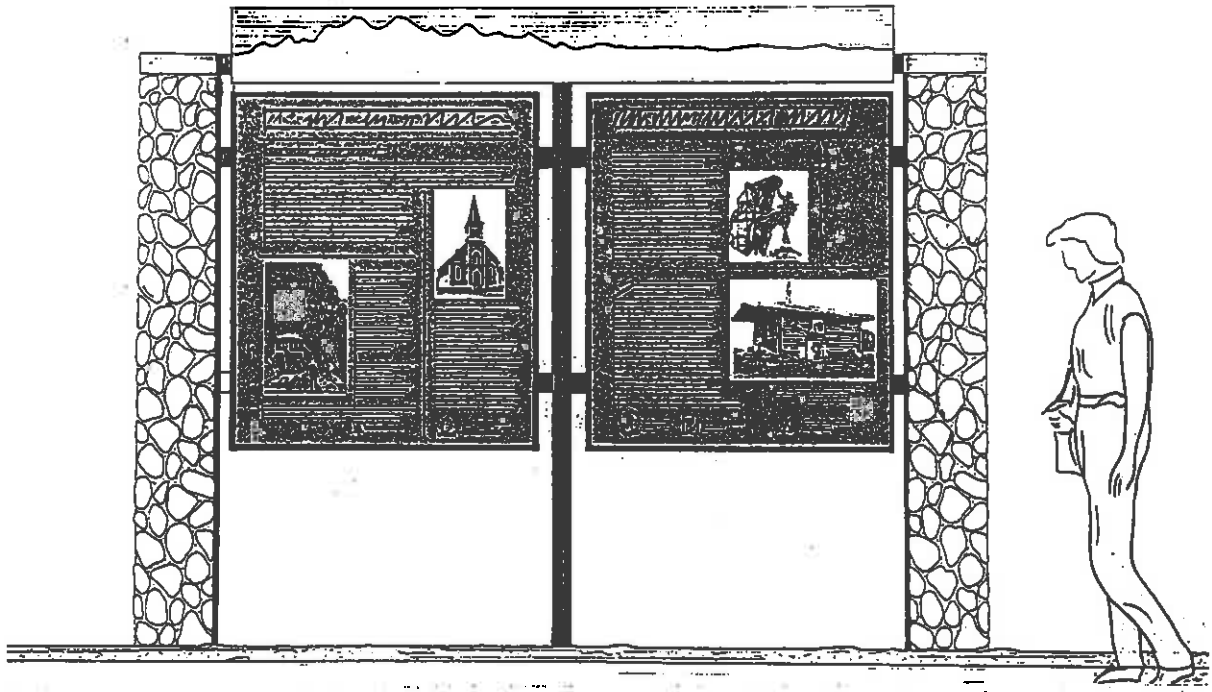
Route Number	A00010	Section Length	38.83
Begin Milepoint	0	End Milepoint	38.83

Year	Number of Accidents	Accident Rates	Fatal Accident Totals	Fatal Accident Rates	Fatalities	Fatality Rate	Average Daily Traffic	Severity Index
1998	42	1.42	0	0.00	0	0.00	2084	1.57
1997	27	0.95	0	0.00	0	0.00	2014	1.89
1996	29	1.02	1	3.50	1	3.50	2014	1.90

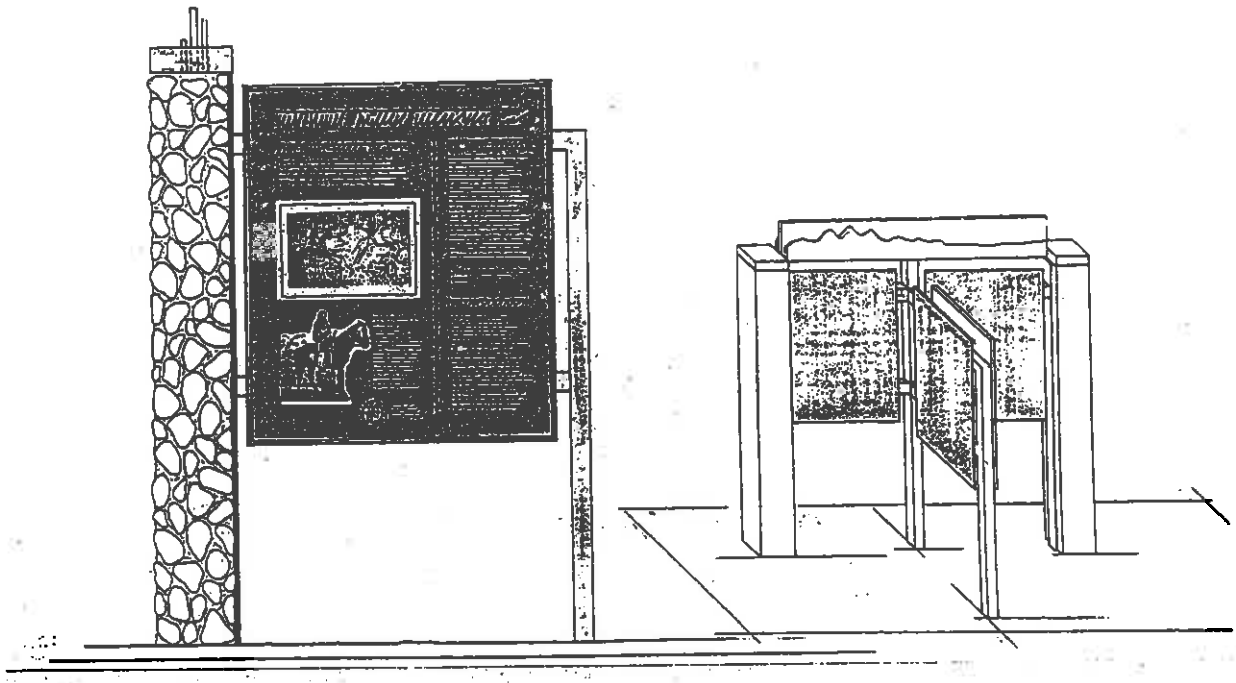
Accidents Totals And Averages

Total Accidents	98	3 Year Average	32.67
3 Year Average ADT	2,037.33	3 Year Average Severity	1.79
		3 Year Average Accident Rate	1.13

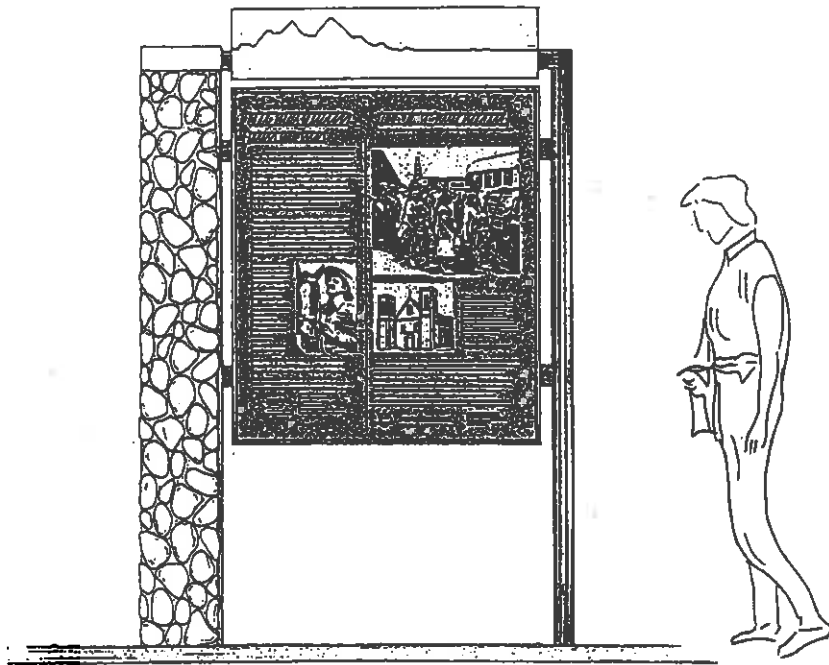
Appendix H. **Sample Sign Designs**



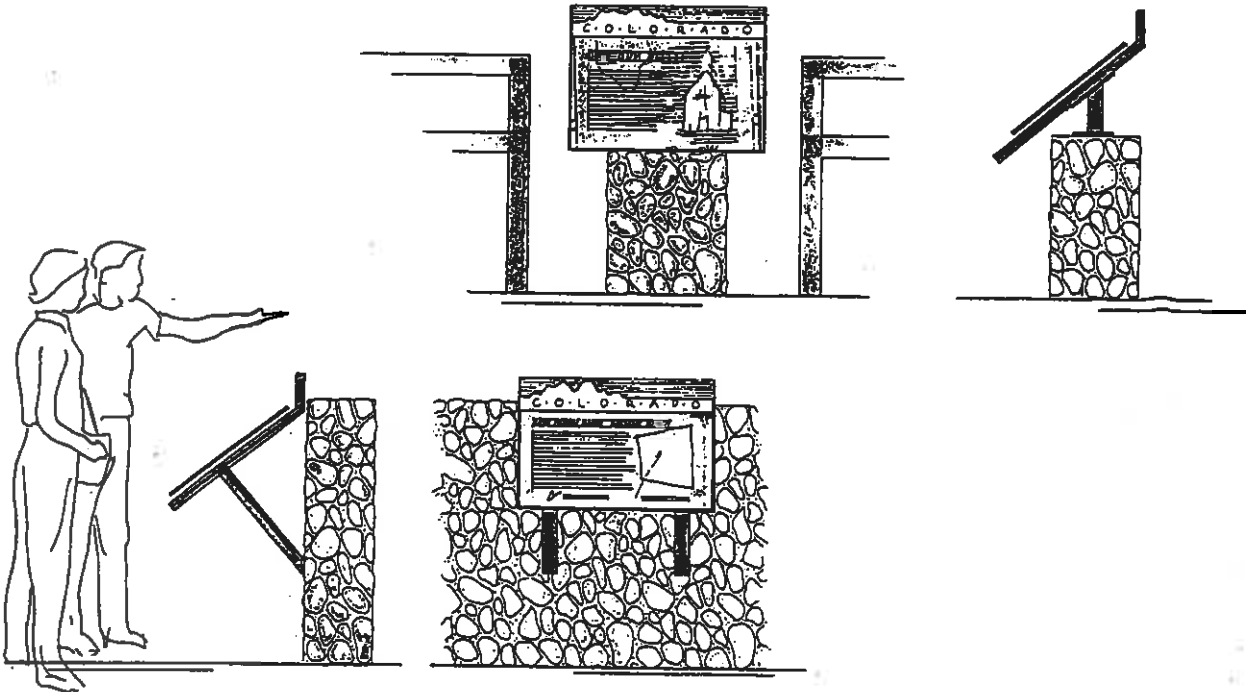
4 - Panel Kiosk
CHS/CDOT Roadside Interpretive Program



4 - Panel Kiosk - Side View
CHS/CDOT Roadside Interpretive Program



2 - Panel Kiosk
CHS/CDOT Roadside Interpretive Program



Low Profile Kiosk
CHS/CDOT Roadside Interpretive Program

Appendix I.

**Marketing Questions
for Dinosaur Diamond
Communities and Compilation of
Marketing Discussions from
Dinosaur Diamond Community
Meetings**

QUESTIONS FOR COMMUNITIES ON THE DINOSAUR DIAMOND

1. What does your community have to market?
Paleo
rock art
history
scenery
recreation
wildlife
other
2. Who are your community's existing visitors?
Dinosaur enthusiasts
recreationists
history buffs
families
seniors
other
3. Are these your community's target markets?
4. Does your community have adequate infrastructure/support services now?
Future? (Hotels, restaurants, tour operators, car rentals, service stations,
groceries, transportation, medical, police, fire, search & rescue)
5. What plans does your community have (marketing objectives, target markets,
economic development)
6. How would AAR or NSB designation change those plans?
7. What would your community expect to gain by AAR or NSB designation?
8. What local action items for your community would you like to see in the Corridor
Management Plan?
9. How do you see your community in relation to other local, regional or byway
marketing efforts?
10. What is the big view?
11. What sites would you like to see eliminated from promotion because of
sensitivity?

Compilation of Discussions from DD Area Meetings

Fruita, Grand Junction & Delta - attending: Viola Sis, City of Fruita; Yvonne Piquette, City of Fruita; Peter Ambrose, USDA Forest Service; Rick Adleman, Dinamation Society; Jane Binder, City of Delta; John Schneider, Fruita City Manager; Debbie Kovalik, Grand Junction VCB; Sally Edginton, Fruita Chamber.

Fruita

Question #1

all on list plus: "Mike the Headless Chicken" (historic event), new state park, historic museum, Dinamation Museum, Dinosaur Hill, CO Natl Mon, Rabbit Valley, Kokopelli Trail, historic bridge, Fruita Paleo area, CO River, Wild Horse Preserve (Bookcliffs), Fruita Fat Tire Festival, Rim Rock Adventures (private) petting zoo, Black Ridge/Ruby Canyon, WSA, Rattlesnake Arches, historic downtown, outdoor sculpture program, Hwy. 340/6&50, Highline Lake SP, Adobe Creek Golf Course, CO Welcome Center, Rail Car Info Center

#2 All on list. Rail Car visitor center is new and so are the numbers. CO WC doesn't keep info other than city, state, zip & # in party.

#3 yes for all but want to see more domestic and international visitors

#4 now - need more restaurants and more retail (gift shops) later - need more meeting/conference space, more lodging, retail

#5 mkt/economic development plan which needs to be updated

#6 would hope that AAR or NSB designation would bring more \$ and allow Fruita to mkt out of state

#7 more visitors

#8 help for Dinosaur Hill; upgrading/renovation or new museum (Museum of W CO) and help in marketing facility; billboards in and around Fruita welcoming visitors to Fruita and advertising Rail Car (at Dinamation Dinosaur Museum), historic downtown Fruita and museum; help with trail development at Fruita Paleo Area (call Catherine Robertson with BLM); info kiosks (were funded for one under a T-21 grant); development of plant/insect fossil site on Douglas Pass; DD display at Dinamation and airport; website links, local DD signage, major landscape beautification on/off ramps of I-70,

#9 have small budget but the partnership gives more leverage for other mktg opportunities

#10 feel the DDP has allowed Fruita to develop personal relationships which enhance the ability to market in the future

Delta

Question #1 all on list plus: active quarry (NFS tours, digs {pkg}), 63% public lands, recreation, historic preservation (working toward nat'l hist dist designation), 3 scenic byways (DD, West Elk Loop, Grand Mesa and proximity to three others), year round golf course, rec center, ag & ranch heritage, 3 state parks, historic hwy. 50 promo, 4 museums in county (1 living history), Black Canyon of the Gunnison NM, town murals, outdoor sculpture program, annual art show, Ute PowWow

#2 All on list but also ages 45+ couples who are playing golf and touring and 25-50 year olds with families, as well as "accidental" visitors.

#3 yes for all but want to see more domestic & international visitors

#4 now - ok for now...there is a steady growth in services currently later - convention center

#5 county mkt plan, tourism plan, economic development plan. Focusing on small businesses or second stores with 70 or fewer employees and agricultural, value-added products & services.

#6 ability for small communities to go after \$ to market out of state, facilitate organization of a western slope marketing coalition, reorganize state travel regions

#7 more visitors

#8 address hwy. situation 50, 92 & 65, DD pullout and interpretive signage & AAR or NSB signage; preserve viewscapes; promotional materials (website w/links to DD website); development of viable DD website

#9 Goldfish swimming in a tank with the sharks (small budget doesn't allow for much), but appreciates the level of cooperation; sees DDP as a springboard for a mktg organization for central western slope

#10 also feels DDP has allowed Delta to develop good relationships with other communities with common aspirations; especially helpful since Delta, as an off-loop community, doesn't expect to see the same visitation but recognizes the scenery and resources will be promoted and will ultimately help them; as part of the DDP, Delta is in agreement about protecting the resources.

Grand Junction

Question #1 all on list plus: Museum of W CO, Dinosaur Valley, Cross Orchards Living History Farm (Museum of W. Co), The Art Center, downtown, Art on the Corner (outdoor sculpture), historic Avalon Theater, I-70, golf courses, airport, AMTRACK, Greyhound, fairgrounds, wineries/orchards, Grand Mesa, Powderhorn, Vega Reservoir SP, CO River SP, Botanic Gardens, Riverfront Trail, 7th St. Historic District, Mesa Mall, Canyon View City Park,

#2 some of all but also 25-50 years old with families, scenic touring; 55+ seniors scenic touring; 6-11% are international

#3 yes for all but want to see more domestic & international visitors

#4 now - all transportation weak, air service is expensive and inconsistent, lots of hwy. construction, minimal public transportation, but have good medical services later - plenty of rooms for foreseeable future (actually have 2400 rooms in mesa county, growing quickly), improve transportation

#5 has tourism mkt plan (GJVCB)

#6 incorporate into plans, already mention DD, under dinosaur section, scenic byway section, also do add'l public relations work around designation. Do press push on scenic drives every other year, already included but would expanded

#7 don't know if it would be dramatic in numbers, would probably change to a slight degree the way people were driving..SLC to Denver via byway, benefit of actually altering routes to less-used roads, change directional driving based on notion.

#8 signage along corridor to connect dinosaur attractions, especially Museum of W Co . Dinosaur Discovery Museum closer to interstate, some linkage via interpretive materials to get folks into GJ describing other facility, Interpretive displays for GJ visitor center, Museum of Western Colorado and Dinosaur Valley. Museum of Western CO/Dinosaur Valley - rather massive project \$1.8 million for Museum.....significant needs for Dinosaur Valley, more within scope of Byway. Have a grant writer, have already prepared pkg to Gates, Bonfils, etc. for Museum of W CO. Have received private matches of

roughly \$700,000. Call grant writer, Eileen Roggensack, Third Sector Innovations 970-434-7621. Dinosaur Valley would like a major DD interpretive display.

#9 value of DD is significantly greater for smaller communities than for large ones, represents larger part of mkt. For GJ, small part of mkt base. Mostly scenic touring for GJ, 40% of mkt, close to 50% conventions, meetings, sports events, unrelated to dinosaur stuff. Corporate business, wine business is a big growth industry.

#10 gives focal point to a region that hasn't had a singular image or identifiable image, it stands to influence and help rural communities more than anything else from a marketing standpoint. Tourism there when industry isn't.

#11 protection of petroglyphs a concern

Rangely, Dinosaur - attending: Ann Brady, Rio Blanco Water Conserv. Dist.; Glade Hadden, BLM; Larry Elarton, Town of Rangely; Candy Hessinger, Colorado Welcome Center; Michael Selle, BLM; Henry Hames, Town of Rangely; Jeff Looney, Rangely City Manager; Rich Jehle, Dinosaur National Monument.

Rangely

#1 all on list plus: Canyon Pintado (rock art sites), open space (82% public lands), bike trails, White River, Kenney Reservoir, Dinosaur Nat'l Monument, recreation center, golf course, fairgrounds, airport, wild horses (also private tours to view) Rangely Outdoor Museum, water sports, developing walking trail, 4-wheeling, hang-gliding, 5 city parks,

#2 all on list plus: foreign visitors (very interested in Canyon Pintado) and people doing tour of national parks; hunters (both in and out of state); rock art enthusiasts, seeing more in-state travelers (partly due to elimination of tourism tax); river rafters, rock hounds, business travelers (out of state contractors, oil, gas & sodium); through College, geology/archaeology field schools and elderhostel groups; families attending organized recreational sports competitions (canoe races, vintage motorcycle races, swim meets); touring bicyclists, casual visitor making "potty" stops

#3 yes but also want to see bus tours, more out of state & international visitors and more sports enthusiasts, especially horse & bike; more university field tours.

#4 now - no public transportation, tour operators, rentals of cars, jeeps or bikes. Rangely has 67 rooms, 1 RV park and has rented college for big events. Have good hospital, fire police and an easily expanded water/sewer system later - would like to see more rooms, RV spaces, better transportation, tour operators, local arts & crafts

#5 Rangely Chamber has new brochure coming out, brochure for expanded bike trails, want to expand economic development study to target new industries (expand base of industry so it is appropriate for Rangely. Focus on businesses at least 10 years old with 20-50 employees, low impact, small manufacturing firms.), updating website, want to expand local entertainment, build a bowling alley and theater. Rangely is also meeting with Chamber to promote economic development. Every 6 months they meet with businesses to determine what they need and how to promote Rangely. Active with State office - meeting with different state boards to express needs and setting goals for economic development. Rangely Development Agency is offering facade grants for spiffing up Main St. BLM - new Canyon Pintado brochure next year, update BLM website

#6 enhance existing plans, give more exposure to area and provide more opportunities for leveraging \$. With more visitors, possibly require more police. BLM - increase visitation, staffing needs, need for more promotional materials

#7 increased tax base, more amenities (motels, restaurants, etc)

#8 interpretive center/museum/theater/gift shop. Interpretive signs for Hwys 139/64. Improve Douglas Pass, funding for business development, a DD map showing there are mountains on loop (contouring or something similar). BLM - funding for a campground for Canyon Pintado

#9 much smaller budget than some but partnerships with other scenic byways and other groups marketing similar interests will build business

#10 sustainable economic growth, will allow us to be genuine and flexible

#11 Texas Creek Overlook (structure)

Dinosaur

#1 all on list plus: hang-gliding, Dinosaur Nat'l Monument, CO Welcome Center, recreation, Brown's Park (wildlife & history), dinosaur statues, 2 city parks, major hwy. (US 40), Blue Mountain, Dominguez/Escalante history, wildlife, 300 days of sunshine, proximity to 2 other scenic byways (1 NSB, 1 CSB)

#2 pretty much the same as Rangely

#3 more of everybody!

#4 now - not many improvements have been made in services or businesses. Streets now paved, working towards sidewalks, street lights.....have made improvements to dinosaur statues. New Welcome to Dinosaur signs planned, need to raise a little more money. Have 12 motel rooms and 2 restaurants and 1 person planning to set up guided watchable wildlife and petroglyph tours from Dinosaur later - near future will need more motel rooms, other services

#5 The town of Dinosaur currently has plans to improve the community through a series of grant applications. Some have been approved, some are pending and some have yet to be submitted (see #8). Dinosaur National Monument - have new Colorado district interpreter, have new exhibits on Harper's Corner, new video at Headquarters to replace old slide show, Dinosaur Nature Association will be opening at field institute at Chew Ranch

#6 provide more exposure to area, bring more money to the area which would allow for some marketing, which isn't possible now. Dinosaur National Monument - increase visitation, put pressure on staffing needs, require more promotional material

#7 increased visitation, tax base, amenities

#8 more promotion of CO side of DNM. Loop road from DNM Quarry over Blue Mountain to Harper's Corner Rd (DNM). Kim Bartell, with BLM in Vernal got \$250,000 of work on Point of Pines Rd. T21 money - kiosks in park talking about DD, hoping to do virtual reality display, Dept Local Affairs thru CU put plan together to draw visitors from quarry. Est. complete \$600,000, including virtual reality, (in small bldg or museum), chg \$1 p per, for maintenance. Going after matching funds, some for property purchase and some in kind. Didn't get into T21 this year. Will ask GOCO for grass, trees, sprinklers. \$14,000 for property, provided owners names on park. Grant money in 2001 - \$140,000 for street lights, sidewalks. Dinosaur National Monument - signs at jct of hwys 64 & 40 in Dinosaur indicating Monument headquarters & Harper's Corner Road. Upgrade Headquarters display.

#9 no budget to market, \$75,000 is budget for town, chamber of commerce also has no budget, but feels equal partners with others in the DDP.

#10 partnership brings more cooperation and more return, feels like a partner has just as much chance as everyone else.

#11

GENERAL COMMENTS/QUESTIONS

WANT AN HONEST CRITIQUE OF SERVICES ON THE LOOP

When will the scenic byway signs go up on the CO side?

Dinosaurland Region (Daggett, Duchesne & Uintah Counties, Ute Tribe) - attending: Leslie McRae, KOA Campground; Lynn Runolfson, Zions Bank; Steve Puro, Sharon Breshears & Stacy Colson, Dinosaurland Travel Board; Herb Snyder, Uintah County Commission. Comments from others by phone, fax etc.

Vernal

#1 all on list plus: Dinosaur National Monument, Utah Field House, Flaming Gorge NRA & NSB, McConkie Ranch (petroglyphs on private land), Nine Mile Canyon, High Uintas, Uinta & Ouray Indian Reservation, outdoor activities (water, land), cultural heritage (prehistoric, pioneer, Native American), LDS Temple, local activities (rodeos in all three counties, Outlaw Trail Ride, Outlaw Trail Theater, triathlon, Dinotrax Fat Tire Festival, UBIC (Uinta Basin Celebration festival), Daggett Days, Parade of Lights on Flaming Gorge, Indian powwows, county fairs, Dinosaur Days, Christmas lights in the Dinosaur Gardens, Hang-gliding on Blue Mountain, Walleye Tournament on Starvation Reservoir.

#2 all on list plus: Temple visitors, Native Americans (attending powwows and other celebrations), multi-generational, business visitors, group tours

#3 yes, also include potential Olympic visitors

#4 now - mostly good in Vernal...water/sewer good, good airport, could use some other modes of transportation to get visitors to the Monument; lacking in quality eating experience everywhere (need more restaurants other than "fast food"), Sunday restaurant service is poor. Expand accommodations and offer more "dude" ranch opportunities. Daggett/Duchesne could use more - do they want it? In spite of SuperHost, still need customer service. Later - water/sewer still adequate, more visitors could impact police/fire protection and search & rescue services. Need more SuperHost. Feel private enterprise will cover tourism services

#5 Dinosaurland Travel Board has a marketing plan, Uintah County has hired an economic development director and is developing an economic development plan, The Tribe is hiring an economic development director, Vernal City redoing master plan. Join forces to identify our goals and our visions for the future of Vernal, then join together to achieve our future.

#6 Dinosaurland Travel Board will incorporate designation in its marketing plan, will give us another avenue for promotion.

#7 more recognition (another reason to plan a vacation to northeastern Utah), which would bring more revenue (transient room tax specifically for DTB, sales tax, restaurant tax, car rental tax)

#8 upgrade (revitalization) for Utah Field House Museum, DD displays for Field House, anything to help them (\$200,000 already received and hoping for donation of land that could be sold to raise revenue). Establish permanent federal repository for dinosaur bones. Byway signage, more brochures (more emphasis on passport), website upgrade, detailed area map with brochures. Ute Tribe - interpretive center/museum

DeLay, Grand County Travel Council; Cleal Bradford, Four Corners Heritage Center; Palma Wilson, NPS, Natural Bridges National Monument.

Blanding

Question #1 all on list plus: Dinosaur Museum (specializing in dino skins, has traveling exhibits, worked on Jurassic Park & ET, Nat'l Geographic article coming up), Edge of the Cedars Museum State Park, other archaeo sites such as great houses, kivas (not developed or marked), Cave Towers (on Trail of the Ancients State Scenic Byway), Westwater Ruins, Natural Bridges NM, Hovenweep NM, Goosenecks of the San Juan SP, Monument Valley, Lake Powell, San Juan River, Butler Wash Rock Art, Hole-in-the-Rock Trail, trading posts, CEU Cultural Center. Recreation includes, ATV jeep, bike, boat, hike. Events include Native American Storytelling Festival, Indian Art Market, White Mesa Bear Dance, "Edge of the Seaters" Theater, Jeep Jamboree, watchable wildlife includes, elk, wild turkey, deer, bear, mountain lion, etc.

#2 same as list plus: archaeology researchers (Pecos Conference people [Bluff too]), hunters, fishermen.

#3 pretty much - mention Dinosaur Museum but they market for themselves. Edge of the Cedars has a brochure which invites everyone.

#8 Recapture Reservoir - pullout on county road with interpretive kiosk for archaeology; Edge of the Cedars - interpretive signs; interpretive center on Main St. (Hwy 191) with interp signs covering attractions (see #1); Dinosaur Museum - interpretive signs, kiosk, displays

Bluff

Question #1 all on list plus: San Juan River, trading posts, pioneer cemetery (great kiva and great house above), geology, Hole-in-the-Rock Trail, historic pioneer homes, hot air balloons (Valley of the Gods), hwy 163 to Monument Valley, recreation. Events: Navajo Fair, Fandango, Great Gourd Show and others.

#2 same as list except dino enthusiasts plus: archaeology researchers

#3 really promote events (arts & cultural) and get a cross-section of those on the #2 list

Monticello

Question #1 all on list plus: Needles district of Canyonlands NP, Mesa Verde NP, Arches NP (day tours), history (western, pioneer, prehistoric). LDS Temple. Scenic drives, archaeology (Newspaper Rock and Indian Creek petroglyphs). Events: county fair, triathalons, Dalton Gang Horse Sale, recreation, wildlife, 1 byway and 3 backways. ATV connections from Monticello to Blanding. Winter-cross-country skiing, 18 hole golf course, strong agricultural and ranching heritage.

#2 not dinos but others plus: Temple visitors, Elderhostel

#3 targets for San Juan County are: group tours, foreign visitors, soft adventurers, auto tours, small conventions

#8 Monticello - interpretive center; at local museum - interpretive signs; city park - historical markers;

La Sal

Question #1 recreation (bike, hike, jeep, winter activities of x-country skiing, snowmobiling, snowshoeing). Events, heritage fair, Cinco de Mayo, Summer and Winter Fests. Gateway to south side of La Sal Mountains. Strong agricultural and ranching heritage. One scenic backway.

#2 Cultural, elderhostel

#3 recreationists

#8 La Sal Junction - sign/kiosk;

San Juan County

#4 don't need more mini-marts; hotels, tour operators, car rentals are adequate for now; feel private sector will add services when needed. Need more quality eating experiences. Roads need improvements (especially US highways) but some improvements are being planned. Edge of the Cedars has a road improvement plan

#5 Community Development Action Plan, master plans (Monticello & Blanding), Canyonlands Region marketing plan, Trail of the Ancients Development Plan.

#6 would affect marketing plans somewhat, would affect the Dinosaur Museum in Blanding more

#7 more tax dollars, visitors, more advertising and more traffic

#8 Needles Overlook turnout - interpretive display; Harts Draw/Canyonlands/Hwy 211 intersection - kiosk or sign (Newspaper Rock ahead); sign on Hwy 46 near state line coming out of Paradox Valley, CO; Verdure - pullout with sign (historic area); Devil's Canyon Campground (USFS) - interpretive display;

#9 feels Dinosaur Museum is a big player with the potential to grow.

Moab

Question #1 all on list plus: 18 hole golf course, national & state parks, Colorado River. Rock art, Mill Canyon Trackway, halfway stage station, Canyonlands By Night, 2 scenic byways & 1 scenic backway, LDS Family History Center, Museums, Moab Skyway, micro breweries, wineries (value added agriculture), movie history, Matheson Wetlands, shoulder season activities. Recreation (bike, jeep, rock climbing, hike).

#2 Same as list plus: foreign, educational tours, cultural visitors, music festival.

#3 don't target dinosaur at this point because resources haven't been developed for promotion. Moab targets recreationists with a focus on "Soft adventure", conventions/meeting planners, group tours, foreign visitors

#4 need more shuttles to public lands, parking in our national parks is becoming a problem. Visitor services are adequate, private sector is active. Hospital, fire & police adequate, search and rescue needs more support. Roads need improvements, especially La Sal Mountain Loop Road. Hwy 191 north is receiving passing lanes now.

#5 County & city master plans, area economic development master plan, Hwys 191 & 128 corridor management plans, Grand County Travel Council Marketing Plan, Canyonlands Region Marketing Plan.

National Park Service - river management plan, general management plans for each park unit in the southern group.

State Sovereign Lands - mineral management plan for Colorado and Green Rivers, general management plan for Utahraptor Lair.

#6 would be included in marketing to some degree, but area resources will need to be better protected allowing them to be promoted

#7 more tax dollars, more visitors, more advertising

#8 rest area on Hwy 191 between Crescent Junction & Moab near the Copper Ridge Sauropod Site with interpretive kiosk; Mill Canyon site marker or kiosk and improvements to road going to site; interpretive displays inside the Dan O'Laurie Museum; water at Kane Springs Rest Area along with an interpretive sign. Interpretive kiosk at Thompson Welcome Center on I-70. Funds to provide a protected, secure area for the Utahraptor Lair.

#9 small part - because protection of the resources is not in place, promotion must remain low profile.

State Sovereign lands - a private non-profit organization could be feasible for Utahraptor Lair. As a world-class resource, it has the potential as a park.

#10 increased visitation, coordinated effort between areas and attractions; resources being protected through education

#11 State Sovereign Lands would like Utahraptor Lair included in the corridor management plan but don't want it promoted until protection is in place. Rod Scheetz, paleontologist at Dinosaur Valley, does not want to see it promoted but is in favor of trying to obtain funding for protection if possible.

EMPHASIZE THE EDUCATIONAL FACET OF PROMOTION

Carbon & Emery Counties - attending: Jan Petersen, Museum of the San Rafael; Pam Miller, CEU Prehistoric Museum; Mike Leschin, BLM-Cleveland Lloyd Dinosaur Quarry; Kathy Hanna, Carbon County Travel Bureau/Castle Country Travel Region.

Emery

Question #1 all on list including: Huntington Canyon Byway, 3 state parks, 2 golf courses, San Rafael Swell, Buckhorn Wash and Rochester panel (rock art), Cleveland Lloyd Dinosaur Quarry, Goblin Valley, Wedge Overlook, Cedar Mountain Overlook, Eagle Canyon on I-70, 3 museums, special celebrations (including Castle Valley Pageant in Castle Valley and Green River Melon Days), hunting and fishing.

#2 all on list including: international, group tours, geo/paleo/archeo field trips, special interest groups, Sunday drivers (in-state)

#3 Isn't target marketing but want to see more bus tours, interchange of school trips within the two counties (to museums, cross-promotion between counties), need to pull more people off the interstate.

#4 now - need more hotels, restaurants and tour operators. Green River seems to be okay. Transportation - no public transportation, or car rentals. Good roads and most dirt roads are auto-accessible. Search & rescue good, fire, police too.

#5 BLM is planning to build a small campground at Cleveland Lloyd, trail additions have been completed. County has economic development & heritage plans

#6 enhance plans, fits in with direction we are going

#7 more tourism, awareness of resources, better information, facilities, more \$, ability to leverage more

#8 Castle Dale - interpretive display at Museum of the San Rafael, or addition for interpretive center, interpretive sign for San Rafael Swell at Hwy 10 and turnoff (dirt road to Buckhorn Wash); Emery City - interpretive sign at rest area; interpretive kiosk at jct. Of Hwy 10/31 to Huntington State Park; pullout with larger signs at jct Hwy 10/155 to Cleveland Lloyd indicating it is a national natural landmark; Green River -

interpretive display at John Wesley Powell River Museum (key stop); 20 mi W of jct of Hwy 6 & I-70 interpretive kiosk at turnoff to Buckhorn Wash; interpretive display at jct of 6/123 to East Carbon (install in existing state historical marker location?); interpretive kiosk at Thompson Welcome Center on I-70, 32 mi E of Green River.

#9 not much money but willing to coop or partner with others

#10 more revenues for promoting and directing tourism; group effort should be more important than individual communities/attractions.

Carbon

Question #1 all on list including 2 scenic byways, 2 museums (CEU Prehistoric Museum and Helper Railroad & Mining Museum), 1 state park, Price Canyon Recreation Area, Nine-Mile Canyon, special celebrations (including International Days, Greek Days, Helper Arts Festival, Electric Light Parade), College of Eastern Utah, wave pool, BMX, motocross and stock car tracks, hunting & fishing, senior centers, rodeos, airports, outfitters (1 camel outfitter) 2 brew pubs.

#2 all on list including: international, group tours, geo/paleo/archo field trips, special interest groups, Sunday drivers (in-state)

#3 Doing a better job of tracking visitors by conducting a 2-county visitor survey. Would like to do target marketing. Right now they are shotgunning promotion because of a small budget. Want better internet links...Get Linked!

#4 need road improvements, motels are adequate for now but need an upscale restaurant, more private RV/tent campgrounds, need 4-wheel drive rentals. Would like to see communities apply for "Main Street" programs. Need connector flights to SLC and GJ. Need more development in Nine-Mile Canyon.

#5 County master plan, Helper "Main Street" program, CEU Museum has long-range plan, BLM has recreation use plan for Nine-Mile Canyon.

#6 enhance plans, fits in with direction we are going

#7 more tourism, awareness of resources, better information, facilities, more \$, ability to leverage more

#8 Price - CEU Museum - addition for "Hall of Cretaceous Dinosaurs"; new permanent exhibits on Cleveland Lloyd and other quarries whose bones are display here; DD interpretive exhibit; Helper - interpretive display at Railroad/Mining Museum; interpretive sign at Tucker Rest Area (approx 40 mi N of Price on Hwy 6); interpretive sign at Bamberger State Historical Monument (approx 10 mi NE of Helper on Hwy 191 on Indian Canyon Scenic Byway)

#9 not much money but willing to coop or partner with others

#10 more revenues for promoting and directing tourism; group effort should be more important than individual communities/attractions

#11 Not in favor of sending people to sites where there is no protection. Active quarries without visitor centers/services or people on site shouldn't be identified.

THE DD HAS SIX FEDERAL REPOSITORIES

- five for paleontological resources

Dinosaur National Monument
Utah Field House of Natural History State Park
Museum of Western Colorado
Blanding Dinosaur Museum
Dinosaur Discovery Museum

- one for archaeological resources
Edge of the Cedars Museum State Park

WEBSITES OF INTEREST

dinosaurweb.com - dinosaur sites in Western Colorado & Eastern Utah with links to DD museums and communities. (Get your information to R M West asap, while site is being constucted).

dinosauria.com/links - lots of links, including Museum of Western Colorado and dinosaur.com.

<http://family.go.com> - family fun museum, includes dinosaur stuff.

<http://falcon.jmu.edu/~ramseyil/paleodino.htm> - dinosaur resources for teachers & kids

library.csi.cuny.edu/westweb/intro/museum.html - links to western museums (state & local), national history museums, cultural centers, national museums, etc. Looks like it is in the early stages of gathering information.

museumlink.com - United States museums by state. To add links: [staff@museumlink](mailto:staff@museumlink.com)

trailstuff.com - guide to 2000 websites, news groups, message lists, kid friendly.

A book of interest - *Internet Outdoor Family Fun Yellow Pages*, \$19.95. Lists websites for archaeology, recreation, dinosaurs & fossils, geology, Native Americans, national & state parks. 88 chapters, 371 pages.

Appendix J.

Existing Visitor Information, Marketing, and Interpretive Materials

<i>Piece</i>	<i>Promoter/Provider</i>
Dinosaur Diamond Rack Card	Dinosaur Diamond Partnership
Dinosaur Diamond Passport	Dinosaur Diamond Partnership
Dinosaur National Monument Rack Card	National Park Service
Dinosaur National Monument Geology	National Park Service
Dinosaur National Monument Rock Art	National Park Service
Arches National Park Official Map and Guide	National Park Service
Canyonlands National Park Official Map and Guide	National Park Service
Cleveland-Lloyd Dinosaur Quarry Brochure	Bureau of Land Management
Canyon Pintado Brochure	Bureau of Land Management
Mill Canyon Dinosaur Quarry Brochure	Bureau of Land Management
Copper Ridge Sauropod Trackway Brochure	Bureau of Land Management
Pariette Wetlands Brochure	Bureau of Land Management
Buckhorn Wash Pictograph Panel Brochure	Bureau of Land Management
San Rafael Area Recreation Brochure	Bureau of Land Management
Grand Junction/Fruita Area Loop Map	Bureau of Land Management
Ashley National Forest Visitors Map	U.S. Forest Service
Manti La Sal National Forest Visitors Map	U.S. Forest Service
Dry Mesa Dinosaur Quarry Brochure	U.S. Forest Service
Carter Military Road Brochure	U.S. Forest Service
Ouray National Wildlife Refuge Brochure	U.S. Fish and Wildlife Service
Browns Park National Wildlife Refuge Brochure	U.S. Fish and Wildlife Service

The Pioneer Saga of the Nine Mile Road Brochure	Utah Historical Society
Utah Field House of Natural History Brochures	Utah Department of Natural Resources
Edge of the Cedars State Park Museum Rack Card	Utah Department of Natural Resources Division of Parks and Recreation
CEU Prehistoric Museum Brochure	College of Eastern Utah
Museum of Western Colorado Rack Card	Museum of Western Colorado
Dinosaur Hill Trail Map	Museum of Western Colorado
Riggs Hill Trail Map	Museum of Western Colorado
Rabbit Valley Trail Through Time Brochure	Museum of Western Colorado
Dinosaur Journey Rack Card	Museum of Western Colorado
Regional History Rack Card	Museum of Western Colorado
Museum of the San Rafael Brochure	Emery County Coalition
Dinosaur Museum (Blanding) Brochure	Dinosaur Museum (Blanding)
Dan O'Laurie Canyon Country Museum Brochure	Dan O'Laurie Museum
John Wesley Powell History Brochure	John Wesley Powell Museum
Utah's Dinosaur Connection Brochure	Utah Travel Council
Dinosaurland Travel Region Brochure	Dinosaurland Travel Board
Dinosaurland Guide Series	Dinosaurland Travel Board
Castle Country Brochure	Castle Country Travel Council
Recreation Guide to the San Rafael Area	Castle Country Travel Council
Castle Country—The Gateway to Southeastern Utah Brochure	Castle Country Travel Council
Southern Utah Adventure Guide	Canyonlands Travel Board/Others
Moab Guide Series	Grand County Travel Council
A Guide to I-70 Through Southeastern Utah	Grand County Travel Council

A Guide to I-70 Through Southeastern Utah	Grand County Travel Council
Southeastern Utah Travel Guide	Grand County Travel Council
San Rafael Desert Loop Auto Tour Brochure	Grand County Travel Council
Discover Dinosaurland Brochure	Northeastern Utah Travel Region
San Rafael Swell Geological Tour Guide	Emery County Historical Society
Echoes—Official Guide to Dinosaur National Monument	Dinosaur Nature Association
Dinosaurland Hiking and Biking Guide	Dinosaur Nature Association
Harpers Corner Trail Brochure Dinosaur National Monument	Dinosaur Nature Association
Dinosaur Fossils and Paleontology In Dinosaur National Monument	Dinosaur Nature Association
Journey Through Time Booklet	Dinosaur Nature Association
Arches National Park Visitor Guide	Canyonlands Natural History Association
Flaming Gorge National Recreation Area Brochure	Flaming Gorge Natural History Association
Flaming Gorge Visitor's Guide	Flaming Gorge Natural History Association
Fruita Colorado Rack Card	Fruita Chamber of Commerce/Fruita Tourism Advisory Council
Fruita Brochure	City of Fruita
Fruita Historic Walking Tour Brochure	City of Fruita Historic Preservation Board
Blanding—Base Camp to Adventure	Blanding Chamber of Commerce
"Dooshane" Brochure	Duchesne County Area Chamber of Commerce
Town of Dinosaur Brochure	Dinosaur Area Chamber of Commerce
Brontosaurus Boulevard Brochure	Town of Dinosaur
Rangely Colorado Brochure	Town of Rangely and Rangely Chamber Of Commerce
Rangely in the Rough Newspaper	Western Rio Blanco Lodging Tax Board
Vernal Area Map	Vernal Area Chamber of Commerce And Dinosaurland Travel Board

Grand Junction Official Visitors Guide	Grand Junction Visitor and Convention Bureau
Delta, Colorado—City of Murals	Delta County
Delta County Museum Brochure	Delta Public Art Committee
Fort Uncamphgre—A Living History Museum	City of Delta

Appendix K. **Existing Audio-Visual Materials**

Existing Audio-Visual Materials

In addition to materials listed under Appendix J. — Existing Visitor Information, Marketing, and Interpretive Materials

- There are nine museums along the Dinosaur Diamond that showcase dinosaur and rock art related resources. All nine have gift stores that sell a wide variety of printed materials, replicas, and souvenirs. Many also carry audio tapes, slides, photographs, posters, postcards, and in some cases video tapes.
- Dinosaur and Colorado National Monuments, as well as Arches and Canyonlands National Parks have visitor center gift stores offering a diversity of high quality products for which the National Park Service is known for. These include video tapes, audio tapes, slides, maps, and other visual and graphic products of area resources.

Appendix L.

Competitive Resources- Cooperative Opportunities

Other Dinosaur Resources

- **Pennsylvania—extensive trackways**
- **Texas—extensive trackways**
- **Southeastern Colorado—extensive trackways**
- **Rocky Mountain states and Alberta, Canada—Triassic, Jurassic and Cretaceous Period findings**
- **Dinosaur Ridge, Morrison, Colorado—dinosaur bones and trackway**
- **La Junta, Colorado—trackway**
- **Canon City Garden Park Museum—near extensive dinosaur bone quarry**
- **Denver Museum of Natural History—dinosaur exhibits**
- **Boulder Natural History Museum—dinosaur exhibits**
- **BYU Earth Sciences Museum, Provo, Utah—dinosaur exhibits**
- **Utah Museum of Natural History, Salt Lake City, Utah—dinosaur exhibits**
- **Weber State Museum, Ogden, Utah—dinosaur exhibits**
- **George C. Eccles Dinosaur Park, Ogden, Utah—outdoor dinosaur displays**
- **North American Museum of Ancient Life, Lehi, Utah—dinosaur museum (under construction)**
- **Warner Valley Tracksite—St. George, Utah**
- **Clayton Lake State Park, New Mexico—extensive Cretaceous tracksite**
- **New Mexico Museum of Natural History, Albuquerque, New Mexico—dinosaur displays**
- **Farmington Natural History Museum, New Mexico—dinosaur displays**
- **Wyoming Dinosaur Center and Dig Site, Thermopolis, Wyoming—dinosaur displays and dig site participation**

- Red Gulch Dinosaur Tracksite, Wyoming—tracksite
- Museum of the Rockies, Bozeman, Montana—dinosaur nests and eggs
- Ft. Peck Montana—“largest dinosaur museum in the world” under construction (completion in 2005)
- Dinosaur Provincial Park, Brooks, Alberta, Canada—dinosaur display
- Royal Tyrell Museum, Drumheller, Alberta, Canada—dinosaur display
- Antlers, Oklahoma—recent discovery of Cretaceous dinosaur

Appendix M. **Grants and Funding**

Funding Sources and Opportunities

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Grant and Funding

Additional information on grants and funding is provided in a technical appendix to this document.

Appendix N.

**Recommendations for National
Scenic Byway/
All-American Road Application**

Recommendations for National Scenic Byway/All-American Road Application

- Color photographs keyed to a map
- Color slides keyed to a map
- Digital color images copied on to a CD-ROM with a cover photo-index
- Dinosaur Diamond Partnership "Home Video"
- Dinosaur National Monument Professional Video
- 24 inch by 36 inch color plots of the Corridor Management Plan Maps
 - Visitor Information Services
 - Dinosaur Fossil and Archaeological Resources
 - Recreation Resources
 - Geological and Natural Resources
- 3-ring appendix document of all Dinosaur Diamond related brochures
- Photographs of museum and visitor center gift stores
- Copies of any interpretive materials prepared prior to application submittal

Appendix O.

Questions from Inquisitive Minds

Questions from Inquisitive Minds (Little Kids and Big Kids)

The Dinosaurs

- What is a dinosaur?
- Why were some of them so big?
- Why do so many people like dinosaurs?
- Why do kids love dinosaurs!
- Why were so many of them here?
- Where did they go? What happened to them?
- What is an archaeologist?
- What do they do?
- Why is it important?
- What is a typical day like for an archaeologist?
- What were dinosaurs like? Were they ferocious carnivores or docile vegetarians?
- How much did they eat?
- Did they hang around in families or groups?
- Were they like the dinosaurs in the movie Jurassic Park?
- What is the Utahraptor? Why is the Utahraptor such a big deal? Was that nasty Jurassic Park dinosaur that looked a little like a T-Rex and hunted in groups a Utahraptor?
- Were dinosaurs smart?
- How big were their brains?
- What is your favorite dinosaur and why?
- What was a typical day like for a dinosaur? For example, did they take naps in the afternoon?
- Did they sleep lying down?
- What would be the best souvenir(s) to take home?

Archaeological Resources

- What is rock art?
- Is it art or writing, or both?
- What's the difference between a petroglyph and a pictograph?
- How old are they?
- How did they do it? How did they make the colors? Who was "they"?
- Who was Cocopelli and why is he everywhere?
- Is he playing a flute? Why? What's that all about?
- Is it true that some rock art pictures are of aliens who visited earth when the rock artists were at work?
- What was a typical day like for a rock artist?
- Did they get paid?

- What was their money like?
- What would be the best souvenir(s) to take home?

The History of Human Habitation

- Who were the first humans to live in this area?
- When were they first here?
- Were they part of the Fremont Culture? What is the Fremont Culture?
- Were they Native Americans or did they come from some place else?
- Where did they come from?
- What did they eat?
- How did they get their food?
- What did they wear?
- How did they stay warm?
- Where did they sleep?
- What was a typical day like?
- Did they believe in a God?
- What did they think the stars and moon were?
- Who were the first white people or Europeans to come here?
- When did they come here?
- Why did they come here?
- What did they do?
- Did they fight with the Native Americans, or amongst themselves, or both?
- Why were they fighting?
- How did things come to be the way they are now?

The Geology

- Why do geologists love this area?
- Why do rock hounds love this area?
- What is a rock hound?
- Why is so much of the landscape warped, colorful, and dramatic?
- Is there a connection between geology and the abundance of dinosaur bones?
- Is there a relationship between geology and archaeology?
- What is a swell?
- What is the San Rafael Swell?
- Was this area an ocean at one time?
- Were there big rivers at one time?
- What happened to them?
- Why is it so dry now?
- Why are a lot of the rock formations red?
- Are archaeologists also geologists?

The Environment

- Was the weather always like the way it is now?
- If no, what was it like?
- Was there an ice age here?
- Were there glaciers?
- Were glaciers responsible for some of the geological characteristics?
- When were there glaciers?
- What did they look like?
- How thick was the ice?
- When did the ice go away?
- Did a change in the weather make the dinosaurs go away?
- Did the weather make people come and go from this area?
- Were there seasons like there are now?

Appendix P.

Background on the National Scenic Byways Program

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National Scenic Byways Program

Detailed information on the National Scenic Byways Program is provided in a technical appendix to this document.

