

# BYWAYS101

A STARTER TOOLKIT FOR BYWAY LEADERS



Your Byway: Northwest Passage Scenic Byway

## Federal Lands Long Range Transportation Plans

Byways

Partner: Forest Highways  
(Forest Service and State DOT)

Partner: \_\_\_\_\_

	Byways	Partner: <u>Forest Highways</u> (Forest Service and State DOT)	Partner: _____
MISSION	<p>From mountain pass to river valley, the Northwest Passage Scenic Byway traverses a rich mosaic of landscapes, communities, and traditions unique to north-central Idaho. Its mission is to welcome, serve, and educate the motoring public; advocate for transportation safety; and promote economic development while sustaining a way of life that is valued by its residents.</p>	<p>Make the effort to bridge Forest Service, Community, and Private transportation goals to improve the transportation access to Idaho's National Forests by providing funding, planning, design, and construction working in partnership with the transportation agencies and local communities.</p>	
GOALS	<p>Actively project the Northwest Passage identity. Encourage partners in the travel and tourism industry to adopt the byway as a cornerstone of regional marketing, particularly in regard to its scenic, historic, and cultural attributes.</p> <p>Share Nez Perce and European-American heritage with state, national, and international visitors. Promote interpretive facilities, services, and community events that enrich the visitor experience, while fostering appreciation for local history and cultural traditions.</p> <p>Facilitate partnerships to broaden the base of support for the byway, and to create new avenues for cooperation between the public and private sectors.</p> <p>Identify improvements for byway quality and safety, and work with local and state transportation departments and the byway Advisory Committee toward their realization.</p> <p>Establish a process to measure the impacts and results of byway initiatives.</p>	<p><i>Safety:</i> Improve the safety of FH's by identifying safety needs on a systematic basis and working with FH funds and other funding sources address those needs.</p> <p><i>Preservation:</i> Preserve the existing FH network working with other transportation partners jointly and systematically to fund and improve existing transportation facilities.</p> <p><i>Partnership Funding and Efforts:</i> Leverage funds when beneficial to the ID FH Program, work to enhance the local community's economic health, and the traveling public's value of the FH transportation system.</p> <p><i>Mobility:</i> Preserve mobility to retain access to National Forest Lands considering mobility on a statewide basis, movement of goods and people on FH's for multiples uses on National Forest Lands.</p> <p><i>Environmental Quality and Health:</i> Be a leader in improving the environmental quality and health of the ecosystem by insuring that transportation facilities contribute to the health of the National Forest resources they are designed to access.</p>	

# Your Byway: Northwest Passage Scenic Byway



## Visitor Experience

### Partnerships &

### Funding GOALS

#### Byways

Partner: National Park Service  
and Forest Service

- Communicate and network with regional partners to build resource tools and develop institutional memory.
- Promote awareness of relevant corridor management projects• Insure consideration of regional assets and issues.
- Provide a forum for information sharing
- Inform and educate regional partners and community leaders of the resources available for byway management.
- Prioritize and coordinate byway projects.
- Promote project development criteria and evaluation
- Actively pursue resources to develop and implement CMP projects
- Develop an evaluation/feedback mechanism to assess project relevance and need and to review how NWPSB-AT responsibilities are being met.

#### External Funding:

- The National Park Service is proud of our success in garnering new partners to the mission of Nez Perce National Historical Park.
- Often these partners bring new sources of funding, or new avenues to funding unavailable to the National Park Service that increase our ability to serve the resources and our visitors.
- Together, we have been successful in carrying the message of the park to new audiences as we apply for grants and other funding opportunities.
- By September 30, 2012, Nez Perce NHP has 120 community partnerships designed to enhance the park's ability to manage recreation activities seamlessly.

#### External Funding:

- Partnership Funding and Efforts: Leverage funds when beneficial to the ID FH Program, work to enhance the local community's economic health, and the traveling public's value of the FH transportation system.

#### FLMA Possible Funding:

- Forest Highways
- Park Road and Parkways
- Public Lands Discretionary (Planning Funds)
- Indian Reservation Roads
- Refuge Roads

#### Byways

Partner: National Park Service

Mission	Promote Visitor Experience	Provide Visitor Experience
GOALS	<ul style="list-style-type: none"> <li>• Share Nez Perce and European-American heritage with state, national, and international visitors. Promote interpretive facilities, services, and community events that enrich the visitor experience, while fostering appreciation.</li> <li>• To reveal the unique aspects of the NWPSB, 21 key sites have been selected. Each provides a piece of the byway story and was selected on the basis of significance, location, improvements, and contribution to the visitor experience.</li> <li>• Enhance visitor services along the byway.</li> </ul> <p>Recommendations:</p> <ul style="list-style-type: none"> <li>• Identify sources, collaborations and partnerships for funding visitor information staff...</li> </ul>	<ul style="list-style-type: none"> <li>• Percent of overall visitor satisfaction: By September 30, 2012, 99% of visitors to Nez Perce NHP are satisfied with appropriate park facilities, services, and recreational opportunities.</li> <li>• Percent of visitors that understanding and appreciation: By September 30, 2012, 86% of Nez Perce NHP visitors understand the significance of the park.</li> <li>• Visitor Satisfaction with Facilitated Programs: By September 30, 2012, 85% of visitors to Nez Perce National Historical Park are satisfied with facilitated programs offered.</li> </ul>

On the basis of provisions in the enabling legislation, the purpose of Nez Perce National Historical Park is to:

- Facilitate protection and offer interpretation of Nez Perce National sites in Idaho, Oregon, Washington, Montana, and Wyoming that have exceptional value in commemorating the history of the United States
- Preserve and protect tangible resources that document the history of the Nez Perce people and the significant role of the Nez Perce in North American history
- Interpret the culture and history of the Nez Perce peoples and promote documentation to enhance that interpretation.

# BYWAYS101

A STARTER TOOLKIT FOR BYWAY LEADERS



Your Byway: Alaska Marine Highway

## Federal Lands Long Range Transportation Plans

Byways

Partner: Federal Agencies

Partner: \_\_\_\_\_

MISSION

Alaska's Marine Highway will be on the list as one of the must-sees for travelers planning an automobile trip to the Pacific Northwest and the "Great North Land". Increasing the number of nonresident riders is a mission-critical goal for Alaska's Marine Highway.

To implement a regional long-range transportation plan that fulfills Alaska's Federal land management agency's common strategies for transportation that remains compatible with individual land management agency missions in partnership with the Alaska Department of Transportation and Public Facilities.

GOALS

*Byway Intrinsic Qualities:*

- Provide the visitor with a number of travel experience choices. Approach Alaska's Marine Highway as many different travel experiences, not just one.
- Interpretation should support marketing and marketing should support interpretation.
- Encourage partnership communities to identify local intrinsic qualities that may be threatened by additional tourism.
- Raise the awareness of visitors about the balance that must be struck in Alaska between two mistaken extremes in thinking: 1) Alaska has an exceedingly fragile environment that cannot withstand human use, and 2) Alaska's vast, endless land can withstand any abuse.
- Work closely with state and federal land managers to ensure that byway programs avoid negative impacts on intrinsic qualities.
- Encourage public land entities to become byway partners.
- Create localized task forces to address byway-public land challenges and opportunities that arise.

*Transportation Goals*

- Ensure operational funding provides, at a minimum, the current level of service and, ideally, the full implementation of the Southeast Alaska and Prince William Sound Transportation Plans.
- Ensure capital funding for vessel upgrade/construction and terminal upgrades to complete the implementation of the Southeast Alaska and Prince William Sound Transportation Plans.
- Educate local residents about changes and improvements to the system.
- Minimize the conflicts between visitor and local service needs.
- Minimize traffic conflicts to maintain predictable schedules and levels of service.
- Provide a safe, secure, and pleasant travel experience for all passengers and users of the system.
- Improve intermodal connections for Alaska's Marine Highway travelers.
- Provide for convenient and safe surface transportation between terminals for through passengers without vehicles.

*The draft goals for the Combined FLMA L RTP are:*

- System Preservation Goal: Develop a long-term transportation system to satisfy current and future land management needs.
- Visitor Experience Goal: Proactively enhance the Alaskan multimodal transportation system experience and connectivity
- Mobility Goal: Provide safe, efficient, sustainable, economical, and agency-appropriate access to and through Federal lands.
- Environment Goal: Protect and enhance natural and cultural resources through comprehensive transportation planning and management.

*The draft goals of the AK Forest Highway L RTP:*

- Safety: Improve the safety of FH's by identifying safety needs on a systematic basis and working with FH funds and other funding sources address those needs.
- Asset Management: Manage the existing FH network assets working with other transportation partners jointly and systematically to fund and improve existing transportation facilities.
- Partnership Funding and Efforts: Leverage funds when beneficial to the AK FH Program, work to enhance the local community's economic health, and the traveling public's value of the FH transportation system.
- Mobility: Preserve mobility to retain access to National Forest Lands considering mobility on a statewide basis, movement of goods and people on FH's for multiples uses on National Forest Lands.
- Environmental Quality and Health: Be a leader in improving the environmental quality and health of the ecosystem by insuring that transportation facilities contribute to the health of the National Forest resources they are designed to access.



# Your Byway: Alaska Marine Highway

## Visitor Experience

### Partnerships & Funding GOALS

#### Byways

Partner: FLMA

- Encourage partnership communities to identify local intrinsic qualities that may be threatened by additional tourism.
- Work closely with state and federal land managers to ensure that byway programs avoid negative impacts on intrinsic qualities.
- Encourage public land entities to become byway partners.
- Create localized task forces to address byway-public land challenges and opportunities that arise.

#### Objectives

1. Ensure adequate operational funding annually.
2. Ensure adequate funding to complete service upgrade and expansion plans.
3. Replenish the Alaska Marine Highway System Stabilization Fund to ensure that funds are available to deal with unforeseen circumstances, such as emergency vessel or engine repairs, or schedule delays.
4. Provide matching funds for U.S. DOT appropriations for vessel and terminal construction and upgrade.
5. Develop and approve innovative funding techniques, such as GARVEE bonds, for capital projects within the Southeast Alaska and Prince William Sound Transportation Plans.

#### Partnerships:

System Preservation Goal: Develop a long-term transportation system to satisfy current and future land management needs.

Objective: Interagency Coordination  
Accomplish annual interagency coordination by setting priorities for needs, exchanging data, and discussing mutual policies to facilitate shared execution and potential economic savings for projects of mutual interest and benefit.

Strategy: Conduct regular on-going meeting of the agencies, at least annually  
Strategy: Shared execution of projects  
Strategy: Cross-reference agency Transportation Improvement Programs (TIPs) with the State of Alaska and local government capital improvement programs

(Forest Highway Partnership/Funding Goal)

#### Partnership Funding and Efforts:

Leverage funds when beneficial to the AK FH Program, work to enhance the local community's economic health, and the traveling public's value of the FH transportation system.

Byways		Partner: <u>FLMA</u>
Mission	Shape the Experience, Promote the Experience	Proactively enhance the Alaskan multimodal transportation system experience and connectivity
GOALS	<ul style="list-style-type: none"> <li>• Increase and improve marketing of Alaska's Marine Highway and port communities.</li> <li>• Create travel products that better mesh with the needs of target travel markets and the needs of the Alaska Marine Highway System. From a product development perspective, provide the visitor with a number of travel experience choices and view Alaska's Marine Highway as many different travel experiences, not just one.</li> <li>• Encourage both auto and non-auto travel along the Marine Highway.</li> <li>• Define affordable, tangible return-trip products that can be marketed to Alaska's Marine Highway travelers on-board and in partnership communities.</li> </ul>	<p>Objective: Multi-Modal Transportation Establish a seamless interagency multi-modal transportation system that preserves and enhances the Alaskan experience. Uniquely in Alaska the journey is part of the experience</p> <p>Strategy: Multi-agency coordination on common modes of mass transit; identify problems with modal connections Strategy: Adaptive visitor experience as equal factor in determining multi-modal opportunities Strategy: Define the Alaska experience Strategy: Identify critical transportation systems and fill existing gaps</p> <p>Objective: Visitor Profile Collect and analyze visitor information to determine which experiences/expectations are most important, relevant to transportation access.</p> <p>Strategy: Develop and conduct post-visit point of contact or web-based surveys to capture visitor experience and expectation. (Consistent and coordinated surveys across federal lands) Strategy: Establish an interagency group to interpret and evaluate survey data and make recommendations</p>



# BYWAYS101

A STARTER TOOLKIT FOR BYWAY LEADERS



Your Byway: \_\_\_\_\_

Federal Lands Long Range Transportation Plans

*Byways*

Partner: \_\_\_\_\_

Partner: \_\_\_\_\_

MISSION

GOALS

	Byways	Partner: _____	Partner: _____
MISSION			
GOALS			

