

# VISTAS



AMERICA'S BYWAYS

MARCH 2002

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Published in cooperation with the Federal Highway Administration by:

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## Byways Dial Into Information Via the New Tele-Workshop

Specific information about byways is a phone call away. Based on byway leader suggestions, America's Byways Resource Center developed a new Tele-Workshops program. Each bimonthly session features a guest speaker discussing a particular byway topic and participants can ask questions.

"We're also putting together a fact sheet for each session," said Gary Tonkin, Director for the Resource Center. "Details that are too difficult to convey over the phone or other information will become part of the follow-up materials. We'll mail the fact sheets to byway leaders." He also added that the fact sheets will be posted at [www.byways.org](http://www.byways.org).

### February Tele-Workshop Focuses On Alternative Funding

The Tele-Workshop's kick-off presentation featured Don Charpio, the Grants, Tourism and Partnership Specialist with the Department of the Interior, Bureau of Land Management in Phoenix, Arizona. Charpio created an encore presentation of his popular session, "Alternative Funding: Looking Beyond Traditional Sources," from the 2001 National Scenic Byways Conference in Portland, Oregon.

The Tele-Workshop began with opening remarks by Congressman Jim Oberstar (see related article, page 4).

### Build Capacity

Charpio focused on "capacity building" as one method to expand alternative funding. One way to build capacity is through free labor, or volunteers. "A well-oiled system to recruit, retain and reward volunteers" is important he said, especially to grass-roots groups like byways. He noted that a recent article about organizations in *Vistas* counted 19 nationally designated byways organized as nonprofits.

money from the prospect's perspective. "What's the benefit to people?" Charpio asked.

"Is it health? Education? Strong family ties?" According to Charpio, the byway story should answer the question, "What do I get for the money I give you?"

In addition, he said that donors want to know about the organization. "How good are you at building a network of support?"

*He suggested that contributing to quality of life, adding to kids' appreciation of freedom or unity are possible ways to explain how a byway serves its community.*

He explained that government and Federal organizations, as well as nonprofit groups, may qualify for grants, donations and gifts—three other avenues for seeking funds beyond the National Scenic Byways Program source.

### Tell Your Story

Charpio emphasized that byways should look at the request for

Does the effort have a sustainable life of its own? How well does it serve the community?" He suggested that contributing to quality of life, adding to kids' appreciation of freedom or unity are possible ways to explain how a byway serves its community. He also noted that the organization format affects donor response.

Dial Into Byways Information continues on pg. 4

## Your String of Pearls

I spoke at the USDA Forest Service series of two-day seminars recently, called "Innovative Approaches to Transportation: Planning, Partnerships and Programs" (click on <http://www.bikewalk.org/forest-service/> for information). Held in Portland, Oregon the conference focused on solutions to transportation challenges in and around national forests and other Federal lands. Another speaker there, Robin Gyorgyfalvy, USDA Forest Service (Deschutes National Forest) and Byway Leader for the Cascade Lakes National Scenic Byway, intrigued me with her byway description. Robin talked about her byway and the USFS partnership with the local community, commenting that she sees her byway as a "string of pearls." She used the term to offer a different way to think about the special features along the byway and how they are connected.

I'm borrowing a bit of her imagery (thanks, Robin!), because it seems to apply very well to all of America's Byways. Picture your byway as a necklace and your special features as pearls. Each pearl could be a scenic overlook, historic site, spectacular view, an interpretive site or a tourist attraction. What are your pearls? It's easy to focus attention on only one place along the byway, perhaps a place that sparkles and catches travelers' interest. But each special place along your byway, each attraction, site or view is independently valuable. And, strung together, they increase the overall value and impact.

How are your pearls connected? By an interpretive theme or an intrinsic value? Do your visitors know where they can find your pearls? Do they understand how valuable the pearls are to each other and to the "necklace" owners (the stakeholders,

communities and agencies who care for the pearls)? When your guests first arrive on your byway are they intrigued by a gateway site or other welcome sites? Is their interest piqued, or as Robin would say, have you "tickled their imagination"? Visitors should enjoy the journey between the pearls as much as the pearls themselves.

Gemstones must be cut and polished to reveal their inner beauty. Pearls are born from oysters complete; they have a warm inner glow and shimmering iridescence that is natural and unlike any gem on earth. These delicate pearls need special care and attention to retain their beauty. Improper care diminishes their luster. Do you have a plan for the care of your pearls? Make sure to involve all the stakeholders on your necklace—everyone who values the pearls along the byway.



Michelle Johnson,  
Resource Center Associate Director

Pearls have been recognized as valuable for centuries. Perhaps your family counts a pearl necklace or pearl jewelry as a special keepsake or family heirloom. My parents gave me a pearl necklace when I graduated from high school. Someday I hope to present my daughter with the necklace on a special occasion in her life. Think about future admirers of your necklace...will the pearls be beautiful in ten years? Twenty years? Your byway is an heirloom to be treasured by the future. Take good care of it.

## Does Your Byway Make the Grade?

*The following rating system, designed for entertainment venues like Walt Disney World, could easily be applied to byways. Disney has invested millions in research and development to design attractions that consistently get high grades from visitors. How would you rate your byway "attractions?"*

- A+ = Your trip wouldn't be complete without it.
- A = Put at the top of "to do" list.
- B+ = Make a real effort to see or do.
- B = Fun, but not a "must see."
- C+ = A nice diversion; see if you have time.
- C = Go if lines are short.
- D = Dud. Don't waste your time.

Source: Frommer's. 2000 IDG Books Worldwide

# FHWA Official Olympic Results and Marketing Update

by Sharon Hurt-Davidson, Federal Highway Administration

America's Byways hit the trail at the 2002 Winter Olympic Games in Salt Lake City. With a display at the official visitors' center in downtown Salt Lake and a booth at the Utah Media Center, the byways were hoping for gold. In partnership with the Utah Travel Regions Association, the Federal Highway Administration



America's Byways showed a winning attitude during the 2002 Winter Olympic Games in Salt Lake City with busy displays at the official visitors' center in downtown Salt Lake and the Utah Media Center.

participated in two Olympic venues to increase public awareness of America's Byways.

While FHWA recognized that all eyes were on the athletes and the

Olympic games, our objective at both venues was placing an America's Byways bookmark in the minds of both the media and the visitors to Salt Lake. We hope to have some of those visitors who learned about the byways plan a future trip that includes America's Byways in their itinerary. As for the media, we hope after all of the Olympic-related stories are exhausted that they turn to America's Byways for story ideas in time for the travel season.

On February 15, we held an America's Byways press briefing at the Media Center. We had several questions about how to plan a trip on the byways, what kinds of services are available to travelers on byways and where to get more information. The number of attendees at the briefing was low, so we crafted another angle.

We did our research and discovered that many of our Olympic athletes' hometowns are along America's Byways. We announced this to the media by way of flyers in the elevators and invited them to come to our booth and learn more about "hometown"



John Naber, '76 Gold, Silver and Bronze Swimming Medalist, shows Alaska State Scenic Byway Coordinator Diane Regan byways that he has traveled. John was on the 2002 Olympic Spirit Committee that chose two U.S. athletes that best represent the "Olympic Spirit."

byways. We have had some success. In addition, we dry-mounted one of the America's Byways maps and started collecting signatures from the athletes and other Olympic figures. Each person signed adjacent to the byway where he or she lives now or next to the individual's "hometown" byway. So far, we have signatures from a gold, silver and a bronze medallist, torch bearers, luge event officials and Utah Governor Mike Leavitt.

The visitor center proved to be a popular spot for visitors requesting specific Olympic transportation information, dining and local attraction advice. While staffing that area, we had conversations with several Americans, Germans, Austrians and others. Many had never heard of America's Byways so we did make an impression. Again, our objective was to "light the fire within" them to include byways in their future travel plans.

There are many other things brewing in the area of marketing right now, including corporate

partnerships, designation event planning, revised marketing implementation plan and America's Byways at POW-WOW (premiere international tourist activity in the US). We will keep you posted on our progress and how your byway can participate. If you want to talk more about marketing your byway or hear about Mary Ann and Sharon's Olympic debut on David Letterman, please give me a call at (800)429-9297, ext.4.★



Joe Pack won a silver medal in Freestyle Aerials. Here he is with Margaret Godfrey, the Utah State Scenic Byway Coordinator.



Travis Mayer won a Silver Medal in the Men's Moguls. He signed the America's Byways maps near Steamboat Springs, CO, where he currently lives.

Dial Into Byways Information continued from pg. 1

"Nonprofits have an intrinsic appeal—not individuals, not government entities." After registering as a 501 (c) (3) nonprofit organization, a group should be prepared to show its viability.

make up the bulk of the giving or about 81.2% of the donated funds, primarily motivated by one-on-one conversations. "It's the toughest way to make money—to sit across from a person," Charpio noted.

human services, health, arts, public benefit and environmental groups round out the picture.

"Public benefit probably applies to byways," Charpio said.

Similarly, Chip Bentley with the Cherokee Foothills Scenic Highway National Scenic Byway (SC) explained how his byway leveraged funds from various sources to build a visitor center.

"The question-and-answer portion of the Tele-Workshop showed that people really tuned into the conversation," noted Barott. "It was a good way to share information."★

*"The question-and-answer portion of the Tele-Workshop showed that people really tuned into the conversation," noted Barott. "It was a good way to share information."*

"How strong is your board [of directors]? Your community network? Your books? Your track record?" Charpio asked.

#### People Give Money

So who gives money in the U.S.? Charpio commented that, in general, the U.S. is the most philanthropic country in the world. Baby boomers are the biggest group demographically, of course, but more importantly, they're the wealthiest group ever. "Think of endowments as well," he said. Individual contributions

Although individual contributions are the primary source, foundations still offer funding potential. To find out more about foundations, Charpio recommended a trip to the public library or a university library. He said The Foundation Center Collection Web site ([www.fdncenter.org](http://www.fdncenter.org)) offers information about fund raising, too.

Where does the money go? According to Charpio, the most common recipients are religious organizations. Education (usually formal education) follows. Then

Charpio concluded by noting that fund raising may take technical ability or extensive service to sell to others. "Normally, the public is willing to pay," he encouraged.

#### Learn From Experience

In addition to Charpio's insights, participants heard funding success stories. Joyce Barott of the North Shore Scenic Drive All-American Road (MN) described that organization's approach to integrating the non-motorized Gitchi-Gami Trail construction with highway construction.



The Table Rock Visitors Center on the Cherokee Foothills Scenic Highway, one of the case studies featured in the first Tele-Workshop.

## February Tele-Workshop Welcomes Congressman Jim Oberstar

Called the "Godfather" of the scenic byways program, Congressman Jim Oberstar (8th District-Minnesota) is the ranking democrat on the House Transportation Committee. He offered an update on the National Scenic Byways program from a congressional standpoint and shared his concerns about current funding issues during the February 6 Tele-Workshop developed by the America's Byways Resource Center.

He opened his remarks by noting that during the 1987 hearings on the future of highways in the post-interstate era he learned a startling demographic calculation. "By the end of the 1990s, half of the drivers would be age 55 or over," he said.

"Touring by car is [Americans'] favorite pastime," said Oberstar. With the increase in drivers looking to enjoy more of America's treasures—historical, archaeological and cultural aspects included—a program that promoted a successor to the Interstate System seemed logical. He said leisure travelers want to experience the wonders of America. To encourage them, America needed to make non-interstate routes "more enjoyable, safer and accessible."

He noted that three byways already existed in 1987, including the "granddaddy" of all byways: the 3,000-mile Great River Road, which was established in 1938 and crosses ten state lines. Now there are 72 byways and 500 state byways.

Tourism, which was a \$296 billion industry in 1987, is a direct "beneficiary of the system," said Oberstar. "It's nearly a \$600 billion industry today."

Federal appropriations jumped from \$12 million for ISTEA (Intermodal Surface Transportation and Efficiency Act) in 1991 to almost \$25 million under the 1998 TEA-21 (Transportation Equity Act for the 21st Century) in 1998. But where are the dollars going today? Currently it appears that eleven states will divvy up \$25 million in funds as a result of earmarking.

Oberstar is concerned about the Appropriations Committee earmarking efforts, "arbitrary decision making" that he believes threatens the

program's integrity and quality. He called on byway leaders to start at the grass-roots level. "Object to the process. Inform Congress that you want to restore peer review...insist on restoration of the merit-based system. Restore trust and assure quality of the byways." Like many in the byway community, Oberstar feels that byways are national treasures. "We want to maintain high quality," he said. "Let us continue to enhance and grow this extraordinary treasure for all of America."



*This donation box is located in the visitors center along the Billy the Kid National Scenic Byway in New Mexico. A few quarters and dollars can add up to several hundred dollars a year. Featured speaker Don Charpio suggested other ways for byways to earn money, too.*

## National Scenic Byways Program Receives SOVA Award

The Southern Oregon's Visitor's Association (SOVA) awarded the region's second annual "Tourism and Technology" award to the National Scenic Byways Program of FHWA for helping to fund the Oregon Scenic Byways Touchscreen Kiosk project, now under development statewide.

The scenic byways information system will provide real-time road conditions and camera images, weather, attractions, and travel information using advanced Internet-connected touchscreens, many with broadband satellite and cable-modem connections. The project is a partnership of FHWA

National Scenic Byways, Oregon Department of Transportation, Oregon Tourism Commission, and the Southern Oregon Visitor's Association.

Roger Skoe with FHWA and Julie Rubenstein, representing Senator Ron Wynden, accepted the award during SOVA's regional tourism symposium at the Seven Feathers Resort in Canyonville, Oregon on Monday, January 28, 2002. Todd Davidson, State Tourism Director for Oregon, presented the plaque.★



Roger Skoe (FHWA) shows his SOVA award.



Pictured left to right: Julie Rubenstein, Roger Skoe, Todd Davidson and Julie Petretto, President of the Southern Oregon Visitor's Association.

# Partnering with Communities: “Why Bother?”

*Note: Mandy Cole of the Oregon Tourism Commission spoke at the USDA Forest Service Seminar, “Innovative Approaches to Transportation: Planning, Partnerships and Programs.” She granted permission for Vistas to reprint excerpts from her remarks. Her comments extend beyond the Forest Service audience and apply to byways as well.*

**M**y remarks are intended to inspire you to partner with non-Forest Service folks on transportation projects because it’s in your own best interest. An alternative title could be, “How to accomplish your Forest Service Management goals in these days of declining budgets and reduced staff through partnerships” by Working Beyond The Borders.”

Let’s start with two sets of basic facts:

**Basic fact #1:** As you heard yesterday, the Transportation Equity Act for the 21st century (TEA-21) makes Scenic Byways discretionary funds and other funds available for eligible projects along highways, including Forest Service roads designated as National Scenic Byways, All-American Roads or state Scenic Byways. Currently there are seventeen National Forest Scenic Byways in (region 6), seven in Washington and ten in Oregon. Main Point: these Forest Service roads, of course, do not function in isolation but are linked with non-Forest roads, dotted with rural communities, and driven by thousands of visitors.

**Basic fact #2:** As I understand it, in your jobs you have some important goals to accomplish such as:

- Protecting resources.
- Providing safe, efficient access to and travel within Forest Service sites.

- Enhancing the quality of visitors’ experiences.
- Making transportation compatible with resources.

The agency’s mission: Making transportation consistent with “caring for the land, serving the people.”

My premise here is that you can successfully accomplish these transportation goals, through partnering and application of TEA-21 Federal Aid funding and other funding sources. And here are my top 13 reasons how you can do this and why it’s in your best interest—the best interest of the land and your visitors. I will try to illustrate with examples of actual partnerships whenever possible.

**1. Leverage for TEA-21 grants:** An applicant for TEA-21 Scenic Byways funding must ante up a minimum of 20% matching funds. In many cases, communities/local grants, private organizations or state agencies provide that vital match. For example, in the year 2000, my organization, the Oregon Tourism Commission received a quarter of a million dollars for marketing tools for some of Oregon’s Scenic Byways, including four that pass through Forest Service managed lands. Because we leveraged each other’s budgets and bundled our funding requests into one application, our proposal was much stronger.

**2. Stewardship:**  
A) Maintenance of the infrastructure through volunteers

and community assistance with litter pick-up, noxious weed patrol or campground hosts in campgrounds along Byways. B) Stewardship of resources: Community partners love the land, the roads, the wildlife—when you develop partnerships and proponent organizations, which support Byways, you have created dedicated caretakers of the land and protectors of resources.

**3. Visitor services** such as gas, food, lodging and information are provided in local communities, usually rural gateway communities. One of your goals is to “enhance the quality of visitors’ experiences.” Rarely do visitors seek only the fragments of road managed by the Forest service. Visitors are looking for



Pictured from left to right: Mandy Cole - Oregon Tourism Commission, Stacey Smith - Willamette National Forest, Pat Moran - Oregon Department of Transportation, Robin Gyorgyfalvy - Deschutes National Forest, and Doug Macdonald - Willamette National Forest.

a bigger experience with access to amenities, comfort and reliable information, and gateway communities provide that. Their gas station attendants are ambassadors for Forest service roads and facilities. Get to know them and they will help you inform and guide visitors.

**4. Political advocacy and support:** When you partner with outside entities to develop tour routes or byways, you engage the public in new ways. Relationships and friendships are created, and often these new partners are

resources. The Oregon Tourism Commission, her partner, is expert at marketing.

**7. Visitor comfort, safety and understanding of experience** depend on local partners. This ties back to reasons #3 and #5. Often that local gas station attendant or Burger King employee will be the person asked, “How’s the snow on Aufderheide Drive? Can we get through?” Your relationship with local businesses can make a difference in visitor safety and comfort.

have looked to tourism since the downturn in timber harvest. Partnering with them encourages healthy local communities.

**9. Continuity and consistency of messages, interpretation, and themes:** Highway 101 in Oregon is 360 miles long, is a National Scenic Byway, and passes through the Siuslaw National Forest and the Dunes National Recreation area. Many small communities also dot Highway 101. Our visitors benefit from coordination of interpretive themes and

inexpensive, marketing and orientation tool. Produced by Klamath County Department of Tourism, it benefits the Winema and the Deschutes forests in northern California. It is paid for by grant funds and partnership dollars.

**11. Drive market is huge:** Tourism will increase on National Forest roads especially now in times of elevated awareness of travel safety and need for flexibility. Partnering with local chambers, convention and visitor bureaus and state tourism agencies will magnify your ability to reach increased number of visitors.

**12. Managing visitors:** Do you know who can help you direct visitors away from heavily impacted roads or towards a key bird-watching spot? Your partners. Promotional messages and important visitor information can be easily delivered by partners.

**13. Enhancement of forest roads with signage, visitor amenities and parking areas:** Where can you find funding for some of those enhancement projects sitting on the shelf? TEA-21. How can you build a successful, strong application? By leveraging your community partnerships.★

## Your relationship with local businesses can make a difference in visitor safety and comfort.

willing to go to bat for transportation programs that may affect Forest service roads. For example, about one year ago, Oregon’s Scenic Byways program was threatened with budget reducing; state agencies and the Portland Oregon Visitor Association testified before the Transportation Commission in our support.

**5. Local knowledge is local flavor:** This means local stories, or sense of place. Often the “color” or sense of the land is best explained by those who live and work in gateway communities. They can convey to visitors that precious sense of place through which our Scenic Byways pass.

**6. Non-Forest Service expertise complements Forest Service expertise:** The Forest Service is expert in resource management, in the science of caring for the land, and in the art of engineering roads. Outside agencies are often more skilled in marketing, promotion, analyzing tourism trends or data collection. Partnering guarantees greater strength, better visitor products and more targeted outreach. For example, on the West Cascades Scenic Byways brochure, Stacey Smith brings interpersonal skills, knowledge of the road and

**8. Economic benefits to communities:** A recent Iowa study suggests that visitors to Scenic Byways spend \$104/day per visiting unit in local communities. That kind of money adds up. For example, the tiny town of Detroit, population 250, was very supportive of construction of a West Cascades Scenic Byway portal within the town limits. It would have provided one more reason for visitors to stop there. Many of Oregon’s gateway communities

consistency in signage. Management practices, specifically partnerships, can achieve that.

**10. Efficiencies, avoiding duplication (in times of reduced budgets):** None of us can afford duplicative efforts. My Scenic Byway marketing brochure should not reiterate what your Scenic Byway brochure says. For example, the Volcanic Legacy Scenic Byway tear-off sheet map is a wildly popular,



Your partners can help direct visitors to specific locations. Photo courtesy of Cascade Lakes Scenic Byway (Oregon).

## Byways Organizations

Note: This is an excerpt from "Making the Grassroots Grow," an upcoming publication from America's Byways Resource Center. This new guide will present basic organizational concepts, case studies and best practices from the National Scenic Byways Program.

# Stakeholders: Teams Build Better Byways

**B**road support within a byway's region is one of the keys to a strong and effective organization. One way to build support is through inclusion. By assuring that your byway team represents varied interests, you'll increase the likelihood that your plans will meet local needs and satisfy the concerns of those who can either help or hinder its successful implementation.

### Identify Stakeholders

A stakeholder is defined as any individual, group or organization that has a stake in the outcome of an endeavor. Ask these questions to start identifying your byway's potential stakeholders:

1. Which geographic areas does our byway intersect (communities,

townships, counties, state lands and federally managed lands)?

2. Who has an interest in the land, space and outcomes of our byway projects?

3. Who may feel they have something to gain or lose from how the byway is preserved, enhanced or promoted?

4. Who has controlling influence or resources invested along our byway?

### Invite Stakeholders

Invite a diverse list of individuals and groups to participate in your byway's organization and activities. Although it's not likely that all of these groups will become active members of your planning and implementation team, it's

important to keep people informed about what you're doing. Extend invitations, communicate frequently and include a wide range of people.

### Reach Out to Stakeholders

This four-step strategy can help you reach important stakeholders.

#### Step One:

Brainstorm a list of potential byway stakeholders. Write down names of individuals, groups and organizations.

#### Step Two:

Assess and rate the current level of support or opposition of each potential stakeholder:

+3 Strong advocate, will work to promote the byway and influence others

+2 Clearly in favor, may contribute in some way to effort, not likely to take the lead

+1 Has voiced support, but is unlikely to actively contribute to effort

0 Level of support is unknown

-1 Not supportive, but is not likely to actively oppose efforts

-2 Has or may pose opposition, may have an interest they believe is contradicted by byway

-3 Has or may pose strong opposition to byway's effort

#### Step Three:

Review the ratings and determine which stakeholders to contact. Groups with negative rating should be considered for contact. It is well worth the time to approach them

## How many of the following groups and organizations are involved in, or are aware of, your byway?

- Arts Council
- Attraction Council or attraction reps
- Bureau of Indian Affairs
- Bureau of Land Management
- Campgrounds
- Chamber of Commerce
- Churches
- City/county/state government
- Community service organizations (Rotary, Lions, VFW, Kiwanis)
- Convention and Visitors Bureau
- Corporations and businesses
- County extension service
- Economic development group
- Elected officials
- Ethnic and cultural organizations
- Farmers
- Federal Highway Administration
- Financial institutions
- "Friends of..." group
- Garden clubs
- Historical society
- Lake association or harbor commission
- Law enforcement
- Media
- Merchants' associations
- National interest groups and associations
- National Park Service
- Natural resource management agencies (all levels)
- Nonprofit organizations
- Joint Powers Boards
- Property owners
- Regional Planning Commission
- Regional tourism group
- Resort association/lodging groups
- Schools and universities
- Senior citizens
- Special project task force
- State Dept. of Natural Resources
- State Department of Transportation
- State Parks
- Tourism bureau/commission/council
- Tribal governments
- U.S. Fish and Wildlife Service
- USDA Forest Service
- Universities/Extension Services
- Utilities
- Waste management
- Youth groups/scouts



A stakeholder is defined as any individual, group or organization that has a stake in the outcome of your byway's endeavors. When the Grand Rounds National Scenic Byway (Minnesota) was ready to unveil new interpretive kiosks, they held an Open House to share information with key byway leaders and stakeholders.

directly and solicit their ideas and concerns.

*Step Four:*  
Develop strategies for reaching the potential stakeholders. Some contacts are best approached through personal contacts, people they

already know who can keep them up-to-date on the progress of the byway. Elected officials, prominent citizens and businesspeople, and other public figures fit into these categories. The goal is to make sure that they can pass on accurate and

positive information when asked about the byway.

Any groups who share similar interests and values to yours are worth targeting. You can usually identify contact people and make requests to speak with their groups, put announcements in their newsletters, or meet with their governing boards to solicit input and support.

Local and regional media are valuable resources for reaching concerned public citizens. Develop and nurture positive relationships with contacts at local newspapers, radio and television stations. Try to get to know people who can report on the byway or influence the tone and placement of news regarding the byway. It's an ongoing process that can reap many benefits for your organization.

Lastly, a critical aspect of organizational success is addressing potential opposition. It's generally more effective to approach these individuals and groups privately and early in the process. This allows them a chance to voice their concerns and have their interests represented in the process. It reduces the likelihood that they will react to incomplete information and take a public stand that is not easily retracted. This is a job for your team members or allies with good listening skills and the ability to build trust and rapport. This can be a time-consuming process, but one that will prove worthwhile in the long run.★

## Off the Shelf

### New! New York State Byway Web Site

[www.dot.state.ny.us](http://www.dot.state.ny.us)

The New York State Byway Program has launched its new Web site. It promises to become a great attraction for New York byway Web users and travelers wishing information on the program. Check it out for your self at; [www.dot.state.ny.us](http://www.dot.state.ny.us). From the New York page, scroll down to NYSDOT Services, click the down arrow and click NYSDOT Programs. Click "Scenic Byways Program" and you have arrived.

As you browse the site, you will soon realize how much

the state of New York offers byway visitors. One of the great features is the full-color map of New York that allows you to point-and-click on any of the state's 14 byways to gain a byway description as well as several options for additional traveler information. Numerous links are also provided to round out the experience of the New York byway site. This new site becomes another fine example of how the byway program is expanding and growing across the U.S.

### Surface Transportation Policy Project Web Site

[www.tea3.org](http://www.tea3.org)

The Surface Transportation Policy Project (STPP) created a Web site to track the TEA-21 reauthorization process, including events in Congress and other parts of the country. Click onto quick updates on the nation's surface transportation program, scheduled for renewal in 2003.

## Welcome!

### Jeanine Buck Information Resource Coordinator

We are pleased to welcome Jeanine Buck, Information Resource Coordinator, to the team at the Resource Center. Jeanine comes to the Center from the Duluth Public Schools office with a background in research, organization and operations. She's already made the office feel more orderly!



### Michelle "Chel" Ethun Byways Resource Specialist

Chel Ethun comes to the Resource Center by way of the Duluth Convention and Visitor's Bureau with an extensive background in tourism development, marketing, promotions and business management. Welcome, Chel! We look forward to your energy!



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## Driving the Byways

# Big Sur Coast Highway

**Byway Length:**

72 miles (116 km)

**Driving Time:**

2 hrs. 45 min.

**Designation:**

State Designation 1965

**National Designation:**

All-American Road 1996

**Unique Features:**

Traveling Highway 1 and experiencing the picturesque beauty of the Big Sur coast always rates near the top of visitor attractions in the state of California. The route winds its way from Monterey to Morro Bay, presenting travelers with a host of sights, including dramatic vistas of the Pacific Ocean, rocky coves and inlets; sweeping panoramic views of meadows and fields; as well as historic bridges and lighthouses. One trip along

The Big Sur gained its prominence at the turn of the last century as one of the only routes along the coast linking lumber camps and small communities. Named the Old Coast Trail then, it hosted homesteaders, lumbermen and travelers moving north and south along the coast, while the steamer trade plied the waters just offshore, delivering heavy loads of goods and supplies to the small settlements.

**California's First Scenic Highway**

By 1937, the present highway was completed and quite a feat it was! It became California's first Scenic Highway and remains one of the most unique driving experiences in the West.

Traveling from north to south, numerous natural features greet travelers. The quaint harbor of Monterey together with Cannery Row and the Monterey Aquarium provide a full day of



The Big Sur Ranger Station Information Center along US Coastal Highway 1.

one of the most photographed sites along the entire highway. Of natural prominence along the route is the Pfeiffer-Big Sur State Park with glorious stands of coastal redwoods reaching for the sky.

As you travel further south, you encounter McWay Canyon, site of a major landslide in 1983. This stretch of road is famous for landslide episodes, which continue to be a major engineering challenge for the state. While the designated portion of the Big Sur Highway route ends at the county line, the experience continues south to San Luis Obispo. Along the way, visit the

inception to today and into the future. It will remain as one of America's original All-American highways.

**Organization:**

The State of California's Department of Transportation, commonly known as CALTRANS, has taken the lead for the management of the Big Sur Highway since its inception in the early 1920s. The staff at District 5 has taken their work very seriously to develop a collaborative approach to any changes within the corridor. The Byway has a steering committee made up of government officials, elected officials, organizations and community members. Their ongoing tasks have been to build community support, maintain the intrinsic qualities of the byway and ensure a unique travel experience for the hundreds of thousands of visitors each year. They have been actively engaged in the creation of the Coast Highway Management Plan, which is slated for completion this fall. The plan will be a collaborative guide for achieving the vision for the corridor.

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*It became California's first Scenic Highway and remains one of the most unique driving experiences in the West.*

---

this stretch of California Coast is never quite enough. You want to drive it again and again, seeing new points of interest and sights each time.

activities and excitement. The historic "17-mile drive," culminating in Carmel will provide a look at the "Monterey Cypresses," which may be up to 500 years old. The Bixby Creek Bridge, built in 1932, remains

Hearst Castle, built in 1919 as a home for the Hearst family. In 1958, it became a State Historical Monument.

The traveler on this unique byway soon recognizes it as a true feat of engineering, from its

**Projects:**

With so much at stake for the very survival of the Big Sur Highway, projects each year are varied and complex. The organizations involved recognize these accomplishments and upcoming projects:

- Developing and implementing strategies for improving the highway in a landslide-prone environment.

- Preparation of a comprehensive Vegetation Management Guide.
- Program to acquire specific segments of view-shed property.
- Continuation of plans and construction of rockslide protection solutions.



Elephant Seals on the coast.

**For more information, contact:**

Ken Wright, Byway Contact  
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glenoaksmotel@redshift.com

Aileen Loe, Environmental Planner  
CALTRANS  
50 Higuera St.  
San Luis Obispo, CA 93401  
Aileen\_loe@dot.ca.gov★



A striking view of the rugged California coast line.

## Scenic America Announces Fourth Annual Last Chance Landscapes Competition

Scenic America, a national scenic conservation organization, is now accepting nominations for its 2002 Last Chance Landscapes program. These endangered landscapes are places of beauty or distinctive community character with both a pending threat and a potential solution. Visit [www.scenic.org](http://www.scenic.org) for Last Chance Landscape nomination forms or call

Scenic America at (202) 543-6200, ext. 18. Nominations are due by June 1, 2002 (submitting a nomination costs nothing).

“Change is inevitable, but ugliness is not,” said Scenic America’s President Meg Maguire.

A Last Chance Landscape can be a scenic vista, a distinct region, an urban neighborhood, or some other place

people cherish and want to preserve. Scenic America will judge nominations on the scenic quality and/or distinct character of the area, the extent and urgency of the threat, and the opportunities to save the landscape.

For more information, please contact:

Steven Strohmeier  
Program Manager  
Scenic America  
202-543-6200, x.18  
[www.scenic.org](http://www.scenic.org)★

## 2002 Calendar

Send calendar entries by the 5th of each month to [center@byways.org](mailto:center@byways.org)

### 2002

#### MARCH

##### March 20-24, 2002

*NAI Region 5 Interpreter's Workshop*  
Sioux Falls, South Dakota  
For more information, please call:  
Chris McCart at (605) 362-2732  
or E-mail: [chris.mccart@state.sd.us](mailto:chris.mccart@state.sd.us)

#### APRIL

##### April 3, 2002

*Ernest Sirolli: Economic Partnerships*  
Byway Leaders Tele-Workshop  
America's Byways Resource Center  
For more information, please call:  
(800) 429-9297, ext. 5 or  
[center@byways.org](mailto:center@byways.org)

##### April 7-10, 2002

*National Town Meeting on Main Street*  
Fort Worth, Texas  
For more information, please visit  
[www.mainstreet.org](http://www.mainstreet.org).

##### April 11-14, 2002

*Preserving the Historic Road in America*  
Third Biennial Conference on Historic Roads  
Omaha, Nebraska  
For more information, please call:  
(202) 588-6204 or [www.historicroads.org](http://www.historicroads.org)

##### April 22, 2002

*Wayside Exhibit Planning for Community Groups* (full-day)  
Great Falls, Montana  
Lewis and Clark Interpretive Center  
4201 Giant Springs Road  
Great Falls, Montana 59403  
For more information, please call:  
(406) 727-8733

#### MAY

##### May 5-7, 2002

*Green Space Design 2002 National Conference*  
Hyatt Regency Denver  
Denver, Colorado  
For more information, please call:  
(877) 473-7526 or  
[www.greenspacedesign.org](http://www.greenspacedesign.org)

#### JUNE

##### June 5, 2002

*Michael Gross and Ron Zimmerman: Interpretation*  
Byway Leaders Tele-Workshop  
America's Byways Resource Center  
For more information, please call:  
(800) 429-9297, ext. 5 or [center@byways.org](mailto:center@byways.org)

##### June 5, 2002

*Speaking To Visitors, Basic Interpretive Skills Workshop* (full-day)  
Great Falls, Montana  
Lewis and Clark Interpretive Center  
4201 Giant Springs Road  
Great Falls, Montana 59403  
For more information, please call:  
(406) 727-8733

##### June 6, 2002

*Advanced Storytelling Workshop* (full-day)  
Great Falls, Montana  
Lewis and Clark Interpretive Center  
4201 Giant Springs Road  
Great Falls, Montana 59403  
For more information, please call:  
(406) 727-8733

##### June 10-15, 2002

*Great Outdoors Week*  
Washington, DC  
For more information, please call:  
American Recreation Coalition  
(202) 682-9530 or [www.arc@funoutdoors.com](http://www.arc@funoutdoors.com)

##### June 23-25, 2002

*Minnesota Rural Summit On Health 2002*  
*Prescription For The Future*  
Duluth, Minnesota  
For more information, please call:  
(218) 727-9390 or  
[www.minnesotaruralpartners.org/summit](http://www.minnesotaruralpartners.org/summit)

#### AUGUST

##### August 1-4, 2002

*San Antonio Forum 2002*  
National Alliance of Preservation Commissions  
San Antonio, Texas  
For more information, please call:  
(706) 542-0169 or [www.arches.uga.edu/~napc](http://www.arches.uga.edu/~napc)

##### August 7, 2002

*Amy Webb: Marketing*  
Byway Leaders Tele-Workshop  
America's Byways Resource Center  
For more information, please call:  
(800) 429-9297, ext. 5 or [center@byways.org](mailto:center@byways.org)

#### OCTOBER

##### October 2, 2002

*Byway Organizations*  
Byway Leaders Tele-Workshop  
America's Byways Resource Center  
For more information, please call:  
(800) 429-9297, ext. 5 or [center@byways.org](mailto:center@byways.org)

##### October 8-13, 2002

*56th National Preservation Conference*  
Sponsored by the National Trust  
for Historic Preservation  
Cleveland, Ohio  
[www.nationaltrust.org](http://www.nationaltrust.org)

##### October 11-15, 2002

*AASHTO Annual Meeting*  
Egan Civic and Convention Center  
Anchorage, Alaska  
For more information, please call:  
(202) 624-8489 or [hannahw@ashto.org](mailto:hannahw@ashto.org)

##### October 26-29, 2002

*National Land Trust Rally 2002*  
Sponsored by the Land Trust Alliance  
Austin, Texas

#### NOVEMBER

##### November 2002

*National Interpreters Workshop*  
Sponsored by the National Association  
for Interpretation  
Virginia Beach, Virginia  
For more information, please call:  
(888) 900-8283

##### November 13-16, 2002

*16th National Trails Symposium*  
Genelefe Resort in Central Florida  
For more information, please call:  
American Trails  
(530) 547-2060 or Fax (530) 547-2035  
[www.symposium@americantrails.org](http://www.symposium@americantrails.org) or  
[www.floridadep.org/gwt](http://www.floridadep.org/gwt)

#### DECEMBER

##### December 4, 2002

*Web Site Technology*  
Byway Leaders Tele-Workshop  
America's Byways Resource Center  
For more information, please call:  
(800) 429-9297, ext. 5 or [center@byways.org](mailto:center@byways.org)

### 2003

#### MAY

##### May 18-21, 2003

*2003 National Scenic Byways Conference*  
Hyatt Regency Albuquerque  
Albuquerque, New Mexico  
For more information, please call:  
(800) 429-9297, ext. 5 or [center@byways.org](mailto:center@byways.org)

#### SEPTEMBER

##### September 30-October 5, 2003

*57th National Preservation Conference*  
Sponsored by the National Trust  
for Historic Preservation  
Denver, Colorado  
[www.nationaltrust.org](http://www.nationaltrust.org)

*Look What's On  
The Road Ahead!*

**2003 National Scenic  
Byways Conference  
May 18-21, 2003**

Hyatt Regency Albuquerque  
Albuquerque, New Mexico

*Save the dates now  
for this informative and  
exciting event.*

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