

VISTAS



AMERICA'S BYWAYS®

SEPTEMBER/OCTOBER 2008

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The America's Byways Resource Center and the Federal Highway Administration (FHWA), in cooperation with the American Association of State Highway and Transportation Officials (AASHTO), are excited to announce the **2009 Scenic Byway Awards: Sharing Success & Honoring Excellence.**



In the tradition of past Scenic Byway Awards competitions, the 2009 Scenic Byway Awards will again honor outstanding byway projects.

The 2009 awards seek to recognize projects that exhibit excellent examples of completed byway projects, public outreach, private and public partnerships, innovation, and advancement of the goals of a byway's corridor management plan. In addition, the 2009 awards will again recognize an outstanding leader or organization that has advanced the overall goals of the byway program.

"I'm very excited about the fourth round of the competition," said Michelle Johnson, Director of America's Byways Resource

Center. "Byway groups deserve recognition for their creativity, planning, foresight, diligence and energy. Volunteer organizations have put their hearts and souls into turning their special road into a national treasure for all of us to share. The awards will recognize up to eight truly outstanding projects that have made lasting and significant contributions to the motoring public."

Participation in the 2009 Scenic Byway Awards is not limited to National Scenic Byways or All-American Roads. Any national, State, Indian tribe, or Federal lands byway may submit applications for projects of excellence and outstanding leadership. Recipients of the awards will be honored at the National Scenic Byways Conference in August 2009, and will also be featured in a printed awards program.

"Take a drive on a scenic byway and you will discover America. Every region has something unique and special to open our eyes and restore our spirit. That's why a 'road trip' is a uniquely American adventure. We welcome the opportunity to work with the Federal Highway Administration and America's Byways Resource Center to recognize projects of excellence and the men and women who work tirelessly to make it all happen."

— John Horsley
Executive Director, American Association of State Highway and Transportation Officials

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Michelle Johnson, Director America's Byways Resource Center

LOST

On a recent work trip, a coworker and I had to rent a car and travel from a major city to a small town, a distance of about 100 miles (or as I calculate travel: two hours). We cruised out of the airport, zipped on the Interstate, and weaved around downtown, sharing an eight-lane highway with many, many other vehicles. We looked for our exit when the road narrowed to four lanes, and surprisingly, we never found it. Hmm. I don't suppose it would have anything to do with the fact that we were using two inadequate maps and relying on instinct and memory instead of facts. But that's a topic for another time.

We did what most people do when they are lost: stop and ask for directions. I pulled into a gas station and asked the clerk behind the counter for directions. "Oh, that's easy. Take a left out of the parking lot and...blah, blah, blah..."

she said. I smiled, bought a map and walked out. You see, all I heard was "take a left out of the parking lot." The clerk gave me six or seven actions that had to be completed in a specific order and there were six or seven roads mixed in with as many different landmarks. There I sat with my memory-impairment of only being able to handle one instruction at a time.

Back in the car I unfolded the map and tried to figure things out. I quickly gave up and handed the map to my coworker. "You're in charge," I said. "Get us there before dinner."

Since then, I've thought about getting lost in that situation. I didn't ask for written instructions that day, because I had the distinct impression that the clerk did not have time for me in that empty station. A greeting at the station, such as "Let me help you" (and a smile), would have been

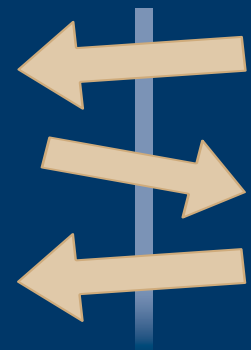
reassuring and helped to make me feel comfortable and welcome in a strange place. I was in unfamiliar territory, but I wasn't scared, it wasn't dark, and I wasn't alone. Imagine if you were somewhere new, and tired, hungry, and the kids were tired and all you wanted was your hotel to pop up on the horizon. Front-line hospitality can make the difference for visitors.

As part of our training program, the Resource Center offered 23 byway professionals the opportunity to be trained on byway hospitality. Top-notch instructors Sally Pearce, Judy Walden and Kelli Hepler used the 2007 Scenic Byway Award-winning Grassroots Byway Hospitality Training Program created by the State of Colorado Scenic and Historic Byway Program. If you are interested in providing hospitality training customized for your byway, please contact one of our

certified trainers. You will not be disappointed! Find their names and contact information on our website (www.bywaysresourcecenter.org). With this program, your visitors will be greeted with a welcoming smile and lots of useful information for a great time on your byway.

Lost or not, who doesn't need a smile and a warm welcome on the road?

Happy Trails! ★



Byway Press Trips Yield Impressive Results

By Peggy Bendel, Senior Vice President/Travel Marketing, Development Counsellors International

As part of the ongoing Public Awareness Plan development and implementation, targeted media visits to various byways were an important component of our public relations pilot project last year, which also included six PR 101/Media Coaching workshops in locations across the country.

A list of targeted media was prepared in consultation with the America's Byways Resource Center and the National Scenic Byways Program. A selection of byways in various regions, highlighting a range of intrinsic qualities, were approached to participate.

SUMMARY OF THE RESULTS TO DATE:

AAA New Mexico Journeys: an article featuring Billy the Kid Trail will run in 2009

Ft. Worth (TX) Star-Telegram: summary of six varied byways (Billy the Kid Trail, Trail of the Ancients, Creole Nature Trail, Old Canada Road Scenic Byway, Paul Bunyan Scenic Byway and Volcanic Legacy Scenic Byway, including photos of the first four)

Frommers.com: Two articles on Maine's Old Canada Road Scenic Byway in July

NBC TODAY Travel Editor and all-round travel guru Peter Greenberg has featured byways on three occasions this year:

- **WCBS 880 Travel Tip of the Day - Historic Drives:** Billy the Kid Trail, Trail of the Ancients and Amish Country Byway (also posted on petergreenberg.com with a link to www.byways.org)
- **TODAY Show - Scholastic Parent and Child:** editor Lisa Crandall discussed the Creole Nature Trail with Peter
- **PeterGreenberg.com:** a lengthy article with images ran on this well-read website

Scholastic Parent and Child: profile of the Creole Nature Trail as one of several family-friendly trips

Total advertising equivalency—the amount it would have cost to buy equivalent space or time in these outlets—is more than \$600,000. That's an impressive return on the America's Byways Resource Center's investment of \$30,000 in this pilot. ★

So You Need To Write An Interpretive Plan. What Do You Do?

*Do it yourself? Contract it out?
Do a mix of the above? Read on...*

By Cheryl Hazlitt, Senior Interpretive Planner for the USDA Forest Service Center for Design and Interpretation (CDI)

While the methodology remains the same, no interpretive plan is ever alike. Why? Because every new project is made up of a new set of players, management issues and resources. Here are some ideas to help you consider the best fit for finishing your planning work—by you, a contracted planner, or a mix that works for you.

Doing It Yourself

You've got to like people:

Developing interpretive plans involves bringing groups of people together at least once, maybe twice, during the life of the plan. This includes Byways Specialists, recreation planners, public affairs staff and stakeholders—those who live in the neighborhood provide services, volunteer or contribute resources to your site. When I have a large new unknown group, I review all the potential attendees to gain some general information about them.

Be strategic in your methods:

Develop a plan of action and a list of what you expect to accomplish. Review it with your group several times. This strategy should include some workshop meetings where your stakeholders can give input on the inventory, interpretive statements, audience analysis and media recommendations you've developed.

Create a schedule of dates and milestones: List what you need to have accomplished and by when. Specify portions or percentages completed. Plan days for research or writing that include thinking and reading time, meeting time and talking with others.

Get an editor who is not involved with the project: Look for someone preferably not associated with the

planning project to tell you if you're making sense and using correct writing styles. Ask for content editing separately from grammatical editing.

Be a strong group facilitator or find one:

The team needs a designated leader...without a leader, the group gets lost. The facilitator sets and maintains the agenda, facilitates the meeting, keeps the group moving, checks against the objectives for the meeting, summarizes the meeting, reviews action items and helps define the next steps.

Define roles and responsibilities:

Your facilitator may or may not be the project manager. Define the roles for the group. The project manager keeps the team efforts moving forward: deadlines met, budget managed, problems resolved. The leader/planner is the project "minder."

Contracting With An Interpretive Planner

There are various planners and styles in the private sector. In your contract specifications, develop the scope to be as clear as possible. Identify what you want as final deliverables—audience analysis, interpretive themes, goals and objectives, cost estimates, and conceptual designs—to assist those bidding on the project to better estimate their time and resources. And if you think hiring a professional is costly, calculate the salary, time and hours you will spend doing the plan yourself.

Be clear about the kind of prior experience you want shown:

Tell candidates if you want previous experience with Civil War battlefields or fossils from the Cretaceous Era.

Once an award is made:

Hold a start-up meeting to ask questions about the process the Interpretive Planner will use. Many of the previous points are still applicable, and you may need some further clarification.

- Who facilitates the meeting, takes notes, and handles submittals and reviews?
- What is the plan to involve community stakeholders, partners and public interest in the planning process? This discussion is easy to gloss over, but getting it upfront saves time and energy for both parties.
- What is the review schedule? Your contractor should provide this for your approval.

Review with your contracted planner: Review your plans for dispersing submittals and collecting revisions in a timely manner, and how you will provide the responses back to the contractor.

- Who is the bottom-line decision maker in revisions?
- The deliverables you expect to be provided when the plan is completed, such as 25 color printed copies of the plan, digital copies, etc.
- The payment schedule defined in your contract.
- Sources, data, references and other contacts that will assist your contractor in collecting information relevant to the plan.

A Mixed Approach

This can take a variety of forms, allowing you to hire consultants for completing certain parts of the plan. You might hire a professional to develop the inventory and media recommendations and handle the visitor analysis, or perhaps you provide some of the information and have the contracted planner complete the plan into a useable document. You might opt to spread completing portions of the plan over several years, or use a contractor to push forward some sections where you don't have time, expertise or enough dollars.

Remember: Planning Teams Evolve

You'll find it beneficial to keep in mind the elements of group dynamics, such as applying

Bruce Tuckman's model of team development with the stages of **Forming – Storming – Norming – Performing**. This model maintains that these phases are all necessary and inevitable for the team to grow, to face up to challenges, to tackle problems, to find solutions, to plan work, and to deliver results.

No matter the approach you choose, get going and build in some accountability. In the long run, the paper document is never as valuable as the process along the way. ★

ABOUT THE AUTHOR

Cheryl Hazlitt has written numerous interpretive and exhibit plans and overseen exhibit projects from writing text to final exhibit fabrication. Cheryl is a Certified Interpretive Trainer, and serves as the judging coordinator for the National Association of Interpretation's annual Media Award Competition. Contact her at chazlitt@fs.fed.us.

REFERENCE:

Tuckman, Bruce W. (1965) "Developmental sequence in small groups," *Psychological Bulletin*, 63, 384-399.



ABOUT CDI

CDI is a full-service internal team bringing together the disciplines of interpretive planning, graphic illustration, landscape architecture, architecture and engineering. Its mission is to provide high-quality products and services that are sustainable and conserve resources, provide for public enjoyment and education especially in meeting accessibility requirements, and are flexible and responsive to customer needs. CDI employees serve Districts, Forests and other clients as a trusted ally, providing creative ideas and alternatives to meet their needs. For more information about CDI, visit: www.fs.fed.us/r2/cdi.

IN THE NEXT ISSUE OF VISTAS:

CDI answers the question, "Why go regional with interpretive planning?"



SHARING SUCCESS & HONORING EXCELLENCE

ANNOUNCING THE 2009 SCENIC BYWAY AWARDS COMPETITION

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The Scenic Byway Awards benefit those receiving the awards and the entire byway community by:

Sharing successful models other byways can adapt for their corridors;

Encouraging projects of excellence on local, State, and national scenic byways;

Demonstrating the impact and importance of the National Scenic Byways Program and State Scenic Byways Programs to communities across the country.

Gary Jensen, Team Leader of FHWA's National Scenic Byways Program, acknowledges the benefit of proven grant project recipients to the byway community. "The Scenic Byway Awards enable every byway a terrific way to identify exemplary projects, and showcase them in a manner that allows others in the byway community to benefit from their success," said Jensen.

AWARD CATEGORIES

The 2009 Scenic Byway Awards will highlight outstanding achievements in **eight Project Categories**:

- Resource Protection
- Built Projects
- Marketing
- Planning
- Interpretation
- Transportation Agency Cooperation
- Visitor Experience
- Sustainable Organizations

Applicants will select the one category that best fits the nominated project. (See chart below.)

SPECIAL LEADERSHIP CATEGORY AGAIN THIS YEAR!

Does your byway organization have a leader who has demonstrated outstanding service to the organization? Now is your chance to show your appreciation with a nomination in the Leadership Category. This

2009 Scenic Byway Awards CATEGORIES

PROJECT CATEGORY:	THIS CATEGORY RECOGNIZES:	EXAMPLES:
1. Resource Protection	Outstanding projects to manage, enhance, protect, or preserve one or more of a byway's intrinsic qualities.	Projects that identify and catalog a byway's significant resources and sites, development of strategies to manage or protect specific resources and sites, the restoration of a historic structure or site, or scenic and land conservation.
2. Marketing	Dynamic marketing projects, initiatives, and activities that byway organizations alone or in cooperation with State tourism agencies, chambers of commerce, or others have developed and implemented, and the resulting products.	Marketing plans, websites, brochures, maps, publications, signage, CDs, or other projects and programs designed specifically to promote a byway or group of byways.
3. Interpretation	The development and provision of high-quality interpretive information that educates visitors and the community about the byway's intrinsic qualities, and conveys the story of the byway.	Interpretive plans, exhibits, kiosks, collection and dissemination of local oral or written histories, guide programs, or training for individuals to explain to the byway traveler the significance of the byway's special qualities. Products may include signs, brochures, pamphlets, maps, video tapes, audio tapes, CDs, a website, or other media related to the byway(s).
4. Visitor Experience	Excellent byway plans, processes and products designed to enhance visitors' experiences while both traveling the byway and visiting communities along the corridor.	Efforts to manage a byway's visitor capacity, adaptations to facilities to make them compliant with the Americans with Disabilities Act, wayfinding signage, improving trail access, increasing visitor amenities, or expanding pedestrian and bicycle access to the byway and in adjacent communities.
5. Built Projects	Exemplary brick-and-mortar projects that have already been constructed, with an emphasis on projects that have incorporated innovative approaches to the process to achieve the final product, such as fundraising, partnerships or collaborative efforts. Design elements, while of interest, are not primary criteria.	A visitor center, the rehabilitation of a historic structure, construction of a scenic overlook, or the installation of a gateway sign. Projects may be single or multiple buildings. Only the completed phases of the project will be evaluated. Projects that are in the design phase but have not been built will not be considered. Applicants should provide photos and a site plan of the completed project.
6. Planning	Successful plans that have applied excellent methods to include communities, agencies, organizations and others along the byway effectively in the planning process.	Include the following plans for byways: historic conservation, recreation, transportation, reuse or redevelopment, or revised corridor management plans.
7. Transportation Agency Cooperation	A byway's productive efforts to achieve a goal related to the functionality, safety, and/or mobility along the byway's transportation routes in collaboration with a road management agency such as a State Department of Transportation, highway department, or FHWA Division office.	The development of byway-specific road management practices, access management, traffic calming, vegetation management, context-sensitive solutions, or multimodal use of the byway corridor.
8. Sustainable Organizations	The outstanding efforts of byway communities to establish and maintain sustainable organizations that can serve the long-term needs of byways.	Cultivation of effective problem-solving techniques; creative solutions to organizational structure, administration, or decision making; development of a business plan; methods for attracting and maintaining an enthusiastic volunteer core; techniques for getting community buy-in; or successful methods for fundraising.



SHARING SUCCESS & HONORING EXCELLENCE

ANNOUNCING THE 2009 SCENIC BYWAY AWARDS COMPETITION

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category seeks to recognize the achievements of an individual or even a grassroots organization that has approached challenges creatively and made lasting and significant contributions to a specific byway, group of byways, or State or Indian tribe scenic byways program.

CRITERIA

A review panel made up of representatives from State, Indian tribe, and local byway leaders will review and select one winner in each category plus one leader or organization.

This panel will make selections based on how well submitted projects and leadership accomplishments meet both the general criteria for the competition and the specific category criteria.

The general criteria for an award are:

- Community involvement and public outreach
- Partnerships
- Advancing the goals of the byway's corridor management plan
- Innovation

(See chart right.)

2009 Scenic Byway Awards SPECIFIC CRITERIA	
PROJECT CATEGORY:	SPECIFIC CRITERIA:
1. Resource Protection	<ul style="list-style-type: none"> – Preserves or protects one or more of the byway's intrinsic qualities – Enhances the visitor experience and improves quality of life for the community – Effectively communicates the value of resource protection to the corridor
2. Marketing	<ul style="list-style-type: none"> – Resulted in a documented increase in the number of visitors to the byway – Showed measurable economic impact on byway communities – Was cost effective
3. Interpretation	<ul style="list-style-type: none"> – Contributes to the visitor's understanding of the byway's intrinsic qualities – Effectively communicates the byway's story in an engaging way – Utilizes non-traditional medium
4. Visitor Experience	<ul style="list-style-type: none"> – Increases the comfort of byway visitors – Enhances the experience of byway visitors
5. Built Projects	<ul style="list-style-type: none"> – Serves as a unique or exceptional example of a finished product and/or process – Meets the needs of the byway in an unconventional way
6. Planning	<ul style="list-style-type: none"> – Establishes realistic, attainable goals – Contains replicable components and methodology – Includes high-quality thought, analysis, writing and graphics throughout the plan – Displays evidence of effectiveness: how the plan addressed the need that prompted its initiation
7. Transportation Agency Cooperation	<ul style="list-style-type: none"> – Demonstrates effective communication and cooperation between the byway(s) and the managing road agency – Improves the safety, mobility, and/or functionality of transportation option on the byway corridor
8. Sustainable Organizations	<ul style="list-style-type: none"> – Expands the organization's access to funding source(s) – Demonstrates the long-term viability of the organization – Increases the commitment of the community to the byway organization

Leadership CATEGORY

This category seeks to recognize strong leaders who have used creative approaches to challenges, and made long-lasting and significant contributions to a specific byway, group of byways, or State or Indian tribe scenic byways program. The inspiring actions of these individuals or grassroots organizations should be replicable in other byway communities.

SPECIFIC CRITERIA:

- Demonstrates a commitment to creative and innovative solutions to implement a byway's corridor management plan, or serve a need in the byway community.
- Demonstrates strong leadership and inspiring actions that can be replicated.
- Creates initiatives that have significant, lasting impact on a byway or the byway community.



SHARING SUCCESS & HONORING EXCELLENCE

ANNOUNCING THE 2009 SCENIC BYWAY AWARDS COMPETITION

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DEADLINE

Now is the time to develop your strategy for entering this exciting round of competition! The application window opens on September 15, and the deadline for submissions is **December 19, 2008**. Program details and applications are available on the America's Byways Resource Center website at www.bywaysresourcecenter.org.

★ IMPORTANT ★ COMPETITION DATES

2008

September 15, 2008

Competition opens. Download the Eligibility and Requirements and the Application Forms from the America's Byways Resource Center website at www.bywaysresourcecenter.org.

September 15 to December 1

Prepare applications, photographs and supporting documents.

December 1

Application deadline for byways to send award applications to State Byway Coordinator (not applicable for Indian tribe scenic byways).

★ December 19 ★

Application deadline for State Byway Coordinators and Indian tribe scenic byways to send award applications to the America's Byways Resource Center. Applications must be postmarked by December 19, 2008.

2009

April

Award recipients notified.

August 23-26

Award recipients honored during the 2009 National Scenic Byways Conference in Denver, Colorado.

FREQUENTLY ASKED QUESTIONS

Who should apply?

Any national, State, Indian tribe, or Federal public lands byway may submit applications for projects of excellence and outstanding volunteer leaders.

What are the award categories?

The Scenic Byway Awards include eight Project Categories and a separate category for Leadership. **The Leadership Category requires a separate application form!**

The eight Project Categories are:

- Resource Protection
- Built Projects
- Marketing
- Planning
- Interpretation
- Transportation Agency Cooperation
- Visitor Experience
- Sustainable Organizations

Applicants may submit an application in the Leadership

Category as well as one of the Project Categories.

How do I select a category for my byway's project?

While many projects will have several relevant categories, applicants should consider the **primary goal** of the project to select a category.

Where are the application forms?

The Eligibility and Requirements and both the Application Forms for Projects and Leadership are available on the America's Byways Resource Center website at www.bywaysresourcecenter.org.

Can a byway submit more than one award application?

Applicants may submit an application in the Leadership Category as well as one of the Project Categories.

While there is no limit to the number of applications that byways can submit for different projects, applicants may not submit duplicate applications for the same project in different

categories. Projects should be submitted only once in the category that best fits the primary goal of the project.

How important are supporting photos?

Photos are an important opportunity to provide a visual description of your byway's project. Applicants are required to include five to ten digital images on a CD with their applications. The award program description contains the requested technical specifications for resolution and digital image size. It is important that the images meet these specifications to ensure they are suitable for publication.

Will supporting materials submitted with the applications be returned?

No. Because of the anticipated volume of submissions, all applications and supporting materials become the property of the America's Byways Resource Center.

2009 Scenic Byway Awards

★ AWARD PACKAGE

Recipients of the 2009 Scenic Byway Awards will be honored during the National Scenic Byways Conference to be held August 23-26, 2009 in Denver, Colorado. The recipients will be acknowledged and the Conference will feature poster highlights of the winning projects, and recognition of leadership achievements. Representatives of the award-winning projects and the recipient of the leadership award will also be asked to be available during the Conference to answer questions regarding their projects.

IN ADDITION, AWARD RECIPIENTS WILL RECEIVE AN AWARD PACKAGE THAT INCLUDES:

- ★ An engraved plaque commemorating the 2009 award.
- ★ A media press kit to assist with local coverage of the award.
- ★ A special feature in the July/August 2009 *Vistas*.



SHARING SUCCESS & HONORING EXCELLENCE ANNOUNCING THE 2009 SCENIC BYWAY AWARDS COMPETITION

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How do we submit our application?

All applications, except those from Indian tribes, must be submitted through the respective State Department of Transportation. In most cases, this will be via the State Byway Coordinator. A listing of State coordinators can be found at www.bywaysonline.org/contacts/. Indian tribe byways may submit applications directly to the America's Byways Resource Center.

State coordinators and Indian tribes will submit all applications to:

America's Byways Resource Center
394 Lake Avenue South
Suite 600
Duluth, MN 55802
Attn: Henry Hanka

When is the application deadline?

December 1, 2008 is the deadline for byways to submit award applications to State Byway Coordinators. (Not applicable for Indian tribe scenic byways.)

December 19, 2008 is the deadline for State Byway Coordinators and Indian tribe scenic byways to submit applications to the America's Byways Resource Center. Applications must be postmarked no later than December 19, 2008.

Who will select the award recipients?

A review panel comprised of representatives from State, Indian tribe and local byway leaders will review the applications and make their selections by April 2009.

How many awards will there be?

Up to nine awards will be given; up to eight in the Project Categories and one in the Leadership Category.

When will the award recipients be honored?

Recipients of the 2009 Scenic Byway Awards will be honored during the National Scenic Byways Conference, to be held August 23-26, 2009, in Denver, Colorado. Recipients will be acknowledged and the Conference will feature highlight posters of the selected projects and recognition of leadership achievements. Representatives of the award-winning projects and the recipient of the leadership award will also be asked to be available during the Conference to answer questions regarding their projects.

Who is AASHTO?

The American Association of State Highway and transportation Officials (AASHTO) is a nonprofit, nonpartisan association representing highway and transportation departments in the 50 States, the District of Columbia and Puerto Rico.

Headquartered in Washington, D.C., AASHTO represents all the transportation modes: air, highways, public transportation, rail and water. Its primary goal is to foster the development, operation and maintenance of an integrated national transportation system.

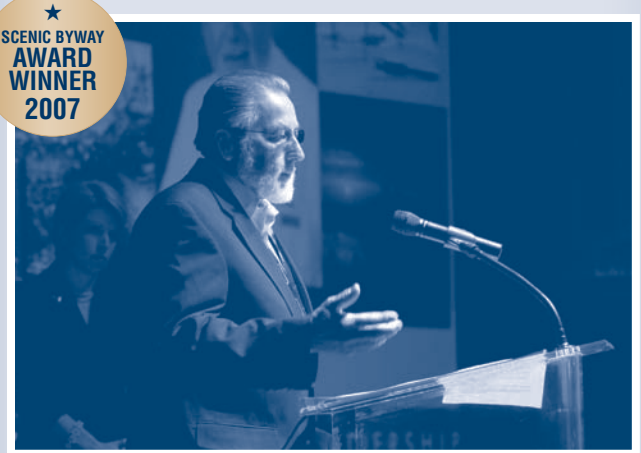
What if I have questions?

Consult the detailed awards program description on the America's Byways Resource Center website at www.bywaysresourcecenter.org.

Call Henry Hanka at 218-625-3306 or toll-free at 866-974-6403 or e-mail at hhanka@byways.org.

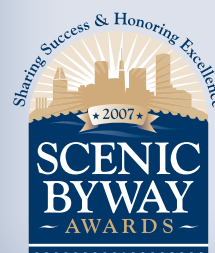


Coulee Corridor Scenic Byway won a 2007 Scenic Byway Award for the Great Washington State Birding Trail Map, a partnership between the Coulee Corridor Consortium and Audubon Washington that brings ornithological knowledge and birding experience together with tourism and community education.



Monte Hurley was the first-ever recipient of the 2007 Scenic Byway Leadership Award, in recognition of his outstanding leadership and dedication to the Creole Nature Trail All-American Road.

Ohio Historic National Road All-American Road received a 2007 Scenic Byway Award for the Ohio National Historic Road Design Handbook. The Historic National Road's leadership recognized the challenges that lie beyond the designation phase, and created a design handbook to help communities craft long-term planning solutions for their All-American Road.



READ MORE ABOUT THE 2007 WINNING PROJECTS ON THE AMERICA'S BYWAYS RESOURCE CENTER WEBSITE AT:

www.bywaysresourcecenter.org/resources/specialprojects/aashto/

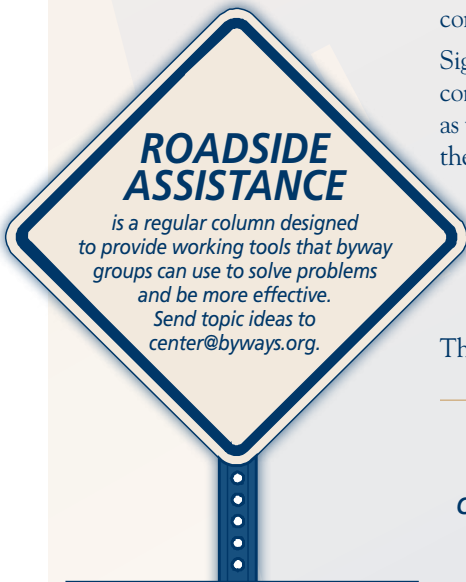


Roadside Assistance

VANDALISM CONSIDERATIONS FOR BYWAYS SIGNS

By Curt Pinalto, Byways Specialist

Editor's note: This article focuses primarily on selecting materials for off-road signage, such as interpretive panels. For on-road signage considerations, consult your Department of Transportation and the Manual on Uniform Traffic Control Devices (MUTCD).



Interpreting and wayfinding byway signage gives you, the byway practitioner, opportunities to communicate with your visitors. Byway signs provide necessary traveler information and interpretive messages that help visitors make connections to the byway story.

Signage is different from other communication techniques, such as websites or brochures, in that the visitor must actually be on your byway to see the sign and receive the message. For this reason, signage offers a vital tool to make that personal connection with the visitor. The importance of signage is



University of Wisconsin-Stevens Point students deface and disfigure interpretive signs to demonstrate how the signs stand up to vandalism.



“Vandalism destroys not only the targeted objects, but also degrades the sense of safety, comfort, and aesthetics of an entire area,” notes the website for the Schmeeckle Reserve at the University of Wisconsin-Stevens Point. “With ever-tightening budgets, vandalism can be an expensive problem for interpretive sites.”

Our Byways Specialists are here to assist you.

Find the Resource Center contact for your State on the Resource Center website at www.bywaysresourcecenter.org/about/people/States. Call us toll-free at 866-974-6403, or contact your Byways Specialist directly:

Dennis Adams
dadams@byways.org

Bonnie Hundrieser
bhundrieser@byways.org

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cpinalto@byways.org

clear among the recently awarded National Scenic Byways Program grants: approximately 30 percent of all 2007 grants were for projects that described signage, kiosks, interpretive facilities, visitor centers, or other projects that implied some sort of signage.

As you implement your signage projects you will, or already have, found out that there are many choices for signage materials. Your selection depends on cost, lifespan, weather, sales options, and other factors. You should also consider the effect of vandalism on signage material.

“Vandalism destroys not only the targeted objects, but also degrades the sense of safety, comfort, and aesthetics of an entire area,” notes the website for the Schmeeckle Reserve at the University of Wisconsin-Stevens Point. “With ever-tightening budgets, vandalism can be an expensive problem for interpretive sites.”

Everyone has seen the effects of vandalism upon signage, whether it’s gunshot, graffiti, or some other deliberate damage. Ron Zimmerman and Jim Buchholz, representing the Schmeeckle Reserve, addressed sign vandalism at

the 2007 National Association for Interpretation’s Annual Workshop in Wichita, Kansas during a lighthearted, yet informative, breakout session to study the resistance of certain sign materials to various vandalism damage. Later, they described the session and offered tips via the Schmeeckle Reserve’s website: www.uwsp.edu/cnr/Schmeeckle/Interp/Workshops/Vandalism/results_schmeeckle.htm.

The following excerpts are used with their permission.

STEP OVER THE LINE; BEAT A SIGN -

Dealing with Sign Vandalism

Participants in the session were encouraged (okay, goaded) to “step over the line” into the shoes of a vandal. Armed with pens, permanent markers, lipstick, lighters, razor blades, hammers and rocks, they defaced and disfigured several signs to see how each stood up to vandalism.

To study resistance to specific types of surface graffiti, burns, disfigurement, and breakage, the workshop tested seven sign panel materials:

- High-pressure laminate
- Fiberglass embedment
- Porcelain enamel
- Color-embedded anodized aluminum
- Etched anodized aluminum
- Routed woods
- Laminated prints

Each of these materials was put to the test by a variety of *contrived* vandalism types, including:

SURFACE GRAFFITI: pens, crayons, lipstick, marker, spray paint

BURNS: lighters

DISFIGUREMENT: sandpaper, keys, razor blades, rocks, bricks, hammer

BREAKAGE: hand/foot, hammer, rock/brick, firearms

“VANDALS” HAVE A HISTORY

The original Vandals were an East Germanic tribe who lived in an area south of the Baltic Sea. The tribe overran Gaul, Spain, and northern Africa in the 4th and 5th centuries A.D. They sacked Rome in 455 A.D., destroying buildings and ransacking artwork. This eventually resulted in our current definition of vandalism as “senseless destruction.” However, historians agree that the Vandals were no more destructive than other invaders during this time period.

SOURCE: *Step Over the Line; Beat a Sign – Dealing with Sign Vandalism*, Zimmerman and Buchholz, Presentation given during 2007 NAI National Workshop, Nov 2007.

Participants then **subjectively** rated the outcomes of their contrived vandalism based on a R.U.F. or R.U.D. rating system.

R = Resistance. How resistant is the material to being marked, disfigured, burned, or broken?

U = Usability. Can the sign still communicate its message with this type of vandalism?

F = Fixable. How easy is it to fix the sign with cleaning or restoration agents?

D = Durability. How durable is the sign after it is broken?

Due to the short timeline and lack of certain samples, the NAI Workshop data had some holes and inconsistencies. Schmeeckle Reserve conducted a comprehensive follow-up study to determine the vandal resistance of eight different panel materials on November 14, 2007 to fill in the gaps and provide a single comprehensive view of materials. The results also list specific products that were successful in cleaning graffiti. Check out all of the

results at: www.uwsp.edu/cnr/Schmeeckle/Interp/Workshops/Vandalism/results_schmeeckle.htm.

The Schmeeckle website notes that the vandalism tests and results are subjective and non-representative of actual field situations. Many panel fabrication companies produce other grades of products or have newer technologies to prevent against specific types of vandalism. Talk to manufacturers for more information.

Is Vandalism Inevitable?

Vandalism is just one consideration when implementing signage projects. Vandalism is not necessarily inevitable. To help negate vandalism in your area, work within social confines to address the issue and develop strategies to eliminate the opportunity for vandals to commit their crimes. Meanwhile, if vandalism occurs on your byway, then be sure to consider your signage

material choice in your long-term maintenance plans.

For more information

- Schmeeckle Reserve website: www.uwsp.edu/cnr/Schmeeckle/Interp/Workshops/Vandalism/results_schmeeckle.htm
- America's Byways Resource Center website: www.bywaysresourcecenter.org/topics/visitor-experience/interpretation/
- *Signs, Trails, and Wayside Exhibits: Connecting People and Places* by Gross, Zimmerman and Buchholz
This comprehensive visual guide explains planning, designing, and fabricating effective outdoor interpretive panels and trails. Visit the America's Byways Resource Center website for a link or preview and order the book at: www.uwsp.edu/cnr/Schmeeckle/Handbooks/Signs/index.htm

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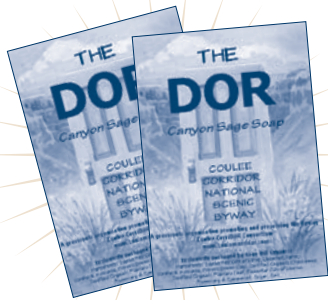
The 2008 National Association for Interpretation (NAI) National Workshop will be held November 11-15, in Portland, Oregon. NAI 2008 will feature approximately 100 sessions in 13 tracks. Along with the professional development and networking, NAI 2008 offers opportunities to explore the Oregon Cascade Mountains, Willamette Valley, Columbia River Gorge and Pacific Coast. NAI's annual workshop brings together more than 1,000 interpreters to train, network, share ideas, and enjoy a different part of the country. For complete details, visit the conference website: www.interpnet.com/workshop/. ★



2008 NAI
National Workshop
November 11-15, 2008
Portland, Oregon

Coulee Corridor Introduces Corridor-Themed Soaps

The Coulee Corridor National Scenic Byway developed a line of soaps to sell to tourists and locals along Corridor communities. The five varieties of soap represent the many colors and native plants of the region: Desert Sunflower, Canyon Sage, Basalt, Wild Berry and Blue Sky.



“Basalt Body Bar” gets its inspiration and dark brown color from the rocky basalt cliffs located all along the Corridor. Each bar of soap in the line has jagged edges along the top to represent the basalt cliffs.

Using natural ingredients, extracts and essential oils, SaDonna Heathman of SageHill Organics handcrafted the soap bars. They are currently available at the Coulee Corridor visitor center, and they will also be available online in the coming months at www.couleecorridor.com. ★

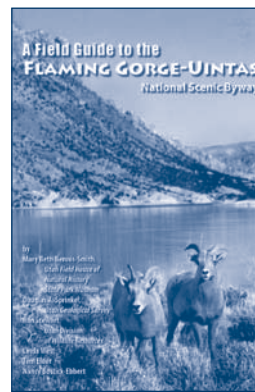
Historic Barge Docks Along Mohawk Towpath Byway

The Mohawk Towpath Byway has a new historic asset. *Pennsylvania Railroad Barge #399*, which is a 1930s covered barge built by American Bridge Corporation for the Pennsylvania Railroad, and the 1957 tug *Frances Turecamo* are tied up at the State Dock just north of the Route 9 Crescent Bridge.

The barge is the last of a class that covered the Hudson and its tributaries. Ongoing major repairs over the last 10 years include hull stabilization,

roof reconstruction and deck replacement. She now serves as a floating museum with exhibit space for lectures, traditional music, tours, demonstrations, etc. The Mohawk Towpath Scenic Byway Coalition held its July meeting in the barge’s cavernous space, cooled by freshwater breezes. The barge is open for closer inspection by appointment. For more information, contact Eric Hamilton, byway leader, at ejh.bkh@juno.com. ★

New Road Guide Features The Flaming Gorge - Uintas National Scenic Byway



A Field Guide to the Flaming Gorge - Uintas National Scenic Byway is now published and available for sale. This comprehensive guide looks at the byway’s geology, botany, wildlife and human history in a mile-by-mile road log. In addition, each subject is expanded to convey the byway’s abundant natural history.

“This new road guide will augment any visitor’s experience on the byway,” said Mark Wilson, President of the Dinosaurland Travel Board. “The well-researched information really helps to fill in the story behind the awesome scenery one encounters.”

“This new road guide will augment any visitor’s experience on the byway,” said Mark Wilson, President of the Dinosaurland Travel Board. “The well-researched information really helps to fill in the story behind the awesome scenery one encounters.”

A promotional event on June 21, 2008 featured the book’s authors at stations along the byway. Travelers who visited all stations qualified to win prizes from local businesses. In addition, the Utah Field House of Natural History is sponsoring a season-long exhibit of the byway and its features.

The book was made possible through a combined partnership effort with the Flaming Gorge - Uintas National Scenic Byway Committee, Utah Division of Wildlife Resources, Utah Field House of Natural History, Intermountain Natural History Association, Ashley National Forest, Uintah Impact Mitigation Special Service District, Chevron Corporation, Utah Geological Survey, Utah State Parks, Utah Department of Transportation, Dinosaurland Travel Board, and the FHWA National Scenic Byways Grant Program.

The Field Guide is available for purchase at each of the visitor centers located along the Flaming Gorge - Uintas National Scenic Byway, the Utah Field House of Natural History, or through the Intermountain Natural History Association at www.inhawe.com. ★

Information Kiosks Welcome Seaway Trail Visitors



Photo: New York State Department of Transportation

The New York State Department of Transportation installed a new Seaway Trail information kiosk at the Route 104 westbound pull-off in the Town of Scriba this past August. The three-sided structure is one of 50 such community-based kiosks that include a map of the 518-mile-long Seaway Trail byway, and a brochure rack with localized information and interesting details about the travel and tourism route that is one of America's Byways® and a National Recreation Trail.

Funding for the trail-wide kiosks was provided by a Federal Highway Administration's National Scenic Byways Program grant to Seaway

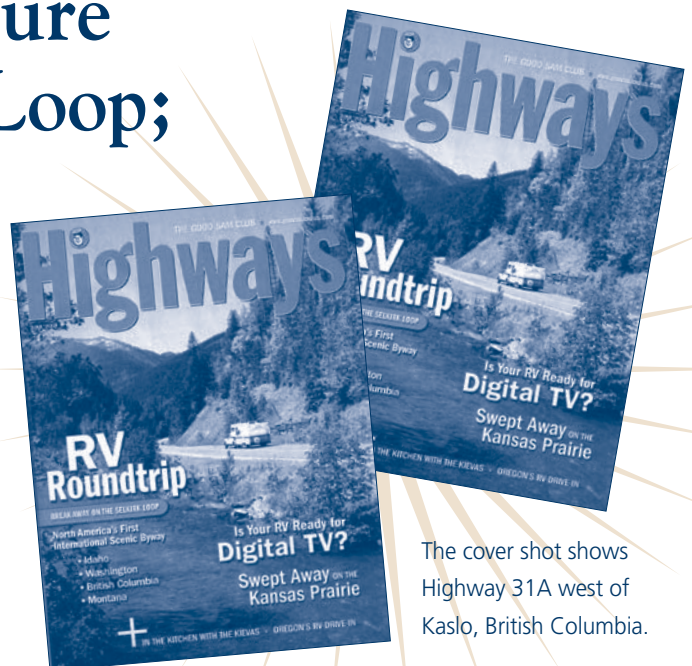
Trail, Inc., the not-for-profit organization that promotes travel and economic development along New York's freshwater shoreline. The Town of Scriba is the local sponsor of the Route 104 pull-off unit. The Technology Program at the State University of New York at Oswego created the structural design for the units.

Visit www.seawaytrail.com or call 1-800-SEAWAY-T for more information on the Seaway Trail, its kiosks and the Seaway Trail storyteller interpretive signage system, featuring architecture, agriculture, maritime and military history, nature, shipwrecks and lighthouses. ★

Travel Publishers Feature International Selkirk Loop; Inquiries Jump

The Selkirk Loop was featured in a six-page cover story in the June 2008 issue of *Highways Magazine*. The cover shot shows Highway 31A west of Kaslo, British Columbia. More than 1 million Good Sam members in the United States and Canada read the magazine, and the Selkirk Loop has received a flurry of inquiries because of the article. In addition, the recent *Rand McNally's 2009 Road Atlas*

story included International Selkirk Loop as one of its five "best of the roads." Look for the atlas in bookstores or visit the Selkirk Loop's home page at www.selkirkloop.org. For more information, contact Carol Graham, Executive Director, International Selkirk Loop, at info@selkirkloop.org. ★



The cover shot shows Highway 31A west of Kaslo, British Columbia.

Grassroots Byway Hospitality Certified Trainers: Learn How Locals Can Teach Locals

In April 2008, twenty-three byway practitioners met in Denver, Colorado to become certified trainers for the 2007 Scenic Byway Award-winning Grassroots Byway Hospitality Training Program.

This program was developed specifically to teach byway representatives how to train locals, including visitor center staff and volunteers; front-line hotel, restaurant and retail employees; and other members of the community who regularly interact with travelers. They are trained about all aspects of the local byway, from the byway's interpretive message to current resource protection strategies. The training program's strategic

principle is that locals should teach locals, building on the foundation of existing knowledge.

The Grassroots Byway Hospitality Training Program includes creative learning tools, such as games, interactive activities, map making and quizzes. Its innovative content is the heart of the program, generating a dynamic atmosphere that engages participants to discuss not only standard visitor-experience issues but byway ethics and expected behavior as well. Activities can be delivered in a variety of means from daylong workshops with front-line staff to brown-bag lunches with longtime community members and business leaders.

The training program was designed to be customized to the local byway. The certified trainers can help byways develop quiz questions, create mapping exercises and identify combinations of the more than 20 separate learning activities in categories of interpretation, protection and ethics.



Grassroots Byway Hospitality Train-the-Trainer participants review the trainer's handbook.

The training program was designed to be customized to the local byway. The certified trainers can help byways develop quiz questions, create mapping exercises and identify combinations of the more than 20 separate learning activities in categories of interpretation, protection and ethics. The program can be used in multiple combinations and can be repeated for many audiences.

The certified trainers can teach you how to use the training program and conduct your own sessions, or work with you to deliver training in your area.



Kelli Hepler and Sally Pearce showcase an activity using map boards to determine byway waypoints.

The America's Byways Resource Center is excited to enlist the help of enthusiastic byway practitioners to bring this dynamic tool to the field. If you are interested in learning more about the Grassroots Byway Hospitality Training Program or scheduling a training session near you, please contact one of the certified trainers below. Their full contact information is available on www.bywaysresourcecenter.org.

Louretta Wimberly, Selma to Montgomery, AL

Dru Garson, Alaska Department of Commerce, AK

Verginia Yazzie, Navajo Tourism, AZ

Nicole Possert, Arroyo Seco, CA

Kirstie Bumgarner, Gold Belt Tour, CO

Diane Rossiter, Illinois Lincoln Highway, IL

Anaise Berry, Illinois River Road, IL

Meg Purnsley, Indiana Historic National Road, IN

Rebecca Weller, Wetlands and Wildlife, KS

Deb Divine, Kansas State Coordinator, KS

Cris Collier, Wetlands and Wildlife, KS

Michelle Spencer, Southern and Eastern Kentucky Tourism, KY

Jeff Crowe, Southern and Eastern Kentucky Tourism, KY

Anne Taber Klenke, Creole Nature Trail, LA

Jennifer Schmidt, Chesapeake Country, MD

Carol Zoff, Great River Road, MN

Mary Lee Nielson, Sheyenne River Valley, ND

Laurie Frantz, New Mexico State Coordinator, NM

Janet Kennedy, Lakes to Locks Passage, NY

Eric Hamilton, Mohawk Towpath, NY

Susan Taylor, Trail of the Ancients, UT

Christy Bailey, Coal Heritage Trail, WV

Alice Hypes, Midland Trail, WV



BACK TO SCHOOL:

Byways Gain From Networking And Training



By Jeffrey Crowe, Southern & Eastern KY Tourism Development Association, Byway Leader for Country Music Highway, Red River Gorge Scenic Byway, and Wilderness Road Heritage Highway

Continuing education. Some think it's a must, while some think they just don't need it. I'm one of those folks that think it is a must. If there is a way to increase my knowledge and help boost the travel numbers to the America's Byways® of Kentucky, I'm all for it.

I recently graduated, yes graduated, from Southeast Tourism Society's (STS) Marketing College (www.southeasttourism.org/marketing_college.html). I am employed by TOUR Southern and Eastern Kentucky and serve as the director of three of America's Byways in southern and eastern Kentucky. With this demanding job, I need all the educational opportunities I can find. Thanks to STS, I have those opportunities. And in the process, I have become a Tourism Marketing Professional (TMP).



TOUR SEKY visited schools during National Tourism Week and made presentations to kids on how to create brochures to promote their schools. Jeff Crowe, pictured with a group of students, used the concepts and information he learned from STS instructors Judy Randall and Berkely Young.

For one week each summer, tourism industry professionals from all over the Southeast meet on the tranquil campus of North Georgia College and State University for the STS Marketing College. Students arrive on Sunday evening and

depart on Friday. During this time they enjoy lectures, classes, group discussions, team work and, most importantly, the opportunity to network among professionals from different backgrounds in tourism. These individuals are business owners, convention and visitor bureau directors, motel/hotel managers, nonprofit organization leaders, and other tourism-related professionals.

this specific course gave me new insights to marketing with printed materials. For example, I didn't realize that the top, front, one third of a brochure must "hook" the reader. Learning about positioning, carrying capacity, and what drives a visitor to pick up your material has saved me thousands of dollars in unused printed material. I have been able to create much more appealing

business we are in. This course helped me to sell my three byways, not by what they physically offered, but by what they emotionally offered to the traveler: history, culture and outdoor recreation.

This article isn't a promotion of the Southeast Tourism Society's Marketing College; rather, I want to encourage you to look into their program and the many others that may be available to you. This specific educational tool has offered me tremendous learning opportunities, and most important of all, networking. I have been able to meet people from all over the country. We've been able to share our successes and failures in the tourism industry. Knowledge I've gained this way has been the most influential piece of awareness when learning new ways to increase travel on our three America's Byways. Who could say "no" to increasing your own awareness and, in turn, increasing your byway traveler's awareness?

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Continuing education. Some think it's a must, while some think they just don't need it. I'm one of those folks that think it is a must. If there is a way to increase my knowledge and help boost the travel numbers to the America's Byways® of Kentucky, I'm all for it.

The courses available through STS's Marketing College are vast and fulfilling. For instance, the course "Working Effectively with Travel Writers," which was taught by Karen Lingo of *Southern Living*, allowed me to effectively hire a media marketing firm specifically for the nationally designated byways of southern and eastern Kentucky. The learning objectives of understanding the actual needs of writers helped me to reshape our focus for marketing the region.

As a first-year student in 2005, one of the most eye-opening courses for me was "Creating the Perfect Tourism Brochure," taught by Judy Randall. I have many years of experience in tourism marketing; however,

literature for the visitors of the three nationally designated byways in Kentucky.

Another fine example of the courses available through this program was instructed by Robin Washington from the *Atlanta Journal Constitution*. Her course, "Selling For Success Is Not Just For Sales People," really made me think about our position in the travel industry. The objectives were to understand the role sales plays in my organization, understanding the sales process, how to identify my best prospects, and how to get to the "yes." As travel professionals, we assume our marketing directors are the only sellers in the business. This class helped me realize that we are all sellers, no matter what

A Conversation With...

Bob Ratcliffe Division Chief, Recreation and Visitor Services, USDI, BLM

1 What is your background and what led you to your current position with the U.S. Department of Interior (USDI), Bureau of Land Management (BLM)?

Like many of us, my life interests were formed early on. I was lucky enough to end up working in a field that I am both interested in and passionate about: outdoor recreation. I grew up in rural New Jersey, and I spent a great deal of time outside, canoeing and camping with my father, hunting and fishing with my uncle and traveling with my grandparents. These adventurous experiences exposed me to great parks, forests and special places, and instilled in me a deep appreciation of America's public land legacy. I also owe much to the pioneers of the scenic byway system, as many of these experiences occurred as we explored scenic byways and back roads of the country.

Trips to the American West convinced me that I needed to live in wide open spaces, so I pursued college degrees

in outdoor education and natural resources management in Arizona and Idaho. I spent a decade mostly living and working outdoors as an outward bound instructor, outfitter and river guide, back country National Park Service (NPS) ranger and professional ski patroller across the West and Alaska.

For the last 20 years, I have been active in natural resources, watershed and recreation management. At first I was a private natural resource planning consultant and then spent 12 years with the BLM in Colorado, Idaho and Oregon as a senior recreation planner; wilderness and watershed specialist; public affairs staff and field office manager. Interest in making a difference in public land policy at the national level led me back east to Washington, D.C., where for the past eight years, I have helped craft a new vision, lead policy development and guide program implementation for BLM's National Recreation and Visitor Services Program and its new National Landscape Conservation System.

2 Tell us about the overall mission of the USDI BLM and how the agency is organized? What is the best approach for local communities and byway leaders to work with the agency?

The mission of the BLM is to sustain the health, diversity and productivity of the public lands for the use and enjoyment of present and future generations of the American public. BLM is responsible for managing 258 million acres of land—about one-eighth of the U.S. land. In addition, the Bureau manages approximately 700 million acres of subsurface mineral resources.

A few key facts about BLM-administered public lands:

Most BLM administered public lands are located in the western United States, including Alaska, over 90% of Nevada, and major portions of other western States.

BLM manages for a variety of resources and public uses, including energy and minerals; timber; forage; wild horse and burro populations; fish and wildlife habitat; wilderness areas; archaeological and historic sites; and heritage values.

BLM administers public lands within a framework of numerous laws and regulations. The most comprehensive of these is the Federal Land Policy and Management Act of 1976 (FLPMA). BLM could be viewed as the nation's real-estate agent: it can exchange, acquire and lease lands for other public and resource management purposes.

BLM was established in 1946. Its historic ties to the General Land Office (created in 1812) and the U.S. Grazing Service (formed in 1934) make it one of the oldest land management agencies.

BLM-administered public lands provide significant economic benefits to the nation and to States and counties where these lands are located. Revenues generated from public lands make BLM one of the top revenue-generating agencies in the Federal government.

BLM has expanded its role as a progressive conservation agency with the creation in 2000 of the National Landscape Conservation System. The system incorporates Congressionally designated areas, including National Conservation Areas, National

Monuments, Wilderness, National Historic and Scenic Trails, and Wild and Scenic Rivers. This progressive, 21st-century model for landscape-level conservation is an innovative and bold step in the future stewardship of the American public lands heritage.

In addition to BLM Headquarters Office in Washington, D.C., there are several national support and service centers in Denver, Colorado and Phoenix, Arizona. BLM operates through 12 States' offices, primarily in the western States. Each State has area Field Offices responsible for public land management within a specific geographical region. Most byways' contacts for national, State or back country byways should be requested through the Field Office manager. BLM staff contacts will likely be an outdoor recreation planner, park ranger, interpretive specialist, or volunteer coordinator. As an example, if a byway group is working on the Gold Belt Tour Scenic and Historic Byway in eastern Colorado, the contact would be the Field Manager in the Royal Gorge Field Office near Canon City, Colorado. For more information about BLM history and organization, as well as our recreation and byways programs, visit our website at www.blm.gov.

3 Please describe the USDI BLM's Back Country Byway Program and challenges facing the program today.

The National Back Country Byways Program is BLM's unique contribution to the larger byway community. BLM's niche offers the public a network of backcountry routes that were nominated for their beauty, historical significance, and access to some of the most spectacular scenery in the western United States.

The National Back Country Byway Program began in 1989 in response to recommendations made by the President's Commission on Americans Outdoors (1985-1987), which noted that nearly half of all Americans regard driving for pleasure as their favorite recreation activity. Further, the commission emphasized the high level of public interest in seeing the nation's beauty and diversity along and adjacent to public roads, and called upon natural resource agencies to cooperate with communities to identify, improve and protect

outstanding byways across the nation. Since 1989, the BLM has designated 54 National Back Country Byways that total nearly 3,000 miles of routes located in 10 western States.

Most Back Country Byways are located in remote areas far from tourist attractions, often near rural communities. Every byway provides access to some of the most beautiful, historic, and special places in America. They traverse much of the 258 million acres of National Public Lands under BLM's jurisdiction. The roads often have unpaved, gravel or native surfaces—even single-track bike trail; they vary from narrow graded roads passable for only a few months annually to slow-speed, two-lane paved highways providing year-round travel. Many provide roadside kiosk interpretation, and BLM offices have interpretive maps and materials available for visitors.

Back Country Byways serve as the gateways to our public lands and outdoor recreation adventure. They provide scenic corridors to a diversity of landscapes, scenic vistas, ancient petroglyphs and fossil areas, historic mining areas, ghost towns, vast open spaces, and wildlife viewing sites. Back Country Byways will show you the best the public lands have to offer, from high alpine meadows and mountain peaks to arid desert environments. Back Country Byways are designated by road types and the vehicles needed to safely travel them.

Segments of Back Country Byways are subdivided into four types based on the characteristic of the road. Due to their remoteness, visitors should always inquire locally for byway conditions.

Types of Back Country Byways

Type I – Roads are paved or have an all-weather surface and have grades that are negotiable by 2-wheel drive vehicles and passenger cars. Most of these roads are narrow, slow-speed, secondary routes though public lands.

Type II – Roads that require high-clearance type vehicles such as trucks or 4-wheel drive vehicles. These roads are usually not paved, but may have some type of surfacing. Grades, curves and road surface are such that they can be negotiated with a 2-wheel drive high-clearance vehicle without undue difficulty.

Type III – Roads require 4-wheel drive vehicles or other specialized

vehicles such as dirt bikes, all-terrain vehicles (ATVs), etc. These roads are usually not surfaced, but are managed to provide for safety and resource protection needs. These roads often have steep grades, uneven tread surfaces and other characteristics that often require specialized vehicles to negotiate them at slow speeds.

Type IV – Trails are managed specifically to accommodate dirt bike, mountain bike, snowmobile or all-terrain vehicle use. Most of these routes are single-track trails.

One of the biggest challenges that BLM has experienced the past few years is limited funding to support the Back Country Byway Program. Most Back Country Byways are not eligible for National Scenic Byway grant funds administered by the Federal Highway Administration. Funds have been scarce to maintain or install new visitor facilities, develop corridor management plans, install interpretive signs, wayside exhibits, and other visitor facilities along designated byways. However, BLM has been very successful and innovative in forming partnerships and leveraging limited resources to make improvements and develop interpretive and promotional materials. I would encourage any interested groups or persons to contact BLM offices to partner with us in maintaining and expanding our incredible and unique byways program.

4 What services does the USDI BLM offer that byways can tap into? How can the National Training Center located in Phoenix, Arizona be a resource for the byway community?

As a strong supporter of the National Scenic Byways Program, BLM is committed to working with our byway partners. BLM's professional staff can assist with byway planning and organizational development. Some staff members serve as members of byway organizations, such as Landscape Architect Allysia Angus (Scenic Highway 12 Byway, Utah); Outdoor Recreation Planner Greg Morgan (Rogue Umpqua Scenic Byway, Oregon); and Utah Recreation Program Director Susan Garcia (Utah State Byway Committee).

Our national contacts for the National Scenic Byways Program and Back Country Byway Program are John

McCarty and Mark Conley. John serves as Chief Landscape Architect in our Washington, D.C., office, responsible for the overall direction and participation in the National Scenic Byways Program. He also works with our partners to seek additional funds to reinvigorate and better promote the Back Country Byways. We are also delighted to support and provide funds for Mark Conley's position as the Federal Lands Scenic Byways Coordinator stationed at the America's Byways Resource Center in Duluth, Minnesota. Mark serves as the liaison with the Federal Highway Administration and provides technical assistance with National Scenic Byways Program grant, nominations and coordination with the other Federal land management agency partners.

BLM is proud of our National Training Center (NTC) in Phoenix, Arizona. The state-of-the-art center is recognized nationally as one of the outstanding training facilities in government. NTC offers over 200 courses annually, making it a primary source for BLM training in natural resources and leadership. Many of NTC's courses are available to byway organizations and other State and local agencies through a tuition program.

Don Charpio, Director of NTC, has allowed America's Byways Resource Center to use the facility at no cost for training and workshops that benefit the byway community. Last February, the Resource Center hosted "Power Workshop I: Strength Training for Byways," that drew byway organization members from across the United States.

NTC also uses the Internet to distribute Web-based training with a catalog of distance-learning courses open to byway members. For additional information about NTC, visit our website at www.blm.gov/ntc/.

5 Please tell us about your favorite America's Byway or Back Country Byway.

That's a difficult question to answer! There are so many to choose from; so many I have had the opportunity to visit with my family. I guess it would depend on season of the year.

When I was younger I enjoyed fall drives along Lake Champlain in New York State as well as the Grand Mesa Scenic Byway in Colorado near where I used to ski patrol. The spectacular colors and views of both the Blue

Ridge Parkway in Virginia and the North Shore Scenic Drive along Lake Superior made for unforgettable fall road trips, too.

Winter brings to mind travel escapes to warmer places, particularly the coasts and southwest. Big Sur on the California coast and Indian River Lagoon near Cape Canaveral, Florida offer wonderful ocean drives, great wildlife viewing and interesting history. I am really fond of Historic Route 66, too. Someday I would love to travel its full length in a '56 T-bird for a truly American experience!

Spring means water, run-off and rivers to me. When I lived in the Northwest I very much enjoyed the incredible scenery, waterfalls and huge forests along the beautiful Oregon Coast and the Rogue, Umpqua, and John Day Rivers of Oregon—all of which have byways. I couldn't forget the great trips along the Payette and Clearwater Rivers (Northwest Passage Byway) in Idaho where I went to college. But I must admit that I am especially fond of the fantastic Historic Columbia River Highway, where I was married!

As it is for most of us, summer is my favorite season for road trips and outdoor adventure. I have very much enjoyed exploring many byways of the Rocky Mountains and canyon areas of the West. I can't think of more spectacular mountain scenery in the world than that of the Beartooth Highway in Montana or the Gold Belt Tour Scenic Byway in Colorado. My family and I have enjoyed summer excursions discovering the West's history, parks, forests and BLM public lands. Recently, we explored beautiful canyon country and experienced wonderful museums along the Trail of the Ancients in Southeast Utah—another favorite adventure.

America's Byways have been a big part of my life. The wonderful experiences I've had as I've traveled them have provided unforgettable memories and enriched my life. I'd like to offer a big "thank you" to all who have helped create our byway system and to those who work hard to make byway experiences available for us to enjoy.

★

Calendar

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

★ indicates Resource Center workshops

2008

OCTOBER

October 4-7

54th Annual Conference on Greenways, Blueways, and Trails
Richmond, Virginia
Virginia Recreation and Park Society
For more information, please visit:
www.vrps.com/displaycommoncfm?an=1&subarticlenbr=226

★ October 15

Tele-Workshop: Developing Interpretive Themes
America's Byways Resource Center
Watch www.bywaysresourcecenter.org for details and registration.

October 15-18

Civic Tourism II Conference: Creating & Marketing Your Somewhere
Blackstone Valley, Rhode Island
Blackstone Valley Tourism Council
For more information, please visit:
www.civictourismconference2008.com/

October 16-20

AASHTO Annual Meeting
Hartford, Connecticut
For more information, contact:
Hannah Whitney at 202-624-5800
or hwhitney@ashto.org

October 19-24

65th Annual Convention of the National Congress of American Indians
Phoenix, Arizona
National Congress of American Indians
For more information, please visit:
www.ncai.org/

October 21-25

National Preservation Conference
Tulsa, Oklahoma
National Trust for Historic Preservation
For more information, please visit:
www.nthpconference.org

October 27-30

TIA's Marketing Outlook Forum
Portland, Oregon
Travel Industry Association of America (TIA)
For more information, please visit:
www.tia.org/industrymeet/mof/index.html

NOVEMBER

November 11-14

Lake Management in a Changing Environment Symposium
Lake Louise, Alberta, Canada
North American Lake Management Society
For more information, please visit:
www.nalms.org/conferences/2008LakeLouise/Default.aspx

November 11-15

Sustaining the Circle: NAI 2008 National Workshop
Portland, Oregon
National Association of Interpretation
For more information, please visit:
www.interpnet.com/conferences

November 15-18

National Trails Symposium
Little Rock, Arkansas
American Trails
For more information, please visit:
www.americantrails.org/2008/

DECEMBER

December 2-4

Gateways Today: Balancing Conservation and Community in an Age of Diversity, Change and Challenge
Albuquerque, New Mexico
Western States Tourism Policy Council (WSTPC)
For more information, please visit:
www.newmexico.org/WSTPC/

December 8-11

A Universal Approach to Interpretive Planning, Programs and Design Workshop
Indianapolis, Indiana
National Center on Accessibility
For more information, please visit:
www.ncaonline.org/index.php?q=node/696

2009

JANUARY

January 23-24

Stewardship Network Conference: The Science, Practice & Art of Restoring Natural Ecosystems
East Lansing, Michigan
The Stewardship Network
For more information, please visit:
www.stewardshipnetwork.org/site/c.hrLOKWPIuF/b.4365715/

MARCH

March 2-6

Rethinking Protected Areas in a Changing World: 2009 Biennial Conference on Parks, Protected Areas, and Cultural Sites
Portland, Oregon
George Wright Society
For more information, please visit:
www.georgewright.org/gws2009.html

APRIL

April 22-24

2009 California Trails and Greenways Conference
Fish Camp, California
California State Parks; Recreational Trails Conference Foundation
For more information, please visit:
www.parks.ca.gov/?page_id=24151

AUGUST

★ August 23-26

2009 National Scenic Byways Conference: Elevate Your Expertise
Denver, Colorado
America's Byways Resource Center, National Scenic Byways Program, and Federal Highway Administration
Watch www.bywaysresourcecenter.org for sponsor/exhibitor information, call for presentations, conference details and registration.

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