



AMERICA'S BYWAYS

November/December 2000

News from the
National Scenic Byways Program
Volume 2, Number 11

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227 West First Street, Suite 610
Duluth, MN 55802
1-800-4BYWAYS, Ext. 5

Vistas

Byways Test Scenic Conservation Planning Process

Pilot Workshops Held

Arkansas and California byway groups recently took a test drive through a new planning process being developed for scenic byways.

The National Scenic Byways Resource Center is working in collaboration with Scenic America to develop a planning process that byway groups can use to preserve the visual quality of their corridor. The Resource Center will publish this process in a manual for scenic conservation planning on scenic byways.

An essential element of the process is a two-day workshop at which byway stakeholders meet to examine the needs and challenges for preserving the visual quality of the byway, and begin formulating a Scenic Conservation Action Plan. Byway groups will use the action plan in conjunction with their corridor management plan to preserve the roadway's important visual resources.

*Effective scenic conservation
planning is best accomplished by
those having the greatest knowledge
and the greatest connection to the
place—the byway community.*

This fall, the Resource Center and Scenic America held two pilot workshops to field-test the planning process in its draft form. The two National Scenic Byways selected to participate in the pilot workshops were Crowley's Ridge Parkway in Arkansas and the Big Sur Coast Highway in California. The Resource Center asked the leaders from each of these byways to share their viewpoints about why they wanted to

participate in this project, and what the results of the workshop have been. Their responses follow. The results from the pilot workshops will also be used to revise the draft manuals for final publication. In addition, representatives from these two byways will participate in a session on scenic conservation planning at the 2001 National Scenic Byways Conference (Portland, Oregon) to provide one-year updates on their projects.



The Hemingway-Pfeiffer Museum— a significant byway resource— is located in Piggott, Arkansas on the Crowley's Ridge Parkway National Scenic Byway. The museum serves as the official welcome center for byway visitors. A National Scenic Byway grant funded a portion of the building restoration. During his marriage to Pauline Pfeiffer, Ernest Hemingway resided here at various times. Here at Pfeiffer's family home, Hemingway wrote a portion of *A Farewell to Arms*.

Crowley's Ridge Parkway

*Ruth Hawkins, Executive
Director, Arkansas Delta Byways*

Crowley's Ridge Parkway, designated a National Scenic Byway in 1998, is a 200-mile route that runs through eight counties in Eastern Arkansas. This ridge is a natural geological phenomenon formed over millions of years by glacial meltwaters, loess deposits, and seismic activity. Because of its makeup, it is a fragile environment, with unique issues that the byway community must address to preserve, develop and enhance its natural and scenic qualities.

Roadside Reflections

News from the
Resource Center
Gary Tonkin,
Director



At this time of year, our thoughts turn to those who've been part of our work and our lives over the past months. In November, the Resource Center had the privilege of working with state coordinators and byway representatives in the Northeast to hold a training conference in Portland, Maine. The conference brought together the byway community located in seven northeastern states. In many ways, those two days reminded me of the upcoming holidays. Of course, the holiday

season means different things to different people. But the basics—family, friends, travel, decorations, sharing and gift giving—are pretty much the same no matter who you are or where you live.

The conference reflected these basics. To me, the byway program is about people—the coordinators, organizers, planners and volunteers— who truly make the byways what they are. When byway folks get together, it is much like a *family*. (In the case of this conference, it was a big family.) It's a family with common interests, common goals, and in many cases, common backgrounds.

Friendship was apparent from the start. Old friends became reacquainted and new friendships were formed. The conference was

based on *sharing*—sharing the stories, accomplishments and successes of the various states and byways. Learning directly from each other made the goals seem much more attainable. Knowing that a friend from another state or byway is there to help with your project makes it easier. The *gifts* that were exchanged at this conference were knowledge, experience, a helping hand, and a voice of encouragement.

Actually, when I think of it, this same sense of the holidays occurs whenever and wherever byway advocates get together—all year long! Our entire staff thanks you for the support, friendship and gifts you've shared with us over the past year. We wish you the best of everything in the New Year!

America's Byways Logo has Arrived!

Sharon Hurt Davidson, Marketing Manager

The America's Byways logo took on a life of its own throughout its 7-month exploration, creation, birth, and finally, coming out party. The National Scenic Byways Program was faced with the challenge of creating a logo that meant everything to everyone and every road. However, just as the differences among America's Byways are one of its greatest strengths, it proved to be one of the greatest pitfalls. It was just not possible (or logical) to find a logo that would perfectly fit everyone's requirements. Therefore, we stepped back and set some priorities and criteria. It was agreed that the logo should do the following:

- Identify/designate/distinguish that America's Byways are special;
- Invite travelers;
- Convey "American."

On October 27, 2000, Federal Highway Administration (FHWA) posted the new America's Byways logo on the Web site for the byway community to view and make comments. The logo was also sent out to the state coordinators, byway leaders and marketing contacts via e-mail. With a great

sigh of relief, I can report that there has been an overwhelmingly positive response. David Fasser, New York Scenic Byways Coordinator, explained "The logo exceeded my expectations." Similarly, Dennis Cadd, the California State Scenic Byways Coordinator, describes the logo as "being right on target."



A M E R I C A ' S B Y W A Y S

Although the logo is only one piece of the overall "America's Byways" brand, it is a critical one. Leveraging the power of the America's Byways brand includes maintaining its identity through clear and consistent messages. One of the ways in which FHWA intends to manage the brand is through guidelines for use of the logo. These guidelines have been drafted and will eventually appear on the www.byways.org Web site.

Another piece of the brand, still under construction, is the tagline. Rob Draper, National Scenic Byways Program Director, believes that "the logo captures the spirit of America's Byways--the tagline needs to capture the essence." The tagline

proposed by Bates USA, the advertising agency working with FHWA, is "The Road Beckons." Because the byway community is not overwhelmingly convinced this captures the "essence" of the program, we are continuing to explore other options.

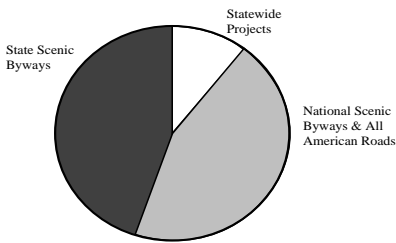
Each All-American Road and National Scenic Byway has an investment and direct interest in the America's Byways brand. FHWA believes each nationally designated byway should take every opportunity to participate and share in its movement toward traveler recognition and loyalty. FHWA is committed to working with the collection of America's Byways to build and manage a successful brand identity. You are encouraged to incorporate this exciting new brand into all of your published materials through a clear, consistent message.

Watch for the logo in the January 2001 issue of Woodall's Magazine, which kicks off a series on America's Byways. If you see the America's Byways logo being used, please contact us and we'll keep everyone posted on its journey (shurt@byways.org or 800-429-9297, ext. 4).

Secretary Slater Announces National Scenic Byways Funding

On October 27, 2000, U.S. Transportation Secretary Rodney E. Slater announced \$200 million in Federal Highway Administration (FHWA) discretionary funds for infrastructure projects in 49 states, the District of Columbia and Puerto Rico, including \$20.5 million of National Scenic Byways funds for 142 projects from 41 states and Puerto Rico.

Fiscal Year 2001 National Scenic Byways Funding



	Request (millions of dollars)	Funded
National Scenic Byways & All - American Roads	\$31.2 (52%)	\$8.7 (44%)
State Scenic Byways	25.7 (43%)	9.7 (45%)
Statewide Projects	3.0 (5%)	2.1 (11%)
Total	\$59.9 (100%)	\$20.5 (100%)

You may access a press release on Secretary Slater's announcement at <http://www.dot.gov/affairs/fhwa6600.htm>. For information on the scenic byway projects see http://www.byways.org/media/public/Approved_Discretionary.pdf.

The scenic byways projects were selected from 288 candidate projects received by the FHWA from 42 States and Puerto Rico, requesting \$59.9 million. The program funded both nationally designated and state designated scenic byways.

National Scenic Byways Seed Grant Funding

Beginning with the fiscal year (FY) 2001 solicitation for National Scenic Byways Program grants, the Federal Highway Administration encouraged States to give priority to applications for seed grants that strengthen a byway organization's capacity to help implement the corridor management plan. Limited to \$25,000 annually for up to five years, these funds are available to National Scenic Byways or All-American Roads.

Nationally designated byways may use the funds for the implementation of the corridor

management plan, as well as travel and per diem expenses for byway representatives to participate in the biennial National Scenic Byways conferences and/or training or technical assistance activities.

Included in the \$20.5 million of National Scenic Byways funds announced by U.S. Transportation Secretary Rodney E. Slater on October 27, 2000 for FY 2001 were \$929 thousand for 38 seed grant projects from 19 states. Applications for 44 seed grant projects were submitted nationwide. Three of the projects were considered not eligible because not enough information was submitted to evaluate the project. The Federal Highway Administration will provide more specific written feedback to State byway coordinators in the next few weeks.

Byways are carrying out an array of activities through their seed grant projects. Below are examples of what a few byways expect to accomplish:

- Arkansas's Crowley's Ridge Parkway will develop action plan, goals and objectives that will address concerns along the byway about scenic conservation issues raised in its corridor management plan. The action plan will address the entire parkway.
- Colorado's Gold Belt Tour's National Scenic Byway will conduct coordination and strategic planning with its neighboring byways.
- The Illinois National Road will (1) complete an inventory of sites and attractions along the byway for use in developing an interpretive brochure and a priority list of sites that need to be preserved or enhanced, (2) compile data for a marketing plan, (3) establish an annual National Road Festival, and (4) support its relationship with the National Road Alliance.
- The Great River Road-Wisconsin will support byway liaison and outreach activities between the Wisconsin Mississippi River Parkway Commission and its byway partners, providing them with information needed to determine byway priorities and carry out byway projects and initiatives.
- Indiana's Ohio River Scenic Route will develop an interim brochure to promote the byway, as well as develop and place media stories in cooperation with Ohio River Scenic Route, Inc.
- Maine's Acadia Byway will (1) develop a bikeway, (2) prepare a pamphlet for a self-guided walking tour, (3) complete an inventory of signs along the byway, (4) evaluate pullouts and scenic and historic vistas, and (5) develop "character defining" standards for 16 miles of the road.
- Tennessee's Cherochala Skyway will conduct a conversion study that will assist

the Monroe County Tourism Council to research the byway's target market and develop advertisement placement and brochures for byway visitors.

Economic Impact Consultant Selected

The National Scenic Byways Resource Center, in consultation with the Scenic Byways Research Committee, has selected Economic Development Research Group (EDRG) in Boston to work on its current economic impact project. EDRG President Glen Weisbrod will lead this work to summarize the last ten years of byway economic studies, and propose a standard methodology for individual byways to collect economic impact data. Robert Baumgartner of PA Consulting (Madison, WI), specializing in market and survey research, will partner with EDRG at appropriate phases. More specifically, the consultant's task is to:

- Synthesize over 25 recent studies on byways and their economic effects, within the context of the field of economic development.
- Suggest some study findings that can be authoritatively cited within the byway community.
- Identify best practices concerning data collection and interpretation, including consideration of non-economic factors alongside economic information.
- Prepare a survey template that illustrates model questions local communities might use to assess impacts.
- Prepare at least three case study scenarios to show how byway impact research may vary dependent on local community characteristics.

EDRG's staff, including economic analysts Lisa Petraglia and Jinevra Howard, just completed a study of the economic impact of National Parks and federal lands transportation improvements (for the National Park Service and U.S. Department of Transportation). They also prepared an economic development handbook for local planners within the Appalachian Regional Commission area. The analysis work is expected to continue until March 2001. The consultant will prepare a Research Note, participate in two conference calls with both the state scenic byway coordinators and byway leaders, and present a session at the National Scenic Byways Conference in Portland, Oregon in August 2001. We encourage your input, and welcome the Economic Development Research Group.

Northeast Sponsors Regional Conference

The image of Deane Van Dusen, Maine State Scenic Byway Coordinator, at the podium in his Maine 'ecostume' (plaid shirt and hunting cap), "speaking Maine," is a lasting memory from the Northeast Scenic Byways Conference. Held on November 13-14 in Portland (Maine), this educational event attracted over 80 participants from ten states. Attendees represented the nine nationally designated byways in the region, state byway programs, consulting firms, and partner organizations. They shared a common interest in sustaining, building, and implementing better byway programs.

In his opening remarks, Deane explained how the conference came about; "State Coordinators first discussed the idea of a Northeast Conference on the Belle of Louisville Riverboat at the 1999 National Scenic Byways Conference in Louisville, Kentucky. By the time the boat returned to dock that evening, we'd made a commitment to put together a regional meeting to address common issues and needs. We requested assistance from the National Scenic Byways Resource Center, who helped us with conference content, logistics, and funding."



Maine State Scenic Byways Coordinator Deane Van Dusen gave a friendly welcome to over 80 participants "From Away" to the first Northeast Scenic Byways Conference. If you're not a Downeast Mainer, you're "From Away."

Nine workshops were organized into educational tracks focusing on (1) money, organization and partnerships as byway building blocks; (2) sustainability; and (3) corridor planning implementation. The wide range of topics included context-sensitive design, working with stakeholders, grant sources, dealing with tourism oversaturation, historic preservation, land conservation, and marketing plans. There was also an opportunity to attend 20-minute "cracker-

barrel" case studies in which byway representatives shared their practical ideas and best practices. Attendees learned about producing a scenic byways video, building partnerships with universities, creating bike and pedestrian trails, developing a vegetation management plan, interpreting archeological resources, and more. Many materials that emerged from this opportunity to share successes will be profiled in upcoming *Vistas*.



Northeast State Coordinators collaborated through frequent conference calls to organize conference details and plan the agenda. L to R: Matthew Langham (Vermont), Deane Van Dusen (Maine), Barbara Mason-Haines (Pennsylvania), Sarah Bradbury (Massachusetts), Nancy Alexander (New York), and Carol Barleon (New Hampshire). Not pictured: Colleen Kissane (Connecticut), Barbara Petrarca (Rhode Island), and David Fasser (New York).

At the general sessions, each national byway had a chance to share their successes and challenges in quickie 10-minute overviews. Keynote speakers Janice Genova and Burt Woolf addressed, respectively, the importance of special events in building a destination, and the role of byways in preserving our natural and cultural legacy. In an open Q & A session with state coordinators, billboards, property rights, scenic byways staff time came up in questions from the audience. Cynthia Bloom-Cronin of New Jersey Dept. of Transportation won the door prize for free registration to the National Scenic Byways Conference in August 2001 (Portland, Oregon).

Topic relevance and gaining new tools (and the meals!) were the most highly ranked aspects of the conference. The networking opportunities were important, as one enthusiastic conference attendee commented about the honest dialogue and exchange of information: "We no longer feel that we are on an isolated journey." Carol Barleon, New Hampshire State Scenic Byway Coordinator, also remarked on the high level of interaction and networking, "I'm very pleased with the contacts made by people from my state." Suggestions were to work harder at staying on schedule, to schedule the conference on or

near a byway (with plenty of exploration time), and for byway representatives to sharpen their public presentation skills.



Representatives from nationally designated byways and state byways shared stories, lessons, ideas, and resources. Shown above is a group from Maine's Old Canada Road Scenic Byway (a National Scenic Byway).

Attendees decided that the Northeast conference should be a regular biennial event. The National Scenic Byways Resource Center will also mail out a publication package to nationally designated byways and state coordinators, with a collection of valuable resource materials from the conference. Barb Koth, Byways Resource Specialist with the National Scenic Byways Resource Center, feels the Northeast Conference can serve as a model for other regional conferences: "We built a conference based on byway groups learning from their peers. Thank goodness people were willing to share their successes and failures with each other. There's a lot of innovative work happening out on the byways!"

Many thanks to the Planning Committee and sponsorship by the New Hampshire Planner Association. The complete conference agenda and evaluation report are posted on the www.byways.org Web site. Look under Sharing Ideas in the Resource Center Section.



In evaluating the Northeast Conference, participants commented on the "relevance of topics," "excellent presenters," "interesting and informative sessions" and "honest dialogue." Here, Bruce Hazard from Mountain Counties Heritage Inc. gives tips on implementing corridor management plans.



Byways Online

Intro to the Image Library

Looking for attractive photos to use for a media event? Want to share photos of your byway with others? Need to see samples of what other byways have done in areas such as bike/pedestrian issues or interpretive signing? The Image Library feature of the Web site supplies all this and more.

The Image Library is a searchable repository of images and stories collected from byways and places across the country. Visit the Resources Online section in the Byway Community area of the www.byways.org Web site. A simple search, such as 'mountain', brings up more than 150 photos, maps, and text. Advanced search features let you refine your search to specific byways.

You can click on any of the items returned from your search to view further details, such as description, copyright information, and credits. Often, various sizes of photos, such as Web-quality, original quality or print quality, are listed and available for you to view or save to your own computer.

Any registered user (one who has an online account and password with the Web site) can submit a photo for inclusion in the Image Library. A member of National Scenic Byways Online staff reviews each submitted photo or text before it is made available to the public eye, in order to protect the quality of the repository.

If you are a registered user and have logged in, you will see your personal "collections" listed on the Image Library page in the Your Collections section. The Collection Builder section of the Image Library lets you define and build personal "collections" of images from the Image Library. Collections can be viewed, deleted, copied or mailed, as well as shared with other registered users. This is a handy way to send a set of photos to your marketing staff, media personnel or others.

The Web site has thousands of photos, text, maps and other images in its Image Library, and more are being added daily. We hope you find the Image Library and its associated Collection Builder a valuable tool.



Byways Online team members Angel Crane and Steve Clyde show off the "Bywayopoly" game they created. Players use "byway bucks" to purchase valuable byway properties. Winning a Byways Environmental Excellence Award nets you an extra \$100. But watch out! Vandalized interpretive signs will cost you \$1500 to repair.



Research Corner

The Value of Scenic Amenities

The Impact of Scenic Amenities on Rural Employment Growth
Jason Henderson and Kendall McDaniel
Presented at Agricultural and Applied Economics Association annual meeting
Tampa, Florida August 2000
<http://agecon.lib.umn.edu/aaea00/sp00he01.pdf>

Natural Amenities Drive Rural Population Change
David A. McGranahan
U.S. Department of Agriculture, 1999
Agricultural Economic Report No. 781
<http://www.ers.usda.gov/epubs/pdf/aer781/aer781.pdf>

Does an attractive natural landscape confer an economic advantage to a rural community? Despite the promising titles that these papers will deliver some of the much needed documentation of the fact the scenery makes good economic sense, these studies are instead a good look at fledging research efforts to link attractive landscapes with growth. It is certainly common knowledge that there has been a population migration to the South and West, but linking that shift to natural features has been largely indirect or anecdotal.

David McGranahan with the Economic Research Service developed a Natural Amenities Index much akin to the "best places to live" reports prepared annually by various organizations. Six semi-independent and equally weighted measures were combined: topographic variation, water area (as a proportion of total land area), warm winters, winter sun, (low) summer humidity, and a temperate summer. McGranahan then correlated the indices with population changes over the last 25 years. Average 1970-96 population change in non-metropolitan counties was 1 percent among counties low on the index, and a 120 percent increase among counties with a high score. Further, 70 percent of the 191 retirement counties and the majority of the 282 recreation counties (63 percent) were in the top quarter of amenity-rich communities.

Henderson and McDaniel, from Purdue University and the Federal Reserve Bank (Kansas City) respectively, then built on this work to see if so-called scenic amenities did indeed foster economic growth in rural areas. They linked the Natural Amenities Index to a model of rural employment growth. Their conclusion? Rural economic growth relies on, but is not guaranteed by, a high level of 'scenic' amenities. This relationship holds true for services, retail (both including tourism), and government sectors, but not for manufacturing --- which is less prevalent in areas with high natural amenities. So natural features positively contribute to a more robust economy, but their influence was shown to not be as strong as these more traditional

- measures of economic readiness:
- Quality of the labor force (in terms of education)
 - Proximity to urban metropolitan areas
 - Clustering of businesses with the same type of needs
 - Access to a market with higher personal income, and
 - Decent transportation infrastructure.

So what does this economic development primer have to do with byways where scenery is an important intrinsic quality? Byways with a scenic nature are certainly more likely to be found in locales with topographic variation, and byways-related tourism is probably stronger in areas without temperature extremes, but the explanation is incomplete. It is interesting that Henderson and McDaniel made the leap from calling a combination of natural landscape and climate features the same as a measure of scenic attractiveness. If the Natural Amenities Index is interpreted that way, it perpetuates the stereotypical notion that the West is prettiest, and the Upper Midwest and Plains States are lacking in scenery. And we all know people for whom the rolling prairie landscapes in Kansas (Flint Hills State Scenic Byway) or the bottomlands in southern Ohio (Ohio River Scenic Route) are some of the prettiest landscapes in the country.

What this recent research fails to include, as McGranahan readily admits, is the **human-made** ingredients of place - land cover and land management especially. These viewshed issues are an as yet-undefined aspect of economic development and are probable contributors of economic prosperity in yet unspecified ways. The extent of land in crops, grass or forest, and the acreage of public parkland or protected open space, are not in the models of rural economic growth at present. In the same way that multidimensional quality-of-life measures in urban areas have become the norm, the human uses of land need to become part of the rural economic growth equation.

The National Scenic Byway Resource Center will be addressing - and hopefully leading - as the study of these issues evolves in the future. One of the top-ranked items in the long-term research agenda prepared by the Scenic Byways Research Committee (any new volunteers for members?) is to study differing perceptions of attractive landscapes as viewed by tourists and local residents. The former may be interested in recreation access and viewing 'unspoiled' places, while the latter may tend focus on how land uses affect local economic options. Interesting stuff - stay tuned! For more information, contact Barb Koth at the National Scenic Byways Resource Center (bkoth@byways.org or 800-429-9297, ext. 5).

Field Notes

Peter Norbeck National Scenic Byways in South Dakota by Barb Koth

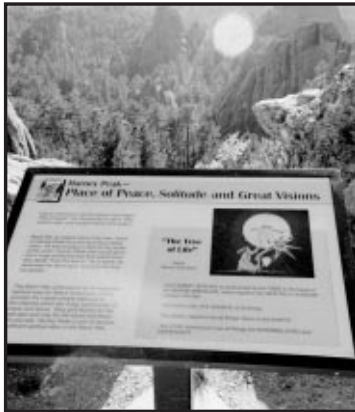
"You're not supposed to drive here at 60 miles an hour. To do the scenery half justice, people should drive at 20 or under; to do it full justice, they should get out and walk."

- Peter Norbeck, late 1920s conservationist, road designer, and South Dakota Senator, speaking of the Iron Mountain Road within the byway.



The roadway improvements suggest a real attention to detail to best showcase the natural (and human-made) environment. Mt. Rushmore can be seen in the background.

The fact that the road designer walked and rode on horseback to map the Needles Highway and Iron Mountain Road that are part of the Norbeck Loop is evident. Stone tunnels frame Mount Rushmore, even though the blasting for this national landmark had not yet been completed at the time the highway was built. The famous pigtail bridges, which gain elevation by crossing over the roadway in small ovals, have been refurbished with original-looking wood and the structural supports have been repaired. Pre-rusted "Corten" is used for much of the extensive guardrail, giving the road a look in keeping with the natural ambience. Stone and wood used in historic CCC-era buildings are reflected in new construction of kiosks, rest stops, and picnic areas. The architectural details in U.S. Forest Service entrance signs are repeated in the walls at interpretive exhibits. Add to this the narrow and curvy traditional alignment on the historic



Interpretive messages recognize the importance of Harney Peak and the Black Hills to Native Americans that consider this to be sacred ground.

portions, and the Peter Norbeck Scenic Byway is a real visual stunner!

The reason for Barb Koth's trip was to attend a byway meeting with U.S. Forest Service personnel and three Chamber of Commerce executives in the region. Byway Leader Steve Keegan is fairly new to his position with the Black Hills National Forest and there has been significant turnover at the various Chambers. It was an appropriate time to share lots of byway information, talk about strategic direction, and decide how this coalition is going to work together and communicate regularly. The National Park Service and Custer State Park are the other primary land managers along the route, with South Dakota Department of Transportation an integral partner as well. Custer State Park--with 1.8 million visitors annually--operates the Peter Norbeck Visitor Center, where Barb and Steve saw the newly rehabilitated museum exhibits that include a byway display.



Peter Norbeck Scenic Byway meeting participants: Stephen Keegan (Byway Coordinator), Amy Farber and Nancy Engler (Director, Hill City Area Chamber of Commerce), Rick Hudson (Byway Marketing) and Cindy Mayes (Director, Custer County Chamber of Commerce).

Wildlife and animals are big issues on this byway, as well as control of traffic and recreation use. All the agencies struggle with how to manage wildlife watchers along the road, especially congestion when buffalo or bighorn sheep are sighted. In addition, horseback riders use the right-of-way to move between parking areas and the equine trail system. At the present time, there are no official gateways to the byway due to traffic concerns at key locations. Placement and design of signing that is consistent with the aesthetic and historic character is also a pressing issue. Stricter use guidelines at the nearby Black Elk Wilderness, which currently does not require a permit, are under consideration.



Changes made to the pullout at Washington's Profile, funded with scenic byway grant monies, include more formal traffic control, tour bus loading and parking, site protection through fencing, and interpretive panels.

In visiting an equestrian trailhead, an accessible fishing platform, (a fee demo area) picnic areas, and the visitor boardwalk at Mt. Rushmore National Monument, extensive use of "TREX" wood-polymer lumber on boardwalks was noted (there must be other brand names as well for this same product). This is recycled plastic with sawdust binder that looks a lot like timber. Experienced users advise that it doesn't warp when appropriately used, such as for decking and stairs, but that it may sag over time when used as a structural support member (as it is not intended for that purpose). It seems like a versatile, affordable material that comes in a variety of earth tone and weathered colors.



The byway experience starts even before you get on the byway, when you exit the main highway toward Keystone by crossing a laminated wood truss bridge at the 16/16A intersection. It echoes the rough-hewn timbered look that is evident on the byway. The full-color photo is even more impressive - contact Barb Koth if you want that .jpg file.

Other impressions? There is a rich menu of activities along the byway, especially for non-motorized use along prominent multi-use trails: the 114-mile George S. Mickelson Trail and the 111-mile Centennial Trail. The Mickelson Trail, with four hard-rock tunnels and over 100 bridges and trestles, is a real Rails-To-Trails success story about volunteers, state and federal agencies coming together. The Centennial Trail, marking the 100th anniversary of South Dakota statehood, also provides an opportunity to hike, horseback ride and bike ride across a diversity of landscapes in the Black Hills. The flowered streetscaping in Hill City had strong visitor appeal. And it was fun to see the roadside signs that identify sites where movies were filmed - they look like clapper boards ("take 1," "take 2").



The new National Park Service parking structure, with vegetative buffer (in a few years), at heavily visited Mt. Rushmore. Entrance to the National Monument is free, but it costs \$8 to park here. A free lot is available further away.

Saving America's Treasures in the 21st Century

A significant contingent of byway folks attended the 54th National Preservation Conference in Los Angeles in early November. Attendees included Louisiana and Missouri State Coordinators Ty Bromell and Marci Horton, Loretta Wimberly from the Selma to Montgomery March Byway, Glenn Harper from the National Road in Indiana, Risa Varasso with Ohio State Tourism (and Byway Research Committee Member), and Barb Koth from the National Scenic Byways Resource Center.

True to Steward Brand's opening remarks about the Long Now Foundation (www.longnow.org), a group that tries to encourage (really) long-term thinking, this event organized by the National Trust for Historic Preservation was on-target in providing cutting edge information. With over 2,000 attendees, any conference report is only a small slice of what was happening. But, here are Barb Koth's impressions.



Campus video-to-computer simulation created by the UCLA's Urban Simulation Team. The program allows users to navigate in real-time in order to evaluate proposed architectural and landscape changes.

A session, which seemed to have great relevance for the byway community was **Visual Simulation Technology**, which profiled current research work at UCLA (www.ust.ucla.edu). The team demonstrated a computer program using video documentation of an existing route, supplemented with aerial photography and building designs. When all these pieces of information are combined, the user is able to navigate around the simulation in real-time and alter features of the environment. To make their point that this technology will be within the reach of average consumers at a reasonable price within three years, researchers showed a high-quality simulation made less than 24 hours earlier by walking around the UCLA campus with a video camera, and then adding blueprints for proposed buildings. Thus new development schemes or

preservation proposals such as highway reconstruction or ecosystem rehabilitation can be added to the model and options debated with visually accurate input. Another speaker from the Surface Transit Project in Los Angeles described how they had used this tool to gain public support for transit lanes in the downtown. Very very cool!

Another panel full of ideas gathered for the bittersweet session, *Losing the Battle but Winning the War*. In talking about **preservation initiatives** that failed, Teresa Brum, a Historic Preservation Officer in Spokane, Washington, summed her lessons (and reminders) this way:

- Battle = strategy, not fighting.
- Don't ask for money after the budget is passed.
- Remember that the good ol' boy network exists, and respect its' power.
- Plan on more than one meeting with elected officials. And don't ever make them look bad.
- Don't try to train elected officials on technical preservation issues, but welcome them to your meetings.
- Ask your elected officials to write a white paper on community preservation.
- Don't go in at the last minute just because you are right and your cause is just.
- Don't rely only on the historic facts and heritage story; the bottom line is usually economics.
- Don't stop after the issue is decided. Keep the network together.

Dan Marriott with the National Trust convened the early morning **Historic Roads** breakfast where many byway advocates were among the 40 attendees. Diane Kane, an architectural historian with Caltrans talked about efforts to improve the Arroyo Seco Historic Parkway in Los Angeles. Her list of suggestions included starting a task force, befriending a politician, using the intellectual power of a university, being adopted by a public policy institute, having a HAER (Historic American Engineering Record; www.cr.nps.gov/habshaer/haer/index.htm) study done, and holding a historic roads conference regionally. She also discussed a pending study on the impact of lowering vehicle speeds on historic parkways. John Daley, who runs 101 Café in Oceanside (California), talked about the famous coastal road that runs past his historic restaurant.

The 2001 conference is slated for October 16-21 in Providence, Rhode Island (www.nationaltrust.org).

Heritage Tourism Research

Heritage Tourism: Traveling to experience the places and activities that authentically represent the stories and people of the past.

The Ohio Division of Travel and Tourism's Risa Varasso has organized a heritage tourism research breakfast at the National Trust conference for several years. Three panelists addressed over 100 participants on how to measure whether heritage tourism investments in product and promotion are worthwhile. Dr. Ed McWilliams with D.K. Shifflet and Associates (Falls Church, Virginia) presented results of a California study on heritage tourism. California has the largest market share for heritage travel, followed by Texas, New York, Florida, Pennsylvania, Tennessee, and Ohio. The study reinforced consistent findings that heritage travelers spend more money (\$107 per person per day versus \$99 for all tourists), and take longer trips (2.6 days on average, compared to 2.1 days). For a copy of the full results on expenditures, product satisfaction, sociodemographic profiles, and trip characteristics, contact Barb Koth at bkoth@byways.org or 800-429-9297, ext. 5). Similar work for Pennsylvania heritage areas is online (<http://www.ohiotourism.com/industry/heritage/statistics/pennsylvania.html>).

Janice Kemmerling, Principal with Tourism Research and Development (Cedar Ridge, Texas), discussed findings from the evaluation research documenting the performance of Illinois's Heritage Tourism Demonstration Areas (www.tourism.uiuc.edu/heritage). If you click on any of the seven heritage areas, you'll find statistics for economic impact (expenditures, employment, tax receipts), hotel receipts (number of properties, gross revenues), business creation, eating and drinking tax collected, gas tax, and attendance figures. The most interesting feature is a measure of a community's capacity to host heritage tourism, determined by multiple factors, including:

- Whether or not an active tourism committee is in place;
- Whether or not there is an active cultural heritage tourism program;
- How the economic development function is structured and how planning occurs;
- The level and kind of development support from banks and government;
- Land use factors;
- Internet usage;
- Chamber of Commerce activities;
- How downtown merchants work together;
- Community attitudes toward growth; and
- Quality-of-life.

(Continued on page 8)

New Staff Assignments Announced

There have been several recent staff changes at the National Scenic Byways Resource Center (Duluth, MN) and the Federal Highway Administration (Washington, D.C.). An updated listing of primary contacts for state coordinators and byway representatives can be found on page 13. Staff members work together to provide technical assistance to the byway community. Please contact us with your questions, ideas, and suggestions.



Dennis Adams recently returned to Washington D.C., accepting a staff position with the National Scenic Byways Program in Federal Highway Administration following his retirement from the Minnesota Department of Transportation (MnDOT). He brings the management and production experience of 31 years as a transportation landscape architect to this new assignment. During his MnDOT years, Dennis designed and constructed over 20 major rest area facilities and provided legislative liaison to preserve rest area funding. From 1990 on, he helped develop and coordinate Minnesota's scenic byway program. During a one-year mobility assignment with the National Scenic Byways Program in 1999, Dennis helped revise the year 2000 nomination package and FY 2001 grant application process. He also developed training and explanatory materials that became part of the application Web site. His primary duties during this new assignment include revising and producing the 2002 nomination package for national byway designations. He will also assist with preparation work on reauthorization of the program by Congress. Dennis looks forward to broadening his knowledge of byway activities in his assigned states, so make his phone ring!



Kenneth Petty currently serves as the Program Accountant for the National Scenic Byways Program within the Federal Highway Administration. Kenneth recently graduated Summa Cum Laude with degrees in Accounting, Finance, and Computer Accounting Technology from the University of the District of Columbia. Prior to graduation, Kenneth developed a National Scenic Byway's grant fund database, which keeps a record of scenic byway grants throughout the life of the program. With Rob Draper, Director of the National Scenic Byways Program, Kenneth co-authored "On the Road to Recreation," an article for The Journal of Physical Education, Recreation & Dance. Once the new fiscal year is in place, he will prepare allocation memos for

projects selected in the current grants cycle while monitoring the programs balance, obligations, and expenditures. In addition, Kenneth will provide technical assistance to his assigned states, participate with the Scenic Byways Chapter of the AASHTO Guide, and work with the newly developed national program marketing plan. Although not new to the program, Kenneth looks forward to gaining new experiences and broadening his knowledge of the program.



Cheryl Newman was recently promoted to Byways Resource Specialist at the National Scenic Byways Resource Center (Duluth, MN). She has worked as the Center Administrator since February 1999. During that time, she served as *Vistas* editor, Conference Administrator for the 1999 National Scenic Byways Conference, and oversaw set-up of the Center's informational library. Cheryl has provided valuable in-house support by responding to daily phone and e-mail requests for byway information and assistance. She looks forward to providing more direct services to her assigned byways. Cheryl brings a background in administration, education, and voluntarism to her role at the Center. Prior to joining the Center, Cheryl worked for 17 years at the 3M Company in St. Paul, maker of Post-it® notes and 60,000 other innovative products. A unique assignment in 1990-1991 gave her the opportunity to work as a staff member for the '91 International Special Olympics, a sports event that involved 3,000 athletes with mental retardation from 160 different nations, and 30,000 volunteers. Cheryl holds a BA in Education from Concordia College (Moorhead, MN) and is an adjunct instructor for Century College (White Bear Lake, MN). Her home is located on Minnesota's North Shore Scenic Drive.



For Your Resource Shelf

Historic Preservation and Transportation *Forum Journal*, The Journal of the National Trust for Historic Preservation Summer 2000, Volume 14 (4)

This 64-page booklet is a keeper for your reference and idea shelf. The special topic issue is a compilation of nine articles by various experts. Historic roads (with a New Jersey case study), the hot topic of context-sensitive (i.e. flexible) highway design, billboards, the transportation Enhancements grant program, HAER's (Historic American Engineering Record) involvement with historic roads and bridges, and FHWA's Historic Preservation Program are all issues with which byway advocates should be familiar. Scenic Byways Program partners Dan Marriott (National Trust for Historic Preservation) and Meg McGuire (Scenic America) are among the authors. Reader-friendly, nontechnical and practical information is the hallmark of this quarterly journal.

Available online at <http://www.nthpbooks.org/>, and then search for "Forum Journal" Basic price \$6, with discounts for members.

(Continued from page 7)

Saving America's Treasures...

The 80+ targeted questions in the actual survey are a good guide for gauging strengths and weaknesses of your own community work on the byways.

Barb Koth's presentation was more process-oriented in detailing tradeoffs among the various methods for collecting economic impact data, and highlighting common flaws in estimating the economic return on travel. She described how the Scenic Byways program was working to standardize approaches and build a body of comparable knowledge, as well as strengthen capacity to conduct and interpret such research in the byway community, as a byproduct of current research underway (see related story).

In the wrap-up discussion, the group tried to clarify where-do-we-go-from-here, based on previous national forums that defined heritage and cultural tourism and set an action agenda for learning more about this market segment. Ohio's national leadership on this issue is also evident in the Web-based resource guide to foundation and corporate funding sources for heritage tourism. Check out www.ohio-tourism.com/industry/heritage for more information on both these research and grant topics.

The Long Road to Success

Signing the Ohio River Scenic Byway

Signs are powerful objects. They create awareness, direct traffic, provide a sense of identity, and increase brand recognition. The 277 newly installed signs along the Ohio River Scenic Byway (ORSB) in Indiana are an important, long-awaited addition to the road.

They will alert motorists that the road on which they travel is more than just a road. It is one of America's treasures. After four years of being a nationally designated scenic byway, it's easy to understand why folks along the Ohio River Scenic Byway are excited about seeing signs along the route.

Highway crews installed the new scenic byway signs along the Indiana portion of the 942-mile, three-state Ohio River Scenic Byway in July. It was the last step in a collaborative process to design, select, and fabricate signage for this multi-state route that runs along the southern borders of Illinois, Indiana, and Ohio.

The three-state collaboration could have been a difficult process, but the groups cooperated extremely well.

How did three states come together and pool efforts to create consistent interpretive and marketing plans and uniform signs for a road they have in common? What kind of impact have the signs made on tourism and interest in the National Scenic Byways program? What is the value and importance of signing a scenic byway?

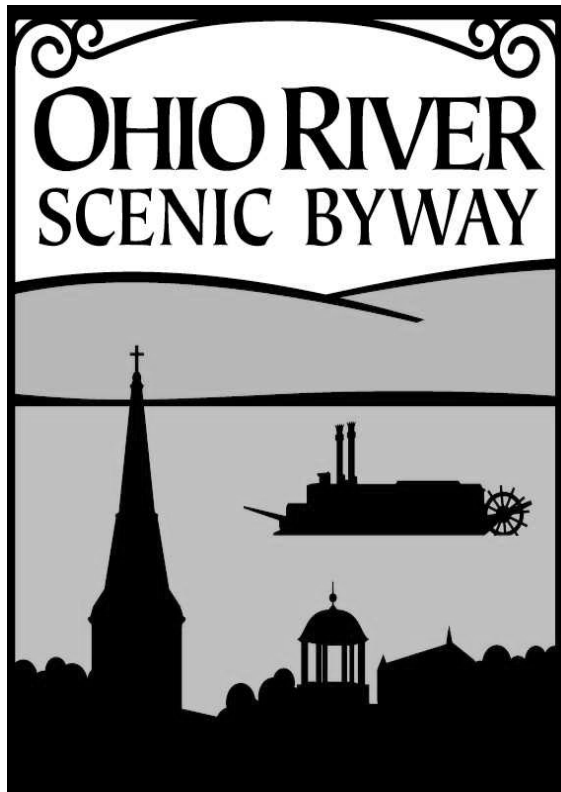
Southern Indiana is home to 302 miles of the Ohio River Scenic Byway. Mike O'Loughlin, Indiana Scenic Byway Coordinator, described the signage activities in his state. Before sign installation began, the Indiana Department of Transportation (INDOT) district offices agreed to supply signposts and mounting hardware, as well as any needed arrows to direct motorists at turning points along the byway. These items contributed to the local match.

Initial route sign installation costs (labor + equipment + materials) total \$15,346 for the Indiana portion of the scenic byway. Over time, some sign panels may need to be added or replaced, but districts have an ample sup-

The newly installed signs along the Ohio River Scenic Byway alert travelers that the road is, indeed, something special.

ply of ORSB signs in reserve to meet needs well into the future.

In June, First Lady Judy O'Bannon unveiled the first of Indiana's new Ohio River Scenic Byway route signs. Following the event, INDOT districts began installation. Indiana district traffic engineers reported that a total of 277 route signs were installed along the byway, 207 on state highways by district forces and 71 by crews from local jurisdictions on "off system" sections of the route.



Linda Lytle was president of the Ohio River Scenic Byway of Southern Indiana, Inc., a not-for-profit organization dedicated to preserving and protecting the byway, while the three states tried to develop consistency among the multi-state portions of the corridor. The three-state collaboration could have been a difficult process, but the groups cooperated extremely well.

"Representatives from the state tourism offices, the departments of transportation, and two byway representatives from each state worked together to create consistency along the byway. The process went smoothly, making the whole experience a very positive one," said Lytle.

[We've] seen an explosion of interest in the byway since signs appeared along the route. It was like turning on a switch.

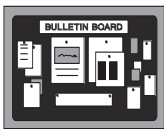
The groups have come to realize the value of signage along the byway. Southern Indiana has seen an explosion of interest in the

byway since signs appeared along the route. "It was like turning on a switch," explained Jim Keith, Executive Director of the Southern Indiana Convention and Tourism Bureau. Many callers have requested ORSB visitor maps and brochures. In addition, cover stories about the byway have continuously appeared in local newspapers throughout the region since the sign installations.

Although nationally designated routes are familiar to folks involved with the National Scenic Byways Program, they aren't familiar to many others. Tourists may not even realize they are driving on a special route. The signs along the Ohio River Scenic Byway alert travelers that the road is, indeed, something special. Visitors learn that the road has received recognition as one of the country's cultural, historical, and scenic treasures. Jim Keith noted that the signage of the byway is crucial. "The signs identify the product. Without signs, you really don't have a product."

"While the Ohio River Scenic Route has not yet developed a marketing plan, there has been demand for brochures created for the Indiana portion three years ago," noted Lytle. "We ran out of those brochures. We decided to print more to meet the current demand until the three states complete their efforts to market the whole route, instead of marketing three separate routes." Once a marketing effort for the entire Ohio River Scenic Byway is put in place, the results are expected to be impressive.

The Ohio River Scenic Route is paving new ground. It is the first multi-state effort to develop uniform marketing and interpretive plans, as well as uniform signage. There are clear benefits for both the byway organization and the byway traveler. Hopefully, other multi-state efforts will find similar success.



Byway Bulletin Board

New Mexico's Route 66 and Turquoise Trail Celebrate Together

An unusual winter-like October storm in the East Mountains of the Sandias didn't stop an enthusiastic crowd, who gathered to celebrate two new nationally designated scenic byways. Members and friends of the New Mexico Route 66 Association and the Turquoise Trail Association gathered in the Village of Tijeras to participate in an official ribbon cutting ceremony. The two National Scenic Byways intersect in the village.



Despite ice, snow, and cold, more than 50 byway supporters gathered to dedicate two new National Scenic Byways.

New Mexico Route 66 Association President Rich Williams and Turquoise Trail Association President Carla Ward came up with the idea of a joint celebration, while attending the announcement of the year 2000 National Scenic Byways and All-American Roads in Washington D.C. this past June. Carla and Larry Volthuis from Turquoise Trail and Susan Simons and Mike Pitel from the New Mexico Route 66 Association worked together to plan the event.

Mayor Chavez of Tijeras Village, New Mexico, addressed the crowd along with a representative from New Mexico Senator Jeff Bingaman's office. Mayor Chavez spoke of the important impact these designations have in a community's efforts to conserve scenic beauty and share their histories with visitors seeking an authentic Southwest experience.

Official designation plaques were presented to both byway organizations. Classic motorcycles and vintage cars were on display. A regiment of Civil War history enthusiasts dressed as soldiers to reenact one of the battles that was fought between Union and Confederate armies to capture Tijeras Canyon, a strategic point in the Southwest. Civil War gunfire, the roar of automobile engines, and lots of hot cocoa and coffee combined to create a very successful event.

Hawaii Benchmarks Oregon

A multi-agency team from Hawaii visited Oregon in September to review their Historic Bridge Preservation, Road Design, and Scenic Byways Programs. The Oregon visit involved a three-day road trip and lots of discussion. The group was especially intrigued by projects to restore historic bridges designed by Conde B. McCullough along the Pacific Coast National Scenic Byway. They also studied highway and historic restorations of the roadway and bridges along the Historic Columbia River Highway All-American Road. Oregon and Hawaii officials look forward to continued discussions as Hawaii works toward creation of a scenic byway program and implementation of a historic bridge preservation program. The Hawaii delegation also visited Vermont.



FHWA, Hawaii & Oregon staff at the south end of the Yaquina Bay Bridge on the Pacific Coast National Scenic Byway. Back Row, L to R: Don Hibbard, Hawaii SHPO; Domingo Galicinao, Hawaii FHWA; Ross Hironaka, Hawaii DOT Road Design; Bruce Johnson, FHWA Oregon; Paul Santo, Hawaii DOT State Bridge Engineer. Middle row, L to R: Frank Nelson, Oregon DOT Bridge Section; Russell Iwasa, Hawaii DOT Scenic Byways; Pat Moran, Oregon DOT Scenic Byways. Front row, L to R: Mark Hirota, Oregon DOT State Bridge Engineer; Lea Ann Hart-Chambers, Oregon DOT Scenic Byways.

Executive Director Sought for Washington Heritage Trail

This exciting part-time position will work with the Board of Trustees to plan, develop, interpret, and market the Trail throughout the eastern panhandle of WV. The successful applicant will have demonstrated knowledge and experience in professional planning, developing historical, cultural and/or scenic interpretive plans, coordination and communication of activities with diverse communities, grant writing and implementation, and tourism marketing. This position is funded through a Federal Highways Administration grant and is expected to begin January 2001. Position offers flexible work location, flexible hours and anticipates a minimum of 20 hours per week. \$20,000 annual. Submit resumes as soon as possible to: WHT, 208 South Queen Street, Martinsburg, WV 25401.

Byways Are a Piece of Cake



Sandy Balch, byway leader for the newly designated Strait of Juan de Fuca Scenic Highway (National Scenic Byway), sent this photo of a byway cake baked by 'tourists' who love the area. Heidi Saupe of Shelton, Washington made the cake for a community potluck to open Clallam Bay-Sekiun Fun Days this summer. Heidi and her husband Conrad are anglers who visit this corner of Northwest Washington often.

(Continued from cover)

Scenic Conservation Planning...

Major concerns identified in the byway's corridor management plan include gravel pit mining, which literally is hauling the ridge away by the truck load; clear-cutting of hardwood forests; soil erosion resulting from fragile loessal soils; proliferation of junkyards; and spread of deadly kudzu vegetation introduced onto the ridge in the 1930s in a misguided attempt to control erosion.

The Crowley's Ridge Parkway Partners applied to be a test field site for the scenic conservation workshop as a way to begin addressing these issues. They also wanted to identify other developmental threats to the scenic quality of the byway. A major rationale in seeking National Scenic Byway status was the potential for economic development through natural and cultural heritage tourism. Much of this potential cannot be realized without a Scenic Conservation Action Plan in place.



As part of the scenic conservation planning workshop, participants from Crowley's Ridge took a half-day field trip to closely examine a section of the byway in order to identify visual resources and consider scenic conservation strategies.

(Continued on next page)

Scenic Conservation Planning...

Participants in the workshop for Crowley's Ridge Parkway included 20 representatives from city and county governments along the ridge, as well as other community leaders from all segments of the byway. In addition to the original concerns, participants identified other issues during the workshop including the growing number of wireless towers, the need for context-sensitive highway design, and utility company tree-topping practices. One participant observed that, "Hearing about accomplishments in other counties was helpful and gave us ideas."

Though participants identified various strategies and techniques related to each area of concern, one of the greatest results of the process in Arkansas was the development of an action agenda. This agenda calls for meetings with various public and private partners to discuss specific roles they must play if the intrinsic qualities of the region are to be protected into the future.

A major rationale in seeking National Scenic Byway status was the potential for economic development through natural and cultural heritage tourism. Much of this potential cannot be realized without a Scenic Conservation Action Plan in place.

For example, the Crowley's Ridge Parkway Partners expect to schedule a meeting soon with the Arkansas governor and his cabinet to seek his leadership in making the parkway a Best Management Practices model for all state agencies. This would include areas such as river restoration, small town design/development, ridge protection, highway maintenance and beautification, protection of archeological and historical sites, etc.

Crowley's Ridge Parkway achieved its national designation through involvement of more than 500 volunteers along the route. The Crowley's Ridge Parkway Partners will develop the final Scenic Conservation Action Plan with the same opportunity for input.

Workshop participants will facilitate a general public meeting in each of the eight counties. During the general meetings, task forces will be formed for each county. These task forces will review preliminary workshop results and identify other issue areas, strategies and techniques. The Steering Committee (workshop participants) will review and organize the task force reports into an overall plan that also will serve as a handbook for each county.

Big Sur Coast Highway

*Aileen Loe, Project Manager,
Caltrans*

The Big Sur Coast Highway is a 75-mile section of the Route One, Pacific Coast Highway in California. The route was designated an All-American Road in 1996 and extends roughly from Carmel to San Luis Obispo. The highway's location, literally on the edge of the continent, is geologically unstable. During periods of storm damage there is pressure to open the road quickly, while at the same time minimizing the impact on the environment. At times, byway supporters see these practices for managing and maintaining the highway as possibly threatening the intrinsic scenic qualities of the corridor.



Big Sur Coast Highway workshop participants outlined the beginning of a Scenic Conservation Action Plan in hopes of preserving visual resources along the byway like this scenic vista. The action plan will be incorporated into the Big Sur Coastal Highway Management Plan.

A revised corridor management plan for the Big Sur Coast Highway is in development to address these threats to the visual quality of the corridor, as well as other issues. This plan is being called the Coastal Highway Management Plan (CHMP). Initiating the CHMP involved identification of a large and diverse group of stakeholders. The stakeholders include agencies from all levels of government, elected officials, non-governmental organizations and community members.

The byway learned of the Resource Center's scenic conservation planning project just as CHMP efforts were getting underway. The timing and the efforts were complementary and byway organizers felt fortunate to be selected as part of the trial efforts! To develop the list of participants for the scenic conservation workshop, byway leaders started with the core group of CHMP representatives working on scenic and habitat conservation issues and expanded the list to include others known to be interested and committed to a two-day workshop.

As part of the workshop, participants took photos of the corridor and categorized the images as: attractive places and landscapes, eyesores, landscapes at risk, or landscapes that have been successfully protected. Giving participants the opportunity to provide specific input in this way was very effective. One participant commented that the exercise was, "very productive and gave participants a solid feeling of contribution to the process." With the photos and the discussion that followed, the group was able to sort the issues threatening the byway's scenic quality into six different areas: storm damage repair, highway design, vegetation management, signs, development/lighting, and utilities. The group then outlined the beginning of a Scenic Conservation Action Plan that will be incorporated into the Big Sur CHMP.



Byway supporters for the Big Sur Coast Highway in California outlined the beginning of a Scenic Conservation Action Plan at their workshop held in September. The plan will be incorporated into the byway's revised corridor management plan.

As part of the Big Sur CHMP effort, Caltrans has formed five working groups for collaborative problem solving. These five groups include: Storm Damage Response & Repair, Scenic & Habitat Conservation, Maintenance, Public Access & Recreation, Funding Needs & Priorities, and Plan Implementation. To advance the goals identified at the workshop the Scenic & Habitat Conservation Working Group will continue working to develop specific actions to address each area of concern. The Storm Damage Response & Repair working group will tackle the depth and complexity of issues surrounding storm damage repair.

Involvement in the scenic conservation planning project has provided a good boost to efforts already underway on the Big Sur Coast Highway. The photographs taken by participants as part of the workshop provide specific illustrations of the issues which are now organized into manageable sections of the corridor (75-miles broken into 13 segments for analysis and action planning). While there will continue to be

(Continued on next page)

challenges on the way to developing widely-accepted long-term management strategies, the scenic conservation planning workshop provided an excellent framework to transform complaints and anxieties into real solutions.

The scenic conservation planning workshop provided an excellent framework to transform complaints and anxieties into real solutions.

Training Materials Being Developed

The Resource Center is encouraged by the results from the pilot workshops, and expects to publish the scenic conservation manual early next year. The Center also looks forward to helping other byways preserve the visual quality of their corridor, and agrees with Aileen Loe of Caltrans that, "Effective scenic conservation planning is best accomplished by those having the greatest knowledge and the greatest connection to the place—the byway community. As state and federal agencies have a role to manage resources and facilities with a 'big picture' perspective, it is unique and refreshing to see that the byway program brings a community perspective to the forefront. The scenic byways program empowers those who are most passionate about the places they know and call home."



America's Byways: Celebrating the Journey

Call for Presentations

The National Scenic Byways Resource Center and the Federal Highway Administration invite interested individuals and groups to submit proposals for presentations at the National Scenic Byways Conference, to be held August 26-29, 2001 in Portland, Oregon.

Why Present?

Open the doors of opportunity and benefit from the prestige and visibility of speaking at this important conference.

- Network with key leaders in the scenic byways community
- Form valuable business connections
- Position yourself as a byways expert
- Share your ideas with a diverse and influential audience
- Achieve recognition and enhance your credibility within the scenic byways community
- Receive acknowledgement in pre-and post-conference publications

The Conference Audience

Speakers will have the opportunity to reach byway supporters and leaders from across the nation. This includes state scenic byway representatives, local byway groups, transportation and tourism officials, federal land management agencies and other organizations involved with the National Scenic Byways Program.

Presentations

Presentations are being solicited in nine general areas. Topics may include, but are not limited to:

- Byway Organization and Leadership
- Marketing
- Planning and Growth
- Funding, Grants, and Money
- Building Better Byways
- Technology
- Research
- Logos and Signage
- National Scenic Byway Program Issues

Deadline

Proposals must be submitted by January 31, 2001. To request an application form, please contact the National Scenic Byways Resource Center at 800-429-9297, ext. 5 or mjohnson@byways.org.

Call for Sponsors and Exhibitors

The 2001 National Scenic Byways Conference is also seeking sponsors and exhibitors with connections to travel, tourism, transportation, natural resources, and historic and cultural preservation. There are many cash and in-kind sponsorship options available. Sponsorship gives you an opportunity to meet prospective clients, gain access to key byway contacts and increase your visibility in the byway community.

Conference Format

Over 400 attendees are expected to attend this four-day conference. An excellent agenda will feature keynote speakers, mobile workshops, a portfolio of educational topics, exhibits, displays and special events.

Sponsorship

A wide range of sponsorship levels start with a Resource Directory listing (\$100) to major sponsorship (\$10,000) of an outstanding speaker or special event. Hopefully, you'll find just the right option for your company or organization.

Exhibits

Limited exhibit booth space is available to non-byway organizations. This is an exclusive opportunity to make valuable contacts throughout the conference by purchasing an 8 x 10 exhibit booth. Space is available on a first come first served basis.

New This Year

Gain visibility by reserving space for a poster display (limited space available). You may also choose to reserve ad space in a Resource Directory that will be distributed to all conference attendees.

Byway Displays

All-American Roads and National Scenic Byways can reserve a tabletop display at no charge by completing a display registration form. Limited space available.

For more information, contact our conference planners, EWE-ME and Company at 503-244-4294 (phone) or tom@eweme.com.

☎ Who Do You Call?

STATE ASSIGNMENTS

Due to recent staff changes, the National Scenic Byways Resource Center and the Federal Highway Administration have updated our primary contacts for state coordinators and byway representatives. *We look forward to your calls!*

STATE	RESOURCE CENTER STAFF (DULUTH, MN) 800-429-9297, ext. 5 (Koth, Hanka, Newman)	FHWA STAFF (WASHINGTON, DC) 800-429-9297, ext. 3, press 1 (Adams) 800-429-9297, ext. 3, press 4 (McNamara) 800-429-9297, ext. 3, press 5 (Petty) 800-429-9297, ext. 4 (Hurt Davidson)
Alabama	Cheryl Newman	Mary Ann McNamara
Alaska	Barb Koth	Mary Ann McNamara
Arizona	Cheryl Newman	Sharon Hurt Davidson
Arkansas	Henry Hanka	Dennis Adams
California	Henry Hanka	Sharon Hurt Davidson
Colorado	Henry Hanka	Sharon Hurt Davidson
Connecticut	Barb Koth	Mary Ann McNamara
Delaware	Henry Hanka	Kenneth Petty
District of Columbia	Henry Hanka	Kenneth Petty
Florida	Cheryl Newman	Mary Ann McNamara
Georgia	Cheryl Newman	Mary Ann McNamara
Hawaii	Cheryl Newman	Sharon Hurt Davidson
Idaho	Barb Koth	Mary Ann McNamara
Illinois	Cheryl Newman	Dennis Adams
Indiana	Cheryl Newman	Dennis Adams
Iowa	Henry Hanka	Dennis Adams
Kansas	Barb Koth	Dennis Adams
Kentucky	Henry Hanka	Dennis Adams
Louisiana	Cheryl Newman	Dennis Adams
Maine	Barb Koth	Mary Ann McNamara
Maryland	Cheryl Newman	Kenneth Petty
Massachusetts	Henry Hanka	Mary Ann McNamara
Michigan	Henry Hanka	Dennis Adams
Minnesota	Henry Hanka	Sharon Hurt Davidson
Mississippi	Cheryl Newman	Dennis Adams
Missouri	Henry Hanka	Dennis Adams
Montana	Barb Koth	Mary Ann McNamara
Nebraska	Barb Koth	Dennis Adams
Nevada	Cheryl Newman	Sharon Hurt Davidson
New Hampshire	Henry Hanka	Mary Ann McNamara
New Jersey	Henry Hanka	Kenneth Petty
New Mexico	Cheryl Newman	Mary Ann McNamara
New York	Henry Hanka	Mary Ann McNamara
North Carolina	Cheryl Newman	Sharon Hurt Davidson
North Dakota	Barb Koth	Dennis Adams
Ohio	Cheryl Newman	Dennis Adams
Oklahoma	Barb Koth	Dennis Adams
Oregon	Barb Koth	Mary Ann McNamara
Pennsylvania	Henry Hanka	Sharon Hurt Davidson
Puerto Rico	Henry Hanka	Sharon Hurt Davidson
Rhode Island	Barb Koth	Mary Ann McNamara
South Carolina	Cheryl Newman	Sharon Hurt Davidson
South Dakota	Barb Koth	Dennis Adams
Tennessee	Cheryl Newman	Dennis Adams
Texas	Henry Hanka	Dennis Adams
Utah	Barb Koth	Mary Ann McNamara
Vermont	Barb Koth	Mary Ann McNamara
Virginia	Henry Hanka	Kenneth Petty
Washington	Barb Koth	Mary Ann McNamara
West Virginia	Henry Hanka	Kenneth Petty
Wisconsin	Henry Hanka	Dennis Adams
Wyoming	Barb Koth	Mary Ann McNamara

2001 Calendar

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

January 3 & February 7

Conference Call for Byway Leaders
National Scenic Byways Resource Center
(800) 429-9297, ext. 5 or
mjohnson@byways.org

January 7-10

Partners Outdoor X
Sponsored by the American Recreation
Coalition
Reno, NV
www.funoutdoors.com

January 22-24

*Celebrating and Conserving Real Places:
A National Heritage Tourism Development
Conference*
Sponsored by the Alliance of Nat'l
Heritage Areas
Charleston, SC
<http://www.cofc.edu/~heritage/>

January 31

Proposals Due
Call for Presentations
2001 National Scenic Byways Conference
800-429-9297, ext. 5

February 5-9

*Main Street Certification Institute in
Professional Downtown Management*
National Main Street Center (NTHP)
Washington, D.C.
www.mainst.org/institute.htm
(202) 588-6219

March 1-2

Analysis and Preservation of Historic Bridges
Sponsored by the American Society
of Civil Engineers
Las Vegas, NV
www.asce.org/conted/structural.html
(800) 548-2723

March 7-9

*2001 Festival & Events
Expo Show*
Atlantic City, NJ
(360) 457-3141

March 10-14

2001 APA National Planning Conference
92nd Conference of the American Planning
Association
New Orleans, LA
www.planning.org

April 1-4

National Town Meeting
Sponsored by the National Main Street Center
Indianapolis, IN
www.mainst.org
(202) 588-6329

April 3-7

*Reveal the Untold Stories: Interpreting Sacred
Places and Native People*
Spring Training Workshop
National Association for Interpretation
Honolulu, HI
(907) 267-1278; nancy_stimson@ak.blm.gov
(402) 221-3472; tom_richter@nps.gov

April 29 – May 2

*Partnerships: Preserving the Past, Managing
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Baltimore, MD
www.narrp.org
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National Scenic Byways Resource Center
Arrowhead Regional Development Commission
227 West First Street, Suite 610
Duluth, MN 55802

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More people are on the road and in the air than at any other time of the year. This holiday season 60.6 million Americans are expected to travel 100 miles or more from home, a 4 percent increase over last year's plan to go by auto this holiday, a 5 percent increase over last year. Another 15.7 million will travel by airplane, train or bus, up 3 percent. Here's wishing you safe and pleasant holiday travel!

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