

## 8. Implementation

This Corridor Management Plan (CMP) is the result of a collaborative effort between the Bureau of Land Management (BLM), California Historic Route 66 Association (CHR66A), and many Route 66 partners and stakeholders. The CMP will serve as the basis for nominating the route as a National Scenic Byway or All American Road designation. As noted in Chapter 1, four of eight Historic Route 66 states (Illinois, Oklahoma, New Mexico and Arizona) have already been so designated. Arizona’s section is designated as an All-American Road.

The CMP has been developed to meet the Federal Highway Administration’s (FHWA) requirements for nominating the route as a National Scenic Byway or All-American Road. However, the CMP is more than just a nomination requirement. The CMP will serve to spell out the steps that are needed to preserve the route and its internationally significant resources. The CMP also spells out steps that are needed to increase economic benefits of managing the route for heritage tourism.

This chapter describes the recommended organizational structure and a phased approach to implementing recommended management strategies. Long-term stewardship of Historic Route 66 requires a lasting commitment to projects and programs outlined in the CMP. The projects and programs are ambitious. A phased approach is needed to implement the plan and to build partnerships that will be needed to capture new funding and raise awareness of the route’s significance and opportunities for preservation and enhancement.

Four distinct phases are recommended:

- **Nomination Phase** - Nominate the route as a National Scenic Byway or All-American Road
- **Establishment Phase** - Implement the necessary level of visitor services to begin actively marketing the route as a heritage tourism destination
- **Development Phase** - Develop new visitor facilities and programs to expand the range of things to see and do along the route
- **Sustaining Phase** - Establish an organizational framework needed to preserve resources and manage the route for heritage tourism

Phases do not need to be implemented sequentially. There are early actions in each phase that can help to increase awareness of the route and make it easier and more enjoyable to visit. Key to successful implementation of the plan is to build the capacity of partnerships needed to sustain the quality of the Route 66 experience over time including its preservation and enhancement.

### Potential Route 66 Partners

- Bureau of Land Management (BLM), California Desert District
- California Historic Route 66 Association (CHR66A)
- National Park Service Route 66 Corridor Preservation Program (NPS)
- San Bernardino County (Public Works, Land Use Services and Economic Development)
- City of Needles
- City of Barstow
- CalTrans
- California Preservation Foundation (CPF)
- Visit California
- Discover Inland Empire
- Needles Chamber of Commerce
- Barstow Chamber of Commerce
- Newberry Springs Chamber of Commerce
- Residents and Businesses in Route 66 communities
- National Historic Route 66 Federation “Highway Adopters” (Sections 21, 22, 23)
- University students and faculty
- Preservation and Conservation organizations
- Wildlands Conservancy
- El Garces;
- Needles Museum
- Mojave Desert Cultural and Heritage Association
- Goffs Schoolhouse
- Mother Road Route 66 Museum
- Desert Discovery Center
- Mojave River Valley Museum, Barstow
- Adventure Cycling Association

## NOMINATION PHASE

Under the National Scenic Byways Program, the U.S. Secretary of Transportation recognizes certain roads as National Scenic Byways or All-American Roads based on their intrinsic qualities. The six intrinsic qualities include scenic, historic, cultural, natural, archeological, recreational. The Federal Highway Administration (FHWA) promotes the collection as America's Byways®.

Establishment of the National Scenic Byway Program in 1991 provided a form of national recognition and a dedicated funding stream for planning, enhancing, interpreting and marketing scenic byways throughout the state and the nation. The National Scenic Byways Program is part of the U.S. Department of Transportation, Federal Highway Administration, officially established in Title 23, Section 162 of the United States Code. The program is a grass-roots collaborative effort to recognize, preserve and enhance selected roads throughout the United States.

Funding for the Byways program has traditionally been included in a comprehensive transportation bill. The most recent transportation bill, "Moving Ahead for Progress in the 21st Century" (MAP-21), reauthorized federal transportation programs through fiscal year 2014. A continuing resolution was signed extending current transportation funding through May, 2015. Legislation authorizing the National Scenic Byway Program is still in place, but no further funds have been allocated. Funding for implementation of certain scenic byway projects and activities continue as an eligible activity under FHWA's Transportation Alternatives Program (TAP).

The most recent nomination period for designation of routes as National Scenic Byways or All-American Roads was in 2009. Without funding, FHWA has not committed to a new round of nominations. State scenic byway coordinators and the National Scenic Byway Foundation (NSBF) are tracking interest in potential nominations and providing that information to FHWA. In 2009, nominations were received from eighteen routes seeking All-American Road designation and forty-five seeking National Scenic Byway designation. When a similar level of potential nominations are identified, efforts will need to be made by the NSBF, state coordinators, and byway sponsoring organizations (such as California Historic Route 66 Association) to encourage FHWA to open a new round of nominations. Based upon an informal survey by the NSBF, it appears that interest is nearing 2009 nomination numbers.

In anticipation of a new nomination period opening, CMP project partners should be prepared to respond quickly. A nomination period could be opened for as little as 90 days. Given funding issues, any new nomination period that is opened will likely have similar

requirements as 2009. Preparation for nomination should include the following actions:

1. Project partners with responsibilities for the road and right-of-way should endorse the CMP and agree to participate in its implementation. Evidence of that agreement should be in the form of a resolution (San Bernardino County, City of Needles and City of Barstow) or a letter from the agency administrator at the highest level possible (BLM-CDD).
2. A memorandum of agreement should be established that defines responsibilities among partners for implementation of the CMP including establishment of the lead “byway organization” that will serve as primary contact for coordinating all partner activities. See “Establishment Phase” on page 167.
3. Congressional offices should be briefed on CMP status. Top priority projects where federal assistance may be requested and any critical coordination issues where Congressional leadership may be of value to the plan’s implementation should be identified. Letters of support should be requested.
4. Similarly, State Senators and Assembly representatives should be briefed. Letters of support should be requested.
5. Use the FY 2008 Nomination Guide ([http://www.fhwa.dot.gov/hep/scenic\\_byways/nominations/guide/](http://www.fhwa.dot.gov/hep/scenic_byways/nominations/guide/)) to prepare materials for the nomination package.
6. Table 1, Chapter 1 provides information (including page numbers) where FHWA’s fourteen requirements for CMPs are found within the CMP document.
7. Map 3, Historic Features (3 panels) should be utilized as the primary map for the nomination application (<http://cmp.route66ca.org>).

All-American Road (AAR) designation is also possible. The primary differences between All-American Road and National Scenic Byway designation is that an AAR: 1) is considered a “destination unto itself” with the organizational structure in place to manage the route as a travel destination; 2) has at least two nationally significant intrinsic qualities; and 3) has the capacity to attract and support international visitors. The route should also be capable of accommodating all types of travelers and vehicles including accommodations for people with disabilities.

The Needles to Barstow section of California Historic Route 66 should be positioned as a logical extension of the western Arizona section, which was successfully nominated as an All-American Road in 2009. Arizona’s application noted evidence in support of nationally significant historic qualities as the longest remaining stretch of Route 66 in the US and the most extensive inventory of Route 66 era buildings and attractions in the US. Natural significance was substantiated by the largest collection of petrified trees in the world and other national and worldly significant natural features of

geologic interest (painted desert, dry caverns, etc.). California's section should be positioned as a logical extension, nearly doubling the length of the longest remaining stretch of US Highway Route 66, post interstate. Unique adaptations to the desert environment include the extensive number of wooden trestle bridges across the desert washes and the introduction of berms to divert runoff from washing out the highway. Nationally significant natural resources include the Mojave National Preserve and other portions of the National Landscape Conservation System that comprise nearly sixty percent of the lands within twenty miles of the route.

### **NATIONAL HISTORIC TRAIL**

Should a future National Scenic Byway and All-American Road nomination period be permanently ruled out by FHWA or should the program be legislatively terminated, renewed efforts should be established for designating the route as a National Historic Trail. According to SEC. 5. [16USC1244] (a), *National scenic and national historic trails shall be authorized and designated only by Act of Congress*. Such a designation would likely be for the entire length from Chicago to Santa Monica and require the cooperation and support of all eight states.

#### ***National Historic Trail Comprehensive Management Plan***

Legislation authorizing National Scenic and Historic Trails requires that a comprehensive plan be developed for the acquisition, management, development, and use of the trail, including but not limited to, the following items:

- (1) Specific objectives and practices to be observed in the management of the trail, including the identification of all significant natural, historical, and cultural resources to be preserved (along with high potential historic sites and high potential route segments in the case of national historic trails). Details of any anticipated cooperative agreements to be consummated with other entities, and an identified carrying capacity of the trail and a plan for its implementation are also required;
- (2) An acquisition or protection plan, by fiscal year for all lands to be acquired by fee title or lesser interest, along with detailed explanation of anticipated necessary cooperative agreements for any lands not to be acquired;
- (3) General and site-specific development plans including anticipated costs.

The CMP can be utilized as a basis for meeting the management requirements for this section of Historic Route 66. However, further public outreach and agency coordination will be required along with the more detailed elements of items (2) and (3) above that are not included in the CMP.

## **NATIONAL REGISTER OF HISTORIC PLACES**

The benefits, priorities and resources available for developing nominations to the National Register have been listed in Chapter 4, “National Register of Historic Places” on page 94. Nominations for listing on the National Register should be developed on a regular basis as a high priority to further increase awareness, significance and protection of the route.

## **ESTABLISHMENT PHASE**

BLM and CHR66A have both demonstrated a strong commitment to the management needs for Historic Route 66 through their efforts in gaining necessary funding for the CMP and for their ongoing efforts to increase awareness of the significance of Historic Route 66. The opportunities for increasing economic activity in communities along the route through heritage-based tourism can only be captured if there is an enthusiastic and active organizational structure to keep CMP recommendations moving forward toward implementation.

Given changes enacted as part of MAP-21, including elimination of scenic byway program funds and reduction in transportation enhancement funding programs (TAP), management responsibilities must be shared more broadly than they have been in the past for comparable scenic byways and touring routes managed for heritage-based tourism.

In the past, byways and heritage areas have been able to fund a part-time “byway manager” from National Scenic Byway Program funding to coordinate activities of participating agencies, non-governmental organizations, volunteers, and business partners. The byway manager served as the glue that bound together cooperative efforts into a coherent and effective framework for management. The role of byway manager or coordinator is a crucial one and successful byways have found ways to support such a position. Some byways have been able to piece together a “management team” that takes on certain aspects of management responsibilities that had been assigned to a paid coordinator.

Staff support provided by a local, regional, state or federal agency is one approach where a portion of a full-time equivalent position is allocated for the byway coordinator. External funding

through grantsmanship is another approach. However, grantmaking organizations are reluctant to fund administrative activities as they typically want to be sure that administrative capacity is already in place. The manager typically requires a minimum of one-quarter to one-half of a full-time equivalent employee.

In addition to funding challenges for a management entity, the following issues are of critical concern to evaluating alternatives for future management of Historic Route 66 for heritage-based tourism:

- The CMP only covers the eastern portion of Historic Route 66 in California. In the long run, any framework for organizing a management entity must address management of the route from Needles to Santa Monica.
- The sheer number of local government jurisdictions, state and federal agencies, non-governmental organizations and other stakeholders and how they vary across the entire length of California Historic Route 66 makes it difficult to organize a single management entity. Regional committees, building upon CHR66A's existing organizational structure will be needed for establishing a management entity for implementing the plan.
- A critical factor in gaining designation as an All-American Road or National Scenic Byway is that the organizational structure should be established at the time of nomination. An interim organizational structure is reasonable for National Scenic Byway designation as long as it is accompanied by an action plan for establishing a permanent entity.
- The entity, ideally, must be able to serve as fiscal agent with capacity (both legal and administrative) to receive governmental and non-governmental sources of funding or have an ongoing relationship with a partner organization that can serve as fiscal agent.
- The entity will need to develop and maintain strong and positive relationships among the various levels of government involved with the management of Historic Route 66. The entity should be capable of utilizing those strong relationships to establish regional priorities for the route's management at all levels of government to help leverage funding and implementation efforts.

### **INTERIM MANAGEMENT STRUCTURE**

The overall goal of CHR66A, BLM and their partners is to extend the management planning and implementation efforts for the entire length of California Historic Route 66. Any future management entity will need to serve the entire length, balancing needs and opportunities of each particular region.

An interim management structure is needed to begin the process of implementing recommendations for the Mojave (East) region's CMP, while the other two regions are completing their corridor management plans. CHR66A and BLM should continue their partnership to serve as the lead organizations in support of management needs for the route.

BLM has supported the development of the CMP with staff time and other fiscal management, including administration of federal funding for preparation of the CMP. BLM provided funding to assist CHR66A with updates to the web site and public outreach. CHR66A has provided countless additional hours of volunteer time in support of the CMP. San Bernardino County staff have provided information and input on land use planning initiatives, bridge replacement efforts, storm cleanup, and more. Other partners contributed through participation in web-based meetings and public outreach efforts.

Success of the plan's implementation depends on the continuation of these current efforts, and in supporting the administrative efforts needed to keep implementation moving forward. Many similar efforts across the country have stalled due to lack of funding or staff support for administrative needs of the lead organization(s). The following administrative needs are critical to successful efforts to preserve and enhance Historic Route 66 for heritage-based tourism.

#### ***Ongoing public outreach and education***

Historic Route 66 needs an advocate. Issues related to updating land use plans, renewable energy development, road maintenance, preservation of roadside features, and the role of Historic Route 66 in county, state and federal initiatives for heritage-tourism based economic development are ongoing. Support is needed to ensure that Historic Route 66 is represented in these public policy deliberations.

#### ***Grantsmanship and fiscal management***

Many of the actions recommended in the CMP will require outside funding from both governmental and non-governmental organizations. In addition to the practical aspects of writing applications, successful grantsmanship requires building of partnerships, creative use of volunteers, and sources of revenue and/or in-kind support to meet required matching requirements. Support is needed to build partnerships and link together related efforts in pursuit of funding for CMP priorities.

#### ***Coordinating the efforts of volunteers***

Volunteer efforts on behalf of Historic Route 66 come from many different places. Effective use of volunteer efforts require more than just planning and management skills. Dedicated financial and technical support is needed for a volunteer coordinator.

## Journey Through Hallowed Ground Partnership

### Mission Statement:

([www.hallowedground.org](http://www.hallowedground.org))

... a nonprofit organization dedicated to raising national and local awareness of the unparalleled history in the region, ... [from Gettysburg to Monticello]. From its communities, farms, businesses and heritage sites, we'll celebrate and preserve this vital fabric of America which stands today in the historic, scenic and natural beauty of this region. The Journey Through Hallowed Ground® (JTHG) is dedicated to encouraging both Americans and world visitors to appreciate, respect, and experience this cultural landscape that makes it uniquely American.

### How do we achieve this mission?

- Building a strong network of local, regional and national partners to develop a common vision for the conservation and enhancement of the scenic, historic, recreational, cultural, and natural characteristics of the region.
- Developing an education outreach program to reach every student and teacher within the region as well as across the nation.
- Creating a heritage tourism program that will provide economic development opportunities, through regional branding and cooperative marketing, in communities throughout the corridor.

(continued on next page)

## Managing and updating web sites and social media

Web sites and social media are likely to be the primary means of communication for both those involved with planning and preservation of Historic Route 66 and those that seek visitor information. In addition to BLM's support for California Historic Route 66 Association's web site, the California Desert District of BLM is sponsoring a Web-based effort to connect people with the Desert (page 150) including a landing page for Historic Route 66. Ongoing support for the management of web-based and social media will be needed to both coordinate planning and preservation efforts and to provide another avenue for information to those interested in visiting California Historic Route 66.

## Coordinating with agency partners

Coordination among local, state and federal agency partners provides another potential resource for implementing the CMP. Coordinated action between San Bernardino County, CalTrans, and FHWA have led to successful plans for replacing two of Historic Route 66's more distressed bridges in a manner that is sensitive to historic context—a model for how other bridges can be reconstructed. The Desert Renewable Energy Conservation Plan (DRECP) involves extensive coordination on a regional basis and requires further coordination to assure that Historic Route 66 is adequately recognized for its national and international significance. San Bernardino County is updating their General Land Use Plan. Support is needed to make sure that Historic Route 66 is recognized and referenced appropriately in agency efforts.

## Memorandum of Understanding (MOU)

An MOU should be developed and signed by partner organizations that acknowledges the roles and relationships needed to begin the process of implementing the CMP. Depending upon the funding sources, BLM should continue to serve as the fiscal agent for federal funding sources, and CHR66A, with its 501c3 status, should accept and distribute grant funding from other sources as appropriate. Adequate funding for administrative and staff time should be included in the budget of each grant application. Other 501c3 organizations should also be pursuing grants in support of the preservation and enhancement of Historic Route 66 in their communities and utilize the CMP as evidence that community-based projects and programs are part of a larger regional effort.

## HIGH PRIORITY PRESERVATION ACTIONS

Pursue immediate funding and preservation action as needed to stabilize and protect from demolition the following high priority historic sites:

- Alf's Blacksmith Shop, Daggett
- Stone Hotel, Daggett
- Whiting Gas Station and Bagdad Café, Newberry Springs
- Carty's Camp, Needles

## ESTABLISHING A PERMANENT MANAGEMENT ENTITY

As planning efforts extend to the other regions of Historic Route 66, the roles and responsibilities of potential partners will change. The Mojave Desert Region is primarily rural, bracketed by two cities, Needles and Barstow. The lands within this region are primarily managed by federal agencies, with nearly 60 percent of the land within 20 miles of Historic Route 66 managed by BLM. As the historic route travels westward, private land within the jurisdiction of San Bernardino County and individual cities and towns are more prevalent. BLM manages less and less land within 20 miles of the route east of Cajon Pass.

Many organizations involved with preservation and enhancement of historic roads and scenic byways for heritage tourism benefit from a committee structure to break down management responsibilities into more easily understood (and shared) pieces (see the sidebar "Journey Through Hallowed Ground Partnership" on page 170). Given funding and other challenges, the responsibilities for overall management can continue to be shared through the formation of a management committee that grows out of the existing core team structure that has guided development of the CMP. The following committee structure is recommended.

### Local Committees

There has been strong interest in preserving and enhancing Route 66 for heritage-based tourism in Needles, Newberry Springs and Barstow. Local committees should be encouraged. One option would be to use the structure similar to that already established by the National Historic Route 66 Federation's "Adopt-a-Hundred Program." Those adopting hundred mile sections are expected to keep an eye on their stretch and report any preservation problems such as the impending demolition of a landmark. Their role could be expanded, if appropriate, to include the development of local projects and programs as a way to facilitate continued involvement for those who may not have the time or inclination to participate more broadly.

### Preservation Committee

There are a large number of potential partners whose primary interest is in the preservation of the route's historic and cultural

- Working in partnership with local, state and national leaders and residents to create and support a National Scenic Byway and a National Heritage Area, to sustain and strengthen our economy, heritage and quality of life in the region.
- Creating open cooperation with property owners, heritage sites, citizens, businesses, real estate leaders and public officials to help communities grow and prosper while preserving America's historic, natural and scenic heritage.
- Promote the creation and maintenance of transportation systems that employ context sensitive design and protect efficient, safe and enjoyable travel through the corridor.

### About JTHG

JTHG staff includes a president, vice president and directors of education, marketing, the national scenic byway, and strategic partnerships. They have a dynamic leader that brings in strong board members and advisers. They have an annual meeting and standing committees that meet once or twice a year. Staff carries out the rest of the work. They bring agencies onto leadership boards and advisory councils.

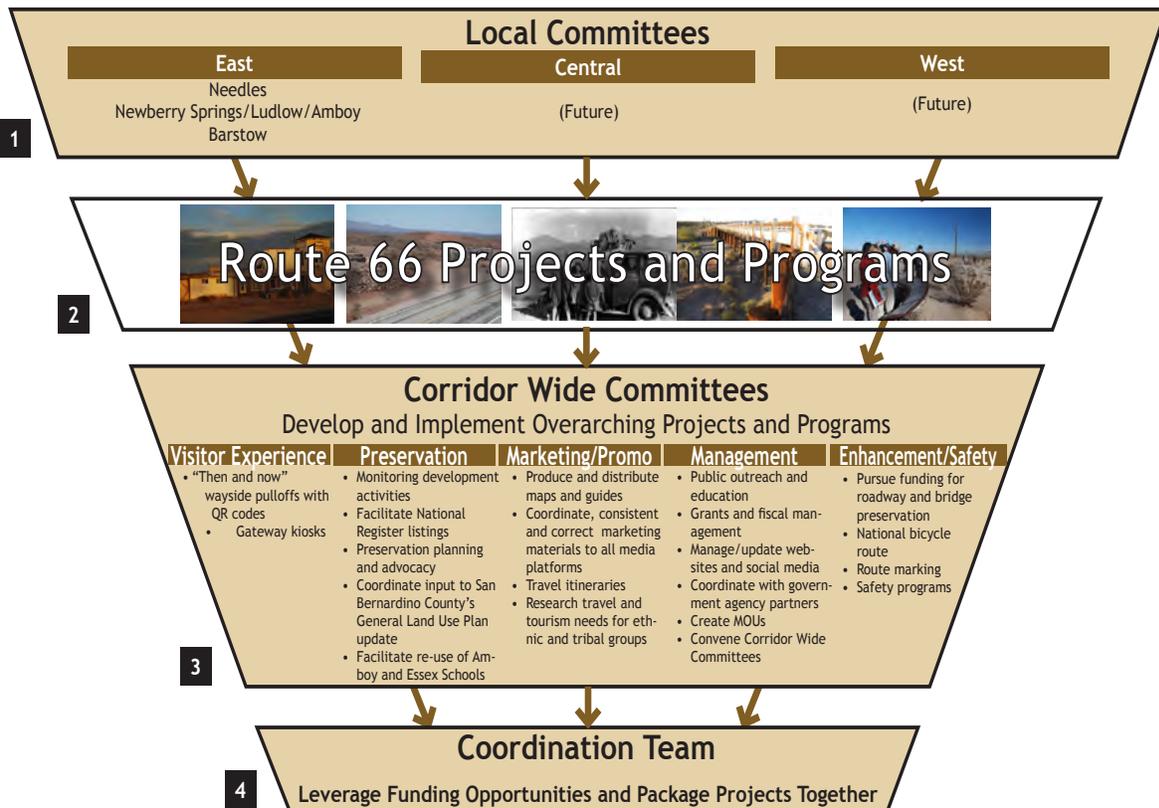
JTHG was initially started with private money, but was supplemented by funds earmarked by Congress to prepare a corridor management plan for the byway. The Journey's Executive Director raises about \$1,500/day to keep the organization going and self sustaining as an entrepreneurial model.

resources. This committee would begin the work outlined in Chapters 4 and 6 including the following priorities:

- Regular monitoring of development activities (including demolition plans for historic structures, renewable energy projects along the route, and new land use proposals) to ensure that Historic Route 66 is considered during the approval process
- Facilitate efforts between willing property owners and the California State Historic Preservation Office (SHPO) to gain National Register listing for eligible properties
- Preservation planning and advocacy to encourage property owners to utilize appropriate preservation treatments when considering adaptive re-use projects for their properties
- Coordinate input to update San Bernardino County’s General Land Use Plan to ensure Historic Route 66 is considered throughout the plan update process

Figure 207 Proposed organizational framework for a permanent management entity

### California Historic Route 66 Management Implementation Framework (Organization Chart)



- Work with San Bernardino County and other stakeholders to pursue funding for rehabilitation of timber trestle bridges and other roadway preservation and maintenance treatments (see page 126)
- Advancement and pursuit of funding for the preservation planning and eventual adaptive re-use of the Amboy and Essex Schools for appropriate uses in support of future educational programs (see page 119)

### **Visitor Experience**

The story of Historic Route 66 is told in many different places and many different ways. Heritage-based tourism benefits will accrue at a higher level if the byway stories are told in a coordinated way through educational and interpretative projects and programs. The following priority will set the example for future projects:

- Development of “then and now” wayside pulloffs with QR codes linked to the Mojave Desert Heritage and Culture Association’s Frasher’s Foto web-based exhibit (see page 115)

### **Enhancement and Safety Committee**

The benefits of heritage-based tourism cannot be accrued if the road is not open to all types of vehicles including bicycles, tour buses and recreational vehicles. Increasing the number of things to see and do along the route is also a critical need in order to achieve the economic benefits of heritage-based tourism. The Enhancement Committee would begin the work outlined in Chapters 5 and 6 including the following priorities:

- Advancement and pursuit of funding for additional gateway kiosks similar to the Five Mile Road exit at I-40 developed by BLM along with up-to-date signage and visitor information kiosks regarding available services at exit points where I-40 and Historic Route 66 intersect (see Figure 127 on page 110)
- Advancement and pursuit of additional funding to support Route 66’s designation as a national bicycle route (see page 135)
- Develop and maintain up-to-date route marking and wayfinding to ensure that travelers can follow the route and find points of interest and destinations (see page 137)

### **Marketing and Promotion Committee**

Lack of knowledge and awareness about the special qualities and uniqueness of the Mojave Desert section of Route 66 is one the most limiting factors in its growth as a heritage-based tourism asset in Southern California. Efforts are needed to coordinate marketing and promotion activities to strengthen the brand and awareness of Route 66 through the Mojave Desert. The Marketing and Promotion Committee would begin the work outlined in Chapter 7, and specifically build upon BLM efforts outlined in its “Connecting People to the Desert” program, including the following priorities

- Production and distribution of a map and guide (both print and Web-based) focused on Historic Route 66 through the Mojave region and incorporating the QR codes to the MDHCA's web-based exhibit
- Work to coordinate and then develop and distribute current, consistent and correct travel information and marketing materials to all media platforms (see page 154)
- Create and distribute suggested itineraries targeted at niche audiences (see page 158)
- Research travel and tourism needs and interests for ethnic travel groups (Asian, Hispanic, African American) and tribal travel groups. Note that this is more likely a statewide effort, rather than one just focusing on the Mojave region

### ***Management Committee***

A management committee should be comprised of a representative (plus one alternate) of any committee formed to implement the CMP as well as geographic (Needles, Barstow, Newberry Springs and Amboy/Ludlow) and agency representation (BLM, NPS, CalTrans, San Bernardino County). The management committee would be responsible for:

- Coordinating programs that are best managed for the entire route (e.g. Marketing and Coordinated Interpretation/Education programming)
- Seeking funding for the future CMP extensions
- National Scenic Byway designation or other recognition programs
- Advocating on behalf of Historic Route 66 with regard to public and policy issues that affect its future

The management committee should be an outgrowth of the current core committee that is overseeing the development of the CMP. It should be expanded to include representation from those entities that are responsible for the management of the roadway: San Bernardino County, City of Needles, City of Barstow, and CalTrans.

### ***Responsibilities of a Permanent Management Entity***

Regardless of whether or not All-American Road or National Scenic Byway designation is pursued and/or achieved, a permanent management entity should be established to increase the economic benefits of managing the route for heritage-based tourism. The following actions should be undertaken to establish the permanent management entity within five years of the completion of CMP:

1. Create a memorandum of understanding among key partners for roles and responsibilities.
2. Identify the primary fundraising organization and operating rules for receiving and distributing funds on behalf of California Historic Route 66.
3. Confirm local, state and federal agency roles in support of the management organization, and revise the MOU to reflect modifications to interim operating agreement.

4. Prepare ongoing two-year action plans updated on an annual basis and a 5-year cycle for updating the priorities of the CMP.
5. Establish a business plan for the organization relative to implementing the recommendations of the CMP as the first step in making the interim organization into a permanent organization.

### **Management Needs**

As the management needs evolve, so too will management structure. The following is a list of activities that a permanent management entity will need to address on an ongoing basis:

#### **Financial**

- Receipt of and accounting for donations and revenues from management activities and other sources
- Keeping account of the expenditures it makes in advancing management purposes
- Preparing reports of its financial accounts and its activities

#### **Management and Coordination**

- Defining, coordinating and overseeing the tasks of subcommittees
- Supervising the proper completion of visitor improvements and activities

#### **Outreach**

- Contact, liaison and coordination with public agencies and private entities with an interest in the byway
- Public outreach for the purpose of disseminating information about Historic Route 66 and its natural and cultural qualities and attractions

#### **Stewardship**

- Regular monitoring of Historic Route 66 and potential impacts upon its intrinsic qualities
- Implementation of the corridor management plan

## **DEVELOPMENT PHASE**

The development phase includes all of the necessary actions (both projects and programs) required to establish a high quality heritage-based travel experience so visitors will stay longer, have more fun, and learn more about Historic Route 66 through the Mojave Desert. Development phase projects and programs typically result in a specific product (such as a visitor facility or an ongoing educational program oriented towards target audiences). Development phase projects and programs include the following recommended actions:

- Use Harvey Houses in Needles and Barstow as the primary visitor

- information centers for Route 66 with support from existing museums (see page 110)
- Establish new and expand existing walking tours and driving itineraries in Needles and Barstow (see page 110)
  - Support and involve the development of new educational and interpretive materials emphasizing Route 66 in coordination with BLM’s “Connecting People with the Desert” program
  - Facilitate the development of additional indoor/outdoor interpretive exhibits as focal points for interpretation at locations with existing services (see page 112)
    - Goffs Schoolhouse
    - Essex School
    - Amboy School
    - Ludlow Main Street (outdoor interpretation supported by cafes)
  - Develop a visual and graphic identity and interpretive master plan to coordinate the way that the Route 66 story is presented to visitors (see page 114)
  - Continue to develop and expand “then and now” wayside pulloffs with QR codes linked to the Mojave Desert Heritage and Culture Association’s Frasher’s Foto web-based exhibit (see page 115)

## SUSTAINING PHASE

A sustainable and marketable travel experience is one that has all the measures in place to maintain a high quality visitor experience, that is safe and enjoyable to travel by a variety of modes, and is fresh and interesting to visitors. Sustaining phase projects and programs often require changes to policy and often involve programmatic actions implemented on a recurring basis. The following policy and programmatic actions are recommended to sustain the travel experience over time:

- Work with BLM and San Bernardino County to encourage the adoption of a common framework for guiding potential conservation and preservation strategies on both public and private lands using BLM’s visual resource management system as a guide (see page 75)
- Pursue measures to conserve remaining unprotected lands that are visible from the route through the proposed DRECP, through BLM resource management tools and policies, and through the San Bernardino County land use plan update process (see page 77)
- Develop a program and seek external funding to provide technical assistance to property owners seeking to list their property on the California and National Registers of Historic Places (see page 102)
- Develop and work with San Bernardino County to adopt design and preservation guidelines for the route addressing renewable energy projects (see page 81)

- Seek funding and support for preservation planning to guide property owners in their efforts to preserve and adaptively re-use historic properties along the route (see page 88)
- Develop a program and seek external funding to provide technical assistance and small grants to property owners in support of preservation planning, preservation treatment, property clean up and beautification, and where appropriate, interpretive waysides (see page 117)
- Work with BLM’s “Connecting People to the Desert” program to better link Route 66 education and awareness with programming recreational and cultural activities along Route 66 (see page 119)
- Work with and support San Bernardino County and other users of Route 66 to actively pursue funding and support for maintaining, repairing, and reconstructing (where appropriate) existing timber trestle bridges using context sensitive approaches similar to the Dola and Lanzit bridges (see page 124)
- Work with user groups in support of projects that increase the range and safety of alternative (bicycle, pedestrian, train, bus and multi-modal) travel options (see page 125)
- Work with San Bernardino County, CalTrans, and the California State Historic Preservation Office to develop and adopt an historic preservation treatment plan for all roadway related work using the framework outlined starting on page 126
- Continue to implement marketing strategies to sustain the level of interest and awareness of Historic Route 66 as a regional, national and international travel destination (see page 153)

## FUNDING AND FINANCE

The preservation and enhancement of Historic Route 66 will require both external funding from both governmental and non-governmental sources as well as non-monetary support among the wide range of partners with an interest in managing the route as a heritage-tourism based destination. The Route 66 experience is already enjoyed by visitors from around the world. Additional investments are needed to help Route 66 communities to better capture both the direct and indirect economic benefits associated with that internationally-based travel interest.

The economic impact of heritage-based travel has been well documented in a study<sup>1</sup> conducted by Rutgers, The State University of New Jersey in collaboration with the National Park Service Route 66 Corridor Preservation Program and World Monuments Fund supported by funding from American Express. As displayed in the following chart, the report found the following economic impact of Route 66 nationally.

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1 Route 66 Economic Impact Study, Synthesis of Findings. Rutgers University for the World Monuments Fund, 2011

Table 7 Summary of Route 66 Activity and Benefits	
	Annual
Heritage Tourism	\$38 million
Museum Budget	\$27 million
Main Street	\$67 million
Total	\$132 million

The Rutgers study estimates economic impacts for all eight states. The amount that the State of California, San Bernardino County, or localities and businesses along Historic Route 66 would benefit depends upon how much effort is generated to capture economic benefits. Economic benefits, according to the Rutgers study, come from increased spending associated with a travel trip as well as from increased investments in visitor facilities such as museums and “Main Street” businesses (including related infrastructure) that benefit from external visitor spending. The study estimates that

*These mostly middle- and upper-income travelers spend on average \$1,500 to \$2,000 per travel party; a conservative estimate aggregate of annual expenditure by all Route 66 travelers in the United States is \$38 million. This spending in the communities along Route 66 is especially dear from an economic development perspective because a not-insignificant share of the travelers (from 40 percent to 60 percent, depending on different data sources) do not reside locally (i.e., many live in other states or abroad); hence, their spending represents a valued “import” of economic stimulus.*

A second economic impact study prepared for Scenic Byway 12, an All-American Road across southwestern Utah from Bryce Canyon to Torrey may be more instructive as to the potential economic benefit for a well-developed scenic byway route. Utah’s Scenic Byway 12 generated economic activity directly attributable to visiting the byway of \$12.75 million in spending in 2013 representing 8.5% of the total sales in Garfield and Wayne Counties that year<sup>2</sup>.

Similar results from other byways nationwide indicate that byway and heritage travelers:

- Stay longer in a particular area
- Support locally-owned businesses such as bed and breakfasts, restaurants, antique stores and “Main Street” retail business
- Spend more money per visit
- Bring in new spending from outside the local economy

Given the potential economic benefits of investments in Route 66, tangible economic and human resources are needed to better

<sup>2</sup> From economic impact evaluation prepared as part of the Scenic Byway 12 Economic Impact Study by Zions Bank Public Finance; July 2014

capture the potential benefits of increased heritage-based travel. Currently, many visitors reach Needles from the east and head north to Las Vegas, bypassing the remainder of Route 66 and missing other California tourist attractions.

The amount of investment needed is based upon an ongoing assessment of what it takes to entice visitors to continue traveling from Needles to Barstow and beyond. At a minimum, the early actions identified in the “Establishment Phase” would serve to draw more travelers, especially by providing better visitor information that explains what can be found along the route, coupled with web-based or mobile technology tools that help travelers to experience the route as it was in its heyday.

There is an evolving set of potential funding programs from state, federal and non-governmental organizations that could be utilized to begin the process of implementing the CMP. Appendix V provides an overall table that summarizes recommended actions, potential partners, potential funding sources and recommended phasing as discussed in this chapter.

## FUNDING STRATEGIES

Given the current and anticipated reductions in funding for governmental programs, there is a clear need for the establishment of stronger partnerships among federal, state and local agencies to mutually endorse and support grant applications that will benefit Route 66. A fundraising arm is also needed to facilitate partnership-building with charitable organizations at a community and regional level. Such partnerships can tap in to resources and provide avenues for groups to raise their own money for projects and programs that stay local. Two critical strategies are recommended to better capture available resources from governmental agencies and external funding sources:

- Proactively seek the involvement of federal and state agencies in the active management of the route where that engagement is mutually beneficial as supported by the June 2014 Memorandum of Agreement (MOA) signed by the participants in the Western States Tourism Policy Council (WSTPC). The MOA *“establish a general framework for cooperation between the FS, NRCS, ITA, COE, BIA, BLM, BOR, FWS, NPS, FHWA, EPA and the WSTPC ... to work together to achieve the common goals of advancing the domestic and international public’s awareness of the travel and tourism opportunities on the public lands, and to encourage the responsible use of these travel and tourism opportunities in an environmentally sensitive manner to produce long-term economic,*

### Signatories to the Western States Tourism Policy Council (WSTPC) MOU

#### DEPARTMENT OF AGRICULTURE

- Forest Service (FS)
- Natural Resources Conservation Service (NRCS)

#### DEPARTMENT OF COMMERCE

- International Trade Administration (ITA)

#### DEPARTMENT OF DEFENSE

- Army Corp of Engineers (the Corps)

#### DEPARTMENT OF THE INTERIOR

- Bureau of Indian Affairs (BIA)
- Bureau of Land Management (BLM)
- Bureau of Reclamation (BOR)
- Fish and Wildlife Service (FWS)
- National Park Service (NPS)

#### DEPARTMENT OF TRANSPORTATION

- Federal Highway Administration (FHWA)

#### ENVIRONMENTAL PROTECTION AGENCY (EPA)

and the

#### WESTERN STATES TOURISM POLICY COUNCIL (WSTPC)

*educational, and recreational benefits with an emphasis upon rural areas. This collaborative effort is to encourage economic viability, promote a healthy environment and enhance the quality of life in America through travel and tourism.”*

- Utilize the 501c3 status of CHR66A coupled with the resources associated with BLM’s “Connecting People to the Desert” program, to attract outside funding from charitable organizations and potential corporate partners. A list of opportunities is compiled in Appendix V. Past Route 66 corporate partnerships with American Express and Hampton Inns are good examples of mutually beneficial relationships that result in new investments.

Preserving and enhancing Historic Route 66 for heritage tourism as outlined in the CMP can be accomplished at many different levels of investment. Sustaining those investments over time, no matter what the amount, is what leads to the greatest benefit of all—the preservation of the Route 66 experience in Southern California.



# California Historic Route 66

## NEEDLES TO BARSTOW CORRIDOR MANAGEMENT PLAN

### APPENDIX I: ROUTE DESCRIPTION

JANUARY 2015



Bureau of Land Management  
California Desert District



California  
Historic Route 66  
Association

## APPENDICES

The following appendices provide background information in support of the plan. Appendices I and V are included in the print versions of the plan. Appendices II, III, IV and VI are available on line at the CHR66A website (<http://cmp.route66ca.org>).

### Appendix I: Legislation and Route Description (included)

Appendix II: Maps (download at <http://cmp.route66ca.org>)

- Map 1: Corridor Route Location
- Map 2: Land Ownership
- Map 3: Historic Features (3 panels)
- Map 4: Natural Resources
- Map 5: Recreational Resources
- Map 6: Visual Resource Inventory
- Map 7: Transportation Diagrams (3 panels)

Appendix III: Inventory of Historic Resources (download at <http://cmp.route66ca.org>)

Appendix IV: Public Outreach (download at <http://cmp.route66ca.org>)

Appendix V: Implementation Table (download at <http://cmp.route66ca.org>)

Appendix VI: Bibliography

### **Project Consulting Team:**

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MIG, Inc.

Thomason And Associates

National Trust for Historic Preservation

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Cara Smith, *Planning and research, GIS*

Eric Childs, *Planning and research*

Joan Chaplick, *Public Outreach*

Dean Apostol, *Visual Resource Management*

Phil Thomason, *Preservation*

Andra Kowalczyk Martens, *Preservation*

Carolyn Brackett, *Heritage Tourism, Marketing*

California Historic Route 66: Needles to Barstow CMP

SECTION	ROAD NAME	JURISDICTION	TURNING DIRECTION	TO	SITE/DESTINATION	AADT Back	AADT Ahead
EASTERN TERMINUS	I-40	CA	take exit	Exit 148/Five Mile Road			
SIDE TRIP	I-40	County-San Bernardino	turn right onto	Park Moabi Road Exit 153	Park Moabi	11,600	11700
	Five Mile Station Road	County-San Bernardino	turn right onto	US-95			
	US-95	CA	continue onto	East Broadway St	Needles	5500	5500
	East Broadway St	Needles	bear left	West Broadway St			
OPTION	East Broadway St	Needles	continue onto	Front Street	El Garces, railroad yard, Santa Fe caboose		
OPTION	Front St	Needles	turn right onto	K St	Old Rt 66		
OPTION	K St	Needles	turn left onto	Spruce St	Old Rt 66		
OPTION	Spruce St	Needles	turn around (dead end); left onto	M St	Return to Main Rt		
OPTION	Mt St	Needles	turn left onto	Walnut St	Return to Main Rt		
	West Broadway St	Needles	turn left onto	Needles Hwy			
	Needles Hwy	County-San Bernardino	bear left	National Trails Hwy			
	National Trails Hwy	County-San Bernardino	turn left onto	Park Rd/River Rd Cutoff			
	Park Rd/River Rd Cutoff	County-San Bernardino	continue onto	I-40 West			
	I-40 West	CA	take exit	Exit 133/US-95 North			
	US-95 North	CA	turn left onto	Goffs Rd	Goffs, Fenner	2500	2750
SIDE TRIP	Goffs Rd	County-San Bernardino	turn right onto	Lanfair Rd	Goffs Schoolhouse		
	Goffs Rd	County-San Bernardino	turn right onto	National Trails Hwy	Essex, Danby, Cadiz Summit, Chambless, Amboy, Bagdad, Siberia		
OPTION	Goffs Rd	County-San Bernardino	turn left onto	Mountain Springs Rd	Old Rt 66 (Pre-1931)		
OPTION	Mountain Springs Rd	County-San Bernardino	turn right onto	National Trails Hwy	Old Rt 66 (Pre-1931)		
	National Trails Hwy	County-San Bernardino	turn right onto	Crucero Rd	Ludlow		
OPTION	Crucero Rd	County-San Bernardino	turn left onto	North Frontage Rd/National Trails Hwy	Old Rt 66		
OPTION	National Trails Hwy (at Lavic Rd)	County-San Bernardino	continue left, then turn right onto	National Trails Hwy	Old Rt 66		
	Crucero Rd	County-San Bernardino	turn left onto	I-40 West	Crucero Road (Ludlow) to Lavic		
	I-40 West	CA	take exit	Exit 23/Ft Cady Rd	Orad overpass is not the original Route 66	11,800	11,500
	Ft Cady Rd	County-San Bernardino	turn right onto	National Trails Hwy	Daggett, Newberry Springs		

California Historic Route 66: Needles to Barstow CMP

OPTION	National Trails Hwy	County-San Bernardino	turn right onto	Hidden Springs Rd	Old Rt 66		
OPTION	Hidden Springs Rd	County-San Bernardino	turn left onto	Santa Fe St	Old Rt 66		
OPTION	Santa Fe St	County-San Bernardino	turn left onto	Daggett/Yermo Rd	Old Rt 66		
SIDE TRIP	National Trails Hwy	County-San Bernardino	turn right onto	Daggett/Yermo Rd	Calico Ghost Town Regional Park		
	National Trails Hwy	County-San Bernardino	turn left onto	Nebo St			
	Nebo St	County-San Bernardino	continue onto	I-40 West		16500	16000
	I-40 West	CA	take exit	Exit 2/ I-40 West			
	Exit 2/ I-40 West	CA	turn left onto	National Trails Hwy (E Main St)			
	National Trails Hwy (E Main St)	Barstow	turn right onto	South Frontage Rd (E Main St)			
	South Frontage Rd (E Main St)	Barstow	turn right onto	BL 15/Montara Rd			
	BL 15/Montara Rd	Barstow	continue onto	BL 15/Main St	Barstow		
	BL 15/Main St	Barstow	continue onto	Main St			
SIDE TRIP	Main St	Barstow	right onto	First St	Casa Del Desierto Route 66 Museum		
WESTERN TERMINUS	Main St	Barstow	continue to	Delany Rd			
<b>NOTE- ROUTE SOURCE: McClanahan, Jerry. EZ66 Guide for Travelers, 3rd Edition. 2013.</b>							

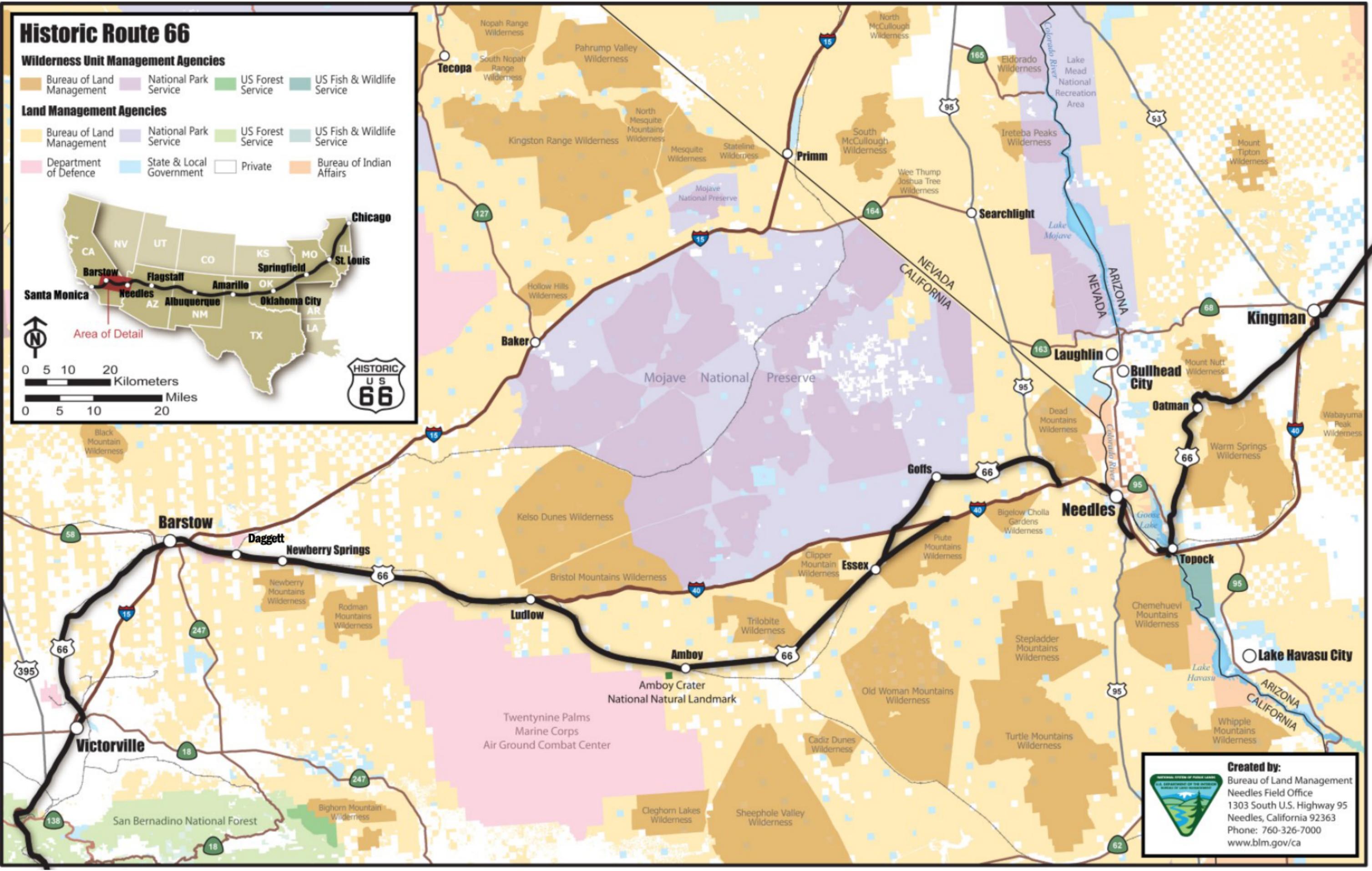
# Historic Route 66

## Wilderness Unit Management Agencies

- Bureau of Land Management
- National Park Service
- US Forest Service
- US Fish & Wildlife Service

## Land Management Agencies

- Bureau of Land Management
- National Park Service
- US Forest Service
- US Fish & Wildlife Service
- Department of Defence
- State & Local Government
- Private
- Bureau of Indian Affairs



**Created by:**  
 Bureau of Land Management  
 Needles Field Office  
 1303 South U.S. Highway 95  
 Needles, California 92363  
 Phone: 760-326-7000  
[www.blm.gov/ca](http://www.blm.gov/ca)

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*Resolved*, That the Senate Committee on Rules may make money available from the Contingent Fund of the Senate as it deems necessary for the expenses of the Joint Committee on School Facilities and its members. Any expenditure of money shall be made in compliance with policies set forth by the Senate Committee on Rules and shall be subject to the approval of the Senate Committee on Rules; and be it further

*Resolved*, That the Joint Committee on School Facilities shall, within 15 days of authorization, and annually thereafter, present its annual budget to the Senate Committee on Rules for its review and comment; and be it further

*Resolved*, That the Joint Committee on School Facilities shall submit a report at the end of each legislative session to the Legislature on its activities and recommendations for improvements in the school facilities system; and be it further

*Resolved*, That the Joint Committee on School Facilities is authorized to act until January 31, 1992, at which time the committee's existence shall terminate.

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#### RESOLUTION CHAPTER 52

#### Assembly Concurrent Resolution No. 6—Relative to Route 66.

[Filed with Secretary of State July 11, 1991 ]

WHEREAS, U.S. Route 66, a 2,000-mile highway from Chicago, Illinois, to Santa Monica, California, has played a major role in the 20th century history of our country; and

WHEREAS, Route 66 has become a symbol of the American people's heritage of travel and their legacy of seeking a better life; and

WHEREAS, Route 66 served as a funnel for the 20th century migration from the Dust Bowl to the Central States; and

WHEREAS, Route 66 has been memorialized in books such as "The Grapes of Wrath," songs, motion pictures, and television programs, and has become an accepted part of American popular culture; and

WHEREAS, During the early 1980's, structures and other features along Route 66 began to disappear and their historical value was lost to the State of California and the nation; and

WHEREAS, Some portions of the highway have been turned over to local governments and are no longer in the state highway system; now, therefore, be it

*Resolved by the Assembly of the State of California, the Senate thereof concurring*, That the portion of former U.S. Route 66 extending from the California border to Santa Monica be officially designated as "Historic Highway Route 66"; and be it further

*Resolved*, That the Department of Transportation is requested to develop an appropriate marker for Historic Highway Route 66, consistent with signing standards, and to identify the cost of erecting a reasonable number of markers along the entire route of former U.S. Highway Route 66, in cooperation with affected local agencies, and in such a manner that will avoid a designation that would lead a motorist to conclude that the entire route is a state-maintained facility; and be it further

*Resolved*, That the Department of Transportation, for the portion of former U.S. Route 66 still under its jurisdiction, and local agencies, for the portions of former U.S. Route 66 currently under their jurisdiction, upon receiving donations from private sources and other nonstate funds covering the cost of erecting suitable markers, are hereby directed to erect those markers; and be it further

*Resolved*, That the Chief Clerk of the Assembly transmit a copy of this resolution to the Director of Transportation, the Counties of Los Angeles and San Bernardino, and affected cities in those counties.

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### RESOLUTION CHAPTER 53

Assembly Joint Resolution No. 41—Relative to National Missing Children's Day.

[Filed with Secretary of State July 11, 1991.]

WHEREAS, A myriad of children are abducted from their families against their will, either by strangers or family members violating custody decrees, each year; and

WHEREAS, The rising incidence of crimes against children, child abduction in particular, has left many families feeling vulnerable and afraid; and

WHEREAS, On an average, 10 children have disappeared each day across the country in the last seven years; and

WHEREAS, There are 1,710 active files on missing children in California; and

WHEREAS, There have been over 481,000 attempted abductions and over 26,000 actual abductions nationwide since 1984; and

WHEREAS, Of the children that have been abducted, 17,481 have been located alive, 225 have been located deceased, and 9,039 remain missing; and

WHEREAS, In 1981, six-year-old Adam Walsh was kidnapped as he looked at toys in a Florida toy store and was later found brutally slain; now therefore, be it

*Resolved*, by the Assembly and the Senate of the State of California, jointly, That we commit ourselves to the pursuit of policies that will protect our country's most precious resource, our children; and be it further.

Public Law 101-400 101st Congress

An Act

To authorize a study on methods to commemorate the nationally significant highway known as Route 66, and for other purposes. Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,

SECTION 1. SHORT TITLE.

This Act may be cited as the "Route 66 Study Act of 1990" SEC. 2. FINDINGS.

The Congress finds that

- (1) United States Route 66, the 2,000 mile highway from Chicago, Illinois, to Santa Monica, California, played a significant role in the 20th-century history of our Nation, including the westward migration from the Dust Bowl and the increase in tourist travel;
- (2) Route 66, an early example of the 1926 National Highway System program, transverses the States of Illinois, Missouri, Kansas, Oklahoma, Texas, New Mexico, Arizona, and California;
- (3) Route 66 has become a symbol of the American people's heritage of travel and their legacy of seeking a better life and has been enshrined in American popular culture;
- (4) although the remnants of Route 66 are disappearing, many structures, features, and artifacts of Route 66 remain; and
- (5) given the interest by organized groups and State governments in the preservation of features associated with Route 66, the route's history, and its role in American popular culture, a coordinated evaluation of preservation options should be undertaken.

SEC. 3. STUDY AND REPORT BY THE NATIONAL PARK SERVICE. (a) STUDY. –

(1) The Secretary of the Interior, acting through the Director of the National Park Service and in cooperation with the respective States, shall coordinate a comprehensive study of United States Route 66. Such study shall include an evaluation of the significance of Route 66 in American history, options for preservation and use of remaining segments of Route 66, and options for the preservation and interpretation of significant features associated with the highway. The study shall consider private sector preservation alternatives.

(2) The study shall include participation by representatives from each of the States traversed by Route 66, the State historic preservation offices, representatives of associations interested in the preservation of Route 66 and its features, and persons knowledgeable in American history, historic preservation, and popular culture.

(b) REPORT. - Not later than two years from the date that funds are made available for the study referred to in subsection (a), the Secretary shall transmit such study to the Committee on Energy and Natural Resources of the United States Senate and the Committee on Interior and Insular Affairs of the United States House of Representatives.

(c) LIMITATION. Nothing in this Act shall be construed to authorize the National Park Service to assume responsibility for the maintenance of United States Route 66.

SEC 4. AUTHORIZATION OF APPROPRIATIONS There are authorized to be appropriated \$200,000 to carry out the provisions of this Act.

Approved September 28, 1990.

LEGISLATIVE HISTORY - S.963 (H.R. 3493):

HOUSE REPORTS: No. 101-637 accompanying H.R. 3493 (Comm. on Interior and Insular Affairs)

SENATE REPORTS: No. 101-89 (Comm. on Energy and Natural Resources)

CONGRESSIONAL RECORD):

Vol. 135 (1989): Aug. 2, considered and passed Senate.

Vol. 136 (1990): July 30. H.R. 3493 considered and passed House.

July 31, S. 963 considered and passed House, amended, in lieu of HR 3493.

Sept 13, Senate concurred in House amendment.

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Public Law 106-45  
106th Congress

An Act

Aug. 10, 1999  
[H.R. 66]

To preserve the cultural resources of the Route 66 corridor and to authorize the Secretary of the Interior to provide assistance.

*Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,*

Historic  
preservation.  
16 USC 461 note.

**SECTION 1. DEFINITIONS.**

In this Act, the following definitions apply:

(1) **ROUTE 66 CORRIDOR.**—The term “Route 66 corridor” means structures and other cultural resources described in paragraph (3), including—

(A) lands owned by the Federal Government and lands owned by a State or local government within the immediate vicinity of those portions of the highway formerly designated as United States Route 66; and

(B) private land within that immediate vicinity that is owned by persons or entities that are willing to participate in the programs authorized by this Act.

(2) **CULTURAL RESOURCE PROGRAMS.**—The term “Cultural Resource Programs” means the programs established and administered by the National Park Service for the benefit of and in support of preservation of the Route 66 corridor, either directly or indirectly.

(3) **PRESERVATION OF THE ROUTE 66 CORRIDOR.**—The term “preservation of the Route 66 corridor” means the preservation or restoration of structures or other cultural resources of businesses, sites of interest, and other contributing resources that—

(A) are located within the land described in paragraph (1);

(B) existed during the route’s period of outstanding historic significance (principally between 1926 and 1970), as defined by the study prepared by the National Park Service and entitled “Special Resource Study of Route 66”, dated July 1995; and

(C) remain in existence as of the date of the enactment of this Act.

(4) **SECRETARY.**—The term “Secretary” means the Secretary of the Interior, acting through the Cultural Resource Programs at the National Park Service.

(5) **STATE.**—The term “State” means a State in which a portion of the Route 66 corridor is located.

**SEC. 2. MANAGEMENT.**

16 USC 461 note.

Guidelines.

(a) **IN GENERAL.**—The Secretary, in collaboration with the entities described in subsection (c), shall facilitate the development of guidelines and a program of technical assistance and grants that will set priorities for the preservation of the Route 66 corridor.

(b) **DESIGNATION OF OFFICIALS.**—The Secretary shall designate officials of the National Park Service stationed at locations convenient to the States to perform the functions of the Cultural Resource Programs under this Act.

(c) **GENERAL FUNCTIONS.**—The Secretary shall—

(1) support efforts of State and local public and private persons, nonprofit Route 66 preservation entities, Indian tribes, State Historic Preservation Offices, and entities in the States for the preservation of the Route 66 corridor by providing technical assistance, participating in cost-sharing programs, and making grants;

(2) act as a clearinghouse for communication among Federal, State, and local agencies, nonprofit Route 66 preservation entities, Indian tribes, State historic preservation offices, and private persons and entities interested in the preservation of the Route 66 corridor; and

(3) assist the States in determining the appropriate form of and establishing and supporting a non-Federal entity or entities to perform the functions of the Cultural Resource Programs after those programs are terminated.

(d) **AUTHORITIES.**—In carrying out this Act, the Secretary may—

(1) enter into cooperative agreements, including (but not limited to) cooperative agreements for study, planning, preservation, rehabilitation, and restoration related to the Route 66 corridor;

(2) accept donations of funds, equipment, supplies, and services as appropriate;

(3) provide cost-share grants for projects for the preservation of the Route 66 corridor (but not to exceed 50 percent of total project costs) and information about existing cost-share opportunities;

(4) provide technical assistance in historic preservation and interpretation of the Route 66 corridor; and

(5) coordinate, promote, and stimulate research by other persons and entities regarding the Route 66 corridor.

(e) **PRESERVATION ASSISTANCE.**—

(1) **IN GENERAL.**—The Secretary shall provide assistance in the preservation of the Route 66 corridor in a manner that is compatible with the idiosyncratic nature of the Route 66 corridor.

(2) **PLANNING.**—The Secretary shall not prepare or require preparation of an overall management plan for the Route 66 corridor, but shall cooperate with the States and local public and private persons and entities, State historic preservation offices, nonprofit Route 66 preservation entities, and Indian tribes in developing local preservation plans to guide efforts to protect the most important or representative resources of the Route 66 corridor.

16 USC 461 note. **SEC. 3. RESOURCE TREATMENT.**

(a) **TECHNICAL ASSISTANCE PROGRAM.—**

(1) **PROGRAM REQUIRED.—**The Secretary shall develop a program of technical assistance in the preservation of the Route 66 corridor and interpretation of the Route 66 corridor.

(2) **PROGRAM GUIDELINES.—**As part of the technical assistance program under paragraph (1), the Secretary shall establish guidelines for setting priorities for preservation needs for the Route 66 corridor. The Secretary shall base the guidelines on the Secretary's standards for historic preservation.

(b) **PROGRAM FOR COORDINATION OF ACTIVITIES.—**

(1) **IN GENERAL.—**The Secretary shall coordinate a program of historic research, curation, preservation strategies, and the collection of oral and video histories of events that occurred along the Route 66 corridor.

(2) **DESIGN.—**The program under paragraph (1) shall be designed for continuing use and implementation by other organizations after the Cultural Resource Programs are terminated.

16 USC 461 note. **SEC. 4. AUTHORIZATION OF APPROPRIATIONS.**

There are authorized to be appropriated \$10,000,000 for the period of fiscal years 2000 through 2009 to carry out the purposes of this Act.

Approved August 10, 1999.

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**LEGISLATIVE HISTORY—H.R. 66 (S. 292):**

HOUSE REPORTS: No. 106-137 (Comm. on Resources).

SENATE REPORTS: No. 106-20 accompanying S. 292 (Comm. on Energy and Natural Resources).

CONGRESSIONAL RECORD, Vol. 145 (1999):

June 30, considered and passed House.

July 27, considered and passed Senate.



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# California Historic Route 66

## NEEDLES TO BARSTOW CORRIDOR MANAGEMENT PLAN

**APPENDIX V: IMPLEMENTATION**

**MAY 2015**



Bureau of Land Management  
California Desert District



California  
Historic Route 66  
Association

## APPENDICES

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Appendix II: Maps

- Map 1: Corridor Route Location
  
- See Map 2: Land Ownership
  
- Map 3: Historic Features (3 panels)
  - West panel
  
  - Central panel
  
  - East panel:
  
- Map 4: Natural Resources
  
- Map 5: Recreational Resources
  
- Map 6: Visual Resource Inventory
  
- Transportation Diagrams

Appendix III: Inventory of Historic Resources

Appendix IV: Public Outreach

**Appendix V: Implementation Table**

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Andra Kowalczyk Martens, *Preservation*

Carolyn Brackett, *Heritage Tourism, Marketing*



**Memorandum:**

To: Distribution  
 From: Jim Klein  
 Cc: Project Team  
 Date: 2/10/15  
 Subject: Implementation Table Handout for February 19, 2015 Web-Meeting

Page #	Management Need	Potential Partners	Implementation Technique	Phase
<b>Stewardship (Chapter 4 CMP)</b>				
<b>1. Management framework to guide potential conservation and preservation strategies</b>				
71	1.1 Adopt official map; define travel route & corridor 1.2 Adopt common landscape management units	<ul style="list-style-type: none"> <li>Each jurisdiction with responsibilities for the road</li> <li>All public &amp; private agencies with management or planning responsibilities in the corridor</li> </ul>	<b>Policy adoption:</b> <ul style="list-style-type: none"> <li>Adopt as part of plan endorsement resolution by referencing CMP</li> </ul>	Establishment Phase
<b>2. Preserve the context of Historic Route 66</b>				
72-73	2.1 Identify additional lands to be preserved as part of Nat'l Land Conservation System 2.2 Use BLM Visual Resource Management Objectives to guide land use decisions 2.3 Develop scenic resource management protocol for private lands 2.4 Apply BLM design guidelines from "Best Management Practices for Reducing Visual Impacts of Renewable Energy Facilities on BLM-Administered Lands" 2.5 Identify boundaries for facilitating business development and heritage-based tourism 2.6 Consider additional off-premise sign regulations in Barstow	<ul style="list-style-type: none"> <li>Federal agencies with management responsibilities</li> <li>SB County</li> <li>City of Needles</li> <li>City of Barstow</li> <li>Daggett CSD</li> <li>Newberry Springs CSD</li> <li>Stakeholders in Ludlow, Amboy, Chambless, Essex, Fenner, and Goffs</li> </ul>	<b>Policy adoption:</b> <ul style="list-style-type: none"> <li>Input to Draft DRECP;</li> <li>BLM (adopt VRM land management policy based upon DRECP)</li> <li>County adopt as part of general plan update</li> <li>City of Barstow and City of Needles adopt as part of general plan update and future zoning code revisions, as appropriate;</li> </ul>	Sustaining Phase
<b>3. Preserve Historic Route 66 and directly related features</b>				

Page #	Management Need	Potential Partners	Implementation Technique	Phase
74-75	<p>3.1 Use the Multiple Property Document Form to seek nomination of the route for listing in the National Register</p> <p>3.2 Seek designation for properties that would contribute to NRHP eligibility</p> <p>3.3 Support efforts to develop Comprehensive Historic Treatment Plan meeting the Secretary of Interior's Guidelines for Rehabilitation to retain character defining features</p> <p>3.4 Support efforts by SBC to maintain and/or reconstruct bridges</p> <p>3.5 Prepare NRHP nominations for individual properties eligible within the MPDF</p> <p>3.6 Identify properties worthy of stabilization and rehabilitation. Facilitate actions for their conservation and/or adaptive reuse</p> <p>3.7 Encourage establishment of locally designated "community heritage areas" and/or recognition programs in Barstow and Needles</p> <p>3.8 Develop and implement an "adopt a bridge" program to support needed maintenance and rehabilitation actions</p> <p>3.9 Establish a "circuit rider" program to provide information and technical assistance about preservation options</p>	<ul style="list-style-type: none"> <li>▪ San Bernardino County</li> <li>▪ California SHPO</li> <li>▪ CHR66A</li> <li>▪ NPS</li> <li>▪ BLM</li> <li>▪ California Preservation Foundation</li> <li>▪ Local Historic Preservation Organizations</li> <li>▪ Area residents, property owners, volunteers, students, consultants</li> <li>▪ National 66 Federation adopters (Sections 21, 22, 23)</li> </ul>	<p><b>Preservation Planning and Implementation:</b></p> <ul style="list-style-type: none"> <li>▪ Form a preservation committee to assist with this effort and seek external funding</li> </ul>	Sustaining Phase
<b>Enhancement (Chapter 5)</b>				
<b>1. Establish gateway communities to orient visitors</b>				
	<p>1.1 Use Harvey Houses in Needles and Barstow as the primary visitor information centers for Route 66</p> <p>1.2 Introduce primary themes at existing museums and visitor centers</p> <p>1.3 Support existing efforts to establish walking tours and driving itineraries in Needles</p> <p>1.4 Support existing efforts to establish walking tours and driving itineraries in Barstow and interpreting Old Spanish Trail/Route 66</p> <p>1.5 Establish interchange visitor orientation kiosks at Five Mile Road exit and at Barstow end of corridor</p>	<ul style="list-style-type: none"> <li>▪ BLM</li> <li>▪ CHR66A</li> <li>▪ NPS</li> <li>▪ Needles Regional Museum</li> <li>▪ Route 66 "Mother Road" Museum</li> <li>▪ Mojave River Valley Museum</li> <li>▪ Desert Discovery Center</li> <li>▪ Western America Railroad Museum</li> <li>▪ El Garces</li> <li>▪ City of Needles</li> <li>▪ City of Barstow</li> <li>▪ Chamber of Commerce (Needles and Barstow)</li> <li>▪ BNSF Railroad</li> </ul>	<p><b>Design and Implementation:</b></p> <ul style="list-style-type: none"> <li>▪ Build upon ongoing City of Needles and City of Barstow efforts for Route 66 based heritage-tourism.</li> <li>▪ Corridor-wide visitor experience committee to assist with coordinating gateway efforts and to seek funding for signage, museum exhibit and wayside gateway panels for gateway locations.</li> </ul>	Development Phase

Page #	Management Need	Potential Partners	Implementation Technique	Phase
<b>2. Develop regional interpretive sites to support and educate visitors (Goffs, Essex, Ludlow, Amboy)</b>				
	2.1 Support efforts to establish regional multi-service destinations as focal points for interpretation at locations with existing services 2.2 Seek funding for feasibility studies and necessary preservation planning for adaptive re-use of the Essex and Amboy Schools 2.3 Seek funding for development of master plans in support of regional interpretive sites at Goffs and Ludlow	<ul style="list-style-type: none"> <li>▪ BLM</li> <li>▪ CHR66A</li> <li>▪ NPS</li> <li>▪ MDCHA</li> <li>▪ Community of Amboy (Albert Okura)</li> <li>▪ Community of Ludlow and business partners</li> <li>▪ Community of Essex and business partners</li> <li>▪ Area residents, property owners, volunteers</li> </ul>	<p><b>Preservation Planning and Design with external funding required:</b></p> <ul style="list-style-type: none"> <li>▪ Corridor wide Visitor Experience committee to pursue grants and sponsorships to coordinate fundraising for these major projects.</li> </ul> <p>(Key Words: rural economic development, historic preservation, education, and interpretation)</p>	Development Phase
<b>3. Identify priority site-specific opportunities for interpretation and coordination</b>				
	3.1 Develop smaller-scale site specific interpretive destinations focused primarily on the Route 66 related themes	<ul style="list-style-type: none"> <li>▪ BLM</li> <li>▪ CHR66A</li> <li>▪ NPS (Route 66 Corridor Preservation)</li> <li>▪ San Bernardino County (ROW)</li> <li>▪ MDCHA</li> <li>▪ Chambers of Commerce (Needles, Newberry Springs, Barstow)</li> <li>▪ Corporate sponsorships</li> <li>▪ Area residents, property owners, volunteers</li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Design and Implementation; external funding or sponsorships:</b> first emphasize sites paired with MDCHA web-based exhibit suitable for installation of QR codes (see page 111)</li> </ul> <p>(Key Words: rural economic development, historic preservation, education, and interpretation)</p>	
<b>4. Establish consistent visual and graphic identity</b>				
	4.1 Prepare a visual and graphic identity guide 4.2 Incorporate identity into community wayfinding to direct Route 66 visitors to full service visitor information sites 4.3 Use visual and graphic identity to provide reassurance to travelers of the authenticity of sites, attractions and services 4.4 Apply visual and graphic identity to all web-based and mobile technologies, printed media, events and programming	<ul style="list-style-type: none"> <li>▪ BLM</li> <li>▪ CHR66A</li> <li>▪ NPS (Route 66 Corridor Preservation)</li> <li>▪ San Bernardino County (ROW)</li> <li>▪ CalTrans</li> <li>▪ Managers of Route 66 sites and area museums</li> <li>▪ Other interested stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Graphic design and implementation; external funding required:</b> using corridor wide Visitor Experience committee to pursue grants</li> </ul> <p>(Key Words: rural economic development, historic preservation, education, and interpretation)</p>	
<b>5. Develop innovative ways to tell the Route 66 story</b>				

Page #	Management Need	Potential Partners	Implementation Technique	Phase
	5.1 Link the on-line exhibit using images from the Frasher Foto Postcard Collection of the Pomona Public Library to on-site QR codes at the locations in the field 5.2 Pursue funding opportunities to bring the MDCHA exhibit into Historic Route 66's landscape 5.3 Identify potential exhibit sites for QR codes based upon availability of post card image, cell and/or wi-fi service, tied to a safe place to pull off and use 5.4 Develop a theme for each town that emphasizes different resources and coordinates the story from place to place 5.5 Partner with universities, National Park Service and others to share expertise and resources 5.6 Use film history of Route 66 for stories and to encourage broader programming in the arts and culture 5.7 Bring back Route 66 imagery from advertising to help tell the story of Route 66 5.8 Develop interpretive itineraries using AMTRAK travel 5.9 Prepare printed map and exhibit guide excursions	<ul style="list-style-type: none"> <li>▪ MDCHA</li> <li>▪ BLM</li> <li>▪ CHR66A</li> <li>▪ NPS (Route 66 Corridor Preservation)</li> <li>▪ San Bernardino County (ROW)</li> <li>▪ Chambers of Commerce (Needles, Newberry Springs, Barstow)</li> <li>▪ Corporate sponsorships</li> <li>▪ Area residents, property owners, volunteers</li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Mobile and web-based application design and implementation; external funding required:</b> using corridor wide Visitor Experience committee to pursue grants</li> <li>▪ (Key Words: rural economic development, historic preservation, education, and interpretation)</li> </ul>	
<b>6. Increase level of care for resources</b>				
	6.1 Target future enhancements to support coordinated interpretive development 6.2 Give priority to interpreted sites for preservation and enhancement funding, technical assistance and marketing assistance 6.3 Work with property owners to clean up sites 6.4 Work with local government to develop recognition programs for interpreted sites 6.5 Work with BLM and state agencies to link recreational opportunities with Route 66 interpretation 6.6 Develop technical assistance program for property owners having Route 66 resources	<ul style="list-style-type: none"> <li>▪ Area residents, property owners, volunteers, students, consultants</li> <li>▪ National 66 Federation adopters (Sections 21, 22, 23)</li> <li>▪ San Bernardino County Solid Waste Management</li> <li>▪ City of Needles</li> <li>▪ City of Barstow</li> <li>▪ Newberry Springs CSD</li> <li>▪ Daggett CSD</li> <li>▪ Chambers of Commerce (Needles, Newberry Springs, Barstow)</li> <li>▪ CalTrans (selected routes)</li> <li>▪ California Natural Resources Agency</li> <li>▪ BLM</li> <li>▪ CHR66A</li> <li>▪ User groups (bicycling, off-road vehicles, etc.)</li> <li>▪ School and church groups</li> </ul>	<p><b>Volunteer coordination and recruitment</b></p> <ul style="list-style-type: none"> <li>▪ San Bernardino County Department of Public Works Adopt-a-Road Program</li> <li>▪ San Bernardino County Community Clean Up &amp; Recycling Events.</li> <li>▪ NPS Route 66 Corridor Preservation Program</li> <li>▪ CalRecycle's various grant and payment programs</li> <li>▪ Corporate sponsorship of clean up efforts</li> </ul>	

Page #	Management Need	Potential Partners	Implementation Technique	Phase
<b>7. Use innovative tools to help tell the stories</b>				
	<p>7.1 Use interactive recordings so that a visitor can get a better sense of the sounds of the desert</p> <p>7.2 Expand use of historical images in empty storefronts</p> <p>7.3 Use technology to tell the story as a visitor is traveling</p> <p>7.4 Take better advantage of interpretive opportunities at restrooms</p> <p>7.5 Use Pinterest or Instagram to communicate stories as a means of capturing younger generation</p>	<ul style="list-style-type: none"> <li>▪ City of Needles</li> <li>▪ City of Barstow</li> <li>▪ Chamber of Commerce (Needles, Barstow and Newberry Springs)</li> <li>▪ Needles Regional Museum</li> <li>▪ Route 66 "Mother Road" Museum</li> <li>▪ Mojave River Valley Museum</li> <li>▪ Desert Discovery Center</li> <li>▪ Western America Railroad Museum</li> <li>▪ El Garces</li> <li>▪ Regional arts and cultural organizations</li> </ul>	<p><b>Interpretative Planning; Exhibit Design and Implementation</b></p> <ul style="list-style-type: none"> <li>▪ Seek external funding to develop web- and mobile based technologies as well as site specific exhibits</li> <li>▪ Place salvaged Autrey Museum exhibits in storefronts</li> </ul>	Development Phase
<b>8. Link recreational and cultural activities to Route 66 to expand audiences</b>				
	<p>8.1 Evaluate feasibility of adapting the schools at Essex and Amboy for housing artists in residence, hostels for educational tours, and/or performance and gallery spaces</p> <p>8.2 Evaluate feasibility of adapting abandoned buildings that are still intact for exhibit and gallery spaces</p> <p>8.3 Develop a program for coordinating and bringing new works of performing, visual and design artists that are inspired by the Mojave Desert</p>	<ul style="list-style-type: none"> <li>▪ California State Historic Preservation Office</li> <li>▪ California Preservation Foundation</li> <li>▪ NPS Route 66 Corridor Preservation Program</li> <li>▪ El Garces;</li> <li>▪ Needles Museum;</li> <li>▪ Goff's Schoolhouse;</li> <li>▪ Mother Road Museum</li> <li>▪ Desert Discovery Center</li> <li>▪ Mojave Valley Museum</li> <li>▪ Autrey Museum</li> <li>▪ Regional universities and local school districts</li> </ul>	<p><b>Historic Preservation Planning and Implementation; Interpretative Planning; Exhibit Design and Implementation</b></p> <ul style="list-style-type: none"> <li>▪ Seek external funding for preservation planning and to support adaptive re-use of schools and other historic structures</li> <li>▪ Seek support of regional arts and cultural organizations to bring performances to rural areas</li> </ul>	Development Phase

Page #	Management Need	Potential Partners	Implementation Technique	Phase
<b>Visitor Safety and Roadway Experience (Chapter 6 CMP)</b>				
<b>1. Using context sensitive solutions</b>				
117	1.1 Establish process for communicating the rationale for preserving Historic Route 66 and its features to County and State transportation agencies 1.2 Coordinate any proposed or planned maintenance with appropriate land management agency or office of jurisdiction 1.3 Consult the report <i>NCHRP 189 Design and Management of Historic Roads</i> for recommendations regarding design issues, terms, approaches and guidance 1.4 Agree upon guidelines and design standards that impact the geometric design, lane widths, crash-barrier design as well as the future operating speeds for the historic roadway 1.5 Determine the nature of future truck use along Historic Route 66 1.6 Determine the applicability of California's State Historical Building Code as a tool for historic preservation 1.7 Adopt a historic treatment plan for Historic Route 66 through the Mojave Desert	<ul style="list-style-type: none"> <li>▪ San Bernardino County (Public Works)</li> <li>▪ CalTrans (Preservation Office and District 8)</li> <li>▪ FHWA</li> <li>▪ California State Historic Preservation Office</li> <li>▪ California Natural Resources Agency</li> <li>▪ BLM</li> <li>▪ CHR66A</li> <li>▪</li> </ul>	<p><b>Preservation Planning; Transportation Planning; Engineering and Facility Maintenance</b></p> <ul style="list-style-type: none"> <li>▪ Seek funding to prepare historic treatment plan and programmatic agreement for future maintenance activities needed to keep road open.</li> </ul>	Sustaining Phase
<b>2. Leveraging historic significance to facilitate more funding options</b>				
118	2.1 Adopt a policy designating Historic Route 66 as a heritage tourism destination and confirm the de facto role as an emergency alternate route to I-40 2.2 Develop and adopt a phased historic preservation treatment plan that will allow bridge and resurfacing work to occur on distinct segments 2.3 Coordinate any and all proposed or planned road/right-of-way improvements with appropriate land management agency/office of jurisdiction 2.4 Develop and adopt a programmatic environmental assessment for all identified 3R work (bridge repair and roadway resurfacing) based upon 2.3 above 2.5 Seek funding to provide a means of financing road modifications through partnerships with heavy users of the route	<ul style="list-style-type: none"> <li>▪ San Bernardino County (Board of Supervisors, Public Works, Land Use Services)</li> <li>▪ BLM</li> <li>▪ FHWA</li> <li>▪ CalTrans (Preservation Office and District 8)</li> <li>▪ California Natural Resources Agency</li> <li>▪ California State Historic Preservation Office</li> <li>▪ CHR66A</li> </ul>	<p><b>Preservation Planning; Transportation Planning; Engineering and Facility Maintenance</b></p> <ul style="list-style-type: none"> <li>▪ Combination of local, state, federal and private funding resources will need to be brought forward to meet the projected costs for repairing and replacing bridges and resurfacing degraded sections of Route 66</li> <li>▪ Programmatic agreements for environmental approvals are needed to facilitate the phased implementation of the repair and replacement program.</li> </ul>	Sustaining Phase

Page #	Management Need	Potential Partners	Implementation Technique	Phase
<b>3. Facilitating broader range of travel modes</b>				
	3.1 Establish appropriate long-distance routes, support facilities, and safety protocols for long distance bicycle trips on Route 66. Incorporate context sensitive design guidelines for accommodating bicycle travel 3.2 Establish mass-transit itineraries, events and programming 3.3 Ensure that desert travel safety measures are printed on all collateral materials for itineraries and incorporated boldly on all web-based information 3.4 Develop and maintain up-to-date signage and visitor information kiosks regarding available services at exit points where I-40 and Historic Route 66 intersect 3.5 Develop and maintain up-to-date route marking and wayfinding signage 3.6 Develop safe and accessible pull-offs at key features along the roadway	<ul style="list-style-type: none"> <li>▪ BLM</li> <li>▪ San Bernardino County (Public Works, Economic Development)</li> <li>▪ Bicycling clubs (local and national)</li> <li>▪ AMTRAK</li> <li>▪ Mass Transit Services (Barstow, Needles)</li> <li>▪ Private tour guides and recreation equipment providers</li> <li>▪ Historic Route 66 destinations (multi-state itineraries)</li> <li>▪ Hospitality providers</li> <li>▪ Chambers of Commerce (Needles, Newberry Springs, Barstow)</li> <li>▪</li> </ul>	<p><b>Visitor Experience and Interpretive Planning; Transportation Planning; Engineering and Facility Maintenance</b></p> <ul style="list-style-type: none"> <li>▪ Agency coordination and external funding required</li> </ul>	Sustaining Phase
Marketing and Promotion		Chapter 7 CMP		
<b>1. Positioning California historic Route 66 for tourism</b>				
	1.1 Develop consistent messaging	<ul style="list-style-type: none"> <li>▪ BLM</li> <li>▪ CHR66A</li> <li>▪ SB County</li> <li>▪ Visit CA</li> <li>▪ Discover IE</li> </ul>	Agency Coordination	Establishment Phase

Page #	Management Need	Potential Partners	Implementation Technique	Phase
<b>2. Strategies to trip planning and travel easy</b>				
	2.1 Prepare marketing materials in multi-lingual formats 2.2 Provide current, consistent and correct information to all media platforms 2.3 Develop an annual schedule for checking, updating and submitting information across promotional platforms 2.4 Develop a schedule of events for social media outlets 2.5 Prepare a set of press materials for travel media 2.6 Host an information booth at targeted regional tourism events 2.7 Develop and host a multi-media image library 2.8 Create suggested itineraries for target audiences 2.9 Produce and distribute inexpensive printed collateral materials 2.10 Identify new venues for promotion to niche audiences 2.11 Develop and install information kiosks	<ul style="list-style-type: none"> <li>▪ BLM</li> <li>▪ CHR66A</li> <li>▪ SB County Economic Development</li> <li>▪ Visit CA</li> <li>▪ Discover IE</li> <li>▪ Photo clubs</li> <li>▪ Chambers of Commerce (Needles, Newberry Springs, Barstow)</li> <li>▪ El Garces;</li> <li>▪ Needles Museum;</li> <li>▪ Goff's Schoolhouse;</li> <li>▪ Mother Road Museum</li> <li>▪ Desert Discovery Center</li> <li>▪ Mojave Valley Museum</li> <li>▪ AIANTA (California Tribes associated with Route 66 are San Manuel Band of Mission Indians and Fort Mojave Tribal Council)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Seek external funds (hotel and motel tax receipts, or rural economic development) for web site development, mobile applications, social media marketing, and Flickr, Instagram, Pinterest sites</li> </ul>	Establishment and Development Phases
<b>3. Partner promotional resources</b>				
	3.1 Utilize low cost or no cost promotional resources	<ul style="list-style-type: none"> <li>▪ CHR66A (website update)</li> <li>▪ Visit California</li> <li>▪ Discover Inland Empire</li> <li>▪ San Bernardino County Economic Development Agency</li> <li>▪ BLM Discover the Desert Program</li> </ul>	<ul style="list-style-type: none"> <li>▪ Requires coordination to use materials developed for other marketing efforts and to submit items in a usable format prior to the deadlines noted</li> </ul>	Establishment Phase

Key Words	Grant Name	Sponsor	Brief Description of Purpose	Website	Deadline
Community Development Agriculture	Rural Community Development Initiative	Rural Housing Service, USDA	Qualified private, nonprofit and public (including tribal) intermediary organizations proposing to carry out financial and technical assistance programs will be eligible to receive the funding. The intermediary will be required to provide matching funds in an amount at least equal to the RCDI grant. The respective minimum and maximum grant amount per intermediary is \$50,000 and \$250,000. The intermediary must provide a <b>program of financial and technical assistance to a private, nonprofit community-based housing and development organization, a low income rural community or a federally recognized tribe.</b>	<a href="http://www.gpo.gov/fdsys/pkg/FR-2014-08-13/pdf/2014-19132.pdf">http://www.gpo.gov/fdsys/pkg/FR-2014-08-13/pdf/2014-19132.pdf</a>	11/12/14
Enhancement	Planning Program and Local Technical Assistance Program	Economic Development Administration	Pursuant to PWEDA, EDA announces general policies and application procedures for grant-based investments under the Planning and Local Technical Assistance programs. Under the Planning program EDA assists eligible recipients in creating regional economic development plans designed to stimulate and guide the economic development efforts of a community or region. As part of this program, EDA supports Partnership Planning investments to facilitate the development, implementation, revision, or replacement of Comprehensive Economic Development Strategies (CEDS), which articulate and prioritize the strategic economic goals of recipients' respective regions.	<a href="http://www.eda.gov/funding-opportunities/">http://www.eda.gov/funding-opportunities/</a>	rolling
Community Development Rural Economic Development					
Historic Preservation	FY2014 SHPO Historic Preservation Fund Grants in Aid	National Park Service	<b>To provide matching grants to States for the identification, evaluation, and protection of historic properties by such means as survey, planning, technical assistance, acquisition, development, and certain Federal tax incentives available for historic properties;</b> to provide matching grants to States to expand the National Register of Historic Places, (the Nation's listing of districts, sites, buildings, structures, and objects significant in American history, architecture, archeology, engineering and culture at the National, State and local levels) to assist Federal, State, and Local Government agencies, nonprofit organizations and private individuals in carrying out historic preservation activities.	<a href="http://www.nps.gov/history/hpg/s_hpo/shpo_grants.html">http://www.nps.gov/history/hpg/s_hpo/shpo_grants.html</a>	12/31/14
Cultural Resources Heritage Tourism					
Cultural Resources	2015 Preservation Technology and Training Grants	National Park Service	The Preservation Technology and Training (PTT) Grants program <b>provides funding for innovative research that develops new technologies or adapts existing technologies to preserve cultural resources.</b> NCPTT does not fund "Bricks and Mortar" grants. In order to focus research efforts, NCPTT requests innovative proposals that advance the application of science and technology to historic preservation in the following areas: Planning for and responding to Climate Change and the impacts of natural and man-made disasters on cultural resources; 3D documentation and visualization techniques for historic sites, landscapes, buildings and objects; Mobile application development for cultural resource detection, documentation, management, etc.; Development and testing of protective coatings for cultural materials.	<a href="http://ncptt.nps.gov/grants/">http://ncptt.nps.gov/grants/</a>	11/5/14
Historic Preservation					
Natural Resources	Cooperative Landscape Conservation and Science Support	US Fish and Wildlife Service	Landscape Conservation Cooperatives (LCCs) have created a network of partners working in unison to ensure the sustainability of America's land, water, wildlife and cultural resources. <b>Financial assistance may be awarded for science projects and LCC-prioritized biological planning, conservation design and adaptive management projects</b> to include: research; inventory design and implementation; monitoring; goal and priority setting associated with efficient and effective conservation; development of implementation strategies; and projects supporting all other FWS organizational efforts, including planning, establishment maintenance, and general business operations. Proposals will be reviewed and evaluated on a rolling basis subject to available funding.	none provided	9/30/15
Environment Conservation					

Key Words	Grant Name	Sponsor	Brief Description of Purpose	Website	Deadline
Community Development	Advancing Safe and Healthy Homes Initiative	The Kresge Foundation	We support efforts to improve the homes, surroundings and quality of life for children and their families living in low-income communities through three initiatives: In our safe and healthy housing work, we take a comprehensive approach and support efforts to abate hazards, accelerate policy and systems changes, provide community education and build community engagement. In our transportation and the built environment initiative, we partner with organizations addressing the health effects of freight transport, especially on vulnerable communities and workers. <b>We also support efforts to re-examine aspects of the built environment that create barriers to physical activity and affect air and water quality and public safety.</b> In our healthy food initiative, we invest in efforts to improve food-system policies and practices, especially those that provide better access to fruits, vegetables and other healthful foods and that reduce the emphasis on products without nutritional benefits.	<a href="http://kresge.org/programs/health/healthy-environments">http://kresge.org/programs/health/healthy-environments</a>	ongoing
Environment Open Space					
Rural Economic Development	Community Facility Loans	Rural Community Assistance Corporation	Rural Community Assistance Corporation's (RCAC) Community Facilities Loan Program helps create or improve essential community facilities to serve communities in the rural West. This RCAC loan program offers short-term loans to meet early acquisition and pre-development needs, interim construction costs and long-term permanent financing. <b>Essential community facilities include a wide variety of projects, such as public buildings, nonprofit office buildings, treatment centers, emergency and transitional housing, assisted living, human services, public safety, child care, education and cultural facilities.</b> These are only examples; many other types of projects are eligible.	<a href="http://www.rcac.org/assets/loan%20fund/community_facilities_Lending.pdf">http://www.rcac.org/assets/loan%20fund/community_facilities_Lending.pdf</a>	ongoing
Rural Economic Development	Environmental Infrastructure Loan Program	Rural Community Assistance Corporation	Rural Community Assistance Corporation's (RCAC) Environmental Infrastructure Loan Program helps create, improve or expand the supply of safe drinking water, waste disposal systems and other facilities that serve communities in the rural West. RCAC's loan programs are unique — they provide the early funds small rural communities need to determine feasibility and pay pre-development costs prior to receiving state and federal program funding. RCAC also may provide interim construction financing, as well as intermediate and long-term loans for system improvements. <b>Infrastructure project categories include energy efficiency, water efficiency, green infrastructure, and environmentally innovative projects.</b>	<a href="http://www.rcac.org/assets/Enviro_Lending.pdf">http://www.rcac.org/assets/Enviro_Lending.pdf</a>	ongoing
Conservation Watershed					
Community Development	Sunderland Foundation Grants	Sunderland Foundation	Sunderland Foundation Grants support capital improvement projects in the areas of <b>higher education, churches, youth serving agencies, health facilities, community buildings, museums, civic projects, and housing projects.</b> The Foundation generally awards grants to larger, well-established nonprofit organizations. Start-ups and small, grassroots organizations are encouraged to seek funding elsewhere.	<a href="http://www.sunderlandfoundation.org/FundingAreas.asp">http://www.sunderlandfoundation.org/FundingAreas.asp</a>	Applications are reviewed quarterly
Rural Economic Development Cultural Resources					
Community Development	Wells Fargo Corporate Giving	Wells Fargo Bank	Wells Fargo looks for projects that keep our communities strong, diverse, and vibrant. We make grants in four primary areas: <b>Community Development</b> , Education, Human Services and <b>Civic/Cultural/Arts</b> , and we are also supportive of those nonprofit organizations for which Wells Fargo team members have made a commitment to volunteer via direct service or through committee or Board membership.	<a href="https://www.wellsfargo.com/about/charitable/ut_guidelines">https://www.wellsfargo.com/about/charitable/ut_guidelines</a>	Ongoing
Cultural Resources Rural Economic Development					
Community Development	Our Town	National Endowment for the Arts	The National Endowment for the Arts has published guidelines and an application for the next Our Town funding round. Through the annual program, the endowment will provide a limited number of grants for creative placemaking projects that contribute to the livability of communities of all sizes in the United States and help transform them into lively, beautiful, and sustainable places with the arts at their core. <b>Our Town offers support for projects in two areas: 1) Arts Engagement, Cultural Planning, and Design Projects that represent the distinct character and quality of their communities; and 2) Projects that Build Knowledge About Creative Placemaking</b>	<a href="http://arts.gov/grants-organizations/our-town/introduction">http://arts.gov/grants-organizations/our-town/introduction</a>	12/15/14
Cultural Resources Enhancement					

Key Words	Grant Name	Sponsor	Brief Description of Purpose	Website	Deadline
Community Development	Rural Housing and Economic Development (RHED) Program	US Department of Housing and Urban Development (HUD)	The Rural Housing and Economic Development (RHED) Program provides for capacity building at the state and local level for rural housing and economic development and to support <b>innovative housing and economic development activities in rural areas. Possible activities include: preparation of plans, architectural drawings, acquisition of land and buildings, demolition, provision of infrastructure, purchase of materials and construction costs, use of local labor markets, job training and counseling for beneficiaries and financial services</b> such as revolving loan funds and Individual Development Accounts or IDAs.	<a href="http://portal.hud.gov/hudportal/HUD?src=/program_offices/comm_planning/economicdevelopment/programs/rhed">http://portal.hud.gov/hudportal/HUD?src=/program_offices/comm_planning/economicdevelopment/programs/rhed</a>	not provided
Conservation	WaterSMART Grants	US Department of the Interior, Bureau of Reclamation	Through the WaterSMART Grants (formerly Challenge Grants) Reclamation provides 50/50 cost share funding to irrigation and water districts, Tribes, States and other entities with water or power delivery authority. <b>Projects should seek to conserve and use water more efficiently, increase the use of renewable energy, protect endangered species, or facilitate water markets.</b> Projects are selected through a competitive process and the focus is on projects that can be completed within 24 months that will help sustainable water supplies in the western United States.	<a href="http://www.usbr.gov/WaterSMART/weeg/index.html">http://www.usbr.gov/WaterSMART/weeg/index.html</a>	funding opportunities to FY 2015 expected to be posted to grants.gov in October 2014; not yet as of 10/27/14
Watershed Protection					
Recreation	Rapid Response Grants	Advocacy Advance: Tools to Increase Biking and Walking	Rapid Response Grants help state and local organizations take advantage of unexpected opportunities to win, increase, or preserve <b>funding for biking and walking</b> . These grants, accepted on a rolling basis, are for <b>short-term campaigns that will increase or preserve investments</b> in active transportation in communities where program choices are being made on how to spend federal, state, and local funding.	<a href="http://www.advocacyadvance.org/grants#rapidresponsegrants">http://www.advocacyadvance.org/grants#rapidresponsegrants</a>	ongoing
Community Development					
Watershed	Urban Waters Small Grants	US Department of Environmental Protection	The goal of the Urban Waters Small Grants program is to fund research, investigations, experiments, training, surveys, studies, and demonstrations that will advance the restoration of urban waters by <b>improving water quality through activities that also support community revitalization and other local priorities.</b>	<a href="http://www2.epa.gov/urbanwaters/urban-waters-small-grants">http://www2.epa.gov/urbanwaters/urban-waters-small-grants</a>	Deadlines for 2014 have passed; Urban Waters Small Grants are competed and awarded every two years.
Community Development Enhancement					
Historic Preservation	National Trust Preservation Funds	National Trust for Historic Preservation	Grants from National Trust Preservation Funds (NTPF) are intended to encourage preservation at the local level by providing seed money for preservation projects. Priorities include: 1) Building sustainable communities 2) Reimagining historic sites 3) Promoting diversity and place 4) Protecting historic places on public lands. Grants generally start at \$2,500 and range up to \$5,000. The selection process is very competitive.	<a href="http://www.preservationnation.org/resources/find-funding/preservation-funds-guidelines-eligibility.html#EligibleApplications">http://www.preservationnation.org/resources/find-funding/preservation-funds-guidelines-eligibility.html#EligibleApplications</a>	Application deadlines are February 1, June 1, and October 1
Protection Cultural Resources					
Historic Preservation	Hart Family Fund for Small Towns	National Trust for Historic Preservation	Grants from the Hart Family Fund for Small Towns are intended to encourage preservation at the local level by providing seed money for preservation projects in small towns. Grants from the Hart Family Fund for Small Towns generally range from \$2,500 to \$10,000. The selection process is very competitive. Public agencies and nonprofit organizations in towns with a population of 5,000 or less are eligible.	<a href="http://www.preservationnation.org/resources/find-funding/special-funds/hart-fund.html">http://www.preservationnation.org/resources/find-funding/special-funds/hart-fund.html</a>	5/1/14
Protection Cultural Resources					
Historic Preservation	Johanna Favrot Fund for Historic Preservation	National Trust for Historic Preservation	The fund aims to save historic environments in order to foster an appreciation of our nation's diverse cultural heritage and to preserve and revitalize the livability of the nation's communities. Grants from the Johanna Favrot Fund for Historic Preservation generally range from \$2,500 to \$10,000. Public agencies and nonprofit organizations are eligible.	<a href="http://www.preservationnation.org/resources/find-funding/special-funds/johanna-favrot-fund.html">http://www.preservationnation.org/resources/find-funding/special-funds/johanna-favrot-fund.html</a>	5/1/14
Protection Cultural Resources					

Key Words	Grant Name	Sponsor	Brief Description of Purpose	Website	Deadline
Rural Economic Development	Rural Business Opportunity Grant	US Department of Agriculture	The Rural Development Business Opportunity Grant (RBOG) program provides grants to conduct area-wide economic development planning. Public bodies, nonprofit development corporations, Federally recognized Indian Tribes, and rural cooperatives are eligible to apply for funds.	<a href="http://www.rurdev.usda.gov/UT-BCPrograms.html#rbeg">http://www.rurdev.usda.gov/UT-BCPrograms.html#rbeg</a>	not provided
Enhancement	Farm and Ranch Solid Waste Cleanup and Abatement	California Department of Resources Recycling and Recovery	The Department of Resources Recycling and Recovery administers the Farm and Ranch Solid Waste Cleanup and Abatement Grant Program, which provides up to \$1 million annually in grants for the cleanup of illegal solid waste sites on farm or ranch property.	<a href="http://www.calrecycle.ca.gov/LEA/GrantsLoans/FarmRanch/">http://www.calrecycle.ca.gov/LEA/GrantsLoans/FarmRanch/</a>	Application due dates for fiscal year 2014/15 were July 15, 2014; October 28, 2014; and February 3, 2015.
Community Development					
Historic Preservation	Route 66 Cost Share Grants	NPS Route 66 Corridor Preservation Program	The Route 66 Corridor Preservation Program provides funding assistance in the form of cost-share grants to support the preservation of the most significant and representative historic Route 66 buildings, structures, road segments, and cultural landscapes in the eight states through which the route passes. Assistance is also provided to support research, planning, oral history, and education outreach projects related to the preservation of Route 66.	<a href="http://www.cr.nps.gov/rt66/grants/index.htm">http://www.cr.nps.gov/rt66/grants/index.htm</a>	Friday March 27, 2015
Rural Economic Development	Community Connect Grant Program	Department of Agriculture Utilities Programs	The Community-Oriented Connectivity Broadband Grant Program (Community Connect Grant Program) is designed to provide financial assistance to provide service at the Broadband Grant Speed in rural, economically-challenged communities where broadband service does not currently exist. Grant funds may be used to: (1) deploy service at the Broadband Grant Speed to critical community facilities, rural residents, and rural businesses, (2) construct, acquire, or expand a community center, and (3) equip a community center that provides free access to service at the Broadband Grant Speed to community residents for at least two years. Grants will be awarded on a competitive basis for entities to serve all premises in eligible rural areas at the Broadband Grant Speed to ensure rural consumers enjoy the same quality and range of broadband services as are available in urban and suburban communities.	<a href="http://www.rd.usda.gov/programs-services/community-connect-grants">http://www.rd.usda.gov/programs-services/community-connect-grants</a>	2/17/15
Natural Resources	Conservation Innovation Grants	Natural Resources Conservation Service (NRCS)	The Natural Resources Conservation Service (NRCS), an agency under the United States Department of Agriculture (USDA), is announcing availability of Conservation Innovation Grants (CIG) to stimulate the development and adoption of innovative conservation approaches and technologies. Proposals will be accepted from all 50 States, the District of Columbia, the Caribbean Area (Puerto Rico and the U.S. Virgin Islands), and the Pacific Islands Area (Guam, American Samoa, and the Commonwealth of the Northern Mariana Islands). NRCS anticipates that the amount available for support of this program in FY 2015 will be up to \$20 million. Proposals are requested from eligible governmental or non-governmental organizations or individuals for competitive consideration of grant awards for projects between 1 and 3 years in duration.	<a href="http://www.nrcs.usda.gov/wps/portal/nrcs/main/national/programs/financial/cig/">http://www.nrcs.usda.gov/wps/portal/nrcs/main/national/programs/financial/cig/</a>	Preliminary application due 2/24/15