

VISTAS



AMERICA'S BYWAYS™

MAY/JUNE 2004

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Historic Roads: Legacies of the Past

A Conversation with **Richard F. Weingroff**

Information Liaison Specialist, Federal Highway Administration

Editor's Note:

We've been anticipating the publication of From Milestones to Mile-Markers for some time and have shared previews of it in previous issues of Vistas as well as at National Scenic Byways Conferences. To get another perspective on the significance of historic roads, we had a conversation with Richard Weingroff, Information Liaison Specialist with the Federal Highway Administration.

Some of us remember history lessons as dull discussions about dates and names. Read on! Richard reminds us that history, particularly that of our roads, includes lessons of action, change and travel in the past and toward the future.



Describe your background and interest in historic roads.

After I began my job as a writer with the Federal Highway Administration (FHWA) in 1973, my work occasionally called for me to research questions about highway history in response to inquiries from the public. During the 1980s, I decided to combine my interest in American history with my work by

Although I'm not part of the FHWA's scenic Byways team, I've been involved with scenic Byways as a writer from the start. When the Intermodal Surface Transportation Efficiency Act of 1991 (ISTEA) authorized the National Scenic Byways Program, I helped with correspondence, articles and speeches. I remember thinking that this is going to be the most

...from the humblest dirt path to the multilane Interstate, they are all part of the continuing economic, political, social and recreational history of our nation.

— Richard F. Weingroff, Information Liaison Specialist, Federal Highway Administration

becoming an "unofficial historian" for the agency. Since then, I've researched the history of our agency, which dates to 1893, the evolution of highway legislation and the Interstate System, and the many historic roads that have played key roles in our evolution. My real job, however, is Information Liaison Specialist (translation: writer) in the Office of Infrastructure, which hosts the Highway History Web site where you can find most of my articles at: www.fhwa.dot.gov/infrastructure/history.htm.

popular program coming out of ISTEA. It took a little time to get off the ground, but the program now has the critical mass of designated America's Byways to gain an identity outside the scenic Byways community.

What defines a historic road for FHWA and why are they significant?

"Historic road" is a broad term. It encompasses roads that played a significant part in our nation's history, such as the National Road, the Oregon Trail and U.S. 80 between Selma and Montgomery, Alabama; our most famous

One of those special magical moments happened the other day. A heart-stopping, tear-inducing moment when your hard work pays off. In my case, it was the moment when I finally connected with my little boy. Maybe you know the feeling. You spent months saying words and making noises for your little ones to mimic. And one day, when you least expect it, they say it: Mama. Dada. Those first words are golden. Wyatt hadn't been interested in communicating, unless yelling counts. So we've been working on teaching sounds his little fifteen-month brain can register. Like bear growls or puppy woofs. His twin, Tucker, has been growling for months. He can even chatter like a monkey. So the other day when Wyatt responded to my question about bears with a growl, I was thrilled!

Believe it or not, this is the same magic we strive for in presenting our training workshops. We're not giving vocabulary lessons and the magic is not the same as a baby's first word, but it's magic just the same. After our first Power Workshop in Charlotte, one of the trainers came up to me and told me that her favorite moment is the "a-ha" at the end of the session.

Participants listen to the trainers, apply new knowledge and a magic moment happens when connections are made. Empowering people to make a difference back home in their community and along their Byways continues to be a magic moment for us and energizes us to work that much harder.

One of the things that continues to impress me is the depth of passion that exists in the Byway program. It's perpetual magic for me. During one of the workshop sessions, a participant was asked to describe the essence of his Byway. He said, "It's home." Two very simple words that mean so much. To that Byway leader, the magic and beauty of his Byway is clear and meaningful. It inspires me to visit his Byway and learn more about his special drive.

We make the moment possible, and the rest is up to you. Those of you who have joined us for the Power Workshops know that we are teaching and sharing skills that you and your organization will be able to use for a lifetime. These skills are foundations for success. We've discovered that the keys to a successful organization include planning for the future, nurturing new leaders within the organization and discovering, managing and sharing the magic

of your Byway. We expect those that participated in the workshops will implement their new knowledge and take strides towards a sustained future. We'd love to hear your successes and how the workshop has made a difference for your organization. And if you run into roadblocks, be sure to give us a call. We are just at the other end of the line.

New knowledge expands your horizons the way nothing else can. And we continually work at providing you with information and resources. The community Web site (www.bywaysonline.org) has a new, clean look that is easy to navigate. There are more opportunities to share information, including discussion forums. We are so pleased to announce our newest publication, *Milestones to Mile-markers: Understanding Historic Roads*. Talk about a magic moment! The National Trust for Historic Preservation is a knowledgeable and supportive partner for the National Scenic Byways Program. Special thanks to Paul Dan Marriott, our principal contributor for the publication. Copies of the book will be distributed to Byway leaders and state coordinators. Keep an eye on your mailbox.

Now that my boys have mastered growls and monkey chatter we



Michelle Johnson, Deputy Director
America's Byways™ Resource Center

can learn more difficult noises like meows and woofs. Pretty soon we will practice words and then sentences, and before I know it they'll be correcting Mama. Maybe they can write Roadside Reflections for me??

LAST CALL!

There is only one more chance for you to work out with our trainers. The last Power Workshop is August 3-5, 2004 in Boise, Idaho, and if you are lucky there will be a seat available. To register, download the form at www.bywaysonline.org and fax to Jeanine Buck at 218.625.3333.

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Byway Ideas - Working Beyond State Borders

Where in the world are the Mavens? In this, the second meeting of the Four Corners State Scenic Byways Coordinators, Laurie Evans (NM), Kathie Knapp (AZ), Margaret Godfrey (UT) and Sally Pearce (CO) found themselves at Bryce Canyon National Park. The "mobile meeting" traveled Utah's Highway 12, a designated All-American Road. The

two-day tour took in two national parks, one national monument, one national recreation area and three state parks. Last summer, the group's first meeting traveled the San Juan Skyway, an All-American Road in Colorado. These meetings provide a great opportunity to network with each other, meet leaders of local byway organizations, as well as share

ideas, develop joint projects, help with problem solving and coordinate face-to-face about Byways that overlap state borders. The next meeting is scheduled for the Grand Canyon in Arizona where the "Mavens" will meet with the Board of Directors of the Grand Circle Association to discuss a joint four-state marketing project.

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Laurie Evans (NM), Kathie Knapp (AZ), Margaret Godfrey (UT) and Sally Pearce (CO) at Bryce Canyon National Park along Utah's Scenic Byway 12.



Technology's Growing Role in the Outdoors

Contributed by the American Recreation Coalition

The previous issue of *Vistas* contained several articles addressing the growing problem of obesity in America. Poor nutrition and lack of exercise are commonly cited as the primary reasons for our overweight society. The younger generation is especially vulnerable to the twin hazards of bad eating habits and too much focus on electronic entertainment, be it TV or computers. Recent studies confirm that new electronic technologies are a significant competitor to traditional leisure activities like bicycling, hiking and other forms of exercise enjoyed in the outdoors. This competition differs from the advent of the television 50 years ago, primarily because video games, instant messaging and Web surfing involve more intense interaction and are very compelling alternatives to outdoor recreation.

For those of us who believe that active outdoor pursuits should not be pushed aside by these new technologies, one fruitful response is to identify ways by which outdoor activities can be combined with or benefit from technology. This course of action is likely to be especially promising in addressing the decline in outdoor activities among America's youth and young adults—people who are immersed in these new technologies.

The American Recreation Coalition has developed a list of 20 examples of how technology can be an ally of quality outdoor experiences—and to management of recreational activities on public lands, as well. The first computer technology-based idea is one we've promoted before to the Byways community: Byways Virtual Tours. ARC is currently managing a project that will bring 10 new and improved Byway Virtual Tours online over the next several months. A Tele-Workshop is planned in June to discuss this

effort in detail. Here is our list of techno-ideas for outdoor recreation. We'd love to have your feedback and to hear your ideas on this topic.

1) Scenic Byways Virtual Tours: As you "fly" over a high-resolution aerial photograph on your computer screen, an audio narration describes the corridor and icons of key features—from trails to campgrounds to museums to boat ramps—appear. Clicking on any of the icons brings up detailed information and visual image, and allows actions such as developing a custom travel itinerary or making a campground reservation. Go to <http://demo.byways.org> for a demonstration of the alpha phase of the Byway Virtual Tour for Logan Canyon National Scenic Byway.

2) Trail and River Virtual Tours: The same concept as above, applied to trails and rivers and other corridors.

3) Webcams: Widely used by ski areas and newly available for key national park sites, Webcams provide real-time information on weather, foliage conditions, crowding, etc.

4) PDA field guides to trees, flowers, wildlife: Downloaded for specific areas/sites, this is a twenty-first-century adaptation of favorite printed guides. Santa Monica Mountains NRA and the Discovery Channel are working on a pilot of this concept.

5) GPS-triggered interpretation on DVDs/CDs: This technology could take the place of cassette tape tours, which have limited versatility and capacity, and are difficult to update.

6) Downloadable up-to-the-minute maps: These maps would show key features and restrictions (fires, motorized/mechanical activities, permits required, overnight camping, etc.).

7) Geo-caching: Uses GPS units to find hidden objects (and uses the communications links vital to geo-caching to prevent disturbances of sensitive areas and to promote a cache-in/trash-out ethic). This activity is becoming very popular with the younger generations. See www.geocaching.com.

8) Wildlife- and bird-watching databases: Recording of observations by date/time/location with GPS units and organized into GIS to provide visitor guidance on likely opportunities.

9) Software that integrates photos and sound clips with GPS-identified locations: Users could create electronic trip tales.

10) Wireless transmission of interpretive data: Information sent to vehicles, phones and PDAs.

11) Downloadable multilingual interpretive programs for PDAs at public lands portals.

12) Multilingual CDs: Offered at entry points to key federal areas (sponsored by non-profit or for-profit partners) with interpretive information, safety and other information to be played in private vehicles driving through public lands.

13) Audible and visual warnings through GPS units and GPS-enabled PDAs: Alerts received when crossing into zones with key restrictions (temporary or permanent), including fires, motorized/mechanical travel restrictions, etc. (rough analogy to invisible fences for pets).

14) Interpretive Recording (IR) systems along heavily used trails: Allows "talking trees" (analogy to museums).

15) GPS units that can record travel during a visit and then be downloaded into a GIS system that can produce a map-based souvenir: Depicts the visit with information on distance traveled, ascent/descent information and more.

16) Web sites that use visuals (and especially video clips) to catalyze visits: Virtual Tour Byways will be supplied with information enabling them to create panoramic pictures. These shots can provide seasonal 360-degree-views of key places along the Byway.

17) Training classes at federal recreation sites on use of GPS, digital cameras, etc., and availability of rentals of needed equipment via permittees/concessioners.

18) Downloadable tours for GPS units and GPS-enabled PDAs, especially for cultural and historic sites, that direct visitors without the cost and impact of signs, allow customization of tours, and can direct visitors away from threatened and overused sites.

19) Integration of passes and mini-CDs into one item, giving the pass added value.

20) Downloadable and unique "souvenirs" at key physical sites: These include photos or electronic postcards, which would be collected by avid outdoors enthusiasts.

More and more, we need to look for opportunities to weave in technology solutions that work for visitors and managers. Byways can be a catalyst for bringing people outdoors, both to enjoy healthy pursuits and to build the next generation of stewards of our nation's lands, waters and cultural treasures. ★

twentieth-century highways—such as Historic U.S. Route 66 and the Lincoln Highway; and roads that don't seem historic but are, such as the Blue Ridge Parkway, the Merritt Parkway or California 1. But it also covers lesser-known roads—the county roads, the ridge roads, the remnants of the nineteenth-century turnpikes, the named trails of the early twentieth century, and the U.S. numbered routes. Even some of the Interstate highways can be considered historic. However, being old isn't enough. Some old roads are more interesting than others. It helps to have supporters interested in studying its history, traveling the road, searching for its variants and putting its story in the context of its times and our broader national history.

Roads are significant in their own time because of their transportation value. Driving to work today, you don't think of the roads you use as historic even though they, too, have histories. The Dust Bowl refugees using U.S. Route 66 in the 1930s to get to California weren't thinking, "Wow, this road really reflects the times in which we live." But from the humblest dirt path to the multilane Interstate, they are all part of the continuing economic, political, social and recreational history of our nation.

What is significant about the National Scenic Byways Program's historic intrinsic quality for Byways?

This is a good question because "scenic" implies an interest in beautiful highways that, like sunsets or great art, are feasts for the eye. So it's important to emphasize that beautiful highways, such as the Going to the Sun Road in Glacier National Park, are only one type of scenic byway. Historic is another. As our scenic Byway policy puts it, roads gain a historic quality if they encompass "legacies of the past that are distinctly associated with physical elements of the landscape, whether natural or manmade, that are of such historic significance that they educate the viewer and stir an appreciation for the past." In short, and the more we know about a historic road, the more our journey takes on a meaning it otherwise would not have had.



Merritt Parkway, Connecticut. Credit: America's Byways Resource Center.

...the more we know about a historic road, the more our journey takes on a meaning it otherwise would not have had.

— Richard F. Weingroff, Information Liaison Specialist, Federal Highway Administration

You've read the book on historic roads that was just published by America's Byways Resource Center. Can you share some tips on how Byway organizations could best use this information?

From Milestones to Mile-Markers contains a readable highway history that will help organizations find the context for their road. In addition, it describes the steps that supporters can use to study the history of their road, present a story that will interest others, create the momentum for scenic byway designation and preserve its intrinsic values—and encourage travelers to stop by and have a look. These concepts are illustrated by examples that will help readers put ideas into practice.

We've been training people involved with America's Byways to tell compelling stories. If your audience was a classroom of elementary school children, what

compelling story might you tell them so they would understand the importance of preserving historic roads?

Children have a hard time visualizing the past or understanding how it shapes their actions today. The key is to relate history—whether of roads or any other topic—to their own lives so they can see links that are meaningful to them. I might, therefore, start by talking about the roads and vehicles we use today, then back up to show the roads and vehicles their moms and dads used when they were children, and their grandparents, and so on into the past. At some point I would get to the funny pictures of cars and horses stuck in the mud in the early twentieth century, and the interesting pictures of families crossing the country in a covered wagon. In this way, we can emphasize where children fit in to the story, and how their clothes and lives were

different from children today. There were, for example, no child safety seats in the covered wagons—the children usually walked along with the oxen.

Another approach would be to explain how our roads fit into the subjects they are studying. For example, if they are studying the American Revolution or the Civil War, they will learn about the key personalities and battles. However, the soldiers' experience between battles, which was most the time, was that of a traveler on the primitive roads of the day. And road conditions often played a part in when the battles were fought as well as the outcome of the battles.

Finally, the most important thing I would want children to learn from elementary school is a love of reading. If I could find a book about my topic that was written for children, I would try to work it into my presentation.

It's important to remember that a road has two histories. The first is how it came to be built—the legislation, the backers, the controversies over location, the asphalt or concrete used, and so on. The second is the life of the highway after it opens.

– Richard F. Weingroff, Information Liaison Specialist, Federal Highway Administration

What compelling story can you share with our audience that helps Byways or travelers understand and appreciate historic roads?

Since most people are unfamiliar with highway history, I would relate the roads to historic, social or other events people know about. This is already happening as people combine American history and roads into a Civil War battlefield tour, such as the Road to Appomattox in Virginia, or the Civil Rights tour that takes travelers along the roads where African-Americans fought for equal rights, such as the Pettus Bridge and U.S. 80 in Alabama. Whether it's Route 66 or a local road that grew with your city, it can be linked to history or a story people may be more familiar with than the history of the road itself.

It's important to remember that a road has two histories. The first is how it came to be built—the legislation, the backers, the controversies over location, the asphalt or concrete used, and so on. The second is the life of the highway after it opens. That's often the most interesting part because it's usually the part that a narrator can more easily relate to our history and our lives.

Although there are dozens, tell me three must-have resources that Byway groups should know about if they are dealing with a historic road.

First, find your research tools. *From Milestones to Mile-Markers* is a great starting point. Also, our Office of Infrastructure highway history Web site has an extensive bibliography and links to other Web sites.

Historical societies often are a hidden treasure of information, as are public libraries. By the way, don't just rely on the catalog—ask the librarian about resources that haven't been catalogued.

Second, know the basics—keep a file on the rules, regulations and policies you will have to satisfy to accomplish what you want. These may be federal laws, such as the National Historic Preservation Act or information on possible revenue sources, such as transportation enhancement funds under the federal-aid highway program. But they also will include state, county and municipal requirements, such as procedures for scenic byway designation. Having a Good Idea isn't enough—you also have to know how to turn a Good Idea into a Successful Idea.

Finally, you need a people index. Who are the government officials you need to persuade? Which civic leaders might be able to help you? Classify the people who express interest in your idea—some people will like an idea but not help, while others will commit the time and resources to make the idea happen. Then work your index. Make the phone calls, hold the bake sales, rally the troops.

One other resource, if I can call it that, is flexibility. As the examples in *Milestones* illustrate, there's always a fork in the road—and many paths to success. No one approach is right all the time. So be prepared to change how you work with other people, organizations, and agencies, and even within your own core group of supporters. Remember, the goal is success, not proving you're right.

Do you think interest in historic roads will grow?

Absolutely. Historic roads have a great future. National interest in the best-known roads has been growing, while the National Scenic Byways Program has been nurturing interest on a broader spectrum. ★



Red Rocks area, Jemez Mountain Trail, New Mexico. Credit: America's Byways Resource Center.

Editor's Note: America's Byways Resource Center encourages networking and learning opportunities between Byways and coordinators to create a better program. This article serves to help facilitate that exchange. For specific information or details regarding the Colorado Grassroots Training Program, please contact the Colorado Scenic and Historic Byways Program directly (see below).

Colorado Grassroots Training Program

NEW HOSPITALITY TRAINING THAT YOUR BYWAY CAN USE

The Colorado Scenic and Historic Byways Program has been working on a grassroots mobile training program aimed at giving byways a chance to educate frontline staff, community leaders and themselves about the assets and values of their byway. The program has been field tested in communities in Colorado; however, it is applicable to byways anywhere. The initial test trainings were very successful and those test byways are continuing to use the package in their long-term outreach goals.

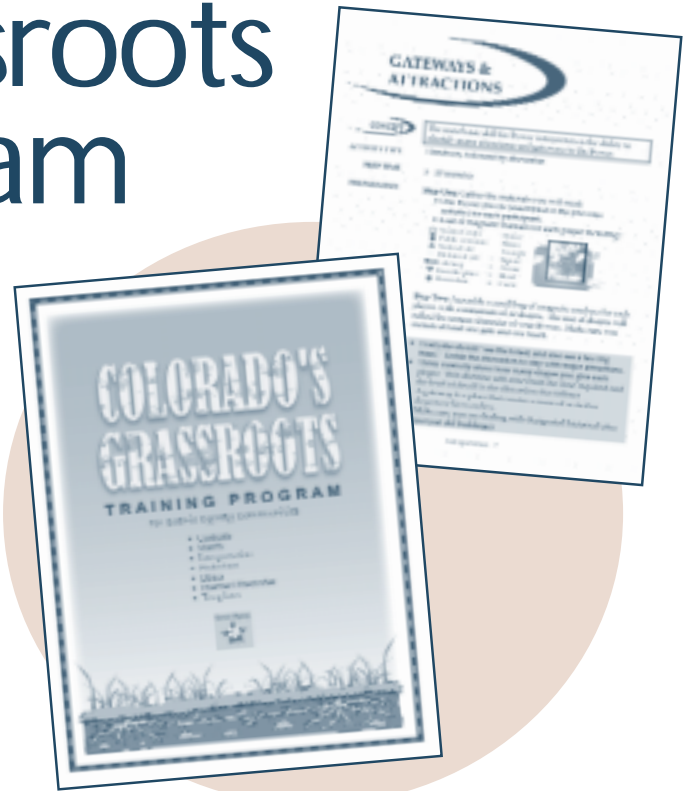
Tired of regular old hospitality training programs? Want to leave your paper and pencils at home and have some real fun? Then you'll want to learn more about the Colorado Grassroots Training Program. Similar to hospitality training, the Colorado program teaches byway representatives how to train visitor center volunteers, frontline hotel, restaurant and retail employees and members of the community who regularly interact with travelers about the interpretive message, resource protection and ethics of the scenic byway and the community.

A series of fast-moving activities train locals to create both emotional and intellectual connections with travelers, to connect the interests of travelers with meaningful places, and to articulate a deep pride in the area. Participants identify specific elements of their byway that are unique and exceptional; understand what resources have been protected to date; and learn how to share the ethics of the community with the traveling public. The training also teaches

active listening techniques and how to use existing interpretive tools.

During specially designed training sessions, participants may play "Preservation Bingo," "Pin the Tail on Maslow's Hierarchy," piece together a puzzle of a byway's protected historic sites, or sort commercial postcards to learn about how historic sites and landscapes are protected. Some sessions are designed for employees new to the travel industry; others mount new challenges to owners and managers with more experience.

As part of the training, you can find out how well frontline staff is informed about what there is to see and do on your byway by pitting their knowledge against local experts playing a trivial pursuit-style board game. Byway Road Trip questions are designed so that byway organizations write their own answers. Categories include Attractions, Historic Sites, Natural History, Ethics and Frequently Asked Questions. The board game can be used at any place of business and played with two to four frontline employees.



The training manual is set up to allow byway organizations to tailor the activities to local situations anywhere in the country. A quick reference matrix outlines each activity including the concept, suggested training sequences, local trainer experience requirements, preparation time, activity time and required supplies—some of which come directly from the training kit; others must be created locally.

Development of the grassroots-training program is funded through the Colorado Scenic and Historic Byways Program, the National Scenic Byways Program and the Colorado Historical Society. Pilot training has been conducted in communities along the San Juan Skyway, an All-American Road, and throughout the Southwest Colorado Travel Region.

For more information, contact:

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Nevadans Host Mikhail Gorbachev

by Mary Beth Seibert, American Recreation Coalition

People with good ideas and successful track records are seldom content maintaining the status quo. They like to shake things up, go for a bigger and better piece of the pie, and build on past successes by “going for it” from a new angle. Get the right people together, and the new angle might take you on a sharp turn to a different continent.

When Bob Miller was Governor of Nevada, he strongly supported the efforts of Tom Tait, his state tourism director, to develop a state byway program and to market scenic byways in the state. During their tenure, two Nevada Byways (the Strip in Las Vegas and East Tahoe Drive) were designated as National Scenic Byways. Tom Tait also lent his expertise in tourism matters to several countries in Eastern Europe, serving as a guest consultant under a special exchange program.

Today both men are playing an important role in an exciting venture that draws on both their

understanding of byways and new friends made in Eastern Europe. Now, instead of promoting the diversity of Nevada’s byways, they are exporting the byways concept to Russia. Their collaboration has resulted in a rather remarkable partnership—involving former Russian President Mikhail Gorbachev, no less—that seeks to create the first Russian scenic byway.

icons such as Tchaikovsky, Dostoevsky, Rachmaninov, Pushkin, Chekhov, Stravinsky, Tolstoy and many others.

Recently, the Board of Directors of the Russian Heritage Highway Foundation, including its honorary co-chairmen, Bob Miller and Mikhail Gorbachev, met in Las Vegas to publicly announce the project and to raise money



Derrick Crandall and Pres. Mikhail Gorbachev at Lake Las Vegas, March 21, 2004.

The Russian Heritage Highway Foundation was created in 2003 to bring the dream of a Russian cultural highway celebrating art, history, music, culture and politics to reality.

The Russian Heritage Highway Foundation was created in 2003 to bring the dream of a Russian cultural highway celebrating art, history, music, culture and politics to reality. The 435-mile road linking Moscow and St. Petersburg links the birthplaces, academies, residences and performance venues of cultural

to support the Foundation. A themed reception at Lake Las Vegas provided the backdrop for a speech by Mr. Gorbachev, who was enthusiastic about the byway’s potential to draw tourists to Russia, and hopeful that the project will encourage cultural exchange and lead to improved world understanding.

Derrick Crandall, President of the American Recreation Coalition and a member of the RHHF Board of Directors, had the opportunity to speak to Mr. Gorbachev at a private dinner following the reception. “He sees the potential in marketing this amazing place to visitors, but also understands the importance of preserving key historical places for future generations. It is very exciting to see the idea of byways spreading across the world, and I commend Tom for his role as a catalyst for this amazing effort.”

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2004

ONLY ONE MORE CHANCE TO ATTEND THE POWER WORKSHOPS!

AUGUST 3-5 ★ BOISE, IDAHO

We’ve been telling you for months that time is running out to register for the *2004 Power Workshops: Strength Training for Byways*, but now it’s your last chance! If you missed the training events in Charlotte, Colorado Springs, Duluth and Columbus, you can still catch us in Boise, Idaho on August 3-5.

Registrations will be accepted through July, but don’t wait—hotel rooms must be booked by July 21 to be guaranteed availability and

to receive our special group rate. If you are eligible for priority registration but missed the deadline, you can still register at any time.

Please visit www.bywaysonline.org for a copy of the registration brochure and form. If you have further questions regarding registration for the 2004 Power Workshops, please contact Jeanine Buck at 1-8004BYWAYS, Ext. 5 or jbuck@byways.org.

2004 POWER WORKSHOPS - BOISE, IDAHO
August 3-5, 2004
Doubletree Hotel Boise - Riverside
Last day for priority registration: June 17
General enrollment opens: June 18
Hotel reservation deadline: July 21

LAST CHANCE!

WE HOPE TO SEE YOU IN BOISE!

So, You Want to Join the Collection? Let the Nominations Begin!

Editor's Note:

This is part of a continuing series of articles about the nomination of roads to join the distinct and diverse collection of America's Byways.

Future issues will supplement information currently available on the community Web site.

America's Byways™: Our Brand

Since the last nomination cycle, the America's Byways™ brand has matured. We have seen a tremendous increase in interest on the part of the media and potential domestic and international travelers. America's Byways are a collection of distinct and diverse roads designated by the U.S. Secretary of Transportation. We consider it a privilege to become a part of the "collection." However, with privilege comes responsibility—the responsibility to maintain the integrity of the America's Byways brand.

on the site is incomplete, your byway may lose potential tourism dollars. Information provided in your byway nomination will be used to develop Web site content for your byway.

Our Anticipated Approach

If you are planning to nominate your byway for possible designation by the U.S. Secretary of Transportation, information you provide will require that you look at your byway through the eyes of the traveler. The Federal Highway Administration (FHWA) is starting to create the structure for the next nomination. We know routes that seek designation will need to convey information about what travelers experience along their roads. Visual tools (photographs, brochures, maps, interpretive panels, etc.) and traveler-friendly descriptions of your byway will be requested. The intrinsic qualities you select that best represent your byway should be supported throughout the document. Your nomination will be a guide to the

Successful nominations will describe distinct traveler experiences along byways that enhance the collection of America's Byways with respect to the diverse regions, landscapes and intrinsic qualities found across our country. In thinking about the country, visualize the various mountain ranges, broad river valleys and floodplains, high plateaus, coastlines and plains. These varied landscapes are part of every byway in the collection. When describing the significance of your road, you will want to reflect on these varied landscapes and how your route is different from other byways in your region. If designated, the byway group is expected to maintain the quality of the product and market the byway as part of the America's Byways collection.

How to Organize Your Thoughts

Assistance for the nomination and designation process is provided to you in many ways. Your state coordinator, Federal Highway Administration Division office

These articles are generally applicable to the work potential nominees should begin now, even before the online nomination is available. Pay particular attention to the articles on creating a portrait of your byway, reflecting on community support and corridor planning documents, and the emphasis on telling your byway story.

This article is the first in a series of new *Vistas* articles written to discuss specific areas for this nomination cycle. In future issues, we will offer advice on how to provide quality content, how to portray the byway experience from a traveler's perspective, how to organize your work, and especially how to focus your thinking to maximize the quality of the material you submit in your byway nomination. Too many words or too many attachments can detract from your core messages about your byway.

FHWA encourages nominees to use the discussion forums available to you on the community Web site at <http://www.bywaysonline.org/share/forums/index.html>. These forums can be used to reach potential and past designees and to gather immediate information and tips from your peers.

Schedule

We do not have specific dates in mind for when the next nomination cycle will begin. FHWA expects Congress to reauthorize the NSB Program; we will open a new round of nominations for America's Byways. For those considering a nomination, make contact with your state coordinator. A state coordinator is a valuable resource as you prepare your nomination and the state is responsible for submitting your nomination. ★

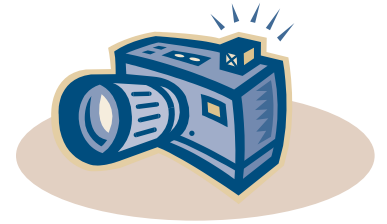
If you are planning to nominate your byway for possible designation by the U.S. Secretary of Transportation, information you provide will require that you look at your byway through the eyes of the traveler.

The quality of the information we project about our byways is critical to the success of the program. The www.byways.org Web site tells the byways' stories. The photos and text on the Web site should capture the essence of your byway and should represent what a traveler can expect to find if they drive your road. Travel writers and travel-seekers use the Web site to make decisions on what to see and do, and if the information provided

route that should tell reviewers what characteristics make your byway special and how your byway will enhance the America's Byways collection if designated. Images, descriptions, and itineraries will be used on the Web site to tell your byway story, and may be promoted in press releases and other media outreach activities. We cannot stress too much the importance of providing a quality representation of your byway.

and the National Scenic Byways (NSB) Program staff are all ready to support you. As FHWA finalizes the structure for the next nomination cycle, we encourage byway leaders to examine the series of articles for the 2002 designation previously published in *Vistas*. You can find them on your recently redesigned community Web site, <http://www.bywaysonline.org/designation/articles.html>.

Web Marketing: Send Media-Ready Photos



Are you missing out on national marketing opportunities for your Byway? If the National Scenic Byways Web site does not have media-ready photos of your Byway, you are!

The program's marketing efforts over the past year have had quite an effect. In the first quarter of 2003, they generated 28,966,094 media impressions. This year, they generated 65,883,603 for the same quarter—more than a 125 percent increase! If this trend continues (and it will), there will be over 65 million more chances for you to make a good impression in the next three months alone.

4. Its use cannot be restricted. It should be either in the public domain, or the copyright holder must have granted permission for any Byway-related use.
5. It must be a reproducible photo. Whether you send us an electronic version or we create one from a print or slide, that electronic version must be at least 1800 pixels in one of its dimensions. This will allow the media to reproduce this image for most uses.

Media-ready photos are hard to come by. Your brother-in-law and his Kodak Instamatic are not the answer. A professional photographer

Byways with media-ready photos are more likely to be featured favorably in those millions of impressions than Byways without them.

The travel industry and media frequently come to the Web site to gather stories and photos about Byways. Byways with media-ready photos are more likely to be featured favorably in those millions of impressions than Byways without them.

Media-ready photos are images, stored electronically in the Digital Media Library, that users can download immediately and use in publications as-is. For most uses, a media-ready photo needs to meet the following criteria:

1. It must have good aesthetic quality. It must be pleasing to the eye. It does not need to be scenic or natural. A photo of graffiti could have high aesthetic quality.
2. It must have good subject quality. Simply put, it must be a good picture of what it's a picture of.
3. It must be a clean photo. It cannot be over exposed, under exposed, out of focus, scratched, dusty or dirty.

is—and not just any professional photographer. You want someone who is well acquainted with your Byway and what makes it special. Also, you want someone who is familiar with digital photography and image scanning. Such knowledge will dramatically simplify the process of getting your images onto the Web site.

When you engage the services of a photographer, discuss possible subjects ahead of time and provide direction that is consistent with your marketing campaign.

One common mistake with digital photos is to disregard their resolution. A photo file that looks splendid on your monitor may not look so fine in a magazine. Most monitors today will display about 1000x800 pixels (dots of color). An image with this resolution would be less than 1.5" x 1.3" if printed at the 300dpi standard for most media uses. A user cannot simply increase the size of the printed image.



For example consider the two images in Figure 1a and 1b. The first one is a 240x320 pixel image, like many currently on the Web site. Note how small it is—and this is how big it would appear if printed at 300dpi. The second one is the same image, resized to 4" x 6". Note how blurred it looks. Although image-processing software and printers do a fair job in resizing pictures, they cannot add detail.

To make the most of the Web site and the marketing efforts occurring at the national level, send your media-ready photos to:

National Scenic Byways Online
Utah State University
UMC 4205
Logan, UT 84322-4205

Or, submit them electronically online at <http://library.byways.org>.



Mobil Travel Guide's Partnership with the National Scenic Byways Program

Mobil Travel Guide, known for its Mobil One- to Five-Star ratings of restaurants and lodgings since 1958, was planning to expand its line of publications and was looking for opportunities to partner with other road-centric organizations. In 2001, Mobil Travel Guide and the National Scenic Byways Program forged a partnership to create a new product highlighting the best that America has to offer in road travel.

The new book series resulting from the partnership is called America's Byways™, and the first four books are now available: *All-American Roads*, *America's Byways of the Mountain Region*, *America's Byways of the Midwest*, and *America's Byways of the West Coast*. By combining information about America's Byways—a collection of distinct and diverse roads designated by the U.S. Secretary of Transportation—

everyone involved in the National Scenic Byways Program who supported the creation of this series, providing information on the program and helping us collect additional information for selected Byways. Mobil Travel Guide was provided opportunities to meet with program partners as well as specific Byways' leadership to expand our understanding of the program and the dedicated people who make it so successful. The ability to collect the Byways leaders' recommendations was invaluable to the creation of the series.

In addition, Byway leaders were asked to submit recommendations for hotels and restaurants. A special "Locals Recommend" icon was added next to the hotel and/or restaurant's name if Mobil Travel Guide's quality assurance team was able to review the establishment and it qualified for a Mobil Star rating.



By combining information about America's Byways— a collection of distinct and diverse roads designated by the U.S. Secretary of Transportation—with listings of nearby lodgings, restaurants, and sights and attractions, these books skillfully guide travelers along America's most treasured routes.

with listings of nearby lodgings, restaurants, and sights and attractions, these books skillfully guide travelers along America's most treasured routes.

With the insight of everyone dedicated to the Byways and Mobil Travel Guide's reputation as the "Trusted Travel Advisor," together we are able to offer travelers wonderful experiences. Mobil Travel Guide is grateful to

We are proud of the Mobil Travel Guide America's Byways series. In the spirit of cooperation, Mobil Travel Guide is providing a portion of sales profits gained through the efforts of the Byways leaders who introduce these books to retailers along their Byways. These funds can be used at the individual organization's discretion to support continued efforts to promote and maintain the Byways.

We plan to continue to identify opportunities for partnership activities. Recently at the 2004 Travel Industry Association's International POW WOW in Los Angeles, many foreign journalists expressed excitement regarding the new partnership and what it offered to visitors coming to the United States. Mobil Travel Guide looks forward to working closely with the National Scenic Byways Program to enhance this

series and add new titles in 2005. Through this partnership, we believe that Americans will continue to cherish the beauty and heritage that lie within our country and take the opportunity to explore it as never before. ★

The National Scenic Byways Program Announces New National Scenic Byways Community Web Site

There's a brand new look at www.bywaysonline.org. Last October we released the redesigned traveler Web site; now come see its partner—the redesigned community Web site. Its look and feel is similar to the traveler Web site (www.byways.org), with new sections added to meet your needs.

New features include forums where you can join your peers and participate in discussions about Byway topics. Old features such as the general Web site Search have been improved. You can do a quick search by keyword, or try out a variety of specialized searches for photos, people, organizations, documents and funded projects.

Read more about the Web site's features here:

<http://www.bywaysonline.org/articles/52616>

We hope you will find the new Web site a valuable resource in your work with our nation's Byways. Stop by and have a look. Stay awhile. And let us know what you think.

On behalf of everyone at the Federal Highway Administration's National Scenic Byways Program, the National Scenic Byways Online team and America's Byways Resource Center—*Happy Travels!*

★



New Radio Transmitter Units Now On Seaway Trail

Reprinted with permission from an article by Seaway Trail's David Cutter, Landscape Architect/Planner.



An exciting new development along the Seaway Trail provides visitors with radio-accessible information. Ten low-frequency radio transmitters broadcasting Seaway Trail travel information will be placed throughout the Trail region. Unit sponsors can customize the message to provide information on local events, activities, attractions and services. The messages can be easily changed to offer the current fishing forecast or other timely information.

The transmitters, with a range of about one quarter mile, do not require a license. Persons near the unit will be

able to access the message on their FM radios. Because the message is in digital format, the message can also be made available over the Internet through links on local and regional Web pages. Messages will be available twenty-four hours a day, every day, year round.

Three of the units already have sponsors. Seaway Trail, Inc., is seeking sponsors for the remaining seven units. The outdoor component of the system, which is about the size of a six-loaf breadbox, needs to be placed in close proximity to a busy parking

area. A sign will direct travelers to tune their radios to the proper frequency. The indoor unit needs an electrical outlet. Sponsors will need to update the messages to keep travelers well informed. The preferred locations for the units will be on publicly owned land.

For further information about the Seaway Trail Low-Frequency Radio Transmitter Unit, contact Seaway Trail, Inc., at (315) 646-1000. ★

2004 Calendar

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

2004

JUNE-JULY

June 9, 2004

AASHTO 2004 Standing Committee on the Environment
Salt Lake City, Utah

For more information, please visit:
<http://www.transportation1.org/meetings>

June 15-17, 2004

2004 Power Workshops: Strength Training for Byways Regional Training Event 


Columbus, Ohio
For more information, please contact Jeanine Buck
E-mail: jbuck@byways.org or visit:
<http://www.bywaysonline.org/community/center/workshops/>

June 27-July 5, 2004

Grand Excursion 2004
Upper Mississippi Bike Ride
Rock Island, Illinois to Minneapolis/St. Paul, Minnesota
Mississippi River Trail, Inc.
For more information, please visit:
<http://www.mississippirivertrail.org>

AUGUST

August 3-5, 2004

2004 Power Workshops: Strength Training for Byways Regional Training Event 

Boise, Idaho
For more information, please contact Jeanine Buck
E-mail: jbuck@byways.org or visit:
<http://www.bywaysonline.org/community/center/workshops/>

SEPTEMBER-OCTOBER

September 17-21, 2004

AASHTO Annual Meeting
Philadelphia, Pennsylvania
For more information, please visit
<http://assetmanagement.transportation.org/tam/aashto.nsf/docs/F1835419B9CA539685256D3400642210?opendocument&CurrentCategory=Event%20Calendar>

September 28 - October 3, 2004

Restore America: Communities at a Crossroads - National Preservation Conference 2004
Louisville, Kentucky
For more information, please visit:
<http://www.nthpconference.org/GeneralInfo/>

October 28-31, 2004

Land Trust Alliance Rally
Providence, Rhode Island
For more information, please visit:
<http://www.lta.org/training/rally.htm>

NOVEMBER

November 7-10, 2004

URISA 2004
Urban & Regional Information Systems Association
Reno, Nevada
For more information, please visit:
www.urisa.org

November 16-20, 2004

An Interpreter's Voyage
NAI National Interpreter's Workshop
Grand Rapids, Michigan
For more information, please visit:
<http://www.interpnet.com/niw2004/>

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Duluth, MN 55802

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