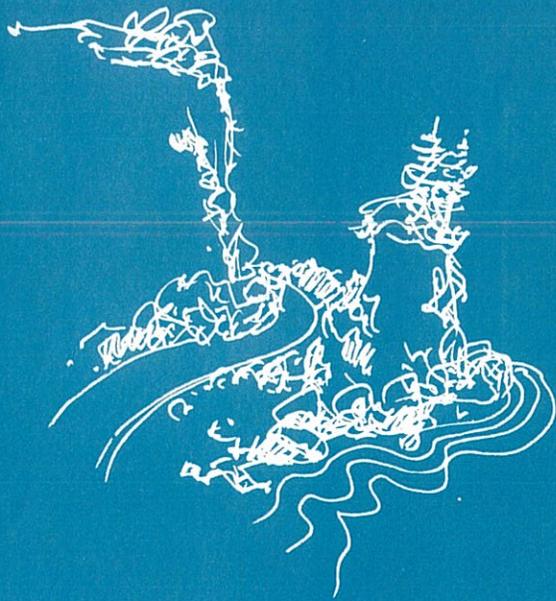


*Summary
Corridor
Management
Plan*



The Strait of Juan de Fuca Highway

*A Management Plan for the
State Route 112 Corridor*

*Projects, strategies and resources for
enhancing the travel experience,
supporting community development goals,
and preserving the natural and cultural
heritage of the SR 112 Corridor*

*Prepared for the communities of the
SR 112 corridor by:*

Washington State Department of Transportation
and
Clallam County
with
Parametrix, Inc.

May 2000



Washington State
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Sid Morrison
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A Message to the Reader,

Thank you for your interest in the Corridor Management Plan for SR 112, a route that serves a fascinating corner of Washington State. Most of our work here at the Department of Transportation is to keep traffic moving—building and maintaining the highways that connect the different regions of our state. We realize, however, that our work isn't really about cars and trucks – it's about the people and communities that the state's highways serve. The ideas included in the Corridor Management Plan represent exciting opportunities to make SR 112 work better for the communities it connects.

As many know, SR 112 is not an easy road to travel. In some ways it is reminiscent of the foot trails and logging roads that served the region prior to the highway's development. SR 112 was built in the rugged landscape along the north coast, and keeping it open as the land around it continues to slide and sag towards the Strait is challenging at times. Winding through narrow valleys and below coastal cliffs, the highway can be difficult to drive, especially for large vehicles like logging trucks and recreational campers. However, the twists and turns also offer a unique driving experience for visitors who are looking for a change from high speed and high volume freeways. The northwest corner of Washington State is an extraordinary place, and SR 112 is part of what makes a visit to the region an unforgettable experience. Many of the ideas included in the Corridor Management Plan can heighten that experience for visitors to your region, and contribute to your own quality of life.

This is a challenging era for transportation, and we find that the most important part of managing our highways wisely is listening to the people we serve. We listened carefully to those in your communities and learned both the kinds of changes that you want to see for SR 112, and the way that you would like to see those changes made. Many of the ideas in the plan are modest—improvements like viewpoints and pullouts, signs and brochures—however, in looking at the plan as a whole, the changes described represent significant benefits for the region. We are very excited about the possibilities for the future that you have imagined for your region.

Turning these ideas into finished projects will be a challenge. It will take creativity, energy, and commitment to find funding and implement projects. For some of these projects, the Department of Transportation can be an active partner with corridor communities. Other projects will require the development of new partnerships and diverse funding sources to bring new resources into the corridor. Although it may not be easy, the enthusiasm that corridor residents have shown during the planning process is a strong foundation for making the plan a reality.

Your vision for the future represents a real opportunity for improving the quality of life and economic vitality of the region. The Department of Transportation is pleased to have been involved at the beginning of this process, and we will be there with you whenever possible helping to strengthen the connections between the highway and your communities. We are at the beginning of an exciting journey.

Sincerely,

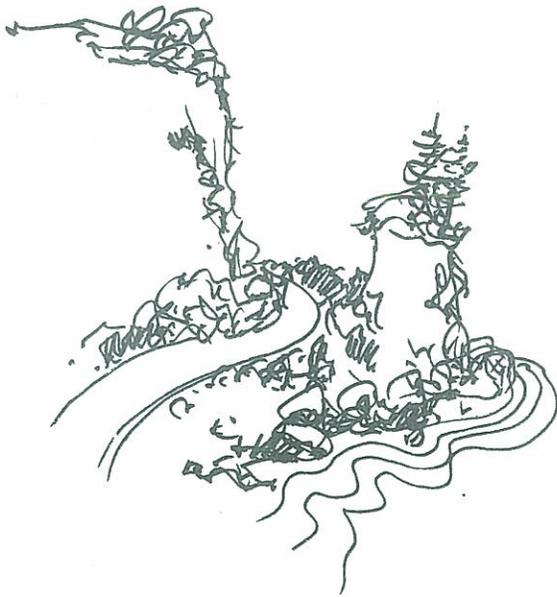
Gary F. Demich
Olympic Region Administrator

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May 2000

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It Begins with a Place

Planning for the Strait of Juan de Fuca Highway, Washington's State Route 112

Highways serve a variety of purposes—commercial travel, commuting, recreational travel. They move people and goods and connect one community to another. As it carries traffic from Port Angeles to Neah Bay and back again, State Route (SR) 112 winds through a beautiful and diverse region of Washington State. The Corridor Management Plan for SR 112 is a non-traditional transportation plan. It is a plan where the surrounding region is as important as the road. The plan looks at connections between

the highway and the communities it serves more than highway safety and traffic flow. The emphasis is on the highway's role in the economic development of local communities, and how travel-related amenities can support local goals for community and economic development.



Seal and Sail Rocks from Snow Creek

This plan was developed with the guidance of corridor residents and is intended to be a step towards meeting local goals for diversifying the regional economy—especially the regional tourism economy. Working with local communities, the planning process looked for strategies and specific projects that would make the highway a better destination for travelers, increase travel to the corridor, and provide more diverse opportunities for recreation. At the same time, it is important that changes to the tourism

economy not come at the cost of the region's quality of life, or be considered a replacement for traditional resource-based economies. SR 112 communities need healthy tourism, timber, and fishing economies to maintain their character and economic vitality.

The Corridor Management Plan includes three parts. This document, the **Summary Plan**, includes an overview of the corridor itself, and the strategies and projects developed during the planning process. The second part of the plan, **Priority Projects**, includes detailed descriptions of the projects that were identified as being most important to the region. The third part of the plan, the **Resource Guide**, includes back-

ground information to help understand the SR 112 region, and focus projects to meet real regional needs. The Resource Guide describes existing recreational travel opportunities in the corridor, the operational characteristics of the highway, and a summary of regional economic data. It also includes examples of how to take a project from being just a good idea to being a completed contribution to the community, descriptions of selected grant sources that fund projects similar to those identified in the plan, and guidance on preparing grant applications.



Sea stacks near Cape Flattery

Before there was the highway, before there were communities, even before there were Native American cultures in the corridor, there was the place that underlies it all—the deep glacial fjord of the Strait, the beaches, rivers and forests. The Corridor Management Plan also begins with the place, telling at least parts of the story of its past and present. Its future is up to you. Hopefully, the ideas described in the plan will be a good place to start.

The Highway Along the Strait

Natural and Cultural Resources along SR 112

At the northwest corner of Washington State, reaching farther out into the cold waters of the North Pacific than any other point of mainland in the lower forty-eight, is a remote stretch of coastline with rugged cliffs and a deep forest of Sitka spruce and western red cedar. It marks the western end of Washington's north coast, a place of great natural beauty and abundant natural

resources that have drawn people since the time before recorded history.



The mouth of the Clallam River

Rising from the deep waters of the straits, the northern coast of Washington is diverse and surprising. As you travel the land just across the water from Canada, you will come across rocky cliffs and lone sea stacks, steep hills covered with timber, lonely stretches of cobbled beaches, villages tucked into sheltered bays, and a bustling port town, whose streets echo its lively turn-of-the-century waterfront history.

The Strait of Juan de Fuca Highway begins just west of Port Angeles and winds along the north coast of the Olympic Peninsula. The road travels through forested hills, alongside mountain vistas and skirts the Strait of Juan de Fuca's rugged shore. The route hugs the coastline, breaking

away occasionally to navigate around towering, impassable headlands, or to skirt the estuaries that fringe the mouths of rivers draining the north slopes of the Olympic Mountains. In many places the shore is an extension of the coastal hills, dropping off steeply into the Straits of Juan de Fuca. Occasionally, the hills pull back from the shore, allowing for coves, bays, and narrow beaches. These varied conditions support a diverse range of wildlife and contribute resources that have been a basic part of the culture and economy throughout the area's history.

Linking the Pacific Ocean and the inland waters of Puget Sound, the waters of the Straits of Juan de Fuca have an unusual diversity and abundance of marine life, including fish, marine mammals, shorebirds, and an astonishing variety of life in near-shore and estuarine environments. The area is a crossroads for migratory wildlife passing up and down the Pacific coast and into the Straits and Puget Sound beyond. For millennia the north coast has witnessed the seasonal migration of salmon, from inland waters to the ocean and then back again, as they repeat their life cycle. Each spring, migratory raptors mass over the headlands near the mouth of the Straits, spiraling upward on warm updrafts before making the northward journey over the broad expanse of water separating Washington State from British Columbia.

Whales, seals, bald eagles, deer and even sea otters are often seen during a drive along SR 112. California gray whales and Orca whales can be seen feeding along the edges of the kelp forests in the Straits of Juan de Fuca and off the Pacific Coast near Cape Flattery. The sea otter population has been growing; during the winter they feed around Cape Flattery and then begin to move into the Strait of Juan de Fuca. Otters have been seen as far east as Clallam Bay-Seki in March and April. Dozens of bald eagles nest along the Straits and it is not uncommon to see several in a day.



SR 112 Bridge over the Elwha River

A Glimpse into the Past

SR 112 not only carries travelers through nature but also through history. The communities of Joyce, Pysht, Clallam Bay, and Sekiu have long and interesting stories with chapters covering everything from tanning leather to making barrels to running mills to logging to leading fishing charters.

Countless years before the eighteenth century Spanish and English explorers vied for dominance of Washington's northern coast, before Juan de Fuca sailed past the opening of the Strait that bears his name, native peoples - Klallam, Makah, Quileutes among them - lived in thriving communities along the northern coast of what is now Washington State. By the late 1700's, the S'Klallam, meaning "strong people", tribe maintained 17 coastal villages between Discovery Bay and Clallam Bay. It is estimated that they numbered about 2,000 people. The Makah and Ozette tribes lived in villages near Neah Bay and Lake Ozette and also numbered about 2,000 people.

The forest and the ocean provided the S'Klallam, Makah and Ozette tribes with everything they needed. Canoes were the primary mode of transportation and were made from cedar trees hollowed out by burning. Cedar wood and bark provided capes, skirts, bows, houses, dishes and lumber. The Strait and Pacific Ocean provided salmon, halibut, and shellfish. The S'Klallam



Boardwalk to the Slip Point

people were renowned for their expertise in drying clams and the Makah people for their whaling. All three tribes also depended on seal for food, clothing and other items. The Makah and Lower Elwha Klallam retain portions of their traditional lands in reservations along the corridor.

Native American history is being continually discovered in the coastal soils. The Ozette village was discovered in 1966 and is one of the premier archeological discoveries of the 20th century. A Makah fishing village once located at the mouth of the Hoko River, located about five miles west of Sekiu, was excavated throughout the 1980's. Artifacts, including parts of baskets, wooden fishhooks, harpoons, and even a gill net, were found in both wet and dry soil deposits.

The artifacts were estimated to be nearly 3,000 years old and were returned to the Makah tribe. Examples of the artifacts from these excavations are displayed in the Makah Museum in Neah Bay.

European explorers are believed to have arrived in the Strait area as early as 1592. A Spanish expedition, led by Greek navigator Apostolos “Juan de Fuca” Valerianos, discovered the strait but believed it to be the long sought “Straits of Anian”. The next explorer to come across the Strait of Juan de Fuca was Captain James Cook in 1778, although he did not recognize it and thought it to be the “pretended Strait of Juan de Fuca”. Captain Charles William Barkley is often given credit for the Strait’s discovery in 1787; however, the authenticity of his account remains in question.

In 1792, the Spaniards established the first European settlement in the area at Neah Bay. However, settlement was brief. Spain relinquished all of its New World claims in 1800, including the settlement at Neah Bay. Shortly after this, the Olympic Peninsula joined the United States as part of the Oregon Territory.

In 1870, Sekiu, originally known as West Clallam, was founded. A Seattle company brought the first commercial activity to the area with the opening of a salmon cannery. In 1889, the California Tanning Company established a distilling plant, where a product used to tan leather was extracted from hemlock bark. It was the only distilling plant of its kind on the west coast, and it drew hundreds of workers to Sekiu.



Highway view to the Strait of Juan de Fuca

Just east of Sekiu, Clallam Bay, known then as East Clallam, was getting its start as a mill town. However, after a few years the mill burned down and the main industry became manufacturing barrels for the tanning extract being produced at the distilling plant in

Sekiu. Both towns prospered until the development of a newer tanning process rendered the plant in Sekiu useless, devastating the economies of both towns.

About the time that Sekiu and Clallam Bay were getting their starts, Scandinavian immigrants started a small settlement in the Lake Ozette area. However, most of the settlers left when the area

was included in the original Olympic Forest Reserve in 1897. Although a rush of timber claims resettled the community when the Reserve was reopened in 1901, interest soon faded and the homesteads were sold to timber companies and deserted.



Docks at Snow Creek

Clallam Bay and Sekiu recovered gradually from the demise of the tanning business through the advent of commercial and sport fishing and logging. In 1902, D.A. Robertson started a logging operation in the area and built several miles of railroad. Clallam

Bay came to have the longest railroad bridge in the world, at 808 feet long. This bridge spanned Charley Creek and was an impressive 202 feet high. Logs also crossed the bridge by skidding over greased tracks.

Joyce, a community east of Clallam Bay and Sekiu, actually got its start in Crescent Bay, which is a few miles north of the present town of Joyce. Loggers came to the area to cut coastal timber and in the late 1880's, the 166-block town of Port Crescent was platted. By 1888, 600 people had moved to Port Crescent, which now had a few stores and a luxurious hotel facing the bay. Although a lumber and shingle mill was built in 1891, prosperity did not last long in Port Crescent. The town dissolved in the late 1890's when Northern Pacific Railroad cancelled its plans to build a line into town. Buildings were dismantled and moved, including the luxurious hotel, parts of which became incorpo-

rated into the still operating Joyce General Store. The railroad eventually came to Joyce in 1914, and the old train station now houses the Joyce Museum.

Visitors exploring the SR 112 corridor can expect an uncommon adventure in a unique and uncrowded stretch of Washington's coast. They can explore the wild shoreline, learn about the area's natural and cultural heritage, and see the ways of life of the people who live and work here. Excellent fishing, both for salmon and for resident fish like halibut, has been a traditional draw to the area. In the summer, boats fill the marinas, RVs fill the campgrounds and evenings find people gathered around campfires. Nearby beaches host families and picnickers enjoying the sun and kayakers readying their boats. The Clallam Bay-Sekiu July Fourth fishing derby brings fireworks and friendly competition as fishermen try for the biggest fish and a few dollars for their pockets.

Visitors also come to the SR 112 corridor for hiking, biking, and wildlife watching. Lake Ozette and the Olympic National Park coastline are popular destinations. The Cape Flattery Trail is a stunning cedar-boardwalk trail through forests to a rocky outcrop, which is the most northwest point of the contiguous United States. From the lookout at the end of the Cape Flattery Trail, visitors can view Tatoosh Island, sea caves and sea stacks. The Olympic National Marine Sanctuary and the Flattery Rocks National Wildlife Refuge harbor a diverse collection of animals, especially birds. Hobuck and Shi Shi beaches are also popular destinations for visitors to the Makah Indian Reservation.

The region is rich in the kinds of natural resources and unique features that draw visitors for destination travel. However, the corridor's resources are not familiar to most travelers, and they often require special information or initiative to enjoy. Minor improvements in visitor amenities, interpretation, and travel information would have great benefits in increased visitor enjoyment of the region and provide a foundation for marketing the corridor as an experience unique in the Pacific Northwest—the drive along the Strait to land's end with exciting discoveries along the way.

Discovering the Coast Today

Community Leadership

Building a Plan for Corridor Communities, by Corridor Communities

The Corridor Management Plan was developed in a collaborative process, as corridor residents, Clallam County representatives, and members of the Makah and Lower Elwha Klallam Tribes worked together with Department of Transportation staff to identify issues, opportunities, and ideas for the future of the corridor. In addition to dozens of individual meetings with corridor residents, the plan was developed in a series of ten public workshops throughout 1999.

Key issues and concerns led first to a set of goals for the plan, and then to specific ideas for projects. Nearly every idea in the plan had its start in a comment at a public meeting.

Key Issues :

Highway safety:

- Community residents would like to see potholes filled, curves straightened and additional pull-outs and passing lanes to accommodate slower traffic, recreational vehicles and vehicles pulling boats.
- SR 112 closes at least once a year due to slides and weather and community residents have no alternatives.

Traffic operational concerns:

- SR 112 serves a variety of users (logging trucks, slow tourists, vehicles with boats) which can create conflicts between slow and fast moving vehicles.

Economic development concerns:

- The commercial and recreational fishing industries are not healthy
- Timber industry employment is down, though the industry is still active in the corridor

Timber Management in the corridor:

- While there is widespread support for the timber industry, community residents expressed concern regarding visual impacts; i.e., clear-cuts in general and clear-cuts extending to the roadside.
- Residents would like to better manage visitor expectations regarding the extent of timber activity and its impacts and benefits along the corridor.

Beach access and management:

- Community residents would like improved beach access and management, such as enforcement of day-use only and litter cleanup, for already established beach access locations.
- Community residents would like more public restrooms along the corridor. Community residents are concerned about securing funds for year-round maintenance for the Clallam Bay Beach Park public restrooms.

Increasing tourism:

- Community residents feel recreational fishing will always be a tourist draw, yet they also want to diversify the activity base available to tourists to extend the season.
- Community residents sense some conflict between commercial uses and conservation/tourist value of corridor resources, especially timber and fishing.
- The Makah Tribe is concerned that while they do not have the mechanisms (i.e., business ownership and taxes) to realize the economic benefits of tourism, they realize the impacts.

Initial project ideas developed in response to these issues and concerns. The projects changed slightly over time as they developed and as certain issues increased in priority. Initial project ideas are summarized below.

Highway safety/Traffic operational projects:

Due to the nature of corridor management plans, which are designed to address economic development opportunities in an area, the Plan could not offer much in the way of major alignment or structural changes to the highway. However, the Plan can support projects that will increase the efficiency and safety of SR 112 traffic operations. Community residents expressed great interest in projects that would:

- Improve existing pullouts and add new ones so that slow moving vehicles can more safely exit and enter traffic.

Economic development projects:

Community residents identified tourism as the primary and most realistic option for generating economic development in the corridor. While most Corridor Management Plan projects focused on tourism development, community residents agreed that all of the projects should target the following issues:

- Promote income-producing access, such as museums, private campgrounds, fee-based parking for access to trail systems, etc..
- Increase visitor awareness of the corridor and all that it has to offer beyond fishing.
- Appeal to more kinds of visitors, such as eco/adventure tourists, nature-lovers and those looking to escape “the big city”.
- Encourage visitors to stay in the corridor for longer periods of time.

Timber Industry/Management Awareness:

Community residents generally agreed that the corridor needs timber and tourism to remain viable and that both industries are a part of the corridor’s heritage. Therefore, projects need to recognize the importance of and promote both industries. Community residents felt the following projects could achieve this goal:

- Timber interpretive sites explaining timber heritage, the changes in forest management over time, the ecology of clear-cuts, forest management as it is practiced today.
- A timber interpretive brochure to more effectively manage visitor expectations; to explain that the region depends on both timber and tourism and that corridor residents and businesses are committed to the successful management of both industries. Timber information could also be included in other brochures or web sites developed for the corridor.

Beach access and management:

Because beach access and management issues and concerns have a long history in the corridor, community residents had very specific project ideas.

- Community residents would like improved beach access and management at Twin Rivers.
- Community residents would like more public restrooms along the corridor and have expressed an interest in incorporating a public day-use area into the Snow Creek Resort, which currently has restrooms.

Increasing tourism:

Community residents most wanted to focus on projects that would diversify the activity base available to tourists. Diversification could increase tourism in a number of ways: through bringing more tourists into the corridor, providing reasons for tourists to stay longer and increasing the tourist season to include spring and fall. Activities that community residents want to develop and market include:

- Diving
- Mountain biking
- Kayaking
- Wildlife watching and scenic boat charters
- Birding at Bahokus Peak

Several important issues emerged during public workshops. These issues reflected the significant concerns of corridor residents. Project goals were developed to respond to these issues and guide the development and implementation of the Corridor Management Plan.

Some of the concerns raised in public workshops do not have easy solutions. Major highway reconstruction projects are not currently funded in Washington State Department of Transportation long-range plans. The instability of much of the geographic region contributes to the difficulty and expense of significant road improvements. The Corridor Management Plan will document concerns about the function of the highway and look for resources to respond to those issues, though the plan's focus is on smaller projects with more modest funding needs.

The issues and goals are divided into three themes: **the highway, tourism economic development, and process & implementation.**

The Highway

Issue: There is widespread concern over the safety and reliability of the highway.

Goal: Seek new resources or non-traditional funding opportunities for safety and operational improvements, and realignment in slide and flood-prone areas.

Goal: Develop a formal emergency route from Neah Bay to I01 in case of extended closure of SR 112.

Issues, Goals & Objectives

Issue: Highway maintenance is perceived to be insufficient to meet safety and operational needs.

Goal: Improve communications between corridor communities, Peninsula RTPPO, and WSDOT.

Goal: Build on existing partnerships between WSDOT, the Makah Tribe, and the County to respond to emergency maintenance needs.

Issue: A loop road concept is considered an opportunity both to improve transportation connections and for tourism development. Clallam County and the Makah Tribe are undertaking a feasibility study for the loop road. Actions related to the loop road concept will be addressed in the feasibility study.

Tourism Economic Development

Issue: The corridor is dependent on a few economic sectors. Upturns and downturns in those sectors have a magnified effect on corridor quality of life. The region in general is not sharing in the current state-wide economic upturn.

Goal: Diversify the corridor economy and strengthen individual economic sectors where possible, particularly tourism.

Issue: There is a sense that existing tourism in the corridor is too dependent on sport fishing and needs to become more oriented to destination travelers.

Goal: Develop tourism opportunities to attract new visitors to the corridor.

Goal: Identify potential markets and strategies for diversifying the corridor's tourism strategy.

Goal: Re-build the sport fishing market both by reconnecting with past visitors and making connections with new ones.

Process & Implementation

Issue: To ensure that projects meet local needs, corridor residents need to maintain local control.

Goal: Strengthen local community groups and connections between corridor communities to guide projects.

Goal: Look first to local solutions and resources to meet local needs.

Goal: Work toward the development of representative community forums.

Goal: Seek outside resources only when there is effective local oversight and guidance for projects.

Goal: Form partnerships to achieve projects with common interests.

Issue: Major corridor economies, including tourism, timber and fisheries should be managed for mutual benefit, to understand sources of conflict, and to provide opportunities for cooperation.

Goal: Recognize and respect the right of property owners to manage their land.

Goal: Work to resolve conflicts neighbor-to-neighbor within the community.

Issue: Corridor residents recognize a need for change but don't want to lose touch with the region's heritage.

Goal: Recognize the region's heritage in timber, fishing, maritime activities, and tourism as living parts of the corridor culture. Promote the region's heritage as a unique resource for visitors.

Strategies and Projects

Understanding and Marketing each aspect of a traveler's experience

Most visits to the SR 112 corridor begin long before a traveler turns off US 101 at Laird's Corner or Sappho. Before they have even begun their trip, visitors go through a process of planning and decision-making for choosing a destination and itinerary. The decision to visit the corridor is usually made far away, based on either a previous experience, personal recommendation, or as the result of marketing the corridor.

Strategies for improving tourism in the SR 112 region need to start at the traveler's home, then follow them each step of the way until the end of a pleasant, satisfying visit. Travelers need to know enough about the corridor to include it as one of the options when considering a recreational trip, and making a decision between the SR 112 region and other competing destinations. When they arrive at the SR 112 corridor, they need to find information and services to help them enjoy their visit and take advantage of the area's recreational opportunities.

The projects and strategies that follow were developed to address the entire range of the tourism experience. For convenience, the visitor experience is broken down into five segments: awareness, expectation, decision, experience, and sharing the experience. These five segments represent the tourism experience from trip planning, to decision making, to the actual visit.

AWARENESS means making sure the traveler knows about the SR 112 region and considers it a potential travel destination. Strategies and projects to increase awareness of the region include marketing and promotion activities.

EXPECTATION is the image that visitors have of the region. What do they think the SR 112 region is about? What kind of activities or experiences do they think are available? Visitors' expectations can be influenced by the content and style of marketing materials and corridor information.

DECISION is the phase that creates a sense of urgency or timeliness for a visit. For potential visitors who know why to visit the region, decision strategies encourage them to visit NOW. Strategies that affect the decision phase of the experience include marketing (for example seasonal promotions that are targeted towards festivals, fishing seasons, and natural events), support for existing festivals, and possibly the development of new events, such as a mountain biking festival.

EXPERIENCE relates to the quality of the actual visit: the activities, facilities, and visitor information that contribute to a positive visitor experience.

SHARING THE EXPERIENCE is, hopefully, the extended result of a successful visit: visitors who had a good experience and share that experience with friends and acquaintances, increasing their awareness of the region as a destination, giving them positive expectations for a visit.

Awareness Projects & Strategies Identifying and Capturing Tourism Markets

Defining Target Market Segments

A key part of building awareness is defining *who* you want to be more aware of the corridor as a destination. The strategy described by workshop participants balanced efforts to revitalize the traditional markets for corridor tourism (especially sport fishing) with emerging opportunities. Practically, defining markets is the first step to developing targeted marketing efforts for each group. Major market segments suggested for emphasis include:

- Sportfishing— *Puget Sound/Eastern Washington/East Coast*
 - Day Trippers— *P.A. / Sequim locals*
 - “Northwest Corner” visitors—*Local to international*
 - Nature tourists—*Birding, wildlife watching, beaches, stormwatching*
 - New Sports— *Mountain biking, scuba, surfing, sea kayaking*
 - History/ Maritime Heritage Tourists
 - National Park Visitors—*emphasis on Ozette hikers*
 - IOI drivers—*both “impulse” visitors and trip planners who choose to visit*
- SR 112

Corridor Marketing Plan

There are several grant sources that might support the development of a formal corridor marketing plan. Completing a planning process for marketing could help focus promotional and marketing efforts. A plan could also help in coordinating the efforts of the various corridor stakeholders.

Several current corridor marketing efforts are ongoing, sponsored by the Clallam Bay-Seki Chamber of Commerce and the North Olympic Peninsula Visitor and Convention Bureau (VCB). On-line marketing through the various web sites serving the region is well-produced, and tourism providers generally feel that it is an effective medium for reaching potential visitors. The Clallam Bay-Seki Chamber of Commerce has recently printed a promotional poster and is working on a brochure for the area.

Corridor Interpretive/Orientation Brochure

A general brochure covering the entire SR 112 region would serve as the foundation for corridor marketing literature. The brochure could be distributed with seasonal or targeted inserts to customize it to different market segments and for different events.

A general location map and description of corridor attractions would both orient visitors to the corridor and provide specific messages to support the corridor's marketing identity.

Magazine Editorial Placements

The SR 112 Corridor has received prominent coverage in several national magazines recently, including *Coastal Living* and *Audubon*. Editorial coverage in magazines is wonderful marketing, without the cost of advertising placements. The SR 112 corridor is an interesting place right now, filled with good stories. Press releases and direct contact with magazines and freelance travel writers can lead to increased coverage and increased travel in the corridor. In particular, *Sunset* magazine is particularly effective in reaching Pacific Northwest and west coast travelers.

Formal Coordination Strategy between Corridor Communities

To effectively market the region as a destination, there needs to be effective coordination between the organizations representing region communities. This is especially important if the regional strategies described here and following are to be implemented.

The coordination could be developed as an *ad hoc* committee for specific projects, as a regular group that meets under the organizational umbrella of an existing organization such as the VCB, or as an independent corridor organization.

Whatever the organizational structure, regional partners need a forum and ground rules for including corridor-wide stakeholder involvement in corridor-wide projects.

Information Fulfillment Operation

As mentioned above, most trips to the SR 112 region begin in the potential visitor's home. Web sites are a new method for reaching travelers in their homes and providing desired trip planning information. Another, more traditional approach is a fulfillment operation to respond to mail or phone requests with printed travel information or lodging referrals.

An operation of this type could be integrated into a corridor visitor information center, or operate without a drop-in address—simply picking up mail and answering the phone.

Expectation Projects & Strategies

Regional Identity & Marketing Content

Corridor Identity Themes

The SR 112 region offers spectacular natural scenery, an exciting driving experience (not always a good thing), and a variety of recreational activities. Marketing materials need to express some consistency in describing the corridor, and provide an accurate picture of what opportunities the corridor provides. In general, if a potential traveler is not going to be happy with the opportunities provided by the region, it's better that they not come at all than visit the corridor and be unhappy with their experience.

Some of the potential organizing elements for identity themes include:

Unique and Spectacular Natural Resources

- *Coast & beaches*
- *Wildlife & birds*

- *Marine life*
- *BEAUTIFUL SCENERY*

A Place to Escape to:

- *Remote—off the beaten path*
- *Isolated but right next door*
- *Alternative to SR 101*
- *Curvy road*

Variety of Activities

- *Gateway to Olympic National Park*
- *Lots to do for a day or a week*
- *Great sport fishing (there are still fish, but also more than just fish)*

Cultural Heritage

- *Native American cultures*
- *Working landscapes/logging*

A Unique Place to Visit

- *Furthest northwest corner*

Regional Identity Program

An important step in promoting the SR 112 region as a destination is developing a recognizable identity for the region that is clear, engaging, and unique. A regional identity is very similar to a consumer products “brand”—it distinguishes SR 112 from other destinations and provides an image of what the region is about.

Some good examples of regional identities along the Washington Coast are Ocean Shores and Long Beach. Local travelers have a good sense of these locations as regional destinations, and they have built consistent identities around their regional image.

An identity for a region may include elements like an overall name for the region, a logo, slogans, and a consistent “look & feel” for marketing materials. Once an identity has been developed, it can be used in a wide variety of public information activities, from highway signs to radio advertisements.

The Northwest Coast

Clallam Bay-Seki has begun the process by working with the concept of “The Northwest Coast” as a destination identity in their web page and marketing materials. A recent poster added an identifying slogan—“nature-lover’s paradise.” It is difficult to tell whether the “Northwest Coast” identity is starting to be associated with the SR 112 region. As

outsiders to the region, the planning team has some concerns over whether the "Northwest Coast" identity can successfully differentiate the SR 112 region from the larger "Oregon & Washington Ocean Coast" sense of the phrase. On the other hand, "The Northwest Coast" has a head start, and may be worth sticking with rather than taking a backwards step.

The Region & the Road

Another opportunity for building identity is to use the highway as a connecting thread for the region, and use the road as part of the regional identity. Good examples of this kind of identity-building are the "Blue Ridge Parkway" in Virginia and North Carolina, and Glacier National Park's "Going-to-the-Sun Highway." Both of these roads have identities themselves, in addition to being connected to a distinct regional destination.

Makah Nation Visitor's Brochure

Some of the significant tourism resources in the SR 112 corridor are on Makah tribal land or the property of individual members of the tribe. Since many visitors to the Makah museum, Cape Flattery and other Makah tribal attractions stay in lodgings along SR 112, corridor tourism providers can play a role in helping the Makah to manage tourism impacts and preserve tribal resources.

A brochure with maps, descriptions of the attractions open to the public, an introduction to the tribe's sovereign status, and a description of tribal regulations for conserving natural and cultural resources could contribute to sustainable recreational visits to Makah lands.

*"The Northwest Corner
Scenic Road"*

"The Hidden Coast Byway"

"The Otter Coast Scenic Drive"

"THE CROSSCUT ALLEY HERITAGE ROUTE"

*"The Northwest Coast
Scenic Byway"*

*"The Whistlepunk Road
Heritage Route"*

"The Eagle Coast Byway"

"The Land's End Byway"

"The North Straits Road"

"The Tidepool Highway"

Decision Projects & Strategies

Festivals and Seasonal Events

Identify and Market Seasonal Natural Events

Fall, winter, and spring are some of the best times for watching wildlife along SR 112. Gray whales migrate south, then back north; eagles are plentiful and easy to see; otter rafts float eastward along the strait shoreline; and in the spring, thousands of raptors gather at Bahokus Mountain as their launching point for the long crossing north to Vancouver Island.

These natural events make for an almost continuous “winter wildlife festival” in the corridor—one of the best wildlife shows in the Pacific Northwest. Winter wildlife watching in the corridor provides a magical experience for visitors and can help to increase visitation in the shoulder and off-seasons.

Fishing Season Promotion

Sport fishing continues to be a foundation for recreational travel to the corridor, but unpredictable seasons and complex regulations make it difficult and discouraging for visitors to plan trips. There may be opportunities to re-build some of the sport fishing market by reassuring visitors that there are fish to catch and helping them to keep track of changing seasonal openings.

Promotional activities could include:

1. The development of an annual sportfishing guide to the corridor
2. Radio/newspaper placements in Puget Sound region (for example “This KIRO 710 traffic report is brought to you by the Northwest Coast Fishing News—Salmon season is open in Sekiu and charter captains are reporting their boats are limiting out every day so far this week. Call 1-888-BIG-FISH for information on planning your trip today.”)
3. Up-to-date fishing reports on the web (could be livened up with a live camera “the fish-cam”)

Access & Information Projects & Strategies

Services, Information, & Recreational Access

Providing clear access points and easy-to-find and understand information on local activities helps a traveler explore, interact, and enjoy new environments and activities. Corridor gateways, wayfinding signs, and informational kiosks are the types of projects community residents are most interested in. In addition to providing new access points and information, community residents also wanted to enhance visitor awareness of existing facilities and activities. Community residents' project ideas are briefly described in the following pages.

Corridor Gateways

Peninsula Visitor Information & Displays

Primary Locations: Port Angeles, Forks

Port Angeles and Forks are important gateway locations for peninsula travelers, whether they are heading to SR 112 or traveling on US 101. Public outreach for the SR 112 corridor needs to support the goal of building awareness of the region as a single tourism destination with multiple recreation opportunities. Improving visitor information content and presentation at regional tourism information centers can help to capture travelers with flexible itineraries, simplify orientation for travelers headed to SR 112, and build awareness of SR 112 as a regional destination.

Currently, brochures and maps for the SR 112 region are displayed mixed with other peninsula attractions. A simple display system that groups SR 112 information under an identifying logo or slogan would help to promote the region as a whole and improve the effectiveness of new promotional literature.

SR 112 Wayfinding Signs

Locations:

US 101/SR 112

US 101/SR 113

US 101/Piedmont Road

SR 113/SR 112

WSDOT has recently improved the signing to SR 112 at a few of these intersections, reducing confusion and improving awareness of the corridor. Consistent signing at major entrances to SR 112 would improve the capture rate for impulse visitors, and assist travelers planning to visit the corridor in making a successful connection. If the region decides to adopt a regional identity, including a slogan, logo, or both, then these gateway signs could be used to introduce the identity to travelers.

Laird's Corner Viewpoint and Traveler Information Kiosk

Location: US 101/SR 112 junction

Laird's Corner, located at one of the key gateways to SR 112, has a sweeping view of the Strait of Juan de Fuca. This is a potential location for a wayside and traveler information stop. The wayside would offer a traveler information kiosk, which could include a map and itineraries, as well as identify historical points of interest, recreational opportunities and outfitters, lodging, and restaurants.

This is one of two potential sites for development as an eastern entry to the corridor. The second, the existing Elwha River overlook, is discussed below. Laird's Corner offers the advantage of catching travelers prior to the US 101/SR 112 junction, potentially capturing 101 travelers with a flexible itinerary. Some difficulties with the Laird's Corner location include difficult entry and exit from US 101, competing land uses at the intersection, and a jumbled-looking location that could be a challenge for clearly identifying the public pullout.



The lower Elwha River dam

Elwha River Travel Information Site/Rest Area

Location: South side of SR 112 at the crossing of the Elwha River

This overlook was developed along with the new bridge crossing of the Elwha, but has fallen into disuse. The Elwha has recently attracted nationwide attention with the growing awareness of salmon habitat needs and the continuing discussion around the removal of the two high dams upstream. If the removal of the Elwha dams goes forward

it is likely that the Elwha will become a significant attraction for visitors to the corridor.

The bridge crossing the Elwha River is an impressive arched structure spanning a narrow spot in the river gorge. The existing bridge lookout consists of a partially paved spot reached by a short woodland. The area provides access to the rim of the river gorge, with striking views of the high walls of the gorge. Redevelopment of the site could include redeveloped parking, improved viewpoints to the Elwha, picnic areas with tables and trash containers, a pedestrian trail linking the parking area to the lower dam location, a visitor information kiosk, and possibly restrooms.

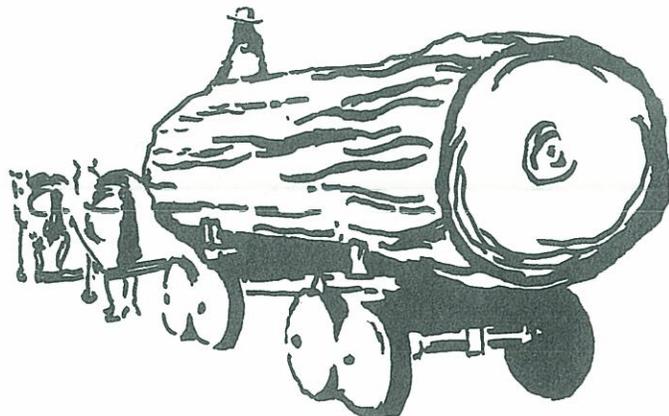
As discussed above, this is the second potential location for an east gateway to the SR 112 corridor. The advantages of this site include good access from the highway, a larger area for parking and circulation, less distracting surroundings, and the drawing power of the Elwha to help get people off the road and into the facility. The major disadvantage of this location is that travelers passing by have already made the decision to leave US 101 and travel at least a portion of SR 112. Since this location would primarily serve westbound travelers, it would also require a turn across traffic to enter and exit the site, probably with a dedicated turn lane.

If Laird's Corner is developed as a corridor gateway, this site still has tremendous potential, but with a stronger focus on the Elwha and less focus on orientation to the entire corridor. In combination, the two sites are likely to capture a reasonable percentage of corridor recreational travelers.

Joyce Area Timber Harvest Mosaic Educational Pullout

Location: South side of SR 112

SR 112 winds through by private, state and federal working forests. Timber management is both part of the corridor's history and an active part of everyday life. Travelers are part of the timber harvest experience as they share the road with log trucks and pass by harvest areas in every stage of regrowth—from newly harvested



cuts to nearly mature managed forests. The roadside between Laird's Corner and Joyce provides several locations with good views towards hillsides in various stages of harvest and regrowth. A viewpoint at one of these locations could interpret the dynamics of modern forest practices and introduce travelers to the general concepts of forest management that they will be seeing close-up as they continue along the corridor.

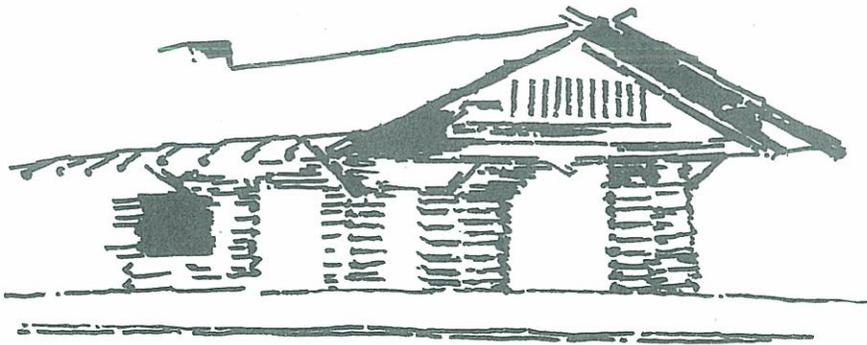
The pullout could include educational signs, a sheltered viewpoint, and possibly provide brochures to describe timber activities along the corridor. This might also be a location to provide some guidelines for "living with logging trucks"—driving tips to help everyone share the highway.

Joyce Museum & Visitor Information Center

Location: Joyce Museum

The Joyce Museum is a wonderful historic building that immediately draws the attention and curiosity of travelers. In addition to its role in displaying artifacts from Joyce's past, the museum has the potential to be a successful visitor information center (VIC)

for the SR 112 corridor. As a visitor information center, the museum would be staffed and provide travel information for the corridor, including lodging assistance and itinerary planning. In addition to being a resource for drive-by visitors, the visitor center could be the central point for receiving and processing information requests



coming in by telephone (including a possible toll-free number), mail and over the internet. By combining the two roles of museum and VIC, the museum could gain visitors and staffing support, and corridor tourism businesses could gain an important resource for getting the word out. Travelers would enjoy the opportunity to learn more about the region, and get better information on the variety of activities and services available to them.

Developing the museum into a visitor center would require modest changes to the parking area and building to provide accessible entry, good internal circulation, and an inviting setting. Careful design would be necessary to preserve the unique character of the building, and show it off to best advantage.

Joyce Downtown Park

Location: Downtown Joyce, south of SR 112

In an effort to integrate SR 112 into the Joyce-Freshwater Bay community, area residents are interested in the development of a rest area or town park that could include a transit center. Joyce-Freshwater Bay residents would like to encourage Clallam Transit to expand services to the area and encourage alternate modes of transportation between Joyce and Port Angeles. A town park/rest area with transit and bicycle facilities could increase bicycle tourism in this part of the SR 112 corridor and provide a new public recreational opportunity for Joyce residents.

Crescent Bay Loop Signing

Location: Crescent Beach Road , Camp Hayden Road

Crescent Beach Road and Camp Hayden Road create a loop road connecting Salt Creek Recreation Area and Crescent Beach. This “Crescent Bay Loop” offers beautiful scenery, great picnic spots, access to Striped Peak hikes, a trip through history and easy biking.

Signs for Joyce-Piedmont Road/Lake Crescent Road

Location: SR 112 and Joyce-Piedmont Road, US 101

The Joyce-Piedmont road connects SR 112 to the north side of Lake Crescent, the Spruce Railroad trail and US 101. Signs for this connection would encourage US 101 drivers to make the small detour over to the SR 112 corridor. This drive could be included in a itinerary. Emphasizing this existing transportation connection provides more choices for recreational travelers as they plan their itineraries or look for day activities. The Joyce-Piedmont Road also completes a bicycle route that could include the Crescent Beach Loop.

Mountain Bike Trail System

Location: Public and private timberlands south of SR 112

Mountain biking has become a destination-focused activity with enthusiasts regularly traveling long distances for challenging or scenic mountain biking trails. The existing SR 112 corridor resources, from roads to lodging, are well-suited for the mountain biking population. Developing an integrated mountain biking trail and parking system in partnership with marketing and signing strategies could make the SR 112 corridor a mountain biking destination.

Some challenges with making mountain biking work in the region include controlling access, especially to accommodate active timber harvest activities, and providing some compensation, liability control or incentive for private landowners to allow mountain biking on their property. Private lands may not be necessary to make the program work, especially during the early development of mountain biking as an activity in the corridor.

Some keys to making a trail system work are the development of parking areas at trail access points, and ensuring that participants have current information on road and trail status. One mechanism for managing mountain bike use could be the development of a pass system, where participants pay a small fee and receive a parking pass for designated mountain bike parking areas and an up-to-date trail map.

Freshwater Bay County Beach Access

Location: North of Coville, on the west end of Freshwater Bay.

The bay stretches broadly east and west, its shores formed by wooded hills rising steeply southward. Madronas and mixed conifers grow nearly to the rocky beach, which curls around the west end of the bay, ending with the rock formation at Observatory Point. The sheltered waters of Freshwater Bay make it popular with kayakers. This area is an important location to include in regional promotional literature, and improved signs on SR 112 should be provided. Freshwater Bay could also be connected to the Saltwater Creek recreational area with the development of trail access connecting over Striped Peak.

Striped Peak

Location: Between Freshwater Bay and Saltwater Creek Recreation Area.

Striped Peak rises eleven hundred feet from the coast, affording broad views up and down the Straits and north to Vancouver Island. Coniferous woods of mixed age blanket the slopes. Views from the peak's north flank are over trees that have been planted in recent years. Striped Peak is an important attraction along the Crescent Bay Loop, and could be signed at SR 112 and included in travel information for the corridor.

Saltwater Creek Recreation Area

Location: Approximately two miles north of Joyce

One of the longest and most varied stretches of public beach on SR 112, Saltwater Creek beach ranges from deeply eroded sedimentary rock at its east end to a grassy estuary at the creek mouth. Mature timber covers much of the area, except for the day use and RV camping area at the site's eastern end. There are extensive tidepools and educational/interpretive opportunities as well as a variety of camping options including RV facilities and car camping sites.

Lyre River Camping and Picnicking Area (DNR)

Location: One half mile north of SR 112 crossing of Lyre River

The DNR area is tucked away in a forested area along the Lyre River. The dense coniferous forest covers the site, giving way to broadleaf trees on the riverbank. The site currently feels run down, and DNR is in the process of evaluating options for defining camp sites more effectively, restoring some of the trampled woodland understory and reducing inappropriate activities.

Murdoch Creek Beach DNR Site

Location: Approximately milepost 40

This public beach is currently undeveloped, although it has unpaved road access and is visited by local residents. It is locally known for the small rounded rocks that make up the beach, and rock-collecting is a popular activity. This quiet, secluded beach is a pleasant informal recreation area and could be made more acces-

sible with minor improvements. An improved gravel road access, defined parking, beach access for sea-kayak launching, and signs from SR 112 would improve the site as a visitor resource without changing its current character. Some Joyce residents have indicated that they would prefer that the site be developed for day use, rather than a public campground.

Sadie Creek Trail (DNR)

Location: Approximately milepost 41.5 at E. Twin River Rd.

A broad, well-maintained trailhead in mature forest leads to an extensive trail system along the ridge to the south of SR 112. A trail information sign is provided approximately 100 feet down from the trailhead marker, and a short access road leads to a large unpaved trailhead parking lot. This is a popular trail system for area mountain bikers. Most visitor facilities are in place, but the site is poorly signed from the highway.

Twin Rivers Beach

Location: Between the mouths of East and West Twin Rivers

Twin Rivers, with its shallow crescent bay and calm waters, is the first opportunity along SR 112 for a water view pullout. There are possibilities for minor improvements that would help to manage the existing use of this beach access. Improvements would include minor enlargements and paving of the roadside pullout, and clear delineation of the limits of public ownership at the site.

Clallam Bay Park & Community Beach

Location: Clallam Bay

The park follows the eastern end of Clallam Bay, incorporating the spit formed by the Clallam River and the wooded area south of it. A wooden pedestrian bridge provides easy access to a long, gravelly beach. There are broad views to Sekiu and Sekiu Point to the west and Slip Point to the east. The park is a wonderful recreational resource for travelers and community



residents alike. A grant was recently submitted in an effort to obtain funds for park entry improvements. The park also provides the only public restrooms west of the SR 112/SR 113 junction, making them of critical importance. There are on-going efforts to secure maintenance funding so that the restrooms may remain open year-round. These efforts could also be endorsed and further developed through this Plan. This Plan could also include the development of sources, strategies and partnerships to implement the future park enhancements identified in the Clallam Bay-Sekiui Strategic Economic Development Plan. Future park enhancements include picnic tables, a hard surface trail from restroom to footbridge, a new footbridge, acquisition of tidelands at the west and east ends of the park, and the addition of a fishing pier.



Clallam River at Clallam Bay County Park

Lighthouse Keeper's Residence Maritime Museum and Nature Trail

Clallam Bay-Sekiui residents are interested in acquiring the old lighthouse keeper's residence and converting it into a maritime museum. There is also the possibility of creating a nature trail, which would follow the Clallam River for a stretch, between the park and maritime museum site.



Walkway to the historic light location at Slip Point

Sekiui Overlook (at the "rock" pullout)

Location: Existing pullout at Sekiui turn-off

The existing pullout at Sekiui provides good views back to Clallam Bay Community Park and Slip Point and down onto Sekiui. A grant was recently obtained for improvements including the addition of picnic tables, a viewing shelter, and interpretive signs.

Sekiu Community/Conference Center

Location: Sekiu

Sekiu and Clallam Bay residents are very interested in developing a Sekiu Community and Conference Center, in part to augment existing lodging facilities to provide a space for business traveler needs and to provide additional community services. The Sekiu Community and Conference Center could be a focal point for educational components developed as SR 112 tourism opportunities. This Plan could endorse and further develop strategies and partnerships to obtain funding for the improvements identified in the Clallam Bay-Sekiu Strategic Economic Development Plan.

Clallam Bay to Sekiu Trail

Location: along the waterfront between the two communities

Development of a recreational trail between Clallam Bay and Sekiu has been a community vision since 1995, when it was identified in the Straits Regional Comprehensive Plan.

Public Viewpoint and Fishing Pier

Location: just east of the Sekiu turnoff

A public viewpoint and fishing pier could be developed just east of the Sekiu turnoff, giving corridor visitors an opportunity to be near the water, watch Sekiu marina activity and enjoy the view back to Clallam Bay Community Park and Slip Point.

Clallam Bay-Sekiu To Neah Bay Beach Access Points

Location: Between Clallam Bay-Sekiu and Neah Bay

While the drive between Clallam Bay-Sekiu and Neah Bay skirts the coastline, often hovering only a few feet above the beach, there are only a few places that offer beach access. Corridor residents have expressed the need for use management, such as parking areas, day-use only



Several locations provide opportunities for beach access along SR 112

signs and garbage cans/collection, at these locations. These improvements, which would include graded and paved parking areas, would enhance the traveler's experience of the corridor.

Snow Creek Overlook and Resort

Location: Approximately milepost 0.5

The Snow Creek RV resort is located on a flat, narrow area running perpendicular to the shore and is devoted to the trailers, campers, and RVs of boaters using the resort's launch. The embankment above the rocky beach is densely wooded, and there are spectacular views of Seal and Sail Rocks from both the beach and the dock. Overflow parking and camping are located on a high bluff across SR 112. From this vantage point there are also excellent views of Seal and Sail Rocks, and the distant shores of Vancouver Island.



The existing restroom and camping at Snow Creek

This site has recently been purchased by the Washington State Department of Fish and Wildlife, although it continues to be operated by the former owner. This site has potential to operate as a shared use partnership, where a portion of the facility is redeveloped for day use traveler services, including a rest area, and the remaining portion continues in its existing use as camping and fishing access.

Makah Tribe Gateway Pullout

Location: Approximately milepost 0

This bluff overlooks Seal and Sail Rocks would be a good location to provide paved parking and a kiosk with Makah Tribe educational and interpretive information, such as the story of Seal and Sail Rocks, Makah Tribe history, and things to do and keep in mind when visiting the reservation.

Implementation

Many of the forces that are shaping travel patterns and their associated economic opportunities are outside of the control of individual regions. We can't stop time or have much effect on "big picture" economic and demographic trends. However, as individual community residents, business people, and citizens you can have a role in deciding what to do to make tourism work better for yourself and your community.

Defining the projects for the plan is only the first step-what really counts is getting things done. Finding resources to build viewpoints, provide public restrooms, or print brochures will take creativity and some hard work by corridor residents. The planning process will make it easier to get these things done, but it's only the first step. Following the completion of the plan, corridor residents need to continue to be involved with projects: taking on a leadership role in completing a project; helping to provide the community support that is critical for attracting grant money; and maintaining the momentum to see projects through their conclusion.

Private sector tourism providers and community organizations, such as chambers of commerce and tourism boards, have worked closely with state and local governments to promote tourism and provide visitor services. The projects and strategies included in the Corridor Management Plan emphasize the activities that community organizations, local governments, and state agencies can undertake to maintain or improve public resources that support tourism. The intent of the strategies is to find areas where public/private partnerships make sense, support the goals of corridor businesses, and provide real public benefits.

The SR 112 Corridor Management Plan focuses on the work that community organizations, active community residents, local governments, and government agencies can do to provide the foundation that private sector tourism businesses can grow on.

Much more detailed information on implementing projects can be found in the **Resources Guide** and **Priority Projects** sections of the Corridor Management Plan. This section focuses on four broader “Action Plans” that make sense for early implementation and continued emphasis as the highway develops:

- **Corridor Community Connections Action Plan**
- **Identity and Awareness Action Plan**
- **Access and Information Action Plan**
- **Nature Tourism/Adventure Tourism Action Plan**

Corridor Community Connections Action Plan

Actions to increase communications and cooperation between corridor stakeholders for travel enhancement projects

As a transportation corridor, SR 112 connects the region from Port Angeles to Neah Bay. Projects and strategies for the corridor will benefit from a regional perspective, with continuing involvement of stakeholders throughout the corridor. A key project goal is to promote wider understanding of the range of visitor activities available in the corridor. Effective development of a regional identity will require regional participation and coordination. The Corridor Community Connections action plan is focused on developing a structure for continued coordination throughout the corridor. Whether formal or informal, this structure will have a variety of benefits for future corridor development. Among other things, it will:

- Streamline coordination processes for corridor-wide decision making
- Allow better flow of information regarding projects and activities in different parts of the corridor.
- Involve a broader group of stakeholders to lead projects and find resources
- Promote regional marketing efforts and cooperative projects
- Provide a forum for sections of the corridor not currently represented by organized community groups

A variety of mechanisms may be pursued in developing an ongoing corridor working group. The most straightforward approach is to use existing community group and jurisdiction representatives as the foundation for membership. Other key stakeholder groups include the Makah and Lower Elwha Klallam tribes, and state and federal land management agencies with holdings in the corridor. The initial organization of a working group could be as simple as the development of a mailing list of designated representatives and a protocol for identifying what kinds of actions would require the group's notification or consent. Depending on the scope of activities in the corridor, working group activities could include regularly scheduled meetings, sponsored presentations at fairs or grange meetings, and activity updates for elected representatives. The development of simple memoranda of understanding between county and tribal governments and corridor government agencies may help to define roles and solidify staff commitments to the process.

A priority for this action plan is to promote the development of a community group to represent the area in and around Joyce—one of the corridor's major communities.

Community Organizations

Clallam Bay-Sekiu Chamber of Commerce
North Olympic Peninsula Visitors and Convention Bureau
Clallam County Economic Development
Port Angeles Chamber of Commerce

Indian Nations

Makah Tribe
Lower Elwha Klallam Tribe

Clallam County

Planning Department

Private Landowners

State & Federal Agencies

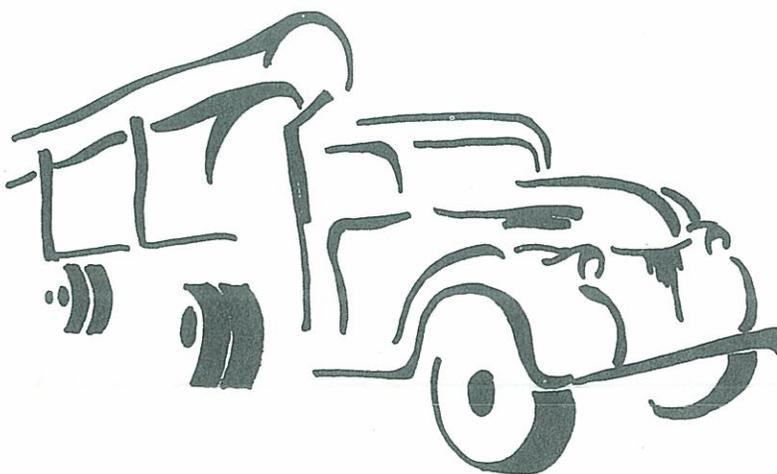
Olympic National Park
Olympic National Forest
Washington State Parks
Washington State Department of Natural Resources

Other Organizations

Arthur Fiero Marine Laboratory
Olympic Park Institute

EARLY ACTION ITEMS FOR CORRIDOR COMMUNITY CONNECTIONS:

- Develop working group participant roster and participation guidelines. Begin with a core group and expand from there.
- The formation of a Joyce Community Group would help to ensure the sharing of information regarding project ideas and actions as well as provide a point of contact for other groups within the SR 112 corridor and neighboring communities.
- Makah Tribe Partnership. The Makah Tribe and corridor communities share many of the same goals for corridor enhancements. Coordination in implementing the management plan would benefit the tribe, tourism providers, and corridor visitors.



Identity and Awareness Action Plan

Actions to build awareness of the region as a travel destination, and express the corridor's unique attributes in a consistent marketing identity

The SR 112 region offers a variety of destination tourism resources—Olympic National Park's Lake Ozette and Pacific Beaches, the Makah Tribe's Cape Flattery and the Makah Museum, freshwater and saltwater fishing, beachcombing, mountain biking, and others—however it is not well-known as a travel destination. Outside of the local region SR 112 is recognized as the road to Neah Bay or the road to Lake Ozette, but there is very little awareness of other resources in the corridor, or the lodgings and traveler services that the corridor offers.

A significant goal of this plan is to increase awareness of the corridor, and to emphasize the variety of activities and resources available to travelers—activities that could support multi-night stays and attract new visitors.

A local example of an effective regional identity is the “Long Beach Peninsula.” Through consistent marketing, write-ups in travel guides, and editorial articles in Pacific Northwest lifestyle magazines, the Long Beach Peninsula has developed an image that includes beach recreation, kite-flying, charming historic towns, fine dining, and interesting natural landscapes. The SR 112 corridor is a very different place, and offers different activities and attractions. However, the range of activities is as diverse and exciting as what the Long Beach Peninsula offers. Travelers need help “getting their arms around” all the things that the SR 112 corridor offers.

EARLY ACTION ITEMS FOR IDENTITY AND AWARENESS ACTION PLAN

- Develop a corridor marketing plan, including a consistent marketing identity and strategies to increase awareness of the regional identity among the traveling public, specifically among groups emphasized as desirable markets for tourism development
- Coordinate travel information to support and reinforce corridor identity
- Develop corridor descriptive brochure describing the variety of travel opportunities in the corridor
- Promote travel themes, such as eco-tourism or sea kayaking opportunities, as subjects for editorial travel stories in regional and national travel media

Access & Information Action Plan

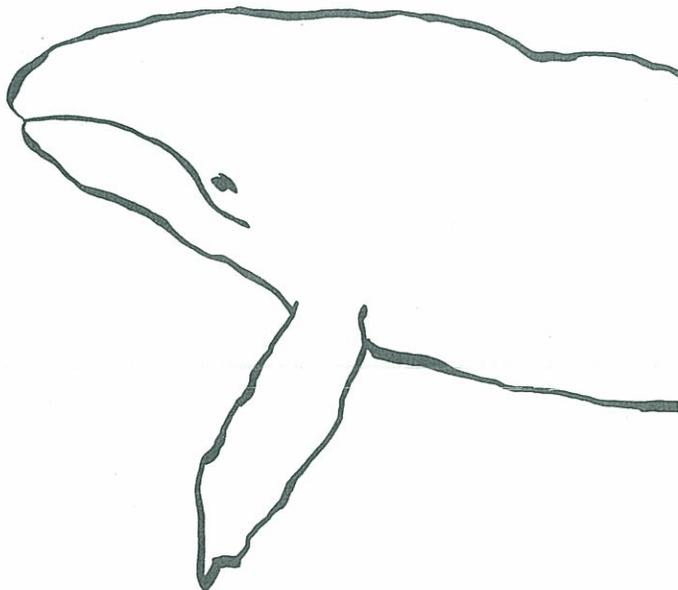
Actions that develop projects to provide travel information, improve access to resources and recreational activities, and diversify travel opportunities and choices of activities in the corridor.

Most of the corridor projects are focused on this action area. Projects for the Access and Information Actions are well-described in the **Priority Projects** section of the Corridor Management Plan. Implementation methods are described in the **Resource Guide**.

Pick something exciting, and **give it a try**.

EARLY ACTION ITEMS FOR ACCESS AND INFORMATION ACTION PLAN

- Identify project champions to lead implementation of high priority projects
- Dedicate matching funding and in-kind resources to support grant applications
- Select 2-3 projects to seek funding for in year 2000. Focus on National Scenic Byways discretionary Grants, TEA2I Enhancement grants, and Salmon Recovery funding



Nature / Adventure Tourism Action Plan

Strategies for reaching new and different tourism markets

Nature/Adventure tourism is a broad category and includes many types of outdoor, nature-based recreational activities. Adventure tourism typically includes such active outdoor nature-based recreational activities as mountain biking and bicycle touring, kayaking, backpacking, hiking, rock and mountain climbing, and wildlife watching. Eco-tourism is considered a specialty segment of the larger nature/adventure tourism market. While eco-tourism often includes many of the same activities as adventure tourism, eco-tourism often includes an educational/cultural experience.

Nature / Adventure tourism is one of the fastest growing tourism markets both within the U.S. and for international travel. Effective destinations for nature/adventure travel combine outstanding natural resources with tourism products that allow visitors to experience the resources and meet their travel needs. Further development of opportunities for Nature/Adventure Tourism in the SR 112 corridor would diversify the corridor's travel offerings and take advantage of some of the corridor's existing resources to attract travelers. From the SR 112 Corridor, travelers have access to water, mountains, foothills, rural communities and cultural experiences. Also, seeing wildlife is almost a guaranteed experience when visiting SR 112.

The SR 112 corridor is rich in the kinds of natural resources that support nature/adventure travel. Outstanding natural resources connected to the SR 112 corridor include the Lake Ozette and Pacific Coastal regions of Olympic National Park, the Cape Flattery coastal boardwalk on the Makah reservation, extensive shorelines and a relatively protected nearshore environment, annual raptor migrations centered around Bahokus Peak on the Makah reservation, significant rivers, and forested uplands.

Nature/adventure travel is already an important component in the traveler mix for the corridor. Olympic National Park, sea-kayaking, scuba diving, mountain biking, surfing, and wildlife watching draw a significant number of travelers to the corridor.

Small businesses, such as Puffin Adventures, Cape Flattery Tours, and several lodging providers, are beginning to actively promote this market. The Olympic Park Institute uses the corridor as a setting for educational and adventure programs. The Clallam Bay-Seki Chamber of Commerce has prepared several specific marketing pieces targeting nature tourists, including a bird-watcher's guide to the region, and a "Nature-Lover's Paradise" promotional poster. Concerns have been raised that nature / adventure tourism may not be compatible with the perceived impacts of timber management in the corridor. While this may be a challenge for the corridor, it is also an opportunity to tell the story of how timber management coexists with healthy, intact natural resources. Interpreting and demonstrating continuing changes in timber management practices to protect natural resources can provide a more holistic and nuanced understanding of the relationship between healthy environments and healthy rural communities.

*EARLY ACTION ITEMS FOR NATURE/ADVENTURE TOURISM
ACTION PLAN:*

ECO/ADVENTURE TOURISM MARKETING could begin through the creation of a brochure and web page dealing specifically with eco/adventure tourist activities, such as those listed below.

MOUNTAIN BIKING has become a popular destination-oriented activity. Enthusiasts are willing to travel long distances and take multi-day trips.

Actions steps:

- Promote a mountain bike tour or race to raise awareness of the area
- Work with Port Angeles mountain bike clubs to identify regional trails
- Develop "trailheads" at the identified regional trails
- Create a mountain bike trails and information brochure
- Work with local land owners (M&R, DNR, etc.) to develop a fee-based parking/trail pass system
- Identify specialty magazines for advertisements to increase awareness

SEA KAYAKING is a popular Pacific Northwest activity, which has many well-established support organizations. Seeking designation as Washington Water Trails would immediately establish the SR 112 Corridor as a kayaking destination.

Action steps:

- Contact the Washington Water Trails Association
- Identify campgrounds with kayak take-out/put-in locations
- Identify put-in locations not associated with campgrounds
- Develop kayaking guide/brochure
- Identify specialty magazines for advertisements to increase awareness

BIRDWATCHING is an activity that is growing in popularity across the nation and in the SR 112 corridor. A handy birding guide for the

SR 112 corridor was just recently created. Additional effort and organization would help increase awareness about SR 112 as a birdwatching destination.

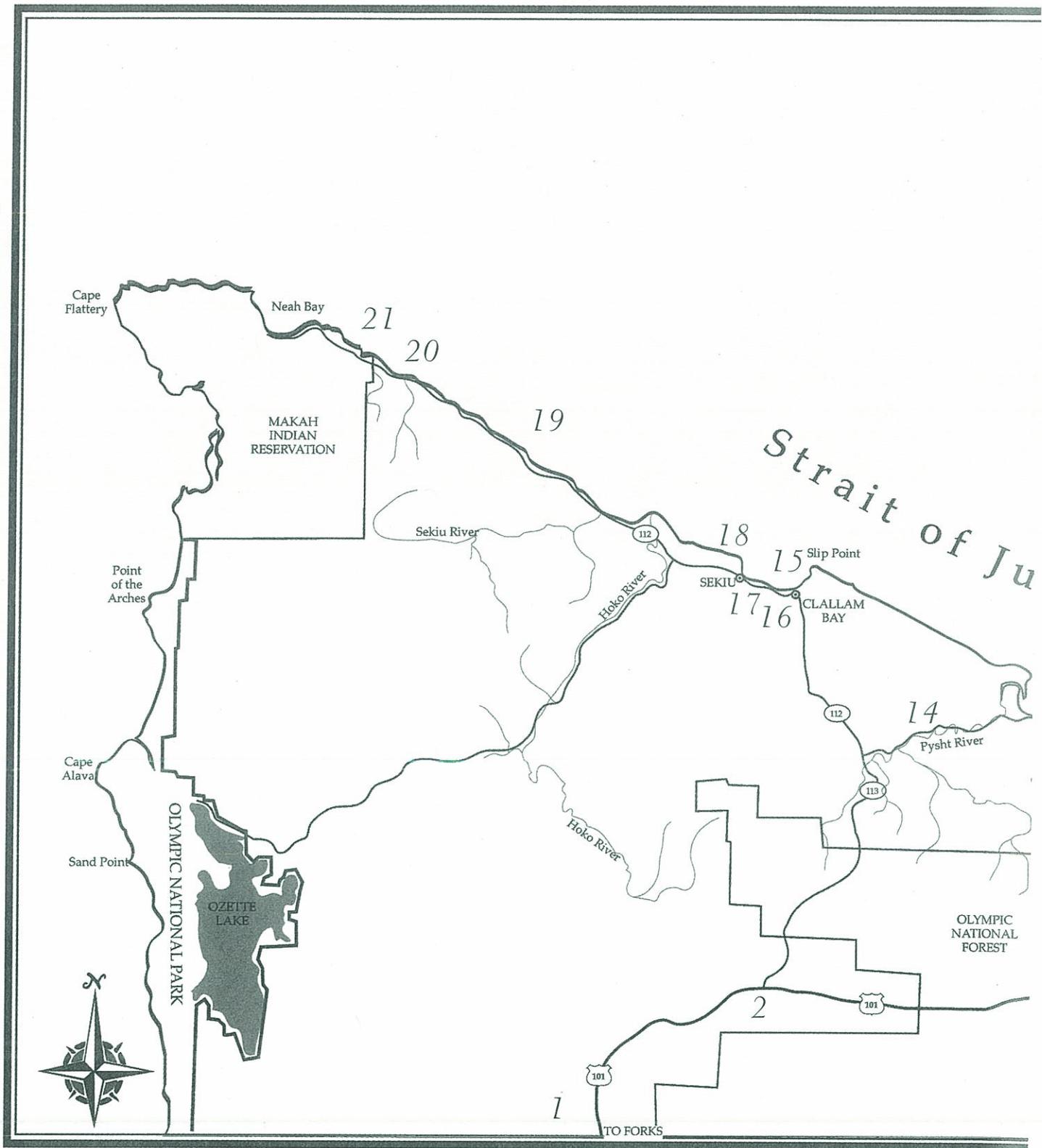
Action steps:

- Work with the Makah Tribe to increase awareness and accessibility to Bahokus Peak, which rivals other national locations for bird/raptor migration activities
- Continue efforts with birdwatching guide and brochure
- Develop a “birdwatching” package that includes lodging
- Identify specialty magazines for advertisements to increase awareness

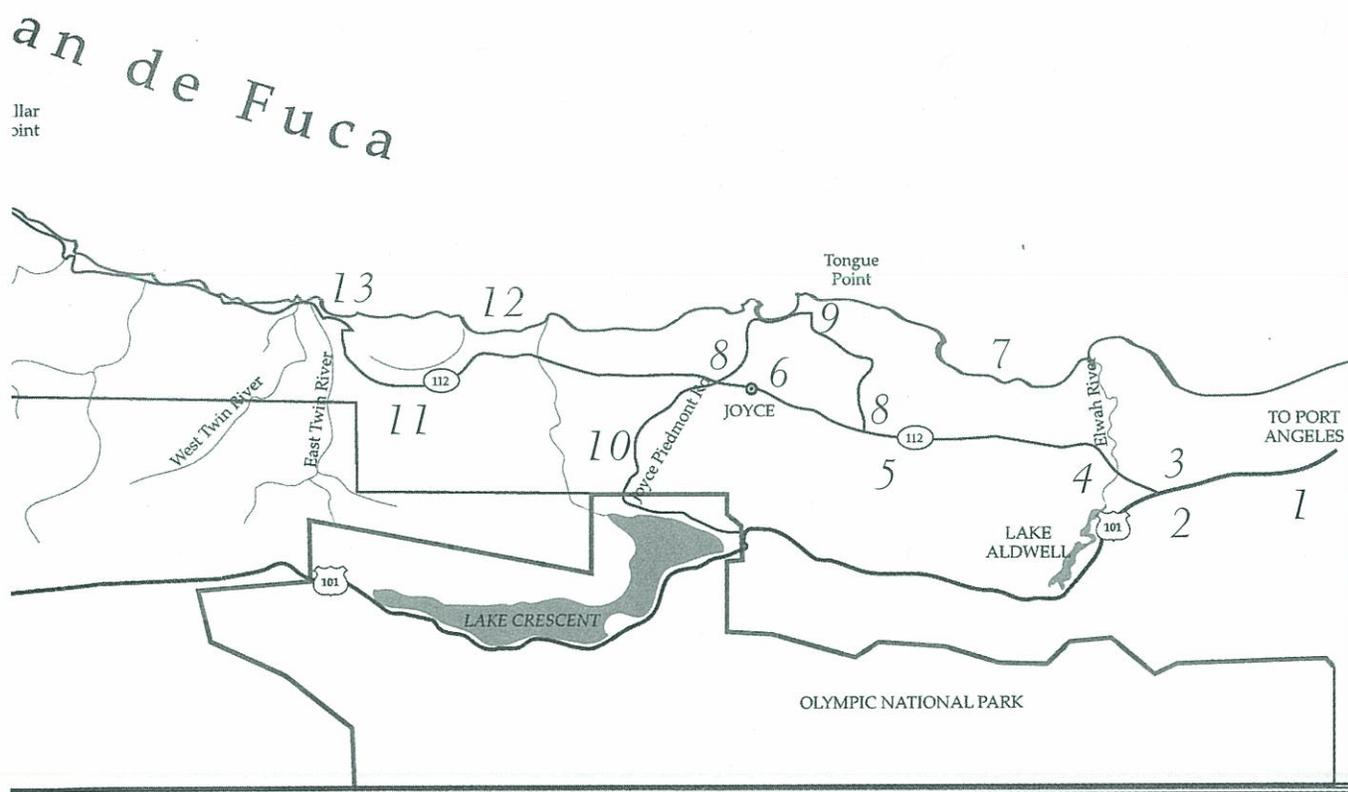
SCUBA DIVING in the Straits of Juan de Fuca is some of the best diving in the world. Many of the resorts in Sekiu already provide the services and amenities needed for scuba diving but could use some additional marketing.

Action steps:

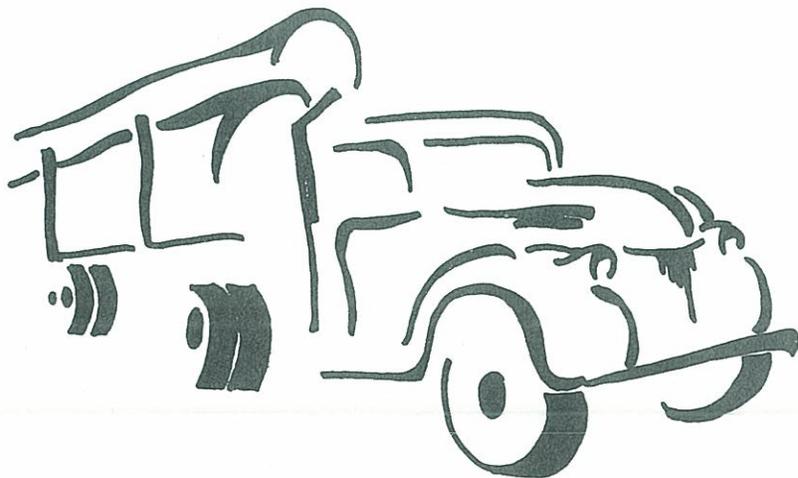
- Identify specialty magazines for advertisements to increase awareness
- Develop a shipwreck guide
- Develop an informational brochure for “Diving the Lost Coast”



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|--|---|
| 1 Peninsula Visitor Information & Displays | 11 Sadie Creek Trail and Mountain Bike Trail System |
| 2 SR 112 Wayfinding Signs & Kiosks | 12 Murdock Creek Beach DNR Site & Pullout |
| 3 Laird's Corner Viewpoint & Traveler Information Kiosk | 13 Twin Rivers Beach Pullout |
| 4 Elwha River Overlook | 14 Pysht River |
| 5 Joyce Area Timber Harvest Mosaic Educational Pullout (MP 52.4) | 15 Clallam Bay Park and Community Beach Phase II |
| 6 Joyce Museum & Visitor Information Center | 16 Clallam Bay to Sekiu Trail |
| 7 Freshwater Bay | 17 Public Viewpoint & Fishing Pier |
| 8 Crescent Bay Loop Signing | 18 Sekiu Overlook |
| 9 Striped Peak | 19 Sekiu to Neah Bay Beach Access Pullouts & Viewpoints |
| 10 Joyce-Piedmont Road to Lake Crescent Road Loop | 20 Snow Creek Resort Public Day Use Area |
| | 21 Makah Tribe Gateway Pullout |



Corridor Map and Project Locations



The Strait of Juan de Fuca Highway

A Management Plan for the State Route 112 Corridor

*Prepared for the communities of the
SR 112 corridor by:*

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and
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with
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