

# VISTAS



AMERICA'S BYWAYS

JANUARY 2002

## What's Inside:

|  |    |
|--|----|
| Roadside Reflections . . . . .   | 2  |
| Off the Shelf . . . . .  | 2  |
| I've Submitted My Byway's<br>Nomination. So What<br>Happens Now? . . . . .   | 3  |
| 10th Anniversary<br>Celebration of the National<br>Scenic Byways Program<br>Remarks by Congressman<br>James L. Oberstar,<br>Master of Ceremonies . . . . . | 5  |
| Minnesota State Byways<br>Share Insights At Annual<br>Conference . . . . .   | 5  |
| Driving the Byways . . . . .   | 6  |
| Indiana National Road<br>Welcomes Antique Cars . . .   | 7  |
| Preserving the Spirit of<br>Place: National Preservation<br>Conference 2001 . . . . .  | 8  |
| AASHTO Conference<br>Focuses On The Future . . .   | 9  |
| Byways Organizations . . .   | 10 |
| Research Corner . . . . .  | 11 |

Published in cooperation  
with the Federal Highway  
Administration by:

**America's Byways  
Resource Center**  
Arrowhead Regional  
Development Commission  
227 West First Street  
Suite 610  
Duluth, MN 55802  
1-800-4BYWAYS, Ext. 5



## The Road To Success: 10th Anniversary Celebration of the National Scenic Byways Program

After a decade on the road to success, America's Byways paused to reflect on the journey so far. The 10th Anniversary Celebration of the National Scenic Byways Program was held December 18 and 19, 2001 in Washington, D.C. Event coordinators included the American Recreation Coalition, American Automobile Association, National Trust for Historic Preservation and Scenic America. The groups worked in cooperation with America's Byways Resource Center and the Federal Highway Administration.

Approximately 50 attendees came together at the Willard Inter-Continental Hotel to honor the National Scenic Byways Program's accomplishments and discuss future goals.

Honorable Sean O'Hollaren, Assistant Secretary for Government Affairs, U.S. Department of Transportation, welcomed the group. He expressed that he's looking forward to the reauthorization of the program. "There is an incredible contribution and legacy that we are leaving with this program," he said. "This program has allowed the creation of management plans, scenic byway facilities, maps and brochures." The opportunity for the program to impact tourism is even greater now, he explained, adding, "With the most recent events, many more travelers will now visit our roads."

The byway community appears motivated to continue helping travelers see America the Beautiful as they venture into the nation's history and cultural diversity. Derrick Crandall, President of the American Recreation Coalition, shares the community's enthusiasm. He presented an overview of the program, joined by key byways

The two-day celebration featured several moderated discussions with a long list of impressive panelists from across the country. Key professionals, such as David Fasser, Director, Landscape Architecture, New York State Department of Transportation, praised the program's flexibility and ongoing information sharing.

*The byway community appears motivated to continue helping travelers see America the Beautiful as they venture into the nation's history and cultural diversity.*

program pioneers. "The Byways Saga: Recalling the Journey, Crediting the Champions" covered major highlights of the last ten years, beginning with the program's inception.

He noted that along the way, the program has attracted considerable support. AAA, AASHTO and the Highway Users Federation were among the first to recommend a system of nationally designated scenic byways within the United States. Vice-President George H. W. Bush narrated the first program video, and, soon after, the travel industry took notice and covered many scenic byway initiatives, Derrick recounted. He concluded with the opportunities ahead.

Other speakers commented on the program's grassroots strength. George Schoener, Director, Metropolitan Planning and Programs, Federal Highway Administration, credited the grassroots volunteers for the program's success. "My hope... goal... for this program is to gather enough support, volunteers and grassroots efforts to keep it going," he said. He believes the program would remain strong even without funding because of the commitment and determination at the grassroots level.

# Roadside Reflections

by Gary Tonkin, Director

The year 2001 brought successes and challenges. Apart from chilling headlines and news, the byways program quietly continued to mature with successes at the national level and on individual byways across the country.

Among the byways program's many achievements, the Federal Highway Administration and America's Byways Resource Center partnered with the American Association of State Highway and Transportation Officials (AASHTO) to solicit contenders for an award program recognizing outstanding achievements on byways. The award winners were recognized at the National Scenic Byways Conference in Oregon this fall and at the annual AASHTO conference in Ft. Worth in early December. High-ranking state transportation officials from across the country attend this AASHTO event.

The national byways conference in Portland, Oregon was another huge success. More than 500 byway leaders, state byway coordinators, tourism officials, federal agencies, national organizations and others attended. This "meeting of the minds" was truly an enjoyable and learning experience for everyone.

This past year also proved the strength and commitment of our grassroots foundation when the National Scenic Byways Grant Program was threatened by "earmarking." Congressional appropriation committees attempted to designate special projects totaling the entire program amount for the upcoming year. The scenic byway community responded with a letter-writing campaign emphasizing the importance of these grants to the byways. America's Byways Resource Center solicited byway success stories and published them for distribution. The outpouring of support for this relatively small federal program resulted in an unprecedented reversal by Congress. While one-third of the \$25 million remained "earmarked" for special projects, the remaining \$16 million will be available for the merit-based discretionary grants in fiscal year 2002. This was a major victory for scenic byways.

To culminate the year, an alliance of national organizations that have nurtured and supported the scenic byways program since its early beginnings held a special 10th anniversary event in Washington DC. The American Recreation Coalition,

Scenic America, the National Trust for Historic Preservation and the American Automobile Association teamed up to organize the event. The celebration brought together a large number of organizations that fought in the late 1980s to change the way transportation was funded and managed. Ten years ago, the new transportation act that emerged from Congress changed forever the transportation landscape. The Intermodal Surface Transportation Efficiency Act—ISTEA—created new programs: the National Scenic Byways Program, Transportation Enhancements Program and many more. Local governments and citizens were also given a greater say in transportation funding, planning and design decisions.

The event highlighted the history and accomplishments of the byways program and the affect it has had on local economies and communities. Congressional transportation staff reviewed the process for reauthorization of the program and expressed support. New Federal Highway Administrator Mary Peters attended and teamed up with John Horsley, Executive Director of AASHTO, to recognize the byway award winners from "The Road Beckons."



Gary Tonkin,  
Resource Center Director

Transportation Secretary Norman Mineta and former Secretary Rodney Slater praised the program for its accomplishments. It was clear that support will continue for this highly successful program.

Many more successes were part of the year. As you can see, the National Scenic Byways Program, all the state byway programs, all the individual byways and all the organizations and agencies that support the byways have much to be proud of. I see even more success in 2002.

*Keep up the good work!*

## Off the Shelf

### Web Site To See



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

The National Sporting Goods Association has compiled all kinds of data for different activities by state on its Web site: [www.nsga.org](http://www.nsga.org). Information

on sports participation is available in four volumes, each approximately 200 pages. The first two volumes provide detailed demographics on more than 50 sports. The third volume provides state-by-state analysis for approximately 35 of those sports. The fourth provides lifestyle analysis. For example, information on consumer purchases of equipment and footwear in the USA is in "The Sporting Goods Market in 2000." The report provides sales

by units, average price, total dollars, units and dollars by channels of distribution as well as the standard demographics of purchasers, i.e. age, sex, income, etc.

Access the general information by visiting the Web site ([www.nsga.org](http://www.nsga.org)). Sign on as GUEST. Then GOTO Industry Research & Statistics, click on CONSUMER PURCHASES or SPORTS PARTICIPATION and choose the tables you wish to view.

There is also some general information not in table form in the Press Releases section of the site. Sign on as a GUEST and GOTO Press Releases > Research News.

# I've Submitted My Byway's Nomination. So What Happens Now?

*Note: This is the final article in a series prepared by the Federal Highway Administration about the nomination of roads as National Scenic Byways and All-American Roads. The first article appeared in the January/February 2001 issue of Vistas. As each article was published, FHWA posted it on the nomination section of [www.byways.org](http://www.byways.org).*

“Hurry up and wait” may be a phrase that comes to your mind when working on grants and nominations under the National Scenic Byways Program. The past few weeks and months probably have been hectic for you as you put the final touches on your byway's nomination as a National Scenic Byway or All-American Road. It has been an anxious period for FHWA staff in anticipating the receipt of the nominations. Now the table is turned. If past experience is a guide, the next few months will be an anxious period for you and a hectic one for us. Please bear with us as we complete our work.

FHWA staff expect U.S. Secretary of Transportation Norman Mineta to announce his selections of the next group of National Scenic Byways and All-American Roads in mid-May or June 2002.

**FHWA will follow a seven-step process leading to Secretary Mineta's selections:**

**STEP 1: NOMINATIONS DUE TO FHWA HEADQUARTERS – JANUARY 22**

FHWA expects about 40 nominations to be submitted for possible national designation in 2002. The nominations will include a determination by the state whether the byway possesses intrinsic qualities sufficient to merit its nomination as a National Scenic Byway or an All-American Road.

**STEP 2: FHWA FORMS REVIEW PANEL – EARLY FEBRUARY**

FHWA will invite a panel of seven experts from outside U.S. DOT to complete an independent assessment of each nominated route. Panel members are selected based on their expertise in particular areas such as historic preservation, visual assessment, cultural or natural resources—combined with their experience in recreation, tourism, transportation or the overall byway program.

**STEP 3: INITIAL FHWA STAFF REVIEW – MID-FEBRUARY**

FHWA staff will review the nomination materials and eliminate from consideration any candidates without a corridor management plan that addresses all 14 points included in paragraph 9 of FHWA's interim policy published in the Federal Register on May 18, 1995.

**STEP 4: NOMINATIONS FOR REMAINING CANDIDATES SENT TO REVIEW PANEL – LATE FEBRUARY**

FHWA will send the panel members information, including a map of each route, the nomination document and other materials for use in assessing each candidate.

**STEP 5: REVIEW PANEL MEETS FACE-TO-FACE – MID-MARCH OR EARLY APRIL**

Seven experts will meet in Washington, DC. An independent facilitator will moderate their discussions. FHWA staff will provide panel members additional information on each nominated route's attributes and issues of concern for the panel's consideration. FHWA will not ask the panel to reach consensus. Each expert will review each nominated route and provide an independent assessment. Each panel member will consider the individual merits of each candidate, follow the nomination and designation criteria in FHWA's interim policy, and rely on his or her impressions and perspectives based on that individual's unique expertise and experience.

**STEP 6: DECISION PACKAGE – EARLY MAY**

Using the information on the state's assessment of each route submitted with the nomination, the results of the independent assessment by seven experts and our internal evaluation, FHWA staff will prepare a decision package for Administrator Mary Peters and Secretary Mineta to make the final selections for roads to be designated as National Scenic Byways and All-American Roads.

**STEP 7: DESIGNATION EVENT – MID-MAY OR JUNE**

U.S. Secretary of Transportation Norman Mineta will announce his selections of the next group of National Scenic Byways and All-American Roads. If your byway is selected by Secretary Mineta as one of America's Byways, FHWA will invite you or a representative of your byway to participate in the designation event. Travel assistance will be available for one representative from each of the newly designated National Scenic Byways and All-American Roads. FHWA and the America's Byways Resource Center staff also are planning a special technical assistance workshop in conjunction with the event. ★

The ability of the byways program to positively impact local economies while preserving natural, historical or other intrinsic qualities surfaced repeatedly in discussions. Ruth Hawkins, Executive Director of Arkansas Delta Byways at Arkansas State University, noted that planned growth and development have occurred along her byway, helping to protect the region's rich resources as it explores tourism revenue channels. "Education and awareness are very important in keeping your natural resources," she commented.

Sally Collins, Associate Chief and Chief Operating Officer for the USDA Forest Service, shared her hope that the National Scenic Byways Program will continue connecting travelers to the outdoors and the scenic beauty preserved in the national forests. "Today, the pleasure of driving and viewing scenery is one of the top recreational activities on the national forests," she noted.

Historically, the USDA Forest Service has been a large proponent of designated byways. In 1988, the Forest Service introduced the first national scenic byways program and offered a model for many state programs. Now, its National Forest Scenic Byways Program includes 9,126 system miles. In addition, 46 of the National Scenic Byways Program's All-American Roads

or National Scenic Byways cross the National Forest system.

Collins believes the USDA Forest Service will continue its visionary role, working toward adding back-country byways to the program. Funding, of course, is key.

As reauthorization begins to peek over the horizon, it's becoming clear that the program has earned its accolades. Will it be enough to warrant continued funding in the eyes of legislators? Participants shared their conviction that the program has become integral to the economic success of local communities. The program's partnership approach has increased efficiencies and encouraged greater dialog between community organizations and government entities at all levels. Industry groups, such as the \$10-billion RV manufacturing business, have joined the effort, too.

David Humphreys, President of the Recreation Vehicle Industry Association, commented that the study his group commissioned by the University of Michigan's Consumer Research Center found that travelers want to know where to go and what interesting places to see in America. "There is a hunger for travelers to see new places," he said. "I couldn't have dreamed up anything better for the RV industry than scenic byways."

# Thank You

Thank you to the Byway representatives and supporters that spoke at the National Scenic Byways Program 10th Anniversary Celebration:

**Ruth Hawkins** - Byway Leader, Crowley's Ridge National Scenic Byways, Arkansas

**Mary Bargiel** - Innkeeper, Stronhouse Inn Vermont

**Charlotte Anderson** - Byway Leader, Ohio River Scenic Route - Illinois National Scenic Byway

**Diane Regan** - State Byways Coordinator, Alaska Department of Transportation and Public Facilities

**David Fasser** - State Byways Coordinator, New York State Department of Transportation - Landscape Architecture Bureau

**Deborah Divine** - Manager, Kansas State Byways Program

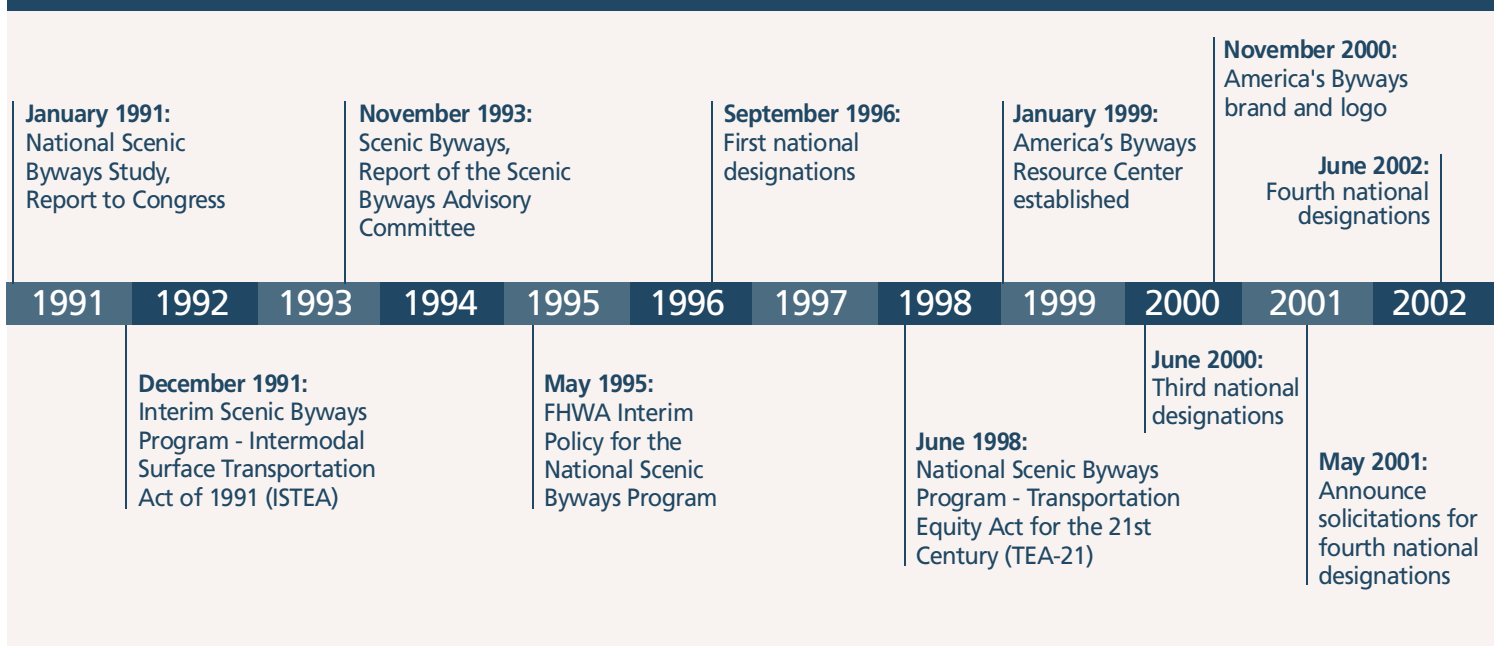
Reauthorization will depend on how well the byway community tells its story. Byway leaders, supporters and organizers must convey the excitement echoed across the country by travelers, inn keepers, school teachers, preservationists, manufacturers, and others—on up to the top political leaders. Legislators must understand the program's economic potential, as well as the risk the nation faces of losing treasured gateways into America's natural, historical and cultural heritage. Certainly, the American pride inherent to the byways program holds value in today's troubled times as well.

"We have recognition, now we need to educate," said Ken House, Minority Staff, Transportation and Infrastructure Committee, U.S. House of Representatives. "We need to continue to develop new champions for the program, continue to add new members."

"We need to do a better job of sharing our message with Congress," agreed Meg Maguire, Executive Director for Scenic America.

The National Scenic Byways Program has accomplished much in the past ten years. And the future, though challenging, promises an exciting road ahead. ★

## AMERICA'S BYWAYS TIMELINE



# 10th Anniversary Celebration of the National Scenic Byways Program

Remarks by Congressman James L. Oberstar, Master of Ceremonies

I have been involved in transportation issues—as a Congressional staffer and a Member of Congress—for nearly 40 years. In those four decades, one of the most exciting transportation initiatives in which I have had the pleasure to play a part has been the Scenic Byways Program.

Interstate highways are a marvel of engineering and a wonderful way to move people and goods quickly and efficiently across the country. But the interstates, built for speed and volume, bypassed many small communities, mountains and valleys that contain so much of our nation's rich character. Scenic Byways, on the other hand, carry the traveler into those towns and backcountry areas the interstates passed by, reuniting Americans with their historic and natural heritage.

When Congress drafted the Intermodal Surface Transportation Efficiency Act—also called by its

acronym ISTEA—in 1991, I was able to insert language funding the first national scenic byways program. The program provides grants to states to identify scenic and historic roads, and enhance them with parking areas, historical markers, special signage and other amenities for the travelers to enjoy. By 1998, when we crafted the Transportation Equity Act for the 21st Century—TEA-21, the successor to ISTEA—the Scenic Byways Program had taken hold and more and more states and communities embraced the concept. We doubled the authorized spending for Scenic Byways, from \$74 million in ISTEA to \$148 million in TEA-21.

But Scenic Byways is not a federal idea. It is truly a grassroots initiative. We could not have created this program without the hard work, cooperation and support of the states, communities and the conservation, recreation,



Congressman Oberstar receives his 10th Anniversary National Scenic Byways Program plaque during the celebration event. Pictured: Resource Center Staff, FHWA Staff and Alaska State Coordinator, Diane Regan. Left to right: Nancy Brunswick, Rob Draper, Michelle Johnson, Gary Tonkin, Congressman Jim Oberstar, Henry Hanka, Diane Regan and Cheryl Newman.

transportation and tourism interests who worked as partners in protecting and sharing the natural beauty and historic heritage of America's roads and highways.

We are off to a great start on Scenic Byways, but it is just that—a start. There is an exciting future ahead, but there are challenges to overcome. Competition for available dollars will be intense

during the reauthorization process. Rest assured that I will do all that I can to insure that scenic highways receive their fair share of future highway funds. I look forward to working with you to make that a reality. ★

## Minnesota State Byways Share Insights At Annual Conference

Minnesota's third annual State Byway Workshop was held in November at the Sugar Lake Lodge in Northeastern Minnesota. The setting was chosen due to the proximity of the Edge of the Wilderness National Scenic Byway, one of the country's first designated National Byways.

To set the stage for the two-day Conference and Workshop, the planners offered a half-day, pre-workshop tour along the Edge of the Wilderness Byway. Even with the fall colors a bit beyond their peak, attendees who took the tour were impressed. Many new amenities, including interpretive panels, scenic stops, community entrance kiosks and a major new bridge and interpretive stop in Bigfork, made the tour a real success. The

entire forty-mile Scenic Byway is a prime example of the Byway Program in Minnesota.

The workshop officially began with a "round robin" discussion of updates from many of Minnesota's Scenic Byways. With over a dozen of the byways in attendance, updates ranged from special events to new brochures to visits from elected officials. These insights and updates provide a vital way to pass information and expand the knowledge base for byway leaders and supporters.

The Minnesota Department of Transportation State Aid Coordinator presented an excellent overview on invoicing byway projects. Specific procedures must be followed to properly have the invoices paid

on a timely basis. The presentation simplified the relatively complex process. Other topics during the afternoon included updates on wildlife tourism and heritage tourism. At the end of the first day, a great storyteller-folksinger entertained the workshop participants.

The second day featured presentations by National Byways Resource Center staff member, Henry Hanka. A congressional update regarding the Program funding for 2002 preceded a presentation on Interpretation for Byways. A spirited discussion on managing outdoor advertising along scenic byways wrapped up the session. The last event of the workshop, a Town Meeting, invited all in attendance to voice

opinions on any topic involving byways, including:

- Funding for grants
- Marketing issues
- Byway improvements
- Generating greater public awareness of the program

The two-day event was a great success according to the approximately seventy attendees. By bringing all byways within a state together, everyone gains knowledge, new friendships and a renewed interest in the byway program.

**For more information, contact:**  
Mark Anderson  
State Coordinator  
Minnesota State Byway Program  
(651) 284-3748  
mark.r.anderson@dot.state.mn.us

# “We Didn’t Want to Become Strip City” The Story of the Mountains to Sound Greenway

*courtesy of the Mountains to Sound Greenway Trust*



In many places, an interstate highway can easily become a red carpet for sprawling population growth and urbanization. In Washington state, when Interstate 90 was completed to Seattle, citizens and leaders in business and government saw the highway as a potential sprawl-generator and decided to take the road in another direction.

Today, Interstate 90 is the foundation of the Mountains to Sound Greenway, a 100-mile scenic, historic and recreation corridor that begins at the Seattle waterfront and travels through picturesque rural areas, historic towns and a majestic mountain range. Along the 90-minute drive, it reveals Washington’s two distinct climate zones.

Back in 1990, hiking enthusiasts, community preservation activists and visionary civic leaders joined a five-day hike from the summit of the Cascade Mountains to the Seattle waterfront to dramatize the natural amenities that could be lost if Interstate 90 served only to spread Seattle eastward in a piecemeal fashion. From that core of people, the non-profit Mountains to Sound Greenway Trust was formed and began building a Board of Directors that is actually a huge coalition, currently numbering 68 people.

Members of the Trust Board include representatives of all the major landowners along I-90, including large timber companies

and government agencies. The Washington State Department of Transportation was an early supporter of the scenic highway idea and continues to actively advance the vision in many ways today. Board members come from environmental and recreation groups, private companies in the region and many municipal staffs and agencies.

---

*Today, Interstate 90 is the foundation of the Mountains to Sound Greenway, a 100-mile scenic, historic and recreation corridor that begins at the Seattle waterfront and travels through picturesque rural areas, historic towns and a majestic mountain range.*

---

### **National Recognition in 1998**

By 1998, the Greenway Board and an associated Technical Advisory Committee had earned enough preservation and enhancement successes along I-90 to merit designation as a National Scenic Byway. The Mountains to Sound Greenway became the first high-speed interstate highway to win the designation. For 30 million travelers a year on I-90, it’s a trip from central Washington sagebrush country, through the mountains to the lush forests of Puget Sound.

But for local residents, the Greenway is a preserve of nature—breathing-room after the fast pace of the cities. It’s historic timber and mining towns that retain their

unique character and rely on tourism for economic stability. Scenic open space lands put into public ownership under the Greenway banner also yield huge environmental benefits. The scenic highway idea has been the rallying point for historic preservation, wildlife habitat, trails and recreation, sustainable forestry practices, environmental

education and economic development coupled with good growth management.

### **Attract Diverse Support**

“The real strength of this organization is found in the diversity of interests on our Board of Directors,” said Trust Executive Director Nancy Keith. “Our Board brings together foresters and environmentalists, for example. When people of differing viewpoints begin talking to each other in a relaxed setting, it’s amazing the way disagreements can be left to the side while positive ideas develop. Government agencies are represented on the Board and they can carry out much of the

Greenway plan, but the fact that the Greenway Trust is not government gives them a wider public base of support.”

Weaving together environmental, recreation and tourism goals, the Concept Plan for the Mountains to Sound Greenway has inspired public investment of millions of dollars to save farms and forests along I-90. Since 1991, over 80,000 acres of forestland along and near I-90 have been purchased and traded for long-term public ownership. In 1999, federal Land and Water Conservation funds saved one of the most spectacular viewpoint properties in western Washington from development as an office park. A Federal Scenic Byways grant, combined with local and private funds, is now supporting site-planning process to turn the spot into a visitor viewpoint and park.

### **Sustainable Forestry Keeps Land for Trees**

The Greenway is more than a green strip along the highway. Public and private forests stretch as far as the eye can see from the road. The Greenway Trust recognized early on that there would never be enough money available to buy up all the private forests for parks, so even dedicated environmental activists joined in support for “working forests,” as a better alternative than urban development. “Trees grow back,” said one Trust member, “but concrete is forever.” Local leaders and journalists credit such realism

Continues on next page

in the face of economic forces as significant factors in the success of the Greenway vision. The Trust promotes sustainable logging practices and public and private foresters have developed new harvest methods to achieve these goals.

People also give credit to the unique nature of the Greenway Concept Plan. It takes the form of a map of the scenic highway corridor and surrounding viewsheds, towns and natural systems. Greenway objectives for specific places are laid out in discrete paragraphs all over the map. Responsibility for achieving Greenway goals at a given location is up to the stakeholders, identified in each case: agencies and jurisdictions, businesses and community groups. "It's a very decentralized format," said Keith. "And probably most important, it's all voluntary."

"When you have such a wide variety of people sharing a vision and a plan that's so palatable, it creates an attractive synergy," Keith said. "Lots of local projects can tie into the plan and become more attractive to funders. The more projects going on under the Greenway banner, the more imposing the whole thing looks and that spreads excitement to all the projects, big and small."

Current projects along the 100 mile Greenway include:

- Improvements to the cross-state John Wayne Pioneer Trail managed by Washington State Parks
- Completion of urban trail connections that will tie the I-90 trail system to the Seattle waterfront
- Expansion of historic and environmental interpretive facilities along the Greenway
- Better communication between all the agencies and interests along the Greenway
- Enhancements to the Greenway Web site

### Educating Guardians for the Future

The most significant current Greenway project is expansion of a Volunteer Stewardship Program. The program takes people of all ages—particularly young people—out to the forests and mountains for work projects that restore damaged environments, remove abandoned logging roads and build and maintain trails. The Trust serves as a coordinator between land management agencies, local and national organizations that sponsor tree-planting and a variety of local environmental volunteer groups.

"We know that the lands conserved along the Greenway corridor will always be under pressure for more urban uses," Keith said. "So these volunteer programs, especially for young people, are the best way we have for building the watchdogs and protectors of this Greenway in future generations." Since 1995, volunteers have contributed over 70,000 hours to stewardship projects.

Thanks to the early involvement of regional businesses and the non-regulatory approach to preservation, the Greenway Trust has been able to sustain a small staff with donations from the private sector. Boeing, REI, Microsoft, Weyerhaeuser and Puget Sound Energy are among continuing donors. The Trust staff has the responsibility for sustaining communication between interests represented on the Board of Directors. Most Greenway projects such as land acquisitions and the expansion of trails, recreation and historic facilities are carried out by Greenway partner agencies, with the Trust staff serving as conveners and catalyst agents. The Trust staff recently expanded from three people to five as volunteer activities in the Greenway continue to grow.

### For more information, contact:

The Mountains to Sound Greenway Trust  
1011 Western Avenue #606  
Seattle, WA 98104  
(206) 382-5565  
[www.mtsgreenway.org](http://www.mtsgreenway.org) ★

# Indiana National Road Welcomes Antique Cars

The Indiana National Road traveled back in time on September 8, when the Indiana National Road Association hosted its first antique car tour from Cumberland to Richmond, Indiana. A unique parade of 100 years of automobile technology on the National Road (US 40) made a spectacular exhibit on this linear museum. Grand Marshall Mr. Tom Carnegie led over 60 automobiles along the byway route. Carnegie is best known as Chief Announcer for the Indianapolis 500 Race.



1946 Hudson Convertible "Commodore Eight" owned by Jim and Louise Wildrick, Monticello, IN.

buckets in two towns thirty minutes after our departure. The day could not have been better. Tom Carnegie is working with us to host this event again next year and travel the western half of the Road."

Each driver received a special glass trophy, an information packet and a compact disk that recorded tour events, auto photos and National Road history. An evening banquet topped off a memorable and exciting day. ★

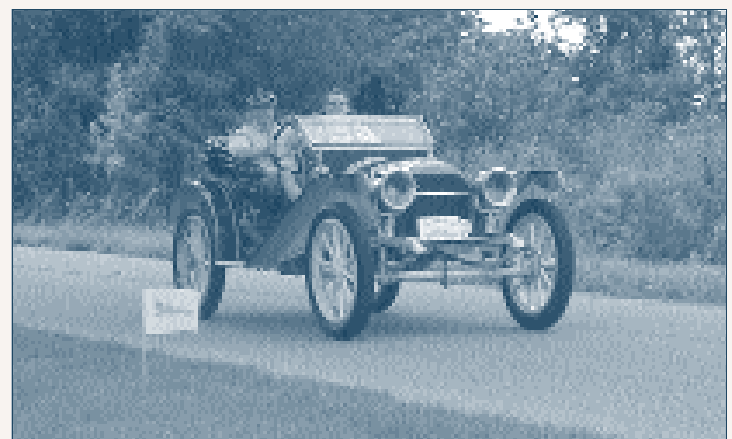


1936 Rolls Royce "Phantom III Limousine" owned by Bob and CJ DeRees, Fishers, IN.

The idea of doing a tour was initiated by Jack and Martha Warble, owners of a 1929 Ford Model A. A ten-member committee worked together to plan and organize the successful event. Trish Eccles, Auto Tour Coordinator, said, "This was a very happy day. Even the weather cooperated; no raindrops fell on the parade though it poured



2001 Solar Phantom VI built by students at Rose-Hulman Institute of Technology, Terre Haute, IN.



1910 Empire "Little Aristocrat" owned by Joe and Boni Goss, Lafayette, IN.

Photos by Bill Eccles and Russ Poole.

# Preserving the Spirit of Place: National Preservation Conference 2001

## “Place has power.”

Richard Moe, President of the National Trust for Historic Preservation (NTHP), expressed it simply and strongly at the opening plenary session for the Trust’s annual conference in Providence, Rhode Island in mid-October. “We know that we can read about history in books, but we also know that facts on paper are no more important than truth on the ground—truth made tangible in place. History says, ‘This is what happened.’ Preservation says, ‘It happened right here.’ As Americans, one of our greatest strengths is our identity. Knowing who we are makes us strong. Knowing where we came from makes us confident. Knowing the legacy we have inherited makes us part of a powerful partnership between past, present, and future.”

Over 2,500 preservationists from across the nation attended the 55th National Preservation Conference. Participants included community and neighborhood leaders, public officials, affordable housing practitioners, architects, planners,

preservation tools. Over the past 20 years, the city has engineered a renaissance that has turned it from a dying mill town into a living laboratory of urban renewal and historic preservation.

*“As Americans, one of our greatest strengths is our identity. Knowing who we are makes us strong. Knowing where we came from makes us confident. Knowing the legacy we have inherited makes us part of a powerful partnership between past, present, and future.”*

*Richard Moe, President of the National Trust for Historic Preservation (NTHP)*

historic site managers, developers, downtown revitalization specialists and other grassroots activists.

Providence provided a fitting backdrop for discussions on commercial and residential revitalization, smart growth initiatives and

## Case Studies on Historic Roads

The conference offered a rich variety of plenary, educational and field sessions. One workshop with special applicability to byways was the annual Historic Roads Breakfast hosted by Dan Marriott (NTHP). Featured speakers presented interesting case studies on restoring and replacing historic pavement:

Rick Greenwood (Rhode Island Historical Preservation Commission) talked about replacing pavement on historic Bellevue Avenue in Newport, Rhode Island. This famous two-mile avenue is lined with ostentatious mansions owned by the Vanderbilt family and the last century’s top social echelon. During the Gilded Age, Newport was a summer resort for America’s most wealthy. Because of the road’s international prestige, the project received a lot of attention. Special challenges were:

- Matching the historic concrete aggregate
- Removing and re-setting original curbing
- Protecting 100-year-old street trees (a licensed arborist was on-site during the project)

- Dealing with traffic (this street receives nearly 1,000,000 visitors a year)

Citizen activist Carolyn Sundquist and Charlene Roise of Hess, Roise and Company discussed Duluth, Minnesota’s granitoid streets (installed 1909-1910). Granitoid was an innovative concrete pavement promoted in the early 20th century. It was a transitional surface designed for horses and automobiles. Although it was installed in several cities, few examples remain. Special challenges were:

- Convincing neighbors that the pavement was worth saving, and that it wouldn’t create a tax assessment
- Replicating the materials
- Extreme Minnesota weather conditions
- Working on a steep hill
- Finding funding

## Preservation Tips

Several tips were shared for folks tackling this “beyond the front porch” type of preservation project:

**Follow guidelines.** A historic pavement project should follow the preservation guidelines defined by the U.S. Department of Interior (just as if the project were a Victorian home). Options should be considered in the following order:

- Preservation should be the first option (i.e. proper road maintenance)
- Rehabilitation
- Restoration (i.e. patch the bad spots)
- Reconstruction should be the last option

**Develop partnerships.** In the case of Bellevue Avenue, the Concrete Paving Association was an important partner.



Providence, Rhode Island was the site of the National Preservation Conference 2001. “Preserving the Spirit of Place.” The theme was chosen to spotlight preservation’s role in maintaining and enhancing the irreplaceable features that give each community its unique character.

**Learn to talk with engineers.** Approach them from a product standpoint, not a preservation standpoint. Learn their jargon.

**Find outside experts** (regional, state and national). The granitoid street project gained local credibility when experts from the NTHP (Washington, DC) and a consulting firm (Minneapolis, MN) showed interest in the project. Carolyn Sundquist said, "You need an expert from more than 50 miles away."

**Verify your resource and establish its historical significance.** Both Bellevue Avenue and Duluth's granitoid streets had national significance.

**Build bridges** between local preservationists, politicians, city staff, county engineers, the State Historic Preservation Office and citizens.

If you're working on a National Register listing, look at the neighborhood structures and the street together.

**Do your research. List your resources.** Conduct a patents search and utilize the online database. Check local sources;

find someone who will drag out those "dusty backroom files." Review newspaper archives. On both projects, valuable original documents were found (patents, contracts, bid specs, drawings).

**Understand the politics.** Do you need to find friends in "high places?" the media? the city council? Duluth's granitoid streets received national media attention with stories on Minnesota Public Radio and an article in Preservation magazine.

**Consider other realities.** Pavement wears out. What is the life expectancy? Does the city understand how to maintain the resource?

**Find funding.** The Duluth granitoid street project received a TEA-21 grant.

**Be flexible and creative.** Look for other solutions.

**Be persistent.** The National Preservation Conference 2002, "Cities, Suburbs & Countryside," is scheduled for October 8-13, 2002, in Cleveland, Ohio. Since 1992, the Emerging Preservation Leaders Scholarship Program



There are unique challenges involved in preserving historic roads. In Duluth, Minnesota, citizen activists are working to save their granitoid streets. Granitoid was an innovative concrete pavement (installed 1909-1910) designed to serve both automobiles and horses.

*Photo courtesy of LHB Engineers & Architects, Duluth, MN*

has provided financial assistance for preservationists from diverse racial, ethnic and cultural backgrounds. The National Trust seeks applicants whose attendance at the conference will benefit their communities, whose commitment to historic preservation will be strengthened by their participation,

and who will contribute valuable perspectives to conference dialogue. Awards help pay registration, transportation and accommodation costs.

**For more information,** visit the National Trust's Web site at [www.nationaltrust.org](http://www.nationaltrust.org) ★

## AASHTO Conference Focuses On The Future

Without a doubt, one of the most influential groups of people that plan and execute our nation's highway improvement projects met in Fort Worth, Texas at the beginning of December. Members of the American Association of State Highway Transportation Officials (AASHTO) met for three days of

updates, presentations and workshops. They also enjoyed local field trips in the heart of Texas. America's Byways Resource Center staff members also attended to hear and participate in the many topics ranging from funding opportunities to electronic signage to pavement surface technology.

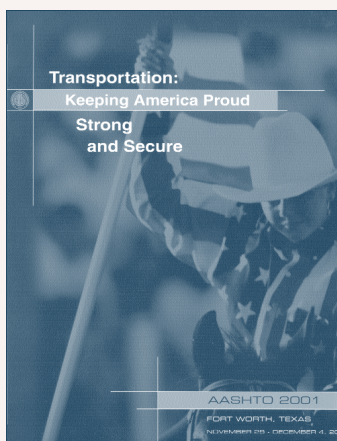
Throughout the conference, more than 800 attendees heard from dozens of experts in the fields of traffic safety, public participation, federal funding priorities, environmental considerations and a host of other important topics. Of special interest to the byway community, America's Byways Resource Center Director Gary Tonkin participated in a panel presentation on context-sensitive design. This is a very important topic to the byway community because sensitive design treatment of all highway improvements can greatly enhance the overall quality of the driving experience.

Context-sensitive design strives to soften the overall impact to the environment in which the highway passes with consideration given to pavement width, right-of-way clearing, signage, lighting and other design features. Tonkin presented alternative design solutions generated by a computer model produced at Penn State University. This computer program would greatly benefit all byway groups facing roadway improvements.

The newly organized "Best Practices" award program sponsored by AASHTO also generated considerable interest. This program recognizes the ten best highway design byway projects in the U.S. Individual display boards highlighting each of the ten winning projects were featured in the conference's main gathering hall. In addition, each conference attendee received a ten-page, full-color handout of

the projects as shown at the National Byway Conference in Portland Oregon this fall. Byway maps were also distributed to all attendees.

AASHTO, its varied programs and projects, is a valuable partner of the Byway Program. All highway projects can have a great influence on our nation's Byways. How every project is designed will impact the traveler's experience. By working together with AASHTO, we can create safe and positive driving experiences for many years down the road. ★



# Byways Organizations

## Making the Grassroots Grow: Building and Sustaining Byway Organizations

*Editor's Note: In the upcoming months, we will highlight information on byway organizations from a new publication being finalized by America's Byways Resource Center titled, "Making the Grassroots Grow." This Vistas series will present basic organizational concepts, case studies, and best practices from the National Scenic Byways Program.*

What do scenic byways have in common with lemonade stands and Egyptian pyramids? The answer is that each requires some level of organization. Of course, most eight-year-olds can get a roadside beverage enterprise up and running in a matter of hours while the pyramids took lifetimes to create. The key is finding an organizational structure that serves you without getting in your way. The same is true of assembling a byway organization.

The National Scenic Byways Program is a federally funded program with a grassroots foundation. The program's success depends on local leadership and community-based organizations. In many ways, the individual organizations involved with scenic byways are as varied as the corridors themselves.

Some organizations are small, informal citizen groups or nonprofit corporations. Others are large, formal organizations with a board of directors and multiple committees.

Some organizations are led by volunteers, while others rely on leadership from a federal agency, a university, a tourism office or a local unit of government.

Some organizations are fairly young, having been recently formed to pursue state or national designation for a byway running through their community. Others have been involved with scenic byways for over twenty years, participating in state programs that pre-date the National Scenic Byways Program established by Congress in 1991.

**A successful organization needs the 4 Ps: a purpose, people, partners and a plan.**

### 1. Purpose

The purpose, or vision, is often what leads organizations to seek national designation for their byway. The vision should encompass a community's hopes and dreams for economic development, preservation and conservation, tourism, promotion and more.



Byway groups are finding lots of ways to collaborate—from informal citizen groups to formal nonprofit corporations to Joint Powers Boards. Here a group discusses business along the Cascade Lakes Scenic Byway in Oregon.

### 2. People

Many a byway can trace its origins to a small group of people who shared a grander vision for their region or a road through their area. They knew they had something special—whether it is the road itself, natural features along the road or the history and culture of the area. They knew other people would recognize that it is special. This is the beginning of many byway organizations.

### 3. Partners

Byway partnerships are essential. A successful byway organization realizes that building and maintaining relationships with organizations, businesses and agencies that share common interests and concerns is an important priority. Partnerships need to be nurtured by sharing goals, information, skills and time. Partners may be more involved, or less involved, at different times depending on the byway's current initiatives and projects.

### 4. Plans

The measure of any group's success is its ability to accomplish its goals. Effective groups, like effective individuals, get things done. Byway organizations are using a variety of written plans—corridor management plans, strategic plans, interpretive plans, and marketing plans—as tools to move them towards the realization of their byway's vision.

Plans are living documents. A successful organization is flexible enough to respond to changing

needs and opportunities. Plans and goals may need to be adjusted to take advantage of new funding options, new partnerships and new community and state initiatives.

### Lessons from Successful Organizations

What characterizes a successful organization? As research for her book, *The Successful Volunteer Organization*, Joan Flanagan interviewed founders of hundreds of the best nonprofit organizations in the United States and Canada. Flanagan asked what contributed to their organization's success. The top ten answers, in order, were:

1. Clear goals.
2. The will to succeed.
3. Focus on a limited number of goals.
4. A plan and timetable to reach goals.
5. Tangible results.
6. Exciting programs.
7. Fun.
8. Strong board of directors.
9. Dependable income.
10. Up-to-date bookkeeping.

Byways are paving their own roads to success. Many different types of organizational structures have evolved to meet the needs of many different byway organizations. There are as many ways of organizing groups as there are groups themselves. Across the country, grassroots organizations are finding creative ways to enhance, preserve and promote the special roads and regions they cherish. ★

### Who's in the Lead?

A number of agencies and organizations are currently taking the lead along America's Byways (n = 81).

| No. of byways | Lead Agency   |
|---------------|---|
| 19            | Nonprofit organization                              |
| 13            | U.S. Forest Service                                 |
| 10            | Chamber of Commerce or Convention & Visitors Bureau |
| 7             | Regional Planning Organization                      |
| 7             | State Dept. of Transportation                       |
| 6             | Regional Tourism Agency                             |
| 6             | City or County                                      |
| 5             | National Park Service and Bureau of Land Management |
| 2             | Tribal Government                                   |
| 2             | University  |
| 2             | State Tourism or Parks & Recreation                 |
| 1             | Economic Development Agency                         |
| 1             | Ad Hoc Citizens Group                               |

Although they differ in size, age, style and formality, byway organizations share a common passion for the roads that run through the special places they call home. The National Scenic Byways Program is fueled by the commitment, pride and efforts of community organizations across the country.

# Business Survey: Economic Impact of Kansas Scenic Byway Designation on the Flint Hills Scenic Byway Communities (June 2001)

Prepared by Kansas Scenic Byways Program, Kansas Department of Transportation and Bucher, Willis & Ratliff Corporation

Designation of scenic byways is expected to have a positive impact on the economies of local communities in the byway corridor. This



study summarizes the results of extensive face-to-face interviews of businesses in the Flint Hills Scenic Byway corridor to determine the positive or negative effects since the byway designation. The full study also included a *Visitor Survey* to determine home locations, planned activities and money spent on the trip. A summary of this survey appeared in the September 1999 *Vistas* ([www.byways.org](http://www.byways.org)).

**The Businesses on the Byway**  
Like most byways, the Flint Hills Scenic Byway has a variety of tourist- and non-tourist-oriented businesses. The Business Survey found that nearly all of the business owners in the corridor had very positive opinions on the byway designation and its impact on their businesses. They felt that the byway designation primarily attracted more visitors to the area.

In personal interviews, researchers asked each business:

- Type of business
- Length of time in business
- Perceived impact of byway designation on business
- Expansion plans
- Seasonality of business
- Gross income and advertising budget
- Challenges they face
- Suggestions for improving the byway

In addition, a list of specific questions relating to the type of business was asked. For instance, a restaurant was asked what type of restaurant, seating capacity, number of daily customers and the percentage of customers that were local, regional or out-of-state.

Regarding the perceived impact of the byway designation on their business, 82% of tourist-related business felt it had a positive impact. Somewhat surprisingly, 40% of the non-tourist-related businesses also felt the designation had a positive impact.

The Visitor Survey portion of the study found that each visitor group spent approximately \$50 per day on the byway. In comparison, a recent study of Iowa byways found that each party spends an average of \$104 per day. Kansas officials attribute their lower figure to the availability of no-cost or low-cost activities.

With few exceptions, researchers have found it difficult to isolate the effects of byway designation on local economies. Many factors intervene in attempts to identify designation impacts, not the least of which is defining "designation" itself. Is the designation strictly naming the road a scenic byway? Is it also signing the road and/or displaying the roads on the state highway map? Or does the designation also include all of the marketing activities that are often part of the total designation package?

Other considerations include the health of the local economy in general, the extent the reputation of the area as being scenic or historic prior to the

designation, the availability of visitor attractions, other tourism related events, and so on. Attributing economic expansion or even a portion of it to byway designation by itself tests the most sophisticated analyst.

In conclusion, simply having a roadway designated a scenic byway probably will not have much impact on the local economy. Designation, coupled with quality visitor attractions and amenities, along with implementation of a well-developed marketing plan, can be expected to produce positive economic impacts.

**For more information, contact:**  
Deborah Divine  
Project Manager  
Kansas Scenic Byways Program  
609 West North Street  
Salina, KS 67401  
785-827-3603  
[ddivine@bwrcorp.com](mailto:ddivine@bwrcorp.com) ★

## SPECIAL NOTE:

Two additional economic impact tools will be added for Byway organizations this year. The Resource Center will be completing a publication entitled, "Quantifying the Economic Impacts of Scenic Byways." To further this national research, the state of Colorado with support of the Resource Center will begin a major Economic Impact Study of Colorado Byways in 2002. This work has the potential of being replicated in other state programs throughout the United States. ***Watch for exciting updates!***

# 2002 Calendar

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

## 2002

### JANUARY

#### January 20-23, 2002

*Heritage Development Course*  
College of Charleston, South Carolina  
Sponsored by the Alliance for National Heritage Areas  
For more information, please visit:  
[www.cofc.edu/~heritage](http://www.cofc.edu/~heritage)

#### January 29-31, 2002

*Minnesota Governor's Conference on Tourism*  
Duluth, Minnesota  
For more information, please call:  
(800) 657-3637 or [jan.sawinski@state.mn.us](mailto:jan.sawinski@state.mn.us)

### FEBRUARY

#### February 6, 2002

*Don Charpio: Alternative Funding Sources*  
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)

#### February 26-27, 2002

*Colorado State Byways Conference*  
Sheraton Denver West  
Denver, Colorado  
For more information, please call:  
Sally Pearce at (303) 757-9786

### MARCH

#### March 6-8, 2002

*2002 Illinois Governor's Conference on Tourism*  
Chicago, Illinois  
For more information, please visit  
[www.visitillinois.org](http://www.visitillinois.org) or call (800) 657-3637

### 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 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)

### 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 23-25, 2002

*Minnesota Rural Summit On Health 2002*  
*Prescription For The Future*  
Duluth, MN  
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/~nappc](http://www.arches.uga.edu/~nappc)

#### 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)

### SEPTEMBER

#### September 28-October 1, 2002

*AASHTO Annual Meeting*  
Opryland Hotel  
Nashville, Tennessee  
For more information, please call:  
(202) 624-8489 or [hannahw@aaashto.org](mailto:hannahw@aaashto.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)

#### Oct. 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

### 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

### SEPTEMBER

#### Sept. 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)

### 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)

### OCTOBER

#### October 11-15, 2003

*AASHTO Annual Meeting*  
Anchorage, Alaska  
For more information, please call:  
(202) 624-8489 or [hannahw@aaashto.org](mailto:hannahw@aaashto.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.

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

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

Presorted First  
Class Mail  
US Postage  
**PAID**  
Permit No. 721  
Duluth, MN