

Trail of the Ancients **Corridor Management Plan**

2009 Update

Introduction

After many years of local effort, Trail of the Ancients (TOTA) was designated a Colorado Scenic Byway in 1994. In 1999, the first Corridor Management Plan (CMP, Plan) was written to guide TOTA partners, friends, governments and affiliated organizations in planning and managing the byway. In its Scenic Byways Guidebook, the U. S. Department of Transportation, Federal Highways Administration, defines a Corridor Management Plan as "... a community-based strategy to balance the conservation of the Byway corridors' intrinsic qualities with the use and enjoyment of those same resources." The first TOTA CMP was followed by an updated plan in 2001, and a second update - which would be the third Plan - is currently underway.

TOTA received national scenic byway designation in 2005, and preliminary discussions have been held among the four states and Navajo Nation about securing an All American Road designation in the near future. The state of New Mexico and the Navajo Nation have applied for national scenic designation, joining Colorado and Utah in this status. An answer from the Federal Highway Administration is anticipated in the latter half of 2009.

1999 CMP

TOTA's first CMP presents a vision for the byway, summarized as follows: "A trail from the path to the future, from adventure to understanding." Corresponding goals in the Plan address preservation, public education, directing visitors to sites equipped to withstand recreation impacts, reducing vandalism, and reclamation of degraded resources. The Plan provides an environmental review of the byway, assesses resource qualities, and identifies scenic, recreational, archaeological, and historic sites. It sets forth a series of proposed actions in each resource area, developed through public participation activities and on-going coordination among partners.

2001 CMP Update

The 2001 CMP, an update to the first Plan, is a more lengthy, detailed document of approximately 80 pages. Most of the Actions recommended by the 2001 Plan have been accomplished, are underway, were done by TOTA partners, or are now irrelevant or inappropriate due to changing circumstances. As a reference on progress to date, a checklist of these Actions from the 2001 CMP and their implementation is provided in summary tables included on the following pages, organized by topic as set forth in the Plan.

Tourism and Marketing Action Plan			
Action	Who?	Completed?	Notes
1 Conduct mktg research for TOTA	MVC, others	Yes	
2 Produce mktg plan	MVC	Yes	
3 Use Plan to improve marketing: a Brochure b Website: via MVC, TOTA c Virtual tour d Foreign language materials e Children's materials f ADA g Coordinated media w/other TOTA partners h Local guidebook	MVC, partners	Yes/In progress	a Update underway b MVC website done; TOTA website under construction c Will be on website d Partners e Partners f Identified in brochure(s) g Completed h Geotourism mapguide will perform this function
4 Develop Passport Program	TOTABA	Yes	Partners have "passports" (MVNP, AHC. Hovenweep)
5 Use mktg plan to improve interpretation for new markets	MVC, partners, State of Colorado	In progress, 2009 CMP	2009 draft goals
6 Continue TOTA public involvement plan: a Continue Friends of TOTA b Continue MOU with UT & CO c Encourage partners to incorporate TOTA goals in mgt decisions d Link mgt & interp plans of partners e Eventual oversight of entire 4-state TOTA by partners team	TOTABA, CO, UT, NM, Navajo, others	a TOTABA/ on-going b Yes/in progress c On- going/future d On-going e Future	a TOTABA incorporated as 501(C)3 b All American Road, mapguide projects c Land use, other decisions d CMP e When all byways have national designation, new mapguide with Geotourism Stewardship Council (GSC)
7 Regional tourism mktg campaigns	MVC, TOTABA, Colorado, Grand Circle	Yes/on- going	TOTA incorporated in all campaigns
8 Work toward national scenic byway designation	MVC	Yes	2005

Universal Actions for Interpretation			
Action	Who?	Completed?	Notes
1 Develop kiosk/sign at each gateway	MVC/TOTABA	In progress	AHC & Welcome Ctr have, still needed at other locations
2 Install kiosk/sign at gateway stops	same as above		same as above
3 Develop TOTA website	MVC	In progress	Link thru MVC website
4 Review TOTA sign placement	MVC/TOTABA	No	2009 byway grant \$
5 Develop TOTA interp products			
6 Develop targeted group educational products	TOTABA	In progress	Geotourism mapguide, when all partners have nat'l design
7 Explore using low wattage radio			[questionable benefit]
8 Develop off-site edu programs	Partners	Yes	Numerous locations
9 Coordinate TOTA stops by partners to reduce redundancy/improve	Partners	Yes	
10 Create program to educate service employees about TOTA and customer service	Partners	In progress	Cortez Chamber classes, need for more

Protecting and Improving Byway Resources			
Action	Who?	Completed?	Notes
1 Maintain cooperative spirit among partners and others along byway	Partners	On-going	Need to do more education of elected officials about byway
2 Review fire suppression policies that affect TOTA	Feds, local fire districts	On-going	Beyond authority of TOTA
3 Develop database of all research	Partners	?	Need to survey partners; <i>TOTA website links to Hov, MVNP, AHC</i>
4 Enhance the view corridor around human development	City, County	No	Work with City, County
5 Address mgt issues re TOTA scenic resources	NPS, USFS	On-going	
6 Complete full cultural inventories	Fed agencies		N/A – federal, not TOTA
7 “Leave No Trace” by partners	Feds, partners	yes	
8 Ensure preservation of cultural and historical sites		No, N/A	CMP can encourage but not enforce
9 Ensure adequate funding for education & stewardship		No	Beyond TOTA abilities
10 Support existing Heritage Tourism programs	<i>Partners, SWCTR</i>	<i>On-going</i>	<i>Federal agencies also supporting HT</i>
11 Engage Native Americans in interpretation		On-going	Accomplish through events, UMU, & Feds
12 Increase budget for recreation		No	Beyond TOTA abilities
13 Explore alternative funding		Yes	Grants w/ 501(c)3

TOTA Corridor Management Plan Update

Marketing Goals and Actions

Background references:

2001 Corridor Management Plan

10/16/08 Sustainability Table

10/16/08 Looking Ahead Table

CORRIDOR MANAGEMENT PLAN TIMEFRAME: 2009/2010 - 2015

Structure:

Goals: where we want to be

Strategies: how we will get there

Actions: what steps we will take

Benchmarks: how we will measure success

1. **Goal:** Comprehensive, global marketing and communication

a) Strategy: Promote with balance, successful outreach and marketing

b) Strategy: Marketing – get ‘em here, keep ‘em here; Heritage Tourism people stay longer and spend more \$\$

c) Strategy: Economic benefits identified, local support for marketing – BoCC presentation

d) Strategy: *Include MVC 5 senses in TOTA website*

Action/Timing: *Develop powerpoint for presentation to local community groups*

Action/Timing: *Research Colorado.com website and other existing sites for accuracy*

Action/Timing: *Investigate/reach out to affinity groups; expand and diversify target markets for visitors*

Action/Timing: *Borrow language from MVC, customize for TOTA*

Benchmark: TOTA becomes major theme in area tourism marketing

Benchmark: A variety of TOTA tours are offered: motorcycle, bike, jeep, etc.

Benchmark: TOTA satellite radio narrative program is developed and broadcast, iPod TOTA download is available, other media forms

Benchmark: TOTA advocacy and support are evident from local business community

Benchmark: TOTA revenue generation study is completed, available as public information, and is a part of outreach programs to local governments

Benchmark: *Website includes MVC language, 5 senses*

2. **Goal:** Convey the one-of-a-kind quality of the TOTA experience

a) Strategy: Research and develop a program targeting the international market for TOTA

b) Strategy: In marketing, focus on the uniqueness of TOTA

Action: *Find new and additional ways to tell public that we are the only archaeological byway*

Action: *“You have to get out of your car”*

Action: *“You have to stay more than one day”*

Action: *Working with other TOTA partners (UT, NM, Navajo and contemporary Native American communities), tell the story of TOTA*

Benchmark: *Link to TOTA from NPS websites – or show TOTA map*

Benchmark: *Geotourism mapguide produced*

Benchmark: *Add international language to TOTA website*

Benchmark: *Track international visits to TOTA website (German, French, Japanese, Spanish and Italian)*

3. **Goal:** Synchronize TOTA and Touch the Past/Touch the Plenty messages and experience

a) Strategy: Organize shared events for TOTA and agri-tourism

Action: Sunflower Bike Race to Lowry Ruin is organized, via Road CC to Road BB or vice versa

Action: Communicate with other community organizations about opportunities for partnerships on events, plan these events

Benchmark: *Successful events*

Benchmark: *Byway’s calendar events*

Interpretation Goals and Actions

1. **Goal:** Safe, high quality infrastructure and amenities

a) Strategy: Inventory the TOTA corridor to identify existing problem road areas (including necessary services), create map of same indicating the party responsible for maintenance of these areas, and add location of TOTA signage to the map (using GPS when possible).

b) Strategy: Inventory the TOTA corridor to identify existing gaps in interpretation infrastructure and signage, develop a notated map to be incorporated into Interpretation Master Plan

Action/Timing: Develop a general infrastructure assessment and capital improvements plan/3rd & 4th quarter 2009

Action/Timing: Meet with Montezuma County Road Department and CDOT for information on road improvement budget and schedule, note areas of concern (esp. Hwy 491) with them/4th quarter 2009

Action/Timing: Develop Interpretation Master Plan (use San Juan Skyway as a model, Preserve America grant funds to support?)/1st quarter 2010

Action/Timing: Develop fundraising stream for local infrastructure needs/1st quarter 2010
SHOULD BE MOVED TO ORGANIZATION AND FUNDING CMP UPDATE

Benchmark: Over next five years, track date, nature of on-the-ground improvements to TOTA roads and record (surface, width, byway markers, etc) on map as they occur.

Benchmark: Track date, note nature of installation of additional interpretation infrastructure and signage on map.

2. **Goal:** Coordinated, Comprehensive Education and Interpretation

a) Strategy: Use expanded technology to meet user expectations, provide education

b) Strategy: Using corridor inventory from Goal 1, develop map and plan for developing a series of ADA accessible sites along TOTA

Action: *Res. Youth Summit on web, iPod itinerary, children's games on website*

Action: Finish TOTA website, identify and start other technology opportunities/1st qtr 2010

Action: Promote new ADA accessible sites in information and marketing materials/2010, 2011

Action: *Database links to Hovenweep, MVNP, AHC*

Benchmark: TOTA website operational, other technology available (list these)

Benchmark: Presentations have been made to local school groups, community youth organizations, boy scouts, etc

Benchmark: Date, nature of accessibility improvements have been added to map/plan

3. **Goal:** Creation of National Geographic TOTA Mapguide, in partnership with NGS

a) Strategy: Support and participation of other jurisdictions is enlisted

b) Strategy: Funding is obtained for implementing mapguide process (geotourism stewardship council, geoforums, nominations, editing, design, printing, website)

c) Strategy: Media campaign designed for mapguide project

Action/Timing: TOTA Colorado staff meet with other jurisdictions to discuss NGS mapguide

Action/Timing: Geotourism Stewardship Council is organized, representing all jurisdictions

Action/Timing: Community forums are held to solicit nominations

Action/Timing: NGS edits, creates map and website, prints

Action/Timing: Mapguide is launched

Benchmark: Colorado, Utah, Arizona, New Mexico and Navajo Nation enter into agreement for Project

Benchmark: Community process carried out successfully, GSC established to oversee on-going mapguide process

Benchmark: Mapguide is available and in use

Benchmark: Geotourism Stewardship Council guides decisions, policies for multi-jurisdiction TOTA

4. **Goal:** Extension of Trail of the Ancients to include Road G in McElmo Canyon

a) Strategy: Acknowledge and inform public of TOTA destinations along Road G in Montezuma County

Action: Follow FHWA procedures for extending TOTA to include Road G/*contingent on opening of FHWA process, or integrated into All American Road application process*

Benchmark: TOTA maps and other informational materials have been revised to include G

5. **Goal:** *Explore aspects of byway beyond archaeology*

a) Strategy: *Investigation/exploration of adding McElmo Creek Irrigation Flume on Hwy. 160 East to TOTA as point of interest; also research Farmers Telephone Museum for same*

b) Strategy: *Expand outreach/education program: explore the connection between TOTA and the agri-tourism program managed by Mesa Verde Country; look for shared opportunities and actions*

c) Strategy: *Extend, educate and connect TOTA to parts of our community not previously involved*

Action: Meet with property owner (Montezuma Valley Irrigation Co.) to initiate discussion of adding flume point of interest to TOTA

Action: *Meet with Pleasant View telephone museum*

Action: *Identify, research, develop master plan for future informational points of interest along TOTA; consider scenic vistas, geology, archaeology, history*

Benchmark: *TOTA map includes new sites*

Protection/Preservation Goals and Actions

1. **Goal:** Inclusive, enduring stakeholder partnerships

a) Strategy: Continue to build coordination between four states and the UM Tribe

b) Strategy: Reach out to groups who support protection of TOTA and adjacent viewsapes and resources

c) Strategy: Engage youth as future stewards and advocates through education and outreach programs

d) Strategy: Communicate with/educate BoCC on need for TOTA preservation,

Benchmark: Regular cycle of TOTABA partner meetings established (quarterly), periodic group projects organized to build coordination.

Benchmark: TOTA-generated revenue report compiled for presentation to BoCC and public.

Action/Timing: Contact school and other groups now to get on their schedules for 2009/19 school year/2nd and 3rd quarters 2009.

Action/Timing: Involve youth in volunteer capacity in TOTA events/on-going (*Nate Thompson*).

Action/Timing: Establish a youth ex officio position on TOTABA.

2. **Goal:** Preservation of resources and viewsapes

a) Strategy: Develop a viewshed analysis of TOTA (use San Juan Skyway's analysis as a model), using volunteers as photographers (match for grant funds?)

b) Strategy: Develop a public comment plan for responding to threats to scenic and other areas

Action/Timing: Identify scenic areas at highest risk along byway ("triage")

Action: Threats to scenic resources included in public presentations about TOTA/on-going

Action: TOTA presents comments at PC, BOCC public hearings/on-going

Action/Timing: *Volunteers record byway photographically*

Action/Timing: *Public statement on byway preservation is developed*

Benchmark: TOTA scenic qualities stay protected

Benchmark: High participation occurs in public process in support of TOTA

3. **Goal:** Reduce vandalism and recreation impacts

a) Strategy: Include "Visit with Respect" video in programs about TOTA

b) Strategy: Develop an “Adopt-A-Byway” program

Action: Include “Visit with Respect” video in every TOTA media product (where appropriate/possible)

Action: Coordinator identifies segments for adoption, reviewed by partners, approaches local community groups and neighbors about adoption

Benchmark: “Visit with Respect” seen throughout the community

Benchmark: Adopted byway segments shown on TOTA working map

c) Strategy: Report vandalism and other problems using “button” on TOTA website

Action: Meet with law enforcement departments to raise awareness and education at byway sites (graffiti, shooting signs with paintballs, and other forms)

Action: Button for reporting vandalism added to TOTA website

Benchmark: Vandalism reporting in process