20.0 All American Road Interpretation Plan

Ranger interpretation at Sandia Crest

20.1 INTRODUCTION

Interpretation for the Turquoise Trail Scenic Byway as an All American Road is just a step above what is planned for and described in Chapter 8. It is intended that interpretation for an All American Road be of the highest quality and accessible and available to the international visitor. Initially, most of the multi-lingual information will be in Spanish, due to the large number of visitors received from Mexico and millions of Spanish-speaking residents. German, French and Japanese will be implemented in phases. French is particularly important to serve our many Canadian visitors.

20.2 GOALS

Provide interpretation to international visitors on the Turquoise Trail All American Road.

20.3 OBJECTIVES

    A. Develop high quality, appropriate materials where none presently exist.

    B. Improve existing interpretive materials.

    C. Develop multi lingual interpretation (see Chapter 22).

20.4 STRATEGIES

    A1. Install multi-lingual and image signs where appropriate. For example, there are international symbols for restaurants, lodging, restroom facilities, etc.
    A2. Develop a public relations campaign designed to promote and interpret the Turquoise Trail as an All American Road and an "All American" destination.
    A3. Develop interpretive brochures that can be given to tour bus participants.

    B1. Fine tune the distribution method for the Turquoise Trail brochure.
    B2 . Increase and enhance the Turquoise Trail web site to include more interpretive information.

    C1. Ensure that all interpretive material is at least in one other language besides English, preferably Spanish.

20.5 PROJECTS

If the FY 2000 TEA-21 scenic byway grant is received, the following multi-lingual projects will be implemented:

- Brochure and web site to interpret intrinsic assets and encourage preservation of archeological artifacts (five languages including English)