Rethinking Our Road Trips with Lenore Bates

UPCOMING EVENTS
with DCI & Jon Schallert

July 16        Resilient Retailers in a Pandemic w/ Jon Schallert
July 28        DCI Speaker Series: Future of Retail w/ Jon Schallert

Register at downtowncoloradoinc.org/events
Colorado Scenic and Historic Byways

Rethinking Our Road Trips
Colorado Scenic and Historic Byways History 1989 – 2020

30+ Years of Scenic Vistas & History One Mile at a Time

• 26 Colorado Byways
• 11 National Scenic Byways
• 10 National Forest Scenic Byways
• 2 BLM Backcountry Byways
I hope...our planners and builders will remember that highway beautification is more than a matter of planting trees and setting aside scenic areas. The roads themselves must reflect, in location and design, increased respect for the natural and social integrity and unity of the landscape and communities through which they pass. February 8, 1965, President Lyndon B. Johnson
Driving and walking for pleasure, swimming, and picnicking lead the list of the outdoor activities in which Americans participate, and driving for pleasure is most popular of all.

Transportation & Recreation 1964 - 1983

1952 - Mission 66 included parkways
1958 - 1962 Outdoor Recreation Resources Review Commission
1964 - Recreation Advisory Council > Scenic Roads & Parkways
1966 - Scenic Roads & Parkways Study by the Dept. of Commerce
1967 - FHWA opened
1983 - ORRRC revisited 1962 Report
1987 – Final Report
1987 - National Forest Scenic Byways
1989 - BLM Back Country Byways
1992 - 2012 - FHWA National Scenic Byways
2019 - Reviving America’s Scenic Byways Act of 2019
Outdoor Industry Association (OIA)

55% of the US outdoor consumer population has taken scenic drives/road trips in the past year
*2018

What is a Scenic Byway?

Off the beaten path

Unique

Scenic

Culture

Stories
Six Intrinsic Qualities

LAND
Scenic
Natural
Recreational

PEOPLE
Archaeological
Cultural
Historic

The Byway Story & Corridor Management Plan

Inventory
Assessment
Quality
Length/Width
Land Uses
Goals
Priorities
Revitalizing Small Communities

Recognize
Protect
Promote

Economic Impacts 2009-2014
Top 10 Byways ($000)

- Mount Evans $200,496
- Lariat Loop $93,325
- San Juan Skyway $49,569
- Guanella Pass $48,201
- Trail of The Ancients $41,330
- Colorado River $37,817
- Collegiate Peaks $31,280
- Highway of Legends $29,593
- Trail Ridge Road $28,203
- West Elk Loop $22,849
$22.4 Million Total ~ 1992-2012

- Planning
- Conservation
- Marketing
- Preservation
- Visitor Infrastructure

TRENDS

- Outdoor Recreation
- Electric Vehicles
- Heritage
- Spatial Distance
• Chad Schneckenburger*, USFS, Regional Trails & Dispersed Recreation Program Manager

• Jack Placchi*, BLM, Trails Coordinator

• Tony Gurzick*, CPW, Marketing & Creative Services Manager

• Jane Leche, USFS, Public Affairs Specialist

Thank you!

www.codot.gov/travel/scenic-byways
Lenore.bates@state.co.us
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