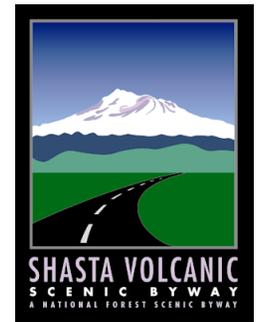
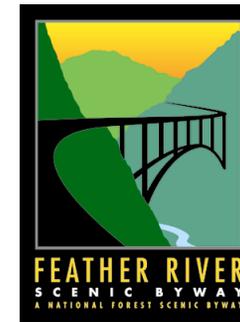
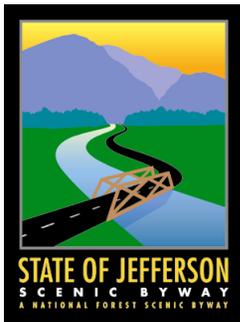
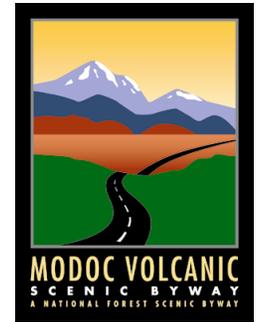
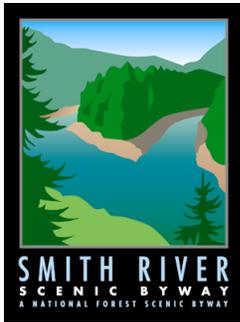
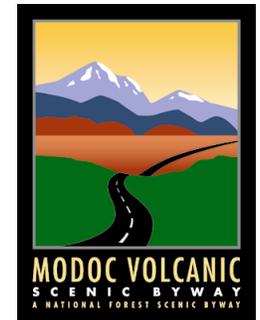
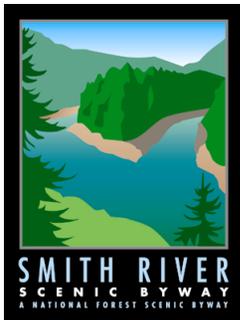
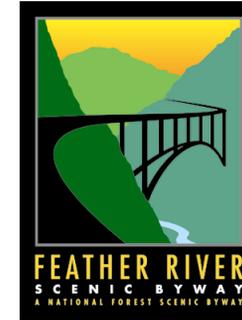
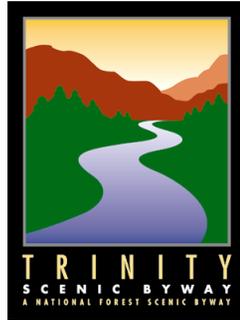
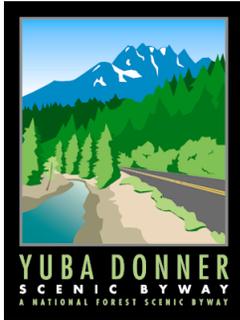


Scenic Byways



Key Points



Welcome

Why Scenic Byways?

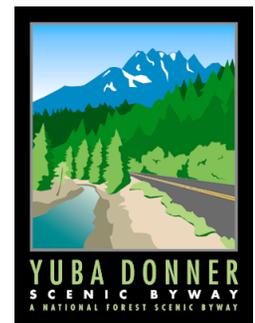
- ✓ Lots of Types
- ✓ Lots of Reasons

Yuba Donner Scenic Byway

- ✓ The Route
- ✓ The Rationale
- ✓ The Pros & Cons
- ✓ The CMP Process

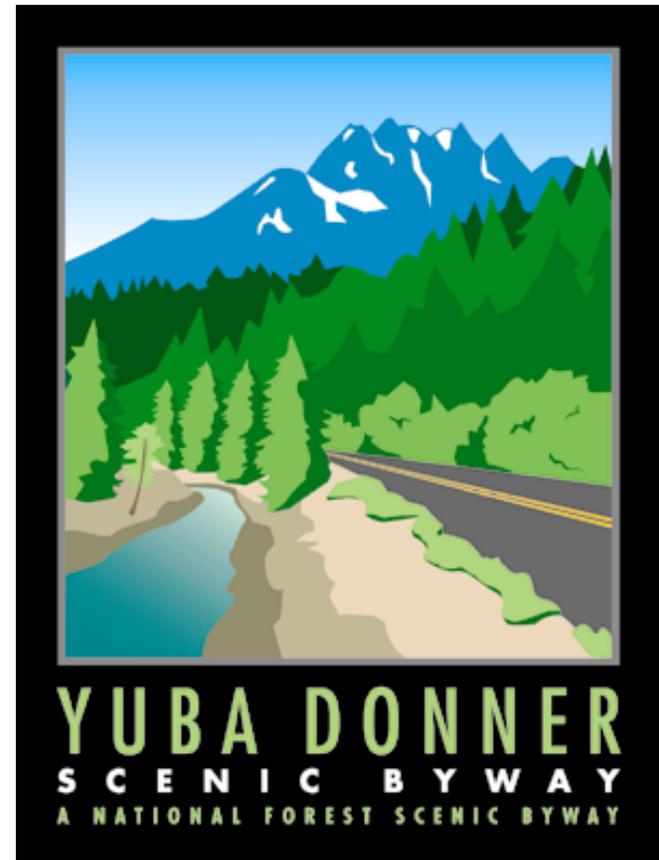
Agenda

- Welcome & Introductions
- The Yuba Donner Scenic Byway
- The Corridor Management Plan
- Planning The YDSB Project



Big Fun Is Big Business

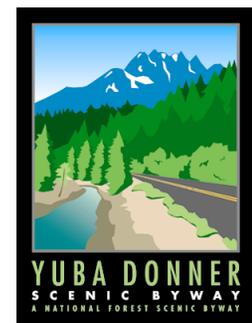
- The Economics Of Fun
 - Leisure Spending Up As A Percentage Of Total Personal Income In Past 20 Years
- Tourism
 - Leisure Travel To Grow As Boomers Enter Prime Travel Years
 - Tourist Is A Recreationist 50 Miles From Home



Jobs, Expenditures, Taxes

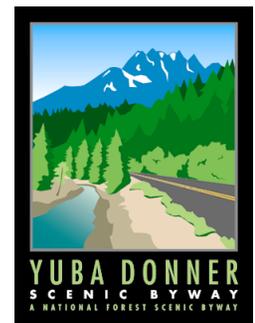
Diverse Activities & Audiences

- Traditional Sightseeing/Touring
- Traditional Outdoor Recreation
 - Camping, Hiking, Backpacking, Hunting, Fishing
- Adventure Travel
 - Whalewatching, Rafting, Climbing, Surfing & Kayaking
- Wildlife Viewing
- Recreation Transportation
 - OHV, Mountain Bikes, Snowmobiles, Personal Watercraft, Boats
- Nature-based or Eco-tourism
- Cultural Heritage Tourism



Retail & Recreation

- Stimulate Demand For
By Stimulating Use Of
Products
- Boomer-toys
- Internet “push” for
expertise & interaction = customer
service
- “Outdoors” As A
Marketing Strategy

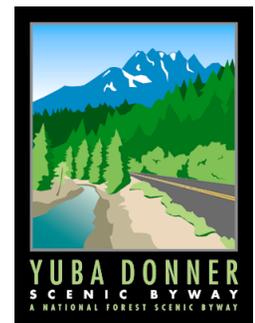


Used to be
“Man vs. Mountain”

Now its women, men, kids,
families, grandma, grandpa and
the pets

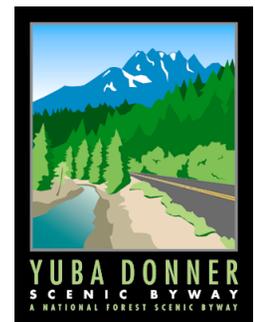
*...like stuff, like choices,
like value.*

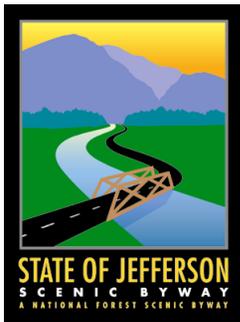
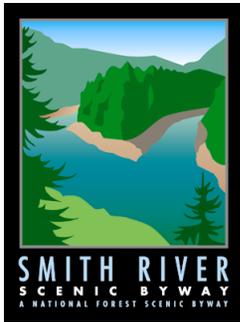
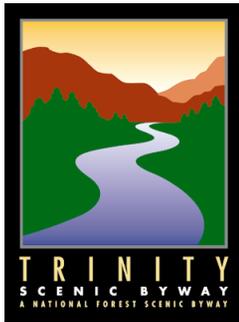
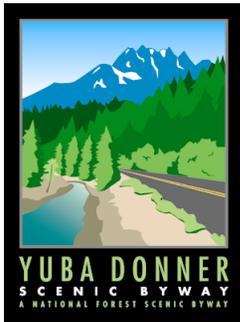
Myers quoted by Raymond in American Demographics, 8/00



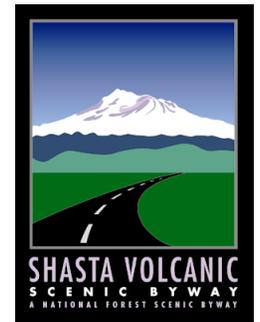
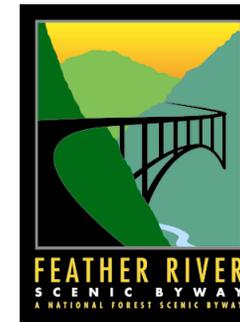
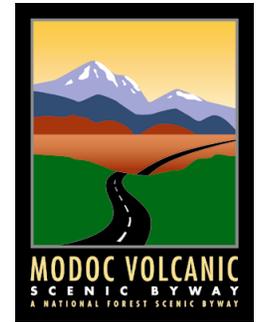
Diverse Users

- More, More, More Users
 - Older & Younger
 - Urban & Suburban
 - Ethnic Diversity
 - Lifestyle Diversity
 - Wider Range of Experience
- Wanting More & More
 - Choice/Customization
 - Value/Enrichment
 - Service/Amenities
- Faster, Faster, Faster



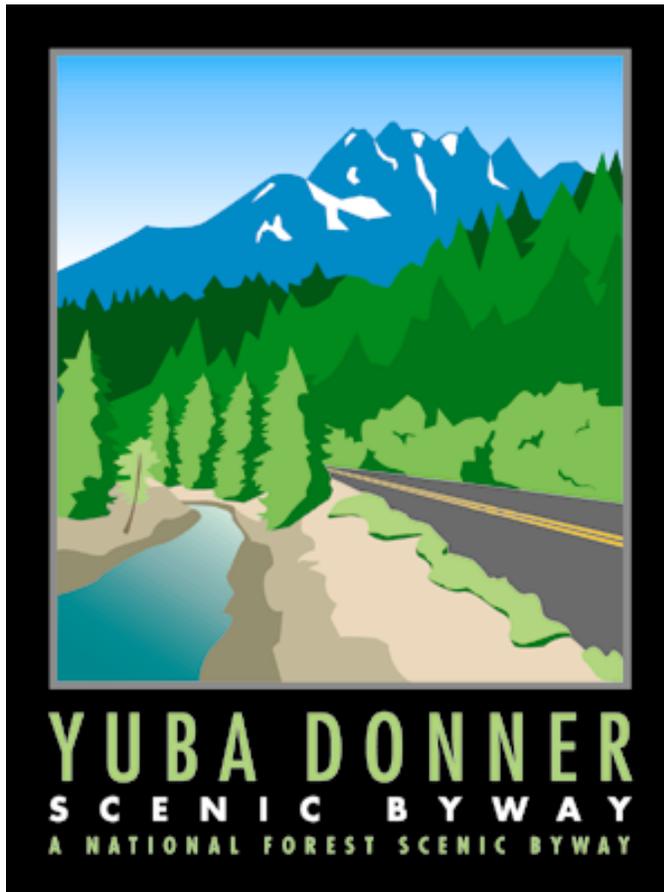


Why?

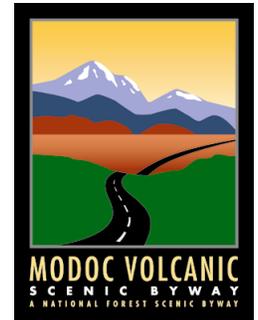
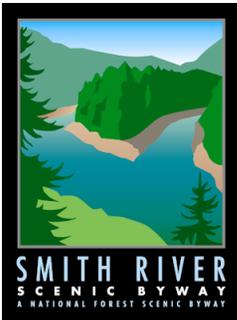
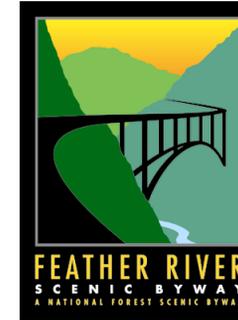
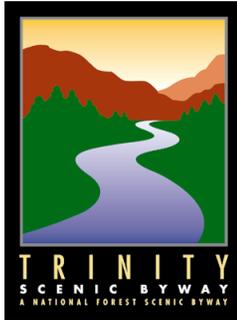
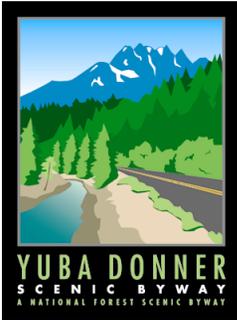




Scenic
Byways
Are A
Perfect
Tool



Sierra County
Has Everything
It Needs To
Succeed With
Scenic Byways



- The Byways “Movement”
- Types of Designations
- Why Designate?
- Brand Byways (not towns)
- Byways As Stage
- Byways As Visitor Service
- Byways & Development
- Scenic Byway Network

The Byways Movement



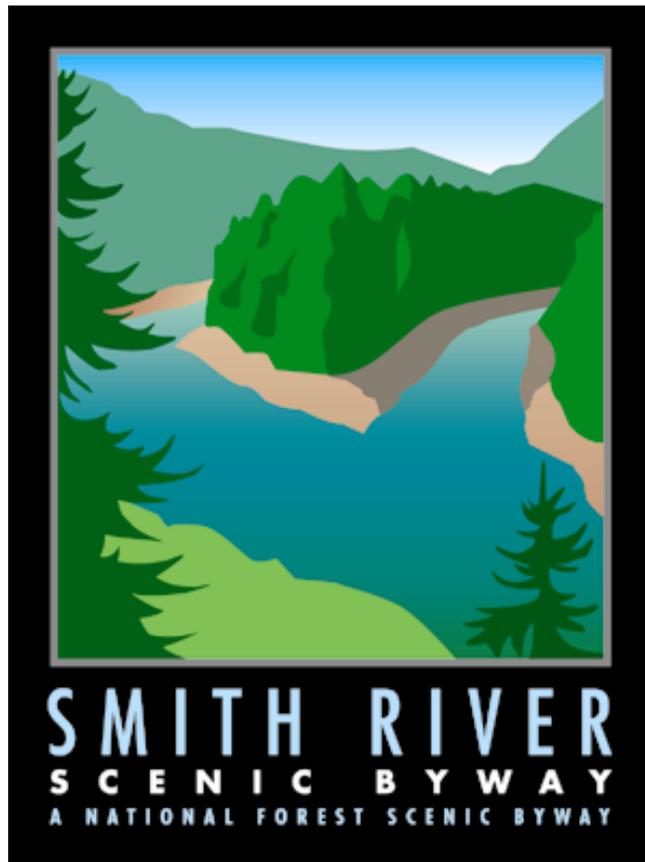
- Travel Corridors For Thousands of Years
- “Byways” Began in late 1980s

Lots Of Byway Programs



- Private
- Local
- State - CA Scenic Highway
- Fed Agency
 - FS, NPS, BLM, BIA, F&W
- FHWA -
 - National SBs
 - All American Roads

Marketing Scenic Byways?



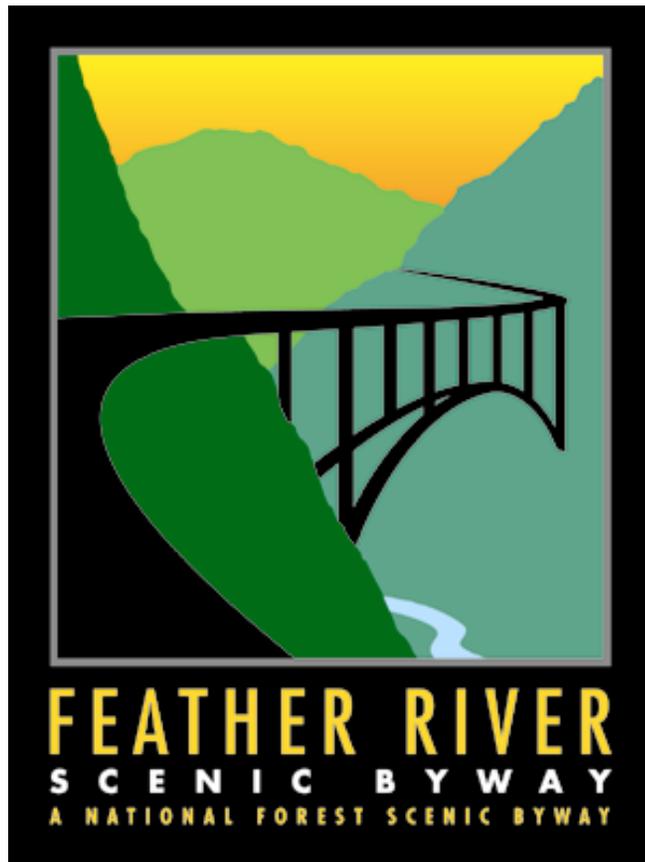
- National & Named
- Appropriate & Achievable
- Gives identity to route
- Good tourism development/management
- Great visitor service
- Messaging Opportunity

Brand Byway Not Towns



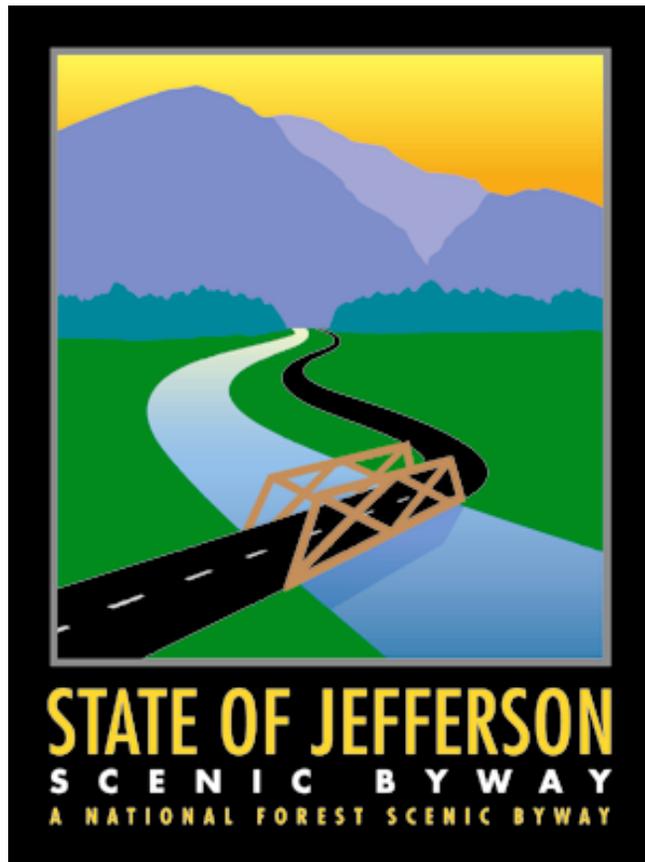
- Makes Visible
- Makes Real
- Makes Appealing
- Makes Money
- Makes Cooperation
- Makes Sense!

Scenic Byway As Stage



- Destination Management
- Area As Theatre, Byway As Stage
- Messaging & Signage
- Critical Mass
- String Of Pearls
- CMP Is Strategic Plan
- Preserve & Provide Access

Byway As Visitor Service



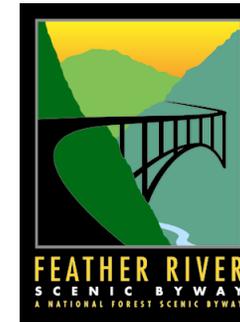
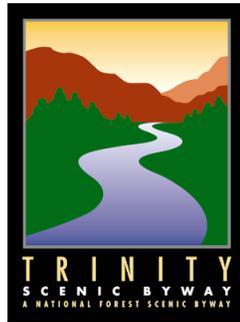
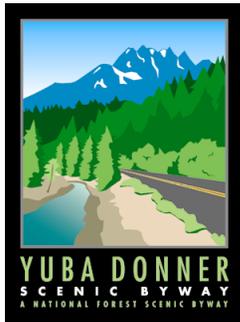
- Simplifies Planning
- Itinerary
- Starts It Earlier
- Makes “Sierra” & “Rural” Manageable
- Access To Outdoors

Byways & Development



- Preserves Visual But Honors Values
- Working Roads
- Connects High Speed Corridors
- Way To Cooperate
- Connects Visitors -> Land
- Small “Footprint” W/ Big Payoff
- Place-based Dev’ment

Key Points



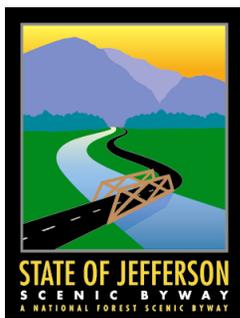
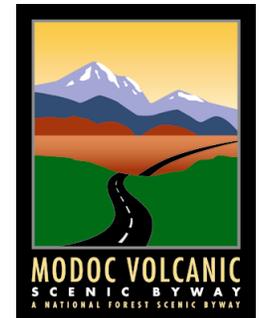
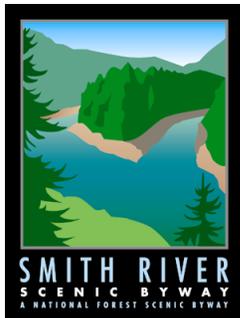
Yuba Donner Scenic Byway

The Route

The Rationale

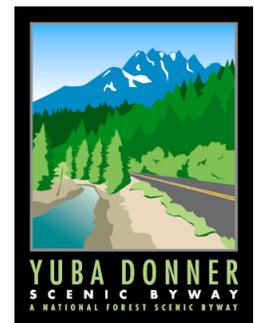
The Pros & Cons

The CMP Process



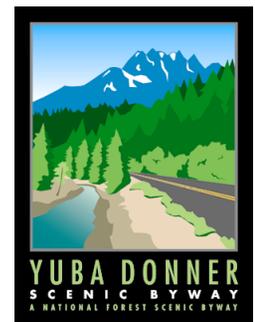
Yuba Donner - The Route

- 41.2 miles along CA state route 49
- Yuba County line (south) to Yuba Pass (north)
- Existing Scenic Route Designations
 - National Forest Scenic Byway (larger loop)
 - State Scenic Highway
 - Links via Highway 89 to other Sierra scenic byways
 - Feather River Scenic Byway (National Forest SB/Plumas NF)
 - Lassen Scenic Byway (National Forest/Lassen NF)
- Roadside attractions....
 - Recreation
 - Heritage
 - Scenic



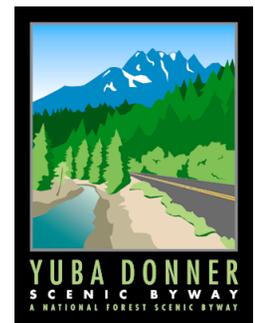
Yuba Donner - The Rationale

- Tourism Development
- Economic Development
- Visitor Management
- Visitor Experience
- Quality of Life



Yuba Donner - CMP Process

- Route Identity/Visibility
- Identify Intrinsic Qualities
- Develop Strategies
- Public Involvement
- Highway Safety

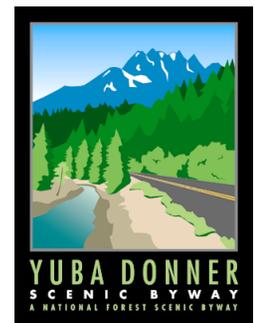


Corridor Management Plan (CMP)

- What is a Corridor Management Plan?

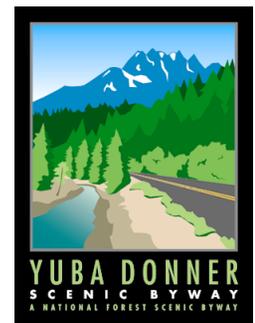
Written document that lays out goals, strategies and responsibilities for conserving and enhancing a scenic byway's most valuable qualities.

- A realistic view of the present, a dream for the future...and a commitment to making the dream come true.



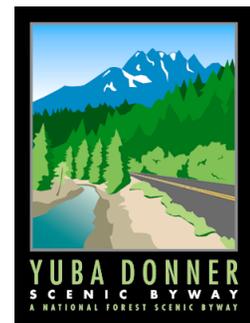
FHWA Identifies 14 Elements of a “Good” CMP

1. Map of Corridor
2. Assessment of Intrinsic Qualities (IQ)
3. Strategy to maintain/enhance IQs
4. ID Implementation Team
5. Strategy to accommodate development
6. Plan for on-going public participation



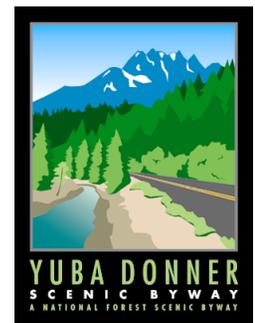
FHWA Identifies 14 Elements of a “Good” CMP

7. Review of road’s safety and possible corrections
8. Plan to accommodate commercial traffic while ensuring safety
9. Strategies to minimize intrusions on visitors’ experience of the byway
10. Documentation of compliance with existing laws about control of outdoor advertising



FHWA Identifies 14 Elements of a “Good” CMP

- 1 1. Signage plan to assist visitors w/o getting in the way of the scenery
- 1 2. Marketing plan for the byway
- 1 3. Identify any proposals for modifying roadway
- 1 4. Interpretation plan for byway

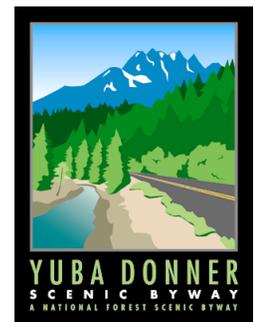


Six Intrinsic Qualities for Byways

	Archaeo-logical	Visible historic or prehistoric evidence capable of being inventoried and interpreted.
	Cultural	Currently practiced customs /traditions of a distinct group of people.
	Historic	Legacies of the past that are distinctly associated with physical elements of the landscape... educate the viewer...stir appreciation
	Natural	Relatively undisturbed features of visual environment that predate the arrival of human populations (e.g.,geological formations, fossils, landforms, water bodies, vegetation and wildlife)
	Recrea-tional	Outdoor recreation activities directly associated with, and dependent upon, the natural and cultural elements of the landscape
	Scenic	Heightened visual experience derived from the visual environment.

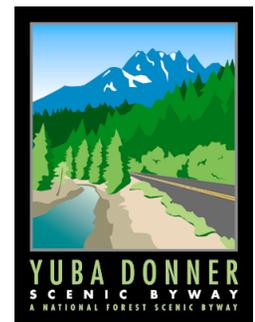
Discussion Questions

- What Makes This Route Special?
- How Do You Envision The Route In 15 Years?
- What Do You Want To Achieve With The Designation?

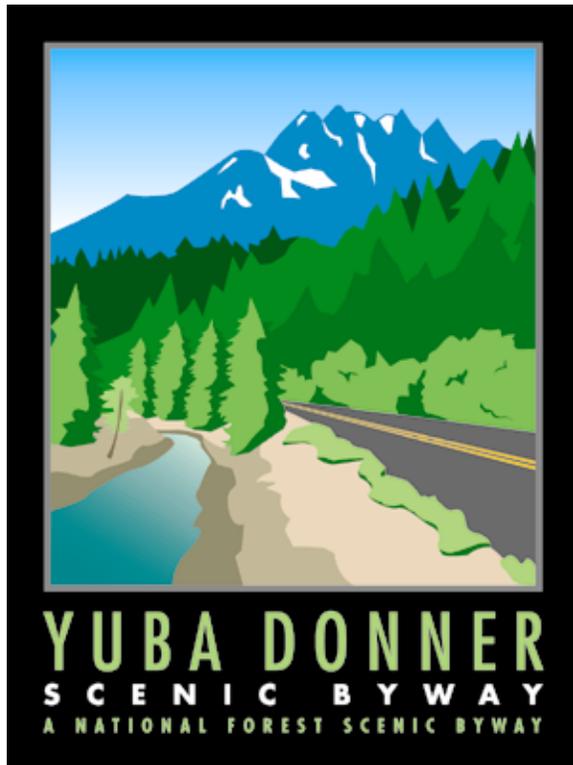


Major Partners

- You!
- USDA Forest Service
 - Recreation Solutions
 - Tahoe National Forest
- California State University, Chico



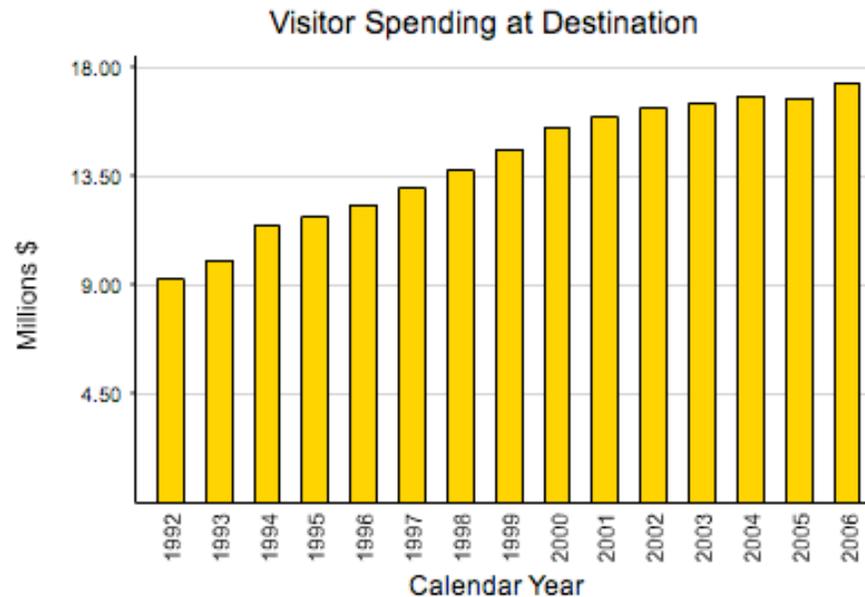
Sierra County Travel Spending



Sierra County	2006
Spending	\$17.3 million
Jobs	260
Taxes	\$800,000
Local Taxes	\$300,000
State Taxes	\$500,000

CA Travel Impacts, 2007

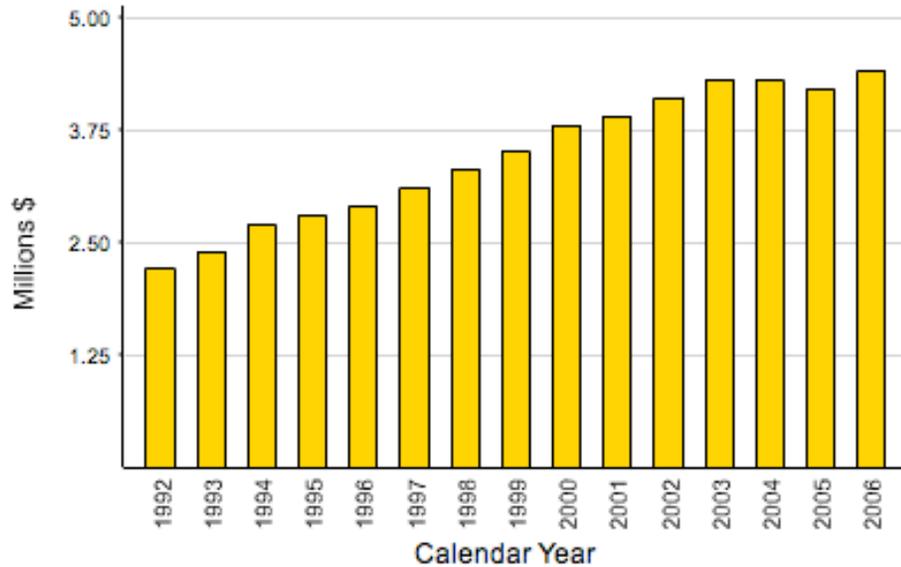
Sierra County Travel and Tourism Jobs, Spending, Taxes



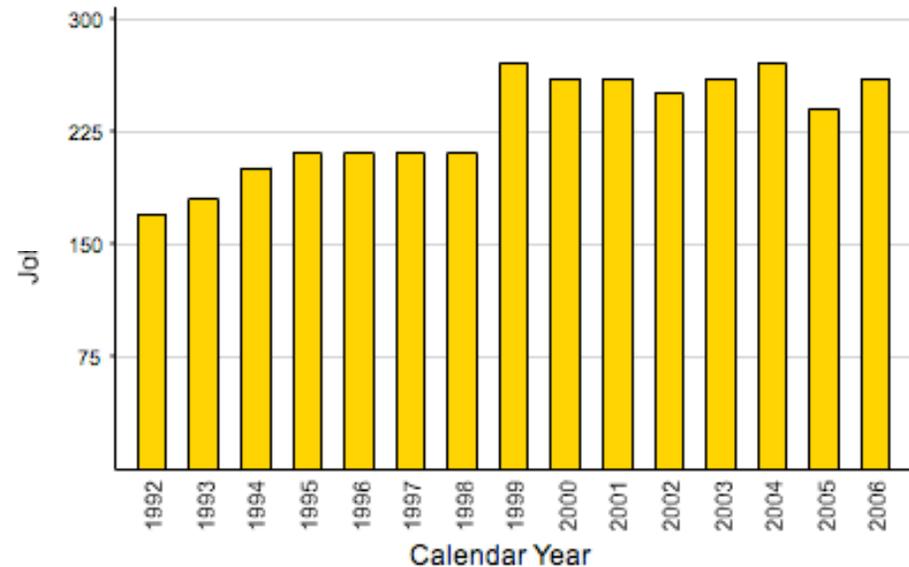
*Dean Runyan Associates,
CA Travel Impacts, 2007*

Sierra County Travel and Tourism Jobs, Spending, Taxes

Total Direct Earnings



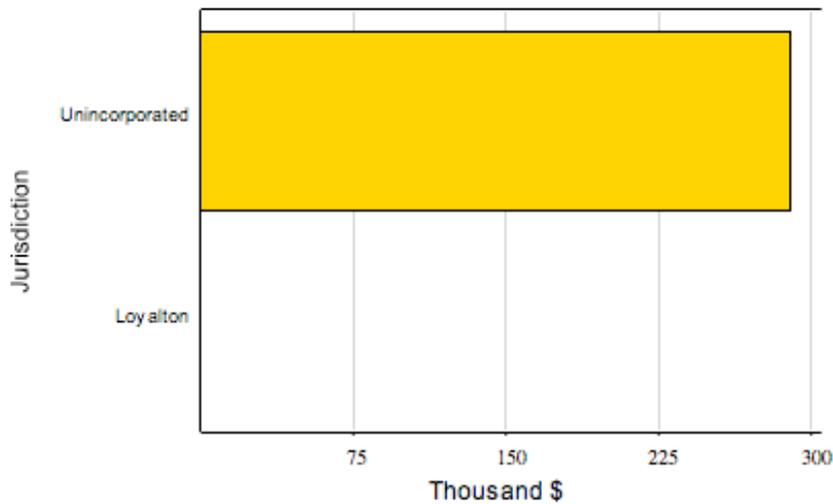
Total Direct Employment



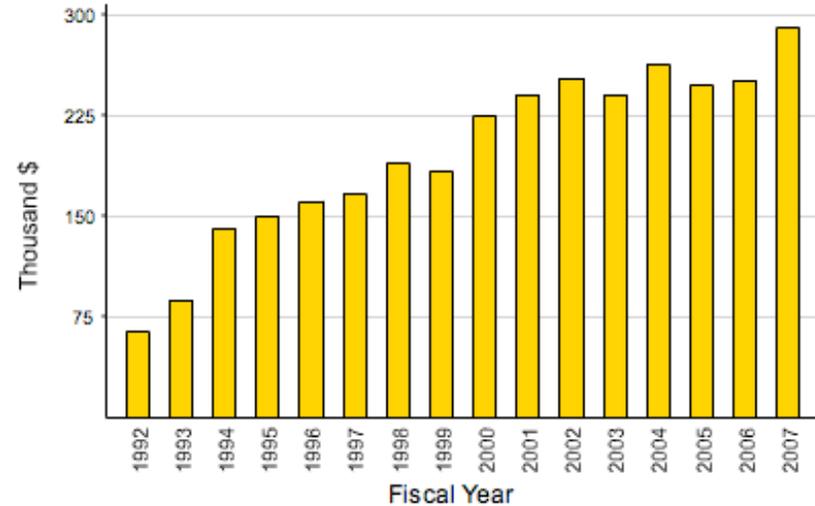
*Dean Runyan Associates,
CA Travel Impacts, 2007*

Sierra County Travel and Tourism Transient Occupancy Tax

Transient Occupancy Tax Receipts by Jurisdiction - 2007



Transient Occupancy Tax Receipts



*Dean Runyan Associates,
CA Travel Impacts, 2007*

See Ya' At The
Next Meeting!

