CHAPTER 7 – INTERPRETIVE PLAN

Interpretation

Interpretation is 'value added' to a byway experience. Effective interpretation forges a connection between the visitor and the byway. It provides a memorable moment for the visitor to take home – a thought, image or a concept that reminds them of their experience. It helps them to recognize the byway as a unique and special place and to see and appreciate attributes that may not be readily apparent. It encourages them to spend more time and to return or tell their friends about their experience. The sustainable recreation framework (2010) highlights interpretation as one of the most important agency tools to develop deeper engagement between Americans and their natural resources.

Visitor Needs

Visitor needs are typically arranged into a hierarchy: orientation, information and interpretation. Once a visitor is comfortable and oriented they are receptive to interpretive information. Orientation and general information will be addressed as part of this interpretive planning effort.

Orientation

The first priority for visitors is to understand where they are and where they can meet their basic needs – restrooms, food, lodging. This orientation information is typically placed at either end of a byway in the form of signage or at visitor information centers. It is a part of welcoming the visitor and assists them in planning their experience.

Information

After basic orientation, visitors typically seek general information about the area, including the locations of points of interest and other options for how they may choose to spend their time. These locations where the visitor is likely to stop, dictate where and in what form interpretation is appropriate. Signs, brochures, maps, Websites and visitor centers provide travelers with this basic information. Visitors are receptive to interpretive information about natural and cultural resources after orientation and general information questions have been answered.

Interpretation

Interpretation implies a contract between the provider and the visitor. Visitors seek interpretation at their leisure and in their free time. They decide to spend their time in exchange for something of value – information or an adventure that can enhance their experience. Some common vehicles for interpretation include personal interpretation or guides talking with the public, exhibits, displays, wayside signs, brochures, audio tours and guided or self-guided trails and programs.

Vision

The Yuba River Scenic Byway *winds along the scenic Yuba River corridor. It offers an impressive variety of seasonal recreation, historic landmarks, warm hospitality and fascinating stories. Welcoming communities along the way are excited to share the gifts of the area. Local residents are proud of living in rural America while preserving the heritage and resources of the corridor.*

The Yuba River Scenic Byway is a little known gem nestled in a larger byway. This 41.2-mile segment of the Yuba Donner Scenic Byway possesses a unique and distinct character. It was at the heart of a famous chapter in California history and still maintains much of that historic charm. Proximity to Sacramento, Grass Valley, Nevada City and Reno make it an easily accessible and desirable destination. The towns of Downieville, Sierra City and Bassetts Station, the site of a historic stage stop, provide several lodging and dining options. For the visitor in search of a more rugged experience, numerous campgrounds also exist along the river corridor. Visitors to the Yuba River Scenic Byway are treated to a slice of California Gold Rush history, the beautiful Yuba River and the surrounding hills that once were alive with gold mining activity.

Public Input

Those who live and work on or near the scenic byway have the most familiarity with their special place and a natural sense of what is appropriate for that place. Public meetings were held as part of this planning process to determine what intrinsic qualities of the byway were valued by the public and what the objectives of interpretive planning should be.

Intrinsic Qualities

Visitors travel to experience new places. Interpretation aims to communicate those qualities that make a place unique. Several aspects of the Yuba River Scenic Byway were identified by the communities as intrinsic qualities that make this place special (see Chapter 3).

Interpretive Objectives

Carefully planned interpretation can have a positive impact on tourism, communities and resource management goals as well as on the visitor experience. Interpretive objectives for the Yuba River Scenic Byway include:

- Protect and enhance resources along the corridor for present and future generations.
- Promote and support activity, development, renovation and/or demolition along the highway that is consistent with natural resource and community goals and will offer the byway visitor with an authentic experience.
- Provide interpretive programs and facilities that are accessible to users of various ages, cultures and backgrounds and abilities.

- Provide interpretive and educational programming using a variety of media, emphasizing the historical, cultural and natural features along the byway to facilitate understanding and appreciation of these resources.
- Develop a unique and recognizable logo representing the byway for interpretive, orientation and informational signs and other materials, such as brochures.
- Construct or improve existing wayside pullouts and facilities using natural materials that complement the surrounding landscape (Built Environment Image Guide). Incorporate accessible design at new and existing facilities.
- Consider the diverse audience, an audience that speaks many different languages and celebrates different cultures, when developing interpretive messages and materials.

Interpretive Themes

In this age, most people are bombarded with information. One objective of interpretive planning is to focus information to essential ideas, which visitors recognize as something they can relate to personally and will retain as useful or of interest. Interpretive themes help create that focus. Interpretive themes and sub-themes provide a way to organize information to ensure that visitors come away with a clear understanding of the key messages or ideas.

The following main theme and sub-themes suggest some of the stories that can be told along the Yuba River Byway.

Main Theme

Yuba River is an area of richness; rich in gold, rich in history and rich in natural resources.

Native Americans Theme

Native Americans lived off the rich natural resources of the Yuba River for thousands of years.

The Maidu and the Nisenan (southern Maidu) occupied the whole of the American, Bear and Yuba River drainages between the Sacramento River and the Sierras.

Fish from the Yuba River were an important resource for Native Americans.

Native Americans dried and ground some foods such as acorns and seeds, berries and fruits. Grinding rocks, evidence of food preparation, can still be seen.

In 1847, an Indian escorted James Marshall to the Maidu village of Collumah. It was there, at the renamed settlement of Coloma that Marshall decided to build his sawmill in partnership with John Sutter. Sutter's Mill changed the direction of California and American history and forever altered the lives of the native population.

"Indian Jim" was a Maidu whom some claim was the actual discoverer of the gold for which Marshall gets credit. Gold was considered useless to most American Indian

cultures which saw much greater value in other minerals, such as obsidian, flint and slate.

In the initial days of the gold rush, Indians far outnumbered white Argonauts but before long they were inundated, their cultures destroyed and their way of life gone forever. Within a few years, more than half the Indian population of California was dead from disease, starvation or violence.

James Savage made $500,000 in 1851 by trading for goods with the Indians. His condition was that the items be paid for in their weight in gold -- five pounds of flour, five pounds of gold.

Early Settlers Theme

The rich resources of the Sierra Nevada attracted many people to the Yuba River area.

The “gold rush” drew people from across the world. Place names suggest the flavor and cultural diversity of those early days.

Many of the original miners in the Loganville/Sierra City area were immigrants from Italy, France and the British Isles. The Lagomarsino Ranch was developed by Luigi Lagomarsino in 1889.

Waller Jackson, who arrived via the Horn from Boston, was the first African American miner in California. He located a claim in 1849.

Major William Downie was a Scotsman who, in 1849, built the first cabin at what was to be Downieville.

Early communities grew up around stage stops along the Yuba River.

Desire Fricot was an early proponent of the Mother Lode Highway, which was to become Highway 49.

Mining Theme

Rich mineral deposits, discovered in 1849, resulted in a “gold rush”.

The “gold rush” was responsible for founding many communities, some of which have faded into history.

Innovations such as the Pelton wheel can trace their origin to the “gold rush”. In 1879, Lester Pelton, a carpenter and Camptonville resident invented a split bucket water wheel to power a sewing machine. This technology, which also powered stamp mills and pumps, was a major component in the development of hydroelectricity.

Hydraulic mining moved many tons of earth, severely impacting the Yuba River and leaving evidence that can still be seen today.

Piles of rock along the Yuba River are mute testimony to the enormous quantities of rock moved by miners in search of gold.

Natural Resources Theme

Millions of years of mountain building and eroding left the Yuba River with rich mineral deposits.

Rich volcanic soils grow an abundance of wildflowers. Butcher Ranch Trail and the Lakes Trails are both excellent for viewing wild flowers.

The New Melones fault, passing north-south through here, defines the erosive course of Goodyears Creek.

Aspen and big leaf maple growing in the Yuba River drainage create a beautiful fall display.

There are many spectacular vistas along the Yuba River including Sierra Buttes Peak, which at 8,600 feet, is the highest point in Sierra County.

Townsend's big-eared bat is a special resident at the Kentucky Mine.

Visitor Demographic

Although further work is required to identify a target visitor audience for the Yuba River Scenic Byway, based on the available data from current studies, some assumptions can be made about the typical visitor. National Visitor Use Monitoring (NVUM) data indicates typical visitors are white males from nearby communities. While this may be the most statistically typical visitor, the aim of these interpretive recommendations is to reach a wider audience with a variety of information and experiences that have a broad appeal, as well as information that is accessible to a visitor public with varied capabilities and cultural backgrounds.

Visitor Experience

Interpretation is ultimately about visitor experience. The goal of interpretation is to enhance the visitor experience while improving their understanding of the resource and fostering an awareness of environmental and historic preservation issues. People have different learning styles and preferences. To be most effective, interpretive information should appeal to a variety of learning styles and accommodate the range of experiences offered on the byway. Interpretive recommendations should also be designed to support communities and businesses along the byway.

Existing and Potential Interpretation

Several interpretive signs and attractions are already located along the byway. The table found in Appendix C identifies those sites and interpretive stories currently found within the Yuba River Scenic Byway corridor. This list provides a starting point for interpretive possibilities. New interpretation can be developed to complement the existing interpretation, which can eventually be updated to conform to recommendations contained in this plan to complete the fully developed visitor experience.

Existing Wayside Interpretation

Existing interpretation along the highway was previously installed by the private historic groups, Native Sons (or Daughters) of the Golden West, *E. Clampus Vitus*, the Tahoe National Forest or local businesses. Some of these signs have deteriorated and should be replaced, specifically the signs at Yuba Pass and at Downieville. Some of the existing signs are in good condition but would be nice to redo to make interpretive signage consistent along the byway. These signs are Joubert's Diggings, A Choice Location, Ingenuity and Adaptation, Here Today - Gone Tomorrow and Food for the Mines.

The recommendations for additional wayside interpretation consider the visitor experience of the total byway. They complement the existing interpretation by balancing the distribution of interpretation along the byway, providing additional interpretive material or focusing the interpretive theme. Additional recommendations include establishing byway identity at existing interpretive sites or at recreation sites.

Historic Highway 49

Historic Highway 49 unites communities, through their gold rush heritage, along a 167-mile stretch of highway from Oakhurst, south of Yosemite National Park, on the south end, to Vinton on the north end. The Tahoe National Forest offers a historic driving tour brochure, 49 Miles Along Highway 49, with "49 on 49" site markers identifying many of significant historic resources along the byway.

Kentucky Mine

Kentucky Mine, a Sierra County Historical Park and Museum, offers visitors a mining museum, tours of a former working mine and demonstrations of an authentic working stamp mill built in the 1860s. The mine's outdoor amphitheater hosts a summer music program. The mine stamp mill, home to a colony of Townsend's big-eared bats, also features natural history interpretation about bats. There is potential to nominate this site as a California Watchable Wildlife, Forest Service Nature Watch Site.

Yuba Donner National Forest Scenic Byway

The Yuba Donner National Forest Scenic Byway is 175 miles of California State Highways and Interstate 80 looping through the Sierra Nevada Mountains along the north and south forks of the Yuba River, over Yuba Pass and Donner Pass. The byway promotes the recreational, scenic and historic attributes of this route.

Potential Interpretation

Yuba River: A Gem in the Heart of Gold Country

The challenge to interpretation along the Yuba River Scenic Byway is to establish an identity separate from the existing branding, specifically to distinguish it from the Yuba Donner Scenic Byway and Historic Highway 49. Visitors should recognize the Yuba River is a distinct segment with its own special attributes within those designations.

Interpretive programs need to be creative, site specific and use various forms of communication to meet the preferences and learning styles of a diverse audience. Audio

tours, brochures, roving interpreters, signs or exhibits can all be effective when they compliment the site or visitor experience. Interpretive recommendations consider the whole corridor and the range of visitor experiences and capabilities to ensure the widest audience is accommodated with seamless and varied interpretive opportunities along the entire corridor.

Interpretive Products

Following is a range of interpretive products recommended for the byway. They are designed to appeal to a variety of visitors and to be appropriate for various activities and locations. These products should complement the existing programs to avoid duplication of efforts and to target underserved visitors or untapped opportunities.

Visitor Guide – A visitor guide containing a detailed map of the byway and describing points of interest, services and available activities is valuable to all of the byway visitors. All of the main interpretive themes can be introduced here to generate excitement and prepare visitors for opportunities offered along the byway. The visitor guide prominently displays the byway logo and uses a color scheme and graphics that are consistent with other byway products. It may be a product that is offered at, and supported by, local businesses. It can be made available at agencies, businesses and gateway communities through their local visitor information centers.

Interpretive Signage – Wayside signage is a traditional roadside enhancement. It provides visitors an opportunity to get out of their cars and experience something of the byway in a safe and accessible way. Interpretive signage is relevant to the site, interpreting an event in the vicinity or something the visitor is able to see from that location. Interpretive signage along the byway should all have a similar and recognizable look to make the visitor experience seamless and cohesive and to reinforce byway identity. Interpretive signage would be placed where it may be appreciated by all visitors who drive the byway. Specific recommendations for wayside signage are addressed in the following section.

Auto Tour Brochure – Interpretive information available in a brochure that is keyed to the driving route can greatly enhance visitor experience as they drive the byway. Several versions could be developed to highlight various themes such as Native American, historical, geologic or natural history themes. Brochures can also be offered in more than one language to accommodate international visitors. Auto Tour brochures may offer visitors the option of following the theme beyond the main route of the byway to nearby areas of interest. These brochures would also be recognizable as part of the byway family of interpretive products using graphics and the byway logo.

Walking Tour Brochures – Walking tour brochures featuring interesting gold rush related sites in the towns of Downieville and Sierra City provide visitors with opportunities to explore some of the historic buildings in either town as well as becoming acquainted with the area's colorful past and characters who contributed to that legacy. (Oldest weekly newspaper in California, the foundry, the gallows, bridge over the Yuba River, Downieville museum building, mining machines, Pauley Falls, etc.)

Audio/Video Guided Tours – An emerging product in the interpretive world uses GPS technology to access digital interpretive information. These are location based, self-guided touring systems. Several types of systems are available. Some use dedicated hardware and others can be accessed through cell phones, personal media devices, or applications developed for smart phones. Examples of some of these products can be found at www.gpsranger.com www.antennaaudio.com or www.guidebycell.com.

This technology allows the presentation of complex and varied programming. Programs can be used as an enhancement to a hiking or auto touring experience and can be developed from existing material for living history presentations and guided thematic walks. The product is an excellent tool for reaching multicultural recreationists with multi-lingual audio and visual programs. They can also be used to make information accessible to the hearing or visually impaired.

Interpretive Programs – Guided interpretive walks provide an opportunity to develop partnerships with commercial resorts or other byway attractions, communities and volunteer organizations. The interpretive themes recommended in this plan can be developed into thematic walks focused on a historic character or event, geology or any of a number of natural history topics. Walks could be led by members of a volunteer interpretive organization with people who are especially knowledgeable or interested in history or specialists from the nearby National Forest offices. It offers them a safe, convenient and rewarding way to experience the outdoors. Walks can begin and end at attractions or communities, providing an added offering to community visitors and making it convenient for participants to patronize these establishments.

Living history characters are an exciting way to make history come alive. These characters could be developed by volunteer interpreters and appear at events or special presentations to schools or community groups. They can also make special appearances at campgrounds along the byway.

Events – Several events are already well established in communities along the byway, including hot rod, a wilderness film festival, and a mountain bike race. Mountain biking events are particularly popular. Although race participants may not be an ideal target audience for interpretation, these events are an excellent opportunity to showcase the byway and perhaps engage family members or others accompanying race participants. Participants may also be inspired to return to enjoy the byway at another time. A simple map based display inviting people to explore some of the features along the byway and introducing interpretive themes will reach many people and encourage them to extend their visit or plan a return trip in the future. An important component is a simple handout or changeable display announcing upcoming planned events along the byway. These events are also an opportunity for living history characters associated with the byway to contribute another element of excitement and interest to the event.

Poster – A poster that contains a map of the byway and information about byway attractions and themes can also be displayed at various locations in byway communities. Based on orientation sign information, a poster gives visitors an easy and attractive tool

for planning activities. Visitor brochures, also available at the communities offer the same information in a handy take-along format. Offering these posters for sale to visitors further distributes the information while supporting local commerce.

Wayside Interpretation

Locations along the byway corridor where visitors are expected to stop can be divided into three categories based on visitor needs and desire for information. Portal or gateway sites are considered primary sites. This is where visitors first enter the byway or where all visitors usually stop (as at Visitor Information Centers). At these locations visitors are primarily interested in orientation and specific byway information. They want to know what lies ahead. Where can they plan their stops? Where do they want to spend time? What choices do they have? Orientation sites typically contain a multi-sided kiosk with orientation and interpretive signs as well as a bulletin board that can be used to inform visitors of changeable conditions or scheduled events. This is an appropriate location to introduce the interpretive themes visitors will encounter along the byway, as well as introduce the visual elements that will help visitors recognize byway related information.

Secondary sites are points of interest where visitors may choose to stop if it is convenient. These sites contain interpretive signs with a theme that is specifically appropriate to that location. Interpretation should relate directly to something visitors may be able to see at that location or an event or item of interest at that site that may not be apparent. The location in some way contributes to the understanding of the theme explored at that site. Interpretation at these sites should not try to communicate exhaustive information but instead leave the visitor with one interesting concept, question or thought to ponder.

Tertiary sites are places where people stop for a specific purpose such as an attraction, campground or trailhead. Interpretive signs may not be appropriate at these locations. Signage at these locations consists of a byway identity sign containing the byway logo and name. These signs reinforce that the visitors are on the scenic byway.

Interpretive Signage

The following discussion details visitor opportunities and potential for wayside signage at sites along the byway. These sites either currently have interpretive signage or are appropriate for signage in the future. Access from the highway, current use, overall distribution of sites along the byway and proximity to an event or place that is significant to a byway theme were all considered criteria for including a site in this discussion.

Joubert's Diggings

Milepost 0.36 – Western portal, primary interpretive site

Existing Condition:

Current interpretation at this site consists of a low-angle interpretive sign overlooking the site of historic hydraulic mining. Existing interpretation offers visitors an excellent view of a site of historic hydraulic mining. Interpretive content is appropriate to the location and to this plan. This sign, however, is deteriorating, has been vandalized and should be graphically updated to be visually consistent with the rest of the byway signage.

Recommendation:

This site marks the western end of the byway. With its good visibility, access from the road and ample parking space, it is an excellent location for a gateway kiosk. Here visitors can be welcomed by an interpretive kiosk with an introduction to the byway. An orientation map that highlights features and attractions along the byway will help them plan the rest of their visit. They will also be able to learn about other ways to enjoy the byway such as auto tours, audio tours, guided walks and events. Interpretation at this site should introduce the main themes of the byway setting the stage for the stops ahead.

This photograph of hydraulic mining in Yuba County in 1870 could be used to update the existing sign consistent with recommendations in this plan.

Indian Valley

Milepost 5.2 – Secondary interpretive site

Existing Condition

Current interpretation consists of a low-angle panel. It mentions Nisenan harvesting oak, fish and deer. The sign also discusses tailings left from gold dredging and communities that supported mining and eventually Forest Service recreation. The sign is in good condition.

Recommendation

The sign at this site could be updated to conform to recommendations in this plan and to be graphically consistent with new signage. Interpretive content could be tightened to focus on Native American use of the resources. Graphics that match the rest of the byway and byway identity added to the sign would update interpretation at this site.

Indian Grinding Rock

Milepost 10.5 (Near Halls Ranch trailhead) – Secondary interpretive site

Existing Condition

The existing sign is in good condition. Both content and thematic focuses are excellent for the site. The sign is placed next to a rock on which can been seen the holes made for grinding.

Recommendation

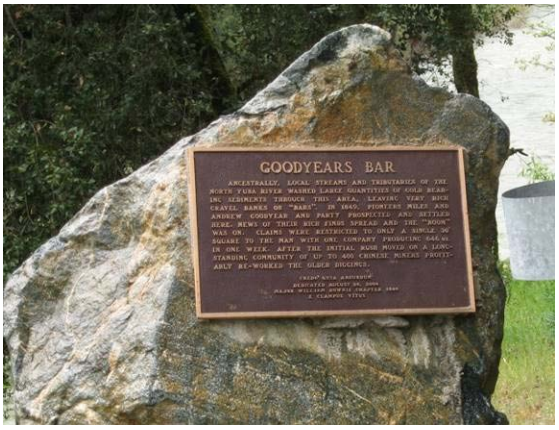
Replacing this sign would be nice to do but is also not a high priority. An update would redo the graphics and add byway identity to bring the sign into alignment with the rest of the new signs on the byway.

Goodyears Bar

Milepost 12.2 – Secondary interpretive site

Existing Condition

An *E. Clampus Vitus* brass plaque installed on a rock monument marks this site. Text talks about the initial gold discovery at this site, intensity of workings and subsequent working by 400 Chinese miners. The sign is of a distinctive style consistent with other *E. Clampus Vitus* signs along the byway.



Recommendation

A byway assurance marker at this site containing byway name and logo would establish this as a byway site. This would be an appropriate location to add an interpretive sign talking about the cultural diversity the gold rush brought with it. A low angle interpretive sign using historic photos of miners and talking about evidence of ethnic diversity could be added. This is also an appropriate spot to introduce geologic themed interpretation. The New Melones fault passing North-South through here, defines the erosive course of Goodyears Creek.

Cannon Point, Overlooking Downieville

Milepost 16.4 – Secondary interpretive site

Existing Condition

This site is only accessible for eastbound traffic. The current sign is located at the east end of a large pullout overlooking the town of Downieville. A large cannon is prominent on top of a rock outcrop on the south side of the pullout. The current sign is badly weathered and in need of replacement. Graphically this sign is different than others found along the byway.

Recommendation

A new low angle interpretive sign placed in the same location as the existing sign, talking about the founding of Downieville and reflecting the graphic approach recommended in this plan will make this site consistent with other sites along the byway. Information about the cannon should be found either in a separate sign located near the cannon or possibly as a sidebar to the new sign.

Existing Condition

The Cannon Point pullout is large enough to accommodate two to three vehicles safely out of traffic. It is located along a section of the byway that currently has no interpretation.

Recommendation

Because of the proximity to the river, this would be a good site for natural history interpretation. A low angle interpretive sign positioned above the river could talk about geology and river ecology. Interpretation at this site will help to balance the distribution of interpreted sites along the byway.

Union Flat Campground

MP 22.7 – Secondary interpretive site

Existing Condition

This is currently a well developed campground with no interpretive signs.

Recommendation

The campground is literally carved into the piles of rock created by the placer mining that occurred here. An interpretive sign placed at this spot could describe the process of placer mining, pointing to these piles of rock as an illustration of the extent to which mining activity altered the landscape.

Loganville Campground

MP 27.6 – Secondary interpretive site

Existing Condition

An interpretive sign at this location talks about the nearby Lagomarsino Ranch. The sign is in good shape and placed in a good location along the byway.

Recommendation

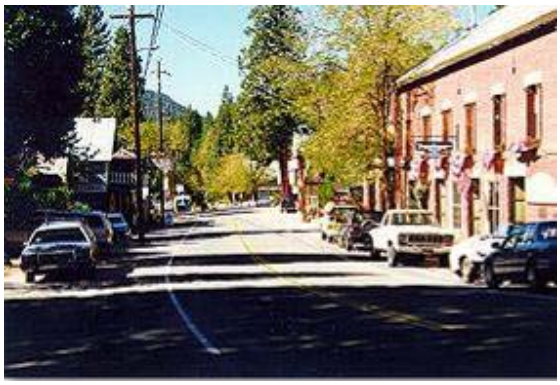
A byway identity sign would tie this site in with others along the byway. The sign itself could be updated to be graphically consistent with other interpretation along the byway. In addition, a poster or orientation sign will help visitors plan activities and encourage them to visit byway attractions.

Sierra City

MP 29.4 – Secondary interpretive site

Existing Condition

Sierra City currently has no interpretive signs although visitors are treated to a historic atmosphere surrounded by businesses and residences that have their roots in the mining era heyday of this town.



Recommendation

Interpretation at this site will visually and thematically tie Sierra City in with the rest of the byway. The Sierra Buttes rising to the north of town make an excellent focus for geology interpretation. Wildflower walks and recreation opportunities in the nearby Lakes Basin invite visitors to spend time here. The stories of the origin and early years of Sierra City tie in the gold rush theme. The best location for interpretive signage in Sierra City will need to be identified with the residents and business owners of the town.

Kentucky Mine

MP 30.3 – Secondary or Tertiary interpretive site

Existing Condition

The Kentucky Mine is a major visitor attraction along Highway 49. It is well signed from the highway and offers visitors several options from a guided tour of the mine and stamp mill, regularly scheduled musical events, picnic facilities, to information about the endangered Thompson big-eared bats that inhabit the property. A museum contains mining and Native American themed exhibits.

Recommendation

This site would be a good location for byway identity because of the number of visitors who already stop at the site. A byway orientation poster or sign would help visitors choose other activities along the byway. It would also be a good location for living history or natural history presentations. These could be scheduled along with the music events and advertised to people in the campgrounds and towns on the byway.

Pete Lavezzola's Fountain

MP 33 – Secondary or Tertiary interpretive site

Existing Condition

This brass plaque was placed on a stone monument by the Native Sons of the Golden West. The monument is in good condition and similar to other monuments along the byway.

Recommendation

A byway identity sign placed at this location will integrate this site into the larger byway. An interpretive sign could also be placed at this site featuring the building of Highway 49.

Bassetts Station

Milepost 34.4 – Secondary interpretive site

Existing Condition

There is a historic marker in the parking lot at Bassetts Station placed by the Native Daughters of the Golden West. It commemorates the 1865 establishment of the Howard Ranch and Inn, which was later named Bassett House.

Recommendation

An interpretive sign at this location could tell more of the history of stage stops along the route over the pass and into the gold country. This is also an appropriate location for a byway identity sign.

Yuba Pass

Milepost 41.1 – Primary interpretive site

Existing Condition

Yuba Pass is a popular winter trailhead for snowmobiles, cross-country skiers and snow play. There is an existing trailhead with adequate parking and an interpretive sign that addresses the use of the mountain pass to bring supplies to the miners.

Recommendation

This site is the eastern gateway to the Yuba River Scenic Byway. As such it should complement the western gateway and provide the same information. An interpretive kiosk with an introduction to the byway could welcome visitors. An orientation map that highlights features and attractions along the byway would help them plan the rest of their visit. They could learn about other ways to enjoy the byway such as auto tours, audio tours, guided walks and events. Interpretation at this site should introduce the main themes of the byway, setting the stage for the stops ahead.

Yuba Pass trailhead and parking area

Trailheads and Picnic Areas

Many of the trailheads in this area are heavily used because of the popularity of mountain biking, snowmobiling and hiking, Visitors at trailheads and picnic areas may be potential byway visitors. They have traveled the byway to reach these facilities and a byway identity marker will remind them they are on the byway and may encourage them to explore other features of the byway.

The following trailheads and picnic areas on the byway are good locations for byway reassurance or identity markers.

- Canyon Creek Trailhead – MP 3.8
- North Yuba Trailhead – MP 5.7
- Convict Flat (picnic) – MP 7.79
- Hall's Ranch Trailhead – MP 10.5
- Indian Rock (picnic) – MP 10.5
- Pacific Crest Trail (Loves Falls Trail) – MP 30.8 (0.2 mile northeast of Sierra City)
- Chapman Creek Trail – MP 37.4

Campgrounds

Campground visitors may not be aware they are on a byway and may be looking for attractions to visit while they are camping. A byway marker and an orientation panel would identify the byway and encourage visitors to explore. As an alternative to a byway orientation sign, the map brochure could be laminated and displayed as a poster on campground bulletin boards.

The following trailheads and picnic areas on the byway are good locations for byway reassurance or identity markers.

- Carlton Campground – MP 4.47
- Fiddle Creek Campground – MP 4.8
- Indian Valley Campground – MP 5.35
- Rocky Rest Campground – MP 5.7
- Ramshorn Campground – MP 10.78
- Sierra Campground - MP 36.6
- Chapman Creek Campground – MP 37.4

Typical campground information board

Creating a Visual Identity

Just as with packaging and marketing a product, the visual identity of a scenic byway is an important component of a successfully planned interpretive strategy. The byway logo was introduced in Chapter 6. It features significant aspects of the byway in an attractive visual format. Placement of this logo along the roadway reassures visitors they are on the byway and helps them recognize byway related materials. A coordinated look to signage and a common approach to site development ensures that the visitor experience is seamless and of consistent quality across the byway.

Built Environment

Mining is a significant theme along the Yuba River Scenic Byway. The use of massive squared timbers in the built environment echoes this theme and reinforces a sense of place. This is also consistent with the recommendations in the Forest Service Built

Environment Guide for this region. Rock walls reflect the natural environment while providing a safe environment from which visitors can view dramatic vistas while defining the site. They also make attractive mounts for interpretive signs.

Kiosks and sign mounts have a consistent look across the byway and are constructed of dimensional lumber or rock. Interpretive signs are mounted on low rock walls. Where this is not possible or appropriate, single signs use a metal, pedestal type mount. Multiple signs are installed in kiosks.

Signage

At several locations along the byway there are unique signs that were installed by various groups. Whenever possible, byway identity should be incorporated into these sites to provide a seamless experience for visitors. This could be a byway logo or an interpretive sign displaying the byway look.

Graphics

Paintings by Charles Christian Nahl (1872), Lithographs from J.D. Bothwick (1857) and photographs from Desire Fricot (1890s) all record the flavor of the gold rush by people who were there. Collections of their works and those of others from this era are held at the Bancroft Library, UC Berkeley and the Crocker Art Museum in Sacramento and are available for educational purposes. Where possible and appropriate these images can be used on interpretive signs to produce high quality and authentically styled graphics.

Priorities

As with any project recommended within this Corridor Management Plan, proper planning is crucial. The following are recommendations for prioritizing the interpretive recommendations in this plan.

1. An orientation map, a visitor opportunity guide, and developing a wayfinding system are the highest priority interpretive products. Building on the strengths of what already exists along the byway, these products highlight those attractions, inform visitors of the many things to do, and direct the visitor along the route. The orientation map forms the basis for both interpretive signs and brochures, and can be produced as a poster and used on a Website. Photos and brief text describing attractions complement the map.

2. Byway identity is equally important to visitor orientation. Strategically placed highway markers containing the byway name and logo raise visitor expectations and send a message that they are in a special place.

3. Implied with byway identity is a commitment to making the byway experience consistent along its length. Existing signage is heavily weighted toward the west end of the byway. Additional signage placed from Downieville east will help to balance the visitor experience and solidify (define) the byway identity.

4. Replacing old and damaged signs will upgrade the byway image and appeal. The first step is to replace damaged signs, but outdated signs should also be

reviewed and replaced with signs that are graphically consistent along the byway. Memorial type bronze plaques such as those found at Native Sons (or Daughters) of the Golden West or *E Clampus Vitus* sites can be complemented with byway identity signage to help tie them in to the byway.

5. Once the byway is in top shape, the stage is set for outreach to previously untapped visitor markets. Efforts can be launched to reach out to the mountain bike enthusiasts, to provide additional activities for those who may accompany them, encourage them to extend their stay or invite them to return another time. Other new markets can also be approached with new interpretive products such as digital or audio tours.

6. Living history, guided interpretive walks and other personal or live interpretation can be developed along with the above as opportunities for partnering arise.

CHAPTER 8 – MARKETING AND TOURISM PLAN

America's Byways Resource Center defined marketing as "influencing a specific audience to act" and noted that the marketing plan is one of the most overlooked aspects of marketing (Practical Marketing, 2003). Useful whenever "a goal…requires involving another audience," a marketing plan (Practical Marketing, 2003) is a structured analysis of all the ways to communicate about a product or service. Marketing plans are an important tool for defining and attracting byway visitors, but community groups, byway association members, local political leaders, businesses, media and potential partners are also important audiences for byway development and marketing efforts. *Lessons from the Road* describes a tiered approach to market planning that includes internal stakeholders, industry partners and the traveling public as the three core audiences for a scenic byway-marketing plan. A well-developed marketing plan can serve as a public relations tool, a sales tool and a marketing tool (Canter, 2007) as scenic byway supporters work together to preserve the intrinsic features of the route, share the area's stories with travelers and maintain the vitality of local communities. These same techniques can also support focus areas III (enhance communities), V (forge strategic partnerships) and VIII (provide the right information) of the Sustainable Tourism Framework (USDA Forest Service, 2010).

Executive Summary – The Quick Read

Canter (2007) calls a scenic byway marketing plan a "roadmap to success." We've adapted his framework for the Yuba River Scenic Byway. Table 4 identifies the marketing plan sections and the questions each section is designed to answer.

Table 4. Scenic Byway Marketing Plan Elements

Marketing Plan Essentials	Description of Section	Addresses the Question(s)
• Executive Summary	• The Quick Read	• What is this marketing plan about?
• Mission Statement	• The Purpose	• What are we trying to accomplish?
• Situation Analysis	• The Product	• Where are we now?
• Competition Analysis	• The Competitors	• Who are our competitors and how strong are they?
• Segment Analysis	• The Customers	• Who are our customers and potential customers and what draws them to us?
• Goals	• The Point	• Where do we want to go?
• Action Plans	• The Journey	• How will we get there?
• Media	• The Image/Message	• What do we want to communicate?

This preliminary marketing plan has been designed to guide early actions. It is firmly grounded in the mission and vision for the Yuba River Scenic Byway that grew from the community workshops. It is informed by key tourism statistics and research from Sierra County, the Tahoe National Forest and the scenic driving literature. A SWOT (Strengths,

Weaknesses, Opportunities and Threats) analysis summarizes the current status of the route. Competition and segment analyses are developed within the context of the nine components of the tourism marketing mix. The marketing plan concludes by delineating four marketing goals and a variety of action steps to support goal attainment.

If a FHWA National Scenic Byway designation is sought and achieved, a more detailed marketing plan can propel the Yuba River Scenic Byway into its next phase. Preparing a good marketing plan is a collaborative endeavor and it does not end when the plan is approved. The best plans are under continuous improvement as goals and objectives are met and new opportunities emerge.

Mission of the Yuba River Scenic Byway – The Purpose

A mission statement is a statement of purpose. In the November 2008 community workshop, a preferred future for the route and a community vision to guide the development of the Corridor Management Plan was developed for the Yuba River Scenic Byway.

Desired benefits for the scenic byway included more positive visibility for Sierra County as a visitor destination and increased visitor expenditures. If the scenic byway integrates the Sierra County visitor experience and limits the negative impacts that sometimes accompany tourism, community residents will be pleased.

To develop a vision statement for the Yuba River Scenic Byway workshop participants identified things that should and should not happen along the scenic byway corridor if the national designation is awarded. The national designation should enhance the visitor experience but not interfere with local lifestyles. It should promote and increase the benefits of tourism but not restrict access. The byway should help people protect natural and cultural resources as well as the diversified use of resources. Locals hope the route will retain its present natural condition, but they also want to provide an enhanced visitor experience, better interpretation and a safer route for people and wildlife. The community's voice and vision is reflected in the vision statement.

Vision Statement

The Yuba River Scenic Byway winds along the scenic Yuba River corridor. It offers an impressive variety of seasonal recreation opportunities, historic landmarks, warm hospitality and fascinating stories. Welcoming communities along the way are excited to share the gifts of the area. Local residents are proud of living in rural America while preserving the heritage and resources of the corridor.

Situation Analysis for the Yuba River Scenic Byway

The situation analysis helps to answer the question "where are we now?" It provides background and context for the development of the Yuba River Scenic Byway. Information about tourism in Sierra County, a SWOT analysis of the route (strengths, weaknesses, opportunities and threats) and an analysis of the marketing mix will help

the Yuba River Scenic Byway to integrate the tourism attractions in Sierra County and enhance the visitor experience.

Sierra County Tourism Statistics

Visitor spending in Sierra County was estimated at $18.2 million in 2007. Visitor spending created an estimated $4.7 million in earnings and generated about $900,000 in local sales and transient occupancy taxes. Visitor spending has nearly doubled since 1992, growing faster than the state average (California Travel and Tourism Commission, 2009).Table 5 through Table 7 display visitor spending by type of accommodation or business and the number of tourism related jobs by sector. The source for all three tables is *California Travel Impacts by County* published in 2009 by the California Travel and Tourism Commission (CTTC). Key findings from these tables are summarized in three bullet points:

- Visitor spending from guests staying in hotels/inns (52%), vacation homes (16%), campgrounds (13%) and private homes (8%). Day trip visitors accounted for about ten percent of all spending in Sierra County.

- When visitor spending was categorized by type of business, food and beverage (29%) and lodging (27%) accounted for 56 percent of all expenditures. Arts, entertainment and recreation (16%) and retail sales (15%) were other important sectors followed by food stores (6%) and ground transit (6%).

- Visitor spending supported about 270 jobs in Sierra County with lodging and food and beverage responsible over 80 percent of the positions. Arts, entertainment and recreation (30 jobs) and retail sales (20 jobs) generated additional jobs within the county.

Table 5. Travel Spending By Type of Accommodation in Sierra County

	Sierra 2006		Sierra 2007	
	Spending (millions)	**Percentage of total**	**Spending (millions)**	**Percentage of total**
H/Motel, B&B	8.6	50%	9.5	52%
Campgrounds	2.4	14%	2.4	13%
Vacation Home	2.9	17%	2.9	16%
Private Home	1.5	9%	1.5	8%
Day Travel	1.8	10%	1.9	10%
Destination Spending	17.2	100%	18.2	100%
Source: CTTC, 2009.				

Table 6. Travel Spending By Type of Business in Sierra County

	Sierra 2006		Sierra 2007	
	Spending (millions)	**Percentage of total**	**Spending (millions)**	**Percentage of total**
Lodging	4.6	27%	5	27%
Food/Beverage	4.9	28%	5.2	29%
Food Stores	1	6%	1.1	6%
Ground Transit	1	6%	1.1	6%
Arts, Entertainment, Recreation	2.9	17%	3	16%
Retail Sales	2.8	16%	2.8	15%
Air Transit	0	0%	0	0%
Destination Spending	17.2	100%	18.2	100%
Source: CTTC, 2009.				

Table 7. Travel Employment by Type of Business in Sierra County

	Sierra 2005		Sierra 2006	
	Number of Jobs	**Percentage of total**	**Number of Jobs**	**Percentage of total**
Lodging, Food/Beverage	210	81%	220	81%
Arts, Entertainment, Recreation	30	12%	30	11%
Retail Sales	20	8%	20	7%
Total Jobs	260		270	
Source: CTTC, 2009.				

Why Target Scenic Drivers?

Sierra County has long been a popular destination for outdoor recreation and the Tahoe National Forest has been an important part of the destination appeal. Although there is no specific information about Yuba River Scenic Byway travelers there is a good deal of information about scenic drivers. A few bullet points from various studies illustrate the size and desirability of the scenic driving market:

- Estimated at 61 million nationally and growing twice as fast as the population, scenic drivers are a large and growing segment (Koth, 2004).
- Scenic drivers have higher incomes and educational attainment levels than the average travelers (Koth, 2004).
- Scenic drivers take longer trips, staying four to six nights on a typical trip (America's Byways, n.d.)

- Scenic drivers like heritage, small towns and scenery - features present in Sierra County (America's Byways, n.d.)
- Scenic drivers enjoy shopping, fine dining and tend to stay in commercial lodging.
- Driving for pleasure is one of the top ten reasons people visit the Tahoe National Forest (USDA Forest Service, 2006).

Who Visits The Tahoe National Forest?

In 2005, the Tahoe National Forest completed an extensive visitor research project to develop visitor profiles and to determine the patterns and preferences of visitors to the forest. The National Visitor Use Monitoring (NVUM) report is available from the Tahoe National Forest Supervisor's Office but key statistics are included here to describe this important destination attraction. It is important to remember that this is a forest wide dataset (rather than one focused on the western portion of the forest) but the Tahoe National Forest is clearly an important part of the Sierra County tourism mix. An estimated 1.6 million national forest visits occurred in 2005. Ninety percent of the visits were for recreation. In 2005, Tahoe National Forest visitors were:

- Majority male (62%)
- Generally between the ages of 30 and 49 (42.5%) with 12.5 percent under 18 and 11.9 percent over 60.
- Mostly white (95%) with small percentages of Latinos (4.2%), Asians (2.8%) and American Indians or Alaska Natives (1.8%).
- From the United States (89%), Europe (8%) or other international destinations (3%).
- From a large variety of zip codes but nearly 25% were from these ten zip codes: 96161, 96160, 95631, 95959, 96145, 89436, 89509, 95603, 89503 and 89523.
- Reported driving for pleasure (16.4%) as the sixth most common forest activity. The top five activities were viewing natural features (53.6%), relaxing (37.7%), viewing wildlife (37.7%), hiking/walking (33.7%) and downhill skiing (30%) (multiple responses acceptable).
- About 39 percent of all national forest visits indicated use of the scenic byway as part of the visit. (Note: These are forest-wide statistics.)

SWOT Analysis for the Yuba River Scenic Byway

Research has documented the importance of tourism to Sierra County, the desirability of scenic drivers as a market segment and the importance of the Tahoe National Forest as part of the destination draw. However, since there is a lack of data for visitor use specific to the Yuba River Scenic Byway, another analytic approach is necessary.

SWOT analysis emerged in the 1970s as a strategic planning tool and has since been successfully applied to tourism marketing. SWOT is an acronym for strengths, weaknesses, opportunities and threats. Strengths and weaknesses are internal to the organization, agency or entity. Opportunities and threats focus on external conditions. Together, SWOT characteristics form an easy-to-understand picture of the situation. Selected strengths, weaknesses, opportunities and threats for the Yuba River Scenic Byway appear as bullet points here.

STRENGTHS	WEAKNESSES
• Great and varied outdoor recreation • Gold Rush heritage • National forest • Highway 49 (also known as the Golden Chain) has an identity as a connector of gold rush towns (though it is stronger south of US 50) • Interesting events • Pleasant, relaxed mountain community • Excellent community internet connectivity • Well designed and maintained road is close to the Yuba River • Corridor connects many attractions and potential visitor information points • Varied hospitality amenities • Good value for money • Residents are receptive to visitors • High Sierra but quieter and less trafficked than Lake Tahoe • Warm, hospitality extended to visitors	• Route is “invisible” as a scenic byway (Forest Service designates scenic byways but does not market them) • Sierra County has pronounced seasonal visitation cycles • Limited hours by hospitality providers, especially during shoulder and winter seasons • Potential confusion between the Yuba Donner Scenic Byway and the Yuba River Scenic Byway (only a portion of the Yuba Donner National Forest Scenic Byway is eligible for designation in FHWA program) • Limited funding for coordinated marketing

OPPORTUNITIES	THREATS
• Growing cities and communities in the Great Valley are within easy driving distance of Sierra County • Use the route to unify tourism in Sierra County • Use rich heritage and warm hospitality to augment outdoor recreation destination image • Leverage Web for increased visibility • More effective promotion of scenic byway in existing collateral and channels • Use scenic routes to link hiking, biking, water recreation and general outdoor recreation opportunities in the area	• Similar outdoor destinations are closer to population centers • More established and well-funded gold rush marketing efforts are located in central Sierra • Resistance to designation and/or increased tourism activity • Importance of outdoor recreation wanes as boomers age • Growing demand for day-trips is not well aligned with travel distance required to get to Sierra County

Tourism Marketing Mix

The marketing mix consists of all the elements that bring destination and visitor together. The four Ps of the traditional marketing mix (Product, Place, Price and Promotion) are augmented here to include four other important tourism marketing mix concepts (People, Partnerships, Packaging and Programming).

Product and Place

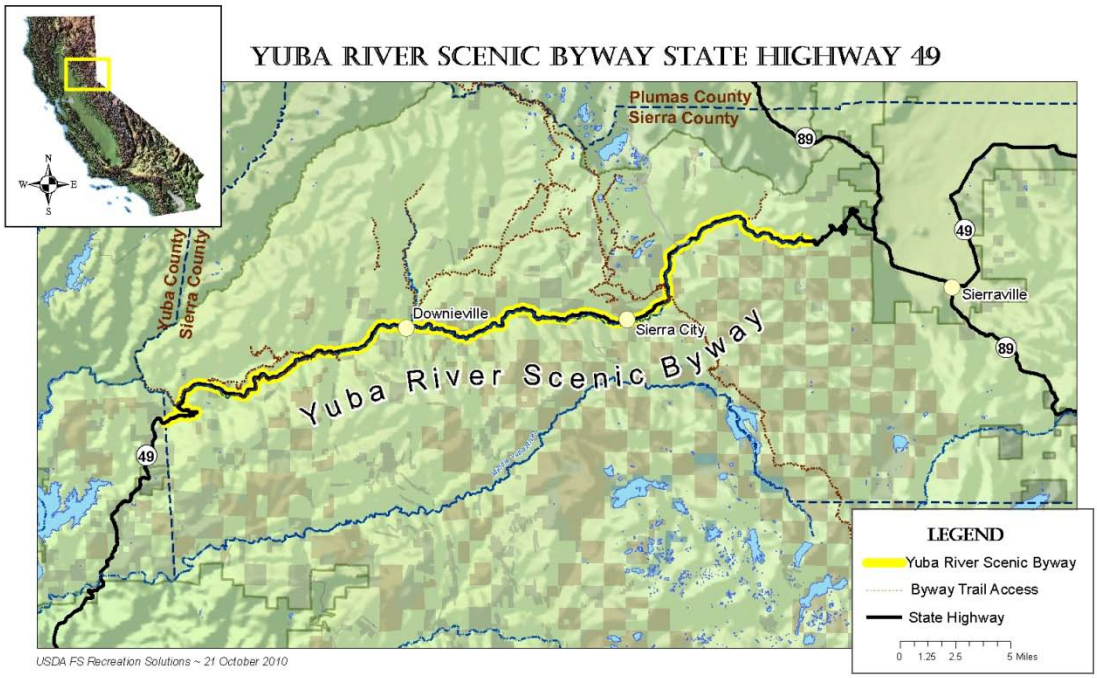
The Yuba River Scenic Byway is a 41.2-mile State Scenic Highway located along the Yuba River on Highway 49, the storied Golden Chain linking California's Gold Rush towns. It is also a segment of the Yuba Donner National Forest Scenic Byway, a 175-mile loop that weaves through the Tahoe National Forest along California State Highways 89, 49 and 20 and Interstate 80 taking visitors to the heart of the Sierra Nevada high country (and old Highway 40).

The State Scenic Highway and the National Forest Scenic Byway both share recreational opportunities, scenic vistas and history soaked in Gold Rush and pioneering heritage. The entire area is a popular visitor destination. Situated among rugged mountains and gentle valleys, small immaculate lakes cover the landscape, offering astonishing views of woodlands full of pines, firs, junipers and oaks. These byways take visitors on journeys along some of California's most historical lands and towns including Downieville, said to be the least changed of all the Gold Rush towns. Tourists travel back to the late 1800s just by walking down Downieville's Main Street wooden boardwalks.

The Tahoe National Forest has abundant recreational possibilities that everyone can enjoy in all seasons. Millions come to the Tahoe National Forest each year to camp, hunt and sightsee. Quiet and industrious fishing opportunities are available on tranquil lakes. Rafters encounter raging rapids. Visitors try their luck at gold panning. Hikers and backpackers trek over moderate or challenging trails, such as the Pacific Crest National Scenic Trail. Mountain bikers find new challenges and everyone enjoys the warm hospitality and varied amenities of the gateway communities (adapted from the route description on byways.org).

Interpretation themes summarize the stories of the place and help visitors to understand the unique relationships between a particular place and its people. The idea of "riches" is the interpretive "vein" for the Yuba River Scenic Byway. The area is "rich in gold, rich in history and rich in natural resources" as well as rich in outdoor recreation and adventure.

Figure 1. State Scenic Highway Portion of the Yuba River Scenic Byway



Price

The scenic driving experience is affordable. Many of the attractions along the route are accessible to visitors at no cost and the communities provide shopping, dining and entertainment. Accommodations are available in a full range of price points and include campgrounds, cabins and comfortable inns. Food and beverage options are also varied and include moderately priced restaurants with varied menus as well as delis and grocery stores.

Promotion

Since the Yuba River Scenic Byway has not yet been designated there is no promotion of the route, per se. The Yuba Donner Scenic Byway, a larger loop route, is promoted on the Tahoe National Forest Website and the forest map. There is limited promotion of the entire route in tourism publications in the Tahoe area. This portion of highway 49 is promoted as part of the Golden Chain but most of the visibility for the Golden Chain brand is centered south of I-80.

Information about Sierra County is distributed by the local chamber of commerce through print publications and a Website (http://sierracountychamber.net/). Individual businesses in Sierra County also promote outdoor recreation via their collateral advertising and Websites. Community members who participated in the development of the corridor management plan identified a robust Website as the primary promotion mechanism for the scenic byway.

People

The people living in Sierra County are among the strongest assets for the Yuba River Scenic Byway. They love Sierra County and are proud of its heritage, beauty and outdoor recreation opportunities. Sierra County residents who serve visitors need to know more about the scenic byway so they can share this knowledge with visitors.

Partnerships

There are several promising partnerships to help develop and promote the Yuba River Scenic Byway. The community group that created the corridor management plan will form the nucleus of a byway support organization. Other potential partners include:

Scenic Byway and Destination Development Organizations	National Scenic Byway Resource Center, National Geographic Center for Sustainable Destinations, Sierra Business Council
Destination Marketing	Sierra County, Gold Country Region, California Travel and Tourism Commission
Visitor/Welcome Centers	Tahoe National Forest, California Welcome Centers at Auburn and Anderson, Downieville Visitor Center
Agency Partners	Caltrans, Tahoe National Forest
Heritage and Art Partners	Sierra County Historical Society, Sierra County Arts Council, E Clampus Vitus
Outdoor Recreation Partners	Snowbusters, Pacific Crest Trail Association, Highway Car Club, Sierra Buttes Trail Stewardship

Packaging and Programming

Limited packaging and programming exist in Sierra County at present. Sierra County hosts several annual events. The area is well known as a mountain biking destination. Motorcycle touring clubs come through regularly. The winter season is building as enterprising business owners cater to snowmobilers. There are some public tours and programs at individual attractions and some guided excursions. Community members identified packaging and programming as an aspect of the tourism mix to be developed. Programming to help people develop their outdoor recreation skills and to enjoy safe outdoor and water-based recreation would be particularly useful.

Competitive Analysis of the Yuba River Scenic Byway – The Competitors

Visitors have many choices of destinations and attractions. Compared to many destinations, Sierra County is remote and not very visible. Nevada County and Plumas County, located south and north of Sierra County, have larger and more consistent tourism marketing efforts. They advertise and secure editorial coverage in several lifestyle publications. They actively recruit travel writers to visit their areas. The

Reno/Lake Tahoe area is consistently promoted in all major markets and mediums as a four-season destination. Sacramento, Nevada City and several central Sierra counties along highway 49 position themselves as Gold Rush destinations and most are closer to the major urban centers than Sierra County. Several popular national or state parks draw visitors to the central Sierra well south of Sierra County. Californians can also visit the redwood coast or the eight counties that form the Shasta Cascade Wonderland Association. Many similar destinations are closer, are more consistently promoted and have quicker travel access than Sierra County.

However, Sierra County's relative remoteness is also the key to its unchanged nature and authentic heritage. It is a slower, less frantic and less crowded destination. Sierra County offers a pristine and intimate experience. Although Sierra County cannot match the promotional reach of some other destinations, it is within driving distance of millions. Population growth in the surrounding counties is projected to be strong as aging baby boomers have more time for travel and begin seeking retirement destinations.

Other Northern California scenic routes are better known or more consistently promoted. The Shasta Cascade Wonderland Association, with a California Welcome Center on Interstate 5, promotes ten northern California scenic routes including the Volcanic Legacy All American Road. Lake Tahoe features another national scenic byway, although it is not particularly well promoted in California. The Ebbetts Pass Scenic Byway (Highway 4) and Highway 120 through Yosemite National Park are both National Scenic Byways in the central Sierra.

Although it has yet to occur consistently, these scenic byways can be promoted as a collection of routes. Highway 89 links several of the routes and the Shasta Cascade Wonderland Association (SCWA) has already begun marketing ten scenic byways as a network of scenic drives. Although each scenic byway shares safe and well-maintained roadways, they do offer different attractions and scenic highlights. Working with others to encourage travelers to "collect all" the different scenic driving experiences is the best strategy for Sierra County. Competitive advantages for the Yuba River Scenic Byway include a varied mix of heritage and outdoor recreation, four distinct seasons, a less harried experience and warm hospitality. Downieville is a unique and lovely town and the Tahoe National Forest offers outstanding outdoor recreation enjoyed by millions each year.

Segment Analysis for the Yuba River Scenic Byway Stakeholders and Travelers – The Customers

Canter (2007) described the importance of three tiers in byway promotion and marketing. Each tier has an important role to play in the development and marketing of the scenic byway.

Internal stakeholders are business owners, elected officials, residents and local media. Business owners are important allies and can help to promote the scenic driving opportunity to patrons of their businesses. Their employees are ambassadors for the

scenic byway and the area. Business owners can distribute literature, market the route on their Websites and finance various marketing efforts. Elected officials strive to represent the needs of all community residents including those who depend on travelers for their prosperity. Elected officials are typically interested in the economic benefits of tourism and can direct staff and financial resources toward promoting scenic byways. Residents are often supporters of scenic byways as a visitor management strategy. Local media can help by promoting the scenic byway within the community and to travelers who use local media to help make their decisions.

Travel professionals include destination marketing professionals, travel writers and planners. Destination marketing professionals promote destinations within their jurisdictions. Sierra County has a Chamber of Commerce to coordinate tourism marketing. Sierra County is also part of the Gold County regional marketing association, one of the twelve California regions the California Travel and Tourism Commission (CTTC) uses to market the state. CTTC provides low cost opportunities to market the Yuba River Scenic Byway on their Website and in their visitor publications. Planners include local and state departments of transportation, the professional scenic byway community, community planners, the Forest Service and other protected area professionals.

Travelers and potential travelers are the third tier of the system. Visitors from the surrounding area, other parts of California, other states and international visitors can experience Sierra County by traveling the Yuba River Scenic Byway.

There is little detailed information about current or potential Yuba River Scenic Byway visitors. Local hospitality professionals are able to describe their guests and patrons but a comprehensive visitor profile for Sierra County is needed.

Research can help to better understand visitor demographics and characteristics. Learning more about visitor interests and their travel patterns and preferences can help byway planners to develop better and more appealing scenic byway experiences. Feeder markets, sources of visitor information and valued amenities and enhancements can be identified through good research.

There are lots of options for gathering information about scenic byways and area travelers. The Byway Resources Center commissions research. So does the California Travel and Tourism Commission. Industry publications and professional associations often sponsor research to help byway planners better respond to visitor needs.

Traffic counters and gate counts at attractions can help to estimate the number of visitors and their seasonal fluctuations. Simple surveys can be inserted into tourism publications or posted on Websites. A great deal of information can be gathered from Website reports. Tourism and hospitality businesses can share information collected through their own marketing research or customer feedback systems. Research studies can be undertaken in partnership with agencies, campuses or research firms. Since

relatively little research has been conducted on Sierra County visitors, a well-designed byway visitor survey will be important to guide scenic byway marketing.

Media Tools for Promoting the Yuba River Scenic Byway – The Image and Message

Three audience segments have been identified for successful scenic byway development and marketing: internal stakeholders, travel professionals and travelers. An identity system will be developed to increase the visibility of the Yuba River Scenic Byway. The primary marketing medium will be a robust Website and ongoing digital communication plan. Other media that may be utilized are briefly described and a grid is included that matches audience segment and media type.

A Graphic Identity for the Yuba River Scenic Byway

In 1997 the Forest Service funded a project to increase the visibility of the National Forest Scenic Byways in Northern California. Graphic design students at California State University, Chico, under the creative direction of Alan Rellaford, developed an identity system to promote the network of scenic driving opportunities and to position each scenic byway as a unique and distinctive destination. See Chapter 6 for more information.

The Importance of Digital Communication for Promoting the Yuba River Scenic Byway

Internet-based travel services and destination Websites have emerged as the premier planning tools for travelers. The travel and tourism industry embraced the Internet immediately and rural destinations quickly found that the Internet leveled the playing field for tourism marketing. Few segments within tourism have benefited from the widespread use of the Internet more than rural communities in destination states, like California, with strong tourism economies and large residential populations.

Internet Websites provide extensive travel information at times and locations convenient to the potential visitor. Data can be collected about the user, how the visitor navigates the Website and what features draw and hold her/his attention. The Yuba Donner Scenic Byway is already promoted on the Tahoe National Forest and the FHWA National Scenic Byway Website. The next steps are to increase the visibility of the Yuba River Scenic Byway on the CTTC Website and the Sierra County Website.

There are additional Web-based promotional avenues available to promote the scenic byways. Canter (2007) describes email blasts as electronic notices to potential travelers. This relatively low-cost form of tourism marketing is growing in importance. With opt-in email you can target large audiences cost effectively and provide a direct link between the traveler and the local hospitality community. Fulfillment is cost effective and very quick. Constant Contact is one email-marketing product that helps small businesses and non-profit organizations maintain a strong email based marketing presence. The Yuba

River Scenic Byway could develop its own email communication program or partner with another entity to share resources.

Social media are new and fast-growing aspects of the Internet, made possible by advances in digital technology, low cost equipment, and Internet connectivity. Web logs, or blogs, are on-line journals. V-logs are video versions of blogs. Social media tools like Facebook, MySpace, YouTube and Twitter provide new ways for people promote and share the places and things they love. Social media add new forms of personalization and interactivity to the Internet and savvy destinations have been quick to utilize these new tools to create deeper engagement with visitors and potential visitors. (To learn more about social media visit www.commoncraft.com and view a series of short on-line videos that describe the features of various social media platforms.)

An exciting new application of Web-based tourism marketing has been pioneered by the National Geographic Society's Center for Sustainable Destinations. After extensive research, the National Geographic Society introduced the concept of "geotourism" into the tourism lexicon. Shortly thereafter, they leveraged their existing expertise in cartography and their commitment to sustainability through the introduction of geotourism regional maps and Websites. This community-driven and land-based approach to tourism development has been embraced by federal resource agencies as an effective strategy for tourism development. Currently, a multi-phase geotourism effort is underway in the Sierra Nevada under the leadership of the Sierra Business Council. The Sierra Nevada Geotourism MapGuide began in the gateway communities around Yosemite National Park but a framework has already been established for the northern portion of the Sierra Nevada (and a Cascade Geotourism MapGuide begins north around Lassen Volcanic National Park). The interested reader can learn more about National Geographic's Center for Sustainable Destination's Geotourism Initiative and the Sierra Nevada Geotourism MapGuide on-line at:

- Center for Sustainable Destinations - http://travel.nationalgeographic.com/travel/sustainable/about_geotourism.html
- Sierra Nevada Geotourism MapGuide - http://www.sierranevadageotourism.org/ .

Advances in Internet hardware and software have created powerful connections between travelers and destinations. These new tools make packaging and promotion more cost-effective and more far-reaching. Itineraries, in-depth information, links to other traveler services and interactive features bring destinations to life enabling potential visitors to learn about a destination's attractions in a convenient, comfortable and low risk manner.

Other Targeted Media Tools for the Yuba River Scenic Byway

Most forms of media are only feasible for the Yuba River Scenic Byway if they are undertaken in partnership with existing business and destination marketing organizations. Several media types or marketing techniques are introduced briefly here

and adapted from Canter's (2007) tourism marketing framework. Table 8 matches media type and marketing technique with audience.

Print collateral (e.g., brochures, rack cards, maps and tourism publications) has been a valued promotional medium for many years. While Web-based communication offers powerful reach and cost savings, print collateral still has a place, especially in remote, mountainous regions where mobile communication is often limited.

Public relations complement advertising and other forms of paid marketing. Press/media conferences and releases are common public relations tools that have been augmented by a variety of new Web-based distribution channels as the digital realm expands the publicists' reach through blogs, digital newsletters and social media. For areas with few resources for paid advertising, public relations form the primary strategy for visibility. Several rural communities and counties in the Sierra have developed excellent name recognition in urban markets through well-conceived and consistently executed public relations programs.

Direct mail is a form of targeted marketing that places a message in the mailbox of an intended recipient. Direct mail works, but it can be slow, expensive and labor intensive. Seldom affordable for small, rural counties to target individual visitors, direct mail can target individuals who can deliver a group of visitors. For example, car clubs, senior travel groups and other special interest groups often have a trip coordinator who organizes outings. Direct mail to decision-makers can introduce a scenic byway to new audiences with the inclination and resources to visit. A mailer with links to in-depth Web content is often a winning combination.

Familiarization trips (or FAMs) are foundational to tourism marketing. Briefly, familiarization trips enable an opinion shaper (e.g., travel writer) or decision-maker (e.g., meeting planner or trip coordinator) to personally visit and experience a destination. Generally these trips are subsidized by the destination and often include a local host or escort to ensure that the visitor is able to fully experience the area. Many travel professionals prefer to work without assistance and some are required to decline complimentary hospitality so be sure to clarify the arrangements.

Travel tradeshows take the destination to the market. Usually held in urban areas with large populations, trade shows provide destinations with a venue to share their best features with potential visitors. Sometimes tradeshows focus only on travel destinations but, increasingly, travel destinations are reserving booths in lifestyle tradeshows or tradeshows sponsored by travel/lifestyle publications. Often, the regional destination marketing organization will reserve a space in a series of tradeshow and encourage local destination marketing organizations to participate as part of a regional delegation. Some tradeshows are limited to the travel trade and provide opportunities for direct bookings and sales.

Advertising, though expensive, can be effective because it affords the greatest amount of control. Advertising is paid visibility for the destination. Sometimes businesses

purchase ads in specialty publications such as visitor guides, the travel sections of major newspapers and travel publications. Advertising provides a way to connect with broad and niche audiences. Some advertising outlets are only viable for short periods and others endure to influence for years.

Direct sales occur when sales and marketing professionals develop and maintain one-on-one relationships with buyers or potential buyers. In tourism marketing direct sales most often occurs in accommodations and convention/meeting facility sectors. Direct sales are seldom an option for scenic byways except when they occur as part of travel tradeshows. However, scenic byways sometimes provide hospitality sales professionals with additional attractions to promote during their sales calls.

Table 8. Targeted Media and Audiences

	Internal Stakeholders	Travel Professionals	Travelers and Visitors
Website	x	x	x
Email Blasts	x	x	x
Blogs, V-logs, Social Media		x	x
Print Collateral	x	x	x
Public Relations	x	x	x
Direct Mail		x	x
Familiarization Trips		x	
Tradeshows		x	x
Direct Sales		x	x
Advertising		x	x

Marketing Goals for the Yuba River Scenic Byway – The Point

Goals for the Yuba River Scenic Byway will help to translate the vision into reality. Goals address specific steps that can be implemented through policy and management. Using the values and vision developed by the workshop participants, draft goal statements were developed to attain the following concepts: enhancing tourism, preservation of the natural and cultural resources of the area, access to natural resources and enhancing the story of the route.

The area is already fairly well known as an active recreation destination for rafters, mountain bikers and snow machine users. Like most Sierra communities, tourism is seasonal though visitation occurs year-round. In addition to active recreation segments a rich history and heritage, beautiful scenery and warm hospitality await visitors.

Discussions about marketing goals revolved around lengthening and strengthening the visitor “season,” providing more value to and gaining more value from existing visitors, and greatly increasing the scenic byway digital “presence” as the route to adventure in the high Sierra. These discussions were distilled into four marketing goals designed to increase the value of the Yuba River Scenic Byway to visitors and to residents of Sierra County.

Goal 1: Increase the visibility of and support for the Yuba River Scenic Byway with internal stakeholders and partners.

Goal 2: Enhance the visitor experience along the Yuba River Scenic Byway.

Goal 3: Use the Yuba River Scenic Byway corridor to integrate the Sierra County visitor experience.

Goal 4: Coordinate promotion of the Yuba River Scenic Byway with existing tourism, scenic driving, and route-focused organizations and outlets.

Action Plans - The Journey to Success

Marketing goals are important but specific actions are necessary to achieve them. A good action item is SMART (Canter, 2007) when it is Specific, Timely, Achievable, Relevant and Trackable. Without sufficient monetary resources it is not possible to detail each action item to fulfill the goals, but it is possible to identify actions that can be refined if the community decides to pursue a national designation or if new tourism marketing resources emerge. Fortunately, many of the internal marketing actions can be implemented without a large tourism promotion budget. Action items are grouped under each goal.

Goal 1: Increase the visibility of and support for the Yuba River Scenic Byway (YRSB) with internal stakeholders and partners.

Strategies and tactics to help realize this goal include, but are not limited to, the following:

- Convene an Advisory Committee to:
  - Coordinate the FHWA National Scenic Byway nomination/designation process
  - Share the Corridor Management Plan (CMP) with local elected officials, national forest leadership and stakeholder groups
  - Oversee distribution of collateral materials
  - Establish a process to distribute the digital artwork files and design standards
  - Manage implementation of selected strategies and tactics to develop and promote the YRSB
  - Liaise with the scenic byway community on behalf of the YRSB
- Promote the YRSB and associated outdoor recreation opportunities through existing publications, Websites and businesses including:
  - Sierra County Chamber of Commerce

  - The Mountain Messenger
  - Area real estate publications
  - Hospitality businesses and retail establishments
- Encourage use of the YRSB identity system
  - Complete the YRSB identity system and distribute collateral materials
  - Encourage widespread use of YRSB identity system in local tourism and business promotion efforts
  - Investigate the feasibility of a merchandising plan for YRSB branded items
- Where appropriate, incorporate the YRSB into the ongoing programs of work of the Sierra County Chamber of Commerce (tourism marketing), the Tahoe National Forest (infrastructure) and area non-governmental organizations (promotion and programs)
- Pending available funding and/or personnel, initiate a grant-writing program to develop infrastructure and to promote the YRSB

Goal 2: Enhance the visitor experience along the Yuba River Scenic Byway.

Strategies and tactics to help realize this goal include, but are not limited to, the following:

- Conduct research along the YRSB to ascertain patterns and preferences for enhancements to the scenic driving experience
- Create collateral material to highlight the natural and cultural heritage of the area
  - Brochure(s), pod-casts and other en route collateral material
  - Walking tour of Downieville and Sierra City that include heritage and outdoor recreation themes that can be further explored along the scenic byway
  - Develop a brochure or recreation opportunity guide (ROG) that includes short hikes, interpretive trails, nature centers and trailheads that are on or near the YRSB
  - Increase visibility of mountain biking and road biking opportunities and promote the opportunities to cyclists
  - Cross-market Sierra County tourism opportunities in all byway materials

- Include scenic driving information, including hospitality businesses, in Tahoe National Forest district offices and at key byway-adjacent infrastructure (e.g., campgrounds, river access points, snow play areas)
    - Inform national forest visitors that the Yuba River Scenic Byway is a means to explore new parts of the forest and better understand the history and heritage of the area
    - Promote the scenic byway as a way to encourage visitation during non-peak times (e.g., mid-week, shoulder seasons)
- Work with partners (e.g., outdoor recreation businesses, specialty tour companies, non-profit organizations) to develop programs and increase opportunities for visitors to develop confidence and skills or to promote stewardship and volunteerism
- Implement comprehensive signage plan for the YRSB
    - Add portal signage at gateways
    - Install en route byway signage
    - Develop interpretive signage along the route
    - Redesign the “49 on 49” signage to increase readability at highway speed
- Improve facilities and outdoor recreation access (e.g., vistas, campgrounds, day-use areas, trailheads) along the route
    - Connect infrastructure improvements from the corridor management plan with national forest plans to identify and secure funding for improvements in the corridor
    - Add high priority infrastructure improvements to transportation plans as appropriate
    - Seek funding from various sources to implement high priority infrastructure improvements along the route
- Connect the YRSB to other attractions, destinations and scenic driving opportunities
    - Develop loop tours and spurs from the corridor to other destinations in Sierra County
    - Encourage efforts to create a northeastern California driving loop that includes one or more of the following routes: Yuba River Scenic Byway (SB), Yuba Donner SB, Feather River SB, Lassen SB, Volcanic Legacy SB

Goal 3: Develop a robust Website and digital marketing campaign to attract visitors and to communicate with travel professionals.

Strategies and tactics to help realize this goal include, but are not limited to, the following:

- Create YRSB Website or section within existing Web effort
- Develop YRSB themed Web content
  - Downloadable maps, itineraries and editorial information about the YRSB and its attractions
  - Downloadable podcasts of attractions or auto tour CD/cassette of the entire route
  - Itineraries for families, car/motorcycle/touring clubs, senior tour groups and clubs seeking new destinations to explore
  - Multilingual material for international travelers and Spanish speaking visitors
- Explore feasibility of Web-based merchandising of YRSB merchandise. (See the Highway 4 Byway Store sponsored by the Ebbetts Pass Scenic Byway Association (http://www.scenic4.org/store.html) in partnership with Café Press (http://www.cafepress.com/))
- Ascertain desirability of Constant Contact (or similar Web-based email product) to market and promote the YRSB
  - Compile a media list from various sources (e.g., businesses, tourism marketing organizations) along the route and develop a media plan for the route
  - Create media/travel writer material with background notes, story ideas, high quality photographs and camera-ready maps of the area and route
  - Prepare and manage a digital marketing campaign to communicate with travel professionals (also see goal 4)
- Retain a publicist to promote the route

Goal 4: Coordinate promotion of the Yuba River Scenic Byway with existing tourism, scenic driving and route-focused organizations and outlets.

Strategies and tactics to help realize this goal include, but are not limited to, the following:

- Determine preferred marketing relationship between the Sierra County Chamber of Commerce and the YRSB

- Coordinate efforts with California Tourism and the California Travel and Tourism Commission (CTTC) to:
    - Add a Yuba River Scenic Byway itinerary to the visitCalifornia.com Website (http://www.visitcalifornia.com/pages/details/?eid=32235)
    - Increase visibility of the YRSB in the California Driving Guide, the official California Visitors Guide and "What's New in California" media materials
    - Fully understand and participate, as appropriate, in county, region and CTTC cooperative marketing opportunities
- Coordinate with the Sierra Nevada Geotourism MapGuide to add YRSB attractions to the Website and mapguide
- Deepen YRSB content on the Tahoe National Forest Website and promote the YRSB through Forest Service "Special Places" newsletter to travel professionals
- Design and distribute a YRSB postcard or rack card (4x9") each year that identifies festivals and special events along the route (maybe distribute through Certified Folder/California Welcome Center)
- Contact the California Welcome Center (CWC) at Auburn (and other route-aligned CWCs) to explore low-cost or no-cost opportunities to promote the YRSB through the CWC network

CHAPTER 9 – IMPLEMENTATION AND FUNDING

Implementation Activities and Responsibilities

The Yuba River Scenic Byway has been recognized and managed as a unique scenic resource by the State of California since 1971 and the Forest Service since 1992. The Yuba River Scenic Highway has not been nominated nor designated by the Federal Highway Administration (FHWA) as a National Scenic Byway. Developing a Corridor Management Plan is a prerequisite for submission of national designation. National recognition increases opportunities for funding and would assist local communities and agencies in managing this spectacular corridor and implementing this plan.

One of the goals of developing a Corridor Management Plan is to produce a list of project ideas that would improve the byway if implemented. These projects could include planning, printed materials, presentations, exhibits, construction or any improvements the community and agencies think is important. An additional part of this process is to evaluate the current resources available to implement these projects.

Communities and agency personnel can use this list of criteria to set priorities in accomplishing tasks. These are all important criteria to include when applying for FHWA scenic byway grant funds.

1. Health and safety
2. Quality visitor experience
3. Accessibility
4. Potential for partners and volunteers
5. Funding or staff available
6. Long-term maintenance addressed

Table 9. Potential Future Projects along the Yuba River Scenic Byway

Project or Activity	Health and Safety	Enhance Visitor Experience	Improve Accessibility	Funding and Staffing	Long-term Maintenance Addressed
Enlist private recreation providers to supply scenic byway information to visitors.		X		Community Byway Partners	Yes
Submit a nomination packet for National Scenic Byway designation to FHWA. The next nomination cycle is tentatively late 2010. The packet can be originated by anyone, but must be submitted through CalTrans or the Forest Service (through CalTrans).		X	X	Community Byway Partners, FS	Yes
Develop a scenic byway map to be disbursed at the visitor centers, entrance portals, and points of interest.		X		Part of CMP	Yes
Develop an image and icon system for the corridor.		X		Part of CMP	Yes
Update outdated and damaged interpretive signs throughout the corridor as outlined in the Interpretive Inventory (Joubert's Diggings, Cannon Point, A Choice Location, Ingenuity and Adaptation, Food for the Mines, Yuba Pass)		X		Grants, Community Byway Partners, Volunteers, FS	
Add natural history interpretation at Cannon Point, as described in the Interpretive Plan.		X		Grants, Community Byway Partners, Volunteers, FS	
Continue to make improvements, such as guardrails, and monitor traffic speed to reduce accidents.	X	X		Caltrans, California Highway Patrol	
Develop scenic byway entry portal at Joubert's Diggings and Yuba Pass. Identify a wayfinding system and disseminate orientation materials from portal.		X	X	Grants, Community Byway Partners, Volunteers, FS	

Project or Activity	Health and Safety	Enhance Visitor Experience	Improve Accessibility	Funding and Staffing	Long-term Maintenance Addressed
Improve and add identity markers along the byway to indicate location of spots (Kentucky mine, Bassett's Station, and others)		X		Grants, Community Byway Partners, Volunteers, FS	
Develop additional accessible restroom facilities at trailheads that are lacking restrooms.	X	X	X	Grants, FS, Caltrans	
Improve motorcycle safety through working with motorcycle clubs, signage, etc.	X			Partners	
Develop an interpretive auto tour brochure. Several versions could be developed to highlight various themes such as Native American, historical, geologic or natural history themes. Brochures can also be offered in more than one language to accommodate international visitors.		X		Grants, Community Byway Partners, Volunteers, FS	
Audio/video guided tours. These are location based, self-guided touring systems. Some use dedicated hardware and others can be accessed through cell phones or personal media devices.		X	X	Grants, Community Byway Partners, Volunteers, FS	
Develop interpretation at Union Flat Campground to describe placer mining, as discussed in the Interpretive Plan.		X		Grants, Community Byway Partners, Volunteers, FS	
Develop interpretation in Sierra City focusing on the Sierra Buttes (geology), gold rush, or recreation.		X		Grants, Community Byway Partners, Volunteers, FS	
Develop interpretation at Pete's Fountain featuring the building of Highway 49.		X		Grants, Community Byway Partners, Volunteers, FS	
Participation in the Sierra Nevada Geotourism effort.		X		Grants, Community Byway Partners, Volunteers, FS	

Project or Activity	Health and Safety	Enhance Visitor Experience	Improve Accessibility	Funding and Staffing	Long-term Maintenance Addressed
Identify California Watchable Wildlife and FS Nature Watch sites along the byway. Look for opportunities to nominate those sites to those two Websites. Look for opportunities to provide local site interpretation		X		Grants, Community Byway Partners, Volunteers, FS	
Develop or participate in development of smart phone applications to enhance byway interpretation.		X		Grants, Community Byway Partners, Volunteers, FS	
Create living history and interpretive programs along the byway. Living history characters are an exciting way to make history come alive. These characters could be developed by volunteer interpreters and appear at events or special presentations to schools or community groups.		X	X	Grants, Community Byway Partners, Volunteers, FS	
Develop additional scenic vistas.		X	X	Grants, Community Byway Partners, Volunteers, FS, Caltrans	
Develop a poster with the byway map and intrinsic features along the route.		X		Grants, Community Byway Partners, Volunteers, FS	
Update existing signage that is currently in good condition to redo the graphics and add byway identity to bring the sign into alignment with the rest of the new signs on the byway (Indian Grinding Rock, Indian Valley, Loganville Campground, Pete's Fountain)		X		Grants, Community Byway Partners, Volunteers, FS	

Funding Opportunities

Groups or individuals working to improve Scenic Byways can apply for special funding to help finance byway projects. Three main sources of funding opportunities exist for scenic highways – Federal Government, state government and private sources. The majority of funding is available at the Federal and state levels through government grants, trusts and assistance programs.

Each source of funding has specific application requirements and stipulations on how the monies are used. Some require National Scenic Byway designation as a prerequisite. The Yuba River Scenic Byway has not been designated a National Scenic Byway, but interested groups could seek national designation using this corridor management plan.

When drafting a proposal or filling out an application, it is important to get the most up to date information prior to submittal and work with state byway coordinators. The following tables list several funding opportunities and contact information. Information was gathered from the following Websites: Catalog of Federal Domestic Assistance (CDFA) https://www.cfda.gov/ , Grants.gov http://www.grants.gov/ and Foundation Center Source http://foundationcenter.org/.

Federal Funding Opportunities

Table 10. Federal Funding Opportunities

Grant Managing Organization (CFDA Number)	Type of Proposal	Applicant Eligibility	Contact / Address	Typical Funding Range
AmeriCorps Corporation for National and Community Service (94.018) Lean and Serve America Innovative Community-Based Service-Learning Program	Involving high school age youth in the mentoring of middle school youth while involving all participants in service-learning to address unmet human, educational, environmental, public safety or emergency and disaster preparedness needs in their community	For state or Federal agencies and nonprofit organizations	Corporation for National and Community Service (202) 606-5000. Or the eGrants Help Desk: 1-888-677-7849, ext. 533 http://www.nationalservice.gov/for_organizations/funding/index.asp	Project grants. Matching funds for operating and volunteer living expenses

Grant Managing Organization (CFDA Number)	Type of Proposal	Applicant Eligibility	Contact / Address	Typical Funding Range
Institute of Museum and Library Services, National Foundation on the Arts and the Humanities (45.303)	Efforts to conserve the Nation's historic, scientific and cultural heritage resources	Public or nonprofit organization responsible for operating a museum (exhibiting for at least 2 years)	Institute of Museum and Library Services, (202) 653-4674 http://www.imls.gov	Grants will not exceed $150,000 and require a 1:1 match on the total request.
Forest Highway Funds	For access to and within the National Forests	For state agencies and USDA Forest Service	http://www.wfl.fha.dot.gov/	
DOT Federal Highways Administration Highway Planning and Construction (20.205)	Construction of facilities of scenic and historic highway improvements	State transportation departments. In some instances Federal, state or local agencies and private community-based organizations	Federal Highway Administration Office Director, (202) 366-9494 http://www.fhwa.dot.gov	
DOT Federal Highways Administration Transportation Enhancement Activities	Offer funding opportunities to enhance the transportation experience including pedestrian, bicycle infrastructure and safety programs, scenic and historic highway programs, landscaping and scenic beautification, historic preservation and environmental mitigation.	State transportation departments, Federal, state or local agencies, community-based organizations and non-profit groups.	Federal Highway Administration Office of Natural and Human Environment, (202) 366-5013 http://www.fhwa.dot.gov/environment/te/index.htm	
USDA Forest Service National Forest, Dependent Rural Communities (10.670)	Develop strategic action plans to diversify their economic base and to improve the economic, social and environmental well-being of rural areas.	Local government or tribe represented by a nonprofit corporation or institution under Federal or State law to promote economic development in rural areas. Specifically, rural communities economically dependent upon forest resources	Deputy Chief, State and Private Forestry, (202) 205-1657 www.fs.fed.us/spf/index	$1000-$30,000

Grant Managing Organization (CFDA Number)	Type of Proposal	Applicant Eligibility	Contact / Address	Typical Funding Range
USDI National Park Service Preserve America Grant Program	Planning, development and implementation of innovative activities and programs in heritage tourism such as surveying and documenting historic resources, interpreting historic sites, planning, marketing and training	Designated Preserve America Communities and Neighborhoods, State Historic Preservation Offices, Tribal Historic Preservation Offices and Certified Local Governments that have applied for Preserve America Community designation are all eligible to apply for Preserve America grants.	Historic Preservation Grants, (202) 354-2020 Preservation_Grants_Info@nps.gov http://www.nps.gov/history/hps/hpg/PreserveAmerica/index.htm	
USDI National Park Service Save America's Treasures Grant Program	Preservation and conservation work on nationally significant intellectual and cultural collections and nationally significant historic properties. Historic properties include historic districts, buildings, sites, structures and objects	State Historic Preservation Offices, Tribal Historic Preservation Offices, Certified local governments, educational institutions, nonprofit organizations and federal, state and local governments.	Historic Preservation Grants, (202) 354-2020 Preservation_Grants_Info@nps.gov http://www.nps.gov/history/hps/treasures/index.htm	
National Scenic Byways Program	Interpretive Information	National byway sponsors	http://bywaysonline.org/grants/	
Public Lands Highway Funding	For any public road accessing federal lands.	State Departments of Transportation	www.dot.ca.gov	

Grant Managing Organization (CFDA Number)	Type of Proposal	Applicant Eligibility	Contact / Address	Typical Funding Range
DOT Federal Highways Administration Recreation Trails Program (20.219)	Maintenance & restoration of existing trails; development & rehabilitation of trailhead facilities and trail linkages; development and dissemination of publications to promote safety and environmental protection	A State agency designated by the Governor can accept proposals from private organizations or government entities.	FHWA – Recreation Trails Program Director; (202) 366-3409 www.fhwa.dot.gov/environment/rectrails/index.htm	
USDA Forest Service Rural Development, Forestry, & Communities (10.672)	Technical assistance, training and education	Tribal nations, State and Federal agencies, local governments, State Foresters, non-profit and others working in support of community identified goals	State and Private Forestry Headquarters; (202) 205-1657 http://www.fs.fed.us/spf/coop/programs/eap/index.shtml	$1000 - $50,000
DOT Federal Transit Administration Transit Planning and Research (20.514)	Assessing and improving local transportation conditions. Bus routes	Public bodies, nonprofit institutions, State and local agencies, universities and legally constituted public agencies and operators of public transportation services and private for-profit organizations.	http://www.fta.dot.gov/grants_financing.html	

Grant Managing Organization (CFDA Number)	Type of Proposal	Applicant Eligibility	Contact / Address	Typical Funding Range
USDI, USDA Recreation Enhancement Act (REA)	Enforcement & maintenance of Byways	The majority of fee revenues (at least 80% by law), are retained locally to enhance the sites and services for which fees are charged.	National recreation fee program information can be found at: http://www.fs.fed.us/passespermits/about-rec-fees.shtml California Recreation Resource Advisory Committee information can be found at: http://www.fs.fed.us/r5/passes/rrac/	Collection on site, amount varies.
USDA Water and Waste Disposal Systems (10.760)	Installation, repair, improvements of rural water facility	USDA Rural Development offices	www.rurdev.usda.gov	$5,000 - $17,000,000

State Funding Opportunities

Table 11. State Funding Opportunities

Organization	Type Of Proposal	Applicant Eligibility	Contact / Address	Typical Funding Range
California Coastal Commission – Whale Tail Grants	Environmental education grants for projects that enhance or protect inland watersheds	Non-profit organizations or government entities	(800)-262-7848 http://www.coastal.ca.gov/publiced/plate/plgrant.html	Up to $50,000
California Department of Transportation	Transportation enhancement projects and recreational trail projects	20% non-federal match Local Groups, through RTPA	http://www.dot.ca.gov/hq/TransEnhAct/TransEnact.htm	Specific project allocations
Dept of Parks and Recreation Environmental Enhancement & Mitigation Program	Design, construction or expansion of new transportation facilities/trails	Local Groups, through RTPA	http://www.dot.ca.gov/hq/LandArch/	
California State Parks Off-Highway Motor Vehicle Recreation Grant and Cooperative Agreements Program	Supports the planning, acquisition, development, maintenance, administration, operation, enforcement, restoration, and conservation of trails, trailheads, areas, and other facilities associated with the use of off-highway motor vehicles, and programs involving off-highway motor vehicle safety or education.	California cities, counties, districts, federal agencies, state agencies, educational institutions, federally recognized Native American Tribes, and nonprofit entities.	http://ohv.parks.ca.gov/	Specific project allocations
California State Heritage Network Plan and Grants Program	Development of heritage corridors within the state heritage network for disability access, interpretive facilities (including heritage corridor highway signs), interpretive programs and publications, etc.	Heritage Corridors	http://ohp.parks.ca.gov/	Up to $50,000
State Transportation Improvement Program (STIP)	Projects on or off the State highway system	Project must be identified as a priority to the region in the county's regional plan, RTPA	http://www.dot.ca.gov/hq/LocalPrograms/STIP.htm	

Organization	Type Of Proposal	Applicant Eligibility	Contact / Address	Typical Funding Range
California Highway Safety Improvement Program (HSIP)	Implementation of infrastructure-related highway safety improvements on any publicly-owned roadway or bicycle/pedestrian pathway or trail	City or county within the State of California	http://www.dot.ca.gov/hq/LocalPrograms/hsip.htm	Maximum federal reimburse-ment for any single HSIP project is $900,000

Corporate, Local and Private Funding Opportunities

Table 12. Corporate, Local and Private Funding Opportunities

Organization	Type Of Proposal	Applicant Eligibility	Contact / Address	Typical Funding Range
Edwin W. and Catherine M. Davis Foundation.	Addressing environmental problems.	Regional	30 7th St East, Ste 2000, St. Paul, MN. 55101 (651) 228-0935	varies
Ludwick Family Foundation	Often tangible items such as equipment, vehicles, modernization and improvements to facilities, educational materials.	Non-profit organizations	PO Box 1796 Glendora, CA 91740 www.ludwick.org/	$5000-50,000
PowerBar Inc. Corporate Giving Program	Nonprofit organization involved with natural resources conservation and protection and recreation.	Nationwide	2150 Shattuck Ave., Berkeley, CA 94704 (510) 665-2580 http://www.powerbar.com/ Apply online	
Resources for Community Collaboration	Multiple listing of grant organizations supporting varying project proposals.	Community-based organizations	www.rccproject.org http://www.communitycollaboration.net/	
Robert V. Sanford and Laraine M. Sanford	Wildlife, preservation and protection, recreation	California	5476 Quail Meadows Dr, Carmel, CA. 93923	

Organization	Type Of Proposal	Applicant Eligibility	Contact / Address	Typical Funding Range
Charitable Foundation				
The Mazda Foundation (USA), Inc.	Environment , natural resources, education	Nationwide	Washington, DC. http://www.mazdafoundation.org/	Sponsorship of Student Conservation Assoc. (SCA) employees, also cash awards.
The Raintree Foundation	Children's education, Environment beautification	California	6054 La Goleta Road, Goleta, CA 93117	$500-5000
The Shapiro Family Charitable Foundation	Environment and conservation.	California	9401 Wilshire Blvd., Suite 1201 Beverly Hills, CA 90212 (310) 550-0960	
The Windfall Foundation	Environment and natural resources, historic preservation and recreation	California	11355 West Olympic Blvd. Los Angeles, CA. 90064 (212) 246-7203	
Larry and Phillis Wilkinson Foundation	Wildlife, preservation, environment, natural resources, education	National	PO Box 223755, Carmel, CA 93922	
Will J. Reid Foundation	Environment and supporting organizations.	National	2801 East Ocean Blvd, Long Beach, CA. 90803	

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