

VISTAS



AMERICA'S BYWAYS®

JULY/AUGUST 2009

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**America's Byways
Resource Center**
394 Lake Avenue South
Suite 600
Duluth, MN 55802
1-866-974-6403
www.bywaysresourcecenter.org



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★ 20 YEARS ★ OF COLORADO BYWAYS

JOIN THE CELEBRATION AT THE 2009 NATIONAL SCENIC BYWAYS CONFERENCE IN AUGUST

By Sally Pearce, Colorado State Scenic Byways Coordinator

Once upon a time in a land very high above sea level, a program was created to showcase outstanding examples of the region's rich natural and historic heritage. The mission was to incorporate under one statewide program all efforts

seeking to maximize opportunities afforded by scenic, historic and cultural elements along a system of roads. Beyond the economic benefits of attracting visitors to these magical places, the increased focus on these resources could heighten peoples' understanding

and appreciation of the area's heritage. Thus was born the Colorado Scenic and Historic Byways Program.

And now, here we are 20 years later. Time to look back and reflect on the good, the bad and the ugly of the Colorado Scenic and Historic Byways Program. Thankfully, the good things have far out weighed the bad or ugly challenges that have come up.

First came staffing the program. As outlined in the Governor's Executive Order creating the program, the Colorado Departments of Local Affairs, Natural Resources and Transportation originally provided staff to the Scenic and Historic Byways Commission. Two years into the program, department priorities changed and the staff from Local Affairs and Natural Resources withdrew from the byways program. For a number of years, the Department of Transportation, Office of Environmental Services provided a half-time staff member (the historian) to manage the program. In 1999, the State scenic byways program coordinator position was transferred to the Division of Transportation Development as a full-time position, where it remains today.



The very first Colorado Byway sign was installed on the San Juan Skyway in May 1990.

20 Years Of Colorado Byways continues on page 4



Michelle Johnson, Director, America's Byways Resource Center

Visions

A couple of weeks ago I attended a lecture at my children's school. The PTA had arranged to have a nationally acclaimed speaker address parents on the topic of teaching responsibility. The speaker was entertaining, engaging and used humor to share his message. The most significant moment was when

he said our children are the message we send to the future we will never see. The room was silent as we all considered these words. I knew it was a huge responsibility to raise children, but I hadn't thought of it like this. This was an enlightening moment, which was immediately followed by my second thought: What do you mean there is a

future I won't see? This led to: These kids better be good when I'm gone!

A few days after the responsibility lecture, I found myself reading a book about our culture and raising children. The author recommended developing a vision for your children. You've heard us talk about creating a vision for your byway, but for your children? I've thought about this ever since, and I think it makes perfect sense. As parents, it's our job to guide our children and teach them the values we want them to have. After that, they are on their own. They pick their own path; we teach them how to walk along it.

VALUE OF A VISION

Most of you know the value of having a clear vision. Many of you have called upon us to help you create a vision for your byway. Creating and keeping a clear vision is something that defines a successful byway because it paints a picture of what your byway will look like in ten to fifteen years. A vision needs to be something that you can clearly articulate to yourselves, your neighbors and your stakeholders. It can help you focus your priorities, your projects and your energy. A good vision helps motivate your organization and inspire great efforts along your byway. Our byway specialists are an excellent resource for your organization to start creating your vision. You can also check our website for additional resources to get you started.

Remember that you need to have a clear vision that is easy to articulate to anyone. Hoping that your byway will be good or valuable is just not enough. It's important to channel your ideas and dreams into something that everyone along your byway can understand and support. Create a vision together.

A PERSONAL VISION?

I hope you see the value of creating a vision for your byway and your children. Here's another thought: If our byways and our children need a vision, perhaps we need personal visions, too. I know I have some work to do! We can help you with the vision for your byway—give us a call. But you're on your own for creating a personal vision.

Just for the record: My vision for my children involves a happy and safe childhood with lots of outdoor play, and a healthy transition to adulthood that includes a trip to a quality university. Twenty years from now Tucker will play center field for the Milwaukee Brewers; Wyatt will be a professional big game hunter living in Alaska; and Addy will run a veterinarian hospital and animal rescue program. And me? I'll be patiently waiting for grandchildren because I want to show my children how hard it was to teach them responsibility. ★



SHARE YOUR THINKING!

America's Byways Resource Center Helps You Lead Your Own Conference Call

Want to gain insights from members of the byway community about a particular topic? Have information to share that may be of interest to the byway community? Looking for a way to network with other byway folks?

The America's Byways Resource Center can provide phone lines for conference calls, free of charge. Hold discussions

with other byways in your State, invite individuals from across the country to discuss their experiences with a particular issue or topic, or just hold an informal sharing session. Whatever the topic, you decide when, and we'll provide you with a toll-free phone number, conference ID, and up to 40 lines. You facilitate the call, and the Resource Center will provide the means.

Contact Ryan Petersen at rpetersen@byways.org or 218-625-3309 for more information or to schedule a call.

Your Preference? Electronic *Vistas* With Optional Print Version

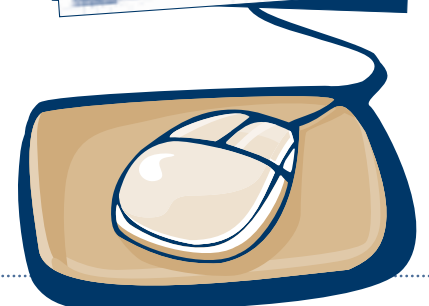
Recently, America's Byways Resource Center asked byway community members how they prefer to receive *Vistas*—electronically or in print. Thank you for your terrific response! The results of the surveys revealed an overwhelming majority of respondents, approximately 85 percent, requested e-mailed editions of the newsletter or had no preference. Notably, however, some of those who preferred printed versions felt

very strongly about the need for printed copies, as indicated by their additional comments.

Based on the results, we're planning to offer both printed and electronic delivery methods of *Vistas* with the November/December issue. This approach reflects America's Byways Resource Center's commitment to ecological practices, and realizes some cost savings. ★

Opt-In Or Send Your E-mail Address Today!

Subscribers who opt-in to receive *Vistas* via traditional mail service will receive the printed version. To opt-in, please e-mail center@byways.org or send us a request by October 15. All other subscribers should send us their e-mail addresses, if you haven't done so already. Visit www.BywaysResourceCenter.org for the e-mail update link on the right.



Again, thanks for your input.

Then came designating the byways. We started designating five byways that more or less already existed in 1989: the Gold Belt Tour and Alpine Loop (BLM Back County Byways), the San Juan Skyway (USFS National Scenic Byway) and the Peak to Peak and Highway of Legends—two byways that had been recognized by the Colorado State Legislature. Over the next five years between 1989 and 1994, a total of sixteen byways were added to the list. The Byways Commission originally wanted to designate between 15 and 20 routes to avoid watering down the designation, and that goal was quickly accomplished. During the next 15 years, only four more byways would be designated, proving that only those byways that could meet the highest of standards would be granted designation.

The byways program here reflected our philosophy that every Colorado road is scenic; it's the "what else" that makes it a byway. Frequently, the "what else" has been the history or the story that made it special. And we definitely had stories to tell: dinosaurs, ancient people, mining, trails and transportation, ranching, and unique cultures. But how to support byways and share those stories without dedicated funding?

It was certainly a dilemma. We had staff and byways, but we had no idea where the funding was going to come from. Remember, these were the days before

the National Scenic Byways Program. The original plan was to coordinate efforts among the many organizations and agencies working around the State, such as the Colorado Historical Society, the State Tourism Office, and the Department of Local Affairs through its field representatives and rural tourism program, State Parks, and Division of Wildlife. Federal agency partners, including the US Forest Service, National Park Service and Bureau of Land Management, and various private partners such as the National Trust for Historic Preservation, Colorado Preservation, Inc., and Colorado AAA were contacted, too.

We started with grants from several local foundations to help support activities such as a statewide brochure and a byways workshop. Lucky for us, just as we were starting to wonder where we'd go next to find funds, the National Scenic Byways Program was created at the end of 1991. Competing for a share of \$10 million from the Interim Grant Program and without any guidelines to follow in preparing the application, we had eight weeks to prepare and submit our first grant application: nineteen projects on ten different byways. Thirteen of those projects were funded, and Colorado scenic byways were off and running.

Since that time, Colorado has received \$13.4 million for more than 200 projects from the National Scenic Byways grant program. We have completed over



Members of the Los Caminos Antiguos board of directors gathered to install an interpretive sign in 2003.

155 of our grant projects and have created numerous award-winning training programs, interpretive signage, marketing products and land conservation projects. These Federal funds have been matched by well over \$15 million in local and State funds.

While the byway organizations worked on local projects, the Byways Commission focused on projects that benefited everyone. Grant funds supported a five-year technical assistance program that concentrated on workshops, conferences and one-on-one assistance. Consultants were hired to provide assistance with corridor management planning, organizational needs, interpretation, marketing and resource protection. More recently, the Commission has focused on creating consultant-free training programs, including the award-winning Grassroots Training Program and the soon-to-be released Board Training Toolkit.

In addition to the National Scenic Byways grant program, two State grant programs helped byways even more. The State Historical Fund, administered by the Colorado Historical Society, was created in 1993 and has awarded \$211 million to over 3,000 projects statewide—many of which have benefited scenic byway organizations as well as their communities. The SHF has funded management, preservation and interpretive plans, training

and lots of interpretive and educational materials. The Great Outdoors Colorado Trust Fund came into existence in 1994 and has awarded \$650 million to over 3,000 projects, again benefiting Colorado byways with funding for capacity building, open space acquisitions and conservation easements.

The most amazing thing about Colorado byway organizations is the power generated by dedicated local volunteers. The success of the Colorado Scenic Byways Program really lies in the passion of the volunteers and the many people who have worked hard to make their byway a special place.

When the program started back in 1989, most byway organizations were interested in promotion, so the early projects and activities were aimed primarily at developing brochures and providing tourist information. Then it was education—telling their story. A lot of the projects focused on interpretation. But times changed in Colorado during the late 1990s as more people moved in and growth became a big issue. Byway organizations started to shift away from promotion towards resource protection. This also seemed to be the result of maturing byway organizations; they became more willing to tackle the harder issues like resource protection.

After observing local byway organizations for twenty years,



One of the very first byway grants was a restroom (the first of many) on the Alpine Loop near Animas Forks.



The Cache la Poudre-North Park byway committee at the dedication of a kiosk.

we've identified three things that make a byway organization successful.

Members have:

- 1) A big vision of what they want their byway to be.
- 2) Maintain a focus on their agenda.
- 3) A leader, either a strong individual or a big collaborative, who speaks through a single voice.

Along the way, we have encountered some challenges. Back in 1992 voters eliminated State funding for tourism, and the State existed for about eight years without a tourism office. Visitation dropped and no one knew what we had to offer other than tall mountains and great skiing. Unfortunately for Colorado's Scenic and Historic

Byways Program, those were our formative years. While many in the scenic byways world knew about the Colorado scenic byways program, no one else did.

It wasn't that we weren't doing anything to promote Colorado byways. We'd been chipping away at it for years with a highly successful statewide brochure, Discover Colorado, a website (www.coloradobyways.org), a presence at statewide conferences, frequent presentations to community groups, partnerships with local media such as network and public television, press releases in local newspapers, and radio interviews—essentially anything that didn't cost much, because there was no marketing budget (and there still isn't).

Fortunately, funding for State tourism efforts was restored in 2000. Today, byways are a key component of Colorado's tourism marketing and promotion efforts, particularly with the heritage tourism program.

Now we are looking forward to welcoming the National Scenic Byways Conference to Denver. We've hosted regional workshops for the National Scenic Byways Program in 1995 and 1998. But this time, we are celebrating our 20th anniversary and are excited for the opportunity to showcase all that has been accomplished. **Come help us celebrate! ★**



The Colorado Grassroots Training program: consultant free and lots of fun!

2009 National Scenic Byways Conference



ELEVATE YOUR EXPERTISE

Denver, Colorado ★ August 23-26

CONFERENCE NEWS

REGISTER BY AUGUST 14

Deadline to register is August 14! After that, registrations will be accepted onsite only. Go to www.bywaysresourcecenter.org.



KEYNOTE SPEAKER:

Celebrated Author and Explorer, Peter Jenkins

Peter Jenkins, author of *A Walk Across America* and other *New York Times* best sellers, will relate colorful stories and experiences to inspire greater passion for our special places.

Don't miss him at the conference conclusion on Wednesday, August 26.

THINGS TO SEE AND DO IN DENVER

To plan your adventures outside of conference hours, be sure to visit these websites for ideas:



America's Byways®
www.byways.org

Colorado Byways
www.coloradobyways.org

Colorado Tourism
www.colorado.com

Visit Denver
www.denver.org

Colorado Historical Society
www.coloradohistory.org

State of Colorado
www.colorado.gov

Colorado Department of Transportation
www.dot.state.co.us

THANK YOU!

Thank you to this year's sponsors:

- ★ USDA Forest Service
- ★ USDI Bureau of Land Management
- ★ USDI Fish and Wildlife Service
- ★ USDI Bureau of Indian Affairs
- ★ American Road Magazine
- ★ USDI National Park Service

Special thank-you to our gracious hosts at the Colorado Scenic and Historic Byways Program for their assistance and hospitality.

See you in Denver!

CONVERT ONLINE VISITORS TO BYWAY VISITORS VIA Online Social Networking



NOTE: Neither the America's Byways Resource Center, nor the Federal Highway Administration, endorse any private interest.

Online social networking leads the next wave of Internet-user activity, called Web 2.0 in the technology field. It reflects a shift from simply viewing websites that display static information to participating and contributing to online dialogue, information sharing or collaboration. Viral marketing, also a part of Web 2.0, refers to online communication initiated by an individual,

organization or business via social networking venues with the intention of motivating viewers to pass the message along to one—and, hopefully, thousands—of additional viewers. The popularity and power of online social media sites could make them a productive part of your byway's communication and marketing plans.

Some of the most popular sites for social networking, such as Facebook, Twitter, Flickr, YouTube, Wikipedia and Blogger, are attracting huge audiences. A 2008 Cone Business in Social Media Study reported some 60 percent of American adults now use social media. Similarly,

Potential Social Media MARKETING BENEFITS

- ★ Generates worldwide exposure for your byway
- ★ Allows frequent, immediate communication, including photos or other images
- ★ Complements byways' authentic grassroots philosophy
- ★ Drives traffic to your website (so keep it updated!)
- ★ Builds your e-mail subscriber list
- ★ Requires minimal marketing investment

Compiled from Social Media Marketing Industry Report, March 2009

Nielsen ratings show that Facebook grew from 22.48 million users in April 2008 to 71.29 million visitors just one year later, an increase of 217 percent. Twitter gained immense popularity, too, moving from 1.22 million visitors to 17.10 million visitors in the same time frame—an astounding 1,298 percent increase.

Match Your Audience To The Site

Before you begin, study the social media options to see how they match the audiences you've identified in your CMP. Not every online social medium is a good fit for byways. Some, like Twitter, lean toward younger audiences in their teens and early twenties. Is that your target market?

“Online is where people are doing their talking and travel planning, so we feel that’s where we need to be in order to get information out in front of them.”

- Kelli Hilliard, Assistant Tourism Marketing Manager at the Kansas Department of Commerce

Kansas Scenic Byways already have seen results with a page on Facebook (www.facebook.com/pages/Kansas-Scenic-Byways/94449926326). “Online is where people are doing their talking and travel planning, so we feel that’s where we need to be in order to get information out in front of them,” said Kelli Hilliard, Assistant Tourism Marketing Manager at the Kansas Department of Commerce. “With our Facebook page, we’ve been able to reach new market segments and are able to encourage our fans to visit our websites to order or get more information about each individual scenic byway.”

Most sites are free or inexpensive to join. Some offer additional advertising opportunities with fees, too.

“As promising as social networking may be for byways, it requires the same types of strategic thinking and planning as you would do before you commit to any other marketing tool,” said Curt Pianalto, Byways Specialist at America’s Byways Resource Center. “Social networkers aren’t keen on marketing, unless it’s clearly marketing that they are open to receiving. For example, fan pages on Facebook would be appropriate for byways. Social media is just that: gaining friends. To leverage it, you want your friends, followers or fans to talk nicely about your byway.”

Choose only one site to start. Search for byways on the site, and look at the postings to get a feel for who uses the site and how. Check the administrator’s tools for evaluation ideas. For example, a download called, “Insights,” offered to Facebook fan page administrators, provides useful marketing statistics.

“Most people think of Facebook as a younger-generation tool,” Kelli Hilliard said. The Kansas Scenic Byways learned differently. “Over 28 percent of our ‘fans’ are 45-plus and over 64 percent are female.” Nielsen and other research firms have found that the fastest-growing segment of Facebook users are over 25 years of age.

Facebook encourages word-of-mouth marketing with fan pages. Facebook friends chose to become fans, and they introduce their favorite fan pages to their friends. The safest way to ensure that you gain the right audience is to begin with known byway supporters as your first friends. Use the notes feature to write about interesting elements of your byway, such as a new event, a new insight on the byway story, new suggested routes or places to see, or new announcements about special awards or achievements. Facebook allows you to send invitations to events to your friends, helping boost awareness of byway events, too. And, of course, you’ll want to post your website and share photos, audio clips and video files, too.

TIPS For Using Social Media

- ★ Refer to your CMP to select social media; update your CMP to include social media
- ★ Focus on one site, then consider adding more later
- ★ Commit enough time and talent to the effort
- ★ Prepare your site completely before you publish it
- ★ Invite byway members and supporters to be your first friends
- ★ Post your byway website URL
- ★ Post a link to byways.org for national credibility
- ★ Post a link to the social media page from your website
- ★ Update your social page daily or weekly
- ★ Create questionnaires, contests, polls and ask for e-mail feedback
- ★ Track e-mails to develop lists for future marketing

Another popular and appropriate online social network for byways is Flickr, since byways provide a scenic experience. Flickr allows users to upload photographs and provide captions that entice comments and dialogue. YouTube is similar in its video display.

Present A Professional Message

The trick for success with social media is to keep the emphasis on “new.” Your content must be fresh, engaging and relevant, whether it’s a picture or an article. “For most people or organizations, that’s the biggest social networking hurdle,” Curt said. “You have to commit the time and talent to providing new content at least weekly or, better yet, to posting something new daily.”

Unlike traditional marketing tools, social networking depends on engaging your audience rather than interrupting the user’s experience like a television commercial. And because it’s social and personal, you, the posting entity, are as important as what you’re writing about.

Objectively describing the view as you might in a brochure won’t fly socially. Post a picture of the view so your audience shares your excitement, and comment on what made the view special to you. Your online audience wants to know more than what your byway offers; they want to know what it means to you.

Social networking allows you to pose questions to initiate dialogue. If you’re on Twitter, you’ll need to develop followers who expect at least daily messages called “tweets,” including “secret” information, free offers or specials that only your Twitter followers could know about.

Watch for industry jargon or phrases, such as *intrinsic quality* or *CMP*. You might confuse or offend a potential visitor if you use these terms. Don’t speak like an advertiser, create fake characters or invent stories that you present as true. And, keep private information private—you’re publishing information to a global audience. Focus on authenticity. Authenticity builds credibility, and

that's what gains loyalty among your byway visitors, stakeholders and volunteers.

Commit The Time And Talent

Creating frequent content that's engaging and relevant requires a time commitment. Some organizations or businesses assign a full-time staff member to manage their online presence, especially for blogs such as those found on Google's Blogger site. A blog is like a website but with more frequently updated information. Often, the blog is a short news article. "Developing ideas for articles, researching them and writing them takes time and talent that not all organizations can find," Curt said.

Social media maintenance isn't just about posting content—it's also about participating in the network. Expect to spend plenty of time commenting on members' pages, inviting friends to join your

network or accepting other friends' requests. Your social network can also effectively share your byway's website address to the world so that you attract more visitors there—bringing them one step closer to including your byway in their travel plans. According to the June 15, 2009 issue of *Time*, "Websites that once saw their traffic dominated by Google search queries are seeing a growing number of new visitors coming from 'passed links' at social networks like Twitter and Facebook."

But Does It Work?

Despite all of your best efforts, social networking marketing doesn't come with guarantees. Your exposure in the market depends on your ability to find friends who will introduce you to more friends. And, because it is an interactive and dynamic format, you have no control over what people say about you to the world.

JOIN Our Facebook Fan Page
www.facebook.com

- If you're on Facebook, search "Byway Conference" to find our fan page.
- Then share it with your Facebook friends. **Let's see how big we can grow our byway network!**

Some venues allow you to delete comments; however, once an incorrect or misleading statement flies out over the network, it's very difficult to corral the effect.

Forge ahead, but use caution. Social marketing allows you to engage in an online dialogue with your visitors or potential visitors. It's a communication and marketing tool—one of many that can help attract byway visitors and support your CMP.



MARKETING Via Wikipedia



http://en.wikipedia.org/wiki/Wikipedia:Articles_for_creation

A "wiki" is any online reference site that provides information submitted by users. The most famous of these is Wikipedia, a project of the Wikimedia Foundation, which now includes over 5,300,000 articles in more than 100 languages. The National Scenic Byways Program is already included in Wikipedia. Is your individual byway? Search, and you might be surprised.

Anybody can submit content to Wikipedia after registering at the site, but the information must be interesting, relevant and accurate. It must include sources. If it looks like advertising, it's rejected. Unlike other social networking submissions, your byway's description here should not sound personal but objective and unbiased.

As part of Web 2.0, other Wikipedia users can edit, change and contribute to your article. You might not like what they write.

Another way to tap Wikipedia's power is to find related articles, such as articles about your primary attractions, and add a link to your website in that article's external links section.

Visit Wikipedia at http://en.wikipedia.org/wiki/Wikipedia:Articles_for_creation to learn more about submitting your byway's information.



RESOURCE FOCUS

Section 106 Of The National Historic Preservation Act

What is Section 106?

The National Historic Preservation Act (NHPA) of 1966 was established to encourage preservation of the historic and cultural foundations of the Nation and foster conditions under which our modern society and our prehistoric and historic resources can exist in productive harmony. Section 106 of NHPA requires Federal agencies to take into account the effects of their actions on historic properties and archaeological sites listed on or eligible

Preservation Officers (SHPO) and/or Tribal Historic Preservation Officers (THPO) assist in providing the perspective of their respective jurisdictions at various points in the process. In instances with transportation funding from FHWA, much of the review work is done at the State level with the Department of Transportation (DOT).

The Section 106 process is based on consultation with interested parties to identify historic properties, assess project

How does Section 106 affect my byway?

Any action that utilizes Federal funding, including National Scenic Byways Program funding, and has an impact on historic resources or archaeological sites is subject to Section 106 review. Projects such as road improvements, structure rehabilitation, new buildings or trail construction have the potential to have adverse effects on historic properties. It is best to identify any historic preservation issues with Section 106 before the grant application process, especially if there is a need for review. Byway organizations working with Federal or State agencies should be aware of the review process for Section 106. Byway organizations that have projects involving historic properties or sites should work with their respective State DOT to determine if a Section 106 review is necessary. The more a byway organization can be aware of the process, the less chance that surprises or delays may occur—and the higher the likelihood that the organization can assist with the review and aid efficiency, and ensure balance between historic properties and public improvements.

Section 106 of NHPA requires Federal agencies to take into account the effects of their actions on historic properties and archaeological sites listed on or eligible for inclusion in the National Register of Historic Places.

for inclusion in the National Register of Historic Places. The section 106 process is a crucial step in any comprehensive planning process done with Federal assistance (including National Scenic Byways Program funding) whether on public or private lands. It provides the public and the Advisory Council on Historic Preservation (ACHP) an opportunity to comment on Federal projects prior to implementation.

What parts of Section 106 are important to know?

The Code of Federal Regulations at 36 CFR Part 800, Protection of Historic Properties, can be found at www.achp.gov/reg.html. This code identifies the process and the outcomes of the Section 106 review.

Federal agencies are responsible for compliance with the requirements of the Section 106 process although others may initiate and assist in completing the Section 106 review. State Historic

effects, and seek ways to avoid, minimize, and mitigate any adverse effects. A simplified overview of the review process can be described in the following steps. The first step is for the Agency Official to initiate the Section 106 process and work with the appropriate SHPO or THPO office and determine a plan to involve the public and other consulting parties. The second major step is to identify the historic properties in the proposed project area, with a reasonable and good faith level of effort. The third step is to assess any adverse effects. If there is a determination of adverse affects, the agency must continue consultation to seek ways to avoid, minimize, or mitigate the adverse affects. Adverse effects are roughly defined as diminishing the characteristics of a property or site that qualify it for inclusion in the National Register. Section 106 review is not intended to stop a project but rather to ensure that the agencies involved fully recognize and consider historic preservation and public input during the project planning.



Where do I turn for help?

- Contact your local State Historic Preservation Office or Tribal Historic Preservation Officer. A contact list can be found at www.achp.gov.
- For a review of Section 106 and a citizens' guide, log on to www.achp.gov/work106.html.
- For information on the National Register of Historic Places, log on to www.nps.gov/history/nr/.



Native American Graves Protection and Repatriation Act

What is NAGPRA?

The Native American Graves Protection and Repatriation Act (NAGPRA) is a Federal law passed in 1990. NAGPRA provides a process for museums and Federal agencies to return certain Native American cultural items, such as human remains, funerary objects, sacred objects or objects of cultural patrimony, to lineal descendants, and culturally affiliated Indian tribes and Native Hawaiian organizations. NAGPRA includes provisions for certain unclaimed and culturally identifiable Native American items, intentional or inadvertent discovery of Native American cultural items on Federal and tribal lands and in museums, and penalties for noncompliance and illegal trafficking.

What parts of NAGPRA are important to know?

It is important to be aware that all Federal agencies are subject to NAGPRA. If your byway project includes Federal lands or Federal agencies, or any Federal funding including National Scenic Byways Program funding, it will be subject to NAGPRA. NAGPRA also applies to museums and non-Federal agencies that act like museums, who have received Federal funds. Thus, State, county, or local agencies, and private institutions that have no museum mission or collections but end up collecting NAGPRA items from lands they manage and make decisions regarding disposition of those items, are defined as “museums.” The NAGPRA repatriation process requires all Federal agencies and museums to identify cultural items in their collections that are subject to NAGPRA, and prepare inventories and summaries of the items. In addition, Federal agencies and museums must consult with lineal descendants, Indian tribes and Native Hawaiian organizations regarding the identification and cultural affiliation of the cultural

NAGPRA provides a process for museums and Federal agencies to return certain Native American cultural items, such as human remains, funerary objects, sacred objects or objects of cultural patrimony, to lineal descendants, and culturally affiliated Indian tribes and Native Hawaiian organizations.

items listed in their NAGPRA inventories and summaries. Finally, Federal agencies and museums must send notices to lineal descendants, Indian tribes and Native Hawaiian organizations describing cultural items and lineal descendants or cultural affiliation, and stating that the cultural items may be repatriated. The law requires the Secretary of the Interior to publish these notices in the Federal Register.

How does NAGPRA affect my byway?

If you are working with Federal agencies or with Federal or Indian Reservation lands, or utilizing any Federal funding including National Scenic Byways Program funding, then NAGPRA is applicable. Also, any public or private museums along your byway that have that have received any Federal funds are subject to the NAGPRA provisions. In addition, if your byway includes any Federal lands or are within the exterior boundaries of an Indian reservation and you inadvertently discover or uncover any Native American objects during any ground-breaking activity (for visitor facilities, road enhancements, etc.), then NAGPRA applies. If a burial ground is discovered but is not located on Federal or Indian tribe land, then the excavation and inadvertent discovery provisions of NAGPRA may still apply if your agency acts in a way that defines it as a museum according to NAGPRA. The National Park Service enforces the provisions of NAGPRA that include fines and criminal

penalties. However, other State and Federal cultural preservation laws may apply, and State or local cemetery laws may also apply. For information on other State and Federal cultural preservation laws, contact your State Historic Preservation or Tribal Historic Preservation Office.



Where do I turn for help?

- Review the statute at Native American Graves Protection and Repatriation Act, 25 U.S.C. 3001 et seq.
- Review the Regulations: 43 CFR 10.
- Contact your State or Tribal Historic Preservation Office. A contact list can be found at www.achp.gov.
- For more information, log onto www.nps.gov/history/nagpra/.

2009 National Scenic
Byways Conference



ELEVATE YOUR EXPERTISE

Denver, Colorado ★ August 23-26



REGISTER NOW AT
[BywaysResourceCenter.org!](http://BywaysResourceCenter.org)

Exciting learning and networking experiences focus on core byway topics: Finances, Byway Organization, Corridor Management, Visitor Experience, and Marketing. See the full brochure and more details, plus links to register and book your hotel room online, at www.BywaysResourceCenter.org. You'll also find information about pre-conference tours presented by the Colorado Scenic and Historic Byways Program and descriptions of informal gathering options.

Join the byway community in Denver this summer, and reach new heights!



U.S. Department of Transportation
**Federal Highway
Administration**

byways.org ★ bywaysresourcecenter.org ★ bywaysonline.org

Calendar

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

★ indicates Resource Center workshops

2009

JULY

July 27-30

The 27th Annual National LTAP/TTAP Conference: Building Bridges in the Iron City
Pittsburgh, Pennsylvania
PennDOT LTAP/Region 3 LTAP Centers
For more information, please visit:
www.dot7.state.pa.us/LTAP/Public/RegistrationInfo.aspx

July 28-29

Transportation Planning, Land Use, and Air Quality Conference 2009
Denver, Colorado
Transportation Research Board
For more information, please visit:
www.ucs.iastate.edu/mnet/tpluaq/home.html

AUGUST

August 1-5

Protecting Our Children, Our Environment and Our Future
Spokane, Washington
Association for Pupil Transportation
For more information, please visit:
www.wapt4u.org/conference.htm

August 18-22

OCTA Annual National Convention: Cherokee Trail to the West, 1849-1859
Colorado-Cherokee Trail Chapter of Oregon-California Trails Association
For more information, please visit:
www.octa-colorado.org/2009_convention.htm

★ August 23-26

2009 National Scenic Byways Conference: Elevate Your Expertise
Denver, Colorado
America's Byways Resource Center
For more information, please visit:
www.bywaysresourcecenter.org

August 23-27

National Rural ITS Conference
Seaside, Oregon
Intelligent Transportation Systems (ITS) Oregon
For more information, please visit:
www.nritsconference.org/

SEPTEMBER

September 9-11

Grant Writing for Conservation Workshop
Shepherdstown, West Virginia
National Trails Training Partnership
For more information, please visit:
<https://doilearn.doi.gov/>

September 12

AMC Basic Maintenance Skills Training
Woolwich, Maine
National Trails Training Partnership
For more information, please visit:
www.lkrlt.org/TrailBuilding101.php

September 20-23

American Indian Tourism Conference
Santa Fe, New Mexico
American Indian/Alaska Native Tourism Association (AIANTA)
For registration, please visit: www.aianta.org

OCTOBER

October 11-14

Rally 2009: The National Land Conservation Conference
Portland, Oregon
Land Trust Alliance
For more information, please visit:
www.landtrustalliance.org/learning/rally
or e-mail: rally@lta.org

October 11-16

NCAI 66th Annual Convention
Palm Springs, California
National Congress of American Indians
For more information, please visit:
www.ncai.org/Conferences_Events.7.0.html

October 13-17

20th National Preservation Conference: Crating The Future In Harmony With Our Past
National Trust for Historic Preservation
Nashville, Tennessee
For more information, please visit:
www.preservationnation.org/resources/training/npc/

October 15-17

2009 Annual Conference: Destinations ...It's All About The Experience!
San Antonio, Texas
International Society of Travel and Tourism Educators
For more information, please visit:
www.istte.org/conference.html

October 25-28

8th Annual Mid America Trails & Greenways Conference
Kalamazoo, Michigan
For more information, please visit:
www.michigantrails.org/news/mid-america-trails-greenways-conference/

October 27-28

11th Minnesota Scenic Byways Workshop
Walker, Minnesota
Minnesota Department of Transportation
For more information, please call
Mark Anderson, Scenic Byways Coordinator
Phone: (615) 366-3606 or
E-mail: mark.r.anderson@dot.state.mn.us

NOVEMBER

November 16-19

12th Annual National Tribal Transportation Conference
Phoenix, Arizona
Tribal Technical Assistance Program
For more information, please visit:
<http://ttap.colostate.edu>

November 17-21

NAI 2009 National Workshop
Hartford, Connecticut
For more information, please visit: <http://interpnet.com/workshop/>

DECEMBER

December 6-10

Rendezvous XXXII - America's History: Protecting the Past, Informing the Future
Gettysburg, Pennsylvania
Association of National Park Rangers
For more information, please visit:
<http://www.anpr.org/anpr.htm>

2010

JANUARY

January 22-23

Stewardship Network Conference: The Science, Practice & Art of Restoring Native Ecosystems 2010
East Lansing, Michigan
The Stewardship Network
For more information, please visit:
www.stewardshipnetwork.org/site/c.hrL0KWPIUf/b.5187337/k.2F8/2010_Stewardship_Network_Conference.htm

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