

VISTAS



AMERICA'S BYWAYS

AUTUMN 2002

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Grand Rounds National Scenic Byway Progress Through Planning and Partnerships

Designated as a National Scenic Byway in 1998, the 51-mile Grand Rounds National Scenic Byway encircling the heart of Minneapolis, Minnesota was the first entirely urban byway in the National Scenic Byways Program. The byway works seamlessly with the Minneapolis Park and Recreation Board (MPRB)—the property owner and the organization responsible for implementing the corridor management plan.

The parkway history stretches back to the horse-and-buggy days.

The parkway history stretches back to the horse-and-buggy days. In 1883, Europe's plagues and Chicago's fires convinced Minnesota's legislators to support open space and park development in the newly emerging city of Minneapolis. The state granted independent governing power by charter to the Park Board.

The MPRB hired the famous H.W. Cleveland to design the now-historic Grand Rounds. The system grew to 6,000 acres comprised of parks, lakes, creeks, rivers and



The Minneapolis skyline crowns the Grand Rounds National Scenic Byway, the first entirely urban byway in the National Scenic Byways Program.

parkways, and over 50 miles of roads, bike trails and walking paths. The MPRB owns the property today and holds the power to levy property taxes as a governing body. For more than a century, the MPRB has successfully sustained the city's natural environment as it evolved into a national resource. But the Park Board needed more partners with more resources to help maintain, manage and continue its message of stewardship. With careful planning and valued partnerships, the historic, scenic and culturally significant route has developed with exciting results.

People for Parks
People for Parks (PfP) stands out among the many early MPRB partnerships. It was established as a nonprofit legal path to help

the MPRB access foundation funds to fight Dutch elm disease threatening the park system's trees. People for Parks was able to access funds for long-term planning and reforestation. Today the volunteer-based People for Parks joins many other nonprofit organizations and volunteers that help stimulate community and financial support for the Minneapolis Park and Recreation System's unique natural resources and its many facilities and programs. Over 21 nonprofit organizations have helped to build an interpretive center, preserve rare natural habitat, restore shoreline, maintain water quality, and sustain reforestation efforts. One special-interest group, The Friends of the Wildflower Garden, helps support

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ALONG THE WAY *Staff Notes*

by Cheryl Newman, Byways Resource Specialist

"It might've been easy, after 9/11 to embrace fear and hatred. Americans did not. In some ways, the day helped bring people closer together, and increased their curiosity about the world...If we have changed, it is in our renewed commitment to our families and our communities. Perhaps it is also in our increased awe of and respect for the men and women who risk their lives in the line of duty each and every day. Prior to Sept. 11, there were those who said there were no more heroes in America. On September 11, we found them. They live right next to us."

Charlie Weaver
Minneapolis Star Tribune
September 8, 2002

I was reading a newspaper on a flight home from New York City when these words struck me mid-air. The prior evening, I had attended a wedding at a beautiful reception hall just a few blocks from Ground Zero. Our taxi drove by this gaping hole and chain-link fencing that is still collecting signs, banners, flowers and mementos in honor of the people who lost their lives there last year. It was an eerie feeling to be in this place so close to the anniversary of 9/11.

Over the past year, there's been a lot of flag waving, both literally and figuratively. Across the country, people have been raising flags—in their yards and in their hearts—in a new wave of nationalism, loyalty and the American spirit.

While the nation may have taken up this cause a year ago, people associated with scenic byways have been enthusiastically "flying the flag" well before 9/11. The true essence of the scenic byways program has a strong patriot core. **Volunteers, staff and agencies understand that the program is about:**

...looking around our communities and the roads that run through them and realizing that these are special places.

...celebrating the beauty and diversity of our country.

...working together to enhance, protect and promote the unique places we call home.

...accomplishing projects that will leave a legacy for our children and grandchildren.

...sharing values connected to community, volunteerism, pride and the heart of America.

The flags will be flying along America's Byways. That is a fitting tribute as we pause to reflect on 9/11. ★



Cheryl Newman,
Byways Resource Specialist

Coming and Going

WELCOME: Susan Koschak



Susan Koschak

Susan Koschak joined the staff of America's Byways Resource Center as a Byways Resource Specialist in September 2002. She most recently worked with the Regional Planning Division of the Arrowhead Regional Development Commission. Her professional experience includes planning, management and education positions in a variety of fields, such as community leadership, workforce development, community health and environmental education. Susan has a focus on organizational and leadership development, project management, evaluation and group facilitation. She holds degrees in psychology and in natural resources, and has attended numerous conferences and training sessions. She has served on several advisory boards and boards of directors, and participated in organization and community volunteer work throughout her career. She is a longtime resident of Duluth, Minnesota where she enjoys a blend of city and rural activities, including long runs on the North Shore Scenic Drive along Lake Superior. ★

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.

Brought to you by America's Byways Resource Center and the Federal Highway Administration.



Henry Hanka, Director

A New Chapter Begins

What seems like only yesterday when I left as Executive Director of our parent organization, the Arrowhead Regional Development Commission, to become a Byway Specialist at the Center, was actually more than 18 months ago. Now I begin a new role. With the retirement of our Center's director, Gary Tonkin, I was asked to assume the Director's position. You can be assured that I do not take this new assignment lightly. I will work diligently to retain your trust and confidence.

The Center staff is a wonderful group of professionals dedicated to the mission of the Center, which is to assist the byway community in building successful organizations through positive, proactive hands-on assistance. Add to that the motivated, professional staff at the Program in Washington that provides continual assistance in the grant, marketing and training assistance fields for the byways. With our combined resources, we will continue to provide our nation's byways with the products and services each of you need. I am dedicated to continue that mission for the Center.

We have many new challenges and opportunities before us. Reauthorization and funding levels will be extremely important topics for 2003. The current grant program, depended upon by the byways, will be a major discussion item in the near future. The continuation and strengthening of partnerships with our federal and private partners will always be a top priority. We need to continue to focus our efforts on what you, as a byway community, will require to build and sustain your organizations. We are committed to meeting these challenges. Please let me know how we can further your efforts.

I would also like to take this opportunity to express my best wishes to Gary, our retiring director. Were it not for his vision and professional background, the Center would not be here today. He was an integral part of the team that made this possible. We will miss his energy and wisdom, and wish him the best wherever the road may lead him.

Please do not hesitate to get in touch with me with ideas or concerns. I will always be available to assist.

A handwritten signature in blue ink that reads "Henry Hanka". The signature is stylized and cursive.

Henry Hanka

the Eloise Butler Wildflower Garden & Bird Sanctuary, the oldest public wildflower garden in the United States.

Fabulous Partnerships

“We have fabulous partnerships today,” said Mary Barrick, the irresistibly enthusiastic Byway Leader for the Grand Rounds. She’s a natural for networking. Friendly, gracious and quick to deflect credit to her team, Mary admits she constantly keeps a look-out for possible new partnerships and ways to enhance existing relationships. “My role is to maintain connections with existing relationships, seek new partnerships and focus my efforts on the implementation of the master interpretive plan and eight-year Grand Rounds strategic plan.”

This detailed document provides the total budget for the eight-year development planning periods and specifies annual allocations. Its budget categories include Recreation Access, Resource Protection, Interpretive Site Development, Corridor Management, Safety Improvements, Way-finding Improvements, Hospitality, Marketing, and Research.



The Federal Highway Administration, Minneapolis Park and Recreation Board, the Minnesota legislature, the Longfellow Restoration Group and the Longfellow Neighborhood worked together with the Grand Round National Scenic Byway to restore the historic Longfellow House. It now serves as the byway’s gateway information center.

both the Federal and grassroots level, which has also created opportunities for partnerships with the city and state. Historic research for the byway revealed that the original intent

purchased in 1936. The house is a replica of poet Henry Wadsworth Longfellow’s home in Massachusetts. Recognizing the cultural and historical connection, the volunteer-based

Preservation Office. They helped to identify the historical significance of the road system in connecting former communities that had flourished there, such as Cloud Mans Village on the banks of Lake Harriet; Bohemian Flats on the Mississippi River; and the old Mill Ruins in downtown Minneapolis. The partnership also helped to reinforce the importance of the Stone Arch Bridge, the Como Street Station, the Princess Railway Station and projects completed by the WPA and CCC.

The Grand Rounds passes over Minnehaha Creek and runs beside the lovely 53-foot Minnehaha Falls that Longfellow immortalized in his epic poem, “Song for Hiawatha.”

Impressive Track Record

The Grand Rounds National Scenic Byway appreciates its federal partnerships, especially its affiliation with the National Scenic Byway Program. The byway has received grants at



The Grand Rounds passes over Minnehaha Creek and runs beside the lovely 53-foot Minnehaha Falls. Visitors enjoy Minnehaha Park.

of the Park Board was to create a distinctive red color for the road, like the “Yellow Road” promotion for Yellowstone Park stretching from Puget Sound to the Atlantic Coast. Red quartz was used in the overlay material for the Grand Rounds National Scenic Byway road surface, and continues to be implemented as each roadway section is milled. Partnerships keep it going.

The Grand Rounds passes over Minnehaha Creek and runs beside the lovely 53-foot Minnehaha Falls that Longfellow immortalized in his epic poem, “Song for Hiawatha.” Freeway development threatened the Longfellow House, which the MPRB

Longfellow Restoration Group began efforts to restore the home as the Grand Rounds National Scenic Byway information center. “The Federal Highway Administration, Minneapolis Park and Recreation Board, the Minnesota legislature, the Longfellow Restoration Group and the Longfellow Neighborhood worked for nearly ten years to make the byway’s gateway information center possible,” Mary noted.

During the restoration work on the Longfellow House, the Grand Rounds fortified its partnerships with the Hennepin History Museum, the Minnesota Historical Society, and the State Historic

In the Bassett Creek Valley area, where Glenwood Waters became the nation’s first water company, the Trust for Public Land is now tackling the issue of abandoned lots and former industrial sites or “brownfields.” In partnership with the Grand Rounds National Scenic Byway, the Trust for Public Land is buying and reviving brownfields that will connect the Byway north and south. Both the Minnesota Department of Transportation (MnDOT) and the Minnesota Department of Natural Resources (MN/DNR) share an interest in reclaiming brownfields, backing their support with funding.

Tracking It All

Virtually every aspect of the eight-year plan has been addressed through partnerships. Organizations such as the Minneapolis City Council, Hennepin County Park System, Shakopee Mdewakanton Sioux community, the Minnesota Office of Tourism, the renowned Walker Art Center, the Minneapolis Sculpture Garden, the Veterans of Foreign Wars, the Grand Army of the Republic and the University of Minnesota's List-Serve program have contributed to the byway's success.

The byway's eight-year plan effectively provides guidance for the grant-writing and partnership development. To successfully ask for money, a byway must have strategic plans in mind. Once the money is granted, the request for

The byway's eight-year plan effectively provides guidance for the grant-writing and partnership development. To successfully ask for money, a byway must have strategic plans in mind.

proposal (RFP) should also reflect the byway's vision and planning.

With so many projects and partnerships simultaneously in process, the Grand Rounds team uses large spreadsheets to keep track of them. Using electronic indexing and archiving also helps to save money while keeping information for grant applications and other funding resources readily available. "I save a lot of consultant fees, as well as saving me time," she said of her

computerized office. "I stay in the loop; you get more for your money that way."

The Grand Round National Scenic Byway maximizes its opportunities with every loop it ties into, thanks to planning and partners. ★



Mary Barrick poses with "JR" after an equestrian event this past summer. Mary's contagious energy complements her role as a Byway Leader for the Grand Rounds National Scenic Byway.

The Grand Rounds National Scenic Byway Interpretation Districts

Seven interpretation districts, each with special features and personality, provide 53 interpretive sites along the Grand Rounds National Scenic Byway. "All have great partnerships and help us tell the compelling story of the history and daily life here," said Byway Leader Mary Barrick.

- **Downtown Riverfront Byway District (1.2 miles)**
In the midst of the thriving cosmopolitan downtown, the historic Stone Arch Bridge and the old mill ruins anchor the city's stories from the past.
- **Mississippi River Byway District (9.2 miles)**
An authentic Native American trail beckons historians to dramatic bluff-top panoramas of the Mississippi River Gorge, a geological wonder.

- **Minnehaha Byway District (12.6 miles)**
Recreation, history and nature blend at the gateway to the Grand Rounds National Scenic Byway, marked by the Information Center in the Historic Longfellow House (open year round and free). Visitors enjoy picnics near the famed Minnehaha Falls, the Stevens House and the Princess Station in Minnehaha Park.
- **Chain of Lakes Byway District (13.3 miles)**
In addition to swimming, boating and other recreational opportunities found here, the byway passes into historic territory too. The first Native American Indian schoolhouse and a Dakota village were located here, as well as the classic Como-Harriet Streetcar Line.

- **Theodore Wirth Byway District (4 miles)**
The largest park in Minneapolis, Theodore Wirth Park features a bird sanctuary, ponds and wild-flower gardens. Golfing on its sprawling course gives way to snow tubing and cross-country skiing in the winter.
- **Victory Memorial Byway District (3.8 miles)**
Visitors tour nearly four miles lined with rows of towering trees and quiet markers commemorating Hennepin County's fallen servicemen of World War I.
- **Northeast Byway District (6 miles)**
Two golf courses nestle beside road, rail and water transportation routes filled with vehicles delivering raw materials and finished products. This is a fascinating juxtaposition of places to play and places to work.

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CAPITAL CORNER

Welcome to Capital Corner, a new VISTAS column brought to you by the national partners for scenic byways! We look forward to providing a perspective from our nation's capital on emerging issues, legislation and other happenings.

by Derrick Crandall, President, American Recreation Coalition

Who are the scenic byways “national partners?” Years before the National Scenic Byway Program was created in 1991, a group of Washington, DC-based associations formed a coalition to push for legislation on byways. The organizations at the core of these early discussions included the American Automobile Association (AAA), the American Recreation Coalition (ARC), the National Trust for Historic Preservation (NTHP) and Scenic America (SA). Today these same national partners remain excited about playing a role in protecting and

budget for Fiscal Year 2002 was not enacted prior to the Congressional break in October. It may be considered in a “lame duck” session late in 2002 or by the new Congress in 2003. In either case, Congress must resolve differing language on the byways grant program. The Senate-passed appropriations measure provided for all funds to be awarded on a competitive, merit-based program, as provided under ISTEA and TEA-21. In the House, however, nearly \$10 million in byways program funding would be “earmarked” for specific projects. Until last year,

transportation needs of the nation, including scenic byways. Later in 2003, the Congress will focus on legislation that will direct the spending of \$40 billion or more annually for the next six years. In addition to specific funding and technical support for the National Scenic Byways Program (including continuation of America's Byways Resource Center), the national partners are discussing with the Administration and Congress the relationship of byways and other FHWA programs, including ITS (Intelligent Transportation Systems), the Federal Lands Highway Program and TE (Transportation Enhancements). Information on the reauthorization process will also be shared through www.funoutdoors.com.

During the reauthorization process, a number of proposed versions of a new highway bill will be under consideration. The Department of Transportation is developing its own proposed bill, which will be reviewed by the Office of Management and Budget before being sent to Capitol Hill. And different factions of the House Transportation and Infrastructure Committee and Senate Environment and Public Works Committee are expected to offer alternative bills. The process of gathering input, negotiating, compromising, amending and voting is always contentious and often protracted. This time around, there is talk about adding new revenues to supplement the gas tax—even a possible increase

in the federal gas tax rate—as well as active debate about meeting the costs of new security needs. Recreation, conservation and tourism interests have lots at stake. In addition to the National Scenic Byways Program, the National Recreational Trails Fund, Transportation Enhancements and funding for recreational boating and fishing programs are up for reauthorization. Together, these programs are a useful package to enhance travel and leisure activities—and improve our communities. Optimistically, a new bill will be completed and sent to the White House for the President's signature by October 1, 2003. Realistically, the process may extend late into 2003 or early 2004. We'll provide updates on the progress of reauthorization in future issues.

The national partners would like to extend a special welcome to the new byways leadership at FHWA and the Resource Center. We welcome Shana Baker in the National Scenic Byways Program office and extend our best wishes to our long-time friend Henry Hanka as he takes on the leadership role at the Resource Center.

If you have any questions for the national partners, email us at:
arc@funoutdoors.com. ★

Go take a drive on a byway for your mental and physical health—and invite a candidate for Congress to come with you!

enhancing the future of scenic byways in America. The Travel Industry Association (TIA) has recently taken on an active role as a national partner for byways, as well, assisting with marketing of byways nationally.

During the fall of 2002, we are paying particular attention to pending legislation that would alter the 6-year program byways program established under TEA-21 and that will shape the National Scenic Byways Program for 2004 and beyond. The Department of Transportation's

byways funding had never been “earmarked.” The national partners are in close communications with congressional and Administration officials on this matter. More information on this topic can be found at www.funoutdoors.com.

The national partners are also taking full advantage of hearings and other forums provided by the House Committee on Transportation and Infrastructure, the Senate Committee on Environment and Public Works and the U.S. Department of Transportation on future surface

AMERICA'S BYWAYS

(A) – All-American Road (N) – National Scenic Byway

ALABAMA

Natchez Trace Parkway (A)
Selma To Montgomery
March Byway (A)
Talladega Scenic Drive (N)

ALASKA

Alaska's Marine Highway (N)
Glenn Highway (N)
The Seward Highway (A)

ARIZONA

Kaibab Plateau -
North Rim Parkway (N)

ARKANSAS

Crowley's Ridge Parkway (N)
Great River Road (N)

CALIFORNIA

Death Valley Scenic Byway (N)
Route One, Big Sur
Coast Highway (A)
Route 110-Arroyo Seco
Historic Parkway (N)
Tioga Road/Big Oak Flat Road (N)
Volcanic Legacy Scenic Byway (A)

COLORADO

Dinosaur Diamond
Prehistoric Highway (N)
Frontier Pathways Scenic
and Historic Byway (N)
Gold Belt Tour Scenic
and Historic Byway (N)
Grand Mesa Scenic
and Historic Byway (N)
San Juan Skyway (A)
Santa Fe Trail Scenic
and Historic Byway (N)
Top of the Rockies (N)

Trail Ridge Road/
Beaver Meadow Road (A)

CONNECTICUT

Connecticut State Route 169 (N)
Merritt Parkway (N)

FLORIDA

A1A Scenic and Historic
Coastal Highway (N)
Indian River Lagoon Scenic
Highway (N)
Tamiami Trail Scenic Highway (N)

GEORGIA

Russell-Brasstown
Scenic Byway (N)

IDAHO

Northwest Passage
Scenic Byway (N)
Payette River Scenic Byway (N)
Pend Oreille Scenic Byway (N)

ILLINOIS

Great River Road (N)
Historic National Road (A)
Lincoln Highway (N)
Meeting of the Great Rivers
Scenic Route (N)
Ohio River Scenic Route (N)

INDIANA

Ohio River Scenic Route (N)
Historic National Road (A)

IOWA

Great River Road (N)
Loess Hills Scenic Byway (N)

KENTUCKY

Country Music Highway (N)
Red River Gorge
Scenic Byway (N)
Wilderness Road Heritage
Highway (N)

LOUISIANA

Creole Nature Trail (A)

MAINE

Acadia Byway (A)
Old Canada Road
Scenic Byway (N)
Rangeley Lakes Scenic Byway (N)
Schoodic Scenic Byway (N)

MARYLAND

Chesapeake Country
Scenic Byway (N)
Historic National Road (A)

MICHIGAN

Woodward Avenue (N)

MINNESOTA

Edge of the Wilderness (N)
Great River Road (N)
Historic Bluff Country
Scenic Byway (N)
Minnesota River Valley
Scenic Byway (N)
North Shore Scenic Drive (A)
The Grand Rounds
Scenic Byway (N)

MISSISSIPPI

Natchez Trace Parkway (A)

MISSOURI

Crowley's Ridge Parkway (N)
Little Dixie Highway of
the Great River Road (N)

MONTANA

Beartooth Highway (A)

NEVADA

Lake Tahoe – Eastshore Drive (N)
Las Vegas Strip (A)
Pyramid Lake Scenic Byway (N)

NEW HAMPSHIRE

Kancamagus Scenic Byway (N)
White Mountain Trail (N)

NEW MEXICO

Billy the Kid Trail (N)
El Camino Real (N)
Historic Route 66 (N)
Jemez Mountain Trail (N)
Santa Fe Trail Scenic
and Historic Byway (N)
Turquoise Trail (N)

NEW YORK

Lakes to Locks Passage,
The Great Northeast Journey (A)
Seaway Trail (N)

NORTH CAROLINA

Blue Ridge Parkway (A)
Cherochala Skyway (N)

NORTH DAKOTA

Sheyenne River Valley
Scenic Byway (N)

OHIO

Amish Country (N)
CanalWay Ohio Scenic Byway (N)
Historic National Road (A)
Ohio River Scenic Route (N)

OREGON

Cascade Lakes Scenic Byway (N)
Hells Canyon Scenic Byway (A)
Historic Columbia
River Highway (A)
McKenzie Pass-Santiam Pass
Scenic Byway (N)
Outback Scenic Byway (N)
Pacific Coast Scenic Byway (A)

Rogue-Umpqua
Scenic Byway (N)

Volcanic Legacy Scenic Byway (A)

West Cascades Scenic Byway (N)

PENNSYLVANIA

Historic National Road (A)

SOUTH CAROLINA

Ashley River Road (N)
Cherokee Foothills
Scenic Highway (N)
Savannah River Scenic Byway (N)

SOUTH DAKOTA

Peter Norbeck Scenic Byway (N)
The Native American
Scenic Byway (N)

TENNESSEE

Cherochala Skyway (N)
Natchez Trace Parkway (A)

UTAH

Dinosaur Diamond
Prehistoric Highway (N)
Flaming Gorge-Uintas
Scenic Byway (N)
Highway 12 - A Journey
Through Time Scenic Byway (A)
Logan Canyon Scenic Byway (N)
Nebo Loop Scenic Byway (N)
The Energy Loop: Huntington &
Eccles Canyons Scenic Byways (N)

WASHINGTON

Chinook Scenic Byway (A)
Mountains to Sound
Greenway - I-90 (N)
Strait of Juan de Fuca
Highway - SR 112 (N)

WEST VIRGINIA

Highland Scenic Highway (N)
Historic National Road (A)
Midland Trail (N)
The Coal Heritage Trail (N)
Washington Heritage Trail (N)

WISCONSIN

Great River Road (N)

WYOMING

Beartooth Scenic Byway (A)

Woodward Avenue (Michigan)

Byway Length:

26.8 Miles

Driving Time:

5 hours minimum

Designations:

Michigan Heritage Route (1999)

National Scenic Byway (2002)

Unique Features:

Unlike most byways, Woodward is not a winding, hilly roadway with spectacular natural resources. Woodward Avenue follows a relatively flat and straight 27-mile course amid an array of urban and suburban treasures, including 250 state and federal historic sites and buildings, 55 attractions and more than 150 annual events.

Woodward Avenue put the world on wheels. The impact of America's automobile industrial heritage is represented along this corridor in famed industrial complexes, office buildings, residential mansions, world-renowned museums and cultural institutions. Visitors cruise up this urban byway for a fun, educational, sporting

experience that defines America's love for the automobile.

Historic sites along the Byway include the home of Henry and Clara Ford, Ford Motor Car Company's first factory at Piquette, the Ford Highland Park Plant (the birthplace of the assembly line), the first paved mile of concrete highway and the oldest State Fair in America.

Cultural institutions along the Byway include the Detroit Opera House, Detroit Institute of Arts, Detroit Historical Museum, The New Science Center, Detroit Orchestra Hall, Fox Theatre, Children's Museum, Charles H. Wright Museum of African-American History, Detroit Public Library, International Institute, Walter P. Reuther Library, Wayne State University, Detroit Zoological Park, Cranbrook Art Museum and Institute of Science and Gardens.

Sports enthusiasts will not want to miss the home of the Detroit Tigers at Comerica Park or the dazzling new home of the Detroit Lions and location of Super Bowl XL in 2006 at Ford



The Renaissance Center is the home of General Motors headquarters.

Field. Events attracting millions of visitors to this byway include the International Auto Show, International Freedom Festival and Fireworks, Techno Fest, Ford International Jazz Festival, Woodward Dream Cruise (the world's largest automobile event), "Arts, Eats and Beats," and America's Thanksgiving Parade.

History:

At the foot of Woodward Avenue stands the border crossing to Canada, the only location where the United States is actually north of Canadian

neighbors. Antoine de la Mothe Cadillac planted the flag of France here, taking possession of the territory in the name of King Louis XIV and giving birth to the City of Detroit. This location also became the gateway to freedom for slaves using the Underground Railroad. In addition, the foot of Woodward marks the point where the Saginaw Trail, a Native American path for transporting furs, headed northwest and terminated in Pontiac—a community named for the warrior chief of the Ottawa Indians.



The not-for-profit Model T Automotive Heritage Complex is working to restore Ford Motor Company's first factory at Piquette as an Automotive Interpretive Center.

Woodard Avenue continues on pg. 9



The Detroit Zoo recently opened the world's largest polar bear exhibit at the Arctic Ring of Life.

and stakeholders along the Byway with coordination and cooperation of the Michigan Department of Transportation and the Southwest Michigan Council of Governments.

Current Projects:

Woodward Heritage Team's current focus includes a branding effort, development of a Public Spaces Plan, development of a Wayfinding and Signage Plan, production of a byway brochure and support for preservation projects, including the restoration of the Ford Piquette Avenue Plant.



In 2002 the Woodward Avenue Dream Cruise attracted almost 2 million visitors from all over the world and featured over 30,000 classic cars.

Organization:

The guardian of the Woodward Avenue Byway is the Woodward Heritage Team, a policy body of 12. Team members represent the cities of Detroit, Highland Park, Ferndale, Royal Oak, Pleasant Ridge, Huntington Woods, Berkley, Birmingham, Bloomfield Hills, Pontiac, Bloomfield Township, the two counties of Oakland and Wayne, as well as many institutions, neighborhoods, businesses,

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★



The Underground Railroad monument, located at the foot of Woodward Avenue at Hart Plaza, looks to the south across the Detroit River to Canada.

Another Byway Advantage: Great Routes to Better Health

by Derrick Crandall, President, American Recreation Coalition

I love to take a bite out of a crisp, cold apple—what a great, refreshing taste! And I feel great eating that apple when I remember that I am doing something good for myself by eating one of the five daily servings of fruits and vegetables the Surgeon General of the United States tells me I need.

A scenic byways trip, too, can be a healthy double-dip. Traveling one of our special byways opens the door to great places to hike and bike, paddle and swim, climb and engage in other physical activities—physical activity that the Surgeon General tells us is urgently needed across America today.

An immense and growing number of Americans face suffering and high medical costs as the result of health problems caused by

during adolescence. These are dangerous trends. We need to turn them around quickly, for the health of our citizens and our country.”

One clear result of inactivity is a sharp increase in the number of Americans who are overweight. A 2001 federal study reported that one in five U.S. adults is obese—a 61 percent increase since 1991. This represents 38.8 million Americans: 19.6 million men, 19.2 million women. Of those Americans between the ages of 50 and 59, 25.6% are classified as obese. Recently, President George Bush highlighted the dangers of obesity as he kicked off HealthierUS, a national initiative to increase Americans’ physical activities. He noted that obesity causes 300,000 premature deaths annually, costs more than \$100



The answer is that our byway designs need to include plenty of attractive opportunities for travelers to stop their cars, trucks or RVs, get out and then walk or bike on side

markers and signs with interesting facts and stories. We need easy access to rivers and lakes to launch canoes and kayaks and for swims on hot days. These features will help us help travelers get what the Surgeon General says we all need: a daily regimen of 30-45 minutes of physical activity.

And we need to add some positive reinforcement to our information, helping people understand just how much each of these side trips contribute to our daily physical activity needs—just like the side of a cereal box does for our nutritional needs. The American College of Sports Medicine publishes charts that tell us how many calories a ten-year-old or a fifty-year-old will burn on a thirty-minute hike, or a ten-minute bike ride. Be sure to tell your byway’s travelers how far they’ve gone, and about more chances to enrich their byway experiences and get exercise at other stops along the byway.

Traveling one of our special byways opens the door to great places to hike and bike, paddle and swim, climb and engage in other physical activities—physical activity that the Surgeon General tells us is urgently needed across America today.

inadequate physical activity. The Surgeon General reports: “We have found that 60 percent—well over half—of Americans are not regularly active. Worse yet, 25 percent of Americans are not active at all. For young people—the future of our country—physical activity declines dramatically

billion in additional medical costs and reduces the quality of millions of lives.

And what, exactly, is the role of byways in combating obesity? After all, a drive along a byway doesn’t exactly qualify as great physical activity.

routes which are integral parts of our byways’ story-telling. We need short trails leading to beautiful spots in the woods, with interpretive signs along the way, and to peaks that offer spectacular vistas. We need marked walking routes through towns and cities along our byways with historic

As we showcase and protect the intrinsic values of our byways, we can stimulate hundreds of millions of fun and healthy experiences annually and help convince us all of the importance of physically active lives.

There are many serendipities for byways that pursue this path. First, we can slow down travelers along our routes, giving us more opportunities to tell them our stories. We can also boost the economic value of these visitors to our communities as we offer them everything from rentals of tour headphones to guided tours, from (healthy) dining choices to shopping. Our goal can be garnering some of the dollars saved by our visitors from fewer prescriptions for hypertension and from fewer bypass surgeries. Second, we can find new partners for our byways. Increasingly, agencies and organizations interested in health issues are underwriting the costs of facilities

that boost physical activities. Your trail might be sponsored by a hospital—or even by a food industry company anxious to promote both healthy eating and fitness.

Third, we improve the quality of life in the communities along our byways—encouraging residents as well as visitors to meet their physical activity needs.

And fourth, we add another component to the value of a byway's experience for our visitors. We know their drives along the routes help reduce stress and contribute to mental and spiritual health; now we can help improve their physical well-being.

Three years ago, the American Recreation Coalition began a campaign to look upon this nation's vast and wonderful public lands—the parks and forests and refuges and more that cover nearly one-third of our nation—as America's Natural Health and Fitness Centers. The federal agencies managing these lands now understand this concept and recently signed a memorandum of understanding with the Centers for Disease Control and Prevention, pledging to encourage more Americans to use their visits to these sites to boost their health. We are excited about this new and important role to be played by our Great Outdoors.



America's byways should welcome taking on a similar role. In doing so, we will make byways even more valuable and appreciated. As we showcase and protect the intrinsic values of our byways, we can stimulate hundreds of millions of fun and healthy experiences annually and help convince us all of the importance of physically active lives. Be sure your byway's plan includes creative ways to give travelers attractive alternatives to a session on a treadmill or a stationary bike! ★

Author and Historian Michael Wallis Selected As 2003 National Conference Keynote Speaker



Michael Wallis

Route 66: The Mother Road, now a best-selling book, affirms Michael Wallis' storytelling talent and reveals his genuine affinity for this famous National Scenic Byway. Think of the book as a primer for the National Scenic Byways Conference in Albuquerque, New Mexico, May 2003. America's Byways Resource Center, along with the Federal Highway Administration, proudly welcome Michael as keynote speaker for the event. An award-winning reporter and three-time Pulitzer Prize nominee, Michael will share his passion for the open road and the history of the great American West with the byway community.

In addition to *Route 66: The Mother Road*, Michael has published nine best-selling books, several articles in major national magazines, and served as a newspaper reporter and magazine writer throughout the American West, Mexico, and the Caribbean. He was the first inductee into the Oklahoma Route 66 Hall of Fame among many other accolades during his impressive career. Michael and his wife Suzanne Fitzgerald Wallis frequently tour Route 66 and they keep a "hideout" in New Mexico. Their home is in Tulsa, Oklahoma, where he serves as a contributing editor for *Oklahoma Today*. ★

**PLAN NOW
TO ATTEND
THE 2003
NATIONAL
SCENIC BYWAYS
CONFERENCE**

**MAY
18-21,
2003**

Watch for more information coming soon or check online at www.byways.org. To order *Route 66: The Mother Road*, or to learn more about Michael Wallis, visit his Web site at www.michaelwallis.com.

2002 Calendar

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

2002

OCTOBER

October 11-15, 2002

AASHTO Annual Meeting

Egan Civic and Convention Center
Anchorage, Alaska

For more information, please call:
(202) 624-8489 or hannahw@aaashto.org

October 15, 2002

Submissions due for Scenic Summit –
Scenic Solutions

For more information, please call:
(202) 543-6200 ext. 18
or visit www.scenicsummit.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

Greenelefe Resort in Central Florida

For more information, please call:

American Trails
(530) 547-2060 or Fax (530) 547-2035
www.symposium@americantrails.org or
www.floridadep.org/gwt

November 16, 2002

Fundraising for Land Trusts

brought to you by the
Land Trust Alliance/Midwest

Libertyville Travelodge & Suites
Libertyville, IL

For more information, please call:
(269)324-1683 or e-mail: ltamw@lta.org

November 16, 2002

Conserving Land with Conservation Easements

brought to you by the

Land Trust Alliance/Midwest
Holden Arboretum

Kirtland, OH

For more information, please call:

(269)324-1683 or e-mail: ltamw@lta.org

DECEMBER

December 3-5, 2002

Western States Tourism Conference

Hyatt Regency Tamaya Hotel

Santa Ana Pueblo, New Mexico

For more information, please contact:

Joanie Pop at (360) 357-8044

or visit www.wstpc.org

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

December 6-9, 2002

Certified Interpretive Guide Training

Swan Valley, Montana

For more information, please call:

Alan Leftridge, (406) 754-2940

or email: lefridge@blackfoot.net

December 14, 2002

The Art of Interpretive Writing

Swan Valley, Montana.

For more information, please call:

Alan Leftridge, (406) 754-2940

or email: lefridge@blackfoot.net

2003

FEBRUARY

February 6-8, 2003

Saving Places 2003: Preserving Western Heritage

Hosted by Colorado Preservation, Inc.

Denver, Colorado

For more information, please contact:

(303) 893-4260 or SavingPlaces@aol.com

or visit www.coloradopreservation.org

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

AUGUST

August 2-3, 2003

Scenic Summit Action for America's

Communities, Countrysides and Public Lands

Hyatt Regency Hotel

Denver, Colorado

For more information, please visit:

www.scenicsummit.org

SEPTEMBER

September 30-October 5, 2003

57th National Preservation Conference

Sponsored by the National Trust

for Historic Preservation

Denver, Colorado

For more information, please visit:

www.nationaltrust.org

WANTED: BYWAYS RESOURCE SPECIALIST

America's Byways Resource Center

National program dedicated to providing assistance to America's Byways is looking for an energetic professional staff person to fill the position of Byways Resource Specialist. Responsibilities include assisting communities and citizen groups in planning, managing and promoting scenic byways; developing and providing training and workshops; networking byway communities with federal, state and local agencies and

organizations; and organizing communities along scenic byways. Significant national travel is required. Prefer experiences working with community groups and with various levels of government and private organizations; professional work experience at the national level; work in tourism, planning, transportation, historic preservation, and other related professions. Necessary skills and qualities include

excellent oral and written communication, customer service, ability to connect resources with people, grant writing, training, vision and goal setting, teamwork, facilitation and leadership. Advanced degree in planning, tourism, or related field with a minimum of 5 years professional experience. Competitive salary and benefits package.

Please submit cover letter and resume to:
Human Resources
America's Byways Resource Center
(www.byways.org)
Arrowhead Regional Development Commission
(www.arcdc.org)
221 West First St.
Duluth, MN 55802
Fax: (218) 529-7592
EOE

America's Byways Resource Center
Arrowhead Regional Development Commission
227 West First Street, Suite 610
Duluth, MN 55802

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