

FY 2008 National Scenic Byways Program Nominations Guide

Introduction

Within the U.S. Department of Transportation, FHWA has lead responsibility for the National Scenic Byways Program. The Program is a grassroots, collaborative effort established to help recognize, preserve and enhance selected roads throughout the United States. The Secretary of Transportation recognizes certain roads as America's Byways® – All-American Roads or National Scenic Byways – based on one or more archaeological, cultural, historic, natural, recreational and scenic intrinsic qualities.

The law guiding implementation of the National Scenic Byways Program is Section 162, Title 23 of the United States Code; 23 U.S.C. 162, see http://www.bywaysonline.org/program/us_code.html. FHWA established the principal policy for the Program in its May 18, 1995 Interim Policy (60 FR 26759), see http://frwebgate.access.gpo.gov/cgi-bin/getdoc.cgi?dbname=1995_register&docid=fr18my95-105.

There are many benefits in designation as one of America's Byways®, both in enhancing communities and improving local economies. The recognition of the importance of a byway's intrinsic qualities by the U.S. Secretary of Transportation can lend support to protect and preserve a byway's resources. In addition, the America's Byways® collection is marketed to national and international travelers, and use of the brand and logo can enhance the marketability of a byway. Recognition can also serve to strengthen community pride, involvement, and support of a byway.

There are currently 125 America's Byways® in 44 States consisting of 27 All-American Roads and 98 National Scenic Byways.



Who Can Nominate a Road for National Designation?

Nominations may originate from any local government, including Indian tribal governments, or any private group or individual.

Nominations to the National Scenic Byways Program of byways on public lands may originate from the U.S. Forest Service, the National Park Service, the Bureau of Land Management, or the Bureau of Indian Affairs.

Nominations must be submitted to FHWA by a State, an Indian tribe, or a Federal land management agency.

Therefore, when considering nominating a road for national designation, applicants are encouraged to work with their State byway coordinator, Indian tribe byway coordinator or Federal land management agency contact to determine the feasibility of preparing a successful application.

What's New?

Electronic Submission

To facilitate review, we are limiting the number of attachments and requiring applicants to submit all materials in electronic form, along with one signed copy. Additional attachments beyond those requested in the Nomination Application will **not** be considered. Directions on how to submit attachments electronically will be found within the online application itself.

Provision of Alternative Text Descriptions for Photographs

We will be asking you to provide alternative text descriptions for all photos submitted. This is different than writing a caption. Alternative text will be used to describe your photo to those who, for various reasons, will not be able to see it. The NSBP *Image Style Guide* has been rewritten to include tips on how to write alternative descriptions, and some examples of how they are used. Please see http://www.bywaysonline.org/nominations/image_style_guide.html.

Indian Tribes

Since the last round of nominations, additional provisions have been made to permit Indian tribes to nominate roads for national designation directly to FHWA. Indian tribes had previously been required to submit their nominations through the State or Federal land management agency.

In 2005, the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) amended the National Scenic Byways Program to allow the nomination of America's Byways® by Indian tribes. Please see 23 U.S.C. Section 162 for participation by Indian tribes, http://www.bywaysonline.org/program/us_code.html. In accordance with 23 U.S.C. Section 162 an Indian tribe may nominate a road only if a Federal land management agency (other than the Bureau of Indian Affairs), a State, or a

political subdivision of a State does not have jurisdiction over the road or responsibility for managing the road.

Consistent with other programs, such as the Indian Reservation Roads Program, any Indian tribe that the Secretary of the Interior has determined is eligible for services generally available to Indians under Federal laws specifically applicable to Indians can participate in the National Scenic Byways Program. There are 562 federally recognized American Indian tribes and Alaska Natives in the United States. See July 12, 2002 Federal Register, http://frwebgate.access.gpo.gov/cgi-bin/getdoc.cgi?dbname=2002_register&docid=02-17508-filed.

It is important to note that the Interim Policy, the principal policy for the Program, was established prior to SAFETEA-LU. While most of the information in the Interim Policy also applies to Indian tribes, there are inconsistencies in language between the Interim Policy and the statute. In such cases the statutory language governs.

Are You Ready?

Before you consider submitting a nomination for national designation, we request that you review the Designation Readiness Worksheet. The Federal Highway Administration has developed this worksheet to help byway leaders judge their readiness to seek national designation for their byway. It is intended for your use only as you begin to think about the kind of information you might be requested to provide in your nomination application.

Seeking designation requires considerable effort and the collection and assessment of many documents. Byway leaders are encouraged to review this Worksheet, make notations, and verify that they have the information available to demonstrate that their road possesses the necessary Intrinsic Quality(s) and significance needed to be considered for designation as one of America's Byways®.

The FY 2008 Designation Readiness Worksheet can be accessed online at <http://www.bywaysonline.org/nominations/docs>.

Keep It Simple

Once you've reviewed the Designation Readiness Worksheet and read this Guide you might feel overwhelmed. As you prepare your nomination application or think about nominating your byway for national designation in the future, it is important to remember that there are four (4) core elements that you need to address:

1) the significance either regionally or nationally of the Intrinsic Quality(s) along your byway that merit national designation; 2) planning to support the preservation, enhancement and promotion of the Intrinsic Quality(s) along your route; 3) providing a quality visitor experience; and 4) sustainability in the form of community and organizational support to continue to preserve, enhance and promote your byway.

Roles and Responsibilities

To assist applicants in preparing their nomination applications and to ensure the quality of the applications submitted, applicants should consult with the appropriate State, Indian tribe, and Federal land management agency contacts in preparing their applications. Assistance is also available through the FHWA Division Offices in each State.

We encourage applicants to work through the State, Indian tribe, Federal land management agency and FHWA Division contacts as these are the people most familiar with the geography and resources of your area. In an effort to clarify the roles and responsibilities of the various parties responsible for nomination, we have prepared the following lists to assist applicants, coordinators, and Federal land management agency contacts in the preparation and submission of nomination applications.

Role of the Applicant

Completing and Submitting a Nomination Application for Designation as One of America's Byways®

- 1) Review the [FY 2008 Designation Readiness Worksheet](#).
- 2) Acquaint yourself with the provisions of [23 U.S.C. 162](#).
- 3) Conduct research on the existing America's Byway's collection. A list of America's Byways and the intrinsic qualities for which they were nominated can be found at <http://library.byways.org/display/86039/DesignatedByways.html>. You are also encouraged to take a look at the www.byways.org website to review the information provided on all of the byways in the collection to assist you in assessing and contrasting the attributes and qualities possessed by roads already in the collection with the one you are proposing for designation.
- 4) Review and familiarize yourself with the Interim Policy (May 18, 1995), the principal policy for the National Scenic Byways Program.
- 5) Consult the byway's lead organization or lead individual to determine support for and feasibility of submitting a successful nomination application. You will need to be able to prove that your byway possesses the intrinsic qualities sufficient to merit designation as one of America's Byways®.
- 6) Consult the State or Indian tribe byway coordinator or Federal land management agency contact about the requirements for submitting a nomination application to FHWA and to confirm the date that the nomination application must be submitted (submission dates may vary from those established by FHWA). Indian tribes and Federal land management agencies have the option of either submitting their

nomination applications directly to the FHWA Division Office or through the State. Individuals, private groups, and local governments must submit their nomination applications through the State, an Indian tribe, or a Federal land management agency. For a list of contacts, see <http://www.bywaysonline.org/contacts>.

- 7) Provide notification of the intent to nominate a road that is within the jurisdictional boundary of the State, Indian tribe, or Federal land management agency; or directly connects to roads for which the State, Federal land management agency, or Indian tribe is responsible.
- 8) Read the FY 2008 Nomination Guide in its entirety before initiating preparation of your nomination application.
- 9) Coordinate with other States, Indian tribes, and/or Federal land management agencies on multi-state, multi-tribe, or multi-agency applications.
- 10) Prepare and submit the nomination application. Please be sure to read this Nomination Guide carefully as it will assist you in preparing your application.

To be considered for national designation, nomination applications must be submitted both online at <http://www.bywaysonline.org/nomination/application> and in print. One signed hard copy must be submitted to the State, Indian tribe, or Federal land management agency who will then submit the hard copy to the FHWA Division Office.

Submitting a Nomination Application:

- 1) Complete your online application and submit it electronically at <http://www.bywaysonline.org/nomination/application>. A signed paper copy must be submitted to your State or Indian tribe byway coordinator, or Federal land management agency contact, who will then submit the hard copy to FHWA Division office. Please note that Indian tribes and Federal land management agencies have the option of either submitting their nomination applications through the State or directly to the FHWA division office.
- 2) Assume that the people reviewing your application are unfamiliar with the local area and byway. The nomination application is essentially a guide to your byway. Emphasis should be on proving that you have the intrinsic qualities to support national designation and have a compelling story to tell.
- 3) Compile supporting Route Map, Images, Corridor Management Plan and Letters of Support. To facilitate review, all of these materials must be submitted in electronic form. *Additional attachments beyond those requested in the Nomination Application will not be considered.*

Role of the State or Indian Tribe Byway Coordinator or Federal Land Management Agency Contact

Review and Submit Nomination Applications for National Designation to the FHWA division office.

- 1) Establish procedures and deadlines for submitting nomination applications to the State, Indian tribe, or Federal land management agency.
- 2) Review the FY 2008 Designation Readiness Worksheet.
- 3) Read and familiarize yourself with the Interim Policy (May 18, 1995), the principal policy for the National Scenic Byways Program.
- 4) Acquaint yourself with the provisions of 23 U.S.C.162.
- 5) Read the FY 2008 Nomination Guide in its entirety to familiarize yourself with the nomination process and to help you provide assistance to applicants.
- 6) Manage the expectations of byway leaders and potential applicants within your State, Indian tribe or Federal land management agency. Work with applicants to ensure that only nominations that meet the specifications for national designation as one of America's Byways® are submitted for consideration by FHWA.
- 7) Review and evaluate nomination submissions. As needed, seek assistance from the FHWA Division Office byway contact.
- 8) Verify that the nomination applications include the required supporting documentation and that the supporting documentation effectively illustrates the information requested. All supporting documentation must be submitted electronically with the online application and included in the signed hard copy required for consideration.
- 9) Return any incomplete or insufficiently substantiated nomination applications to applicants for refinement and resubmission if you think additional effort might result in a complete or better presented application.
- 10) Use the Online Nomination Review System at <http://www.bywaysonline.org/nomination/application> to record specific information about each nomination application submitted for consideration.
- 11) Coordinate with other States, Indian tribes and/or Federal land management agencies on multi-state, multi-tribe or multi-agency nomination applications.
- 12) Submit only complete applications to the FHWA Division Office. Deliver a printed, signed copy of the nomination application to the FHWA Division Office by the established deadline. *Incomplete applications should not be submitted to the FHWA division office for review.*

The Nomination Application

The nomination application is divided into seven (7) sections which are detailed below. You will be required to complete all seven sections to be considered for national designation

APPLICATION SECTION 1: Essentials

In this section, you will be asked to provide essential information regarding the byway, including:

- 1) **Designation sought.** In nominating your byway, you must decide whether to apply for designation as a National Scenic Byway or All-American Road. The selection of the designation sought is an important decision that impacts the information you will be requested to supply throughout your nomination application.

National Scenic Byway. To be designated as a National Scenic Byway, a road should have at least one of the six (6) scenic byway intrinsic qualities discussed below that is regionally significant. For your nomination submission, you will be asked to select one primary Intrinsic Quality that is most evident along the road that you will demonstrate is regionally significant. This quality is the one you must use to authenticate your claims throughout the application. While more than one, and maybe all six, of the Intrinsic Qualities may be found on the byway, applicants are asked to focus on a primary Intrinsic Quality for purposes of nomination.

All-American Road. To be designated as an All-American Road, the road or highway should meet the criteria for at least two of the Intrinsic Qualities that are nationally significant. The road or highway should also be considered a destination unto itself. To be recognized as such, it should provide an exceptional traveling experience that is so recognized by travelers that they would make a drive along the highway the primary reason for their trip. The characteristics associated with the Intrinsic Qualities are those which best represent the nation and which may contain one-of-a-kind features that do not exist elsewhere. The significance of the features contributing to the distinctive characteristics of the corridor's intrinsic quality is recognized nationally. For your nomination submission, you will select two (2) Intrinsic Qualities that are most evident along the road and that you will demonstrate are nationally significant and contribute to the byway being considered a destination unto itself. These two (2) Intrinsic Qualities are the ones you should use to authenticate your claims throughout the application.

A list of America's Byways® with the Intrinsic Qualities for which they were designated can be found online at <http://www.bywaysonline.org/nominations/docs>.

- 2) **Multi-Jurisdiction Nomination.** If your byway traverses more than one jurisdiction (i.e., State, Indian tribe, or Federal land), you will be asked to indicate that you are submitting a nomination submission for a multi-jurisdiction nomination and applicants in each jurisdiction will be required to submit individual nomination applications. For consideration as a National Scenic Byway, applicants will be required to identify the primary intrinsic quality that can be found in all of the jurisdictions through which the byway runs and be consistent in the submission of the individual applications. For consideration as an All-American Road, applicants will be asked to identify a primary intrinsic quality that can be found in all of the jurisdictions through which the byway runs as well as identify an intrinsic quality that may be unique to their segment of the byway. In submitting an application for a byway that runs through more than one jurisdiction, the applicants will be asked to identify the other entities (e.g., State, Indian tribe, Federal land management agency) that are also seeking nomination. Applicants for multi-jurisdiction applications will also be asked to coordinate their responses for Section 2 of the application: Statement of Qualification.
- 3) **Nomination of an Extension.** If you are seeking an extension to an existing National Scenic Byway or All-American Road, you will be asked to indicate that you are submitting a nomination for an extension, and will be required to submit the nomination application for the proposed extension in context of the existing National Scenic Byway or All-American Road. For consideration of the extension as a National Scenic Byway, applicants will be required to identify the same primary intrinsic quality that can be found along the designated portion of the byway, and how the proposed extension relates to and enhances the designated National Scenic Byway. For consideration of the extension as an All-American Road, applicants will be asked to identify the same two intrinsic qualities that can be found on the designated portion of the byway, and how the proposed extension relates to and enhances the designated All-American Road. All other questions should be answered with the primary focus being on the proposed extension. For example, traveler experience should focus on the traveler experience on the extension; features, including points of interest, sites and events, should include the extension.
- 4) **Byway name.** Does your byway name capture the imagination? Is your name distinctive and meaningful to a national audience? When selecting the official name, byway leaders should recognize the importance of linking the name to the principal resources and attributes of the route's location. Consider the importance to travelers of clear name recognition associated with the region.
- 5) **Location.** You will be asked to provide a brief description about where your byway is located.
- 6) **Date of designation** as a State, Indian tribe or Federal land management agency byway. Any road submitted for designation under the National Scenic Byways Program must first be designated a State, Indian tribe or Federal land management agency scenic byway. This means that the road has been designated through legislation or some other official declaration for its scenic, historic, recreational, cultural, archeological, or natural qualities. An official

declaration is an action taken by an individual, board, committee or political subdivision acting with granted authority on behalf of the State, Indian tribe or Federal land management agency.

- 7) **Intrinsic Qualities.** The six intrinsic qualities are scenic, natural, historic, cultural, archeological and recreational. For purposes of the National Scenic Byways Program, they are defined as follows:

Scenic Quality is the heightened visual experience derived from the view of natural and manmade elements of the visual environment of the scenic byway corridor. The characteristics of the landscape are strikingly distinct and offer a pleasing and most memorable visual experience. All elements of the landscape--landform, water, vegetation, and manmade development--contribute to the quality of the corridor's visual environment. Everything present is in harmony and shares in the intrinsic qualities.

Natural Quality applies to those features in the visual environment that are in a relatively undisturbed state. These features predate the arrival of human populations and may include geological formations, fossils, landform, water bodies, vegetation, and wildlife. There may be evidence of human activity, but the natural features reveal minimal disturbances.

Historic Quality encompasses 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 for the past. The historic elements reflect the actions of people and may include buildings, settlement patterns, and other examples of human activity. Historic features can be inventoried, mapped, and interpreted. They possess integrity of location, design, setting, material, workmanship, feeling, and association.

Cultural Quality is evidence and expressions of the customs or traditions of a distinct group of people. Cultural features including, but not limited to, crafts, music, dance, rituals, festivals, speech, food, special events, vernacular architecture, etc., are currently practiced. The cultural qualities of the corridor could highlight one or more significant communities and/or ethnic traditions.

Archeological Quality involves those characteristics of the scenic byways corridor that are physical evidence of historic or prehistoric human life or activity that are visible and capable of being inventoried and interpreted. The scenic byway corridor's archeological interest, as identified through ruins, artifacts, structural remains, and other physical evidence have scientific significance that educate the viewer and stir an appreciation for the past.

Recreational Quality involves outdoor recreational activities directly association with and dependent upon the natural and cultural elements of the corridor's landscape. The recreational activities provide opportunities for active and passive recreational experiences. They include, but are not limited to, downhill skiing, rafting, boating, fishing, and hiking. Driving the road itself may qualify as a pleasurable recreational experience. The recreational activities may be seasonal, but the quality and importance of the recreational activities as seasonal operations must be well recognized.

- 8) **Primary photo.** You will be asked to provide a single image that you feel best represents the experience along your byway. A photograph can provide both an instant first impression and a lasting mental image of your byway. Please select this image carefully as it will introduce the reviewers to your byway.

Also, if designated, your byway will be included in the marketing efforts of the National Scenic Byways Program and this image will be used on the traveler website www.byways.org. Directions will be included in the online application on how to import photos into the application. In addition, you will be asked to provide an alternative text description of each photo that describes what the photo depicts. This text will be used by those who cannot see the photo, and should thoroughly describe what is depicted in the photo. This text description should



be more than just a simple photo caption, but should provide sufficient detail for someone to understand what the photo depicts. For guidelines on submitting images and composing alternative text descriptions, please see our *Image Style Guide* at:

http://www.bywaysonline.org/nominations/image_style_guide.html.

APPLICATION SECTION 2: Statement of Qualification

This section will introduce the reviewers to your byway. You will be asked to provide a description of your byway from the “big picture” point of view and within the context of your description, include information on the following:

- 1) **Theme.** You will be asked to provide a brief description of the unifying theme you plan to use to promote your byway. Please note that this should relate to the Intrinsic Quality(s) for which the route is being nominated. Does your theme reflect the central focus of your byway’s nomination story?

The theme statement should help you test your ideas by distilling them into a few sentences; help you better organize and develop your argument; and provide reviewers with a “guide” to your argument later in the application for designation as one of America’s Byways®. As such, a strong thematic statement should justify further discussion that will be found in your narrative; expresses one main idea; and be specific. You should be succinct and include all of these elements; reviewers are not looking for a lengthy description here, but a strong thematic statement that will set the tone for the rest of your application.

- 2) **Traveler Experience.** You will be asked to provide an overview of what visitors will experience when they drive the route. Note that you will have the opportunity to create a traveler itinerary later in the Visitor Experience section of the nomination application. As such, please provide a snapshot in words describing the overall travel experience visitors can expect to encounter. Use this description to establish the experience a traveler will have navigating your

byway. For All-American Road applicants, part of the overall experience should include the road as being a destination unto itself such that travelers' would go there as a primary reason for their trip. Provide a sense of how the experience unfolds as visible features, byway stories or important resources which together form the core quality of your corridor. Reviewers will depend on this overview description to form their impressions of the travel experience along the entire byway. Will reviewers want to drive the road after reading your description? Will they believe it is a regionally or nationally significant drive? Is the byway ready for travelers?

- 3) **Regional Significance (National Scenic Byway).** If you decide to apply for designation as a National Scenic Byway, you will be asked to explain and justify what is special, significant or unique about your byway in relation to the primary Intrinsic Quality for which you are nominating the road (i.e., attributes your byway has that others may not possess) and why it is regionally significant to a geographic area encompassing two (2) or more States (essentially how it compares to other roads in your region). The reviewers will carefully examine the evidence you submit in their consideration of the significance of your primary Intrinsic Quality. Reviewers will expect to see clear statements about the significance of the byway's primary Intrinsic Quality and that the nomination presents conclusive documentation supporting the claims made.

Prior to beginning the online nomination application process, applicants should conduct research on the existing America's Byways® collection. Please see a list of America's Byways® and the intrinsic qualities for which they were designated at <http://library.byways.org/display/86039/DesignatedByways.html>. Applicants are also encouraged to review the information about the America's Byways® collection provided on www.bywaysonline.org so that you can assess and contrast the regionally significant attributes and qualities possessed by roads near the one you propose to designate.

- 4) **National Significance (All-American Road).** If you decide to apply for designation as an All-American Road, you will be asked to explain and justify what is special, significant or unique about your byway in relation to the two (2) primary Intrinsic Qualities for which you are nominating the road (i.e., attributes your byway has that others may not possess) and why they are nationally significant. The reviewers will carefully examine the evidence you submit in their consideration of the significance of your primary Intrinsic Qualities.

Remember that to be considered for All-American Road designation, the road or highway must be considered a destination unto itself and provide an exceptional traveling experience so recognized by travelers that they would make a drive along the highway a primary reason for their trip.

Prior to beginning the online nomination application process, applicants should conduct research on the existing America's Byways® collection. Please see a list of America's Byways® and the intrinsic qualities for which they were designated at <http://library.byways.org/display/86039/DesignatedByways.html>. Applicants are also encouraged to review the information about the America's Byways® collection provided on www.bywaysonline.org so that you can assess and

contrast the nationally significant attributes and qualities possessed by roads near the one you propose to designate.

In preparing your *Statement of Qualification*, please keep in mind that the reviewer may not be familiar with your proposed route or geography and that this will be their first introduction to your byway. Character limitations have been imposed on this section of the application to encourage you to provide a concise overview of your byway and justification for why your route should be considered for national designation.

Please note that **multi-jurisdiction applicants** will be asked to coordinate information for this section of the application with the other jurisdictions seeking designation and will be asked to provide consistent information. For multi-jurisdiction nomination applicants seeking designation as a National Scenic Byway, applicants will be asked to cite the same primary intrinsic quality as the other jurisdictions seeking designation. For multi-jurisdiction nomination applicants seeking designation as an All-American Road, applicants will be asked to cite one same primary intrinsic quality and will have the opportunity to cite a second intrinsic quality specific to their segment of the byway.

APPLICATION SECTION 3: Route Information

In this section, you will be asked to provide pertinent information regarding the route proposed for national designation.

1) Official Route Description (Written). You will be asked to provide a complete, sequential route description that documents all road segments including any gaps and/or intrusions. Please include all of the road segments which, when linked together, match the legal description used by your State/Indian tribe/Federal land management agency to officially designate the road and include total miles.

We request that you work with your State/Indian tribe/Federal land management agency scenic byway coordinator/representative to develop this section so that you accurately reflect State/Indian tribe/Federal land management agency records for the designated route. To assist in the review of your nomination, you will be asked to provide the addresses/intersections and the GPS coordinates for the beginning and end points of the byway, as well as for other key features along the byway.

2) Indicate Whether the Byway Crosses Federal Lands. Applicants will be asked if the byway crosses any Federal Lands and if so, to include this information in the Route Map (image) discussed below.

- ☐ Bureau of Indian Affairs
- ☐ Bureau of Land Management
- ☐ Fish and Wildlife Service
- ☐ National Park Service
- ☐ USDA Forest Service

3) Route Map (Image) – Applicants will be asked to provide the following information on a single map which will be used as a central reference point along with the other materials you include in your nomination application. The scale and size of the map will be relative to the location and length of your nominated byway. In some cases, this may require two or more pages. *To facilitate review, we require that route maps be submitted in electronic form.* The map and supporting legend should clearly show:

- ☐ The location of the byway within the State, Indian tribe, or Federal lands
- ☐ The location of the byway in relation to other State, Indian tribe, and/or Federal land management agency byways and America's Byways® in your region
- ☐ Each end point of the byway
- ☐ Location of gaps and/or intrusions
- ☐ The location of each community along the route
- ☐ Boundaries and/or management areas of major entities (e.g., parks, forests, reserves)
- ☐ Locations of critical directional signage, if any
- ☐ Locations of existing interpretive panels/information
- ☐ Locations of public visitor centers and/or other visitor amenities (e.g., food, fuel, restrooms, etc.)
- ☐ Locations of points of interest detailed in the Visitor Experience section of the nomination application

4) Continuity of the Route. The continuity of your byway route is an essential requirement for designation as it directly impacts the travel experience and can reflect community support. The Interim Policy states that “*Neither [National Scenic Byways nor All-American Roads] should have too many gaps but rather should be as continuous as possible and should minimize intrusions on the visitor’s experience.*” When considering your information on continuity, reviewers are looking for information that illustrates that you are ready to accept travelers and support the America’s Byways® brand by providing a rewarding travel experience.

If you have included a list of gaps and/or intrusions in your official route description above, you will be asked to provide explanations for any gaps and/or intrusions in your route that interrupt the continuity of the traveler experience (e.g., local zoning decisions, lack of community support, etc.). Reviewers will be looking for patterns to your gaps/and or intrusions, their frequency or indications that byway leaders have not obtained broad community support for the route’s designation.

5) Nomination by Indian Tribes. Title 23, United States Code (USC), Section 162(a)(3)(B) allows nomination by Indian tribes only if a Federal land management agency (other than the Bureau of Indian Affairs), a State, or a political subdivision of a State does not have jurisdiction over the road or responsibility for managing the road.

If the nomination is being submitted for consideration by an Indian tribe, you will be asked to discuss and document who has jurisdiction over the road and who manages the road.

Section 162(a)(3)(C) requires that Indian tribes maintain the safety and quality of roads nominated. If the nomination is being submitted for consideration by an Indian tribe, you will be asked to discuss how the tribe will maintain the safety and quality of the road.

APPLICATION SECTION 4: Route Conditions

Road conditions

You will be asked to:

- 1) Confirm that passenger vehicles are accommodated along the entire route, and describe how this is facilitated if segments of the road are not paved. Please remember that paved or unpaved, the road or highway must safely and conveniently accommodate two-wheel-drive automobiles with standard clearances. All-American Road nominees will also be asked to discuss the accommodation of conventional tour buses.
- 2) Describe the accommodation of bicycle and pedestrian travel along the byway, if applicable. Roads or highways considered for National Scenic Byways and All-American Road designations should accommodate, wherever feasible, bicycle and pedestrian travel.
- 3) Describe any restrictions to the types of vehicles that are allowed along the route.
- 4) Describe any seasonal closures or other restrictions along the route.
- 5) Describe, in one sentence, the best time during the year to drive the byway and experience the primary Intrinsic Quality(s) identified in this application (1 for designation as a National Scenic Byway, 2 for designation as an All-American Road).
- 6) In one sentence, describe any travel concentrations or high seasons when byway visitors might be more likely to encounter crowds or extra traffic.

Safety

- 1) You will be asked to describe all of the factors of your roadway that contribute to its safety for travelers.

APPLICATION SECTION 5: Visitor Experience

Is Your Byway Ready for Travelers?

In this section, you will need to convey information about how prepared your byway is to have visitors. Reviewers will use the information you present in this section to assess whether byway leaders have anticipated the responsibility of supporting designation as one of America's Byways®.

Nominated byways must demonstrate that they are ready for travelers the day designations are announced by the U.S. Secretary of Transportation. Information will be posted to the traveler website at <http://www.byways.org>. At this time, byway coordinators, leaders and media contacts will begin to receive inquiries and requests for information. Your byway communities and service providers should be ready to promote the resources of the corridor and share the story of the byway's Intrinsic Quality(s). You will be asked to substantiate your readiness for visitors in this section of the application.

Getting to the Byway

- 1) **Transportation hubs and cities.** When travelers are planning trips to your byway, they are likely to need directions from major transportation hubs or cities. You will be asked to provide directions, distance and approximate travel time from *at least one* nearby large city, airport or other location that would be pertinent to the traveler.
- 2) **Gateways.** You will be asked to provide a list of the gateway communities near your byway and information on how a traveler will reach a beginning point for their byway trip (including distance and approximate travel time). Gateway communities can be major cities with commercial airports or locations on the major roadways in your area that a traveler is most likely to use to drive to the byway.

Traveler Services

You will be asked to:

- 1) **Visitor/Welcome Centers.** Provide a list of locations at which travelers can obtain information about the byway, its Intrinsic Quality(s), or the stories you have to tell. Describe the materials provided or services available at each location and the hours of operation at each.
- 2) **Access Accommodations.** Describe any universal access accommodations to assist travelers of varying abilities.
- 3) **Gaps in Traveler Amenities.** Describe any gaps on the byway of 50 miles or more where no traveler services (food, fuel or restrooms) are available.
- 4) **Language Accommodations.** Describe any accommodations made for international, non-English speaking visitors, if any. Please note that All-American

Road nominees are required to include a plan for addressing multi-lingual information needs in the Planning/Sustainability section of the application under Corridor Management Plan.

Directional Signage

- 1) **Signage.** You will be asked to describe directional signage, if any, that currently exists that would help travelers access and navigate the byway as well as find their way back to major routes.
- 2) **Images of Signage.** Provision will also be made within the application to include up to (5) photos documenting directional signage. For review purposes, all photos will need to be submitted electronically to be incorporated into the application.

Directions will be included in the online application on how to import photos into the application. In addition, you will be asked to provide an alternative text description of each photo that describes what the photo depicts. This text will be used by those who cannot see the photo, and should thoroughly describe what is depicted in the photo. This text description should be more than just a simple photo caption, but should provide sufficient detail for someone to understand what the photo depicts. For guidelines on submitting images and composing alternative text descriptions, please see our *Image Style Guide* at: http://www.bywaysonline.org/nominations/image_style_guide.html.

Wayfinding

Wayfinding includes a broad combination of strategies and techniques to help travelers locate a route, make and confirm turning decisions at critical points, identify key features along the road and navigate complex interchanges or road segments. Techniques range from signs to brochures to maps; real-time traveler location technology, including GIS and GPS, integration with DOT traveler information technologies, wireless internet areas, podcasting; and can also include staffed information centers.

For more information on wayfinding, please see <http://www.bywaysresourcecenter.org/topics/visitor-experience/wayshowing/>.

Reviewers will look for specific information and examples or techniques that byway leaders have developed to help travelers find their way.

You will be asked to:

- 1) **Wayfinding Tools.** Describe how travelers will know they are on the byway and list tools such as maps, signs, etc. as described above.
- 2) **Wayfinding Images.** Provision will also be made within the application to include up to five (5) photos documenting wayfinding tools. For review purposes, all photos will need to be submitted electronically to be incorporated into the application.

Directions will be included in the online application on how to import photos into the application. In addition, you will be asked to provide an alternative text description of each photo that describes what the photo depicts. This text will be used by those who cannot see the photo, and should thoroughly describe what is depicted in the photo. This text description should be more than just a simple photo caption, but should provide sufficient detail for someone to understand what the photo depicts. For guidelines on submitting images and composing alternative text descriptions, please see our *Image Style Guide* at: http://www.bywaysonline.org/nominations/image_style_guide.html.

- 3) **Exit and Return to Byway.** Describe how if travelers turn off the byway to visit an attraction they will find their way back to the byway.

Evidence of Intrinsic Quality(s)

You will be asked to provide examples of features (i.e. points of interest, specific sites or events) that are related to and support your primary Intrinsic Quality(s). Please keep in mind that quality is more important than quantity. As such, the quality of your points of interest, sites or events and their connection to the byway's Intrinsic Quality(s) are more important than citing a large quantity of sites that aren't connected. Please keep in mind that if designated, the information you include about each point of interest, site or event may be incorporated into the information provided on www.byways.org. If using events to support your byway's Intrinsic Quality(s), please keep in mind that they must be particularly related to the byway travel experience or connect the byway traveler to the Intrinsic Quality(s) for which the byway is being nominated.

You will be asked to:

- 1) **Document Byway Features.** Identify up to 15 features (i.e. points of interest, specific sites or events) along your byway that support the primary Intrinsic Quality(s) (1 for National Scenic Byway designation, 2 for All-American Road designation) you have identified for nomination. Describe how the Intrinsic Quality(s) is evident and relates to each feature along the byway.

Images. Include images that will provide reviewers with a visual sense of the features and qualities that exist along your byway to corroborate the descriptions included in your nomination application. In some cases these photos will help document your specific statements of significance, support claims regarding your Intrinsic Quality(s), and possible experiences along the byway. You will be asked to provide at least one (1) and up to fifteen (15) photos. For review purposes, all photos will need to be submitted electronically to be incorporated into the application.

Directions will be included in the online application on how to import photos into the application. In addition, you will be asked to provide an alternative text description of each photo that describes what the photo depicts. This text will be used by those who cannot see the photo, and should thoroughly describe what is depicted in the photo. This text description should be more than just a simple photo caption, but should provide sufficient detail for someone to understand what the photo depicts. For guidelines on submitting images and composing

alternative text descriptions, please see our *Image Style Guide* at:
http://www.bywaysonline.org/nominations/image_style_guide.html.

- 2) **Intrinsic Quality(s).** Document and substantiate the existence of the Intrinsic Quality(s) at each feature.
- 3) **Route Map.** Ensure that the location of each feature is indicated on the route map (see section above).
- 4) **Directions and Signage.** Indicate distance to each feature, directions to and from the byway and existing signage if the feature is not immediately adjacent to the road.
- 5) **Addresses/Coordinates.** Provide the location of each feature (e.g., addresses/intersections and the GPS coordinates), and dates and/or times the feature is available for traveler visits.

Telling Your Story

You will be asked to:

1. **Byway Information.** Describe the materials you use to tell your byway story and interpret its Intrinsic Quality(s) (e.g., maps, brochures, audio tours, podcasts, DVDs, etc.). Please note that supporting documentation will be limited to the Route Map, Requested Images, the Corridor Management Plan and Letters of Support (See Sections 1, 3 and 5). As such you will need to provide a concise description of these materials rather than rely on attachments to tell your story.
2. List websites where travelers and media can find information specific to your byway (other than www.byways.org).

Traveler Itinerary

You will be asked to provide a sequential itinerary that offers a view of what it is like to travel along your road. This itinerary should not be viewed as a typical travel itinerary that lists numerous unrelated stops along a route. Rather, your byway itinerary should list a series of related stops that collectively convey a sense of continuity. Your itinerary should be directly related to the primary Intrinsic Quality(s) and byway story. It should be realistic for a typical traveler to make this trip over a certain time period (preferably no more than two days.) Be sure to consider time of day and season as appropriate.

You will be asked to provide *only* one (1) itinerary that supports your primary Intrinsic Quality(s) (1 for National Scenic Byway designation and 2 for All-American Road designation) and reflects the features described above. The itinerary for All-American Road nominees demonstrates that the road is a destination itself, and an exceptional traveling experience so recognized by travelers that they would make a drive along the highway a primary reason for their trip. Please keep in mind that the experience of the byway is broader than just the road. Distinctive features of the byway corridor – points of interest, activities and events – should be included within the context of a complete traveler itinerary.

When creating your itinerary(s), think of yourself as the traveler. You are planning a trip and want to know where to go, how to get there, and what you'll find and learn. You'll also want to know the best way to experience the byway — by car, on foot, by bike, etc. or some combination thereof and the best times to visit.

1. **Itinerary Name.** Create a name for the itinerary that characterizes the theme/story you wish to convey that will capture the traveler's attention.
2. **Itinerary Overview.** Write a short description of the itinerary that would give potential travelers a good idea of what they can plan to experience and learn during the trip. You will also be asked to include details such as the total length of the byway, amount of time that might be required, suggested times of year to make the trip, and any special preparations required. You will be asked to include the following:
 - How each itinerary stop supports the Intrinsic Quality(s)
 - Ensure that the location of the stop is indicated on the route map (see section above)
 - Indicate distance to the stop, directions to and from the byway and existing signage if the stop is not immediately adjacent to the road
 - Provide the location of the stop (e.g., addresses/intersections and GPS coordinates), and dates and/or times the stop is available for traveler visits
 - Provide a photo of each stop (*only if they vary from those you have decided to provide in response to the Evidence of Intrinsic Quality(s) section above*)

In addition, you will be asked to provide an alternative text description of each photo that describes what the photo depicts. This text will be used by those who cannot see the photo, and should thoroughly describe what is depicted in the photo. This text description should be more than just a simple photo caption, but should provide sufficient detail for someone to understand what the photo depicts. Please see the NSBP Style and Image Guide at http://www.bywaysonline.org/nominations/image_style_guide.html.

3. You will be asked to list a series of related stops that collectively convey a sense of continuity. For each stop, you will provide the following:
 - If this is not the starting point of the itinerary, provide driving directions from the previous stop on the itinerary to this stop:
 - If this is not the starting point of the itinerary, indicate the distance and average driving time between the previous stop and this stop.
 - Provide a short description of this stop in the context of the itinerary that helps potential visitors understand why it was included in the itinerary and that helps make the itinerary a “whole” experience.
 - Describe how long visitors should plan to stay at this stop.
 - Describe if walking or hiking is involved, including the degree of difficulty; and the typical distance traveled.

APPLICATION SECTION 6: Planning/Sustainability

Your Corridor Management Plan is the guiding document for your organization's planning efforts. The sustainability of your byway, should it be designated, will contribute to the long-term sustainability of the America's Byways® collection.

Community Involvement and Support

Community support and the openness of the planning process are considered important components in both the designation and determination of the sustainability of a byway. Reviewers will use the information you provide in this section of the nomination application to understand how communities and partners support the Corridor Management Plan. It is important that reviewers understand the extent of local support for the byway, especially for the decision to seek designation as one of America's Byways®. As such, you will be asked to provide information that documents the following:

1. **Leaders.** Provide the name of the individual(s)/organization(s) who led the effort to develop the Corridor Management Plan (CMP)
2. **Stakeholders.** Provide a list of key participants in the planning process
3. **CMP Development.** Document how the CMP was developed and approved
4. **Objections Expressed.** Describe any significant objections to your CMP and/or nomination of the road(s)
5. **Outdoor Advertising.** Describe how you have addressed the control of outdoor advertising with your stakeholders.

As provided at 23 U.S.C. 131 (s), if a State has a State scenic byway program, the State may not allow the erection of new signs not in conformance with 23 U.S.C. 131 (c) along any highway on the Interstate System or federal-aid primary system which before, on, or after December 18, 1991, has been designated as a scenic byway under the State's scenic byway program. This prohibition would also apply to Interstate System and Federal-aid primary system highways that are designated scenic byways under the National Scenic Byways Program and All-American Roads Program.

6. **Conflict Resolution.** Provide up to five (5) brief examples of how conflicting interests or positions were managed
7. **Coordination.** Assure coordination of efforts with key organizations and industries on the corridor
8. **Cooperation.** Assure that you have the support of road management authorities responsible for each segment of the road

9. **Cooperation.** Assure that you have the support of the Federal land management agency(s) through whose lands the byway runs
10. **Nomination Development.** Describe how the nomination was developed and who was involved
11. **Public Outreach and Participation.** List actions the byway leader or organization will take to assure ongoing community involvement and citizen participation

Supporting Documentation

To facilitate review, we request that you include an *electronic copy* of the Corridor Management Plan and Letters Documenting Support. *Applicants are limited to providing these two forms of supporting documentation along with the Route Map (see Part 3) and the photos requested within the body of the nomination application (see Parts 1 and 5) . Additional documentation/attachments will not be considered.*

1. **Corridor Management Plan.** Your application must be supported by a Corridor Management Plan or set of planning documents that address the 14 points (National Scenic Byway) 17 points (All-American Road) of corridor management planning detailed in the Interim Policy.
2. **Letters Documenting Support.** Reviewers find supporting letters that document local support useful as they corroborate statements you make in your application. The most effective documentation is personalized support statements that describe the writer's relationship to the byway and expected benefits from national designation. It is also useful to see indications of how the writer will continue their support in the future.

Corridor Management Plan

To be considered for national designation, your byway must have completed and adopted a Corridor Management Plan in accordance with Section 9 of the Interim Policy. In the nomination application, you will be asked to:

- **Plan Adopted.** Provide the date your CMP was adopted. Draft CMPs that have not been adopted will not be considered.
- **Plan Update.** Indicate whether your State/Indian tribe/Federal land management agency requires that CMPs be regularly updated to reflect current priorities and if so, how often.
- **Priorities for the Next Five (5) Years.** If your State/Indian tribe/Federal land management agency does not require that CMPs be regularly updated to reflect current priorities, you will be asked to describe in ten *concise* bullet points or less your priorities for the byway for the next five (5) years.

Your byway's Corridor Management Plan must address each of the following points. In the nomination application, you will be asked to identify the principal pages in your document(s) that discuss this point and summarize the key findings or objectives from your plan.

1. A map identifying the corridor boundaries, location, intrinsic qualities, and land uses in the corridor.
2. An assessment of the intrinsic qualities and their "context" (the areas surrounding them).
3. A strategy for maintaining and enhancing each of those intrinsic qualities.
4. The agencies, groups, and individuals who are part of the team that will carry out the plan, including a list of their specific, individual responsibilities. Also, a schedule of when and how you'll review the degree to which those responsibilities are being met.
5. A strategy of how existing development might be enhanced and new development accommodated to preserve the intrinsic qualities of your byway.
6. A plan for on-going public participation.
7. A general review of the road's safety record to locate hazards and poor design, and identify possible corrections.
8. A plan to accommodate commercial traffic while ensuring the safety of sightseers in smaller vehicles, as well as bicyclists, joggers, and pedestrians.
9. A listing and discussion of efforts to minimize anomalous intrusions on the visitor's experience of the byway.
10. Documentation of compliance with all existing local, state, and federal laws about the control of outdoor advertising.
11. A plan to make sure that the number and placement of highway signs will not get in the way of the scenery, but still be sufficient to help tourists find their way. This includes, where appropriate, signs for international tourists who may not speak English fluently.
12. Plans of how the byway will be marketed and publicized.
13. Any proposals for modifying the roadway, including an evaluation about design standards and how proposed changes may affect the byway's intrinsic qualities.
14. A description of what you plan to do to explain and interpret your byway's significant resources to visitors.

Additional Requirements for All-American Road Nomination Submissions

In addition to the information requested above, All-American Road nominees will be asked to provide:

1. A narrative on how the All- American Road would be promoted, interpreted, and marketed in order to attract travelers, especially those from other countries. The agencies responsible for these activities should be identified.
2. A plan to encourage the accommodation of increased tourism, if this is projected. Some demonstration that the roadway, lodging and dining facilities, roadside rest areas, and other tourist necessities will be adequate for the number of visitors induced by the byway's designation as an All-American Road.
3. A plan for addressing multi-lingual information needs.
4. A demonstration of the extent to which enforcement mechanisms are being implemented in accordance with the corridor management plan.

Byway Organization and Stewardship. In considering a road for designation as one of America's Byways®, it is important to take into account how the intrinsic qualities for which the road was nominated will be protected, promoted and enhanced. In the nomination application you will be asked to:

1. **Byway Organization.** Describe the structure of any byway organization that currently exists.
2. **Organizational Development.** Describe plans to strengthen the organization over the next five years.
3. **Stewardship.** Provide a description of the stewardship actions and practices your byway organization intends to follow so that your Intrinsic Quality(s) remains evident or available to travelers along the byway.

APPLICATION SECTION 7: Contacts and Signatory

Please note that to be considered for national designation, nominees are required to submit their application both electronically (through the online system at www.bywasyonline.org) and in print (by submitting signed, hard copy of the application to the State, Indian tribe or Federal Land Management agency who will, in turn, submit the nomination materials to the FHWA Division Office. Federal land management agencies and Indian tribes may submit their nomination applications directly to the FHWA Division Office or through the State.

You will be asked for the:

1. **Principal Point of Contact.** Provide the name and contact information (phone number and e-mail address) for the individual who can best represent the byway and provide information that could affect the byway's nomination if questions arise during review of the byway's nomination. Ideally, this person will have driven the byway from end to end and be able to independently substantiate statements made in the nomination application.
2. **Preparer.** Provide the name and contact information (phone number and e-mail address) of the individual who prepared the 2008 nomination.
3. **State/Indian tribe/Federal land management agency signatory.** Secure the signature of the person within the State/Indian tribe/Federal land management agency responsible for submitting documents to the Federal Highway Administration, the date and their contact information (phone number and e-mail address) on the hard copy submission of the nomination application.

Nomination Application Checklist

Applicants

- ☐ The Nomination Application has been completed and supporting documentation requested as part of the application has been provided in electronic form including:
 - A copy of the Corridor Management Plan for the byway
 - An Official Route Map that complies with the specifications included in Section 3 of the application described above
 - Letters of Support
 - Images as detailed in Sections 1 and 5 of the application described above
- ☐ The Nomination Application has been submitted electronically at <http://www.bywaysonline.org/nomination/application>. As your final step, please look for confirmation noting that your application has been received.
- ☐ A signed, hard copy of the Nomination Application has been submitted to the State or Indian tribe byway coordinator or Federal land management agency contact. Again, please note that both Indian tribes and Federal land management agencies may submit Nomination Applications directly to the FHWA Division Office or through the State.

State/Indian Tribe Byway Coordinator or Federal Land Management Agency Contact

- ☐ All Nomination Applications submitted have been reviewed for completeness. *Incomplete Nomination Applications should not be submitted to the FHWA Division Office.*
- ☐ All Nomination Applications submitted have been reviewed for content and documentation and comments entered into the online review system at <http://www.bywaysonline.org/nomination/application>.
- ☐ All Nomination Applications have been submitted electronically to the FHWA Division Office. As your final step, please look for confirmation noting that your application has been received.
- ☐ All signed hard copies of Nomination Applications received have been forwarded to the FHWA Division office.

Definitions

For purposes of preparing your application, we have included a list of terms and their definitions.

Alternative Text Description is a replacement for an image, whenever the image cannot be seen. For example, Google's image search uses it to help return appropriate images. Alternative text isn't there to describe what the image looks like, in choosing a phrase to use for the alternative text, think about what the image expresses. Finally, a caption is **not** an alternative text description.

Corridor means the road or highway right-of-way and the adjacent area that is visible from and extending along the highway. The distance the corridor extends from the highway could vary with the different intrinsic qualities.

Corridor Management Plan means a written document that specifies the actions, procedures, controls, operational practices, and administrative strategies to maintain the scenic, historic, recreational, cultural, archeological, and natural qualities of the scenic byway.

Federal Land Management Agency means the U.S. Forest Service, Bureau of Land Management, National Park Service, and the Bureau of Indian Affairs, and their scenic byways programs.

Federal Land Management Agency Scenic Byway means a road or highway located on lands under Federal ownership which has been officially designated by the responsible Federal agency as a scenic byway for its scenic, historic, recreational, cultural, archeological, or natural qualities.

Indian Tribe Scenic Byway means a road or highway that has been officially designated by the responsible Indian tribe through legislation or some other official declaration for its scenic, historic, recreational, cultural, archeological, or natural qualities. An official declaration is an action taken by that of an individual, board, committee, or political subdivision acting with granted authority on behalf of the Indian tribe.

Intrinsic Quality means scenic, historic, recreational, cultural, archeological, or natural features that are considered representative, unique, irreplaceable, or distinctly characteristic of an area.

Local Commitment means assurance provided by communities along the scenic byway that they will undertake actions, such as zoning and other protective measures, to preserve the scenic, historic, recreational, cultural, archeological, and natural integrity of the scenic byway and the adjacent area as identified in the corridor management plan.

National Significance (All-American Road) means characteristics that are nationally significant; Explain and justify what is special, significant or unique about your byway in relation to the two (2) Intrinsic Qualities for which you are nominating the road (i. e.,

attributes your byway has that others may not possess and why they are nationally significant).

Regional Significance (National Scenic Byway) means characteristics that are representative of a geographic area encompassing two or more States. Explain and justify what is special, significant or unique your byway in relation to the primary Intrinsic Quality for which you are nominating the road (i. e., attributes your byway has that others may not possess) and why it is regionally significant to a geographic area encompassing two (2) or more States. (Essentially how it compares to other roads in the region.)

Scenic Byways Agency means the Board, Commission, Bureau, Department, Office that has the responsibility for administering the State, Indian tribe or Federal land management agency's scenic byways program activities.

Scenic Byway means a public road having special scenic, historic, recreational, cultural, archeological, and/or natural qualities that have been recognized as such through legislation or some other official declaration. The terms "road" and "highway" are synonymous. They are not meant to define higher or lower functional classifications or wider or narrower cross-sections. Moreover, the terms State Scenic Byway, Indian Tribe Scenic Byway, Federal Land Management Agency Scenic Byway (U.S. Forest Service, Bureau of Land Management, National Park Service and the Bureau of Indian Affairs), National Scenic Byway, or All-American Road refer not only to the road or highway itself but also to the corridor through which it passes.

State Scenic Byway means a road or highway under State, Federal, or local ownership that has been designated by the State through legislation or some other official declaration for its scenic, historic, recreational, cultural, archeological, or natural qualities. An Official Declaration is an action taken by a Governor or that of an individual, board, committee, or political subdivision acting with granted authority on behalf of the State.

Wayfinding is essentially a succession of clues comprising visual, audible systems that allow travelers to find their way to and from a place. Wayfinding, or wayshowing, a term that is also used in the byway community, is really about communicating with your traveler at appropriate stages of the byway experience. It can take many forms, with technology playing an increasingly larger role. The America's Byways Resource Center website is a great source of information on wayfinding and wayshowing. Please see <http://www.bywaysresourcecenter.org/topics/visitor-experience/wayshowing/>.