



The unique experiences of traveling byways and accessing their intrinsic qualities are not possible unless travelers are successful at wayfinding.


For the majority of byway travelers, the byway experience simply would not exist without guidance and consistent communication.



VISITOR EXPERIENCE

WAYSHOWING

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



**What happens if these
questions don't get
answered on your
byway?**



VISITOR EXPERIENCE

WAYSHOWING

Developing Effective Wayshowing for Byways

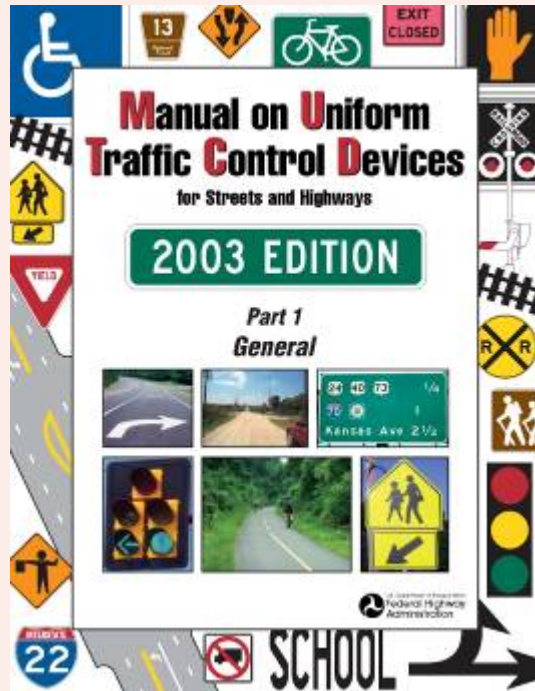
An Initiative to Assist Byway Providers
Help Travelers Find their Way Along
America's Best Roads

- Response to needs indicated in the byway community of practice
- Fundamental to continued quality improvement for America's Byways®
- Outgrowth of the America's Byways® Resource Center's Mission
- Leads to improved visitor service



To successfully experience any byway, travelers need:

- ☑ To know where the byway **begins and ends**, when they are **accessing** a byway, and when they are **leaving** a byway environment;
- ☑ To **create, refresh and expand their mental maps** of a byway corridor and to **establish and strengthen their orientation** to the byway and the part of the world that surrounds that byway;
- ☑ A reliable and easily recognizable **sequence of visual cues to follow** when traveling along a byway; and
- ☑ To locate and safely **travel to planned stops** and special places to fulfill their desired byway experience.



Section 1A.02 Principles of Traffic Control Devices

“To be effective, a traffic control device should meet five basic requirements:

- A. Fulfill a need;***
- B. Command attention;***
- C. Convey a clear, simple meaning;***
- D. Command respect from road users; and***
- E. Give adequate time for proper response.”***



Wayfinding. Wayshowing. Who does what?

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



Wayfinding. Wayshowing. Who does what?

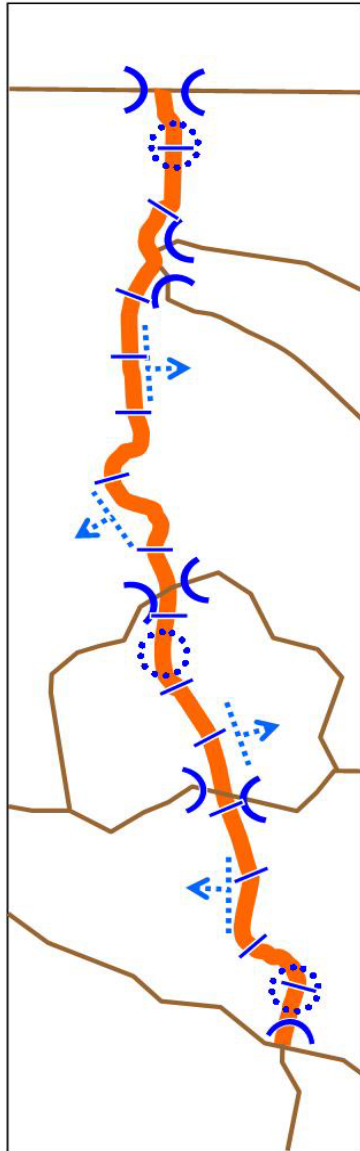
Wayfinding

is the mental process, performed by byway travelers, that turns a traveler's goal into decisions, actions, and behaviors.

Wayfinding is continuous problem solving under uncertainty.

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

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



LEGEND

 Byway

 Major Highways



A. Entrances, Exits and Gateways



B. Orientation Stops



C. Repetitive Route Markers



D. Directions to Planned Stops

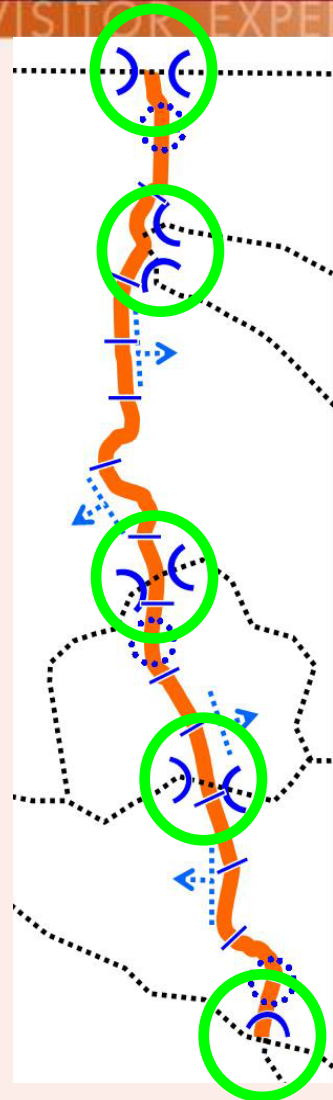
E. Portable Byway Map

The Byway Guidance System



Guidance System Component:

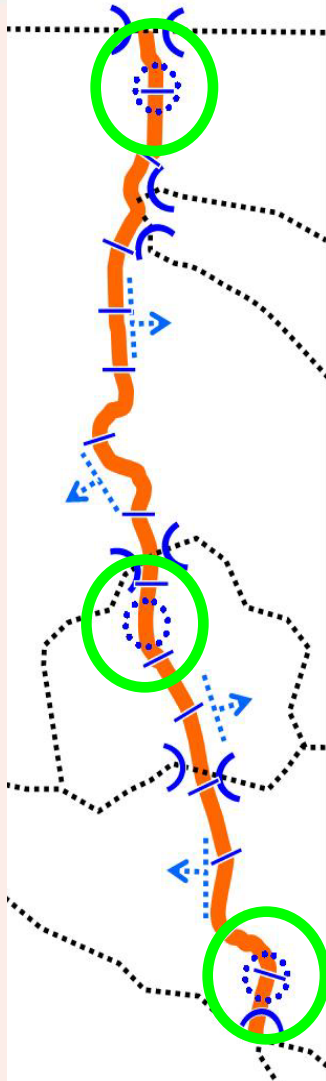
Entrances, Exits, & Gateways



- “Now Entering _____ Byway”
- Welcome/Thank You
- National and State “Seals of Approval”
- “_____ Byway, One Mile Ahead”
- Use staged or multiple entry messages
- Focus on message effectiveness, not monument building
- Integrate with MUTCD and federal lands sign guidelines



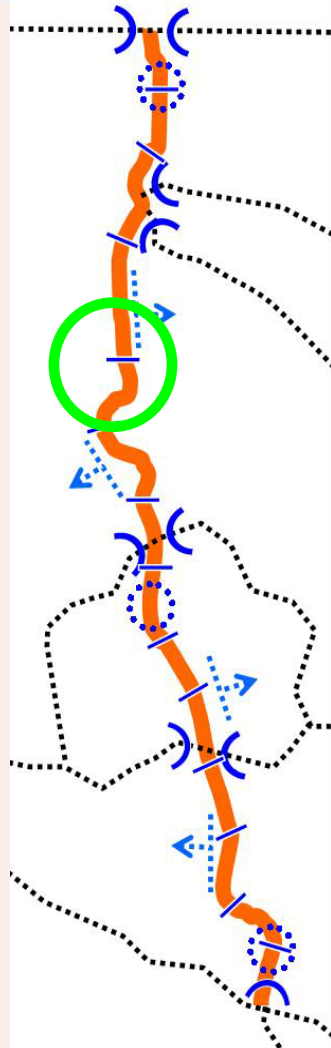
Orientation Stops



- Provides the ‘beginning of an experience’ functions
 - Maps
 - Travel Tips
 - Special Travel or Detour information
 - Essential Services
- Change in Frame of Mind—Prepare and build anticipation
- Best when incorporated with the Byway Gateway
- Pull-offs to public visitor or interpretation centers



Repetitive Route Markers

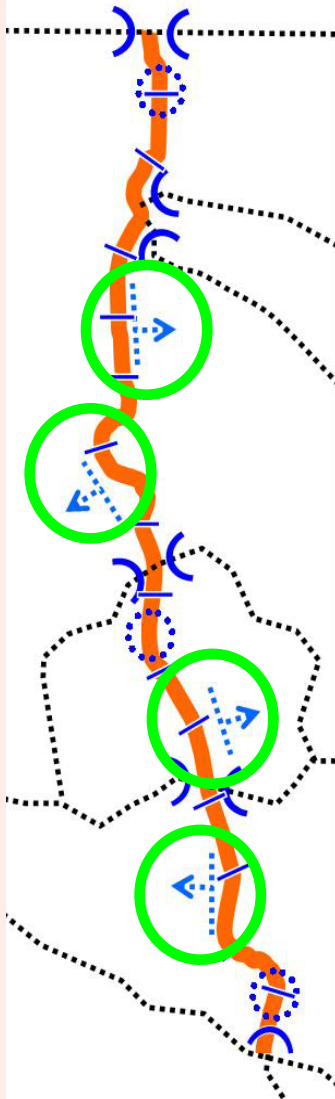


- The ‘mini-landmarks’ that direct and confirm the driver’s position
- Visually link to:
 - Official route number(s)
 - Turns and intersections
 - Cardinal Direction (North, East, South, West)
- Consistently spaced
- Integrate with MUTCD and federal lands sign guidelines



Guidance System Component:

Directions to Planned Stops



- Provides advanced notice of an upcoming stop
 - Scenic Overlook
 - Loop or side trail
 - Information Stop
 - Interpretive Exhibit
- Give Key Information
 - Distance, Direction, Cautions
- Integrate with MUTCD and federal lands sign guidelines



Portable Byway Map



- Media Options
 - Complete, individual byway map
 - State or regional guide to multiple byways
 - Part of a state travel or vacation guide
 - Part of a guide to federal lands
- Highlight
 - Route
 - Byway Attractions and Intrinsic Qualities
 - Intersecting Routes
 - Political Jurisdictions
 - Visitor Services
 - Good map basics: Scale, North, Date, Etc.
- Use same graphic in multiple settings
 - Print, website, orientation stop, interpretation exhibits, etc.



Byway Guidance System Key to Effective Wayfinding

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

Essential Wayfinding Needs

	Entrances, Exits, & Gateways	Orientation Stops	Repetitive Route Markers	Directions to Planned Stops	Portable Byway Map
Identify origin and destination	✓	✓			✓
Determine turn angles		✓	✓		✓
Identify segment links & directions of movement		✓	✓		✓
Recognize on-route and distant landmarks		✓		✓	✓
Mentally embed a cognitive map	✓	✓		✓	✓



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Role of Supplementals

www.bridgeratings.com (Sample: 2,200 persons over 18 yrs. whose daily commute by car totals more than 1 hr.)

**Byway
Guidance
System**
~100% (Est.) →

In-car Device | % Drivers Using

AM/FM Radio 94% ↓

Cell Phone 58% ↑ ← 2 Yr. Trend

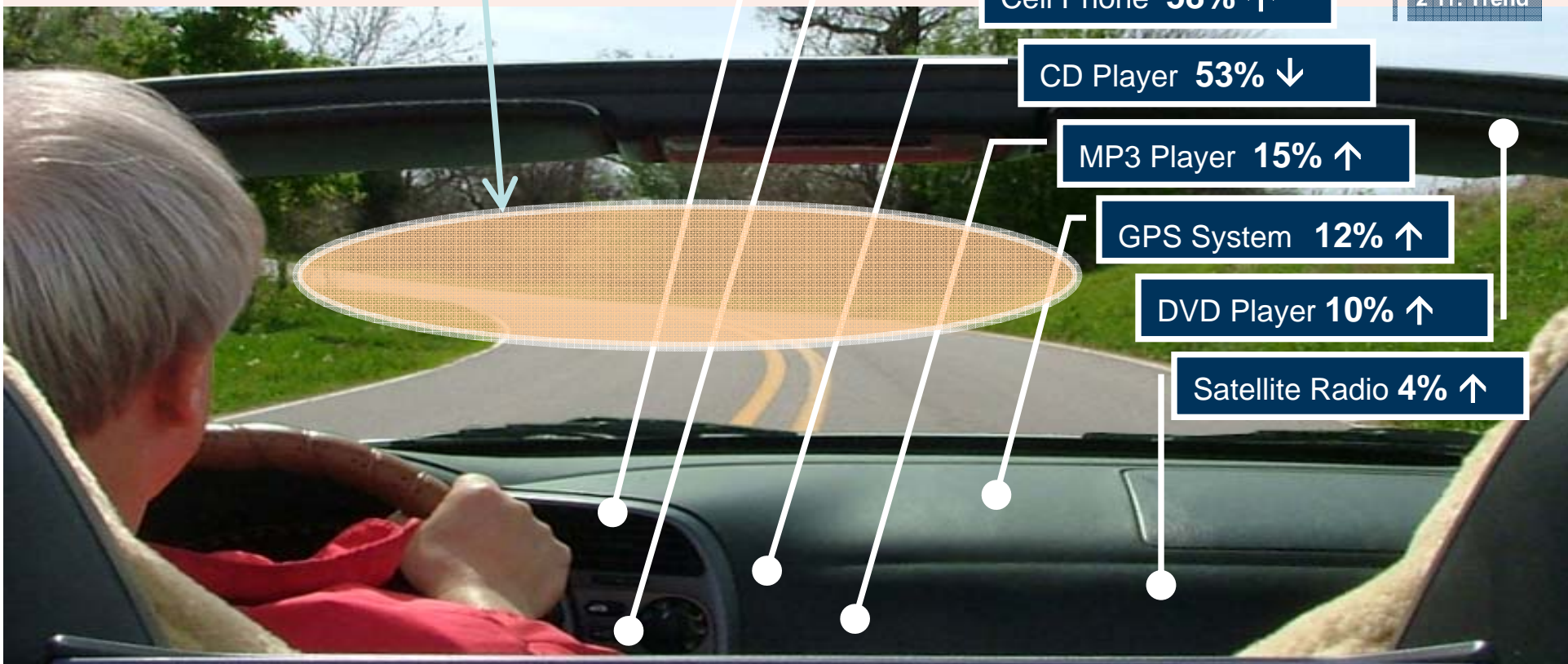
CD Player 53% ↓

MP3 Player 15% ↑

GPS System 12% ↑

DVD Player 10% ↑

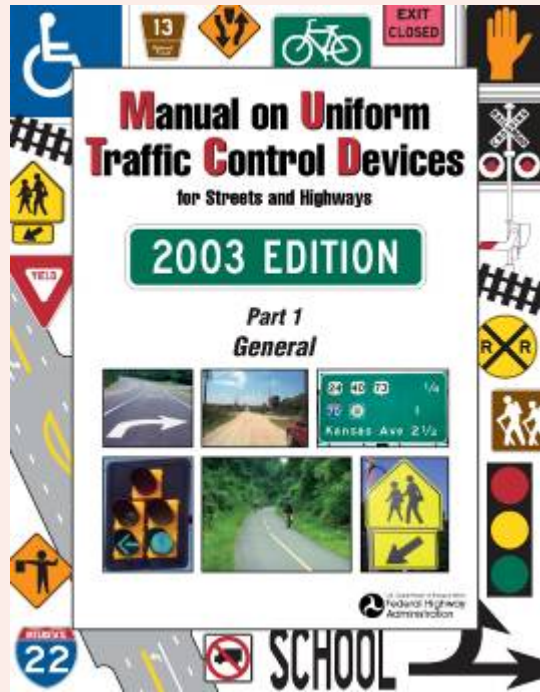
Satellite Radio 4% ↑





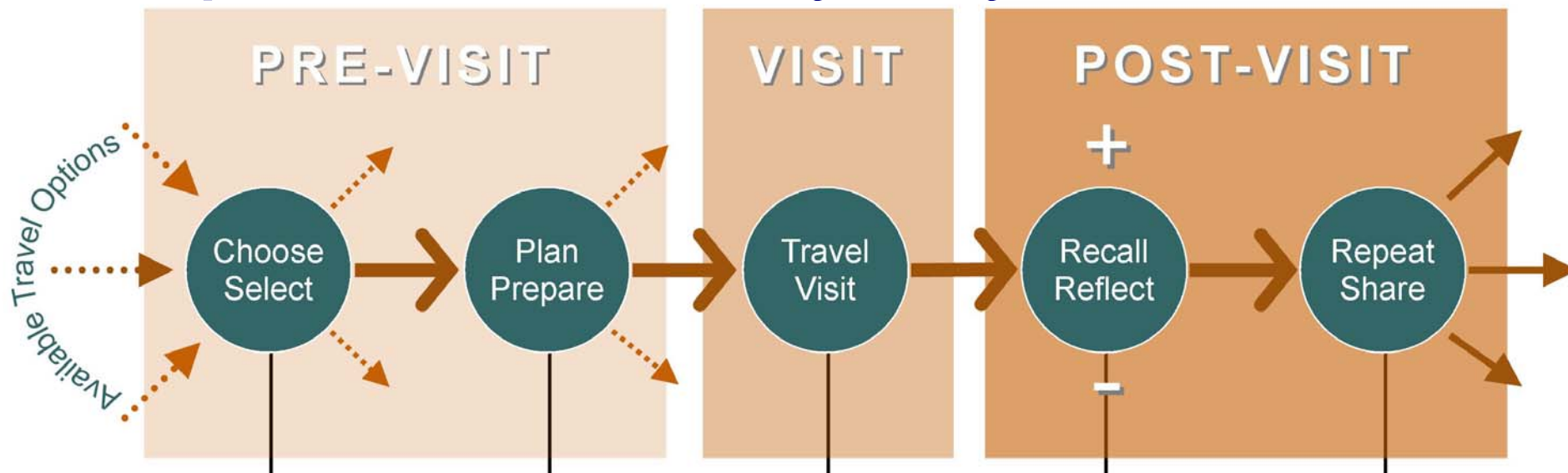
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Five Stages of a Wayfinding Experience for Byway Travelers





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Check out: www.bywaysresourcecenter.org

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*Thanks for your interest and
have a wonderful byway day!*



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Media Relevancy

