Taking the Scenic Route
National Scenic Byways

Rob Draper, Board Member
National Scenic Byway Foundation
Who we are and what we do ... 

• The national organization dedicated *solely* to advancing byways

• A forum for byway practitioners to share expertise and partner at the national level
Why people take the scenic route ...

Driving for pleasure as a recreational interest:

<table>
<thead>
<tr>
<th></th>
<th>1982-83</th>
<th>1999-2001</th>
<th>2005-09</th>
</tr>
</thead>
<tbody>
<tr>
<td>People (in millions)</td>
<td>83.8</td>
<td>107.7</td>
<td>112.7</td>
</tr>
<tr>
<td>Percent of Participating Population</td>
<td>48.0</td>
<td>50.3</td>
<td>48.8</td>
</tr>
</tbody>
</table>

US Forest Service, Long Term Trends in Outdoor Recreation Activity Participation (May 2009)
Driving for pleasure …

The last thing I add is color.

Norman Rockwell
Intrinsic Qualities

Scenic

Natural

Recreational
Intrinsic Qualities

- Historic
- Cultural
- Archeological
Economic impact studies

$132 million - Route 66 (2011)
Rutgers University supplemented survey using PEIM - Preservation Impact Model

$267 million - New Mexico (2003)
CRC supplemented survey using RIMS II - US Dept of Commerce Regional Input-Output Modeling System

$464,000 - Flint Hills Scenic Byway (1999)
Bucher, Willis & Ratcliff (now W.H.Lochner) survey

$1.3 billion - Blue Ridge Parkway (1990)
Southeastern Research Institute survey
How byways make a difference …

economic impacts

Paul Bunyan National Scenic Byway:

• 23,800 travel parties visited region because of the byway

• Spent $21.6 million while in the region, including $14.6 million on locally produced goods and services

• 331 full-time, part-time and seasonal jobs, resulting in $7.2 million in labor income

University of Minnesota Tourism Center, Paul Bunyan Scenic Byway: Awareness, impact on quality of life & economy, December 2010
How byways make a difference to residents
Paul Bunyan National Scenic Byway:

The byway increases …

• Preservation of natural areas and cultural/historical sites
• Quality of recreation opportunities
• Community beauty

*mean reply >3.9 on 1-5 scale

University of Minnesota, 2010

Panels and Studies …

- White House Conference on Natural Beauty
- Highway Beautification Act of 1965
- An Assessment of the Feasibility of Developing a Scenic Highway System - 1974
- Commission on Americans Outdoors - 1985
- Scenic Byways ‘88 - 1988
- National Scenic Byways Study - 1991
National Scenic Byways Programs, 1988 - 2012

143 National Forest Scenic Byways

54 Back Country Byways

150 National Scenic Byways and All-American Roads
Categories of Eligible Project Activities:

1. State and Tribal Programs
2. Corridor Management Plan
3. Safety Improvements
4. Byway Facilities
5. Access to Recreation
6. Resource Protection
7. Interpretive Information
8. Marketing Program
National Scenic Byways Program Funding
1992 - 2012

$507 million for 3,174 projects

- Byway Plan
- Safety
- Facilities
- Rec Access
- Protect Resource
- Info & Interpretation
- Marketing
Interpretive Pullouts, Visitor Centers & Restrooms
Interpretive Kiosks and Markers
Status of the National Scenic Byway Program

Prospects for dedicated funding ....

Highway Trust Fund Ticker:

Source: US Department of Transportation
Highway Trust Fund Ticker

underlying trends ...

Average fuel economy of new light duty vehicles:

Vehicle miles traveled per licensed driver (thousands of miles):

*CAFE compliance values

Source: US Department of Energy
Status of the National Scenic Byway Program

Prospects for future designations of National Scenic Byways and All-American Roads … a little brighter!
Status of State Programs

- State programs are sound and stable … for now.
- Majority of byways are maintaining or moving forward.
- Project funding is most pressing need for byways.

Source: National Scenic Byway Foundation, 2013
Future of the National Scenic Byways Program
Revisiting the big idea …

An interconnected network or system:

A system of different types of byways:
Outlook for Byways . . . bright!

Byways Strong!

• Partner for funding
• Prepare continuously for visitors
• Powerful stories and rich travel experiences
• Position byways and press for dedicated funding