

VISTAS



OCTOBER 2001

What's Inside:

- Have You Talked With Your State Scenic Byway Coordinator Lately? 3
- AASHTO Award Winners . . . 6
- Seward Highway-North Shore Scenic Drive All-American Road Exchange 9
- Research Corner 10
- Off the Shelf 10
- Driving the Byways 11

National Conference Exceeds Expectations

America's Byways: Celebrating the Journey," the 2001 National Scenic Byways Conference held August 26-29 in Portland, Oregon, exceeded the expectations of planners and participants alike. The bi-annual event, presented by America's Byways Resource Center in cooperation with the Federal Highway Administration brought together nearly 500 enthusiastic and dedicated scenic byways volunteers, agency staff and supporters—about 100 more than organizers originally hoped to see. In all, fifty nationally designated scenic byways were represented at the conference. "I was gratified by the turnout. We've come a long way as a byway community even since two years ago...and we're starting to unify,"

"It was great to see so many people in one place that have so much energy for a common vision."

Host Committee Co-Chair Judy Lorenzo

commented Host Committee Co-Chair Pat Moran of the Oregon Department of Transportation.

Moran's counterpart, Host Committee Co-Chair Judy Lorenzo, from the Washington State Department of Transportation, added, "It was great to see so many people in one place that have so much energy for a common vision."



Greeting old friends.

"The energy level was very high," agreed Michelle Johnson, Assistant Director for America's Byways Resource Center. "I think people were excited to share ideas and to network."

The Networking Connection Networking ranked among the primary reasons for attending, and participants didn't shy away from making contacts. Johnson from America's Byways Resource Center noted, "People talked...not just about the weather (which was perfect!). There was real content. They were truly networking."

"The conference is number one for networking," said Bobby Koepplin, Chairperson and Project Director with the Sheyenne River Valley Scenic Byway/Backway and a Manager of Rural Development for Cass County Electric Cooperative in Kindred, MN. "I have more business cards and email addresses than I've ever had!"

Other Participants Echoed the Sentiment Buddy Cunill, Florida Department of Transportation State Scenic Highways Coordinator, said, "What



Hitchhiking the byways with Tom Bodett, Gary Tonkin and Steve Raukar.

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I liked best about the National Conference in general was that it allows state coordinators and byway people—the chairpeople and groups—to get together to share information, to learn about what make programs work...or not work.” Cunhill also felt good about the way participants worked together. “People are willing to share everything. It’s all on the table. They have no qualms about sharing. This speaks well of our entire byway community.”

Ray Keller, City Planner for Dekalb, Illinois, and Chairperson for the Illinois Lincoln Highway Coalition, said, “It was an opportunity for me to meet other people, see how things could be done, reestablish contacts and catch up.”

More Than 40 Sessions

The conference offered more than forty concentrated learning sessions and several special presentations. “That was one of the challenges: there’s so much to see, how do you chose?” commented Keller of Illinois.



Enjoying the exhibits.



Stopping off at Dee Wright Observatory.

Organizers arranged an impressive list of speakers, many of whom are nationally and internationally recognized. The subjects of the sessions seemed to touch pertinent issues for participants.

“(It’s) valid, usable, practical information. At a lot of conferences, people give talks and you don’t come away with anything. Here, you come away with tons. You can go as a neophyte and walk away with tons of material that will help you do your job,” said Canill from Florida.

The Host Committee Co-Chairs both felt that there wasn’t enough time to digest all of the good information. “We had high-quality sessions and people

wanted to experience all of them,” said Moran.

From the evaluations reviewed so far, it appears that the primary concern was too many choices. America’s Byways Resource Center immediately created a plan to allow participants to check out videos of several sessions they might have missed but wanted to see.

In addition to the classroom-style learning opportunities, a mobile workshop on Tuesday shared insights to the development and management of the Historic Columbia River Highway All-American Road. The tour proved very popular, and stand-by lists were necessary. In the end, everybody found a seat that wanted one.

The pre-conference interpretive planning workshop held August 24 through 26 at the Inn of the Seventh Mountain in Bend, Oregon, also earned high marks. A classroom presentation by interpretation expert Lisa Brochu was combined with mobile excursions carrying 130 participants across five breathtaking byways located near Bend.

One of the most popular features of this year’s conference was a Web site laboratory. One-on-one consultations with the National Scenic Byways Program Web team from the University of Utah showed how to use www.byways.org to network and market roadways. The online staff even took appointments well after the Conference concluded to accommodate everyone.

Tom Bodett ‘Blew People Away’

One of America’s master storytellers, Tom Bodett, served as the keynote speaker at the opening session. He recounted the ways America’s roads influenced his life, sprinkling the tales with warm humor and keen observations. He instantly became the conference highlight. *(Apparently, the feeling is mutual. Please see the post-conference interview on page 4.)*

National Conference continues on pg. 4

Roadside Reflections by Gary Tonkin, Director

The recent national tragedies have left all of us numb. The resulting impacts on so many lives are immeasurable. What struck me in the aftermath of the disaster was the way the country has responded. The outpouring of volunteers, the donations of time and money, the everyday giving of people still shocked to the core. Although the volunteerism from the national tragedy and the Byway Program stands on vastly different scales, there is an inkling of the same “roll up your sleeves” attitude that’s at the heart of all of you in the greater byway community.

As we all know, the giving nature of people is what forms the basis of the scenic byway program. At the national conference in Portland last month, I was reminded again and again of the tremendous creative energy that drives this program. Byway leaders, byway volunteers, state byway coordinators, and many others showcased their successes.

The challenge facing byways with the Congressional “ear-marking” of all the funds in the 2002 Scenic Byway Discretionary Grant Program was discussed in detail. Rather than letting this challenge weigh everyone

down, it was met with a flow of energy and ideas for highlighting the successes in this program. I felt energized by this outpouring. I strongly believe that the people that make this program what it is will overcome this challenge.

The Resource Center is compiling, and will soon have available, a report on the many byway success stories that were sent in response to this call at the conference. This will definitely have an impact on those that may not be familiar with the many benefits this program has brought to regions and communities across the country.



Gary Tonkin, Resource Center Director

Thank you again for all your efforts on both fronts!

Have You Talked With Your State Scenic Byway Coordinator Lately?

Note: This is part of a continuing series of articles by the Federal Highway Administration about the nomination of roads as National Scenic Byways and All-American Roads. As each article is published, FHWA is posting it on the nomination section of www.byways.org.

The FHWA has announced the fourth National Scenic Byways Program nomination cycle culminating in additional byways being designated by Secretary Norman Mineta in Summer 2002. The nominations are due to FHWA division offices by January 22, 2002.

Anyone may nominate a road for possible designation as a National Scenic Byway or an All-American Road, but the byway must have a corridor management plan and the nomination must be submitted through a state's identified scenic byway agency. In most states, the department of transportation serves as the scenic byway agency.

Your state coordinator should be your first call when considering nominating your byway for national designation. All nominations are submitted to the coordinator's office first.

State concurrence is necessary for each nomination. The state will need to determine whether the scenic byway possesses intrinsic qualities sufficient to merit its nomination as a National Scenic Byway or an All-American Road. The state also will need to provide FHWA 10 copies of its highway

map, highlighting each road already designated as a National Scenic Byway or an All-American Road, plus each road nominated for possible national designation.

Your state scenic byway coordinator can provide you with information and advice in preparing your byway's nomination such as:

- the date that the nomination is due to the state – which likely will be sometime before January 22, 2002, the date it's due from the state to FHWA,
- the date of the road's designation as a state scenic byway,
- the route segments included as part of the state scenic byway designation,
- whether any portion of the road was excluded from the state's designation because the road or property along the road does not possess or is not essential to the intrinsic qualities related to the designation of the road as a scenic byway, and
- how the intrinsic qualities associated with your byway may compare to other byways in the multi-state region,
- planning documents or other reports that might complement the corridor management plan for your byway,
- road improvements planned for or affecting your byway, and
- slides of your byway or places along your byway to supplement what you plan to take or already have available.

Your state scenic byway coordinator is a good person to know because of the coordinator's role in the nomination process.

Your state scenic byway coordinator is a good person to know because of the coordinator's role in the nomination process. The coordinator will not be able to do the work for you. The coordinator is someone to turn to when you have questions or want advice to avoid a false start or need help dealing with a particular issue.

As with the success you have already achieved along your byway, your core group of partners and stakeholders will have to do the bulk of the work in preparing the byway's nomination.

Nomination is not about filling out an application. It is all about telling the byway's story—that is the premise that has driven the FHWA's work on requesting nominations for possible national designation. You might want to think of your byway's nomination as a combination of the community's guide and a visitor's guide for your byway.

Use your state scenic byway coordinator as your first point of contact for help and advice about nominating a road for possible national designation. The byways on-line webteam can answer questions about using the on-line nomination package. And FHWA staff members are available for further assistance to state coordinators and byway representatives. ★

"I had no idea he was that good," said Moran. "He blew people away. He's so connected with America's roads. He can really make you laugh and cry at the same time. I think we needed that."

Gary Tonkin, Director for America's Byways Resource Center, agreed. "Tom Bodett is an excellent example of an individual who was shaped by his travels on America's roads, and has the talent to share his experiences. I think he helped us to remember that these roads are worth preserving because they connect us to the spirit of America."



A Full Schedule of Events

The conference schedule included several special presentations, including the American Association of State Highway and Transportation Officials (AASHTO) awards. John

Horsley, AASHTO Executive Director, recognized nine award-winning byway organizations selected by AASHTO for their "best practices" and outstanding projects. (Please see the award winners on page 6.)

Horsley also shared his thoughts on the importance of National Scenic Byways and All-American Roads, and the need for merit-based National Scenic Byway Program fund allocation. Currently, next year's federal dollars for the National Scenic Byways Program have been ear-marked, meaning only a handful of states would divide up the entire budget, rather than allowing program leaders to award money to byway organizations for proposals that best demonstrate worthwhile projects.

"I wondered if ear-marking could tarnish prospects for people," said Johnson from America's Byways Resource Center. "Instead, people took a positive attitude. They brainstormed and came up with unique ideas. They expressed dedication to the program and its mission. The energy and passion to keep it going and to keep it a special, merit-based program was



Dangerous desserts at the zoo.

clear. You could tell that they believed they could make a difference, and they're willing to turn their convictions into actions."

Both Host Committee Co-Chairs also felt that ear-marking and reauthorization were two significant challenges for the byway community. "We have a lot of work ahead of us," said Moran. "The recent national events have also changed priorities and I see a real uphill job ahead of us. Whatever we can do to band together will help for the future of the program."

Thanks to the Sponsors

Organizers truly appreciated the enthusiasm of the 2001 sponsors,

including the US Fish and Wildlife Service, USDA Forest Service, Washington Heritage Corridors Program, Washington State Tourism Office, Oregon Tourism Commission, Anchorage Convention and Visitors Bureau, Otak, Inc., Storeyco, Inc., David Evans and Associates, Parametrix and Ray's Food Place.

The hard work and careful planning by America's Byways Resource Center, FHWA, the Host Committee and so many others certainly made this conference outstanding. And the participants themselves made it an event to remember. ★

Tom Bodett Speaks About The Conference

Editor's Note: America's Byways Resource Center interviewed Tom Bodett, the keynote speaker at the 2001 National Scenic Byways Conference, to get his perceptions of the event. Although Tom's comments were originally intended to become part of the lead article, we thought his answers spoke so eloquently that we elected to print them verbatim. We extend our sincere appreciation to Tom Bodett.

ABRC: You said you didn't know about the National Scenic Byways Program before the invitation to speak. What struck you most about the program when you first learned about it? Were there any surprises for you about the program or its people when you arrived at the Conference?

Tom: What surprised me most was how well-presented everything was in the print materials I received. The map, the color brochure, and the newsletter were all very well done

and remarkably well written. I thought to myself, 'this isn't your run-of-the-mill community booster project or quasi-government program going on here.' When I met the people at the conference their sincerity and dedication was palpable. During the slide show of all the scenic byways at the beginning of the program you could feel the emotion and excitement ripple through the room as peoples' home territories appeared. There is a visceral connection to this project by the people involved with it. That's powerful. And unique.

ABRC: Did you keep your map? What would you tell a child about that map?

Tom: Of course I kept it! I think of it as my Lifetime Dream Vacation Guide. What I would tell a child about that map, or any map, is to pay very close attention when you first unfold it so you can get it put back together again. I've yet to successfully fold up a map the way it came.

ABRC: You said it was America's roads that "not only brought me to where I am, but helped make me who I am." How do you think America's roads could best influence that twenty-year-old sitting in Denny's today?

Tom: The same way it did me – by getting in touch with your fellow Americans. Societies are built on all manner of things: religion, race, geography, economics. I believe that America's shared heritage is its mobility – in every sense of that word. Mobility within our economy and class. Mobility within a changing world. And of course, physical mobility across this broad continent. America has always been about the ability and freedom to move on – to explore, adventure, and settle. Even for people who never leave the confines of their towns and cities, the promise that they could is always there. Americans have always believed that life can get better around the next bend. Traveling our highways and meeting

other travelers along the way will cement that belief in stone, or at least in asphalt.

ABRC: Any other thoughts or suggestions or observations about America's Byways now that you've been to the Conference?

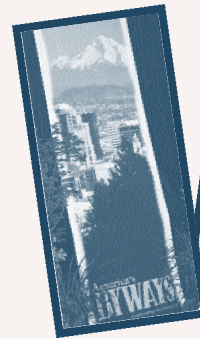
Tom: Like I said at the conference, the National Scenic Byways program is the best kept secret in the travel industry. We've all rolled by the signs declaring "Scenic Byway" and "All-American Road," but very few of us ever learn what that means. I think the work is just beginning to get this message out to all the travelers, Americans and foreign visitors, who are sure to appreciate these routes and what lies along them.

Tom also added this piece of advice: I suggest when you travel to eat at the lunch counter, order the pie, and ask about the local football team. Sitting over in the corner booth by yourself reading USA Today will get you nowhere. ★

Snapshots from the National Conference



So much to choose from at the Opening Night Reception.



Born to be wild with Jim Furniss.



Multnomah Falls



A fun night at the zoo.



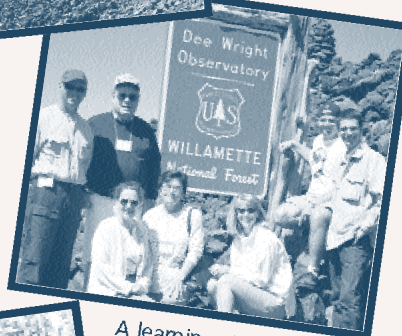
Sahlie Falls



A view of the byway from the Dee Wright Observatory.



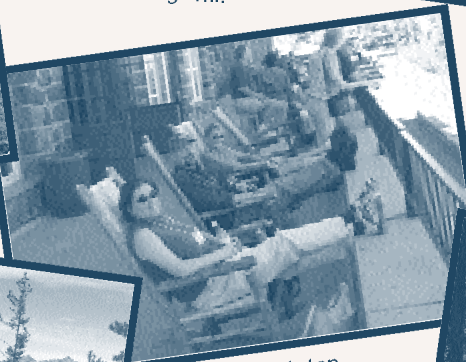
On the road again...



A learning stop along the McKenzie-Santiam Pass.



Wizard Island



Crater Lake final stop.



Rim of Crater Lake



Phantom Ship

"I Can Do That" – A Conference Comment

"I can do that."

Tom Bodett said it when asked if he could help the National Scenic Byways Program get more recognition. But I said it too after attending many of the workshops.

"I can do that...we can do that."

Representing Alabama, a state just getting started on our byways program, I was invigorated and comforted to find so many like-minded folks working to preserve America's special places.

Learning of the successes of others – and learning from their difficulties – is sure to bring a great deal more success to Alabama and our National Byways. From the purely practical workshop "Finding Your Funding" to the sublime "National Scenic Area" tour around the Columbia River Gorge, the conference gave me a newfound confidence in the national program.

Most importantly, though, it left me with one strong sentiment.

"I can do that."

Joe Watts
Chair, Alabama Scenic Byways
Advisory Council
September 12, 2001
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AASHTO Award Winners

During the National Scenic Byway Conference in Portland, John Horsley, Executive Director for the American Association of State Highway and Transportation Officials (AASHTO), recognized nine award-winning byway organizations selected by AASHTO for their “best practices” and outstanding projects.

All of the winning projects illustrate methods for effectively dealing with challenges. Creativity, flexibility and dedication seem to be the hallmark of these organizations. AASHTO hopes to continue the awards program in the years ahead. Perhaps by drawing from the lessons these teams have learned, your byway will join this impressive collection some day.



CONGRATULATIONS TO THE WINNERS!

Title: Memorial Point Overlook
Byway: Lake Tahoe – Eastshore Drive National Scenic Byway
State: Nevada



Major Project Features:

- Overlook, parking, and accessible public restroom facilities in heavily used location.
- Restroom structure is mounted on four concrete pillars for magnificent views framed by an existing grove of large pine trees; just one tree was removed.
- Underground wastewater treatment plant is under the parking lot sidewalk.

Key Learning Points:

- When people have to ‘go’ they will, sanitation facilities or not! The

design solution restricts public access down steep slope in woods bordering Lake Tahoe.

- Provide accessible restrooms and “they will come;” Whatever sewer treatment capacity you think you need, double it. Be prepared to be inundated by tour buses looking for free public restrooms.
- Make sure the parking space closest to your underground treatment plant is “Reserved for Maintenance” or your maintenance staff will wait each time they show up to do routine maintenance.

- People appreciate good natural and cultural history interpretation at a scenic rest stop.
- Small touches are important, such as a green roof with a white peak, mirroring nearby mountains.

For more information, contact:

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Title: Preservation of Oregon Historic Coastal Bridges
Byway: Pacific Coast Scenic Byway
State: Oregon



Major Project Features:

- Restores 8 historic bridges along the Oregon Coast designed by Conde B. McCullough (a former ODOT bridge engineer).
- Carefully replaces the missing and atmospherically damaged concrete; finished surfaces closely match original designs.
- Combines an arc-sprayed zinc anode with active current supply cathodic protection to preserve the restoration; includes monitoring systems for remote data retrieval for ODOT to watch the sites and analyze results.

- Project is a direct outcome of community input generated during the Alsea Bay (Waldport) Bridge Replacement.

Key Learning Points:

- Oregon’s Coast Bridges are an intrinsic thread stretching the length of the Pacific Coast National Scenic Byway.
- Visitors and the community share and value the resource.
- Partnerships are key to implementation of the plan.
- Environmental sensitivity and technical needs are equal.

- The right technology and the right application can help create the right solution.

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**Title: San Juan Skyway
Historic Preservation Project**
Byway: San Juan Skyway
State: Colorado



Major Project Features:

- Historic preservation plan, including historic assessments documenting the significance, reasons why sites should be preserved, and structural plans and budgets for carrying out preservation and stabilization work.
- A \$39,000-plan led to preservation of 13 highly visible, endangered historic sites along the byway, plus protection of 3,320 acres of historic landscapes.
- These preservation actions have a value of over \$5.8 million.

- Developed educational materials including brochures, video and Web site: <http://www.redmountain-project.com/index.html>

Key Learning Points:

- For the plan to be useful, it demanded more detail than the corridor management plan.
- Recruit partners to your team that are truly committed to contribute and add real value to your effort.
- The truly worthwhile things in life really do require hard work and determination.

For more information, contact:

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**Title: Cumberland County
Covered Bridge**
Byway: The National Road
State: Illinois



Major Project Features:

- Construction of a new bridge using a "Jackson Truss" structural configuration which was employed for use in the original 1830s era covered timber bridge that once existed at the same location.

Key Learning Points:

- Don't be afraid to dream – citizens pressed for a covered bridge after decision by Illinois DOT to remove the existing bridge that would have cut off local access.
- Research your project – advocates and project principles contributed

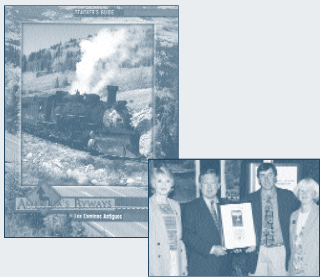
their time to research and design a unique structure.

- Conceptualize the project – a 1/18-scale bridge model and photo simulation stirred peoples' imaginations to create a historically significant structure.
- Tell the story – sell the project.
- Choose your partners – this project would not have been possible without the combined support of local, state, and national organizations.
- Believe! – anything is possible if everyone works together.

For more information, contact:

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**Title: America's Byways
Multimedia Series - San
Juan Skyway**
Byway: San Juan Skyway
State: Colorado



Major Project Features:

- A 30-minute PBS video; San Juan Skyway is first in a series about byways.
- Educational components, including a Web site: www.mppbs.org/byways and printed teacher's guide.

Key Learning Points:

- Two-prong approach; provides travel information and history for the casual learner, as well as classroom materials with instructional content tied to education standards.

- Reflects interest in promoting local economic development and increasing awareness of cultural history.
- Explore multiple funding sources, such as the State Historical Fund, National Endowment for the Humanities, Corporation for Public Broadcasting, etc.
- Think big! It creates momentum and makes the impression needed to develop a series of programs and educational components instead of produced one at a time.
- Look beyond your backyard; the series needs a national focus to be sustainable.

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**Title: Flint Hills Scenic
Byway Overlook**
Byway: Flint Hills Scenic
Byway
State: Kansas



Major Project Features:

- Overlook along the largest remaining tallgrass prairie ecosystem in the U.S.
- Uses limestone reminiscent of walls built by early settlers in the area, providing ties to the land and the people who live in the Flint Hills.
- Offers a place for visitors to enjoy the seas of grass and sky and a close-up view of native grasses and wildflowers.

Key Learning Points:

- Initial design concept for the overlook was a fairly standard, wood and stone, roofed structure in which interpretive panels were to be placed.
- Byway Management Committee pointed out that a wood structure would be prone to damage from annual spring prairie fires; recommended native limestone instead.
- Final design is a context-sensitive design solution that lays lightly on the land and complements horizontal landscape.
- In summary, "Listen to the Land and the Locals!"

For more information, contact:

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Title: Historic Columbia River Highway State Trail (Hood River to Mosier) and HCRH Interpretive Panels
Byway: Historic Columbia River Highway
State: Oregon



Major Project Features:

- Clears, restores, and reopens Mosier Twin Tunnels with “windows” overlooking the river – one of the distinguishing features of this historic highway.
- Reclaims a 4.6-mile segment of this historic road as a multi-use trail.
- Creates two new scenic viewpoints.
- Restores and constructs replicas of rock walls and wooden guardrails.
- Coupled with trail construction, the 39 interpretive panels along entire byway describe many elements of the byway and its landscape.

Key Learning Points:

- Large-scale projects require significant commitment of resources – \$11.9 million – including \$500,000 from an anonymous private donor secured through the Friends of the Columbia Gorge.
- Can you really put a dollar value on an irreplaceable resource central to a byway?
- A breadth of committed Federal, state, local and private partners are needed to achieve success.
- Integrate resources, the story, and design (for example, the arched-top interpretive panels and site signage capture arched elements of rock walls, tunnels, tunnel windows, and bridges along the highway).

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Title: New York and Vermont Lake Champlain Byways Interpretive Projects
Byway: Lake Champlain Byways
State: New York and Vermont



Major Project Features:

Comprehensive, grassroots approach to establishing a regional identity and developing a bi-state partnership for a 250-mile byway, including:

- Community-by-community outreach for forming a unified vision; used a video for local officials and organizations introducing what a byway is all about.
- A broad-based, locally developed corridor management plan to lay out a unifying vision for the Lake Champlain Basin and the byway as a single destination.
- The Lake Champlain Wayside Exhibit Manual is designed to help local groups develop interpretive signs that follow a format and presentation shared throughout the region.

- A multi-modal approach unifies and connects the region, the Lake Champlain Bikeways, Lake Champlain Walkways, and the Lake Champlain Birding Trail.

Key Learning Points:

- A commitment to grassroots involvement is crucial when developing and implementing byway initiatives—while reducing perceived fears about byway designation—and:
- Generates interest plus sparks imagination and creativity.
 - Provides a framework for inviting contributions from many stakeholders.
 - Leads to ownership and identified roles for the management of the region’s resources.
 - Frames open, facilitated communication that helps unify the region.

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Title: Logan Canyon Scenic Byway: Portraits in Time
Byway: Logan Canyon Scenic Highway (US 89)
State: Utah



Major Project Features:

- A total of 11 interpretive sites were developed, eight new restrooms installed, two companion travel guides and restaurant placemats were printed, a traveling exhibit was created and traveler facilities were improved.
- Project began with a broad partnership and clear goals.
- Many partners contributed financially and provided staff time to make the project a success.

Key Learning Points:

- Begin with a plan having a clear vision of the story you are telling.
- Always put yourselves in the shoes of travelers and visitors – tell your story, be proud of it, and know that there may not be another story just like it anywhere else.
- Design structures and use materials to create a common visual theme representative of the area’s resources.
- Create local ownership through early partner involvement and securing local funding sources.
- Use original project as springboard for generating ideas, interest, support, and action to initiate new, related projects.

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Seward Highway- North Shore Scenic Drive All-American Road Exchange

by Michelle Ethun

This summer, four members of Minnesota's North Shore Scenic Drive Steering Committee and staff members from America's Byways Resource Center completed a reciprocal byways exchange with Alaska's Seward Highway. Faithful readers of *Vistas* will recall that an Alaskan contingent came to Minnesota in the fall of 2000.

Though thousands of miles apart, the North Shore Scenic Drive and the Seward Highway share uncanny similarities. Physically, they are both bound by water on one side and steep elevation on the other. Over 130 miles in length, both roads are the only through route between the anchoring communities on each end with smaller communities and townships along the route. Residents, tourists and industry use the roads on a regular basis. Road improvements and capacity are a continuing issue. Both roads also have been experiencing some significant reconstruction efforts to improve highway safety and capacity with sensitivity to the byways' scenic qualities.

In addition to physical characteristics, the two roads also share social similarities. Residents along the Seward Highway, much like those in Minnesota, are deeply concerned about the amount of growth, development and change

that the roadway and all its attributes brings. The designation of All-American Road status has helped the Alaska DOT (ADOT) to work with concerned citizens and involve them in the decision process.

Inter-Agency Work

One of the most striking elements of the trip was the inter-agency cooperation that was fully utilized on the Seward Highway. ADOT, US Forest Service (USFS) and the DNR division of State Parks work together on all elements of design and interpretation. A consistent "look and feel" greets highway visitors at pullouts, interpretive signs, visitor centers and other markers. The USFS, in cooperation with ADOT, created an impressive Seward Highway collateral piece that gives the driver interpretive information along the drive.

What is perhaps the most inspiring about Alaska's highways is the lack of billboards. That's right, no billboards. In 1998, Alaskan voters overwhelmingly approved a ballot initiative banning billboards by a resounding 72 percent. Woodcut Scenic Byway signs are set off the road at gateways to the route. They are very aesthetically pleasing and do not clutter views. In addition, a bike path accompanies many sections of the Seward Highway and several other roadways in Alaska. It



is a wonderful addition that encourages travelers to get off the highway and experience the surroundings.

Community Concern

Much like North Shore Scenic Drive in Minnesota, Alaskan residents care about their communities and are leery of over-development. ADOT&PF representatives Diane Regan, Murph O'Brien, Judy Dougherty and Rex Young have done an excellent job of creating an open atmosphere in which residents learn about roadside improvements and can address their concerns about impacts to their communities.

The designation of All-American Road status has encouraged communities to create a cohesive theme and work together to develop more opportunities for travelers in each of their respective areas while maintaining their identities. One such town, Moose Pass, is working with Diane Regan, Alaska's Scenic Byways Coordinator, to use the scenic byway designation as a means to create its own business association.

Tourism

When someone thinks of tourism in Alaska, inevitably, the cruise industry comes to mind. Cruise liners have created a tourism atmosphere in Alaska that not all residents are comfortable with. Much like the north shore of Minnesota, Alaska residents are

concerned that increased pressure from tourism will decrease the cultural and aesthetic integrity of their region. Scenic Byways have given Alaska and the Alaska Division of Tourism a means to develop tourism on land. The State of Alaska has created a specific marketing campaign directed to the road traveler and scenic byways are an integral part of that campaign. In addition, the communities along the Seward Highway are realizing that traffic from Anchorage also generates important economic impact and that the designation of the Seward Highway has aided in their efforts to lure the motoring traveler.

Conclusion

The experience was invaluable to our Scenic Byways group. Not only were we able to find many similarities, but, most importantly, we noted areas that our groups could improve upon. Both states found tools and techniques that we could draw upon to increase byway benefits. We now have partners as resources and we will be setting up a regular communication with the Seward Group to compare notes.

For more information, contact:
Rudy Schoolderman
at 218-529-7532 ★



Representatives from the North Shore Drive All-American Road, Seward Highway All-American Road and America's Byways Resource Center.

The vast tourism industry rightfully wondered what American travelers would do after the September 11 attacks. Would Americans still fly? Drive instead of fly? Scrap their plans altogether? AAA Market Research regularly surveys its members on their travel intentions, and used past information as a benchmark for data collected September 21-24 to help assess the situation.

Travel Intentions of Americans

I will cancel a domestic trip:
Business 38% Leisure 35%

I will take fewer international trips:
Business 52% Leisure 60%

I will drive, rather than fly, whenever I can:
Business 55% Leisure 68%

Courtesy of Yesawich, Pepperdine & Brown (YP&B).

The researchers interviewed 1,015 randomly selected US adults “who made decisions about leisure travel in their households and who had taken at least one leisure trip in the past 12 months,” according AAA Market Research. From the initial contacts, 492 leisure travelers were asked about their intentions.

The results, reprinted with permission, reveal that the public will still travel, despite the attacks. More interesting to byways, more than three-quarters of the respondents indicated that they would drive.

Other research organizations confirm the same type of information. A study by Yesawich, Pepperdine & Brown, a travel marketing firm headquartered in Orlando, Florida, revealed similar findings. The company believes its survey of 800 adults on September 12 and 13 may be extrapolated for the entire country (margin of error: plus or minus three percent).

Yesawich, Pepperdine & Brown reported that, in the first two days after the attack, nearly two-thirds of their respondents indicated their travel plans would not be deterred by the terrorist attacks. Researchers also found that 63% of leisure travelers did not believe that the September 11 events would influence their

plans for future trips. International travel, not surprisingly, seemed more vulnerable to cancellations than domestic travel. Leisure travelers also indicated a strong preference for driving, rather than flying, to their destinations. For byways, this may mean increases in the number of visitors as more people drive on leisure trips. However, no data exists yet.

The subsequent events following the attack may further impact leisure travel. Researchers will continue to monitor the American public, helping to keep the tourism industry prepared to accommodate changes in the travel marketplace. Stay tuned to America’s Byways Resource Center for information and suggestions for your byway. ★

	AAA “leisure-traveling” members			U.S. “leisure-traveling” adults
	January, 2001 (n= 462)	July, 2001 (n= 474)	September 21-24, 2001 (n= 188)	September 21-24, 2001 (n= 492)
% planning to spend MORE money on leisure travel than spent in past 12 months	24.9%	24.4%	22.1%	22.5%
% planning to spend LESS money on leisure travel than spent in past 12 months	20.3%	22.3%	11.6%**	17.3%
% planning to spend ABOUT THE SAME amount of money on leisure travel than spent in past 12 months	52.8%	47.9%	64.7%**	58.5%
DON'T KNOW	1.9%	5.3%	1.6%**	1.7%
If you anticipate taking any vacations in the next 12 months, which of the following modes of transportation will you use? (select all that apply)	N/A	N/A	<ul style="list-style-type: none"> • Automobile: 76.9% • Air: 56.8% • Bus: 6.8% • Train: 19.1% • Cruise Ship: 16.6% • Other: 2.1% 	<ul style="list-style-type: none"> • Automobile: 75.9% • Air: 51.3% • Bus: 5.3% • Train: 16.0% • Cruise Ship: 13.6% • Other: 1.9%

Off the Shelf

New Publication Helps Citizens Reduce the Visual Impact of Utilities

Electric power generation and telecommunications are multibillion-dollar industries supported by an unsightly network of more than 3 million miles of electrical wires, 180 million telecommunications lines, and over 200 million utility poles. What can communities do to mitigate the visual impact of overhead utilities?

A new publication from Scenic America, *Power to the People: Strategies for Reducing the Visual Impact of Overhead Utilities*, helps citizens restore and enhance the unique beauty

and distinctive character of their communities by relocating utilities, while continuing to enjoy the benefits of modern technology. Utility relocation helps communities look better, improve safety, reduce utility disruptions, preserve trees, increase property values, and improve quality of life.

Power to the People gives communities the tools and information they need to prepare a comprehensive utility relocation plan, including options for reducing the visual impact of utilities, such as

underground burial, wire relocation, and utility camouflaging, as well as the pros and cons of each option. The publication also examines federal, state, and local funding sources for utility relocation projects and uses case studies from around the country to illustrate various utility relocation strategies.

Power to the People: Strategies for Reducing the Visual Impact of Overhead Utilities

Publisher: Scenic America
\$8.00 plus shipping and handling
To order, call (202) 543-6200 or visit www.scenic.org.

For more information, please contact:
Steven Strohmeier
Scenic America
801 Pennsylvania Ave. SE,
Suite 300
Washington, DC 20009
Tel: 202-543-6200 ext.18
Fax: 202-543-9130
www.scenic.org ★

Byway Facts:

- 360 miles long
- State Designation 1991
- National Designation 1998

Unique Features:

The Pacific Coast Byway (Highway 101) offers a remarkable journey along the full length of Oregon's coast. The byway passes through 26 incorporated cities, 7 counties and 11 distinct landscape regions. Over 40 state parks are interspersed along the way, and all of the beaches are considered public parkland. Stunning coastal scenery, charming small towns, museums, public beaches, breathtaking viewpoints, historic bridges, lighthouses, and unusual plants and animals ensure a delightful experience for the visitor. Additionally, state and federal forestlands, wildlife refuges, the Yaquina Head Outstanding Natural Area, the Dunes National Recreation Area, and many other special places provide unforgettable wilderness encounters.

The northern segment of the byway is a blend of shining beaches and hushed temperate rain forests. Beginning at the impressive Astoria-Megler Bridge, the mouth of the Columbia River gapes wide. The route parallels the Lewis and Clark Trail to attractive places such as the resort town of Seaside, famous for its two-mile beachfront promenade, and quaint Garibaldi, a small fishing port on Tillamook Bay. Starting in Astoria, the oldest U.S. settlement west of the Rockies, and traveling south to the California border, the byway is dominated by rugged cliffs, sandy beaches, forests and farms. The road winds by estuarine marshes, clings to

exposed seaside cliffs, passes through gentle agricultural valleys, and brushes against wind-sculpted dunes. Constant surf pounds against imposing sea stack rock formations. In contrast, the byway ventures inland to pastoral valleys of rich dairy land and the city of Tillamook (famous for its delicious cheese).

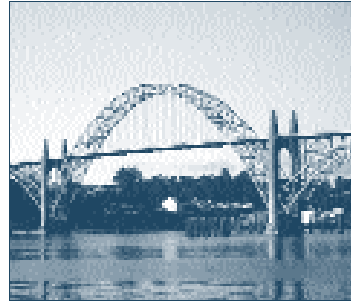
Beautiful, functional bridges designed by Conde B. McCullough (1887-1946) can be found along the Pacific Coast Highway. ODOT has invested millions of dollars working to preserve and restore these architectural treasures. When technology doesn't allow for restoration, ODOT is committed to the aesthetic design of new bridges. Because of their dedication to maintaining the historic coast bridges, ODOT won a 2002 award from the American Association of State Highway and Transportation Officials (AASHTO) in a recent competition called "The Road Beckons: Best Practices for Byways."

The Pacific Coast Scenic Byway is not meant to be traveled in a single day. It's an extensive destination that invites visitors to spend several days of exploration and return again and again. Many travelers continue north on Washington 101 or south on California 101.

Organization:

When the Oregon Transportation Commission designated US 101 as a state scenic byway in 1991, the Oregon Department of Transportation (ODOT) became the official proponent of this route. ODOT formed two important relationships with existing groups that represented the voices of the coastal communities: Coast Policy Advisory Committee on Transportation (CPACT) and Oregon Coast Visitors Association (OCVA).

Developing unity among a large, diverse group takes a lot of work. CPACT and OCVA played a key role by helping facilitate meetings that brought together constituents to define the Corridor Management Plan (CMP) for the route. Over a ten-month period, nine regional planning groups held 57 public meetings up and down the coast



Highway 101 Bridge

to gather input for the byway plan. The Pacific Coast Byway received unanimous support for its application as a National Scenic Byway from local communities. To address fears of land use restrictions and general mistrust of government programs, the CMP allows withdrawal from the program at any time if "the original conditions of their participation change." Withdrawal for other reason is addressed by a biennial review process.

CPACT is comprised of city, county and port representatives from the length of the coast. They also welcome the public, tribal representatives, and other Oregon state agencies and federal agencies (Bureau of Land Management, US Forest Service, and US Dept. of Agriculture). Quarterly meetings are held in different coastal locations and in Salem during the legislative session. CPACT is the physical focus of the byway and also facilitates corridor planning and ranking of projects for submission along the byway during the annual FHWA solicitation.

OCVA is comprised of Chambers of Commerce, Visitor and Convention Bureau and other attractions interested in marketing the coast. The group serves as a clearinghouse for traveler inquiries about the byway and distributes the Pacific Coast Byway Brochure. OCVA holds quarterly meetings and sends out a weekly newsletter fact sheet. The group also produces a popular annual "Mile-by-Mile Guide to Highway 101" that is free to travelers. OCVA actively markets the byway with the Oregon Tourism Commission, who, in partnership with ODOT, performs the marketing function for Oregon's State Byway Program.

Projects:

Many of the projects that were identified in the CMP have been completed or are now funded. The initial CMP development process laid the groundwork for many successful initiatives with multiple partners, such as Oregon Parks and Recreation, US Forest Service, and local communities. For example:

- Property acquisition is underway for Neawanna-Necanicum Estuary and Interpretive Wayside, with the City of Seaside as lead agency.
- The Port Orford Wetlands Trail is nearing completion. This is an ADA accessible trail through city wetlands with interpretation. The City of Port Orford is the lead agency with a contract administered by ODOT.
- Acquisition of Depoe Bay Scenic Lands is beginning. This project is made possible with funding support from many sources, such as Oregon Parks and Recreation, Transportation Enhancement funds, National Scenic Byway Program grant funds, and the City of Depoe Bay.
- Construction of the Silver Point Scenic and Interpretive Overlook is "out for bid." Local agencies and Cannon Beach community members are assisting ODOT in the interpretive planning efforts.

With the help of CPACT and OCVA, ODOT is about to embark on the process of updating the CMP to capture all of the byway's successes and make necessary revisions to site goals.

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Haceta Head Lighthouse

2001 Calendar

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

2001

OCTOBER

October 16-21, 2001

National Trust For Historic Preservation's National Preservation Conference 2001: Preserving The Spirit of Place
Sponsored by the National Trust for Historic Preservation
Providence, Rhode Island
(800) 944-6847
www.nthpconference.org

NOVEMBER

November 6-10, 2001

National Interpreters Workshop (NIW)
Des Moines, Iowa
For more information, please call:
Brook McDonald (630) 428-4500 or
Kelly Ulrick (515) 276-4656 x 237

November 7, 2001

Conference Call for Byway Leaders
America's Byways Resource Center
For more information, please call:
(800) 429-9297, ext. 5 or mjohnson@byways.org

November 7-8, 2001

Minnesota State Scenic Byways Conference
Sugar Lake Lodge
Located 12 miles south of Grand Rapids, MN
For more information, please call:
Mark Anderson
(651) 284-3748 or mark.r.anderson@dot.state.mn.us

November 12-14, 2001

"Farming on the Edge: Conservation, Community and Commerce"
Pheasant Run Resort
St. Charles, Illinois
ewest@farmland.org

November 30 -December 4, 2001

AASHTO Annual Meeting
Fort Worth, Texas
For more information, please call:
(202) 624-8489 or hannahw@ashto.org

DECEMBER

December 5, 2001

Conference Call for Byway Leaders
America's Byways Resource Center
For more information, please call:
(800) 429-9297, ext. 5 or mjohnson@byways.org

2002

January 29-31, 2002

Minnesota Governor's Conference on Tourism
Duluth, Minnesota
For more information, please call:
(800) 657-3637 or jan.sawinski@state.mn.us

March 6-8, 2002

2002 Illinois Governor's Conference on Tourism
Chicago, Illinois
For more information, please visit
www.visitillinois.org or call (800) 657-3637

April 11-14, 2002

Preserving the Historic Road in America
Third Biennial Conference on Historic Roads
Omaha, Nebraska
For more information, please call:
(202) 588-6204 or www.historicroads.org

September 28-October 1, 2002

AASHTO Annual Meeting
Opryland Hotel
Nashville, Tennessee
For more information, please call:
(202) 624-8489 or hannahw@ashto.org

October 8-13, 2002

56th National Preservation Conference
Sponsored by the National Trust
for Historic Preservation
Cleveland, Ohio
www.nationaltrust.org

Oct. 26-29, 2002

National Land Trust Rally 2002
Sponsored by the Land Trust Alliance
Austin, Texas

November 2002

National Interpreters Workshop
Sponsored by the National Association
for Interpretation
Virginia Beach, Virginia
For more information, please call:
(888) 900-8283

2003

Sept. 30-October 5, 2003

57th National Preservation Conference
Sponsored by the National Trust
for Historic Preservation
Denver, Colorado
www.nationaltrust.org

October 11-15, 2003

AASHTO Annual Meeting
Anchorage, Alaska
For more information, please call:
(202) 624-8489 or hannahw@ashto.org

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