



AMERICA'S BYWAYS

# VISTAS

JANUARY/FEBRUARY 2005

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## CELEBRATE OUR FRIENDS: *Partners Help Byways Succeed*

**F**riends. Supporters. Partners. There are many words used to describe those individuals or organizations that support your byway organization's goals as you complete projects and realize visions. At the America's Byways Resource Center, we teach byway and community leaders the value of quality partnerships and the process of finding, securing and nurturing partners. We have prepared lists of potential partners and groups to involve, and we have showed you how to keep supporters.

At the same time, you've heard us talk about the National Scenic Byways Program partners. But do you know who they are and what they do? And, if partners are valuable for a byway organization, what role can they play?

### In The Beginning

Years before Congress passed the Intermodal Surface Transportation Efficiency Act (ISTEA), federal agencies and private organizations were interested in byways. The USDA Forest Service initiated a byways program in 1988. Similarly, the American Automobile Association (AAA) started a program to identify scenic routes for travelers in 1979.

More recently, the U.S. Fish and Wildlife Service Refuge Roads Program was authorized with the passage of TEA-21 in June 1998, and numerous states and regions identified routes of local value.

As interest in recreational driving grew, so did interest in developing a national scenic byways program. Several organizations were

that included representatives from Federal agencies, local and state governments and interest groups. Several of those groups continue to be interested in the program today.

### Old Friends

The American Recreation Coalition (ARC) has been a champion of the byway program since its inception. Derrick Crandall,

President, still recalls a time when the National Scenic Byways Program was yet to become a reality. "[The President's Commission on American Outdoors] knew that something needed to be done—driving for pleasure has always ranked near the top of the nation's recreation activities—and [we] developed the idea of identifying, protecting and enhancing existing routes with stories to share... there are many of us who are

mighty pleased to have played a role in [establishing the program]." Scenic America may have a new president, but it is not new to the byway program. Consider the thoughts of Kevin Fry, President of Scenic America. "A recent result of the long-standing relationship between Scenic America and the National Scenic Byways Program is the publication that we collaborated on with the



Champlain Canal Scenic Byway (New York) entered into a partnership when they tapped the resources of a local university to complete a byway mapping project.

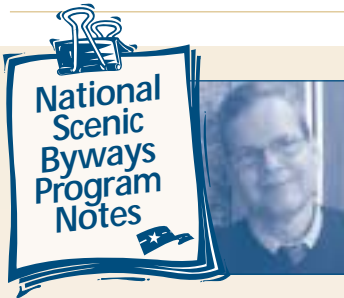
instrumental in organizing initiatives and calling attention to a potential byways program. With the passage of ISTEA in June 1992, Congress directed the Federal Highway Administration to establish a National Scenic Byways Advisory Committee to assist the U.S. Secretary of Transportation in developing a National Scenic Byways Program. The Secretary appointed a 17-member committee

**ANNOUNCING**  
**Rock and Road!**  
**2005**  
 NATIONAL  
 SCENIC BYWAYS  
 CONFERENCE  
**DETAILS INSIDE!**

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# A New Year's Message

by Rob Draper, Team Leader, National Scenic Byways Program,  
Federal Highway Administration

Much has been accomplished since 1991, when the Federal Highway Administration submitted the National Scenic Byways Study to Congress and the byways initiative gained momentum. Some might consider the byways program "old."

Our daughter, Ellary, turned 21 in November. Talk about feeling *old*! When Ellary was born and I first held her, I was overwhelmed with the purest form of love I've ever felt and the deepest sense of responsibility I've ever had. Instantly I was responsible *for* her, a much higher sense of responsibility than I had felt being responsible *to* another person.

Some of you probably have experienced a similar sensation of love and responsibility while establishing your byway. Being responsible for a byway is an incredible commitment for the community, visitors and future generations. Just as children are about more than diapers and teddy bears and good-night stories, byways are about more than roads from here to there.

Byways are about local leadership. Sustaining local ownership for a byway demands diligence and persistence. While a small core

group of individuals typically provides leadership for a byway and often takes on the majority of work, it is important to continually reach out to people, businesses and local governments along the byway.

Buy-in and broad local ownership for byway initiatives are essential to ensuring that the byway's goals and local communities' goals are complementary. Forming and nurturing partnerships lead to untapped resources. Completing projects on schedule and on budget earns respect for your responsible organization. Celebrating successes helps energize volunteers and supporters. Byways are about recognition and collaboration, too.

Byways are also about visitors' experiences—road trips with family and friends. Long before the days of A/C, CDs and DVDs, I remember riding in the back seat, taking in the views and looking for places to stop. Some places were destinations ("Are we there yet?"). Others were surprises we found along our way ("Let's stop!"). Later, I discovered the freedom of driving, exploring places with friends, and enjoying endless conversations with Susan, my wife.

Last summer Susan, Ellary and I visited New England. Of course, we drove one of America's Byways™, the Merritt Parkway. We stopped at the first welcome center and picked up a brochure on the parkway's historic bridges. As we continued on, Ellary read the brochure aloud. We pulled over to admire several bridges and we spent many miles discussing the details of our favorite structures. At one point she laughed and said, "Mom, now you know how it was when Dad and I visited colleges."

You are creating memories for today's road trippers. Thanks to your efforts, byways are about unique, authentic and diverse experiences for visitors.

Byways are about respecting and protecting the integrity of the intrinsic qualities and resources. As byways mature under this "old" program, new challenges emerge. How do we ensure that visitors do not love a byway to death? You are responsible for preserving those special places that residents hold dear and visitors explore.

In one of last year's Power Workshops, a byway representative spoke of a special place along her byway, describing what she felt each time she returned. With one word, she captured the essence of her byway: "home."

Wherever home is for you on your byway, you are responsible for its safekeeping. To paraphrase a favorite Native American proverb: You have not inherited the essence of your byway, you are borrowing it from your children.

I opened 2004 optimistically expecting Congress to reauthorize the National Scenic Byways Program. My expectations were not met. We learned to work under a series of extensions and a state of unpredictability. Still, my hope remains intact. I begin 2005 expecting Congress to reauthorize the Program as part of multi-year transportation legislation.

We are moving ahead. Many of you have finished your work on FY 2006 grant applications. Perhaps you're completing your byway's nomination for national designation. Designations will be announced in September. The National Scenic Byways Conference will be held in October. There will be new opportunities for training and partnering.

2005 will be a good year. I know I can count on your continued leadership to enhance all that our byways are about, and all that makes your byway unique.

I wish you the best for the New Year. ★



## Transition Time

By Derrick Crandall, President, American Recreation Coalition

In Washington and across the nation, the November 2004 elections will bring changes in 2005 among elected and appointed officials. These changes may include some that excite you, such as energetic individuals offering new public leadership on highly valued topics and programs.

Yet some of the changes will also mean the loss of those we have appreciated and with whom we have enjoyed great working relationships. This is true for recreation, travel and tourism interests in Washington and in state capitals across the nation. More than a few early champions of scenic byways in the Congress and in the Administration, as well as in state capitals, have left posts where they contributed mightily to the creation and early stages of the scenic byways program. Happily, some of these friends have then reappeared on our radar screen: Norm Mineta, for example, who helped us as leader of the House Transportation and Infrastructure Committee and then reappeared as the current (and very byways-friendly) U.S. Secretary of Transportation.

There are several points to be remembered about all of this. First, whether you are a public sector byways program manager or a private sector byways advocate, it is only natural to feel a loss when a key byways friend in government moves up or out. Second, the transition to the "new guy" can be smooth or rocky—and you will not be in total control of this outcome. In some cases, there is a political overtone, with the new team seeking to stamp out the marks of the previous players. With creativity, you can be a powerful influence over the way

*Many years ago, ARC held a program entitled "Thriving—Not Just Surviving—in Transitions." Presenters included top state and federal officials that had faced tough transition situations and gone on to continuing successes. The lessons from the panelists included:*

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**1) Do your homework.** Know the new team. Find out its hot buttons. Find common "friends." Pitch the benefits of the byways program to appeal to the priorities of the new team—whether that might be economic stimulus or historic area protection, safety improvements or controlling urban sprawl.

**2) Fight for your program, not your job.** If you are closely identified with the previous team, you may carry personal baggage. Don't drag the program down with you. And you may be pleasantly surprised: If the new team sees

your passion about a program you successfully present as meeting its goals, you may find yourself newly trusted.

**3) Accept change.** Protect core values of the byways program, but understand the value of allowing the new team to apply its fingerprints to the program.

**4) Use the byways network to mine for new ideas,** especially from other states and communities, and offer these ideas to new leaders.

**5) Use events like designations of new byways to offer glory to the new team,** even if you feel inside that the glory is, as yet, unearned.

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*Remember these lessons and apply them at the state and local levels, too. Avoid wishing for the return of "the good old days." That attitude builds barriers that prevent creating "the good new days."*

the next wave of policy leaders look upon byways or any other program. And third, understand that new leaders are looking for that "low-hanging fruit" – easy successes on popular programs to build momentum.

At the heart of success in transition strategy is the recognition of the non-partisan nature of programs in the tourism and recreation arenas, including scenic byways. The National Scenic Byways Program was created largely through the combined efforts of key Democratic legislators (including Secretary Mineta,

U.S. Representative Jim Oberstar and U.S. Senator Jay Rockefeller) and top Republican Administration officials (and especially President George H. W. Bush and then-Transportation Secretary Andrew Card). Although launched in a Republican Administration, the National Scenic Byways Program blossomed in a Democratic Administration—largely the result of the passionate support of FHWA Administrator, and then-Transportation Secretary, Rodney Slater. He left an indelible mark on the program. He personally led efforts to add such routes as the



Former Transportation Secretary Rodney Slater personally led efforts to add such routes as the Selma-to-Montgomery route to the system. Brown Chapel, the starting point for the 1965 Selma-to-Montgomery March is pictured here. Photo courtesy of [www.bywaysonline.org](http://www.bywaysonline.org). © 1996. Selma to Montgomery March Byway.

Selma-to-Montgomery route to the system and helped build interest in byways within the National Park Service.

The change to a Republican Administration in 2001 did nothing to dampen support for byways within the Department of Transportation or the Congress—at least in part because of the understanding of byways by Secretary Mineta and White House Chief of Staff Card. We fared well in the proposed reauthorization of the nation's surface transportation programs.

Transitions can bring opportunities, if you're prepared to work with the changes.

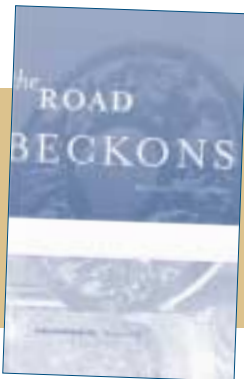
America's Byways Resource Center. *Conserving Our Treasured Places: Managing Visual Quality on Scenic Byways* is receiving accolades from the byway community, proving the partnership to be a beneficial one and reinforcing the important role scenic conservation plays in protecting the nation's most precious natural and cultural resources."



Scenic America partnered with the America's Byways Resource Center to produce *Conserving Our Treasured Places*, a scenic conservation manual and two-day workshop guide.

Another National Scenic Byways Program partner, the National Trust for Historic Preservation, made possible *From Milestones to Mile-markers: Understanding Historic Roads*, an earlier and equally successful publication for the byway community.

The National Scenic Byways Program made friends with the American Association of State and Highway Transportation Officials (AASHTO) in 2000 with the development of *The Road Beckons* project. AASHTO staff, the America's Byways Resource



*The Road Beckons: Best Practices for Byways*, the result of a partnership with AASHTO, has been a successful awards program and educational tool for byways in 2001 and 2003.



## Tips For Successful Partnerships

While there is no magic formula for creating the perfect partnership, some simple guidelines can help ensure that your efforts will be fruitful. When contemplating new partnerships, keep the following in mind:

- ✓ **Identify potential partners.** Look for organizations with similar visions and values. Could your efforts be combined to achieve your goals?
- ✓ **Make sure that the partnership is genuine and carefully planned.** Remember that partnerships work best when both partners have something to gain.
- ✓ **Include all stakeholders.** Buy-in from all parties involved is critical to getting the partnership off the ground.
- ✓ **Clearly define roles, responsibilities and expectations.** Make sure that both parties understand the expected outcome; be sure that everyone is on the same page.
- ✓ **Share the responsibilities.** A partnership never worked where one partner did all the work, while the other partner sat by and watched!
- ✓ **Put goals, objectives, projects and timelines in writing.** Having a clear and well-articulated plan-of-action will keep the partnership on task.
- ✓ **Open communication among all partners is essential.** The development of mutual trust and respect is essential if a partnership is going to be sustained over any length of time.
- ✓ **Aim for a long-term relationship.** Even though a partnership may be formed for one particular project, it's a good idea to nurture the relationship with the assumption it could be a long-term one.
- ✓ **Maintain a positive attitude.** There will always be a difference of opinion among partners, but a positive attitude, honesty, openness and hard work can help you overcome those differences.

Center, FHWA and representatives from national organizations worked together to identify and honor Best Practices across the program. At the National Scenic Byways Conferences in 2001 and 2003, AASHTO Executive Director John Horsley presented awards to byways and states across the country. You can read about the Best Practices award-winning projects at [www.bywaysonline.org/resources/topics](http://www.bywaysonline.org/resources/topics).

### New Friends

Last year, Mobil Travel Guide published four travel guides for America's Byways, with books covering the Midwest, Mountain Region, West Coast and the All-American Roads (more volumes are planned for 2005). The unique aspect of this partnership is that it allowed byway leaders to promote their byways and areas, as well as profit financially from the partnership. Mobil Travel Guide provided copies to byway leaders at cost (50% off the retail price), and then offered a 15% commission on the full retail price for all orders that the byways recruited. This exciting opportunity allowed byways to earn money to support their byway organizations.



In 2004, Mobil Travel Guide published an America's Byways Series, with three guides covering regions of the U.S., as well as an All-American Roads guide.

For the past several years the National Scenic Byways Program has worked closely with the Travel Industry of America, a Washington, D.C.-based, nonprofit organization that represents the U.S. travel industry by promoting and facilitating travel to and within the United States. TIA's 2003 See America's Byways campaign promoted the Byways to the travel trade industry and to consumers. In 2004, TIA included America's Byways in the USA Today insert on fall foliage. In addition, Byways will be included in TIA's See America's Treasure Hunt Game and Sweepstakes

in 2005, which is designed to pique the public's interest by challenging their knowledge of unique U.S. travel destinations. These new partnerships allow America's Byways to extend far beyond where they have ever reached before.

### Our Governmental Partners

According to the U.S. Fish and Wildlife Service, "America's Byways provide access to some of the most scenic wildlife habitat in the world, national wildlife refuges along some of the most scenic drives in the world. The Byways program, combined with the Refuge Roads Program, gives the U.S. Fish and Wildlife Service access to and a means to support some of the grassroots groups working to protect scenic landscapes for the good of both the human and wildlife communities." The U.S. Fish and Wildlife Service has been a strong supporter of the program, as well as a consistent and top supporter of the biennial National Scenic Byways Conference. Other partners at the federal land management level include the Bureau of Indian Affairs, Bureau of Land Management, National Park Service and USDA Forest Service. In fact, the America's Byways

Resource Center, FHWA and the Forest Service have housed a shared position at the Resource Center in Duluth, Minnesota. While the position is currently vacant, it will be filled in the near future.

### The Importance of Partnerships

We've told you why the National Scenic Byways Program partners are invaluable, but what about individual byway partnerships? Those partnerships are important for the same reasons—because there is strength in numbers. Pooled resources can often accomplish so much more, and often on a grander scale. Here are just some of the benefits of partnerships:

- Partners can bring new resources to the table through their knowledge of a particular area, expertise, personal commitment and access to public or private funding sources.
  - Partners can increase credibility, either for the project or for the organization. For example, if a little-known organization partners with a well-established organization, it can positively impact the lesser-known group's image.
  - Partners can help create a unified voice. If a project is likely to face opposition, that's when you need your partners the most!
  - Partners can provide cost sharing for specific projects. If a project is mutually beneficial to both parties, costs can be shared or the scope of the project could be increased.
  - Partners can provide "in-kind" services to help otherwise expensive projects become a reality. Perhaps they can provide services "in-house" that your organization would have to outsource.
- But most importantly, remember that the partnership must be mutually beneficial, and never take your partner for granted. See more guidelines for successful partnerships in the sidebar on page 4 .

### A Look to the Future

The National Scenic Byways Program wouldn't be where it is today without its partners. Our partners look out for the program and bring new ideas, perspectives and opportunities to the table. A complete directory of the National Scenic Byways Program's partners can be found below, and you are encouraged to keep this directory handy and to learn about what each of these organizations do for byways. We look forward to all the successes that these partnerships can bring in the future, as we all work together toward the same goals.

Partnerships lead to possibilities! Find ways that your byway organization can find success through partnering. ★

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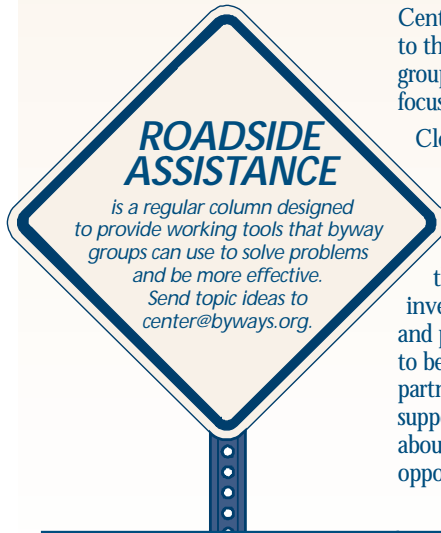
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## Roadside Assistance

# Building Community Partnerships

By Susan Koschak, Byways Resource Specialist



**G**rassroots . . . community-based . . . responsibility . . . shared vision . . . sustainability . . . accountability . . . from its start, the America's Byways Resource Center has given due diligence to these concerns of local byway groups, and it has increased that focus in the past year.

Clearly, the efforts of byway groups produce greater results when they are taken on with community partners. Whenever a group takes the time to do an honest inventory of their stakeholders and potential partners, it turns out to be "everybody." Community partners are more inclined to support you if they are informed about your work. Even if they are opposed to your effort at some

level, early and complete information about your decisions may head off later efforts to prevent your success.

It's sometimes harder to engage those people in your own community who have a stake in your byway but are not yet involved. Use the table below to help you determine the types of individuals you want to involve in your work and how to communicate with them. You may find it useful to check this chart whenever you need to communicate plans, decisions and projects related to your byway. It will remind you to ask yourself, "Who needs to know?" Then you can take the steps to communicate your message effectively. ★

**Our Byways Resource Specialists are here to assist you.** Find the Resource Center contact for your state on the Community Web site at [www.bywaysonline.org/contacts/rc\\_contacts.html](http://www.bywaysonline.org/contacts/rc_contacts.html). Call us toll-free at 1-800-4BYWAYS, Ext. 5., or contact your Byways Resource Specialist directly:

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WHO	LEVEL OF INTEREST	HOW TO INFORM	WAYS TO INCREASE INVOLVEMENT
<p><b>Power holders</b> Well-connected politically at local, state or national level. May hold public office. Usually long-time residents, sometimes wealthy.</p>	<p>Take a big-picture point of view. May only get involved when decisions need to be made.</p>	<p>Letters with general information. Invitations to important events.</p>	<p>Face-to-face meetings by appointment. Be prepared with accurate and concise data and compelling stories. Face-to-face meetings by appointment. Phone calls by appointment.</p>
<p><b>Key influencers</b> In decision-making positions either as professionals or high-level volunteers. Well known in the community and region and respected for their knowledge and skill.</p>	<p>Well-informed of the broad concerns and goals of the community. These people may extend their network to you and make introductions to other key stakeholders. When known, the opinions of these people can sway the opinions of the public.</p>	<p>Phone calls and letters with data and general information. Invitations to events and critical meetings. Invitations to serve on advisory committees and boards of directors.</p>	<p>Face-to-face meetings by appointment. Be prepared with accurate and concise data and compelling stories.</p>
<p><b>Citizens of Action</b> Participate in organizations and the everyday work of the community. Task oriented, have many contacts and know how to get things done.</p>	<p>In-depth knowledge of community issues. These people have extensive networks and effective communication skills. They are typically involved as board members and serve on committees as well as participate as volunteers for community work and events.</p>	<p>Phone calls and e-mail. These people will often see your announcements in local newspapers and call you for more information.</p>	<p>Letter with follow-up phone call to invite participation. Invite them to your meetings to present points of view for other organizations they work with. Involve them in public meetings and hearings on your issues.</p>
<p><b>Concerned Public</b> Aware of what's going on in the community and what the hot issues are. Get involved when something is of interest or will impact them.</p>	<p>General awareness of community concerns and major change efforts. May be involved as volunteers when an issue is of particular interest to them personally.</p>	<p>Will often notice your announcements in newspaper. May receive issue-related publications and e-mail notices.</p>	<p>Attend meetings of groups with interests related to yours and make presentation of your mission and vision. Increase awareness of potential local impacts.</p>

# Get Ready To Tune In To The 2005 National Scenic Byways Conference

## Rock and Road! 2005

Cleveland, Ohio • October 16-19, 2005

### QUIZ

**Q:** What do Goodyear®, Life Savers® Candy, Firestone®, Rock and Roll and the 2005 National Scenic Byways Conference have in common?

**A:** They all call Ohio their home, of course!

**B**yway fans – Tune in! On October 16-19, by exclusive engagement, Rock and Roads will meet in Cleveland, and you won't want to miss it!

This year's conference will include the usual greatest hits, including valuable workshops, a bustling exhibit hall, educational poster sessions, and a surprise keynote speaker. There's also the grand finale: the applied learning (mobile) workshops, when we take what we've learned and put it

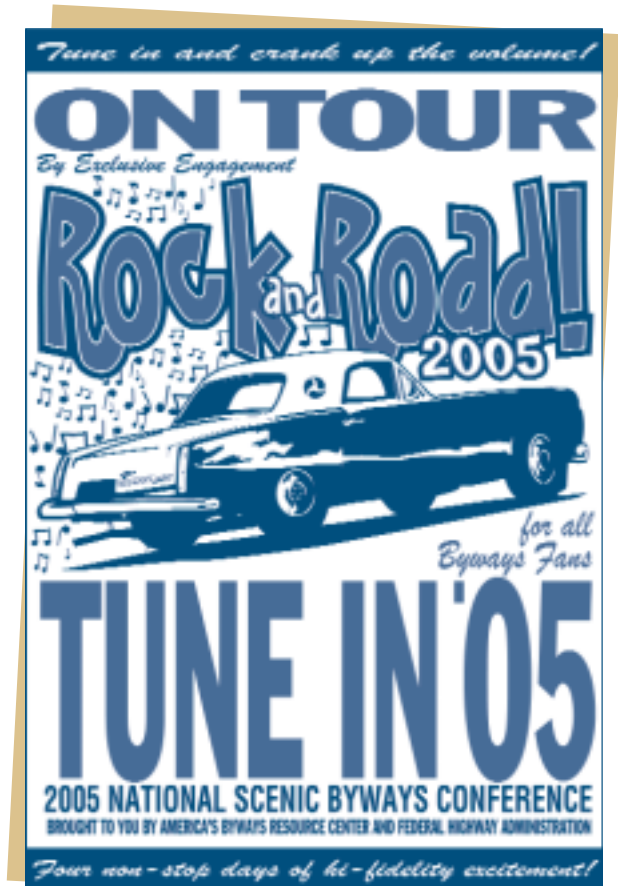
into action on some of Ohio's wonderful scenic byways.

Then there's everyone's favorite: the networking! This year we'll crank up the volume with a new incentive that will help you meet others from the byway community and, at the same time, qualify to win valuable prizes! By the end of the conference, you'll be energized and excited to take back all that you learned and put your new knowledge into action.

And don't forget the special events! Some exciting opportunities will enable you to network with other attendees and visit some of Cleveland's most popular attractions.

If you haven't been to Cleveland recently, then you haven't been to Cleveland. In the past twenty years, the city has complemented its industrial heritage with vibrant entertainment venues, successful professional sports teams, rich culture and heritage, a wide array of arts, and fabulous restaurants and night life.

This opportunity comes around only once every two years, so be sure to catch Rock and Road 2005! More details on the conference and its workshops, speakers and special events will be available in the coming months...stay tuned! ★



# Designation as One of America's Byways: It's Worth The Effort!

**Editor's Note:**

This is part of a continuing series of articles about the nomination of roads to join the distinct and diverse collection of America's Byways. Future issues will supplement information currently available on the community Web site.

You've spoken with your State Byway Coordinator, downloaded the online nomination document, read the new Nomination Guide back-to-front, and it seems like a lot of work to put together a nomination package. It will take a significant amount of time and energy. The question you might ask yourself, "Is all this work really worth the effort?"

**Benefits Of Designation**

The benefits of designation can be characterized as Promotion, Preservation, Partnerships and Pride. Promotion speaks to brand awareness and visitor recognition. Preservation is essential to the Byway's integrity and sustainability. Partnerships, both formal and informal, are needed to begin and sustain a Byway. Pride describes the greater sense of awareness and sharing of resources when the Byway itself becomes the connecting force among communities along a route.

But with these benefits come responsibilities. Byway responsibilities lie both in their individual missions and in the efforts of the National Scenic Byways Program. As members of the America's Byways collection, designated Byways are accountable to each other, to the byway community and byway travelers. The responsibilities taken on will be worth the effort and pave the way for the National Scenic Byways Program's vision to create a distinctive collection of American roads, their stories and treasured

The series of Vistas articles on the nomination of roads as America's Byways™ has touched on many important points. The articles are intended to give you a broad understanding of the nomination process. For a more complete understanding, a Nomination Guide is provided online at [www.bywaysonline.org](http://www.bywaysonline.org). The purpose of the Guide is to assist you in submitting a relevant, clear, streamlined nomination document. The following is a list of key points to keep in mind when writing your nomination:

1. The FHWA Division Byway Contact and State Byways Coordinator are key to the nomination process. They receive all communications pertaining to the nomination process from FHWA headquarters in Washington, D.C., and they are responsible for passing this information on to the Byway leaders and other Byway personnel working on the nominations.
2. The Nomination Guide is and will remain the "How To" written reference for directing you through the nomination process. This Guide contains all the information you need to prepare your nomination document.
3. The Online Nomination will be customized for either designation as a National Scenic Byway or All-American Road. A road cannot be nominated for both. If the
4. The primary Intrinsic Quality, or Intrinsic Qualities if nominated as an All-American Road, is at the core of the entire nomination document. The Intrinsic Qualities need to define the essence of your byway.
5. Throughout the nomination process, quality is far more important than quantity. We don't need to know everything about your byway. Instead, tell us what's most important, as requested in the Nomination Guide.

places. (For a more detailed explanation, see the Benefits & Responsibilities page in the Nominations section of [www.bywaysonline.org](http://www.bywaysonline.org).)

**Statistics On Designation Benefits**

Individual states have done research on the economic impact of byway designation. Because the studies are done with different research methods and collect targeted state information, it would be impossible to extrapolate any nationwide byway usage numbers and, to date, there has not been a

nominee wants to change from one designation to the other, a new document must be started. Read the questions in the Guide carefully before selecting a nomination type. And remember, whether you are named an All-American Road or National Scenic Byway, you are part of America's Byways.

national study on the effects of designation and the economic impact of the Byways. The state surveys, however, show promise that the Byways are having ever-increasing economic impact at the local level.

**Report From The Road**

To illustrate the positive impact of designation, a few Byway leaders were asked for their input on why designation as one of America's Byways is important. The following represents some of their observations.

Debbie Schutt, Woodward Avenue Byway, Detroit, Michigan says, "The America's Byways designation provides validation and has legitimized some of our local efforts." Woodward Avenue tells the story of the American automobile, including Henry Ford's first factory, the "birthplace of industrial mass production and a process that literally changed the world," yet they "encountered resistance and groups that minimized its importance." It was not until the "national designation—when there was validation from a higher source—that some of [their] efforts began to blossom with new support and regional cooperation." Recently, Woodward Avenue was featured in the Travel Section in the Pittsburgh and Miami weekend newspapers, and in December, WJR's Travel Michigan Program featured a ten-minute segment on Woodward Avenue. According to Debbie, "This is a direct result of making it on the radar screen of travel writers, which would not have happened without the designation."

Teresa Mitchell, Byway Leader, The Seaway Trail National Scenic Byway in New York State, put together a list of "97 Ways To Take Advantage of a Byway Status." Some examples include:

Organization—a clear identity of who we are and what we do; Planning—collect inventory with a long-term plan in mind; Funding—look for corporate sponsors; Marketing—provide local and county businesses with your logo and copy to incorporate into their publication maps and description." Teresa and her Byway organization have created events along the Byway, developed tour packages with a local wholesaler, and raised national and international awareness of the Byway.

Ken Francis, Byway Leader for the San Juan Skyway in Colorado,

points out that “it is the outstanding resources (intrinsic qualities) along the Skyway that have helped us be successful in our fund-raising” (designation helped with a \$5.7 million land conservation and outdoor recreation grant, and in raising more than \$14 million for land conservation, historic preservation and interpretive facilities). “[The] All-American Road (AAR) designation has been used as part of our strategy to motivate funders to help us protect high-priority areas that are threatened by development, and use funds to enhance outdoor recreational facilities.” And the AAR “designation has helped us unify our region and organize effective coalitions to demonstrate broad-based support and cooperation.” John Holland, Byway Leader for Utah’s Highway 12 remarks, “The recognition the Byway receives

brings travelers down the road. Either they are returning for another visit or they are making their first trip down the Byway to see and experience the gorgeous destination they have been reading about in the National Scenic Byways Program publications, national media, or in local media and advertising. And they are coming. [Designation has] created a strong and positive regional partnership between federal and state land managers, county government, travel councils, local governments, Utah DOT, local citizens and local businesses...With the Byway corridor as a focal point and the Corridor Management Plan as the guide, we almost always find common ground and footing for progress. [In addition,] as a result of our designation, we have found the FHWA grants program to be beneficial.”

Whether rallying community support, identifying and preserving resources, developing a vision and strategy for your byway, receiving NSBP grant funding, or attracting travelers that add to local economic development—Byway leaders and stakeholders promote the benefits of national designation.

#### Ready To Go

The information you submit in your nomination document is relevant to the needs of Congress, the media, and the existing and potential Byway traveler.

When the U.S. Secretary of Transportation designates your byway as a National Scenic Byway or All-American Road, your Byway becomes part of the America's Byways collection, and is automatically and instantaneously part of the whole.

Your Byway is immediately showcased on the top section of the state byway page on [www.byways.org](http://www.byways.org); your Byway will be referenced in press materials; and your Byway will be included in cooperative national and international opportunities with public, corporate and trade association partners.

#### Is All This Work Really Worth The Effort?

If you work with your State Byway Coordinator, successfully follow the Nomination Guide to submit a quality document, and recognize the importance of your byway's Intrinsic Quality(s), the prospect of becoming part of the America's Byways collection is greatly enhanced. Ask the Byway Leaders, and they'll tell you: Yes, designation really IS worth it! ★



#### Recreation Fee Update

On December 8, legislation creating a new 10-year federal recreation fee program was signed into law replacing the National Recreation Fee Demonstration Program. The program's core is the retention of collected fees at collection sites—and protection of the collections from offsets through reduced appropriations. The new law covers five federal agencies (the Bureau of Reclamation was added). It creates a new America the Beautiful Pass and authorizes new regional, multi-agency passes. While the legislation expressly prohibits fees for traveling on public roads, it does allow fees for sites along these roads, such as the mix of federal, state and local recreation sites in Oregon along the Pacific coast. The legislation also mandates that federal agencies communicate actively with recreationists and local interests, and establishes regional recreation advisory committees for this purpose.



A new 10-year federal recreation fee program allows collection sites to retain collected fees. Sites along public roads, such as the mix of federal, state and local recreation sites in Oregon along the Pacific coast, stand to benefit. Pictured is the Pacific Coast Scenic Byway in Oregon. Public domain.

The five agencies are issuing immediate interim guidance to field units, but full implementation of the act will take most of the next year. Byways can and should be an active player in this implementation nationally and locally. For up-to-date information of the new fees program, go to [www.funoutdoors.com](http://www.funoutdoors.com).

#### ARC Calls for a New Recreation Strategy

National recreation interests have developed a series of recommendations for the second term of the Bush Administration and have submitted the recommendations to both the Administration's Transition Team and key Congressional entities. The recommendations are receiving scrutiny and have already generated some enthusiasm.

At the heart of the recommendations is proposed legislation: a new

National Recreation Policy Act. The act would highlight the growing significance of recreation on public lands and its benefits to the nation, including health benefits and support for local economies. The legislation would also address uncertainties about the Bureau of Reclamation's recreation role. One of the key features of the new act would be direction to the Secretary of the Interior to develop a National Recreation Strategy, involving a wide array of federal organizations as well as private organizations.

Finally, the act identifies a variety of issues that should be considered in the development of the strategy. Several of these are connected to byways, including direction to assess the role of roads on federal lands in providing needed access, and how these roads should be funded and managed.

The National Scenic Byways Program was a direct outgrowth of the 1987 report of the President's Commission on Americans Outdoors. Byways need to look upon this new national recreation “blueprinting” effort as a similar opportunity. More information will be available at [www.funoutdoors.com](http://www.funoutdoors.com). ★

# San Luis Obispo North Coast Byway

Partnerships, partnerships, partnerships. San Luis Obispo North Coast Byway supporters believe in building partnerships, and it shows.

Recent private and public partnership efforts in the San Luis Obispo North Coast Byway Corridor have focused on achieving resource and scenic viewshed protection, including the Hearst Ranch conservation easement purchase along the Byway. The 82,000-acre Hearst Ranch features some of the most pristine and undisturbed coastline in the country. This exciting easement will offer 18 miles of coastal access trails west of Highway 1 and protect sensitive resources from development in perpetuity. Also underway is an acquisition effort to purchase the Piedras Blancas Resort, the last piece of developable property between San Simeon and Ragged Point. Travelers along the corridor will benefit from the efforts of stakeholders and gain greater discovery and access to coastal treasures than ever before.

## More California Coastal Trail Access Opportunities Ahead

The California Coastal Trail is a planned network of walking and hiking paths that will stretch the length of California along its long coastline. The trail system will have both rural and urban segments, with more substantial facilities, such as paved paths and bridges, in urbanized areas. In San Luis Obispo County, the acquisition efforts and progress on capital projects are making major strides for the California Coastal Trail. Three of these projects underway are described here.



The San Luis Obispo North Coast Byway stretches 58 miles over California Highway Route 1, from the city of San Luis Obispo, north of Pismo Beach, to the Byway's northern point at the Monterey County line. Courtesy of [www.byways.org](http://www.byways.org).

### • The Cross Town Trail

The Cross Town Trail is a multi-use path in the coastal community of Cambria. Construction began on the approximately 1.75 mile multi-use path in Fall 2003. Work is complete on four of the project's six phases. The last two phases are the segment on Cambria Drive between Main Street and Highway 1, and along the Moonstone Beach Boardwalk. The project has already greatly improved access between the town's two villages, and between the villages and the coast.

### • Morro Bay-Cayucos Bikeway Connector

Morro Bay-Cayucos Bikeway Connector will be a multi-use path between the communities of Morro Bay and Cayucos directly adjacent to the coastline and the Byway. With the financial backing of the National Scenic Byway Program and the California Coastal Conservancy, this exciting project's development phase is being initiated. A considerable effort by stakeholders will be needed to make this project a reality. However, its strong public appeal will likely help maintain its momentum and funding.

**Official Byway name:**  
San Luis Obispo North Coast Byway

**Designations:**  
California State Scenic Byway – 1997  
All-American Road – 2003

**Intrinsic Qualities:**  
Scenic, Natural, Historic

**Location:**  
California's Central Coast

**Length:**  
58 miles

**Type of roadway:**  
2- to 4-lane conventional highway

**Time to allow:**  
2 days

**Best time of year to visit:**  
Spring through Fall

**Special attractions related to the intrinsic qualities:**  
Pristine California Coastline, Morro Bay National Marine Estuary & Monterey Bay National Marine Sanctuary, Hearst Castle, and Piedras Blancas Lighthouse.

**For more information, contact:**  
Darren Brown,  
Transportation Planner  
(805) 781-5764

• **Morro Bay State Park  
Bicycle/Pedestrian Facilities**

Key stakeholders completed a study that identified possible improvements to circulation patterns within Morro Bay State Park. Specifically, it was hoped that viable solutions could be developed to improve the current lack of bicycle and pedestrian facilities in the park. The selected alternative includes a separated Class I multi-use path along Morro Bay and the Estuary. With completion of the study, funding will be sought to begin project development work.

**Making The Byway Safer—  
Beautifully**

Without an effective partnership between Caltrans and the local community, projects such as this safety barrier design and implementation wouldn't happen. Community leaders, working with a receptive and open-minded project design team from Caltrans, spent considerable time developing a unique solution to avoid the traditional concrete median barrier that so often hardens scenic corridors. The result? A one-of-a-kind, low-cost, textured, and molded median barrier that blends into the landscape of San Luis Obispo County. The country's first slip-stone median barrier, an aesthetic jewel, reveals the resolve of Caltrans and the community to develop a 6.5-mile safety project that is "in context" with all of the community needs. ★

# Dear Kate Bolder:



Dear Kate Bolder:

*I want to get a jump on attracting travelers to my byway once spring arrives. Plus, I want them to be happy they came. Any ideas?*

Sincerely,

*Byway Leader Ready For A Leap*

Dear Ready:

*Get set, because implementing this idea could drive travelers toward choosing your byway.*

*Check the accuracy of your information on [www.byways.org](http://www.byways.org) and make needed updates. Like lots of other modern-day trip planners, one of my first stops is my computer. I look for possible points of interest, check out road conditions, print maps and figure out timing for my itinerary. With this information in hand, I boldly go forth into a previously unknown territory.*

*You can well imagine my frustration if I arrive to find none of my carefully gathered information to be accurate! Worse yet, fear sometimes sets in when I find myself lost or in peril because I was ill prepared for the road I chose.*

*Help me and the visitors you invite to your byway. Take a drive along the route to see what's there. Take notes and snap pictures. Be brutally honest about what's there today, even if you expect changes soon. Compare the reality with what's on the Web site and make sure it matches.*

*Travelers take a leap of faith when they trust your information, and that trust extends (or not) to the entire byway community. Good luck!*

*Jump Boldly,*

*Kate*

## Coming and Going



### Welcome, Kevin Fry

Scenic America, the nation's premier advocacy organization for scenic conservation, has selected Kevin E. Fry as its new president. Mr. Fry succeeds Meg Maguire, who served as president since 1996.

Mr. Fry previously has served as Director of Communications &

External Relations at Reading Is Fundamental, was the head of public communication at The American Institute of Architects and The American Architectural Foundation, and provided communications consulting services through Fry Communications.

He holds a B.A. in Public Affairs and an M.A. in Legislative Affairs from The George Washington University in Washington, D.C.

For more information about Scenic America, its advocacy resources, and publications, visit [www.scenic.org](http://www.scenic.org). ★

**1** Tell us about the American Recreation Coalition. What are some current initiatives?

The American Recreation Coalition is a national, nonprofit organization with a simple mission: enhancing opportunities for great outdoor experiences. We have a wide range of activities—from research on recreation participation and motivation to partnerships with public agencies designed to unlock the Great Outdoors to urban kids, such as our WOW-Wonderful Outdoor World program, which operates in major metropolitan areas across the nation. A very big part of our work is focused on identifying current and potential impediments to quality recreation experiences and overcoming barriers through coordinated efforts of public and private sector partners. We are also the coordinators of Great Outdoors Month, the Department of the Interior's partner in the Take Pride in America program and a central player in the new federal recreation fee program. We are also big proponents of harnessing technology to enhance recreation experiences and improve recreation management on public lands.

**2** What is your background, and what led to you to ARC?

I grew up spending a lot of time active outdoors. My family camped and was active in water sports and I loved hiking in my home region of New England. While in college, I was a top student officer in the Dartmouth Outing Club, which maintained portions of the Appalachian Trail and a host of cabins and other recreation sites. I was also active in government actions designed to protect the character of the northern New England communities I so loved.

My activism regionally and nationally led to my first job: a special assistant to the Administrator of the brand-new U.S. Environmental Protection Agency in Washington, D.C. While in Washington, I became actively involved in the debate over national land use controls and became enthralled by the legacy all Americans share in the one third of the nation that is public lands: national parks and national forests, national wildlife refuges and more. While at EPA, I became

involved in management of OHVs (off-highway vehicles) on public lands. I left EPA to work with the snowmobile industry, helping develop state and provincial registration and trail programs. Then in the 1970s, we went through two major energy supply interruptions, a challenge that hurt all recreation because it limited our ability to move from where we live to where we enjoy our leisure time. A small group of us representing recreation interests banded together to oppose discriminatory laws and regulations—like a proposed weekend boating ban—and from that emerged the American Recreation Coalition, a unified voice for the \$250-billion-plus recreation community.

**3** Who are members of ARC?

ARC is now comprised of more than one hundred nonprofit organizations in the recreation field as well as about two dozen top recreation companies. The organizations include trade associations for virtually every segment of recreation—skiing and RVing, boating and OHVs, sporting goods and more—plus enthusiast groups representing millions of members. And while they are not members, federal and state agencies actively participate in, and often cosponsor, our programs and meetings such as the monthly Recreation Exchange luncheons with top Administration figures and members of Congress and Partners Outdoors.

along with other corridor ideas like greenways and action to spur volunteerism and better information systems. When the commission wrapped up in 1987, the recreation industry executives who had served as members and senior advisors pledged to continue efforts to forge public/private partnerships and to champion commission ideas. They formed the Recreation Roundtable, which now has about two dozen active members and about a dozen alumni who continue involvement at a reduced level. Roundtable members are CEOs of top recreation businesses like Coleman and Brunswick. They sponsor research and host Partners Outdoors. And they meet regularly with top national leaders to underscore the importance of recreation in America.

**5** Talk to us more about Partners Outdoors. What is it? Who is involved? What are some of the accomplishments?

Partners Outdoors began as an idea at Mount Rushmore, when then-President George H. W. Bush celebrated that area's 50th anniversary. Roundtable Chairman Dick Nunis of Disney and the heads of the Forest Service and National Park Service spent time together at the event and discussed the challenges of forging lasting partnerships between federal agencies and for-profit companies—even though both groups were seeking to serve the same customer. We concluded that part of the challenge was the lack of understanding about how each sector works. So, we decided to draw together some of the best minds from both sectors annually to share information and to tackle together some specific challenges. Partners Outdoors has been held annually since then; 2005 will be its 14th session. Its accomplishments are pretty amazing, ranging from the Smokey Bear hot air

**A Conversation With...**

**Derrick Crandall  
President,  
American Recreation  
Coalition**

**4** What is the Recreation Roundtable? Who is involved and what is their purpose?

One of ARC's most important accomplishments was the creation of the President's Commission on Americans Outdoors in 1985, a time when Federal recreation programs were greatly troubled. Several of the commission's members were ARC-related, including myself. Our 1987 report touted a national scenic byways program as a national priority,



Derrick Crandall received the first Spirit of Take Pride award at the 2004 Take Pride in America Awards Program. Pictured from left to right are: Secretary of the Interior Gale Norton, Derrick Crandall, USA Freedom Corps Executive Director Desiree Sayle and Take Pride in America Executive Director Marti Allbright.

balloon to the WOW-Wonderful Outdoors World camping program for disadvantaged urban kids. Partners Outdoors was the catalyst for the National Fee Demonstration Program (the first time fees were actually retained by the agencies) and the National Recreation Lakes Study Commission. It gave birth to the enhanced federal recreation information program now known as Recreation One Stop and the Toolbox for the Great Outdoors, a CD packed with information about federal programs that can be used to build and maintain recreation facilities.

### **6** When did you become involved in the National Scenic Byways Program?

Early in the President's Commission on Americans Outdoors, the Executive Vice President of the Highway Users Federation came to visit me and outlined a proposal for a new national parkway program. The Interstate system was nearing completion, and Carlton Robinson saw an opportunity for a network of passenger car-only routes that were scenic and safe. I took the idea to the commission. We agreed

that something needed to be done—driving for pleasure has always ranked near the top of the nation's recreation activities—and developed the idea of identifying, protecting and enhancing existing routes with stories to share. We built our proposal around initiatives of the 1960s and 1970s and adopted the term

*You can also count on us to help make byways leaders across the nation know when there are opportunities—or threats—facing the byways program, as we did during the fight against earmarks.*

“scenic byways.” When the commission completed its work, several of us divided up the recommendations and took the lead to make things happen. I recruited other tourism, transportation, conservation and recreation interests and we formed the National Scenic Byways Coalition. We sat down with the FHWA and found out that we had great support within the agency—

and also great resistance. We found we had an ace card in President George Bush, who immediately understood the byways concept and called byways “the roads Americans love.” He recorded a video plug for the initiative. We also found great champions on the Hill, especially U.S. Representative Jim Oberstar and U.S. Senator Rockefeller. They knew how to make things happen. They acted to mandate a study of the potential benefits of a national scenic byways program by the FHWA—a study that was completed just in time for consideration as ISTEA was being crafted in 1991. There were many, many heroes in our efforts to create the National Scenic Byways Program. And there are many of us who are mighty pleased to have played a role in this great success.

### **7** What can byways expect from ARC?

ARC is the clear national champion of byways, and we will continue to tout the program to our national leaders in the executive and legislative branches. You can also count on us to help make byways leaders across the nation know when there are opportunities—or threats—facing the byways program, as we did during the fight against earmarks. And we will be leading the way to harness new technologies to assist byways and byways travelers. The new Virtual Byways project will revolutionize byways trip planning and marketing; that program will be rolled out in 2005.

### **8** Project us 5 to 10 years into the future. What are some opportunities and threats for recreation in the U.S.?

Americans are enjoying longer, healthier lives and continue to want to see this great land of ours. Look at the sales of RVs: three years of double-digit sales increases. And information via the Internet

and at visitor centers is so much better, boosting the quality of experiences while traveling. We also see a real interest in attending to the “frontcountry” side of recreation on public lands: the accessible places used by the overwhelming majority of visitors to these lands—for the first time in decades. Part of this is the new understanding of recreation's importance to our nation.

*Recreation is a key to progress on many important societal goals, including improved health, better education, crime deterrence and family cohesiveness.*

It isn't just about fun, although that is a legitimate objective. Recreation is a key to progress on many important societal goals, including improved health, better education, crime deterrence and family cohesiveness. But there are threats, too. Funding from general appropriations for all discretionary domestic programs will be squeezed for years to come, and recreation has traditionally fared poorly in such times against other programs, including the health crisis of the year. And we have yet to fully admit the critical challenge facing us regarding physical activity levels, and especially the physical activity levels of our children. They are being lured by potent “mind candy” ranging from computer games to Internet surfing to hundreds of channels of HDTV—and a walk in the woods sometimes pales in attraction to the intensity of these alternative leisure pursuits.

### **9** If you could send one message to national scenic byways, what would it be?

The National Scenic Byways Program is still in its infancy. It still needs to grow in stature and depth. We need to keep dreaming, keep expanding. ★

# BYWAY BRIEFS

On October 14, representatives from seven counties, two states, and 38 government agencies, federally recognized tribes, and nonprofit organizations met in Mt. Shasta City to sign a Memorandum of Understanding to facilitate the cooperative planning and

management of the **Volcanic Legacy Scenic Byway** (All-American Road). Speakers at the signing ceremony included Audrey Gibson, Mayor of Mt. Shasta City; John Halligan, Interim President, Volcanic Legacy Community Partnership; and Christina Lillienthal

of Umpqua National Forest in Oregon. John Halligan said, "The signing of this MOU by all of these diverse partners is an outstanding example of cooperation."

The recently produced Geologic Guidebook of Gold Belt Tour is a field guide to the geology and geologic history of a major portion of south-central Colorado. The guidebook covers major portions of one of

Colorado's most geologically interesting, scenic, and historically important areas, and encompasses much of the **Gold Belt Tour Scenic and Historic Byway** (National Scenic Byway). The guidebooks are currently being sold in the region as

well as through the Byway group to raise funds for future projects. For more information, call (719) 689-2485.

West Virginia University is helping to restore historic mile markers along the West Virginia portion of **Historic National Road** (All-American Road), with funding from the state Department of Transportation and the Federal

Highway Administration's Transportation Enhancements Program. The project was initiated by the National Road Alliance of West Virginia, a nonprofit group formed in 1998 to promote and preserve the National Road's 16 miles that cross the

northern top of the state. Six markers are currently being restored and installed along the roadside.

Garry Young, State Scenic Byways Coordinator and Transportation Planner, was placed in charge of the Annual Work Program for the Division of Transportation Planning at the Idaho Transportation Department and was able to secure \$100,000 a year for scenic

byway corridor management planning for the next three years. "With FHWA approval of the FY05 Annual Work Program, we will now be funding CMPs for four byways in the coming year," said Young. The four byways include the **Northwest Passage Scenic Byway**

(National Scenic Byway); **Panhandle Historic Rivers Passage**; the **Wild Horse Trail Scenic Byway**; and the **Mesa Falls Scenic Byway**. Match money was already available for three of the byways. For more information, contact Garry Young at (208) 334-8214.

Alaska Department of Transportation and Public Facilities redesigned the scenic byway portion of their Web site, making it easier for visitors to search for byway information, while enabling the byway community to access program and planning information, as well as tips for

working with communities. In addition, State Scenic Byways Coordinator Aneta Synan recently developed a brochure for byways to use when working with communities. The **Alaska's Scenic Byways** Program Brochure details the National Scenic Byways Program;

the ingredients of a successful byway; and the benefits of scenic byways. The brochures will be distributed to communities along current or potential byways. To learn more, visit [www.alaska.gov/scenic](http://www.alaska.gov/scenic) or contact Aneta Synan at (907) 465-8769.

Noting the outstanding regional cooperation and selection of exceptional conservation and outdoor recreation projects, Great Outdoors Colorado awarded the San Juan Skyway Coalition \$5.7 million to the San Juan Skyway Land Conservation and Recreation Initiative. Through a coalition including several

local governments and conservation organizations, a regional grant application was submitted requesting funding for several land conservation and outdoor recreation projects along the scenic 232-mile **San Juan Skyway**. From a list of over 60 concept papers, the Skyway Initiative was one of 22 projects

Great Outdoors Colorado requested to submit full applications. Great Outdoors Colorado funding comes from a portion of Colorado Lottery proceeds and is used to preserve, protect and enhance Colorado's wildlife, parks, rivers and open spaces. For more information, contact Ken Francis at (970) 247-7310.

# Online Discussion Forums: *Just Point, Click And Discuss!*

For months we've been urging people in the byway community to try out the discussion forums found on [www.bywayonline.org](http://www.bywayonline.org). But, if you've never participated in online discussions, or if you don't

consider yourself to be especially computer savvy, you may be a little reluctant to try it out.

We've been told time and time again that often the lessons you value most are the lessons you learn

from other byways. The purpose of the online discussion forums is to provide just that: a venue for you to discuss successes, challenges, questions, experiences and ideas with your peers from the byway

community. Ultimately, it will be a positive and effective resource that you can visit anytime, where you can simply read what others are discussing, join in on a discussion, or start one yourself!

## SO, WHAT'S A FORUM?

For starters, try not to be intimidated by the formal-sounding term *forum*. A forum is simply a place for the exchange of ideas to occur, and there is no better place for byways to exchange ideas than on our own Community Web site!

A total of 13 forums exist for topics ranging from conferences and workshops to NSB Program news and views. Funding, marketing, organization, interpretation and wayfinding are just a few of the frequently visited forums. There are even specific forums designed for peer-to-peer discussions between Byway Leaders and State Coordinators on any subject. The purpose of the Community Web site really is to create a sense of community. The online discussion forums are a place where you can go when you are stumped, or when you ask yourself, "I wonder if any other byways have experienced this?" Now you can find out!



## HOW DO I POST?

From the [www.bywayonline.org](http://www.bywayonline.org) home page, click on the Sharing Ideas tab below the America's Byways banner.

Click on the Discussion Forum link to enter. Select a topic by clicking on its name. This will allow you to read messages that others have posted to this particular topic. To return to the forum list, simply click on the Return to Forum list button.

To add a comment to an existing post (i.e., to start a thread), click on the post to which you are responding. Click on Add Comment, and enter either "register as a new user" or "sign in." Type your message and add any attachments. You will notice some option boxes you may click or ignore. One of the options is to receive an email alert when a reply is posted to your message. This handy feature saves you from having to check back frequently to look for responses.

If you would like to start a new topic, simply click on the topic name and then select "New Topic." This will take you to a screen that looks just like the Add Comment screen, where you can type your message and add any attachments. Here, too, you will find some option boxes that you may click or ignore.

## HOW DOES IT WORK?

First, here is some basic jargon to get you started:

### **Discussion Forum:**

A collection of individual community-related forums and messages posted by users

### **Forum:**

Single-themed subject, including subsequent message posts related to the topic (e.g., Marketing, Interpretation, Sustainability)

### **Topic:**

A specific subject within a particular forum (e.g., the Marketing Tool Kit is a topic within the Marketing forum)

### **Post:**

Single message relating to a forum topic saved by a user

### **Thread:**

A "conversation;" a string of subsequent discussion posts relating back to a specific post in a topic

Imagine the discussion forum as a large conference center with many smaller rooms (individual forums). Each room has tables (topics) and the participants seated at each table can have conversations with others on notepads (posts and threads of posts). Discussion forum attendants can continue a discussion already in progress, or they can begin a new topic to discuss.

## WHAT ARE THE BENEFITS?

- You can ask a question and receive an answer from another user without the need for his or her e-mail address or phone number. You don't even have to know whom to ask!
- You can choose to remain somewhat anonymous by using discussion forums. The signature you use in the Signature box before you submit the post is how you will be identified, which makes some discussion forum users more comfortable.
- You can learn about others that are experiencing, or have experienced, the same as you. In other words, the discussion forum is a great networking tool!
- The forums are organized by topic to enable users to view the forums they are most interested in, rather than wading through a long series of messages about many different topics all in one place.
- As mentioned earlier in the article, you need not check back frequently to find if anyone has posted a response to your message. Simple click on "Notify me when a reply is posted" to be alerted of any responses.
- The online discussion forum is not a chat room. Instead, it's more like a bulletin board where users can read what previous users have already posted. Users can come and go at their convenience.

*So, now that you know the ins and outs of using the online discussion forums at [www.bywayonline.org](http://www.bywayonline.org), what are you waiting for? Check it out, use it, and encourage others in the byway community to use it, too! ★*

# 2005 Calendar

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

## 2005

### FEBRUARY

#### February 2-4, 2005

*Saving Places 2005: Bringing Preservation Home*  
8th Annual Historic Preservation Conference: Colorado Preservation Inc.  
Denver, Colorado  
For more information, please visit:  
[www.coloradopreservation.org](http://www.coloradopreservation.org)

#### February 2-4, 2005

*2005 South Carolina Governor's Conference on Tourism & Travel*  
Myrtle Beach, South Carolina  
For more information, please visit:  
[www.discoverouthcarolina.com/agency/governorconference.asp](http://www.discoverouthcarolina.com/agency/governorconference.asp)

### MARCH

#### March 6-10, 2005

*Portland Pathways 2005: Annual Convention & Trade Show*  
Portland, Oregon  
For more information, please visit:  
[www.appl.org](http://www.appl.org)

### APRIL

#### April 25-26, 2005

*Making Tracks Along the Border: 6th Annual Rural Tourism Conference*  
Deming, New Mexico  
REDIT and Small Farms Task Force  
For more information, please visit:  
[www.nmsu.edu/~redtt/Resources/html/AM%20link%20list.html](http://www.nmsu.edu/~redtt/Resources/html/AM%20link%20list.html)

### MAY

#### May 3-7, 2005

*TIA International Pow Wow*  
New York, New York  
REDIT and Small Farms Task Force  
For more information, please visit:  
[www.tia.org/PowWow](http://www.tia.org/PowWow)

### JULY

#### July 27-30, 2005

*TrailLink 2005*  
*Rails-to-Trails Conservancy*  
Minneapolis/St. Paul, Minnesota  
For more information, please visit:  
[www.railtrails.org](http://www.railtrails.org)

### SEPTEMBER

#### September 27-October 2, 2005

*National Preservation Conference 2005*  
Portland, Oregon  
For more information, please visit:  
<https://www.nthpconference.org/GeneralInfo/>

### OCTOBER

#### October 9-12, 2005

*43rd URISA Annual Conference*  
Kansas City, Missouri  
Urban and Regional Information Systems Association  
For more information, please visit:  
[www.urisa.org](http://www.urisa.org)

#### October 14-17, 2005

*Land Trust Alliance Rally*  
Madison, Wisconsin  
For more information, please visit:  
[www.lta.org/training/rally.htm](http://www.lta.org/training/rally.htm)

#### October 16-19, 2005

*2005 National Scenic Byways Conference*  
Cleveland, Ohio  
For more information, please E-mail  
[center@byways.org](mailto:center@byways.org)

### NOVEMBER

#### November 8-12, 2005

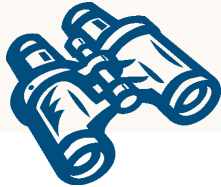
*National Interpreters' Workshop*  
Mobile, Alabama  
For more information, please visit:  
[www.interpnet.com/niw2005/](http://www.interpnet.com/niw2005/)

## SHARE YOUR NEWS!

Contact *Vistas* Editor:

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## Looking ahead in the March/April Vistas:



- Read an interview with state scenic byways coordinator **Terry Maxwell** to find out how Maryland is using a comprehensive set of context-sensitive solutions guidelines to help preserve, maintain and enhance Maryland's Scenic Byways.
- With the tourism season just around the corner, learn **tips for managing tourism** on your byway as we focus on the traveler.
- Tune in for the latest updates on **Rock and Road 2005**, the National Scenic Byways Conference in Cleveland!

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