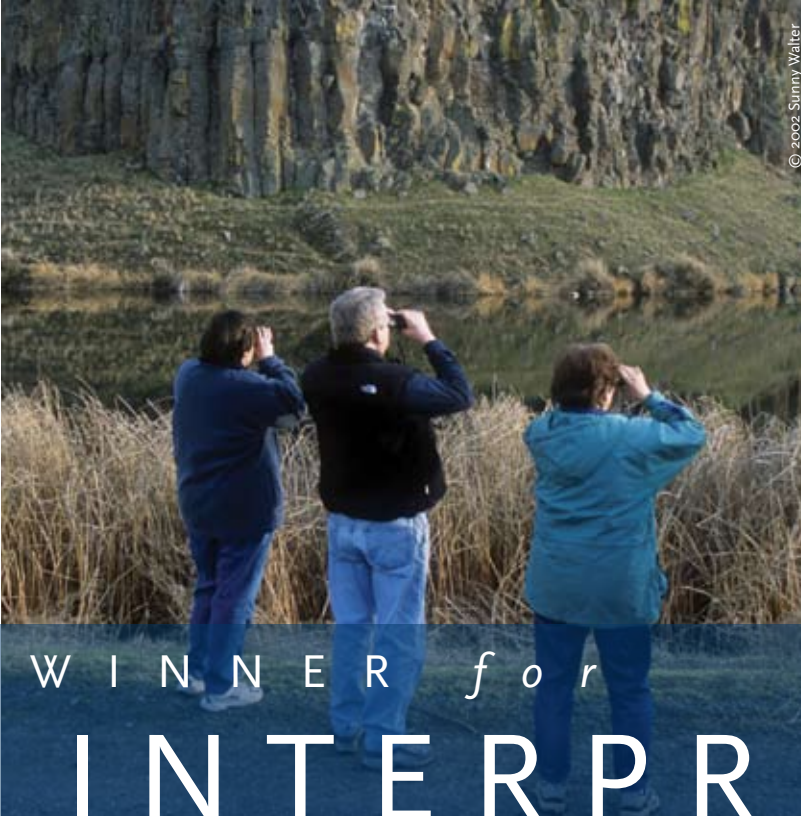


THE GREAT WASHINGTON STATE BIRDING TRAIL MAP - COULEE CORRIDOR SCENIC BYWAY

Coulee Corridor National Scenic Byway

WASHINGTON

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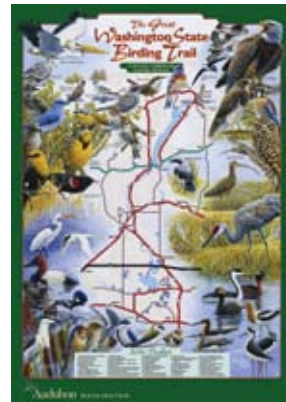
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W I N N E R f o r
INTERPRETATION

Long scenic byway corridors with diverse resources wrestle with ways to tie the route together. The Coulee Corridor National Scenic Byway found an innovative approach to connect resources while highlighting critical natural features: the basalt landscape and its internationally significant birding habitat. This partnership between the Coulee Corridor Consortium and Audubon Washington brings ornithological knowledge and birding experience together with tourism and community education. It is an impressive example of how a byway project can include a high degree of information integrity with volunteer implementation.

LEADERSHIP THROUGH VOLUNTEERISM

Of major importance to this excellent example is the fact that volunteers, coordinated by Audubon Washington, visited over 100 sites to document detailed information on bird habitats and species, as well as access and amenities. Volunteers then wrote the text for each site, including driving directions. This new addition to the "Great Washington Birding Trail Map" provides visitors with complete and "tested" interpretive information.



INNOVATION IN COMMUNITY EDUCATION

The map project simultaneously served roles in interpretation and community education. The brochure has been distributed at several local birding festivals, byway events, Audubon meetings statewide, as well as at locations along the byway, including the Columbia National Wildlife Refuge. Response to the map has been outstanding, including over 1,500 requests for the publication before it was printed. In addition, the National Audubon Society's staff selected it as the most attractive birding trail map nationwide in 2004.

INTEGRITY OF INTERPRETATION

The byway leaders noted the integrity and completeness of the interpretive information in their award application: "The Birding Trail Map is not just a brochure, but a comprehensive, systematic guide to 53 diverse sites that reflect the powerful Ice Age Floods story while bringing travelers to some of the best birding in the region."

MODEL FOR OUTDOOR TRAVELERS

With this publication, Audubon Washington and the Coulee Corridor Scenic Byway have set a new standard and created a proven model for tourism efforts that aim to simultaneously meet the needs of the experienced outdoor traveler and the byway community.

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Sharing Success and Honoring Excellence