

## **Appendix A –**

### **Corridor Management Plans for Scenic and Recreational Highways in Washington State: A Summary of Goals, Objectives and Performance Measures**

#### **Cape Flattery Scenic Byway, State Route 112 Corridor Management Plan Goals, Objectives and/or Performance Measures**

##### Goal 1

- Support effective tourism development for the Makah Tribe.

##### Objectives

- Improve tourism revenue and job creation
- Find the right fit between Makah tribal member's employment preferences and tourism job opportunities
- Improve opportunities for entrepreneurs and small businesses
- Maintain or improve revenue support for the Makah Cultural and Research Center and the Makah Marina
- Promote byway opportunities that fill lodging and RV sites in all seasons.
- Position Makah lands as a unique and exclusive destination, with world-class opportunities to experience a living Native American culture, destination-quality fishing, and nature tourism.

##### Goal II

- Manage the impacts of tourism on residents of Neah Bay and tribal resources.

##### Objectives

- Improve visitor information to clarify Tribe's expectations for visitors
- Reduce traffic congestion from trailer lineup on busy fishing days
- Reduce visitor use in areas reserved for Makah tribal members
- Educate visitors to promote protection of Makah natural and cultural resources

##### Goal III

- Improve the travel experience for visitors to Makah lands.

##### Objectives

- Clarify expectations for visitors to Makah lands.
- Improve wayfinding and travel information
- Enrich retail, guiding, dining, and lodging opportunities for visitors
- Simplify recreation permit process, and clearly communicate the benefits permit fees provide for visitors (including facilities development and maintenance.)

##### Goal IV

- Improve visitors' understanding of Makah culture, sovereignty, and resource management philosophy.

##### Objectives

- Improve public education
- Train Makah public contact staff to clearly communicate expectations for visitors.

## **Cascade Valleys Heritage Corridor, State Route 202 Corridor Management Plan Goals, Objectives and/or Performance Measures**

### Objectives:

The general objectives of the Cascade Valleys Marketing Program are:

1. Support the economic development goals of communities located within the corridor in the areas of tourism and economic diversification.
2. Raise regional awareness of the tourism resources of the Cascade Valleys region.
3. Actively interest travelers on SR 202 in the local communities and solicit their input as Cascade Valley “customers”.
4. Establish partnerships with corridor Chambers of Commerce and other community organizations to support economic development objectives of the Cascade Valleys region.

## **Chinook Pass Scenic Byway, State Route 410 Corridor Management Plan Goals, Objectives and/or Performance Measures**

### Goals

- Establish a new, expanded organization for the corridor that includes members of the existing Chinook Byways Steering Committee.
- Promote tourism and economic development in balance with preservation of intrinsic qualities, in part by providing adequate traveler and visitor services.
- Provide information about the full extent of available recreation opportunities and interesting sites to visit throughout the corridor, including guidelines for responsible use and activities.
- Provide an interpretive theme and develop an interpretive program compatible with other interpretive elements that identifies and describes the unique intrinsic qualities associated with the corridor.
- Create a consistent and compatible theme for signs, interpretive panels and other elements.
- Coordinate with on-going and overlapping planning programs and efforts.
- Provide continued opportunities for public involvement and invite community participation in corridor planning, management and implementation activities.
- Identify safety and efficiency deficiencies of the highway, and work with appropriate agencies to correct these.

## **Chuckanut Drive - State Route 11 Corridor Management Plan Goals, Objectives and/or Performance Measures**

### **Management Strategies**

**SCENIC** *maintain and enhance farmland and open-space views from the parkway and opportunities to view historic structures, streams and estuaries.*

#### Farmland

- support viable commercial and family farms and the livelihood of small farmers
- establish and promote farmers' markets and festivals
- encourage attractive crop identifier signs oriented toward road travelers

#### Open space

- preserve open space areas and view corridors
- discourage dense residential or commercial developments
- enhance viewing opportunities for creeks and estuary areas especially via linked walkways
- support planted stream buffers through farm areas, as appropriate to farm owners
- invest in greenway trails along streams and sloughs

#### Farm structures

- retain scenic historic barns and wooden fences
- encourage farm buildings which enhance scenic quality of drive

#### Migratory bird habitat

- increase local awareness of internationally known raptor viewing sites
- invest in safe, attractive viewing sites and facilities for Trumpeter Swan observation
- improve scenic enjoyment opportunities at Allen Recreation Fields

#### Skagit Valley "Visitors Bureau"

- maintain separation between Chuckanut area and Tulip festival area
- consider transforming "Tulip Festival" organization to broader, year-around focus
- work with plan partners to develop appropriate visitor events which support existing local commercial enterprises without degrading residential quality of life
- ensure non-interference of tourist traffic with local and farm equipment, especially during Tulip Festival

**HISTORIC** *preserve, enhance and increase awareness of the historical resources of the small byway towns from Allen to Blanchard*

#### Chuckanut Drive as Historic Road

- Preserve the narrow, older style of the drive
- Support measures which first address safety through driver enforcement and education rather than through roadway modernization or construction

- Discourage routing of automobile traffic through small residential roads
- Develop and install interpretive sites and materials for the following:

#### Equality Colony at Blanchard

##### Farming

- explanation and history of diking and reclaimed land
- educational information about history of types of crops cultivated
- history of estuarine areas and transformation of rivers and sloughs
- identification and description of still-standing antique barns and structures

##### Allen shingle mill

- descriptive information about former towns which are no longer active

##### Edison historic buildings

- signage, explanation
- visitor information locations

##### Railroad history

- Edward R. Murrow's childhood home

##### Logging camps

- Gold Rush of 1858

**RECREATION** *enhance opportunities for residents and visitors to enjoy a variety of outdoor activities connected to the rich byway resources*

##### Hang-gliding

- support purchase of appropriate landing site area and access
- encourage cooperation between community groups and hang gliders to ensure residential privacy
- explore shared use of landing site with bird watchers and other sight-seeing
- consider formation of a formal organizational structure to oversee usage and maintain appropriate, safe and sustainable access to facilities

##### Continuation of Interurban trail through to Samish flats

- continue to work with Puget Sound Energy to resolve easement, title, and right-of-way transfer to local jurisdictions in order to maintain and enhance trail
- research funding options and pursue grants for non-motorized trail options
- research and develop route options for trail, including PSE right-of-way, if applicable
- coordination with other projects
- support establishment of the Coast Millennium Trail

##### Pacific Northwest Trail head

- establish a viewing area and trailhead interpretive center at the base of the Blanchard

#### Bridge for residents, visitors and bird watching

- support innovations to allow non-car trail access and/or parking
- support establishment of public transportation or shuttle service to trailhead

#### Private property and dikes

- work with Skagit County and land owners to resolve questions of access, privacy, and habitat preservation

#### Private duck hunting areas and leased lands

- work toward cooperation among diverse interests to balance differing local needs

**NATURAL** *preserve and enhance wildlife and stream habitat and opportunities for residents and visitors to enjoy natural areas*

#### Colony creek estuary

- restore the estuary and creek areas for habitat
- increase public understanding of habitat through establishment of viewing site
- support tributary creek restoration efforts for salmon runs

#### Bird watching

- develop route maps, signs
- work with Audubon Society to plan and build viewing turn-out sites
- ensure that habitat preservation projects are founded on sound scientific analysis
- increase awareness of driving safety procedures

#### Edison River restoration

- support Edison Elementary School stream restoration & stewardship
- invest in Edison stream greenway and interpretive trail

#### Samish River restoration

**CULTURAL** *preserve and enhance the farming and residential quality of life while accommodating the transportation needs of the byway.*

#### Farming

- support farmland preservation through land purchases and conservation easements
- work with Washington State University Extension to establish a system of crop identification signs along roadway
- support and enhance the annual Festival of Family Farms and the farm tour
- ensure development and open space guidelines continue to safeguard family farms
- ensure that road-side installations and guardrails do not interfere with transport of wide farm equipment

#### Merchants, commercial

- support existing commercial establishments
- ensure future commercial development retains and fits in with existing cultural values
- support participant group goals supporting farms, including Skagit Land Trust and Skagitonians to Preserve Farmland

#### Skagit Valley festivals

- work with plan partners to develop appropriate visitor events which support existing local commercial enterprises without degrading residential quality of life
- ensure non-interference of tourist traffic with local and farm equipment, especially during

#### Tulip Festival

#### Residential quality of life

- partner with local agencies and state enforcement to develop neighborhood traffic safety strategies such as volunteer speed watch actions
- strengthen the CCC to ensure that residential quality of life is maintained rather than degraded as visitor numbers increase

**ARCHEOLOGICAL** *partner with appropriate Native American nations, including the Samish Nation, to preserve and protect sensitive areas and materials*

- support Samish Nation anthropological research and educational actions for sites, events or materials within the Chuckanut Drive corridor
- ensure respectful treatment of materials at potential archeological sites throughout area
- develop a Cultural Resources Inventory and Management Plan for the corridor resources

### **Coulee Corridor Scenic Byway - State Route 17 & 155 Corridor Management Plan Goals, Objectives and/or Performance Measures**

#### Goals

- Support and contribute to a sustainable tourism economy.
- Collect and share corridor stories.
- Provide a safe and enjoyable journey.
- Leave a legacy of improvements.
- Preserve and enhance corridor resources.
- Contribute to a greater sense of community and region.
- Develop and maintain an open and participatory planning process.

**Cranberry Coast Scenic Byway - State Route 105  
Corridor Management Plan Goals, Objectives and/or Performance  
Measures**

Goals

- Maintain the Waters' Edge Way of Life
- Welcome Visitors to the Region
- Tell the Stories of the Region
- Provide for a Safe and Pleasant Journey

**International Selkirk Loop - State Route 20  
Corridor Management Plan Goals, Objectives and/or Performance  
Measures**

Objectives

- To promote and market unique experiences throughout the International Selkirk Loop, thereby creating economic opportunities for the communities and businesses around the Loop.
- To create awareness of the archeological, geological, cultural, historical, natural and recreational opportunities for visitors to the Loop.
- To support the growth, and enhance the sustainability, of our member businesses through marketing programs focused on local, regional, national, and global markets.
- To promote responsible conservation, preservation, and the protection of our lakes, rivers and streams, of our wildlife and our beautiful natural areas, to ensure that future generations have these opportunities to enjoy.
- To enhance working relationships among local communities, agencies, states, provinces, tribes, and countries working together towards a common goal – improved economic prosperity for the communities in and around the Loop and the preservation/protection of our natural assets.

**Lewis and Clark Scenic Byway  
Corridor Management Plan Goals, Objectives and/or Performance  
Measures**

Goals

- Leave a lasting legacy of improvements (interpretive, safety, infrastructure, heritage protection) along the Lewis and Clark Trail Highway in Washington.
- Enhance visitors' experiences along the Lewis and Clark Trail Highway.
- Encourage development of plans and projects that are consistent with the values and perspectives of tribes and local communities along the trail route.
- Strengthen the relationship between the Lewis and Clark Bicentennial and various public and private sites and services in Washington.
- Relate the significance of and provide interpretation about the Lewis and Clark Expedition to people of the Pacific Northwest, the nation, and the world.

## **Mountains to Sound Greenway - I-90 Corridor Management Plan Goals, Objectives and/or Performance Measures**

### Goals for the Corridor

#### WSDOT Goals

- Provide safe, efficient, dependable and environmentally responsive transportation facilities and services.
- Promote a positive quality of life for Washington citizens.
- Enhance the economic vitality of all areas of the State.
- Protect the natural environment and improve the built environment.

#### Mountains to Sound Greenway Trust Goals

- Preserve and restore scenic beauty along Interstate 90 and its byways. Create interconnected trails for walkers, bicyclists and equestrians.
- Help people of all ages to appreciate their place in history and understand natural systems.
- Improve access and enjoyment for families, senior citizens and the physically challenged,
- Protect and enhance wildlife habitat and corridors.
- Preserve working farms and forests.
- Encourage communities to retain their identities and plan for sustainable employment, settlement and natural resource use.
- Preserve and enhance the scenic and recreational character of the I-90 corridor while supporting appropriate economic development.
- Encourage cooperation between interest groups.

## **North Cascades Scenic Highway - State Route 20 Corridor Management Plan Goals, Objectives and/or Performance Measures**

### Goals and Objectives

- Enhance or improve opportunities to experience the varied views visible from the highway and within the public lands (participating agencies will be the lead for enhancements or improvements on lands they manage).
  - Encourage funding for constructing safe viewpoints in both public lands and along private lands.
  - Establish interpretive facilities to educate the public about various uses (e.g., timber, dairy, farming, ranching, mining, hydro-electric) and natural systems.
  - Encourage WSDOT to continue partnering with others to enhance and manage right-of-way vegetation for safety, noxious weed control, and aesthetic reasons.

- Enhance or maintain recreational opportunities.
  - Encourage construction of new or improvement of existing access points at safe locations.
  - Encourage partnerships between different recreational uses and landowners/managers to provide sharing of resources.
- Enhance opportunities for the traveling public to understand the history along the corridor.
  - Maintain and enhance existing historical resources.
  - Encourage collaboration between local communities, agencies, and custodians of historical information to develop and classify the interpretation of the corridor's history.
- Encourage strategies and plans that acknowledge and celebrate the different cultures in the corridor that benefit the jurisdictions, tribes, communities, and visitors to the North Cascades Scenic Highway.
  - Invite all tribal, cultural, and natural resources experts, local agencies, resource agencies, and affected landowners in all stages of identification, interpretation, and possible conservation of special sites, themes and landscapes.

**Okanogan Scenic Byway - US 97  
Corridor Management Plan Goals, Objectives and/or Performance  
Measures**

Goals and Objectives

- Strengthen community and agency partnerships through collaborative programs and projects.
- Partner with other agencies working on regional economic and marketing strategies.
- Coordinate and collaborate with the Confederated Tribes of the Colville Reservation on all aspects of the plan and the byway's future.
- Ensure that the corridor management plan is consistent with and reinforces adopted community visions, plans, initiatives and programs through plan objectives and implementation strategies.
- Develop reasonable and practical action items and assign responsibilities for implementation.
- Leverage funding and resources through collaborative planning and partnerships.
- Promote and enhance existing visitor centers and services all along the byway.
- Build and strengthen cooperative relationships between communities along the byway and increase a sense of community pride through planned programs and projects.
- Broaden awareness of the need for preservation, protection, and stewardship of unique and sensitive byway resources and intrinsic qualities.

- Enhance management of byway resources and intrinsic qualities, including the preservation and promotion of the byway's unique rural character and visible remnants of frontier/pioneer heritage.
- Increase business, tax revenue, and jobs by enhancing tourism in areas along the byway that can adequately support increased visitation.
- Promote and manage tourism in ways that minimize impacts to citizens' daily routines, traditional cultures, and rural lifestyles, as well as impacts to sensitive natural resources.
- Promote year-round experiences of the byway to disperse visitation and expand economic benefits throughout all seasons.
- Encourage the use of scenic touring routes and alternate travel routes as a means for promoting available resources and services in byway communities, the rich history and the exquisite scenery and recreational experiences of surrounding regions.
- Increase safety and travel opportunities for the diversity of byway travelers including freight, tourists, commuters, bicyclists, and pedestrians, and balance the needs of these users without compromising the highway's function as a critical route for trade, commerce, and agricultural operations.
- Provide places for byway travelers to stop, rest, and experience the byway's natural beauty, rich heritage, and modern day offerings.
- Enhance views and vistas along the byway and the character of the byway overall.
- Maintain and enhance ways to offer citizens and visitors immediate access to wilderness, while also preserving and protecting sensitive resources.
- Identify the byway on state, federal and auto club highway maps, leading to more tourism opportunities.
- Pursue National Scenic Byway designation immediately following the development of the corridor management plan.
- Expand educational and interpretive opportunities for citizens and visitors through interpretive exhibits and guides, historical markers, and other programs and projects.
- Provide linkages and connections to community and regional trails and support development of the regional trail system. Provide interpretive opportunities at trailheads and along trails.
- Strengthen the character of and visitor experiences related to gateway communities and disseminate byway information to travelers in gateway communities and at other recognizable locations.
- Enhance visitors' traveling experience through the creation of additional pull off areas, overlooks, trails, traffic calming techniques, information and interpretive centers, restrooms/rest areas, recreation improvements, and other services and amenities.
- Design and develop byway facilities, recreational features, transportation safety and mobility improvements, and other elements along the byway using methods and materials that enhance rather than detract from scenic qualities, views and vistas provided as part of the byway experience.
- Build a cohesive brand identity creating distinctive character of signing, logos, brochures, etc. for the Okanogan Trails Scenic Byway, blending with other

- marketing and branding campaigns of the region, state and National Scenic Byways Program.
- Develop byway specific promotional materials.
  - Organize and conduct regularly sponsored byway events and celebrations and tie byway opportunities into events and celebrations already planned and held in the byway's communities.
  - Sustain an enthusiastic, active byway committee over the long term.
  - Provide formal opportunities for ongoing public participation.
  - Foster public interest, involvement, and sense of ownership in the health, welfare and success of the byway.
  - Ensure compliance with design guidelines and applicable outdoor advertising and signing requirements. Create byway specific design guidelines to ensure that the visible roadside elements along the byway maintain and enhance its unique character, are of lasting quality and unobtrusive, blending in with the natural environment.

### **Palouse Country Scenic Byway Corridor Management Plan Goals, Objectives and/or Performance Measures**

#### Goals and Objectives

- Identify The Palouse Scenic Byway as a unique discovery experience in the region and the State.
  - Develop a comprehensive signage plan to give all travelers point of need information to destinations, sites, experiences, and facilities.
  - 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.
  - 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.
  - 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.
  - Develop individual topic-related resource promotions and packaged information for specific interests and resources along the Byway.
- Develop appropriate marketing and promotion of the Byway's resources in accordance with the desires of the Byway communities.
  - 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.
  - 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.
  - 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.
- Provide local awareness of the Byway's resources and opportunities.
    - Develop a regular local newspaper series on the resources and opportunities available on the Byway.
    - Develop and incorporate Byway informational presentations at appropriate community groups and service clubs such as Kiwanis, Rotary, Sr. Citizen functions, etc.
    - Arrange a Byway tour with reporter and cameraman to develop a Byway feature story.
    - Work with local school districts to organize field trips along the Byway and to specific resource sites.
    - 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.
    - Develop and distribute an annual Palouse Scenic Byway newsletter to highlight the Byway's resources, attractions and opportunities (this could be used for both local and regional promotions).
    - Generate familiarization tours for travel writers and encourage them to write about the Byway in their publications.
    - Create press releases for local newspapers, radio stations and other media.

- Coordinate with other local, regional and statewide programs including state and federal Byway programs.
  - 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.
  - Participate in the annual marketing plan development of related organizations to encourage appropriate representation of the Byway and its resources.
  - 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.
  - Partner with local and regional organizations attending regional trade shows to include and disseminate Byway information; brochures, event calendars, flyers and other promotional materials.
  
- Provide linkage information on related and adjacent resources and attractions
  - Coordinate with local communities and organizations to assist in development and promotion of related and complimentary loop and resource tours.
  - Include loop tour and resource information in all appropriate Byway promotional efforts and materials.
  - 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).
  
- Coordinate the Marketing and Promotion Program with the Byway Interpretation/Education Program
  - Maintain sub-committees within the Palouse Scenic Byway Committee for Marketing and Promotion and Interpretation / Education.
  - Incorporate results of marketing and traveler surveys in the design of Interpretation / Education strategies.
  - Develop and utilize the Byway logo and design guidelines in all appropriate materials, signage, etc.
  
- Develop marketing activities to support desired uses and interests of travelers
  - 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 unguided recreation opportunities such as hiking, bicycling, golfing, swimming, boating, fishing.
  - Promote “driving tours” of Byway and related resources in cooperation with Byway communities and related organizations.
  - Develop and promote specific Byway bus tours and side trip packages to capture existing bus tours.
  - Develop strategies to increase use in the off-season. Expand and target winter use and off-season use along the Byway.
- Keep the Byway material current, appropriate and effective
    - Develop and implement traveler surveys to evaluate existing programs and plan new strategies.
    - Contact local businesses, managers, and organizations to determine results of marketing and promotion strategies.
    - Track internet web site hits
- Interpretation
    - Contract with a firm to provide an interpretation plan.
    - Provide an opportunity in The Palouse Scenic Byway Committee for review of all interpretive education programs prior to developing marketing and promotion activities.

**Sherman Pass Scenic Byway - State Route 20  
Corridor Management Plan Goals, Objectives and/or Performance  
Measures**

Goals

- To demonstrate how past and present management activities have contributed to the unique character of Sherman Pass.
- To provide a variety of recreational opportunities, which span all seasons that showcase the character of Sherman Pass.
- To implement the Pacific Northwest Strategy and the Forest Service Rural Community Development Strategy.
- To maintain/enhance the natural character of Sherman Pass.
- To provide a high quality fishery in Sherman Creek.
- To capture history through innovative interpretation to provoke the visitor and instill a sense of having experienced the cultural past.
- To pay attention to aesthetic detail and to demonstrate the identity of each site and its unique character.
- To become a fundamental part of tourism activities in Northeast Washington.
- To provide a learning environment at each site promoting understanding and appreciation of its natural history and surroundings.
- To exemplify cooperation between land management agencies.
- To be actively involved with partnerships with local communities, user groups, and other organizations in the development of the Scenic Byway.

## **Stevens Pass Greenway - State Route 2 Corridor Management Plan Goals, Objectives and/or Performance Measures**

### Goals

- Sustain the special Northwest character, heritage, resources and features of the corridor.
- Keep rivers and streams within the corridor flowing with clean water.
- Protect fish and wildlife and their associated habitats and identify and enhance important habitat corridors.
- Promote understanding of the connection between natural resources, open spaces, economic opportunity and community values.
- Promote and enhance public use of the corridor while respecting individual property rights, public property, and the interests of local cities and communities.
- Promote recognition of the historical, recreational, and commercial importance of rail and automobile transportation along the corridor and increase use and awareness of alternate forms of transportation.
- Encourage the development of recreational, scenic and tourism opportunities.
- Support working farms and forests within the corridor.
- Promote cooperation and understanding of greenway values within the Stevens Pass Corridor.

## **Swift Water Corridor - State Route 10 Corridor Management Plan Goals, Objectives and/or Performance Measures**

### Vision

- Coordinate with local jurisdictions and community representatives on planning efforts to minimize affects on intrinsic qualities and unique aspects of the corridor.
- Participate and coordinate with other current planning efforts taking place throughout the corridor.
- Support and sponsor community and youth projects and programs related to the corridor.
- Create and implement a corridor interpretive program.
- Provide directional signs throughout the corridor to assist with way-finding.
- Implement new and support existing roadside and river cleanup programs.
- Organize new tours or promote corridor opportunities as part of existing touring programs.
- Support and sponsor arts and cultural programs and events.

## **Whidbey Scenic Islway - State Route 525 Corridor Management Plan Goals, Objectives and/or Performance Measures**

### Goals

- Preserve and enhance the scenic corridor along the highway.
- Conserve the environment and open spaces of the island.
- Clarify the identity and qualities of the island that set it apart from other scenic highways and also create both visitor interest and community pride.
- Promote the collaboration and cooperation of communities along the scenic byway.
- Preserve the rural character and way of life for the island communities.
- Establish a long-term view of the values and qualities that are most important to the island.

## **White Pass Scenic Byway - State Route 12 Corridor Management Plan Goals, Objectives and/or Performance Measures**

### Goals

#### Improve the byway visitor experience

- Support enhancement of visitor activities and facilities in byway communities
- Support expanded recreation opportunities in the corridor
- Improve visitor information
- Emphasize hospitality in byway communities

#### Improve the tourism economy of the byway and its communities

- Establish the byway as one of Washington's best wildlife watching destinations and support the development of Oak Creek Wildlife Area to provide a sustainable, high quality wildlife experience for more visitors year-round
- Improve awareness of the byway as a travel destination
- Increase number of overnight visitors to the byway
- Increase percentage of Mount St. Helens and Mount Rainier visitors using the byway as part of their itinerary
- Improve coordination between byway tourism providers

#### Protect byway resources

- Participate in land use and land management planning processes by local government, state agencies, and federal agencies to represent recreation, tourism, and conservation interests in the corridor
- Develop sustainable byway facilities and organization
- Build lasting partnerships with community, local government, and agency stakeholders
- Establish a byway management organization with stable participation and funding

- Identify resources for maintenance and operation of new facilities prior to capital development