

Mount Evans Scenic and Historic Byway Corridor Management Plan

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Section I:- Plan Overview

WHAT IS A CORRIDOR MANAGEMENT PLAN?

“A corridor management plan is a community-based strategy to balance the conservation of Byway corridors’ intrinsic qualities with the use and enjoyment of those same resources.

Simply put, corridor management planning allows communities to consider all the ways in that they want to use and benefit from the scenic Byway and its intrinsic qualities and still maintain the integrity and value of those qualities.”¹

The Clear Creek County Tourism Board (CCCTB) in collaboration with the Colorado Department of Transportation (CDOT) and with assistance from the consulting firms of Community Matters, Inc. and Advanced Resource Management, Inc., prepared this Mount Evans Scenic and Historic Corridor Byway Management and Interpretive Master Plan for the lower portion of the Mount Evans Scenic and Historic Byway from Idaho Springs to Echo Lake. A corridor management plan was initiated in 1991 and completed in June of 1993 for the upper portion of the Byway, from Echo Lake to the summit of Mount Evans. For ease of reference, we have incorporated the upper section of the Byway in the marketing and tourism portion of this plan. This corridor management and interpretive plan does not address resource protection strategies or interpretive sites on the upper portion of the Byway unless they are specifically tied to strategies or design elements that occur from Idaho Springs to Echo Lake.²

MISSION, VISION, AND GOALS

Very early in the planning process the CCCTB adopted the following mission and vision statement to guide the Plan’s development.

Mission

To provide for the further use and enjoyment of the Mount Evans Scenic and Historic Byway through the enhancement, protection, interpretation and preservation of the corridor by providing the visitor with a safe and enjoyable experience and through the promotion of related scenic and cultural attractions throughout Clear Creek County.

Vision

The Mount Evans Scenic and Historic Byway Corridor provides visitors with:

- *A spectacular variety of natural scenery from ponderosa pine parks to alpine tundra covering three flora and fauna life zones and panoramic views of over 100 miles of Rocky Mountain peaks;*
- *Access to over 100 miles of recreational trails for hiking and biking;*

¹ Adapted from “Scenic Byways: Preparing Management Plans—A Scenic Byways Guidebook”, US Department of Transportation, Federal Highway Administration.

² For further information about the upper portion of the Byway reference: The Mt. Evans Corridor Plan available from the Clear Creek Ranger Station.

- *Recreational opportunities ranging from fishing to cross-country skiing;*
- *Educational and interpretive exhibits and services including the University of Denver’s High Altitude Laboratory, the Mount Goliath Natural Area, the US Forest Service Clear Creek Ranger Station, and the Idaho Springs Visitor Center and Heritage Museum; and,*
- *Historic and cultural attractions including three nationally recognized historic districts, numerous individually listed historic sites and several mine and historic walking tours.*

The Mount Evans Scenic and Historic Byway seeks to celebrate, educate, interpret, protect and preserve the rich history, recreational and ecological attributes of the Rocky Mountain region by showcasing the Byway through interpretive signage, safe and well-designed pull-outs, informational kiosks, resource protection planning and management, and public education about the historic features, structures and cultural landscape.

With this mission and vision, the following goals have been developed and adopted for the Byway. The goals have not been rank ordered. Therefore, one goal should not be attributed any more significance than another.

Goals

- 1) Protect, preserve and interpret historic, cultural, natural, recreational and scenic resources along the Byway.
- 2) Enhance existing resources along the Byway through the addition of new visitor amenities and facility enhancements.
- 3) Interpret the Byway’s resources for user groups, with special attention to the targeted visitors.
- 4) Continue to market the Byway as a significant attraction in Clear Creek County.
- 5) Enhance public education, enjoyment and appreciation of the rich heritage of Clear Creek County.
- 6) Ensure that the Byway’s vision, goals, management and interpretive plan complement existing historic, cultural, natural, recreational and scenic resources throughout Clear Creek County and incorporate these tools in further planning and implementation strategies undertaken by Clear Creek County, its municipalities and organizations, surrounding counties, the US Forest Service, the Colorado Division of Wildlife, Denver Mountain Parks, the Colorado Historical Society, the Colorado Department of Transportation, area businesses and lodging facilities, as well as, Front Range educational and cultural institutions.

Principles of every Corridor Management Plan

“Corridor Management Plans are based around the following four (4) principles:

1. *Strive to manage activities in the corridor to balance the use and conservation of the intrinsic qualities that are the essence of the scenic Byway. This ensures that the benefits will be maximized now and in the future.*
2. *Enhance the quality of the scenic Byway experience by managing the Byway and corridor to improve the visual quality and context of the intrinsic qualities and to explain the significance of the resources within a creatively developed interpretive program.*
3. *Increase the appreciation, understanding, and support for the scenic Byway, its intrinsic qualities, and the management process.*
4. *Increase the benefits of the scenic Byway, by targeting specific objectives and focusing available resources to achieve planned benefits.”*

– Federal Highway Administration

- 7) Strive to implement the Mount Evans Historic and Scenic Byway Plan through partnerships with Clear Creek County, its municipalities, agencies, organizations and area business, surrounding counties, the US Forest Service, the Colorado Division of Wildlife, Denver Mountain Parks, the Colorado Historical Society, the Colorado Department of Transportation, area businesses and lodging facilities, as well as, Front Range educational and cultural institutions.
- 8) Ensure that any improvements and enhancements to the Mount Evans Scenic and Historic Byway identify and respect both private property and the fragile natural environment.
- 9) Enhance and reclaim resources along the Byway that have been degraded due to inappropriate or over use.
- 10) Improve visitor safety along the Byway from Downtown Idaho Springs to Echo Lake.

Section II: Corridor Map, Boundaries and Linkages

MAP 1 — REGIONAL CONTEXT

Map 1 shows where the Mount Evans Scenic and Historic Byway is located in relation to a chosen group of key sites.

The Byway is located in Clear Creek County. It is unique among byways in that it is only a half-hour drive from the Denver metropolitan area – Colorado’s most populous region, comprised of over 2 million people. The Byway is easily accessible via I-70.

The Front Range’s mountain backdrop is dominated by three mountain peaks that stand above 14,000 feet: Mount Evans, Long’s Peak, and Pike’s Peak. Rocky Mountain National Park is located north of the Mount Evans Scenic and Historic Byway and is the site of Long’s Peak. Pike’s Peak is an approximate 2.5 hour drive to the south and east of Mount Evans.

MAP 2 — START AND END OF THE BYWAY

Map 2 graphically depicts the start and end of the Byway. The Mount Evans Scenic and Historic Byway begins in downtown Idaho Springs at the Idaho Springs Visitor Center and Heritage Museum. It proceeds along Miner Street through Idaho Springs’ downtown, a designated National Historic District, lined with intact Victorian buildings. After crossing I-70, the Byway continues along Highway 103 to Echo Lake. Just past Echo Lake, Highway 103 intersects with Highway 5. Taking Highway 5 will take the traveler to the summit. Highway 103 to Echo Lake is open year round. Highway 5 is usually open, depending on the weather, from Memorial Day to Labor Day.



MAP 3 — INTERPRETIVE SITES

Map 3 identifies the location of proposed interpretive sites. Site-specific interpretation occurs at locations that are well-suited to providing educational information to the public. A variety of criteria, discussed in the Interpretive Master Plan (Section V), was used to select the interpretive sites.

The following seven locations have been selected to be major interpretive sites. These sites will be the primary locations to further explore the Byway’s two interpretive themes -- *The Mount Evans Scenic and Historic Byway traverses ecologically diverse life zones* and *Humans have had a strong influence on shaping the local landscape*. Traveling from Idaho Springs to Echo Lake, the seven sites are:

- The Idaho Springs Visitor Center and Heritage Museum.
- The proposed Idaho Springs Landmark Square site.
- The Black Eagle Mill site.

- The West Chicago Creek Road intersection.
- Chicago Forks Picnic Area.
- Ponder Point Picnic Area.
- Echo Lake Campground.

MAP 4 — STUDY AREAS

This Corridor Management Plan examines the Byway using four distinct study areas. These study areas reflect both the character changes that occur as you drive along the Byway as well as ownership interests and those areas deserving greater attention. The study areas graphically depicted on Map 4 are as follows:

Study Area 1. Area 1 represents the in-town portion of the Byway as it runs along Miner Street through the City of Idaho Springs. It runs from the start of the Byway – the Idaho Springs Visitor Center and Heritage Museum – to the junction of I-70 and Highway 103.

Study Area 2. This study area runs along Highway 103 to Echo Lake. Currently, it is viewed primarily as a travel corridor to get people to Echo Lake, the summit, or other recreational areas. Area 2 deserved special attention in order to cultivate a deeper appreciation among visitors to the Byway of the abundance of natural, scenic, and cultural and historic resources found along this portion of the Byway.

Study Area 3. This study area encompasses that portion of the Byway that runs along Echo Lake and its environs. Echo Lake Park is comprised of 617 acres owned and managed by Denver Mountain Parks. It was chosen as a study area to acknowledge its unique ownership and management.

Study Area 4. This area runs from Echo Lake to the summit of Mount Evans. Although a separate, previously developed Corridor Management Plan has been developed for this section of the Byway, it has been included as a study area for those situations where the previous plan's strategies or actions are necessarily tied to the strategies and actions for the lower portion of the Byway (Areas 1-3).

Section III: Assessing the Mount Evans Scenic and Historic Byway's Resources

What Makes the Mount Evans Scenic and Historic Byway Corridor—from Idaho Springs to the Summit—Different from the other Byways in the Rocky Mountains?
<ul style="list-style-type: none"> Proximity to Denver — it's a ½ hour drive from Colorado's largest metropolitan area.
<ul style="list-style-type: none"> Status as the “highest paved auto road in North America”.
<ul style="list-style-type: none"> The Mount Evans corridor provides exceptional panoramic views of over 100 miles of Rocky Mountain peaks.
<ul style="list-style-type: none"> Full range of visitor services and historic attractions along the Byway.
<ul style="list-style-type: none"> You can count on seeing a wide variety of wildlife—bighorn sheep, mountain goats, bear, elk, deer, marmots, and a variety of birds, reptiles, amphibians and insects including sensitive species. This includes the most accessible mountain goat herd in Colorado. Unique flora can also be seen including bristlecone pines, the oldest living trees in Colorado.
<ul style="list-style-type: none"> Easily accessible hiking and biking opportunities near wilderness areas—away from urban and suburban development.
<ul style="list-style-type: none"> It is one of the few Byways in the United States that stretches through 3 diverse life zones — montane, subalpine, and alpine. To experience this transition between the 3 life zones along this corridor, one would have to travel 3,000 miles north to the Arctic Circle.
<ul style="list-style-type: none"> The Mount Evans Scenic and Historic Byway travels through Idaho Springs' downtown commercial district – a National Historic District, by other historic landmark sites, and to Echo Lake Park – listed on the National Register of Historic Places.
<ul style="list-style-type: none"> Through much of the corridor, the Mount Evans Scenic and Historic Byway is bounded on both sides by Wilderness Area.
<ul style="list-style-type: none"> The Mount Evans Byway corridor was one of the first roads in Colorado designed specifically for its scenic beauty.³
<ul style="list-style-type: none"> Below timberline, the corridor presents spectacular fall aspen viewing opportunities.
<ul style="list-style-type: none"> The unique ecology of the Mount Evans corridor, combined with research facilities and the world's highest astronomical observatory, attracts researchers and scientists from around the world.

³ The US Government, the State of Colorado and the City and County of Denver worked in a series of construction phases to complete the road between 1916 and 1935.

SUMMARY ASSESSMENT OF BYWAY RESOURCES

“The significance of Mount Evans to the people of Colorado far outweighs its ranking as merely the fourteenth highest (14,264 feet) mountain in the State. It, along with Pikes Peak (14,110 feet) to the south and Long’s Peak (14,251 feet) to the north, dominates the western skyline for the people living in the densely populated cities and suburbs along the eastern plains and foothills of the Front Range Corridor.”⁴

The portion of the Mount Evans Scenic and Historic Byway covered by this Corridor Management Plan, extends from the Idaho Springs Visitor Center and Heritage Museum to Echo Lake, situated at an elevation of 10,600 feet on Mount Evans. This approximately 15 mile long section of the Byway primarily follows Miner Street through historic downtown Idaho Springs, continuing to Echo Lake via State Highway 103.

This inventory of Byway resources is not intended to be a comprehensive listing of all of the resources found along the Byway corridor. This inventory includes only the most important resources that should be interpreted and marketed to visitors. This will ensure that the sites visited and resources that are interpreted are truly of interest to the visitor.

The resources found along of the lower half of the Mount Evans Scenic and Historic Byway are very much connected and co-dependent with the resources found along the upper half of the Byway. For further information about resources above Echo Lake refer to the Corridor Management Plan for the upper section of the Mount Evans Scenic and Historic Byway.

Summaries of the natural, scenic, historical, cultural and recreational resources found on the lower half of the Byway are presented in Table 2. A detailed description of the resources of the lower half of the Byway follows. A definitive assessment of Byway resources is impossible due to unclear historic records, uncertainties about mapping, and changes to the roadway and landscape over time. It is recommended in this Corridor Management Plan that a full-scale cultural resource inventory be conducted as soon as possible.

NATURAL RESOURCES INVENTORY

Areas 2 and 3 (see Map No. 4) of the Byway have natural resources that are of international significance. This lower half of the Byway not only provides the primary public access to Area 4 and the summit of Mount Evans, it also contributes its own significant natural resource values to the Byway. The following natural resources have been identified in Areas 2 and 3. Summaries of this information can be found in Table 2.

- Much of the Byway lies within the **Arapaho-Roosevelt National Forest**. The Byway also passes through the **Mount Evans Wilderness Area**. As a result, visitors are exposed to the many resources of the Forest and Wilderness. These include abundant wildlife, diverse vegetation, and critical water resources, all found within diverse ecological zones that transition as one ascends the Byway.

⁴ From “Colorado Byways”, by Thomas Huber, 1997.

- **Ecologically diverse life zones.** One of the most significant attributes of the Byway is the public access it allows to the ecological diversity of the Mount Evans area. Since the Byway is the highest paved automobile road in North America, it provides public access that is unique on the continent. The diverse life zones and microclimates of Areas 2 and 3 are as numerous and valuable as those of the upper half of the Byway. They include the lower elevation montane hillsides and the dense subalpine forest at higher elevations. Riparian areas, meadows and micro-habitats are interspersed on this mountain landscape. The ecological diversity of the Byway extends to Idaho Springs, via Clear Creek and the in-town wildlife environment.

- **Wildlife.** Numerous species of wildlife inhabit the landscape through which the Byway passes. Much of this wildlife is visible to the observant traveler. The value of the Byway's wildlife resources cannot be underestimated. In a 1995 study by Colorado State University, 94% of visitors to Mount Evans identified viewing wildlife as their primary interest. Additional studies have determined that over 80% of all Coloradans are interested in taking recreational trips for the primary purpose of viewing wildlife (Wittman and Vaske, 1997). This total includes 62% of Front Range residents. Given the Byway's proximity to the Denver metro area, and its accessibility to all Front Range residents, wildlife will continue to be a critical Byway resource. Wildlife species inhabiting or utilizing Areas 2 and 3 include:
 - Elk.
 - Mule deer.
 - Black bear, mountain lion and bobcat.
 - Snowshoe hare, pine marten and weasel.
 - Several bat species.
 - Red-tailed, sharp-shinned and Cooper's hawks; kestrel, prairie falcon, golden eagle, great-horned owl and other birds of prey.
 - Stellar's jay, gray jay, raven and numerous species of montane and subalpine songbirds.
 - Porcupine, Abert's squirrel, chickaree, and several ground squirrel species.
 - Coyote and fox.
 - Numerous small mammal and insect species that are critical to their ecosystem.
 - Mountain goat and bighorn sheep (Although these animals only occasionally frequent Area 3, the lower section of the Byway provides public access to these and other valuable resources located in Area 4).

- **Wildflowers.** Columbine, Indian paintbrush, golden banner, pasque flower, and penstemmon are among the numerous wildflowers that bloom along the Byway. Areas 2 and 3 not only have valuable wildflower resources of their own, but provide public access to the significant wildflower treasures of the upper half of the mountain. (Most notably the M. Walter Pesman Alpine Garden Trail and the Mount Goliath Natural Area).
- **Trees.** In Area 2, the sunny, open montane forest is dominated by ponderosa pine and juniper. Cool, damp, north-facing slopes consist primarily of Douglas fir. The montane forest serves various ecological functions and provides numerous recreational opportunities. It is also the area primarily inhabited by people, therefore, it is the ecosystem with which many people are most familiar. Area 3 is primarily subalpine forest consisting of Englemann spruce and subalpine fir. Lodgepole pine, limber pine, aspen, and native cottonwoods and willows are also found scattered throughout Areas 2 and 3, wherever environmental conditions are suitable. In each forest type, numerous shrubs provide wildlife with critical food, cover and nesting sites.
- **Hydrology.** This portion of the Byway is part of the Clear Creek watershed. Clear Creek, Chicago Creek, Chicago Creek Cascades, Chicago Lakes, Lincoln Lake, Beartrack Lakes and Roosevelt Lakes can all be accessed directly from the Byway or from one of its trailheads or picnic areas.

SCENIC RESOURCES INVENTORY

The lower half of the Byway provides quick and easy access to the scenic splendor of the Rocky Mountains. This scenic splendor contributed to the road being designated a State Scenic and Historic Byway in 1991, and a National Forest Scenic Byway in 1993. The USFS has classified the Byway on its land, "Sensitivity Level 1," indicating that visitor expectations and preferences are for scenery and natural features.

Because of its location, the Byway is one of the most convenient gateways into the mountains for Front Range residents. The use of the Byway by people wishing to view mountain vistas, aspen trees in autumn, and other scenic amenities, is likely to increase in the future. The Byway's scenic resources include the following:

- Shaded, tree-lined roadways through the Arapaho-Roosevelt National Forest and the Mount Evans Wilderness Area.
- Panoramic vistas of Mount Evans, alpine tundra, and the distant, forested hillsides and craggy peaks of the Rocky Mountains.
- Aspen trees are abundant in the vicinity of the Byway. Viewing aspen trees in the fall is a major activity, contributing significantly to local economies.
- Striking evidence of the area's geologic past, including glacial cirques and valleys, cliffs and rock outcrops.
- Area 1 features the picturesque Historic District of downtown Idaho Springs. Additional historic and cultural amenities, such as the Jackson Monument, the Black Eagle Mill and Civilian Conservation Corps-era stonework, are found in Areas 2 and 3 and contribute to the scenic value of the Byway.
- The Mount Evans Scenic and Historic Byway lies in close proximity to the Guanella Pass Scenic Byway. Together these two Byways constitute a significant scenic and tourism resource.

CULTURAL AND HISTORIC RESOURCES INVENTORY

Idaho Springs and the lower portion of the Mount Evans Scenic and Historic Byway played a significant role in the early mining days of Colorado. Many remnants of that history remain and provide a unique opportunity to learn about mining and the settlement of Colorado. On January 7, 1859, George Jackson discovered gold near where what is now known as Chicago Creek runs into Clear Creek (formerly called Vasquez Creek). It was the first major gold strike to occur in Colorado and triggered Colorado's gold rush. In honor of Jackson's discovery, Idaho Springs was originally named Jackson's Diggings. A short, interpretive trail – Prospector Trail – leads from the Clear Creek Ranger Station's Visitor Center to the site of Jackson's discovery. A plaque on a large boulder near the Clear Creek Secondary School marks the site that led to the human and natural landscape-transforming gold rush.

One of the many changes brought about by Jackson's discovery of gold was the City of Idaho Springs. The business district in Idaho Springs grew quickly to support the mining industry. Downtown Idaho Springs (Area 1) is one of the finest, intact, Victorian business districts in existence today. It runs along the aptly named Miner Street from 13th to 17th Avenues. The entire district is listed on the National Register of Historic Places.



The vast majority of the buildings in the business district are historic structures. Most of them were constructed with bricks made in the Crosson family's brickyard. It was located next to Soda Creek at the east end of town. Some of the structures that can be viewed as you walk along Miner Street include the following:

- **First National Bank** (currently occupied by Rocky Mountain Naturals/Clear Creek National Bank) was constructed in 1880. One of the officers of the bank was William Doe. William Doe was the father-in-law of Baby Doe, the wife of Horace Tabor, Leadville mining millionaire and Colorado developer.
- **The Club Hotel** (currently occupied by the Hanson Lodge), built in 1883, is reputed to have provided accommodations to Doc Holiday during the 1880s. It is commonly believed that Wyatt Earp, President Teddy Roosevelt and Ulysses S. Grant also stayed at The Club Hotel.
- Bill Cody spent one of his last days drinking with miners in a saloon housed in the **Patten Building** (currently occupied by the Giggling Grizzly Shirt Co. and the Dakota Guest House). Bill Cody was ill at the time and died several days after his visit to Idaho Springs. The present structure was built in 1878. It replaced a wooden building that dated back to the 1860s.

In addition to the business district, there is the **Charlie Tayler waterwheel**. It was constructed in the 1890s to power a five stamp mill at Tayler's mine on Ute Creek a few miles to the south of Idaho Springs. After his death, his estate gave the wheel to the City of Idaho Springs. In 1945, local Chamber of Commerce members relocated it to its present site adjacent to Bridal Veil Falls. Other historic structures, landmarks and artifacts such as the **Carnegie Library, City Hall**, and beautiful **Victorian homes** can be found throughout the City. Present day City Hall was once an elementary school that was built in 1901. It was moved to its present location in 1984 to prevent its demolition. Adjacent to City Hall, is a narrow gauge train — C&S Engine Number 60 — that was given to the citizens in 1941 by the C&S railroad to commemorate the railroad's contribution to the local mining industry. C&S Engine Number 60 sits on a portion of the original railroad bed.

The historic **Argo Mill/Newhouse Tunnel**, more commonly known as the Argo Gold Mine and Mill, offers another unique opportunity to learn about the mining process. It is important to note that the Argo Gold Mine and Mill did no mining on its own, but rather served as a transportation and water drainage tunnel. The tunnel ran 4.16 miles and ended under Central City.

Construction of the transportation tunnel began on January 1, 1894 under the direction of Samuel Newhouse. It was celebrated at the time as the world's largest mining project. The operation was expanded and a mill was built in 1913. The Argo Gold Mill ceased operations in 1943 as a result of the flooding of the tunnel. The Argo Gold Mill is currently the site of a mining museum. It is the only National Historic Gold Mine-Mill Museum over 100 years old.

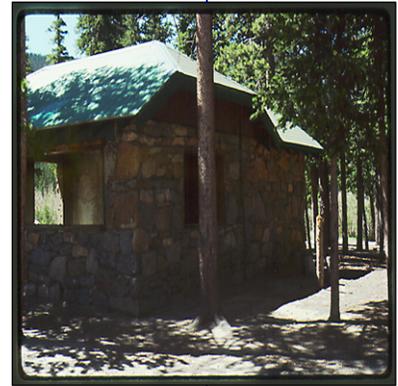
One can also visit and experience the **Hot Soda Springs (Indian Springs Resort)**. Members of the Ute and Arapahoe nations — Soda Creek being the dividing line between the two and the ground considered neutral — originally used the Hot Soda Springs. The baths later became the first source of tourism in the area. Dr. E. M. Cummings purchased the property in 1863. He proceeded to build a wood frame bathhouse and began charging for the baths. In 1866, Harrison Montague purchased the property. He built two large bathhouses — the “Ocean” and the “Mammoth”. Records show that approximately 5,000 people visited the baths yearly due to their renowned healing powers. Subsequent owners and investors expanded and renovated the property using Montague's old hotel as the center. Frank and Jesse James, Sarah Bernhardt, Walt Whitman, H.A. Tabor, the Vanderbilts, and the Roosevelts were among the famous visitors to the baths.

As one continues along the Byway, leaving Idaho Springs and entering Hwy. 103, the evidence of the area's mining history takes on a new look and feel. Along the lower portion of this section of the Byway — Area 2 — much of the land is privately owned. One can see rustic log cabins that at one time were occupied by tourists seeking a Rocky Mountain escape or by those who labored in the mines. The **Burns-Moore Mining Camp** is visible as you travel through Area 2. It was developed to house miners that worked in the Burns-Moore Tunnel. One of the better producing gold mines, the **Mattie Mine** had its own dam on Chicago Creek to power the machinery at the mine and mills. A mill was first built on the creek and later a mill was built on the hill near the mine. Some fifty miners were employed at the site. The Mattie was rich in gold and thus a target of many h-graders among the employees. It is also along this stretch of the Byway that you will find the **Idaho Springs Cemetery** and the remnants of the **Idaho Springs Railroad Station**. The railroad station has been relocated from its original site in Idaho Springs. Those seeking further adventure and some time outside of their automobile, can explore the adjacent public lands and possibly find tailings, narrow gauge ore tracks and mills including the intact, privately-owned (i.e. no trespassing) **Black Eagle Mill**, now owned by the Jack Pine Mining Company.

The **Doolittle Ranch** can also be seen from Highway 103 in Area 2. Records indicate that its first known owner was Ben McNassar. He owned the property from 1897-1898. The 160 acres that comprise the Doolittle Ranch were not purchased by its namesake, Don F. Doolittle, until 1921. In 1928 the main cabin was built along with a garage and a two-story structure originally to be used as a barn. Al Rugg, the same man who built the lodge at Echo Lake, built the three log structures. The ranch was owned from 1946-1949 by a research group comprised of several universities. Research at the high altitude lab involved the study of cosmic rays as a highly energetic energy source for the study of the primary particles of matter. More recently, the ranch was used as a biological teaching and workshop facility. It is now owned by private individuals.

As one proceeds further along this stretch of the Byway, other historical remnants dating back to the 1930s when the route was completed, and Franklin Delano Roosevelt's New Deal era, can be seen. As part of the New Deal, Roosevelt established the Civilian Conservation Corps (CCC) as one of many ways to get people back to work. The fruits of the CCC's labor can still be seen along the Byway in the form of **stone guardrails** sporadically placed along the upper portion of Area 2. In the 1930s, the CCC constructed **bridges** made of stone along the Byway. One of these bridges has been preserved at the Chicago Forks Picnic Area. In 1940, the CCC built a stone fire lookout – **Squaw Mountain Lookout** – to house the forest's earliest firefighters. It can be accessed via Forest Road 192, which intersects the south side of Hwy. 103 about 5.7 miles east of Echo Lake Lodge. Getting to this site requires some walking.

Area 3, which is comprised of Echo Lake and environs, also contains several examples of CCC-era construction. On the northwest end of Echo Lake stands a **stone shelter**. It is constructed of granite. It has a rectangular floor plan with four open, arched entrances facing the lake on the south side. It contains five fireplaces. Near the pavilion is a CCC-era **stone concession stand** built in the 1930s. It has an L-shaped floor plan with large windows facing west, north and east. The structure is now unused with doors and windows missing.



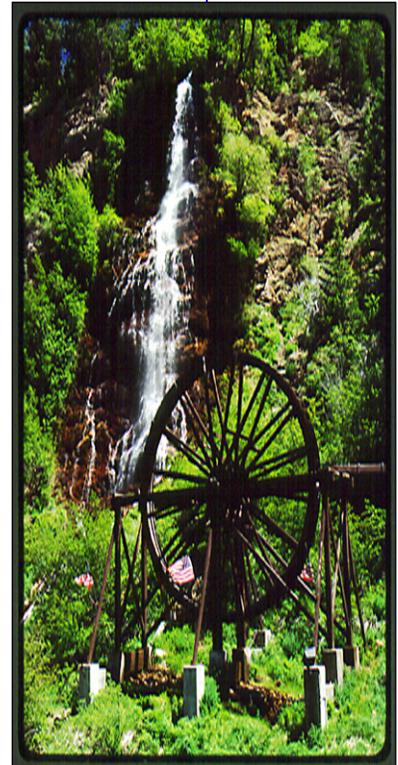
The two-story **Echo Lake Lodge** is also a structure of historic significance. It was designed by well-known architect Jules Jacques Benoit Benedict in his "Mountain Rustic Architecture" style. It was built in 1926 to resemble a Native American earth lodge. It combines timber and native granite stone to fit into the surrounding environment. An icehouse was also constructed in 1926 to serve the lodge.

As stated previously, this inventory of Byway resources is not intended to be a comprehensive listing of all of the cultural and historic resources found along the Byway corridor. This inventory includes only the most important resources that could be interpreted and marketed to visitors as part of their Byway experience. Further information about historic resources not directly on the Byway should be grouped as "Other Scenic and Historic Attractions in Clear Creek County" with information available at the Idaho Springs Visitor Center and Heritage Museum. Under this broad category, a subcategory of marketing material should be developed and titled "Side Trips Accessible off of the Mount Evan's Scenic and Historic Byway". This should include sites such as the Spanish Trail Marker west of town over the Stanley Mill, as well as many of the resources listed below that are found in Idaho Springs but are not directly on the Byway, including the Hot Soda Springs, the Argo Mill and the Charlie Tayler waterwheel and beautiful Victorian homes found throughout the City.

HISTORIC RESOURCES OF THE BYWAY AND IDAHO SPRINGS

Area 1—The Northern Anchor of the Mount Evans Scenic and Historic Byway and the City of Idaho Springs

- Idaho Springs is a National Historic District.
- The many Victorian buildings in the historic downtown area and elsewhere in the City listed on the National Register of Historic Places.
- Idaho Springs Walking Tour.
- Narrow gauge train at City Hall.
- Carnegie Library.
- Charlie Tayler Waterwheel at Bridal Veil Falls.
- The Argo Gold Mine and Mill.
- Underhill Museum.
- The Edgar Experimental Mine.
- The Hot Soda Springs/Indian Springs Resort.
- The Phoenix Gold Mine (operating since 1872).



Area 2—Along Hwy. 103 of the Mount Evans Scenic and Historic Byway

- Jackson Monument -- commemorates the first major discovery of gold that led to Colorado's 1859 Gold Rush.
- Idaho Springs Cemetery.
- Along the first six miles of the Byway the following remnants of the mining era can be found: adits (a passage in a mine nearly horizontal to the surface); tailings; narrow gauge ore tracks and mills, including the intact Black Eagle Mill; and, remains of an aerial tramway.
- Unique stone guard walls and culverts along Hwy. 103 built by the CCC.
- Historic automobile watering spots.

Area 3—Echo Lake and Environs

- Echo Lake Lodge
- Squaw Mountain Lookout Tower – a fire lookout built by the CCC in 1940. (Accessible via Area 3).

- Stone shelter at the Echo Lake Campground built by the CCC.
- Stone concession stand at the Echo Lake Picnic Area built by the CCC.

Area 4—Echo Lake to the Summit

- The star wall of the Crest House ruins.

RECREATIONAL RESOURCES INVENTORY

There are numerous opportunities for year-round recreation along the Byway. A 1994 study by the Interdisciplinary Mount Evans Task Force found that the recreational interests of visitors to Mount Evans ranged from the relatively passive (automobile sightseeing), to the highly active (hiking and biking). The findings of this study are reported in Table 1.

Table 1. Percentage of Mount Evans visitors interested in specific recreational activities.

Recreational Activity	%
Auto sightseeing	94
Wildlife viewing	92
Wildflower viewing	85
Wildlife photography	81
Nature study	76
Hiking	72
Picnicking	67
Bird watching	60
Fishing	26
Biking	20
Feeding wildlife	20
Hunting or looking for areas to hunt	13

Recreation opportunities and resources exist throughout the Byway, on both publicly and privately owned land. Significant recreation resources are found on the Arapaho-Roosevelt National Forest, on Denver Mountain Parks property at Echo Lake, in Idaho Springs, and on private property along the Byway. The Byway's diverse recreational resources are summarized below.

Arapaho-Roosevelt National Forest

The United States Forest Service (USFS) maintains an extensive system of over 100 miles of hiking, bicycling, equestrian, cross-county skiing and snowshoeing trails on the Forest. This trail system is served by four major trailheads. The USFS maintains a campground and picnic area at Echo Lake. This campground is open June-September. Three additional picnic areas are situated along the Byway; Chicago Creeks Picnic Area, Ponder Point Picnic Area, and Juniper Pass Picnic Area.

Fishing is a popular activity at lakes and at selected spots along Clear Creek. Limited hunting also occurs on the Forest. Several USFS four-wheel drive roads are accessible from Area 2. The Byway also provides public access for climbing several mountain peaks, including Mount Evans (14,264') and Mount Bierstadt (14,060'). The importance of wildlife viewing recreation on the Forest cannot be overlooked.

Denver Mountain Parks property at Echo Lake

Much of the recreational use of the Byway is concentrated in Area 3, the Echo Lake Area. Denver Mountain Parks administers a total of 617 acres in Area 3, including Echo Lake, land around the lake, and the nearby Echo

Lake Lodge. A concessionaire manages the Lodge. An extensive network of designated and undesignated trails provides fishing and hiking access to the lake, and connects the lake with the Echo Lake lodge and campground. Echo Lake is a heavily fished put and take fishery. A handicapped accessible fishing pier is situated on the lake. Denver Mountain Parks' property is open year-round, for day-use only.



Idaho Springs

Many of the people who run or bicycle up Mount Evans begin and end their journey in Idaho Springs. In addition, special events such as benefit runs and bicycle rides, are occasionally held along the lower half of the Byway. The Scott Lancaster Bike Path is located in Idaho Springs, and several walking tours originate in town. Access to Clear Creek for fishing is available in town, and several private rafting companies operate in the vicinity. Several public recreation facilities are found in proximity to the Byway, including Citizen's Park, Courtney-Ryley-Cooper Parks, and the Clear Creek Metropolitan Recreation District's recreation center.

Private Property

Recreational services and amenities located on private property in proximity to the Byway include the Idaho Springs Resort, llama trek outfitters, carriage services, horse stables, and trout ranches. Private property owners also occasionally grant permission for the public to access their property for recreational activities, including hiking, fishing and hunting.

Table 2. Summary of Byway Resources					
	Cultural / Historic Resources	Natural Resources	Recreation	Scenic	Special Attractions and Visitor Services
Area 1 and the City of Idaho Springs	<ul style="list-style-type: none"> ▪ National Historic District ▪ Nationally registered Victorian buildings ▪ The Argo Gold Mine and Mill ▪ Narrow gauge train at City Hall ▪ Carnegie Library ▪ The Edgar Experimental Mine ▪ Charlie Taylor Waterwheel at Bridal Veil Falls ▪ The Hot Soda Springs / Indian Springs Resort ▪ Underhill Museum ▪ The Phoenix Gold Mine 	<ul style="list-style-type: none"> ▪ Clear Creek ▪ Montane Life Zone 	<ul style="list-style-type: none"> ▪ Clear Creek ▪ Scott Lancaster Bike Path ▪ Walking tours ▪ Municipal parks ▪ Commercial recreation businesses 	<ul style="list-style-type: none"> ▪ National Historic District ▪ Clear Creek 	<ul style="list-style-type: none"> ▪ 23 restaurants ▪ 11 hotels/motels/cabin facilities -- 5 bed & breakfasts (277 rooms total)



	Cultural / Historic Resources	Natural Resources	Recreation	Scenic	Special Attractions and Visitor Services
Area 2	<ul style="list-style-type: none"> ▪ Jackson Monument. ▪ Remnants of the mining era: adits; tailings; narrow gauge ore tracks; remains of an aerial tramway; and, mills, including the intact Black Eagle Mill (private). ▪ CCC-era stone guard walls and culverts. ▪ CCC-era bridge. ▪ Historic automobile watering spots. 	<ul style="list-style-type: none"> ▪ National Forest. ▪ Mount Evans Wilderness Area. ▪ Clear Creek and regional hydrology. ▪ Chicago Creek ▪ Montane and Subalpine Life Zone. ▪ Diverse wildlife and plant life. 	<ul style="list-style-type: none"> ▪ Chicago Fork Picnic area ▪ Recreation access off of West Chicago Creek Road ▪ Ponder Point Picnic Area ▪ Clear Creek ▪ National Forest land and trails 	<ul style="list-style-type: none"> ▪ National Forest ▪ Mount Evans Wilderness Area ▪ Scenic vistas ▪ Aspen trees 	
Area 3	<ul style="list-style-type: none"> ▪ Echo Lake Lodge ▪ Squaw Mountain Lookout Tower – CCC-era (accessible from Area 3) ▪ Stone shelters 	<ul style="list-style-type: none"> ▪ Echo Lake and surrounding wetlands ▪ Hydrology ▪ Subalpine Life Zone 	<ul style="list-style-type: none"> ▪ National Forest land and trails ▪ Echo Lake Picnic Area ▪ Echo Lake Campground ▪ Accessible Fishing Pier 	<ul style="list-style-type: none"> ▪ National Forest ▪ Mount Evans Wilderness Area ▪ Scenic vistas ▪ Aspen trees 	<ul style="list-style-type: none"> ▪ Echo Lake Lodge with indoor flush toilets, food services, general “way station”, first-aid assistance, merchandise
Area 4	<ul style="list-style-type: none"> ▪ The Star Wall of the Crest House Ruins 	<ul style="list-style-type: none"> ▪ Alpine Life Zone ▪ Summit Lake ▪ Mt. Goliath Area 	<ul style="list-style-type: none"> ▪ National Forest land and trails ▪ Summit Lake Picnic Area 	<ul style="list-style-type: none"> ▪ 	<ul style="list-style-type: none"> ▪ University of Denver’s high altitude laboratory and observatory

Section IV: Marketing the Byway — Strategies and Action Plan

INTRODUCTION

Recreation and tourism is a resource-based industry. Environmental preservation, however, must remain a foremost concern. This represents many challenges for Clear Creek County and the organization established to promote the County—the Clear Creek County Tourism Board. On one hand, the residents of Clear Creek County must be good stewards of the land ensuring that proper use of land is fostered, not overuse or misuse. This often includes carefully monitoring areas that need attention and restricting use for a time to visitors. On the other hand, there is a concern that you “might kill the goose that laid the golden egg” by forgetting who your customer is and why they choose to venture up the Mount Evans Scenic and Historic Byway by precluding their enjoyment of your local resource product.

CHALLENGES

- How do you encourage visitors to spend more time and money in the County?
- How do you protect and preserve significant cultural, natural, scenic, recreational, and historic resources and at the same time allow public access to those sites?
- How do you preserve community character and at the same time encourage increased tourism?
- How do you educate those in the service industry of the mutual benefits received by being respectful and helpful to tourists?
- How do you attract people to the Byway and ensure that they have a quality experience once they get there?
- How do you encourage the private sector to invest in businesses and services that will support the type of tourist that this Plan recommends targeting?

UNDERSTANDING THE BYWAY VISITOR – WHO IS VISITING NOW?

In order to better target marketing and promotional dollars, it is important to first understand who is currently visiting Clear Creek County Byways and what fiscal impact visitors have on the local economy.

Clear Creek County relies on tourism to sustain its local economy. It is a major source of employment. The Mount Evans Scenic and Historic Byway

is a major tourism destination in Colorado. 190,000 visitors travel the Byway between Memorial Day and Labor Day⁵.

Recent surveys of visitors to Colorado’s Scenic and Historic Byways⁶ and to the two Byways in Clear Creek County suggest that the typical visitor to a Colorado Scenic Byway is as follows:

Table 3. Characteristics of Byway Visitors	
Colorado Byways	Clear Creek County Byways
▪ 45 years of age or older (62%)	▪ 45 years of age or older (58%)
▪ Married (75.2%)	▪ Married (75%)
▪ College educated (84.6%)	▪ College educated (85%)
▪ Employed (61%)	▪ Employed (66.7%)
▪ A family income of \$40,000 or more (59.2%)	▪ A family income of \$40,000 or more (72.1%)

Visitors to a Colorado byway, typically, were found to have the following characteristics:

- Party size of 3.4 people
- Traveling with spouse or family member (85.2%)
- Two adults in the party (65.9%)
- One or more child(ren) in the party (40.1%)
- Traveling on a vacation or holiday (79.9%)
- First trip to a Colorado byway (73.6%)
- Traveling in a personal auto (70.6%)

From the survey responses, most Colorado byway visitors decided to travel on a scenic byway to view the scenery and wildlife as well as to take short hikes. In addition to sightseeing and scenery viewing, over 50% of the respondents also shopped and took photographs while visiting a byway. Visitors to Colorado byways were predominantly from out-of-state, with strong visitation from the states of Texas (14.5%); Kansas (9.6%); and California (8.8%). Less than 20% of byway visitors were from Colorado.

A second visitor profile was completed for Clear Creek County. These results show a slight difference in the characteristics of the visitor.

- Party size of 2.5 people
- Traveling with spouse (44%) or their family (41%)
- Two adults in the party (65.9%)
- Traveling with children (25%)
- Traveling on a vacation or holiday (77.3%)
- First trip or once a year trip to the Clear Creek County Byway (69.5%)
- Visited the Byway in Clear Creek County more than 5 times (13.8%)
- Traveling in a personal auto (70.2%)

“Tourism, though not as easily identifiable as a separate economic sector, is an important industry in Colorado.... Colorado currently ranks 6th in the nation in tourism spending.”
The State of Colorado, Office of Economic Development, May 30, 1998

⁵ Source: 1993 Mount Evans Interpretive Management Plan.

⁶ Source: Colorado Scenic and Historic Byways Visitor Survey, February 1996

A comparison of the visitor profile for all Colorado byways against the visitor profile conducted for the Clear Creek County Byways (Mount Evans and Guanella Pass) indicates the following differences:

- 1) There are fewer visitors traveling with children to Clear Creek County Byways (25%) than to other Colorado byways (40.1%).
- 2) The party size of Clear Creek County visitors (2.5) is significantly less for all Colorado byways (3.4).
- 3) Visitors to the Clear Creek County Byways have a proportionally higher income than those traveling to other Colorado byways.
- 4) There are more repeat visitors to the two Clear Creek County Byways than to the other Colorado byways.
- 5) There are more visitors from Colorado at the Clear Creek County Byways (30%) than the other Colorado byways (less than 20%).

FISCAL IMPACT OF TOURISM

Visitors to Clear Creek County provide substantial sales tax revenue and employment opportunities for Clear Creek County, as evidenced by the following charts of sales tax revenue generation by location and employment by economic sector for the county.

Location	Gross Sales	Retail Sales	Net Sales Tax	Percent of County Retail
Clear Creek County	\$32,807,158	\$27,018,216	\$405,083	100%
Idaho Springs	\$15,229,780	\$14,091,457	\$203,253	52.16%
Remainder of County	\$10,840,216	\$6,883,833	\$84,469	25.47%
Georgetown	\$5,092,980	\$4,720,114	\$95,465	17.47%
Empire	\$1,114,563	\$881,002	\$14,547	\$3.26%
Silver Plume	\$529,616	\$441,810	\$7,349	1.64%

Source: Office of Tax Analysis, Colorado Department of Revenue

Clearly, tourism attractions, coupled with the wide variety of visitor services and attractions in Idaho Springs—all readily accessible off I-70—result in over 50% of the sales tax revenue received by the County from Idaho Springs. In 1997, retail sales for Clear Creek County totaled \$98,812,525.⁷

⁷ Business Resources Division, Graduate School of Business Administration, University of Colorado, Boulder, 1998

Table 5. Clear Creek County Employment and Establishments by Industry 1995				
Clear Creek County	# of employees⁸	Total # of Establishments⁹	Annual payroll (\$1,000)	# of Establishments — Percent of County
TOTAL	2,193	271	44,687	100%
Agr., forestry, fishing	< 19 ¹⁰	2	Not Available ¹¹	.75%
Mining	250 -499	2	Not Available	.75%
Construction	20 - 99	22	Not Available	8.2%
Manufacturing	58	14	Not Available	5.1%
Transportation & Public Util.	20 - 99	8	Not Available	2.9%
Wholesale Trade	79	9	1,713	3.3%
Retail trade- including Auto Service and Gas	655	88	7,205	32.4%
Eating and Drinking	333	37	3,137	13.6%
Services	772	63	7,469	23.2%
Finance, Insurance & Real Estate	73	21	1,559	7.7%
Amusement and Recreation	250-499	5	Not Available	1.8%

Source: Colorado Department of Labor and Employment

Clear Creek County employment base is predominantly comprised of retail trade, eating and entertainment facilities, and service industries. These three employment sectors account for approximately 70% of all establishments within the county.

⁸ Week of March 12, 1995

⁹ Interpolated by CMI based on survey of County Business Patterns

¹⁰ Figures withheld to avoid disclosing data for individual companies

¹¹ Ibid.

Another measure of the economic impact of Byway visitors in Clear Creek County is shown in the chart of the economic impacts of wildlife viewing throughout Colorado.

Table 6. Economic Impacts of Wildlife Viewing Recreation in Colorado, 1996

Salaries/Wages	\$476,100,000
Full and part-time jobs	25,155
Tax Revenues:	
State sales tax	\$29,000,000
State income tax	\$16,500,000
Federal income tax	\$46,700,000
Total economic effect	\$1,700,000,000

Source: The Economic Benefit of Watchable Wildlife Recreation During 1996 in Colorado, Southwick Associates, 1998

Finally, it is important to understand that tourism is a strong and growing industry that can serve to employ the residents of Clear Creek County and provide substantial revenues to improve public services and facilities.

TOURISM AND MARKETING – WHAT MORE CAN BE DONE?

What type of Visitor should Clear Creek County attempt to Attract to the Mount Evans Scenic and Historic Byway?

This section of the Corridor Management Plan outlines a series of strategies to further promote and attract visitors to the Byway, as well as to Clear Creek County. These strategies are specifically designed to ensure minimal impact to historic and natural resources. Furthermore, the strategies are designed to “[i]ncrease the benefits of the scenic Byway, by targeting specific objectives and focusing available resources to achieve planned benefits”¹². A review of the visitor markets to Colorado’s scenic and historic sites suggests that there are three markets to specifically target for the Byway and related links to the Byway:

- Heritage Tourists
- Families and Children – the Front Range and Beyond
- Ecotourists

These three market niches are well-suited to the types of recreational activities and tourism attractions offered on Mount Evans without endangering wildlife, habitat or the resource itself.

The overall strategy to market and promote the Mount Evans Scenic and Historic Byway is aimed at:

- *working to maintain the visitors you already have; and,*
- *attracting the new niche markets of heritage tourists, families with children, and the ecotourist .*

¹² FHWA Scenic Byway Principles

MARKETING AND PROMOTION STRATEGIES

The recommended strategies for this Byway are as follows:

Strategy 1. Continue to attract and serve the existing visitor to the Mount Evans Scenic and Historic Byway. Work to maintain and continue to serve existing visitors. Currently, 190,000 visitors travel the Byway between Memorial Day and Labor Day¹³.

Why: The Byway is already a major tourism site and thus contributes to Clear Creek County's economic base. It was recently named in *Westword* magazine's annual 'Best of Denver' edition as the best day trip destination. Many of the current visitors to the Mount Evans Scenic and Historic Byway are repeat visitors from the Front Range. While they do not necessarily seek lodging, they do tend to make a day trip and support local restaurants and shops in and around Idaho Springs. With continued population growth along the Front Range—Clear Creek County is within one (1) hour drive of the six fastest growing and most populace counties in Colorado—the County has an opportunity to expand its existing market base.

Strategy 2. Develop marketing and promotional materials aimed at heritage tourism. This seems to be an attractive market for the Byway and Clear Creek County. A 1997 survey conducted by the Travel Industry Association found that heritage tourists tend to be slightly older (late 40s to early 50s); better educated; spend more money (\$190 more per trip); prefer small, independent lodging facilities such as bed and breakfasts; and tend to stay longer in an area (4.7 nights vs. 3.3 nights) than other tourists.

Why: This represents a new targeted market niche for the Byway. Cultural and historic tourism is one of the most popular sectors of the travel industry. A recent survey by the Travel Industry Association of America found that 53.6 million adults said they visited a museum or historical site in the past year.¹⁴ This market niche will also be attracted to the other historic and cultural sites throughout the county, and thus have added benefit, in particular, to the towns of Georgetown and Silver Plume. Heritage tourism also lends itself to joint marketing opportunities with Historic Georgetown, Inc. and historic districts throughout the County.

BYWAY GOALS

1. *Improve visitor safety along the Byway.*
2. *Protect, preserve and interpret historic, cultural, natural, recreational and scenic resources.*
3. *Enhance existing resources.*
4. *Interpret the Byway's resources for potential user groups, with special attention to the targeted visitors.*
5. *Continue to market the Byway as a significant attraction in Clear Creek County.*
6. *Enhance public education, enjoyment and appreciation of the rich heritage of Clear Creek County.*
7. *Ensure that the Byway's vision, goals, management and interpretive plan complement existing historic, cultural, natural, recreational and scenic resources throughout Clear Creek.*
8. *Strive to implement the Mount Evans Historic and Scenic Byway Plan through partnerships.*
9. *Ensure that any improvements and enhancements to the Mount Evans Historic and Scenic Byway identifies and respects both private property and the fragile natural environment.*
10. *Enhance and reclaim resources along the Byway that have been degraded due to inappropriate or over use.*

¹³ Figure obtained from the 1993 Mt. Evans Interpretive Management Plan.

¹⁴ TIA, Fast Facts, June 1998

Strategy 3. Develop programs and relationships with educational and cultural institutions along the Front Range to attract children and their families to the Mount Evans Corridor and other kid-friendly attractions in Clear Creek County. Show and tell Front Range visitors and their children what they have to see and learn about in their own back yard. Promote the concept of “experiential learning” with educators and institutions within a one (1) hour drive of Idaho Springs.

Why: Family travel is growing, according to a report by the Travel Industry Association. The share of vacationers traveling with their children increased from 45% to 55% from 1992 to 1996, and 87% of families with children took their kids with them on their most recent family vacation. K-12 schools and cultural institutions along the Front Range continue to promote field trips during the school year as well as for special summer programs. Clear Creek County can offer packaged trips to respond to a variety of educational needs—from science field trips regarding bio-diversity to social study trips on mining history. If children come home excited about their field trip, they are likely to ask their parents -- “can we go again?” Families also represent a growing tourism market and an under-represented group along the Clear Creek County Byways as compared to all other Colorado byways. Given Clear Creek County’s proximity to the 10 fastest growing counties based on numeric change in the State¹⁵—Arapahoe County (60,524), Jefferson County (55,577), Douglas County (54,426) Adams County (39,979), Boulder County (33,465) and Denver County (29,397)—the Clear Creek County Tourism Board should direct a significant portion of its marketing and promotional efforts toward new Colorado families living within a one (1) hour drive of the Byway.

Strategy 4. Develop an ecotourism promotional program by establishing contacts and providing information to agencies and organizations that support and promote environmental protection and travel to environmentally sensitive locations.

Why: This is a growing market niche that is well-suited to the natural resources, ecological research and scientific discoveries that embody the Mount Evans Scenic and Historic Byway as well as other sites in the county that help visitors learn about their environment and history. “Green travel” is important to travelers. Eighty-three percent (83%) of travelers are inclined to support “green travel” companies and are willing to spend, on average, 6.2% more for travel services and products provided by environmentally responsible travel suppliers.¹⁶ The National Survey on Recreation and the Environment is a collaborative effort between the Sporting Goods Manufacturing Association and the USDA Forest Service to study outdoor recreation by adult Americans. The most recent survey (1994) found that the number of days of participation by bird watchers had increased dramatically since 1982, and that the popularity of this activity is growing rapidly. Bird watching participation increased by 155% between 1982 and 1994. The survey also identified a market segment of “Nature Lovers.” This group

¹⁵ Growth in the number of persons from 1995 to 1996

¹⁶ TIA, Fast Facts, June 16, 1998.

participates in walking, bird watching, wildlife and fish viewing, nature study, sightseeing and going to visitor centers. Seventy-six percent (76%) of this group participated in wildlife viewing and 74% engaged in bird watching in 1994. This group's high incomes and small household sizes suggest a greater ability to pay for wildlife viewing experiences, equipment, and services than the average tourist.

Strategy 5. Ensure the marketing and promotion program is community driven and community supported.

Why: If community support does not exist, visitors will more than likely have a negative experience. Those residing in the region know the history and beauty of the land better than anyone, and are in the best position to offer an authentic, honest, quality experience for the traveler. A community driven marketing and promotion program is as essential as good service and hospitality, if you want a visitor to return to Clear Creek County.

TOURISM AND MARKETING ACTION PLAN

The following actions will assist the Clear Creek County Tourism Board implement the five recommended strategies to market and promote the Mount Evans Scenic and Historic Byway. For each action, the following corresponding symbols indicate how the action serves to implement marketing strategies as well as the overall goals for the Byway:

Strategy ①-⑤ means that the action is aimed at implementing one or more of the marketing and promotion strategy(ies).

The symbol **Goal ①-⑩** indicates that the action is aimed at implementing one or more of the overall goals for the Byway.

Many of the actions listed are relatively low cost and easy to implement. These actions will yield substantial results and can rely on existing staff from the partner organizations. For each action, an estimate of hours to complete the task is included.

Action 1. Expand the web page for attractions in Clear Creek County and specifically the two Byways within Clear Creek County. The current web page is hard to access and does not show up using the more popular search engines or links. The Internet and online services are very popular with travelers. Six million travelers booked trips online in 1997 and the percentage of travelers who use online services and/or the Internet for travel plans or reservations jumped from 11% in 1996 to 28% in 1997. By the year 2020, the size of the online travel industry will reach \$9 billion.¹⁷ (see examples of web pages and linkage options in Appendix A.)

Task 1: List activities and visitor services that are available in Clear Creek County on established web pages. Presently, neither Clear Creek County, nor the municipalities within Clear Creek County, have information on the State of Colorado's Home Page or on the Colorado Tourism Authority's web page called "Colorado Tourism" or on the Colorado Department of Transportation's website—Scenic Byways. While, the Georgetown Loop does have a website, it is not linked to any of these sites. This is a starting place to increase access to tourism information about Clear Creek County.

Estimate of hours to complete the task: 16

Strategy ①-⑤

Goal ⑤, ⑦, ⑧

STRATEGIES

Strategy 1.

Continue to attract and serve the existing visitor to the Mount Evans Scenic and Historic Byway.

Strategy 2.

Develop marketing and promotional materials aimed at heritage tourism.

Strategy 3.

Develop programs and relationships with educational and cultural institutions along the Front Range to attract children and their families to the Mount Evans Corridor and other kid-friendly attractions in Clear Creek County

Strategy 4.

Develop an ecotourism promotional program by establishing contacts and providing information to agencies and organizations that support and promote environmental protection and travel to environmentally sensitive locations.

Strategy 5.

Ensure the marketing and promotion program is community driven.

¹⁷ TIA Report, 1998

Task 2: As an initial step to improve the Clear Creek County Tourism Board’s internet access, initiate internet listings with the following three (3) organizations to increase knowledge and interest in visiting the Mount Evans Scenic and Historic Byway as well as other attractions in Clear Creek County. Currently, information about the Mount Evans Scenic and Historic Byway is only readily available through the US Forest Service’s web page on the Arapaho National Forest or CDOT’s Scenic Byways’ site.

- National Scenic Byways Web Page
- Great Outdoors Recreational Pages (GORP)
- National Geographic Scenic Byways Web Page

Estimate of hours to complete the task: 8

Strategy ①

Goal ⑧

Task 3: Further develop and refine the web page for Clear Creek County. Model your web page like the Estes Park web page, including their “virtual park” interactive video that allows people to experience the sites prior to their arrival.¹⁸

Estimate of hours to complete the task: 40

Strategy ①,④,⑤

Goal ⑧

Action 2. Provide additional roadway signage and informational packets at key locations throughout the I-70 corridor. As surprising as it may seem, there are many Front Range visitors, some of whom travel to Echo Lake five or six times a year, who know their destination is Echo Lake, but aren’t quite sure how to get to the lake. This is particularly true of annual visitors who go through Evergreen and Bergen Park.

Task 1: Coordinate efforts with Jefferson County and Denver Mountain Parks to provide better signs along Highway 103 and to develop better information about Echo Lake and the Denver Mountain Parks System. Implement the following:

- Mark the entrance and name of all lakes along both routes to Echo Lake.
- Provide signs along 103 indicating that this is a through road to Echo Lake and the summit of Mount Evans.
- Many relative newcomers to Colorado’s Front Range do not understand that Echo Lake is part of the Denver Parks system. The Clear Creek County Tourism Board should encourage

¹⁸ We have included a color print out of the Estes Park Web Site in Appendix A, as well as an example from another State that indicates what not to do.

Denver Mountain Parks to develop a simple information brochure that indicates the location of all Denver Mountain Parks and activities permitted at these parks. Ensure that copies of these brochures are available at all key visitor service locations throughout Clear Creek County.

Estimate of hours to complete the task: 20 hours to coordinate implementation with involved agencies.

Strategy ①,④,⑤

Goal ③

Task 2: Place already-developed informational brochures about Clear Creek County and the Mount Evans Scenic and Historic Byway at popular restaurants and visitor service areas in Evergreen, most notably, at the El Rancho restaurant.

Estimate of hours to complete the task: 2

Strategy ②,④,⑤

Goal ②,③,⑤

Action 3. Promote Heritage Tourism. A significant opportunity presents itself to Clear Creek County – heritage tourism. Heritage tourism is about traveling to natural, historic, and cultural attractions to learn about the past. Heritage tourism is a niche market within the tourism industry. This action will help the area meet the challenges of developing and promoting heritage tourism in a manner that respects local values and will help area businesses and residents more effectively manage visitation. In addition to wildlife, different life zones, scenic vistas and recreational opportunities, the Mount Evans Scenic and Historic Byway and surrounding region offers visitors an area rich in history and culture. Idaho Springs is a National Historic District and Georgetown-Silver Plume is a National Historic Landmark District. The County also contains important remnants and artifacts of the early mining days and settlement of Colorado. This provides an opportunity to attract heritage tourists interested not only in recreation but also in learning about the unique history and qualities of a place or region.

Task 1: Develop a joint advertisement with other recognized historic sites that can be placed in the newspaper published by the Colorado Historical Society. This publication is mailed monthly to all Colorado Historical Society members. Consider seeking technical assistance from the Colorado Historical Society to develop the ad and financial assistance from revenue producing sites within Clear Creek County to finance regular placement of the advertisement. If funding is available, expand advertising placement to the National Trust for Historic Preservation's monthly magazine.

Estimate of hours to complete the task: 12

Strategy ②,④,⑤

Goal ②,③,⑤

Task 2: Develop a new brochure for the entire County that promotes historic and cultural sites. Work with the regional office of the National Trust for Historic Preservation¹⁹ for initial ideas on how to promote heritage tourism. Seek funding from the Colorado Historical Society to cover a portion of the cost to develop a high-quality brochure using the “field notes” marketing and education concept. Once the brochure is complete, be sure to add cultural and historic materials to the websites developed under Action 1.

Estimate of hours to complete the task: 40

Strategy ②,④,⑤

Goal ②,③,⑥

Action 4. Develop a series of educational field trips in partnership with Front Range K-12 schools and cultural institutions. For generations, teachers have been taking their students on field trips: from nature walks in the woods to museum excursions. The Mount Evans Scenic and Historic Byway, combined with other sites and attractions in Clear Creek County provides opportunities for almost any curriculum—earth sciences, social studies, biology, environmental studies, geography and history. According to a national parenting magazine, children love real-life excursions, whether they are a trip to a train yard, fire station, local museum, or park. Unlike a trip to the local zoo, a trip to the Mount Evans Scenic and Historic Byway can give kids a behind-the-scenes glimpse into the mysterious world of wildlife habitats and bio-diversity. Initiating a series of educational programs focused on the flora, fauna, and history of the Mount Evans Scenic and Historic Byway can be accomplished in partnership with existing organizations dedicated to environmental education. For example, in 1991, the Rocky Mountain Raptor Program reached over 10,000 children in 55 schools.

Task 1: Contact cultural and environmental institutions regarding “partnering” on field trips. Initial inquires can be made with the following organizations:

- **Denver Audubon Society** (303-696-0877): Their mission is to “maintain the health of natural ecosystems through education, political action, scientific research and land preservation. Their “Colorado Bird I.Q test” and related materials could easily be adapted for use on school field trips to Mount Evans.
- **Colorado Division of Wildlife or Rocky Mountain Raptor Program** (970-491-0398): on-going educational programs for area schools.
- **Boulder County Nature Association** (Stephen Jones, President, @ 303-494-2468): This non-profit organization is dedicated to research, education and the preservation of the cultural and natural history of Boulder County and adjacent areas of Colorado’s Front Range.

¹⁹ The regional office of the National Trust for Historic Preservation can be reached at 303-623-1504.

- **Front Range YMCA's:** YMCA's offer summer programs—sometimes called “Teen Trips”—in leadership development, enrichment activities, community service projects, and education.
- **The Denver Botanic Gardens:** Presently, the Denver Botanic Gardens offers trips to the Mount Goliath Research and Natural Area. Activities could be expanded to other areas along the Mount Evans Corridor and even to sites along Guanella Pass.

Estimate of hours to complete the task: 8 hours per organization to initiate concept, 16 hours per organization to coordinate implementation.

Strategy ③, ④

Goal ②, ④, ⑧

Task 2: Initiate at least one ‘demonstration’ field trip to the Mount Evans Scenic and Historic Byway with a Front Range School District or private school. In partnership with a Front Range teacher teaching any grade from 3-6, develop a test field trip using materials already developed for classroom use. The following source material can serve as a starting point:

- Colorado Foundation for Agriculture (970-881-2902): Ag. in the Classroom, *Colorado Readers* series.
- Colorado Watchable Wildlife Program (Colorado Division of Wildlife).
- PBS Electronic Field Trip series.
- Fact sheets from the Denver Botanic Gardens.
- Adapted materials from the Mount Evans Scenic and Historic Byway Brochure and USFS fact sheets for the corridor.
- Materials from area historical societies and historic sites within Clear Creek County.

Estimate of hours to complete the task: 8 to initiate concept and locate demonstration school, 16 hours to coordinate field trip logistics with classroom teacher (either CCCTB or USFS activity).

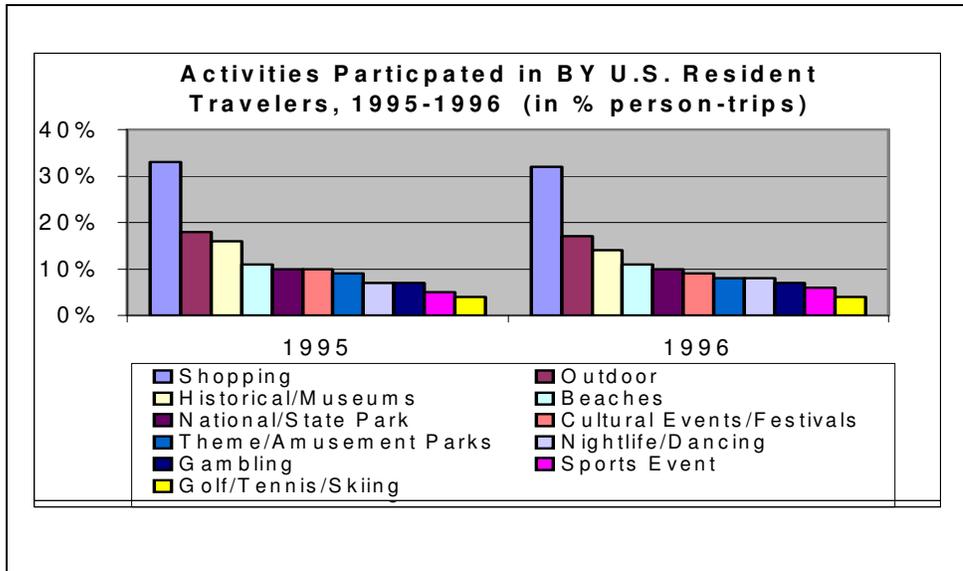
Strategy ③, ④

Goal ②, ④, ⑥, ⑧

Action 5. Develop a marketing and promotional program specifically aimed at families. “Children make great travel companions. Nearly one-half of U.S. adults said they included a child (or children) on a trip in the past five years. Ninety-two million U.S. adults took a child with them on a trip of 100 miles or more from home. Three-fourths of these travelers (76%) took their own child on a trip. Sixteen percent (16%) included grandchildren on a trip, eight percent (8%) took a niece or nephew on the road and six percent (6%) took children from another household.”²⁰

²⁰ TIA, Fast Facts, June 16, 1998

A recent report called "Tourism Works for America" shows that the top three activities participated in by U.S. resident travelers, 1995-1996 are: shopping, outdoor activities, and visits to historic sites or museums.



These data, coupled with the growth in family travel, suggests that the Clear Creek County Tourism Board develop a marketing and promotional program specifically aimed at families.

Task 1: Develop educational programs, in partnership with other agencies and organizations, that are engaging for the entire family.

Some examples include:

- **Denver Natural History Museum.** Throughout the year, the Natural History Museum offers a wide variety of classes that could be adapted to include field trips to Mount Evans.
- **University of Denver's Observatory.** Access to the University's summit observatory is currently restricted to researchers and small, pre-arranged tours. Work with the University of Denver and the planetarium at the Denver Natural History Museum, to offer to the public — individuals and families — unique stargazing experiences. Kit Peak outside of Tucson, Arizona offers such a program and would serve as an excellent initial contact.

Estimate of hours to complete the task: 36 to 40 hours to coordinate and market the concept to the partner organizations.

Strategy ③, ④

Goal ②, ④, ⑥, ⑧

Action 6. Encourage intra-county marketing.

Task 1: Hold training sessions for businesses throughout the County that have frequent contact with the traveling public to

instruct them on the mutual benefits of joint marketing (e.g., advising visitors of nearby restaurants, lodging facilities, sites, attractions and recreational opportunities) that can encourage more time and money to be spent in the County.

- Consider a joint workshop with the Chamber of Commerce focused on attractions and excursions along the Mount Evans Scenic and Historic Byway. Invite the USFS, Denver Mountain Parks and a representative from the Scenic Byways Commission to address area businesses.
- Utilize resources at Red Rocks Community College and small business development corporations (SBDC's) to educate local businesses about improving service and hospitality.

Estimate of hours to complete the task: 16

Strategy ①, ⑤

Goal ⑥

Task 2: Practice joint-marketing within the County. Concepts to promote include:

- Displaying locally-produced products for sale in area restaurants
- Consider distinguishing the roles of the Idaho Springs Visitors Center and Heritage Museum and the Visitors Center at the USFS. The former could be oriented toward culture and history and direct visitors to the USFS center for flora and fauna information. The USFS Visitor Center could be oriented toward outdoor activities within the forest and along the Byway, and direct visitors to the Heritage Museum for historical information and cultural itineraries.

Estimate of hours to complete the task: On-going activity of CCTB, USFS and Chambers of Commerce, dedicate 4 hours per week.

Strategy ①, ⑤

Goal ⑥

Action 7. Take advantage of the regional tourism marketing campaign opportunity. Communities can achieve some economies of scale by joining together and engaging in a regional tourism marketing campaign to promote the region and the unique aspects and traditions of each community within the region. The communities and agencies promoting the nearby Guanella Pass Scenic Byway, the Georgetown Loop and the Hamill House Museum, should at a minimum, be included for a more comprehensive approach.

Task 1: Inventory all tourism marketing materials available in the greater Denver area. In Appendix A, you will find a number of websites and links that will assist you in this search. It is strongly recommended that this search be initiated on the Internet with follow up calls to established contacts.

Estimate of hours to complete the task: 40 hours of an intern's time.

Strategy ①, ⑤**Goal ⑤, ⑦**

Task 2: The Clear Creek County Tourism Board should sponsor a workshop on regional marketing opportunities with the following organizations: the Chamber of Commerce, the Clear Creek County Economic Development Corporation, area businesses with marketing budgets, and representatives from Historic Georgetown, Inc. Note that given the different demographic profiles of visitors to the nearby gaming communities, regional marketing with the gaming communities of Central City and Black Hawk in nearby Gilpin County is strongly discouraged. In preparation for this workshop, each participating organization should inventory all marketing and promotional material they currently use and bring copies to the workshop.

Estimate of hours to complete the task: 16 to contact organizations and send out mailings or packets, 12 hours for facilitator preparation and facilitation services.

Strategy ①, ⑤**Goal ⑤, ⑦**

Section V: Interpreting the Byway – The Interpretive Master Plan

INTRODUCTION

This Interpretive Master Plan (IMP) for the lower section of the Mount Evans Scenic and Historic Byway is a companion piece to several documents. It builds on, and should be implemented in conjunction with, the IMP completed in 1993 by Interpretive Management Associates for the upper section of the Byway. This Interpretive Master Plan should also be implemented within the context of the Corridor Management Plans (CMP) developed for the upper and lower sections of the Byway. The Corridor Management Plan for the upper Byway was developed in 1994. The IMP and CMP for the upper section of the Byway contain valuable background information on the Mount Evans area and the Byway. This information will not be repeated in this IMP. Readers are referred to the aforementioned plans to obtain this background information.

The area covered by this IMP corresponds to Areas 1, 2 and 3 of the 1998 Corridor Management Plan. Providing interpretive services in Areas 1, 2, and 3 is important for a variety of reasons. These Areas of the Byway contain numerous historic, scenic and natural resources which contribute to the character of the Byway, are of interest to the public, and require the type of protection that comes from increased public awareness and appreciation. For these reasons alone, these resources warrant interpretation. The resources of the lower Byway do not exist in a vacuum, however. These resources are connected in history, ecology and overall context, to the historic and natural resources of Area 4, the upper Byway. Providing interpretive services on the lower section of the Byway will, therefore, increase the visitor's understanding of and appreciation for, the resources of the upper Byway.

This IMP describes the significant interpretive features and opportunities that are found along the lower Byway, and identifies potential target audiences for interpretation. Major Byway interpretive themes are explained, and recommendations are made for the overall interpretation of the Byway's scenic, natural, cultural and historic resources. In addition, site-specific interpretive recommendations are provided, including recommendations on the design, location, and content of interpretive facilities and materials. Because interpretive activities and services must be integrated along the entire length of the Byway, this Plan also contains an update on the activities and projects recommended in the 1993 IMP for the upper section of the Byway.

As much as possible, this IMP has been integrated with the 1993 IMP for the upper section of the Byway. Integrating the interpretation of the upper and lower sections of the Byway provides numerous benefits to the public and to the agencies responsible for managing the Byway's resources, including:

- Establishing consistent goals and objectives for interpreting the entire Byway and its individual sites.

- Unifying the entire Byway under one or two interpretive themes.
- Assuring greater consistency and continuity of information and services among sites.
- Allowing significant interpretive sites to stand alone as independent sites, while also benefiting from the synergy created by linking key sites together.
- Reducing the duplication of information and services, thereby conserving limited agency resources and maintaining public interest.
- Facilitating the marketing and promotion of otherwise difficult-to-market individual sites.

The Mount Evans Scenic and Historic Byway is part of a large, functional ecosystem, which is best managed and interpreted as a whole rather than as two separate sections. For example, the visitor's appreciation of the environmental conditions found in the alpine life zone at the summit of Mount Evans, will be enhanced by seeing and understanding the transitions in life zones that are apparent and best-interpreted on the lower section of the Byway. Interpreting one section of the Byway, without considering and interpreting the resources of the other section, limits the visitor's understanding of the Byway's historic and bioregional context.

UPDATE TO THE IMP FOR THE UPPER SECTION OF THE BYWAY

The 1993 Interpretive Master Plan for the upper section of the Byway contained a number of recommendations and actions. Many of these recommendations, actions and projects have been adopted, initiated and/or completed. Table 7 summarizes the status of projects or activities that have been undertaken since 1993. Information on additional recommendations for the upper section of the Byway can be found in the 1993 IMP.

Table 7. Status of Projects Recommended in the 1993 IMP for the Upper Half of the Byway.	
Project/Activity	Status
Wayside exhibits	✓ Have been installed at Mt. Goliath, Walter Pesman Trailhead, Summit Lake and the summit.
Low wattage radio broadcast	✓/✗ Not functional at this time due to a lightening strike. However, the Clear Creek County Tourism Board has obtained the funds to get the broadcast up and running.
Audio tape for auto tour.	✓ Has been produced and is for sale. This tape won a first place National Park Service Cooperators Award.
Interactive Media	✓ A computer kiosk with a video about the Byway and the history of the County has been developed. It is shown at the Idaho Springs, Georgetown and USFS visitor centers
Mount Evans brochure	✓ Revisions are being made to the brochure that was jointly developed by the Division of Wildlife, CDOT, and USFS. Reprinting is scheduled for the winter of 1998/99. <i>Destination Clear Creek County</i> has also been produced and contains visitor information about the Byway and other attractions in the County.
Mount Evans Video	✓ Shown at Idaho Springs Visitor Center and Heritage and Museum and at the visitor center in Georgetown.
Naturalist Workbook	✓ Has been produced and is for sale under the title <i>Junior Ranger Adventure</i> .
Byway cards	✗ Have not been developed.
Children's Activity Book	✓ <i>Tracks Thru Time</i> has been developed and discusses the Byway and Idaho Springs.
Family adventure packs	✗ Have not been developed.

Table 7 continued

Project/Activity	Status
Byway poster	X Has not been developed.
On-site interpreters	✓ Seasonal positions have been created and are filled annually.
Off-site interpretation	X Has not been developed.
Education "crates"	X Have not been developed.
Shuttle service	X Has not been developed.
Echo Lake picnic area	✓ Has been developed.
Echo Lake amphitheater	X Has not been developed.
Chicago Lakes Overlook interpretive panels	✓/X Bases installed in 1997.
Relocation of the Mt. Goliath information center	? Under discussion.
Mt. Goliath interpretive exhibits	✓/X Some have been installed.
Mt. Goliath restrooms.	✓/X Temporary restrooms have been installed.
Mt. Goliath revegetation	? May occur in 1998.
Walter Pesman trail work	? May occur in 1998.
Viewing scopes at Chicago Lakes Overlook	X Have not been installed.

INTERPRETIVE STRATEGIES FOR THE BYWAY

The 1993 Interpretive Master Plan for the upper section of the Byway identified five interpretive goals for the Mount Evans Scenic and Historic Byway. In the interest of integrating interpretive services and activities between the upper and lower sections of the Byway, these five goals, **indicated in bold**, will also be adopted as the interpretive strategies for the lower Byway.

Strategy 1. Provide all visitors driving the Byway the opportunity to take advantage of orientation and information. The lower Byway features numerous sites that facilitate the dissemination of information to visitors. In order to take full advantage of the resources of the lower Byway, this goal should also be interpreted to include pedestrians and bicyclist visiting Idaho Springs, bicyclists on Highway 103, and other visitors experiencing the Byway by some means other than a personal passenger vehicle.

Strategy 2. Instill an understanding of the management practices of the agencies and the complexities of multi-agency management. Management practices and complexities affecting the lower Byway include National Historic District designation, visitor services and tourism, management of National Forest land, management of Denver Mountain Parks property and concessions, and roadway maintenance.

Strategy 3. Instill understanding and appreciation of the natural resources, and encourage positive behavior toward the resources by the visitors. Significant opportunities for meeting this goal exist on land administered by the USFS and Denver Mountain Parks. Opportunities to interpret the Byway's historic resources exist on land managed by these two agencies, and at locations in and around Idaho Springs.

Strategy 4. Present a positive and professional image of the managing resource agencies to the visitor. This goal can be accomplished through the direct interactions that occur between the staff (and volunteers) of the agencies managing the Byway and Byway visitors. The desired image must also be conveyed by the non-personal interpretive services (brochures, maps, guides, tapes, etc.) provided to visitors.

Strategy 5. Provide quality customer services to all visitors. Providing high-quality customer service must be a high priority for the agencies and individuals responsible for interpreting the Byway for visitors, including visitor center staff and all employees and volunteers of the USFS and Denver Mountain Parks (including concessionaires). This commitment to customer service must also extend to private sector service providers, such as employees of gas stations, restaurants, motels, etc. In order to attract return visitors and benefit from word-of-mouth advertising, the visitor's total Byway experience must be enjoyable. Award-winning interpretive materials are wasted if a visitor's overall Byway experience is negative due to poor customer service being provided elsewhere along the Byway.

SIGNIFICANT INTERPRETIVE FEATURES AND OPPORTUNITIES

The Byway features an abundance of historic, scenic and natural resources, many of which are suitable for interpretation. In addition, several facilities exist which are currently being used or have the potential to be used as interpretive facilities. Such facilities can be used to provide interpretive information and services to the public, and enhance the Byway visitor's experience. The Byway's interpretable resources and interpretation facilities include:

Interpretable Resources

- The National Historic District in downtown Idaho Springs as well as other landmark structures.
- The narrow gauge train engine.
- The George Jackson monument.
- The Black Eagle Mill (potential museum) and other mining-related sites.
- Mattie Dam.
- CCC-era stonework, including stone guard rails, bridges and picnic shelters.
- Ecologically diverse life zones and micro-habitats, including lower elevation montane hillsides, dense subalpine forest, riparian areas, meadows, and aspen groves.
- Abundant plant life and wildlife.
- Geologic features including glacial cirques and valleys, cliffs and rock outcrops.
- Echo Lake.
- The Echo Lake Lodge.



Interpretation Facilities

- The Idaho Springs Visitor Center and Heritage Museum.
- The proposed Idaho Springs Landmark Square.
- The USFS Visitors Center
- The Black Eagle Mill.
- Chicago Creek Picnic Area.

- Ponder Point Picnic Area.
- Echo Lake campground.
- Echo Lake Lodge.

OVERALL BYWAY INTERPRETIVE THEMES

It is important to integrate interpretive resources under a unifying theme. This brings continuity to interpretive materials and services, and allows the public to focus on one or two key educational concepts. Diverse interpretive resources, such as are found on this Byway, are usually integrated under one, unifying theme. This Byway transitions from an urban area, rich in historic resources (Area 1), to a relatively undeveloped area with natural resources of international significance (Area 4). For this reason, the Byway lends itself to two interpretive themes:

- **The Mount Evans Scenic and Historic Byway traverses ecologically diverse life zones.** One of the most significant attributes of the Byway is the public access it provides to the ecological diversity of the Mount Evans area. Since the Byway is the highest paved automobile road in North America, it provides public access that is unique on the continent. The diverse life zones of the lower Byway are as numerous and interesting as those of the upper Byway. Interpreting these life zones also serves to place the tundra of the Mount Evans summit area in its bioregional context.
- **Humans have had a strong influence on shaping the local landscape.** There is much evidence of the influence of humans on the landscape along the entire length of the Byway. The Idaho Springs Historic District, CCC-era stonework, vestiges of the area's rich mining heritage, and facilities at Echo Lake, are examples of historic resources that can be interpreted under this theme.

Unifying the resources of the lower Byway under these two interpretive themes will accomplish several goals. It will:

- 1) Facilitate the direct interpretation of the resources of the lower Byway.
- 2) Unify interpretive resources and sites, making for a comprehensive educational experience.
- 3) Create smooth transitions for visitors traveling between Areas 1 and 4.
- 4) Enhance the visitor's understanding of the resources of Area 4.

TARGET AUDIENCES FOR INTERPRETATION

The nearly 190,000 visitors to the Byway between Memorial Day and Labor Day include local residents, Front Range residents, other Colorado residents, and out-of-state tourists. The audience for interpretive materials and services on the Byway is as diverse as these demographics would indicate. This large audience can be divided into two main segments, current visitor groups and new target audiences.

Current Visitor Groups

This segment of Byway visitors includes all individuals and groups currently visiting the Byway. A survey of visitors to Scenic and Historic Byways in Colorado suggests the typical Byway visitor is:

- Forty-five years of age or older.
- Married.
- College educated.
- Employed.
- A family income of at least \$40,000.
- Traveling primarily with family members in a group of 3.4 people.
- Traveling in a personal automobile.

Additional research has indicated that the six most popular activities engaged in by visitors to the Mount Evans Scenic and Historic Byway, in order of popularity, are:

- Auto sightseeing.
- Wildlife viewing.
- Wildflower viewing.
- Wildlife photography.
- Nature study.
- Hiking.

The individuals and groups who comprise the current visitor group will continue to visit the Byway in the future. As the population of the Front Range continues to grow, a corresponding increase in use of the Byway by the current visitor group can be expected. The agencies responsible for managing the Byway should continue to provide interpretive materials and services for this current visitor group. The current visitor group consists primarily of the following types of people:

- Wildlife watchers—individuals and organized groups.

- Botanists and people interested in plants—individuals and members of clubs.
- Nature enthusiasts—individuals and members of environmental organizations.
- Photographers—individuals and members of clubs.
- Researchers and others affiliated with educational institutions, such the University of Denver and the Denver Botanic Gardens.
- Anglers and hunters—individuals and members of sportsmen’s clubs.
- Hikers—individuals and members of clubs.
- Mountain climbers—individuals and members of clubs.
- Tourists—individuals and those affiliated with tour groups.
- Bicyclists—individuals and members of clubs.

New Target Audiences

It is likely that many of the individuals and groups comprising the current visitor group will continue to visit Mount Evans regardless of the marketing that occurs for the Byway. There is an opportunity, however, to attract new target audiences to the Byway, and provide them with interpretive materials and services. As discussed in Section IV of this Corridor Management Plan, new target audiences for the Byway include:

- Individuals and groups involved with Heritage Tourism. Heritage tourists are primarily interested in learning about the unique history and qualities of a place. The Byway’s unique combination of high-quality historic and natural resources makes it an ideal destination for this new target audience.
- Families with children. Factors contributing to the Byway being an excellent destination for families with children include:
 - The proximity of Mount Evans to the major metropolitan centers of the Front Range.
 - The diversity of Byway resources (historic sites, scenic vistas, visible wildlife, etc.).
 - The informal atmosphere of many restaurants and other visitor facilities.
 - The proximity of attractions and visitor services to the roadway.
 - The opportunity to educate children and their families about land stewardship through experiential learning.

- Members of environmental organizations (ecotourists). Ecotourism, including wildlife viewing, is an increasingly important economic, environmental and social force in Colorado and the United States. In fact, Colorado residents have a higher rate of wildlife watching than the national average. The Byway's abundant and visible wildlife, scenic vistas and autumn aspen displays are a strong attraction for ecotourists.

Many of the people currently visiting the Byway have an interest in the environment, wish to see wildlife, and qualify as ecotourists. It may be possible to develop relations with these individuals, and the organizations to which they belong, through targeted education and marketing activities. By establishing such relations, Byway management agencies could use environmental organizations to disseminate information to their members and recruit volunteers for various education and resource protection activities.

INTERPRETATION ACTION PLAN

This section contains information on actions that can be undertaken to enhance interpretation on the Byway. These actions can be divided into two categories:

- **Universal Actions** are those activities that can be applied throughout the Byway. These actions, and their benefits, are not specific to any particular Byway site or resource.
- **Site-specific Actions** are those activities that occur at a particular Byway site.

Universal Actions for Interpretation

The following actions are recommended to enhance interpretive services along the entire length of the Byway. They were developed in accordance with the adopted Interpretive Strategies for the Byway. Some of these Action Items are best managed as a single task, while others are multi-task items. In the case of multi-task Action Items, the associated multiple tasks are outlined.

This section also contains a prioritized summary of the Universal Actions for Interpretation, and identifies the agencies and organizations that should be involved with their implementation. Although some of the recommended Actions and Tasks should be implemented sequentially, many can be implemented non-sequentially, whenever time, budget and resources permit. Some of the recommendations may require budget development, public process, and long-term planning. Many, however, can be implemented now, thereby benefiting Byway visitors while maintaining local interest in the Byway program. Managing agencies should set a goal of implementing at least three actions annually.

Action 1. Adopt the design guidelines for interpretive kiosks proposed in this IMP. Having design specifications, fabrication standards and quality controls has numerous benefits. It increases operational efficiency for the managing agencies; assures consistent, high-quality product and service to the public and helps the public recognize sanctioned interpretive sites. As with any marketing campaign, having a recognizable product is critical. Adopting design guidelines accomplishes this.

Task 1: Each agency involved with Byway Management should review the design guidelines contained in the Byway Kiosk Design Guidelines section of this IMP to assure compliance with their mission and policies. Comments and modifications should be forwarded to the Byway Committee.

Estimate of hours to complete the task: 2 by each organization

Task 2: The Byway Committee should modify the proposed kiosk design as needed, and formally adopt a final design.

Estimate of hours to complete the task: 2

Task 3: The Byway Committee should discuss the final, adopted kiosk design with the Colorado Historical Society(CHS). Since the kiosk design is a modification of a CHS kiosk, there may be an opportunity to cost-share construction expenses with CHS.

Estimate of hours to complete the task: 4

Action 2. Install an interpretive kiosk at each designated interpretive site. Interpretive kiosks serve multiple functions. They identify points of interest along the Byway, increase the visitor's understanding of and appreciation for Byway resources, enhance the visitor experience, remind travelers that they are on a Byway, and bring visibility and recognition to the agencies involved with Byway management,

Task 1: The Clear Creek County Tourism Board through its Byway Committee should formally approve and adopt the sites recommended for interpretive kiosks. These sites, discussed in detail in the Site-Specific Actions for Interpretation section of this IMP, are the Idaho Springs Visitor Center and Heritage Museum; the proposed Landmark Square; the Black Eagle Mill site; the West Chicago Creek Road intersection; Chicago Forks Picnic Area; Ponder Point Picnic Area; Echo Lake; and Echo Lake Campground.

Estimate of hours to complete the task: 2

Task 2: The Clear Creek County Tourism Board, through its Byway Committee, should work with CDOT regarding the installation of the kiosks.

Estimate of hours to complete the task: 12

Task 3: The Clear Creek County Tourism Board, through its Byway Committee, should work with the USFS on installing kiosks on their property.

Estimate of hours to complete the task: 12

Task 4: The Clear Creek County Tourism Board, through its Byway Committee, should develop the materials and process necessary to solicit bids for constructing and installing the kiosks.

Estimate of hours to complete the task: 10

Action 3. Further develop and refine the internet web site for the Mount Evans Scenic and Historic Byway. CDOT currently has a web site that includes scenic byways. This is a readily accessible place for obtaining Byway information that could then be linked to the Clear Creek County web page. The Internet is growing by a million subscribers a month, and now has over 50 million users. A 1996 survey showed that 60% of households with incomes of \$35,000 or more have at least one PC, and 38% have data or fax modems. About one quarter used on-line services, up from 16% in 1994. According to surveys of these users, travel information will be one of the interactive services most desired. A well-managed web page would be an effective way to reach the public with easily updated Byway information.

Task 1: Review the Marketing and Promotion Action Plan of the CMP for information on web page linkages.

Estimate of hours to complete the task: see Marketing Actions

Task 2: Identify interpretive topics for inclusion on the web page. Potential topics include Byway maps and photos; suggested educational activities at key sites; high altitude safety tips; Historic District photos and guides; wildlife and wildflower updates; and wildlife viewing ethics.

Estimate of hours to complete the task: see Marketing Actions

Task 3: Develop partnerships to administer the web page. For example, local students can administer the web site as part of a computer technology class or project.

Estimate of hours to complete the task: see Marketing Actions

Action 4. Install additional standard Colorado Scenic Byway signs along the Byway. Care must be taken not to adversely impact the visual aesthetics of the Byway by “over-signing.” Colorado Scenic Byway signs, therefore, should be modified to serve multiple purposes. They should identify and maintain visitor interest in the Byway, and provide interpretive information.

Task 1: Install Colorado Scenic Byway signs in Idaho Springs, including one designating the beginning of the Byway.

Estimate of hours to complete the task: 8 hours to coordinate efforts with CDOT, CDOT installs the signs.

Task 2: Gain CDOT approval of modifying the standard Colorado Scenic Byway sign by affixing a small sign showing the elevation to each Byway sign.

Estimate of hours to complete the task: 4

Task 3: Assuming CDOT approval of the modified signs has been obtained, signs should be strategically placed at intervals of 1,000 foot elevation gain. This will not only be of interest to the visitor, but help reinforce the major interpretive theme of life zones transitioning as Mount Evans is ascended. Beginning these signs at an elevation of 8,000 feet will result in seven such signs being placed along approximately 18 miles of Byway on Highways 103 and 5. These signs should replace existing Colorado Scenic Byway signs.

Estimate of hours to complete the task: 18 hours to coordinate efforts with CDOT and monitor installation assuming that CDOT installs signs.

Action 5. Increase the presence of interpretive personnel in Areas 2 and 3 of the Byway.

Currently, interpretive services are provided at the Idaho Springs Visitor Center and Heritage Museum, the USFS Ranger District office, and at various sites in Area 4. The staff at Echo Lake Lodge sometimes provides informal interpretive services. There is a need for roving interpreters to interact with the public at key sites in Areas 2 and 3, such as Chicago Forks and Ponder Point Picnic Areas and Echo Lake.

Task 1: The USFS, Denver Mountain Parks, the Clear Creek County Tourism Board (CCCTB), and the Idaho Springs Historic Society should work together to develop



alternative sources of funding or volunteers (including USFS docents) to provide an interpretive presence in Areas 2 and 3. The USFS currently employs roving interpreters in Area 4, however, these personnel are limited to that Area because they are funded from fees collected at the Highway 5 fee station.

Estimate of hours to complete the task: 40 hours per organization to find volunteers and coordinate efforts.

Task 2: The USFS should consider developing a campground host program for the Echo Lake Campground. Campground hosts have been used successfully at numerous National Parks, USFS campgrounds and Colorado State Wildlife Areas. A host can help provide interpretive services and general assistance, and interact with the public at the campground, Echo Lake and other high use areas on the lower Byway.

Estimate of hours to complete the task: 40 hours of USFS time.

Action 6. Repair and update the low wattage radio broadcast. The broadcast should be expanded to include information on the entire Byway, including the downtown Idaho Springs Historic District. If money is not available for this broadcast, consider selling advertising time on the broadcast to local merchants.

Estimate of hours to complete the task: 40

Action 7. Update the auto tour audio tape to include the lower Byway.

A loan system should also be developed for this tape. Currently the tape is available for sale only. Loaner auto tour tapes should be made available at the Idaho Springs Visitor Center and Heritage Museum, the USFS Visitor Center and Echo Lake Lodge. These sites should be advertised as pick-up and drop-off points.

Estimate of hours to complete the task: 80 hours

Develop Family Adventure Packs. Developing Family Adventure Packs was recommended in the 1993 IMP for the upper Byway. The timing is now right for developing these packs, since families with children are a target audience for the Byway.

Task 1: Designate one agency to be in charge of developing Family Adventure Packs. This will help assure that packs are readily available to the public and that packs are adequately and consistently stocked with materials. It is recommended that the Clear Creek County Tourism Board, through its Byway Committee, be given this responsibility since they have applied for and received a grant to develop the packs.

Estimate of hours to complete the task: n/a.

Task 2: Develop a pick-up and drop-off system for Packs. The lower Byway has several facilities which can be used as pick-up and drop-off points, including the Idaho Springs Visitor Center and Heritage Museum, the USFS Visitor Center and Echo Lake Lodge. It is recommended that all three sites be used as pick-up and drop-off points.

Estimate of hours to complete the task: 8 hours to develop a coordinated system.

Task 3: Assemble Family Adventure Packs. Packs can contain a variety of materials to enhance the visitor's understanding of and appreciation for the Byway. Packs should be geared to family exploration and group fun. Items can include flower, bird, mammal, tree and cloud identification guides; maps; hand lenses; thermometers; and other items. Suggested activities can include "scavenger hunts;" environmental studies; arts and literature tasks; gold panning instructions; etc. All Packs should contain information on how visitors can care for and protect the Byway during their visit.

Estimate of hours to complete the task: 100 hours to develop package, plus production costs.

Task 4: Attach patches or decals which remind people not to feed wildlife onto the outside of each Pack.

Estimate of hours to complete the task: 80 hours to develop and produce patches.

Task 5: Consider getting corporate sponsorship of the Packs. Local businesses can pay for the cost of a pack in return for having their sponsorship noted on the outside of the pack. Packs can also include discount coupons to local restaurants, motels and area businesses.

Estimate of hours to complete the task: 20 hours to cultivate partnerships.

Action 8. Develop off-site education programs. It is becoming increasingly important that people understand how they can protect the Byway during their visit. It will be helpful to provide new target audiences, such as tourism groups, environmental organizations, and schools, with this, and other information, prior to their visit to the Byway.

Task 1: The agencies involved with Byway management and interpretation should meet and discuss expanding their areas of service. Staff and volunteers from the USFS, the Idaho Springs Visitor Center and Heritage Museum, the Idaho Springs Historic Society, the Clear Creek County Tourism Board, and other organizations should be willing to visit Front Range locations to meet with groups planning to visit the Byway. Each group should discuss the interpretive resources it has access to, and define its role in Byway interpretation.

Estimate of hours to complete the task: 4 hours for initial multi-agency discussions. 8 hours per trip, include preparation and travel time.

Task 2: Audiences and opportunities for off-site interpretation should be developed by the group, and assigned to the appropriate agency or organization.

Estimate of hours to complete the task: 12 hours to coordinate efforts.

Task 3: Developing off-site education programs will require assembling the type of education crates described in the 1993 IMP. These crates should contain basic promotional and educational material on the Byway.

Estimate of hours to complete the task: 60-80.

Action	Priority	Involved Agencies Implementing Partner	Assisting Partner
Standardize and adopt design guidelines for interpretive kiosks.	First	CCCTB, USFS	CHS, CDOT, Denver Mountain Parks.
Install additional Colorado Scenic Byway signs.	First	CDOT	USFS, CCCTB
Increase the presence of interpretive personnel in Areas 2 and 3.	First	USFS	Denver Mountain Parks, CCCTB, Idaho Springs Historical Society.
Repair and update the low wattage radio broadcast.	Second	USFS	CCCTB
Develop an Internet web site.	Second	CCCTB	USFS, Colorado Division of Wildlife, Denver Mountain Parks, Idaho Springs Historical Society, school district.
Update the auto tour audio tape.	Third	USFS, CCCTB	Colorado Division of Wildlife, Denver Mountain Parks, Idaho Springs Historical Society.
Develop Family Adventure Packs.	Third	CCCTB	USFS, school district.
Develop off-site education programs.	Third	USFS	Denver Mountain Parks, Idaho Springs Historical Society, CHS, school district.

Site-specific Actions for Interpretation

Site-specific interpretation occurs at locations that are well-suited to providing educational information to the public. Locations are selected to be interpretive sites based on a variety of criteria, including:

- The presence of significant or unique resources which facilitate interpreting the Byway's two interpretive themes: ecologically diverse life zones and human influence on the landscape.
- Existing or anticipated high levels of public use.
- Functionality of location, such as the junction of two highways or where a bike path intersects a highway.
- The presence of facilities and developments which can aid interpretation (parking lots, restrooms, etc.).
- Existing or anticipated site-specific problems which can be addressed through education.
- Consistency with the resource management philosophies and Byway vision of the responsible agency(ies).
- Compliance with pertinent zoning ordinances, right-of-way and easement restrictions, classification guidelines and regulations.
- The overall safety of the site, including traffic volume, speed and flow, sight lines, pedestrian access and movement patterns, topography, natural hazards, etc.
- Exposure of the site and its visitors to adverse environmental conditions.
- The susceptibility of the site to vandalism, and the ease of maintaining the site.
- The feasibility of providing wheelchair access and meeting other provisions of the Americans with Disabilities Act (ADA).
- Potential impacts to adjacent land, particularly when that land is private property.

These criteria were carefully applied along the entire length of the lower Byway. As a result, seven locations have been selected to be major interpretive sites. These seven sites will be the primary locations at which the Byway's two interpretive themes, *The Mount Evans Scenic and Historic Byway traverses ecologically diverse life zones* and *Humans have had a strong influence on shaping the local landscape*, will be brought to life for the Byway visitor. Traveling from Idaho Springs to Echo Lake, the seven sites selected to be interpretive sites are:

- The Idaho Springs Visitor Center and Heritage Museum.

- The proposed Landmark Square.
- The Black Eagle Mill site.
- The West Chicago Creek Road intersection.
- Chicago Forks Picnic Area.
- Ponder Point Picnic Area.
- Echo Lake Campground.

The remainder of this section contains detailed recommendations on the Actions which should be undertaken at each site as part of a comprehensive and integrated Interpretive Master Plan for the Byway. Some of these Action Items are best managed as a single task, while others are multi-task items. In the case of multi-task Action Items, the associated multiple tasks are outlined.

Each site-specific section contains a prioritized summary of recommended Actions and Tasks, and identifies the agencies and organizations that should be involved with their implementation. Some of the recommended Actions and Tasks should be implemented sequentially. Many can be implemented non-sequentially, whenever time, budget and resources permit. Some of the recommendations may require budget development, public process, and long-term planning. Many, however, can be implemented immediately, thereby benefiting Byway visitors, while maintaining local interest in the Byway program. For these reasons, it is recommended that at least one of the First Priority Actions for each site be implemented in 1998-1999.

The Idaho Springs Visitor Center and Heritage Museum

The Visitor Center and Heritage Museum should be viewed as the major gateway facility to the Mount Evans Scenic and Historic Byway. Of the Byway's three major interpretive facilities, the Idaho Springs Visitor Center and Heritage Museum, the USFS Visitor Center, and the Echo Lake Lodge, this facility has the most space available for educational displays and information. The Visitor Center should serve as a focal point for information on the Byway, particularly Area 1. The following Actions are intended to enhance the Visitor Center's role as a Byway interpretive facility.

Action 1. Increase the visibility of the Visitor Center and Heritage Museum.

Estimate of hours to complete the action: 40 hours to coordinate efforts with CDOT and the City of Idaho Springs. 40 hours to develop construction documents necessary to implement the tasks.

Task 1: Place signs on westbound and eastbound I-70 directing motorists to both the Byway and the Visitor Center and Heritage Museum.

Task 2: Place directional signs for the Visitor Center and Heritage Museum in Idaho Springs. The intersection of Colorado Boulevard and 13th Avenue is especially important to sign.

Task 3: Clearly mark the building as the Visitor Center and Heritage Museum on its south, east, and north sides. The building should be visible and recognizable from all major roads, especially I-70.

Task 4: Place a Colorado Scenic Byway sign indicating the beginning of the Byway at the Visitor Center and Heritage Museum.

Action 2. Utilize the grounds at the front of the facility to attract visitors and as an interpretation site.

Estimate of hours to complete the action: 8 hours to coordinate efforts. 20 hours for site planning and development of construction documents.

Task 1: Install a standard Byway kiosk near the entry to the Visitor Center. The kiosk should welcome visitors to the Byway and provide basic orientation information. A proposed text for this kiosk is found in the Byway Kiosk Interpretive Panels section of this IMP.

Task 2: Display large artifacts or other objects that might attract visitors in front of the building. For example, the ore cart at I-70 and 13th Avenue could be moved to the Visitor Center and Heritage Museum.

Task 3: Convert the brick plaza to the south of the main entrance to a Byway exhibit area. A classic automobile currently occupies this space. A Byway map can be painted on the brick courtyard, allowing people to “walk” the Byway prior to traveling it. The large, open walls of the building and the concrete retaining wall can also be used for Byway murals and displays.

Action 3. Provide information on the Byway inside the Visitor Center and Heritage Museum.

Estimate of hours to complete the action: 100.

Task 1: Dedicate exhibit space to the Byway. There is enough room in the center to create a linear display, documenting the Byway from Idaho Springs to the summit of Mount Evans, the way most visitors will experience it.

Task 2: Work with the USFS and Denver Mountain Parks to develop a pick-up and drop-off system for the auto tour tape and Family Adventure Packs.

Action 4. Expand the influence of the Visitor Center and Heritage Museum into the community.

Estimate of hours to complete the action: 24 hours for on-going coordination.

Task 1: Work with the Idaho Springs Historical Society to develop and lead a series of walking tours through the downtown Historic District. Tours can be conducted regularly throughout the year, and as a part of Gold Rush Days.

Table 9. Prioritized Summary of Actions and Tasks for the Idaho Springs Visitor Center and Heritage Museum.			
Action/Task	Priority	Involved Agencies	
		Implementing Partner	Assisting Partner
Place signs on I-70 directing motorists to the Byway and the facility.	First	CDOT	CCCTB
Place directional signs in Idaho Springs for the facility.	First	City of Idaho Springs	Clear Creek County
Mark the building on all sides.	First	Visitor Center and Heritage Museum	
Install a Begin Colorado Scenic Byway sign.	First	CDOT	Visitor Center and Heritage Museum
Erect a standard Byway kiosk.	First	CCCTB, Visitor Center and Heritage Museum	CDOT
Dedicate exhibit space to the Byway.	First	Visitor Center and Heritage Museum	Idaho Springs Historical Society, USFS, Denver Mountain Parks.
Convert the brick plaza to Byway exhibit space.	Second	Visitor Center and Heritage Museum	CCCTB
Develop and lead a series of walking tours through the downtown Historic District.	Third	Visitor Center and Heritage Museum	Idaho Springs Historical Society
Display large artifacts or other objects that might attract visitors in front of the building.	Third	Visitor Center and Heritage Museum	Idaho Springs Historical Society
Develop a pick-up and drop-off system for the auto tour tape and Family Adventure Packs.	Third	USFS, CCCTB	Denver Mountain Parks, Visitor Center and Heritage Museum.

Idaho Springs Landmark Square

This square has the potential to function as a primary gateway to the city and send-off point for the ascent of the Byway.

Action 1. Utilize the square to attract visitors to Idaho Springs and as an interpretation site.

Task 1: Install a standard byway kiosk in the square. The kiosk should address the discovery of gold in the area, provide an overview of local mining history, and direct visitors up the Byway. A proposed text for this kiosk is found in the Byway Kiosk Interpretive Panels section of this IMP.

Estimate of hours to complete the task: 20.

Task 2: Relocate the George Jackson monument to the square. The monument should be placed in proximity to the Byway kiosk. Relocating the monument will make it more visible, accessible and meaningful to the public.

Estimate of hours to complete the task: 24 hours including coordination and relocation.

Table 10. Prioritized Summary of Actions and Tasks for the Idaho Springs Landmark Square.			
Action/Task	Priority	Involved Agencies	
		Implementing Partner	Assisting Partner
Erect a standard Byway kiosk.	First	CCCTB	CDOT, CHS
Relocate the George Jackson monument.	Second	CCCTB	Idaho Springs Historical Society

The Black Eagle Mill Site

This site, located on the south side of Highway 103, approximately 1.75 miles south of I-70, provides an excellent opportunity to interpret mining history and the montane life zone.

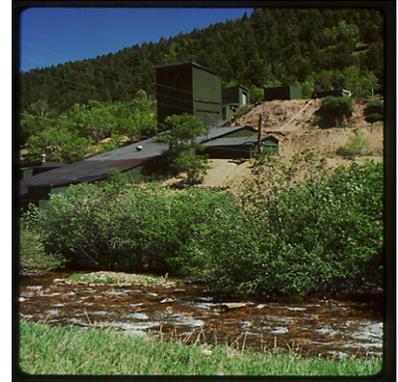
Action 1. Develop an interpretive site near the Mill.

Task 1: Work with CDOT to select the final location of a pull-off and Byway kiosk. Assuming acceleration, deceleration and turn lanes are not required, the pull-off should be located on the same side of the highway as the mill site, near the entrance to the mill. It is recommended that the existing pull-off be expanded, formalized and used as the interpretive site.

Estimate of hours to complete the task: 8.

Task 2: Install a standard Byway kiosk at the pull-off. The kiosk should provide information on mining history and the montane life zone. A proposed text for this kiosk is found in the Kiosk Interpretive Panels section of this IMP.

Estimate of hours to complete the task: 20.



Action 2. Explore the possibility of opening the Mill to the public as a museum. The Mill provides a unique opportunity to interpret and explore the area's mining history.

Task 1: Work with the owners of the Jack Pine Mining Company to determine the feasibility of utilizing a portion of the facility as a museum.

Estimate of hours to complete the task: 8.

Table 11. Prioritized Summary of Actions and Tasks for the Black Eagle Mill Site.			
Action/Task	Priority	Involved Agencies	
		Implementing Partner	Assisting Partner
Work with CDOT to approve the final location of a pull-off and Byway kiosk.	First	CCCTB	CDOT
Install a standard Byway kiosk at the pull-off.	First	CDOT	CCCTB, Jack Pine Mining Company
Explore with the Jack Pine Mining Company the possibility of opening the Mill as a museum.	First	Jack Pine Mining Company	CCCTB, Idaho Springs Historical Society

The West Chicago Creek Road Intersection

This site is located at the intersection of Highway 103 and West Chicago Creek Road. A large, unsightly pull-off area currently exists at this location. Formalizing this intersection as an interpretive site will not only provide information to the public, but also help beautify the highway.

Action 1. Develop the area as an interpretive site. Developing this site, rather than the nearby Excelsior area, minimizes impacts to the creek and nearby private property, and addresses highway safety concerns. It also provides access to a Byway kiosk for visitors on West Chicago Creek Road.

Estimate of hours to complete the task: 8.

Task 1: The USFS should work with CDOT to approve the final location of a pull-off and Byway kiosk. It is recommended that the existing pull-off at the intersection be formalized and used as the interpretive site.

Estimate of hours to complete the task: 20.

Task 2: Install a standard Byway kiosk at the pull-off. The kiosk should provide information on CCC-era stonework and the montane birds found in the area. A proposed text for this kiosk is found in the Byway Kiosk Interpretive Panels section of this IMP.

Estimate of hours to complete the task: 20.

Task 3: Pave the pull-off area and delineate parking spaces.

Estimate of hours to complete the task: 20.

Task 4: Control traffic through the pull-off by designating one entrance and exit, and through the use of traffic control structures. As much as possible, guard walls, barriers and traffic control structures should be constructed of rock to reflect the local geology and CCC-era stonework found along the Byway.

Estimate of hours to complete the task: 100.

Action/Task	Priority	Involved Agencies	
		Implementing Partner	Assisting Partner
Work with CDOT to approve the final location of a pull-off and Byway kiosk.	First	USFS	CDOT
Install a standard Byway kiosk at the pull-off.	First	CDOT	USFS
Control traffic through the pull-off.	First	CDOT	USFS
Pave the pull-off area and delineate parking spaces.	Second	CDOT	

Chicago Forks Picnic Area

This site is a heavily used picnic area. Two gravel parking lots exist, one on each side of the highway. A large parking lot on the west side of the highway serves the main picnic area. A small parking area on the east side of the highway provides access to a short drive-through picnic area. The drive-through passes over a CCC-era stone bridge.

Action 1. Develop the area as an interpretive site.

Task 1: The USFS should work with CDOT to redesign the main picnic area parking lot to safely accommodate a Byway kiosk.

Estimate of hours to complete the task: 20.

Task 2: Install a standard Byway kiosk in the parking lot. The kiosk should provide information on CCC-era stonework and the transition into the sub-alpine life zone. A proposed text for this kiosk is found in the Byway Kiosk Interpretive Panels section of this IMP.

Estimate of hours to complete the task: 20.

Task 3: Paint a crosswalk on the highway connecting the main parking lot with the CCC-era bridge.

Estimate of hours to complete the task: 4.

Task 4: Provide one or two trash cans at the parking lot.

Estimate of hours to complete the task: 2.

Action 2. Redesign and upgrade the drive-through picnic area.

Estimate of hours to complete the action: 100.

Task 1: The USFS should close the drive-through to vehicles. Pedestrian, wheelchair and bicycle access should be permitted.

Task 2: Consideration should be given to the following upgrades:

- 1) Reducing the width of the road through the picnic area.
- 2) Replacing the broken asphalt surface with a wheelchair accessible surface.
- 3) Relocating picnic tables and making them wheelchair accessible.
- 4) Improving wheelchair accessibility to the restroom.
- 5) Designating a short creekside trail (private property concerns must be addressed).

Task 3: Paint a crosswalk on the highway connecting the main parking lot with the CCC-era bridge.

Task 4: Provide one or two trash cans at the picnic area.

Table 13. Prioritized Summary of Actions and Tasks for the Chicago Forks Picnic Area.

Action/Task	Priority	Involved Agencies	
		Implementing Partner	Assisting Partner
Work with CDOT to redesign the main picnic area parking lot.	First	CCCTB	CDOT, USFS
Install a standard Byway kiosk.	First	CDOT	USFS
Paint a crosswalk on the highway.	Second	CDOT	USFS
Provide trash cans at the parking lot and picnic area.	Second	USFS	
Close the drive-through to vehicles.	Second	USFS	
Install wheelchair accessible picnic tables.	Second	USFS	
Reduce the width of the road through the picnic area.	Third	USFS	
Replace the broken asphalt surface with a wheelchair accessible surface.	Third	USFS	
Relocate picnic tables.	Third	USFS	
Improve wheelchair accessibility to the restroom.	Third	USFS	
Designate a short creekside trail.	Third	USFS	

Ponder Point Picnic Area

This picnic area features one of the most spectacular views along the lower Byway. A large parking area, picnic tables and a restroom are found at this location.

Action 1. Install a standard Byway kiosk in the parking lot. The kiosk should provide information on the CCC-era stonework and the life zones

visible from the site. A proposed text for this kiosk is found in the Byway Kiosk Interpretive Panels section of this IMP.

Estimate of hours to complete the action: 30.

Task 1: Select a kiosk site at the upper end of the parking lot.

Task 2: Remove the minimum number of trees necessary to improve the view of Mount Evans.

Task 3: Install the kiosk with a safety buffer and no parking area around it.

Action 2. Upgrade the picnic area.

Estimate of hours to complete the action: 80.

Task 1: Designate and surface a trail through the picnic area and to each table. This will reduce environmental damage.

Task 2: Improve wheelchair access to the picnic tables.

Task 3: Install wheelchair accessible picnic tables.

Task 4: Improve wheelchair access to the restroom.



Table 14. Prioritized Summary of Actions and Tasks for the Ponder Point Picnic Area.

Action/Task	Priority	Involved Agencies	
		Implementing Partner	Assisting Partner
Install a standard Byway kiosk in the parking lot.	First	CCCTB	CDOT
Remove the minimum number of trees.	First	USFS	
Designate and surface trails in the picnic area.	Second	USFS	
Improve wheelchair accessibility to the picnic tables.	Third	USFS	
Install wheelchair accessible picnic tables.	Third	USFS	
Improve wheelchair access to the restroom.	Third	USFS	

Echo Lake Campground

The USFS maintains a large, multi-panel interpretive kiosk at the Echo Lake Campground. Panels for this kiosk are already designed and will be installed in 1998.

Action 1. Dedicate one kiosk panel to linking the upper and lower sections of the Byway. This action should be considered as panel replacement becomes necessary in the future.

Cost estimate to complete the action: \$4,000-\$6,000.

Action 2. Develop a campground host program for the Echo Lake Campground. The host could provide interpretive services and interact with the public at the campground, Echo Lake and other high use areas on the lower Byway.

Estimate of hours to complete the action: 40.

Table 15. Prioritized Summary of Actions and Tasks for Echo Lake Campground.			
Action/Task	Priority	Involved Agencies	
		Implementing Partner	Assisting Partner
Install existing interpretive panels in the kiosk.	First	USFS	
Develop a replacement kiosk panel that links the upper and lower Byway.	Second	USFS	Denver Mountain Parks, Visitor Center and Heritage Museum, Idaho Springs Historical Society.
Develop a campground host program.	Third	USFS	Denver Mountain Parks

Additional Sites for Interpretation

The seven sites selected to be major Byway interpretive sites were described in the previous section. Two additional locations warrant mention as interpretive sites along the Byway: the USFS Visitor Center and Echo Lake. Although these two locations do not warrant development as full-scale Byway interpretive sites, they do present opportunities for interpretation and interpretive services.

The USFS Visitor Center

This visitor center has limited indoor space available for information on the lower Byway. (The existing alpine tundra diorama provides information about the summit of the Byway). The following Actions are intended to enhance the Visitor Center's role as a Byway interpretive facility.

Action 1. Continue to utilize the Visitor Center as an interpretation facility.

Task 1: Update the displays in the USFS kiosk near the entry to the Visitor Center.

Estimate of hours to complete the task: 40.

Task 2: Upgrade or abandon the interpretive trail on the grounds. Currently, this trail is poorly maintained, leads to private property, and has limited aesthetic, recreational or educational value. The USFS should work with the school district to develop a joint trail that could be used by students as an environmental study area and by visitors to the Visitor Center. If such a cooperative arrangement (and trail rerouting) cannot be arranged, the trail should be abandoned.

Estimate of hours to complete the task: 8 hours to abandon the trail. 40-100 hours to upgrade the trail.

Action 2. Provide information on the Byway inside the Visitor Center.

Task 1: Work collaboratively with the Idaho Springs Visitor Center and Heritage Museum to define roles, coordinate displays, and provide a full range of interpretive services to the public.

Estimate of hours to complete the task: 8 hours initial planning.

Task 2: Evaluate the current exhibits and displays for their cost and space effectiveness. Determine which displays have universal appeal and which target a limited audience. Decide which have year-round relevance and which are seasonal. Determine if any one topic is over-represented in exhibits.

Estimate of hours to complete the task: 4.

Task 3: Modify displays according to the results of Task 2. If possible, dedicate additional exhibit space and/or shelf space to Byway information.



Estimate of hours to complete the task: Dependent upon the outcome of the evaluation performed in Task 2.

Action 3. Update signs on Highway 103 near the Visitor Center.

Task 1: Replace the sign marking the beginning of the Byway with a standard Colorado Scenic Byway sign, since the Byway now begins at the Visitor Center and Heritage Museum.

Estimate of hours to complete the task: 4.

Task 2: Reword the sign that is used to indicate *Mount Evans Closed* to read, *Mount Evans Scenic and Historic Byway Open to Echo Lake*.

Estimate of hours to complete the task: 8 hours including sign production and installation.

Action/Task	Priority	Involved Agencies	
		Implementing Partner	Assisting Partner
Replace the <i>Begin Byway</i> sign.	First	CDOT	CCCTB
Reword the <i>Mount Evans Closed</i> sign.	First	CDOT	CCCTB
Evaluate and modify existing exhibits and displays.	Second	USFS	
Provide additional Byway information.	Second	USFS	Visitor Center and Heritage Museum, Idaho Springs Historical Society, Denver Mountain Parks.
Upgrade or abandon the interpretive trail on the grounds.	Third	USFS	School district

Echo Lake

Protecting Echo Lake and providing interpretive information will increase in importance as the population of the Front Range grows and visitation to the lake increases. Denver Mountain Parks should evaluate public use patterns to determine the best location for interpretive signs on the north side of the lake. Interpretive information could address the lake's ecology and environmental sensitivity, and counter unfounded public concerns about the accelerated siltation of the lake. Additional information on Echo Lake is found in the Resource Protection section of the CMP.

Action 1. Integrate interpretation into the long-range planning for Echo Lake.

Task 1: Develop a long-range plan for the Echo Lake area, including the Lodge.

Estimate of hours to complete the task: 100.

Task 2: Develop options for providing interpretive information and services to the public. Options to consider include interpretive signs, brochures, inclusion in audio tapes and short-range radio broadcasts, and full or partial use of the Echo Lake Lodge as an interpretive facility. Options should be developed with the collaboration and involvement of the other major interpretive facilities on the Byway, the Idaho Springs Visitor Center and Heritage Museum and the USFS Visitor Center, and the concessionaire.

Estimate of hours to complete the task: 40.

Table 17. Prioritized Summary of Actions and Tasks for Echo Lake.			
Action/Task	Priority	Involved Agencies	
		Implementing Partner	Assisting Partner
Develop a long-range plan for Echo Lake.	First	Denver Mountain Parks	USFS, Visitor Center and Heritage Museum, Concessionaire

BYWAY KIOSK DESIGN GUIDELINES

Design Guidelines

An interpretive kiosk should be erected at each of the key interpretive sites identified in the Site-specific Actions for Interpretation section of this IMP. The Clear Creek County Tourism Board, through its Byway Committee, has received a grant to complete this work. The design of the kiosk should meet the criteria established by the Clear Creek County Tourism Board's Byway Steering Committee. The kiosk design should:

- Reflect the character of the Byway and the adopted vision and goals for the Byway.
- Have a rustic (rather than high-tech) appearance.
- Be made of natural materials, and fit into the landscape. Except at selected locations, kiosks should not be roofed, so that views are not obstructed.
- Be used as a model for kiosks for the County.

The 2-panel roadside interpretation kiosk developed by the Colorado Historical Society (CHS) is an excellent model for kiosks on this byway. The CHS kiosk meets the Byway Committee's design criteria, and is consistent with the existing USFS kiosk at Echo Lake campground, assuring visual continuity with the upper Byway. Over time, the CHS-style kiosk can be installed on the upper Byway, as the USFS updates and replaces interpretive displays. Because this kiosk was developed by CHS, with the involvement of CDOT, it may be possible to enlist the assistance of these two agencies in funding and maintaining kiosks and the Byway in general. Strengthening partnerships with CDOT will benefit the Byway in many ways (See the Protecting Byway Resources section of this CMP). The design specifications for a standard CHS kiosk are provided as an addendum to this IMP. The CHS design illustrations presented in the Technical Addendum are not necessarily to scale and should be refined before soliciting bids, designing final site plans and implementing projects.

It is recommended that the CHS kiosk be modified slightly to better reflect the character of the Byway. Figure 1 shows a 2-panel CHS kiosk, modified for the Byway. The following modifications of the CHS kiosk are recommended:

- The stones used in the kiosk should be natural rock that is consistent with rock found in the Mount Evans area. This will assure consistency with the natural materials of the area, and reflect the historic CCC-era stonework found along the Byway. Granite facade material is available from the CHS contractor.
- The CHS kiosk features a profile of the relief of the state, and the word *Colorado* across the top panel. This panel should be modified to read *Mount Evans Scenic and Historic Byway*, and show a relief profile of the Byway and Mount Evans, including life

zones and a *You Are Here* locator. The standard Colorado Scenic Byway logo should also be incorporated into this panel

- The kiosk should reflect the Victorian heritage of Idaho Springs and Area 1.
- At this point in time, it is recommended that only the front side of the kiosk be used for interpretive panels.

Graphics Standards

Lettering on the kiosk, particularly on the *Mount Evans Scenic and Historic Byway* header panel, should meet the graphics standards adopted by the Clear Creek County Tourism Board for marketing and other County materials. They should also meet the standards developed by CHS for roadside kiosks.

- The *Mount Evans Scenic and Historic Byway* header should be set in the same font used in the words *Clear Creek County* in the county logo.
- The *Mount Evans Scenic and Historic Byway* header should be printed in PMS-329 (Bluegreen), the generic color for Clear Creek County. All other text and elements should be printed in 100% Black.
- All text should set in Caxton Book or Caxton Bold, following the recommendation of the printer.
- Modifications to the point size used for leading should be made based on the fact that text panels are large and must be readable at a distance. CHS standards should apply here, and on all text. For example, CHS graphics standards specify 18 point (Pagemaker) size for text. A full listing of graphics specifications is available from the CHS.

BYWAY KIOSK INTERPRETIVE PANELS

This section contains proposed texts for each of the Byway's interpretive kiosks. It should be noted that these texts must be reviewed and approved by CHS, if State Historical Funds are to be used in producing the kiosks. The CHS is available to review these texts for historical accuracy whether funding is requested or not. Construction drawings and bid specifications should be developed immediately upon adoption of this IMP.

IDAHO SPRINGS VISITOR CENTER AND HERITAGE MUSEUM

Welcome to the Mount Evans Scenic and Historic Byway, the highest paved automobile road in North America. Traveling the Byway transports you through time and to the top of the Rocky Mountains. Along the Byway, kiosks such as this help bring the area's history and ecology to life.

The Byway passes through the picturesque National Historic District of downtown Idaho Springs. Here, Victorian-era buildings are evidence of the historic and cultural wealth that grew from the mineral wealth of the area. Colorado's first major gold strike occurred along the Byway and is commemorated by a monument at Landmark Square. All along the Byway you will see evidence of the region's rich history and of the influence of people on the landscape.

PHOTO OF IDAHO SPRINGS NATIONAL HISTORIC DISTRICT

PHOTO OF MOUNT EVANS

The landscape of the Mount Evans Scenic and Historic Byway is diverse and spectacular. From here, the Byway ascends more than one mile to the summit of Mount Evans (14,264'). As you gain elevation on the Byway, you will pass through three distinct ecological life zones, arriving in the alpine tundra atop Mount Evans. You will experience spruce/fir forests, view magnificent mountain vistas, glimpse exciting wildlife, and see bristlecone pine trees, the oldest living things in Colorado. In an environmental sense, traveling the 30 miles up the Byway is comparable to journeying 3,000 miles north to the Arctic Circle!

Please be prepared for your adventure on the Byway. The temperature atop Mount Evans can be 20 degrees or more colder than what you are experiencing right now. Storms can bring wind, hail, snow or lightning with little warning. Dress warmly and bring water and sunscreen. Please note that the upper half of the Byway is a toll road.

Enjoy your travels along the Mount Evans Scenic and Historic Byway, a road unlike any other in North America.

IDAHO SPRINGS LANDMARK SQUARE

Near this site in 1859, George Jackson made the first significant gold strike in Colorado. The ensuing gold rush carried the misnomer, Pike's Peak or Bust, even though Pike's Peak is nearly 70 miles from here. The monument before you, the first monument erected in Colorado, commemorates his discovery. Between 1859-1890, the Idaho Springs area was the leading metal mining region in the state. To date, this area has produced over \$200,000,000 worth of gold, silver, lead, zinc and other precious minerals. Jackson's discovery of gold near the confluence of Chicago Creek and Clear Creek, led to the exploration and development of the land along what is now the Mount Evans Scenic and Historic Byway.

HISTORIC MINING PHOTO

PANORAMIC PHOTO OF MOUNT EVANS

Along the Byway you will see evidence of the region's rich and colorful history. Look for mining-related sites, stone guard rails built during the Great Depression, and watering taps used by the first Model T cars to ascend the Byway. As you enjoy the scenic splendor of the Byway, marvel at the perseverance and ingenuity of the region's early settlers, miners and visitors. Marvel too at the ecological diversity you encounter. Feel how the temperature changes as you gain elevation. Notice how the trees change size, shape and species as you climb the mountain. Notice the changes in the landscape that occur as you transition from montane to subalpine to alpine life zones.

BLACK EAGLE MILL

Before you lies the Black Eagle Mill. The mill was built in 1934 to process ore from the Black Eagle Mine and other mines in the area. In the mill, ore was crushed into powder and the valuable minerals were separated from the waste rock, called *tailing*. The Black Eagle Mine was located across the canyon from the mill. Ore was carried from the mine to the mill in buckets via an aerial tram. A solitary tram tower can still be seen on the ridge behind you. Miners and mining companies relied on water to power their operations. Mountain creeks were often dammed to provide such hydro-power. One such dam, the Mattie Dam, is located on the Byway, 1.25 miles up-creek from this mill. The mill was closed during World War II, then resumed operations until closing in 1978. The Jack Pine Mining Co. has received numerous local, state and federal awards for its reclamation of the mill site. Please note the mill is on private property and not open to the public.

HISTORIC MILL PHOTO

PHOTO OF MONTANE
LIFE ZONE

The Black Eagle Mill sits in the heart of the montane life zone. The montane life zone occurs between 5,000-9,000 feet in elevation. Look around you at the montane hillsides. South-facing slopes, which are sunny, warm and dry, support mostly well-spaced stands of ponderosa pine and juniper. Relatively cool, damp and shaded north-facing slopes are dominated by tightly-packed Douglas firs. Aspens and lodgepole pines may be scattered among the firs. Throughout the montane life zone, cottonwood trees and willows trace the course of creeks. Trees and shrubs along waterways are the most critical wildlife habitat in Colorado. As you visit and recreate in these sensitive areas, please respect the environmental sensitivity of this habitat. Tread lightly on the land and leave no trace of having visited here.

WEST CHICAGO CREEK ROAD

From this location you can see the alpine tundra that is the ultimate destination for those ascending the Byway. Construction on the road to the summit of Mount Evans began in 1915. The road was to be part of a road system connecting northern Colorado's 14,000' mountains: the Peak To Peak Highway. It took ten years to complete the road up Mount Evans. The Peak To Peak Highway was never constructed as originally conceived.

HISTORIC PHOTO OF HIGHWAY CONSTRUCTION OR EARLY USE

LINE DRAWING OF ROADWAY AND STONE RETAINING WALL

From this location you can see a large, stone retaining wall built by the Civilian Conservation Corps (CCC) during the Great Depression. The CCC was created in 1933 and provided conservation-related work for over 500,000 unemployed men. Because of its vast National Forests, Colorado hosted numerous CCC camps and projects. Along the Byway you will see the magnificent walls, guard rails, bridges and shelters--all made of stone--which are the enduring legacy of the CCC.

The CCC used local stone and rock in its construction projects. Some of the wildlife of the montane life zone relies on rocks and cliffs as habitat. Look and listen carefully for signs of life on the rocks behind you. Swallows are frequently seen darting through the air or perching on rocky outcrops. Listen for the buzz of hummingbirds flitting from flower to flower in search of nectar. The montane life zone is home to numerous animals, large and small. Spend a minute discovering some of them here.

HUMMINGBIRD

CHICAGO FORKS PICNIC AREA

Water is the lifeblood of each of the life zones through which the Byway passes. It nourishes plants and supports wildlife. Water, as liquid and as ice, carves the landscape with astonishing power. Humans look to water for recreation, scenery, spiritual renewal and sustenance. Take a minute to enjoy the water resources of the Byway here along Chicago Creek.

CHICAGO CREEK PHOTO

PHOTO OF CHICAGO LAKES

Chicago Creek originates in the Chicago Lakes, deep in the Mount Evans Wilderness Area. The creek, therefore, connects the subalpine life zone above this picnic area, with the montane life zone below. As you ascend the Byway from this point, notice how subalpine fir and Englemann spruce dominate the forest. Lodgepole pine and aspen become more common, adding variety and a splash of color to the subalpine forest. Below this point, ponderosa pine and Douglas fir are the most common tree species of the montane life zone. Each life zone and forest type has its own ecology and character awaiting your exploration.

The bridge on the opposite side of the highway is an excellent example of the stone work done by the Civilian Conservation Corps (CCC) during the Great Depression. More than 30,000 men worked for the CCC in Colorado from 1933-1942.

HISTORIC PHOTO OF CCC WORK CREW

PONDER POINT PICNIC AREA

The full scenic splendor of Mount Evans (14,264') can be seen from this vantage point. The dense subalpine forest blankets the mountainside. At approximately 11,000 feet in elevation, bristlecone pines cling tenaciously to life. At over 1,600 years old, these trees are the oldest living things in Colorado. At roughly 12,000 feet in elevation, environmental conditions are so harsh that fully-grown trees develop into nothing more than twisted, stunted bushes. Above treeline, the alpine tundra lies exposed to the extremes of wind, sun and cold. The tundra is home to two of the Byway's most popular animals, bighorn sheep and mountain goat. Please respect these animals and their fragile environment by not feeding them and by staying on trails.

MOUNTAIN GOAT PHOTO

NATIVE AMERICAN ENCAMPMENT PHOTO

Various signs of human activity along the Byway can be seen here. Stone guard rails, built by the Civilian Conservation Corps during the 1930s, are found right below this picnic area. The Byway itself is an engineering marvel that took 10 years and hundreds of men, women, mules and horses to complete.

The first humans to inhabit this landscape, however, were not prospectors, trappers, or settlers of European descent. Ute and Arapahoe Indians lived in this region for generations before the arrival of the first settlers. They hunted, fished, harvested trees for their lodges (lodgepole pine) and lived their lives in what is now the Arapaho-Roosevelt National Forest.

Section VI: Protecting and Improving Byway Resources

PROTECTION OF BYWAY RESOURCES

This section of the CMP contains strategies for protecting the Byway's valuable resources. Where appropriate, specific tasks that can be undertaken in the implementation of each strategy have been provided. These actions and tasks were developed using the following methods and resources:

- Extensive site visits by the consulting team.
- Literature searches and reviews, including Internet searches.
- Analysis of other Byway management plans.
- Interviews with employees of the agencies responsible for managing the Byway's resources.
- Interviews with other individuals interested in the Byway's management.
- The professional experience and expertise of the consultants.

Natural Resources

Protecting natural resources is critical to maintaining the environmental integrity and economic viability of the Byway. Natural resources create much of the Byway's scenic and recreational value, and are the primary reason most people visit Mount Evans. The natural resources of Areas 2 and 3 also provide a vital link to, and continuity with, the upper half of the Byway. Fortunately, most of the Byway's scenic, natural and recreational resources are currently protected as publicly-owned property. Much of the land along and in proximity to the Byway is designated National Forest, Wilderness Area or Denver Mountain Parks. Such designations assure the continued protection of many of the Byway's significant resources.

The following strategies and tasks were developed to foster the protection of the Byway's important natural resources.

Action 1. Maintain the cooperative spirit that exists between Denver Mountain Parks and the USFS. Effective management of Byway resources in Areas 2, 3 and 4 depends on communication and cooperation between these two agencies. The necessary steps should be taken to assure that the working relationship currently in place is perpetuated.

Estimate of hours to complete the action: 20 hours annually per agency for coordination and planning.

Task 1: Each agency should designate a representative to serve as its primary contact on Byway issues.

Task 2: Conduct an annual meeting to review Byway management plans and concerns; current and anticipated public use; interpretive opportunities; potential joint projects and shared resources; and other matters of importance.

Task 3: Develop joint projects, such as historic resource restoration, or trail construction. Such projects allow agencies to extend their limited resources and foster cooperation. Joint projects are also more likely to receive funding and resources from GOCO, Volunteers for Outdoor Colorado and other sources, than single-agency projects.

Action 2. Review fire suppression policies as they affect the Byway.

While it may not be possible or desirable to change fire suppression practices and policies on the National Forest, all participants in the Byway's management should have a clear understanding of what those practices and policies are. Consideration should be given to how a wildfire and fire fighting operations might impact natural resources, view corridors, historic sites and recreational facilities on the Forest and surrounding land. This strategy will also benefit the Byway's scenic resources.

Task 1: Conduct a meeting at which the USFS informs interested parties of its fire suppression policies and strategies.

Estimate of hours to complete the task: 8 hours, including preparation.

Task 2: The agencies responsible for fire suppression along the Byway should review their suppression strategies and operations for possible impacts to critical Byway resources. At times, fire suppression operations are more damaging to resources than the actual wildfire. Wherever possible, fire suppression tactics (such as Cat lines) that unduly damage the Byway's natural and scenic resources should be avoided.

Estimate of hours to complete the task: 8 hours per agency.

Task 3: The USFS should appoint a special resource advisor, knowledgeable about sensitive Byway resources, to work with the Incident Commander on wildfire incidents.

Estimate of hours to complete the task: n/a.

Task 4: Sensitive Byway resources should be plotted in the same way that fuels, hazardous terrain and other significant features are mapped.

Estimate of hours to complete the task: 20.

Action 3. Evaluate plans for aspen regeneration. Viewing aspen trees in the fall is a significant component of Colorado's tourism industry. This strategy will also benefit the Byway's scenic resources.

Task 1: The USFS should evaluate its plans and sites for the renewal and regeneration of aspen stands visible from the Byway.

Estimate of hours to complete the task: 4.

Task 2: Conduct a meeting at which aspen regeneration plans are explained to interested parties. This meeting could be a Forest Management Seminar, conducted by the USFS. Fire suppression, aspen regeneration and insect management could all be discussed in this seminar.

Estimate of hours to complete the task: 12 hours, including preparation.

Action 4. Develop a database of all the research reports and natural resource management plans completed on the Byway. At this point in time, data management appears to be more of a need than data collecting. Byway managers would benefit from improved access to the numerous studies that have been conducted on the Byway.

Estimate of hours to complete the action: 40 hours, not including Task 5.

Task 1: Designate an individual to be responsible for the maintenance of the Byway data base.

Task 2: Contact the Colorado School of Mines and arrange access to their archives. Many documents related to the Byway are reportedly archived with the School of Mines, therefore it may be possible to enlist their assistance in compiling this valuable information.

Task 3: Identify additional references, resources and repositories of Byway information.

Task 4: Identify additional resources needed to manage a Byway data base (computer access, interns/volunteers, etc.).

Task 5: Pursue grants, partnerships and other ways of obtaining needed resources.

Action 5. Protect Byway natural resources from problems associated with roadway run-off. Run-off can erode exposed soils, modify roadside vegetation, contaminate sensitive trout habitat and alter surface hydrology.

Task 1: Clear Creek County, CDOT, the USFS and Denver Mountain Parks should work together to identify areas of significant roadway run-off into drainages. Potential problem areas should be identified before damage occurs to the Byway's scenic, recreational and natural resources.

Estimate of hours to complete the task: 10 hours per agency.

Action 6. Continue to manage Echo Lake as a natural mountain lake. Protecting Echo Lake and maintaining it as a natural lake will increase in

importance as the pressure increases to provide additional recreational opportunities for the growing population of the Front Range.

Task 1: Deny requests to open the lake to boating, or to dredge the lake to improve the fishery.

Estimate of hours to complete the task: n/a.

Task 2: Address unfounded public concerns about the accelerated siltation of the lake. Echo Lake is heavily used by anglers, picnickers and sight-seers. Opportunities exist to provide valuable interpretive information on the lake, its ecology and management. Denver Mountain Parks should evaluate public use patterns to determine the best location for interpretive signs covering siltation and other topics of interest .

Estimate of hours to complete the task: 8.

Task 3: Concentrate public use at Echo Lake along the north and east shores. As much as possible, public use should be minimized along the west shore and in the wetland area on the south side of the lake. The picnic table located in the southern wetlands should be removed. If public use warrants a trail connection between the north side of the lake and Echo Lake Lodge, a single, wheelchair accessible trail should be constructed and designated on the west side of the lake. Trail construction must take into consideration wetlands in the area.

Estimate of hours to complete the task: 20.

Task 4: Revegetate the picnic area and the west side of Echo Lake. Revegetation projects should use native plants to reduce erosion, eliminate non-designated trails and control public access.

Estimate of hours to complete the task: 10.

Task 5: Designate a trail connection between Echo Lake and the Chicago Lakes Trail. Public use patterns around Echo Lake, the Echo Lake Lodge and along Highway 103 need to be analyzed before an appropriate trail connector can be identified and designated. Designating this connector, and closing non-designated trails, can reduce habitat fragmentation and degradation.

Estimate of hours to complete the task: n/a.

Task 6: Develop a long-range plan for the Echo Lake area, including the Lodge. A carrying capacity study may help determine an acceptable level of public use of the lake, and the use thresholds that will trigger selected management responses.

Estimate of hours to complete the task: 100 hours for planning, including Task 7.

Task 7: Develop a suite of options for managing increasing public use, including an analysis of the highest and best use of the Echo Lake Lodge. Such an analysis is timely, since the lease expiration is approaching. Potential future uses of the Lodge include no change in operations, a nature center, a bed and breakfast, and various



combinations of these uses. It is recommended that discussions regarding the future use of the Lodge take a regional perspective on visitor services, and include the current concessionaire, the USFS, the Clear Creek County Tourism Board, and the Chamber of Commerce.

Scenic Resources

Protecting the Byway's scenic resources requires both a near-term and far-term view of the Byway. The Byway's spectacular vistas and panoramas must be protected. The trees, rock outcrops and other scenic features within 100 yards of the road must also be protected, for much of the Byway's scenic splendor is found right on the roadside.

Action 1. Protect the vegetation and other scenic features immediately adjacent to the roadway. The contributions that roadside wildflowers and trees make to the Byway's character should not be underestimated. In many places in Area 2, the roadside forest and understory are the most significant scenic feature of the Byway. Measures should be taken to protect this vegetation from damage and destruction.

Task 1: Agencies responsible for snow removal should periodically evaluate the chemicals and substances they use for this purpose to assure minimal impact on roadside vegetation. This action will also benefit the Byway's natural resources²¹.

Estimate of hours to complete the task: 4 hours per agency annually.

Task 2: The USFS and the County should work with CDOT to address CDOT operations along the Byway. Stockpiles of gravel and cutbanks detract from the appearance and the character of the Byway, and should be avoided wherever possible.

Estimate of hours to complete the task: 12.

Task 3: Research the ownership of mineral rights and mining claims adjacent to the Byway to identify potential partnerships to integrate mining interests with Byway values. It may be possible to recruit an intern or student from the Colorado School of Mines or other institution to conduct this research.

Estimate of hours to complete the task: 40.

Action 2. Enhance the view corridor around human developments in Area 2. Enhancing or "beautifying" the lower section of Highway 103 will accomplish several things. It will encourage visitors to descend the Byway via Highway 103, returning to Idaho Springs to spend additional time and money, and it will maintain the aesthetic continuity of the Byway between the downtown Historic District and USFS land.

Task 1: Provide a trash receptacle at a strategically located gateway to the Byway and encourage visitors to contribute to the protection of the Byway by "Leaving trash here, not along your Byway." This trash

²¹ CDOT sanding practices on Pike's Peak led to the Sierra Club filing a lawsuit to protect water quality.

receptacle could be shaped like a mountain goat or other attractive Byway symbol.

Estimate of hours to complete the task: 8 hours including creating the receptacle.

Task 2: Encourage local trash service companies to locate their dumpsters out of sight of the roadway. When dumpsters must be located within view of the road because of access limitations, incentives to screen or beautify them should be offered. Beautification projects could include allowing local schools and civic organizations to paint dumpsters with scenes of the Byway.

Estimate of hours to complete the task: 4 hours for communication with trash services.

Task 3: Require covered dumpsters at all construction sites along the Byway. This will help address the problem of wind-blown litter.

Estimate of hours to complete the task: n/a.

Task 4: Develop a Community Byway Beautification Program. Private property owners could be rewarded for beautifying their property adjacent to the Byway. Awards such as gift certificates from local merchants and cash could be provided from donations, grants and other sources.

Estimate of hours to complete the task: 80 hours for program development.

Task 5: Install rock siding on the exterior of the emergency services building as originally planned.

Estimate of hours to complete the task: To be determined by contractor.

Task 6: Adopt design and construction guidelines for new structures along the Byway which reflect the Byway's character rather than a "lowest cost per square foot" approach to development.

Estimate of hours to complete the task: Will depend on the adoption process chosen by the county and on what currently exists regarding design and construction guidelines.

Task 7: Organize a Friends of the Byway group. This organization could disseminate information on the Byway to local residents, coordinate Byway events and work within the community and along the Front Range to promote the Byway. It is important that this group be composed primarily of citizens, so that private property owners do not dismiss the group's activities as government intrusion.

Estimate of hours to complete the task: 100 hours for organization.

Task 8: Explore strategies for acquiring conservation easements on or fee ownership of significant parcels of land. Acquiring the right to control the development of property along the Byway will become increasingly important in future years. Acquiring such rights on key parcels of land will protect the Byway, and could provide opportunities for additional

public recreation along the Byway. This action will also benefit the Byway's natural resources.

Estimate of hours to complete the task: 40.

Action 3. Address forest management issues related to the Byway's scenic resources. See the previous section for strategies and tasks related to aspen revegetation and wildfire suppression.

Task 1: Develop a post-wildfire marketing plan. A large wildfire could significantly alter the scenic features, view corridors and marketability of the Byway. The Clear Creek County Tourism Board, and other entities responsible for economic development in the region should develop a contingency plan for marketing the Byway in the event a wildfire significantly impacts the Byway's scenic resources. Heavy post-fire visitation to Yellowstone National Park revealed considerable public interest in the effects of fires on wildland. Proper post-fire marketing could assure that a significant wildfire would not be catastrophic to the local tourism economy. It must be remembered, however, that ecosystems are especially sensitive after a wildfire. Marketing must be done in conjunction with a recreation and public access plan to assure that visitors are not inadvertently encouraged to enter environmentally sensitive or dangerous areas.

Estimate of hours to complete the task: 80.

Task 2: Plan for forest insect infestations. The USFS, Clear Creek County and residents living along the Byway should work together to plan for outbreaks of mountain pine beetle, spruce bud worm and other insects. A serious insect infestation could significantly impact the scenic value of the forest corridor along the Byway. Insect infestations are most likely to occur in Area 2, which includes a significant amount of private property. A joint plan of action in the event of an outbreak should be developed. In addition, information on how to reduce beetle problems and maintain healthy trees can be provided to homeowners. This topic could be discussed at a Forest Management Seminar hosted by the USFS. This action will also benefit the Byway's natural resources.

Estimate of hours to complete the task: 40.

Cultural and Historic Resources

Some of the Byway's historic and cultural resources have been protected through one or all three of the following historic designations: national, state or local. Not all of the important structures or resources, though, have been designated or even documented. The following actions and tasks have been developed to ensure that responsible preservation planning occurs and that sites are preserved, interpreted and enjoyed by all visitors to the Byway (if public access is deemed appropriate).

Action 1. Conduct a full scale cultural resource inventory to identify undiscovered historic and cultural resources. A general inventory would benefit future planning and decision-making. In addition, site-specific inventories should be conducted before any major groundbreaking projects are initiated.

Task 1: Survey important, underrepresented, undocumented, and endangered heritage resources including: mining, milling, and homestead sites, as well as roads and trails.

Estimate of hours to complete the task: 120.

Task 2: Develop complete documentation for possible designation.

Estimate of hours to complete the task: 60.

Task 3: Determine which resources should be shared with visitors and which should not.

Estimate of hours to complete the task: 40.

Action 2. Ensure the preservation of the area's cultural and historical sites.

Task 1: Work with the Colorado Historical Society, local historical societies, and the National Trust for Historic Preservation to obtain landmark status for known, non-designated historic structures and resources located along the Byway.

Estimate of hours to complete the task: Will vary significantly depending upon the number of structures and sites for which landmark status is sought.

Task 2: Implement the actions and tasks that deal with cultural and historic preservation in the Interpretive Master Plan (Section V). Interpretation is an essential component in resource protection. Interpretation not only enhances the visitor experience it explains why the resource is important, thereby instilling respect and promoting stewardship.

Estimate of hours to complete the task: See Interpretive Master Plan (Section V).

Task 3: Integrate preservation planning into all comprehensive planning efforts.

Estimate of hours to complete the task: 20-40 hours per planning effort.

Task 4: Communicate to local businesses, organizations, institutions, and all levels of government how preserving cultural heritage enhances tourism and economic development so that all key stakeholders are working towards the same goal.

Estimate of hours to complete the task: 20-40 hours annually.

Action 3. Ensure that funding is available to preserve and care for resources. Imagine the economic loss and the loss of sense of place the community and tourists would feel if the Victorian buildings along Miner Street fell into a state of disrepair.

Task 1: Consider setting aside a portion of tourism revenue to care for cultural and historic resources.

Estimate of hours to complete the task: 20-40 hours.

Task 2: Look to agencies and foundations such as the State Historical Fund, the federal Historic Preservation Fund, the Transportation Equity Act for the 21st Century (TEA-21, formally known as ISTEA), and the National Trust as a source of funding.

Estimate of hours to complete the task: 20.

Task 3: Promote existing financial incentives and develop new and innovative strategies that encourage preservation and rehabilitation.

Estimate of hours to complete the task: 40 hours annually.

Recreational Resources

Most of the Byway's significant recreational resources are protected, since they are found on public property. For this reason, the greatest threat to these resources may be lack of funding for their maintenance and upkeep. Protecting these resources, therefore, involves developing strategies for increasing budget allocations, and finding alternative sources of labor and/or funding.

Action 1. Develop mechanisms for increasing budget allocations.

Task 1: The USFS and Denver Mountain Parks should determine which data are likely to convince decision-makers to increase budget allocations. For example, if increased funding is driven by increased visitation, then visitor numbers and demographics should be calculated. If visitor satisfaction data influences budget allocations, such surveys should be conducted. If comparative data with other comparable districts or agencies is needed, it should be obtained. Much of this data collection can be conducted by interns, graduate students, volunteers, or other unpaid personnel.

Estimate of hours to complete the task: 4 hours, excluding data collection.

Action 2. Explore alternative sources of funding and labor.

Task 1: The public and private sectors should work together to develop corporate grants and private sector donations.

Estimate of hours to complete the task: 20 hours annually, excluding grant writing.

Task 2: The USFS and Denver Mountain Parks should develop joint projects for Volunteers for Outdoor Colorado, Americorps, GOCO and other groups.

Estimate of hours to complete the task: 20 hours annually per agency.

GENERAL REVIEW OF TRANSPORTATION, ROADWAY STANDARDS AND SAFETY ACTIONS FOR THE MOUNT EVANS SCENIC AND HISTORIC BYWAY

Safety and service improvements for the Mount Evans Scenic and Historic Byway are part of an ongoing maintenance and upgrade plan administered

by CDOT. It was developed for the approximately 28 miles of the Byway starting from the I-70 interchange and continuing along Highways 103 and 5 to the summit of Mount Evans. The approximately two (2) mile portion of the Byway along Miner Street and 13th Avenue is maintained by the City of Idaho Springs.

The upgrade and maintenance schedule is available from CDOT. Since Area 4 of the Mount Evans Scenic and Historic Byway is currently part of a three year pilot program to evaluate a fee program on federally managed lands under the 1996 Omnibus Consolidated Rescissions Act (P.L. 104-134), a comprehensive plan to upgrade this road should only be undertaken upon completion of this project.

Throughout the Byway, the condition of the roadway varies. Most sections are in fair to good condition, with periodic problem areas that have small potholes or cracks from changes in temperature. The roadway is a rural two-lane highway with a paved roadway surface of between 10 feet and 12 feet per lane. The roadway shoulder also varies considerably ranging from no shoulder to almost 10 feet at a few points. The majority of the shoulders do not allow for vehicles to pull over, unless so designated, or for pedestrian and bike traffic off the roadway surface.

Vehicles traveling to the upper portion of the Byway, starting at the junction of Highway 103 and Highway 5, have been assessed a fee of \$6 per car since Memorial Day of 1997 and \$3 per bicycle since Memorial Day of this year. As part of this demonstration project, research social scientists have developed a comment card allowing customers to respond to their views of the road and fee. The following comments suggest some immediate safety improvements that should be considered prior to the completion of this pilot fee project.

- “Inexperienced drivers would appreciate tips on the proper way to drive down the mountain—i.e., in first gear!”
- “Get the bicyclists off this road. They are a danger to themselves and all other users.”
- “Mount Evans Road needs more altitude signs....”
- “It would be interesting to have signs along the road to indicate the elevation—in 1000 ft. increments.” (See Interpretive Master Plan – Section V).
- “Put signs along ascent explaining points of interest, trees, vegetation, like Pikes Peak.”
- Place signs ...indicating sights listed in brochure”
- “Need guard rails near the top of this road, a little too tight and close to the edge, a bit scary.”

Recommended Safety and Sign Improvements for the Mount Evans Scenic and Historic Byway:

Action 1. Develop Informative roadway signage to include:

- Share the Road with a Bicyclist.
- Stay in Low Gear (for the downward descent).
- Sign indicating altitude at different points along the Byway, as described in the Interpretive Master Plan.
- Signs indicating points of interest.
- Signs indicating pull-offs and parking.

Action 2. Place historically-sensitive guardrails at key locations throughout the corridor.

- Rather than replacing the CCC-era stone guardrails, design minimalist guardrails to be placed in front of these walls. Look to Independence Pass as an example.

Action 3. Identify the owners of mineral rights and mining claims adjacent to the Byway.

- The USFS should work with mining claims and mineral rights owners to identify potentially hazardous situations that may result from individuals exploring the area, coming upon an unmarked adit or mine shaft, and then injuring themselves.



All safety improvements should be scheduled and completed by the year 2000.

GENERAL BYWAY IMPROVEMENTS

Many of the strategies described in the Resource Protection section of this CMP result in the indirect enhancement of the Byway. In addition, several elements of the Interpretive Master Plan may qualify as improvements to the Byway. All Byway improvements must place a priority on achieving the goal for the Byway, *improve visitor safety*. It must also be noted that, especially in Area 2, improvements to the Byway must take into consideration that the USFS has classified the Byway on its land, "Retention," meaning all modifications must be subordinate to natural features, and should not be evident to the casual observer.

The following recommendations on additional Byway improvements do not easily fit into previously discussed categories, and do not necessarily fit the model of Strategies and Actions employed elsewhere in this CMP.

Develop additional restrooms.

Perhaps the greatest need on the lower section of the Byway is for additional restrooms. Increased visitation to the Byway, and the resulting increased use of the restrooms at the Echo Lake Lodge, will overload the Lodge's plumbing system. Addressing the need for additional restrooms should be part of the master planning process for the Echo Lake area, since this is the most feasible place to locate such facilities. Decisions regarding restrooms should take into consideration the public's desire for flush toilets, the importance of restroom users as customers at the Echo Lake Lodge gift shop, and the willingness of the current concessionaire to maintain additional restrooms.

Sign public property boundaries to address trespass problems.

This action, primarily by the USFS in Area 2, would be beneficial to hikers, anglers, and private property owners, and help maintain good relations between the USFS and its neighbors.

Develop a small picnic area and Chicago Creek access between Idaho Springs and Chicago Forks Picnic Area.

This site would primarily benefit local residents, and reduce the number of people creating their own pull-offs, trampling vegetation and in other ways, damaging the creekside environment. It is recommended that the USFS develop such a site at the location known as Angler Access. This site has the potential to function as a multiple-use site, providing interpretation, picnicking, fishing, and wheelchair access. Interpretation at the site can focus on riparian area ecology and protection, fish habitat, and camping/picnicking ethics. This site's proximity to Idaho Springs makes it a valuable site for residents not wanting to drive all the way to the Chicago Forks Picnic Area for a picnic.

The current use of this site by anglers and campers is expected to increase in the future. Efforts should be made now to protect the site's meadow and riparian area by managing public use. The USFS should consider prohibiting camping at the site. The site's small size, proximity to a riparian area and private property, and visibility from the highway preclude camping. Camping may also detract from the visual aesthetic of the Byway.

Two small picnic areas (3 tables each), one at either end of the meadow, should be constructed. Picnic tables should be wheelchair accessible. Crusher fines or other soft-surface material should be used to delineate a wheelchair accessible trail to each picnic area and table. Designating trails discourages social trail creation and reduces environmental damage.

Develop a short loop hike, which is easy in degree of difficulty, for day users.

Most of the hikes on the National Forest are long, one-directional hikes. A low elevation, relatively easy, partially wheelchair accessible loop trail would be an added Byway amenity. Such a loop trail could also function as an interpretive trail.

Section VII: Signing the Byway

SIGNAGE FOR THE MOUNT EVANS SCENIC AND HISTORIC BYWAY

Throughout this Plan, we have mentioned numerous actions that involve the development of additional signs directing visitors to the Byway. The following overview describes what needs to be in place to ensure a coordinated and complementary system of signs.

Table 18. Overview of Signs Recommended for the Byway

Sign Type	Sign Location	Responsible Agency or Jurisdiction	Sign shape and Color
Downtown Entry Sign	At the corner of 13 th Avenue and the southwest corner of Landmark Square. At the corner of Riverside Drive and Colorado Boulevard. At Miner Street and Riverside Drive.	Idaho Springs	Monument sign with landscaping.
Town Map and Directory	At Town Hall. At Landmark Square.	Idaho Springs	Two-posted sign that complements the Byway kiosk design.
Byway Map and Directory Sign	At Idaho Springs Visitor Center and Heritage Museum. At Landmark Square. At Echo Lake. At the Summit.	CCCTB	Two-posted sign that complements the Byway kiosk design.
Tourist Oriented Destination Sign (TOD)	Only at the first exit to Idaho Springs, Landmark Square Monument to be visible from Interstate. The sign should direct tourists to the Idaho Springs Visitor Center and Heritage Museum.	CDOT	The TOD is a long blue sign allowed by CDOT on the interstate that can be used to mark tourism attractions.

Table 18. *Continued*

Interstate Interchange Sign	At the first exit to Idaho Springs. At the second exit to Idaho Springs.	CDOT	Idaho Springs can chose a brown sign on the interstate that directs people to the Idaho Springs Visitor Center and Heritage Museum OR a blue sign that states "Scenic Byway Next Right" or Byway notation on the actual green exit sign. Note that there are restrictions to the number of signs allowed per interchange.
Scenic Byway Directional Signs	Along the Byway at the junctions of I-70 and Hwy. 103 and Hwy. 103 and Hwy. 105 when a visitor would need to make a turning decision.	CDOT	Columbine Sign

Section VIII Funding and Financing

FINANCING STRATEGY FOR THE MOUNT EVANS SCENIC AND HISTORIC BYWAY

Throughout the Corridor Management Plan, there are specific actions suggested to protect, enhance, and market the Byway. This last section outlines financing strategies and funding sources that should be considered during the implementation phase.

1. There are three viable financing strategies worth pursuing:

- Work with what you have.
- Look at developing a more comprehensive financing strategy with the partners suggested.
 - Work on developing a joint budget with the USFS and Denver Mount Parks for those priority projects that deal with the protection and enhancement of the Byway.
 - Work with Historic Georgetown, Inc. to develop a heritage tourism marketing fund.
- Consider a more comprehensive organizational mechanism to better utilize the entire “pot” of money currently being spent to promote tourism throughout the region.
(Note: These three strategies are not necessarily mutually exclusive, they could be implemented concurrently or sequentially).

2. Both Federal and State dollars for Byway projects and resource protection and enhancement are limited.

- You will need to strategically pursue both Federal and State dollars. There are political considerations to how and where the monies are spent.
- Package the priority projects on both the Mount Evans and Guanella Pass in a way that will best attract whatever limited Federal and State funding is available.
- There are often special monies set aside for “demonstration” projects. The revised “ISTEA” program recently appropriated by Congress should be monitored closely.

3. Aggressively pursue improvements to and the marketing of the Mount Evans Scenic and Historic Byway as a public/private partnership.

- Consider opportunities to market the Byway in such a way that it creates additional benefit for area businesses. For example, the concept of evening trips to the DU Observatory could start with an evening dinner and video presentation at an area restaurant.

- Hold a series of small working meetings with area businesses to begin to explore opportunities for public/private partnerships. To identify potential partners consider these three questions:
 1. Do the potential partners share mutual interests and have similar objectives?
 2. Is each partner financing and contributing to that portion of the project that it is best equipped to sponsor?
 3. Have you negotiated a plan of action that accounts for the relative perspectives of each partner—opportunity, risk and commitment?

4. Look to multiple sources of funding.

- Financing any one project outlined in this Corridor Management Plan typically will require more than one funding source. Almost every funding source is established to meet a particular need. It is unusual for a single financing tool to meet all project needs.
- Components of each project can often be successfully funded by marketing different features of the project to separate financiers to piece together the necessary funds. Getting financial participation from several entities has two major benefits:
 1. If one funding source falls through, you haven't put all your eggs in one basket.
 2. When a project gets financial "buy-in" from multiple sources, it develops a broader base of community support.
- Multiple sources of funding also allow you to demonstrate "leveraging". Leveraging occurs when money from one source is used to generate money from another source. Two types of leveraging concepts are matching funds and challenge grants. For example, a private foundation that has a "matching" grant program will provide a dollar for every privately raised dollar. This requirement provides the grantor with evidence of local commitment to the given project. Another form of 'leveraging' is the challenge grant. The organization sponsoring a particular project requires a specified amount of financial participation by others prior to investing their funds. For example, if 60% of the downtown Idaho Springs businesses market the Mount Evans Scenic and Historic Byway in a specified manner, the Clear Creek County Tourism Board will in turn develop the "Field Notes" marketing brochures for families and recommend in this brochure a visit to those businesses participating in the challenge grant.

5. Keep up the good work — continue to match funding sources with overall transportation system components.

- The financing mechanisms listed below are developed and structured to meet particular project needs. Certain financing tools work best for some projects but not for others. For example, the State Historic Fund has an educational component. Therefore, submitting a grant application for general marketing materials would not be appropriate, but an application for interpretive signs would be.
- When considering the different financing mechanisms listed, understand why the source of funding was created and how the project is expected to

perform. Make sure the characteristics of a potential financing tool match the project's financing needs.

MENU OF FUNDING SOURCES FOR THE MOUNT EVANS SCENIC AND HISTORIC BYWAY

The following table describes several of the relevant financing tools for the Mount Evans Scenic and Historic Byway. It should be noted that these sources should be checked prior to making an application since both political and economic changes impact the focus of any funding source.

Public Sources

Source:

State Historic Fund

Byway Concept:

The mission of this fund is “To foster heritage preservation through tangible and highly visible projects for direct and demonstrable public benefit.” There are two avenues to pursue. One would be projects that involve the stabilization, rehabilitation or reconstruction of a designated property such as the Crest House, the Echo Lake Lodge or the CCC-era stone shelters or guard rails. The second avenue would be a “project that provides historic preservation information to the public” – this could potentially include the funding of the field notes brochure for heritage tourism as well as an audio-tour tape of the Byway and other historic sites throughout the County. Since Clear Creek County is also an adjacent county, additional monies may be available.



Contact:

The lead contact for the program is Mark Wolfe @ 894-2525. An alternative contact for making our heritage more accessible to families and children might be Lane Ittleson at the same number.

Funding Range:

\$1,000- \$100,000
(expect grants in the range of \$5,000 - \$60,000)
Make sure you have exceptional 'local match'.

Source:

Great Outdoors Colorado (GOCO)

Byway Concept:

While GOCO has already aided in funding the “A Day on Mount Evans, a Guide for Travelers Exploring the Highest Paved Road in North America”, this trust fund is so geared to what the Mount Evans Scenic and Historic Byway is all about it should be considered as the primary means to fund the entire interpretive program along the Byway. In developing the grant make sure this is a cooperative effort with all area agencies that are involved in environmental education.

Contact:

Contact Will Shafroth or one of the program officers directly at 303-863-7533.

Funding Range:

\$2,000 to \$10 million for a Legacy Project. Discuss the Legacy Concept with Cynthia Neely for an expanded Heritage Area.

Source:

Colorado Division of Wildlife — Fishing is Fun Program

Byway Concept:

This program is currently geared to provide new urban fishing access. However, the overall goal of the project is to improve recreational fishing and public access to lakes. Consider applying to this program in conjunction with Denver Mountain Parks to provide additional handicap access to Echo Lake and to rehabilitate and conserve the water edges at Echo Lake.

Contact:

Discuss the concept first with Denver Mountain Parks, then contact Ed Dumph at the Division of Wildlife @ 303-291-7450.

Funding Range:

Average grant range \$20,000-\$65,000.

Source:

Impact Assistance Program

Byway Concept:

While this program was initially established to provide grants to “political subdivisions impacted by energy and mineral extraction”, the Department of Local Affairs has recently been funding a wider variety of programs. Consider this program for capital improvements or even growth-related impacts. Since Clear Creek County is also adjacent to Gilpin County, additional monies should be available.

Contact:

Contact your local field representative at 303-866-2156 (Division of Local Government) or Bill Timmermeyer directly at 303-866-2771. A County Commissioner or county staff person should place the call.

Funding Range:

Average grant range-\$20,000-\$100,000.

Private Sources

Source:

The Gates Family Foundation

Byway Concept:

Gates is very interested in historic preservation, cultural affairs, education, parks conservation, and recreation. This foundation is well suited to the entire corridor management plan. Consider any project except for marketing.

Contact:

Start by contacting the Gates Family Foundation, request an annual report, and detailed application guidelines. Arrange a meeting with a program officer and present the Plan. Gates Family Foundation at 303-722-1881 or send them an e-mail at Gatesfdn@aol.com.

Funding Range:

\$750 - \$550,000 (expect grants in the range of \$5,000 - \$25,000).

Source:

Mullen Foundation

Byway Concept:

A main thrust of this organization is education. Pursue this foundation if you are interested in pursuing the concept of educational trips to Mount Evans in association with the Natural History Museum. This foundation has given grants to the Natural History Museum previously and also to Volunteers for Outdoor Colorado.

Contact:

John Malo, President of the Mullen Foundation at 698-1812. *Note: This foundation only gives money to tax-exempt organizations.*

Funding Range:

\$1,000-\$20,000

Source:

Quick Foundation

Byway Concept:

The Quick Foundation favors funding organizations with educational, conservation, public recreation, historic preservation, or religious purposes.

Contact:

Contact Jay Shoemaker by mail only at 1666 South University Boulevard, Suite B., Denver, Colorado. Applications are accepted year round.

Funding Range:

\$1,500 - \$60,000 (expect grants in the range of \$5,000 - \$10,000).

Source:

Johnson Foundation

Byway Concept:

This is another Colorado-based foundation interested in “enriching the quality of life in Colorado”. Specific areas of interest include: arts and culture, children, education, parks and recreation and the Botanic Gardens. It is best to contact them directly regarding the plans and opportunities along the Byway.

Contact:

Contact Stan Kamprath, Executive Director at 303-861-4127. *Note: There is no common grant application for this foundation, but there are numerous opportunities to submit full proposals- January 1, April 1, July 1 and October 1.*

Funding Range:

\$200-\$250,000 (expect grants in the range of \$5,000 -\$30,000).

Source:

The Rose Foundation

Byway Concept:

This is a new foundation established in 1995 with the sale of the Rose Medical Center. Expect them to operate in much the same way as the Colorado Trust.

Contact:

Contact the Foundation directly at 303-398-7400.

Funding Range:

No established track record.

Source:

Colorado Endowment for the Humanities

Byway Concept:

Consider a grant application to fund field trips to the Mount Evans Scenic and Historic Byway for K-12 students. The Endowment conducts its own humanities-based teacher institutes and may be interested in supporting the concept of the Byway as a learning laboratory.

Contact:

Colorado Endowment for the Humanities, Acting Director was Margaret Coval (agency is undergoing change). There is no common grant application. Phone number: 303-573-7733.

Funding Range:

\$250-\$17,000 (matching).

Source:

Duncan Charitable Trust

Byway Concept:

Any of the activities aimed at K-12 educators and students, heritage tourism, and family and children marketing concepts if aimed at cultural and historic understanding of Colorado. It also may be a good source of funds for interpretive signs.

Contact:

Grant applications are accepted September 30 - November 1 and are restricted to Colorado organizations. Contact Trust officer – Hal Wofford at 303-293-5324.

Funding Range:

\$1,000- \$7,500 (matching and challenge grants).

Source:

The Coors Foundation

Byway Concept:

While Clear Creek County has been a beneficiary of this large Colorado-based foundation, it should be considered to further the understanding of the history and cultural attractions in Clear Creek County. Given the diversity of projects that the Coors Foundation funds, it is best to contact the foundation for a current annual report and funding guidelines. Note that Coors Foundation grants are limited to 501(c)(3) organizations that have not received funding from Coors during the past 12 months.

Contact:

Linda Tafoya, Executive Director at 303-388-1636. Grant proposals correspond to Board Meetings held in February, May, August and November. Applications are due eight weeks prior to each Board meeting.

Funding Range:

\$400-\$998,000 with average grant being \$10,000 to \$50,000.

Section IX: Administering, Monitoring and Evaluating the Corridor Management Plan

Various strategies for administering and monitoring the Corridor Management Plan have been detailed throughout this CMP. Such strategies are found in the Interpreting the Byway, Protecting Byway Resources, Funding and Financing, and Partnering sections of the Plan. The agencies and organizations responsible for the implementation of this CMP and the management and administration of the Byway are also detailed in the relevant sections of this Plan.

ADMINISTERING THE CORRIDOR MANAGEMENT PLAN

As the recipient of Intermodal Surface Transportation Efficiency Act (ISTEA) funds to prepare this Corridor Management Plan, the Clear Creek County Tourism Boards Byway Committee serves as the coordinating body to ensure that the Plan is implemented and updated as conditions change along the Byway. In each of the action plans developed as part of this Plan, there are specific administrative suggestions regarding who should be the lead agency or organization, and who should assist in implementing the strategy or action. In the next section of the Plan, the partnering opportunities described in detail throughout the document are summarized.

Overall administration of the Byway should continue to rest with the Clear Creek County Tourism Board through its Byway Committee. The Clear Creek County Tourism Board has sponsored a local Byway Planning Group (defined by the National Scenic Byways program and adopted by the Colorado Scenic and Historic Byways Program). This group, formally identified as the Clear Creek County Byways Committee, is involved in planning for the Byways as well as seeking funding and carrying out of Byway projects in cooperation with other governmental interests, non-profit agencies, organizations and individuals. It is a goal of this committee to include as many participants as appropriate and expansion of the committee is anticipated with various target projects. This committee can continue to monitor and evaluate the management activities for both the Mount Evans and the Guanella Pass Byways. This committee represents the following agencies and organizations:

- Clear Creek County Tourism Board
- USFS
- Clear Creek County Commissioners
- Park County (through its Tourism Director, Gary Nichols)
- City of Idaho Springs
- Town of Georgetown
- Town of Silver Plume

- Historic District Public Lands Commission
- Silver Heritage Region
- Historic Georgetown, Inc.
- Historical Society of Idaho Springs, Inc.
- Georgetown Promotions Committee
- Idaho Springs Chamber of Commerce
- Citizens

MONITORING AND EVALUATION CRITERIA FOR THE CORRIDOR MANAGEMENT PLAN

Use the following questions to annually monitor and evaluate progress on implementing the Mount Evans Scenic and Historic Byway Corridor Management Plan.

1. ADAPT AND RESPOND TO DIFFERENT CIRCUMSTANCES

- Have conditions changed along the Byway?
- Are there any new agencies or individuals that need to be educated about the Byway Plan or that need to be added to the coordinating committee?
- Do guest logs and those collecting the fee on Mount Evans discern a change in the visitor to Mount Evans, requiring a shift in marketing and promotional strategies?
- Have new policies or regulations been instituted that impact the visitor's experience along the Byway? (e.g., bicyclists paying a \$3 fee to ascend to the top of Mount Evans)

Should the Corridor Management Plan or actions within the Plan be amended or updated given the change or changes along the Byway?

2. ADEQUATE FUNDING AND TECHNICAL CAPACITY TO ADMINISTER THE PLAN:

- Have you made progress implementing the specific action items found in the Corridor Management Plan?
- Do the partners on the Clear Creek County Byways Committee commit sufficient time and provide the necessary technical expertise to administer the Plan?

- Can the Plan be administered under the respective budgets of each of the partners?

Costs for staff, research, public meetings, publications, interpretive displays and Byway improvements must be considered.

3. EQUITY:

- Does the Plan equitably distribute administrative and capital improvement costs among all partners? If not, should revenue sharing arrangements be considered?
- Have the partners met at least quarterly to discuss the mutually beneficial distribution of tasks and improvements that all partners can benefit from?

CDOT, USFS, Denver Mountain Parks, Clear Creek County and the Idaho Springs Historical Society have a major role and stake in the administration, maintenance and protection of the Mount Evans Corridor and resources along the corridor. The Denver Botanic Gardens and Denver University have secondary interests in resources along the corridor. The agencies should work collaboratively to ensure that tasks are not being duplicated and that limited funds are highly leveraged.

4. MINIMIZE ADVERSE IMPACTS TO THE CORRIDOR:

- What secondary impacts are likely to occur if the corridor is not properly managed or Corridor Management Plan actions are not enacted? Can the adverse effects be mitigated and at what cost?

The Byway and attractions along the Byway continue to experience heavy visitor use, particularly along the upper segment of the Byway [Area 4]. While many of the resource protection and enhancement actions suggested for the lower segment of the Byway can be applied to Area 4, additional corridor management tools and actions should be considered for the upper section. Evaluate the costs and benefits of updating the Corridor Management Plan for the upper section of the Byway.

5. ESTABLISH BASELINE DATA:

- Have the actions taken, or not taken, had an impact on the Byway's natural and cultural / historic resources? Has the economy been hurt or hindered by the efforts undertaken or not undertaken?

Collecting certain baseline data will facilitate the administration, monitoring and evaluating of this CMP. For example baseline information should be collected on current visitation numbers to the Byway, motel occupancy rates, sales tax revenue, and other economic and tourism indices. Environmental baselines should also be established prior to implementing the CMP. Visitation numbers at key sites should be collected. The current width and depth of selected trails should be measured. Photo points should be established, and photographs should be taken annually to document the effects of public use on sensitive resources. In general, the agencies and

individuals charged with the responsibility of implementing this CMP and managing the Byway's valuable resources, are best-qualified to develop the criteria and methodology to evaluate and monitor their resources over time.

6. UTILIZATION OF EXISTING AUTHORITY:

- Does taking advantage of existing agency authority minimize transactional costs or will additional interagency authority need to be established to better implement Corridor Management Plan actions?

CDOT, Denver Mountain Parks, and the USFS have specific authority to manage and maintain portions of the corridor and the resources along the corridor. New agencies and staffs often mean separate and redundant administration. On the other hand, an interagency agreement or reallocation of staffing may reduce the administrative costs of managing the Byway. The concept of an interagency agreement or interagency staffing of the Byway deserves consideration after the completion of the pilot fee program in Area 4.

7. CAPACITY TO BUILD AND SUSTAIN BROAD CITIZEN SUPPORT:

- Is the Corridor Management Plan backed by a majority of citizens, representative of all interest groups?

Decision-makers throughout Colorado have recently come to recognize the frustrations involved in attempting to implement plans that are not supported by strong multi-interest coalitions. Some residents, wary of political muscle, want assurances that political energy and government funds are expended in the most appropriate manner. The partners on the Clear Creek County Byways Committee may wish to consider an annual county-wide meeting to inform citizens throughout the county about progress on implementing the Corridor Management Plans for both the Mount Evans and Guanella Pass Byways.

Section X: Partnering

SUMMARY OF PARTNERING OPPORTUNITIES

Throughout this Corridor Management Plan, suggestions regarding potential partners have been discussed. Some of the agencies, organizations and institutions mentioned play larger roles than others. The USFS, Denver Mountain Parks, and CDOT, for example, have ownership interests and are charged with the day-to-day maintenance and management of the Byway. Some of the entities listed are simply good sources of information, volunteers or funding; have good websites on which to advertise; or can provide valuable technical assistance in a given area (i.e., resource protection and enhancement, interpretation, tourism and marketing).

The black dots (●) contained within the matrix indicate that the entity has been specifically recommended in conjunction with an action or task in either the resource protection action plan, the interpretive action plan, or the tourism and marketing action plan. The empty dot (○) represents a potential partnership that was not specifically mentioned in the action plans, but that should be pursued.

	Resource Protection Plan	Interpretive Master Plan	Tourism and Marketing Plan
USFS	●	●	●
Denver Mountain Parks	●	●	●
Clear Creek County Tourism Board	●	●	●
CDOT	●		●
Colorado Historical Society	●	●	●
Colorado Division of Wildlife	●	●	●
Idaho Springs Visitor Center and Heritage Museum	○	●	○
Clear Creek County	●	○	●
Clear Creek County Economic Development Corporation			●
Chamber of Commerce			●
Echo Lake Lodge Concessionaire	●	●	○
Area Businesses	●	●	●
Scenic Byways Commission	○	○	●
Denver Natural History Museum		○	●
University of Denver		○	●
Local School District		●	●
Front Range Schools		○	●

	Resource Protection Plan	Interpretive Master Plan	Tourism and Marketing Plan
Red Rocks Community College			●
Colorado School of Mines	●		
Colorado State University	●		
Idaho Springs Historical Society	●	●	●
Other Historical Societies within Clear Creek County	○	○	●
National Trust for Historic Preservation	●	○	●
Historic Preservation Fund (federal)	●	○	
Great Outdoors Colorado (GOCO)	●		
Americorps	●		
Volunteers for Outdoor Colorado	●		
Small Business Development Corporations (SBDC's)			●
Denver Audobon Society		○	●
Rocky Mtn. Raptor Program		○	●
Boulder County Nature Association			●
YMCA's			●
Denver Botanic Gardens		○	●
Jefferson County			●
State of Colorado			●
Colorado Tourism Authority			●
National Scenic Byways Organization	○	○	●
Great Outdoors Recreational Pages			●
National Geographic			●
Jack Pine Mining Company	○	●	

FORMALIZING THE PARTNERSHIPS

It is recommended that the key agencies and organizations involved in the day-to-day management of the Byway, or with a substantial interest in its management, review this document thoroughly. It should be reviewed with an eye toward gaining an appreciation for those aspects of the Byway they may not deal with on a daily basis and toward discovering areas where there is overlap of duties, interests and/or spending. After the CMP has been reviewed by all key agencies and organizations, a joint meeting should be held to determine what kinds of interagency agreements might be needed to ensure that the Byway is managed as comprehensively and efficiently as possible. A formal communications network should be established to advise

key agencies and organizations of any study, report or plan to be undertaken so that efforts are not duplicated and so that costs can be shared whenever possible.

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