The Palouse Scenic Byway Corridor Management Plan

February 2006
THE PALOUSE SCENIC BYWAY

CORRIDOR MANAGEMENT PLAN

Chapter 1 – Introduction

The Palouse Scenic Byway is a 208-mile corridor of unique rolling hills providing leisurely enjoyment of this historic area including scenic views, recreation areas and open-space habitat, safely shared by people walking, bicycling and driving. The byway's communities welcome visitors, and work to preserve The Palouse Scenic Byway’s historical and natural heritage.

The Palouse Scenic Byway combines commercial and farm transportation with natural splendor. In doing so each community works to increase awareness, support, and appreciation for contributions of the farm community as well as preserve and enhance natural and historic values along the byway.

The Palouse Scenic Byway retains its scenic quality of winding historic roads providing access to changing agricultural landscape and scenic views and connecting the small communities of Whitman County. Protecting the agricultural-based landscape is a high priority since it provides the essential seasonal variations for the Byway's stellar scenery and insures its future for visitors and residents alike.

1.1 Vision Statement

The Palouse Scenic Byway preserves, protects and interprets historic, cultural and natural resources associated with The Palouse region. In doing so, it will help stimulate tourism and economic development, thereby improving the quality of life for the region’s residents and providing the opportunity for visitors to appreciate the uniqueness of the Palouse Region.

1.2 Goals and Objectives

Goal #1 Identify The Palouse Scenic Byway as a unique discovery experience in the region and the State.

Until now, the Byway has not been promoted as a specific discovery opportunity within the region or the state. The economic benefits along the Byway from increased awareness are important to all the Scenic Byway communities. It is also essential that promotion of the Byway continue to be synchronized with available resources and goals of local residents and interest groups.

Objective #1 Strategies

1. Develop a comprehensive signage plan to give all travelers point of need information to destinations, sites, experiences, and facilities.
2. Design and produce The Palouse Scenic Byway marketing brochures and materials which identify the Byway's location, theme, storylines, destinations, experiences, and major gateways for travelers.

3. Work with the Office of Trade and Economic Development to develop a special Scenic Byway section to highlight The Palouse Scenic Byway route and other identified Scenic Byways on the “Experience Washington” website.

4. Work with the Washington Tourism and Recreation Development Association to develop promotional programs for the Byway, which compliment the Byway theme and recognition of the overall regional identity.

5. Develop individual topic-related resource promotions and packaged information for specific interests and resources along the Byway.

**Goal #2 Develop appropriate marketing and promotion of the Byway’s resources in accordance with the desires of the Byway communities.**

During the Byway planning process, one of the most important concerns expressed by Byway residents was the desire to maintain the qualities of the Byway as determined by each of the communities. This demonstrated great personal concern and investment in the Byway’s resources and opportunities, as well as a pronounced desire to showcase the promotions and Byway activities to those that reflect the personal character and values of the Byway communities and residents.

**Objective #2 Strategies**

1. Create marketing programs that encourage appropriate economic development while reflecting the culture and the local flavor of Byway communities.

   Develop a Marketing and Promotion Committee within The Palouse Scenic Byway Committee with representation from each of the communities and the County to develop and review all Byway marketing and promotion efforts (include local business operators and service providers).

   Develop a calendar of Byway local events to support each community and resource’s efforts and include in all appropriate Byway materials and promotions.

   Provide opportunities for review of the Marketing and Promotion Program; i.e. chambers of commerce, community groups, agencies and business operators.

2. Review resources identified during the planning process that should not be included in Byway or local marketing efforts (this could include either public or private resources or attractions).
The Marketing and Promotion Committee could maintain this list and make it available to other local organizations to avoid marketing these and other special sites as they are identified.

3. Develop and maintain a website to provide resource, opportunity and traveler information. This may be a separate site developed by The Scenic Byway Committee or in partnership with other organizations along the Byway who have existing web pages, providing links to local chambers of commerce, outfitters and guides and the OTED division of Tourism.

**Goal #3 Provide local awareness of the Byway’s resources and opportunities.**

Nearly two thirds, 63%, of the visitors to the region and the Byway are here to visit family and friends. With local residents being the primary contact and information source for travelers, it is critically important to provide marketing, promotion and education for local Byway residents. Local residents not only provide a key source of information to visitors as friends and families, but also as they interact with travelers in their day-to-day work. Also, as Byway residents implement the long-term management of the Byway, it is very important that they have a clear understanding and appreciation of the Byway and its resources and opportunities. This understanding enhances appreciation of the Byway and encourages appropriate management decisions, which support the desires of Byway residents and the limits of the resources. After all, residents not only have the most to gain from an appropriate and effective marketing strategy, but also the most at risk if the strategy is inappropriate.

**Objective #3 Strategies**

1. Develop a regular local newspaper series on the resources and opportunities available on the Byway.

2. Develop and incorporate Byway informational presentations at appropriate community groups and service clubs such as Kiwanis, Rotary, Sr. Citizen functions, etc.

3. Arrange a Byway tour with reporter and cameraman to develop a Byway feature story.

4. Work with local school districts to organize field trips along the Byway and to specific resource sites.

5. Coordinate with the Interpretation/Education Committee effort to develop Byway educational materials for distribution to the local schools to augment their Washington State History curriculum.

6. Develop and distribute an annual Palouse Scenic Byway newsletter to highlight the Byway’s resources, attractions and opportunities (this could be used for both
Goal #4 Coordinate with other local, regional and statewide programs including state and federal Byway programs.

Although The Palouse Scenic Byway includes many unique and spectacular resources and scenic views, it is not widely known beyond the local area and the region. One of the best opportunities for improving exposure and awareness of the Byway and resources is to coordinate marketing and promotion efforts with existing and future regional and statewide programs. Coordination and partnerships not only expand awareness and visibility for the Byway, but also leverage Byway promotion efforts as part of larger, more extensive and perhaps more elaborate marketing efforts. Partnerships will also be cost effective for the Byway and local communities.

Objective #4 Strategies

1. Identify and partner with representatives from all local Chambers of Commerce, the Washington State Scenic Byway Advisory Committee, the OTED division of Tourism Development / Washington Travel Council, and the Washington State Department of Transportation.

2. Participate in the annual marketing plan development of related organizations to encourage appropriate representation of the Byway and its resources.

3. Provide copies of all Byway marketing and promotion materials to related organizations for their use and information and incorporate others with Byway promotions as appropriate.

4. Partner with local and regional organizations attending regional trade shows to include and disseminate Byway information; brochures, event calendars, flyers and other promotional materials.

Goal #5 Provide linkage information on related and adjacent resources and attractions

There are many unique and wonderful resources and attractions adjacent to the Byway. Although they are not technically Byway resources, they are discussed in the Corridor Management Plan due to their importance to the local Byway communities and because the Byway provides the primary, and sometimes only access to these sites. The Palouse Scenic Byway and its marketing and promotion efforts will provide the linkage between the Byway promotions and related resources and opportunities. These will
primarily be a function of signage and information referral to related resources and community organizations, such as chambers of commerce, and resource management entities.

Objective #5 Strategies

1. Coordinate with local communities and organizations to assist in development and promotion of related and complimentary loop and resource tours.

2. Include loop tour and resource information in all appropriate Byway promotional efforts and materials.

3. Develop and implement a consistent and coordinated signage system along the Byway designed to direct travelers to adjacent resources, attractions and opportunities as identified by local communities and organizations (see Byway Interpretation/Education Program).

Goal #6 Coordinate the Marketing and Promotion Program with the Byway Interpretation/Education Program

In order to insure that the marketing strategy is both effective and appropriate, it must be closely coordinated with the opportunities identified in the Interpretation/Education Program. In fact, many of the resources that could be promoted will only be appealing and informative to travelers because of the educational opportunities developed through the Interpretation/Education Program. Destination centers, wayside stops, visitor centers, educational opportunities programs, tours and related facilities will be highlighted in the Marketing and Promotion Program. By comparison, it is also important that resources and opportunities that are not adequately prepared for viewing and visitation are not included in the Marketing and Promotion Program.

Objective #6 Strategies

1. Maintain sub-committees within the The Palouse Scenic Byway Committee for Marketing and Promotion and Interpretation / Education.

2. Incorporate results of marketing and traveler surveys in the design of Interpretation / Education strategies.

3. Develop and utilize the Byway logo and design guidelines in all appropriate materials, signage, etc.

Goal #7 Develop marketing activities to support desired uses and interests of travelers

The marketing and promotion of The Palouse Scenic Byway is new and therefore will involve fresh approaches and marketing activities. Eastern Washington already knows
much information about the needs and patterns of travelers. The results of recent traveler surveys and market research compiled as part of the development of the Rural Tourism Development Plan, and from the planning efforts of OTED, both provide valuable insight as to the desires of travelers. As new information and evaluations are received from travelers, these too should be included in the Marketing and Promotion Program.

Objective #7 Strategies

1. Develop promotions for Byway recreation opportunities.

   Develop a “recreational” guide to the Byway. Work with local outfitters and guides to develop cooperative recreation opportunities and promotional programs for travelers; such as day trips, hikes, and educational tours. Specific brochures could be developed to include opportunities, locations, and related maps to locate recreation sites and services. These brochures could be provided to travelers at entry points to the Byway and related locations along the Byway. Provide information for travelers regarding the availability of individual and un-guided recreation opportunities such as hiking, bicycling, golfing, swimming, boating, fishing.

2. Promote “driving tours” of Byway and related resources in cooperation with Byway communities and related organizations.

3. Develop and promote specific Byway bus tours and side trip packages to capture existing bus tours.

4. Develop strategies to increase use in the off-season. Expand and target winter use and off-season use along the Byway.

Goal #8 Keep the Byway material current, appropriate and effective

The key to long-term success lies in the ongoing review, evaluation and modification to meet current needs, changes or new goals. New information will be learned, community priorities may change and traveler’s expectations will evolve. To maintain an effective Program, ongoing review and evaluation is needed.

Objective #8 Strategies

1. Develop and implement traveler surveys to evaluate existing programs and plan new strategies.

   Written surveys, mail out surveys, Internet surveys and informal discussion by resource operators and businesses. Surveys could be annual as a minimum or associated with special events and promotions.
Identify the location and spending of travelers in the Byway.

2. Contact local businesses, managers, and organizations to determine results of marketing and promotion strategies.

3. Track internet web site hits

**Goal #9 Interpretation**

Objective #9 Strategies

1. Contract with a firm to provide an interpretation plan.

2. Provide an opportunity in The Palouse Scenic Byway Committee for review of all interpretive education programs prior to developing marketing and promotion activities.

**1.3 The Palouse Scenic Byway Project Prospectus**

The purpose of the Byway is to create and enhance community and economic development throughout the Palouse Region on a year-round basis. We believe in and support the coordination of the enhancement and preservation of the natural scenic beauty and historic character of the Palouse Region. We believe community partnerships are the key to successful creation, implementation and maintenance of an overall corridor management plan for the Palouse Region.

The stories to be told in the area include the great Missoula flood carving out the channel scablands, tribal history, the geology of the rolling hills, varied agricultural crops, the Snake River and Dams, Washington State University, small rural communities, local museums, as well as intrinsic natural and historic features.

The balance of changes over time and current conditions produces historic integrity. Both authentic and alive, the Palouse represents a nationally and internationally significant rural historic landscape. The Palouse provides scenic, economic, ecological, social, recreational and educational opportunities to understand both past and present American agriculture.

**1.4 Implications of Corridor Planning**

Impact Assessment

The Byway should keep abreast of the traffic patterns. The WSDOT publishes traffic data annually on six highways that comprise the corridor. The average daily traffic volumes for the segments and the accident records will be valuable in assessing the impact of improvements suggested by the Byway plan. Visitor studies underway and previously completed are a source for evaluation of the byway’s marketing strategies.
A possible survey of visitors at locations on the Byway would also provide information to The Scenic Byway Committee on the reception of the Byway strategies.

In order to properly protect and preserve the Palouse Scenic Byway, the threats to its unique character must be understood. Listed below are land use and development trends that could alter the distinctive quality of the byway:

**Use of non-designated pull-offs**
Currently much of the Byway has limited designated pull-offs where scenic views may be enjoyed. Motorists who stop to take photographs or view the scenery are a potential safety risk to other road users and endanger their own safety.

**Use of roadside safety materials that contrast with scenic and natural features.**
Scenic qualities should be taken into account for every construction project. As a designated scenic byway, The Palouse Scenic Byway qualifies for special design considerations. Implementing unique specifications, however, will require the diligence and cooperation of both local township residents and officials, the Whitman County Public Works Department and Washington State Department of Transportation staff to ensure that roadside features comply with both WSDOT safety regulations and the preservation and protection goals expressed in this document.

**Use of inappropriate signage materials**
WSDOT’s roadway signs are the most prominent signage along the corridor. The few small billboards that do exist throughout the corridor primarily represent local businesses and do not pose a threat to the scenic value at current use. The Whitman County Zoning Ordinance encourages the use of sign materials that are appropriate, although it does not require them to be made this way. The Whitman County Commissioners also adopted Resolution No. 059318 (see Attachment C) on February 25, 2002 agreeing to abide by the Scenic Vistas Act of 1971 for both state and national scenic byway designations.

**Disruption of present vegetation patterns**
Construction and new development present the largest threat to the present vegetation patterns throughout the corridor. The removal of vegetation during construction can cause minor or dramatic changes in the immediate environment.

**Balancing roadside safety with aesthetics**
Safety is of primary importance along the roadway. Preserving and protecting the natural, cultural, and scenic character of the corridor is an equally important goal. Speed and road design both influence safety. This plan does not suggest widening, straightening, adding shoulders, changing the speed limit, or changing the physical appearance of the road in any way. Safe design related to intersection configuration, vehicle stacking, and safe turn angles should be encouraged.
Communicate regularly with WSDOT and other government agencies
Should the Washington State Department of Transportation determine that a change to the roadway is necessary to ensure or improve safety, projects should be implemented that balance safety, aesthetics, and cost effectiveness. Local communities should partner with WSDOT to determine creative ways to solve safety challenges. This partnership will only occur if the interests of the community are effectively communicated to decision-makers. The Road Design Guidebook is the document used by WSDOT to determine where special design considerations and documentation may be required to justify projects that do not meet traditional specifications. As a designated scenic byway, The Palouse Scenic Byway qualifies for a number of special considerations. Local communities should communicate regularly with WSDOT and County Road Commission officials regarding their interests regarding projects planned for the corridor. If possible, residents should schedule an annual meeting with staff, attend a regularly scheduled meeting, request to be on a mailing list to receive meeting minutes, or get copies of annual work plans or progress reports. WSDOT officials should take every opportunity to contact local officials regarding corridor-related concerns or projects.

Enforce the existing regulations
Ensuring that regulations related to speed of traffic, noise, and nuisances are enforced will assist in the protection of community character and benefit aesthetics. Instead of lowering the speed limit along the road, which would require an in-depth state level study and analysis, this plan recommends that this issue be dealt with through enforcement. Enforcing anti-litter laws would also benefit aesthetics.

Review & coordinate plans
Towns should compare the goals of the Corridor Management Plan with existing plans, such as Master Plans, Future Land Use Plans, or Parks and Recreation Plans. Many of these documents express similar intentions: to protect or preserve a particular scenic quality, natural feature, or landscape aesthetic. Towns should also review the county zoning ordinance to ensure that the intention of their master plan will be fulfilled by the existing regulations.

Encourage good outdoor lighting
Good outdoor lighting improves visibility, safety and security. For outdoor lighting that is simple and affordable:

• Light the ground, not the sky.
• Use a uniform lighting pattern, and avoid sharp contrasts.
• Choose a light fixture that has a full cut-off design.
• Only be placed where it is really needed.

Coordinate marketing and interpretation activities
A marketing strategy is useless without something to market. The project list identifies specific projects that communities can implement along the corridor to preserve and enhance inherent qualities.
The curves and rolling hills render parts of the The Palouse Scenic Byway a road less traveled by commercial vehicles, a characteristic that local communities would like to continue. Therefore, the marketing strategy should focus on promoting appropriate use for the road. The strategy consists of several key components:

1) Create and post directional signage at the beginning and end, and at points along the corridor that informs travelers of their route options.

2) Develop brochures that include information pertaining to the scenic, historic, and natural character of the roadway. Brochures could be made available at local businesses, museums, and area chambers of commerce.

3) Partner with regional visitor information centers to market the Palouse Scenic Byway as a scenic byway. Partner with the American Automobile Association to responsibly market the route in tourism trade publications.

4) Work with WSDOT to responsibly market the route on state maps and websites.

Focus on communication
Communicate regularly with elected officials in towns to keep informed about development plans in the region that may affect the byway corridor. In addition the Scenic Byway Committee must effectively communicate with the Whitman County Public Works Department, Washington State Department of Transportation, and local citizens to ensure successful implementation of the Corridor Management Plan.

1.5 Scenic

A rural historic landscape is defined as a geographical area that historically has been used by people, or shaped or modified by human activity, occupancy, or intervention, and that possesses a significant concentration, linkage, or continuity of areas of land use, vegetation, buildings and structures, roads and waterways, and natural features. Spatial organization, concentration of historic characteristics, and evidence of the historic period of development distinguish a rural historic landscape from its immediate surroundings.

1.6 Recreational

Four distinct seasons on the Palouse offer year-round recreational opportunities. Warm weather and lush green springs and summers allow for boating/sailing, hang gliding, horseback riding, hiking, biking, golfing, hunting, fishing, sightseeing, camping, picnics and swimming. The fall offers a dramatic change in color and continued opportunities for fishing, hunting, sporting events and observing wildlife. With winter, visitors can enjoy cross-country skiing, snowmobiling and quiet interaction with local residents.
1.7 Planning Process

The development of The Palouse Scenic Byway Corridor Management Plan has been accomplished through a collaborative process under the overall direction of the City of Pullman and Pullman Chamber of Commerce and Whitman County, the project sponsors. The City of Pullman supported the project in the best interests of residents along the Scenic Byway in Whitman County. The City of Pullman provided the funds required for the Corridor Management Plan.

The City of Pullman also recognized that the Corridor Management Plan would only be viewed with credibility if it were developed through a quality participatory planning process that incorporated the needs, desires and philosophies of the variety of communities and residents along the Scenic Byway. Representatives from communities within the Palouse Region have participated throughout the planning process.

1.7.1 Background on The Palouse Scenic Byway

The City of Pullman invited representation from each of the Byway communities, the County, elected officials, related organizations and residents along the Byway to participate in The Palouse Scenic Byway Committee.

A Scenic Byway Committee was formed in June 2001 and held regular meetings on a monthly basis throughout the planning process. The Committee contributed many critical components of information to the Byway planning process. They provided the basic tenets for the overall perspective of the plan, which are illustrated in the Byway “Vision”, Goals, and recommended actions. These basic tenets of the Corridor Management Plan set the parameters for the detailed components and recommendations to follow.

The Scenic Byway Committee served as primary planning participants and as liaisons for communication with local communities, residents and entities along the Byway. They also assisted in development of the Byway resource inventory, contributed photographs of Byway resources and attractions, and participated in the development of many of the Byway Plan’s primary recommendations. The Committee provided a detailed review of the Preliminary Draft Byway Plan to insure that modifications incorporated into the Final Plan reflected the needs and desires of the committees, local entities, and residents.

Subcommittees

The purpose of the Subcommittees was to provide a structure for varied representation and input to guide the development of a workable plan representing the full range of interests along the Byway. A list of the members of the Subcommittees is included in the appendix of the plan.
Public participation

It is the primary purpose of this Corridor Management Plan to represent the needs, concerns and desires of local entities and Byway residents regarding the use and management of The Palouse Scenic Byway. Therefore, to compliment the input from the Subcommittees, the planning process included a series of presentations to communities and organizations to comment on Byway issues, provide input regarding local implementation strategies, and identify priorities for both promotion and protection of Byway resources. The format for the presentations was informal and included an overview of the Corridor Management Planning process, opportunities for comments, and recommendations on specific Byway management issues as well as time to gather general comments and concerns. Comments regarding Byway use and management were appropriate and insightful.

The public was also given opportunity to provide both written and verbal comments on the Preliminary Draft Byway Plan. The Preliminary Draft Byway Plan was presented at an open public workshop and participants were provided opportunity to make comments, which were recorded, for future reference and consideration for incorporation into the Final Plan. In addition, a Preliminary Draft Plan was mailed to everyone who had expressed interest in the Corridor Management Plan during the process, with a 60-day opportunity to provide comment and suggestions for consideration in development of the Final Plan. Finally, public notification was also provided through local media to provide opportunities for anyone to obtain a copy of the Preliminary Draft Corridor Management Plan for review and comment.

All Byway planning meetings during the process were open to the public. Everyone with an interest in the Byway was encouraged to attend.

Agency Participation

The committees and the public reinforced their wishes throughout the planning process that the implementation of any options in the Corridor Management Plan must only be pursued through existing local agencies, cities and the county. To improve applicability of the Corridor Management Plan, cities, the county, and management entities must be involved in the overall design of the Palouse Scenic Byway Corridor Management Plan and the strategy for implementation. All related agencies that could be involved with implementation were invited to participate in the development of the Plan. These included cities, the county, elected officials, highway districts, city and county planning and zoning departments, Washington Department of Parks and Recreation, Washington Office of Trade and Economic Development, and the Washington State Department of Transportation.

Some agency representatives participated on the Scenic Byway Planning Committee and in public meetings. Through the public meetings it was determined that
communities and the county wanted flexibility to implement the Corridor Management Plan according to the individual needs of their residents. The Corridor Management Plan strongly supports local control in the consideration and implementation of any Plan options, goals, recommendations and strategies to support the management of the Byway.

Byway Organization

Every opportunity must be taken to generate regional support and commitment to the scenic byway designation and to the development and eventual implementation of the Corridor Management Plan. A Scenic Byway's success can be assured only if local residents, business owners and public officials understand and support the designation and have a sense of participation and ownership of the vision statement, goals, objectives, and strategies outlined in the Corridor Management Plan. Therefore, development of a Corridor Management Plan includes a concerted effort to actively engage the public throughout the process. This can be done by creating a broad-based Scenic Byway Planning Committee to oversee the development of the Corridor Management Plan; conducting informative public meetings; involving citizens in small Subcommittees to develop elements of the plan based upon their interests and expertise; keeping people informed of the Corridor Management Plan effort through newspaper articles; and many other techniques tailored to the needs of the specific county or communities.

The continuation of the Scenic Byway over time will need a capable management entity (or sponsor group) responsible for day-to-day coordination and advocacy of the highway. The Plan should describe the management entity for the Scenic Byway, identify the principal partners (e.g., highway departments, tourism agencies, chambers of commerce, county government, citizens groups, etc.), and include a list of their specific, individual responsibilities. The Plan should include a letter of intent (i.e., commitment) from strategic partners of support for the Scenic Byway's designation and their participation in the Corridor Management Plan's implementation.

A letter of intent or resolution of support by local governments (from the chief elected official or body) with jurisdiction along the roadway should be obtained, indicating support for the designation and intent to incorporate the following items in local land use plans: a map that shows the Scenic Byway corridor, the Byway vision statement and the goals, objectives and strategies related to the specific local government.

Any of a wide range of organization types may be appropriate for the Palouse Scenic Byway and the type will probably need to change over time. The most appropriate will depend on the volunteers and resources available and the tasks at hand over a period of time.

Proposed Permanent Organization for The Palouse Scenic Byway
The Scenic Byway Committee developed and adopted the following structure to provide a format for the organization and function of the permanent The Palouse Scenic Byway Organization. Formal appointments will be made within 60 days following the completion of the final Corridor Management Plan.

**Executive Committee**

The Executive Committee comprises progressive leaders of the region. Members offer solid experience, insights, and networks to be employed as necessary to achieve the ambitious agenda The Palouse Scenic Byway has set. The Executive Committee represents a cross-section of the region's leadership, with members drawn from major local corporations, private-sector professionals, municipal officials, state agencies, local education institutions, and the farming community. The Executive Committee acts also as Chair and Vice-Chair, Secretary, and Treasurer for the Committee. If the Chair is from private sector, the Vice-Chair should come from public (or vice-versa). The Secretary and Treasurer can be from either.

**Scenic Byway Committee**

The Scenic Byway Committee is an advisory body representing a cross-section of the byway's partners. Federal, state, and local public entities are represented, as are the region’s communities, prominent attractions, sites, and several private entities that play important roles. The guidance offered by the Scenic Byway Committee is invaluable, as they refine programs and develop strategies for future endeavors. Chairs of sub-committees should come from the Committee, although membership could be made up of both Committee members and outside members. Quorum would be seven people as long as public and private sectors each have at least two representatives.

**Public representation:** 1 each, to be appointed by each community.

- Whitman County
- City of LaCrosse
- City of Colfax
- City of Pullman
- City of Colton
- City of Uniontown
- City of Palouse
- City of Oakesdale
- City of Garfield
- City of Tekoa
- City of Rosalia
- Port of Whitman
- Whitman County Historical Society
- Washington State University
- Washington State Department of Transportation
- Area tribes
Private sector representation: selected by Business Associations, Chambers of Commerce/Economic Development Associations or historical societies in those communities. One each from the Pullman, Palouse, Colton, Uniontown, LaCrosse, Colfax, Tekoa, Oakesdale, Garfield, and Rosalia areas.

Five-year Implementation Program

The Corridor Management Plan for The Palouse Scenic Byway is a document to assist the communities along the Byway to develop and maintain this resource. The Scenic Byway Committee, comprised of leaders in this community, has contributed many hours of work in the development of this Plan. The Corridor Management Plan defines the Byway, makes suggestions for improvements, outlines a promotion and marketing strategy, and identifies responsibility for implementing the plan. The Corridor Management Plan should include a detailed Implementation Program covering the first five years. The Implementation Program outlines the sequence of actions that the Scenic Byway Committee will perform or oversee in an effort to meet the goals, objectives and strategies and, ultimately, achieve the Byway vision. The Implementation Program should provide specific monthly and yearly milestones for actions stating who is responsible for each. The Program should include a schedule and performance measures for the continuing review of how well responsibilities are being met.

Implementation Program Phases

The initial phases of the Implementation Program for the The Palouse Scenic Byway must have elements that can be implemented in the short term, will have a visible impact, and are realistic in terms of available resources. These should contribute to the development of more long-term projects, which should continue to enhance and deepen the overall interpretation of The Palouse Scenic Byway, while drawing more visitors and enabling greater sustainability for partners. Finally, the Implementation Program must be able to attract funding from new business, non-profit, and governmental sources. The following are elements of a basic program that include both short-term and long-term projects. Phasing, priorities, and organizational issues are addressed in the following sections, together with more detailed instructions about carrying out the specific projects. Project partners will work within the theme and storylines of the Palouse Scenic Byway, serve as hosts and orientation points, and establish and promote linkages to other partners.

The 5-year Implementation Program will establish a stable foundation for the Palouse Scenic Byway, and provide the basis for new organizations and activities that may develop. This Corridor Management Plan stresses implementation, with the intent of bringing about the recommendations over a number of years in a geographically broad area. Implementation will be a continuous process – following up on policies and projects and checking various proposals against the Plan. As conditions change, departures from the Plan will occur and the Scenic Byway Committee will want to note changes in order to provide continuity of implementation. In anticipation of such events, the Scenic Byway Committee will need to review key Plan elements periodically to
ensure that the Plan reflects current conditions. Key Plan elements include the 5-year Implementation Program, Interpretation Plan, Marketing Plan, partnering, and effectiveness in preserving critical physical and cultural resources. A review of the Plan will normally occur during development of the annual Byway Work Plan. A more detailed evaluation of the Corridor Management Plan will take place every other year where formal changes or amendments to the plan may be proposed. Performance indicators are recommended as a means of measuring plan effectiveness in achieving implementation milestones. The Palouse Scenic Byway Committee has identified the following projects to take priority in the improvement of the Byway corridor:

**Implementation**

**Priorities (Initial Byway-wide Grant Projects)**

- **Visitor Center and Public Restroom Site Assessments**
  A site assessment to gather information for visitor center and public restroom building projects throughout the byway. The assessment will help communities to gather the technical and architectural information needed for their building projects to gain grant funding in the future.

- **Interpretation Plan**
  The interpretation consultants will gather information, help us develop a theme, determine sites for interpretation and develop a cohesive byway-wide plan for telling the story of the Palouse. The plan will then be added to the corridor management plan for future grant funding.

- **Initial Marketing Efforts**
  We will take some of the Tier 1 marketing components from the strategic plan and start implementation of those projects. Initial thoughts are a map/brochure and web site.

- **Signage**
  Signage for phase 1 will include trail blazers throughout the byway, gateway signage at byway entry points and crop signage.

**Project List**

**Tier 1 – Infrastructure of Byway and County-wide Projects**

Tekoa Depot Rest Stop with Interpretive Center  
Lacrosse Visitor Kiosk and Restrooms  
Rosalia Visitor & Interpretive Center and Public Restrooms  
Colfax Visitor Center and Public Restrooms  
Garfield Visitor Kiosk and Restrooms  
Palouse Visitor Kiosk  
Uniontown Visitor Center  
WSU Visitor Center Information Kiosk  
Marketing Efforts  
Trail Blazer Signs and Byway Marker Signs at City Entrances
Gateway Signs
Crop Signage

**Tier 2 – Indirect Visitor Amenities**

Tekoa RV Park
Rosalia RV Park
Palouse RV Park
Colfax RV Park
Milwaukee Bridge & John Wayne Trail
Tekoa Mountain Improvements
Steptoe Battlefield Monument Site Improvements

**Tier 3 – Interpretation and Community Projects**

Historic Building Plaques – County Wide
Historic Walking Tour Brochure
Boomerang Museum
Rosalia Museum
Tekoa Museum
Colfax Museum above Whitman Mall
Union Pacific Walking & Bike Trail
AM Radio Broadcast
Spokane & Inland Empire Railroad Interpretation
Interpretation of sites within communities (in addition to county-wide efforts)
Colfax Trail Along River
Pullman’s Downtown River Walk
Bicycling Map
Dahmen Barn Agricultural Museum

**Other Worthwhile Projects**

Tekoa Empire Theatre
Tekoa Mini Mall
Community Welcome Signs
Park Development in Lacrosse
St. Elmo’s Building Restoration
Restoration and Beautification of Downtown Colfax
Renovation of Historic Buildings in Colfax
Colfax Parking Lot
Garfield Directional Signage to Park, Pool, Restrooms
Chapter 2 – Transportation

2.1 Road Safety Record Review

The Palouse Scenic Byway Safety Committee with the help of the Washington State Department of Transportation reviewed accident reports from 12/31/98 through 12/31/2001 on all sections of the Palouse Byway. The following locations were identified as the most significant problem areas.

SR 26 from Colfax to the Whitman County line three locations were identified:

MP 117.48 – MP 117.59 Young Rd.

There were three accidents in this proximity. Two rear-end accidents and one overturn on ice. Young Rd. is the area where there is a safety rest. There are no turn lanes at Young Road.

MP 129.3 Colfax Airport Rd. / Fairgrounds Rd.

One rear-end and one crash into a ditch. Icy roadway and speed may have been factors in this collision. This intersection is the cutoff road for students traveling to and from WSU. The students turn from the airport road onto SR26. A right turn deceleration lane is provided for traffic leaving SR26.

MP 132.64 – MP 132.75

Three non-domestic animal hits.

SR 194 from the Whitman County line to Pullman three locations were identified:

MP 6.44 Almota & Goose Creek Rd.

T-Intersection - two accidents, one crash occurred on wet surface conditions and the other occurred on icy surface conditions. Both were intersection related.

MP 13.78

Reverse curves - possibility of long periods of shade exist due to roadside vegetation and terrain.

MP 18.32 Wawawai – Pullman Rd. & Wilbur Gulch Rd. Intersection
Five accidents - all at a T-Intersection. Four of the five were cited for exceeding safe speed, the other cited for disregarding a stop sign.

US 195 from the Idaho border to the Spokane County Line 6 locations were identified:

MP .02 – MP .09 Idaho 95 Interchange area

Six accidents in the interchange area. Exceeding safe speed were cited in three of the six.

MP 11.6 Meyer Rd.

Two accidents related to left-turning traffic. There is no left turn channelization at Meyer Road. The approach is on the outside of a horizontal curve.

MP 19.94 – MP 19.96 US 195 / Grand Ave I.S.

Six accidents were intersection related, including three entering at angle (turning in front of other traffic). One rear-end, one crossing centerline striking the front of another vehicle, and one jackknifed truck.

MP 22.39 SR 270

Two accidents, both intersection related, involved traffic turning toward Pullman, onto SR270 in front of oncoming traffic

MP 26.5 – MP 26.54

There were three accidents in the proximity, two of which were crossing over centerline. This area is at the end of a horizontal curve transitioning into a vertical curve.

MP 33.44 – MP 33.56 Prune Orchard Road vicinity

There were four accidents in this area. Two rear-end accidents and two crossing over center line. Three of the four accidents were attributed to following too close and exceeding safe speed. The other cross-over listed no contributing factors. There is a deceleration lane for southbound traffic. There is no other channelization at Prune Orchard Road.

2.2 Highway Systems Plan (HSP) for the routes within The Palouse Scenic Byway.

The HSP assesses future transportation needs through a collaborative planning process with local governments, regional planning agencies and private transportation providers to ensure that the transportation system provides convenient, reliable, safe, efficient and
seamless connections and services. In short, the HSP includes proposals for mobility, safety, economic initiative and environmental improvements to our highway system over the next twenty years.

2.3 Proposed improvements include:

Mobility Strategies

US 195, MP 22.61 to MP 35.01         SR 270 to Parvin Road   Additional lanes
US 195, MP 37.63 to MP 47.99         Colfax to SR 23        Additional lanes
US 195, MP 47.99 to MP 62.33         SR 23 to SR 271         Additional lanes

Safety Strategies

US 195, MP 39.18 to MP 39.7          Colfax Scenic Viewpoint Vic.   Install barrier and set back rock cut

Economic Initiatives

None listed

Environmental Retrofit Strategies

SR 194, MP 1.2 to MP 1.2            Little Almota Creek tributary to Snake River - Improve structure to eliminate fish barrier

2.4 Traffic Accommodation Plan:

Normal commercial traffic on the Palouse Scenic Byway includes semi truck traffic, service vehicles and mass transit vehicles. These use patterns have been accommodated by the Washington State Department of Transportation planning along all routes of the byway. There are however distinct seasonal commercial traffic patterns unique to the Palouse Scenic Byway. These include:

1. Transporting of equipment in the early spring for planting.
2. Transporting of equipment and harvested crops during July and August.
3. Transporting of equipment in the late fall for field preparation and planting.

In addition to these commercial use patterns Washington State University creates some additional passenger vehicle and mass transit traffic in May after spring semester, in August before fall semester, and for home football games. The Washington State Department of Transportation has implemented traffic flow strategies to minimize the impact of these events and the existing strategies will also be effective in minimizing conflicts on the Palouse Scenic Byway.

Byway strategies include Safety Rest Areas, Visitor Centers and additional pull-offs in appropriate locations to allow safe areas for visitors to get information and view
interpretive panels. The Byway committee will recommend adequate shoulders/pathways in areas appropriate for bicycles, joggers and pedestrians.

Additional strategies that will be considered include:

- Roadway widening
- Improving sight distance
- Added shoulder width
- Revising speed limits
- Improving turning radius
- Installing acceleration/deceleration lanes
- Installing turn lanes
- Increasing roadway enforcement

2.5 Placement of Signage

Placement of Byway signage will be accomplished in such a manner as not to detrimentally affect the safety of the roadway. Washington State Department of Transportation will be consulted on all sign placement.

2.6 Transportation Improvements

Proposed improvements to the Palouse Scenic Byway include:

US 195 from milepost 22.61 to milepost 35.01 and SR 270 to Parvin Road – Additional lanes.

US 195 from milepost 37.63 to milepost 47.99 and Colfax to SR 23 – Additional lanes.

US 195 milepost 47.99 to milepost 62.33 and SR 23 to SR 271 – Additional lanes.

Safety strategies:


Chapter 3 – Management Plan

3.1 Enhancement and Preservation Strategy

As improvements are made to the Byway, the remaining projects on the list need to be re-evaluated and prioritized. The promotional activities and their effect on the economic
success of the Byway must be evaluated. An advocate with funding sources is necessary in order to promote the recommended projects. The Palouse Scenic Byway Corridor Management Plan provides an Implementation Program, describing the process and schedule for infrastructure development along and adjacent to the byway.

Organizational development

Work to build a partnership of local and regional members who will implement the Plan collectively. The Palouse Scenic Byway Committee Executive Committee will act as a central organizer and facilitator to assist with program and management.

The Pullman Chamber of Commerce has been designated as lead agency and Whitman County has been selected to administer grants.

Initiation of Memorandums of Understanding (MOU) between all partners along the Byway, including local, state, federal and special interest groups, that provide a blueprint for guiding the overall management of The Palouse Scenic Byway. Present the Scenic Byway Committee to potential groups who might join to expand public-private partnership for the Byway. Potential organizations include: Palouse Economic Dev. Council, Whitman County, Port of Whitman, Whitman County Dept. of Parks & Rec., Washington State Historical Society, Whitman County Historical Society, Washington State University, Washington State Department of Transportation, U.S. Fish and Wildlife Service, The Nature Conservancy, etc.

3.3 Byway enhancement

The Corridor Management Plan outlines needed byway projects. Interpretation along the Byway will be expanded through visitor centers, orientation kiosks, and interpretive panels that engage the visitor. Another key component is marketing and promotional pieces. Pooled resources and cooperation will enable a more effective program that can be obtained by any single organization or community. Byway promoters should seek to “piggy-back” on existing marketing efforts, coordinating with state and regional partners in promotional efforts wherever possible. Other opportunities include public-private partnerships. Also proposed are strategies to utilize community resources that protect Byway resources for future generations and enhance its value to each community.

3.4 Maintenance

An Adopt-a-Byway Site program is recommended to help maintain The Palouse Scenic Byway. A key component of the Byway is to encourage local adoption of the Byway sites. The program would be patterned after the successful Adopt-a-Highway program that helps pick up litter. The program would expand local awareness of the Byway and its historic assets as well as to create a stronger sense of local ownership for these
sites and reduce maintenance costs. Similar programs elsewhere have shown that local volunteerism, particularly with youth, tends to reduce vandalism. Byway site maintenance includes trash collection, general site upkeep, vandalism repair, snow removal, graveling and periodic grading of parking areas.

3.5 Byway expansion

The Byway should periodically review options for expanding the number of sites or the route of the Byway. Potential options include Washtucna, Spangle, Latah County, Asotin County, Garfield County, and Columbia County.

3.6 Annual Byway status

A short report should be published annually, delivered to the communities along the Byway, and made available to the public. This report would principally address the progress of the recommended implementation strategies and any challenges facing the Palouse Scenic Byway.

3.7 Annual public meeting

A yearly public meeting is suggested for the Byway. This would be a time to re-focus broad community attention to the byway and its value to the southeastern Washington region. The work session, organized by the Executive Committee, could be scheduled before the release of the annual report, allowing time to organize the board and direct assignments to members of the Scenic Byway Committee. The annual public meeting could then be presented as a “State of the Byway” address, to promote the progress and the value of the byway.

3.8 Fundraising

A variety of funding sources will be necessary to implement The Palouse Scenic Byway Corridor Management Plan. The agencies and organizations represented on the Scenic Byway Committee will seek funding from a wide variety of sources including federal, state and local government and agencies, grants, foundations, corporations, interest groups, service organizations and the general public.

3.9 Proposed budget

Develop and include a budget that estimates the costs for implementation of the Corridor Management Plan over a five- to ten-year period. Address the availability of financial resources needed to upgrade, protect, develop, promote and/or otherwise enhance the Byway and implement the Corridor Management Plan to make the Scenic Byway available for its intended uses. Indicate funding currently in hand and funds that
have been requested, and the sources for these funds. For funding that is presently not available, indicate how you plan to locate funding sources.

Cost breakdowns for visitor centers, destination centers, other enhancement projects, organizational development, interpretation, and marketing are presented below:

3.10 Marketing Plan

See Attachment “A”

3.11 Intrinsic Qualities

See Attachment “B”
ACKNOWLEDGEMENTS

City of Pullman

Pullman Chamber of Commerce

Whitman County Parks and Recreation

The Palouse Scenic Byway Committee

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The Palouse Scenic Byway
Marketing Action Plan

June 25, 2003

Prepared by:
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Overview and Situational Analysis
To support the marketing efforts of The Palouse Scenic Byway, Desautel Hege Communications and Klündt | Hosmer were retained in the first half of 2003 to develop this marketing action plan.

The purpose of the plan is to identify marketing goals and the activities that will ultimately increase the number of visitors to The Palouse, and encourage travelers to patronize local businesses.

Organizational Mission:
The Palouse Scenic Byway preserves, protects and interprets historic, cultural and natural resources associated with The Palouse to help stimulate tourism and economic development, thereby improving the quality of life for the region's residents.

To support this mission, the purpose of this marketing action plan is to establish a strategy for The Palouse's marketing efforts that will:

- Reach The Palouse’s identified markets and audiences
- Present audiences with a unified message
- Create a desire to visit the area

Situational Analysis:
The Palouse has a number of wonderful tourism assets. Examples include small towns like Tekoa and Garfield, larger communities like Pullman and Colfax, fabulous topography, rich historical sites and countless recreational opportunities.

However there are challenges to enhancing the local tourism economy. Because the Scenic Byway is new, many potential visitors will not be aware of it. In addition The Palouse may not be currently perceived as a tourism destination.

In order to better understand The Palouse's strengths, goals, perceptions and audiences, a qualitative key informant survey was distributed to members of the organization's marketing committee. When compiled, a number of trends were revealed.

- There is great geographic diversity in The Palouse
- Activities at Washington State University and University of Idaho bring significant travelers through The Palouse
- The area is not generally recognized as a tourism destination
- The Palouse has unique historic significance, architecture, farming culture and Native American culture
- Little information about the area has been widely distributed
- Rather than a number of central attractions, the small communities that make up The Palouse need to be marketed together
- There are limited activities for travelers in the winter months
Research Review:
In order to help frame the strategies recommended later in this plan, Desautel Hege Communications and Klündt | Hosmer reviewed activities other tourism regions have found to be effective. This research consisted of reviewing case studies and summaries of various marketing programs.

In addition, general data about visitor volume and travelers to Washington was also reviewed. This provides important perspective about audiences to target from a marketing perspective and may also offer benchmarks to measure future marketing efforts.

Chinook Byways Corridor:
In order to increase awareness about the corridor and promote it to tourists and travelers, this organization implemented a number of tools and strategies. Specifically, the following tactics were implemented:

- A graphic identity was developed
- A media relations program was established
- A display was developed to help promote the region at special events and tradeshows
- Tools to assist speakers were developed
- A website was designed and launched
- Partner tourism programs were incorporated into Chinook’s marketing plan

SR 105 Corridor:
The marketing plan developed by the SR 105 organization was not especially detailed, but does call out a number of important activities. Chief among these are:

- The group developing a map with information about the area
- Improved road signage
- A Web site was designed and launched
- Worked with other tourism organizations to distribute collateral about the corridor

U.S. Department of Transportation:
The Federal Highway Administration offers some general guidelines and best practices to assist Scenic Byways from a marketing perspective. Following is a summary of their recommendations:

- Marketing to internal audiences is important. Local businesses, community leaders and interested citizens must be aware of the corridor in order to help inform travelers about the region’s amenities
- Familiarization tours are a cost-effective way of marketing the area. Audiences for these tours include media, elected officials and local businesses
- Partnerships and cooperative efforts are important for a successful marketing program
- Collateral material is important, but must be used in conjunction with other activities like sales calls, presentations and media outreach
Washington State County Travel Impact: This report, produced by Dean Runyan Associates for Washington State Tourism, provides important benchmark information. It details current county visitor volume and travel spending. A review of current data shows relevant trends. These include:

- Destination spending increased more than 10% between 1999 and 2001
- Employment directly generated by travel spending dropped during the same period
- Tax revenues directly generated by travel spending increased slightly from 1999 - 2001

Longwoods International Travel and Tourism Report: Although this report was generated in 1999 and is very general, it does offer some insight about key audiences. Highlights of Longwoods’ findings include:

- 20% of visitors in Washington traveled less than 100 miles to reach their destination
- Most travelers in Washington state are residents of the state. Targeting local travelers is important
- There is an even distribution of male and female travelers in Washington
- Travelers rely on a variety of information sources when planning their trips. Internet, travel books and magazines were all identified
Goals and Objectives

If a marketing and communications plan is a roadmap, the goals are the destination. Communications goals lay out the target—the place we hope to come to at the successful completion of the project. Over time, goals will evolve in order to stay focused on the most relevant needs.

The goals recommended in this plan take into account that the Scenic Byway is a new project. Initially awareness of the Byway may be low, but the goals that follow strike a balance between being achievable and stretching your organization.

Objectives are a way to track progress towards a goal. It is essential that objectives be based on research that can be evaluated over time (e.g., changes in visitor volume) or that can be quantified in some other manner (e.g., number of positive news stories generated).

The following goals and objectives were developed in coordination with The Palouse Scenic Byway marketing committee.

Goal:
Fuel local economic development through attracting visitors to the communities involved with The Palouse Scenic Byway. Overnight visitors are the priority with day visitors being a secondary audience.

Objectives:
- Increase tourism visits (visitor volume) by 10% over the next three years
- Increase travel spending by tourists by 10% over the next three years
- Increase employment related to travel spending by 2% over the next three years

Goal:
Raise awareness of The Palouse as a tourism destination in identified markets and audiences.

Objectives:
- Generate 12 news stories in targeted publications about The Palouse as a destination per year
- Attract 3,000 unique website visitors per quarter (finalize depending on tactic budget.)
- Measure responses of visitors using Washington state's “black box” program
Goal:
Cooperate with other regional tourism organizations to leverage marketing resources.

Objectives:
- Establish strategic relationships with at least 15 towns
- Establish strategic partnerships with at least six regional organizations (e.g., Spokane Convention & Visitors Bureau, Washington State Tourism)
**Target Audiences**

Different audiences have different information needs. Prioritizing audiences is important for reaching the most people with high leverage tactics while staying within budget.

During a strategic planning meeting with The Palouse’s marketing committee, a number of key audiences were identified and prioritized. Through a combination of the results of this meeting and input from Desautel Hege Communications and Klündt | Hosmer, the table below was developed. It reflects target audiences and desired outcomes.

The tactics section of this plan details recommended activities for reaching and influencing key audiences.

<table>
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<th>Audience</th>
<th>Desired outcomes</th>
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| Media | - Awareness of the scenic byway  
- To generate positive stories about the scenic byway |
| Photographers | - View The Palouse as a tourism destination  
- Increase overnight stays  
- Promote spending in local communities |
| Visitors to WSU-Pullman and University of Idaho | - To travel along the scenic byway and frequent businesses along the byway  
- Promote spending in local communities |
| Examples include:  
- Sporting event attendees  
- Parents  
- Attendees of cultural events, etc. |
| Active empty nesters  
(Adults 50+ with household income above $50,000) | - To travel along the scenic byway  
- Increase overnight stays  
- View The Palouse as a tourism destination and promote spending |
| Business owners in The Palouse | - Partner with The Palouse Scenic Byway  
- Become more educated about the region's tourism assets |
| Convention attendees in Spokane | - Make a day-trip to the Palouse during their visit to Spokane  
- View The Palouse Scenic Byway as a destination  
- Promote spending in local communities |
| Farm & Agriculture Groups  
(From the U.S. and international) | - View The Palouse Scenic Byway as a destination  
- View The Palouse Scenic Byway as a destination  
- Increase overnight stays  
- View The Palouse Scenic Byway as a destination  
- View The Palouse Scenic Byway as a destination  
- Promote spending in local communities |
| Outdoor enthusiasts  
(adults 25-49) | - View The Palouse as a tourism destination  
- Increase awareness about The Palouse’s recreational assets  
- Promote spending in local communities |
Key Messages

Key messages will help promote understanding and awareness of The Palouse Scenic Byway and its amenities. Essentially, these proposed messages contain language that should be used in everything from advertising to media interviews to talking points for members of your organization.

These key messages define content—they are not necessarily intended for direct use in their current form. They are to be used in the development of advertising copy, publications and other communication tools.

The key to successful positioning is to use key messages that are true and authentic. If audiences don’t experience or relate to the messages, the Scenic Byway risks losing credibility and the positioning fails.

- The Palouse Scenic Byway is one of the most beautiful and unique drives in Washington state. The twisty roads are fun to travel along and our small towns each have their own unique charm.

- Small towns here have a charismatic charm. If you like friendly, courteous people and a slower pace of life, you’ll love The Palouse.

- From the summit of Steptoe Butte and the rolling hills of our famed farmlands, to the beauty of the Snake River and the refreshingly pleasant residents from our many small towns, The Palouse offers unique experiences with each visit.

- The Palouse Scenic Byway has rich history at every turn. From battleground sites to architecture to unique agriculture, there’s something for everyone to learn about in The Palouse.

- Sometimes natural disasters can be a good thing! Thousands of years ago, major floods tore through the volcanic flows of the Palouse. Today we have a dramatic landscape unique to the entire planet! The dips, curves and shadows of our rolling Palouse hills along with skyscraping buttes and a stunning waterfall transport you back to a time you will never forget.
Tactics
Tactics are the activities that will help educate key audiences about the Palouse region and encourage visitors to travel along the Scenic Byway. Ultimately, tactics support the goals and objectives discussed in that section of this plan.

Many of the tactics outlined below will address multiple audiences, but can also be customized for use with informing specific groups. Others are tailored to reach specific key audiences about aspects of the plan.

Budget and timeline often dictate what tactics are feasible to implement. Below we have outlined tactics and have organized them in three tiers including a description, target audience(s), timeline and budget for each. This was done for a number of reasons. At the time this plan was created, an implementation budget was unknown. The “tiered” approach offers a range of prioritized budget options. The first tier consists of high leverage tactics to address a range of audiences, and should be implemented first. The second tier should be implemented after the first tier are in place, and so on.

A complete budget breakdown is provided in a separate section.

Tier One Tactics:
Web site Development:
A comprehensive Internet site is an essential component for tourism and travel marketing. Through the Web site, past and potential visitors to the region can find out about the Byway, the region’s attractions, accommodations, restaurants, recreational opportunities, etc.

The site design should be consistent with other branding components and collateral material.

The Web site is also an important “value-add” for The Palouse members. It is possible to offer banner advertising, sponsorships for particular site pages and listings on interactive maps. This enhances the site and also provides a marketing opportunity for local businesses and vendors. The site can be built using different database structures depending on whether there is a need for it to be automatically updated.
In terms of content and structure, at minimum the following should be addressed in the Palouse Scenic Byway Web site:

- An overview of The Palouse Scenic Byway
- “Snapshots” (short descriptions) of each town and its amenities
- Photography
- Accommodations
- Restaurants
- Shopping
- Examples of day trips and recreational opportunities for different audiences
- Contact information
- Maps
- Examples of “Trips on a Tank-full”
- Online request of collateral materials
- Information request forms
- Web site coupons for accommodations/purchases in the region
Media relations
Building and maintaining relationships with print, television and radio reporters is one of the most effective ways to educate key audiences about the Scenic Byway. In addition it may be the most cost-effective way to reach people to build awareness of The Palouse and the Scenic Byway.

Although working with news reporters and editors can be time consuming, a strong media relations program can help generate stories about the region without paying for print space or airtime. Furthermore a news story or feature is often seen as more credible compared with advertising since an objective third party writes it.

Following we have outlined a number of activities that can form the basis for a proactive media relations program.

- Media/Information kit: An important first step to a media relations program is creation of materials that will be used to help educate reporters.
  - General fact sheet: This should be a one-page description of the area and the types of attractions it contains. Examples include a description of the towns, recreational amenities, types of accommodations and typical visitors.
  - Backgrounder about each town along the byway: This should include a description of activities, accommodations, unique characteristics and restaurants.
  - Q&A backgrounder: This will answer typical questions a reporter may have of the region. For example, how large it is, historic details, etc.
  - Maps of the region (see “collateral” section below for more information)
  - Photographs of the region (Printed and/or on a CD)
  - Other collateral material

- Media list development: A detailed database of targeted regional (and some national) media outlets should be compiled. Reporter or editor name, publication, e-mail address, beat, mailing address and of course phone and fax contact information should be included.

Generally speaking, print outlets tend to cover regional tourism and travel destinations more completely than TV or radio. This is not to say that TV and radio stations should be ignored, but the majority of The Palouse’s efforts should go towards working with newspaper and magazine writers. A detailed list of media outlets should be compiled. While not an exhaustive list, the following are a handful of key publications to consider approaching.

[End of document]
Regional Newspapers:
- Spokesman Review
- Tri-Cities Herald
- Pacific Northwest Inlander
- Moscow-Pullman Daily News
- Coeur d’Alene Press
- Seattle Times
- Seattle Post-Intelligencer
- Yakima Herald
- Bellingham Herald
- Portland Oregonian
- Senior Times

Television Stations:
- KREM-TV
- KXLY-TV
- KAYU-TV
- KHQ-TV
- KSPS-TV - Northwest Profiles
- KNDU-TV
- KAPP-TV
- KIMA-TV

Radio Stations:
- KPBX
- KSFC
- KXLY-AM
- KUOW
- KSBN

Special Interest and Travel Magazines:
- Sunset Magazine
- Northwest Travel
- Northwest Woman
- Kids
- AAA Magazine
- Seattle Magazine
- Spokane Magazine
- Washington State University and University of Idaho publications
- RV magazines
- AARP newsletters
- Nostalgia Magazine

Regional Newspapers:
- Spokesman Review
- Tri-Cities Herald
- Pacific Northwest Inlander
- Moscow-Pullman Daily News
- Coeur d’Alene Press
- Seattle Times
- Seattle Post-Intelligencer
- Yakima Herald
- Bellingham Herald
- Portland Oregonian
- Senior Times

Television Stations:
- KREM-TV
- KXLY-TV
- KAYU-TV
- KHQ-TV
- KSPS-TV - Northwest Profiles
- KNDU-TV
- KAPP-TV
- KIMA-TV

Radio Stations:
- KPBX
- KSFC
- KXLY-AM
- KUOW
- KSBN

Special Interest and Travel Magazines:
- Sunset Magazine
- Northwest Travel
- Northwest Woman
- Kids
- AAA Magazine
- Seattle Magazine
- Spokane Magazine
- Washington State University and University of Idaho publications
- RV magazines
- AARP newsletters
- Nostalgia Magazine
Familiarization tours: From a media relations perspective, a “FAM” tour is used to educate travel editors, reporters and freelance writers, and photographers. As an aside, FAM tours can also be effective with audiences ranging from elected officials to local businesses, and state tourism officials to filmmakers.

Initially The Palouse should strive to organize two FAM tours per year. Eventually, depending on budget and resources, three to four FAM trips per year is ideal. Invitations should focus on “vertical” media (e.g., Sunset Magazine, Northwest Travel) and regional print media (e.g., Spokesman Review, Seattle Times).

Successful FAM tours often have an identifiable theme. For example, a fall tour focused around outdoor photography. Other examples could include water sports, historic or archaeological interest. Finally, themes could also include day trips with families, trips on a tank-full or antiquing in the Palouse.

Quarterly news releases: Desautel Hege Communications recommends developing and “pitching” story and travel ideas to targeted media once per quarter. This release could detail “theme” oriented seasonal trips (e.g., side trips if you’re traveling to a WSU game) or hard news (e.g., new grants, businesses, etc.).

The Palouse Scenic Byway should also partner with Washington State Tourism on its Story Lines program to help educate reporters and encourage visits to and coverage of The Palouse.

Collateral Development:
Collateral is printed material that can be used with a variety of audiences. It will be important for The Palouse to expand its identity and educate tourists and local residents about the region’s tourism assets.

Initially, Desautel Hege Communications and Klündt | Hosmer recommend the following pieces be developed. Please note that the estimate in the following budget section is limited to graphic design and copy writing. Print costs will be determined once quantity is established.

Suggested collateral includes:
- A map of the region and byway
- Rack Card
- Promotional Cards – These differ from the above rack card. Essentially they will be a “punch card” that travelers can have marked at any business in each town along the Scenic Byway. A completed card can be mailed in for a chance to win a free night’s lodging, or some other prize.
- A “talking points” wallet card that can be circulated to area businesses for use with visitors
Pursue and leverage partnerships:
In order to maximize exposure opportunities, members of The Palouse Scenic Byway Marketing Committee should leverage relationships with other similar organizations. In addition, there may be opportunities to partner on marketing tactics. For example, the Spokane Convention and Visitors Bureau (SCVB) has publications and collateral distribution already in place. The SCVB may be willing to place a feature story or offer advertising and distribute information about The Palouse in return for a similar gesture from your organization.

The Palouse should also form relationships with organizations from communities south of the Scenic Byway.

Tier Two Tactics:
Advertising:
Since The Palouse Scenic Byway is a new program, awareness among key audiences will be low. The purpose of the advertising tactic is to help build awareness and create an image for the Scenic Byway.

Desautel Hege Communications and Klündt | Hosmer recommend an on-going advertising program to initially target the Spokane market. There are a number of reasons for this strategy:
- The Spokane media market is the largest in eastern Washington and north Idaho
- Research shows that many visitors will travel less than 100 miles to reach their destination
- Initially focusing on a single media market will allow for greater advertising frequency
- Compared with media markets west of the Cascade mountains, advertising in Spokane is less expensive

In terms of advertising format—depending on budget—print and radio is recommended. Final campaign specifics will be further developed once a final budget is determined.

Window Decals:
In order to help extend The Palouse brand and also encourage local businesses to become involved in your programs, a window decal or sticker can be created to display in storefronts. The decal/ sticker should include The Palouse logo, and copy stating that the store is a visitor friendly establishment. The window decal program can also be incorporated with customer service training if this is developed. For example, only businesses that take part in the training will be provided a decal.
Speaking Engagements
Members of the Scenic Byway Board of Directors should strive to educate other members of the business community about the benefits of the program. Efforts should be made to present at Chambers of Commerce meetings and to service organizations. The goal of these meetings is to educate about the Byway and to encourage membership and financial support.

PowerPoint Presentation
A comprehensive presentation with general information about the Scenic Byway and slides that can be targeted at specific audiences will provide structure at speaking engagements and direction for speakers. The design will incorporate the same look and feel as the Web site and other printed pieces. The PowerPoint can be customized depending on the amount of time allotted at each venue or the length necessary to deliver key messages.

This PowerPoint presentation can also be made available on a CD-ROM or via the Web site.

Direct Marketing:
Direct marketing is a great way to encourage visitors to come to The Palouse. However, in order to be successful a campaign must be highly targeted. Desautel Hege Communications and Klündt | Hosmer recommend campaigns initially focus on parents of WSU and University of Idaho students.

Although more research will be required to finalize costs and feasibility, The Palouse should seek to purchase mailing lists from the universities. Depending on budget available, your organization should aim for three direct marketing “flights” in the first year.

In terms of timing, we recommend two flights around football season, and another prior to graduation. A minimum of 5,000 pieces should be mailed per flight.

For each mailing we envision an 8.5” x 5.5” full color postcard. Messages should focus on the amenities the towns offer. It is also recommended that a strong “offer” be associated with the mailer. For example, entering for a chance to win a free trip to the Rose Bowl or lodging in Pullman or another area town. The direct mail could also be combined with the Promotional Card strategy highlighted in the collateral section.
“Guerrilla” Tactics:
Although not traditional marketing activities, we have also included a number of ideas that can be implemented to complement the tactics listed above. Guerrilla tactics are not meant to replace what has been recommended as a foundation for The Palouse’s marketing plan.

However, guerrilla marketing can be extremely effective. The recommendations made below are inexpensive and often helps reach key audiences in ways they may not expect. In some respects, it adds an element of surprise to potential visitors!

There are virtually unlimited ways of reaching your audiences, but some examples of guerrilla tactics include:

- Windshield flyers placed on vehicles at University of Idaho football games: The call to action could be, for example, to encourage football fans to stop and shop in local communities on their way back to Spokane
- Classified advertisements in the Recreational Vehicles for Sale section of newspapers: Copy, for example could pose a question like, “Looking for someplace new to visit this summer?”
- Bumper stickers: These could be branded with The Palouse logo and be distributed through local businesses
- “Parking tickets” on visitors’ cars: But rather than a real ticket, they can be a thank you for visiting The Palouse or a list of attractions in towns along the byway.
Budget
Following is an estimate of the activities referenced in the “Tactics” section. However, as the Scenic Byway’s marketing budget is refined, tactics can be adjusted. The following chart will help provide information about the recommended tactics.

PLEASE NOTE: Final costs for each tactic will vary depending on how much of each tactic is executed by The Palouse, and how much is contracted to an outside firm.

<table>
<thead>
<tr>
<th>Tactic</th>
<th>Estimated Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web site (includes design, programming and copy writing)</td>
<td>$10,000 - $15,000</td>
</tr>
<tr>
<td>Media Relations</td>
<td></td>
</tr>
<tr>
<td>Information kit writing, layout</td>
<td>$2,500</td>
</tr>
<tr>
<td>Media list development</td>
<td>$1,000</td>
</tr>
<tr>
<td>FAM tours (2 total – includes media outreach, planning (in conjunction with the Palouse Team) and attendance at each two-day tour. Does not include hard costs such as travel, lodging, etc.)</td>
<td>$10,000</td>
</tr>
<tr>
<td>Quarterly news release and media outreach (4 total)</td>
<td>$10,000</td>
</tr>
<tr>
<td>Collateral Development</td>
<td></td>
</tr>
<tr>
<td>Map</td>
<td>$3,500</td>
</tr>
<tr>
<td>Rack Card</td>
<td>$2,000</td>
</tr>
<tr>
<td>Promotional Card</td>
<td>$2,000</td>
</tr>
<tr>
<td>Talking Points Card (design and writing copy)</td>
<td>$1,600</td>
</tr>
<tr>
<td>Advertising (Includes concept development, copy writing, design and media buys. A final estimate will be provided once the scope is finalized.)</td>
<td></td>
</tr>
<tr>
<td>Proposed print advertising</td>
<td>$40,000</td>
</tr>
<tr>
<td>Proposed radio advertising</td>
<td>$15,000</td>
</tr>
<tr>
<td>Window Decal (Includes concept development and design)</td>
<td>$400</td>
</tr>
<tr>
<td>Speakers’ Tour (includes booking a minimum of 8 engagements)</td>
<td>$4,000</td>
</tr>
<tr>
<td>PowerPoint Presentation</td>
<td>$3,000</td>
</tr>
<tr>
<td>Direct Mail (per 5,000 flight – includes mailing list, postage, mailing coordination, printing, design and copy writing)</td>
<td>$6,000</td>
</tr>
</tbody>
</table>
Research Appendix

The following section details verbatim results of the key informant questionnaire answered by members of The Palouse Scenic Byway marketing committee.

Palouse Scenic Byway Questionnaire Compiled Answers

1. What are your tourism assets? (events, parades, etc.)
   - Concrete River Days July
   - Christmas Parade Late November
   - County Fair First week of September
   - Perkins House Ice Cream Social Late June
   - Recreational Events Large baseball tourney July 4
   - Plowing Bee (horse dawn equip.) First week of September
   - WSU All year round
   - Lentil Festival Late August
   - Fourth of July
   - Walking tours of Pullman community
   - Rural setting, low traffic and good roads
   - Natural scenic beauty, photo opportunities, personal service/ attention when shopping
   - Circus, bicycle races, car show, Pedal Power Day, Ice Cream Social, Haunted Palouse
   - Biking and hiking trails
   - WSU events such as concerts, speakers, football games, and Mom’s and Dad’s Weekends
   - A visitors guide and calendar of events

2. What type of visitors do you want to attract?
   - Youngsters and families for baseball, swimming, skateboarding tourneys
   - Golfers
   - Tourists/ travelers of all ages
   - Shoppers
   - People attending WSU events
   - Families “Sunday Drivers”, history/ genealogy enthusiasts, motorcycle and vintage
   - Auto touring groups, travelers to and from area sporting events, photographers
   - Antique shoppers, city folks looking for small town experience, visiting parents from
   - Our local Universities
   - All visitor, young - and - old
   - Families and young adults
   - People that would be willing to try different things and visit different attractions in the area
   - Look at Washington State research
3. What types of businesses are you seeking to support?
- Motels
- Restaurants
- Retail businesses
- Medical facilities
- Recreational facilities
- Retail businesses, including specialty shops: glass studio, antique shops, restaurant, tavern, town market, museum, etc., through awareness building by sharing the benefits of the service and customer appreciation found in our town
- Hotels
- Restaurants
- Shopping
- Sports events
- Cultural events
- All of the businesses in the area are important to the community. Tourism will support our hotels during down time and bring more individuals to restaurants and stores.
- Arts/crafts
- Convenience/gas stations
- Hotels
- Restaurants

4. What geographic area do you want to attract visitors from?
- Anywhere and everywhere, of course!
- Regional people for shopping, recreation, medical, etc.
- Seattle & Eastern Washington for WSU events or traveling through
- Seattle Area (5%)
- Portland (5%)
- Eastern WA (15%)
- Yakima (5%)
- Walla Walla (5%)
- Tri-Cities (5%)
- Spokane (20%)
- North Idaho (15% +)
- All areas - high percent from Seattle/ Puget Sound because of WSU
- Eastern Oregon (5% -)
- Local (20%)
- It seems the byway corridor may benefit best targeting a high percentage of “day trippers.” Our thinking is Spokane, Walla Walla, Tri-Cities, Eastern WA, Northern ID (CDA) are high on the list, but of course we would like to see Seattle and Portland folks here too.
Seattle/ Puget Sound (15%)
Portland (15%)
Eastern Washington:
   Yakima (15%)
   Walla Walla (10%)
   Tri-Cities (10%)
   Spokane (10%)
   Idaho (10%)
   Eastern Oregon (5%)
   Local (10%)
Seattle/ Puget Sound (25%)
Portland (10%)
Eastern Washington (25%)
   Yakima (25%)
   Walla Walla (25%)
   Tri-Cities (25%)
   Spokane (25%)
   Idaho (15%)
   Eastern Oregon (%15)
   Local (10%)

5. What are the top three things to see or do when visiting?

1. Use recreational facilities/ parks/ fairgrounds
2. Use Colfax as home base for visiting Steptoe Butte, the Snake River, Palouse Falls, WSU and UI, etc.
3. Hunting/ fishing
   - Pullman 1. View of our farmland  2. WSU visits  3. Festival events
   - Pullman 1. WSU (campus, museums, Sporting events, etc.)  2. Community Events
3. City Parks and Rec Opportunities
   Pullman 1. WSU 2. Downtown 3. Events
LaCrosse 1. Small town charm
Dusty 1. Smaller town charm
Colfax 1. Golf  2. County Fair  3. Community Events
Colton 1. St. Galls
Uniontown 1. Community Events
Palouse 1. New Morning Glass 2. Boomerang Museum
Oakesdale 1. Barron Flour Mill
Tekoa  1. Empire Theater  2. Museum
Tekoa  1. Golf  2. Tekoa Mountain Opportunities 3. Community Events
Rosalia  1. Steptoe Battlefield
Steptoe  1. Drive up the butte  2. Car show
Steptoe  1. Harley's Wheel Inn

6. What are the biggest challenges/barriers to getting visitor to travel to your area?
   ■ Remoteness
   ■ Lack of information disseminated about the area
   ■ Not located between two “destination” areas
   ■ Lack of interest in the strictly agricultural part of the state—again, lack of information
   ■ Awareness of what is in smaller towns
   ■ Misconception of small town attitudes
   ■ Air travel
   ■ Location
   ■ At times overnight accommodations for our visitors
   ■ Area is separated from big cities, which causes less attraction to the area
   ■ Some haven’t heard of the area
   ■ Transportation
   ■ Lack of knowledge about area

7. How do you think the Palouse region is currently perceived?
   ■ Remote
   ■ Monotonous
   ■ Towns slightly shabby
   ■ Farming towns
   ■ Higher Education with little else to do
   ■ Area with little to do
   ■ Not well-known outside our general area, except WSU
   ■ In a positive light
   ■ Don’t think many people feel there is much to do in the area, but find it a nice place to live
   ■ Beautiful area, interesting landscape, lots to do
8. How would you like the Palouse region to be perceived?
- Interesting geologically—volcanic formations, Missoula flood, etc.
- Interesting historically—territorial days, turn-of-the-century
- Pretty small towns with clean, hometown feel (almost retro)
- Relief from urban traffic, pavement, noise
- Relaxing getaway destination
- A place to meet “real people”
- Beautiful rolling hills with a pleasant surprise over the next hill
- The next “new place” to discover
- Great place to visit
- Peaceful farmlands
- Excitement of a University
- Wonderful pace of living
- Inviting
- As a place with many opportunities for its visitors and community members
- To be perceived as an exciting fun-filled area
- Beautiful area, interesting landscape, lots to do

9. What are the biggest tourism assets of the region?
- Geologically—Palouse Falls, channel scablands, Steptoe Butte
- Historically—Architecture in towns, barns, farmhouses, western/ turn-of-the-century farming culture
- Recreationally—Hunting, fishing, camping, golf, many county/ city parks, WSU/ UI events, local events
- Other—Small towns amenities
- Geography
- Charming places to discover
- History
- People
- Unique shopping
- Unique events
- WSU
- Photo opportunities
- Safe place to visit
- History
- The college (WSU) is a big asset as well as the natural things in the area, such as hiking, rafting, biking, etc.
- Steptoe Butte
- Kamiak Butte
- WSU
- Palouse Falls
10. Are the regional communities willing to “cross-sell” and promote the benefits of other communities (both with efforts and finances)?
- Joint efforts for sure. Probably with finances if finances available.
- Attitudes in Palouse reflect a “win-win” for all communities to share the news of all the attractions available.
- Together we can “package benefits” to attract visitors and to encourage discovery from town – to – town.
- Yes
- Yes

11. What are your goals for your community and the region? What would you like to see as a community outcome of a successful scenic byway project?
- To diversify the local economy
- Diversify the local economy
- Bring new business to the region
- Bring new business to the region
- Attract new residents to the region
- Attract new residents to the region
- To improve the aesthetics of the area
- To demonstrate the sophistication and technology involved in modern agriculture, the pleasures of small town living and the desirability of living and working in this region.
- Increase the revenue for area businesses in Palouse and throughout the “byway community”
- Awareness building outside our area to increase visitors, to showcase the quality of life in the area to encourage sustainable growth in the business sector and in residential growth to include families
- Attract wheel tourism
- Bring more tourists and visitors
- Diversify local economy (most important)
- Bring new business to the region (yes, but supply current business as well)
- Attract new residents to the region (yes, but not a top priority)
- Retain current population-base (wasn’t a consideration for me)
- Increase economic impact of tourism
Regarding Current Tourism:

12. What is the current volume estimate (# of tourists per year)?
   ■ Rough Estimations: downtown core of town of Palouse houses 14 businesses, 64% of these businesses earn 60 – to – 90% of their annual revenues from outside visitors and travelers to and through Palouse.
   ■ Town of Palouse: Here are some traffic counts from the state: WSDOT statistics for 1999 and 2001 shows annual usage on SR 27 at 216,088 and along SR 272 at 34,352 visitors.
   ■ Not sure but the economic impact is 37 million

13. What is your tourism volume goal (# of tourists per year)?
   ■ All we can do is off a percentage increase goal of 15%-20%
   ■ 10% increase would be great
   ■ A 6-10% increase in economic impact
The Palouse Scenic Byway
Corridor Management Plan

Attachment “B”
The Palouse Scenic Byway
Intrinsic Qualities
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Intrinsic Qualities
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Intrinsic Qualities

General History of Whitman County

The highway corridors in the Palouse are, for the most part, extensions of the Indian trails, wagon roads, and railroads that once connected the features, farms, and towns in the Palouse region. Ribbons of road wind casually through the soothing scenery of rolling fields and connecting small towns.

Whitman County is named in memory of Marcus Whitman, a Protestant missionary killed, along with his wife and other followers, by Indians in 1847. The county is part of what is called The Palouse and includes sixteen incorporated communities.

Whitman County was organized by the territorial legislature on November 29, 1871 by partitioning what was then Stevens County—a huge area covering what are now 13 eastern Washington counties, all of Northern Idaho, and much of western Montana. The county, as originally conceived, was itself quite large, covering what are now the modern-day counties of Whitman, Franklin, and Adams. The bill establishing the county was signed by Territorial Governor Edward S. Salomon (appointed by President U.S. Grant).

Native American tribes occupied the Palouse long before the advent of white settlement. In addition to the Palouse (or Palus), there were the Upper Spokane, Coeur d'Alene, and Nez Perce. The tribes were sustained by the bounty of the region: deer and elk hunting in the hills and grasslands; root, berry, and nut gathering in the forests and wetlands; and fishing in any of the numerous rivers and streams.

White settlement into Whitman County began in the early 1860s when stockmen began to bring their herds across the Snake River. They took advantage of the abundant grasslands to graze thousands of head of cattle, sheep, mules, and horses. Before the end of the decade, however, newer settlers were establishing farms devoted to raising crops so that by 1870 there were more than 200 people living in the county, most of them in the Union Flat Creek area.

By the early 1870s, however, newer settlers began the process of converting the land to agricultural production (a conversion more or less completed by the 1880s). Most of the production revolved around field crops such as wheat, oats, barley, and flax straw. Fruits and vegetables such as apples, peaches, plums (and prunes), currants, gooseberries, raspberries, and peas were also found to grow well within the county, especially along the banks of the Snake River. Wheat production, however, clearly dominated the county’s agricultural sector.
The methods used to plant the county’s first wheat (and other grain) crops were both labor-intensive and time-consuming. The soil was plowed by horse or ox-teams, the seeds broadcast by hand. However, technological advancement in the industry came rapidly. In time, walking plows gave way to horse-drawn plows, which, in turn, gave way to tractor-plows. Manual threshing, harvesting and binding soon yielded to horse-drawn combines which yielded to tractor-pulled combines which, in turn, yielded to gas, self-propelled combines. This rapid evolution in farm machinery reduced both the time and labor needed to plant and harvest crops, thus contributing tremendously to the growth of the industry.

Initially, entry to the Palouse region was by steamboat up the Columbia and Snake Rivers and then by horse or on foot. Goods were transported by wagon train or mule train. In the mid 1860s some goods and a few settlers began arriving via the Mullan Road through Montana and Idaho. With the development of a road system in the county in the 1870s, stage coaches began to crisscross the region carrying passengers and freight. The Northwestern Stage Company operated an extensive network which even connected to the transcontinental railroad at Kelton, Utah. Local stage lines also operated throughout the area. They connected with each other and to the landings on the Snake River.

The increasing output of grain in Palouse region soon caught the attention of railroad entrepreneurs eager to build into the area to carry agricultural products to market and to bring the goods that the increasing population needed. It was soon a race between the O.R.& N. (Oregon Railway and Navigation Co.) and the Northern Pacific Railroad.

The first line into the region was built by the Columbia and Palouse Railroad which had been specially chartered to build from Palouse Junction (now Connell) eastward to Colfax and Moscow. It had reached Colfax and a bit beyond the town when work was halted in late 1883 because of the collapse of Henry Villard’s financial empire. After the railroads were reorganized, construction resumed in 1885, and the line was completed to Pullman and Moscow. Meanwhile, the Columbia & Palouse Railroad had been acquired by the O.R. & N. It in turn was later absorbed into the Union Pacific Railroad.

In 1887 the Northern Pacific Railroad built its line from Spokane through Palouse City, Pullman, and Uniontown to Genesee, Idaho. Other lines soon followed until in the early 1900s the region was crisscrossed with railroads. These included the Milwaukee Road (Chicago to Seattle), and an electric railroad (the Spokane & Inland Empire System).

Today, the only line operating in the county is the Palouse River & Coulee City Rail-
road. It uses some of the old tracks of the Northern Pacific and Union Pacific Railroads.

The first non-agricultural enterprise to be established in the county was a sawmill in Colfax in 1871. Others soon sprang up, probably about a dozen, all of them along the North Fork of the Palouse River between Colfax and Palouse city. (This was the only area in the county with enough timber to support a lumber mill.) The demand for lumber was astronomical. Stores and public buildings were springing up all over the region, and most families preferred a proper home to a log cabin. By 1906, the harvestable timber had been depleted and the last mill in the county closed. In addition to the saw mills, there were a number of water-powered flour mills through the region, but these were soon replaced by steam and electric powered ones.

The events of the past helped to establish a pattern of economic development that, for all intents and purposes, survives to this day. Of course, not everything remains unchanged. For example, the once mighty railroads have been largely displaced by cars, trucks, and barges. Agriculture, of course, remains king with one-fifth of Washington’s centennial farms located in Whitman County. But it continues to evolve even after a 100-year history. Relatively new and emerging industries such as high technology, light manufacturing, health services, tourism and recreation are also finding footholds in Whitman County.

Natural and Geological History

Lava Flows, Floods and Loess

The town of Lacrosse is located in the north center of the largest lava plateau in the world. It extends on the north from the Kettle and Okanogan highlands, the western fringe of Idaho, and south into eastern Oregon and northeastern California.

About twenty-five million years ago, a series of enormous eruptions from several centers in southeastern Washington, several parts of Oregon and northeastern California built the Columbia Plateau.

Early flows filled the valleys and subsequent flows covered most of the high hills (except for several buttes) as layer upon layer eventually formed a solid sea of basalt in places more than 10,000 feet thick. There were several individual flows with thicknesses of more than seventy-five feet. As you cross the Snake River at either Lyon’s Ferry or Central Ferry, you can see the layers and layers of basalt on the Snake River canyon walls with each layer representing a single flow.

About 20,000 years ago, after the cooling period, the basalt was covered with a frosting of dust called loess. The wind-blown dust of the Palouse hills contained little evidence of its age except that it accumulated long ago after volcanic activity ceased in the Columbia Plateau and sometime before the last ice age. Volcanic ash, glacial wash and dust from desert storms from the south could have been the origin of the loess.
The area became a rich grassland with herds of antelope, buffalo, deer and other ani-
imals of that period living there. The woolly mammoth and the mastodon, or hairy ele-
phant, roamed and lived near the cold regions of this area. In 1878 near Latah, Wash-
ington, a skeleton of bones of a mastodon was dug up and is on display at the Chicago
Field Museum. In 1991, a crew digging for a new gas pipeline came upon a mammoth
skeleton on the Walt Schweiter homestead, proof that these large animals were here
before and during the last ice age.

At the time of the last ice age, glaciers moved south from Canada, following major
southern valleys, including the Columbia, Colville, Priest River and Purcell trench
lobes. The Purcell glacier lobe moved into a basin that is now Lake Pend Oreille in
Idaho and into the Clark Fork River canyon, plugging the valley at the northern end of
the Bitterroot Mountains and damming the Clark Fork River at the Montana-Idaho bor-
der. This created the scene for the world’s largest known flood.

During the floods, the water level rose slowly from melting ice to a depth of about two
thousand feet at the ice dam site. Lake Missoula backed up past Drummond and
Darby, Montana. The lake contained about 500 cubic miles of water and was 950 feet
above the present-day city of Missoula. The Drummond area itself was under nearly
200 feet of water.

When the lake reached the lip of the ice dam and overflowed, the overflowing stream
cut quickly and deeply into the ice, breaking the ice dam, and dumping the entire Lake
Missoula into eastern Washington. The velocity of water through the Clark Fork valley
is estimated to have been about 45 miles per hour, or the rate of flow about 9.5 cubic
miles per hour, or about ten times the combined flow of all the rivers in the world! The
first flood is known as the “Spokane Flood”, and was the most catastrophic flood of
known geologic record.

One of the main flood streams, the Cheney Palouse
tract, was about twenty miles wide in places, and in
some places 600 feet deep. The flood stripped 150
to 200 feet of loess soil, leaving many islands of
black basalt bare. It also left islands of loess, called
Palouse islands—the hills of the Palouse region.
LaCrosse is situated on the bottom on a channel
with Palouse islands to the north. Beyond the is-
lands is the main flood channel following the Pa-
louse River. Driving your car past the LaCrosse
cemetery, or following the railroad past Sutton Sid-
ing one can see channels of the flood. The Palouse
Falls, southeast of Washtucna, and the present Pa-
louse River channel were formed by the flood water which diverted the old Palouse
River from its first channel near Washtucna. After a few years, the slow movement of
the glacier would again plug the Clark Fork valley, dam the river, and repeat the flood-
ing cycle. It is estimated that there were about sixty to one hundred floods during this
last ice age.
Marmes Site

Approximately 1.25 miles upstream from the mouth of the Palouse River, a levee surrounds a murky pool below a shallow basalt cave. Here unfolds the fascinating story of the oldest fully documented discovery of early man in the Western hemisphere: the 10,000 year old remains of "Marmes Man" found in the hot, dry scablands of southeastern Washington. From 1962 - 1969 Washington State University scientists and their students painstakingly sifted through layer upon layer of silt, volcanic ash, and rocks containing human and animal remains and a rich variety of cultural materials. The remains of at least five individuals were excavated from a fire hearth in the cave.

In 1953, residents along the Lower Snake River showed prominent WSU archaeologist Richard Daugherty a rock shelter once inhabited by ancient people on property owned by Roland Marmes. A decade later, he started excavating the site as the Corps was finishing Lower Monumental Dam.

It quickly became a race for the archaeologists, who were trying to document dozens of important sites along the river before the dams backed water up over their work sites. They spent 18-hour days digging and sifting with hand tools. A tent city and a laboratory were built at Marmes. More crews were added. "The odds of finding such a complete package of evidence within one site again are so great it is almost impossible," said the renowned archeologist H. Marie Wormington at the time. But the archaeologists weren't working fast enough.

So Daugherty convinced his friend and influential U.S. Sen. Warren Magnuson of Washington to scratch out $1.5 million from the federal budget for a levee to keep the site dry when the river rose behind the dam. The proposal died in the House, but Magnuson went to President Lyndon Johnson. Over the objections of the Corps, in 1968 the president ordered a levee built at Marmes. Engineers set to work expecting problems trying to keep the site dry and nervously eyeing the coming fish passage season, when the new dam had to be working.

The Corps planned to pump out water that seeped into the shelter - but the engineers underestimated the incoming flow. In February 1969, water spilled into Marmes at 45,000 gallons a minute. The pumps couldn't keep up. Lower Monumental Dam's gates were opened, allowing a reprieve. Engineers found the leak in the dike but didn't have time to fix it before the gates had to be closed to save the fish run. Archaeologists scampered in and covered the site with plastic and fill dirt to keep the floodwaters from washing it all away. And then the water flowed over it.

The leaky levee still stands, and the site is visible from an overlook that is about a quarter-mile hike above Lyons Ferry State Park. The overlook includes basic interpretive signs about the area's archaeology. It's about a three-mile hike to the actual site, though the road is blocked and there are no signs.
Museums, Collections, Historical Sites and Points of Interest

Colfax

Codger Pole, the tallest chainsaw carving in the world, is located on John Crawford Blvd., just off Main Street. Contact the Colfax Chamber of Commerce at 509/397-3712.

Perkins House was built in 1886 by Colfax’s first permanent resident. The Victorian-style house is a National Historical Site and was fully restored by the Whitman County Historical Society. The site is shared with the original log cabin built by Perkins in 1870, which is the oldest standing building in Whitman County. Open June 1 to September 30 on Thurs. & Sun. afternoons (in September only Sundays), 1-4 pm. Each summer there is a different exhibit which have included vintage handbags and purses, Victorian toys and antique handwork and linens. The Perkins House and the grounds are available for private use. For appointments or information, call Joyce Bryan, 509/397-3259, Kathryn Meyer, 509/334-9089 or Melissa May, 509/397-3330.

Colfax Golf Course is a 9-hole course

McDonald Fields

Schmuck Park & 9 other parks

Swimming Pool

Manning-Rye Covered Bridge

Trail along river

Cannutt Museum

Skate Board Park

Colfax Library

Colton

St. Gall’s Catholic Church, located in Colton, was built in 1905. It retains the original architecture and stained glass windows. Call 509/229-3548.

Dusty

Public Restroom Facilities
Garfield

**R.C. McCroskey House**, located at N. 803 4th St. in Garfield, is a National Historic Site. Tours by appointment only. The year 1998 marked the house’s 100th anniversary. Contact Donna Gwinn at 509/635-1459.

City Park

**Lacrosse**

**Stone Houses** of Lacrosse

**Pampa Pond**, on Highway 26 near Lacrosse

City Park

**Channeled Scablands**, interesting land formations on Highway 26 in the Lacrosse area.

Oakesdale

**Barron Flour Mill** is a National Historical Site. Contact 208/882-6590 for information.

**Oakesdale City Library & Museum**, also a National Historical Site, is open Mon 1:30pm-6:00pm, Wed 9am-1pm. Call 509/285-4310.

The Castle

**Palouse**

**Roy M. Chatters Boomerang Printing Museum**, located on Main Street in the in the newly restored Collard Building built in 1892. The museum houses historic printing equipment and archives of Whitman County newspapers dating back to the 1880’s, as well as selected printed and historical items from the Palouse area. Please call Janet Barstow for appointments, 509/878-1742.

**Historic Downtown District**, Main Street, listed on the National Historic Register.

**St. Elmo’s Hotel Building**, 3-story brick building originally built as a hotel, located on Main Street, listed on the National Historic Register.

**1909 Palouse Brewery Building**, 1 story brick building located on Main Street.

**1928 Brick Gymnasium Building**, located on Main Street.

**1888 Pump House**, 1 story brick building located on Main Street, remains an active city pump house.
1895 Holy Trinity Episcopal Church with Lich Gate, one of a few lich gates remaining in the United States, located at Bridge and Alder.

1906 Spokane and Inland Empire Railroad Trestle, located on West Main Street.

New Morning Glass Studio and Gallery, glass blowing and stained glass demonstrations and classes, Bridge Street, downtown Palouse.

Heritage Park Town Square, includes year round public restrooms, Main Street.

Hayton Green Park, Picnic Shelters, BBQs, Playground, West Main Street.

Municipal Swimming Pool – Hayton Green Park.

Public Tennis Courts – Palouse School, H and Alder.

Pullman

Museum of Anthropology has permanent exhibits that include human evolution, biological diversity, and prehistoric peoples of the lower Snake River as well as exhibits that focus on cultural similarities and differences in the ways of people in past and present societies.

Museum of Art was established in 1974 around a core collection of American paintings assembled by former WSU President E. O. Holland and former WSU Regent Charles Orton. The museum presents changing exhibitions ranging from fine arts and fine craft to architecture and design. The museum also offers a wide variety of outreach programs including docent tours, children's workshops, symposia, films, and other special events.

Conner Museum, located on the first floor of WSU’s Science Hall, exhibits fishes, amphibians, reptiles, a dinosaur skeleton, and several hundred mounted birds and mammals, including deer, antelope, mountain sheep, mountain goat, moose, caribou, cougar, and small species. The museum also maintains a separate research collection of about 60,000 specimens of birds, mammals, reptiles and amphibians, including skins, skeletons and specimens preserved in alcohol and formalin.

Culver Memorial and Jacklin Collection, located in the WSU Physical Sciences Building, houses the Jacklin Petrified Wood Collection. This spectacular collection contains more than 2000 cut and polished specimens of petrified wood from all major localities in the western U.S. It is the largest display of its kind in the western U.S. Also included in the collection is a large selection of cut and polished agate, geodes and dinosaur bone. The Culver Collection includes over 100 classic rock and mineral specimens from localities throughout the world.
The Minnie Barstow Drucker Memorial Collection of Oriental Art consists of oriental furniture, accessories, art, textiles, and costumes. The collection was given to the university in 1944 by the late Arthur Eilert Drucker in memory of his wife. The Chinese, Korean, and Japanese artifacts were collected during the years the Druckers made the Orient their home. The collection can be viewed by contacting the Department of Apparel, Merchandising and Interior Design.

The Historic Textiles and Costume Collection contains approximately 2000 items of women’s, children’s and men’s clothing and costume accessories from 1835 to the present as well as quilts and woven coverlets. It also contains a limited number of ethnic textiles and costumes from around the world. The collection is maintained by the Department of Apparel, Merchandising, and Interior Design and is currently in storage pending new facilities.

James Entomological Collection is one of the largest insect collections in the Pacific Northwest housing over one million insect specimens and an extensive working library. Adult and immature stages of all insect groups and many related arthropods are represented with particular strengths in the flies, beetles, and butterflies. Primarily of regional significance, the collection also includes considerable material from the New World tropics, eastern North America, and Asia. The collection is located in the Food Science and Human Nutrition Building, Room 157.

Mycological Herbarium of Washington State University was founded by Frederick D. Heald, the first chairman of the department, in 1915 and now contains more than 68,000 specimens of fungi. Included are representative materials of all the major groups from the slime molds and true molds to the larger, fleshy mushrooms. The parasitic fungi of northwestern North America have been emphasized; however, through exchange and purchase, representative materials of all groups from all over the world have been incorporated. The herbarium is housed in, and maintained by, the Department of Plant Pathology, third floor, Johnson Hall.

Ownbey Herbarium, located in Heald Hall, Room G-9, is an internationally recognized resource for research, teaching, and service. The herbarium houses 358,000 preserved plant specimens, primarily from the Pacific Northwest but including worldwide collections. In addition to native vascular plants and weeds, the herbarium contains mosses, liverworts, lichens, and special collections of seeds and cultivated plants.

Smith Soil Monolith Collection, located in Johnson Hall, Room 114, contains more than 150 preserved soil profiles, some as much as eight feet in length, representing soils from all of the geographic regions in the state of Washington and nine of the 11 soil orders in Soil Taxonomy. Soils that are particularly well represented in the collec-
tion are those of the Palouse region and those from eastern and central Washington that contain layers of volcanic ash from the many prehistoric and historic eruptions of volcanoes in the Cascade region. The collection is the work of Henry W. Smith, emeritus professor of soils at Washington State University.

The Staley Museum is a personal museum of the Staley family. Located in the restored family home, each room has its own treasure of antique furniture, family portraits, and personal items of the Staley family. Open by appointment, call 509-334-1008.

Washington State University campus

WSU Golf Course, located on the WSU Campus, is a 9-hole course.

WSU Creamery & Ferdinands, located in the Food Quality Building on the WSU campus, is home to world famous Cougar Gold cheese and Ferdinand’s ice cream.

Bear Research Facility, located on the Airport Road on the edge of the WSU campus.

Historic US Post Office, 245 SE Paradise, built in 1930 as Pullman’s second formal Post Office. The building is a fine example of the craftsmanship and materials used in federal buildings built in during the height of the depression to bolster the economy. The Old Post Office is on the National Historic Register and the Washington Heritage Register.

Chipman Trail, Pullman’s River Walk, and the Pullman trail system, approximately 20 miles of paved trail between Pullman and Moscow, weaving through the downtown area along the river, heading north out of Pullman and looping back around to the airport road and Hwy 270.

Palouse Discovery Science Center, located on NE Hopkins Court, promotes science, math, and technology literacy through the use of educational programs, exhibits, teaching collections, and activities emphasizing hands-on learning. The center features permanent as well as traveling exhibits.

Pullman’s Walk of Fame, located downtown, includes granite tiles commemorating past mayors, past WSU presidents, distinguished Pullman residents, distinguished WSU alums and sports figures. New inductees will be added annually.

City Parks, throughout town.

Neill Public Library, downtown Pullman.
Pullman Aquatic Center, located on NW Larry Street, is a state of the art, indoor aquatic recreation Facility.

Skate Board Park, located on Spring St.

Rosalia

Steptoe Battlefield Site and Monument, located on a hill overlooking Rosalia. The monument is a 25-foot granite memorial that marks the location where the last Indian victory over the U.S. Army occurred in May of 1858. This historic battle, with 158 mounted troops facing between 600 and 1,200 warriors, ended when a cease-fire acknowledging the army's surrender was ordered by their leader, Chief Vincent. Rosalia's Battle Days Celebration commemorates this noteworthy event.

Arched Bridge, just outside of Rosalia.

Rosalia Museum

Texaco Station

Milwaukee Bridge

Old Dairy, just south of town.

R.S. Howard House, "The Castle House"

Historic Bank Building

Antique Clock, downtown area.

City Park

Public Swimming Pool

Tekoa

Tekoa Theater

Tekoa Museum

Tekoa Mountain

Tekoa Golf Course
Tekoa Train Trestle to John Wayne Trail

Public Swimming Pool

**Uniontown**

*St. Boniface Catholic Church*, located in Uniontown, was built in 1904 and became the first consecrated church in the state of Washington in 1910. The church houses the original five altars, statues, stained glass windows, painted decor, wooden pews and oil painted Stations of the Cross. The church is open during daylight hours. Contact Janice Whitcomb at 509/229-3359.

*Wagon Wheel Fence & Barn*, located just north of Uniontown, is constructed of well over 1,000 wagon wheels.

**Throughout the Byway**

*Steptoe Butte*, which is off of Highway 195 north of colfax, is a quartzite butte that rises 3,618 into the sky and offers spectacular panoramic views of the Palouse region.

*Kamiak Butte*, north of Pullman off of Highway 27, rises 3,641 feet and offers beautiful views, hiking trails and camping sites.

*Bald Butte*, south of Pullman off of Highway 195.

*Tekoa Mountain*, near Tekoa, is the highest point in the county.

*Palouse Falls State Park*, in the channeled scablands near Washtucna, has falls that cascade 198 feet into a round salt rock canyon.

**Rolling Hills and Farmlands**

**Native American History**

*Windblown Loess*

*Palouse River*

**Small Towns, rural America**
Churches & Cemeteries in the Palouse

- Albion Cemetery
- Bethel Cemetery, 1/2 mile E of Steptoe
- Bethel Cemetery, 3/5 miles NE of Colfax
- Butts Burial Ground, Amber
- Cedar/Silver Creek Cemetery 9 miles N of Garfield
- Clinton Cemetery, 5 1/2 miles SW of Moscow
- Coleman Cemetery, near Colfax
- Colfax/Masonic/IOOF Cemetery (County Cemetery), 3/4 mile E of Colfax, Palouse Hwy, Colfax
- Colton Cemetery, Colton
- Colyar Cemetery, 13 miles SE of Sprague
- Curtis Cemetery, Hay
- Doll Child Grave
- Dollarhide Child Grave, 1 mile from Johnson
- Dusty/Ackerman Cemetery, E of Dusty on Hwy 127
- Eaton Cemetery, 5 mile NW of Ewan
- Eden Valley Cemetery, 5 miles E of Palouse Hwy 272
- Elberton/Pioneer Cemetery, Elberton
- Endicott/Mt View Cemetery, Box 71, Endicott, WA 99125
- Evergreen/IOOF Cemetery, 2 miles N of Rosalia
- Ewartsville/Lone Pine Cemetery, W of Pullman
- Farmington Cemetery, Farmington
- Farr/Old Pioneer Cemetery, Pullman
- Freeze Cemetery, Freeze
- Garfield Cemetery, 1 mile SE of Garfield
- German Methodist Cemetery, 4 miles S of Rosalia
- Goldenrod/Tekoa Cemetery
- Greenwood Cemetery, 1 mile SW of Palouse
- Gresham/Swannack Cemetery, 2 miles SE of Lamont (near Sprague)
- Hatley Cemetery, SW of Pullman
- Hay Cemetery, Hay
- Holy Rosary Catholic Cemetery, SE of Rosalia
- Horner Cemetery, N of Wilcox-Tom Chryst Farm
- Imbler Cemetery, 9 miles SE of Lamont
- Johnson Cemetery, Johnson
- Lacrosse Cemetery
- Lloyd Cemetery, S of Colfax
- Lone Pine Cemetery, 3.4 miles E of Fairbanks Elevators (near Tekoa)
- Lutheran Cemetery, La Crosse
- McConnell/Stipes Cemetery, N of Diamond
- Mountain View Cemetery, 1 mile S of Farmington
- Moys Cemetery, NE of Almota
- Myers Cemetery, 12 miles W of Pullman
- Oakesdale Cemetery, 1/2 mile NW of Oakesdale
• Old German Methodist Cemetery, near Rosalia/Thornton
• Onecho Cemetery, 1 1/2 miles N of Almota
• Palouse Cemetery, Palouse
• Pine City Cemetery, 1 1/2 miles S of Pine City
• Pioneer Cemetery, 2 1/2 miles S of Elberton
• Pitt Cemetery Index, 9 miles NE of Colfax
• Pullman City Cemetery, S of Pullman
• Pullman IOOF Cemetery, Pullman
• Richardson Grave, 4 miles SW of Pullman
• Riggs Pioneer Cemetery, 2 miles NW of Rosalia
• Ringer Grave, Old John Ringer Farm
• Riparia Plot, near Riparia
• Rock Lake Memorial/Monument, Rock Lake
• Rosalia IOOF Cemetery, 2 miles N of Rosalia
• Sacred Heart Catholic Cemetery, 2 miles NE of Tekoa
• Saint's Home Cemetery, 7 miles S of Colfax
• Selbu Lutheran Cemetery, 4 miles E & 6 miles S of Lacrosse Hwy 26
• Sheahan/Thornton Cemetery, near Thornton
• Silver Creek Cemetery, 3 miles W of Farmington
• Single Grave
• Spalding Cemetery, near Almota
• Spring Flat Cemetery, 4-5 miles SE of Colfax-Dan Hart Farm
• St. Boniface Cemetery, Uniontown
• St. Gall's Catholic Cemetery, Colton
• St. John Cemetery, 2 miles E of St. John Hwy 23
• Steptoe Cemetery, Steptoe
• Thornton IOOF Cemetery, E of Thornton Hwy 195
• Turner Graves, near Colfax
• Uniontown Cemetery, Uniontown
• Unknown Grave, NE of Eden Valley Cemetery
• Weidrich Grave, Ewartsville area
• Whealen Graves, NW of Wilcox
• Whelan Cemetery, NE of Pullman Hwy 550
• Winona Cemetery, 1 1/2 mile W of Winona
• Zion Lutheran Cemetery, 4 miles N of Endicott
The Palouse Scenic Byway Corridor Management Plan

Attachment “C”
RESOLUTION NO. 059318

A RESOLUTION SUPPORTING THE DEVELOPMENT OF A HERITAGE AND SCENIC BYWAY IN THE PALOUSE REGION.

WHEREAS, the Board of Whitman County Commissioners in consideration of expanding economic development and the overall well-being of the citizens of the Palouse Region and State of Washington has reviewed and desires to pursue a Heritage and Scenic Byway State Designation for the Palouse Region; and,

WHEREAS, the Whitman County Commissioners agree to abide by RCW 47.42, Scenic Vistas Act of 1971, as it pertains to county roads; and,

WHEREAS, the Whitman County Commissioners desire to have roads designated as State Heritage and Scenic Byways in order to make said roads eligible for national designation.

NOW, THEREFORE, BE IT HEREBY RESOLVED that the Whitman County Commissioners approve and authorize Palouse Scenic and Heritage Corridor coordinators to pursue the application for said roads to become part of the state designated system.

ADOPTED by the Whitman County Commissioners at a regular meeting held on Monday, February 25, 2002 at Colfax, Washington.

BOARD OF COUNTY COMMISSIONERS OF WHITMAN COUNTY, WASHINGTON

[Signatures]

G. R. Finch, Commissioner

ATTEST:

Maribeth Becker, CMC
Clerk of the Board

City of Pullman 2.25.02
W.C. Public Works 2.25.02
WSDOT Heritage Corridors Program 2.25.02
W.C. Parks 2.25.02
City of Colfax 2.25.02