

VISTAS



AMERICA'S BYWAYS®

SEPTEMBER/OCTOBER 2006

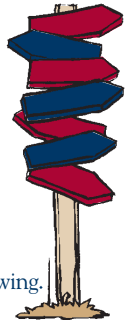
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Effective Wayshowing: Helping Byway Travelers Take Home Special Memories

By David L. Dahlquist, Byway Consultant, David L. Dahlquist Associates, Inc.

Editor's note: David Dahlquist is working with the America's Byways® Resource Center to coordinate Phase 1 of the Resource Center's Wayshowing/Navigational Education Outreach Program. This project's objective is to improve the traveler's self-navigation of America's Byways® through effective communications. A Project Management Plan to train and educate the byway community will be designed during Phase 1.



Wayfinding: The mental process that turns a travel goal into decisions, actions and behaviors. A process of determining and following a path or route between an origin and a destination. Travelers do this.

Wayshowing: The communication of information to aid travelers in setting desired goals, making decisions and taking appropriate actions. Byway providers do this.

Lasting memories are assured when travelers successfully find their way to your byway. (You also know what happens when they are not shown the way.)

This puts byway organizations in the memory-making business: Helping byway visitors access and participate in positive experiences and, in their doing so, acquire and retain rewarding memories of the special places of America. Big job, huh? You bet!

America's Byways® Resource Center, with the assistance of long-time byway planner David Dahlquist, is launching an initiative to make available to byway organizations the most up-to-date research, approaches, examples of success and practical advice on wayfinding and wayshowing. Using the information can help increase the effectiveness of showing your travelers the way to experience your byway. This is the first of several Vistas articles on

wayfinding and wayshowing.

Wayfinding. Wayshowing. Who does what?

Let's first build a couple of foundations that will support this idea of showing the way. As someone who might be involved in helping people navigate to and through your byway, are you providing wayfinding or wayshowing assistance?

To understand the concept of Wayshowing versus Wayfinding, we think byway leaders should recognize that byway travelers (as well as prospective byway travelers) do the wayfinding. You and anyone else who prepares travel information; designs maps and travel brochures; plans or installs signs; or gives one-on-one travel directions to byway travelers provide Wayshowing for your travelers. The figure below suggests some similar parallels.

WAYFINDING		WAYSHOWING
SEEING	↔	DRAWING
READING	↔	WRITING
HEARING	↔	SPEAKING
LEARNING	↔	TEACHING
WHAT BYWAY USERS DO	↔	WHAT YOU DO

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Hard Work Vs. Hardware: Using Technology Wisely



Michelle Johnson,
Director,
America's Byways®
Resource Center

I mowed the lawn several times this summer. Now, that may not sound like a big deal to you, but I never had to mow the lawn as a kid. So several years ago when my husband and I bought our house, I insisted on being in charge of the lawn and garden. That initial excitement ended a summer later when I was pregnant. I promptly announced I was through with the lawn.

I've skipped grass duty until this year. Unfortunately, a shoulder injury prevented my husband from golfing (which also proved it was bad enough to keep him from mowing). Since the children are too young (is seven really too young to operate a lawn mower?), the job of mowing our lawn fell back to me.

And you know what? It wasn't that bad! I realized that hard work, physical effort and a little sweat is a good thing. Really! Sometimes, the easy road is not always the best path. Consider this: A couple of days before my "hard work is a good thing" epiphany, I was driving through a local neighborhood and I saw a man watching his lawn being mowed. But he wasn't watching a person; he was watching a high-tech gizmo buzz the grass. It looked like a giant beetle that hovered above the ground. I thought about that sweat-free man and his giant silver-grass-chomping-machine while I pushed and pulled the lawn mower under trees and over toys in the back yard. Even with cost considerations aside, I figured I had wisely invested the time and effort without relying on technology to do the job.

It seems like there are countless opportunities to use technology to our advantage. Check out the lead article and "Roadside Assistance" for examples that can be applied to byway planning. The Resource Center staff is currently pursuing ideas and planning efforts that involve exciting technology applications. The important thing to remember, however, is to stay focused on the

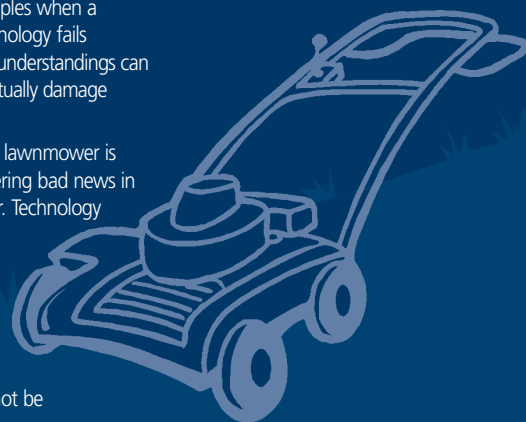
desired outcome, the relationships and the process instead of focusing on the technology itself. Like all good things, technology should be used in moderation.

We've all received an e-mail that we had a strong reaction to: Maybe the sender USED ALL THE CAPS AND WE FELT LIKE THEY WERE YELLING AT US. Or maybe someone's dry sense of humor had a different interpretation once opened at the other end. Maybe you've received an e-mail with a message that really should have been delivered in person. (I have a friend who was fired from his company via e-mail!) Sometimes it's just better to pick up the phone or set up a time to meet face-to-face. These are examples when a dependence on technology fails miserably. Simple misunderstandings can undermine and eventually damage relationships.

Of course, pushing a lawnmower is hard work and delivering bad news in person is even harder. Technology provides an easy, emotionless, sweat-free method to solving problems. Helen Keller (1880-1968) once said "Character cannot be

developed in ease and quiet. Only through experience of trial and suffering can the soul be strengthened, ambition inspired, and success achieved."

There's an old saying that goes something like "what doesn't kill us makes us stronger." I made it through the summer tending to the grass, and it wasn't so bad. Just don't tell my husband. I don't want to shovel snow! ★



The Resource Center is Moving! Order your back issues now!

We want to lighten our load! More details about when and where we're moving will come later this fall. In the meantime, you can request copies of the following publications. Just e-mail the title(s) and quantity to jbuck@byways.org.

Vistas newsletters (be sure to specify the issue)

Conserving Our Treasured Places: Managing Visual Quality on Scenic Byways

Making the Grassroots Grow: Building and Maintaining Effective Byway Organizations (unbound)

Scenic Byways: A Design Guide for Roadside Improvements

Lessons from the Road

- Case #1 Mapping Your Byway
- Case #2 Design & Maintenance for Byways
- Case #3 Intrinsic Qualities Make a Byway
- Case #4 Telling the Story of a Scenic Byway
- Case #5 Private Actions Define Byway Character
- Case #6 Visitor Experience & Services
- Case #7 Managing Growth and Development
- Case #8 Sign, Sign, Everywhere a Sign

- Case #9 Marketing a Scenic Byway
- Case #10 Public Involvement
- Case #11 Action Plans—Putting Your Byway in Gear
- Case #12 Working With a Statewide Byways Program

Tele-Workshop Fact Sheets

- The National Scenic Byways Program at Fifteen
- Get Motivated: Move Your Body, Move Your Attitude
- Bicyclists, Pedestrians & Trail Users: Your Transportation Allies
- Expanding Travel and Tourism Partnerships: International, National and Regional Opportunities
- Possibilities With Partners: Perspectives From National Scenic Byways Partners
- The Economic Impact Study: Developing a Pilot for Studying Effects of National Designation
- Organizational Storytelling: A Leadership Tool
- Virtual Tours
- Byways For Everyone: Making Sure Your Byway is Accessible
- Community Involvement Toolbox: Online Help for Your Organization
- Preserving Our Treasured Places: Guidelines for Managing Visual Quality on America's Byways®
- Messages & Materials: Planning Successful Interpretive Signs



- Marketing Research: Capturing Your Customer's View
- National Heritage Areas Program & How it Affects Byways
- Byway Integrity: Preliminary Patterns & Prospects
- Website Technology
- Making the Grassroots Grow: Building & Sustaining Byway Organizations
- Traveling Gracefully: Interpreting Scenic Byways: Working with Consultants & Contractors
- Cultural Heritage Tourism: If You Promote It, They Will Come
- Economics, Partnerships and Your Byway: Creating Destinations for Scenic Drives
- Alternative Funding: Looking Beyond Traditional Sources
- Ethics & Legal Issues for Nonprofits

More Resource Center publications are available on a limited basis. For a complete listing and to find out how you can request copies, please visit <http://www.bywaysonline.org/center/publications/>.



CAPITAL CORNER

By Derrick Crandall, President, American Recreation Coalition (ARC)

Exciting Times Ahead For Byways

The route ahead for the National Scenic Byways Program continues to look exciting; but, as with real byways, some drama seems guaranteed! Let me share a few of the key Washington-connected actions shaping byways in America.

Time and time again, I've emphasized that progress on programs like byways can usually be traced to a combination of good ideas, timing, public support and champions. The summer of 2006 certainly reiterated the importance of champions.

In June, the recreation community honored U.S. Representative Thomas Petri (R-WI) with its highest recognition: the Sheldon Coleman Great Outdoors Award. Nearly 300 people helped thank the Congressman for his work on behalf of trails, byways and more—work that clearly had an impact because of his role as Chairman of the House Subcommittee on Highways, Transit and Pipelines. This award came just weeks after the Congressman received national and State honors for his trail advocacy in his home district at a convention of the Association of Wisconsin Snowmobile Clubs attended by 600 Wisconsinites.

Mr. Petri appreciated these expressions of support, as have several previous recipients of the Coleman award for their support of byways: U.S. Representative Jim Oberstar (D-MN) and former U.S. Transportation Secretary Norman Mineta.

This summer's recognitions also included eight Beacon Awards from the American Recreation Coalition to Federal agencies and partners for utilizing new technologies to enhance visits to public lands and waters. The innovative examples, including new ways to use the Internet to disseminate interpretive information and manage volunteers,

are described online at <http://www.funoutdoors.com/node/view/1505>.

The lesson from these events: show your current and future byway champions that you appreciate their work by presenting them with awards, including them in ribbon-cuttings and other events, and mentioning them in your own publications and websites.

Similarly, the summer's events underscored the need to recruit tomorrow's champions, particularly after Transportation Secretary Norman Mineta resigned his post. Mr. Mineta was an important player in the 1991 ISTEA legislation that created the National Scenic Byways Program and he has remained steadfast in his support. Like his predecessors Federico Pina and Rodney Slater, Mr. Mineta's support of byways created opportunities for the program. We plan to once more thank Mr. Mineta and other champions of the first 15 years of the program later this year. We also hope to foster a strong champion of byways in the next Secretary of Transportation, too. We can do that, together.

On June 29, the nation marked the 50th anniversary of the Interstate system legislation and celebrated this milestone by restaging a 1919 cross-country convoy originally led by the Interstate's #1 champion, Dwight Eisenhower.

Marking Transportation Milestones

The summer of 2006 also marked milestones in America's overall mobility. On June 29, the nation marked the 50th anniversary of the Interstate system legislation and celebrated this milestone by restaging a 1919 cross-country convoy led by the Interstate's #1 champion, Dwight Eisenhower. The core of the 2006 convoy featured more than 30

diverse vehicles, including cars, trucks, RVs and motorcycles, and the group left San Francisco following I-80 eastward. John Madden's coach, governors, vintage AAA tow trucks and other special participants yielded media attention along the 14-day journey and secured stories at its end in *USA Today*, the *Washington Post* and all of the major TV networks. The American Association of State Highway and Transportation Officials (AASHTO) guided the convoy. As part of the celebration, AASHTO also hosted an important national symposium with CEOs of top national organizations, such as AAA, Kamgrounds of America and top trucking companies, to discuss the key transportation needs of the next 50 years.

Another milestone this summer featured the launch of the National Surface Transportation Policy and Revenue Commission, created under Section 1909 of the Safe, Accountable, Flexible, Efficient Transportation Equity Act—A Legacy for Users (SAFETEA-LU). The Commission is comprised of 12 members, representing Federal,

on the future of the byways program—both directly and indirectly, as it decides on recommended priorities for use of Federal funds. The Commission has scheduled four key listening sessions for September 20-21, 2006, November 15-16, 2006, February 21-22, 2007, and April 18-19, 2007. Its members are: Maria Cino, Acting Secretary of Transportation and Interim Chairperson; Frank Busalacchi, Wisconsin Secretary of Transportation; Rick Geddes, Director of Undergraduate Studies, Cornell University Dept. of Policy Analysis and Management; Steve Heminger, Executive Director, Metropolitan Transportation Commission (San Francisco Bay area); Frank McArdle, General Contractors Association of New York; Steve Odland, Chairman and CEO, Office Depot; Mary Peters, National Director of Transportation Policy, HDR and recently nominated by the President to be the next Secretary of the U.S. Department of Transportation; Patrick Quinn, Chairman, American Trucking Association; Matt Rose, CEO, Burlington Northern Santa Fe

State and local governments, metropolitan planning organizations, transportation-related industries, and public interest organizations, working to examine not only the condition and future needs of the nation's surface transportation system, but also short- and long-term alternatives to replace or supplement the fuel tax as the principal revenue source to support the Highway Trust Fund over the next 30 years. This group can have a significant impact

Railroad; Jack Schenendorf, Of Counsel, Covington & Burling; Tom Skancke, CEO, The Skancke Company; and Paul Weyrich, Chairman and CEO, Free Congress Foundation. Mary Peters will become Chairperson of the Commission upon her swearing in as Secretary and another commissioner will be named to take her place. Track the Commission's efforts at www.surfacecommission.gov/.

Good News For Byways 2021

Finally, I want to share good news regarding the Byways 2021 effort. It is underway and has several key elements. The first will be a forum and celebration marking the 15th anniversary of the December 18, 1991, creation of the National Scenic Byways Program. The anniversary event will be in Washington, D.C., and will include recognition of our early champions. Byways national partners and others will take the lead on this project.

A second major element is the Byways 2021 Blog (see www.byways2021.org). Between now and next summer, you'll be invited to read the "dreams" of people who are thinking about opportunities over the next fifteen years, and to rate those dreams and add your own twists and insights. You'll read about harnessing new technologies to tell our stories;

about byways as key to university geology courses; about ways to blend byways adventures with more physical activity; and, about better integration of national byways, State and local byways and the road programs of key Federal agencies. The collected wisdom of the byways community produced through the blog will be converted into a report to the National Surface Transportation Policy and Revenue Commission and the Administration.

You'll soon be hearing more about how the future of the National Scenic Byways Program will be an exciting and integral part of the next national conference—a special symposium on the future of America's Byways with national partners aiding in a high-tech, high-touch link-up that will "magically" link Baltimore and Washington and allow direct conversations between

byway leaders and national figures shaping transportation, recreation, tourism and historic preservation policies.

And the final Byways 2021 major initiative will be a cooperative effort to greatly augment the information available to you about successful

byways projects and best practices.

These are exciting times. Adventures are ahead. We're driving a course that is only generally marked. But if we do our jobs well, tens of millions will follow our paths and reap great benefits. Thanks! ★

Visit the blog today!
www.byways2021.org

Goodbye!

Goodbye, Matthew Leffler Schulman



Matthew Leffler Schulman, Program Specialist, is leaving the National Scenic Byways Program and relocating to Baltimore where he'll pursue his life-long dream of opening a recording studio.

Matthew joined the National Scenic Byways Program staff in January 2005. He has been a valuable addition to the National Scenic Byways

team and made significant contributions to the Program. We thank Matthew for his enthusiasm and dedication to America's Byways® and we wish him the best of luck in his new adventure!



Dear Kate Bolder:

E-mail your questions for Kate to center@byways.org with the words "Be Bold" in the subject line.

Dear Kate,

The National Scenic Byways Program started in 1991, correct? That would make this year anniversary number 15! Admittedly, my Byway didn't receive the national designation that long ago, but it seems like we should have a celebration for this milestone. Would it be overly bold to throw a party? Are there any plans for a celebration on a bigger scale?

Yours truly,

Looking for reason to party

Dear Roadside Reveler,

A national celebration of the 15-Year Anniversary of the National Scenic Byways Program will be known as Byways 2021. You'll read more about those plans in upcoming issues of *Vistas*.

Of course, you can boldly plan a celebration of your own. Be sure to invite your elected officials, current and potential donors, volunteers, partners and stakeholders. Plan big, plan small; whatever you do, make it fun. Check out the Roadside Assistance column in the Spring 2006 *Vistas* for great tips.

Remember: Your Byway leaders can post your celebration on the website calendar at www.bywayonline.org. Your State Coordinator will be able to hook you in with other celebrations being planned as well.

Fifteen and forging forward,
Kate



Does wayfinding happen only when you're lost?

No. In fact, the process of wayfinding ceases at the moment you realize or conclude you're lost.

The activity of wayfinding by travelers (and, consequently, effective wayshowing by byways) begins at the moment a prospective byway traveler is presented with the opportunity to choose to travel on a particular byway. Wayshowing, what you provide, needs to be offered during the five stages of the byway experience. *The diagram illustrates the five stages.*

Cautionary Note: A gap in the continuous wayshowing your byway provides increases the risk of a "fatal dysfunction" occurring—any event that leads to a traveler concluding, "I don't want to do that!" or, worse yet, "I won't do that again!"

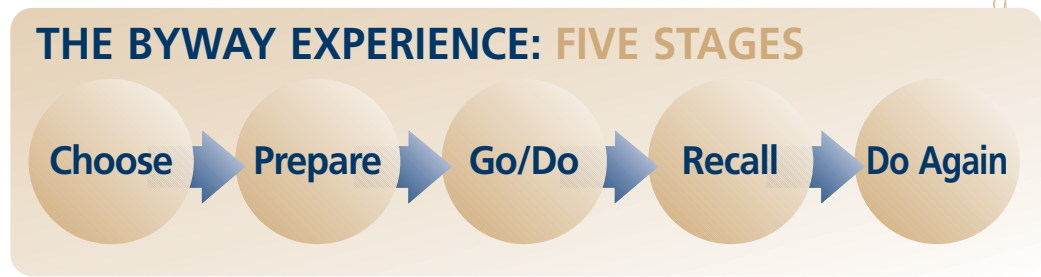
In short, the second foundation of this discussion on effectively helping travelers self-navigate your byway rests on the reality that wayshowing is a continuous process not simply limited to installing route signs or printing a map.

During the upcoming months look for additional opportunities to learn more about wayfinding by byway travelers and wayshowing by byway providers.

Here are 10 tips (not intended to be an exhaustive list) that hopefully will offer ideas for improving your effectiveness in showing the way to and through your byway:

Tip 1: Don't trust just anyone's map. If you are building a travel itinerary or turn-by-turn route description for public consumption by using existing maps, assume that your resource maps are erroneous at best. Field verify any route description based on maps from secondary sources by driving the route in each of the byway's directions. Check each side route to and from an attraction.

Tip 2: Less is more. Exercise caution in locating route markers. Too often, byway route markers are added to an already cluttered array of route numbers, junction markers, trailblazing signs and



Stage	Description	Some common wayfinding needs
Choose	The point at which a prospective traveler chooses from all the available options and competition that he or she would like to plan and prepare to take a byway-based trip.	Where is the byway? What is there to see and do? How much time should/will it take?
Prepare	The stage during which the prospective byway traveler plans and prepares for the trip.	How will we get there? Where will we stay, eat and shop? How much time should we allot to travel to and on the byway? Where are the intrinsic qualities and attractions of the byway?
Go/Do	This, of course, is the 'event' itself and what will provide the great core memories for the traveler.	Where are the entry points to the byway? How do we know this is a byway—something special? How do we stay on the route? How do we get back on the route if we get off the route? Where are the attractions along the route? Where can we get information along the route? Where do we get services?
Recall	With a memorable byway travel event (Go/Do), we all need things that will help us recall those impressive sites, interpreted stories and personal experiences.	What will help us recall the good times we had on the trip? Maps to refresh memories? Pictures of landmarks and travel companions? Where was the awesome overlook? Remember where we took that side trip and discovered the fossils?
Do Again	This is perhaps the most important stage or behavior—providing people with the experience or incentive to: 1) Revisit the byway 2) Travel to a different byway <i>and/or</i> 3) Encourage someone else to visit the byway	Where are those good maps we had from our last trip there? Where can we find another byway to explore? We need to show our friends where to go.

other critical traffic control devices.

Tip 3: People drive to stop. Many byways are collections of places where travelers are encouraged to stop, view a particular site and participate in an interpretive experience. Effective wayshowing is as much about guiding people along a designated route as it is about directing travelers to specific points where they must turn off or leave the main route and pause to take in the on-site experience. Good wayshowing helps the traveler find these off-route locations and returns the traveler to the main byway route.

Tip 4: Think of wayshowing as following a recipe of ingredients for a delicious dessert. In most cases a successful wayfinding experience can't rely on a single type of media (maps, signs, brochures, websites, etc.). A combination of media needs to be available to assist travelers with inherently different preferences and travel abilities to enjoy a successful travel experience. And don't forget to incorporate the rapidly growing reliance on electronic media. (See what Alaska is doing in the related innovative media article, page 6.)

Tip 5: Some people navigate with maps. Some people navigate with words. Some people navigate by the seat of their pants. Really, please recognize that many people have difficulty reading maps. Others live and die by maps. Others need highly visible landmarks to travel.

Tip 6: Don't just trust yourself. Have someone who is not familiar with your byway get in the driver's seat and follow your draft map or driving instructions. Pay close attention every time your guest driver hesitates or makes a wrong turn. Each one of those hesitations or wrong turns represents a probable disappointment for other travelers, and worse, a potential safety risk.



Tip 7: Make it personal.

Consider the advantages of implementing the individual or unique identities—name and logo—for your byway in all forms of communication with your travelers. Consistent and repeated use of the byway’s name and logo in brochures, websites, route markers and wayside exhibits are tremendously successful wayshowing techniques. If your byway is nationally designated, please remember to use the America’s Byways® logo on your collateral materials and signage.

Tip 8: Plug into technology.

Take advantage of consumer based route-planning software. Many consumer-based software programs aid in planning and executing travel anywhere in the world. You can create a file that illustrates a byway route as well as attractions along the byway corridor. Post the file to your byway’s website for viewers to download and access with their version of one of these mapping programs. Travelers can then plan and track their trip using a GPS unit. With that GPS unit, they can visualize where they are along your route. These programs

can be purchased almost anywhere. They’re also relatively inexpensive and easy to use.

Tip 9: Answer the big questions.

Here are the big wayfinding questions people have: “Where am I now?” “Where can I go from here?” “What can I do there?” “How do I get back to where I was?” “How do I get out of here?” When you help byway travelers answer these questions for your byway, you have done your job!

Tip 10: From the Amazing but Unfortunately True Department.

Too many frontline visitor center personnel have been heard saying, “We have a byway here? Never heard of it.” Please help to stamp out byway ignorance.

There you have it: 10 relevant and perhaps irreverent tips for improved wayshowing. We’re interested in hearing from you and your wayfinding and wayshowing experiences. E-mail David Dahlquist (ddahlquist@mchsi.com) with your stories of getting lost, as well as examples of highly effective examples of wayshowing. With your permission, we will share some of your examples with *Vistas* readers as part of our training materials. ★

Improving Byway Travel with ITS Programs

The Alaska Byways and several ITS programs have coordinated in recent years to improve trip planning information and services for byway travelers. These services are currently available through the Alaska Byways Program website, www.byways.alaska.gov, and new services are planned for the Alaska Marine Highway ferries in the next couple of years.

Road-Weather Information System (RWIS) towers have been placed along most scenic byways in Alaska. These towers can collect weather and pavement temperature data and Web-camera views every 30 minutes and automatically post the information to the Internet. The 511 program collects information from a variety of sources about road conditions and advisories (e.g., construction and accident) and posts the information to the Internet and the 511 telephone system.



The webpage for most scenic byways in Alaska, www.byways.alaska.gov, includes a Link Box (see graphic) that provides direct access to the multiple webcam images and

the weather and road condition information collected by the 511 and RWIS programs. This information improves the overall traveler experience along Alaska’s byways by allowing travelers to avoid possible adverse conditions due to weather, construction or accidents.

Two other 511 projects that will be implemented on the Alaska Marine Highway System (AMHS) All-American Road in the next year include:

- A pilot project featuring installation of interpretive display panels on an AMHS ferry that uses 511 and RWIS data to display real-time road and weather reports prior to the arrival at each port. During the voyage, the display panels will present interpretive information about the Byway’s scenic, natural and cultural resources.
- Development of a 511 program in 2007 that provides ferry tracking and real-time arrival and departure information on the Web and by phone for the nine Alaska Marine Highway ferries. The Web-based program will show ferry locations at any given time on a map. The user can hover the mouse or click on a ferry to see the actual time when the vessel is due to arrive or depart from a particular port terminal. Currently, the AMHS has no way of providing real-time arrival information, other than having the public call the ferry terminals for this information or asking users to check the online schedule information, which is a static document that does not account for ferries that run ahead or behind schedule. Upon successful implementation, Alaska Department of Transportation & Public Facilities (ADOT&PF) plans to provide the information on the 511 telephone.

For more information:

- Alaska Byways Program: www.byways.alaska.gov
- Alaska 511 Travel In The Know Program: www.511.alaska.gov
- Alaska RWIS Program: www.roadweather.alaska.gov

Aneta Synan, AICP, State Byways Coordinator
 Alaska Department of Transportation & Public Facilities
 3132 Channel Drive, PO Box 112500, Juneau, AK 99801
 Phone: 907-465-8769 or 888-752-6368 within Alaska
 Fax: 907-465-6984
 E-mail: scenic_byways@dot.state.ak.us

Welcome!

Welcome, Bonnie Hundrieser!



Bonnie Hundrieser has accepted a Byways Specialist position with the America’s Byways® Resource Center. In her new position, she will provide technical assistance to byway groups and serve as the new Resource Center contact for the following States: Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, Kansas, Colorado, Utah, Arizona and New Mexico.

Most recently Bonnie worked as the Director of Education for the Audubon-Mississippi River Program and Audubon Minnesota State Office, working with scores of partners in communities along the Great River Road National Scenic Byway and the North Shore Scenic Drive to develop two birding trail publications, two regional birding festivals as and a river-based environmental education curriculum.

Prior to Audubon, she worked as an environmental educator in Pennsylvania, Utah and New York and as a whitewater rafting guide and recreation coordinator on the Colorado River for people with disabilities. In 1999 she earned a Masters of Science in Environmental Education and Natural Resources from the University of Wisconsin – Stevens Point.

She is enthusiastic in her efforts to connect people to nature and their community, as well as working with partners to provide assistance for their program and project developments.

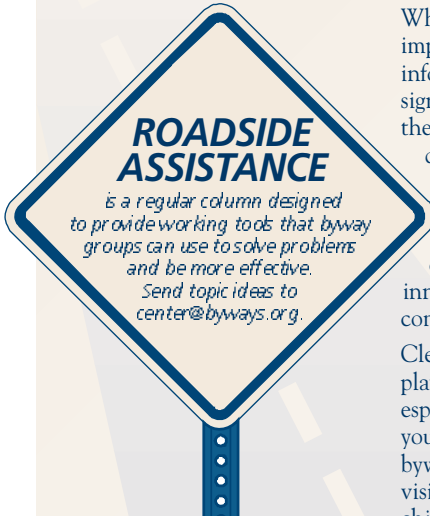
Welcome, Bonnie!



Roadside Assistance

TUNE INTO NEW WAYSHOWING TECHNOLOGY APPLICATIONS

By Curt Pianalto, Byways Specialist



Our Byways Specialists are here to assist you.

Find the Resource Center contact for your state on the Community website at www.bywaysonline.org/contacts/rc_contacts.html. Call us toll-free at 1-800-4BYWAYS, Ext. 5, or contact your Byways Specialist directly:

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The lead article indicated that successful wayshowing is much more than installing signs along your byway. Wayshowing is really about communicating with your traveler. Specifically, it's about communicating the appropriate information at various stages of the byway experience—when the traveler is choosing, preparing, doing, recalling, and hopefully, revisiting your byway.

While road signs provide an important medium to display information to your travelers, signs alone are not sufficient. In the upcoming months, we'll discuss many different means of communicating vital information to your traveler. Technology, while not a cure-all, may provide an innovative way to foster this communication process.

Clearly, technology continues to play a larger role in our lives, especially among the travelers you wish to attract to your byway. For example, byway visitors traveling with teenage children may see technology as a great way to get them involved with the trip (see podcasts or GPS systems below) via a meaningful, fun and educational experience. Whether or not you want to use the technology yourself, it often appeals to tech-savvy visitors and may even surprise you! Here are some applications to consider:

Real-time Traveler Location Technology

By using Global Positioning System (GPS) technologies, byway travelers can track their current position as they travel along your byway. One use is in conjunction with inexpensive, consumer-based road and mapping software (see lead article), which integrates with a GPS unit. With a laptop and a GPS unit that sits on the dashboard, a byway traveler can map the route before traveling, track where he or she is going, locate services en route, and even plan side-trips—all without the use of the Internet.

Additionally, many car rental companies already provide this service in their cars. One system provides a screen where the user can find directions from their

current location to hotels or restaurants anywhere in the country. Here's some food for thought: Wouldn't it be great if travelers could get directions to the nearest scenic byway?

Integration with DOT Traveler Information Technologies

Wayshowing is about helping the traveler find a route, but more importantly, it's about helping the traveler find the way safely. Many States and byways are integrating with their respective DOT to provide real-time traveler and safety information that can be accessed by phone or the Internet. Valuable information, such as weather updates, construction, detours, and even interpretive information, can be transmitted to travelers.

Wireless Internet Areas

Many communities are attempting to provide free wireless zones, which allow users to obtain free wireless Internet service on their laptops. Many States are creating free wireless zones in visitor and welcome centers. Byways need to be aware of this and may want to investigate free wireless zones in many of their communities. Another benefit of free wireless zones is integration with DOT traveler information as described previously, and podcasting opportunities.

Podcasting

Podcasts are like radio shows that you can download from your computer and listen to whenever you want. A podcast is generally analogous to a recorded television or radio series and the topical content varies as much as TV and radio as well. You can listen to shows on current events, sports, entertainment and virtually any topic—including travel.

You don't need a computer to listen to podcasts, because you can move podcasts onto portable MP3 players. Once moved onto a portable MP3 player, the podcast can be broadcast on your car's FM radio from the MP3 player.

Podcasting derived its name from the iPod, Apple Computer's version of a digital audio player. Many podcasters still use an iPod as their device to listen to podcasts, although there are many other versions available. Podcast listeners can subscribe to "shows" that interest them and receive new versions of their favorites automatically on their computers. The travel industry seems like an ideal source for podcasts. With the right technology, your byway can transmit up-to-date travel tips and information that can be heard in the car. You may not fully understand a podcast, but you can bet those teenagers do. Ask them for a demonstration!

Stay Tuned

Technology constantly changes. What might sound like a far-fetched idea today may turn into tomorrow's fad or maybe the next greatest travel innovation. Stay tuned to developments. You don't have to understand the intricacies of technologies entering the market. Many Internet sites provide descriptions of technologies in lay terms that can help you determine if the development may benefit your byway.

Technology alone is not a cure-all, but its capabilities can enhance wayshowing for better, safer traveling. At America's Byways® Resource Center, we're looking forward to introducing you to those techno-opportunities. ★

Check Your Byways Specialist Contact!

Resource Center Announces New State Assignments

In an effort to allocate States by a more regional approach, the byways specialists at the Resource Center have been assigned new States. Please check the list below for your current Resource Center contact. You can also find your State's contacts for the Resource Center, National Scenic Byways Program and National Scenic Byways Online at <http://www.bywaysonline.org/contacts/>.

Contact your byways specialist at 1-800-4BYWAYS, Ext. 5, or call or e-mail directly:

Bonnie Hundrieser

Phone: 218-625-3328

E-mail: bhundrieser@byways.org

Susan Koschak

Phone: 218-625-3307

E-mail: skoschak@byways.org

Curt Pianalto

Phone: 218-625-3304

E-mail: cpianalto@byways.org

STATE	CONTACT	STATE	CONTACT
Alabama	Susan Koschak	Montana	Susan Koschak
Alaska	Susan Koschak	Nebraska	Bonnie Hundrieser
Arizona	Bonnie Hundrieser	Nevada	Susan Koschak
Arkansas	Susan Koschak	New Hampshire	Curt Pianalto
California	Susan Koschak	New Jersey	Curt Pianalto
Colorado	Bonnie Hundrieser	New Mexico	Bonnie Hundrieser
Connecticut	Curt Pianalto	New York	Curt Pianalto
Delaware	Curt Pianalto	North Carolina	Curt Pianalto
District of Columbia	Curt Pianalto	North Dakota	Bonnie Hundrieser
Florida	Curt Pianalto	Ohio	Curt Pianalto
Georgia	Curt Pianalto	Oklahoma	Susan Koschak
Hawaii	Susan Koschak	Oregon	Susan Koschak
Idaho	Susan Koschak	Pennsylvania	Curt Pianalto
Illinois	Curt Pianalto	Puerto Rico	Susan Koschak
Indiana	Curt Pianalto	Rhode Island	Curt Pianalto
Iowa	Bonnie Hundrieser	South Carolina	Susan Koschak
Kansas	Bonnie Hundrieser	South Dakota	Bonnie Hundrieser
Kentucky	Susan Koschak	Tennessee	Curt Pianalto
Louisiana	Michelle Ethun	Texas	Michelle Ethun
Maine	Curt Pianalto	Utah	Bonnie Hundrieser
Maryland	Curt Pianalto	Vermont	Curt Pianalto
Massachusetts	Curt Pianalto	Virginia	Curt Pianalto
Michigan	Curt Pianalto	Washington	Susan Koschak
Minnesota	Bonnie Hundrieser	West Virginia	Michelle Ethun
Mississippi	Susan Koschak	Wisconsin	Curt Pianalto
Missouri	Bonnie Hundrieser	Wyoming	Susan Koschak

2007 National Scenic Byways Conference: Explore Your Byway's Future

It seems like only yesterday that more than 400 representatives from the byway community gathered in Cleveland, Ohio for the 2005 National Scenic Byways Conference to learn about new and exciting topics and network with other byways. Now, the 2007 National Scenic Byways Conference is just around the corner! In May 2007 the byway community will converge in the downtown harbor area of Baltimore, Maryland to talk about byways once again.

This year's conference promises to be another action-packed, content-filled four days with ample time to network. *Explore!* is the theme for 2007. You're invited to explore new ideas for your byway in workshop sessions, explore what other byways have to offer in the popular poster sessions and, of course, explore new program offerings for the entire byway community.

Focusing on the core elements that face byway organizations as you manage your byways, we categorized 28 different classroom sessions under five broad topics:

- ★ Corridor Management Planning
- ★ Fundraising
- ★ Marketing
- ★ Organizational Development
- ★ Visitor Experience



Are you looking to get as much exposure as you can in topics related to fundraising? The conference brochure will identify all topics that are related to that area, and you and your byway members can choose which will suit your needs. Worried about missing a session? We will repeat a number of sessions this year.

Posters anyone? The posters sessions, which debuted at the 2003 conference in Albuquerque, New Mexico, continue in 2007 with two dedicated session times. This is a great way to explore what other byways have done and have a face-to-face conversation about their efforts. Poster session applications will be announced this fall and only a limited number of slots will be available. Watch www.bywaysonline.org for details.

While you're busy exploring Baltimore and nearby byways, networking with conference participants and learning new

ways to enhance your byway efforts and, generally having lots of fun, we will take some time to get dressed up and properly honor the 2007 Scenic Byway Award winners. The evening awards reception will include a presentation by AASHTO Executive Director John Horsley and offers an opportunity to talk with the award winners.

Wondering what's next for byways at the national level? Both the Federal Highway Administration staff and America's Byways® Resource Center staff will host general sessions and discuss the latest and greatest ideas, initiatives and changes that affect your byway. You will have a chance to see the latest national marketing efforts as well as hear about a new training package available to byways through the Resource Center.

As if there wasn't enough going on at the conference, participants

will again have the chance to explore Maryland and Delaware byways and have hands-on experiences with various byway topics during the Applied Learning Workshops. This year's options include walking tours and half- or full-day opportunities to really dig into subjects and gain insights you can take back to your byway.

Save some energy for the end of the day, too, to attend a fun evening event in Baltimore where you can enjoy extra networking time and experience this truly historic city. The State of Maryland and its byways program are wonderful hosts and offer a fantastic list of touring opportunities for everyone before or after the conference. Watch the next issue of *Vistas* for insights into this wonderful city.

If you have never been to a National Scenic Byways Conference or your head is simply spinning by all the opportunities, consider attending our special orientation workshop on Sunday afternoon before the conference hits full stride. We'll talk about the conference layout, programs and great opportunities you don't want to miss.

We look forward to seeing you May 20-23, 2007 in Baltimore... to *Explore!* ★

NATIONAL SCENIC BYWAY FOUNDATION NEEDS YOUR INPUT

The National Scenic Byway Foundation Board of Directors is seeking suggestions for projects and programs that can benefit the byway community. In addition to sponsorship of the 2005 National Scenic Byways Conference in Cleveland and producing the first America's Byways® lapel pins for use for marketing and promotion, the Foundation recently served as the fiscal agent for a memorial fund honoring Lawrence Moon, a long-time and very active supporter of the North Shore Scenic Drive All-American Road.

Now, the focus is on the future. The Foundation is developing ways to support the 2007 National Scenic Byways Conference and to sustain the National Scenic Byways Program beyond the life of the current

SAFETEA-LU legislation. The Foundation is currently reviewing a project to identify potential for-profit partners and determine what benefits make partnering with byways attractive to them. We are also investigating online merchandising that will generate income and build brand recognition for the Program and individual byways.

If you have ideas about how the Foundation might help, please e-mail your suggestions to nsbf@comcast.net. For information about Foundation membership and its mission, visit www.nsbfoundation.com.

A Conversation With...

Stephen Clyde
from National Scenic
Byways Online

Stephen W. Clyde is an associate professor in the Computer Science Department at Utah State University (USU), specializing in software engineering, object-oriented models and methods, and distributed systems. Stephen is also currently the president of Multimedia Data Services Corporation, a small software company specializing in the development of Web-based applications and distributed systems.

...step by step,
the websites have
evolved into powerful
marketing and program
support tools.

1 How did your involvement with the National Scenic Byways Program begin?

My USU research team and I got involved in the National Scenic Byways Program in 1995, as an indirect consequence of our cutting-edge work on the OuR-TOWN project for the U.S. Department of Agriculture. Even though the Web was still in its infancy, the OuR-TOWN project

attempted to use the Web as a means of stimulating tourism in rural communities. The National Scenic Byways Program staff at that time saw similarities between OuR-TOWN and the National Scenic Byways Program, and invited my research team to build the first National Scenic Byways website. At first, the website was little more than an inventory of byway data. But, step by step, the websites (www.byways.org and www.bywaysonline.org) have evolved into powerful marketing and program support tools.

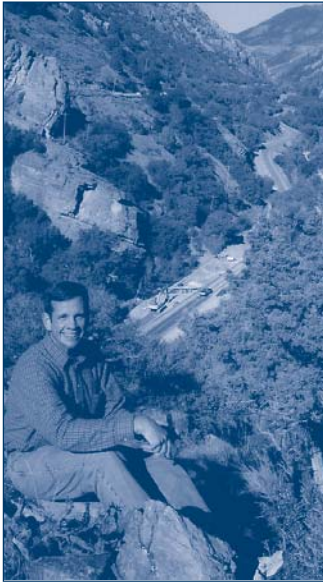
2 We understand that there's a whole team of people in Utah that work on the Byways websites.

The National Scenic Byways Online (NSBO) team draws on resources from two organizations: USU and Multimedia Data Services Corporation (MDSC). These two organizations have an excellent symbiotic relationship. USU provides advanced educational opportunities to students and conducts meaningful research in software engineering and distributed systems development. MDSC develops state-of-the-art Web-based applications and distributed systems, and provides mentors, ensures quality and maintains continuity for ongoing projects.

In general, MDSC employs the full-time NSBO team members. These employees provide leadership and continuity to the project. USU

employs talented students in part-time positions as byway researchers, assistant programmers and cartographers.

The NSBO consists of three subgroups: software development, byway research and cartography. The software development group consists of two full-time developers (Pete Deffendol and Mike Spackman) and between two full-time developers (Angel Crane and Ken Bailey) and four part-time student developers. I provide overall direction to the software development group, but senior developers lead individual projects. For example, Pete Deffendol has taken the lead on the latest versions of the website, the online grants system and the nomination system; and, Mike Spackman has taken the lead on the verification system and byway data-entry forms.



Stephen Clyde
National Scenic Byways Online

The byway research group is responsible for all of the website content. It consists of four to six byway researchers (part-time students) and an editor. Angel Crane leads this group.

The cartography group, currently consisting of four part-time cartographers, is responsible for creating GIS maps of the byways. I provide overall direction to the group and Sam Allred manages and coordinates the day-to-day activities.

The students who work on the NSBO project, as programmers, byway researchers or cartographers, all use the opportunity as a way to further their education and gain meaningful work experience prior to entering the full-time job market. They are excellent employees who are motivated to do outstanding work and learn all that they can.

3 *From your perspective, what are some online opportunities that you'd like to see Byways utilize more?*

Now that we have all of the America's Byways described in GIS data files, we can start to take advantage of all kind of dynamic mapping and travel-planning tools. For example, I would like to see:

- ★ Dynamic online maps with flyover capabilities
- ★ Interactive online virtual byway tours
- ★ Interactive GPS-driven auto tours

One technology that we would like to incorporate is video streaming. This would allow travelers to see short videos about the Byways, which could greatly improve how we can market them and set appropriate expectations.

4 *What are some exciting new projects or website features on the horizon?*

Here's a short list for the traveler website (www.byways.org):

- ★ Dynamic byway maps
- ★ Improved Print-n-Go brochure
- ★ Download of byway-provided brochures
- ★ New look-n-feel that utilizes design elements from the new America's Byways brand

Here's a short list for the community website (www.bywayonline.org):

- ★ Byway Leader Dashboard
- ★ FHWA Representative Dashboard
- ★ NSBO Staff Dashboard
- ★ Revamped byway pages that will show our complete content for a byway in a more efficient way and facilitate verification of that data
- ★ New byway data-entry forms
- ★ Improved content and statistical reports

5 *Will we see you at the 2007 National Scenic Byways Conference?*

Absolutely! We are really looking forward to meeting with the byways in one-on-one sessions. It's one of the most enjoyable things we get to do! ★

The byway research group is responsible for all of the website content.

One technology that we would like to incorporate is video streaming. This would allow travelers to see short videos about the Byways...

WE NEED YOUR INPUT!

The Public Awareness Plan to develop projects and campaigns aimed at increasing the public's awareness of the America's Byways® collection is now underway. Our lead consultant, Development Counsellors International, along with Longwoods International, will be sending a comprehensive e-mail survey to all State Coordinators, Byway Leaders, Marketing Contacts, Public and Private Partners, as well as the National Marketing Committee and the FHWA

Division offices in early October. The survey's main objective is to garner opinion and perspective on the public awareness tools currently available for the National Scenic Byways Program and what new tools are needed by the byways to gain greater public awareness. Please watch for this very important e-mail. The outcome of the Public Awareness Plan and its components depends on your response.

America's Byways® Resource Center
Arrowhead Regional Development Commission
227 West First Street, Suite 610
Duluth, MN 55802

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Minneapolis, MN

2006 Calendar

Send calendar entries by the 5th of each month to center@byways.org

OCTOBER

October 11-13, 2006

Marketing Outlook Forum 2006
Boca Raton, Florida
Travel Industry Association of America (TIA)
For more information, please visit:
www.tia.org

October 12-15, 2006

Rally 2006: National Land Conservation Conference
Nashville, Tennessee
Land Trust Alliance
For more information, please visit:
www.lta.org/training/rally.htm

October 18-19, 2006

State Trail Administrators Meeting (by invitation only)
Quad Cities Iowa/Illinois
National Association of State Trail Administrators and the Federal Highway Administration
For more information, please visit:
www.fhwa.dot/environment/rectrails/stam2006/index.htm

October 20, 2006

ADDING without Subtracting: Sensitive Design and Historic Properties
Milwaukee, Wisconsin
The Midwest Office of the National Trust for Historic Preservation
For more information, please visit:
<http://wisconsinhistory.org/hp/workshop/>

October 19-22, 2006

National Trails Symposium
Quad Cities Iowa/Illinois
American Trails
For more information, please visit:
www.americantrails.org/quad/index.html

October 31 – November 5, 2006

National Preservation Conference 2006
Pittsburgh, Pennsylvania
National Trust for Historic Preservation
For more information, please visit:
www.nthpconference.org

NOVEMBER

November 7-11, 2006

National Interpreters' Workshop
Albuquerque, New Mexico
National Association for Interpretation (NAI)
For more information, please visit:
www.interpnet.com/niv2006

November 8-11, 2006

8th Cultural & Heritage Tourism Alliance Conference: Culture is the Spark
Atlanta, Georgia
Cultural & Heritage Tourism Alliance
For more information, please contact:
Samantha Wallace at swallace@atlanta.net
or visit www.chtalliance.com/conference.html

November 11-14, 2006

The 29th Ranger Rendezvous
Coeur d'Alene, Idaho
Association of National Park Rangers
For more information, please visit:
www.anpr.org

EVENTS IN 2007

March 25-28, 2007

National Trust Main Streets Conference
Seattle, Washington
For more information, please contact:
mary_delafe@nthp.org or visit:
<http://tinyurl.com/pwyqj>

May 20-23, 2007

National Scenic Byways Conference
Baltimore, Maryland
Details coming soon!

September 2007

National Historic and Scenic Trails Conference
Duluth, MN
National Park Service, National Trails System
Details coming soon!

SHARE YOUR NEWS!

Contact *Vistas* Editor:
Leah Kohlts
Direct: (218) 625-3301
lkohlts@byways.org

**MARK YOUR
CALENDAR!**

explore!

2007 NATIONAL SCENIC BYWAYS CONFERENCE

BALTIMORE, MARYLAND ★ MAY 20-23, 2007

★ **Details Coming Soon!** ★

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rine free.