

Taking the Scenic Route

National Scenic Byways

Rob Draper, Board Member

National Scenic Byway Foundation

National Scenic Byway Foundation

www.nsbfoundation.com

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:

	<u>1982-83</u>	<u>1999-2001</u>	<u>2005-09</u>
People (in millions)	83.8	107.7	112.7
Percent of Participating Population	48.0	50.3	48.8

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

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

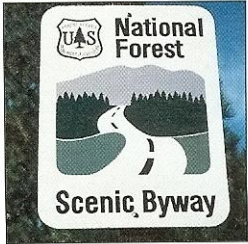
**mean reply >3.9 on 1-5 scale*

Origins of National Scenic Byways Programs, 1965 - 1991

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

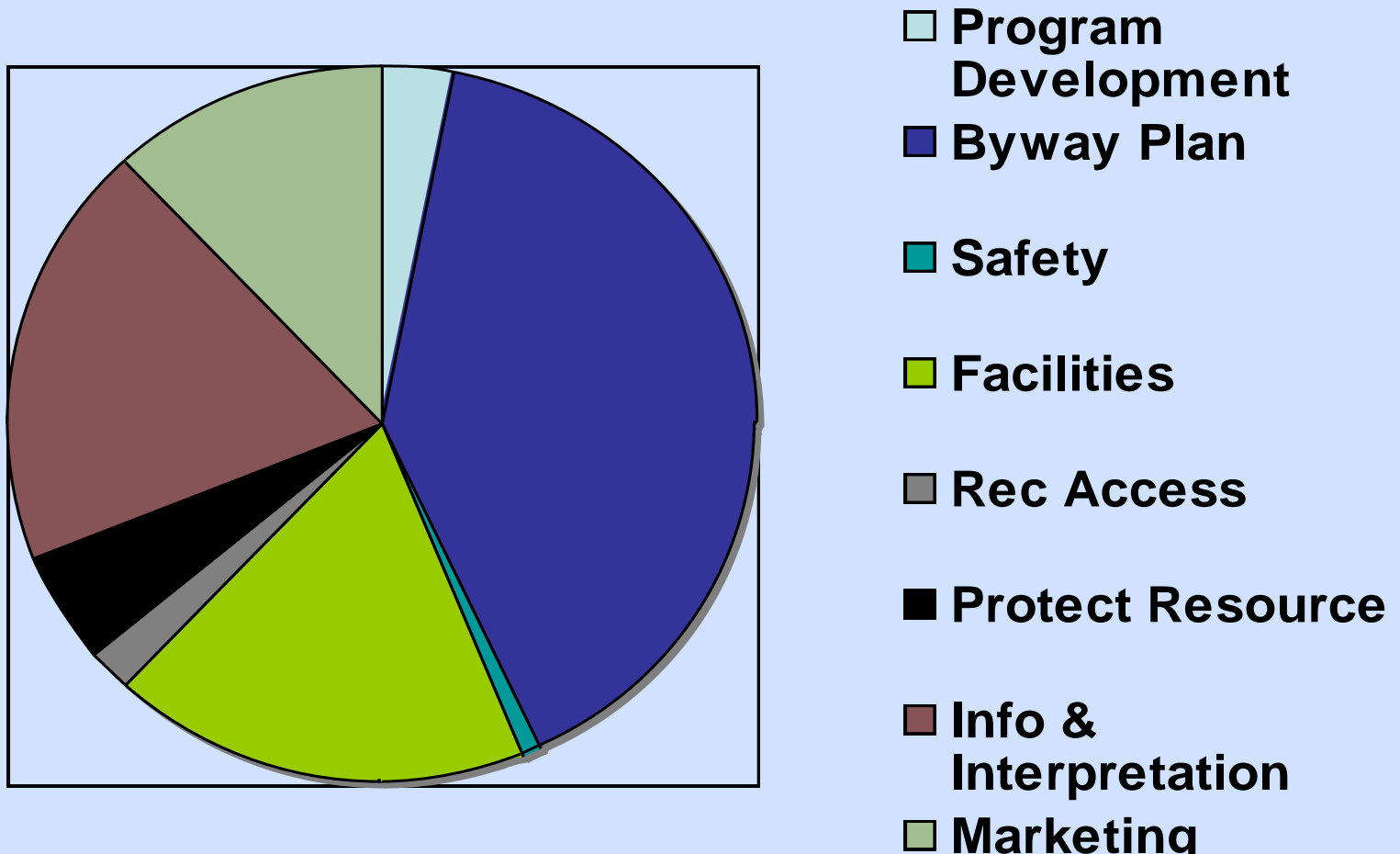
National Scenic Byways Program

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



Interpretive Pullouts, Visitor Centers & Restrooms



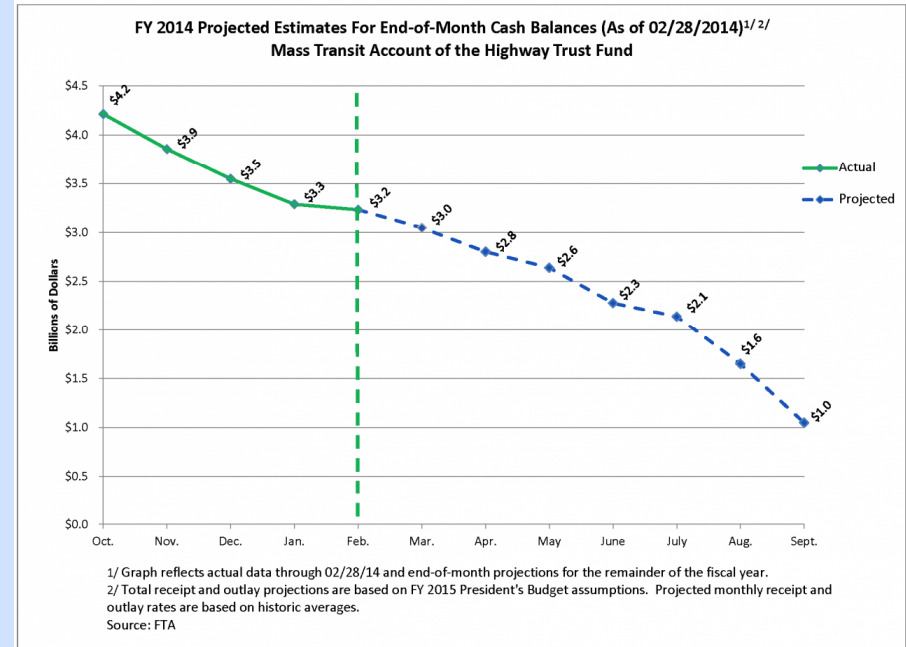
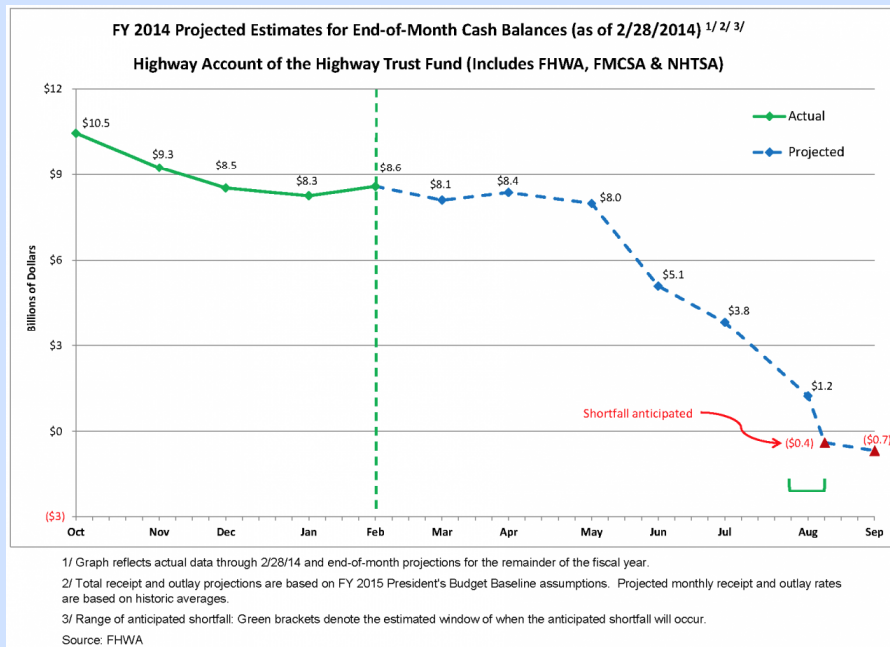
Interpretive Kiosks and Markers



Status of the National Scenic Byway Program

Prospects for dedicated funding

Highway Trust Fund Ticker:

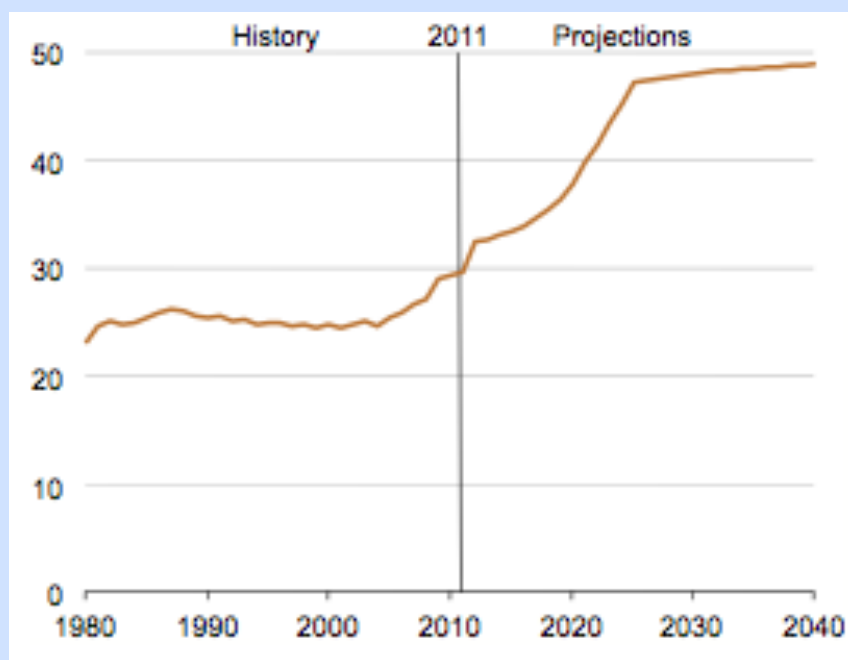


Source: US Department of Transportation

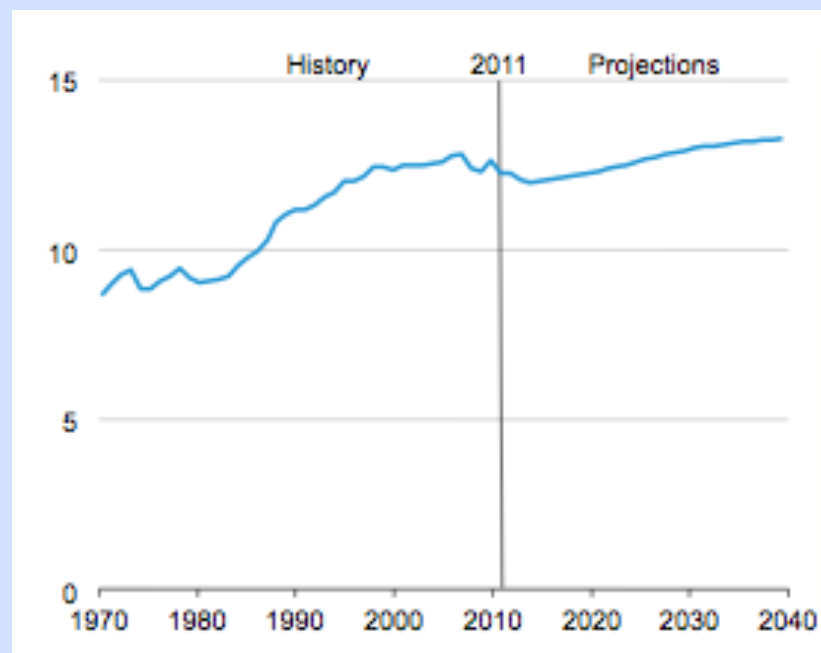
Highway Trust Fund Ticker

underlying trends ...

Average fuel economy of new light duty vehicles:



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

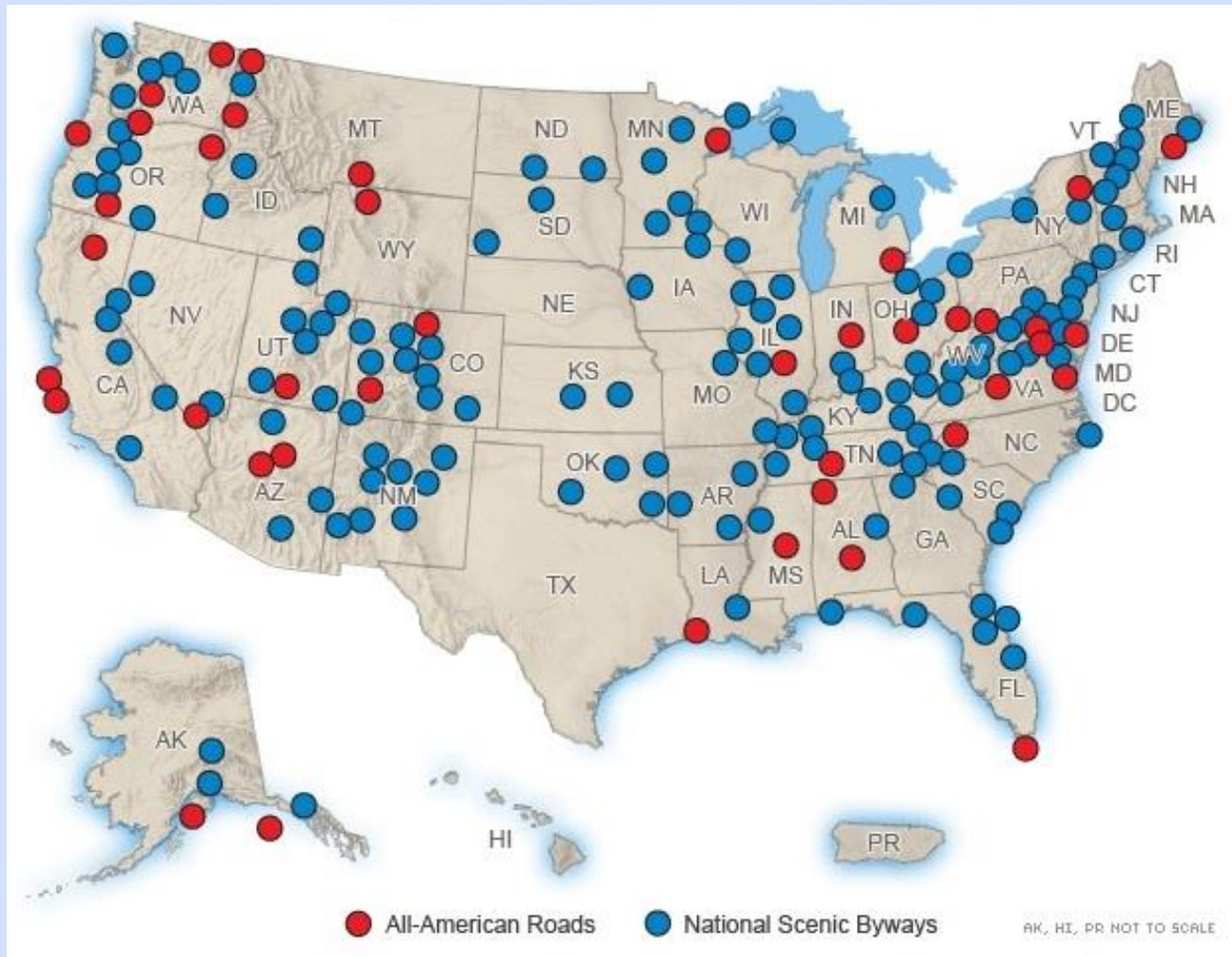


*CAFE compliance values

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

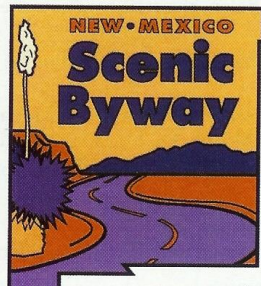
Future of the National Scenic Byways Program

Revisiting the big idea ...

An interconnected network or system:

QuickTime™ and a
decompressor
are needed to see this picture.

A system of different types of byways:



QuickTime™ and a
decompressor
are needed to see this picture.

QuickTime™ and a
decompressor
are needed to see this picture.

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