

Lake Koocanusa Scenic Byway Corridor Management Plan



**LAKE KOOCANUSA MONTANA SCENIC-HISTORIC BYWAY
MONTANA STATE HIGHWAY 37
LAKE KOOCANUSA NATIONAL FOREST SCENIC BYWAY
MONTANA STATE HIGHWAY 37 AND NFSR (FDR) 228**



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CHAPTER 1 – THE LAKE KOOCANUSA SCENIC BYWAY

Introduction

The Lake Koocanusa Scenic Byway (LKSB) includes the 67-mile highway route connecting Libby and Eureka, as well as the more leisurely 44-mile forest road loop around the southern portion and west side of Lake Koocanusa. Lake Koocanusa, a 90-mile long, international treaty reservoir, is the center jewel of the byway loop, offering spectacular scenic vistas, diverse water recreation opportunities, and a fascinating and complex human history. As gateway communities, both Libby and Eureka offer important amenities such as groceries, restaurants and bars, lodging, gift shops, and art galleries.



Figure 1. View along the Kootenai River looking south to the Cabinet Mountains

The byway is bound by the rugged terrain of the Purcell Mountains on the west and the Salish Mountains on the east, with Lake Koocanusa cutting a narrow, fjord-like gorge between. The south end of the byway accesses the scenic valley east of the Cabinet Mountain Wilderness and the dramatic Kootenai River canyon and falls. The north end of the byway accesses the Tobacco Valley, where the land is more open, with gently rolling hills and plains lying in the shadows of the Galton Range.

The whole of the route is encompassed by the Kootenai National Forest (NF), which includes 2.25 million acres in the most northwest corner of Montana. There are 39 campgrounds and over 300,000 acres of backcountry available to recreationists. Over 1,500 miles of trail and 3,500 miles of road provide access to backcountry wilderness, scenic areas, historic fire lookouts, and over 100 lakes. The trail system includes six national recreation trails including

the newly designated Pacific Northwest National Scenic Trail, which follows the Lake Kootenai Scenic Byway on a portion of its route from Glacier National Park in the east to the mouth of the Columbia River in the west.

The Kootenai NF is heavily forested with conifers such as western larch, ponderosa pine, western red cedar, Douglas fir, Engelmann spruce, western white pine, lodgepole pine, grand fir, western hemlock, and whitebark pine. Cottonwood, quaking aspen, alder, and river birch grow in moist sites and valley bottoms. It is home to a multiple of wildlife habitat such as osprey, eagle, deer, elk, moose, bear, lynx, mountain lion, wolverine, bighorn sheep, and bobcat. The rivers, streams, and lakes support populations of rainbow, westslope cutthroat, bull and brook trout, mountain whitefish, white sturgeon, kokanee salmon, and bass. The mushrooming kokanee population has gained Lake Kootenai the reputation as one of the best landlocked salmon fisheries in the northwest.

The Libby Dam, located 17-miles north of Libby, Montana, on the Kootenai River, holds back 90 miles of water to form Lake Kootenai. The dam's construction history, architectural features, and outstanding recreation opportunities add to the scenic byway's outstanding attraction as one of Montana's best kept secrets. The Libby Dam Visitor Center, managed by the U.S. Army Corps of Engineers (USACE) provides exemplary interpretation of the area's natural features, history, and recreation attractions. When the dam was constructed, the current byway route was also constructed with abundant scenic turnouts and interpretive viewpoints to enhance the visitor driving experience.



Figure 2. View of Lake Kootenai, the Libby Dam, and Surrounding Mountain Ranges

Benefits of National Scenic Byway Designation

The National Scenic Byways Program is a grass-root, collaborative effort established to help recognize, preserve, and enhance selected roads throughout the United States. Established in 1991, the program recognizes roads based on their outstanding scenic, natural, historic, cultural, archaeological, and recreational qualities with a vision “to create a distinctive collection of American roads, their stories, and treasured places.” Scenic byways provide an opportunity for travelers to enjoy the unique features of an area, while providing local communities an opportunity to increase tourist revenue. Designating and protecting scenic byways is a way to preserve America’s beauty and heritage for everyone to enjoy. To receive the official designation as a National Scenic Byway, a route must be a state-designated scenic route, possess multiple intrinsic qualities that are nationally significant and have a completed corridor management plan. Additional information can be found at <http://www.bywaysonline.org/nominations/>.

The National Forest Scenic Byway Program was established in 1988 to connect the American public to some of the country’s most spectacular landscapes within our public lands. The goals of the National Forest Scenic Byways Program are to support and enhance rural community economic development as well as showcase outstanding national forest and grassland scenery. More information can be found at <http://www.fs.fed.us/recreation/byways.pdf>. The Lake Koocanusa Scenic Byway was designated as a National Forest Scenic Byway in July 1993.

The Montana State Scenic-Historic Byway Program was established to promote and enhance tourism and foster greater understanding and appreciation of the state’s scenic, historic, and cultural resources. Information can be found on-line at <http://www.mdt.mt.gov/travinfo/scenic/>. The nomination of a 42-mile section of the Highway 37 portion of the Lake Koocanusa National Forest Scenic byway was accepted by the Montana Transportation Committee in 2011. The Lake Koocanusa Scenic Byway is the one of the two initial preliminary nominations within the state’s program, but the only byway to move forward with the required planning. The completion of this corridor management plan will make this byway the first and only Montana Scenic-Historic Byway.

Designation as a Montana Scenic-Historic Byway will bring increased visibility to the byway and the area through the State’s tourism programs, which could bring increased tourism revenue to the local economy. The potential designation as a National Scenic Byway would bring formal recognition as a premier scenic route within the U.S., expanding the area’s exposure within national tourism efforts.

Corridor Management Plan (CMP)

Corridor management plans (CMP) highlight the extraordinary values the public places upon a scenic route. A CMP articulates the community’s vision for a scenic byway and represents a commitment to maintain and enhance its intrinsic qualities. Although it does not carry any regulatory authority, it identifies the actions, practices, and strategies that will maintain the natural, scenic, recreational, historic, and cultural qualities of a byway corridor while recognizing the primary transportation role of the highway. A CMP is a working document and is intended to be continually reviewed and revised as new information becomes available. Most importantly, the CMP process is guided by community participation.



Figure 3. View of the Area Downstream of the Libby Dam

Contents of the Corridor Management Plan

This corridor management plan will serve to document the commitment of the byway communities and land management agencies to preserve the unique character of the byway corridor while providing for the safety of both visitors and residents. It provides a vision for maintaining and enhancing the byway visitor experience and describes management strategies to ensure the byway continues to possess the qualities that support its designation. Specific content requirement of a CMP include:

- A description of the corridor's intrinsic qualities
- The strategy to protect and enhance the visitor experience
- A review of roadway safety and discussion of design standards
- Commerce information
- A sign plan, including demonstration of compliance with existing laws for the control of outdoor advertising
- An interpretation plan
- A marketing description
- An implementation strategy
- A map of the byway

This plan has been developed by the USDA Forest Service with funding provided by the Federal Highway Administration.

Public Involvement

Public Workshops

Two sets of 2-hour community workshops were held in the gateway communities of Libby and Eureka in March and June of 2013. The March workshops introduced the project purpose, explained the scenic byway programs, and encouraged the participants to identify the intrinsic features of the Lake Kooconusa Scenic Byway. Additional presentations were provided to the Kootenai Valley Rotary on April 1, 2013 and the Salish and Kootenai Tribal Elders on May 10, 2013.

Participants at the June workshops discussed interpretation themes, ideas on how to best promote the byway, safety concerns, implementation ideas, and the potential for continued community support of the byway efforts.

The workshops were well attended by community members, local government representatives, a Tribal representative, and employees of the Forest Service and U.S. Army Corps of Engineers.

Each workshop was advertised via email communication, posters, and the Kootenai NF Website (<http://www.fs.usda.gov/kootenai>). The contact list grew throughout the process, reflecting the growing interest in the planning process.

Public Review of the CMP

The draft document was posted on the Kootenai NF website and emailed to the contact list in September 2013. Participants and agency representatives provided comments and the revised document was distributed and posted November 8, 2013.



Figure 4. View in Libby, Montana on the South End of the Byway (left) and Eureka, Montana near the North End of the Byway (right)

Niche, Vision and Goals

Byway visitor traffic brings both benefits and impacts to local community residents. Visitor benefits include direct economic contributions and the opportunity to provide natural resource education. Impacts can include traffic congestion, inappropriate visitor behaviors, and impacts to resources.

Many of the recreation facilities along the Lake Koocanusa Scenic Byway are underutilized much of the year, and the local communities desire the economic benefits of attracting additional visitors. However, the residents in the northern byway communities are increasingly experiencing crowded conditions at lake access points. There is a need to distribute the recreation pressure to other locations along the byway and encourage visitors to explore other recreation opportunities the area has to offer.

The question this corridor management plan strives to answer is how the byway can be used as a tool to attract visitors and economic development in a method that improves livability for residents while providing a safe, rewarding visitor experience.

Niche

The Lake Koocanusa Scenic Byway appeals to travelers drawn to the rugged, remote, and undeveloped beauty of northwestern Montana and to lake recreationists seeking the premier fishing and boating opportunities the reservoir provides.

Vision Statement

The vision statement for the corridor management plan was developed during public meetings and CMP review. It describes the future participants hope to see for the Lake Koocanusa Scenic Byway. It also provides a foundation for establishing goals and management strategies that will protect the intrinsic qualities of the byway. The vision statement reflects a diverse set of interests.

The Lake Koocanusa Scenic Byway honors generations who have lived, travelled, worked, and cherished the forests, rivers, and vistas of Kootenai River Country. Travelers relish the breathtaking mountains and forests that are the sacred ancestral homeland of Salish and Kootenai Tribes. Libby Dam, a massive architectural landmark, creates premier boating, fishing, and lakeside camping while providing flood control and hydroelectric power. Every bend of the excellent road reveals working land management, varied recreation opportunities, and the story of this rich and rare place. Vibrant towns, businesses, and people provide for visitor needs while sharing their love of northwestern Montana.



Figure 5. Lake Kootenai Bridge from a North Bound View on Highway 37

Goals

Goals are developed to translate the vision into reality. Goals address specific steps that can be implemented through policy and management. Management goals for the Lake Kootenai Scenic Byway identified at public workshops include:

- Maintain the scenic views of Lake Kootenai from the roadway
- Honor the Salish and Kootenai Tribes' ties to their ancestral homeland through interpretation and signing
- Honor the early community and homesteading families whose lands were submerged under the lake through interpretation and story-telling
- Develop and implement traditional and innovative interpretation of the many intrinsic features
- Enhance the visitor and resident experience by providing additional wayfinding signage, information, and services
- Develop additional lake access to reduce congestion at the northern end of the byway
- Increase the visibility and promotion of the byway and area in State tourism efforts
- Encourage geo-tourism styled visitation to maintain the residents' quality of life
- Contribute to the economic well-being of the byway communities



Figure 6. View along the Byway South of Rexford Approaching the Junction with the Lake Koochanusa Bridge

CHAPTER 2 – INTRINSIC QUALITIES

The Lake Koochanusa Scenic Byway is a well-engineered route with assets in all six categories of intrinsic qualities. Byway travelers have multiple, single-pass-through or loop driving opportunities both on the route and within the immediate vicinity.

Intrinsic qualities are defined as inherent, essential, unique or irreplaceable features representative or distinctly characteristic of an area. These qualities may be natural or historic features and create a sense of place unique to an area. The six intrinsic qualities that are evaluated are scenic, natural, historic, cultural, archaeological and recreational.

Although workshop participants developed an extensive list of intrinsic qualities for this corridor management plan, it is by no means exhaustive. (Note: Intrinsic qualities can be listed under multiple categories.)



Figure 7. View of Lake Koochanusa from Libby Dam Managed View Platform off Highway 37

Scenic Environment

Scenic features are heightened visual experience derived from the view of natural and manmade elements of the visual environment.

The Lake Koochanusa Scenic Byway is located in northwest Montana, a region well-known for its scenic beauty. The landscape of this scenic corridor is dominated by Lake Koochanusa, a long lake which cuts a narrow swath through the mountains following the Kootenai River valley. The Purcell Mountains to the west and the Salish mountains to the east drop steeply, as much as 4,000 feet to the lake. The peaks of the Cabinet Mountains Wilderness provide the scenic

backdrop at Libby, and the peaks of the Canadian Rockies and the Galton Range, which includes the Ten Lakes Wilderness Study Area and Ten Lakes Scenic Area, provide the scenic backdrop at Eureka.

The mountains are draped in a dark green mantle of tall trees consisting of ponderosa pine, lodgepole pine, Douglas-fir, and western larch. This canopy is interrupted occasionally by large outcrops of rusty-brown to gray quartzites and other sedimentary rocks as well as open meadows and talus slopes. The western larch provides a colorful contrast in spring and fall, with a beautiful iridescent green of the early spring buds and a luminescent golden-orange before the needles drop in fall.

The understory vegetation consists of grasses and low shrubs whose colors change with the seasons and there are several small waterfalls along the route. The shoreline of the lake is very steep in all but a few places. The striking contrast between the high, steep, green mountains and the long, narrow, blue lake makes this dramatic landscape look similar to the fjords of Norway.

Natural Environment

Natural features are those in the visual environment that are in a relatively undisturbed state. These features predated the arrival of human populations, and may include geological formations, fossils, landforms, water bodies, vegetation, and wildlife.

Thrust vaults, glaciation, and drumlins geology create spectacular scenery along the byway. The valley was carved by successive waves of glaciers that advanced southward from Canada. The large rock formations are part of the Belt supergroup, ancient rocks over 1 billion years old. They contain stromatolites fossils of some of the oldest life forms known (blue-green algae).

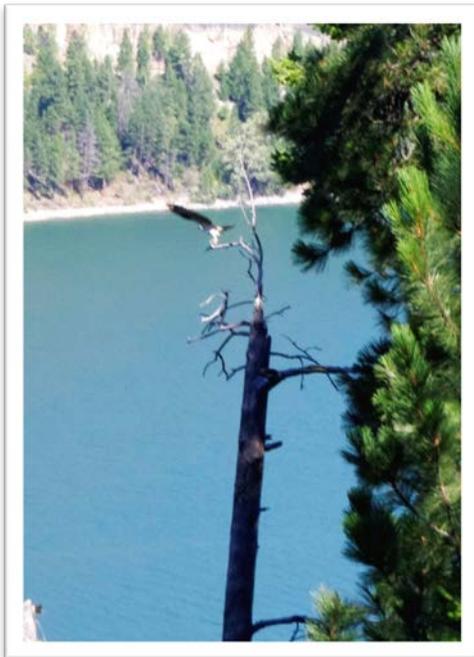


Figure 8. Osprey Perching Along Highway 37

The Kootenai River, including Lake Koocanusa, is part of the Columbia River Basin and supports a rich variety of fish and wildlife. The ledges of the rock outcrops provide travel corridors for bighorn sheep which are frequently seen along the highway. Other wildlife that are abundant here include whitetail and mule deer, elk, moose, bear, wolves, coyotes, eagles, and ospreys. All large mammals and most other native wildlife that are found in Montana still inhabit the area and the highest population of bald eagles in the state congregate below the dam.

The Lake Koocanusa corridor is managed for a wide range of resources including timber, wildlife, cultural resources, and recreation. Both natural and managed habitats provide the scenic backdrop for the byway corridor. Mechanical vegetation management (logging), prescribed and natural (lightening) fire events, and natural succession have played, and will continue to play, a role in shaping the Kootenai River valley landscape.

The Kootenai National Forest identifies specially designated areas such as Research Natural Areas and Special Areas in the Forest Plan. Research Natural Areas (RNA) are part of a national network of ecological areas designated in perpetuity for research and education and/or to maintain biological diversity on NFS lands. Special Areas are managed maintain their special values such as botanical, geological, historical, pioneer area, recreational, scenic, and zoological; depending on their special characteristics or unique values.

There is one RNA, and two existing and one proposed¹ special area designations within the byway corridor including:

Big Creek RNA (Existing)

This RNA is located on a series of terraces at the mouth of Big Creek where it joins the Lake Koocanusa reservoir. The main habitat type is Douglas-fir/dwarf huckleberry. This vegetative type is uncommon on the Kootenai NF and is generally confined to terraces and benches.

Rexford Hoodoos Special Area (Existing-Geological)

This is an erosional landform that has developed on a drumlin exposed as the Tobacco River reestablished its channel following glaciations. The “hoodoos” are developing in dense glacial till. The open aspect of the grass and tree stand represents the droughty nature of the area.

Barron Creek Special Area (Proposed-Historical)

This area includes the lands surrounding the mouth of Barron Creek as it enters the Lake Koocanusa reservoir. Much of the area is underlain by lacustrine material deposited as the glacial ice was melting and retreating. It has important historical aspects, including the remains of an early homestead site from the 1920s.

Stone Hill (Proposed-Recreational/Geological)

This area is located along the Koocanusa Reservoir approximately 15 miles south of the U.S./Canada border. This site used for significant amounts of rock climbing including training novice climbers.

¹ The Kootenai National Forest’s revised Land and Resource Management Plan and Draft Record of Decision were scheduled to be released for an objection period simultaneously with this CMP. This CMP will need to be updated once any objections are resolved and the decision is finalized.

Historical Resources



Figure 9. Cabin Relocated at the Tobacco Valley Historic Village in Eureka

Historic features encompass legacies of the past that are distinctly associated with physical elements of the landscape, whether natural or manmade, that are of such historic significance that they educate the viewer and stir an appreciation of the past.

The Lake Kootenusa Scenic Byway corridor traverses a geography rich with a working lands history. From the early Kootenai peoples' homeland, to the international treaty lake visitors enjoy today, the byway provides a platform to deliver a fascinating history.

Following thousands of years of Native American occupancy, the early part of the 1800s brought explorers and trappers such as David Thompson to the byway area. The second half of the century brought miners and although there were not any major gold finds, mining of other minerals became an important industry in southern Lincoln County. The 1900s brought a growing population of homesteaders and settlements as the timber industry boomed.

In the 1960s and 1970s, the construction of the Libby Dam dramatically changed the landscape of the Kootenai River Valley, as the resulting reservoir submerged traditional Kootenai lands and the small towns along the banks of the river.

Important historic resources to note:

- The Kootenai peoples travelled the river corridor in their seasonal migrations, following the availability of food resources. They established campsites along the river's terraces with different bands claiming different stretches of the corridor.
- David Thompson was perhaps the world's foremost land geographer, mapping 1.5 million square miles of North America and establishing an overland, northwest passage via the Columbia River system to the Pacific. In his explorations of the northwest, Thompson followed Aboriginal and Native American trails such as the route along the Kootenai River, what is now the Lake Kootenai Scenic Byway corridor.
- The Tobacco Plains was along a corridor for the British Columbia gold rush and was settled as part of the western expansion because of the desirable agricultural aspects of the valley.
- Steamboats, built on the Kootenai River, were used for transportation between Fort Steel, British Columbia, and Jennings, Montana.
- This area was known as the Montana Wilds since roads came to this area 10 to 20 years after they crisscrossed the rest of the state.
- Lake Kootenai now covers the submerged towns of Marston, Jennings, Ural, Warland, and the original location of Rexford (moved twice). Some pioneer buildings were moved to the Tobacco Valley Historical Village in Eureka to save them from submersion under Lake Kootenai. The buildings, located on 5 acres along the Tobacco River, include a church, a store from old Rexford, a library, a school, a Great Northern Caboose, original log homesteads, a Forest Service cabin, and a lookout tower.
- Vermiculite was mined from Zonolite Mountain 9 miles northeast of Libby from 1919 until 1990. Vermiculite is a naturally occurring mineral composed of shiny flakes, resembling mica. When heated to a high temperature³, flakes of vermiculite expand as much as 8 to 30 times of their original size and provide a light-weight, fire resistant, odorless material for numerous products, including insulation. The mine near Libby was the source of more than 70 percent of all vermiculite sold in the U.S. for over 70 years. However, the vermiculite from the Libby mine was contaminated with a toxic form of a naturally-occurring amphibole asbestos fiber, and the health of local area communities was greatly compromised.

The Libby Asbestos Site has been on the EPA's Superfund National Priorities List since 2002, and clean-up has been ongoing since 1999. The EPA has made progress in their clean-up efforts, and outdoor air levels have been significantly reduced over the last 14 years (Summary of Ambient Air Monitoring for Asbestos at the Libby Asbestos Site, 2009). Current exit strategy development efforts estimate cleanup will be complete within 5 years.

The Libby vermiculite mine tragedy is an important story of the Libby area, both to honor the residents who have suffered, or continue to suffer, severe health consequences and as a lesson for future generations.

Cultural Expressions

Cultural features are the evidence and expressions of the customs or traditions of a distinct group of people. Cultural features include, but are not limited to, crafts, music, dance, rituals, festivals, speech, food, special events, and vernacular architecture that are currently practiced.

The area around the byway corridor supports a vibrant culture of the mountainous, rural American lifestyle. The Kootenai and the early explorers, pioneers, miners, and loggers have shaped the cultural lifestyle the local residents enjoy today.

Kootenai Peoples

The Kootenai (Ktunaxa/Kutenai) were the first inhabitants of the byway corridor, arriving somewhere around 10,000 years ago. Within this area, they hunted elk, goat, sheep, moose, bear, and caribou, gathered huckleberries, elderberries, thimbleberries, serviceberries, and strawberries; and grew tobacco within what is now called the Tobacco Valley. The Kootenai knowledge of geography was legendary and much of the current Kootenai National Forest road system follows their ancient trails, including the route of the Lake Kooconusa Scenic Byway. Although, many of the Kootenai people now reside on the Flathead Indian Reservation to the southeast of the byway corridor, their rich culture is still an important aspect of the byway corridor and they maintain treaty rights to territory within the Kootenai National Forest.

The Kootenai language is unrelated to any language in the world, but few still speak it fluently. Current efforts to save their language from extinction include creating a dictionary, working with elders to teach the next generations, and the installation of bilingual “place name” signs in important locations throughout traditional Kootenai territory.

The north end of the byway extends to the towns of Rexford and Eureka in the “Tobacco Valley”. This plains area was the Kootenai Indians “Big Village” of a territory that extends throughout the northwest mountains of Montana, northern Idaho, and southern British Columbia. A native tobacco once grew throughout the plains and the Kootenai peoples called the area “The-Place-of-the-Flying-Head”

The Libby Dam

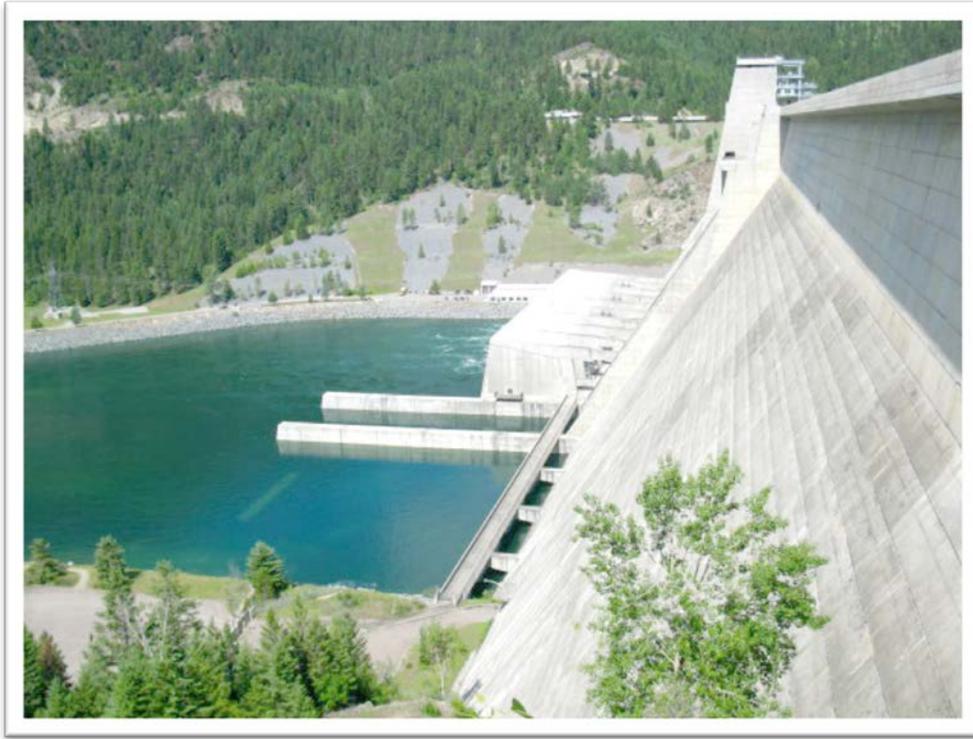


Figure 10. View of the Libby Dam from the Viewing Platform Accessed from Highway 37

The Libby Dam is an integral cultural feature of the Lake Koocanusa Scenic Byway, as this remarkable example of modern day engineering created Lake Kooconusa and the scenic byway route. At 422 feet tall and 3,055 feet long, the all-concrete dam, holds back a 90-mile stretch of water north to the Canada border and 42 miles into the southern British Columbia interior. Management of the lake is conducted under an international treaty for the mutual benefit of flood control in both Canada and the U.S.

Although the Libby Dam was built to provide flood protection and hydroelectric power, it also balances additional natural resource needs such as adequate water flow for endangered fish species in the Columbia River system. In addition, the Lake Kooconusa reservoir now provides high-value, water-based recreation opportunities in both the U.S. and Canada.

The construction of the dam required the relocation of several towns, Highway 37, and the Great Northern Railroad line. The relocation of Highway 37 and the construction of the FDR 228 on the west side of the lake were specifically engineered for a safe scenic driving experience with over 60 engineered pull-offs for scenic viewing and potential recreation access.

The Libby Dam visitor center and built environment were designed by Paul Thiry, an architect famous for the modernism style he used in the Pacific Northwest. One of the many unique features of Libby Dam is a 75-ton granite sculpture found on the face of the Treaty Tower designed by Albert Wein. Paul Thiry conceived the Treaty Tower as the dominant feature of the Libby dam profile to commemorate the international treaty that governs the management of Lake Kooconusa.

Annual Events



Figure 11. Nordicfest, Featuring the International Fjord Horse Show, is an Annual Event in Libby, Montana (Photo Credit – Paul Sievers)

The byway communities and surrounding area host many annual events and festivals to celebrate the local cultural expressions. Table 1 describes the current event schedule across Lincoln County.

Table 1. Annual Events and Festivals in Lincoln County

Event	Dates	Description	Location
Turner Mountain Fun Day	February	Annual event to celebrate a successful ski season.	Turner Mountain Ski Area west of the byway on the Pipe Creek Road.
Sno-Kat Fun Run	February		Eureka area
Irish Fair	March	A celebration of Irish hertiage.	Libby
Eureka Rendezvous	April		Eureka
Penco OHV Even	April		Eureka
David Thompson Black Powder Shoot	April		Eureka

Event	Dates	Description	Location
Eureka Dune Runners Sand Drag	April		Eureka
Lake Koocanusa Marina Fishing Derby	May		At the Lake Koocanusa Marina along the byway.
STOKR	May	The “Scenic Tour of the Kootenai River” bike ride	Between Troy, Yaak, and Libby along a portion of they byway.
Libby Logger Days	June	Celebration of Libby’s timber heritage	Libby
West Kootenai Amish Auction	June		West Kootenai
Eureka Summertime Festival	June		Eureka
Saddle Up for St. Jude Horseback Ride	June		Eureka
Troy’s Old Fashioned 4 th of July	July		Troy
Kootenai River Rodeo	July		Libby
Tobacco Valley Rodeo	July		Eureka
Two Rivers Rendezvous	July		Libby
Highland Games	July		River Bend
Eureka Montana Quilt Show	August		Eureka
Lincoln County Fair	August		Eureka
Ignite the Nites	August	Igniters’ Car Club Open Car Show. Includes a car show, burnout contest, and cruise.	Libby
The Bull Thing	August		Eureka
Riverfront Blues Festival	August		Libby
LeTour de Koocanusa Bike Ride	August		
Nordicfest	September	A Scandinavian celebration of music, food, and culture. Held annually since 1984.	Libby
Salmon Festival	September		Eureka
Festival of Trees	December		Libby

Archaeological Resources

Archaeological features are historic and prehistoric features that are on or adjacent to the byway, are still visible and capable of being inventoried and interpreted, and which are appropriate to highlight.

For thousands of years Native American people lived along the Kootenai River. They gathered food, hunted, fished, worshipped in sacred places, and lived their lives. The area is rich with the evidence of their existence, as well as the peoples who followed to explore, develop the areas resources, and homestead.

Although there aren't any specific archaeological resources appropriate for highlighting to byway visitors along this route, it is important to note the need to respect this cultural legacy. Removing or damaging these resources or artifacts is like tearing a page from living history. There are federal, state, and tribal laws protecting the material remnants of past human life and violation of these laws may be punishable with fines and/or prison terms.

Recreational Resources

Recreation features involve outdoor recreational activities directly associated with, and dependent upon, the natural and cultural elements of the corridor's landscape.

Many forms of outdoor recreation are available along or near the byway including camping, hiking, fishing, swimming, horseback riding, boating, snowmobiling, wildlife viewing, skiing, climbing, hunting, gold panning, and scenic driving.

Sport fish include rainbow trout, west slope cutthroat, brook trout, kokanee salmon, burbot, whitefish, and Kamloops.

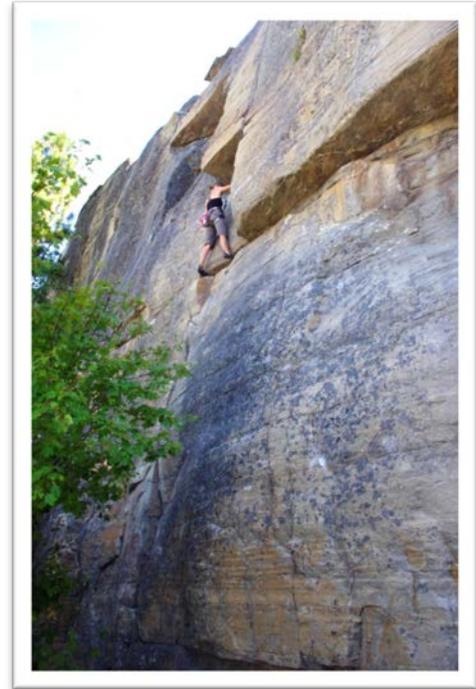


Figure 12. Rock Climber at Stone Hill

Table 2. Camping, Trail Access, and Other Recreational Sites along the Byway

Facility	Management	Description	Location
Libby Dam RV Park	Private	RV Hook-ups	6 miles north of Libby on Hwy 37
Osprey Landing	FS	Boat launch and picnic shelters	8 miles north of Libby on Hwy 37
Sportsman's RV Park	Private	RV Hook-ups	12 miles north of Libby on Hwy 37
River Bend	Private	Restaurant, saloon, and cabin rentals	15 miles north of Libby on Hwy 37

Facility	Management	Description	Location
Hook-up RV Park	Private	RV Hook-ups	17 miles north of Libby on Hwy 37
Koocanusa Resort and Marina	FS Special Use Permit	Cabins, Full Hook-up RV Sites, Tent Sites, Boat rental. On-site tackle/gift shop, restaurant/bar, and fuel	24 miles north of Libby on Highway 37 (east side of Lake Koocanusa)
Yarnell Island Day Use Site	FS	No amenities but does provide fishing access	Hwy 37
Alexander Creek	USACE	Non-electric campsites; boat ramp	0.5 miles north of the 37/228 junction on FDR 228 on the west side of the Kootenai River
Blackwell Flats	USACE	Non-electric pull through sites; picnic area; boat ramp	West side of the Kootenai River approx 3.5 miles downstream from Libby Dam. Access from FDR 228
Downstream Area	USACE	Non-electric sites; boat ramp	Immediately below the David Thompson Bridge on the East side of the Kootenai River.
Dunn Creek	USACE	Non-electric pull through sites; amphitheater; boat ramp	15 miles north of Libby on the east side of the Kootenai River (0.5 miles north of the 37/228 junction on FDR 228
Souse Creek Day Use Area	USACE	Picnic sites (with electricity); group picnic shelter; restrooms; volleyball; horseshoe pit; playground; disc golf; boat ramp	Located at the north end of the Libby Dam parking lot approximately 3.5 miles north on FDR 228.
McGillvray Campground and Day Use Site	FS	33 campsites; drinking water; vault toilets; boat ramp; swimming access	10 miles north of the 37/228 junction on FDR 228.
Barron Creek	FS	Campsite, vault toilets, boat ramp	12.5 miles north of the 37/228 junction on FDR 228
Little North Fork Falls National Recreation Trail	FS	Half-mile, family-friendly trail to a two-tiered waterfall.	36.5 miles north of 37/228 junction on FDR 228; Accessed via the Big Creek Road #336
Big Creek Trail	FS	Half-mile, family-friendly trail through old growth larch to the base of a 50-foot waterfall.	36.5 miles north of 37/228 junction on FDR 228; Accessed via the Big Creek Road #336

Chapter 2 – Intrinsic Qualities

Facility	Management	Description	Location
Tomahawk Rock and Land of the Lost Climbing Sites	FS	Considered part of the Stonehill Rock Climbin area located on the west side of the lake	Off the FDR 228 near the junction with the Lake Kooconusa bridge
Rocky Gorge	FS	60 campsites; drinking water; boat lauch	Milepost 40.5 on Hwy 37.
Peck Gulch	FS	22 campsites; drinking water; boat lauch	Milepost 46 on Hwy 37
Stonehill Rock Climbing Site	FS	Quartzite buttresses with over 500 routes. Offers superb summer and winter ice climbing	Milepost 51 on Hwy 37
Mariners Haven Marina	Partially Private /Partially FS Special Use Permit	Camping, boat docks, swimming and fishing access	Milepost 61.5 on Hwy 37
Rexford Lakeside Trail		Non-motorized trail along Lake Kooconusa with spectacular moutain views	Rexford
Rexford Bench Recreation Area and Nature Trail		Swimming beach; picnic area; boat launches; fishing access; campgrounds; accessible; Half-mile trail with interpretive trail located in the campground	Milepost 61.6 on Hwy 37
Kootenai Trail (Rails to Trail)	FS, USACE, Sunburst Community Service Foundation partnership	7.5-mile hiking/biking trail along the Tobacco River with spectacular moutain views	Between Eureka and Mariners Haven Campground and Marina
Tobacco River Primitive Campground	FS	Tent sites; boat lauch; fishing access	Milepost 62.5 on Hwy 37
Murray Springs Fish Hatchery	USACE and MFWP	Constructed in 1978 to mitigate fishery losses in the Kootenai River caused by construction of the Libby Dam. The hatchery offers interpretive programs and tours	Access road at milepost 64 on Hwy 37, located at the end of Sophie Lake Road

Facility	Management	Description	Location
Douglas Hill OHV Area	FS	9 miles of designated OVH trail as well as 200 acres of area designated for cross-country OHV use	Access road at milepost 65 on Hwy 37
Lake Kootanusa Drawdown OHV Area	FS	Approximately 3600 acres of designated OHV area below high water mark on Lake Kootanusa (with exception of areas signed on ground for resource protection) open to highway and non-highway legal vehicles.	Where accessible from FS designated or other jurisdiction routes along the byway (see the Kootenai NF Motor Vehicle Use Maps for specific information regarding motor vehicle use
Turner Mountain Ski Area	Special Use	2,400 vertical drop downhill skiing, double chair lift, base lodge	22 miles north on Pipe Creek NFSR 337 accessed via Highway 37 north of Libby



Figure 13. Motorcyclists on Highway 37 near the Canoe Gulch Ranger Station

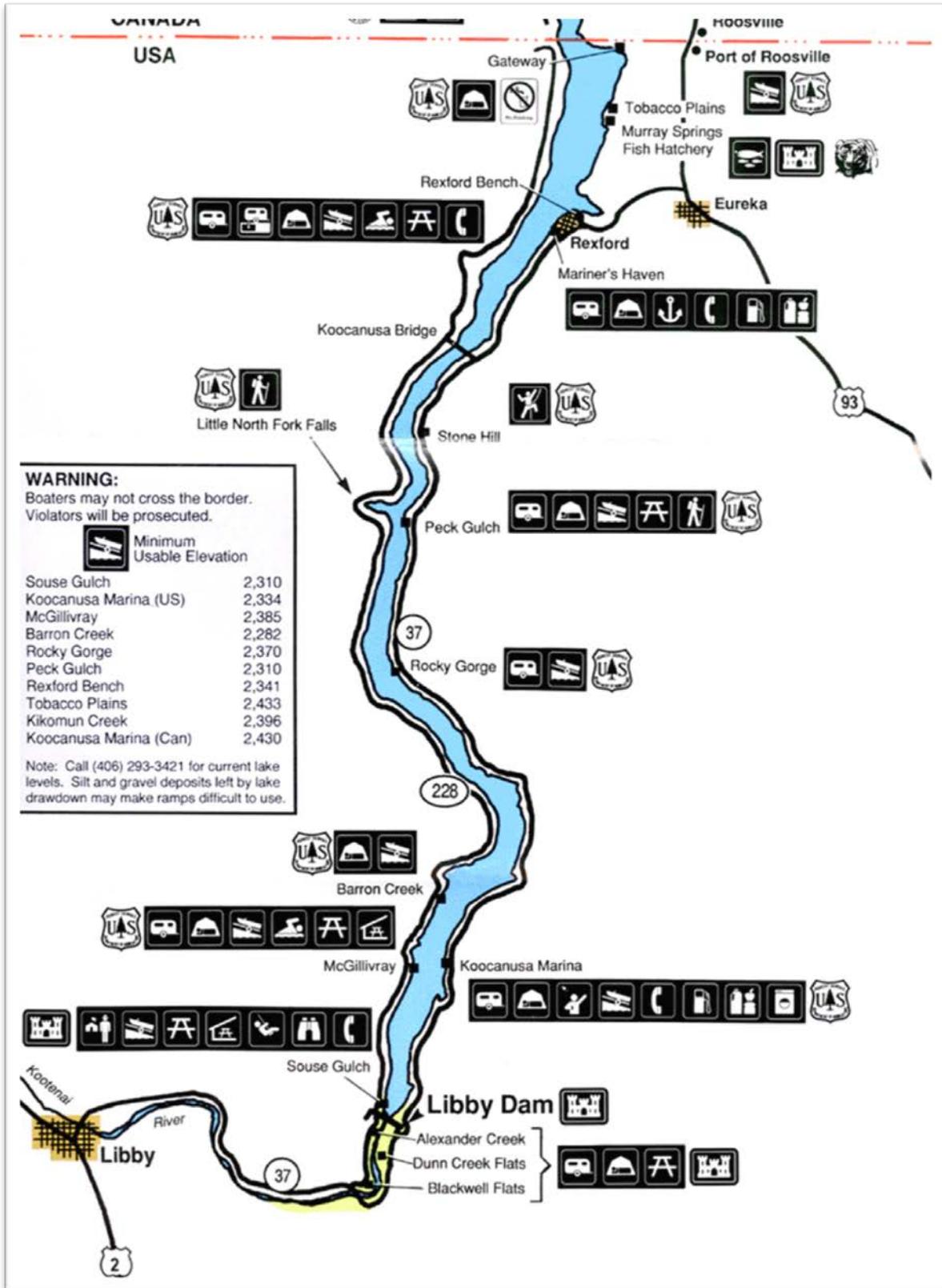


Figure 14. Lake Kooconusa Recreation Map from Libby Dam Brochure

The Lake Kooconusa Scenic Byway is located within the 2 million-acre Kootenai National Forest, offering endless recreation opportunities. Other nearby recreation opportunities on the Forest include:

- the town of Yaak, Montana along the scenic Yaak Highway 508 west of the byway;
- the Yaak River Falls also along Hwy 508;
- the Kootenai River Falls on Hwy 2 west of Libby;
- Bull Lake with campground, swimming, and boat access at two FS recreation sites on Hwy 56 south of Troy, Montana;
- Ross Creek Cedars also on Hwy 56;
- the Ten Lakes Wilderness Study Area and Ten Lakes Scenic Area accessed from Hwy 93 east of Eureka;
- and Therriault Lakes along Hwy 93 east of Eureka.

Visit the Kootenai National Forest website for more information on these recreation opportunities: <http://www.fs.usda.gov/main/kootenai/home>.

Pacific Northwest National Scenic Trail

Congress designated the Pacific Northwest National Scenic Trail (PNT) in 2009. It traverses 1,206 miles along the northern boundary of the U.S from the Continental Divide in Glacier National Park to the Pacific Ocean. It is a unique pathway that travels through some of the most spectacular and scenic terrain in the United States and connects people and communities of the Pacific Northwest. A short portion coincides with the north end of the Lake Kooconusa Scenic Byway. A comprehensive management plan and final route location effort is currently underway (2013).

The designation of this trail's route along the byway corridor will be a valuable promotional tool for the local communities and an important intrinsic feature of the byway.

Visit the PNT's website for more information: <http://www.fs.usda.gov/pnt>.



Figure 15. The Floating Dock at Souse Gulch Swimming Area

CHAPTER 3 – LAND MANAGEMENT AND PROTECTION STRATEGIES

Land Management

The scenic, natural, historical, cultural, archaeological, and recreational resources linked to the Lake Koochanusa Scenic Byway corridor are a vital component of the quality of life for local residents, as well as for the visitor experience. One of the goals of this corridor management plan is to protect, conserve, and enhance the resources found along the corridor for present and future generations.

Although there are some segments of the byway that border private lands, most of the Lake Koochanusa Scenic Byway corridor weaves through lands managed by federal agencies (see map, appendix A). The Kootenai Forest Plan and U.S. Army Corps of Engineers Recreation Strategy provide land management direction and/or guidance for protecting the byway corridor's intrinsic features.

Kootenai National Forest

National Forest System lands surrounding the Lake Koochanusa Scenic Byway are managed by the Kootenai National Forest (NF), Libby and Rexford Ranger Districts. The Forest Service's mission is "to sustain the health, diversity and productivity of the nation's forests and grasslands to meet the needs of present and future generations."

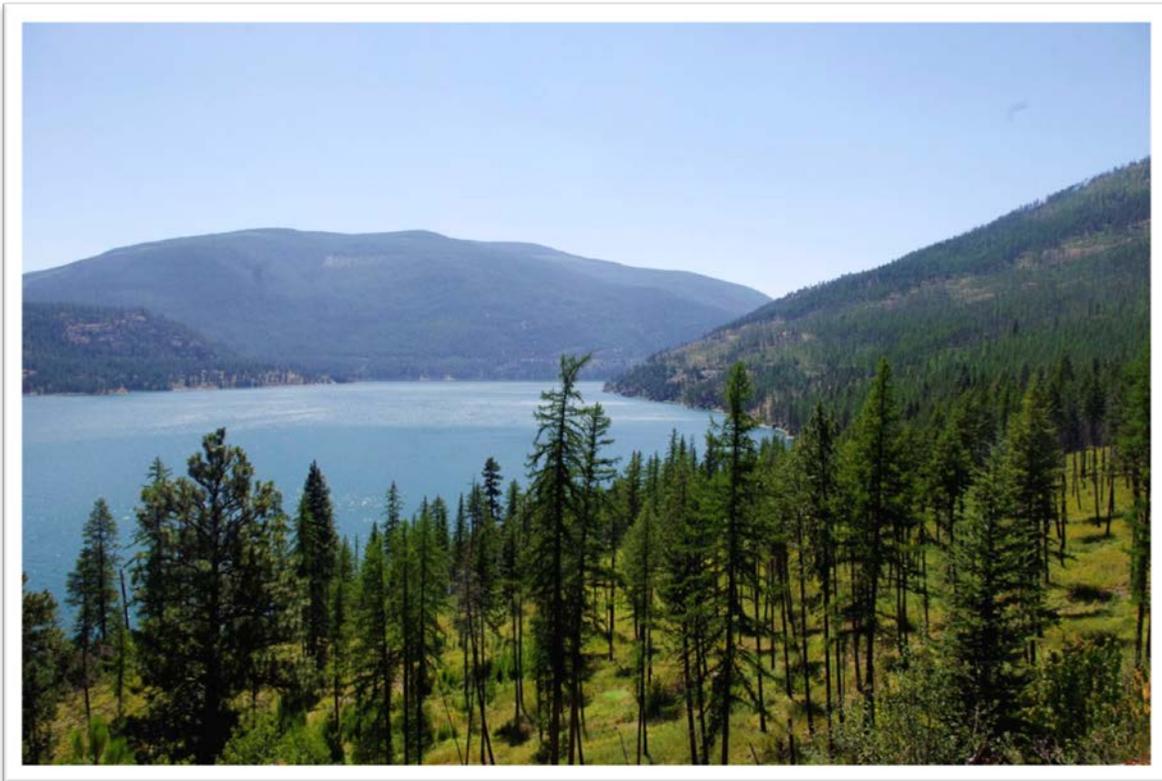


Figure 16. View of a Thinned Stand along FDR 228

Management of the Kootenai NF is currently guided by the 1987 Kootenai Forest Plan, which includes established desired conditions, goals, objectives, guidelines, and standards for managing natural resources. The Kootenai NF is divided into management areas with specific standards and guidelines providing direction for the area's land management. Most of the byway is located in Management Areas 5 and 10, which are lands described as highly sensitive viewsheds and big game winter range, respectively. These management areas are surrounded primarily by Management Areas 11, 12, 15, and 16, lands described as big game, winter range, and timberlands.

The management direction for all management areas along Highway 37 recognizes the high viewing significance of the road. Timber harvest is permitted to enhance the view, for wildlife habitat improvement, or to minimize the spread of insect and disease to adjacent Mas.

Management direction for the areas along FDR 228 designates about one-third of its length as highly sensitive viewshed. The remaining two-thirds is designated as an area of moderate viewing significance as the road is not open in winter and has less traffic than Highway 37.

The Kootenai NF is currently in the process of revising the forest plan. The revised forest plan proposes to maintain scenic integrity through forestwide and management area direction, with guidelines for management activities to maintain scenic integrity objectives (SIO). The Forest Service lands surrounding the scenic byway are primarily allocated to MA 7 (Primary Recreation Area) and MA 6 (General Forest). The scenic byway itself has a SIO of high to very high, while MA 7 has a SIO of moderate. MA 6 has a variable SIO (based on the SIO map) of low to high.

Neither the FHWA, the State, nor the Forest Service provide a defined width for a byway corridor. Sight distances vary along the route due to roadway alignment, vegetation, and geography so consideration of appropriate SIOs would be determined during site-specific planning.

U.S. Army Corps of Engineers, Libby Dam

While the Kootenai National Forest manages the majority of public lands within the byway corridor, the U.S. Army Corps of Engineers manages several recreation sites, including the lake recreation. Recreation management at the Libby Dam facilities and on Lake Koocanusa is guided by the 2011 Recreation Strategic Plan. The Army Corps of Engineers recreation program provides quality outdoor public recreation experiences to serve the needs of present and future generations and contribute to the quality of American life, while managing and conserving natural resources consistent with ecosystem management principles.

The Corps of Engineers is currently in the process of revising their master plan, last revised in 1997. Although much in the recreation and land management will remain the same, the scenic integrity and forest health will be improved with additional thinning of all Corps lands.

State of Montana

State Trust Lands

There are several sections of Montana State Trust Lands managed by the Montana Department of Natural Resource Conservation (DNRC) in the byway corridor. The mission of the Trust Land Management Division is to manage the State's trust land resources to produce revenue for the

trust beneficiaries while considering environmental factors and protecting the future income-generating capacity of the land. Although there is not specific management direction related to protecting scenic or other intrinsic qualities, all project proposals are subject to the Montana Environmental Policy Act. There would be opportunity to ask for consideration of these values during public scoping.

Lincoln County

The byway is located entirely within Lincoln County, which does not have any land use or zoning regulation that would provide for the protection of byway values south and north of the federal land jurisdictions. Lincoln County's only current land use regulations are related to subdivision oversight, sanitation, floodplain, and lakeshore protection. The only zoning regulations that exist within the unincorporated parts of the County are with regards to airports.

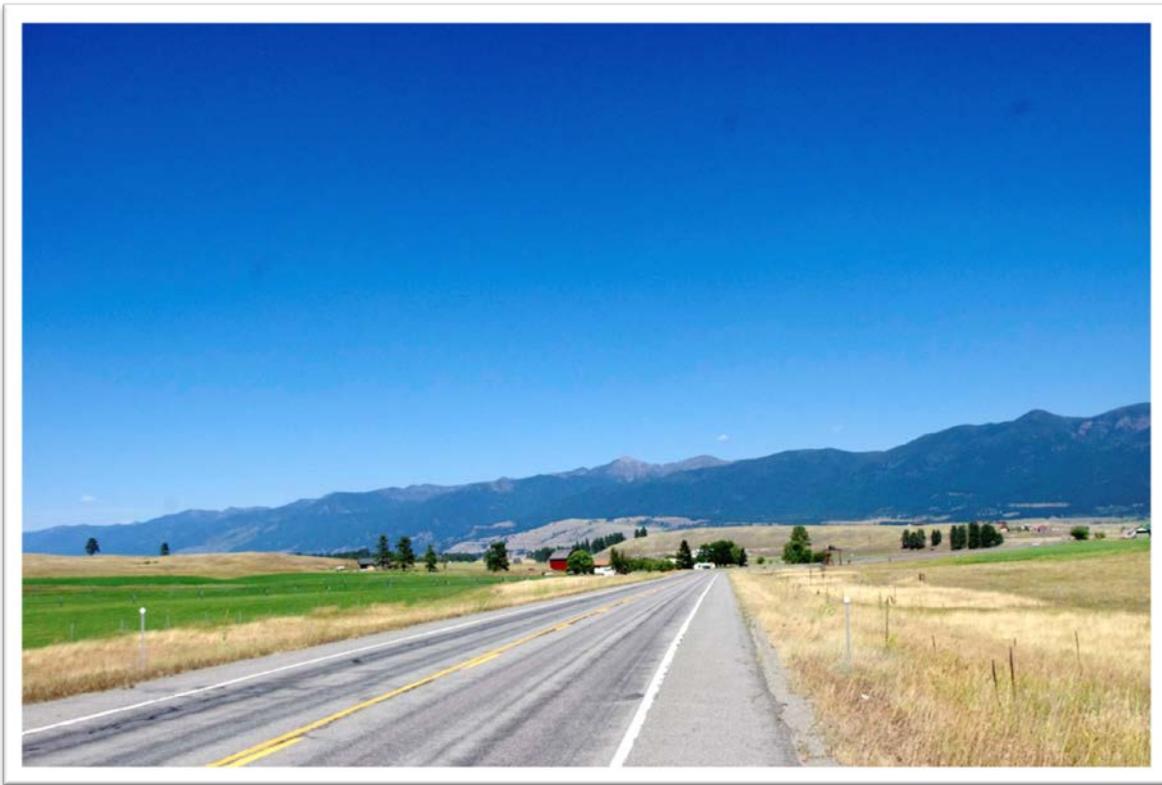


Figure 17. View of the Tobacco Valley as the Byway Approaches the Northern Terminus in Eureka

CHAPTER 4 – HIGHWAY CONDITION AND TRANSPORTATION SAFETY

The byway consists of paved two-lane roads. State Highway 37 includes wide, paved shoulders with frequent turnouts along most of its length. The FDR 228 road is narrower with minimal shoulder paving and with a lower design speed, although there are also frequent turnouts. The Montana DOT maintains Highway 37 yearlong. The Forest Service maintains the FDR 228 but the road is only open seasonally between the Libby Dam and the Lake Koocanusa Bridge. Winter access is available occasionally if winter logging is occurring in the area. Both roads are safe for all forms of vehicular traffic with moderate traffic volume at the posted speed limits. Although both are used as log-hauling routes and Highway 37 carries commercial traffic, they are considered safe for existing, as well as increased recreational traffic.

Roadway Maintenance

State Highway 37 is a well-maintained state secondary highway route eligible for funding under FHWA's general Transportation Improvement Program as well as the Federal Lands Access Program. FDR 228 and the Lake Koocanusa bridge are under Forest Service jurisdiction. Maintenance funding is provided through timber sale receipts, direct allocation, and the FHWA's Federal Lands Transportation Program (FLTP). These funding sources have become limited in recent years and the roadway has accrued a backlog of deferred maintenance. Although the scenic byway designation does not bring specific maintenance funding, it has potential to raise the routes priority within the Forest Service's primary route system and improve competitiveness for the FLTP funding.



Figure 18. Northbound View along the FDR 228

Average Daily Traffic

Table 3 displays weighted Average Annual Daily Traffic (AADT) on Highway 37 for 2007 through 2008 (accessed online 15 July 2013 at <http://mdt.mt.gov/publications/datastats/traffic.shtml>.)

Table 3. Average Annual Daily Traffic (AADT) for Highway 37 2007 through 2009

Milepost	Description	2007 AADT	2007 AADT	2008 AADT
0.658	Libby	6,049	5,690	6,181
0.997	Jct S-269	6,730 (269)	6,330 (272)	7,000 (2773)
13.571	Jct FDR 228 (Koocanusa Dam Road)	1,164 (227)	1,093 (228)	918 (159)
53.851	Jct Lake Koocanusa Bridge Road	450 (152)	420 (152)	359 (91)
61.46	Jct road to Rexford	710 (151)	670 (148)	630 (91)
66.897	Jct with Highway 93 (N-5 north of Eureka)	2,075 (152)	1,955 (154)	2,115 (91)

* Numbers in parenthesis indicate commercial vehicle counts

Accidents

Traffic crash data for Lincoln County is available as a summarized count for all public routes by county. In 2011, there were 260 crashes, 34 of which occurred on roads classified as state highways (37 or 56). There is no accident data available for FDR 228.

Law Enforcement

Law enforcement is provided by three entities along the Lake Koocanusa Scenic Byway. The Montana Highway Patrol is responsible for traffic violations and responds to accidents on State Highway 37. The Lincoln County Sheriff's Department is responsible for protecting people and their property, including issues arising along both the FDR 228 and Highway 37. The Forest Service is responsible for natural resource and forest property issues, such as vandalism or cutting firewood without a permit. Both the Forest Service and the Corps of Engineers enforce Title 36, Code of Federal Regulations (CFR) orders issued regarding campground occupancy or motor vehicle use designations.

In addition to law enforcement, county fire departments generally are responsible for responding to accidents and providing emergency medical treatment, while the Lincoln County Sheriff's Department usually coordinates search and rescue efforts. The Forest Service and local volunteer department crews assist with fire prevention and suppression.

Desired Highway Features

Safety Improvements

Most participants felt that the route was a safe travel way for the prudent driver, although some expressed concerns over the 70 mph speed limit, particularly in the vicinity of Stone Hill. Additional parking, safe route crossing, signing, and reduced speed limits were ideas recommended to improve safety at these locations. Community participants also identified a need for additional signs to indicate upcoming turnouts and instruct slow drivers to pull over for faster moving traffic.



Figure 19. Implementation – Signs to Indicate Pedestrians and Recreation Activity at Stone Hill Climbing Site to Improve Safety

CHAPTER 5 – COMMERCE AND DEVELOPMENT

Commerce

The Lake Koocanusa Scenic Byway corridor is predominately managed as public lands, but small patches of private land and development are found at the north and south ends of Highway 37 providing cabin rentals, camping, RV hookups, boat rentals, and food. There are two marina developments under Forest Service special use permit offering fishing access, boat rentals, restaurants, camping/lodging, and fuel. The gateway communities of Libby and Eureka offer travelers a range of lodging, restaurants, shopping, information, recreation activities, and adventures.

Development

Neither the State of Montana nor Lincoln County has any zoning ordinances governing development of private lands along the byway corridor. This corridor management plan recognizes the role and authority of local governments and of private property owners to make decisions regarding the development and use of private lands within the corridor. Current development along the byway is minimal and the scenic nature of the byway is intact. However, should the communities seek a National Scenic Byway designation, some plan for protecting scenic values through County zoning would be recommended. This would primarily be required for the control of outdoor advertising as required by the FHWA on nationally designated routes.



Figure 20. Commerce in Rexford

CHAPTER 6 –WAY FINDING AND INTERPRETATIVE SIGNING

Signs provide important messages to the visitor and familiarize them with their location. Signs provide cautionary notices warning travelers of sharp curves and rockslide areas. In addition, signs provide important locator information for restrooms, campgrounds, and picnic areas. Scenic values and signs need to complement each other. It is important to inventory and review what kinds of signs exist along the byway and to identify changes needed to provide a more cohesive sign component for the byway. This may include adding new signs, changing locations of existing signs, or even eliminating some signs that are currently in place. It is beyond the scope of this plan to complete a thorough analysis of all sign needs for the Lake Kooconusa Scenic Byway. However, it is recognized that opportunities for improvement exist.



Figure 21. Unified Byway Messaging and Style is Recommended

Information, Orientation, and Interpretive Signs

Informational signs are located throughout the corridor at the Canoe Gulch Ranger Station, Libby Dam, McGillivray Campground, the Osprey Landing day use site, and some of the other recreation sites. The installation of an additional kiosk is pending on Highway 37 at the Lake Kooconusa Bridge. Additional information is available at the Libby Dam Visitor Center, Forest Service offices, chamber of commerce visitor centers, various local businesses, and local park kiosks or information bulletin boards within each gateway community.

Additional wayfinding and interpretive signing was identified as a need along most of the byway route. Developing a visual identity for the byway and coordinating its placement at all information locations will allow delivery of consistent messaging and increase the visibility of the byway as a featured area draw.

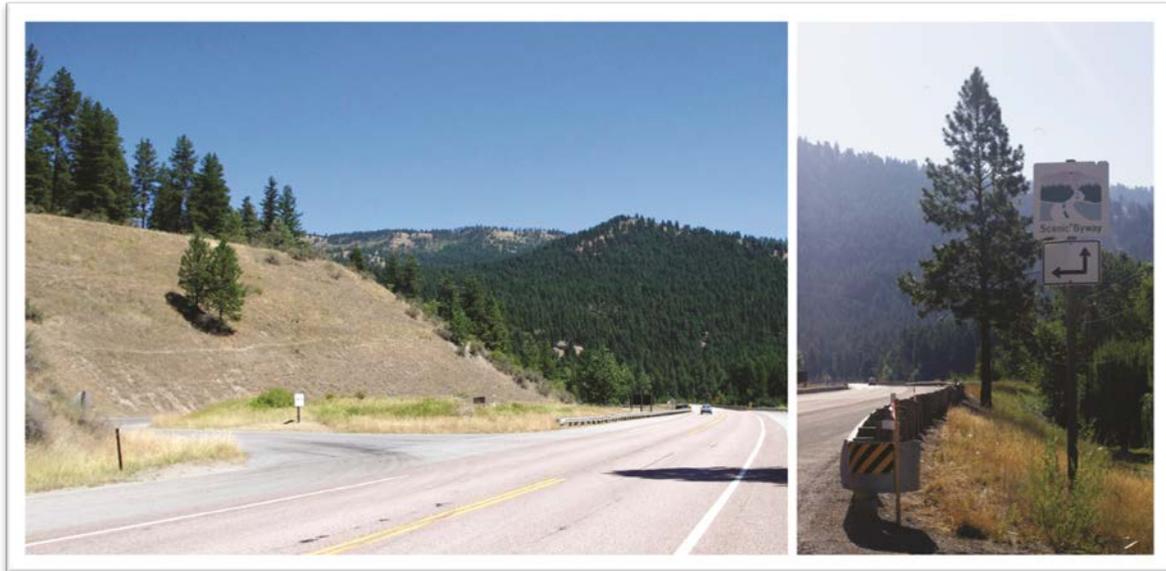


Figure 22. Recommended Location for Byway Wayfinding Kiosk or Identity Signing

Funding and Maintenance

Signage construction, installation, and maintenance responsibilities will be determined based upon site-specific conditions. The Montana DOT must review and approve all signs within the Highway 37 right-of-way.

Funding for continued care and maintenance of interpretation signs is a concern all agencies along the byway. Graffiti and other vandalism repair, general wear and tear and other infrastructure maintenance and replacement costs must all be considered when identifying byway sign needs.



Figure 23. Some Byway Signing is in Good Condition (right photo) But Others Need Replacement (left photo)

Outdoor Advertising Controls

FDR 228 and Highway 37 within NFS Lands

Forest Service policy states, "Signs or advertising devices erected on National Forest System lands shall have prior approval by the Forest Service as to location, design, size, color, and message. Erected signs shall be maintained or renewed as necessary to neat and presentable standards, as determined by the Forest Service. Additionally, any route designated as a State or National Scenic Byway (post-1991) is prohibited from erecting new billboards, either on forest or private lands. The purpose of this requirement is to maintain an attractive right-of-way for the highway and avoid sign clutter (FSH 7102-11 and 2709.11)."

Highway 37 beyond NFS Lands

To comply with the Federal Highway Beautification Act (Title 23, United States Code), the Montana Legislature passed the Outdoor Advertising Act, effective June 21, 1971. The statutes are supplemented by administrative rules promulgated by the Highway (now Transportation) Commission. The administrative rules are contained in Sections 18.6.201 through 18.6.270, Administrative Rules of Montana (ARM).

The Department of Transportation has the responsibility for the regulation and control of outdoor advertising along the National Highway System (NHS) or the Primary Highway System, as those systems are defined in Section 60-2-125, MCA. The Department assigned the Right-of-Way Bureau the overall administration of the program with regard to developing and administering policies and procedures. Within the Right-of-Way Bureau, it is the responsibility of the Outdoor Advertising Coordinator to perform these functions. Activities including recommendation of permit issuance, surveillance, and initiating the removal of unlawful signs.

The outdoor advertising program involves the regulation and control of the location, size, spacing, lighting, and maintenance of signs and devices along the state's NHS system and remaining primary system not included in the NHS. The program involves:

- The review, approval, or rejection of sign permit applications.
- The purchase and removal of lawfully erected signs which do not conform with established standards for location, spacing, size, lighting or other criteria, subject to availability of federal funds for such purposes.
- The inventory of all affected routes to determine sign owners' compliance with regulations of the program.
- The removal of any signs unlawfully erected or maintained.

CHAPTER 7 – INTERPRETIVE PLAN

Interpretation

Interpretation is a communication process that forges emotional and intellectual connections between the interests of the audience and the inherent meanings in the resource (National Association for Interpretation). The fourth principle held by Freeman Tilden, considered by many to be the father of interpretation, is that the chief aim of interpretation is not instruction but provocation. As such it can be a valuable tool for affecting change and influencing attitudes and perceptions.

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 – fascinating information or an interesting experience. Effective interpretation provides a memorable moment for the visitor to take home – a thought, image, or a concept that reminds them of their visit. It also raises awareness and appreciation in the visitor for the unique qualities and attributes found along the byway and encourages them to behave in a way that protects or fosters those attributes.

Some common vehicles for interpretation include personal interpretation or programs delivered to the public by guides or rangers, exhibits, displays, wayside signs, brochures, audio tours, web-based mobile application information, and guided or self-guided trails or programs. The Libby Dam Visitor Center has an outstanding exhibit area with a variety of hands-on exhibits featuring wildlife and fisheries, flood control, hydropower and recreation, and offers short films including "The Power and Beauty of the Kootenai" and "The Libby Dam Story". A large map of the byway is featured at the entrance. This is an ideal location to provide byway-specific orientation and interpretation consistent with delivery at the gateway communities of Libby and Eureka.

Visitor Experience

Interpretation is ultimately about visitor experience. The goal of interpretation is to enhance the visitor's experience while improving their understanding of the resource and fostering an awareness of environmental and safety 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 management concerns and objectives such as safety and visitor distribution.

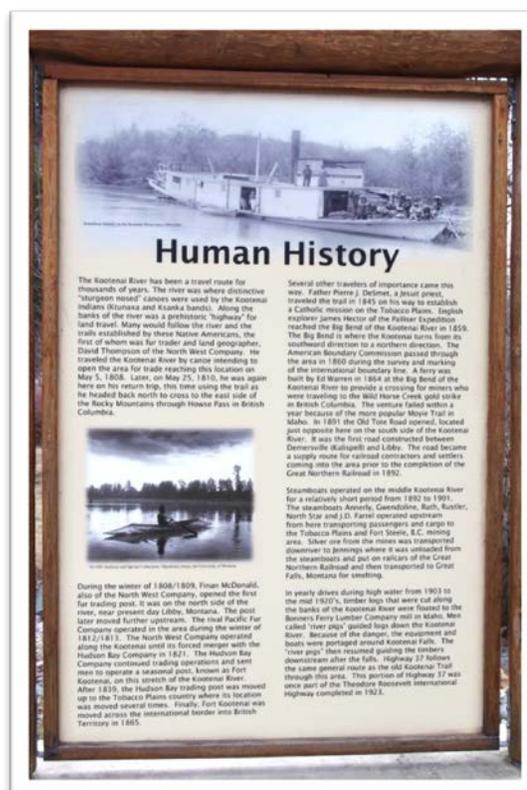


Figure 24. Interpretive Panel at Osprey Landing

Interpretive Objectives

Carefully planned interpretation can have a positive impact on tourism, communities, and resource management goals as well as on the visitors' experience.

Interpretive objectives for the Lake Koocanusa Scenic Byway include:

- Enhance the visitor experience for visitors from Canada, other areas of the U.S., and the local residents
- Encourage visitors to Lincoln County to “linger longer” and explore additional area attractions
- Capture en route travelers between Washington, Idaho, or Canada and Glacier National Park
- Support a safe driving experience for visitors and residents alike
- 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, to facilitate understanding and appreciation of the natural, historic and cultural resources



Figure 25. View of Lake Kooconusa and Swimming Area at McGillivray Campground

Existing and Potential Interpretation

The Kootenai NF completed a comprehensive interpretive plan for the byway in 1996, identifying themes, media, and sites for interpretation along the route (appendix C). Although, few of the recommendations have been implemented, the 1996 plan establishes a sound framework for interpretation along the byway. Only minor updating is required relative to estimated costs, changing technologies associated with interpretation, and additional community recommendations identified in this corridor management planning effort. The Corps of Engineers also has an extensive interpretive plan with existing graphics for use in development of interpretive products for the byway.

Interpretive Themes

In this age, most people are bombarded with information and constantly need to filter out the bits that don't seem relevant. 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 key messages or ideas.

Public Input

Residents who know and love this area understand best how to “read” the landscape. Interpretation helps visitors learn to love the land the way residents do by making them aware of some of those features recognized by residents. The public workshops held in 2013 helped determine what features of the byway were most valued by local residents and what the objectives of interpretive planning should be. Some of these features have existing interpretation along the byway; others have not yet been developed. The following themes identified at the community workshops suggest some of the stories that can be told along the Lake Kooconusa Scenic Byway.

- The rich human history along the reservoir – Native Americans, trappers, farmers and ranchers, logging camps, steam boats, the railroad logging, and the changes the reservoir brought along with new recreation opportunities.
- The dam story – its history and development going back to Truman years and its unique architecture. The dam story is also related to the story of the towns that are under the reservoir. There's a message to share about the consequences to some communities to provide downstream benefits to other communities.
- The working lands story – there are many places along the byway where you can show, as well as tell the story of forest management, both through timber harvest and fire history.

Interpretive products

The following is a brief description of some of the interpretive products that can be developed. 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.

Byway Identity/Logo

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. 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 to recognize byway related materials. A coordinated look to signage and a common approach to site development ensures that visitor's experience is seamless and of consistent quality across the byway.

Visitor Guide

Although the Forest, the Corps, and some local businesses provide various byway and area attraction maps, an updated, consistent visitor guide containing a detailed map of the byway and describing points of interest, services, and available activities would be a valuable product for 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 should use a color scheme and graphics that are consistent with other byway products and prominently display a byway logo, if available. It could be a product offered at, and supported by, local businesses. It could be made available at agencies, businesses, and gateway communities through their local visitor information centers.

Wayside Signing and Interpretation

Wayside signing providing location information and interpretation 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. There should be a similar and recognizable look to all the byway interpretive signing to make the visitor's experience seamless and cohesive and to reinforce byway identity and themes.

Locations along the byway corridor where visitors are expected to stop can be divided into two categories based on visitor needs and desire for information. Portal or gateway sites are considered primary sites and include wayfinding information (map). This is where visitors first enter the byway and where all visitors are expected to stop (such as 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-paneled 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 also an appropriate location to introduce visitors to the main interpretive themes along the byway and could present information to visitors about safe driving skills required for mountain byway driving. There is existing kiosk signing with byway information at Osprey Landing, Canoe Gulch Ranger Station, and the Libby Dam. An additional kiosk is scheduled for installation at the Lake Kooconusa Bridge. Some of these signs include byway map information, some do not. Because of the loop nature of this route, multiple locations for primary byway overview information and wayfinding is appropriate.

Secondary sites are points of interest where visitors may choose to stop if it is convenient. They are located at pull out points along the byway where it is safe for visitors to leave the road. These sites contain interpretive information with a theme that is specifically appropriate to that

location. Interpretation relates 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 and perhaps a lead for more information. Byway orientation at secondary sites should contain the same byway map as gateway sites but featured attractions focus on more localized activities such as trails in the vicinity.

The Lake Kootenai Scenic Byway has a distinct advantage in that both Highway 37 and the FDR 228 were engineered to provide safe wayside interpretation. There are over 60 pull-offs along the 111-mile route suitable for delivering interpretation and scenic viewing. Although, a few of these locations have weathered interpretation signs, most are undeveloped and many are overgrown with vegetation so that the scenic view is obscured.

As the interpretive plan is updated and implemented, consistent delivery of the byway map and message is recommended. Interpretation at pull-offs, Forest Service and Corps of Engineer recreation sites with existing bulletin board-styled kiosks, and the primary wayfinding sites should provide a recognizable byway identity for seamless visitor experience.

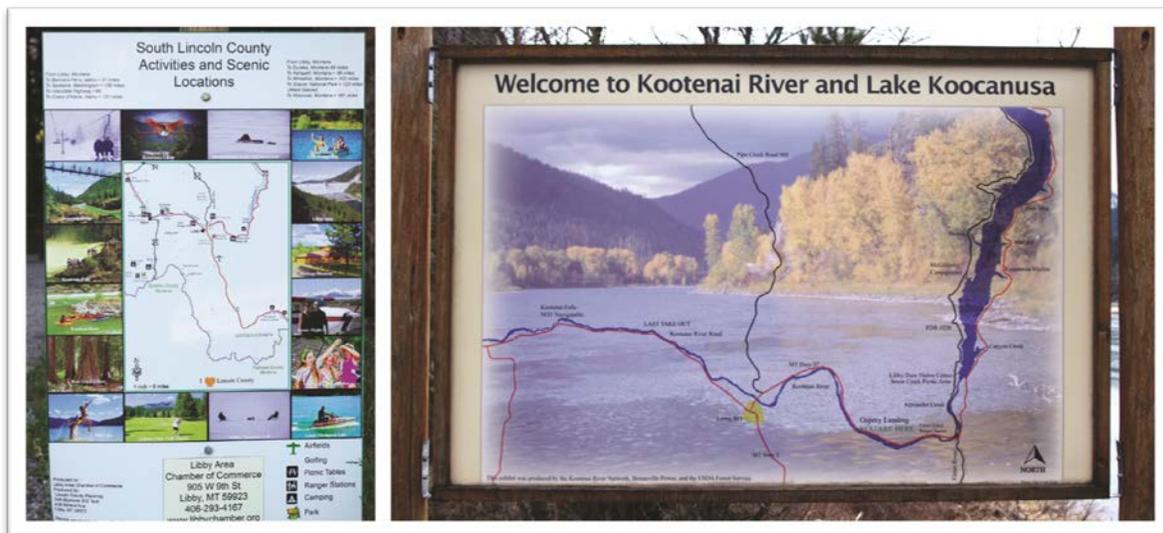


Figure 26. Current Maps of the Byway and Area from Different Locations in Lincoln County – Developing Consistent Maps with Byway Identity is Recommended

Auto Tour Brochure

Interpretive information in a brochure that is keyed to features along the driving route can greatly enhance visitors' experience as they drive the byway. Several themes can be addressed including natural resource management, the Kootenai culture, pre-reservoir Kootenai River Valley history, geology, or natural history. Brochures can also be offered in more than one language to accommodate international visitors.

Auto Tour brochures may also offer visitors the option of following the theme beyond the main route of the byway to explore nearby areas of interest. These brochures should be recognizable as part of the byway family of interpretive products through the use of graphics and the byway

logo. These brochures could be made available at agencies, businesses, and gateway communities through their local visitor information centers.

Walking Tour Brochure

A walking tour brochure provides visitors with an opportunity to explore some of the specific themes represented along the byway. They might highlight natural history themes such as the Big Creek Research Natural Area or North Fork Falls and could feature some of the trails accessed along the byway. These brochures could be available at agencies, businesses, and gateway communities through their local visitor information centers.

Audio/Video Guided Tours

An emerging product in the interpretive world uses GPS technology to access digital based 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 visitor's cell phones or personal media devices. Examples of just a few of these products can be found at www.gpsranger.com, www.antennaaudio.com, www.guidebycell.com or www.tagwhat.com.

This technology allows the presentation of interpretive information to enhance a hiking or auto touring experience. It can also be used to make information accessible to the hearing or visually impaired.

Capturing oral histories from Kootenai or the former residents of the submerged communities would be suited to this technology and could be delivered at site-specific locations along the byway.

Poster

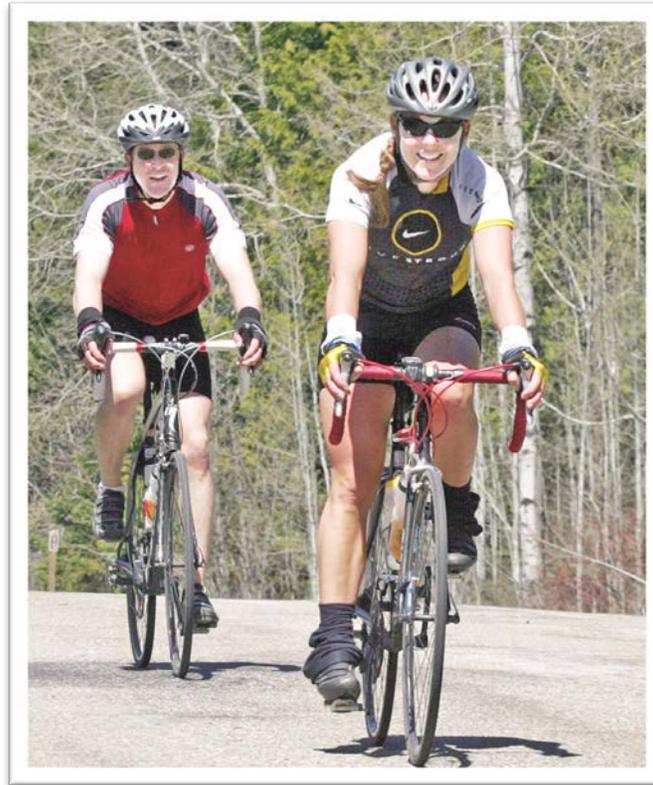
An attractive poster that contains a map of the byway and information about byway attractions and themes could be displayed at various locations in nearby communities. A map-based poster, which used orientation sign information, would give visitors a tool to plan activities and could be easily and inexpensively displayed at local businesses. Offering these posters for sale to visitors further distributes the information while supporting local commerce.

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. A consistent orientation map and visitor opportunity guide is the highest priority interpretive product. Building on the strengths of what already exists along the byway, the first product targets those attractions and directs visitors to where they can best be accommodated. The orientation map forms the basis for both interpretive signs and brochures and could also be produced as a poster and used on a web site. Photos and brief text describing attractions would complement the map.

2. Byway identity is equally important to visitor orientation. Strategically placed highway markers containing the byway name and logo would raise visitor expectations and send a message that they are in a special place.
3. Update the interpretive plan to accommodate newly identified interpretive themes, current costs, and modern interpretation technology. This will allow byway supporters to seek and secure funding for timely implementation.
4. Develop web-based interpretive information for easily accessible travel information and adaptation to mobile applications.



**Figure 27. Bicyclists Taking Part in the Annual STOKR Event
(Photo Credit Paul Sievers)**

CHAPTER 8 – MARKETING

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 protect the intrinsic features of the route, share the area's stories with travelers, and enhance the vitality of local communities. Internal stakeholders, industry partners, and the traveling public are three core audiences for this marketing plan.

This section:

- Provides a situation analysis
- Summarizes relevant research
- Identifies key messages and target audiences
- Describe marketing goals, objectives, and action steps

The Lake Koochanusa Scenic Byway already has some great advantages. It is a lovely scenic drive with varied features, outstanding outdoor recreation, viewing and learning opportunities, loop touring opportunities and pleasant gateway communities. It is a well-loved destination with loyal visitors who return frequently. It has intrinsic features which are nationally and internationally significant.

The roadway is well engineered with numerous pullouts and potential interpretation areas. The existing National Forest Scenic Byway designation has secured an on-line presence for the route. Agency personnel, economic development professionals, and local chamber representatives are already deeply involved in regional marketing for outdoor recreation and nature-based tourism.

Currently, there is no scenic byway support organization or dedicated funding for this byway. Consequently this marketing plan has been developed to guide early actions that can be accomplished with volunteer or temporary staff, and little or no new funds. The more costly action steps can be accomplished in phases as time allows and resources emerge.

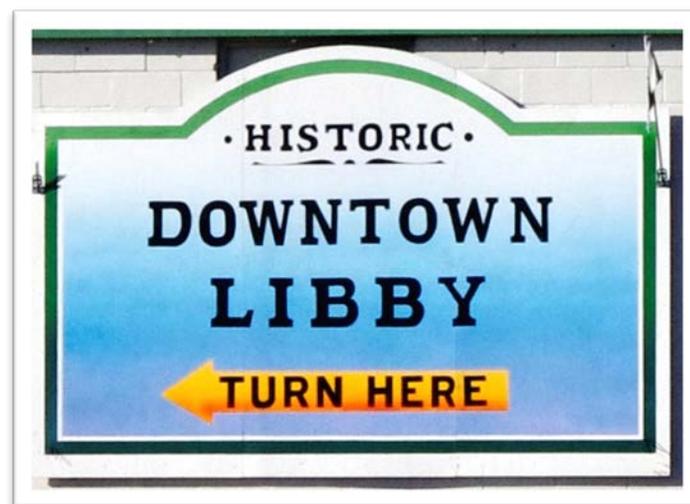


Figure 28. Direction Sign in Libby on Highway 37

Situation Analysis

The situation analysis provides a context for decision making and byway development by answering this question—What is the current status of the Lake Kootenai Scenic Byway and how does it fit into the outdoor recreation, tourism, and economic development framework of Lincoln County? The vision for the scenic byway opens the section but what steps are necessary to realize its full potential?



Figure 29. Marina Developments along the Byway on Highway 37

Lincoln County Tourism

The Lincoln County Comprehensive Economic Development Strategy (2013) notes “Tourism is Montana’s number one industry and it is growing in importance in Lincoln County...With tourism continuing to be a growing sector of the economy, there is room for improvement and expansion in the hospitality sector.” The Lincoln County Growth Policy (2009) states ““tourism is growing and promises to become more important to the area’s economic well-being”. Both documents indicate that tourism is a growth industry and mention that multiple efforts are underway to increase tourism-based income in the county.

Lincoln County is one of “Montana’s hidden treasures with the potential to be a tourist destination stop. The natural beauty, abundance of wildlife, freedom to use the National Forest (hiking, fishing, scenic driving, hunting, camping), a rich history, Lake Kootenai, Ten Lakes Scenic Area, Kootenai Falls, Cabinet Mountain Wilderness etc. and the friendliness of the people are just a few of the County’s many attractions that will enhance tourism development” (ibid).

Lake Kootenai is classified as one of the two primary recreation areas on the Kootenai National Forest. The lake “offers year-round recreation opportunities with the 90-mile long lake as the main attraction. A variety of campgrounds and boat ramps provide an array of recreational opportunities and water related experiences in a forested environment. The lake is flanked on the east and west sides by the 67 mile long Lake Kootenai Scenic Byway. Lands

adjacent to Lake Koocanusa are managed in conjunction with the Bonneville Power Administration (BPA) Wildlife Mitigation program and provide habitat for mule deer, bighorn sheep (Ural Tweed herd), and other big game. Recreation use in these areas is high. The sounds of people are common and interaction between visitors is frequent. Past management activities both inside and outside these areas are easily noticeable to visitors” (Kootenai National Forest, 2011, p. 67).

The marketing goals and action steps for the Lake Koocanusa Scenic Byway are designed to advance the goals of the Lincoln County Economic Development Strategy (2013) as well as the goals of the Lincoln County Growth Policy (2009). These goals and action steps are also well aligned with Montana Tourism brand strategy and the goals of the Montana Tourism and Recreation Strategic Plan (2013—2017).

SWOT and PEST Analyses for the Lake Koocanusa Scenic Byway

SWOT analysis emerged 40 years ago was a way to capture, in a simplified manner, the “strengths, weaknesses, opportunities, and threats” facing an entity, enterprise, or endeavor. Strengths and weaknesses are internal forces and opportunities and threats are external forces that shape operating climate and strategic direction. Similarly, PEST—an acronym for “political, economic, social and technology”—also exerts an influence in strategic market planning. Selected SWOT and PEST factors are summaries as bullet points in Tables 4 and 5.



Figure 30. View of Lake Koocanusa along Highway 37

Table 4. Key Themes from Strengths, Weaknesses, Opportunities, and Threats Analysis

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<p>Named and national route since the Roosevelt era and a National Forest Scenic Byway since 1992</p> <p>Well-engineered roadway with 60 interpretation sites and loop opportunities</p> <p>Intrinsic features in all six categories</p> <p>Varied recreation opportunities including excellent fishing and water recreation</p> <p>Many interesting cultural heritage stories</p> <p>A long-term Federal land management agency partner</p> <p>Solid support from local and state government</p> <p>One of the few remaining USACE dam tours open to the public</p> <p>Gateway communities (Libby and Eureka) to provide needed visitor services</p> <p>Area is quieter and less trafficked than other more well-known destinations</p>	<p>Surrounded by more well-known destinations</p> <p>Most direct routes to Glacier NP from Canada and Spokane do not include scenic byway</p> <p>Limited access to the lake except around developed sites</p> <p>Limited after-dark entertainment options</p> <p>Limited capacity and funding for implementation of CMP</p> <p>Pronounced seasonality limits business viability and shoulder and off-season hours of operation</p> <p>Northern communities may become overly reliant on Canadian visitors</p> <p>Limited cooperation between gateway communities</p> <p>Byway visitor experience is not unified</p>	<p>Integrate scenic byway more thoroughly into local economic development strategy and forest and lake management plans</p> <p>Position scenic byway to advance local, state and regional tourism brand position</p> <p>Incremental implementation of the interpretation plan is feasible due to well-engineered roadway and existing pullouts</p> <p>Potential to be Montana’s first State Scenic Historic Byway</p> <p>Growth is projected for Northwestern Montana, northern Idaho and eastern Washington</p> <p>Rich heritage and gateway hospitality can diversify destination identity</p> <p>Web 2.0 tools and smart phone or tablet apps can increase route visibility and unify experience</p> <p>Existing print and web portals can be utilized more effectively</p>	<p>Increased security at border crossings or heightened security concerns may reduce access</p> <p>Fluctuating lake levels impact the recreation experience</p> <p>On-going public health concerns in the area</p> <p>Monetary fluctuations across the international border</p> <p>Reductions in federal workforce and negative impacts from sequestration</p> <p>Similar or more well-known and promoted destination are closer to population centers</p> <p>Growing demand for day-trips is not well aligned with travel distance to Lincoln County.</p> <p>Limited nightlife, fine-dining and other visitor amenities may reduce visitor satisfaction</p>

A brief scan of PEST (political, economic, social, and technological) factors provides additional information to support decision-making and message development. Though far from exhaustive, some of these factors echo themes introduced in the previous grid.

Table 5. Key Themes from Political, Economic, Social, and Technological Analysis

POLITICAL	ECONOMIC	SOCIAL	TECHNOLOGICAL
<p>Tourism not consistently viewed as a lifestyle/business relocation strategy for Lincoln County</p> <p>International tourism trade mission increased visibility of NW MT as destination</p> <p>Forest land management plan revision cycle drawing to close</p> <p>Interagency lake management plan is underway.</p>	<p>Economic drivers in gateway communities are changing</p> <p>Lincoln County Economic Development Strategy is nearing completion</p> <p>Scenic Byways are eligible for FLAP and TAP funding through FHWA</p>	<p>Media coverage of asbestos related health issues</p> <p>Cooperation between gateway communities for tourism promotion could be strengthened</p> <p>Popularity of outdoor recreation may decrease as population ages</p>	<p>Forest Service and USACE have research and development units for recreation</p> <p>Shift to web 2.0 social media is difficult for LKSB advocates to influence</p>

Research Review

Industry, agency, and Institute for Tourism and Recreation Research (ITRR) studies provide insight into Montana visitors. Statewide studies are followed by research from visitors to Glacier Country and Lincoln County. The section closes with key findings from several niche market or thematic studies marketing implications for the Lake Kooconusa Scenic Byway.

Montana Tourism and Glacier County Visitor Research

Montana Brand and Visitors to Montana

“The Montana Promotion Division strives to strengthen Montana’s economy through increased visitor travel, visitor expenditures, and film production...focuses on attracting high value, low impact geo traveler visitors who contribute to Montana’s economic and social prosperity while respecting and appreciating Montana’s authentic natural and cultural assets...The Division also works to develop and administer brand outreach to encourage cooperation and support of the Montana Promotion Division brand strategy within the state’s tourism suppliers and partners by educating people on the brand platforms of:

- More spectacular, unspoiled nature than anywhere else in the lower 48,
- Vibrant and charming small towns that serve as gateways to natural wonders, and
- Breathtaking experiences by day, relaxing hospitality at night” (Montana Office of Tourism).

Montana Tourism positions Montana and Montanans as:

- Simple but not unsophisticated
- Confident but not arrogant
- Genuine but not old-fashioned
- Grounded but not stuck in old ways.

This brand and brand promise is designed to appeal to Geotravelers. The Montana Tourism and Recreation Strategic Plan (2013-2017) identify the “geotraveler” as the most likely visitor to travel to Montana. While noting that geotravelers come from a “range of age and income groups”, they “seek authenticity in the people and the place, and want to discover experiences they cannot find anywhere else” (Montana Tourism and Recreation Strategic Plan, p 9). Visitors to Montana hold many geotouristic values relating to healthy ecosystems and open space/night skies. They also value access to Montana’s open space and waterways and enjoy authentic communities, attractions, and amenities that reflect Montana heritage and culture (Boyle and Nickerson, 2008 and 2010). Geotravelers are also known as Geotourists and, based on national data released by the Travel Industry Association of American and National Geographic Traveler (2002), represented between 55 and 65 million U.S. travelers as the new century dawned. They seek authentic, distinctive, and unspoiled places, and have better experiences when



Figure 31. Montana Office of Tourism Graphic

destinations preserve their natural, historic, and cultural sites. They do not want their visits to harm the environment or the destination (Boley, n.d.). Consequently, geotourism is defined as “tourism that sustains or enhances the geographical character of a place—its environment, heritage, aesthetics, culture, and well-being of its residents” (Boley, n.d.) and Montana Tourism has good reasons to focus on this segment of the travel market.

Geotourists are a desirable segment. Do Montana visitors exhibit “geotouristic tendencies while traveling?” Boyle and Nickerson (2010) concluded that the answer was “yes” based on the high values that vacationers in Montana placed on clean water and air, wildlife and night sky viewing opportunities, scenic vistas and open space, and access to public lands and waterways. Each of these attributes had a mean score of 5.0 or higher based on a survey of nearly 300 visitors intercepted at gas stations and rest areas around the state.

Visitors to Glacier Country

Glacier Country is one of six tourism regions in Montana. The region includes eight counties in western Montana including Flathead, Glacier, Lake, Lincoln, Mineral, Missoula, Ravalli, and Sanders counties. The Glacier Country FY14 Marketing Plan describes the target demographics in figure 6. Key points relating to the Lake Koochanusa Scenic Byway include:

- Active and affluent adults (mid-30s and 55+ couples) and families are the primary and secondary markets for Glacier Country. The byway can provide access to authentic experiences based on the area’s natural and cultural heritage assets.
- The primary geographic markets for Glacier Country are the three Pacific Coast states (California, Washington, Oregon) and Illinois, Colorado, Texas, Minnesota and Alberta (Canada). A 600-mile drive radius marks the regional drive market.
- International FITs (flexible independent travel) are singled out as an attractive niche market. These folks, mostly from Canada, are not traveling as part of an international motor coach tour with a fixed itinerary. Consequently, they can adjust their itineraries after entering Montana or linger longer in areas that capture their imaginations. Canadian share a border, heritage and language with Americans and travel back and forth frequently for business, shopping, and leisure travel.

The Lake Koochanusa Scenic Byway and its intrinsic features can provide visitors with countless “once-in-a-lifetime experiences, real stories/real places bold and simple and hero shots” that are the core elements of the Glacier Country marketing strategy.

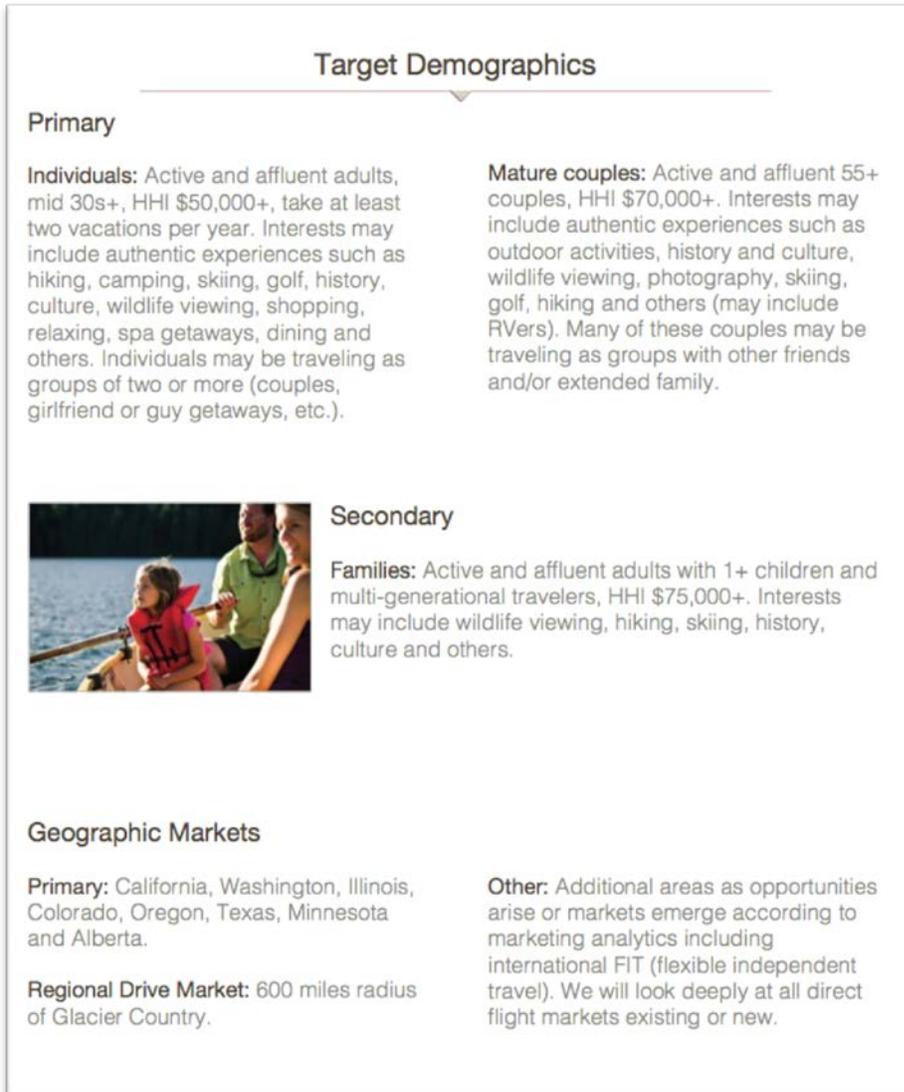


Figure 32. Glacier Country Target Markets

Visitors to Glacier Country (2009, Fall)

How do Glacier Country visitors compare with the target audiences? Recent findings from an ITRR study reveal a profile of the current Glacier Country visitor.

The Institute for Tourism and Recreation Research at the University of Montana (Grau, 2010) developed a profile of 2009 third quarter (summer-early fall) nonresident travelers who spent at least one night in Glacier County. The 488 respondents were 42 percent of all nonresident travelers to Montana during this quarter.

- Frequently reported activities were scenic driving (79%), nature photography (59%), day hiking (57%), wildlife watching (56%), and car/RV camping (38%).

- Top attractors were Glacier National Park (79%), mountains/forests (70%), open space/uncrowded areas and rivers (51% each) and Yellowstone National Park (49%). Eighty percent and 52% visited Glacier and Yellowstone National Parks, respectively.
- More than 50% of nonresident traveler expenditures were spent on fuel or in restaurants or bars. Most used one or more of these travel modes: auto/truck (66%), air (15%), RV/trailer (13%), motorcycle (5%).
- For accommodations, 40 percent of the nights were spent in hotels/motels followed by private campgrounds (16%), public land camping (15%), and homes of friends or relatives (15%).
- Eight of ten visitors identified visiting friends or family as their primary trip purposed, followed by vacation (67%).
- Thirty percent of the visitors were from Washington (13%), California (10%), or Minnesota (7%).
- Almost 70 percent were repeat visitors but half of the groups had at least one first time visitor. Nearly 75 percent were traveling in a party of one or two.

Many of these findings reinforce an earlier “high” travel season, at least in terms of the relative rankings. This suggests that many characteristics are fairly stable with “attractors” enduring throughout the years. The 2002 study identified five activity patterns that provided promotional “theme ideas for Glacier County Travel region.” The five activity groupings were:

1. “Active outdoors” which included hiking, backpacking, and camping;
2. “Relaxing recreation” which included visiting museums, photography, wildlife viewing, and picnicking;
3. “Resort Activities” which included golf and boating;
4. “Specialized/adventure sports” which included horseback riding, rock hounding, river rafting, and fishing, and;
5. “Special events” which included sporting events, festivals, and off highway/ATV activities. These activity groupings provide promotional theme ideas for Glacier Country Travel region” (Nickerson and Sutter, 2003, p.2).

Lincoln County and Resource Agency Visitor Studies

Lincoln County Visitors (2001-2002)

Three studies focused on Lincoln County tourism. An IRTT study from early in 2000, some information about Lake Koocanusa visitors, and a recent Forest Service study reveal information about visitors to two of Lincoln County’s visitor destinations.

The Institute for Tourism and Recreation Research at the University of Montana provided a profile of non-resident, overnight visitors who spent at least one night in Lincoln County (Nickerson, Wilton, and McBride, 2004). Key findings, reflecting 76 non-residents and 2 percent of the statewide sample, are more than a decade old but still useful. For example:

- Shopping, wildlife watching, day hiking, and developed camping were the most frequently reported activities.
- Geographically, more than half the visitors were from Washington, California, and Alberta.
- Nine of ten were repeat visitors and nearly 30 percent had previously lived in Montana.

Primary trip purposes were vacation (61%) and visiting friends and relatives (19%). The primary attraction, by a wide margin, was Glacier National Park (36%). In a related question, mountains (54%), Glacier National Park (51%), and rivers (50%) were the top three “attractors” for non-resident visitors.

Even in 2001 to 2002 the Internet was the most frequently consulted resource for pre-trip planning although guidebooks and the Internet were deemed similarly useful. Useful en route/on-trip sources included brochure racks, highway signs, service personnel, and visitor information centers. Of these sources, visitor information centers were deemed most useful followed by service personnel and brochure racks.

ITRR also developed a spending profile of all non-resident visitors who spent at least one night in Lincoln County. More than 50 percent of all spending occurred in two categories: fuel and restaurants. This suggests a special role for front-line employees in these two sectors to encourage visitors to their establishments to visit the Lake Koochanusa Scenic Byway as part of their current trip or sometime in the future.

In another ITRR publication Dillon (2003) noted that during the 2002 summer season approximately 9 percent of Montana’s 2.3 million travel groups passed through Lincoln County.



Figure 33. “Ignite the Nites” Burn Out Contest is an Annual Events along the Byway (Photo Credit Paul Sievers)

Visitors to Lake Koocanusa

The U.S. Army Corps of Engineers releases Value to the Nation, an assessment of the economic and ecosystem values of Corps lakes and waterways. The most recent summary for Lake Koocanusa includes data from 2010. Lake Koocanusa visitation for 2010 was estimated at 132,429 persons. The most common activity was fishing, undertaken by an estimated 36 percent of all visitors. Picnicking (26%), sightseeing (23%), and boating (17%) were estimated to be the next most common activities. The Corps also estimates that Lake Koocanusa generates \$3.4 million in visitor spending within 30 miles of the lake (USACE, 2010).

Guest books from the visitor center at Libby dam show strong visitation from Montana, two Canadian provinces, Washington, Idaho, California, and Oregon. Surprisingly, about twice as many dam visitors came from western Washington than eastern Washington.

An earlier visitor profile was included in a recreation assessment of proposed flood control and fish operations on the Upper Columbia River (UCEIS, 2006). These points are drawn from Appendix E: Detailed Recreation Assessment.

About half of the Lake Koocanusa recreation visitors were from Montana. Out-of-state visitors generally come from Washington and two Canadian provinces (British Columbia and Alberta).

Between 1988 and 1994, the lake averaged about 44,000 visitor days per year. Lake visitation between 1995 and 2004 increased to nearly 51,000 visitor days per year. These figures do not include Kootenai National Forest lakeside recreation. During the period of 1987 to 1993, Bonneville Power Authority estimated the combined (lake and surrounded recreational usage) visited days for water related recreation at the dam and lake at 175,400 visitor days.

An ITRR study of Tobacco Valley residents noted “When Tobacco Valley respondents have friends and family come visit, they take them to the Ten Lakes area, as well as to Lake Koocanusa and to the waterfalls in the Valley” (Dillon, 2003).

Visitors to the Kootenai National Forest

The Kootenai National Forest identifies itself as “Vast by Nature, Uncrowded by Design” (USDA, 2007). This national forest hosts about one million recreation visits annually. Most (82%) of the visits occur on general forest areas but the overnight visits—nearly 29,000 annually—and the 124,000 visits to developed sites and facilities make the Kootenai an important part of the outdoor recreation and tourism system in northwestern Montana. “Abundant recreation opportunities”...bring visitors from across the nation, as well as Spokane and local communities, to fish and boat the numerous rivers and lakes. Other popular recreation activities include hiking, biking, sightseeing, hunting, Off-Highway Vehicle (OHV) use, recreational prospecting, snowmobiling, skiing, and gathering forest products. This visitation and recreation is important to the local economy and is a major reason people choose to live in this area” (Kootenai National Forest, 2011, p. 6). The national forest manages “73.5 percent of the land in Lincoln County”...and manages for “wildlife preservation, tourism and recreation, and timber production” (Lincoln Country Growth Strategy, 2009, p. 37).

The vision statement for the Lake Koocanusa Scenic Byway (described on page 6) corresponds with the Kootenai NF’s recreation niche (USDA, 2007):

Bordering Canada and nestled in the mountainous terrain of NW Montana, the Kootenai National Forest holds impressive forests, wildlife and landscapes, including striking cliffs, spires, river canyons, and the magnificent peaks of the Cabinet Mountains Wilderness and Whitefish Range. This vast uncrowded landscape has been the lifeblood for many peoples for thousands of years and continues to foster a pioneer spirit passed down through generations. These ties to the land and history are the foundation for interpretation and education for new and traditional visitors. Water, in all forms, has played a significant role in shaping recreation with reservoirs, rivers, waterfalls, glacial lakes, and snow providing a variety of year round day-use activities.



Figure 34. Sign at the Eureka Rangers Station – Byway and Area Information Location

A profile of forest visitors is developed every 5 years as part of the National Visitor Use Monitoring research program. The most recent NVUM study from 2007 describes forest visitors as follows:

- More than half of all forest visitors lived within 25 miles of the site where they were intercepted and 60 percent were 50 or fewer miles from home. But almost 40 percent were at least 50 miles from home and one in eight (about 12 percent) had traveled more than 500 miles of home to visit the Kootenai.
- About one-third (33%) reported traveling a scenic byway.

- Twelve to fifteen percent of the visits were to developed sites (day use and overnight) rather than general forest areas so focused messaging opportunities exist to communicate with visitors.
- More than 70 percent of the Kootenai National Forest visits came from people who visited the forest six or more times annually.
- Average trip duration for day use developed site visitors was nearly 9 hours. The median time (50% stayed longer and 50% stayed shorter) was 3 hours at the site.
- The five most frequently reported activities included driving for pleasure (49.3%), viewing wildlife (46.3%), hiking/walking (44.7%), viewing natural features (40.9%), and hunting (28.2%).
- Hunting (23.9%) was the most common **primary** activity on the Kootenai, followed by viewing scenery (14.2%), hiking/walking (11.3%) and driving for pleasure (10.2%).
- Many national forest visits included some type of active outdoor recreation such as hiking/walking (44.7%), bicycling (6.7%), cross country skiing or snow shoeing (3.1%), and downhill skiing or snowboarding (1.1%). Some trail activities also involve physical activity.
- Viewing activities (scenery, wildlife) were reported by more than 40 percent of the visitors. A typical viewing period ranged from 3 to 4 hours. Driving for pleasure was reported by almost half the interviewed parties. A typical driving activity lasted about 2 hours. Hiking or walking averaged 2.8 hours in duration.
- Fifteen hundred people visited special events or organizational camps associated with the Kootenai National Forest. These enthusiasts form a ready audience for additional messaging about the Lake Koocanusa Scenic Byway.
- In terms of ethno-racial background, over 98 percent of the forest visitors were white (a racial category). About 5 percent were Hispanic and 3.2 percent were Native American. Hispanics may be of any race.
- The gender mix between men and women was about 2:1 male/female.
- Group size averaged 3.3 persons and nearly 90 percent were only visiting one national forest site during their visit.
- Slightly more than 20 percent of the forest visitors were estimated to be younger than 16. Almost 16 percent were over the age of 60. About 60 percent were between the ages of 20 and 59.
- About 11 percent of the groups had at least one person with a disability in the traveling party. Of the groups with a disabled participant, more than 78 percent reported that the facilities were accessible to the group member with a disability.
- Household income percentages were reported as follows: more than \$100,000 annually (8.3%), \$50,000 - \$99,999 (23.4%), \$25,000-\$49,999 (30.4%), and less than \$25,000 (30%).

This visitor profile confirms that most visitation is local, but also that the Kootenai National Forest is a significant draw of out-of-area visitors. In another study, “when asked what features of the Tobacco Valley would have the potential to attract both new and repeat visitors, the majority suggested the Kootenai National Forest” (Dillon, 2003).

Fortunately the Kootenai National Forest can handle increased visitation. The 2011 Draft Land Management Plan estimates that the forest has the “capacity to support demand for developed and dispersed activities for at least the next 50 years” (Kootenai National Forest, 2011, p. 417).

Selected Niche Market Visitor Studies

Scenic driving, nature photography, wildlife watching, day hiking, visiting historic sites, recreational shopping, car camping, museum visits, trips to Lewis and Clark sites and fishing were the ten most popular activities undertaken by people vacationing in Montana (ITRR, 2012). Several niche market visitor studies provide additional information about how the Lake Kooconusa Scenic Byway can help integrate the outdoor recreation experience for visitors to Lincoln County.

Montanans Visiting Montana Destinations

Nickerson (2013) notes “one of the more interesting aspects of tourism is the reason why employees are working in Montana...lifestyle, wide open spaces, outdoor recreation opportunities...” (p.22) and continued with highlights of a recent study of resident travel within Montana. This highly accessible market took 15.4 million person trips of 50 miles or more inside Montana during 2011. Montana residents participated in outdoor recreation (34%) or visited friends and relatives (20%) while traveling in the state. Glacier Country was the most widely visited region by residents.

Canadian Visitors to Montana (2011)

The University of Montana Institute for Tourism and Recreation Research (Grau, 2012) published a summary of 2011 Canadian visitors to Montana. Since Lincoln County shares a border with Canada these data have implications for the Lake Kooconusa Scenic Byway.

- Canadians primary trip purpose was most often “passing through” (60%) or to vacation (20%). Sixty-five percent were from Alberta and 20 percent were from British Columbia. Two-thirds were repeat visitors and 44 percent of the groups had at least one first time visitor. Nearly 90 percent were traveling alone, as a couple, or with immediate family.
- Canadian travel parties spent nearly \$175 daily while in Montana. The average length of stay was 1.94 nights in Montana, mostly in commercial lodging (56% in hotels/motels and 12% in private campgrounds). Seven percent of the nights were spent in each of the following types of accommodation: friend/relative home, public land camping, or second home/condo/cabin. A quarter of those nights were spent in Glacier Country.
- Vehicle-centric Canadians used auto/trucks (79%), RV/trailers (13%), or motorcycles (7%) while traveling in Montana. More than half (51%) reported that scenic driving, followed by recreational shopping (43%), camping (34%), nature photography (21%), and visiting historical sites (15%).

- Canadians were attracted to open space/uncrowded areas (66%), mountains/forests (47%), and national parks (31% and 19% for Yellowstone and Glacier, respectively). Rivers and lakes were attractors for 23 percent and 15 percent of the Canadians.

Scenic Driver Profiles (various)

About one-third of all Kootenai National Forest visitors report driving a scenic byway (this may indicate other scenic drives on the Forest) and “driving for pleasure” was the most frequently reported visitor activity. A variety of studies have researched the scenic driver. A few highlights appear below.

Koth (2004) estimated the scenic driver market at 61 million and growing twice as fast as the population. These drivers had higher income and educational attainment levels than the average traveler.

America’s Byways (n.d.) found that scenic drivers take longer trips, staying four to six nights, and they like heritage, small towns, and scenery. They also enjoy shopping, fine dining, and tend to stay in commercial lodging.

Competitive Analysis and Destination Positioning for the Lake

Koocanusa Scenic Byway

Visitors have many choices of destinations and attractions. Nearby Glacier National Park and Flathead Lake, Lakes Pend Oreille and Coeur d’Alene in Idaho and the International Selkirk Loop are well known and consistently promoted destinations within driving distance of the same eastern Washington, Montana and Canadian markets from which Lincoln County draws. These destinations maintain larger and more consistent tourism marketing efforts. They actively engage travel writers to help promote their areas. These competitive destinations are closer, easier to find, and/or more consistently promoted than Lake Koocanusa and the scenic byway.

However, Lincoln County’s relative remoteness is probably the key to its relaxed, unpretentious authenticity. Residents are less frantic and more easy-going. Resources are less crowded. The high percentage of returning visitors suggests that once found, the Lake Koocanusa experience is valued as visitors come again and again. Competitive advantages for the Lake Koocanusa Scenic Byway include an excellent roadway, a varied mix of heritage and outdoor recreation, a less harried experience, and gateway communities with amenities and a warm welcome. The people of Lincoln County are the Montanans described in the brand....simple, confident, genuine, and grounded.

“The ‘est” of the Lake Koocanusa Scenic Byway

Consistent with Montana’s tourism marketing strategy focused on geotourists seeking authentic, unique, and novel experiences, Lake Koocanusa, the scenic route and its intrinsic features, and the surrounding public lands and gateway communities offer distinctive, unique and one-of-a-kind experiences to share with visitors. Among “the ‘est” draws of the Lake Koocanusa Scenic Byway:

- a national forest scenic byway since 1992
- Montana’s **first** State Scenic-Historic Byway

- Portions of the Theodore Roosevelt International Highway, a **transcontinental heritage route from the early 1900s** aligns with present day scenic byway
- Lake Koocanusa is Montana's **only lake with an international treaty at the top** of the Columbia River's system of locks and dams
- Has Montana's **longest and highest** bridge
- Is created behind Libby Dam, one of the few remaining Corps **dam tours open to the public**
- The scenic byway also provides access to the Pacific Northwest National Scenic Trail and David Thompson trail and heritage.



Figure 35. Sign on the Lake Koocanusa Bridge

Since visitors often linger for several days in the area, other unique experiences within an easy drive of the scenic corridor might be strategically included in marketing and promotion efforts. Opportunities on the Kootenai National Forest include:

- **Ancient cedars** at the Ross Creek Cedars Scenic Area (Kootenai National Forest)
- **Gold panning** at the Libby Creek Gold Panning Area (Kootenai National Forest)
- Turner Mountain Ski Area (seasonal)
- Special Events like **Koocanusa Resort's Fishing Derby** and the **STOKR** (Scenic Tour of the Kootenai River) bike ride in May, Libby's **Nordicfest** in September, and **Rendezvous Days** and **Lincoln County Fair** in Eureka.



Figure 36. Highlander Games – A New Festival Held along the Kootenai River on Highway 37

The Taglines

The northwestern Montana region and its natural and cultural heritage have inspired its inhabitants to create memorable taglines and slogans about the area surrounding the Lake Kootenai Scenic Byway. Two capture the ambiance of the region.

- Rich, Rare and Remote (Lincoln County Tourism)
- Vast by Nature, Uncrowded by Design (Kootenai National Forest)

These marketing slogans align very well with two current Montana Division of Tourism campaigns: Get Lost in Montana and Step Out of Bound

Interpretation Themes

The interpretation themes and interpretation plan for the Lake Kootenai Scenic Byway are described in Chapter 7 and Appendix D. Implementation of the interpretation plan will establish the Lake Kootenai Scenic Byway as a destination attraction on par with the dam tour as a “must do” while visiting the area. Tools to share the story include a comprehensive signage plan with thematically integrated portal, safety, way-finding and interpretation signs, kiosks and displays. Rapid advances in social media platforms, personal communication and navigation devices, and other routing technologies must be integral to the interpretation plan.

Target Audiences and Key Messages

Selected internal stakeholder audiences and external visitor audiences are described in Tables 6 and 7. Desired outcomes are outlined for each audience along with competitive alternatives to the desired outcomes. The final column includes key points for a differentiating message to help secure the desired outcome. The differentiating message elements can be used to customize the core offer of breath-taking scenery, welcoming communities, and great experiences.

Table 6. Key Internal or Planning Audiences for the Lake Kooconusa Scenic Byway (LKSB)

Audience	Desired Outcome	Competitive Alternative	Differentiating Message
Local Stakeholders Business owners Elected officials Agency personnel Community members	Promote LKSB Support CMP implementation View tourism as positive economic development Consider outdoor recreation lifestyle as central to enterprise recruiting and retention strategy Assign personnel to CMP implementation and communication efforts Incorporate LKSB into plans and communications	Focus on other priorities View tourism as negative or unrelated to community vitality or agency mission	LKSB can extend season, draw compatible visitors, increase gateway vitality, increase profitability Scenic byway can attract new businesses and provide local opportunities Geotourists share local values and may invest in the area through return visitation, second home purchases, business location, or retirement
Destination marketing organizations Chambers Regional marketing organizations	View LKSB as part of brand strategy Include LKSB in their communication and promotion networks	Ignore or minimize LKSB and area	LKSB aligned with current mission and provides new expression of brand

Table 7. Key Visitor Audiences for the Lake Kooconusa Scenic Byway (LKSB)

Audience	Desired Outcome	Competitive Alternative	Differentiating Message
Current Visitors Lake Forest Gateways	Learn more about the local history, lake, and forest Visit the gateway communities	Maintain existing patterns	Try something new this visit
Weekend Drive Market Canadians, Spokanites, Missoulanians, Others w/in 3 hour drive radius	Visit the LKSB	Select another destination	New destination to explore

Audience	Desired Outcome	Competitive Alternative	Differentiating Message
Active Outdoors* Hike, Camp, Hunt, Fish, Boat Equestrian	Great places to recreation on or near the LKSB Extend stay by driving LKSB	Go elsewhere Shorter visit	New destination to explore A way to scout new places for active outdoor recreation
Relaxed Recreation* Camp, Scenic Drivers, RVers, Heritage, Viewers (wildlife or scenery)	Great places to relax on or near the LKSB Extend stay by driving LKSB See more wildlife or heritage on LKSB	Go elsewhere Shorter visit	New destination to explore A way to scout new places for relaxing or viewing activities
Adventure Sports* Cycling, Rock-climbing, Map Sports, Trail Users	Use LKSB to find new places for adventures sports	Go elsewhere Return to know locations	Find a new place to explore
Special Events Enthusiasts* Outdoor Recreation, Wildlife, Heritage	Come to events at lake or in gateway communities Drive LKSB as part of an event weekend	Go elsewhere Come to event and leave w/o adding the LKSB	Stay and play
Step Out of Bounds Montana Tourism Social Media Campaign	Come to LKSB and try something different	Select other destination	Unique, authentic NW Montana destination
Group Market Tour Operators Event Planners	Add LKSB to your itineraries Stage events during shoulder season	Select other destinations	Friendly, supportive, varied enroute travel Great destination for your tour or event

* Visitor types are adapted from Attraction Visitors in Glacier Country Travel Region (Nickerson and Sutton, 2003).

Marketing Goals and Objectives for the Byway

Four marketing goals have been developed for the Lake Koocanusa Scenic Byway. These goals were developed with the assumption that staffing will be a collateral duty for the agency or organization person who serves as the convener of the Lake Koocanusa Scenic Byway group. These goals, objectives, and tactics may appear ambitious for a byway with no formal organization, no staff, and no budget, but much can be accomplished with a part-time or volunteer web curator to focus on enhancing the visibility and appeal of the Lake Koocanusa Scenic Byway on various websites.

Opportunistic funding and resources, rather than a fixed allocation, is the second assumption due to reduced agency budgets, new consolidated funding under the Federal Highway Authorization, and existing destination marketing priorities. Fortunately, the lake management plan provides a means and mechanism to move forward with the major elements of the Lake Koocanusa Scenic Byway CMP, including the marketing goals, objectives, and tactics. There is also a great tradition of self-reliance in Lincoln County and proven grant-writing skills based in the local community and agencies.

The roadway has been designed to support robust interpretation of the area's natural and cultural heritage so the interpretation strategy requires only design and installation for implementation rather than a major re-engineering of the highway. That alone saves millions.

Goal: Integrate the Lake Koocanusa Scenic Byway into Existing Agency and Organization Efforts

Integrating the scenic byway into existing agency and organization efforts will leverage resources, engender support for the scenic byway, and encourage cooperation between stakeholder groups.

Objectives

- Utilize the lake management planning effort to maintain momentum established through the CMP process.
- Maintain strategic relationships with economic development and community planners in Libby and Eureka.
- Respond to “calls” from R&D (research and development) programs within the USDA Forest Service and U.S. Army Corps of Engineers.

Tactics to support this goal and objectives are located in the next section.

Goal: Increase the Visibility of the Lake Koocanusa Scenic Byway on Existing Byway, Agency, Destination Marketing and Niche/Special Interest Websites and in their Collateral Materials

Since the Lake Koocanusa Scenic Byway was successfully nominated as a National Forest Scenic Byway in 1992 it already has a multi-faceted web presence and appears in some collateral material and guidebooks. The descriptions of the scenic byway and the driving opportunity need to be refreshed to better align with contemporary travel patterns and Montana Tourism branding efforts. The byway can also be added to other specialized website and publications.

Objectives

- Refresh the content of five websites or publications annually
- Identify two new special interest websites or specialized publications each year to contact adding information about the Lake Koocanusa Scenic Byway

- Identify two specialty publications in BC, Alberta, or Spokane, WA each year and encourage them to feature Lake Koochanusa Scenic Byway information in their publications.

Tactics to support this goal and objectives are located in the next section.

Goal: Unify the Visitor Experience and Local Connections to the Scenic Byway by Implementing the Lake Koochanusa Scenic Byway Interpretation Plan

Travelers and local residents will learn more about the cultural and natural resources of the area if byway allies and advocates secure resources to implement the interpretation plan for the scenic byway. This value-added investment will support local, regional, and state tourism branding strategies. A fully implemented interpretation plan will encourage visitors to linger longer in the area and share their experiences through social media and positive word-of-mouth.

Objectives

- Develop cost estimates and a phased approach to implement the interpretation plan for the Lake Koochanusa Scenic Byway
- Use the scenic byway designations to gain a competitive advantage for agency infrastructure investments

Tactics to support this goal and objectives are located in the next section as well as the interpretation section of this corridor management plan.

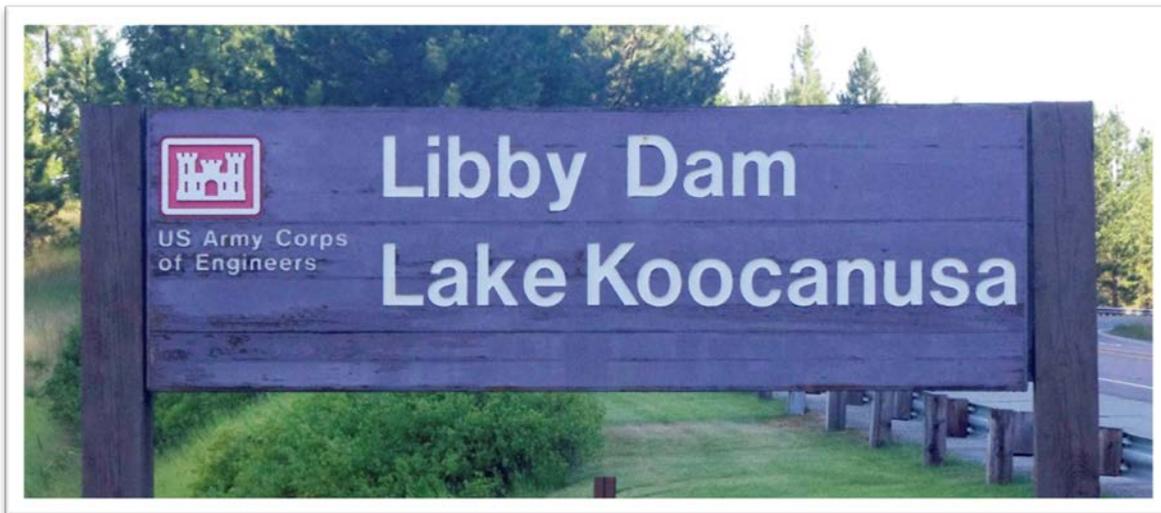


Figure 37. Libby Dam Sign along Highway 37

Marketing Tactics to Achieve the Marketing Goals and Objectives

The marketing tactics are designed to attract visitors to the Lake Koochanusa Scenic Byway and its gateway communities, to share the story of this special place, and to unify the visitor experience. Many of the tactics support more than one marketing goal for the scenic byway.

Tactics are grouped in three categories. Ongoing tactics are continuously pursued. Near-term tactics can begin immediately or anytime during the next 3 to 5 years. Most of the longer-term

tactics will flow from the successful completion of ongoing and near-term tactics. Others require substantial resources to implement. In the absence of a byway organization it is not possible to identify timelines and responsible parties for most of the tactics. If a byway champion emerges in the form of an individual or agency it may be feasible to add more details to the tactics about timelines and responsible parties.

Ongoing

- Identify a liaison for each agency, county, or community planning effort that could influence the development of the Lake Koocanusa Scenic Byway.
- Identify an agency person to maintain contact with agency research and development programs to “pitch” Lake Koocanusa Scenic Byway projects for consideration.
- Maintain liaison with scenic byway and destination marketing organizations:
 - Crown of the Continent Geotourism Council (Tracy McIntyre)
 - Top Ten Scenic Drives marketing collaboration (Alana Mesenbrink)
 - Glacier Country Tourism Region (Alana Mesenbrink and Randy McIntyre)
- Encourage front-line staff at service stations, convenience stores, and restaurants to explore the scenic byway so they can promote it to visitors stopping in their establishments en route in other destinations.

Near Term (Immediate to 3 to 5 years)

- Contact Montana Office of Tourism to learn more about how to participate in the “Step Out of Bound” #Montana Moment campaign
- Contact Glacier Country to coordinate participation in FY14 photo library project
- Add Lake Koocanusa Scenic Byway loop tour to print publications, websites, and visitor kiosks in gateway communities when these marketing tools are refreshed, updated, or reprinted
- Secure resources to implement the phased implementation of the Lake Koocanusa Scenic Byway interpretation plan
 - Install portal signs and way-finding kiosks at Lake Koocanusa Scenic Byway termini and at the bridge crossing
 - Explore the feasibility of community-based “adopt a site” approach to content development and fund-raising for the interpretation plan
 - Explore cost and feasibility of an interim strategy for site interpretation that includes paddle stakes and QR codes to activate pre-loaded content for mobile communication devices and/or tablets (Forest Service research and development project already in progress to explore components of this tactic)
- Review and refresh the Lake Koocanusa Scenic Byway content on websites or in publications sponsored by

- Rec.gov (now host former content from America's Byways)
- Wikipedia
- All Trails/National Geographic
- Public Lands Interpretation Association (PLIA)
- Kootenai National Forest
- U.S. Army Corps of Engineers (lake and district)
- Libby and Eureka Chamber websites and their Canadian counterparts
- Montana Tourism, Glacier Country and Montana Scenic-Historic Byways
- Crown of the Continent Geotourism and Top Ten Scenic Drives
- Special interest websites for fishing, hunting, hiking, scenic driving, RVs, and camping
- Add Lake Kooconusa Scenic Byway content to these publications or kiosks
 - Montana's Great Northwest: Eight Attractions Not to Miss (#6 Libby Dam)
 - Welcome to Libby Dam and Lake Kooconusa (panels and print)
 - 50 Things to Do in Kootenai River Country
 - Viewing Areas and Scenic Drives (this copy-on-demand publication currently has three empty 8.5" x 5.5" panels)
- Contact byway adjacent and lake businesses and ask them to promote the Lake Kooconusa Scenic Byway (At minimum, create a small square or rectangular "bug" that includes the Lake Kooconusa Scenic Byway logo and a QR code linked to a robust Lake Kooconusa Scenic Byway website)
- Create or commission a Lake Kooconusa graphic identity package that includes a byway mark (logo and type), QR code, website, letterhead, rack card (4" x 9") and tri-fold brochure
- Designate a curator to monitor and incorporate crowd-sourced content from various social media platforms
- Develop a website and social media communication plan
- Design a partnership strategy with Glacier Country colleagues near Glacier National Park to encourage Spokane visitors to return home via Lake Kooconusa Scenic Byway
- Create a scenic byway tear-sheet map showing intrinsic features, lake access points, and gateway amenities and develop a sponsorship program to finance the project

Longer Term (3 to 5 years and beyond)

- Invite event programmers to stage events at Lake Kooconusa to increase the programming opportunities for locals, lake visitors, and scenic byway travelers

- Secure funding to enhance the scenic byway experience through infrastructure projects that increase access to the lake from the roadway
- Secure funding to add comfort stations along the scenic byway
- Explore US/Canada and US/tribal opportunities to collaborate to secure resources to enhance the scenic driving experience
- Develop or commission a media kit for the Lake Kooconusa Scenic Byway
- Consider nominating the Lake Kooconusa Scenic Byway for National Scenic Byway status when nominations are re-opened
- Develop themed itineraries to share with group tour operators and other niche markets
- Review and update the Lake Kooconusa Scenic Byway CMP every 5 years

Timelines and Budget for the Key Elements of the Marketing Goals

Resources and local interest will determine how quickly marketing tactics can be undertaken. Some tactics require only a commitment of time. Other tactics will require a substantial commitment of time and resources. Resources can be secured through competitive grants, agency infrastructure funding cycles, or agency sponsored research and technology departments. Table 8 contains a preliminary list of selected tactics and approximate costs.

Table 8. Tactics and Budget

Tactic	Description	Cost Range and/or Staff Needs
Byway Identity Package	Logo, letterhead, website	\$2,500–\$10,000
Intrinsic Feature Marks	Design marks and print 2,500 postcards or stickers	\$2,500–\$3,000 per mark with printing
Rackcard, Brochure	Design Print	\$5,000–\$10,000
Implementation Coordinator	Coordinate implementation of CMP	¼ to ½ of a full time position
Social Media Curator	Coordinate web and social media content about LKSB	¼ to ½ of a full time position
Sign Plan	Inventory and update of directional and wayfinding sign information	\$4,000–\$8,000
Interpretation Plan – Update	Update existing interpretive plan with CMP information and current costs	\$4,000–\$8,000
Interpretive and Sign Plans – Implementation	Implement elements of interpretive and plans as funding becomes available per identified priority schedules	To be determined in the interpretive and sign plans

Assessment and Updating of the Marketing Section of the CMP

A means of assessment should be identified before undertaking any of the marketing tactics. At minimum each tactic should be considered in light of its “fit” with byway sponsors. One or more metrics to assess the success of the tactic in achieving its outcome should be established and information should be collected to measure the return on investment (ROI).

Other marketing ideas and tactics will emerge as planning and implementation continues for the Lake Kooconusa Scenic Byway and Montana Tourism refines its brand. The entire CMP, including this market section, should be reviewed and updated every 5 years.



Figure 38. View of Lake Kooconusa Bridge Southbound Along Highway 37

CHAPTER 9 – IMPLEMENTATION AND FUNDING

Implementation Activities and Responsibilities

The full length of the Lake Koocanusa Scenic Byway has been recognized as a unique scenic resource the Forest Service since 1992 and by the State of Montana since 2011. It has not been nominated nor designated by the FHWA as a National Scenic Byway at the time of this writing. If the local communities choose to nominate the Lake Koocanusa Scenic Byway, developing this corridor management plan fulfills a FHWA prerequisite for nomination submissions. National recognition increases opportunities for funding and would assist local communities and agencies in managing this spectacular corridor and implementing this plan.

However, regardless of designation as a National Scenic Byway, a corridor management plan describes a publicly developed vision for the byway corridor and lists implementation items or improvement projects desired by the communities and agencies along the byway.

These projects could include planning, printed materials, presentations, exhibits, infrastructure construction, highway safety improvements, or any items the community and agencies think are important. An additional part of this process is to evaluate the current resources available to implement these projects.

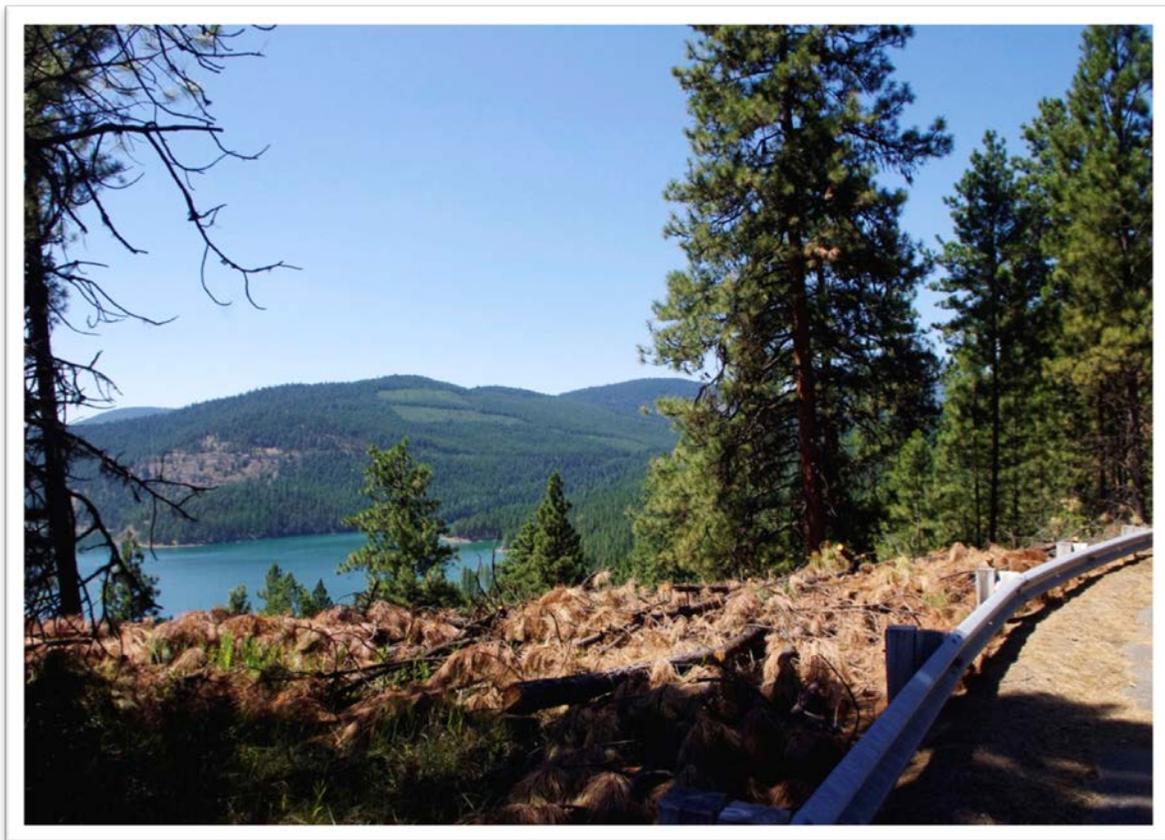


Figure 39. Implementation—Clearing Vegetation along the Byway to Improve Visibility of Scenic Views

Communities and agency personnel can use this list of projects and criteria to set priorities in accomplishing tasks. The documentation of public involvement, shared vision, and land management policy included in this CMP will provide a platform for future grant applications that may improve an applicant's competitiveness.

Table 9. Potential Future Projects along the Lake Koocanusa Scenic Byway*

Project or Activity	Health and Safety	Enhance Resident and Visitor Experience	Improve Accessibility	Funding and Staffing	Long-term Maintenance Addressed
<p>Completion of a MOU between the FS, and USACE to identify the process for communication, cooperation, and consultation regarding activities on Lake Koocanusa and along the byway route.</p> <p>Items to address specific to the byway include designing future interpretive opportunities, monitoring visitor use, identifying cooperative grants with local city and county agencies, coordinating grant and funding applications, and collaborating future corridor management plan updates and national scenic byway designation nomination.</p>	X	X	X	FS and USACE	
Clear/trim vegetation at scenic vistas.		X	X	FS and MT DOT	X
Improve parking and pedestrian crossing at the Stone Hill climbing area.	X	X		FS, MT DOT, Grants, Community Byway Partners	
Improve route identity and wayfinding to give the visitor confidence. This could include National Forest Scenic Byway signing, as well as a unique visual identity/logo for the byway.	X	X		FS, USACE, MT DOT, Grants, Community Byway Partners, Volunteers	

Project or Activity	Health and Safety	Enhance Resident and Visitor Experience	Improve Accessibility	Funding and Staffing	Long-term Maintenance Addressed
Improve access from the byway to the lake via additional boat launches, marinas, or hiking trails.		X	X	FS, USACE	
Improve signing to indicate where existing access to lake exists.		X		FS	
Update 1996 Interpretive Plan		X		FS, USACE, Grants, Community Byway Partners, Volunteers	
Complete a comprehensive study of sign needs along the route.	X	X		FS, USACE Grants	
Improve slow vehicle turnout signing both to indicate locations and provide specific traffic code violations for failing to pull over and let vehicles pass.	X	X		MT DOT	
Develop a graphic image system for the corridor.		X		Grants, Community Byway Partners, Volunteers, FS, USACE	
Develop scenic byway entry portals and/or wayfinding kiosks. Identify a wayfinding system and disseminate orientation materials from portal.		X	X	Grants, Community Byway Partners, Volunteers, FS, USACE	
Update outdated and damaged interpretive signs throughout the corridor.		X		Grants, Community Byway Partners, Volunteers, FS, USACE	

Chapter 9 – Implementation and Funding

Project or Activity	Health and Safety	Enhance Resident and Visitor Experience	Improve Accessibility	Funding and Staffing	Long-term Maintenance Addressed
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.		X		Grants, Community Byway Partners, Volunteers, FS, USACE	
Develop an interpretive auto tour brochure or downloadable mobile phone application. These are location based, self-guided touring systems. Several versions could be developed to highlight various themes such as Native American, historical, or natural history themes.		X	X	FS, USACE, Grants, Community Byway Partners, Volunteers	
Implement new interpretive signing identified in the updated interpretive plan.		X		FS, USACE, Grants, Community Byway Partners, Volunteers	
Install additional restroom facilities along the byway in association with new or existing wayside interpretation.		X		FS, MT DOT, Grants	
Improve surface conditions along the FDR 228		X		FS	X
Request State designation for the FDR 228 portion of the byway		X		FS, MT DOT, Community Byway Partners	

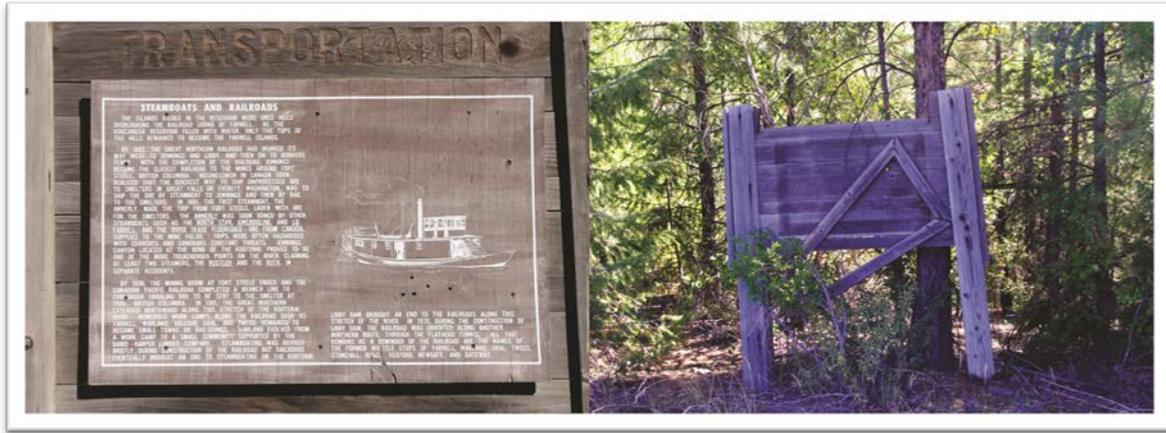


Figure 40. Existing Interpretation along Highway 37 – Some Locations Need Repair and Vegetation Thinning



Figure 41. Thinning Vegetation at Viewpoints is Recommended

Funding Opportunities

Groups or individuals working to improve scenic byways or highway safety related projects can seek special funding through government and private sources. The majority of funding is available at the federal and state levels through government grants, trusts, and assistance programs.

On July 6, 2012, the President signed a new surface transportation funding bill, Moving Ahead for Progress in the 21st Century (MAP-21), which is sustaining the Highway Trust Fund and providing States and communities with 2 years of steady funding to build needed roads, bridges, and transit systems. Although the National Scenic Byway Program remains a FHWA program, MAP-21 does not include a discretionary grant program specific to scenic byways. Instead projects are eligible for funding under the Federal Lands Access Program, Federal Lands Transportation Program, and the Transportation Alternatives Program through local State selection competition. The partnerships between community leaders and state transportation offices established during the CMP development process are key to successful funding applications for byway related projects.

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. Proper research and documentation improve chances for successful grant proposals. For example, important criteria to consider for FHWA funding opportunities include considering:

- Access to economic generators/job creation
- Primary recreation access
- Sustainability
- Livability
- Quality visitor experience
- Accessibility
- Potential for partners and volunteers
- Readiness to Implement
- Opportunity for addressing long-term maintenance needs



Figure 42. Wayfinding Sign for Libby Dam along the FDR 228 in Need of Some Repair

The following tables list several funding opportunities and contact information. Information was gathered from the following web sites: Catalog of Federal Domestic Assistance (CFDA) <https://www.cfda.gov/>, Grants.gov <http://www.grants.gov/>, and Foundation Center Source <http://foundationcenter.org/>.

Table 10. Government Funding Opportunities

Grant Managing Organization	Type of Proposal	Applicant Eligibility	Contact / Address	Typical Funding Range
Federal Lands Access Program (FLAP)	<p>Provides funds for projects that improve access to federal lands on infrastructure owned by states, counties, and local governments including:</p> <p>A. transportation planning, research, engineering, preventive maintenance, rehabilitation, restoration, construction, and reconstruction of Federal Lands Access Transportation Facilities located on or adjacent to, or that provide access to, Federal land, and-</p> <p>i. adjacent vehicular parking areas;</p> <p>ii. acquisition of necessary scenic easements and scenic or historic sites;</p> <p>iii. provisions for pedestrians and bicycles;</p> <p>iv. environmental mitigation in or adjacent to Federal land to improve public safety and reduce vehicle-caused wildlife mortality while maintaining habitat connectivity;</p> <p>v. construction and reconstruction of roadside rest areas, including sanitary and water facilities; and</p>	<p>Programming decisions will be made by a committee comprised of FHWA, a representative of the state DOT, and a representative of any appropriate political subdivision of the state, such as a county.</p>	<p>http://www.fhwa.dot.gov/map21/</p> <p>http://www.fhwa.dot.gov/map21/guidance/guideflap.cfm</p>	<p>Allocates \$250 million for the FLAP for each year (2013 and 2014), which is divided by formula to the states based on visitation, federal land area, federal public road miles, and federal public bridges. This formula will result in 80 percent of the funds going to 12 western states.</p>

Grant Managing Organization	Type of Proposal	Applicant Eligibility	Contact / Address	Typical Funding Range
	<ul style="list-style-type: none"> vi. other appropriate public road facilities, as determined by the Secretary; B. operation and maintenance of transit facilities; and C. any transportation project eligible for assistance under title 23 that is within or adjacent to, or that provides access to, Federal land. 			
<p>Federal Lands Transportation Program (FLTP)</p>	<ul style="list-style-type: none"> A. program administration, transportation planning, research, preventive maintenance, engineering, rehabilitation, restoration, construction, and reconstruction of Federal Lands Transportation Facilities, and -- <ul style="list-style-type: none"> i. adjacent vehicular parking areas; ii. acquisition of necessary scenic easements and scenic or historic sites; iii. provision for pedestrians and bicycles; iv. environmental mitigation in or adjacent to Federal land open to the public -- <ul style="list-style-type: none"> I. to improve public safety and reduce vehicle-caused wildlife mortality while maintaining habitat connectivity; and II. to mitigate the damage to wildlife, aquatic organism passage, habitat, and ecosystem connectivity, 	<p>The FLTP builds upon the structure of the traditional Federal Lands Highway Program. It improves multi-modal access within national parks, forests, wildlife refuges, Bureau of Land Management (BLM) lands, and USACE facilities.</p>	<p>http://www.fhwa.dot.gov/map21/ http://www.fhwa.dot.gov/map21/guidance/guidefltp.cfm</p>	<p>Discretionary funding program. \$300 Million total appropriation. \$240 million to the NPS, \$30 million to the FWS, and \$30 million to the FS, BLM, and Army Corp of Engineers</p>

Grant Managing Organization	Type of Proposal	Applicant Eligibility	Contact / Address	Typical Funding Range
	<p>including the costs of constructing, maintaining, replacing, or removing culverts and bridges, as appropriate;</p> <p>v. construction and reconstruction of roadside rest areas, including sanitary and water facilities;</p> <p>vi. congestion mitigation; and</p> <p>vii. other appropriate public road facilities, as determined by the Secretary;</p> <p>B. operation and maintenance of transit facilities;</p> <p>C. any transportation project eligible for assistance under title 23 that is on a public road within or adjacent to, or that provides access to, Federal lands open to the public.</p>			
<p>FHWA Transportation Alternatives Program</p>	<p>Construction, planning, and design of on-road and off-road trail facilities for pedestrians, bicyclists, and other nonmotorized forms of transportation. Conversion and use of abandoned railroad corridors for trails. Construction of turnouts, overlooks, and viewing areas. Reduce vehicle-caused wildlife mortality or to restore and maintain connectivity among terrestrial or aquatic habitats.</p>	<ul style="list-style-type: none"> • Local governments; • Regional transportation authorities; • Transit agencies; • Natural resource or public land agencies; • School districts, local education agencies, or schools; • Tribal governments; and • Any other local or regional governmental entity with responsibility for oversight 	<p>http://www.fhwa.dot.gov/map21/</p> <p>http://www.fhwa.dot.gov/map21/guidance/guidetap.cfm</p>	<p>Discretionary funding program.</p> <p>\$1.6 Billion total appropriation for FY 13 and 14 apportioned to States based on their proportionate share of FY 2009 Transportation Enhancements funding.</p>

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Grant Managing Organization	Type of Proposal	Applicant Eligibility	Contact / Address	Typical Funding Range
		of transportation or recreational trails (other than a metropolitan planning organization or a State agency) that the State determines to be eligible, consistent with the goals of subsection (c) of section 213 of title 23..		
FHWA Recreation Trails Program	Maintenance and 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/recreails/index.htm	
Community Transportation Enhancement Program (CTEP)	The Community Transportation Enhancement Program (CTEP) is a Montana program that funds transportation related projects designed to strengthen the cultural, aesthetic, and environmental aspects of Montana's intermodal transportation system. The CTEP allows for the implementation of a variety of non-traditional projects.	Funds are distributed to the eligible local governments based on population figures provided by the U.S. Bureau of the Census. CTEP activities are a sub-component of the Surface Transportation Program (STP). The funding policy and procedural requirements that apply to the STP also apply to the CTEP.	http://www.mdt.mt.gov/business/ctep/	Varies with appropriations.

Grant Managing Organization	Type of Proposal	Applicant Eligibility	Contact / Address	Typical Funding Range
Montana Department of Tourism	Includes the Tourism Infrastructure Investment Program Grant (TIIP) and other tourism related financial and technical assistance. The purpose of the TIIP is to create and improve Montana's tourism-related facilities so they strengthen Montana's appeal as a visitor destination and provide quality visitor experiences. The grants help Montana non-profit organizations create new tourism facilities, enhance existing ones, purchase tourism-related equipment and preserve Montana's historical and cultural treasures.	Any organization officially recognized by the IRS as having a non-profit status. Montana Indian tribes, cities and counties are considered qualifying tourism-related, nonprofit groups for the purposes of applying for participation in TIIP.	http://travelmontana.mt.gov/forms/	\$550,000 was distributed to various projects in 2012
Montana Agency Grants and Loans	Multiple listing of state agencies with grant or loan funding opportunities.	Varies	https://fundingmt.org/index.do	Varies
Humanities Montana	Humanities Montana's educational and cultural programs help Montanans develop a deeper understanding of humanity's values and beliefs, intellectual achievements, diverse cultures, and heritages. Types of projects supported include: <ul style="list-style-type: none"> • Book festivals • Conferences • Exhibits • Lectures • Media projects 	Eligible grantees <ul style="list-style-type: none"> • Nonprofits • K-12 schools, Colleges, Universities • Museums • Libraries • Historic preservation societies • State or local government agencies • Unions • Business and professional groups 	http://www.humanitiesmontana.org/grants/	\$1,000 to \$5,000

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Grant Managing Organization	Type of Proposal	Applicant Eligibility	Contact / Address	Typical Funding Range
	<ul style="list-style-type: none"> • Museum assistance • Oral histories • Panel discussions • Planning for humanities programs • Public debates • Reading and discussion programs • Workshops • “Other” (to encourage innovation). 	<ul style="list-style-type: none"> • Social service organizations • Community, religious, or tribal groups 		
<p>USDI National Park Service Preserve America Grant Program</p>	<p>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.</p>	<p>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.</p>	<p>Historic Preservation Grants, (202) 354-2020 Preservation_Grants_Info@nps.gov http://www.nps.gov/history/hps/hpg/PreserveAmerica/index.htm</p>	
<p>USDI National Park Service Save America’s Treasures Grant Program</p>	<p>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.</p>	<p>State Historic Preservation Offices, Tribal Historic Preservation Offices, Certified local governments, educational institutions, nonprofit organizations and federal, state and local governments.</p>	<p>Historic Preservation Grants, (202) 354-2020 Preservation_Grants_Info@nps.gov http://www.nps.gov/history/hps/treasures/index.htm</p>	

Grant Managing Organization	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.
USDI, USDA Recreation Enhancement Act (REA)	Enhance recreations sites and services at sites where the fee is charged.	The majority of fee revenues (at least 80% by law), are retained locally to enhance recreation sites/areas 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	Collection on site, amount varies.
AmeriCorps Corporation for National and Community Service (94.018) Learn and Serve America Innovative Community-Based Service-Learning Program	Learn and Serve America grants are used to create new programs or replicate existing programs, as well as to provide training and professional development to educators and volunteers. Service-learning programs allow schools, community groups and colleges to combine community service activities with educational, civic, or leadership objectives. All Learn and Serve America programs work to support education, the environment, public safety, and other human needs.	For state or federal agencies, and nonprofit organizations. Learn and Serve America's School-Based programs provides grants to State Education Agencies and to nonprofit organizations.	Corporation for National and Community Service (202) 606-5000. Or the eGrants Help Desk: 1-888-677-7849, ext. 533 http://www.national-service.gov/for_organizations/funding/index.asp	Project grants. Matching funds for operating and volunteer living expenses.

Corporate, Local and Private Funding Opportunities

Table 11. Corporate, Local, and Private Funding Opportunities

Organization	Type Of Proposal	Applicant Eligibility	Contact / Address	Typical Funding Range
The Steele-Reese Foundation	The Steele-Reese Foundation supports projects in the following areas that affect people in rural areas in Idaho, Montana, and Appalachian Kentucky: education; health; human/social services; the arts and humanities; and land, water, wildlife, and historic conservation/preservation.	Non-profits and local government agencies	http://steele-reese.org/	\$5,000 to \$150,000
The Northwest Power and Conservation Council	Protecting, mitigating, and enhancing fish and wildlife affected by the dams on the Columbia and Snake Rivers. Through the Council’s Columbia River Basin Fish and Wildlife Program, a portion of the money the Bonneville Power Administration earns from selling electricity is dedicated to fish and wildlife projects. It is the largest regional effort to protect and enhance fish and wildlife resources in the nation.		851 SW Sixth Ave. Suite 1100 Portland, OR 97204 503-222-5161 800-452-5161 http://www.nwcouncil.org	\$200 million a year to over 400 projects through the basin

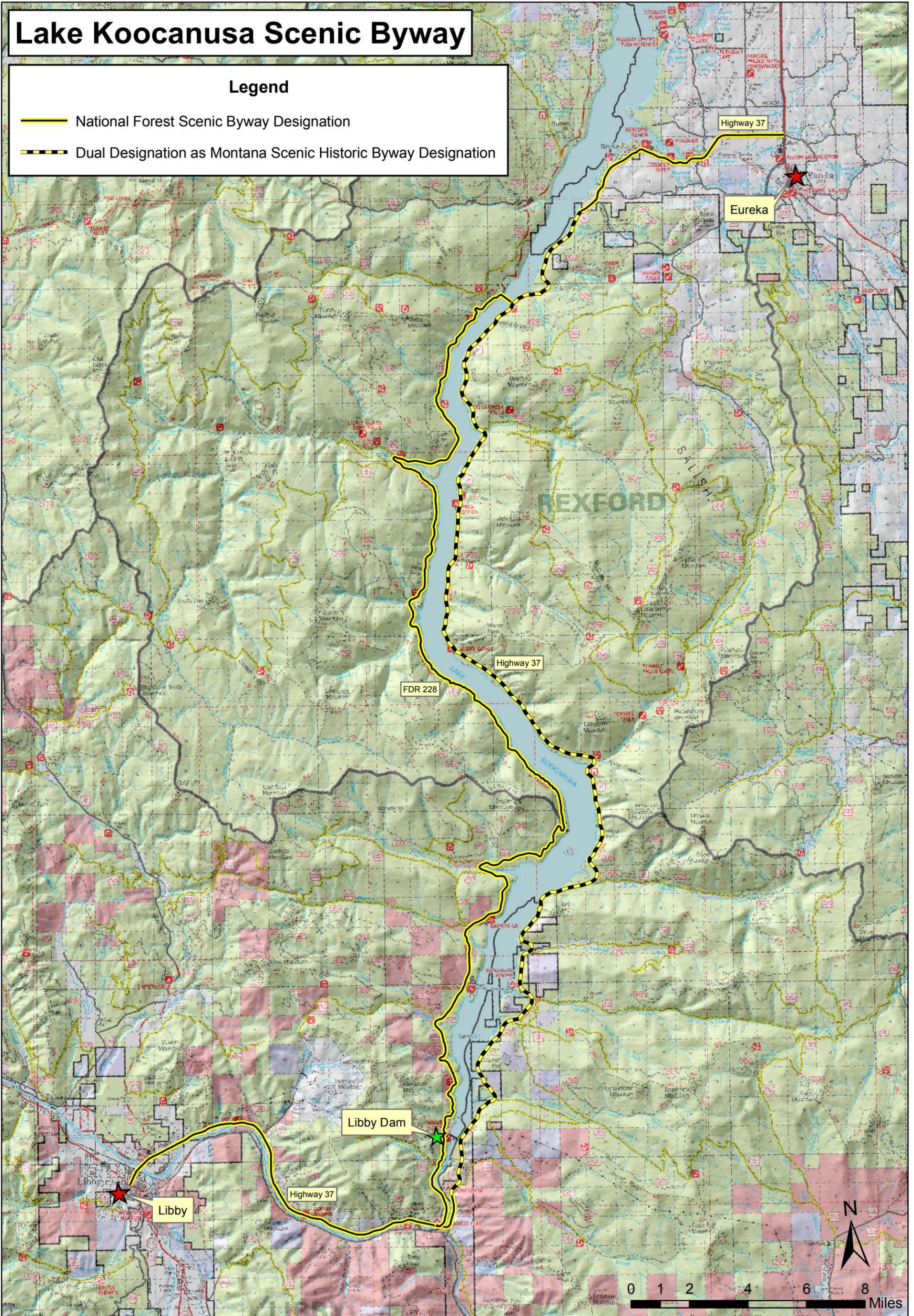
Organization	Type Of Proposal	Applicant Eligibility	Contact / Address	Typical Funding Range
Edwin W. and Catherine M. Davis Foundation	The Foundation is interested in solving social problems and creating opportunities for disadvantaged peoples. In order to maintain flexibility and to be able to respond to changing needs, the foundation evaluates its interests and commitments on a frequent basis.	National. Only limitation listed: "The foundation does not support grants to individuals, capital campaigns, buildings and/or equipment grants, long-term commitments, endowment campaigns or loans."	30 7th St East, Ste 2000, St. Paul, MN. 55101 (651) 228-0935	500 - \$30,000 over 40 grants
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
Reconnecting America	Multiple listing of agencies with grant funding to support the planning and implementation of projects that promote sustainable communities.	Varies	http://reconnectingamerica.org/resource-center/federal-grant-opportunities/	Varies
The Mazda Foundation (USA), Inc.	The Mazda Foundation awards grants to programs promoting education and literacy, environmental conservation, cross-cultural understanding, social welfare, and scientific research	Non-profit organizations nationwide	Washington, DC. http://www.mazdafoundation.org/	Varies

APPENDIX A – MAP

Lake Koocanusa Scenic Byway

Legend

-  National Forest Scenic Byway Designation
-  Dual Designation as Montana Scenic Historic Byway Designation



APPENDIX B – REFERENCES AND BIBLIOGRAPHY

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Additional Information

Workshop participants offered many marketing ideas and concepts throughout the workshop series. Although the names are not included in this CMP their efforts are appreciated and acknowledged here. Summaries of the workshops can be found in Appendix C.

These scenic byway marketing plans or CMP chapters focused on route promotion, scenic byway marketing, or visitor communication were useful in developing the marketing and promotion components of this corridor management plan:

- Amish Country National Scenic Byway Marketing Plan (2004.) Prepared by OSU Extension Holmes County Community Development.
- Arroyo Seco Parkway National Scenic Byway Brand and Marketing Plan (2012, May). Prepared by Writebrand. *Sections on the byway brand (promise, positioning, personality) and the marketing recommendations snapshot were particularly enlightening.*
- Cape Flattery Scenic Byway Corridor Management Plan (The Makah Tribe). (2006). Chapter 4: Visitor Communication. Prepared by Parametrix.
- Maple Traditions Scenic Byway Corridor Management Plan (2009, March). Prepared by Adirondack North Country Association in partnership with Tug Hill Commission. *Separate sections on economic development, tourism development and recreation development were especially useful.*

- Outer Banks Scenic Byway Comprehensive Management Plan (2008). Outer Banks Scenic Byway Advisory Committee. *Chapters 5 (Interpretation) and 6 (Sharing the Heritage) provided interesting approaches to their respective topics.*
- Palouse Scenic Byway Marketing Action Plan (2003, June). Prepared by Desautel Hege Communications and Klündt| Hosmer.
- Recreation Solutions Scenic Byway Corridor Management Plans for five byways including:
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APPENDIX C– COMMUNITY WORKSHOP NOTES

Lake Kooconusa Scenic Byway Workshop I Series – Visions, Goals, and Intrinsic Themes (March 6 and 7, 2013)

Meetings Notes

Meetings began with a welcome by Timory Peel (FS Recreation Solutions Enterprise Team), Emilyn Sheffield (award-winning scenic byway planner and Professor from CSU-Chico), Mary Laws (Kootenai National Forest Recreation Planner), and Alana Mesenbrink (Army Corps of Engineer Libby Dam Planner). Timory and Emilyn have been working together on scenic byway projects for several years and are excited to bring their knowledge and experience to this project.

Twenty-six community members and agency employees participated in the workshops held over the two evenings.

The notes and all documents shared at the workshops are also posted on the Kootenai NF's website

at: <http://www.fs.usda.gov/projectdetail/kootenai/landmanagement/projects/?cid=STELPRDB5410418>.

Project Purpose and Scenic Byway Background

The Lake Kooconusa Scenic Byway was designated a National Forest Scenic Byway in 1992. The designation includes State Highway 37 between the towns of Libby and Eureka and the FDR 228 on the east side of the lake from the Libby Dam Visitor Center access to the bridge and intersection with the Yaak 92 Road.

The Lake Kooconusa Scenic Byway was designated a Montana Scenic-Historic Byway in 2011 contingent on the completion of a corridor management plan within 2 years. This planning effort will meet that state requirement.

Our project goals are to complete a corridor management plan (CMP) that will:

- Identify ways to enhance the visitor experience and the economic vitality of the gateway communities and surrounding area
- Identify the community values
- Identify opportunities to get your existing visitor traffic to work harder for you economically as well as promote to new markets if you desire

Scenic byways are a good visitor draw tool because you can market them to the level your community chooses. Recent break-throughs in social media applications allow you to deliver detailed stories targeted to a range of individual interests such as lake recreation, fishing, wildlife viewing, history, photography, rock climbing, hiking with the byway as the central draw and transportation route. In addition, there are apps available that allow you to cache interpretive information for areas without cell service.

The FS has GPS'd 60 observation points along the FDR and Hwy 37. Although most views are now obscured by forest vegetation, they are engineered, paved pull-offs suitable for providing interpretation and encouraging visitors to stop.

There are thousands of years of Kootenai history in the area. We'll work with the Tribe to determine what stories they would like to share.

Current studies are showing that people are staying closer to home – travel time has dropped to less than 3 hours. On the heels of September 11, there was a 5-year period where travel emphasis was on friends and family. Eureka currently benefiting from Canadian travels but have to be careful of becoming too dependent on just that market. Currency values change, Calgary promoting local opportunities and increasing your competition. Their visitation is buying you time to plan for the future and opportunities to diversify. Local planners using tourism to as a stepping stone to attract businesses and diversify the economy. The scenic byway may be another tool to help promote the area and bring in a new generation of entrepreneurs or the young locals who have had to leave back.

Folks asked how much additional traffic could the corridor support? We can tap into that information from the lake management plan effort but planners feel that most of the corridor and facilities are underutilized. Some sites at the northern end are crowded, how can we distribute that use to underutilized locations?

Someone asked what constituted the byway corridor. FHWA generally includes the viewsheds of the road, so the actual width varies. However, the route provides an opportunity to link/promote the gateway communities and fan out to other recreation opportunities in the area.

History of the Byway Movement

Galvanized by the 1964 President's Commission on the Americans Outdoors, a growing body of national outdoor research consistently confirms that scenic driving is a popular and common form of outdoor recreation. Based in part on this information, a variety of programs recognizing special travel routes as scenic byways were born in the late 1980s. Byways make en route travel more interesting and the landscapes they traverse more understandable as our culture becomes increasingly urban. Scenic byways help connect people to places.

California was an early leader in the scenic driving movement developing the first scenic highway programs in the country. Federal agencies such as the Forest Service and BLM followed and FHWA highways entered the game in 1991 with designations for National Scenic Byways and All American Roads. Currently, at least six federal agencies have route designation programs (e.g., USDA Forest Service, USDI National Park Service, Fish and Wildlife Service, Bureau of Land Management, Bureau of Indian Affairs, FHWA).

FHWA developed its national scenic byway program to recognize excellent driving experiences and requires a community-driven corridor management plan as a prerequisite for designation.

This is a recognition program, not a regulatory program. The finished CMP will describe the adjacent land management agency management but will not contain any new or change in direction.

What are the Benefits of the Scenic Byway Program?

Scenic byways are a tool communities can use to promote the scenic and recreation attractions of an area, with the potential to draw a desirable visitor demographic. Scenic byway drivers tend to be courteous, spend more, and are lighter on the land. There are tested tourism tools for communicating visitor messages to slow down, come early, stay longer, tell their friends.

Writing a CMP, communities can:

- Develop a shared vision for the future of their road corridor.
- Align planning efforts of various land management planning documents (Forest Service, County, Bureau of Land Management, etc.).
- Increase cooperation among communities and/or agencies.
- Organize the information about the corridor currently spread among various sources.
- Secure resources for safety improvements, interpretation, resource protection, etc.
- Identify methods to improve the visitor experience.
- Influence visitor management.
- Identify strategies to improve community economic vitality.

Recent Program Funding Changes

The 2012 transportation bill, called MAP-21 for short, changed the funding environment for the National Scenic Byways program. Although byway related projects are still eligible under the Transportation Alternatives Program and the Federal Lands Access Program, the stand-alone discretionary grant program for scenic byways was eliminated. Scenic byway designations are still beneficial though as transportation funding to federal land management agencies is prioritized for important recreation access and economic generator routes.

Other Current Planning Efforts

There are several other concurrent planning efforts are underway in the area and include:

- Kootenai National Forest land and resource management plan revision
- USACE multi-year master planning effort
- USACE, the FS, and MT DNRC joint lake management plan for the reservoir
- Lincoln County comprehensive economic development strategy effort (have identified tourism as an important piece of the economic planning)

Community Thoughts for the Lake Koocanusa Scenic Byway

What would you like to see as a positive impact on the area and visitors?

- Return visitors who bring their family and other guests. *(Emily note: Traditional travelers are a good demographic as they invest more and share more when back home.)*

- More business/economic investment. Attract light industry and small businesses. Positive economic impact while maintaining the beauty and integrity of the natural environment.
- Opportunity to tie all the recreation facilities and information together.
- Would like to see an emphasis on Geotourism styled promotion. A style of tourism that allows communities to share their lifestyle with visitors without changing the way of life that is the draw. Maintains the availability for the local residents while drawing visitors.
- Look beyond the route and use it as a launch pad for other recreation in the area/county.
- Have visitors appreciate the natural resource management on the public lands. Appreciate the smaller towns and their lifestyles.
- Work toward the positive aspects of attracting tourism and lessen the negative impacts; avoid culture clashes.
- Pull interests together – Libby, Eureka, agencies, community organizations, private businesses

What is special? What do you want travelers to experience?

- You feel like you are driving out in the past or the wild, even though it is paved.
- Good, solid, well-engineered route with long, scenic vistas.
- Feeling of awe. Of welcome. Unhurried.
- There are multiple loop opportunities including the byway itself, the Yaak, and Pipe Creek giving different recreation experiences.
- No cell coverage along most of the byway, some folks love the disconnect. You are can completely disconnect. Okay with locals, harder for visitors.
- The dam visitor center and all the recreation facilities are a big draw. *(Note: There is a national push to prepare the next generation of “STEM” innovators – providing education experience in science, technology, engineering, and math. The dam is an ideal education location to fit in these criteria.)*
- Magnificent landscapes with an understanding of working management.
- There are very few lakes that have such little development as this one does. Flathead has houses all along the lake; if you are driving or boating here, you don’t see any development.
- The cultural sites – the river was a travel corridor for generations. Native Americans, David Thompson and other fur traders, the railroad before it was moved. There is technology available to provide interpretation that would “x-ray” the reservoir allowing you to share visual stories of what the valley looked like before the reservoir.

What do you want to retain?

- Clean and fresh look.

- The remoteness and the natural beauty.
- The Montana spirit.
- The ability to experience an uncrowded recreation experience.
- The vitality of the local towns.
- Preserve the uniqueness of the attraction while sustaining the community economics. Give the communities a tourism market that they “can live with”. We don’t want to be like Lake Tahoe.
- Retain the Rich, Rare, and Remote feeling.

What do you want to enhance?

- Folks would like to see more of the lake views, opportunities for vegetation management. Both USACE and FS support. MT DOT needs to clear (vegetation) the ROW.
- Would like to see some short interpretive trails (1/2 mile to 2 miles long from some of the pullouts. They could be varied along themes – geologic, natural, archaeological, etc. Provide a rec benefit as well as a safety one by encouraging visitors to take a break and stretch their legs. If they were paired by restroom facilities, it would be much appreciated.
- Could improve the physical experience of driving the long route with a travel rest/interpretive center. A “halfway there” without undercutting the natural experience.
- Signing on both ends to let people know what’s ahead, and where to expect facilities, and identify all the interesting locations (portal signing). Consistent identity signing then continued along the route.
- Also, improve signing along the corridor. Long stretches between services or information. There is a need for some confidence building including signs, interpretation, story-telling of the history and contemporary uses. Additional bathroom facilities.
- Adventure Cycling is located in Missoula – opportunity to draw their business as a cycling location because of multiple loop and “century route” (100 miles) opportunities.
- Recreation access to the water including boating, walking to the water, motorized access. Frustrating for folks there are limited opportunities to pull-off and walk to the water’s edge with their dogs/kids.
- More recreation access to the mountains surrounding the lake.
- Stability in the lake level for recreation access. *(Note: Stabilizing lake level is not something the scenic byway CMP can directly address. As a headwaters dam, fluctuation in the lake level will always be present. However, the community desire for consistent and adequate access can be shared with the lake management plan development and both documents can identify a need for lake access*

extensions/mitigation to maintain recreation access. Additional documentation may boost competitiveness for funding or grants.)

- Intentionally connect Libby and Eureka for a well-programmed experience.
- Business at both ends working together to tell folks where to go/stop/recreation/eat. Towns close up at 5 or 6 pm, no evening venues, limited lodging. Draw enough throughput for varied dining opportunities.
- Appreciation of the fullness of human uses that have occurred, the logging camps, the mining, the small towns that are gone, the Native American uses.
- Honor the families who lost their homes/homesteads by education and story-telling.
- Share the vibrant Tribal stories of the past and today.
- More camping opportunities on the forest for more of the year.
- Education on the practice of leave no trace recreation.
- Safety for bicycling.
- More bathrooms.
- Slow drivers pull over signing.
- Picnic area facilities
- Educating visitors on how to be a good “guest” (Geotourism ethics)

Intrinsic Features

The FHWA has identified six categories of intrinsic qualities for scenic byways that represent unique, irreplaceable, or distinctly characteristic features of a byway corridor. Some qualities may fit under more than one category and it is possible to nominate a byway for national designation in more than one category. This is an iterative process so we’ll continue to work to identify these throughout the planning effort.

Cultural features are the evidence and expressions of the customs or traditions of a distinct group of people. Cultural features include, but are not limited to, crafts, music, dance, rituals, festivals, speech, food, special events, and vernacular architecture that are currently practiced.

Archaeological features are historic and prehistoric features that are on or adjacent to the byway, are still visible and capable of being inventoried and interpreted, and are appropriate to highlight.

Scenic features are heightened visual experience derived from the view of natural and manmade elements of the visual environment.

Historic features encompass legacies of the past that are distinctly associated with physical elements of the landscape, whether natural or manmade, that are of such historic significance that they educate the viewer and stir an appreciation of the past.

Recreation features involve outdoor recreational activities directly associated with, and dependent upon, the natural and cultural elements of the corridor’s landscape.

Natural features are those in the visual environment that are in a relatively undisturbed state. These features predated the arrival of human populations, and may include geological formations, fossils, landforms, water bodies, vegetation, and wildlife.

Creating the list of intrinsic features can be used to build an interpretive plan for the byway. A good interpretive plan provides a framework to package your story and provide a clear and coherent description for the casual visitor.

The completed CMP will list the interpretation theme community participants feel are the important stories to share. The implementation plan section will describe how to share your stories and teach visitors to slow down and appreciate the unique aspects of this corridor (potentially through signing, brochures, information at visitor centers, the national monument or community festivals.)

Table 12. Community Identified Intrinsic Features for the Lake Kooconusa Scenic Byway

Archaeological	Cultural	Historic
<ul style="list-style-type: none"> • Rock art/petroglyphs • Native American camps • David Thompson trading post • Towns underwater • Stories of how reservoir impacts traditional tribal lands 	<ul style="list-style-type: none"> • Amish communities • Festivals – Irish Fair, Amish Auction, Bluegrass Festival, Rodeo, County Fair, Blackpowder Rendezvous, Quilt Show, Car Show, Nordicfest, Logger Days, Fishing Derby • Downtown Eureka Main Street • Hunting blinds • The dam – architecture, unique features of headwaters management • Evidence of management including harvest and fire – education as to why it matters 	<ul style="list-style-type: none"> • Dam architecture • The route itself • Fire lookouts • David Thompson route' • Railroad • Old towns; Rexford moved multiple times • Historic village • Railroad logging • Logging camps

Scenic	Recreation	Natural
<ul style="list-style-type: none"> • Fall foliage; “leaf peeps” • Ten Lakes Wilderness Area and Ten Lakes Scenic Area • Kootenai River • Canadian Rockies • Rugged terrain • Patchwork of forest ecosystems • Ksanka Mountain • Cabinet Mountains • Expansive views of lake and mountains 	<ul style="list-style-type: none"> • Mountain and touring bicycling • Motorcycle riding • Rock climbing (Stone Hill) • Boating • Camping • Hiking • Birding • Cabin rentals • Fishing • Water sports • OHVs/ATVs • Pacific Northwest National Scenic Trail • Snowmobiling • Hunting 	<ul style="list-style-type: none"> • Geologic fault line • Springs • Waterfalls/icefalls on rock cliffs • Little N. Fork Fall • Eagles/Osprey and their nest stands • Clean water • Ural herd of sheep/big horns • Charismatic megafauna • Drumlins • Wildflowers • Huckleberries • Columbia River Treaty • Water balancing of headwaters dam

Next Meeting

Timory will take this information, begin developing the outline of the CMP, and determine the additional information we’ll need from the communities. We’ll schedule another set of workshops for later this spring, May or June, to discuss positioning strategies to best benefit the communities.

If you have any comments, edits, or additions for these notes, please let Timory Peel know at tpeel@fs.fed.us.

Web Links for Additional Information

www.byways.org: Trip planning site for exploring America’s Byways.

<http://www.bywaysonline.org/>: National Scenic Byways Program information.

<http://www.mdt.mt.gov/travinfo/scenic/>: Montana State Scenic-Historic Byway Program information.

<http://www.fs.fed.us/recreation/byways.pdf>: National Forest Scenic Byway Program information.

<http://www.nsbfoundation.com/>: National Scenic Byway Foundation website.

<http://www.byways101.org/>: Information and tools for building a byway organization and promoting scenic byways.

<http://www.scenic4.org/> : Link to the Ebbetts Pass Byway website as an example of a successful byway promotion through a community byway organization.

<http://www.scenic4.org/cmp.html>: Example CMP recently completed for the Palms to Pines CMP.

Lake Koocanusa Scenic Byway Workshop II Series – Intrinsic, Promotion, Safety, and Implementation (June 11 and 12, 2013)

Eighteen community members and agency employees participated in the workshops held over the two evenings.

Project Goal

The purpose of this project is to complete a Corridor Management Plan (CMP) for the Lake Koocanusa Scenic Byway showcasing the scenery, historic significance, and extensive recreation opportunities along the route. These are the compiled notes from the two evenings of the second project community workshop.

The question was asked of Emilyn, what she saw that made this route different or unique. What is its niche in long list of scenic drives?

The route is enduring on many levels. It has a well-engineered route specifically built and designed for a scenic view. It offers two different driving experiences on either side of the reservoir and includes a unique loop-opportunity that can be started at either end with accommodating communities serving as gateways. In addition, it ties to multiple loop driving/recreation opportunities in the area. There are a multitude of interesting features and recreation opportunities, and a compelling history to share in addition to the scenic draw. The great travel ways and great gateways offer a good “trip planning” route for a day or multi-night trip.

Lincoln County Tourism developed a branding slogan several years ago – “Rich, Rare, and Remote”. The Rich and Rare are attractive to urban visitors, but important to use wayfinding, signing, and gateways to present the “remote” less intimidating for byway driving demographics.

Meeting Objectives

- To identify interpretation themes for the Lake Koocanusa CMP
- To share ideas on how to best promote the Lake Koocanusa Scenic Byway
- To identify safety concerns and considerations associated with the route.
- To seek community-based ideas for implementation
- To identify interested parties and invite their involvement

Meetings Notes

The meeting started with a recap of the previous workshops. An edit to the first workshop notes was suggested: add the Kootenai NF forest plan revision effort to the list of the ongoing agency planning efforts.

Interpretation Themes

Interpretation includes the strategies, techniques, and tools to share the story of a place. The byway program emphasizes six intrinsic feature categories. The question for a byway effort is how the information for one or more of the categories can be shared in an entertaining and educational way. This can be done through signing, visitor centers, welcome centers, printed, electronic media, and local service providers.

What story lines do the communities want to highlight? What is the overall story line for this byway?

- The rich human history along the reservoir – Native Americans, trappers, farmers and ranchers, logging camps, steam boats, the railroad logging, and the changes the reservoir brought and the new recreation opportunities. It may seem remote, but there has been a lot of human activity for a long time – how do we capture and honor that?
- The dam story – its history and development going back to Truman years. One of the few dams where the public can still take an internal tour. There is excellent on-site interpretation. The dam story is also related to the story of the towns that are under the reservoir. There's a message to share about the consequences to some communities to provide downstream benefits to other communities. A couple of other unique features at the dam in particular – design of dam by famous architect; the bridge was nominated as the most scenic bridge of the year when constructed in 1973; the bridge is the tallest and longest in MT.
- The ocean of public land. The recreation opportunities across those lands. There is an opportunity to educate folks about their stake in public lands.
- The working lands story – there are many places along the byway where you can show, as well as tell the story of working roads and lands in addition to the recreation opportunities. There is fire history along the byway and areas with various ages of vegetation treatments. Interpretation opportunity at the Big Creek RNA.
- The vermiculite story – folks feel it has had as significant an impact on the area as the dam. There is an opportunity for the communities to tell the story/craft the message. The history, the consequences, the clean-up, and the moving forward.
- The international story of the Columbia River Treaty.
- Most suggestion all tie to the topic of the human impact on the natural world.
- With 60+ paved pull-outs there may be an “adopt-a-the interp” opportunity. Each pull out could tell unique human interest story. (E.g., the guy in that Warland used to run the ferry across the Kootenai River. The story says he had a barn with a big TR on the side for Teddy Roosevelt). Richard Aarstad is a historian from Libby who now lives in Helena. He has researched of information about the towns under the lake.
- There's the story about the treatment of the Chinese laborers who came to work railroad construction. (implementation – list of story ideas)
- The recreation variety – water, hiking, hunting, winter sports. There are four seasons of recreation on both sides of the reservoir. Snow machine rentals are available but it is not yet offered as a guided experience. There is potential and it would be good for visitor experience and good for safety as well as provide economic benefits. Local communities have a good skill base for outdoor recreation. Nationally, guided experiences outside of the traditional hunting guides are an important developing industry. The FS is working to

improve methods of communicating what's available to the local chambers and on the forest website. Eureka working on a kiosk in the park to map out opportunities. There is potential in the draft revised forest plan to expand guide permitting.

Promotion

How is the current mix of recreation and visitor services along this route? What would make it easier for the locals and increase visitation?

General consensus is not enough.

There is room to improve outdoor recreation information delivery. This byway is surrounded by scenic byway loops that are actively promoted; the Lake Kooconusa Scenic Byway is not “visible” yet.

Important to communicate the route/area as an “off the beaten path” link between Spokane and Glacier NP. Summer traffic is often bumper to bumper on Hwy 93 between Kalispell and Missoula so the byway and/or Hwy 2 route can offer a more pleasant driving experience as well as scenic, historic, cultural, and recreation opportunities.

This area is in the Glacier Country tourism region, but tends to get left out of funding. The effort to promote the Kootenai River Country was developed to bring more visibility within the region. This does not have to be an “us vs. them” struggle within the region. It does not hurt the hospitality business in the Flathead to recommend this route back to Spokane (as the visitor is already leaving their area).

This will be the first, and for now, only scenic byway in MT – that should be able to leverage MT tourism efforts to get listed on websites and ongoing advertising efforts.

There is promotional angle in Canada but there is a need for more recreation infrastructure and encourage Canada visitors to travel farther south. The Eureka recreation areas have become very crowded, the Libby area would like to draw some of that visitation share the economic benefits as well as relieve the pressure on the north end of the county. The current Kootenai NF forest plan limits marina development but there is potential in the draft revised plan for expansion.

A portion of the byway is listed on the Top Ten Scenic Drives promotional map as the David Thompson Historic Route. Good to stay tied with that effort (Alana Mesenbrink is currently) to continue that promotion effort.

The Crown of the Continent Geotourism effort is another promotion opportunity. Tracy McIntyre works with this group currently.

What about guided experiences – what would you like to augment?

The availability of guides' licenses to do scenic activities was suggested. Folks feel the Cabinets are very unused.

Right now, there are 40 to 50 outfitter/guide permits on the Kootenai NF, which are primarily for hunting or fishing. Studies at MSU have shown there is a demand for other types of guide permits in outdoor recreation industry. The number of consumptive permits (hunting/fishing) on the Kootenai NF cannot be increased under the current forest plan, but there is potential for an

increase in the draft revised plan. The lake management planning effort will be looking at the wider range of fee-based guiding the reservoir area could offer.

What about area events? They are a good draw because they make folks commit to coming now versus “someday”.

The number of area events has been growing. For many years, the only two held in Libby were Nordicfest and Logger Days. There are now four bike rides, the Blues Festival, and many others. Although the shoulder/winter seasons are quieter, the communities are close to capacity regarding hotel beds and community volunteers.

What are recreation niches that most community members would agree to share/promote? Social media has improved opportunity for target marketing. It may be beneficial to start with those unique features that locals are comfortable sharing instead of broad promotion. RV sales have been at record highs. Potential to promote this area in RV magazines. This market is good for businesses as they have “storage”. Not only do they spend money on fuel and food, they have an interest in shopping at other area businesses for gifts or gear as they can have room to carry purchases. The north end of the county is feeling overcrowded by RV traffic, but the south end of the county would support this promotion.

Many Canadians purchase and leave RVs here in the U.S. There is potential to work through RV dealers to promote buying/storing here. However, adding recreation areas on the lake and improving education is very important. The planning department is facing issues with multiple RVs housed on private property in violation of planning codes.

Rock climbing is a unique market. Demographically speaking, climbers are typically young and typically techie. Type of demographic that likes evening activities such as restaurants or breweries. They are a good market to promote relocation. This is primarily a north end market; don't see them in Libby as much. There are potential conflicts as the climbing increases at Stone Hill. Education kiosks/signs would be beneficial. Full archaeological surveys and a management plan would be beneficial.

There are some concerns with promoting to **bicycle touring groups** because of the route speed, shoulder widths, and sight distances on Hwy 37, but routing the bicyclists along the FDR would alleviate some of those concerns. On the north end, there is potential to route bicyclists out of Eureka along the Rails to Trails and then on to the byway to avoid some of the narrow shoulder conditions at that end.

ATV recreation is a popular use with or without promotion. Forest access beyond open roads is limited and wildlife habitat issues limit expansion of ATV trails.

Snowmobiling is a popular local winter use. There is still potential for expansion and most community members may be supportive of this promotion.

Turner Ski Area has unique terrain in the area and there may be potential to expand summer offerings (e.g. mountain biking) if the permit holder is ever interested and there is a viable market.

There is adequate **trail** capacity – enough to support expansion due to promotion. High likelihood of general support across communities. The Pacific Northwest National Scenic Trail will be an opportunity to expand the market.

There is one underutilized **equestrian** facility that could be selectively marketed. Their spending profile not high, but values are compatible with the community. Although there are trails available, the infrastructure to encourage is lacking. The Forest could include on the list of potential recreation needs assessment after the draft forest plan is finalized.

The International **Mountain Biking** association has a lot of grant opportunities. They are always looking for places to go that don't engender any conflict.

There are some coves on the reservoir that are attractive for **canoe/paddle sports**, as is the river. Need more access put-ins for kayaks/canoes.

Shooting sports such as archery, black powder, and trap/skeet shooting are popular in the area. There are several facilities across the county.

Libby has a nice airport that is underused but promotion would help. There is an active **model airplane club** (Remote Control Club) that has a partnership with the dam.

Birders are a passionate recreation group. Although there are not any unique or rare birds here, there are raptors, pileated woodpeckers, and many other birds that are attractive birding draws.

Geocaching is another growing market. It is allowed on the Kootenai NF except inside wilderness. The USACE is working with it, but prefers geocachers register as there are security issues with unmarked/unknown items in the vicinity of the dam.

Universal support for sharing **the drive** and the human history/working lands interpretation.

Motorcycle touring is a popular activity and the Dirty Shame is reopening with plans to market/target this demographic.

Promoting **water recreation activities** would be dependent on increasing facility and access development. Although the lake itself remains uncrowded, the access facilities are very crowded. Currently **fishing** on the lake is one of the biggest draws.

Safety

What/where are there safety concerns that the states traffic accident statistics won't necessarily highlight?

- Lack of maintenance on the FDR.
- Bicycle shoulder width issues between Libby and the dam on Hwy 37.
- The speed limit of 70 mph. It would be good to actively encourage the west side as the leisurely route for slower drivers.
- Congestion, pedestrians, sight distance, limited parking, and speed in the rock climbing area.
- It would be beneficial to provide emergency information for potential travel issues. There may not be a fix en route but there is potential to provide safety information at the gateways.
- Wildlife crossing the route.
- Rock fall along roadway

Accessibility

The dam is fully accommodating. McGillivray Campground and Rexford Bench are accessible. The developed campground rec sites generally meet ADA requirements, but not all day use areas, trails, or vistas are fully accessible. The River Walk Trail in Eureka is accessible.

Implementation

If you could pick just one implementation item, what would it be?

- Open up views and vistas, maintaining visual vantage points through understory thinning.
- Facilities – access on the west side. Boat launches. Marina.
- Getting Glacier Country tourism onboard to promote this area more than they already do – as much as they promote the Flathead and Missoula. They are really good at what they do and could really help promote the area.
- Signage – interpretation, Kootenai place-name, wayfinding, and “slow traffic pull over” or “turnout ahead for slow-moving traffic”. Including carrying identity through all signing.
- Don’t encourage too much development as the naturalness is the draw. One of the benefits of the federal ownership around the lake is there is limited opportunity for lakeside development.
- Highway maintenance. Mud/rock slides, potholes. Leads to deteriorating surface.
- Include suggestion in CMP that the state designation include the FDR.
- More guided experiences.
- Drag races on the bridge.
- Bungee jumping off the bridge.
- Toilets and picnic tables at the bridge. Toilets and midway confidence building on the FDR.
- Picnic tables/trash cans at pull-outs.
- Consistent speed limit signing on FDR (35 mph southbound/45 mph northbound).
- Interpretation at each creek (e.g., how did creek get its name?); age of harvest for various cutting units; and names/locations of towns/homesteads before the lake.
- Access to the water via trails off interpretive pull-outs for drivers with kids/dogs, etc.

Future and On-going Efforts/Events with Potential Effects

As the EPA finishes the vermiculite mine clean-up over the next 3 to 5 years, it will be critical to be in a position to come out from under that cloud and say to outside world this is a great place to raise a family, become an entrepreneur, start a tourism business. This byway effort, in conjunction with the other planning efforts, may be a catalyst for change in Lincoln County.

New hospital in Libby; hope to encourage new families.

There are kiosk and calendar with visitor/recreation information going in at Memorial Park in Eureka this fall. The Kootenai River Network has a three-panel kiosk is ready to install on the east side of the bridge (similar to their efforts at Osprey Landing on the south end of the byway.)

The dam (tentatively) is looking at developing a 30-site campground at the dam. It will be a good because to provide additional way-finding on the south end. The environmental assessment will be available this fall.

The draft revised forest plan allocates the area surrounding the reservoir as a primary recreation area (management area 7). There may be opportunities for expanding recreation facilities and opportunities when finalized.

The Congressionally approved draft route for the Pacific Northwest National Scenic Trail intercepts and follows the byway route on the north end. Folks are working to deliberately route it through Eureka as it passes through the area.

The Lincoln County Comprehensive Economic Development Strategy will be finalized by the end of the year. The final draft on the south end has been released; the final draft on the north end should be out by August. It would be beneficial to mention the scenic byway in the tourism discussion to anchor it in the County's Plan as well as the CMP and the Forest Plan. Multiple-agency/community support documentation provides support to leveraging funding.

The Governor has begun outreach efforts for the statewide Main Street Economic Development Plan. There have been community conversation pieces in Missoula but Tracy has been working to get them held in rural areas such as Lincoln County too.

Sequestration has been affecting border crossing hours which may affect Canadian tourism visits.

There are some efforts in Congress to institute a homeland security fee (border crossing fee). Senator Tester is opposed. Although when visiting Canadians have been asked if it will affect their choice to come down to Eureka and Lake Koochanusa, the response has been that it would not, but that the fee result in a corresponding reduction in their spending at local businesses.

Although fuel costs affect the local area working class, it doesn't seem to affect visitor numbers much. A recent study by the Institute for Tourism and Recreation Research at UM shows visitation is increasing despite fuel costs.

There is development planned along the Lake on the Canada side for a 400-site campground.

Current efforts are underway to evaluate whether the International Treaty needs to be renegotiated. If it is, there could be affects to lake levels.

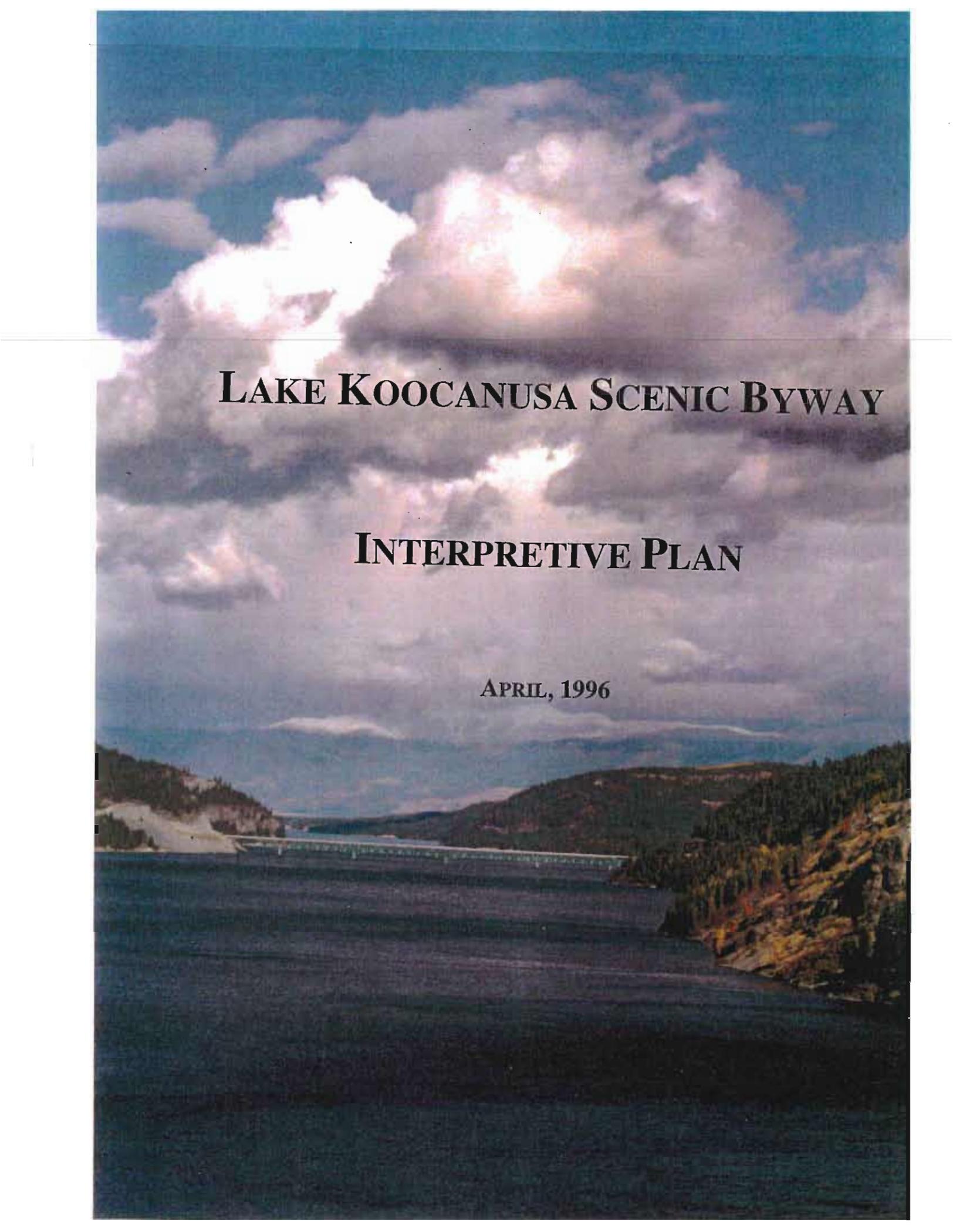
Next Steps

Timory will compile the information gathered at the community meetings, research other required documentation, and develop a draft CMP to share with the communities by mid-August. The final CMP will be released before September 30, 2013.

The notes and all documents shared at the workshops are also posted on the Kootenai NF's website

at: <http://www.fs.usda.gov/projectdetail/kootenai/landmanagement/projects/?cid=STELPRDB5410418>.

APPENDIX D- 1996 INTERPRETIVE PLAN



LAKE KOOCANUSA SCENIC BYWAY

INTERPRETIVE PLAN

APRIL, 1996

LAKE KOOCANUSA SCENIC BYWAY INTERPRETIVE PLAN

PREPARED BY: INTERPRETIVE MANAGEMENT ASSOCIATES FOR KOOTENAI NATIONAL FOREST

SUBMITTED: APRIL, 1996

REVIEWED BY:

SCENIC BYWAY CORE TEAM

MARGARET LINCOLN, KOOTENAI NATIONAL FOREST, SUPERVISOR'S OFFICE
DICK HARLOW, KOOTENAI NATIONAL FOREST, LIBBY DISTRICT
PATTY JOHNSON, KOOTENAI NATIONAL FOREST, SUPERVISOR'S OFFICE
LYNNE ROSARIO, KOOTENAI NATIONAL FOREST, REXFORD DISTRICT
VICKY SILCOX, U. S. ARMY CORPS OF ENGINEERS, LIBBY DAM

AND

SCENIC BYWAY PLANNING TEAM

ANNE DUEKER, REXFORD DISTRICT	ANNE SCHLENKER, LIBBY DISTRICT
GLENN GIBSON, LIBBY DISTRICT	JEAN SPOONER, SUPERVISOR'S OFFICE
ERIC HEYN, REXFORD DISTRICT	ELLEN SULLIVAN, REXFORD DISTRICT
MIKE JOHNSON, LIBBY DISTRICT	BOB THOMPSON, REXFORD DISTRICT
CONNIE REID, SUPERVISOR'S OFFICE	BECKY TIMMONS, SUPERVISOR'S OFFICE

APPROVED BY: Robert J. Thompson 6/11/96
ROBERT J. THOMPSON
REXFORD DISTRICT RANGER
DATE

APPROVED BY: L. A. Froberg 6/14/96
LAWRENCE A. FROBERG
LIBBY DISTRICT RANGER
DATE

APPROVED BY: Robert L. Krepps 6/21/96
ROBERT L. KREPPS
RECREATION STAFF OFFICER
DATE

APPROVED BY: Robert L. Schrenk 21 JUNE 96
ROBERT L. SCHRENK
FOREST SUPERVISOR
DATE

EXECUTIVE SUMMARY

The purpose of this interpretive plan is to recommend themes (page 17), media (page 7) and sites (pages 18) for interpretation along the Kooconusa Scenic Byway. To begin this process, an inventory of significant natural and cultural resources and management issues for the area (page 15) was developed at stakeholder and partner meetings held in Libby and Eureka in October, 1995.

Existing interpretive services include outdated wayside exhibits at six USFS pullouts along Highway 37 and the U.S. Army Corps of Engineers personal services and visitor center facility at Libby Dam and three interpreted nature trails: Rexford Bench Campground, Little North Fork Falls and Big Creek.

The theme that was developed to tie together all interpretive media along the Kooconusa Scenic Byway is: *Rugged landscapes sculpted by glaciers and rich natural resources along the Kootenai River created a well-traveled corridor used by wildlife and humans in a variety of ways since prehistoric times. The construction of Libby Dam changed the face of the landscape by inundating human and wildlife habitats, evidence of cultural sites and recreational opportunities, but Lake Kooconusa created new ones.*

Subthemes were developed to elaborate on certain aspects of the natural and cultural resources related to the theme.

Interpretive media appropriate to the site, staffing levels, and financial capabilities of the Forest Service and its partners were developed as means to communicate the themes and subthemes to visitors. A variety of media was selected to make certain that a variety of learning styles and levels were included.

Given the number of existing pullouts on both Highway 37 and F.D.R. 228, the decision was made that site recommendations of this plan would center on existing pullouts. This will allow funds appropriated for interpretation along the byway to be used for media rather than site development. During the planning process, two major implementation strategies evolved that gave direction to the planning approach:

- A. Lake Kooconusa Scenic Byway interpretation will be managed as an interagency effort involving many agencies and stakeholders.
- B. Make it easy for visitors to find and enjoy the Lake Kooconusa Scenic Byway.

Strategy A. meant that the responsibility for interpretive media either had to be undertaken completely by one agency or it had to have the flexibility to work into the various existing frameworks or plans of the partner agencies. Strategy B. meant that a variety of recommendations be made that would make orientation the responsibility of all partners and that byway signage be of major importance.

Finally, project phasing (page 14) and costs (page 65) reflect recommendations that will 1.) explain the purpose of the byway to visitors and locals, 2.) orient visitors when they travel the byway, and 3.) excite them about and involve them in the activities that take place along the byway.

The plan will serve to guide partners in the development of interpretive media, giving the approach to interpretation a common background. The Plan-At-A-Glance will be the road map and the conceptual drawings will serve to give specific guidance to those who develop the wayside exhibits.

LAKE KOOCANUSA SCENIC BYWAY INTERPRETIVE PLAN

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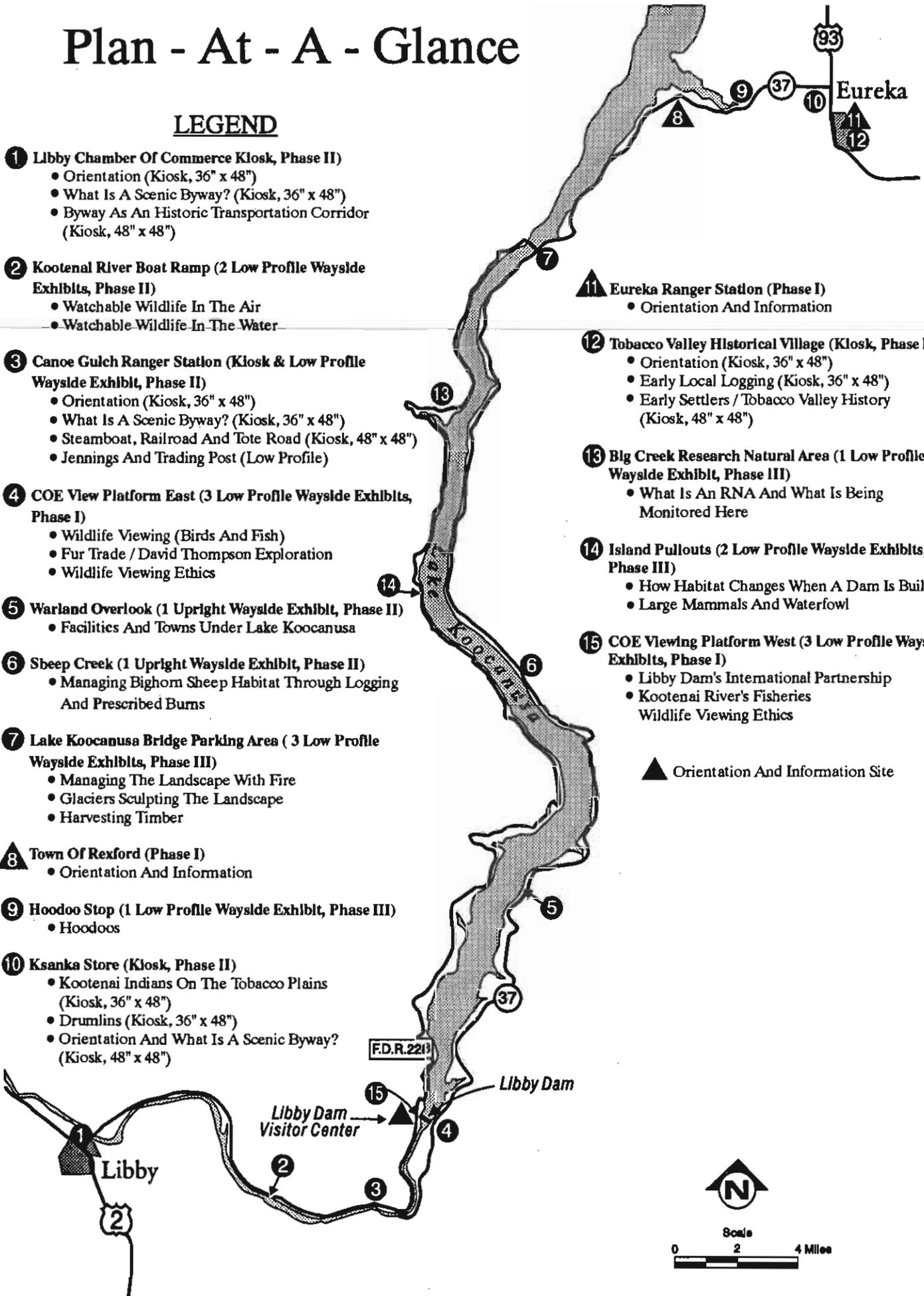
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Plan - At - A - Glance

LEGEND

- 1 Libby Chamber Of Commerce Kiosk, Phase II**
 - Orientation (Kiosk, 36" x 48")
 - What Is A Scenic Byway? (Kiosk, 36" x 48")
 - Byway As An Historic Transportation Corridor (Kiosk, 48" x 48")
- 2 Kootenai River Boat Ramp (2 Low Profile Wayside Exhibits, Phase II)**
 - Watchable Wildlife In The Air
 - Watchable Wildlife In The Water
- 3 Canoe Gulch Ranger Station (Kiosk & Low Profile Wayside Exhibit, Phase II)**
 - Orientation (Kiosk, 36" x 48")
 - What Is A Scenic Byway? (Kiosk, 36" x 48")
 - Steamboat, Railroad And Tote Road (Kiosk, 48" x 48")
 - Jennings And Trading Post (Low Profile)
- 4 COE View Platform East (3 Low Profile Wayside Exhibits, Phase I)**
 - Wildlife Viewing (Birds And Fish)
 - Fur Trade / David Thompson Exploration
 - Wildlife Viewing Ethics
- 5 Warland Overlook (1 Upright Wayside Exhibit, Phase II)**
 - Facilities And Towns Under Lake Kootenai
- 6 Sheep Creek (1 Upright Wayside Exhibit, Phase II)**
 - Managing Bighorn Sheep Habitat Through Logging And Prescribed Burns
- 7 Lake Kootenai Bridge Parking Area (3 Low Profile Wayside Exhibits, Phase III)**
 - Managing The Landscape With Fire
 - Glaciers Sculpting The Landscape
 - Harvesting Timber
- 8 Town Of Rexford (Phase I)**
 - Orientation And Information
- 9 Hoodoo Stop (1 Low Profile Wayside Exhibit, Phase III)**
 - Hoodoos
- 10 Ksanka Store (Kiosk, Phase II)**
 - Kootenai Indians On The Tobacco Plains (Kiosk, 36" x 48")
 - Drumlins (Kiosk, 36" x 48")
 - Orientation And What Is A Scenic Byway? (Kiosk, 48" x 48")
- 11 Eureka Ranger Station (Phase I)**
 - Orientation And Information
- 12 Tobacco Valley Historical Village (Kiosk, Phase II)**
 - Orientation (Kiosk, 36" x 48")
 - Early Local Logging (Kiosk, 36" x 48")
 - Early Settlers / Tobacco Valley History (Kiosk, 48" x 48")
- 13 Big Creek Research Natural Area (1 Low Profile Wayside Exhibit, Phase III)**
 - What Is An RNA And What Is Being Monitored Here
- 14 Island Pullouts (2 Low Profile Wayside Exhibits, Phase III)**
 - How Habitat Changes When A Dam Is Built
 - Large Mammals And Waterfowl
- 15 COE Viewing Platform West (3 Low Profile Wayside Exhibits, Phase I)**
 - Libby Dam's International Partnership
 - Kootenai River's Fisheries
 - Wildlife Viewing Ethics

▲ Orientation And Information Site



Plan-At-A-Glance (Continued)

RECOMMENDED INTERPRETIVE MEDIA:

Phase I

- 1.) **Information Shingle** (Sites 8, 11)
A sign to be hung outside existing facilities to indicate that visitors can obtain Lake Koocanusa Scenic Byway information inside
- 2.) **Wayside Exhibits** (Sites 4, 15)
36" x 24" or 36" x 48" interpretive panels mounted singly with graphics and text relating to byway theme and / or subthemes
- 3.) **Wildlife Viewing Brochure**
A habitat-oriented brochure that will enable users to identify habitat types, wildlife species and anticipate which species are likely to be encountered where along the byway
- 4.) **Lure Brochure**
A brochure that contains color photographs and a limited amount of text which will serve to "lure" potential visitors to the area
- 5.) **Byway Newspaper**
A several-page newsprint handout for visitors that will contain a byway map, orientation information, articles that give in-depth information about specific aspects of the byway, its management and suggested activities to do along the byway

Phase II

- 1.) **Kiosk Exhibits** (Sites 1, 3, 10, 12)
Three 48" x 48" or 36" x 48" interpretive panels mounted onto the same kiosk with graphics and text relating to byway theme and / or subthemes
- 2.) **Wayside Exhibits** (Sites 2, 3, 5, 6)

Phase III

- 1.) **Wayside Exhibits** (Sites 7, 9, 14, 13)
- 2.) **Audio Tape**
An audio interpretation of the natural and cultural history of the Lake Koocanusa Scenic Byway that travelers can purchase or borrow to listen to in their vehicles as they drive the byway
- 3.) **Byway Poster**
A color poster of the Lake Koocanusa Scenic Byway that includes a map of the byway

INTRODUCTION

Lake Koocanusa Scenic Byway is an 111-mile scenic route that connects the towns of Libby and Eureka and forms a loop around the southern half of Lake Koocanusa. There is no state scenic byway program in Montana but the 111-mile route was designated as a Forest Service Scenic Byway in 1992.

Due to an abundance of water and forests, wildlife and recreational opportunities abound in this northwestern portion of Montana. A variety of landscapes, from the 7,000 to 8,000-foot peaks of the Cabinet Mountains and Whitefish Range to canyons, forests and the Tobacco Valley, await those willing to explore beyond the byway. The climate of the area is a modified Pacific-maritime climate found in few other places in the state and accounts for the fifteen species of conifers that grow in the Kootenai National Forest. Not surprisingly, the profusion of trees, their rapid growth and one of the highest average annual rainfalls in Montana has long made the Kootenai the top timber producing forest in the state.

Mining, too, provides an economic base in the area. In the 1880s, thousands of miners scoured the Cabinet and Purcell Mountains for gold. Estimates place the total worth of the Kootenai's current known mineral reserves at \$6 billion.

Recreation resources also play into the mix as thousands of people come each summer to fish and boat on Lake Koocanusa and along the Kootenai River. Facilities include campgrounds, boat ramps, marinas and picnic sites. In the fall, hunting is a popular sport since elk, black bear and deer abound. Other wildlife along the byway include mountain lions, bighorn sheep, bald and golden eagles, osprey, moose, coyotes and waterfowl, making wildlife viewing popular year-round. The following fish can be caught in Lake Koocanusa and the Kootenai River: kokonee salmon, kamloops, cutthroat trout, bull trout, ling cod and rainbow trout.

Tourism is gaining in economic importance, especially as the timber industry declines. According to the 1995 *Social Assessment for the Kootenai National Forest*, "*Northwest Montana is experiencing social, economic and population changes that are sensitizing residents to the use of natural resources. This sensitization is itself a consequence of multiple factors that collectively suggest that a previous way of life based on 'timber culture' may be either lost or substantially altered.*" (page xiv). It is the hope of part of the community that tourism will increase to supplement the area's timber economy and become an economic boon to the area as timber and mining fluctuate; the other part of the community feels that their quality of life will be impacted if too many people are encouraged to visit.

Although an increase in tourism to the area could occur, it will not be solely due to the presence of an appropriately designed byway interpretive program consisting of wayside exhibits and printed materials. If desired, The Forest Service and Army Corps of Engineers could design an interpretive program to spread visitation out among all seasons or encourage fuller visitation in the winter, spring and fall. Such an interpretive program will probably not directly result in the creation of new jobs, investment in the local economy, further traffic congestion, additional development, overburdened community services, increased crime, other negative aspects of growth or a change in the quality of life.

The divergent views on the benefits of tourism could create problems in balancing the local population's perception of interpretation and the development of interpretive media. For this reason, it is recommended that wayside signage be concentrated in just a few sites and that other options for interpretive media be available upon request.

INTERPRETIVE PLANNING

GENERAL PRINCIPLES OF INTERPRETIVE PLANNING

The purpose of interpretive planning is to provide enhanced experiences for visitors once they come to the area. By taking into consideration, the audience, the natural and cultural resources and the wide variety of possibilities for interpretive media, the plan will mesh these into workable recommendations for implementing media that will communicate appropriate messages to visitors.

The mainspring of thematic interpretive planning is that interpretive messages all relate to the theme and both natural and cultural resource messages and agency messages can be encompassed under the umbrella theme and subthemes.

Planning recommendations should be grounded in the purpose of the site and the significance of the site's resources and should be centered around general management goals. They should explore the interrelationships among resource management, desired visitor experiences, and site administration. Development needs should flow out of planning recommendations, rather than the reverse. Balanced recommendations that take into consideration the audience and the natural / cultural resources should be the impetus behind planning recommendations rather than staff's preconceived notions about interpretive media or someone's favorite medium.

This document shall become an integral part of the Management Guide for the Lake Kooconusa Scenic Byway and will serve the goals and objectives to be implemented in that document. The interpretive plan is not meant to set policy or suggest interpretive media that goes against the goals of the Kootenai Forest Plan, the Management Guide for Lake Kooconusa Scenic Byway or other documents developed by the U.S. Forest Service. If, in the implementation of this plan, this type of irregularity occurs, it is recommended that agency policy take precedence to this plan, which should be a support or appendix to the Management Guide.

INTERPRETATION GOALS AND OBJECTIVES

The Forest Service hopes to enhance destination experience visits of those from Canada, western Montana, Idaho / eastern Washington and local residents, to extend visits by those from out of the area, and to capture enroute travelers. In order to enhance destination experiences, interpretation must entice visitors to actively take part in the Forest activities and opportunities for recreation. It is hoped that by adding interpretive media to F.D.R. 228 that use of the west side of the byway will increase. The maps and orientation recommended in this plan should include recreation sites and facilities so that visitors are able to easily locate these recreational activities and opportunities.

OVERALL INTERPRETIVE THEME

Forest Service staff had identified an overall theme in previous in-house planning sessions which has been expanded to include more resources: *Rugged landscapes sculpted by glaciers and rich natural resources along the Kootenai River created a well-traveled corridor used by wildlife and humans in a variety of ways since prehistoric times. The construction of Libby Dam changed the face of the landscape by inundating human and wildlife habitats, evidence of cultural sites and recreational opportunities, but Lake Kooconusa created new ones.*

This theme will allow interpretive services to expand on the wide variety of resources and points of interest along the Byway.

SCENIC BYWAY IMPLEMENTATION PRINCIPLES

A. Lake Koocanusa Scenic Byway interpretation will be managed as a interagency effort involving many agencies and stakeholders.

IMPLEMENTATION ACTION:

Create a Memorandum of Understanding (M.O.U.) between the perceived partners in the byway project to outline responsibilities of partners such as:

- designate an interagency coordinating committee to oversee implementation of interpretive services so that consistency is maintained,
- outline design / construction responsibilities, operations / maintenance responsibilities, financing improvements
- determine a length of time in which the M.O.U. will be active.

Recommended signatories include the following agencies and organizations:

Bonneville Power Administration	Montana Dept. of Transportation
City of Eureka	Montana Department of Fish, Wildlife & Parks
City of Libby	Plum Creek Timber Company
City of Rexford	Stimson Lumber Co.
Eureka Board of Commerce	Tobacco Valley Historical Village
Ksanka Store and Motel	U.S. Army Corps of Engineers
Libby Chamber of Commerce	U.S. Forest Service
Lincoln County	Western News

B. Make it easy for visitors to find and enjoy the Lake Koocanusa Scenic Byway.

IMPLEMENTATION ACTION:

Install highway orientation signage in both Libby and Eureka announcing the upcoming scenic byway from both directions before the byway intersections. The Forest Service will have to work with the Montana Department of Transportation to achieve this. These signs will conform to MUTCD standards.

Work with Glacier Country to get a photo and article about Lake Koocanusa Scenic Byway in their annual promotion publication.

Develop a logo, and a slogan, to be used along the byway and on publications and interpretive media and promotions to identify the byway.

Install signage along roadways announcing upcoming interpretive sites. These signs will conform to MUTCD standards.

Interpretation will use these media:

- Waysides (36" x 25" low profile exhibits)
- Waysides (48" x 36" upright exhibits)
- Kiosks (2-36" x 48" panels in roofed kiosk and 1-48" x 48" map)
- Brochure to guide wildlife viewers along Lake Koocanusa Scenic Byway
- Lure Brochure
- Byway Newspaper with map
- Byway Poster for recreation sites and businesses
- Audio Tape

GENERAL RECOMMENDATIONS

INTERPRETIVE MEDIA

Given the configuration of the byway, with two entrances and two options for driving beside the Lake from either direction, interpretive media should consist of wayside exhibits along the byway, printed materials (Byway Newspaper, Lure Brochure, and Wildlife Viewing Brochure) and an audio tape tour that can be distributed through major distribution sites.

Wayside exhibits are elaborated on in other locations of this plan and on a site-by-site basis in the Site Inventory section of this plan.

Sites most appropriate for distribution of publications and the audio tape tour would be the Libby Chamber of Commerce, the Kootenai National Forest Supervisor's Office, the Canoe Gulch Ranger Station, the Libby Dam Visitor Center, the Eureka Ranger Station, the Ksanka Store and Tobacco Valley Historical Village.

Logistics for loaning items such as an audio tour would be more complicated but are still workable. In other locations where there is not a loop road and audio tapes are loaned, visitors leave a deposit equal to the cost of purchasing the tape and can either keep the tape or turn in their receipt and the tape for a full refund.

APPROACH SIGNAGE

Approach signage should preface each interpretive site along the byway so visitors know to anticipate a pullout or other site in time to make the decision to stop. It is recommended that the international symbol for "interpretation" be used for these signs. It is also recommended that the international symbol be added to approach signs for sites where byway information is available.

NORTHWESTERN MONTANA INTERPRETIVE ASSOCIATION

This interpretive association produces publications and makes it possible for visitor centers and other sites to sell interpretive publications without creating the infrastructure to manage that activity. A pre-determined percentage of the profits are then cycled back to the sales outlet to promote interpretive activities. This would be an excellent way in which to publish and disseminate some of the byway-related materials.

INTERPRETIVE MEDIA RECOMMENDATIONS

WAYSIDE EXHIBITS

Existing wayside exhibits are outdated, in poor repair and need to be replaced. It is suggested that a combination of low profile and upright wayside exhibits replace the vertical wooden ones. Low profile waysides are recommended at "pedestrian-friendly" locations and upright signage at sites along Highway 37 where it is not conducive to getting out of vehicles to read interpretive panels.

It is recommended that this exhibit project be developed using not embedded fiberglass but a new process for outdoor signage. Fused PVC uses Sintra, the material used for the manufacture of PVC pipe and has been part of interior exhibits for quite some time. It has recently been tested against fading and for use in outdoor interpretive signage.

This substrate has been used for outdoor applications for uses other than interpretive signage and has held up well and is currently being marketed for interpretive signage. At the time of the writing this plan, the National Park Service's Harper's Ferry Design Center is looking into the medium as an alternative to the more expensive embedded fiberglass process, which they have used for several decades. Since fused PVC works from computer-scanned originals, the number of colors that can be utilized in the design of an exhibit panel are unlimited. The embedded product is based on 3mm or 6mm expanded Sintra. The image is fused into the Sintra using heat and pressure, then coated with an adhesive 5 mil UV overlaminates (Lustex). The resulting interpretive panels are capable of accepting photographs, water color or acrylic paintings as original backgrounds to the interpretive messages.

Wayside exhibits are recommended for several sites along the byway where specific interpretive messages are important to the story yet there is no need for visitor orientation. Size for the low profile waysides is to be 36"x24" and 48" x 36" for the upright wayside exhibits. Mounting and framing for low profiles and uprights should be complimentary to that of the kiosks and panel colors should be complimentary to the landscape. The Corps of Engineers sites will be the exception to this and mounting and framing should be metal to blend with existing Corps of Engineers waysides.

Interpretive Topics -- Waysides:

- Watchable Wildlife In the Air
- Watchable Wildlife In the Water
- Wildlife Viewing (Birds & Fish)
- Wildlife Viewing Ethics
- Fur Trade / Thompson Exploration
- Facilities and Towns Under Reservoir
- Managing Bighorn Sheep Habitat (burns / logging)
- Jennings and The Trading Post
- How Habitat Changes When A Dam Is Built
- Large Mammals and Waterfowl
- Managing the Landscape With Fire
- Glaciers Sculpting The Landscape
- Harvesting Timber
- Hoodoos
- Libby Dam's International Partnership
- Rivers and Fisheries
- What is an RNA and What Is Being Monitored?

Estimated Cost Per Low Profile Exhibit

\$1,305. plus installation, 36"x24"

Estimated Cost Per Upright Exhibit

\$1,725. Plus construction and installation, 48"x36"

KIOSKS

Visitors driving the byway will be able to stop at designated pullouts to gain interpretive messages about Lake Kooacanusa themes that are relevant to the geographical area in which they are driving. A kiosk has already been designed for the Rexford Bench Recreation Area, although none have been built or installed. It is recommended that this design be used along the byway. Kiosk design includes 1 large (48" x 48") and 2 smaller (36" x 48") interpretive panels. Each kiosk will have an orientation panel and at least one information-oriented panel that will encourage visitors to take part in some activity along the byway. See page 16 for a sample design of the kiosk.

Interpretive Topics -- Kiosks:

- Orientation Map
- Byway As An Historic Transportation Corridor
- Steamboat, Railroad, Tote Road
- Kootenai Indians
- Early Local Logging
- Drumlins
- What Is A Scenic Byway?
- Early Settlers / Tobacco Plain History

Estimated Cost Per Kiosk -

\$13,800, plus installation (includes exhibit panels)

BYWAY NEWSPAPER

It has been successful on other byways across the country to develop short newspaper-format handouts for visitors. These contain articles about specific aspects of the byway that might entice visitors to visit certain sites or take advantage of certain activities. Advertising in the newspaper could offset printing costs and a partnership with the local newspaper could provide printing at cost. The primary purpose of the byway newspaper is orientation to include a few articles that go into depth on particular topics of interest. The purpose is not to serve solely as an agency promotion piece, but to highlight activities and management practices. The newspaper can be dispensed at all sites along the byway where information and / or orientation is dispensed and personal contact is made with visitors.

Guidelines for Byway Newspaper:

newspaper format with black and white photos and 2 printing ink colors

Interpretive Topics -- Newspaper:

Orientation (with a map)

Interpretive Topics -- Newspaper:

- Wildflowers
- Wildlife
- Local Historical Stories
- History of Logging
- Recreational Opportunities

Interpretive Topics -- Newspaper (Continued):

Wildlife Viewing Opportunities
 The Partnership of Libby Dam
 Resource Management Stories (timber, minerals, wildlife)
 Recreational Opportunities
 Recommended activities (Tobacco Valley Historical Village / Heritage Museum)

Estimated Cost

With the local newspaper, as a partner, to provide layout and photo work, and the USFS and their partners to write or compile articles from locals with expertise, the cost for printing will be:

8 pages	\$1,680 for 10,000 copies;	\$2,242 for 20,000 copies
12 pages	\$2,797 for 10,000 copies;	\$3,717 for 20,000 copies

WILDLIFE VIEWING BROCHURE

It is recommended that a wildlife viewing brochure be developed specifically for the Kootenai River and Lake Koocanusa, centering on the byway, but expanded to include the entire Lake into Canada. It should be habitat-oriented so users are able to, by identifying habitat types, anticipate wildlife species likely to be encountered. This should be of similar design to the existing wildlife viewing brochures for the Rocky Mountain Front and the Blackfoot Valley.

Guidelines for Wildlife Viewing Brochure:

- 11"x17" 3-fold brochure with black and white photos and 3 printing ink colors
- Use donated or public domain photographs

Interpretive Topics -- Wildlife Viewing Brochure:

What Wildlife is Found on Byway
 Habitat Needs of Wildlife
 Wildlife Identification
 Where to Look for Viewing Opportunities

Estimated Cost - \$5,032 for 10,000 copies

LURE BROCHURE

In order to promote the byway to potential visitors, a "lure" brochure should be designed. The purpose of brochures such as this is to lure visitors to the area through the use of enticing photographs and a very limited amount of text. This brochure would be disseminated through local Chambers of Commerce, Travel Montana and USFS visitor information offices.

Guidelines for Lure Brochure:

- 11"x17" 3-fold brochure with color photos
- Use donated or public domain photographs

Topics -- Lure Brochure:

Scenic Drives
 Wildlife
 Off-Season Recreational Activities
 High Season Recreational Activities

Estimated Cost -- Lure Brochure

\$2,839 for 5,000 copies \$3,764 for 10,000 copies

BYWAY POSTER

It is recommended that the byway committee develop a poster for the Lake Kooconusa Scenic Byway that includes a map of the byway. This poster could be sold at various places of business in the affiliated towns and posted at the sites where byway information is available, including hosted campgrounds.

Guidelines for Byway Poster:

- 4-color poster
- 18" x 24"
- Use donated or public domain photographs

Estimated Cost

\$2,972 for 2,500 copies \$3,643 for 5,000 copies

AUDIO TAPE

An additional medium that could serve as a sales item and as an enhancement to byway travelers' experiences is an audio tape tour that is either a general tape about the byway or is linked to specific sites along the byway. The tape will promote an understanding, appreciation and enjoyment of the historical significance and natural history of the area, and complement existing interpretive media by bringing "to life" information that visitors should understand about the area. It will increase visitor safety and comfort along the byway by stressing safety messages and explaining about the unknown. It will also serve to increase awareness of appropriate use of public lands and resources, and help visitors understand USFS management practices.

Guidelines for Audio Tape:

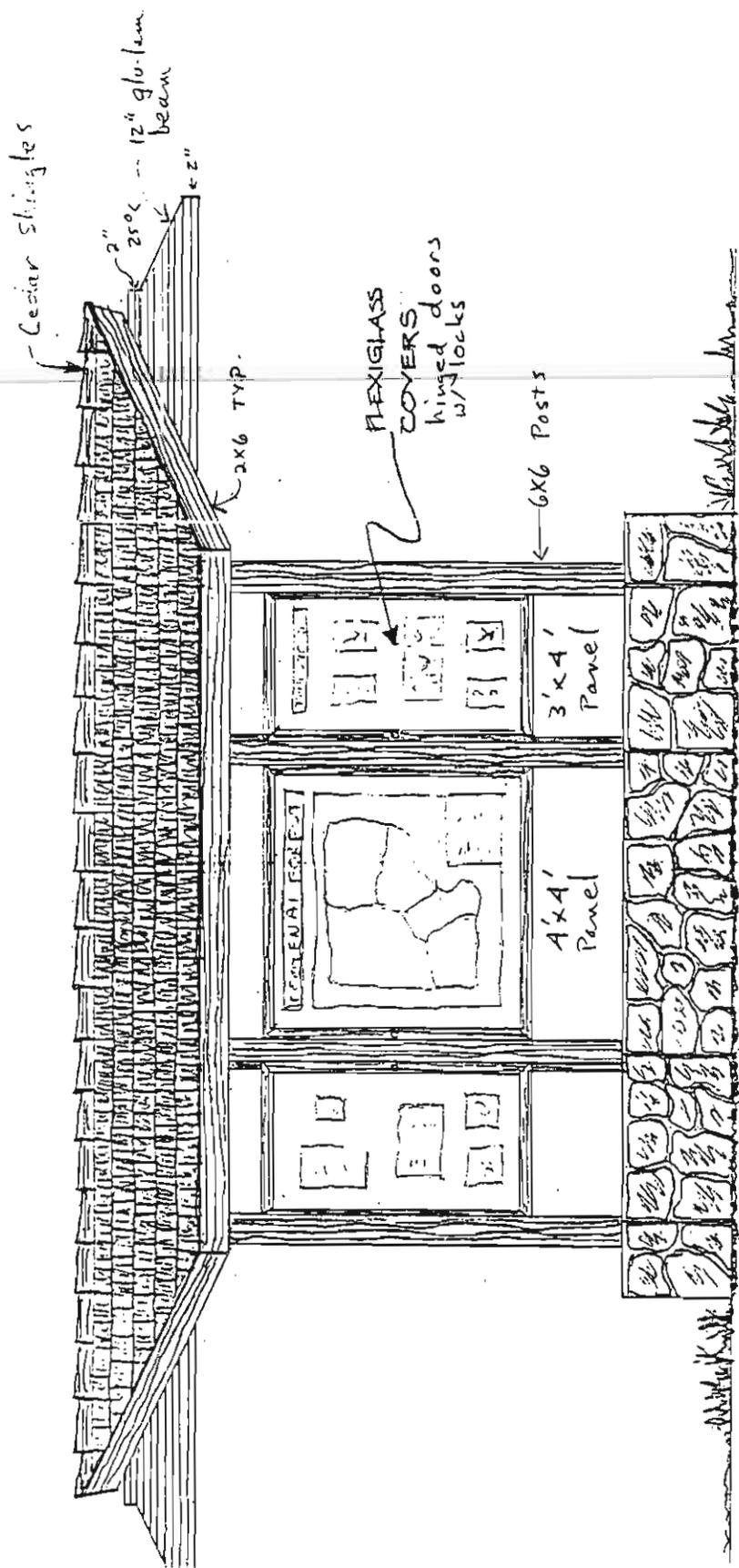
- be 45-60 minutes in length
- be professionally recorded in a studio
- include appropriate music and sound effects
- use storytellers, character voices and short vignettes
- include a color J-Card inserted into a plastic cassette case

Topics -- Audio Tape:

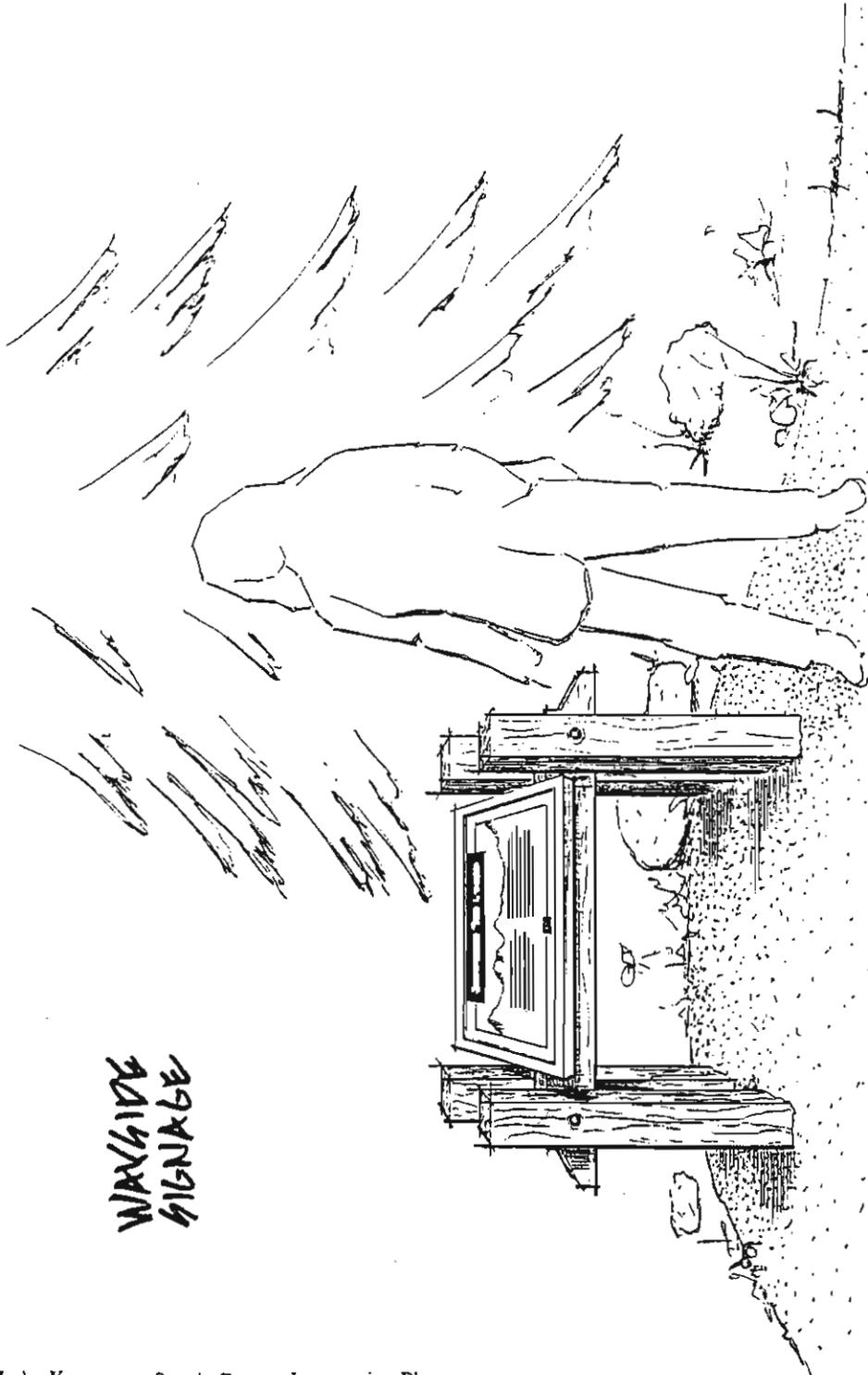
Local History
Wildlife
Recreational Activities
Management Issues
Safety Concerns

Estimated Cost

\$7,700 for production
\$2,500 for duplication of 1000 tapes (to include color J-Card and cassette boxes)



FRONT ELEVATION

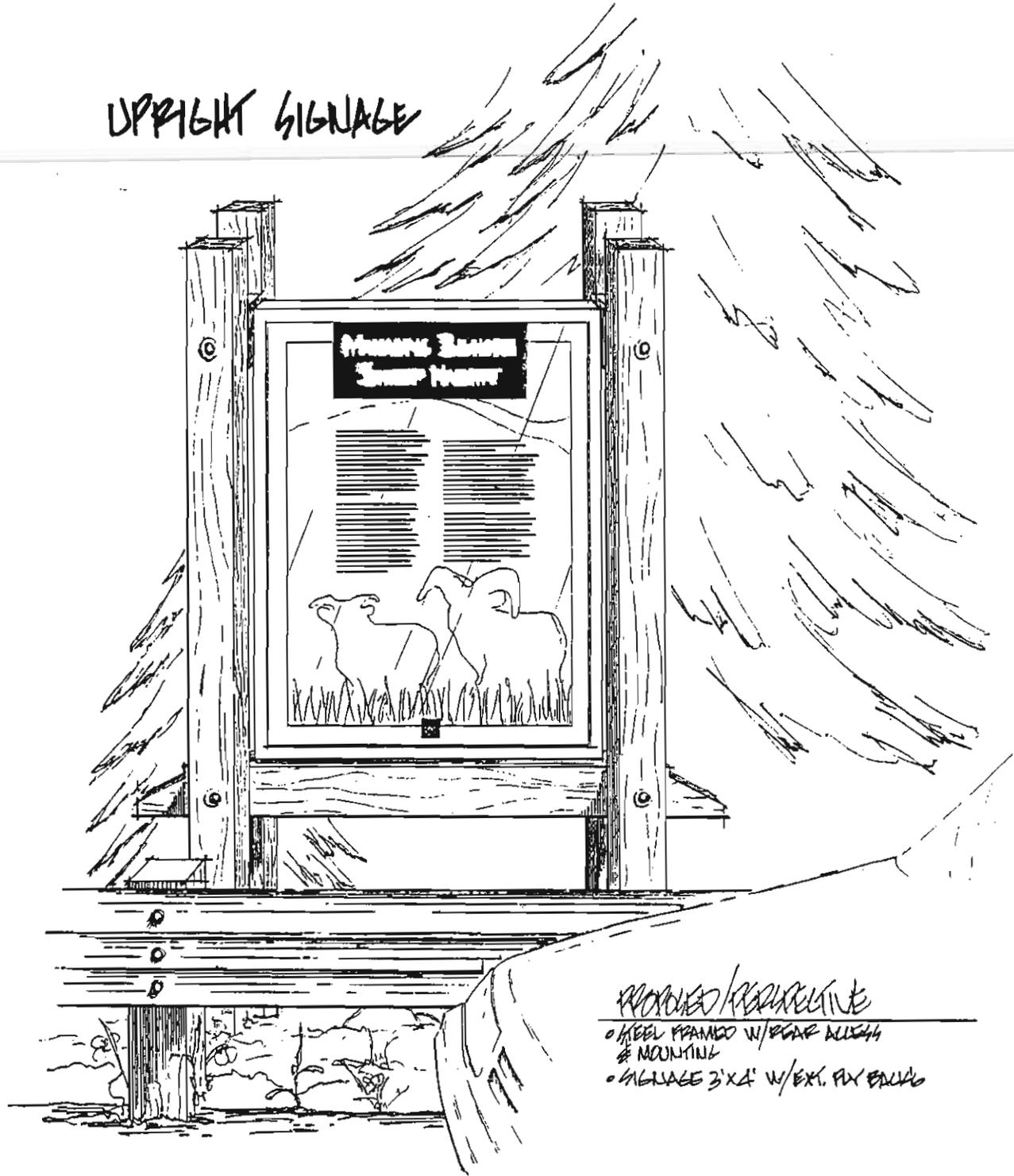


WAYSIDE
SIGNAGE

PROPOSED/ITERATIVE

- METAL FRAMED W/REAR ACCESS
- MOUNTING
- SQUARE 2' X 3' W/EXT. TLY FINISH

UPRIGHT SIGNAGE



PROPOSED/REPRESENTATIVE

- WHEEL FRAMED W/POPE BUSH
- MOUNTING
- SIGNAGE 3' X 4' W/EXT. FIX BRACKETS

PROJECT PHASING

It is important that once the interpretive plan is completed that the byway committee begin to implement some interpretive media to keep up the momentum that has been generated by the planning process. It was evident that many, many partners that were heretofore unknown are interested in assisting the committee with implementation. Montana Fish, Wildlife & Parks is willing to help fund wildlife-oriented media through their Watchable Wildlife Program so this should be one of the first portions to be implemented.

The phasing is recommended as listed below. Each implementation includes a justification as to why it is in the phase it is in. The fact that there may be FWP funding immediately places more importance on the phasing than the justifications do. Should partners have funds available for any aspect of implementation, let that take precedence over this phasing schedule. Costs do not include installation, since this can be done in-house and this factor should be taken into consideration when scheduling implementation of these interpretive services. FY 97 will be the last year for ISTEA funding and since this project is eligible for ISTEA monies, it is recommended that partners apply for a grant to implement Phase I.

PHASE I (COST: \$22,178)

- Install National Forest Service Scenic Byway Logo Signs -- Orientation
- Develop Logo for Byway -- Will appear on future media
- Fabricate Rexford Store and Eureka Ranger Station Information Shingles -- Orientation
- Install Wildlife Viewing Exhibits at COE sites (sites 4 and 15) -- can be budgeted through FWP's Wildlife Viewing Program
- Install approach signs for waysides installed in this phase -- Orientation
- Develop Lake Koocanusa Wildlife Viewing Brochure -- can be funded through FWP's Watchable Wildlife Program
- Develop Lure Brochure -- Orientation
- Develop Byway Newspaper -- Orientation and Information;
- Remove Rock Stanchions Near Canoe Gulch and Hoodoos -- A start on implementation
- Develop Publicity -- Encourage visitation and promote the byway statewide (Glacier Country, Montana Magazine, Internet, State & Regional Media)

PHASE II (COST: \$65,640)

- Remove Existing Eastside Exhibits (They are outdated and in disrepair) -- set the stage for installation of new wayside exhibits
- Install Entry Kiosks at sites 1, 3, 10, and 12 -- Orientation (last component of orientation)
- Install Wayside Exhibits at Sites 2, 5 and 6 -- high profile locations
- Install approach signs for waysides installed in this phase -- Orientation

PHASE III (COST: \$25,106)

- Develop and Install Waysides at sites 7, 9, 14 and 13
 - Site 7 will require more planning and fund-raising to complete since it is suggested that some site development be done here. However, if funding becomes available during an earlier phase, it is recommended that the waysides at site #7 be installed sooner.
 - Sites 9, 14 and 13 are less important to the overall interpretive story and can be the last to be installed.
- Install approach signs for waysides installed in this phase -- Orientation
- Develop Audio Tape Tour and Byway Poster

INVENTORY OF SIGNIFICANT RESOURCES

The Lake Koochanusa Scenic Byway Interpretive Plan is based in an inventory of significant area resources. Forest Service and IMA staff met with stakeholders and others in Eureka and Libby to gather information on the significance of the area. That information is compiled in the following inventory statements. These concepts were used to determine the themes and subthemes for each interpretive site.

HUMAN HISTORY

1. Prehistoric people were highly mobile hunter / gatherers who depended on local food sources for survival. Their groups were smaller and more mobile than neighboring groups to the west and south.
2. Kootenai Indians traversed the region up and down the river in their seasonal migrations, following the availability of food resources.
3. Kootenai Indians not only traversed this corridor but they established their campsites along its terraces with different bands claiming different stretches of the corridor.
4. David Thompson followed the Kootenai River as head of the first European exploration of the area searching for a route to the West Coast.
5. The Tobacco Plains, which was along a corridor for the British Columbia gold rush, was an attractive location to early settlers, some of whom settled here as part of Western expansion. In addition, gold seekers came back from the gold fields and also settled into agriculture here.
6. Steamboats, built on the Kootenai River, were used for transportation between British Columbia and Montana, up and down the river between Jennings and Ft. Steele, carrying goods from the Tote Road, then connecting to the eastern U.S.
7. The Kootenai River and prehistoric trails along it were the only means of transportation before the Great Northern Railway and modern roads paralleled the River and later Lake Koochanusa.
8. The trading post near the mouth of the Fisher River was one of western Montana's first. There is some question as to the actual location of the post.
9. This area was known as the Montana Wilds since roads came to this area 10 to 20 years after they criss-crossed the rest of the state.
10. Towns that were originally located along the river are no longer there; Rexford, now in its third location, has been moved twice, and Warland, Ural and other townsites are now under the reservoir.

NATURAL HISTORY

11. The climate of the area is a modified Pacific maritime climate found in few other places in the state and it gives rise to the fifteen tree species of conifers that grow in the Kootenai National Forest.
12. All large mammals and most other native wildlife that are found in Montana still inhabit this area.
13. The herd of bighorn sheep along the east side of the byway is unique in that it is a native herd that has not been transplanted to this location.
14. Bald eagles winter and nest on the reservoir, feeding on the fish; the highest concentration of eagles in the State congregate below Libby Dam.
15. Thrust faults, glaciation, and drumlins make the geology of this area unusual and the scenery spectacular.
16. These rocks are part of the Belt supergroup, ancient rocks over 1 billion years old. They contain stromatolites, fossils of some of the oldest life forms (blue-green algae).

CURRENT MANAGEMENT ISSUES

17. All types of recreation are available along or near the byway: camping, fishing, swimming, horseback riding, wagon train travel, snowmobiling, water-skiing, biking, boating, hiking, ATV travel, ice fishing, bird watching, wildlife viewing, cross-country skiing, backpacking, rock climbing, ice climbing, river rafting, gold panning, and more....
18. Ninety-mile-long Lake Koocanusa, the lake formed behind Libby Dam, covers territory in two countries and is managed by an international treaty.
19. Vegetation management activities have played a role in shaping the Kootenai River valley landscape for over 100 years as well as providing employment for local residents.
20. Managed and natural habitat makes up the area surrounding Lake Koocanusa Scenic Byway.
21. Big Creek Research Natural Area is managed so that future forest researchers will have a benchmark for the ecosystem.
22. Kootenai River water is being managed in a way that favors some species of game fish and not others because the dam has to meet social needs. Hybrid trout proliferate below the dam and Kokanee above the dam.

THEME

Themes are selected by assessing the resources and determining the overall message to be communicated about those resources. Themes serve to tie together interpretive messages and ensure that visitors receive the broad view of the site being interpreted. Individual messages of interpretive media **MUST** tie back to the theme. The theme selected for the Lake Kooconusa Scenic Byway is the following:

Rugged landscapes sculpted by glaciers and rich natural resources along the Kootenai River created a well-traveled corridor used by wildlife and humans in a variety of ways since prehistoric times. The construction of Libby Dam changed the face of the landscape by inundating human and wildlife habitats, evidence of cultural sites and recreational opportunities, but Lake Kooconusa created new ones.

SUBTHEMES

Subthemes are messages which further develop the overall theme and are related to fewer sites along the byway than the theme, which relates to the entire route.

1. Geologic processes such as thrust faults and glaciation created the **rugged landscape** in this area.
2. Nourished by a modified Pacific maritime climate, its elevation and exposure, the land supports **rich natural resources**.
3. The prehistoric inhabitants of the area lived as seasonal hunters / gatherers along **a well-traveled corridor** with wintering grounds in the valleys and summer movements based on the availability and locations of food, at higher elevations in the uplands and mountains. The Tobacco Plains was named after a tobacco grown here by the Kootenai Tribe in the 1800s.
4. The **rugged landscape and rich natural resources** determine today's lifestyle much as they did when the area was settled. Many modern residents depend on these resources to make their livings.
5. Once opened to commerce, this area still remained remote and access difficult. The prehistoric trails, water routes, wagon roads, and railroads that **followed the Kootenai River** were **well-traveled corridors**, the primary means of travel until modern roads were built.
6. The U.S. Forest Service and the U.S. Army Corps of Engineers manage Lake Kooconusa and the **rugged landscapes and rich natural resources** that surround the Lake Kooconusa Scenic Byway for a **variety of human and wildlife uses**.

SITE INVENTORIES

During an on-site visit to the Lake Koonanusa project area in October, 1995, IMA staff visited and evaluated existing and potential interpretation sites with USFS and Corps of Engineers staff and met with stakeholders in Libby and Eureka. After the inventory and meetings, those sites that will best enhance the visitors' understanding of the overall theme were assessed in terms of accessibility, themes and media. The following pages reflect site-specific recommendations for each of these locations.

In general, the use of existing facilities and pullouts has been recommended. However, the existing, out-dated interpretive panels along Highway 37 and the kiosk at the Canoe Gulch Ranger Station should be removed and replaced with those recommended in this plan. This will lend continuity to the byway media and messages.

The U.S. Army Corps of Engineers Visitor Center is not a part of this contract or interpretive plan, and no recommendations concerning the visitor center or interpretive panels at the dam itself are part of this plan. However, byway information will be available at the visitor center. A majority of the personal services interpretation that is done in the Libby area is handled by the Corps of Engineers and this should be a consideration when recommending interpretive media. Therefore, our staff did visit the visitor center as part of the site inventory. Despite its exclusion from the contract, two Corps of Engineers sites adjacent to the byway have been recommended as interpretation sites (sites #4 and #13) since they will play an integral role in byway interpretation.

Although it is not specified at each site, all interpretation media will meet or exceed current ADA standards and meet typical USFS Standards for Accessibility for Interpretive Media.

Each site inventory includes a total cost estimate for interpretive media to be developed for that site. Detailed cost estimates for individual media can be found in Appendix A.

The Heritage Museum in Libby should be considered as a future site for information dissemination should the need arise. At this time, other sites that are open on a more regular basis can fulfill the need.



Libby Chamber of Commerce

Site #1

Accessibility Rating: Excellent

Site Modifications: None

Recommended Media:

- Kiosk

Media Locations: Grassy area near parking lot

Interpretation Topics:

- Orientation Map (36" x 48")
- The Byway as an Historic Transportation Corridor (48" X 48")
- What is a Scenic Byway? (36" x 48")

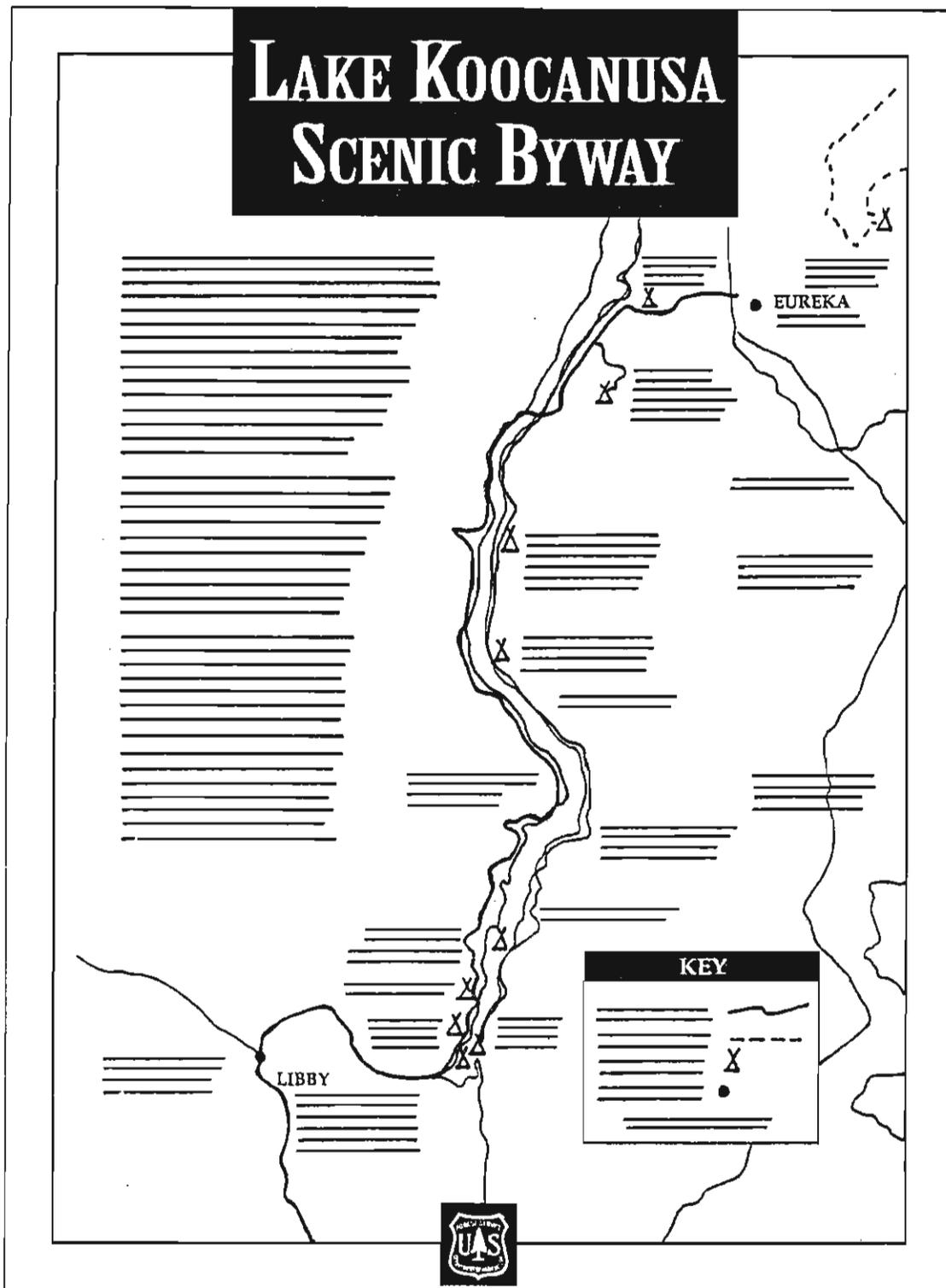
Subthemes to Be Communicated:

The rugged landscape and rich natural resources determine today's lifestyle much as they did when the area was settled. Many modern residents depend on these resources to make their livings.

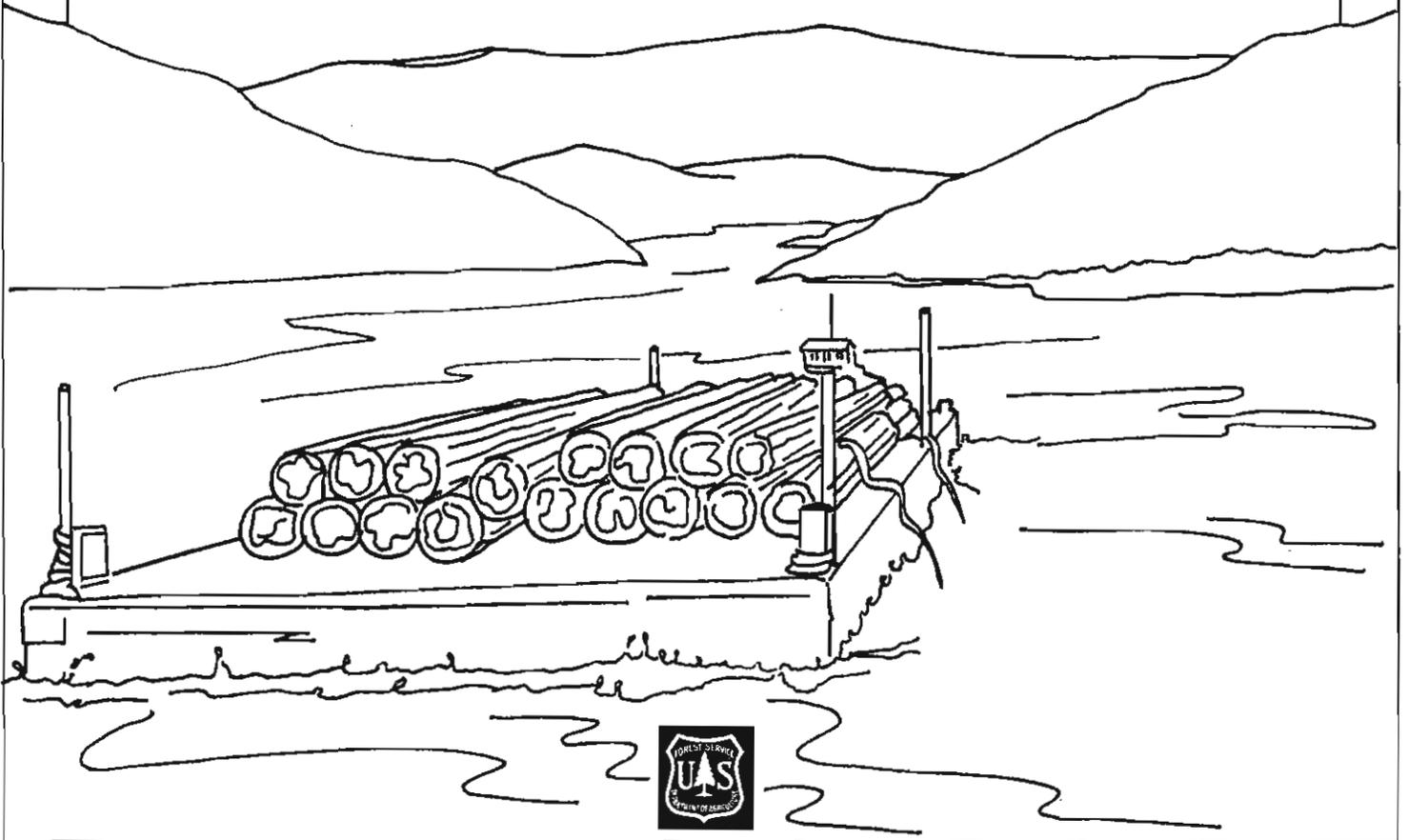
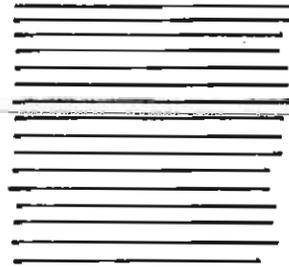
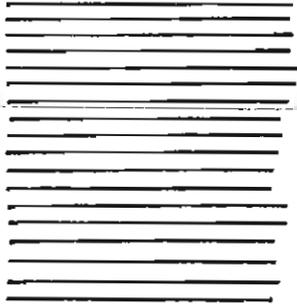
Communication Objectives:

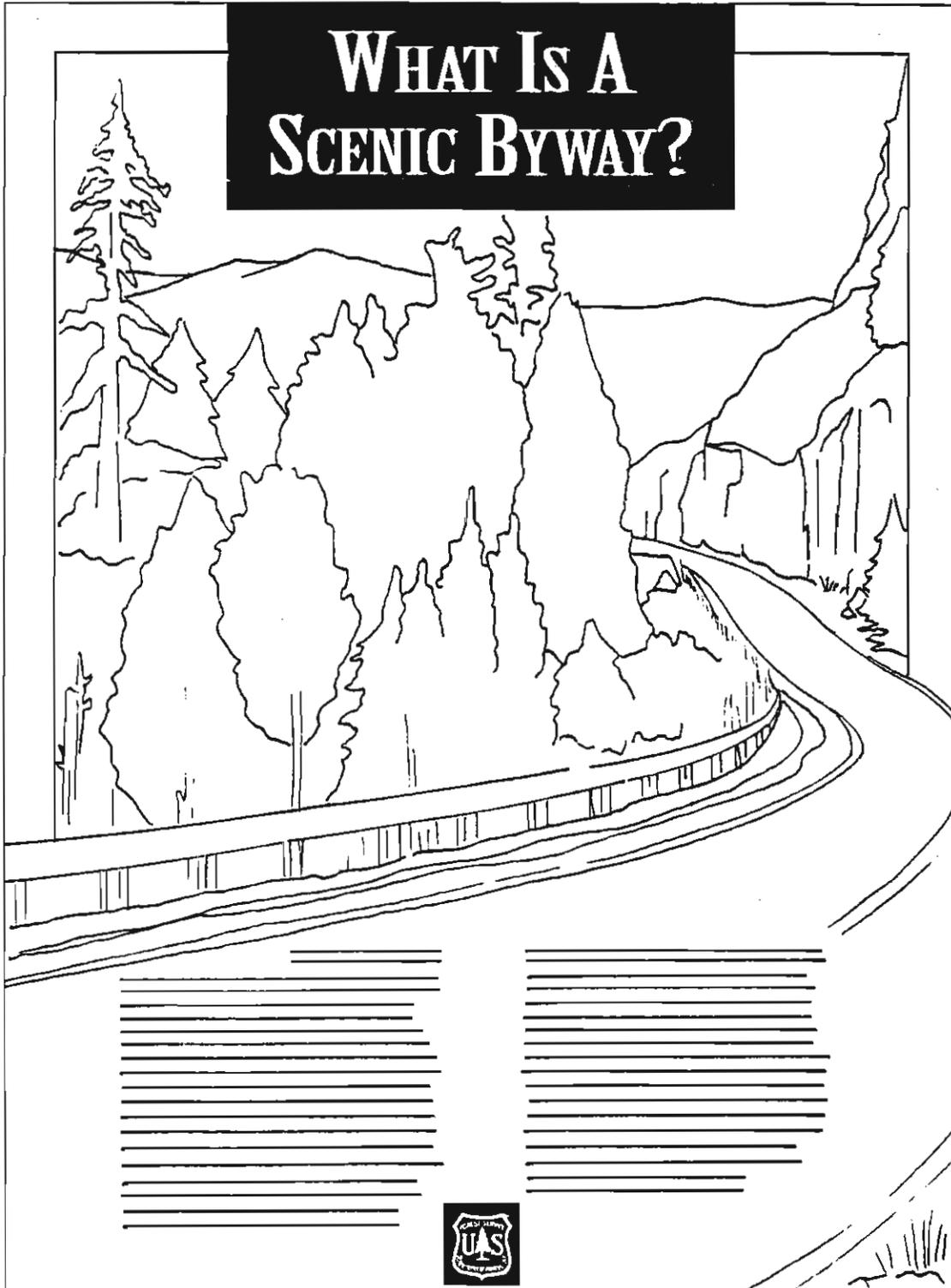
- Orientation to the Byway
- Orientation to Byway Theme
- Orientation to Why the Byway Exists

Interpretive Media Cost = \$13,800



HIGHWAYS & BYWAYS







Kootenai River Boat Ramp

Site #2

Accessibility Rating: Excellent

Site Modifications: None

Recommended Media:

- 2 Low Profile Wayside Exhibits

Media Locations: To be determined by future site design

Interpretation Topics:

Watchable Wildlife In the Air
Watchable Wildlife In The Water

Subthemes to Be Communicated:

Nourished by a modified Pacific maritime climate, its elevation and exposure, the land supports rich natural resources.

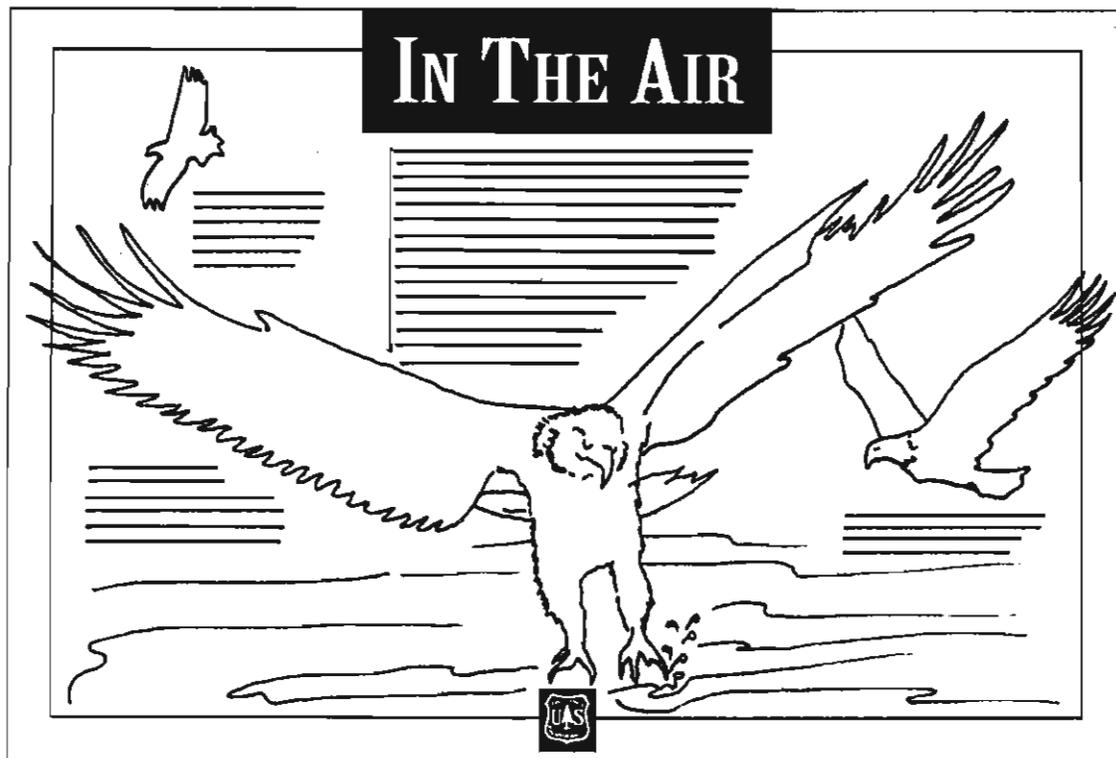
Communication Objectives:

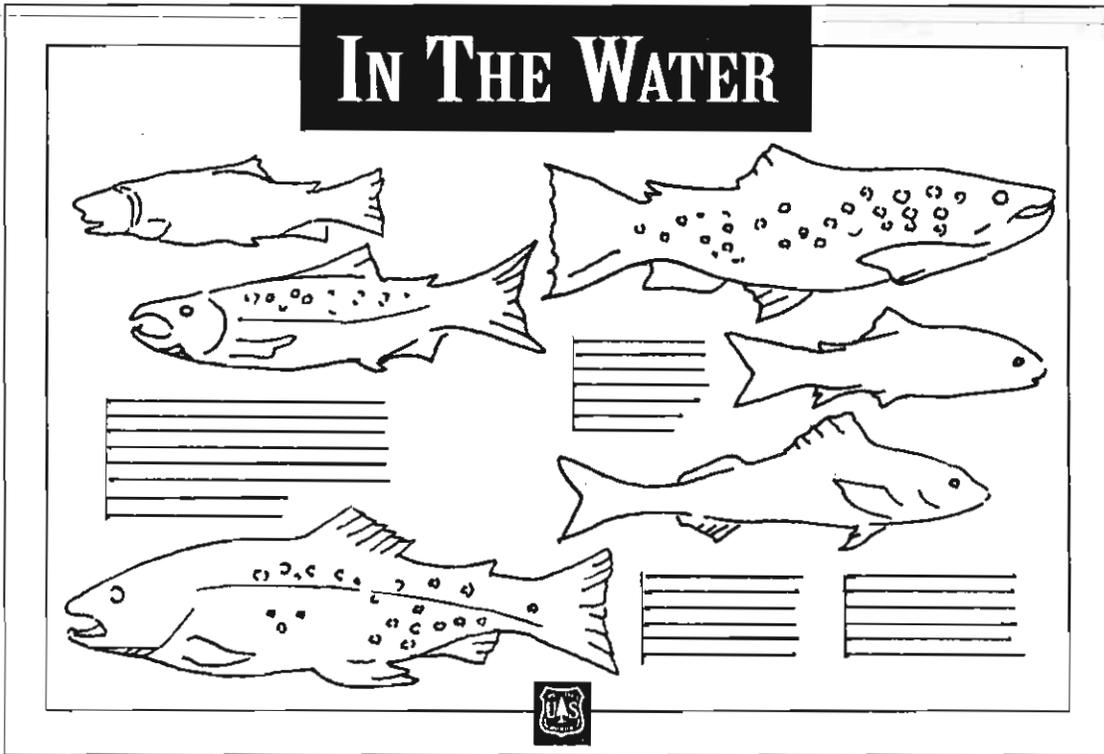
- Information about what watchable wildlife species can be seen at this site

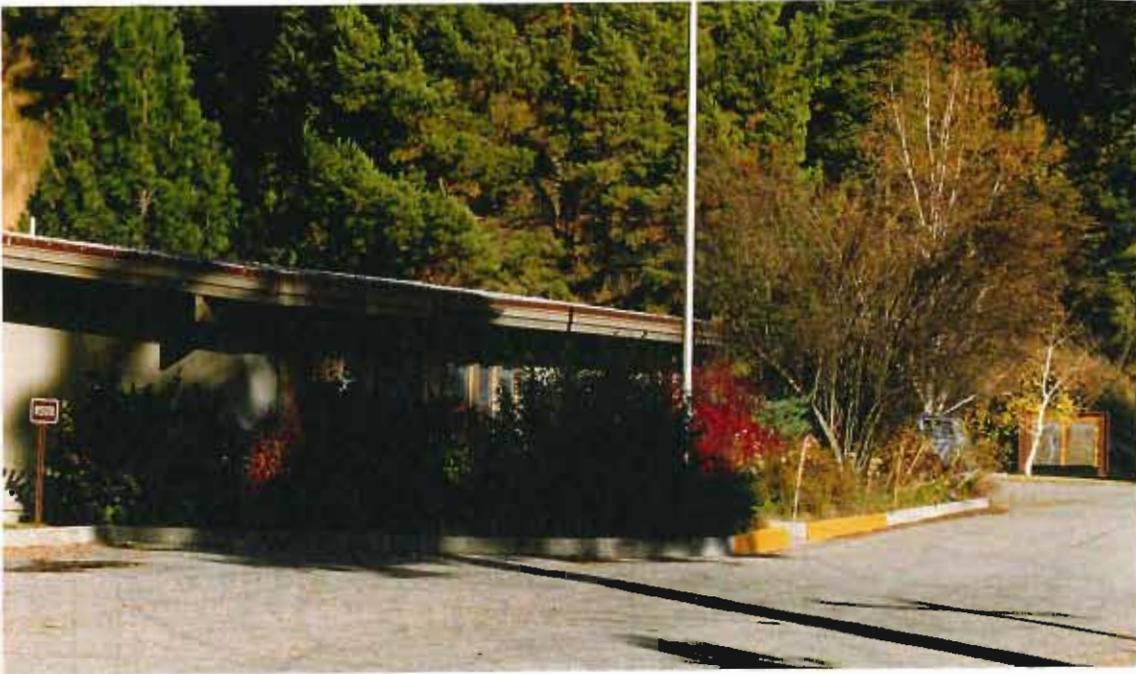
Notes:

This is site #3 (Kootenai River) in the Montana Wildlife Viewing Guide and will have a high profile with visitors who use this guide in their Montana travels.

Interpretive Media Cost = \$2,610







Canoe Gulch Ranger Station

Site #3

Accessibility Rating: Excellent

Site Modifications: None

Site Recommendations: Remove existing kiosk and replace it with new design. If traffic congestion becomes a problem, the interpretation could be moved to the other side of the highway. The Canoe Gulch site is preferable since visitors will have the opportunity to go to the Ranger Station to ask questions in conjunction with learning about the area from exhibit panels.

Recommended Media:

- Kiosk
- 1- low profile wayside exhibit

Media Locations:

Where existing kiosk is

Interpretation Topics:

- Orientation Map (kiosk) (36" x 48")
- What is a Scenic Byway (kiosk) (36" x 48")
- Steamboat, Railroad & Tote Road (kiosk) (48" X 48")

- Jennings and Trading Post (low profile)

Subthemes to Be Communicated:

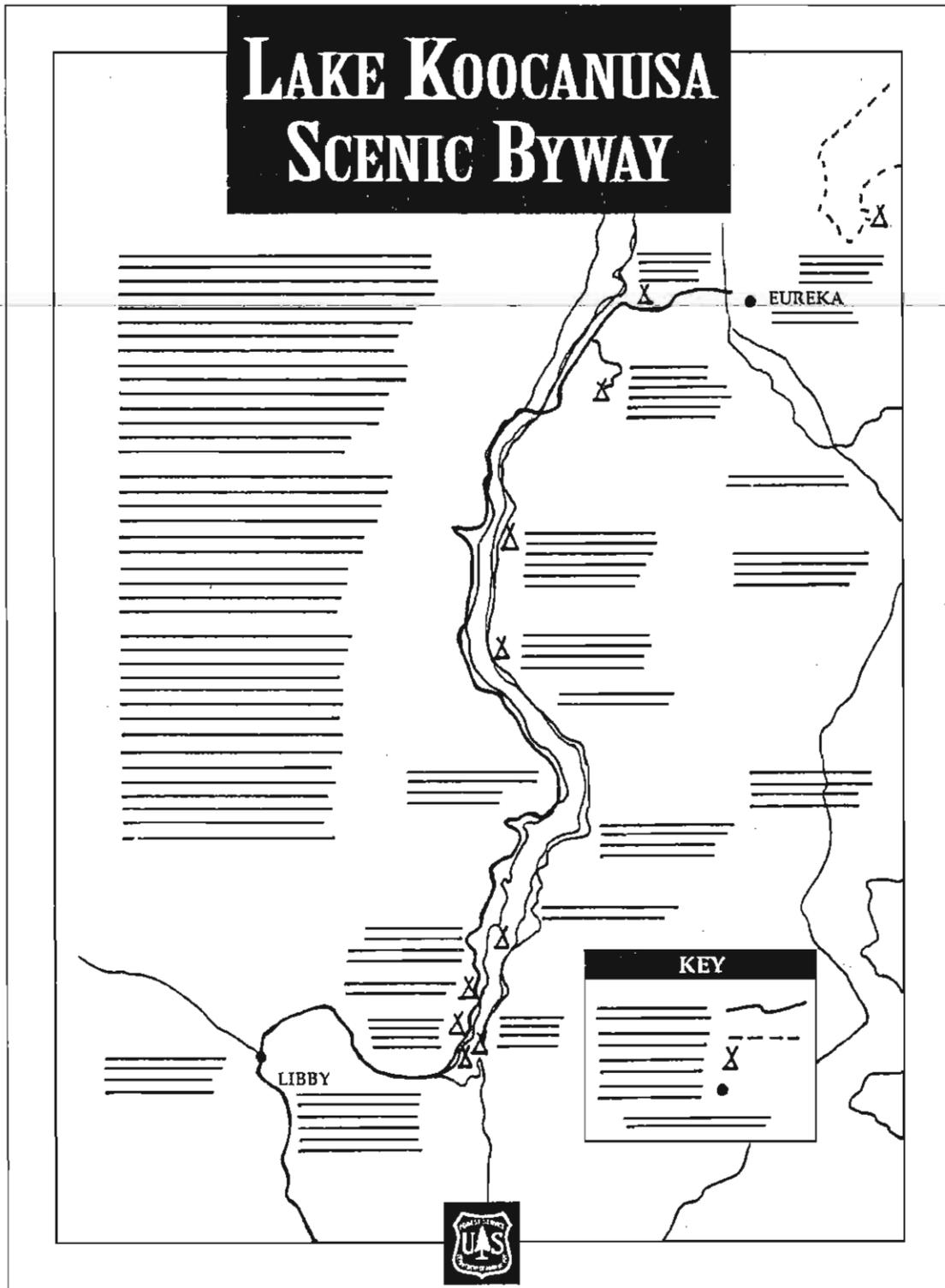
The rugged landscape and rich natural resources determine today's lifestyle much as they did when the area was settled. Many modern residents depend on these resources to make their livings.

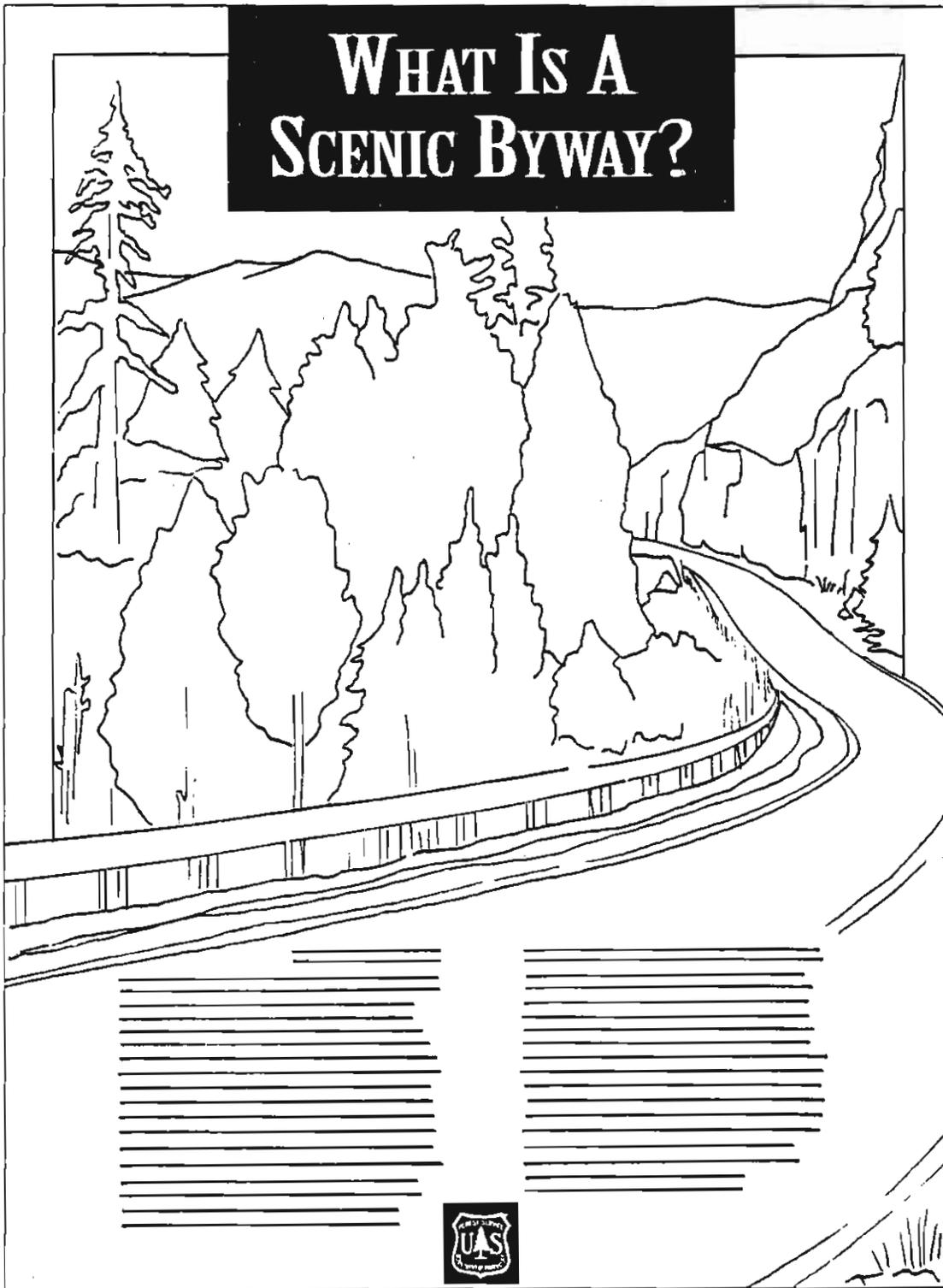
Once opened to commerce, this area still remained remote and access difficult. The prehistoric trails, water routes, wagon roads, and railroads that followed the Kootenai River were well-traveled corridors, the primary means of travel until modern roads were built.

Communication Objectives:

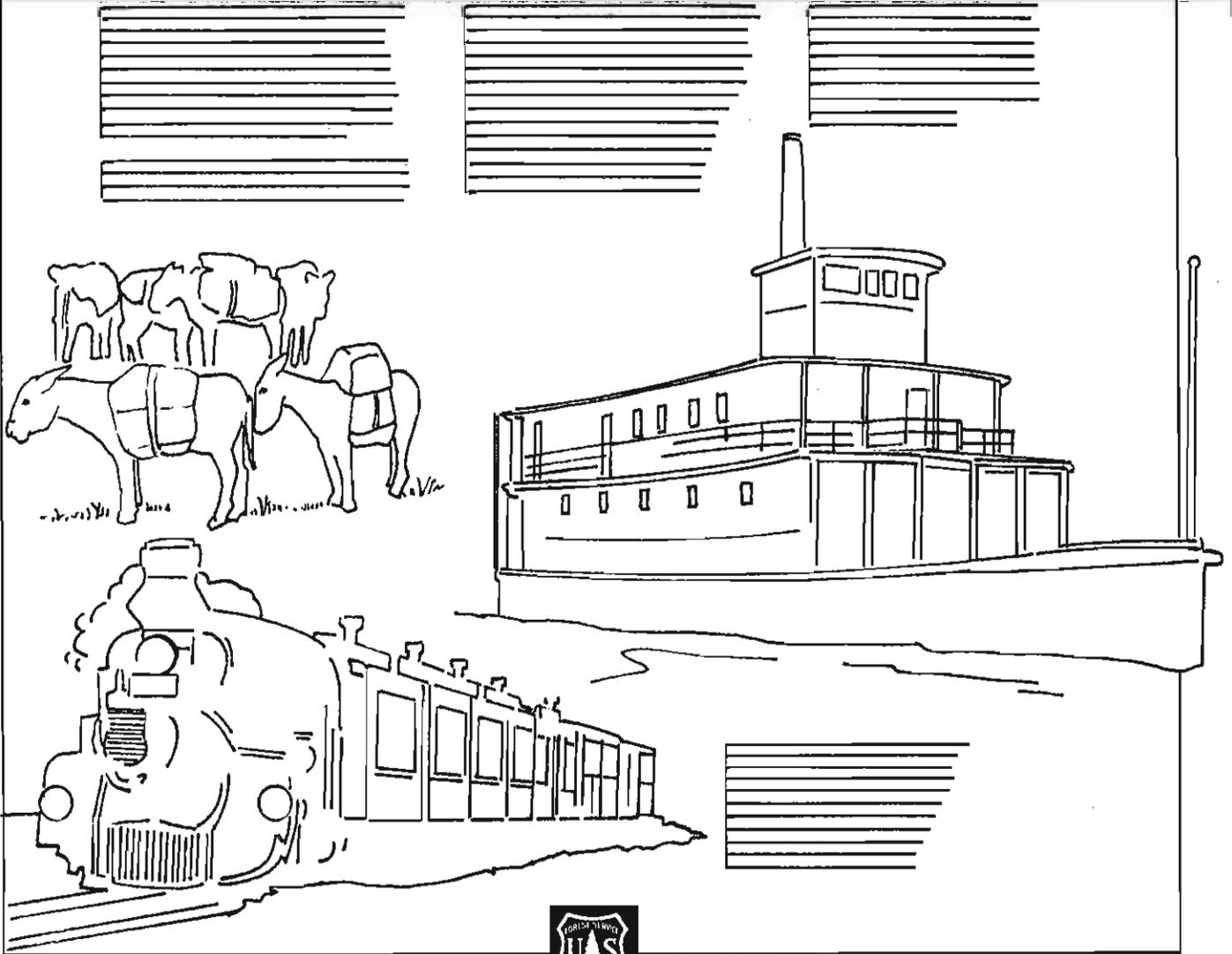
- Orientation to the Byway
- Orientation to Byway Theme
- Information about significance of local transportation sites and some methods of traveling the byway corridor

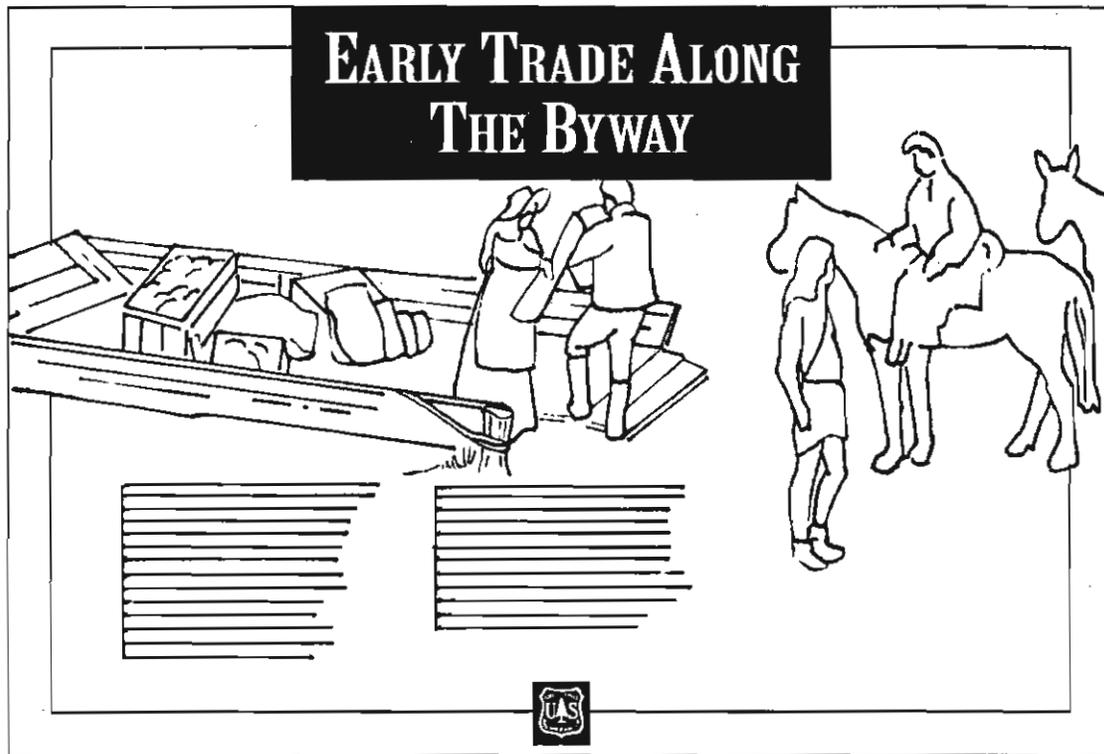
Interpretive Media Cost = \$16,410

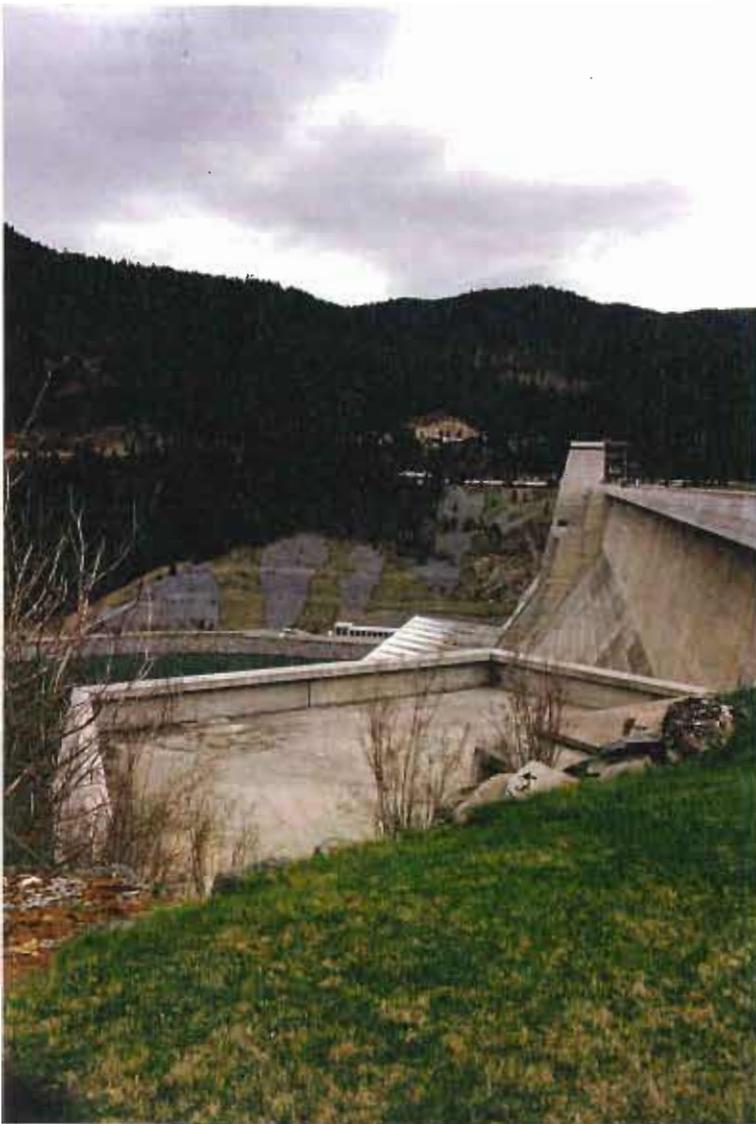




GETTING FROM HERE TO THERE







Corps of Engineers View Platform (Hwy. 37)

Site #4

Accessibility Rating: Excellent

Site Modifications: None

Recommended Media:

- 2-Low Profile Wayside Exhibits

Media Locations:

On existing railing, at overlook on downstream side of dam (in addition to COE concrete exhibit base)

Interpretation Topics:

- Wildlife Viewing (birds and fish)
- Fur Trade & David Thompson's Explorations
- Wildlife Viewing Ethics (since this is an introduction to the topic of wildlife viewing)

Subthemes to Be Communicated:

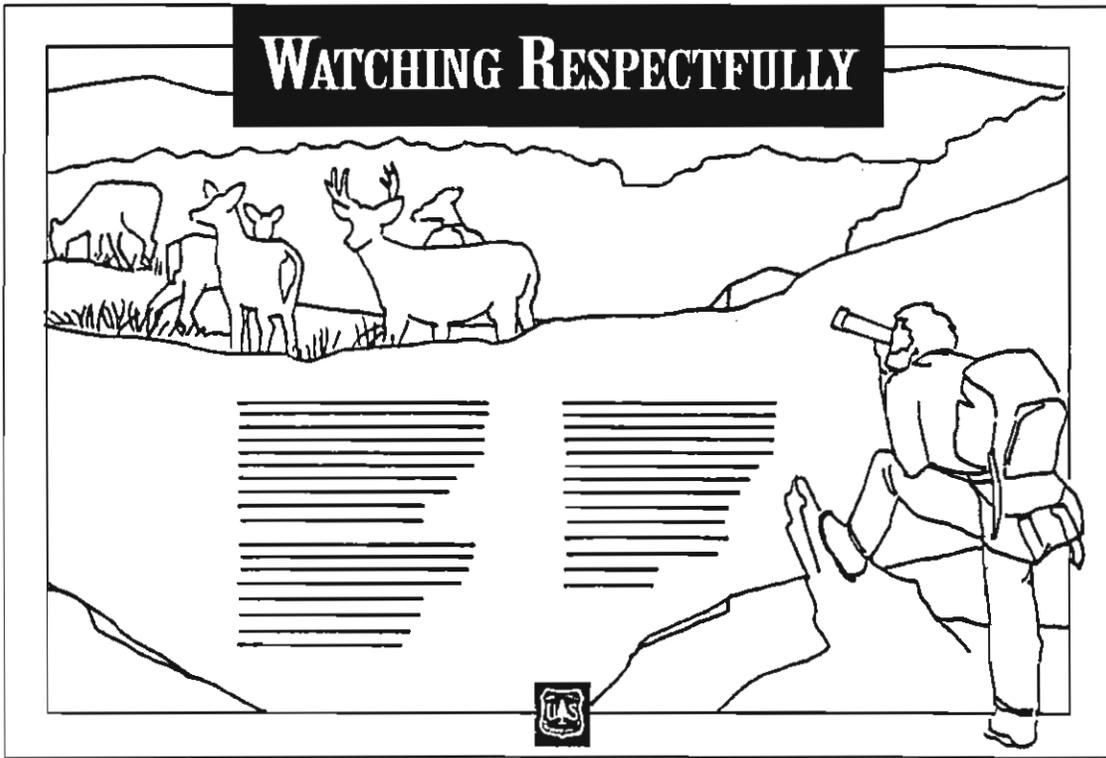
Nourished by a modified Pacific maritime climate, its elevation and exposure, the land supports rich natural resources.

Once opened to commerce, this area still remained remote and access difficult. The prehistoric trails, water routes, wagon roads, and railroads that followed the Kootenai River were well-traveled corridors, the primary means of travel until modern roads were built.

Communication Objectives:

- Information about wildlife viewing ethics and species which may be seen at this location
- Information about early exploration of the Kootenai River

**Interpretive Media Cost =
\$2,610**





Warland Overlook--Highway 37

Site #5

Accessibility Rating: Excellent

Site Modifications: Remove the existing interpretive panel and some trees to improve the view

Recommended Media:

- 1-Upright Wayside Exhibit

Media Location:

Closer to north end of the pullout than is the existing panel, so that better site distance is created from the south.

Interpretation Topics:

- Facilities and Towns Under the Reservoir

Subthemes to Be Communicated:

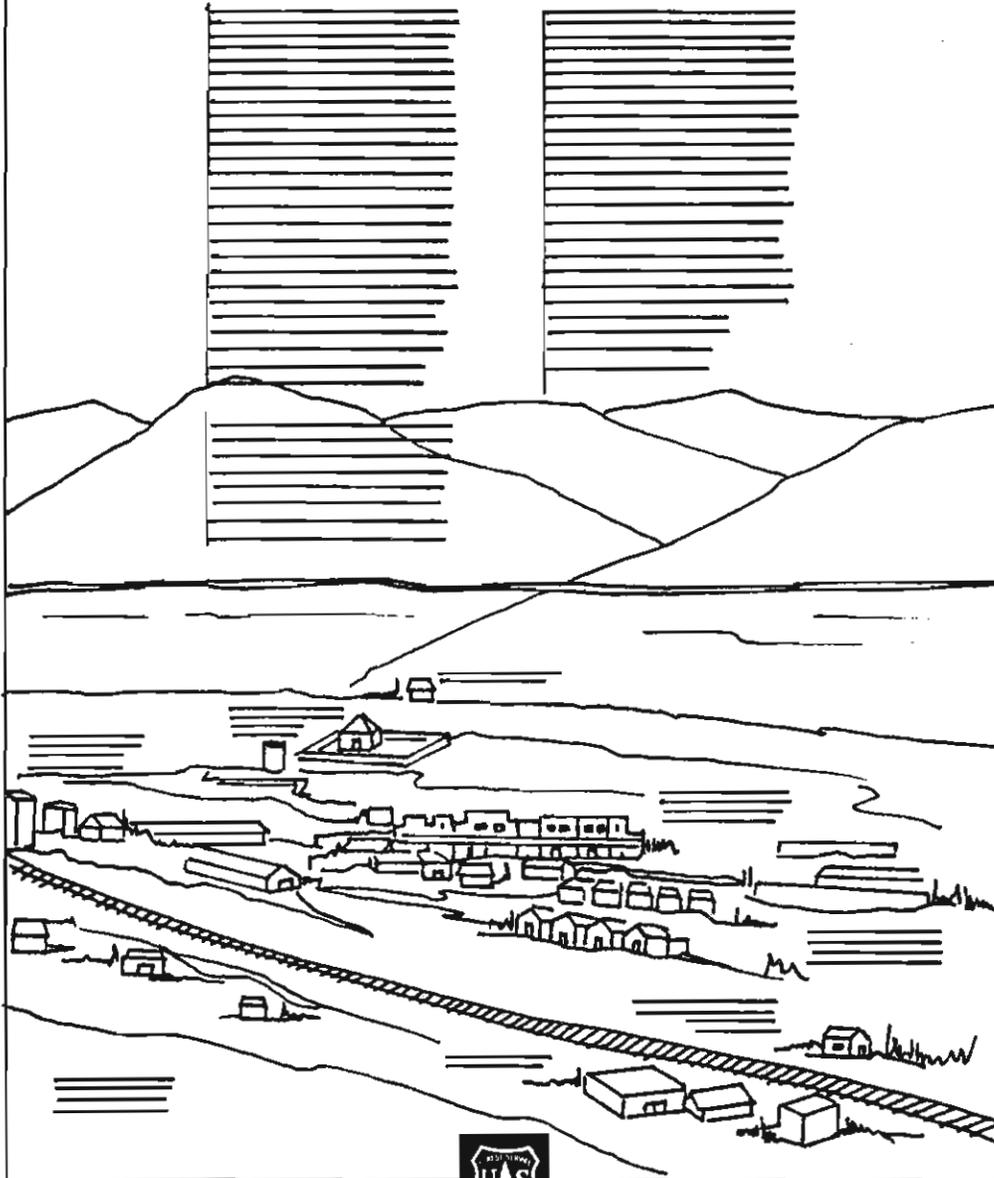
The U.S. Forest Service and the U.S. Army Corps of Engineers manage Lake Koochanusa and the rugged landscapes and rich natural resources that surround the Lake Koochanusa Scenic Byway for a variety of human and wildlife uses.

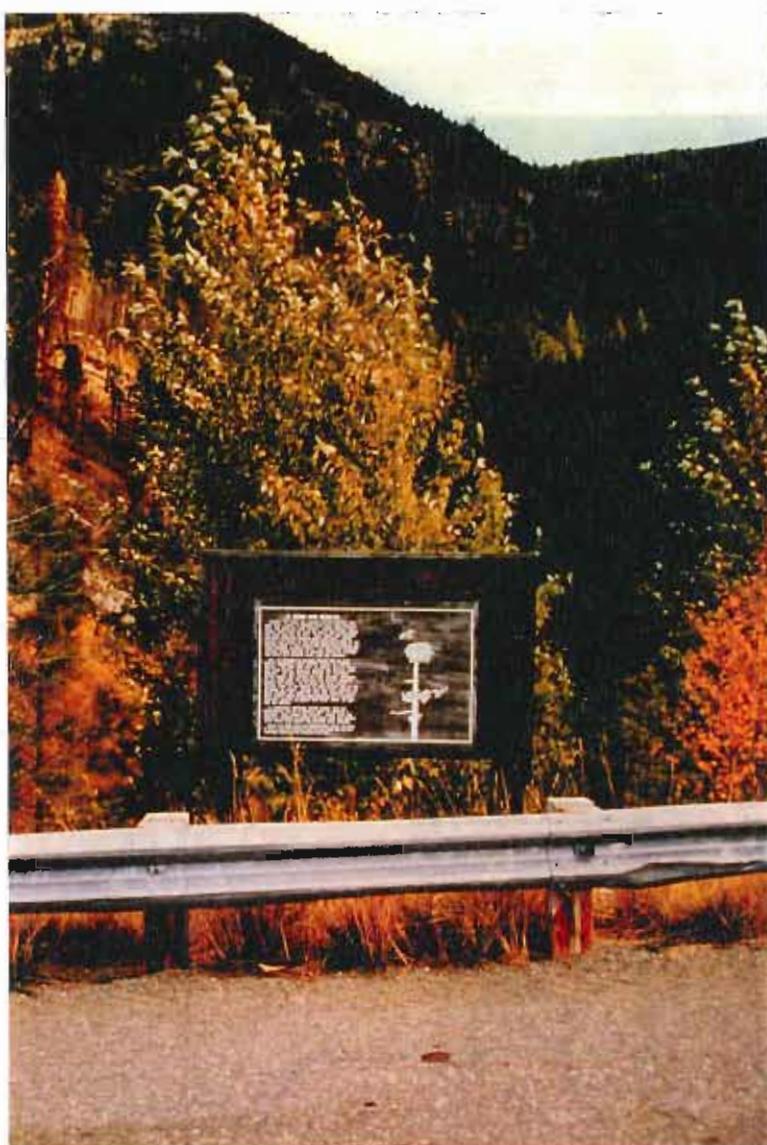
Communication Objectives:

- Information about Warland, Rexford and other facilities that are under Lake Koochanusa.

Interpretive Media Cost = \$2,610

GONE BUT NOT FORGOTTEN





Sheep Creek Site #6

Accessibility Rating: Excellent

Site Modifications: None

Recommended Media:

- 1-Upright Wayside Exhibit

Media Location:

Behind highway barrier rails at pullout

Interpretation Topics:

- Managing Bighorn Sheep Habitat Through Logging and Prescribed Burns

Subthemes to be Communicated:

Nourished by a modified Pacific maritime climate, its elevation and exposure, the land supports rich natural resources.

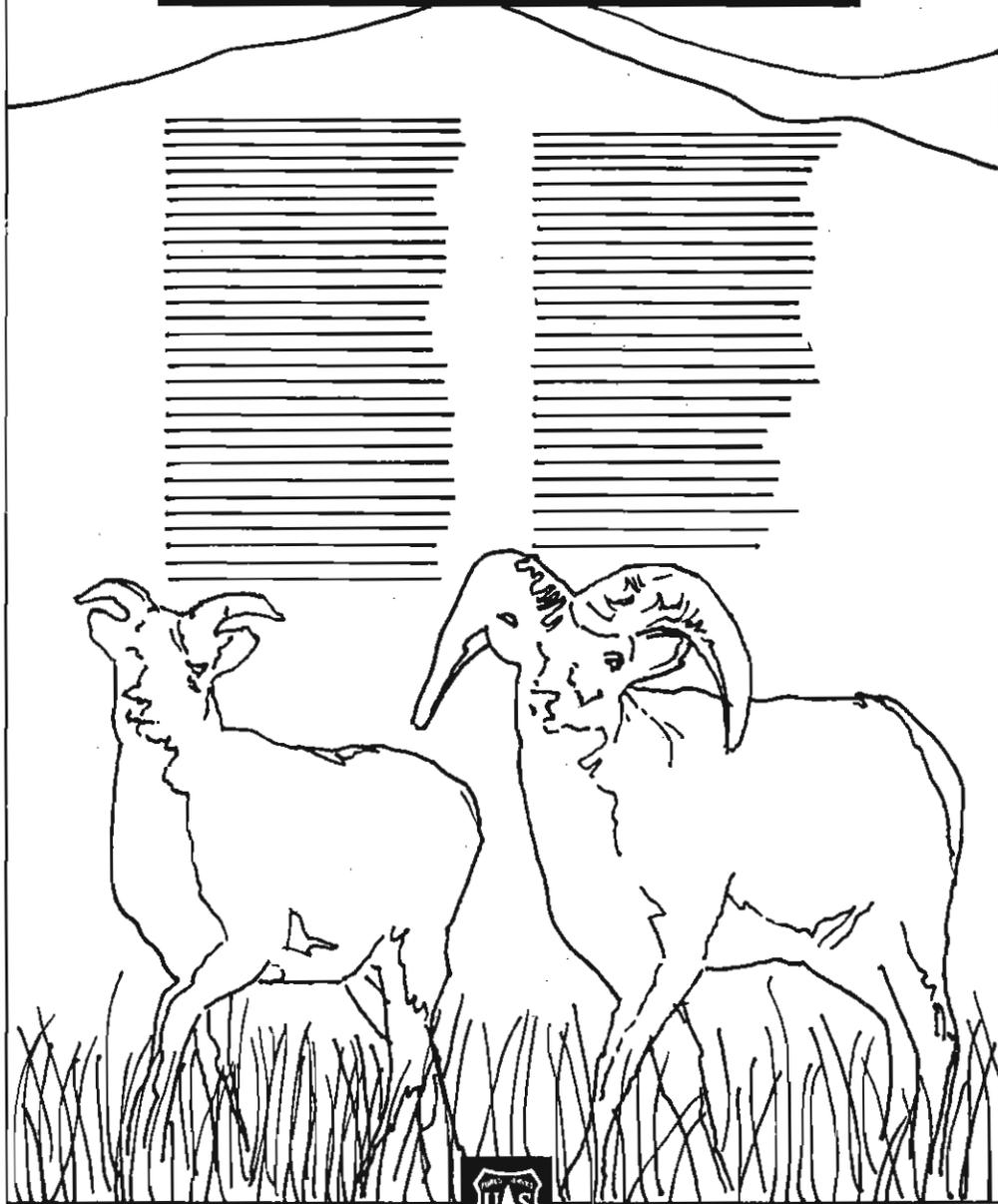
The U.S. Forest Service and the U.S. Army Corps of Engineers manage Lake Kooconusa and the rugged landscapes and rich natural resources that surround the Lake Kooconusa Scenic Byway for a variety of human and wildlife uses.

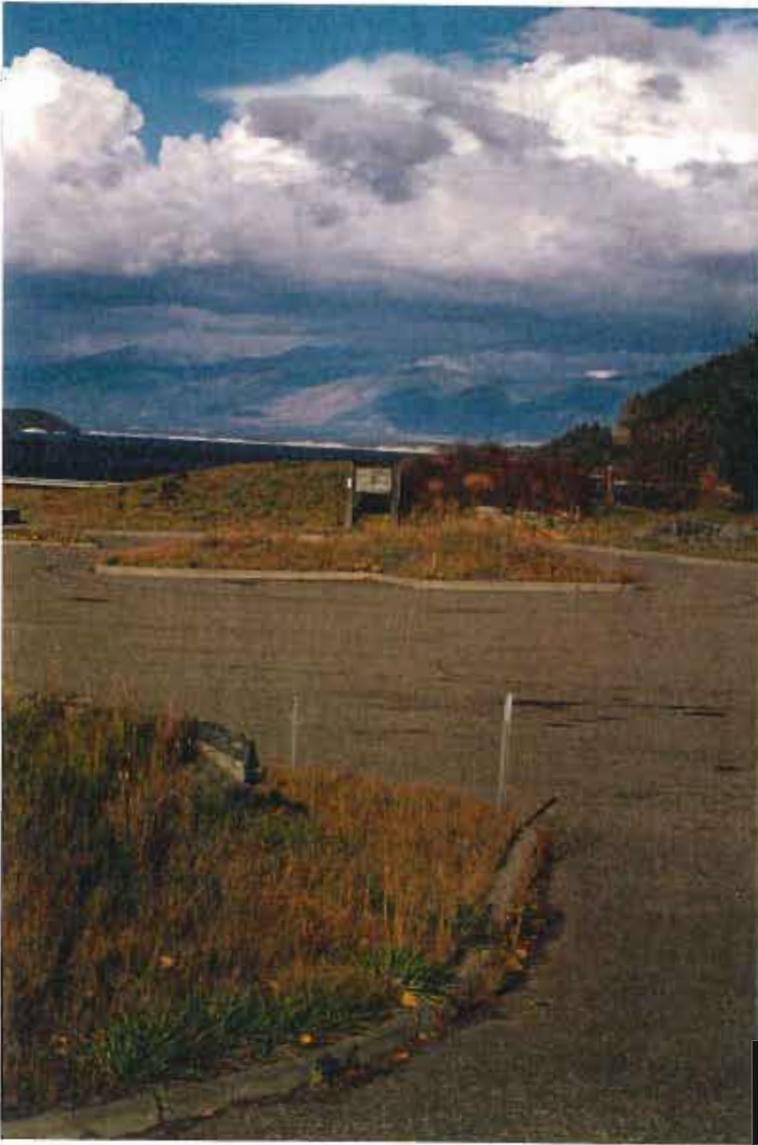
Communication Objectives:

- Information about local wildlife and habitat improvement
- Ural-Tweed bighorn sheep herd

Interpretive Media Cost = \$2,610

MANAGING BIGHORN SHEEP HABITAT





Lake Koocanusa Bridge--Parking Area Site #7

Accessibility Rating: Excellent

Site Modifications: Eliminate 4 parking spaces at north end of parking lot and landscape to include space for way-side exhibits and a low bench clustered in the location where the existing interpretive panel is located.

Recommended Media:

- 3-Low Profile Wayside Exhibits

Media Locations:

On grassy area at the north end of the parking lot

Interpretation Topics:

- Harvesting Timber
- Managing the Landscape with Fire
- Glaciers Sculpting the Landscape

Subthemes to Be Communicated:

Geologic processes such as thrust faults and glaciation created the rugged landscape in this area.

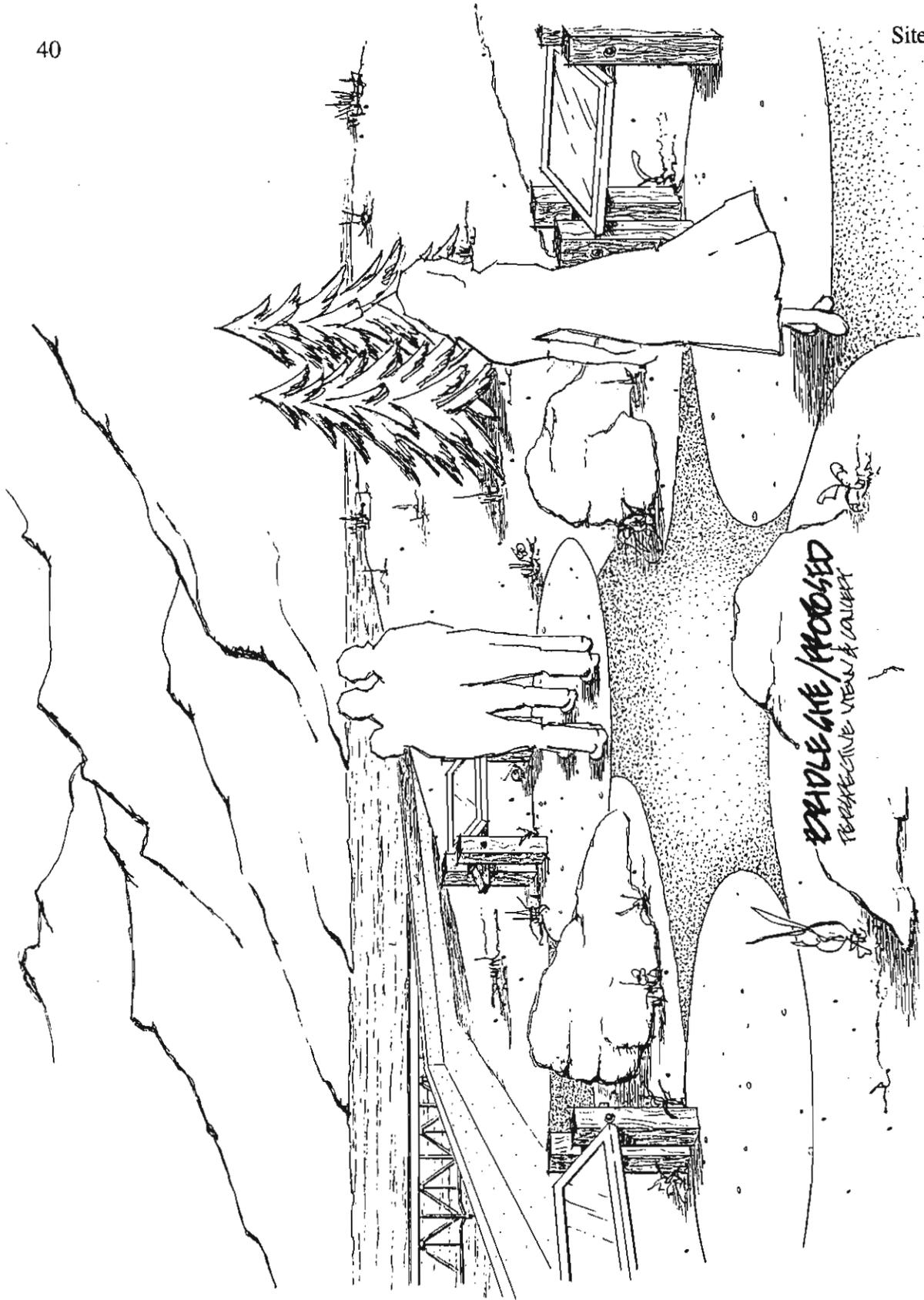
The rugged landscape and rich natural resources determine today's lifestyle much as they did when the area was settled. Many modern residents depend on these resources to make their livings.

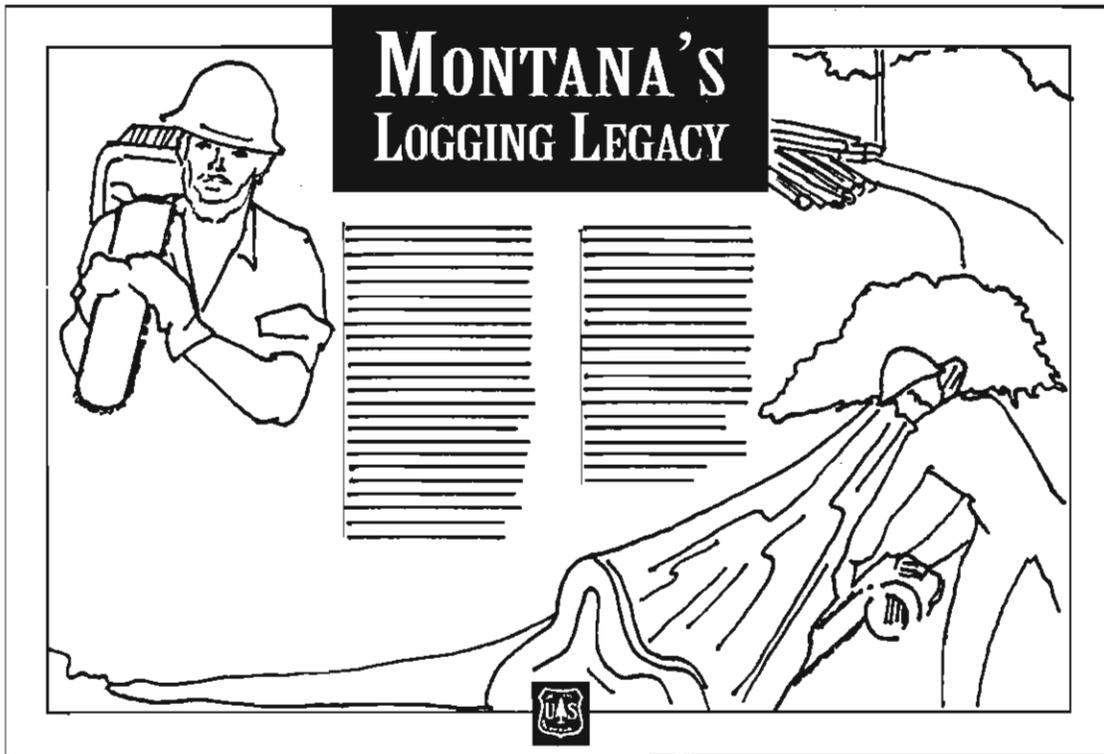
The U.S. Forest Service and the U.S. Army Corps of Engineers manage Lake Koocanusa and the rugged landscapes and rich natural resources that surround the Lake Koocanusa Scenic Byway for a variety of human and wildlife uses.

Communication Objectives:

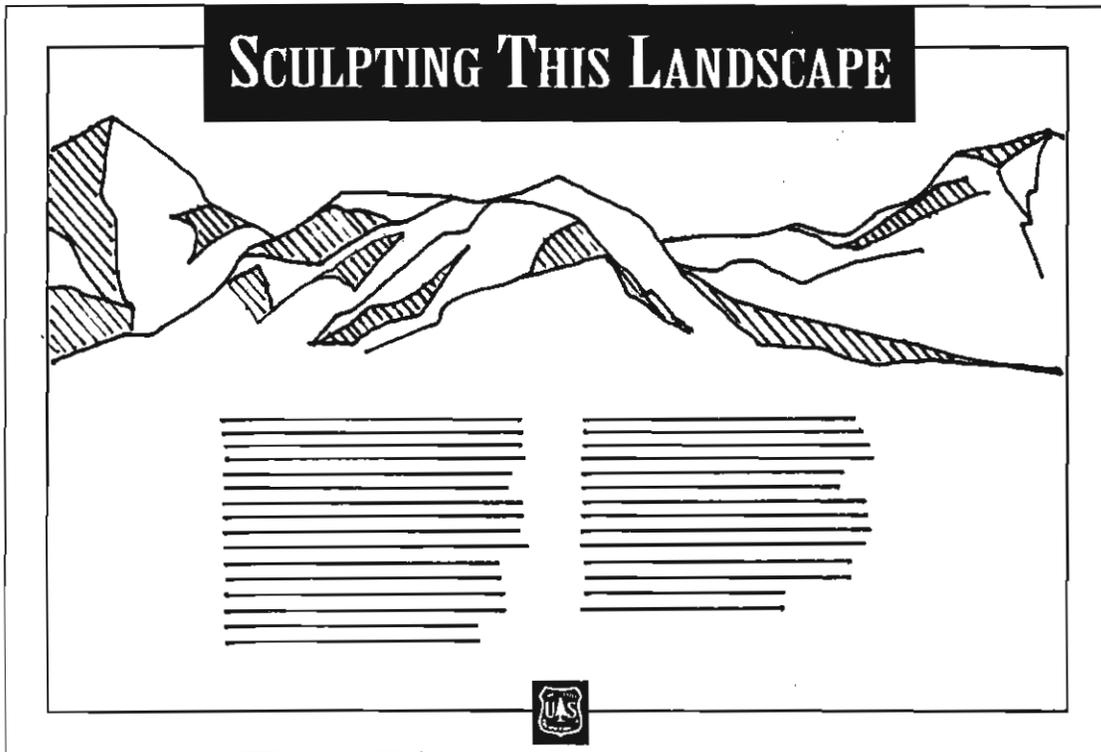
- Information about forest management (since it is a central location)
- Information about the surrounding landscape and visible features

**Interpretive Media Cost =
\$3,915**









Town of Rexford

Site #8

Accessibility Rating: Excellent

Site Modifications: None.

Recommended Media:

- Byway Information Shingle
- Include store personnel in USFS seasonal orientation

Media Locations:
Outside Rexford Store

Interpretation Topics:

- Byway Orientation by store personnel

Communication Objectives:

- Orientation to the Byway and Theme

Interpretive Media Cost = \$945



Hoodoo Stop

Site #9

Accessibility Rating: Poor, but can be improved with trailwork that meets accessibility standards

Site Modifications: Enhance trail to hoodoo viewing site; remove old rock stanchion. Selectively prune and remove trees to open view of hoodoos.

Recommended Media:

- 1-Low Profile Wayside Exhibit
- Trail to hoodoo overlook

Media Location:

Trailhead at roadside pullout

Interpretation Topics:

- Hoodoos

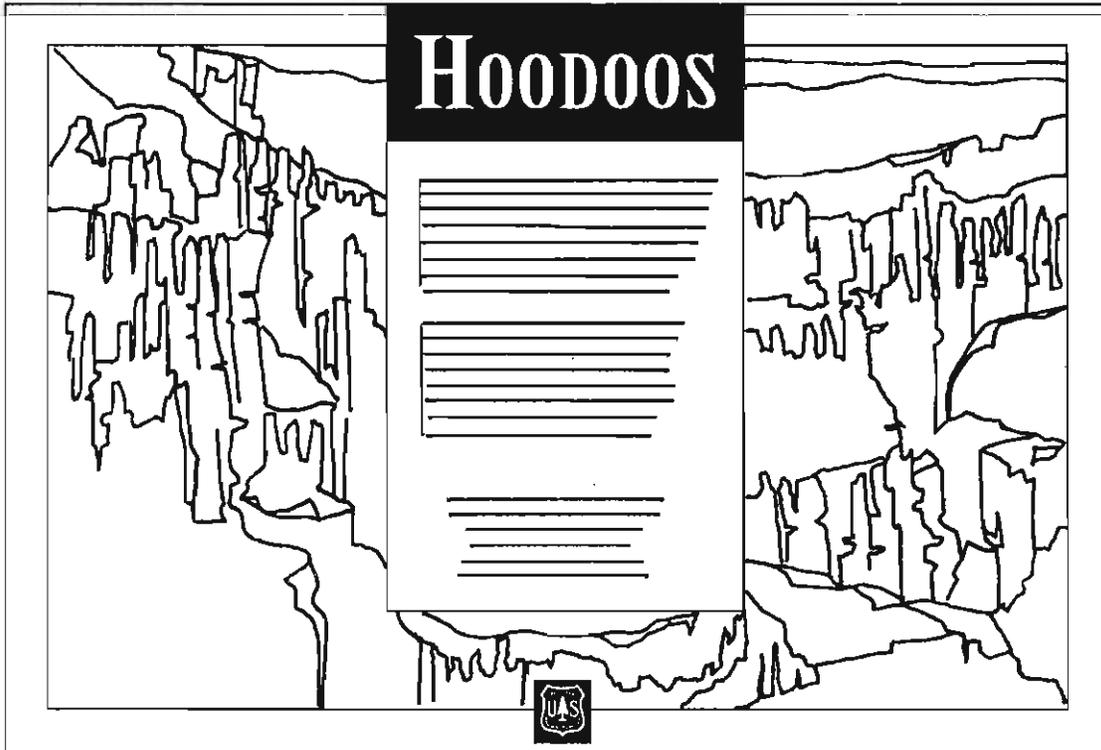
Subthemes to Be Communicated:

Geologic processes such as thrust faults and glaciation created the rugged landscape in this area.

Communication Objectives:

- Information about hoodoos and the geologic processes that create them
- Opportunity is available to walk a trail

Interpretive Media Cost = \$1,305





Ksanka Store

Site #10

Accessibility Rating: Excellent

Site Modifications: Landscape around kiosk

Recommended Media:

- Kiosk
- Include store employees in USFS seasonal orientation

Media Locations:

Near store parking or on corner; determine this after road construction is complete

Interpretation Topics:

- Orientation Map / What Is A Byway?
- Kootenai Indians Use of the Valley
- Drumlins

Subthemes to Be Communicated:

The rugged landscape and rich natural resources determine today's lifestyle much as it did when the area was settled. Many modern residents depend on these resources to make their livings.

Geologic processes such as thrust faults and glaciation created the rugged landscape in this area.

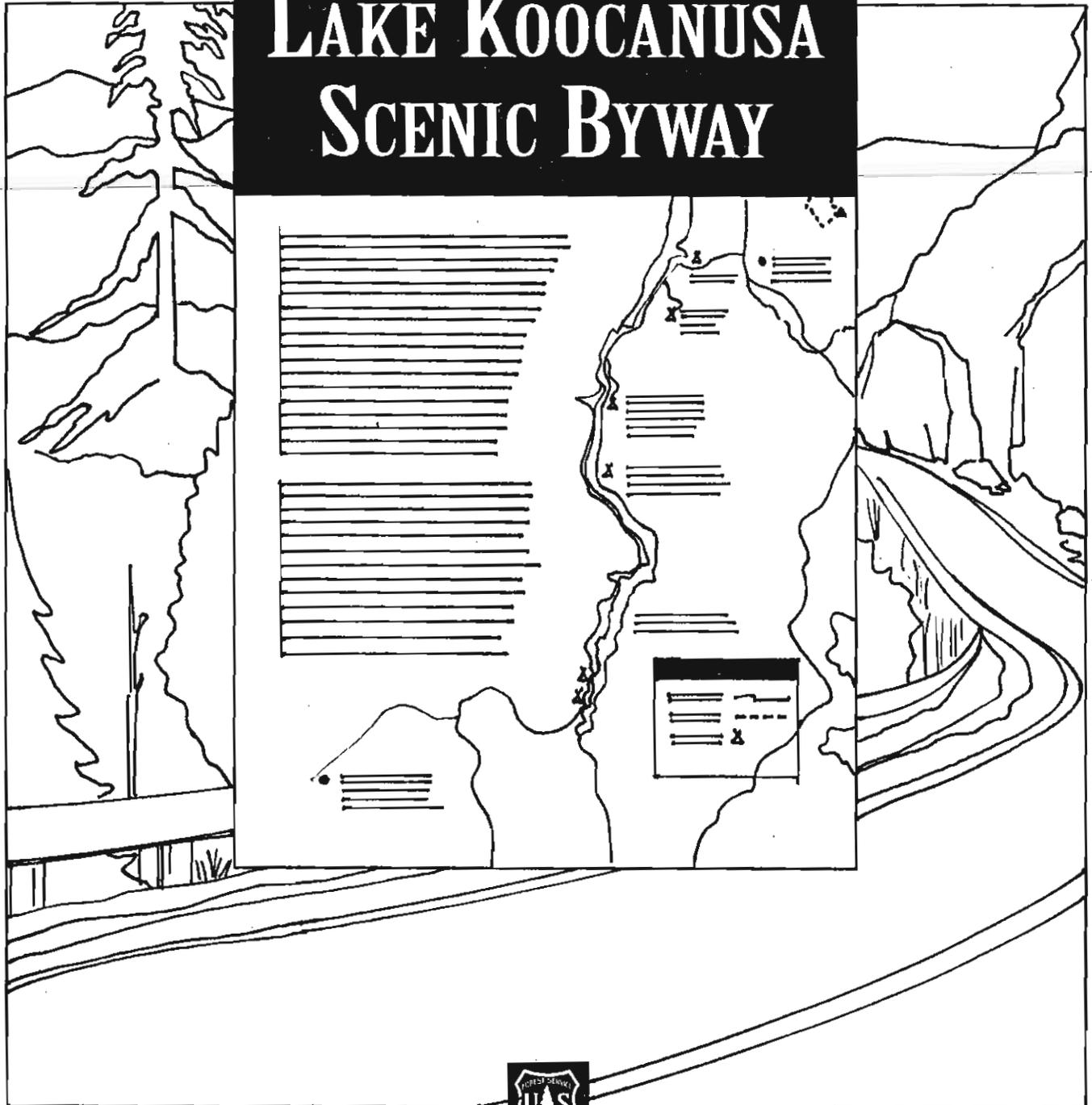
The prehistoric inhabitants of the area lived as seasonal hunters / gatherers along a well-traveled corridor with wintering grounds in the valleys and summer movements based on the availability and locations of food, at higher elevations in the uplands and mountains. The Tobacco Plains was named after a tobacco grown here by the Kootenai Tribe in the 1800s.

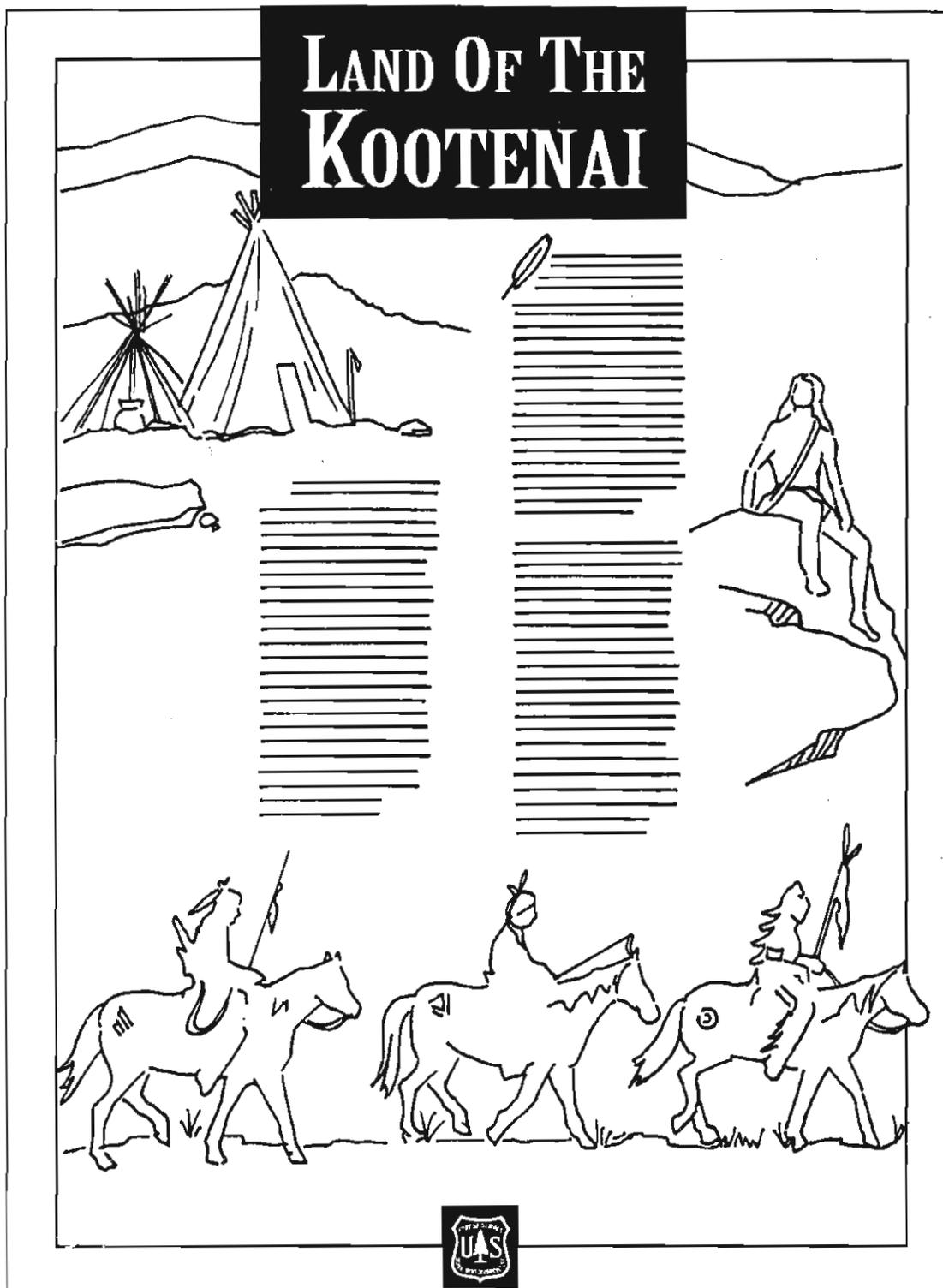
Communication Objectives:

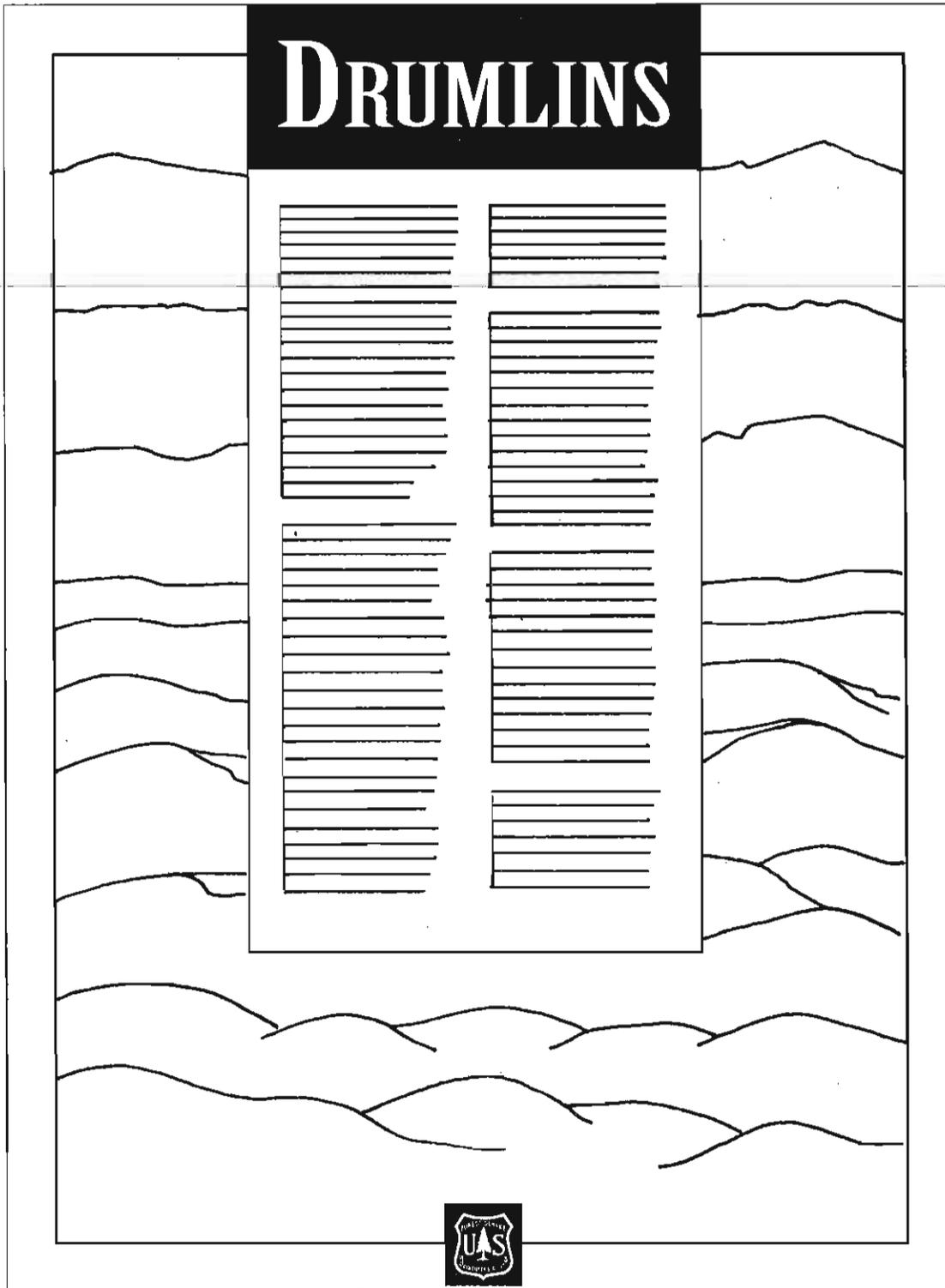
- Orientation to the Byway
- Orientation to Byway Theme
- Orientation to Why Byway Exists (since this will be a major terminus of the byway, travelers who stop here might be enticed to explore it)
- Information on geologic features to look for on the Tobacco Plains
- Information about historic Kootenai Indians

Interpretive Media Cost = \$13,800

LAKE KOOCANUSA SCENIC BYWAY









Eureka Ranger Station

Site #11

Accessibility Rating: Good

Site Modifications: None

Recommended Media:

- “Byway Information” Shingle (new)
- Byway Handouts / Brochure Rack (existing)

Media Locations:

Inside Office

Interpretation Topics:

- Orientation Map (existing Forest map)

Communication Objectives:

- Orientation to the Byway & theme

Interpretive Media Cost = \$945



Tobacco Valley Historical Village Site #12

Accessibility Rating: Good

Site Modifications: None

Recommended Media:

- Kiosk

Media Locations:

In grassy area visible from highway

Interpretation Topics:

- Orientation Map
- Early Settlement and Tobacco Valley History
- Early Local Logging

Subthemes to Be Communicated:

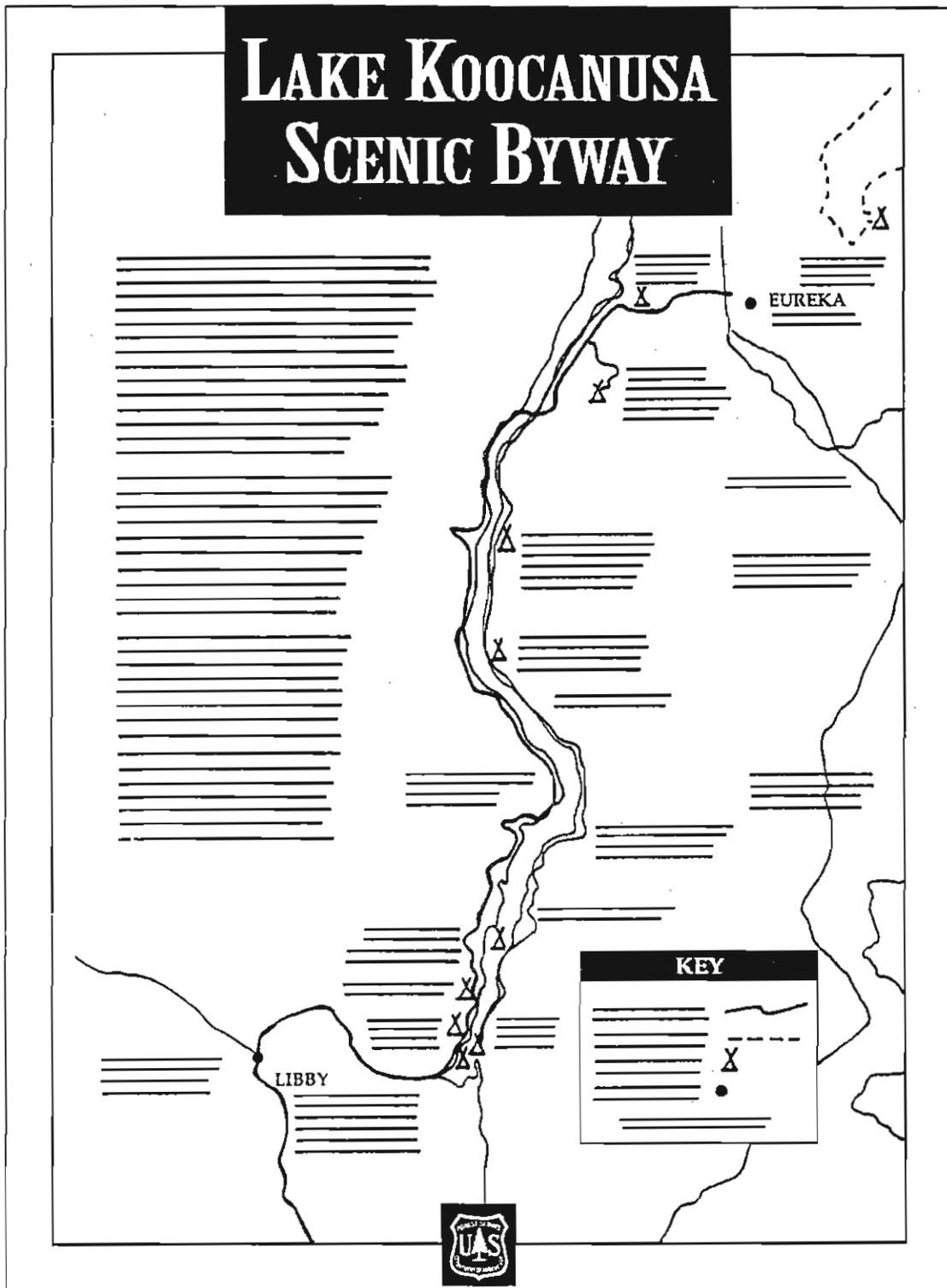
The rugged landscape and rich natural resources determine today's lifestyle much as they did when the area was settled. Many modern residents depend on these resources to make their livings.

Once opened to commerce, this area still remained remote and access difficult. The prehistoric trails, water routes, wagon roads, and railroads that followed the Kootenai River were well-traveled corridors, the primary means of travel until modern roads were built.

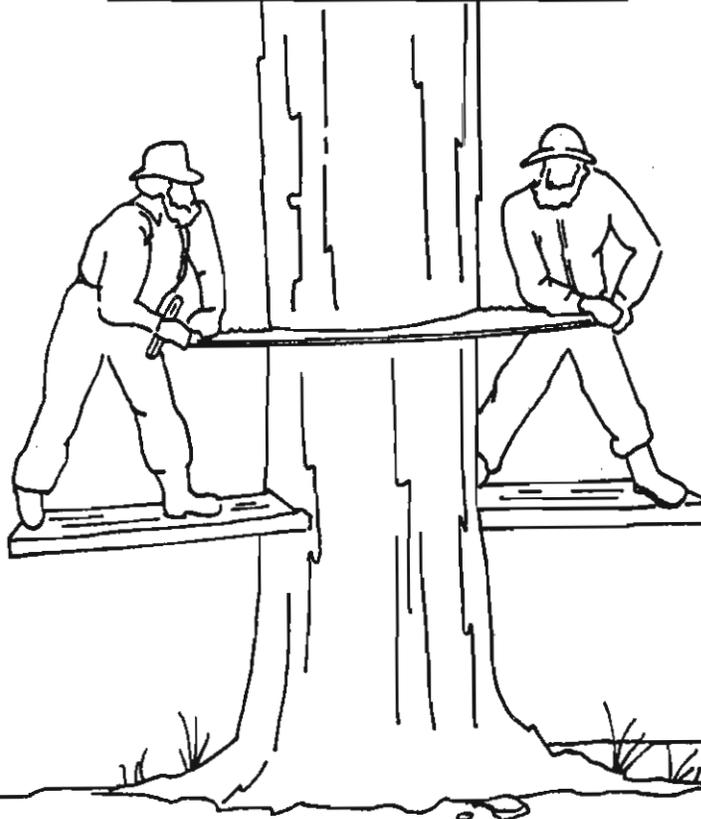
Communication Objectives:

- Orientation to the Byway & theme
- Information about local history
- Information about the area's first historic settlers and their descendants

Interpretive Media Cost = \$13,800



LOGGING THE FORESTS





Big Creek Research Natural Area-- F.D.R. 228 Site #13

Accessibility Rating: Excellent

Site Modifications: Develop a fully accessible trail into the Research Natural Area behind existing berm and adjacent to parking area

Recommended Media:

- 1-Low Profile Wayside Exhibit

Media Locations:

At trailhead

Interpretation Topics:

- What is a Research Natural Area and What is Being Monitored Here?

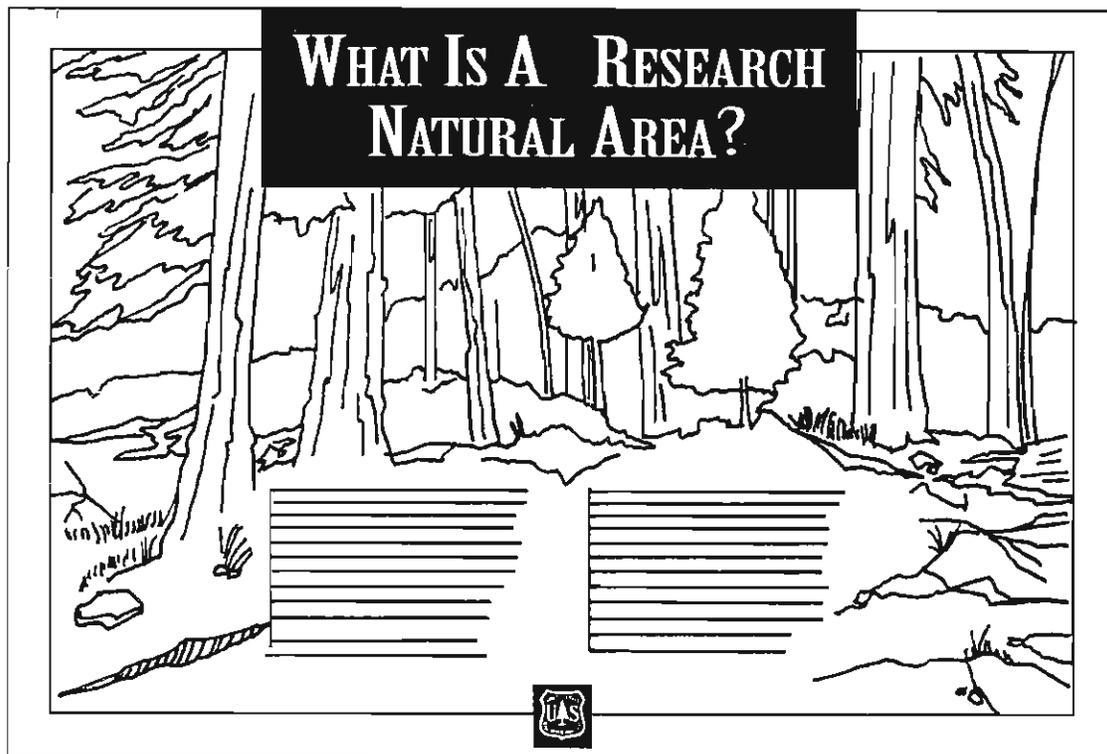
Subthemes to Be Communicated:

The U.S. Forest Service and the U.S. Army Corps of Engineers manage Lake Kooconusa and the rugged landscapes and rich natural resources that surround the Lake Kooconusa Scenic Byway for a variety of human and wildlife uses.

Communication Objectives:

- Information about forest management of Research Natural Areas and why they are protected

Interpretive Media Cost = \$1,305





Island Overlook

Site #14

Accessibility Rating: Excellent

Site Modifications: None

Recommended Media:

- 2 Low Profile Wayside Exhibits

Media Locations: On east side, facing Lake

Interpretation Topics:

- How habitat changes when a dam is built; one habitat is eliminated and another created
- Large mammals and waterfowl

Subthemes to Be Communicated:

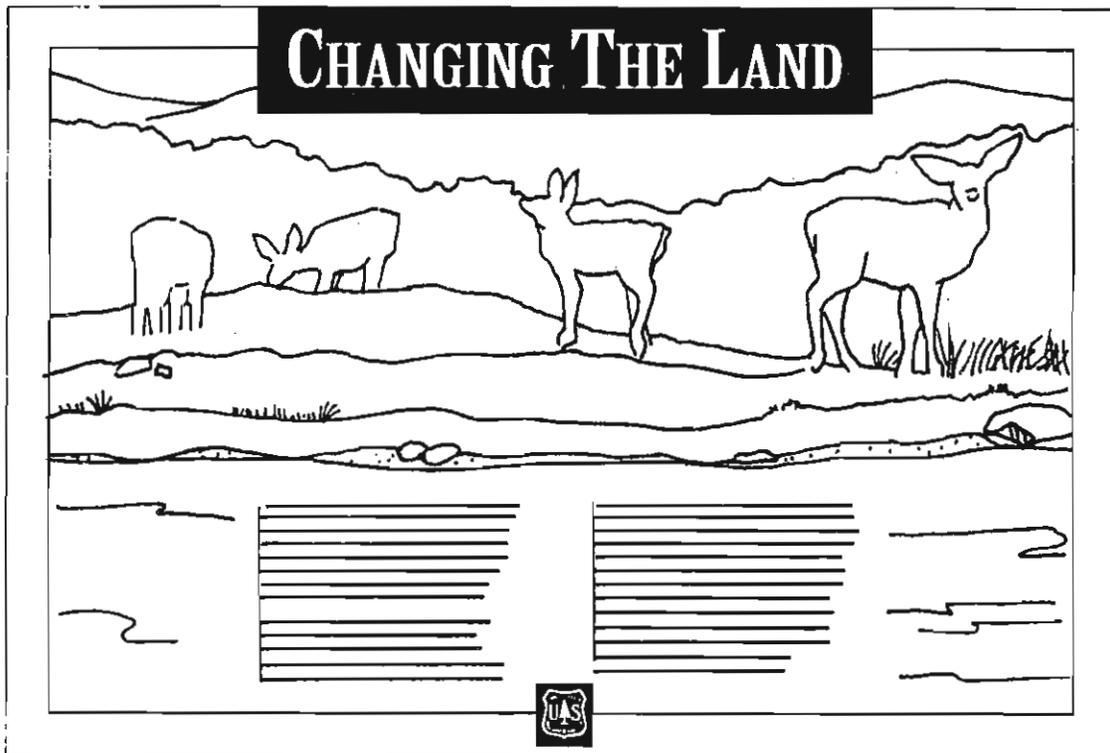
Nourished by a modified Pacific maritime climate, its elevation and exposure, the land supports rich natural resources.

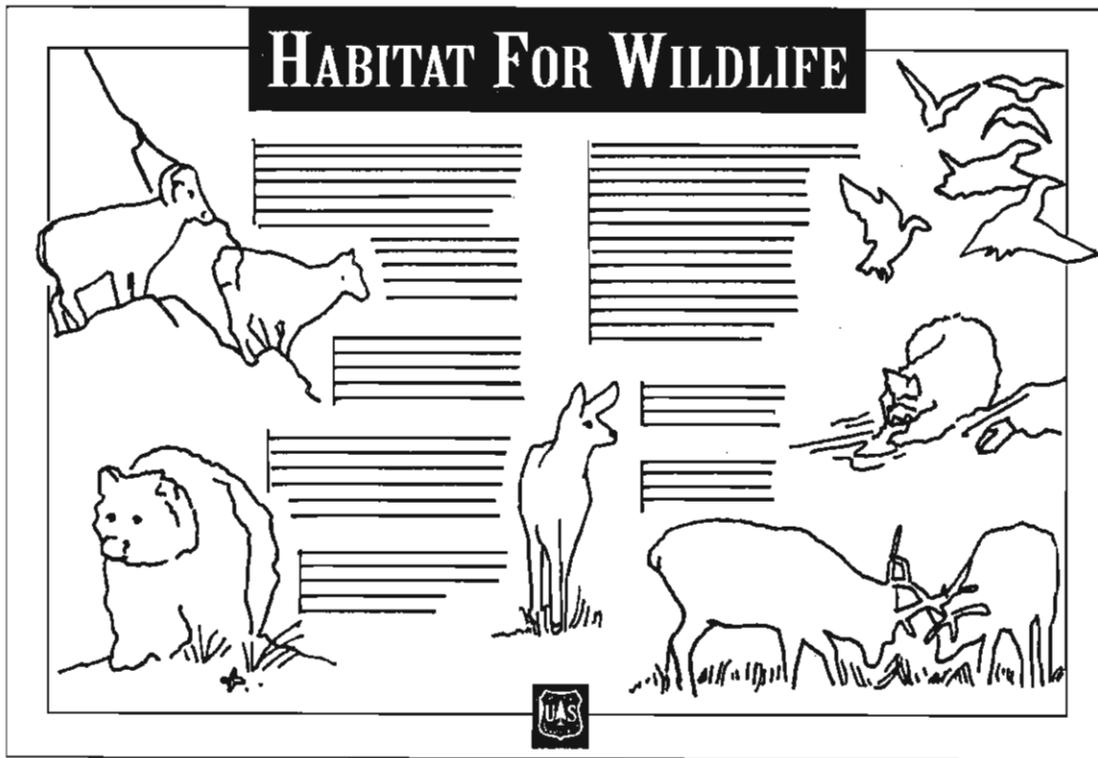
The U.S. Forest Service and the U.S. Army Corps of Engineers manage Lake Kootenai and the rugged landscapes and rich natural resources that surround the Lake Kootenai Scenic Byway for a variety of human and wildlife uses.

Communication Objectives:

- Information about what wildlife species can be seen along this route

Interpretive Media Cost = \$2,610







Corps of Engineers View Platform (F.D.R. 228)

Site #15

Accessibility Rating: Excellent

Site Modifications: None; the COE exhibit should remain as it is.

Recommended Media:

- 3-Low Profile Wayside Exhibits

Media Locations:

Against existing wall overlooking dam

Interpretation Topics:

- Wildlife Viewing Ethics
- River and Fisheries
- U.S. / Canada Partnership of Dam

Subthemes to Be Communicated:

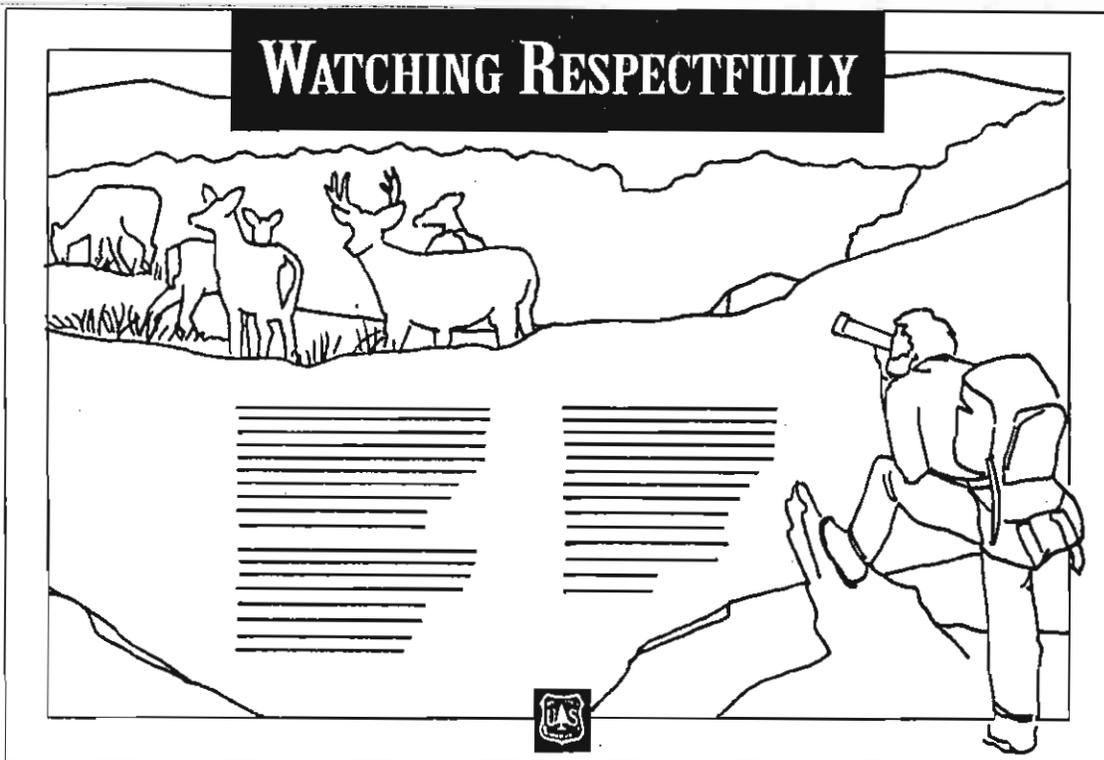
Nourished by a modified Pacific maritime climate, its elevation and exposure, the land supports rich natural resources.

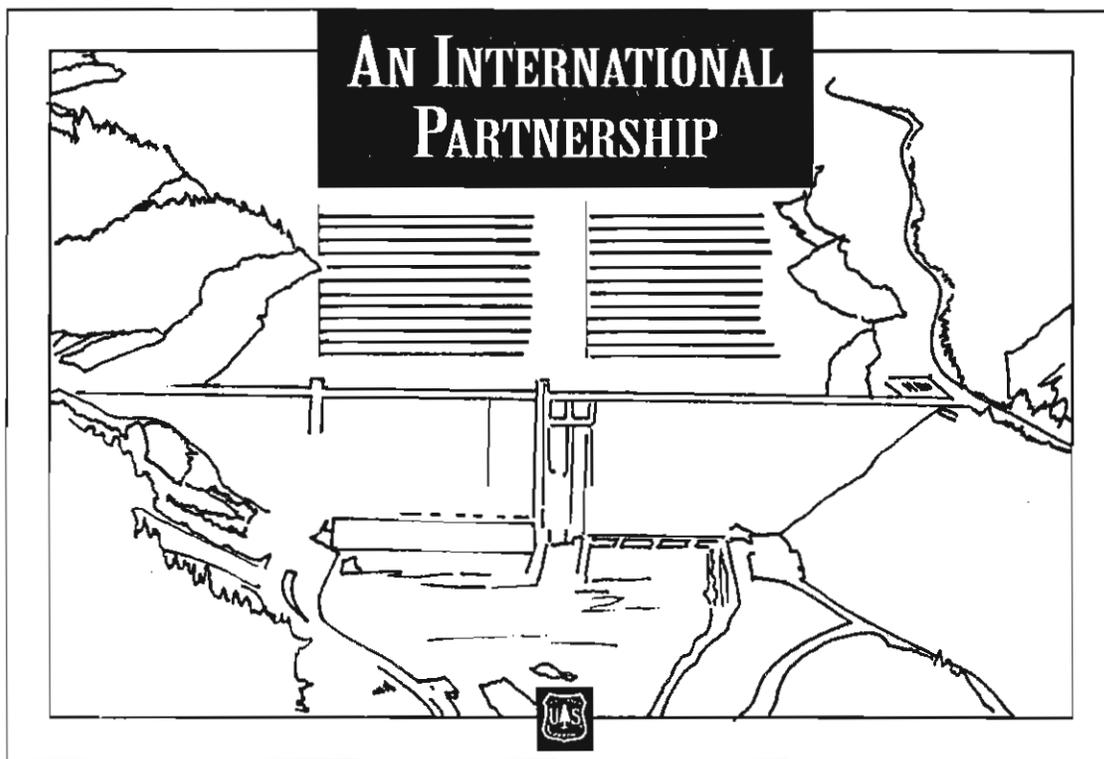
The U.S. Forest Service and the U.S. Army Corps of Engineers manage Lake Koochanusa and the rugged landscapes and rich natural resources that surround the Lake Koochanusa Scenic Byway for a variety of human and wildlife uses.

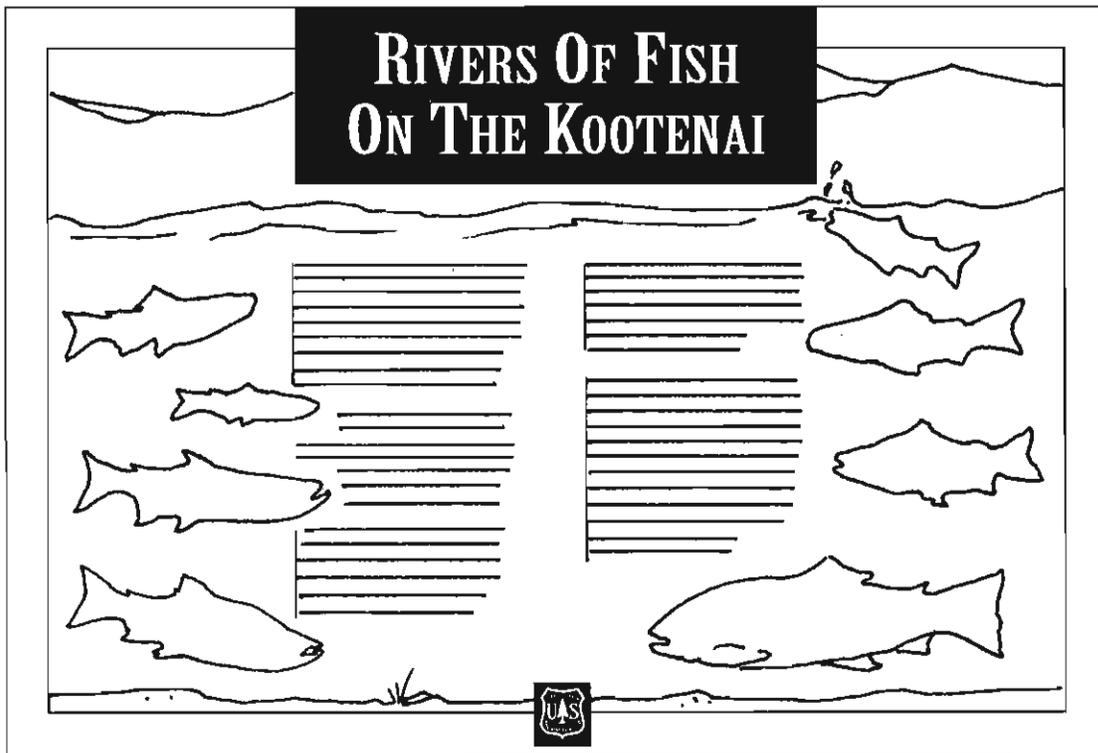
Communication Objectives:

- Information about impacts of the dam in terms of wildlife and fishing
- Insight into Libby Dam as maintained under a partnership between the U.S. and Canada
- Orientation to appropriate wildlife viewing ethics

Interpretive Media Cost = \$3,915







APPENDIX A.

BREAK DOWN OF INTERPRETIVE MEDIA COSTS (FROM MEDIA RECOMMENDATIONS / SITE INVENTORIES)

The following costs are provided so that partner agencies that are able to provide certain aspects of each project in-house will have a clear idea of what those aspects would cost using private sector artists, writers, metal fabricators, printers or other suppliers.

Low Profile Wayside Exhibits (See Wayside Exhibit Narrative for a description of the exhibit process.)

Art	\$500	
Research & Writing	\$200	
Fabrication	\$200	
Stanchions / Freight	\$405	
TOTAL		\$1,305.

Upright Wayside Exhibits

Art	\$650	
Research & Writing	\$350	
Fabrication of Panel	\$350	
Materials for Upright	\$375	
TOTAL		\$1,725.

Kiosk Panels

Artwork, Layout and Design		
(36" x 48")	\$650 (2)	
(48" x 48")	\$725 (1)	
Research & Writing		
(36" x 48")	\$350 (2)	
(48" x 48")	\$400 (1)	
Fabrication		
(36" x 48")	\$350 (2)	
(48" x 48")	\$475 (1)	
Kiosk Fabrication and Rockwork	\$9,500	
TOTAL		\$13,800.

Newspaper

Printing: 8 pages		
TOTAL	for 10,000	\$1,680.
TOTAL	for 20,000	\$2,242.
Printing: 12 pages		
TOTAL	for 10,000	\$2,797.
TOTAL	for 20,000	\$3,717.

Wildlife Viewing Brochure

Art & layout	\$1,300		
Research & Writing	\$500		
Printing and Photowork	\$3,232		
TOTAL		for 10,000	\$5,032.

<u>Lure Brochure</u>	<u>5,000</u>	<u>10,000</u>	
Art & layout	\$1,600	\$1,600	
Research & Writing	\$550	\$550	
Printing and Photowork	\$2,839	\$3,764	
TOTAL		for 5,000	\$4,989.
TOTAL		for 10,000	\$5,914.

<u>Byway Poster</u>			
Printing:			
TOTAL		for 2,500	\$2,972.
TOTAL		for 5,000	\$3,643.

<u>Audio Tape</u>			
Research & Writing Script	\$1,850		
Talent (narration)	\$1,350		
Production	\$4,500		
Duplication	\$2,500		
TOTAL		for 1,000	\$10,200.

APPENDIX B.

AUDIENCE ANALYSIS

BY DANA E. DOLSEN, DEPARTMENT SOCIOLOGIST, MONTANA FWP

INTRODUCTION

The residents and peoples of the greater Lake Koocanusa Scenic Byway (LKSB) area most likely feel that they need to be personally consulted in the telling of their story about who they are today. Any socio-cultural interpretive messages considered need to have their content based on how the peoples of the Koocanusa area came to be. What these residents have brought to their communities, how the resources of the land and water are inextricably linked to their lives, when quality of life decisions guide them, and where they are hoping their future lies are all pertinent components to the story told along the LKSB.

This section of the interpretive plan will relate some of the social information gathered from several sources. Two documents have particularly relevant findings for this kind of analysis. The first source done by the Institute for Tourism and Recreation Research (ITRR) in 1994, reports on Libby resident attitudes about tourism. The second source reports on the concerns and perspectives held by those individuals who use the Kootenai National Forest (KNF) and was undertaken by the USDA Forest Service in 1995.

Nonresident Tourism

Many (59%) of the nonresidents who currently vacation in the Kootenai National Forest are repeat visitors (ITRR, 1991). These individuals are in a sense part of the Kootenai Forest's seasonal community and may have adopted the area's general social conventions and norms or might even have similar ones. This seasonal community could become more heterogeneous with a significant increase in visitation. However, as it is now, socio-cultural messages might better be conveyed if they targeted an audience with a profile having 1) a few characteristics which resemble those of the residents of the Lake Koocanusa area (i.e. Lincoln County, Libby / Eureka), and 2) a few cultural values which potentially are commonly shared with those same residents. Even if the seasonal community eventually becomes less homogeneous, having the interpretive messages relate what the residents espouse in their local beliefs and perspectives may provide nonresident visitors with insights into how to better relate with their hosts to enhance their experience.

Tourism Effects on Residents

It is the belief of the author that if a large increase in tourism were to occur, it would not be solely due to the presence of a byway interpretive program. Yet, to a certain degree, a limited amount of tourism will still be an outcome of implementing the interpretive media. As such, this project will be construed as being a tourist draw. In Libby, 54% of those surveyed agreed to strongly agreed (23% disagreed to strongly disagreed) that "(t) he overall benefits of tourism outweigh the negative impacts." Additionally, 44% agreed to strongly agreed that "(t) he environmental impacts resulting from tourism are relatively minor (ITRR, 1994). This is encouraging, since 86% of the respondents were relatively long term residents (11-20 years - 21%; 21 years or more - 65%) and 48% of them are native Montanans.

Conversely, this interpretive program could help retain the community's quality of life, which would counter the current perceptions of Libby residents. ITRR (1994) found that

45% disagreed to strongly disagreed (25% agreed to strongly agreed) that "(t)he quality of life in my community has improved because of tourism." Furthermore, 82% agreed to strongly agreed (6% disagreed to strongly disagreed) that "(t)he most important factor in determining how much tourism to have in our community is the impact on local quality of life." (ITRR, 1994).

Sixty-one percent of Libby residents agreed to strongly agreed (22% disagreed to strongly disagreed) with the statement: "I would prefer that tourists visit our area but not move here." (ITRR, 1994). Many Libby residents might not try to disguise the realities of their community's socioeconomic conditions, possibly to dissuade visitors from moving to Libby prematurely. Some of these conditions, according to the USDA Forest Service (1995) report, "Social Assessment for the Kootenai National Forest," include 1) steadily increasing costs of social programs and services, 2) a decline in natural resource industries (i.e. timber and mining) resulting in fewer jobs, and 3) the need to diversify the local economy beyond the area's timber industry roots. This scenario exists with a minimal level of tourism present.

It is not surprising, therefore, that three-quarters (76%) of Libby residents felt that "(d)ecisions about how much tourism we should have in our community are best left to the private sector." Yet, there is also concern about increased tourism effects on the community, like higher prices for all goods and services, crowded recreation areas and facilities, increased real estate costs and higher taxes (ITRR, 1994). It appears that as far as tourism is concerned, there are limits beyond which Libby residents may not be willing to let the private sector influence the diversification of the economy. That is further reflected in that 60% of residents surveyed in Libby felt that very little or no personal economic benefit is to be derived from tourism (ITRR, 1994). In fact, tourism was ranked third after mining and wood products as far as an industry capable of restoring the community's economic base (ITRR, 1994).

Resident Perspectives on Tourism and Land Use in the Kootenai

The importance of tourism to other industries in the area as far as their respective roles in the local economy according to 84% of Libby residents is of an equal (54%) or minor role (30%) (ITRR, 1994). This is probably a somewhat better response in regard to the benefits of tourism than might have been received even ten years ago from the residents of Libby. Land uses in the Kootenai National Forest have evolved over this time to the point where the predominant reliance on the timber or mining industries for long term economic stability is highly suspect in most Lincoln County residents' eyes. In fact, according to the ITRR (1994) sample, in Libby these two industries accounted for 21% of those employed as the primary wage earner (wood products - 19%, mining - 2%). The rest of the primary wage earners represented in the sample were: retired - 34%, other 29%, unemployed - 8% downtown business - 7% and agricultural - 1%).

"Federal and state owned lands account for more than 90% of all lands in Lincoln County and a major portion of lands in Sanders County" (USDA Forest Service, 1995).

With a limited private land base, land once used for ranching and agricultural purposes is being converted into subdivision and housing developments. As a scarce commodity, private land is set at a premium price due to the pressures of development, so it is assessed at a higher rate which, in turn, increases taxes and also the cost of maintaining farms and ranches. Therefore, public lands and their multiple uses for timber agriculture, and recreation are seen as very important to all by Kootenai National Forest users. Too much non-resident use of the public lands in the area constitutes a perceived threat to the local resi-

dents' preferred lifestyle and easy access to "their" resources. Community concern then spills over about potential developments on private land linked to outside influences.

The KNF is perceived by most of the local community residents as having significant non-commercial or recreational uses. The latter recreational uses includes family use (i.e. picnicking), viewing, camping, hiking, cross-country skiing, horseback riding, snowmobiling, and nature study. The former includes other subsistence uses such as hunting, fishing, mushroom and berry picking, gold panning and firewood collecting.

The Community Identity: A Diversification of Groups

Individuals from the KNF communities have adopted some distinct values about who they are. They see themselves as inextricably linked to the land's natural beauty and the region's resources and so have developed a "shared perception about an 'idealized rural community' and an outdoor lifestyle" (USDA Forest Service, 1995). This ideal community perspective is, as defined by KNF users,

"a closely knit, mutually supportive, safe environment in which children can be raised in a family and community atmosphere."

However, perception is not always reality. Although this shared viewpoint does bring about greater unity even if some dissimilarities exist within the community.

Another force of integration at play within this community is their common interest in an outdoor lifestyle where activities like hunting, fishing, and hiking are seen as key components of their personal leisure world and local culture. Such a lifestyle orientation

"... also ties individuals, families, and groups to concerns about natural resources that impinge on their lifestyle, their sense of place, and their values about community." (USDA Forest Service, 1995).

Social grouping characteristics affect the potential for community integration and determine how similarly the social groups react to important community issues. Such characteristics also affect individuals' interaction and participation in community issues of importance. Relevant social groupings in the KNF social world include:

- territory or locality based groups (communities)
- formal organizations
- clubs
- volunteer organizations
- parent-based organizations
- churches
- identified cliques or subgroups
- special interest groups, and
- newcomers vs. old-timers

Specific interest groups or stakeholder groups have emerged around KNF natural resource management issues. Having knowledge of these groups is important for the implementation of the LKSB interpretive plan because the communities affected by the allocation of KNF resources recognize these groups as the main players in the struggle for their desired quality of life and lifestyle. Likewise, these stakeholder groups must be approached within the community context of their relationship with social groups, and local reference groups.

These stakeholder groups include timber, agriculture, and ranching, guides and outfitters, businesses, government, environmentalists, recreationists, Kootenai Tribe and community.

Community Perspectives about KNF's Natural Resources

There are four major views of natural resources as outlined below. These perspectives serve to organize stakeholder views about natural resources and their management. Different values held by stakeholders reflect a range of priorities for the use of these resources. Yet many of these individuals hold values in common as described in the "bedrock" view, which is the key to enabling KNF area residents to develop better working relationships within the community, regardless of the stakeholder group with which they identify.

The "**bedrock**" view of natural resources is widely shared. It emphasizes the inherent value of the natural beauty of the region's flora, fauna and water resources. These resources motivate individuals to live in the region and they are the basis for an outdoor lifestyle that itself is central to how individuals define their personal identity. The bedrock perspective is widely shared and often coexists with one of the other views.

The "**use**" perspective emphasizes that natural resources should be used for the benefit of humankind. While this view emphasizes resource use, especially for humankind's benefit, also entailed is the notion that forest lands, wildlife, and all other resources must be managed and not left to "Mother Nature's whims." Further, the use perspective incorporates the idea that natural resources should not be "wasted." Waste can include not harvesting bug- or fire-damaged timber or management practices that do not allow valuable resources to be used by local residents.

The "**preservation**" perspective emphasizes that natural resources need to be conserved and managed with concern for natural processes. This view includes the perspective that natural resources can and should be used. However, there should be a strong emphasis on the conservation of resources and the restoration of damaged resources. This view emphasizes that management practices need to take into consideration the natural biological processes of a forest ecosystem.

The "**conservation**" perspective promotes various types of uses, but no one use at the expense of another. The conservation perspective emphasizes ideas such as "sustained yield," "multiple use," and overall environmental quality. In this view, natural resources are truly perceived as capable of serving economic, recreational, spiritual, and other needs. These needs can and should be served such that all users of these resources are treated fairly. This perspective, more than any other stresses the idea of "balance" in the use of resources. It also entails the idea that resources can be conserved as well as used for logging and other economic purposes.

A perception held among many of the major stakeholders exists where they believe that forest management is "out of balance" and that it needs to return to balance. Generally there is a feeling that the forest is being managed in a way that favors one stakeholder group's views over others' views. A stronger disenfranchisement over the use of natural resources occurs more in the geographic regions of Libby, Yaak, and Troy. Less conflict appears in the western portions of Sanders County and the northern portions of Lincoln County (i.e. Eureka) which is where a greater heterogeneity of the population is occurring.

These findings point out the apparent need for the U.S. Forest Service to distance the LKSB interpretive plan from major management issues to show residents of the LKSB area that it is capable of undertaking and completing a project that serves the general populace without taking one particular stakeholder's views over others' views (by applying the bed-

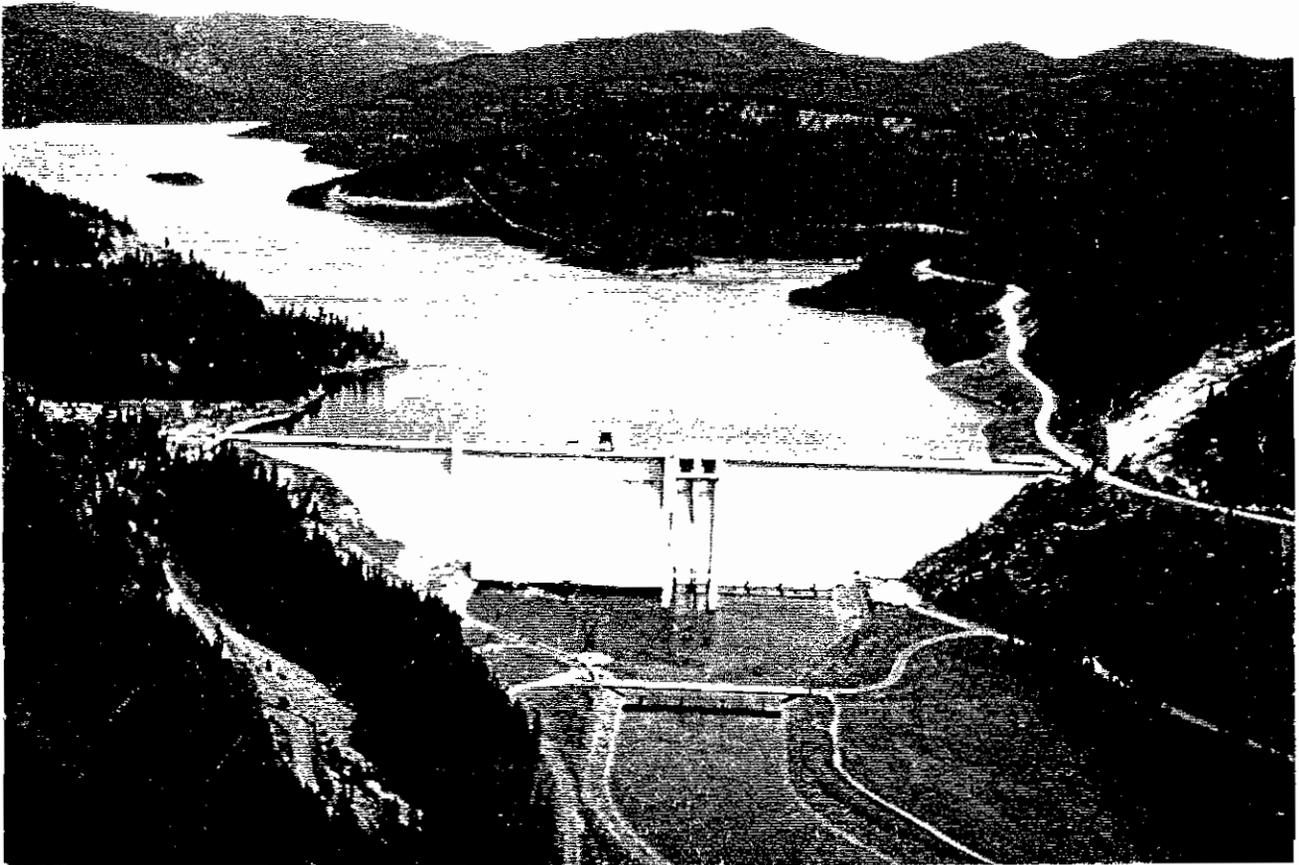
rock view). This project can serve as a positive, unifying force for the Forest Service in the Libby area if handled appropriately. Developing broad partnerships among government agencies and local interests is the critical stepping stone to bridge the mistrust residents have of the Forest Service. The LKSB interpretive plan could thus serve to mollify this conditional perspective to the degree that on other forest management issues of major importance, the KNF area residents may be more accepting of the Forest Service's intent and its approaches.

APPENDIX E – 1992 LAKE KOOCANUSA (NATIONAL FOREST) SCENIC BYWAY NOMINATION PACKAGE

Leaf Original copy

Lake Koo Canusa

Scenic Byway



Kootenai National Forest
Libby, Montana

LAKE KOOCANUSA SCENIC BYWAY NOMINATION

KOOTENAI NATIONAL FOREST

Region 1 - Northern Region

Prepared By: MARGARET K. LINCOLN, Forest Landscape Architect

Reviewed By: LAWRENCE R. CRON, Recreation Staff Officer
FRANK VOTAPKA, Forest Engineer
DREW BELLON, Rexford District Ranger
LARRY FROBERG, Fisher River District Ranger
DARCY J. PEDERSON, Libby District Ranger

Recommended By: Robert L. Schrenk MAY 7, 1992
ROBERT L. SCHRENK DATE
Forest Supervisor - Kootenai National Forest

In Coordination With: Bill Harper May 20, 1992
BILL HARPER DATE
Region 1 Scenic Byways Coordinator

Approved By: David F. Jolly 5/27/92
for DAVID F. JOLLY DATE
Regional Forester - Region 1

Approved By: F. Dale Robertson 7/15/92
F. DALE ROBERTSON DATE
Chief, U.S. Forest Service
Department of Agriculture

LAKE KOOCANUSA - SCENIC BYWAY NOMINATION

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A. EXECUTIVE SUMMARY

The Kootenai National Forest is pleased to nominate State Highway 37 and Forest Development Road (FDR) No. 228 for National Forest Scenic Byway designation. This 111-mile scenic route in the northwest corner of Montana connects the cities of Libby and Eureka and forms a loop around the southern half of Lake Kootenai. The route begins in Libby and follows Montana State Highway 37 along the eastern shore of Lake Kootenai to Eureka. FDR 228 makes a loop off Highway 37 and follows the western shore of Lake Kootenai from below Libby Dam at the south end to Kootenai Bridge at the midpoint of the lake.

Bordered on the north by Canada and the west by Idaho, the Kootenai National Forest contains some of the most beautiful forest scenery in western Montana. Elevations range from a low of 1,889 feet to a high of 8,738 feet atop Snowshoe Peak in the Cabinet Mountains Wilderness. The city of Eureka is a main border crossing point for Canadians coming to visit Lake Kootenai, the Kootenai National Forest, and the "Glacier Country" of Montana. Lake Kootenai is the primary recreation area and one of the major scenic features of the Kootenai National Forest.

The Kootenai River bisects the Kootenai National Forest. In the late 1960's the U.S. Army Corps of Engineers began construction of Libby Dam on the Kootenai River, 17 miles east of the city of Libby, Montana. In 1974 it created Lake Kootenai, a 93-mile-long reservoir which extends into the Canadian province of British Columbia. The name Kootenai was created by combining the first three letters of the names Kootenai and Canada and then adding USA to the end.

Most of the proposed scenic byway crosses land administered by the Kootenai National Forest; however, at the southern and northern ends of the byway the route crosses land that is in mixed ownership. Approximately 20 sections of land around the southern end of the lake are owned by the Corps of Engineers, the State of Montana, Champion International, Plum Creek Timber Company, and other private owners.

The State of Montana built Highway 37 along the eastern shore to replace the original highway which was covered by the reservoir. FDR 228 was built along the western shore by the U.S. Army Corps of Engineers and was later transferred to the Kootenai National Forest. Kootenai Bridge was likewise built by the Corps of Engineers and later transferred to the Kootenai National Forest.

7/15/92

B. DESCRIPTION OF THE PROPOSED ROUTE

1. Statement of Significance

The entire route of State Highway 37 and FDR 228 from Libby to Eureka is being proposed for scenic byway designation. Even though it crosses some non-national forest land, the entire route, and not just the section along the lakeshore, was included for a number of reasons. The two communities provide an anchor for the two ends of the scenic byway as well as logical beginning and ending points. They also provide connection to the highway corridors by which visitors would travel to Lake Koocanusa. At Libby, Highway 37 connects to U.S. Highway 2, an important east-west corridor and a major access route to Glacier National Park from the west. At Eureka, it connects to U.S. Highway 93, an important route from Canada south through Montana, and the Trail of the Great Bear. Highway 93 through Eureka is one of the designated loop tours on the Trail of the Great Bear, an international scenic corridor that extends from Grand Teton National Park in Wyoming one thousand miles through the northern Rocky Mountains to Willmore Wilderness Park, north of Jasper, Alberta. This trail is the focal point for a major marketing and tourism effort sponsored by the province of Alberta and the State of Montana.

State Highway 37 and FDR 228 both provide access to a large area of the Kootenai National Forest that is managed primarily for timber harvesting and wildlife habitat. These areas also provide opportunities for dispersed recreation.

Lake Koocanusa plays an important role in the recreational and economic life of the communities of Libby and Eureka. The lake is the main recreational attraction of the Kootenai National Forest and draws people from all over the inland Northwest and Canada. Tourism is a growing industry in this part of Montana and is becoming increasingly important to these communities as they look for ways to diversify their timber-dependent economies. Scenic byway designation can facilitate this process by providing national emphasis to the scenic and recreational attraction of Lake Koocanusa.

As a large body of water, Lake Koocanusa is a natural attraction for all kinds of recreational activities. Although it is an artificial lake created by the dam, recreation was planned as one of its major benefits. The roads were built with abundant scenic turnouts and several interpretive viewpoints to enhance the experience of recreational visitors. A variety of recreational facilities have been constructed around the lake. These include a large visitor center at Libby Dam, several developed boat launches, four major campgrounds, several dispersed camping areas, wildlife viewing sites, picnic areas, fishing access points, and trailheads. There are two private marinas on the lake, both operating with Forest Service recreation land-use permits.

2. Location and Scope

a. Political Description, Jurisdiction or Ownership - The proposed Lake Koocanusa Scenic Byway is located within the Libby, Fisher River, and Rexford Ranger Districts on

the Kootenai National Forest, Lincoln County, in the northwest portion of Montana (see Vicinity Maps pages 15 and 16). Most of Highway 37 is within the boundaries of the Kootenai National Forest, but approximately five miles near the south end of the lake crosses land owned by the Corps of Engineers, the State of Montana, or private landowners. The two ends of the highway from the Fisher River Bridge into Libby and Kooconusa Bridge into Eureka cross approximately 19 miles of private or intermingled ownership.

The Kootenai National Forest manages FDR 228. Most of its length is within the Forest boundary, but approximately four miles near the south end of the lake is bordered by land owned by the Corps of Engineers or Champion International.

b. Mileage of Forest Service, other Federal, State or local agency, or private jurisdiction - The proposed byway begins at the intersection with U.S. Highway 2 in the city of Libby and follows State Highway 37 to its end at the intersection with U.S. Highway 93 near the city of Eureka. The distance from beginning to end along the eastern shore of the reservoir is 67 miles. This entire segment is under the jurisdiction of the Montana Department of Transportation, Division of Highways, which maintains it.

The FDR 228 loop along the western shore between Libby Dam and Kooconusa Bridge is administered and maintained by the Forest Service. This segment adds 44 miles to the proposed byway for a total of 111 miles.

c. Significant Landmarks - Major natural landmarks within this corridor include the Kootenai River, eligible for consideration as a Recreation River in the Wild and Scenic River system and a blue ribbon trout stream; bighorn sheep winter range; Stone Hill rock climbing area, popular with rock climbers throughout the tri-state region; the Hoodoos rock formation; and Little North Fork Falls and the national recreation trail which provides access to this rock chasm and 120-foot waterfall.

Major man-made landmarks include Libby Dam, treaty tower, flag plaza, powerhouse, visitor center, and viewpoints; Kooconusa Marina; Kooconusa Bridge and observation point, the longest bridge in Montana; Mariner's Haven Marina and Resort; and McGillivray, Rocky Gorge, Peck Gulch, and Rexford Bench Recreation Sites. In addition to these landmarks there are numerous dispersed recreation sites, picnic areas, boat launches, and interpretive sites around the reservoir.

Libby Dam and the lake it created are the most prominent features along the proposed byway. The dam is 370 feet high and 3,055 feet long. It was built to provide hydroelectric power; flood protection for the downstream portion of Montana, Idaho, British Columbia, Washington, and Oregon; and a lake for recreation. Construction of the dam began in 1966. Power generation began in 1974, and the dam was dedicated in 1975 by President Ford and others.

The dam is internationally significant because of the agreement and treaty with Canada to construct dams on the Canadian portion of the Columbia River Basin. Under the Columbia River Treaty, Canada bore the cost of clearing and operating the upper 42-mile section of Lake Kootenai which lies in British Columbia. The United States manages the 48-mile portion south of the Canadian border.

There is a parking area at the east end of the dam for visitors to the treaty tower. At the west end is the flag plaza, visitor center, powerhouse, and viewpoint. The visitor center is operated by the U.S. Army Corps of Engineers with tour guides to show visitors the inside of the dam and the powerhouse. The visitor center also offers interpretive displays and audio-visual programs showing the construction and operation of the dam and the history and development of the Kootenai River valley.

An interesting note is how the lake got its name. Although it sounds like it, Kootenai is not a native-American word. A contest to name the lake was won by a woman from Eureka, Montana. She took the first three letters from the words Kootenai and Canada, and added USA to form Kootenai.

d. Proximity to Populated Areas - The proposed Lake Kootenai Scenic Byway is within a day's drive of several major urban areas, including Spokane, Washington, and Calgary, Alberta. Spokane (population 350,000) is 165 miles from Libby, and Calgary (population 600,000) is 227 miles from Eureka. A number of smaller cities are within the same radius including Coeur d'Alene, Idaho (population 80,000), 133 miles from Libby; Cranbrook, British Columbia, 72 miles from Eureka; Lethbridge, Alberta, 125 miles from Eureka; Kalispell, Montana (population 55,000), 67 miles from Eureka; and Missoula, Montana (population 76,000), 179 miles from Eureka. (Note: population numbers are for the metropolitan areas or counties surrounding these cities.)

The Eureka terminus of the proposed byway is 78 miles from Glacier National Park which is visited each year by approximately 2,000,000 people from all over the world. U.S. Highway 93 between Cranbrook and Kalispell is part of one of the loop tour routes on the Trail of the Great Bear. Highway 37 at Eureka provides access from the Trail of the Great Bear to Lake Kootenai.

e. Existing Support Facilities - There are nine developed recreation sites around or near the lake providing camping, picnicking, boating and fishing opportunities. Four sites are managed by the Forest Service, two by the Corps of Engineers, one is privately owned under special use on National Forest land, one is a combination of private land and special use on National Forest land, and one is on private land.

The Libby Dam Visitor Center and Peace Pavilion is a major facility with audio-visual programs and tours during the summer months. In 1991 over 39,000 people stopped at the visitor center. Visitors are able to drive or walk across the top of the dam as well as tour the powerhouse. Souse Gulch is a major picnicking and boating facility located near

the dam. The Corps of Engineers estimates that approximately 188,000 visits were made to their project lands during 1991. Most of them were for fishing.

McGillivray and Rexford Bench Campgrounds are large, full-service campgrounds with camping, day use areas, swimming beaches, boat ramps, and flush toilets. A shower facility will be added at Rexford Bench during the summer of 1992. Rocky Gorge and Peck Gulch campgrounds provide camping and boat-launch facilities with vault toilets.

Koocanusa Marina and Mariner's Haven and Resort are both full-service facilities providing a variety of support services for campers, boaters, and other recreationists.

In addition to the developed sites, several dispersed recreation sites and boat ramps provide opportunities for recreation.

Libby and Eureka are both full-service communities with a variety of lodging accommodations including private campgrounds and motels, restaurants, stores, laundromats, and service stations to support increased visitor use.

3. Maps and Photographs

See Appendix pages 15-30 for maps and photographs.

C. NOMINATION CRITERIA

1. High Degree of Scenic Value, Features of National or State Significance:

This scenic corridor has a high degree of scenic and recreational value. It is located in northwest Montana, a region that is well-known for its scenic beauty and includes such scenic treasures as Glacier National Park. While this corridor does not have the same level of scenic and recreational significance as Glacier National Park, it is, nonetheless, a significant feature worthy of scenic byway designation. The peaks of the Cabinet Mountains Wilderness provide the scenic backdrop at Libby, and those of the Galton Range, which includes the Ten Lakes Scenic Area, provide the scenic backdrop at Eureka. Both are spectacular mountain ranges. The national and state significance of the proposed Lake Koocanusa Scenic Byway also comes from its being part of the Columbia River hydroelectric system and one of the largest lakes in the state of Montana. In recent years, Lake Koocanusa has ranked as high as number one in the state for fishing activity.

The landscape of this scenic corridor is dominated by Lake Koocanusa, a long lake which cuts a narrow swath through the mountains following the old Kootenai River valley. This valley was carved by successive waves of glaciers that advanced southward from Canada. The Purcell Mountains to the west and the Salish mountains to the east drop steeply as much as four thousand feet to the lake. The mountains are draped in a dark green mantle of tall trees consisting of ponderosa pine, lodgepole pine, Douglas-fir, and western larch. This canopy is interrupted occasionally by large outcrops of rusty-brown to gray quartzites and other sedimentary rocks as well as open parks and talus slopes. There are several small waterfalls along the route. The understory vegetation consists of grasses and low shrubs whose colors change with the seasons. The shoreline of the lake is very steep in all but a few places. The striking contrast between the high, steep, green mountains and the long, narrow, blue lake makes this dramatic landscape look like the fjords of Norway.

The ledges of the rock outcrops provide travel corridors for bighorn sheep which are frequently seen along the highway. Other wildlife that are abundant here include whitetail and mule deer, elk, moose, bear, coyotes, eagles, and ospreys. Wildlife viewing is a major part of the recreation experience along this corridor and will be an important component of the interpretive package for the scenic byway.

Because it is a reservoir, the level of the lake fluctuates throughout the year. The reservoir is usually at or near full pool for most of the major recreational use season, July through September. The reservoir does have a significant drawdown, almost one half its height. When exposed, this drawdown zone has the appearance of a bathtub ring and significantly detracts from the scenic quality of the lake as well as access to it by boats. Fortunately the major drawdown occurs in winter and spring when recreational use is very low. Interpretation could increase public understanding of the reasons for the fluctuating water level and how it relates to the benefits of flood control and hydroelectric power.

The Lake Kooconusa corridor is managed for a wide range of resources including timber, wildlife, cultural resources, and recreation. Timber harvesting has occurred in past years and will continue to occur on both national forest and private lands within the corridor. These areas present opportunities to compare past and present timber management practices and to interpret a wide range of resource activities on National Forest and private corporate lands.

2. Existing route located primarily within a national forest and provides public access:

The proposed scenic byway is entirely on existing roads, State Highway 37 and FDR 228. About 90 miles of the 118-mile route is located within or adjacent to lands administered by the Kootenai National Forest. These roads provide the major public access for all users of Lake Kooconusa and the surrounding National Forest land in the upper Kootenai River watershed.

3. Written agreements from other jurisdictions:

The Montana Department of Highways has jurisdiction over State Highway 37. It has endorsed this nomination. Existing turnouts are adequate. Only additional signing for recreation sites and interpretation is planned.

4. Safe for recreational driving:

The proposed route consists of paved two-lane roads. State Highway 37 includes wide, paved shoulders with frequent turnouts along most of its length, except the 15-mile portion near Libby. This portion is due to be widened and resurfaced in 1994. State Highway 37 is maintained for year-round travel. FDR 228 is also a two-lane paved road but with a lower design speed. There are minimal paved shoulders, but it also has frequent turnouts. It is maintained by the Forest Service but not kept open in the winter months beyond Libby Dam. Occasionally winter access is possible if winter logging is occurring in the area. Both roads are safe for all forms of vehicular traffic with moderate traffic volume at the posted speed limits. Although both are used as log-hauling routes, they are considered safe for existing as well as increased recreational traffic. The Kooconusa Bridge needs major reconstruction work on its upper deck, but it is still considered safe for driving. The Forest is anticipating a Congressional appropriation to complete this work.

5. Consistent with Forest Plan direction:

The nomination is consistent with the Kootenai Forest Plan. Most of the proposed byway is located in Management Areas 5 and 10 which are lands described as highly sensitive viewsheds and big game winter range, respectively. These management areas are surrounded primarily by Management Areas 11, 12, 15, and 16, lands described as big game winter range and timberlands. The management direction for all management areas along Highway 37 recognizes the high viewing significance of the road. Management direction for the areas along FDR 228 designates about one-third of its length as highly sensitive viewshed. The remaining two-thirds is designated as an area of moderate viewing significance. The road is designated as a travel corridor of moderate sensitivity because it is not open in winter and has less traffic than Highway 37.

D. SELECTION CRITERIA

The proposal meets the goals of the Scenic Byways Program.

1. Showcase outstanding National Forest scenery:

Lake Koocanusa Scenic Byway would showcase the outstanding scenery of the Kootenai River valley from the city of Libby to Libby Dam, of Lake Koocanusa, and of the Tobacco Plains around Eureka. At each end the Cabinet Mountains and the Galton Range form majestic mountain backdrops for the communities of Libby and Eureka, respectively. This is some of the best scenery in northwest Montana, an area well-known for its scenic beauty.

2. Increase the public's understanding of the National Forests as the major provider of outdoor recreation:

Designating this route as a scenic byway will increase public understanding of the National Forest as the major provider of outdoor recreation because it is located within the major recreation corridor of the Kootenai National Forest. One of the benefits used to justify construction of Libby Dam and the creation of Lake Koocanusa was the significant increase in recreational opportunities it would provide. Several campgrounds, boat ramps, dispersed sites, and visitor facilities were built to provide facilities for recreation. Both Highway 37 and FDR 228 were built with frequent turnouts to accommodate travelers wanting to stop and enjoy the scenery. The recreation facilities are already here; scenic byway designation will merely highlight them and bring them to the attention of more people.

3. Increase public awareness and understanding of all National Forest activities:

Travelers along the proposed scenic byway will see other National Forest activities or features in addition to recreation and beautiful scenery. There are opportunities to see wildlife, big game habitat improvement, the use of fire as a management tool as well as historic fire lookouts and old burns, mountain pine beetle infestations, and timber management including harvesting and log hauling. Therefore, designation of this route will help to increase public awareness and understanding of the multiple-use concept by showcasing these other activities at the same time recreation activities and scenery are being showcased.

4. Meet the growing demand of driving for pleasure as a significant recreation use:

By adding another National Forest scenic byway to those already designated nationwide, the Lake Koocanusa Scenic Byway would help to meet the growing demand of driving for pleasure as a significant recreation use. The term scenic byway connotes a place where

travelers will experience pleasure and enjoyment as they drive the route and absorb the scenery. This scenic byway would become a focal point for people seeking places where they can find this experience.

5. Increase the use of the National Forests by non-traditional users including urban minorities, the disadvantaged and the elderly:

The Lake Koochanusa Scenic Byway would encourage increased use of the National Forests by non-traditional users, primarily the elderly. Because of the long distance to cities with large populations of urban minorities or the disadvantaged, this scenic byway would not likely create a significant increase in the use of this National Forest by these groups. It would be more likely, however, to increase use of the National Forests by the elderly and others with time to travel long distances because it would increase the supply of scenic routes available for one of their favorite activities - driving for pleasure. It would also likely result in increased use by visitors to Glacier National Park, which has a greater number and percentage of minority users than does the Kootenai National Forest. Most of the public facilities along the route are accessible to people with disabilities.

6. Contribute to the Nation's overall Scenic Byways effort.

The Lake Koochanusa scenic byway would contribute to the Nation's overall scenic byways effort by providing a fourth scenic byway for the State of Montana. Montana is the fourth largest state and is an area well-known for its scenic beauty. The Forest Service should have a number of scenic byways in this state to reflect its size and extensive natural beauty. So far only the southwest corner and the central and south central parts of the state are represented. Lake Koochanusa Scenic Byway would showcase the northwest corner of the state.

E. OPPORTUNITIES

1. Outstanding characteristics and features.

As previously described the outstanding characteristics and features of this proposed scenic byway are the fjord-like scenery of Lake Koochanusa and its surrounding mountains as well as the abundant recreation facilities and opportunities that already exist around the lake. The key focal point is Libby Dam itself. Without the dam, Lake Koochanusa would not exist. The dam and the lake are the key features that bring visitors to the area. Fishing, ice fishing, boating, sailing, wind surfing, and swimming are all popular water-oriented sports that are available on Lake Koochanusa. The numerous recreation areas provide access to the water, and the local communities provide the support services that visitors need.

Highway 37 is becoming an important bicycle touring and mountain bicycle route. In 1984 it was established as part of a national bicycle touring route that runs from Sandpoint, Idaho, to Glacier National Park via Lake Koochanusa. Several articles have been written about this route in national publications. The route is becoming increasingly popular for bicycle touring trips, especially since the Highway 2 reconstruction was completed in the spring of 1991. The loop around Lake Koochanusa has been used for state bicycle races.

Excellent fishing on Lake Koochanusa has given the area the reputation as one of the best landlocked salmon fisheries in the northwest. The kokanee salmon reproduce prolifically, but the size of their population is subject to wide fluctuations. From a few hundred in 1979, their numbers exploded to an estimated 2 1/2 million in 1985. In 1986 the Kamloops rainbow trout were planted in the lake by the British Columbia Fish and Wildlife and the Montana Department of Fish, Wildlife and Parks. Kamloops grow to a very large size, often weighing 20 to 30 pounds. The kamloops feed on the kokanee. At this time the populations of both species have stabilized, and Lake Koochanusa now supports a good sport fishery.

The Kootenai River below the dam supports populations of rainbow, west-slope cutthroat, bull trout, kokanee salmon and brook trout and is popular with local fishermen year-round. It is considered a blue-ribbon trout stream with trophy-sized rainbow trout. For the last three years fish taken here have set a new state record and possibly the world record for rainbow trout.

The same area of the river is also an important eagle-viewing area. The eagles migrate here to feed on the fish from October through December. The migration peaks in late November when as many as 226 eagles have been seen in one day.

Viewing scenery, watching wildlife, and hiking are also popular activities with visitors. In addition to ice-fishing, snowmobiling and cross-country skiing are popular winter activities. The drive along Highway 37 and FDR 228 parallels the shoreline of the Kootenai River and Lake Koochanusa and offers frequent panoramic views of the water, mountains, and wildlife. Bighorn sheep, whitetail and mule deer, moose, eagles, and ospreys are favorites

that travelers see frequently. The many turnouts give travelers an opportunity to stop and enjoy the scenery and wildlife. There are several hiking trails in the area including the National Recreation Trail to Little North Fork Falls. There are many unpaved roads off Highway 37 and FDR 228 which provide access to National Forest lands and opportunities for berry picking, Christmas tree cutting, dispersed camping, firewood gathering, hiking, hunting, mushrooming, ORV use, etc.

2. Interpretive Focus

In addition to the visitor center at Libby Dam, there are interpretive signs along the proposed scenic byway at highway turnouts and viewpoints. These were installed in the mid-1970's after Highway 37 was completed. Many more opportunities for interpretation exist along the route. The Forest will prepare an interpretive plan for the corridor to identify a theme and how best to implement it. The most likely subjects will include historical/cultural features, wildlife, fluctuating water levels, mountain pine beetle epidemics, forest fires, and the wide variety of forest management activities along the route. The area contains significant and abundant historic and prehistoric cultural resources which can be interpreted for public enjoyment. Wildlife habitat improvement, viewing of big game and raptors, and interpretation of fish and wildlife management activities will enhance public education and enjoyment.

F. PARTNERSHIPS

The Libby and Eureka Chambers of Commerce, Representative Mary Lou Peterson (Montana House of Representatives), and the Lincoln County Commissioners have endorsed the project. See the Appendix pages 31-34 for their letters of endorsement. Since the County and the chambers of commerce are working on implementing the Governor's plan to promote tourism in the state, designating this route as a scenic byway would be an excellent opportunity for the U.S. Forest Service to exhibit to residents and officials in the county our continuing support for the Governor's plan.

Other opportunities for building partnerships exist, but have not yet been negotiated. The Bonneville Power Administration has offered to help us with a brochure featuring the scenic byway and associated opportunities. The Corps of Engineers has also expressed interest in helping with interpretation. Cost-sharing of recreation projects between the Forest Service and local service organizations has become possible through the National Recreation Strategy. Several small projects along the proposed byway are in progress or have been proposed.

G. KEY MANAGEMENT CONSIDERATION

Highway 37 and FDR 228 were built as multipurpose roads to accommodate all National Forest resources and users, including the touring and recreating public. They were laid

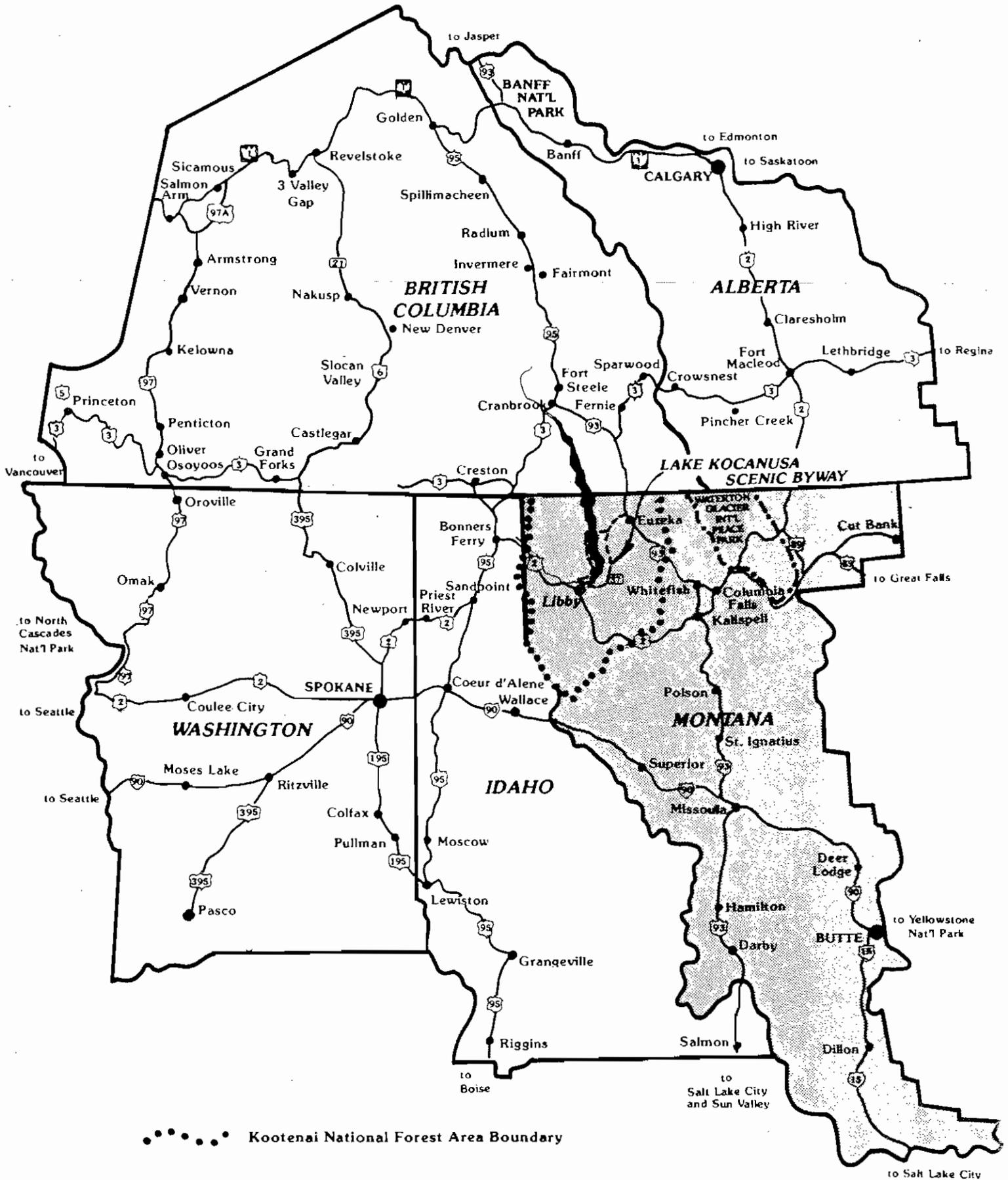
out in such a manner as to afford frequent views of Lake Koochanusa and the dramatic landscape surrounding it. Highway 37 has wide shoulders and frequent turnouts for viewing scenery or interpretive information. The FDR 228 route was built to replace the existing access road which was covered by the reservoir. This road provides access to a major working national forest which provides a broad range of goods and service for the American people. FDR 228 also has frequent turnouts but no existing interpretation, except at the dam viewpoint. The viewing of scenery along both roads could be enhanced with a vegetation management program to improve some of the views now partially obscured by trees. Recreation facilities were planned and constructed along this corridor with full recognition of its potential for recreation benefits. Most of what would be needed for recreation and interpretation to support a scenic byway is already in place. No significant capital investment program will be required to provide recreation facilities until demand exceeds the current supply. There is a need for more interpretation, however; but the necessary turnouts are already in place. Scenic byway designation would give national recognition to what is already a scenic recreation and multiresource corridor.

The Kootenai National Forest will need to prepare a landscape management plan for the scenic byway to ensure that landscape management is compatible with the goals of all the other resource management activities within the corridor. The Forest will also need to prepare an interpretive plan for the scenic byway.

H. APPENDIX

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REGIONAL VICINITY MAP



SEGMENT I - HIGHWAY 37 FROM CITY OF LIBBY TO LIBBY DAM



Beginning of scenic byway.
Crossing Kootenai River on Highway 37 at Libby.

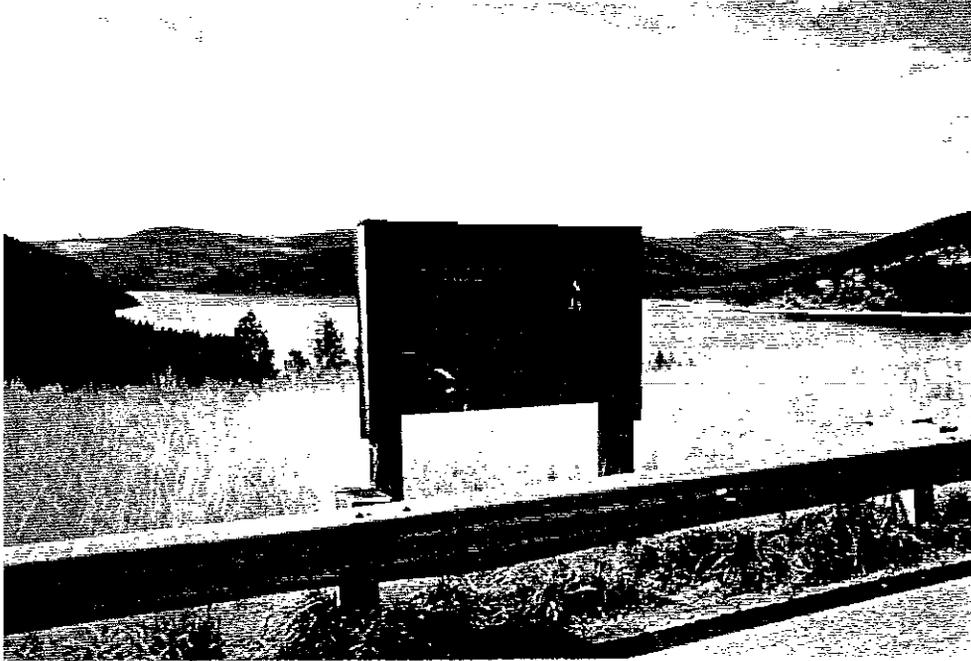


View of Cabinet Mountains Wilderness from Highway 37.



View of Kootenai River from Highway 37.

SEGMENT II - EASTERN SHORE OF LAKE KOOCANUSA



Typical interpretive sign at roadside turnout.



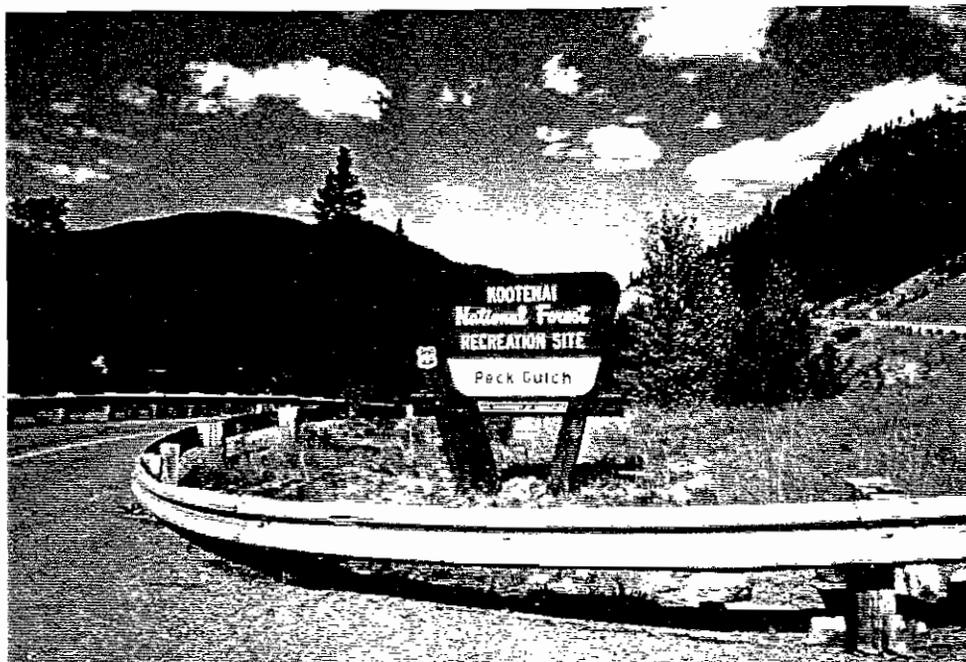
Fjord-like character of Lake Koochanusa, looking north from Highway 37.



Big-game winter range along Highway 37.



Typical roadway section of Highway 37.



One of several campground/boat launch sites on Lake Kootenai.

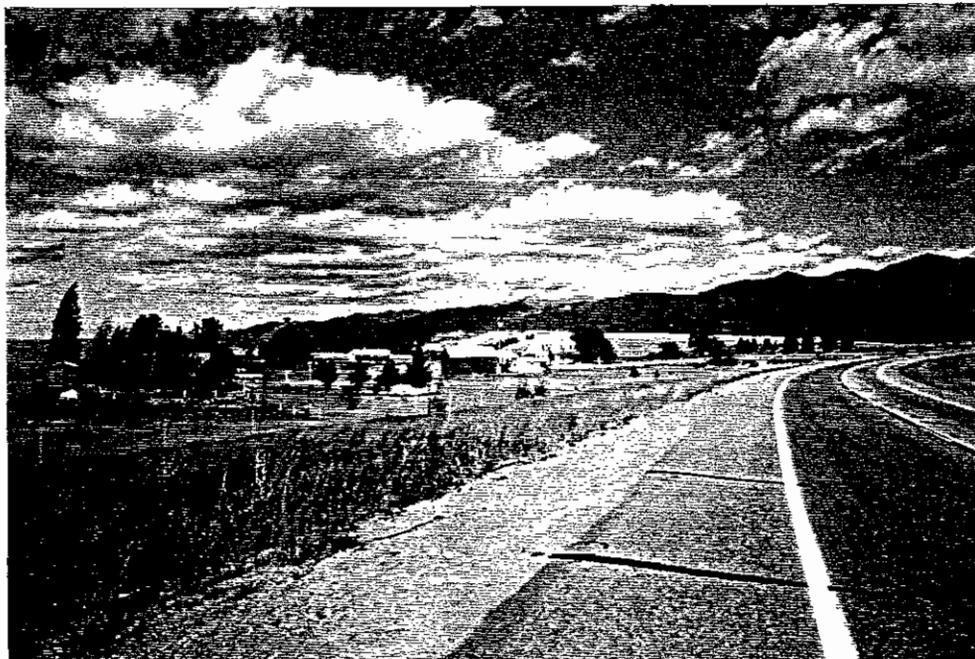


Typical scenic turnout along the shore of Lake Kootenai.

SEGMENT III - KOOCANUSA BRIDGE TO CITY OF EUREKA



View north into Canada from Highway 37.



Tobacco Plains ranch between Lake Koochanusa and Eureka.

SEGMENT IV - WESTERN SHORE OF LAKE KOOCANUSA (FDR 228)



View north toward Kooconusa Bridge from western shore.



Looking south along Lake Kooconusa from FDR 228.



Potential wildlife viewing site - osprey nest along FDR 228.



Lake Kocanusa from turnout along FDR 228.



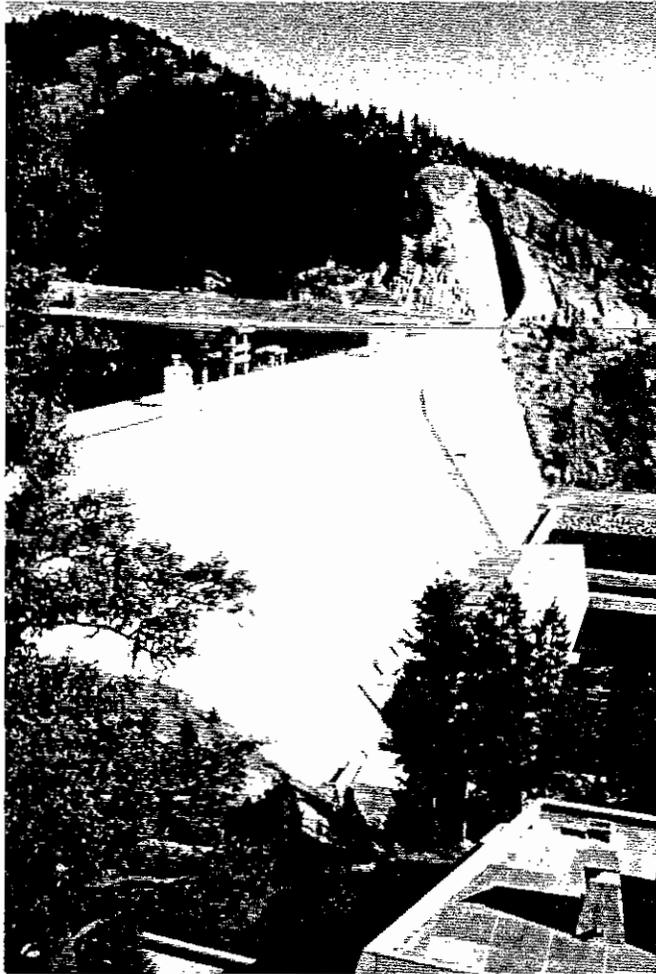
Potential viewpoint/interpretive site and typical roadway section.



Swimming beach at McGillivray Recreation Area on western shore.



View north from viewpoint on FDR 228 near Libby Dam.



Libby Dam and Visitor Center from view overlook
and interpretive site on FDR 228.



Visitor Center from Libby Dam.

LIBBY AREA CHAMBER OF COMMERCE

P.O. Box 704, Libby, MT 59923

Telephone 406-293-3832

CB Radio Channel 5

November 15, 1991

Margaret Lincoln
United States Forest Service
Supervisors Office
506 U.S. Hwy 2 West
Libby, Montana 59923

Dear Margaret Lincoln:

The Libby Area Chamber of Commerce has been asked to comment on the United States Forest Service Scenic Byways designation for Highway No. 37 and connecting FDR road. The Chamber has long felt that expanding tourism is vital to diversifying our economy. To this point private enterprise has not been able to advertise nor develop Brochures touting the natural beauty of Lincoln County. Therefore, the Chamber supports the concept of the Scenic Byways Program to help draw tourists to our area.

We will support the designation of Highway No. 37 as a scenic Byway with one reservation. We do not want this program to change the United States Forest Service Management of this area as set out in the Kootenai Forest Plan.

Yours truly,

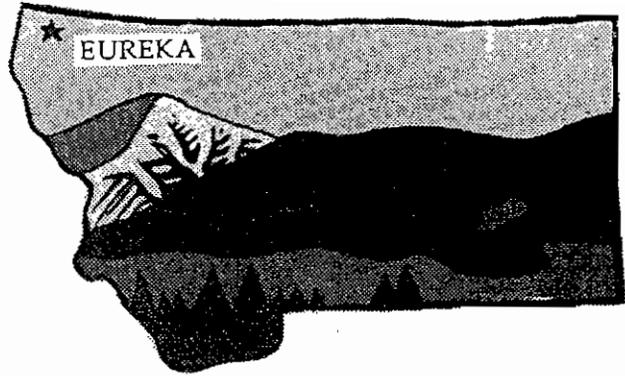

Russell S. Barnes
Chamber President

RSB/ss
encl.



Tobacco Valley...

*...where the pioneer spirit
still lives*



December 26, 1991

Robert Schrenk
506 U.S. Highway 2 West
Libby, MT 59923

Dear Mr. Schrenk:

The Tobacco Valley Board of Commerce is delighted that U.S. Highway 37 will be considered for Scenic By-way designation. As you know, Tourism is increasing as an industry within the northern part of the State, including within the Tobacco Valley. However, there is still a need to further compliment our local attractions by encouraging visitors to spend more time in the area via picturesque drives between the various communities of Lincoln County. As such, U.S. Highway 37 is one of the more scenic drives, especially along the Kootenai River and Lake Kootenai, and as it comes into the farming/ranching area near Eureka.

Our local Board of Commerce supports your efforts to obtain recognition for U.S. Highway 37 as a designated Scenic By-way. If there is anything we can do to encourage this matter, please contact us.

Sincerely,

A handwritten signature in cursive script that reads 'Vicki A. Tisdell'. The signature is written in black ink and is positioned above the typed name and title.

Vicki Tisdell, President
Tobacco Valley Board of Commerce



The Big Sky Country

MONTANA HOUSE OF REPRESENTATIVES

REPRESENTATIVE MARY LOU PETERSON

HELENA ADDRESS:
CAPITOL STATION
HELENA, MONTANA 59620

HOME ADDRESS:
234 GLEN LAKE DRIVE
EUREKA, MONTANA 59717

COMMITTEES:
APPROPRIATIONS

October 21, 1991

Dear Supervisor Schrenk:

There are several items I'd like to discuss with you so this will be a list instead of a letter.

First, I support the scenic by-way with information signs that will follow Hwy 37 and the FDR way. My suggestion would be to start and end in Eureka and Libby to better facilitate the driving tourist.

Second, All of Eureka looks forward to the rail trail from Eureka to Rexford. This co-operative effort has wide support. I plan to work on that trail and also to use it.

Third, I support land exchanges between public entities e.g. USFS and State lands. These exchanges should occur with a minimum of effort. Land exchanges between USFS and private parties should have closer review and perhaps a public hearing. Eliminating the checkerboard is a worthy goal.

Last, I support the availability of both large and small sales on the Kootenai National Forest. The stability of the basic economy in Lincoln County is at risk when sales go up and down. We are in a timber growth-production area. We should work toward a steady production yield. I especially want to see the East Fortine Timber sales appeals settled and the logging go forward with alternative F.

Sincerely,

Mary Lou Peterson

Mary Lou Peterson

MLP/njr

Supervisor Robert Schrenk
506 U.S. Hwy 2 West
Libby, Mt. 59923

LINCOLN COUNTY
STATE OF MONTANA

DISTRICT NO. 1, LIBBY
GERALD R. CRINER

DISTRICT NO. 2, TROY
LAWRENCE A. (LARRY) DOLEZAL

DISTRICT NO. 3, EUREKA
NOEL E. WILLIAMS

CLERK OF THE BOARD AND COUNTY RECORDER, CORAL M. CUMMINGS
512 CALIFORNIA AVENUE
LIBBY, MONTANA 59923

March 31, 1992

Mr. Robert L. Schrenk
Kootenai National Forest
506 U.S. Highway 2 West
Libby, Montana 59923

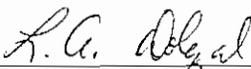
Dear Mr. Schrenk:

The Lincoln County Commission has been asked to comment on the Kootenai National Forest's proposal to have State Highway 37 from Libby to Eureka and Forest Development Road 228 designated as a National Forest Scenic Byway.

We are unanimous in our support of the proposal as we understand it. We feel it will benefit Lincoln County by its potential to help our expanding local tourism industry which is vital to diversifying our economy.

Our support, however, is conditional upon the assumption that such a designation will not change the management of this area from what is currently specified in the Kootenai National Forest Plan.

Sincerely,



Lawrence A. Dolezal, Chairman



Gerald R. Criner, Member



Noel E. Williams, Member

BCC:bjb

**APPENDIX F – 2009 LAKE KOOCANUSA MONTANA
SCENIC-HISTORIC BYWAY NOMINATION**

 <p>STATE SCENIC-HISTORIC BYWAY DESIGNATION</p> <p>APPLICATION</p>	<u>MDT USE ONLY</u>
	Date Received: _____ Type: <input type="checkbox"/> Byway <input type="checkbox"/> Backway Authorized Signature: <input type="checkbox"/> Yes <input type="checkbox"/> No Letter(s): <input type="checkbox"/> Yes <input type="checkbox"/> No Map(s): <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> C.M.P. <input type="checkbox"/> Conceptual C.M.P. <input type="checkbox"/> No Plan Is the proposed route part of MCA 60-2-606: <input type="checkbox"/> Yes <input type="checkbox"/> No

I PROJECT SPONSOR'S INFORMATION:

Sponsor Name: USDA, Forest Service, Kootenai National Forest _____
Contact Name: Paul Bradford, Forest Supervisor _____
Mailing Address: 31374 US Highway 2 _____
City, State, & Zip: Libby, MT 59923 _____
Phone #: 406-293-6211 _____ Fax: 406-283-7709 _____
E-Mail: pbradford@fs.fed.us or mlaw@fs.fed.us Website: www.fs.fed.us/r1/kootenai _____

II ROADWAY JURISDICTION ENTITY INFORMATION:

Does proposed route have concurrence of affected local or tribal government(s) and the agencies responsible for maintenance and operations of the road? • Yes No
(If yes, provide information below if different from Sponsor Information above.)

Government Name: <u> </u> Montana Department of Transportation, Division of highways _____ Contact Name: <u> </u> John Shwartz _____ Mailing Address: <u> </u> PO Box 201001 _____ City, State, & Zip: <u> </u> Helena, MT 59620-1001 _____ Phone #: <u> </u> 406-444-6158 _____ E-Mail (if known): <u> </u> jswartz.mdt.gov _____ Government Name: <u> </u> Corps of Engineers _____ Contact Name: <u> </u> Kirsten Kaiser, Resource Manager _____ Mailing Address: <u> </u> 17877 Hwy 37 _____ City, State, & Zip: <u> </u> Libby, Montana _____ Phone #: <u> </u> 406-293-7751 _____ E-Mail (if known): <u> </u> kirsten.a.kaiser@usace.army.mil <i>If more government entities are involved, please attach additional sheet.</i>

III STATE SCENIC-HISTORIC BYWAY ROUTE INFORMATION:

A) Proposed Route Name: ___Lake Koocanusa Scenic Byway _____

B) Proposed route designation: • Byway or Backway

C) Route Location

1 Specify Highway(s) and /or Streets(s): ___State Highway 37 _____

2 Termini (submit map with application): ___ Mile marker 58 (south of Eureka 10 miles) to Mile Marker 16 (junction Hwy 37 & powerhouse road) on Hwy 37

3 Overall Route Length: _____approximately 42 miles _____

D) Will the proposed byway safely accommodate expected traffic volumes? • Yes No

E) Is all land abutting this proposed byway in either public ownership or tribal government ownership within the boundaries of an Indian reservation? Yes •No (If No, list all landowners [name, address, phone number] and indicate length of property parcel abutting the proposed byway)

The State of Montana has ownership of approximately 300 acres, with Highway 37 the western boundary, in Section 22, T31N, R29W, PMM.

The Corps of Engineers has ownership of approximately 400 acres, with Highway 37 going through the middle, in Section 33, T31N, R29W.

Two parcels are in **private ownership**, with Highway 37 the western boundary of both parcels. They are located in section 24 & 25, T32N, R29W. See attached map for location.

- J&L Resort Montana LLC, 444 Twin Lake Heights Rd, Rexford MT 59930-9514; 78 acres (north parcel)
- Anderson Mendota Properties LL, 30 Water St. W, Saint Paul, MN 55107-2009; 62 acres (south parcel)

Do all landowners support a State Scenic-Historic Byway designation for this route?
 Yes No (if No, list name, address, phone number and email (if available) of landowner(s) opposed).

Landowners were sent letter in November 2010, we have had no response from them at this point. See attached letters. This route is currently a designated National Forest Scenic Byway.

F) List any travel restrictions that will affect commercial traffic, include height and width restrictions currently in place.

None

IV PROPOSED STATE SCENIC-HISTORIC BYWAY GENERAL INFORMATION:

A) Please list and give justification for as many of the intrinsic qualities that apply to this proposed byway (scenic, natural, historic, cultural, archeological or recreational)

This travel corridor has a high degree of scenic and recreation value. It is located in northwest Montana, a region that is well-known for its scenic beauty and includes such scenic treasures as Glacier National Park and The Top 10 Scenic Drives in the Northern Rockies. The peaks of the Cabinet Mountains Wilderness provide the backdrop at Libby, and those of the Galton Range, including the Ten Lakes Scenic Area, provide the backdrop on the north end at Eureka. Lake Koochanusa is part of the Columbia River hydroelectric system, and one of the largest lakes in the state of Montana.

The landscape of this corridor is dominated by Lake Koochanusa, which cuts a narrow swath through the mountains following the old Kootenai River valley. This valley was carved by successive waves of glaciers that advanced southward from Canada. The Purcell Mountains to the west and the Salish mountains to the east drop steeply as much as four thousand feet to the lake. The mountains are draped in a dark green mantle of tall trees, with occasional large outcrops of rusty-brown to gray quartzite and talus slopes. There are several small waterfalls along the route. The contrast between the steep, green mountains and narrow, blue lake makes a dramatic landscape.

The ledges of rock outcrops provide travel corridors for bighorn sheep which are frequently seen along the highway. Other wildlife abundant along the route includes whitetail and mule deer, elk, moose, bear, coyotes, eagles, and osprey.

The proposed route is approximately 42 miles long, with the entire route on or adjacent to National Forest Lands, with little development. For many travelers this would be a 'back country' trip that could be made on a State Highway. This route is part of the David Thompson Historic Route, and was approved as a National Forest Scenic Byway in 1992.

B) Please explain, to the extent possible, how the proposed State Scenic-Historic Byway will:

1. Enhance the experience of the traveling public.

Lake Kooconusa scenic byway would showcase the outstanding scenery of the Kootenai River valley, Libby Dam, Lake Kooconusa and the Tobacco Plains around Eureka. There are opportunities to see wildlife, with several existing recreation facilities along the route. Recreation facilities include campgrounds, boat ramps, the Kootenai Bridge, dispersed sites, a rock climbing area, and frequent turnouts along the highway.

Lake Kooconusa plays an important role in the recreational and economic life of the communities of Libby and Eureka. The lake is the main recreational attraction of the Kootenai National Forest and draws people from all over the inland Northwest and Canada. Scenic byway designation can provide national emphasis to the scenic and recreation attraction of Lake Kooconusa.

Designating this route will increase public understanding of the National Forest as the major provider of outdoor recreation because it is located within the major recreation corridor of the Kootenai National Forest. Travelers along the proposed byway will see other National Forest activities or features in addition to recreation and beautiful scenery. Designation of this route will help increase public awareness and understanding of the multiple uses of our National Forests.

2. Stimulate or allow for economic development and new marketing strategies?

Driving for pleasure is on the increase nationwide. By designating this route a State Scenic Byway it could draw additional travelers to the area. Highway 37 is already used by some travelers to and from Glacier, this designation could highlight that connection bring more visitors to Libby and Eureka communities.

Existing facilities include; services in communities of Eureka and Libby, Kooconusa Bridge scenic turnout, Stone Hill Climbing area, Peck Gulch Campground and boat ramp, Rocky Gorge Campground and boat ramp, three vista turnouts, Kooconusa Marina, Dunn Creek Campground, Blackwell Flat Campground and boat ramp, Libby Dam Visitor Center, and Souse Gulch Campground, picnic area and boat ramp.

In 1992 the Lincoln County Commissioners, Libby Area Chamber of Commerce, Tobacco Valley Board of Commerce, and State House of Representatives supported the proposal for the Lake Kooconusa National Forest Scenic Byway, saying it would benefit Lincoln County by its potential to help expand the local tourism industry

3. Preserve intrinsic resources for the benefit of future generations?

The scenic quality along Lake Kooconusa provides a unique experience of natural views with the advantage of traveling a State Highway. Features along the way include undeveloped landscapes, early American history (David Thompson), prehistoric use, and several developed access points along the route. Preserving the balance between natural settings, with modern access and facilities, will benefit future generations as well as serve current visitors.

V CORRIDOR MANAGEMENT PLAN:

Has a Corridor Management Plan been developed for this proposed byway?

- Yes (please attach) No (see below)

The Conceptual Corridor Management Plan for the proposed byway shall describe the process in which a Corridor Management Plan is to be developed. The components included in a Conceptual Corridor Management Plan are how the sponsoring organization proposes to: A) Enhance and protect the State Scenic-Historic Byway; B) Develop essential services and C) Promote and market the byway on the local and regional level.

In 1996 a Lake Kooconusa National Forest Scenic Byway Interpretative plan was completed. The interpretative plan included protection/enhancement measures, inventory of facilities, and signage/brochures to promote the byway. Due to lack of funding this plan has not been fully implemented. See attached plan.

The plan needs to be updated. The proposed State route is entirely on Federal Lands, however the long term goal is to include communities along the scenic byway and extend the route to the communities of Libby and Eureka.

Depending on designation, the CMP would be updated and would outline how to protect and enhance the byway's intrinsic qualities and character that define Lake Kooconusa byway corridor. The plan would be a guide to identify and possibly addresses issues, but not necessarily offer solutions for every problem. The CMP would identify major goals, such as improved road access for other modes of transportation, access point needs and interpretative planning.

The CMP would identify and discuss the byway's intrinsic qualities, review the roadway's current condition and maintenance plans, explore visitor needs and expectations, and discuss how to promote the byway while protecting its outstanding features in the future.

VI SIGNATURES:

By signing below I do hereby attest that the information provided within this grant application is true and to the best of my/our knowledge. I understand that this application will be disqualified should any false statements be found. I agree to comply with all state and federal statutes, regulations, executive orders, and all administration guidance required by the state of Montana and federal funding source.

Sponsor:

Paul Bradford, Forest Supervisor
 Printed Name _____
 Signature *Paul Bradford* Date 10/14/2010

Local / Tribal Government Representative(s)

1. Kirsten Kaiser Resource Manager - Corps of Engineers
 Printed Name _____ Title and Organization _____
 Signature *KK* Date 10-4-10

2. _____
 Printed Name _____ Title and Organization _____
 Signature _____ Date _____

3. _____
 Printed Name _____ Title and Organization _____
 Signature _____ Date _____

4. _____
 Printed Name _____ Title and Organization _____
 Signature _____ Date _____



Submit Application to:

Sheila Ludlow, State Scenic-Historic Byways Coordinator
MDT-Statewide and Urban Planning Section
P.O. Box 201001
Helena, MT 59620-1001
Phone 444-9193 Fax: 444-7671
Email:sludlow@mt.gov

Please indicate the documents included with your application:

- Map showing proposed route beginning and end points. (optional: add predominate points of interest)
- Corridor Management Plan (if developed)
- Letter(s) of support are recommended (letter can be from: chamber of commerce, adjacent land owners, local businesses, community organizations, etc.)

If additional space is needed for your responses, please write the question you are answering above the continued answer.

References:

Administrative Rules of Montana (ARM):
18-18.14.201 thru 18.14.208
Montana Code Annotated (MCA):
60-2-601 thru 60-2-606

MDT attempts to provide accommodations for any known disability that may interfere with a person participating in any service, program or activity of the Department.

Alternative accessible formats of this information will be provided upon request.
For further information call (406) 444-9193, TTY (800) 335-7592, or Montana Relay at 711
or by contacting the ADA Coordinator at (406) 444-9229.