



# Coulee Corridor



Scenic Byway

## Corridor Management Plan

2nd Edition EV  
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# The Primary Themes

## Introduction

Themes and topics are not the same. A topic is a subject, such as “the Ice Age floods.” A theme is a statement or message about the subject, such as ‘The Ice Age floods had a significant impact on cultural use of the Pacific Northwest and on your life today.’ The advantage of using a theme to organize your presentation is that it gives you a point to prove – key to selecting information for your presentation. Choose your theme, select information that supports or proves your point, and leave other information about the topic out of that presentation. Leave it for another time or for your audience to discover after you have sparked an interest. Remember, as Sam Ham says, our job is not to cover a subject, but to *uncover* it [for our audiences]! Themes are the core of the stories that are told in your park, so it is critical to determine the theme you want to communicate first, and then select the information for your presentation that supports that theme.

Although you may want to use multiple themes in a presentation, research indicates that people do not typically remember more than three major concepts after an interpretive effort, and usually less. Therefore, your goal is to select one or two key themes you want them to remember – the “take-aways” – and organize your presentation to communicate those key themes.

## Primary Themes

The following primary themes are those concepts that apply to the Ice Age floods story in the entire network of interpretive sites within the State Park system. The sub-themes and supporting stories are not intended to be a complete list, but rather examples to depict how an entire theme hierarchy is connected from primary themes to specific supporting stories. In the write-up for each park, the sub-themes and storylines most appropriate for that site are noted.

We want to build our stories around the primary themes and tell the story of the Ice Age floods, but we also want to give our audiences universal or transferable concepts when possible so they have a tool for understanding the world outside the flood zone. Consequently, we have included transferable concepts associated with specific primary themes. The approach is to tell the site-specific story, but when appropriate, end your programs by noting that it is part of a larger concept that applies to wherever members of your audience live.

### Primary Theme 1

**A variety of forces combined over time to set the stage for and influence the Ice Age floods.**

This theme focuses on the forces that shaped the physical landscape prior to the flood and how that resulting landscape influenced the course and impact of the flood waters.

### **Examples of Sub-themes and Supporting Stories:**

The following sub-themes and stories are not meant to include all possibilities, but to provide a starting point for personnel to develop their own sub-themes and supporting stories. Sub-themes and supporting stories specific to individual parks will be noted in the write-up for that park.

**Sub Theme 1-1: The movement of tectonic plates affected the route and impact of the Ice Age floods.** (*Note: We are not trying to tell the story of plate tectonics – that is for another interpretive effort. We are simply noting that the movement of tectonic plates affected the Ice Age floods.*)

**Examples of Supporting Stories** - This sub-theme can be supported by telling the story of:

- The role of tectonic activity in helping to form the Cascades;
- The tilt of the Columbia River basalts near Spokane and across much of the Columbia Plateau that caused the water to pick up velocity, contributing to the erosive force and subsequent formation of scabland;
- The tilt of the land in the area of Grand Coulee;
- The formation of cracks in the bedrock that helped determine the flow of flood waters, such as in sculpting a new course for the Palouse River.

**Sub-theme 1-2: Volcanic activity prior to the floods affected the route and impact of the floods.**

**Examples of Supporting Stories:** This sub-theme can be supported by telling the story of:

- The role of volcanic activity in helping to build the Cascade Mountains and the role of those mountains in determining the route of the flood waters;
- The formation of the Columbia River Plateau and the role of the basalt bedrock in determining the course of the flood waters and the formation of iconic features associated with the floods, such as cliffs of columnar basalt. Specifically, the columnar basalt that resulted from the Columbia River Basalt Flows that covered much of the flood zone was easily eroded by flood waters, which contributed to the formation of coulees, receding gorges and landslide blocks;
- Natural constrictions such as the Columbia Gorge and Wallula Gap formed by volcanic activity and other land-shaping forces, caused impounding and led to immense depositional features on both sides of the constrictions.

**Sub-theme 1-3: The continental ice sheet had an ongoing and varied impact on the Missoula Floods.**

**Examples of Supporting Stories:** This sub-theme can be supported by telling the story of:

- The role of the ice dam in the Purcell Trench, causing the formation of Glacial Lake Missoula;
- The role of the ice sheet in supplying icebergs that led to the formation of bergmounds and the transport of erratics to present locations;

The role of the ice sheet in providing water for the floods;  
 The role of the ice dam (Okanogan Lobe) near what is now Crown Point in the course of the floods and subsequent sculpting of new features on the landscape, such as Grand Coulee and Moses Coulee.

### **Associated Transferable Concept**

**History, including geologic history, is a series of cause and effect relationships. Everything is influenced by the past and affects the future.**

### **Primary Theme 2**

**The Ice Age floods were a major agent of change, sculpting the landscape of the Pacific Northwest on a massive scale over a rapid period of time. We can see evidence of that impact almost anywhere in the flood zone.**

#### **Examples of Sub-themes and Supporting Stories:**

The intent of the primary theme is to focus on the magnitude and widespread impact of the floods, and because it is the recent major agent of change, the evidence is still clearly visible. Possible sub-themes and supporting stories include the following:

#### **Sub-Theme 2-1: The Ice Age floods affected a large part of the Pacific Northwest.**

**Examples of Supporting Stories:** This sub-theme can be supported by telling the story of:

- The impact on an area that included four states and stretched from the Rocky Mountains in Montana to the Pacific Ocean.
- The impact on the marine environment off the west coast of the United States.
- The area that received silts and soils from the flood waters is larger than the land area affected by Glacial Lake Missoula and the Ice Age floods. The length of the undersea area affected by deposits of silt and sediment from flood waters is longer than the overall reach of the waters on the land.

#### **Sub-theme 2-2: The Ice Age floods altered the landscape on a massive scale.**

**Examples of Supporting Stories:** This sub-theme can be supported by telling the story of:

- The carving of large new landforms, such as the Grand Coulee, Frenchman Coulee, Moses Coulee and Palouse Falls and Canyon.
- The erosion of topsoil in a wide tract to form the Channeled Scabland;
- The dumping of a large amount of material in the Quincy Basin;
- The dumping of a large amount of material in the Willamette Valley of Oregon;
- The shearing off of basalt flows along the Columbia River to form the towering cliffs of columnar basalt;
- The erosion around Beacon Rock to expose that volcanic plug;
- The formation of an 11-mile long gravel bar downstream of Prune Hill -- the landform that the Port of Vancouver now sits on.

**Sub-theme 2-3: Evidence of the most recent major agent of change on the landscape is usually very visible. Since the Ice Age floods were the most recent major agent of change in most of the flood zone, the evidence is very visible.**

**Examples of Supporting Stories:** This sub-theme can be supported by making people aware of:

- The visibility of flood features in most parts of the flood zone;
- The lack of visibility of flood features in the area of Fort Okanogan and Bridgeport State Parks due to the covering of the area by the ice sheet;
- The lack of visibility of features in the Portland/Vancouver area because humans have altered the landscape significantly.

### **Associated Transferable Concept**

**The landscape you see is the product of many forces and events working over a long period of time. Some of them are at work today, always changing the landscape.**

The transferable concept can also be described as “the landscape is dynamic, changing constantly as a result of different forces, some of which act slowly and some of which act rapidly.”

### **Primary Theme 3**

**The Ice Age floods had and continue to have a significant impact on cultural activity in the flood zone.**

#### **Examples of Sub-themes and Supporting Stories:**

The sub-themes and stories that support this theme focus on the linkage between humans and the impacts of the floods on the physical environment. This is linked to the larger concept that the environment shapes human lifestyles by influencing how they use the land (a concept known as geo-determinism). In turn, humans shape the environment. Possible sub-themes and supporting stories include the following:

**Sub-Theme 3-1: The Ice Age floods affected the distribution of key resources such as topsoil, gravel, and water, which in turn affected human activity in the flood zone.**

**Examples of supporting stories:** This sub-theme can be supported by telling the story of:

- The importance of the Rathdrum-Spokane Valley aquifer, charged by flood waters, to the lifestyle of people who live there;
- The importance of Ice Age floods deposits in areas such as the Walla Walla Valley, the Quincy Basin, the Yakima Valley, the Willamette Valley, and in little nooks along the Columbia for growing crops, including grapes for wine;
- The importance of gravel deposited by the floods for road building and other construction.

**Sub-Theme 3-2: The Ice Age floods significantly influenced travel and trade routes. Since transportation routes are a key to cultural development in and use of an area, the floods had impacts on cultural activity still felt today.**

**Examples of Supporting Stories:** This sub-theme focuses on transportation routes because they were and are a key to cultural activity. They influenced how pre-contact tribal cultures interacted with each other through trading, language development, and intermarriage, and continue to influence where people live today. This sub-theme can be supported by telling the story of:

The use of Grand Coulee since the time of the floods as a travel route, first for Native Americans, then EuroAmericans who settled the area, and even now with the highway;

The use of the Columbia Plateau Trail going through Devil's Canyon;

The use of the channel carved by the floods at Columbia Hills State Park for a highway.

**Sub-Theme 3-3: The Ice Age floods significantly affected the economies of the Pacific Northwest - past, present and future.**

**Examples of Supporting Stories:** This sub-theme can be supported by telling the story of:

The role of Ice Age floods deposits in the agricultural economy of the Walla Walla Valley, the Quincy Basin, the Yakima Valley and the Willamette Valley of Oregon;

The stripping of soil from the Channeled Scabland, which severely diminished their potential for agriculture;

The role of Ice Age floods deposits in the wine growing industry in the Yakima Valley, Walla Walla Valley, Willamette Valley, and in protected nooks along the north bank of the Columbia east of the Columbia River Gorge;

The importance of gravel deposits, such as the Wenatchee Bar and the gravel in the Vancouver and Portland areas in construction and settlement (the Port of Vancouver and East Wenatchee are both built on huge gravel bars formed by the floods).

**Associated Transferable Concept**

**The environment shapes human activity as humans also shape the environment.**

**Primary Theme 4**

**The composition and distribution of flora and fauna in the Pacific Northwest were and continue to be affected significantly by the Ice Age floods.**

**Examples of Sub-themes and Supporting Stories:**

The sub-themes and stories that support the primary theme focus on the impacts of the floods on the biological ecosystem in the area. This is essentially an extension of the geo-determinism story to other biotic elements of the ecosystem. It allows a focus on the linkages between the biotic and physical environments and between different biotic components, such as wildlife and habitat. Possible sub-themes and supporting stories include the following:

**Sub-Theme 4-1: The floods played a significant role in altering the ecosystem and consequently, affecting habitat for flora and fauna.**

**Examples of Supporting Stories:** This sub-theme can be supported by telling the story of:

The presence of specialized vegetation due to thin soils in areas stripped by the floods, such as along the bench above the Grand Coulee, above the Palouse Canyon, above the Columbia east of the gorge and in the Channeled Scabland and the consequent impact on vertebrates and invertebrates.

The presence of specific species of plants due to deep soils in areas where slackwater deposits were abundant, such as the Walla Walla Valley, the Yakima Valley, the Willamette Valley, and the Quincy Basin.

The use of basalt cliffs eroded and shaped by flood waters by raptors (Grand Coulee, Palouse Canyon, Columbia River Gorge, Frenchman Coulee, Moses Coulee, and other such locations);

The use of wetland and riparian areas formed due to impacts by flood waters by a variety of birds;

The shrub-steppe ecosystem of eastern Washington (that which remains is mostly in channeled scabland);

The use of lakes in the Grand Coulee by fish and waterfowl.

**Associated Transferable Concept:**

**Everything in an ecosystem is linked. Changes to any part will affect the other parts.**

**Primary Theme 5**

**Although other factors played a role in the eventual acceptance of the Ice Age floods story, the perseverance and continuing exploration and study by Bretz was a key in the process.**

**Examples of Sub-themes and Supporting Stories:**

The primary theme focuses on the human story of J Harlen Bretz and his struggle to have his theory of the Ice Age floods accepted by the scientific community. Although many people contributed, it was primarily his ongoing efforts, battling overwhelming opposition from the scientific community that was largely responsible for establishing the basic story of the floods and laying the groundwork for the ongoing study and quest for more information about this series of events. Possible sub-themes and supporting stories include the following:

**Sub-Theme 5-1: The scientific knowledge and skill of Bretz, his ability to envision the landscape as a whole, his passionate focus on the Ice Age floods and his perseverance were all crucial to the story coming to light because he was aligned against the majority of the scientific community and scientific beliefs at the time he made public his theory of a giant flood sculpting the landscape.**

**Examples of Supporting Stories:** This sub-theme can be supported by telling the story of:

- The reaction of the scientific community to Bretz's theory;
- The significant amount of research and scholarly work produced by Bretz over a long period of time;
- The amount of time it took before his theory was accepted;
- The reaction of the scientist when seeing Palouse Falls and his statement, "How could anyone have been so wrong?"

**Sub-Theme 5-2: The story of the Ice Age floods evolved and continues to evolve with input from a variety of sources.**

**Examples of supporting stories:** This sub-theme can be supported by telling the story of:

- Pardee and his theory about the presence of a large lake in Montana;
- The discovery of giant ripple marks in Camas Prairie;
- The work by other members of the scientific community, over time, to advance knowledge about the floods and their impacts;
- The recent and ongoing work by of the scientific community to advance knowledge about the floods and their impacts.

**Sub-Theme 5-3: Other advances in knowledge were a key to the scientific community accepting Bretz's theory. Early geologists did not have the tools available today.**

**Examples of supporting stories:** This sub-theme can be supported by telling the story of:

- The role of aerial photography in discovering the ripple marks;
- The role of satellite imagery in advancing knowledge about the floods.

**Associated Transferable Concept:**

**Knowledge evolves over time, often through a combination of ideas and other advances in science, and through perseverance.**

The universal concept under with this theme fits is one that reflects a classic process in the ongoing evolution of scientific knowledge. Although the story of J Harlen Bretz and his battle with the scientific world appears brutal, it is not atypical. It is an example of a classic scientific process that advances knowledge – someone proposes a theory or *thesis*, someone posits an *antithesis*, and the two sides struggle until a *synthesis* is reached, which becomes the new generally accepted thesis until someone posits another antithesis and the process continues. This process has repeated itself throughout human history and continues today. Communicating that story sends the message that we may not have everything right and that there are things left to

discover, including new ways to look at old stories. This is a good message for children -- our potential scientists of the future.

### **Primary Theme 6**

**The landscape tells the story of the Ice Age floods -- I just have to learn the "language" so I can "read" that story.**

#### **Examples of Sub-themes and Supporting Stories:**

The primary theme focuses on making people aware that the landscape tells the story of the floods so they can go out and discover the story for themselves if they learn to read the landscape. Learning to read the landscape to discover the story of the Ice Age floods could foster a stronger connection to the land and natural resources and increased respect for nature. Possible sub-themes and supporting stories include the following:

**Sub-theme 6-1: The Ice Age floods carved very distinctive features in the landscape that are recognizable to the general public.**

**Examples of supporting stories:** This sub-theme can be supported by making people aware of how to recognize:

Erratics, which are located in many places along the flood margin. Some of the more notable locations include Ginkgo Petrified Forest, Maryhill Museum, the erratic outside of McMinnville, Oregon, along the Yakima Valley and in the Quincy Basin between Moses Lake and Soap Lake.

Coulees, which can be found in a variety of locations where the flood waters carved new channels. Examples include Grand Coulee, Frenchman Coulee, Moses Coulee, Lind Coulee and many smaller coulees.

Recessional gorges such as Palouse Falls and upper and lower Grand Coulee;

Bergmounds, such as those found in Ginkgo Petrified Forest;

Columnar basalt, which is found in many of the iconic features associated with the floods;

Scabland features such as buttes and channels.

#### **Associated Transferable Concept:**

**Every landscape contains many stories about cultural and natural history that can be 'read' if I learn how.**

We want people, especially children, to become 'detectives of the landscape,' always looking to see what is there and what it might mean. Such seeds could lead to the sprouting of a passing interest or a life career in science and many other related fields.

### **Primary Theme 7**

**Washington State Parks with the Ice Age floods features are fascinating places to visit and worth protecting as part of my heritage.**

**Associated Primary Theme: All Washington State Parks are fascinating places to visit and worth protecting as part of my heritage.**

#### **Examples of Sub-themes and Supporting Stories:**

This is a marketing and support theme. We want people to support WSPRC and the best way to do that is to provide visitors with something they value. The more sites they visit and the more they enjoy experiences facilitated by the WSPRC, the more likely they are to support the agency. Possible sub-themes include the following:

**Sub-Theme 7-1: Natural and cultural resources are an important to my quality of life.**

**Sub-Theme 7-2: Washington State Parks and Recreation Commission protects natural and cultural resources important to my quality of life.**

**Sub-Theme 7-3: I can help protect these resources in part by becoming a steward of the resource and supporting the WSPRC.**

These themes are not communicated by telling specific stories, but by providing a quality experience with gentle reminders and making sure the participant knows who was responsible for that experience.

Note: Additional primary themes (such as below) might be considered in developing your interpretive program

The hydrological cycle of the Columbia River Basin is prone to outburst flood events.  
Sub-themes:

The geography (lack of low drainage divides) of the Clark Fork River Basin allowed for the development of the largest freshwater reservoir known to the continent.

The climate of the Pacific Northwest receives abundant precipitation due to the proximity to cyclonic storm systems from the Pacific Ocean (latitude and proximity to windward air systems which provided for thick icesheet development, thus forming ice dams and runoff.

Each flood event saw the rapid transport of stored freshwater back to the mother ocean, a process much different than modern hydrological cycle processes which take years to transport similar volumes of freshwater (overland precipitation from ocean evaporation). Throughout the Pleistocene, the hydrologic cycle of the Columbia Rive Basin produced outburst floods. This is the pattern that has occurred several times and will likely again.



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## *Welcome to the* **COULEE CORRIDOR SCENIC BYWAY**

May I introduce myself to you? I am a Washington State designated scenic byway known for my history and my unique basalt rock and desert landscape. In 1997, my residents used a grant from the Federal Highways Administration National Scenic Byways Program to develop a Corridor Management Plan (CMP), and help byway communities tell my stories to the traveler. This grant was the spark that ignited the people of the Coulee Corridor to become active stewards of all my natural and historic features. They first formed a byway organization [the Coulee Corridor Consortium - CCC which became a 501(c)(6) non-profit corporation] and began developing and implementing projects needed to tell my stories. Since 1999 the CCC has steadfastly pushed forward with promoting, protecting and preserving me, by gaining community and tribal support at occasions like the “Big Event”, a dinner gathering held annually in late January to showcase some of my fascinating stories.

To many, “Coulee” is a strange and unfamiliar word. Let me clarify; coulee (koo’lee) is a French word meaning dry riverbed or canyon. Some of my earliest European explorers were French Canadian fur trappers, and when they came upon my central natural feature, a fifty mile long, one thousand foot deep, two to five mile wide dry canyon with shear basalt walls, they named it the “Grand Coulee.” The “Corridor” part refers to the historical routes and trails, and modern day highway. This corridor has been used as a pathway of trade, freight and exploration for many centuries, and continues those uses today.



Today my corridor is defined as I traverse state highways SR 17, US 2, and SR 155, some one hundred fifty miles, from the City of Othello on the south to the City of Omak on the north. Ironic, although my French name means dry, my dominant resource has been water. It shaped my landscape during some of the most massive Floods on the earth and has threaded its way through all the events of my history. The Ice Age Floods of 17,000 to 11,000 years ago carved out a pathway for the humans that followed, beginning thousands of years ago with Indian tribes, and followed by the more recent diverse European settlers of the 1800s, and the explorers of today. As humans began to till the soil, and the dreamers of grand developments, built the Grand Coulee Dam, the area has transformed to one of bountiful agricultural production in a stark desert climate.

Today more than ever tourists continue to travel my roads to appreciate the unique basalt formations left by the ancient waters of the Ice Age Floods. They come to see a landscape with a kaleidoscope of stories and attributes, told by the people who are the spice and essence of who I am. From the Native American stories passed from generation to generation, to the journals of European explorers and immigrants who have settled upon my land, I am a multitude of rich historical perspectives set upon inspiring scenic vistas. I offer endless opportunities to recreate and enjoy the unique natural world enclosing my thin sinew of asphalt.



Most of all it is the people stretched across the backbone of my frame reaching across this storied landscape, which have created “The Coulee Corridor” scenic byway. Today’s explorers of “The Coulee Corridor” come with an excitement and an eagerness to learn, discover and enjoy what and who I am. My visitors add their stories to my legacy returning home to encourage others to come and experience the unique landscape I have to offer.



## INTRODUCTION

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### **Purpose of the Corridor Management Plan**

A Corridor Management Plan (CMP) is a community-based strategy to balance conservation of the Coulee Corridor's intrinsic qualities with enjoyment and responsible use of those same resources. The purpose of the CMP is to provide a framework to bring together communities, the Colville Tribes, agencies, private businesses, and property owners to form a common vision through collaboration for the future of the Coulee Corridor Scenic Byway. This is about building corridor sized sustainable economic development based on tourism where each entity is active in preserving our valuable resources and promoting the whole 150-mile Corridor.

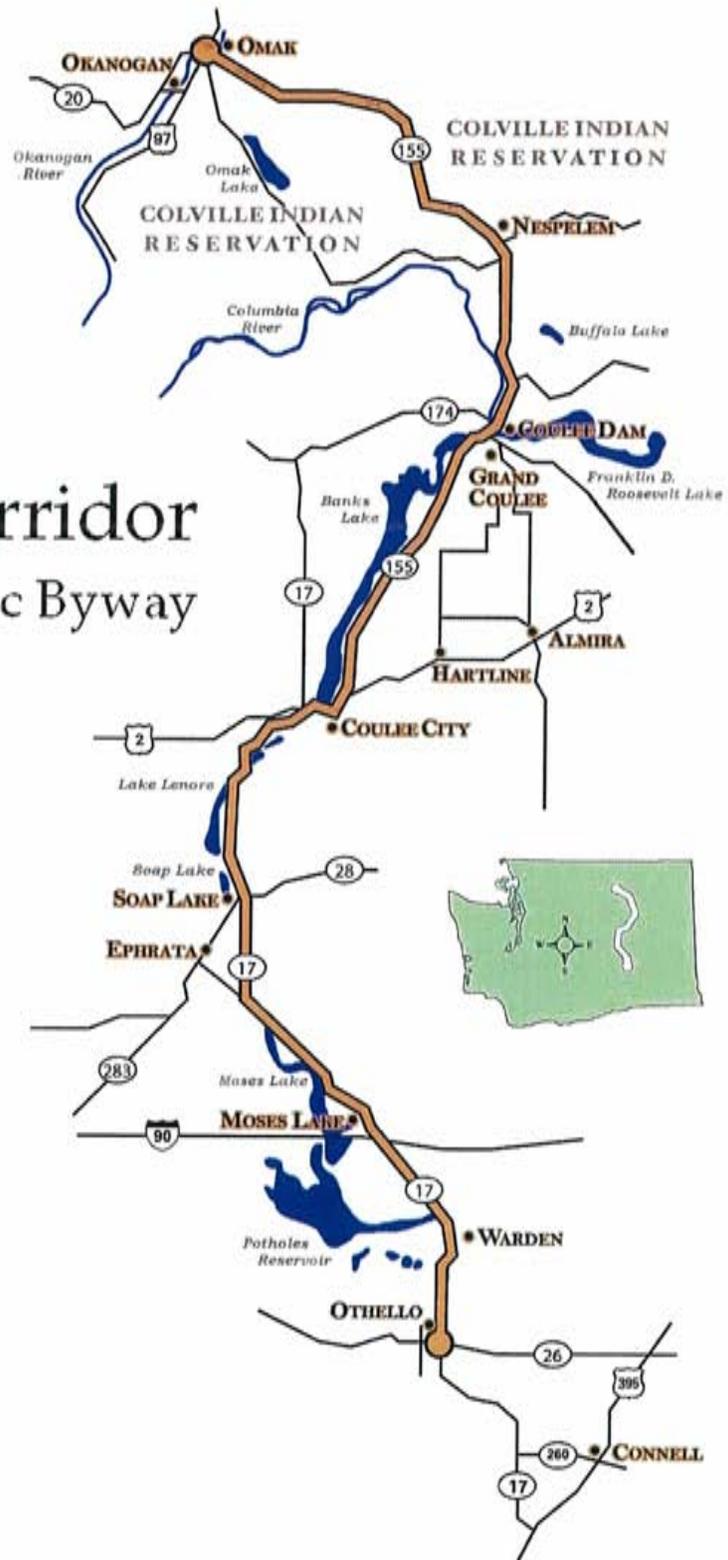
This CMP is intended as a guide--the common table that we all can gather around to share our collective visions and develop strategies for respectfully and responsibly managing our natural, scenic, historical, cultural, and recreational resources. Yes, we have all of those resources in abundance.

The Washington State Legislature designated this corridor route in 1967 as a State Scenic Byway. Presently, our objective, through this Corridor Management Plan, is for the Coulee Corridor to be designated as a National Scenic Byway. Participation in the National Scenic Byway Program is voluntary. It is intended to benefit those participating stakeholders along the Coulee Corridor through planning, project development, implementation, and resource stewardship as identified in the CMP.

Development of a CMP and designation as a National Scenic Byway does not change or in any way add to state or federal regulation of private property at the local level. This CMP and Scenic Byway designation does not carry any regulatory authority. And although the Coulee Corridor Scenic Byway passes through the Colville Indian Reservation, Tribal Sovereignty is not affected. Our Federal Government and the State of Washington recognize the Confederated Tribes of the Colville Reservation as a Sovereign Nation. The Federal Highway Administration, through the National Scenic Byway Program, does not impose or require regulation of Tribal rights or private property rights. The National Scenic Byway designation is intended to give national recognition to the outstanding character of America's highway corridors.

We desire that the CMP serve as a means of developing strong local commitment and continuing advocacy for the Coulee Corridor by landowners, businesses, citizens, local government, and the Colville Tribes when talking with potential partners, Local, State, Federal, and Tribal agencies, and our elected Representatives on all levels.

# Coulee Corridor Scenic Byway





## INTRODUCTION

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### Coulee Corridor Perspectives

The roadway follows ancient paths across a scenic and storied landscape through coulees, canyons, and flood plains carved by water thousands of years ago. The stories and resources are diverse but they all connect to water. "Landscapes and stories shaped by water" is our overarching theme.

Located in the Pacific Northwest, the Coulee Corridor Scenic Byway runs through the great Columbia Basin along parts of three highway routes--SR 17, US 2, and SR 155--in the heart of north central Washington. The 150 miles of the Coulee Corridor from Othello to Omak is more than just a scenic road. It's a road with stories to tell. And those wonderful stories come from many sources--geologic forces, native peoples, diverse immigrants, varied flora and fauna, and the small and grand dreams of human habitation. Within our diverse landscapes and stories there's a defining feature: they all connect to water. A bit ironic since this is a semi arid region. But then irony and contrast are elements of good stories.

The coulees and canyons throughout the corridor form a landscape like no other on earth. Many natural forces have shaped the area: mountain building, subsidence to seas, volcanic activity and some of the greatest ice age floods on earth.

The last continental ice sheet scoured across the Okanogan Highlands to well south of the Columbia River canyon forming an ice dam that diverted the massive floodwaters of glacial Lake Missoula south, gouging out the Grand Coulee. Standing on the northern rim of Steamboat Rock, imagine the roaring waters at your feet splitting on the "prow" of the mesa as the rocks you are standing on vibrate in the powerful flood. At the lower end of the Grand Coulee imagine the 1000-foot wall of floodwater racing towards you, choked with huge icebergs, churning and carving the canyon in front of you. Leaving the lower Grand Coulee at Soap Lake, the waters raced south spreading out across the Columbia Basin flood plain, depositing boulders, cobbles, and silts from hundreds of miles away.

Today, the Coulee Corridor Scenic Byway crosses the Colville Indian Reservation. Today, the descendants of 12 aboriginal tribes of Indians are the Confederated Tribes of the Colville Reservation. See the Map of Colville Tribes Aboriginal Territories in Appendix E. Their ancestors were nomadic, following the seasons of nature and their sources of food. Many tribal ancestors traveled throughout their aboriginal territories and other areas in the Pacific Northwest and Canada, gathering with other native peoples for traditional activities such as food harvesting, feasting, trading, and celebrations that included sports and gambling. Their lives were tied to the cycles of nature both spiritually and traditionally.

**Tribal Perspectives**

“Our ancestors seasonally migrated throughout the territories in order to take advantage of many resources that required cooperation and resource sharing with other bands. This was economically and socially important to their survival. As in the days of old, our seasonal rounds continue today and we encourage a greater understanding of each other’s vision for the future.

Sacredness is not selfishness. Sacredness is inclusive, not exclusive and by re-embracing our culture we hope to create a greater understanding of who we are as a people and affirm our responsibility and commitment to a sustainable economy for our unique place on this earth.

The rivers and their tributaries bound the People of the Rivers to themselves, their neighbors, and their ancestors and we gratefully embrace this tradition.”

--- *Susie Marchand, Colville Tribal member*

Today, the desert sagebrush is interwoven with green farm fields. Arid landscapes dotted with lakes and potholes. This oasis in the desert is a magnet for wildlife. There are Tens of thousands of ducks, geese, and other migrating birds, that nest or winter in this system of wetlands and dry uplands. There's plenty of watchable wildlife in any season you visit.

The Coulee Corridor abounds with blue skies, water, and open space. With five State Parks, dozens of major lakes, seven wildlife management areas, and a national recreational area, there is ample recreational choices: camping, fishing, hiking, canoeing, and bird watching.

The Coulee Corridor includes a Prize winning small town theatre. Hobo museum. Tribal museum. Pioneer history museums. Working landscapes. Local books, local art, local food, are found along the Corridor. Community festivals. Old and new resorts. And an interpretive center/tour featuring one of the largest public works and engineering achievements in US history. Our natural history story is unique in the world. And our people stories bring you closer. J Harlen Bretz discovered a new geologic theory here. Thomas Nuthall discovered new biologic specimens. Paul Kane discovered new subjects for his art. For the traveler there are many opportunities for discovery.

## INTRODUCTION

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### Overview of the Corridor Management Plan

The Coulee Corridor Scenic Byway is an important economic and community link for area residents and it is a primary visitor access to unique and diverse natural, recreational, scenic, cultural, and historical resources of the region. Since State Scenic Byway designation in 1967, there have been numerous improvements to the road and to corridor resource sites along with a gradual increase in byway recognition. This CMP proposes to accelerate both improvements and recognition. With this plan, the Coulee Corridor communities share a common vision and proposed actions designed to guide future directions.

This Corridor Management Plan, 2nd Edition, was prepared by the CMP Sub-Committee of the Coulee Corridor Consortium--the guiding organization of the Coulee Corridor Scenic Byway--in coordination with communities, agencies, and the Colville Tribes along the 150-mile corridor in managing, developing, preserving and interpreting this nationally significant route that is a regional destination.

And this CMP will enhance communication between governing municipalities along the corridor. We intend that the CMP identify tourism strategies to benefit our communities, while defining our transportation needs and protecting our valuable intrinsic resources.

By nature, planning documents, as this CMP, are not rigid. A plan is an assessment of our byway resources, a snapshot of current conditions, and a description of what and how we collectively protect and manage the Coulee Corridor for the future. Periodic public review and updating the CMP is expected.

This CMP: describes the byway intrinsic qualities and how they are to be managed and interpreted; describes marketing strategies for the byway; identifies existing visitor services and strategies for future accommodation; describes current condition of the route, discusses highway design standards, and reviews the highway safety record, and makes recommendations for improvements; and describes individual responsibilities for plan implementation and progress review.

The Corridor Management Plan provides a strategic direction for long-term collective management and generates action plans for short-term implementation.



## OUR GOALS

- ***Support and contribute to a sustainable tourism economy***  
We will help to showcase and enhance the natural, cultural, scenic, recreational, and historic resource sites along the corridor and help promote the resource sites, stories, events, and activities of the region. We pledge to use our resources wisely to build a long term, sustainable economy by supporting and respecting the many livelihoods and communities that are intimately tied to the resources of the corridor.
- ***Collect and share corridor stories***  
Stories are what give meaning to our lives. By sharing the stories with visitors, they can also enrich our livelihoods. We will actively pursue thoughtful and appropriate interpretation of corridor resources at selected sites.
- ***Provide a safe and enjoyable journey***  
We will address public concerns for highway safety and capacity. We will provide appropriate access for different users and alternative transportation modes. We will welcome our visitors with warm hospitality. We will inform our visitors of sites and stories that make their journey enjoyable and enriching.
- ***Leave a legacy of improvements***  
We will identify, plan, and implement corridor improvement projects that provide lasting value to our resources and communities.
- ***Preserve and enhance corridor resources***  
Our natural and working landscapes, steppe-shrub habitat, heritage sites, people, and communities are special. A sensitive and sensible approach to education and awareness can improve the understanding and appreciation necessary to preserve these qualities over time. We encourage a greater understanding of each other's vision for the future and respect the visitor's search meaningful experience.
- ***Contribute to a greater sense of community and region***  
Just as stories enrich our individual lives, through the gathering and telling, they enrich our communities. As the stories are linked over our long corridor, they enrich our understanding of interdependency in the region.
- ***Develop and maintain an open and participatory planning process***  
To advance success of our programs and projects we will encourage active participation and partnerships. Our group and our plan are voluntary. Our process of planning and coordination will be open and interactive. Our agenda and meetings will be inviting. We welcome and value the ideas of all stakeholders.



### **Background**

Our communities along the Corridor are rural in make-up, depending on agriculture and ranching, a dwindling timber harvest in the north section, and seasonal recreationists. In our struggles to survive in the changing world economy, we have long competed for the dollar—competition that has brought increasing community isolation. Our region needed new ideas, a spark, and an action-oriented revitalization that would bring new life to our communities.

### **Coulee Corridor Consortium**

Not much happened after 1967 when the State Legislature designated the route as a State Scenic and Recreational Highway—until 1997. In that year, residents used a grant from the Federal Highways Administration National Scenic Byways Program (NSB) to begin a Corridor Management Plan (CMP) and help the byway communities tell stories to the traveler. This grant was the spark that ignited us along the Coulee Corridor to become active stewards of the Byway resources that include many natural, historic, cultural, scenic, and recreational features. With assistance from the WSDOT Heritage Corridors Program, we set about choosing a name for the Scenic Byway and developing partnerships that formed a grass-roots all-volunteer organization—the **Coulee Corridor Consortium (CCC)**.

The CCC is a voluntary not for profit 501 (c) (6) organization with an adopted set of bylaws, an elected set of officers—Chair, Vice Chair, Secretary, and Treasurer from communities along the Corridor—and involvement and support from:

- “Friends of the Coulee Corridor” with membership over 300
- An active core membership of over 35 active members representing our partner organizations.

The organization as a whole meets monthly to conduct business and share information. Committees, subcommittees, and special working groups meet in addition. Our organization of volunteers includes not only community and agency representatives, but also individuals and organizations from around the State.

The Coulee Corridor Consortium recognized that the entire Coulee Corridor Scenic Byway overlays tribal homelands, heritage, and culture. So on December 16, 2003, the Consortium Officers, and some members, met with the Colville Tribal Business Council in Nespelem to invite them to become partners in the Coulee Corridor Consortium and actively participate with us in developing the Coulee Corridor Scenic Byway. The Tribes participation began immediately. August 19, 2004, the Colville Tribal Business Council approved, by Resolution 2004-541, the extension of the Coulee Corridor Scenic Byway through the Colville Indian Reservation, along SR 155, to Omak.

A strong community based planning and management group is essential in order to secure and sustain the long-term support for byway development. For the Coulee Corridor, that organization is the Coulee Corridor Consortium with the purpose of developing and implementing plans, projects and programs that help achieve the vision and goals stated above. The action plan table in Appendix A identifies the ongoing and specific items we hope to accomplish over the next several years. The CCC is comprised of representatives of civic organizations, chambers of commerce, interested citizens, the Colville Tribes, business and industry, and local, state and federal agencies.

**Coulee Corridor Consortium PARTNERS**

Big Bend Resource, Conservation, and Development Council  
Central Basin Audubon Society  
City of Connell  
City of Ephrata  
City of Moses Lake  
City of Omak  
City of Othello  
City of Soap Lake  
City of Warden  
Colville Tribal Enterprise Corporation  
Confederated Tribes of the Colville Reservation  
Eastern Washington University  
Ephrata Chamber of Commerce  
Economic Alliance  
Grant County Economic Development Council  
Grant County Historical Society and Museum  
Grant County Tourism  
Greater Grand Coulee Area Chamber of Commerce  
Ice Age Floods Institute  
Moses Lake Tourism  
National Park Service, Lake Roosevelt National Recreation Area  
National Scenic Byway Organization  
Okanogan County Tourism Council  
Sandhill Crane Festival Board - Othello  
Soap Lake Chamber of Commerce  
Soap Lake Conservancy  
Soap Lake Masquers  
Soap Lake Middle School / High School  
Town of Coulee City  
Town of Coulee Dam  
Town of Electric City  
Town of Elmer City  
US Bureau of Reclamation  
US Fish and Wildlife at the Columbia National Wildlife Refuge  
Washington State Community, Trade, & Economic Development  
Washington State Department of Fish and Wildlife  
Washington State Department of Transportation  
Washington State Parks

**Coulee Corridor Consortium CONTACTS**

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**COMMUNITY OUTREACH**

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**Monthly meetings**

We rotate our Coulee Corridor Consortium monthly meetings through different communities along the Corridor from Othello to Omak so we can involve our Corridor communities in working together to promote the entire as a destination for tourism.

**The annual Coulee Corridor "Big Event"**

Since 1999 the CCC has steadfastly pushed forward with promoting, protecting and preserving Corridor resources, by gaining community and tribal support at occasions like the "Big Event", a dinner gathering held annually in late January to showcase the Corridor's fascinating stories and celebrate successes. Attendance by "Friends of the Coulee Corridor" from across the State has grown from 120 to over 340 at our 2005 "Big Event." You are invited!

**Public Participation**

The Coulee Corridor Consortium has been actively involved in byway development activities since 2000 and has accomplished many small and large things including developing the Corridor Management Plan, promoting the byway through multiple websites and rest area visitor kiosks, developing a quarterly newsletter and active email data base to communicate with members and "Friends", securing grant funds, implementing site improvements, and sponsoring and supporting educational events.

The 3-day "Sandhill Crane Festival," held annually in March at Othello, is one of our first partners. Attendance from around the Pacific Northwest has grown to about 1,400. In addition to wildlife viewing opportunities, the Festival provides seminars and field tours that focus on regional geology, history, and the natural environment.

At the annual "Balde Eagle Festival" in Grand Coulee, February 13-14, 2004, attendance topped 500—an event that began February 2002.

In the past year, the Coulee Corridor was highlighted in newspapers around the Pacific Northwest, including the Seattle PI and the Seattle Times. One of our partners, the Central Basin Chapter of the Audubon Society, Moses Lake, leads our organization in the field of watchable wildlife viewing. Their efforts, together with the successful Coulee Corridor Birding Trail Map, have brought many new visitors to the Coulee Corridor Scenic Byway.

**COMMUNITY OUTREACH**

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Several of our members have presented the Coulee Corridor to educational workshops, seminars, and planning conferences. And the Coulee Corridor Consortium is partnering with students in the Soap Lake Middle/High School Gear Up program. We provide Corridor education and students help with projects that benefit the Corridor.

The first annual “Grand Columbian Triathlon,” September 2004, hosted by Grand Coulee, brought 286 athletes from all over our west coast, Canada, and even Australia—visitors who enjoyed the Coulee Corridor Scenic Byway for the first time. This very successful new event involved many volunteers and organizations from several of our Scenic Byway communities.

It is our challenge to survey and measure the economic effectiveness of our collaborative efforts along the Corridor. But we do know there is a growing attitude of hope and enthusiasm along the Coulee Corridor Scenic Byway.





Nellie Freidlander and Granddaughter, Emily 1914

COULEE CORRIDOR RESOURCES

The theme developed for the Coulee Corridor Scenic Byway is "Landscapes and stories shaped by Water." All along the roadway, water has been and still is instrumental in shaping the way of life that exists in "Coulee Country." Travelers on the corridor will learn about and view water resources, wildlife, agriculture, geology, history and culture and engineering.

The "shaped by water" theme binds together and connects the three sections along the 150-mile route and allows the traveler to understand how water has influenced in similar and different ways.

The southern section emphasizes working landscape of irrigated farms, wildlife and habitat of the Columbia National Refuge and the recreational and natural qualities of the Pothole lakes--all in the midst of the ancient flood plain and channeled coulees of the massive ice age floods.

The central section includes the numerous recreational and natural aspects of the Grand Coulee that holds: the Lakes region and spectacular Dry Falls, that during the Ice Age Floods was the largest waterfall in the world; scenic Banks Lake and the monolith of Steamboat Rock; the historic and cultural qualities of Grand Coulee Dam, it's reservoirs and it's small cities.

Beginning at the crossing of the mighty Columbia River, the northern section stretches from the City of Coulee Dam across the Colville Indian Reservation, passing through semi-arid uplands into forested mountains and down across a landscape, plowed by the last continental glacial ice sheet, to the south flowing Okanogan River at the City of Omak. In this section, the rivers and lakes were all important sources of fishing and cultural aspects for native peoples.

All three sections have accompanying loops and spurs that further satisfy and enhance the story of how water shapes the land. These secondary routes all differ in nature and all are on well-paved roadway.

COULEE CORRIDOR RESOURCES

**Geology**

The rock formations of the Columbia Basin were formed by some of the most unusual and catastrophic processes in geologic history.

During the early stages of the Columbia Basin formation, granite rock was slowly created by heat and pressure deep in the crust of the earth. Then the crust was uplifted, exposing the granite, creating mountains similar to the Okanogan Highlands north of Grand Coulee Dam.

Forty to sixty million years ago the formation of the outline of the Columbia Basin was complete. The land had subsided below sea level, and a large inland sea had formed.

The land was again uplifted and, 10-15 million years ago, was flooded with volcanic lava. The boundaries of the "flood lava" were located in almost the same position as the former seashore. Many layers of lava were needed to build up to a 5,000-foot thickness and form the smooth-surfaced Columbia Plateau.

During the Ice Age two million years ago, glaciers 5,000-10,000 feet thick in northern Washington pushed down the Okanogan Valley and crossed the Columbia River near the present site of Chief Joseph Dam. Ice filled the Columbia Valley and pushed onto the Waterville Plateau as far south as Coulee City. Water, backed up by the ice dam, spilled over the Columbia Plateau into the Columbia Basin.

During this time, the Grand Coulee began its process of formation since the original river channel had been lost by burial in ice. The length of time that it took to form the Grand Coulee has been the subject of much controversy. Some geologists think that it was formed by a succession of large floods, others believe that it was formed by a gradual process of erosion as the Columbia River sought to form a new river channel.

During the Ice Age, the old Cascade Mountains were also formed. Their outline still remains on the western slopes of the Cascades. The uplifting mountains were not able to completely block the flow of the Columbia River, and a deep Columbia River gorge was formed.

17,000 to 11,000 years ago the Columbia Basin was nearly covered by floodwaters when an ice dam at Lake Missoula in western Montana broke. Large boulders were strewn near the outlet of the Lower Coulee south of Soap Lake. Other boulders were carried in icebergs as far as western Oregon. The floodwaters were over 400 feet deep.

After the Ice Age, the Columbia River returned to its former channel. The channeled scablands and large coulees that had been formed were left stranded 500-1600 feet above the present river floor and serve as a constant reminder of some of the most unusual episodes in geologic history.

COULEE CORRIDOR RESOURCES

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Today, travelers can see much of nature's handiwork because the arid conditions in central Washington keep rock exposed.

Probably no other area demonstrates this as effectively as Dry Falls or Sun Lakes Park, as it is now called. The park stands at the foot of one of the greatest geological wonders in North America - a former waterfall that now stands as a dry cliff 400 feet high and 3.5 miles wide. When active, this waterfall was ten times larger than Niagara Falls. Carved by the Ice Age Floods, this natural monument is the site of a staffed visitor center.

Another feature of the land is its adaptability of conversion to man made lakes and the stunning contrasts this provides. When water exists in the desert, a special transformative quality exists that would not otherwise.

**COULEE CORRIDOR RESOURCES**

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**Water**

Travelers can access a multitude of different bodies of water. Featuring predominately man made lakes, reservoirs and wetlands, there are also creeks and the vital Columbia Basin agricultural irrigation system to view and understand. These bodies of water form the economic and tourist basis for the area as farms use the water for irrigation, cities in the West use its power from its water fed turbines, and wildlife and sportsmen use the large lakes for sustenance and recreation.

The southern section of the Corridor features the Potholes Reservoir with the corresponding Seep Lakes area. The Seep Lakes were formed when huge depressions (30 to 70 yards wide and 10 to 60 feet deep) were made in the earth during the Ice Age Floods. Those depressions were filled with water (making "pothole" lakes) when the water table rose in the 1950s with the creation of O'Sullivan Dam. Again, these bodies of water support and nourish hundreds of species of wildlife.

Lakes of the lower Grand Coulee are fresh water around Dry Falls and south to Blue Lake and then become increasingly alkaline towards Soap Lake. This Lake has mineral content thought to be of therapeutic value and the name reflects an effort to characterize the soapy texture of the water. Sixteen chemicals make up the mineral content of the water and by bathing in the lake these mineral salts relieve many rheumatic and skin conditions.

The northern section of the corridor has man made lakes. Banks Lake is the largest and it is one of the most interesting lakes in the area because of how it is refilled every spring and its role in understanding the story of Grand Coulee Dam. Giant pumps lift water, stored behind Grand Coulee Dam, up into the Banks Feeder Canal and then into Banks Lake. The water stored in Banks Lake is used to irrigate about 500,000 acres of land stretching 125 miles from Grand Coulee Dam.

Stories such as Banks Lake are important ones to tell because most people just think of power generation when they drive the northern section of the corridor.

**COULEE CORRIDOR RESOURCES**

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**Cultural and Historical**

[...Insert the following paragraphs:

First peoples of the Coulee Corridor region;

Tribal history and life;

European contact and Traders;

Treaties and Territorial days;

Miners, encroachment, and wars;

Reservations...]

After the territorial days of the 1850s, stock raising became the principal industry in Grant County. Thousands of cattle and horses roamed the county's grassy hills during the summer. In winter, they could be found in the lowlands of the Columbia River and surrounding basin. By the 1880s, however, the cattle and sheep gave way to agricultural production as the county's primary industry.

During the 1880s, Grant County was opened to homesteading by President Grover Cleveland. Numerous towns were platted during this period as people streamed into the county. Fertile soil and abundant sources of surface and ground water promoted the development of fruit orchards. Large orchard tracts sprang up around towns like Moses Lake, Stratford, Grant Orchards, Coulee City, Quincy and Trinidad. During this period, tree fruit production – mostly apples – peaked at around 1,000 to 1,200 train carloads per harvest.

COULEE CORRIDOR RESOURCES

By laying tracks across Grant County between the late 1800s and the early 1900s, several major railroads provided transportation vital to rapid growth and expansion in the county. The Great Northern, the Northern Pacific, and the Chicago, Milwaukee and St. Paul railroads provided the means of transporting agricultural products, machinery, supplies, transcontinental passengers and mail into the county.

Most of the gains made during the late 1800s and early 1900s, however, were soon erased. Coinciding with the post-World War I Depression, severe and prolonged droughts hit the region. In Grant County, crops failed, the bottom fell out of the agricultural market, and many farmers were forced to abandon their land.

It was not until 1933, after much prodding and debate that the United States Congress intervened. It did so by authorizing construction of the Grand Coulee Dam. The act, however, was not without condition. County landowners were assured no irrigation water until they organized irrigation districts and agreed to pledge a certain dollar sum per acre based on soil quality.

In February of 1939, an election was held to create the first of three irrigation districts, which formed the Columbia Basin Project. The Quincy Columbia Basin Irrigation District included more than half the irrigable land in Grant County. The move was successful, as were those to form the East and South Districts a few months later. Consequently, the county was able to irrigate its land with much needed water from the Grand Coulee Dam.

During World War II, Moses Lake became the home of Larson Air Force Base, a training facility for American bomber pilots and their crews. With the conclusion of the war, the base became the primary defense outpost for both the Hanford site and Grand Coulee Dam. The base was decommissioned in 1965 with the property becoming the jurisdiction of the Port of Moses Lake and is known today as the Grant County International Airport.

In terms of agriculture, the Columbia Basin Project's overall plan calls for 1,095,000 acres of irrigated land (60 percent of which lies in Grant County), of which 543,930 acres have been brought under irrigation to date. The extensive irrigation project has fueled steady growth in Grant County's agriculture industry. The county's agricultural success has subsequently fueled growth in complementary industries such as food processing and wholesale trade and trucking. Furthermore, inexpensive electricity from Grand Coulee Dam has attracted and retained a solid manufacturing presence in the county.

### Vegetation and Climate

The predominant vegetation along the corridor is shrub-steppe. The term *shrub* refers to the woody plants that grow in this region (such as sagebrush, rabbitbrush and bitterbrush), and *steppe* means a place where drought-resistant perennial grasses dominate.

The shrub-steppe ecoregion supports a variety of birds, mammals and reptiles/amphibians, and the types of plants that grow in the shrub-steppe determine the number and kinds of wildlife that can live here, too. More than 200 bird species and 30 kinds of mammals are known to live in our arid region.

Climate has a major effect on vegetation, and less than 7 inches of rain falls per year. Shrub-steppe winters can be cold and wet with strong winds and blowing snow. Summers are hot and dry with temperatures that can reach over 100 degrees Fahrenheit during the day, and then cool at night.

The sunny summer weather provides the ideal recreational conditions for enjoyment of the cooling waters, while spring and fall are moderate. Winter can be quite cool with snow on the ground for extended periods.

One of the goals of the Coulee Corridor Byway Group is to increase travel in the non-summer months. Bird watching, hunting, fishing and wildflower viewing opportunities are being studied as a way to average out the crowds and to provide a more consistent economic benefit for the area.

COULEE CORRIDOR RESOURCES

**Wildlife**

Around the world, it has become increasingly popular for urbanites to venture into natural habitats to view wildlife. Activities such as whale watching, bird watching and African safaris all tap into the 'natural' travel market and the Coulee Corridor taps into this trend.

In the southern section, the Potholes Wildlife Area, the Desert Wildlife Area, the Columbia National Wildlife Refuge, the Crab Creek Wildlife Area and the Seep Lakes Wildlife Area, all are clustered between Interstate 90 and the City of Othello. This critical area provides wintering homes for over 100,000 Mallard ducks. There are many viewing opportunities although the major concentration areas of the refuge are closed to all public entry during the fall and winter to provide an undisturbed sanctuary. Good fall and winter viewing is available from the overlook at the south end of Byers Road.

The central section of the route features the Rocky Ford Creek viewing area, the Gloyd Seeps Wildlife Area, and various creeks and lakes, with Moses Lake, Soap Lake, Lake Lenore and Blue Lake providing a majority of the surface water in the area.

A panel of wildlife biologists and the Central Basin Audubon Society identified Lake Lenore as a "watchable wildlife opportunity area." These areas also scored as priority locations, using the byway's site evaluation criteria, which gives weight to sites affording opportunities to interpret multiple resources and to form physical and interpretive connections with nearby sites.

The northern section of the corridor, traversed by State Route 155, enjoys the Banks Lake Wildlife Area. Here, as in the rest of the corridor, Banks Lake is one of many important waterfowl breeding grounds in Washington. Also, at the top of the landmark Steamboat Rock, located at the northern end of the Banks Lake, is a Research Natural Area. This area exhibits some uncommon examples of undisturbed, northern Columbia Basin vegetation associations.

Because of all the lakes and wetlands, the abundance and variety of the birds has led Washington State and the Federal Government to recognize this as a special wildlife viewing area. In turn, this helps corridor visitors benefit from the managed access to the viewing areas. Through websites, tourist offices and State and Federal Offices, tourists have the opportunity to gain insight into habitats, seasons of wildlife watching, viewing ethics and general tips to make their experience more rewarding.

COULEE CORRIDOR RESOURCES

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The adventuresome traveler can earn the chance for an even more fulfilling experience of wildlife viewing by venturing beyond the road. As alluded to earlier, time, money and planning will turn more access sites into out-of-car experiences.

**Recreation**

Driving along the Coulee Corridor Scenic Byway provides visitors access to a variety of recreational opportunities during all seasons.

The number and variety of wildlife for viewing, photographing, hunting and sketching is outstanding. The Columbia National Wildlife Refuge is the best example of what the area offers to travelers, and of course, the wildlife is not limited to this designated area. Wildlife watching is a year round activity although there are some restrictions in some months.

Camping, picnicking, hiking, boating, canoeing, cycling, mountain biking, rock climbing and bouldering are activities for visitors to enjoy during the spring, summer, and fall seasons.

Numerous lodging opportunities exist along the byway and visitors can select from a wide range of accommodations including campgrounds, RV sites, motels, hotels and beds and breakfast establishments.

One special and unique lodging option is in Soap Lake where many of the lodging establishments have the medicinal Soap Lake water piped into the bathrooms. Taking a bath in this water is a unique all-season experience.

Another special lodging opportunity of the region is Washington State Parks Camp Delaney Environmental Learning Center at Sun Lakes State Park. Here groups can rent cabins and rustic facilities that offer the opportunity to get away from it all in an outdoor natural environment.



**RESOURCE MANAGEMENT**

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The Coulee Corridor has many intrinsic qualities that support the area as a destination site worthy of careful management. The combination of three diverse areas, all linked to water, with unique features, deserves quality management.

The interpretation of the major byway theme, "Landscapes and Stories Shaped by Water," provides a cohesive framework to orient all of the attractions of the area into one easily identifying idea for the traveler to grasp. This serves a dual purpose of attracting tourists and guiding the formation and implementation of the Management Plan.

In general, the maintenance and enhancement of the Coulee Corridor Scenic Byway will be accomplished through already established federal, state, and local agency policy and programs. The Coulee Corridor Byway Group will serve as the citizen interface and lead planners to implement the overall goals of the corridor providing consistent, economical and fair planning.

A majority of the water bodies along the route are owned and managed by the federal and state government, and what happens at these agencies directly influence the success of the Coulee Corridor Scenic Byway. Likewise, private property owners represent roughly 75 percent of the land in the region, with Washington State and the Federal government splitting the rest.

Protection and enhancement of the area's natural and man made resources is one of the goals of the Byway Group because these features sustain our spirit, lives, and livelihoods. Along those lines, local zoning laws that affect the development along the byway need to be examined, as would historic preservation standards, and wildlife management policies. The byway will act to enhance local community standards.

**RESOURCE MANAGEMENT**

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**Spur and Loop Routes**

Seven (7) spur/loop routes have been incorporated into the Corridor system to give the traveler an even more complete picture of the region. These include:

1. The City of Connell Loop
2. The Columbia National Wildlife Refuge
3. The Town of Warden Loop
4. The City of Moses Lake Loop
5. The City of Ephrata Loop
6. The Almira Blue Bird Loop
7. The Omak Lake Loop

There will be at least three ways the traveler will access these loops and spurs; they will use highway signs, the byway brochure and the Central Basin Audubon Society Birding Tour map.

Audubon Washington and the Central Basin Audubon Society, in partnership with the Coulee Corridor has produced a birding tour map that will display prime viewing sites that are on several loop routes. The inclusion of the spur/loop route system can provide a marketing strategy to extend visitors stay, and it is an economic opportunity for areas on and off the route to benefit from increased volume.

## RESOURCE MANAGEMENT

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### Visual Resources

The visual quality of the Coulee Corridor Scenic Byway is a very important part of the intrinsic value of the corridor. The corridor has many scenic views, vistas and potential sites that can be developed into specific viewing areas.

The Lake Lenore Access Complex, for example, is the first of hopefully many additional “watchable wildlife sites to be developed. It will provide interpretive trails and signage and a wildlife viewing structure. In addition the site provides the first dramatic vista over the lower Grand Coulee. Site development priority is given to sites that afford opportunities to interpret multiple resources. These types of areas allow the visitor to form a physical and interpretive connection with the site that is not attainable looking out the window of an automobile.

The only regulatory requirement of the National Scenic Byway Program is that nationally designated byways must be protected from billboards. Locally, those measures are in place. Grant County’s signage element prohibits off premise signage. Sign clutter is also concern and the corridor will work closely with WSDOT and other public entities to ensure safe traffic control signage and adequate but minimized informational signage along the byway. Because the Byway Group is wary of sign clutter, it provides the area with attuned eyes in the effort to reduce sign clutter.

By virtue of their resource designation, the Columbia National Wildlife Refuge, State designated parks, Department of Fish and Wildlife, and Bureau of Reclamation lands all have management plans guiding their development. For all of them, maintenance of the natural state is their goal and this Corridor Management Plan relies on the guiding direction of their plans. The conservation of scenic value is in everyone’s best interest, and the Coulee Corridor and the other agencies goals are complementary.

**RESOURCE MANAGEMENT**

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**Wildlife**

The wildlife resources need to be managed because visitor use is expected to increase. Lack of management could be harmful to the existing wildlife and careful management is crucial to increase the survival rate of local species.

The State of Washington and federal land management agencies have wildlife management plans or elements of plans already in effect. Communication between the CCC and these land managers is on going. The CCC wants to make sure travelers respect the public use areas and one of the ways this is accomplished is through brochure education.

Some potential impacts could occur through over-use of a site, litter, animal harassment, and interruption of wildlife needs during sensitive seasons. The CCC coordinates with Washington Department of Fish & Wildlife to make sure that the CCC goals are consistent with Department goals.

**RESOURCE MANAGEMENT**

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**Recreation**

A major portion of Coulee Corridor visitors are coming for the fishing and hunting opportunities, along with birding, camping, boating, and relaxing. These visitors are using the State Public access areas and Tribal facilities to participate in their hobbies. In response to visitor increase and impacts, the CCC will work with the Tribal and State Agency staff in the formation and implementation of access management plans.

**Enhancing and Accommodating Development**

The natural, scenic, historical, cultural, archeological and recreational resources associated with the Coulee Corridor Byway are at the core of the visitor experience and an important component of the quality of life for nearby residents.

It is a goal of the CMP to protect, conserve and enhance resources found along the corridor for present and future generations. The CMP also acknowledges that the land in and around the corridor have been used traditionally for a variety of purposes, and that many of the activities that occur on and near the corridor (e.g., farming, grazing, recreation, fishing, hunting, wildlife watching, centers of commerce and residential areas) are part of the Coulee Corridor Byways cultural resource.

**Development Strategies**

The Coulee Corridor Scenic Byway route crosses four Counties in central Washington: Adams, Grant, Douglas and Okanogan. Each of these counties have developed Growth Management Policies, along with each Community which has also developed growth management policies, as mandated by the State of Washington. The Colville Confederated Tribes has also developed a building and growth policy for the Colville Indian Reservation. The Coulee Corridor Consortium will work with these governing entities to protect the resources of the Coulee Corridor Byway, yet allow and encourage development that does not infringe on the resources of Byway.





Basket Weavers. Colville Tribal Museum

## INTERPRETATION GUIDELINES

### **Overview**

Interpretation is the vehicle by which the stories of the Coulee Corridor will be conveyed to visitors. Interpretation throughout the Corridor will build upon the theme "Landscapes and stories shaped by water". It is the goal of interpretation along the Corridor to reveal the meanings and relationships of the Coulee Corridor stories to the visitor.

### **Action**

A Comprehensive Interpretive Plan should be developed to address appropriate media and delivery methods for highlighting various features along the Corridor. This will be accomplished by a team of experts in various media (publications, signage, video, etc.) and the stakeholders along the Corridor. Proper media for delivering messages will be crucial to appropriately addressing the variety of visitors to the Corridor. In some instances, non-personal services (publications, signage, website) will be very appropriate. In other cases personal services (tours, guided hikes, interpreters) will better convey the stories of the Corridor.

### **Strategies**

Interpretation will need to address many visitor knowledge levels, from the novice to experts in the fields of geology, biology, archeology, history, etc. Age levels also range from preschool through adult.

Interpretation throughout the Corridor will also need to connect the stories of the Byway so that the visitor obtains the overarching theme of the entire Corridor, while at the same time highlighting specific designated sites.

Interpretation will enhance appreciation and conservation of resources along the Byway that will in turn result in positive economic and tourism impacts. It will be important that interpretation address visitor management in terms of minimizing impacts and distributing visitors along the Byway so as not to have a negative effect on the resources.

Interpretation can also address a public relations campaign to promote the Coulee Corridor. This includes working with the newspapers, radio and advertisers. Interpretation would also address the Coulee Corridor website. Maintenance and upgrading of the website would occur.

Consultation regarding culturally sensitive sites will occur. The level of interpretation at those sites will be determined through effected parties. In some instances, interpretation may not occur if determined through consultation with effected parties that it would be inappropriate to the site.

**INTERPRETATION GUIDELINES**

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**Interpretive Sub themes**

- Water, as an architect, has shaped the land through Ice Age Glaciers and massive Ice Age Floods.
- The Grand Coulee Dam story and the power it produces are direct links to the power of water in the Coulee Corridor.
- The transportation of water through the corridor illuminates the stories of irrigation and agriculture in Central Washington.
- The attraction of water reveals the lure of wildlife and humans to the corridor area.
- The Rivers and Lakes people tell the stories of the Colville Tribes.
- The irony of water in the desert exposes contradictions and discontinuities of how water has shaped our stories.
- Water has produced some of the most massive features on earth throughout the corridor.

**Interpretive Projects To Date**

The Coulee Corridor has taken on two major projects. In partnership with Washington State Audubon Society, a Birding Trail Map, featuring the Coulee Corridor was completed.

A second project is progressing as a plan has been developed for improvements in the Lake Lenore area. An expanded trail with enhanced interpretive signage is in progress.



**REVIEW OF HIGHWAY**

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**Profile of State Route 17, US Highway 2, and State Route 155**

The combined highways represent the main north-south corridor in the region. They are used year round by the local population, and there is a sharp increase in use during the summer months. Most of the roadway would generally be described as flat and relatively straight from Othello to Coulee Dam. From Coulee Dam to Omak ranges from rolling and flat to mountainous. In general, these highways are easy and enjoyable to drive.

A Route Development Plan (RDP) has been prepared for SR 17, US 2, and SR 155. Those plans characterize existing conditions and highlight proposed improvements. The RDP strip-map pages, in Appendix C, are combined to cover the entire Coulee Corridor Scenic Byway.

Because these three highways are state designated, they receive a good deal of maintenance and are regarded in good to excellent shape. Most of the route the two-lane highway varies in lane width of 12' to 11' with paved shoulders varying from 8' to 3' wide. Areas of exception include the 4-lane section through and south of Moses Lake.

Non-urban area Average Annual Daily Traffic (AADT) ranges from 4,000-8,000 vehicles in the south (Othello to Moses Lake) and 2000-1700 in the central and north segments.

Truck traffic, associated with Agricultural Industry, is heavy along portions of the byway particularly in the southern section (15-25% of AADT).

Non-urbanized LOS along the roadway ranges from B-C. The existing highway capacity is regarded to be adequate for the Corridor's increased traffic projections.

**Access and Safety Management Strategies**

The Byway Group will continue to work closely with the Washington State Department of Transportation to ensure safe and convenient road travel.

1. Coulee Corridor Logo signage conforms to WSDOT specifications. A well-marked system allows the driver ample time to make a safe decision on where to go. This will reduce potential accidents.
2. Loop and Spur Routes will take some of the traffic off the main Corridor alleviating congestion and spreading traffic out.

**REVIEW OF HIGHWAY**

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3. Given higher volumes and greater truck percentages on the southern segment, no additional pullouts for resource site access or interpretation will be recommended. Enhanced access/intersectional safety for roadways to Othello, Warden, and Potholes State Park is recommended.
4. Enhanced pull-offs will allow the traveler to get on and off the road in a well-marked manner that both takes traffic off the road and provides an enhanced visitor experience.
5. Maps and brochures will help the traveler navigate efficiently and safely.

**Impacts on the Experience**

On going review of traffic safety issues may result in modification of the existing road. Areas for possible study are: left turn channelization, warning signs for left turns or cross traffic, bus stop signage, animal crossing area signs and sight distance improvements. Looking at constructing turn lanes where there is a concern about traveler safety, improving bicycle and pedestrian facilities along the roadway, and improving the connections between the road and the recreational resources are also areas for enhancement of the road system.

**The Current Roadway**

The Coulee Corridor Scenic Byway is a 150-mile stretch of road running from Othello in the south to Omak in the north. A loop at the southern end of the corridor connects The Columbia National Wildlife Refuge to the central section of the corridor, anchoring this end of the route. At the northern end of the corridor, the Grand Coulee Dam and The Lake Roosevelt National Recreation Area are the anchors. Along the route, several areas connect the starting points together such as Rocky Ford Creek Wetlands, Soap Lake, Lake Lenore Wildlife Area, Sun Lakes Wildlife Area, Dry Falls Interpretive Center, Banks Lake and Steamboat State Park.

The northern section runs across the Colville Indian Reservation connecting Grand Coulee Dam with Omak at the Gateway. This section traverses uplands to Nespelem and then enters mountainous terrain crossing Disautel Pass and descending to Omak.

The Corridor runs along State Route (SR) 17 and SR 155. The corridor crosses Interstate 90 and shares a short section of SR 2 in the vicinity of Coulee City before diverging north/south. The Washington State Department of Transportation is the caretaker of the roadway throughout the whole corridor.

**REVIEW OF HIGHWAY**

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The corridor is a two-lane road through most of the route except around the interchange with I-90 and four miles on SR 2. In the Moses Lake vicinity, the road widens to four lanes and then returns to a two-lane highway. On SR 2 the road is also a four-lane road.

Safety is of the highest priorities for the Coulee Corridor Scenic Byway. Because of these concerns, several areas have been looked at. Over the past several years, traffic incident rates have increased on the southern segment, Othello to Moses Lake. Washington State Patrol and WSDOT have developed and are implementing improvement measures, including a continuous centerline rumble strip to reduce the crossover accidents.

**Safety and Hazardous Areas/Review of Accidents**

- High Accident Corridor (HAC): From I-90 north for a half-mile in Moses Lake, there is a HAC that has state funding for corrections.
- In 1996 there were five fatal accidents at the southern edge of the corridor and 157 accidents reported with 117 injuries.

**Average Annual Daily Travel Volumes (ADT)**

ADT is the total traffic volume (both directions) that traveled over a highway segment during a one-year period, divided by the number of days in the year. SR 17 has varying ADT depending on the area of the road being looked at. From Othello going north, the ADT is around 3,700 and rises to a maximum ADT of 17,000 in the Moses Lake area. From here it drops to about 1,500 ADT and rises to 4,000 ADT around Ephrata, then tapers off to 1,900 ADT all the way to SR 2. SR 2 has about 2,000 ADT to SR 155 and from here the ADT on SR 155 is about 1,500 until another rise around Coulee Dam of 7,000 ADT.

**Roadway Surface Conditions**

Roadway surfaces are good, with paved shoulders on both sides.

## REVIEW OF HIGHWAY

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### The Roadway of the Future

- From the SR 17 RDP (10/98) proposed road modifications--if funding is available for SR 17:
  - A proposal for a four lane road in the undesignated future
  - Widening of two bridges south of I-90
  - Channelization for safe turns
  - Noise wall construction in Moses Lake where noise levels are high
  - Interchange construction and bridge widening – Moses Lake
  - Bridge widening at Rocky Ford Creek
  - Access purchase from MP 76-87 and construction of drainage facilities
  - Truck lane for hill near Sun Lakes State Park
  - There are no deficiencies on SR 2, and access rights for the full length need to be purchased
  
- From the SR 155 RDP (03/05) proposed road modifications--if funding is available for SR 155.
  - Improve roadside in risk areas to improve highway safety.
  - Five lanes and new Okanogan River Bridge on SR 155 Omak Spur. (Needs Further Study) (MP 80.15 to MP 80.52)
  - Widen Columbia River Bridge 155/101 and improve vertical clearance (MP 28.26 to MP 28.46).
  - Increase pavement structure between MP 29.65 and MP 42.55 for route continuity.
  - Widen roadway for 12 ft. lane widths and minimum 4 ft. paved shoulders.
  - Eliminate fish passage barriers along the northern portion of the route.
  - Stabilize slopes identified as unstable to ensure highway preservation.
  - Channelize intersection at North End Omak Lake Road (MP 75.77).
  - Monitor intersections for future channelization and signal needs.

### Impacts on the Experience

On going review of traffic safety issues may result in modification of the existing road. Areas for possible study are: left turn channelization, warning signs for left turns or cross traffic, bus stop signage, animal crossing area signs and sight distance improvements. Looking at constructing turn lanes where there is a concern about traveler safety, improving bicycle and pedestrian facilities along the roadway, and improving the connections between the road and the recreational resources are also areas for enhancement of the road system.



## SIGNAGE

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### Signage Activities

#### Coordination

The CCC works closely with the Washington Department of Transportation (WSDOT) identifying the placement of Logo signs. WSDOT is responsible for approving sign locations. The CCC is responsible for construction of Logo signs and reimbursing the WSDOT for costs of sign installation by state maintenance forces. WSDOT is also open to suggestions on how to consolidate existing signs wherever possible to reduce sign clutter and open view sheds. The Signs will be installed in phases:

- Phase I Main SR 17/155 Corridor
- Phase II North and South Gateway Signs
- Phase III Spurs and Loops
- Phase IV Site Identification Signs
- Phase V Community Gateway Centers

#### Logo Signs

The Logo Sign is four-colored and 20.5 inches wide by 24 inches high for a total of 3.42 square feet. The supplementary signs placed underneath, such as 'spur,' 'arrow,' and 'loop signs,' are two-colored and 21 inches wide by 15 inches high for a total of 2.19 square feet.

#### Gateway Welcoming Signs

At both the northern and southern terminus of the corridor, a gateway sign will be installed. The design has not been finalized, but it will be of "architectural quality," four colors, and approximately 4 feet by 8 feet (32 square feet). The base and sign support structure design has not been selected.

Logo Sign locations along the Coulee Corridor from Othello to Coulee Dam were determined by the CCC Transportation Subcommittee and the WSDOT. Below is the specific site recommendation on where the Logo Signs should be located on the Coulee Corridor Scenic Byway. Unless noted, the perspective is from a northbound traveler on the main route. Care was taken to recommend that trailblazer signs be placed on existing posts to reduce cost and clutter.

## Sign Placement Recommendations

Coulee Corridor Scenic Byway					
Logo Sign List 8/14/03					
SR 17, SR 2, SR 155 Othello to Coulee Dam					
State Route	Milepost	Left/Right	Auxiliary Sign	Post	Mounting Location/ Comments
17	27.93	left	END	new post	mount below existing SR 17 route marker
26	42.50	right	arrow left		mount on luminaire pole
26	42.68	left	arrow right		mount below existing D1-701 Jct.17 marker
17	29.44	right		new post	mount below existing SR 17 route marker
17	39.70	left		new post	mount below existing SR 17 route marker
17	39.90	right		new post	mount below existing SR 17 route marker
17	40.67	left		new post	mount below existing SR 17 route marker
17	40.82	right		new post	mount below existing SR 17 route marker
262	24.12	right	double-head arrow	new post	mount below new JCT. SR 17 sign
17	50.53	left		new post	mount below existing SR 17 route marker
I-90	179.25	right	double-head arrow	new post	(P1 Ramp EB Off - special MP 0.21)
I-90	179.65	left	double-head arrow	new post	(R1 Ramp WB Off - special MP 0.18)
17	51.63	right	upper-right arrow		mount below existing D1-701 SR 17 marker. Move existing Visitor Ctr Ahd sign to Museum sign.
17	51.81	left		new post	mount below existing SR 17 route marker
17	51.88	left	arrow left		mount on signal pole below existing M8-101
17	52.23	right		new post	mount below existing SR 17 route marker
17	54.44	left			mount on existing sign bridge pole
17	55.05	right		new post	mount below existing SR 17 route marker
17	55.46	left	arrow up (ahead)		mount on SB sign bridge left of EB-2 sign (SR17)
17	56.56	left	double-head arrow		mount below existing D1-801 on steel post
17	58.81	left			mount on luminaire pole
17	58.85	right			mount on luminaire pole below SR 17 marker
17	67.58	right	upper-right arrow		mount below existing D1-801 on steel post
282	4.37	right	double-head arrow		mount below existing D1-801 on steel post
282	4.67	right	arrow left		mount below existing SR 17 route marker
17	67.72	right		new post	mount below existing SR 17 route marker
17	75.26	left		new post	mount below existing SR 17 route marker
17	75.31	right		new post	mount below existing SR 17 route marker
17	76.25	right		new post	mount below existing SR 17 route marker
17	84.85	right	arrow up (ahead)		mount 2 signs back-to-back
17	84.85	right	arrow up (ahead)		(see above comment)
17	96.48	left		new post	mount below existing SR 17 route marker
US 2	189.06	left	arrow right		mount below existing D1-801 at JCT. US 2
US 2	189.12	left	arrow left		mount below existing D1-701 Jct.17 marker
US 2	190.99	left		new post	mount with existing US 2 route marker
US 2	191.41	right		new post	mount with existing US 2 route marker
US 2	193.29	right	arrow up (ahead)		mount below existing D1-801 on left steel post
US 2	193.30	left		new post	mount with existing US 2 route marker
US 2	193.40	left	double-head arrow		mount below existing D1-801
155	0.14	right		new post	mount with existing SR 155 route marker
155	23.98	left		new post	mount with existing SR 155 route marker
155	26.70	left		new post	mount with existing SR 155 route marker
174	21.43	right	double-head arrow		mount below existing D1-801
174	21.60	left	double-head arrow		mount below existing D1-801
155	25.74	right		new post	mount with existing SR 155 route marker
155	28.25	left	arrow left		mount below existing D1-701
155	28.36	right	END		mount on existing bridge girder

Based on the above installation list, the CCC constructed the Phase I Logo Signs and reimbursed the WSDOT for installation costs with (FHWA) FY2003 National Scenic Byway Grant funds. Installation of Logo Signs from Othello to Coulee Dam was completed in the spring of 2004.

The CCC estimates an additional 28 Logo Signs and 13 Auxiliary Signs are needed to complete Phase I Logo Sign north across the Colville Indian Reservation to Omak.

## **SIGNAGE**

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### **Outdoor Advertising**

Along the Coulee Corridor Scenic Byway and off the Colville Indian Reservation, Corridor communities and Counties have in place or are planning to adopt restrictive sign ordinances controlling outdoor advertising according to their Comprehensive Plans and the State Highway Advertising Control Act, Chapter 47.32 RCW, known as the Scenic Vistas Act of 1971. As per the Grant County sign ordinance, billboards are not allowed and freestanding signs are constrained.

Along the Coulee Corridor Scenic Byway and on the Colville Indian Reservation, the State regulations do not apply. The Federally recognized Sovereignty of the Confederated Tribes of the Colville Reservation has precedence over State regulations. The Colville Tribal Business Council recognizes the value of restricting outdoor advertising on the Reservation. The Colville Tribal planners are working on a draft sign ordinance for approval by the appropriate Committees and recommendation for approval by the Colville Tribal Business Council. The Tribal Sign Ordinance will be equal to, if not more restrictive of outdoor advertising than State regulations.

### **Directional Signage**

Recreational and Cultural Interest Area Signs, white legend on a brown background, are furnished and installed by the WSDOT at no cost to the CCC.

Tourist Oriented Directional Signs, white legend on a blue background, are furnished and installed by the WSDOT through the State Motorist Information Sign Program (MIS). State Legislature, through the WSDOT, requires the advertising business to submit an application with a permit fee, to the WSDOT North Central Region Outdoor Advertising Coordinator for approval. The approved application will allow a business logo placed on the "blue and white" sign. For details, contact WSDOT, NCR, Outdoor Advertising Coordinator at (509) 667-3077

All of the above signage is subject to the FHWA Manual on Uniform Traffic Control Devices (MUTCD) and the approval of the Regional Traffic Engineer, who is responsible for all signs in WSDOT highway Right of Way in the North Central Region.

## SIGNAGE

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Well-designed signage is needed to help direct the traveler to the corridor, to important sites and for the maintenance of safety. The Coulee Corridor Scenic Byway cannot function without proper signage. Installation of Coulee Corridor Scenic Byway signage is planned in 5 phases:

- Phase I Main SR 17/155 Corridor Logo Signs
- Phase II North and South Gateway Signs
- Phase III Spurs and Loops
- Phase IV Site Identification Signs
- Phase V Community Gateway Centers

### Phase II Gateway Welcoming Signs

SR17/SR26 Interchange – The southern gateway sign should be placed just north of the SR 26 Interchange, going northbound, outside the control zone, next to the Right of Way.

SR155 – The northern gateway sign could be placed on the southbound side of the highway just east of the Omak Creek Road intersection and just east of Omak. The sign should be placed next the Right of Way line and out of the Control Zone.

It is estimated that each Gateway sign would cost \$5,000, therefore \$10,000 total.

### Phase III Loop Signage

SR26/17 – This intersection of two (2) State Routes is not technically on the Byway Route, but it serves as an entrance point for travelers from Pullman, Washington, the Idaho panhandle, and other places east. 1 sign placed on SR26 East on a lamppost with an arrow pointing north and 1 sign placed on SR26 West on a lamppost with an arrow pointing north.

SR26/McManamon Road – 1 sign with loop and arrow before the intersection for the eastbound traveler. Place one sign just north of the intersection so that the traveler on SR24 can see to go straight to Othello.

SR17/170 – 1 sign placed underneath “Warden” with a spur attachment. For southbound traffic, place one sign on “Warden” with spur. For westbound traffic coming from Warden on SR170, 1 sign placed under the green sign with a double pointed arrow.

**SIGNAGE**

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SR17/262 –1 sign under the Potholes State Park sign with loop for northbound traffic. For southbound traffic, 1 sign under the Potholes State Park sign with loop.

SR282/17 –For SR282 Ephrata loop traffic heading south, 1 sign with double pointed arrow under green route sign. For SR17 north traffic heading to Ephrata loop, 1 sign with loop under green direction sign. For SR 282 southbound traffic, 1 sign under SR17 with double pointed arrow.

SR28/282 -- For northbound traffic on SR28, 1 sign placed before intersection with double pointed arrow with 90 degree bend (pointing north and east) and loop. For Southbound traffic on SR28, 1 sign with arrow pointed left or east and loop. For westbound traffic on SR282, 1 sign with arrow pointed right and loop.

SR28/17 – For eastbound traffic on SR28, place one sign, with double pointed arrow, before the intersection. For northbound SR17 traffic (before SR28 intersection), 1 sign with loop and left arrow. For southbound SR 17 traffic, 1 sign after intersection under SR17 sign.

SR2/155 – Place one sign, for Almira Loop, on light post at intersection. Place one sign at the “Steamboat” sign. For SR2 westbound traffic, place one sign under the green SR2/155 sign with double pointed arrow. North of intersection on SR155, and on the southbound side, place one sign for Almira Loop with a left arrow.

Costs are as follows:

- Approximately 23 Trailblazer Signs = \$2,530
- Approximately 24 Supplementary Signs = \$792
- Approximate Total = \$3,322

**Phase IV**

Site Identification signs will be placed as new pull offs are developed. These signs are intended to inform the driver that a scenic view, historical site, or some other point of interest is approaching and the driver should prepare to exit the road. These signs provide a measure of safety to prevent drivers from swerving to pull off the road. Also, without these signs, many people would not pull off and this would lessen their enjoyment and understanding of the corridor. As Phase IV is four (4) years into the future, prices are not available.

**SIGNAGE**

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**Phase V**

The last signage phase would involve the possible option of building community gateway signage at other locations. These would be located at the entrances of all the towns along the corridor. These would serve as a symbol that the traveler is entering a "Gateway Community." Cost and specific placement have not been determined.



**MARKETING and PROMOTION**

**Marketing Goals**

The heart and soul of the Coulee Corridor Scenic Byway’s marketing program is to identify, plan and implement projects that will:

- *Increase the number of visitor days along the corridor*
- *Increase the number of overnight stays*
- *Increase shoulder-seasons visitation*
- *Increase the amount of spending by visitors*

**Visitor Profiles**

A *Washington State Highway 17 Visitor Profile* prepared for Washington State Tourism by James Lillstrom & Associates includes the following data on overnight visitors from July to October 2000. Seventy percent of 2,053 visitors surveyed were traveling away from home and stayed in Washington State. Thirty-four percent stayed overnight along Highway 17. Their average stay was 3.6 nights. One-half of overnight stays on Highway 17 involved camping, and recreational vehicles were used by two out of three of these campers.

<b>"Most Important Reason"</b>	<b>Percentage of 2,053 Visitors Surveyed (multiple response)</b>
Outdoor Recreation	46%
Historic/Cultural Site	45%
Tour Highway 17	40%
Friends/Family	36%
Wildlife Viewing	21%
Business	14%

Source: Washington State Highway 17 Visitor Profile

MARKETING and PROMOTION

**TABLE 2. Overnight Visitor Activities on Highway 17 (July-October 2000)**

Visitor Activities	Percentage of 2,053 Visitor Surveys
Sightseeing/Driving Tour	73%
Visit Historic/Cultural Site	54%
Shopping	36%
Hiking	35%
Wildlife Viewing	31%
Water Sports	28%
Fishing	22%
Boating	19%
Festivals/Event	17%
Bird Watching	13%
Golf	10%
Cycling/Mountain Biking	9%
Hunting	4%

Source: Washington State Highway 17 Visitor Profile

**TABLE 3. Likelihood of Return to Highway 17 by Number of Previous Visits in the Past Year (July-October 2000)**

Number of Visits	Percentage of 2,053 Visitor Surveys Indicating "Definitely Will Return"
First Visit	18%
0-1 Previous Visits	23%
2-10 Visits	49%
Over 10 Visits	84%

Source: Washington State Highway 17 Visitor Profile

## **MARKETING and PROMOTION**

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### **Targeted Marketing**

Targeted marketing focuses on those individuals or groups of individuals interested in specific intrinsic qualities that the Coulee Corridor has to offer. Major market segments suggested for emphasis include:

#### ***Birding Enthusiasts***

Research shows that birding enthusiasts are often Baby Boomers and Empty Nesters. According to the Washington Department of Fish and Wildlife, the majority of Washington wildlife festivals participants in 2000 had an annual household income ranging from \$50,000 to \$149,000. Nationally, 55 million birding enthusiasts in the United States spend \$29.2 billion every year on recreational birding, including \$9.4 billion on food, lodging, transportation, equipment rental and purchase and other related expenses (WDFW). Birders prefer to travel to natural, rural, and protected areas (WDFW).

#### ***Geology Enthusiasts***

The extensive and unique lava flows that filled the Columbia Basin, and hardened to the many basalt rock layers, hold a special appeal to geology enthusiasts. Water is also largely responsible for the spectacular geology that lends natural and scenic intrinsic qualities to the corridor. The Ice Age Floods scoured the Scablands of Eastern Washington, carved the coulees and canyons of the corridor and deposited Erratics and gravel bars. The Ice Age Floods, also called the Great Missoula Floods, were the only catastrophic floods of their kind. The geology of the Ice Age Floods offers a unique attraction of domestic and international appeal.

#### ***Recreational Visitors***

The Coulee Corridor Scenic Byway offers many outdoor recreational experiences including hiking, mountain biking, tour biking, road biking, camping, canoeing, boating, and fishing, in addition to birding and other wildlife watching. These uses are specialized markets that need to be addressed. A focused marketing program aimed at selected outdoor recreation users will bring additional visitors to the corridor.

#### ***Culture and History***

The Byway has numerous communities with distinct cultural identities and many cultural events. These diverse cultural and historical resources include Native American culture, dams & hydropower, working landscapes, earlier settlers, lost trails and railroads. Tourists seek authentic experiences that make a destination unique and different and to learn about the region. We need to sell the “whole” experience – the more we have to offer collectively, the longer visitors will stay.

**MARKETING and PROMOTION**

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**Marketing Management**

In addition to external marketing efforts, there is a need for internal marketing to the CCC membership, corridor communities, and current and potential byway partners. Internal marketing will expand the scope of the current byway image to include under-utilized and unrecognized resources on the Coulee Corridor Scenic Byway. Internal marketing will also increase and strengthen CCC membership and establish new partnerships.

The CCC Marketing Subcommittee will coordinate with regional media and partners on marketing and promotional efforts. A marketing and promotion budget will be maintained by fundraising, grant awards and contributions from the corridor membership and partners. The corridor will also continue to work with the Washington State Department of Transportation (WSDOT) Scenic Byway Program and Washington State Community Trade & Economic Development (CTED) to enhance and expand corridor exhibit materials at rest stops throughout the state to develop and print byway brochures, develop promotional exposure on "*Experience Washington*" website: <http://www.experiencewashington.com/>

**MARKETING and PROMOTION**

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**Marketing Program**

The marketing program for the Coulee Corridor will build upon present efforts and collaborate with state, regional, Tribal, local agencies, and organizations who are involved in promoting and marketing activities within the region. Specific goals to guide this development include:

***Marketing the Corridor***

- Logo Signs; Gateway Signs, and WSDOT Interpretive and Directional Signs
- Marketing Resources--*a few examples*
  - Coulee Corridor Consortium Photo Library
  - Promote regional books in Corridor community bookstores
  - Cultural and Historical network: Tribes; Museums
  - Pacific Northwest and Canadian Newspaper contacts
  - Promote annual Coulee Corridor Scenic Byway poster contest
  - Coulee Corridor annual "Big Event"
  - Travel magazines
  - Travel Agencies
  - Hotel/Motel Associations
  - Annual Washington State Tourism Forum
  - Travel Writers Associations
  - Tour Bus Agencies
  - Okanogan County Tourism Council
  - Grant County Tourism
  - Via 97 Web Portal and publications
  - Public Broadcasting System--TV and Radio
  - Regional Radio Stations
  - Coulee Corridor Festivals and Events
  - Magazines for focused markets
  - National Scenic Byway Community: <http://www.bywaysonline.org/>
- Product development--*a few examples*
  - Photographic Postcards: Birding; History; Natural; Tribal Culture
  - Update and maintain website: [www.couleecorridor.org](http://www.couleecorridor.org)
  - Coulee Corridor Bottled Water
  - Corridor Brochure and Maps
  - Watchable Wildlife Guides and maps
  - Children's Guides
  - Coulee Corridor hats, T-Shirts, Fleece Jackets
  - Placemats for Corridor restaurants
  - Posters
  - Authentic handmade Tribal culture products

**MARKETING and PROMOTION**

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**Create Identity Themes**

- Transportation of Water
- Ice Age Floods
- Watchable Wildlife
- Cultural / Historic Heritage
- Unique Natural Resources

**Enhance the Experience**

- Support product and service development at the local community level
- Identify and promote nature based activities for all seasons
- Support of existing festivals and development of new events
- Develop “package tours”
- Guided Loop Tours and Drives
- Develop Hospitality Training

**Coordination Strategy between Corridor Communities**

- Hold monthly CCC meeting in Corridor communities on a rotating basis
- Publish meeting minutes
- Newsletter
- Develop a speaker’s program, presenting at a minimum of four venues per year
- Identify sponsorship and partnership opportunities to increase byway awareness and recognition
- Develop a sustainable organization with well-developed infrastructure that facilitates community cooperation

**Evaluate and Review**

- Develop a reporting system to collect vital tourism-tracking statistics
- Develop evaluation system to measure the economic effectiveness of our collaborative efforts along the Byway



## VISITOR SERVICES

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The Coulee Corridor has many opportunities to promote, educate, and guide visitors to the unique qualities along the byway. Developing them in a timely manner is a key aspect of this plan.

Tourism is a complex industry that requires close cooperation between the business, public and private sectors in regard to how they relate to the traveling public. Tourism as an economic development strategy works well if the customer is the focus of all development action.

### Regional Challenges

**Tourism has several challenges in central Washington:**

- Some corridor resources are under-utilized and under-developed. These resource sites need more development of facilities, interpretation, and activities to better showcase these attractions.
- The corridor communities of the Coulee Corridor are small but because of the significance of the Ice Age Floods landscape, must compete on a national level for visitors. This will require a focused aggressive marketing program in order to maintain market share in the Western regional tourism industry.

### Regional Advantages

Despite the region's challenges, tourism in central Washington also has many advantages; they are:

- Central Washington is conveniently located for: the highly populated Puget Sound metropolitan area to the west; and the moderately populated Spokane/Coeur d'Alene urban area to the east, and the rural and small populations in the southern British Columbia region. Nine percent of Highway 17 visitors from July to October 2000 were international travelers and 78 percent were from Canada (*Washington State Highway 17 Visitor Profile*).
- The Coulee Corridor Consortium has partnered with the Central Basin Audubon Society and Audubon Washington to develop an Audubon Birding Loop Map and Tour, as the second leg of the Great Washington State Birding Trail.

The corridor communities have hard-working and dedicated leadership willing to work on projects that improve the economic resources in the communities.

The Byway Group has effective working relations with state agencies and organizations needed to implement quality byway programs.

**VISITOR SERVICES**

Tables 7-9 shows a statistical break down of visitation to a portion of the Coulee Corridor by state, national and international visitors

**TABLE 7. Highway 17 Visitor Origin from Top Five Washington State Counties During July-October 2000 (All Visitors)**

Washington State County	Percentage of 2,053 Visitor Surveys
King	27%
Snohomish	15%
Pierce	11%
Spokane	7%
Benton	5%
Kitsap	5%

Source: Washington State Highway 17 Visitor Profile

**TABLE 8. Highway 17 International Visitor Origin During July-October 2000 (10% of All Visitors)**

Country	Percent
Canada	27%
United Kingdom	12%
Australia/Oceania	5%
Germany	5%
Benelux	2%

Source: Washington State Highway 17 Visitor Profile

**TABLE 9. Highway 17 Visitor Origin from Top Five States During July-October 2000 (All Visitors)**

State	Percentage of 2,053 Visitor Surveys
Washington	54%
California	5%
Oregon	3%
Idaho	2%
Florida	2%

Source: Washington State Highway 17 Visitor Profile

**Existing Tourism Attractions**

The Coulee Corridor has two large tourist attractions based at either end of the corridor. On the north end is Grand Coulee Dam and on the south end is the Columbia National Wildlife Refuge and Potholes State Park. These existing attractions have the strongest visitor base for local tourism economies. In between, the corridor contains a number of spectacular but under developed sites featuring natural intrinsic qualities related to geology, water and flora and fauna. Development of these sites could include everything from enhancing sites with interpretive signing or improved trails to creating Farm Festival or Wildflower Weekends.

## VISITOR SERVICES

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### **Cooperative Scenic Byway Development Strategies**

This plan outlines several development strategies that will be used to expand jobs and incomes for community residents. These strategies fall into the following categories:

#### **Things to See and Do**

The first important strategy implemented on the Corridor has been the inclusion of the spur/loop concept.

#### **Spur and Loop Routes**

Seven (7) spur/loop routes have been incorporated into the Corridor system to give the traveler an even more complete picture of the region. These include:

1. The City of Connell Loop
2. The Columbia National Wildlife Refuge
3. The Town of Warden Loop
4. The City of Moses Lake Loop
5. The City of Ephrata Loop
6. The Almira Blue Bird Loop
7. The Omak Lake Loop

The development of these loops grew out of a partnership between the byway organization, Audubon Washington and the Central Basin Audubon Society to produce a birding tour map displaying prime viewing sites on the main corridor and several loop routes.

The inclusion of the spur/loop route system can provide a marketing strategy to extend visitors stay, and it is an economic opportunity for areas on and off the route to benefit from increased volume.

#### **Tourism Business Opportunities**

Water recreation at the lakes along the corridor at the Columbia National Wildlife Refuge and Potholes State Park has created a tourism industry sector around fishing and boating. There are other tourism sectors like birding, rock hounding, and wildflower viewing that have yet to be developed and capitalized upon by the tourism businesses. This plan suggests that the tourism business focus on: (1) developing and improving merchandising; (2) adding product lines and developing guided tours and activities along the corridor.

**VISITOR SERVICES**

**Marketing**

Marketing Strategies to be pursued by the byway organization are outlined in Chapter 9 of this document.

**Visitor Services - Existing**

Visitors require several basic services: (1) information on local and area attractions; (2) information on services such as accommodations, food service and tourism businesses; (3) visitor facilities such as rest rooms, picnic tables, rest areas; and (4) interpretive information about the region.

The Coulee Corridor Scenic Byway has several visitor welcome centers. Following is a list of key visitor facilities or service sites along the Coulee Corridor.

Othello Chamber of Commerce  
33 East Larch Street  
Othello, WA 99344  
(509) 488-2683 or (800) 684-2556

Coulee City Chamber of Commerce  
PO Box 896  
Coulee City, WA 99115  
(509) 632-5043

City of Warden  
201 South Ash Street  
PO Box 428  
Warden, WA 98857  
(509) 349-2027

Town of Almira  
[www.town.almira.wa.us](http://www.town.almira.wa.us)

Moses Lake Chamber of Commerce  
324 South Pioneer Way  
Moses Lake, WA 98837  
(509) 765-7888 or (800) 992-6234

Grand Coulee Dam Area  
Chamber of Commerce  
306 Midway, Highway 155  
PO Box 760  
Grand Coulee, WA 99133  
(509) 633-3074 or (800) COULEE2  
Email: [info@grandcoulee.org](mailto:info@grandcoulee.org)  
[www.grandcouleedam.org](http://www.grandcouleedam.org)

Ephrata Chamber of Commerce  
90 Alder Street NW  
PO Box 275  
Ephrata, WA 98823  
(509) 754-4656

Coulee Dam Casino  
Just off Hwy 155 at 515 Birch St.  
Coulee Dam, WA 99116  
(800) 556-7492  
[www.couleecasino.com](http://www.couleecasino.com)

Soap Lake Chamber of Commerce  
300 East Beach / PO Box 433  
Soap Lake, WA 98851  
(509) 246-1821

Omak Visitor Information Center  
401 Omak Avenue  
Omak, WA 98841  
(800) 225-6625  
Email: [omakvic@northcascades.net](mailto:omakvic@northcascades.net)

VISITOR SERVICES

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Okanogan County Tourism Council  
PO Box 626  
Omak, WA 98841  
(888) 431-3080  
<http://www.visitokanogancountry.com>

Central Basin Audubon Society  
<http://www.cbas.org/>

Ice Age Floods Institute  
[www.idahogeology.org/iceagefloods](http://www.idahogeology.org/iceagefloods)

Washington State Parks  
Parks & Recreation Commission  
2201 North Duncan Drive  
Wenatchee, WA 98801  
(509) 665-3329

Columbia National Wildlife Refuge  
735 East Main Street  
PO Drawer F  
Othello, WA 99344  
(509) 488-2668  
[www.parks.wa.gov](http://www.parks.wa.gov)

The Old Hotel Art Gallery  
33 East Larch Street  
Othello, WA 99344  
(509) 488-2420

Okanogan County Historical Museum  
PO Box 1129  
Okanogan, WA 98840  
(509) 422-4272  
Email: [history@northcascades.net](mailto:history@northcascades.net)

Grant County Tourism  
PO Box 37  
Ephrata, WA 98823  
(800) 922-6234  
[www.tourgrantcounty.com](http://www.tourgrantcounty.com)

Colville Tribal Museum  
512 Mead Way  
Coulee Dam, WA 99116  
(509) 633-0751

**VISITOR SERVICES**

**Accommodations**

**TABLE 10. Number of Visitor Accommodations Along the Coulee Corridor Scenic Byway**

Location	Motel Units	Camp Sites	Campground/RV Park Spaces	Tent Spaces
Othello	106	36		
Warden			42	
Moses Lake	744		1390	
Ephrata	93		120	
Soap Lake	119			
Coulee City	118		332	15
Grand Coulee Area	173		483	

Source: Grant County Tourism Commission and Othello Chamber of Commerce

**Recommended Enhancements**

**Gateways**

Visitor information and education centers should be located at key points on the byway. Potential sites have been identified in Othello, Moses Lake, Coulee City, and Omak. These visitor centers could be self-guided and self-sufficient, and provide travelers with opportunities for interpretation, education and information about accommodations and other traveler services. Some preliminary planning has been completed in Othello, and a gateway facility in Omak could jointly serve the US 97 Okanogan Scenic Byway.

**Visitor Service Training**

The objective of visitor services training is to produce a 15 minute video and training workbook that can be used to develop a train-the-trainer program for improving visitor service from our hotel and restaurant employees by making them aware of the unique resource opportunities along the Coulee Corridor Scenic Byway. This hospitality training will focus on heritage tourism and eco-tourism and how to share that information with visitors. The CCC has obtained copies of similar training tools and permission from those tourism offices (Minnesota and New Mexico) to adapt content from their earlier work. The CCC will reformat their excellent work to provide context of the corridor, services and resources. The Byway Group includes two hotel owners/managers with requisite film and marketing knowledge to undertake this task.

Visitor service training will also be coordinated with familiarization tours described in the previous chapter on marketing and promotion where people involved in the travel industry would be taken on guided tours of the corridor.





**IMPLEMENTATION and EVALUATION**

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If the heart and soul of the plan is its vision and goals, the head and hands is the Action Plan that follows. The table includes the activities, responsible parties, estimated cost, and priorities

**Investment Target Areas:** The ideas in the Action Plan reflect the CCC's general priorities and basic investments needed for a successful byway. The following components indicate an overview of strategy type:

- Watchable Wildlife and other resource interpretation along the byway
- Development of gateway and visitor information centers
- Improved directional and way finding signage
- General and targeted marketing
- Visitor Information and Services
- Community Outreach and Education
- Resource Stewardship

**Alternative Funding Sources:**

- T21: NSB and Enhancement Grants
- Cooperative Initiatives
- Other State and Federal Sources (e.g. IAC)
- Participant/Partner Funding
- Fundraisers
- Foundation Support

**Evaluation**

It is expected that this Corridor Management Plan undergo review by the Coulee Corridor Consortium and stakeholders on a regular basis for updating as necessary. On an annual basis, the CCC will review and update this action plan. Commitment to projects will be renewed, revised, and funding or other resources secured. The CCC will implement a monitoring and evaluation program as part of its ongoing management efforts. Selected activities will include:

- Annual review of CMP
- Action Plan process and outcomes
- Summary Report to stakeholders
- Visitor Surveys
- Impact Assessment

References

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REFERENCES

- National Scenic Byways Program. FHWA Docket No. 95-15. Federal Register / Vol. 60, No. 96 / May 18, 1995.
- Washington State Department of Transportation. Heritage Corridors Program. 1999.
- Community Guide to Planning & Managing a Scenic Byway. FHWA.
- Ice Age Floods Study of Alternatives and Environmental Assessment. Jones & Jones, Architects and Landscape Architects, Seattle WA. February 2001
- Colville Confederated Tribes of the Colville Reservation. Web site: [www.colvilletribes.com/past.htm](http://www.colvilletribes.com/past.htm). March, 2005.
- Tour Guide, Central Washington Heritage Corridor-Othello to Omak. Washington State Arts Commission. 1995
- History courtesy of Washington State.

**References**

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**Scenic Byway Related Information Sources**

**References**

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**CONTACTS**

**Potential Benefits of the Action Plan:**

Recommendations listed in the Action Plan Summary Table will benefit the Coulee Corridor Consortium (CCC) by providing a guiding document for implementing the Corridor Management Plan, and providing for long term stable growth of the byway organization. The resulting benefits listed in the table are organized into four categories:

- 1. Planning and Managing the Byway Organization**

Identifying ways to keep the byway active and progressing is a primary purpose of producing a corridor management plan. Examples of recommend actions in this category include: developing methods to expand membership, generating new partnership, and obtaining project funding.
- 2. Safety and Way finding – Balancing User needs**

Benefits in this category can improve existing roadway deficiencies related to current traffic and operational needs, and prepare the roadway infrastructure for increased tourist traffic. Implementation of multi modal facilities like bicycles and transit can help balance the needs of different users. Examples of recommended actions in this category include: plantings and beautification projects, signage plans, adding bicycle facilities, and producing route development plans.
- 3. Interpretation – Enhancing the Visitor Experience**

Interpreting and educating the visitors and residents about the byway “story” and abundance of natural resources is of paramount importance to the byway organization. Equally important is preserving the sense of place that people who live here cherish. A significant portion of the corridor has existing recreational sites adjacent to the byway. This portion of the Action Plan will focus on identifying, the highest priority sites for developing interpretive facilities.
- 4. Marketing and Promoting the Byway**

A high priority for the Coulee Corridor is to support and contribute to a sustainable tourism economy by collecting and sharing corridor stories with the byway visitor. Strategies that implement this goal will have a positive impact on the local, regional, and state economies. Publication of the Coulee Corridor Birding Loop Map, in partnership with Audubon Washington has proven a highly successful implementation of this strategy. Examples of other marketing strategies include: improving the byway website, expanding successful events like the Sandhill Crane Festival, and developing a range of portable displays for use in promoting the byway.

**Summary of Important Issues and Considerations**

The CCC shaped this Corridor Action Plan through active participation in the corridor management planning process. Members of the organization have used that process to gain an understanding and appreciation of opportunities, issues, and concerns along the byway. The recommendations for actions are based on broad based input, and are conceptual, not formal requirements. Each action item will need further analysis before development. A summary of issues that influenced the identification of priority action items follows:

- The region has embraced tourism as an important element in an overall rural economic development strategy that creates jobs, supports local economies, strengthens community identities, and conserves the Colville Confederated Tribes and State's historic, cultural and natural legacy.
- The byway has an abundance of resources within five intrinsic qualities: scenic, natural, recreational, historic, and cultural. It is especially known for its unique geology related to the Ice Age Floods and its diversity of birds and other wildlife.
- When siting proposed byway projects, byway proponents should consider the many existing or partially developed recreational sites owned by state and federal land management agencies.
- Improving the safety, and way finding infrastructure of the byway is a high priority for the CCC.
- Improvements made to the byway should minimize impacts to existing land uses, property owners, and businesses.

**Action Plan Table**

The action plan is a future guide for building the byway, and implementation will depend upon the CCC's ability to build a broad based active organization. Elements identified in the Action Plan Table include strategies, programs, improvements, and enhancements that will implement the corridor vision and goals. Actual timing of implementation of projects depends on many factors including detailed site analysis, availability of adequate funding, length of permitting processes, and design and construction factors. Priorities This Action Plan is written as a dynamic document whose priorities may well change over time. It should be reviewed and updated as necessary to accommodate new priorities, and remove those that have been completed or changed.

CATEGORY

1. Planning and Managing the Byway Organization
2. Safety and Way finding - Balancing User needs
3. Interpretation – Enhancing the Visitor Experience
4. Marketing and Promoting the Byway

PRIORITY FOR IMPLEMENTATION:

- O = *Ongoing* ...Action occurs continuously  
 I = *Immediate* ...Initiate action within 1-3 years  
 M = *Mid Term* ...Initiate action within 3-6 years

**ACTION PLAN TABLE**

<b>Action Item</b>	<b>Category</b>	<b>Responsible Parties</b>	<b>Priority</b>
Expand membership through recruitment of more local citizens, organizations, businesses and others.	1	CCC Steering Committee	O
Seek active partnerships with local agencies – strengthen ties with local economic development organizations to help support byway activities.	1	CCC Steering Committee	O
Develop annual budget and seek organizational funding sufficient to support staff and resources for coordination, communication, planning and marketing.	1	CCC Steering Committee	O

**APPENDIX A  
ACTION PLAN**

**Coulee Corridor  
Scenic Byway**

Action Item	Category	Responsible Parties	Priority
Obtain 501(C)(6) not-for-profit organization status and set up organizational structure for expanded byway organization.	1	CCC Steering Committee	Completed
"The Root Diggers." Design and construct an interpretive pull out along SR 155 in the vicinity of milepost 36.7 Lt. (southbound side) just north of Belvedere. Develop and install interpretive / education panel at edge of pull out. Construct steel silhouette of Tribal women digging roots and install on adjacent shrub-steppe prairie.	3	CCT, WSDOT, CCC Steering Committee	I
Establish and maintain Committee to critically evaluate needs and develop long term action plan for improving highway safety, modal access, and resource site access along the corridor.	2	CCC Transportation Subcommittee	O
Collaborate with WSDOT to examine potential ways to balance the higher speed and through traffic needs of commercial transportation with the reduced speed and turning movement needs of byway visitor and non-vehicular movement by alternative modes. This would be accomplished through the Route Development Planning Process.	2	CCC Transportation Subcommittee	O
Initiate planning and implementation for CCC Logo signage across Colville Indian Reservation to assist visitors in way finding. Logo signs would be installed following intersections of major roadways (Reservation and SR or US Hwy) and at least every 10 miles. It is anticipated plus or minus 50 trailblazer signs would be installed along the northern section of Coulee Corridor	2	CCC Transportation Subcommittee, CCT, WSDOT	I
Initiate planning and implementation for CCC Logo signage to assist visitors in way finding. Logo signs would be installed following intersections of major roadways (SR or US Hwy) and at least every 10 miles. It is anticipated plus or minus 50 trailblazer signs would be installed along the corridor from Othello to Coulee Dam.	2	CCC Transportation and Grant Oversight Subcommittees, WSDOT	Completed

**APPENDIX A  
ACTION PLAN**

**Coulee Corridor  
Scenic Byway**

Action Item	Category	Responsible Parties	Priority
Develop long-range plan to accommodate bicycle traffic throughout the corridor.	2	WSDOT, CCC Transportation Subcommittee	M
"The Sasquatch." Construct and install an interpretive panel at existing pull out on SR 155, milepost 57.5 Lt., (southbound) at Disautel Pass. Construct steel silhouette of Sasquatch and install off the right of way on timbered hill opposite the pull out.	3	CCT, WSDOT, CCC Steering Committee	I
Develop committee to help plan & coordinate detailed interpretive plan. Specific interpretation, education and stewardship efforts would build off of this plan.	3	Interpretive Subcommittee	I
Design and install interpretive panels and kiosks at selected sites along the corridor. Site selection will initially emphasize story significance, access, and diversity of resources at the site. Interpretive stories will fit within the overall interpretive plan.	3	CCC Members, Steering Committee	I, M
Coordinate with Watchable Wildlife Partners to implement site improvements, including interpretation panels and trails annually over the next 10-years, beginning with the Lake Lenore Caves vicinity.	3	CCC Steering Committee, Grant Oversight Subcommittee, WDFW, USFS, WA St. Parks, THPO, WSDOT, OAHP	I, M
Create educational programs around the Coulee Corridor. Develop educational packages and programs for K-12 that could supplement interpretive touring packages. Involve high school and college students in Corridor communities in developing and communicating byway stories.	3	Interpretive and Marketing Subcommittees	O
"Coyote." Construct and install an interpretive kiosk and panel at Coyote Creek Campground on SR 155, milepost 53.9 Lt., (southbound). Panel will tell a story of Coyote and could include photo of "Coyote Rock," located just east of Disautel Pass.	3	CCT, WSDOT, CCC Steering Committee	I

**APPENDIX A  
ACTION PLAN**

**Coulee Corridor  
Scenic Byway**

Action Item	Category	Responsible Parties	Priority
Initiate awards programs recognizing both private and public stewardship efforts.	1	CCC Steering Committee	M
Develop and install Community Welcome Center Kiosk -Portal in each of the Coulee Corridor communities.	2	CCC Steering Committee, CC Communities	M
"Chief Joseph Monument." Design and construct a defined interpretive pull out at SR 155, milepost 44.6 Rt., (north bound) in Nespelem. Rebuild the Monument and install kiosk.	3	CCT, WSDOT, OAHF, CCC Steering Committee	I
Establish and maintain committee to initiate and coordinate activities related to byway marketing and visitor services.	4	CCC Steering Committee, Marketing Subcommittee	O
Develop a Colville Tribal Coulee Corridor Scenic Byway Resource Inventory across the Reservation from Coulee Dam to Omak and for appropriate places off the Reservation.	3	CCT, THPO, CCC Interpretive Subcommittee, OAHF	I
Apply for NSB funding to produce Marketing Plan.	4	CCC Steering and Marketing Committee	I
Apply for National Scenic Byway status.	4	Steering Committee & byway organization members	I
Update and maintain web site with attractive, accurate, and -to-date information about resource attractions, services, events, organization, new development, and supporting links.	4	Marketing Subcommittee	O
Design/produce Byway Map, brochure (s) and other related promotional material.	4	Marketing Subcommittee	O

**APPENDIX A  
ACTION PLAN**

**Coulee Corridor  
Scenic Byway**

Action Item	Category	Responsible Parties	Priority
Develop and maintain adequate photo library (digital format) to help tell story of corridor.	4	Marketing Subcommittee	I, O
Assist and collaborate with CCT on promotion and development of Tribal Culture Center at Nespelem	3, 4	CCT, TPHO, Interpretive and Marketing Subcommittees	I, M
Develop RFP to secure professional assistance in marketing. Target marketing efforts will initially focus on eco-tourism, watchable wildlife, and geology.	4	Marketing Subcommittee	I
Evaluate and implement as feasible the development of byway gateway visitor centers and interpretive facilities, with priorities given to gateway communities (Othello and Omak), followed by at least one community in central portion of byway.	4	CCC Steering Committee, Interpretive and Marketing Subcommittees	O
Explore alternative ways for sharing selected "byway stories" using everyday features of service industry: Placemats, Postcards, and large-format photo posters.	4	Marketing Subcommittee	O
Identify pull out locations and develop Pull Out Design Guidelines.	2	Interpretive and Transportation Subcommittees, WSDOT, CCT	I
Coordinate the development of an Evaluation and Monitoring Program to assess visitor impact, if any, on sensitive resources and to insure that capacity limits are not exceeded.	3	Interpretive Subcommittee, CCT	M, O
Implement annual Strategic Planning retreat, to include evaluation and updating of CMP and Action Plan.	1	CCC Officers and Steering Committee	I, O
Develop hospitality training program for community businesses to promote Coulee Corridor resources.	4	CCC Steering and Marketing Subcommittee	I, O

**APPENDIX C**  
**Route Development Plan (RDP) sheets**

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**Coulee Corridor**  
Scenic Byway

State Route 17--Route Development Plan. Completed October 30, 1998  
Milepost 21.80 to Milepost 96.57. Othello (Junction SR 26) to Junction US 2  
11 x 17 sheets. Pages 1 - 12 of 16.

US Highway 2--Route Development Plan. Completed June 30, 2001  
US 2 Milepost 189.08 ( SR17 Milepost 96.57) to Milepost 193.32 at Jct. SR 155  
Junction SR 17 through Coulee City to Junction SR 155  
11 x 17 sheets. Pages 18 of 19

State Route 155--Route Development Plan. Draft Completed February 1, 2005  
Milepost 0.00 to Milepost 80.47.  
Coulee City vicinity (Junction US 2) to Junction US 97 at Omak  
11 x 17 sheets. Pages 1 - 10 of 10.