



Advocating for Your Byway

Mark Falzone, President

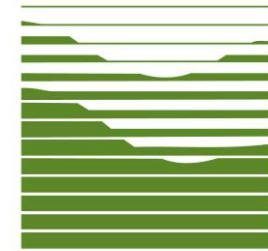


About *Scenic*America

- The only national 501(c)(3) nonprofit organization dedicated solely to preserving and enhancing the visual character of America
- 1965 White House Conference on Natural Beauty
- Founded in 1978 as the Coalition to Preserve Scenic Beauty, name changed to Scenic America in 1989
- 51 state and local affiliates, hundreds of volunteers and thousands of supporters

ScenicAmerica

Scenic Byways Coalition



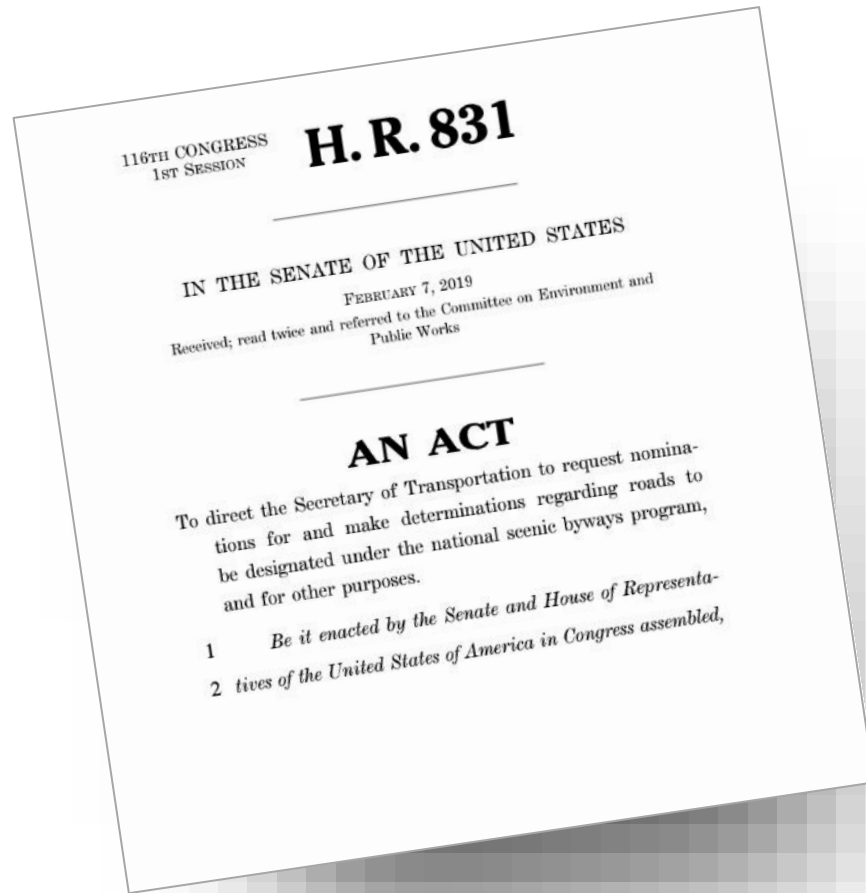
AMERICAN
SOCIETY OF
LANDSCAPE
ARCHITECTS



Scenic Byways: Work to reopen the National Scenic Byways Program

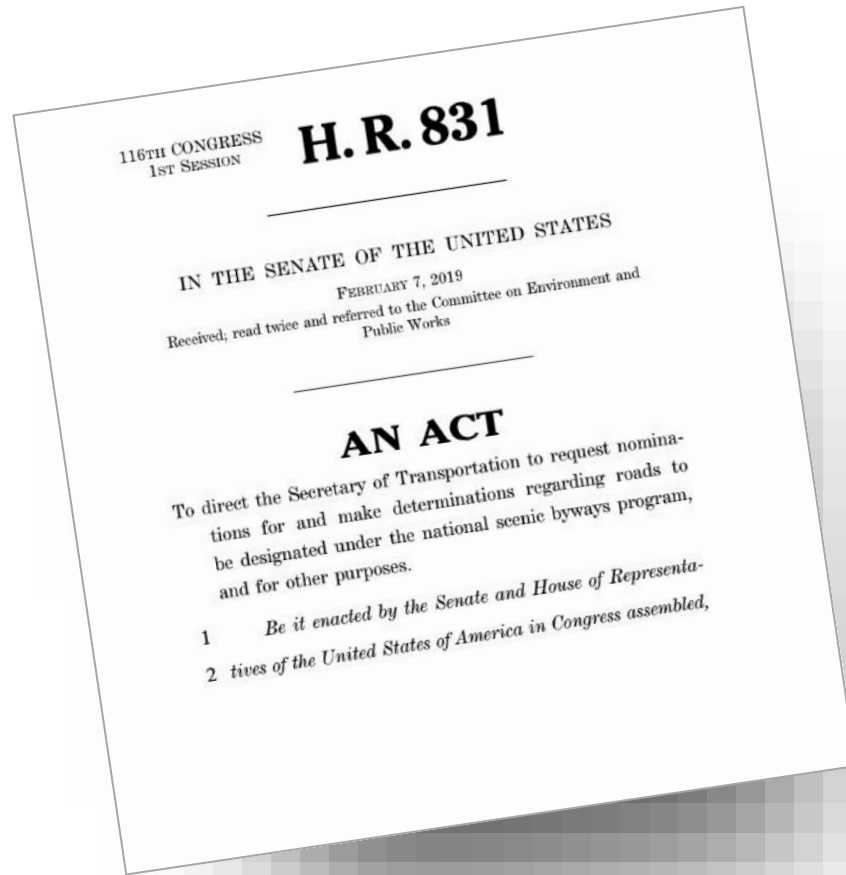


Scenic Byways



- We did it!
- The “Reviving America’s Scenic Byways Act of 2019”

Scenic Byways



Passed House: 404-19

February 6, 2019

Passed Senate unanimously

September 9, 2019

Signed by President

September 22, 2019

Public Law No: 116-57

Q: What's next for Scenic Byways?

A: FUNDING!

We are seeking \$50 million in first year of transportation reauthorization bill, with a \$5 million escalator each year.

Q: What is the Transportation Reauthorization bill?

Q: What's next for Scenic Byways?

Fund a FHWA Quality Assistance Program

To ensure the success of the program, we support \$5 million per year to fund a FHWA Quality Assistance Program to support assistance to the Byways themselves.

How did we do it?

- Strategic and Opportunistic
- Speak in the language of the audience
- Partnerships and Coalitions
- Grassroots/Grasstops

*Scenic*America

Strategic & Opportunistic

- Be clear on your goal
- Have a game plan
- Develop champions
- Bipartisan
- Build on existing programs

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Speak in the Language of the Audience

www.scenic.org/bywaymaps

Meet them where they are!

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Sen. Chris Coons (DE)

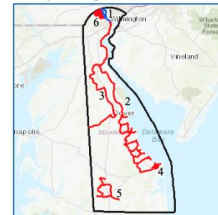
The National Scenic Byways Program

The National Scenic Byways Program, established by Congress in 1991, recognizes historic, scenic and culturally important roads, all of which promote economic development and tourism in communities around the U.S. To date, 150 National Scenic Byways have been designated, however no new byways have been named since Congress halted funding for the program in 2012. The lack of an active program means existing National Scenic Byways are not able to receive adequate federal support and their full potential as drivers of economic development and job creation is unrealized. Meanwhile over 1,000 state-designated scenic byways across the country remain eligible for nomination as National Scenic Byways but need action from Congress before they can apply. The Federal Highway Administration has said they do not need additional funds to reopen nominations, only a directive from Congress.

Key points:

- A [2010 study](#) by the University of Minnesota found that the state's Paul Bunyan Scenic Byway generated nearly \$22 million in visitor spending annually.
- Research found that the annual economic activity from Route 66 stood at \$132 million in 2011.
- A study of the Blue Ridge Parkway concluded that visitors spent \$1.8 billion in counties adjacent to the parkway, resulting in \$147 million in tax revenues and the creation of over 74,000 jobs.
- A recent National Scenic Byway Foundation survey showed that 44 state scenic byways in 24 states are prepared to seek designation as a National Scenic Byway.

The House Transportation and Infrastructure Committee has already passed [H.R. 831](#). We are actively working to move the bill forward with key Members of Congress.



Scenic Byways in Delaware

National Scenic Byways in Delaware:

— [Brandywine Valley Scenic Byway](#) (1)

State Scenic Byways in Delaware:

- [Delaware's Bayshore Byway](#) (2)
- [Harriet Tubman Underground Railroad Byway](#) (3)
- [Historic Lewes Byway, Gateway to the Bayshore](#) (4)
- [Nanticoke Heritage Byway](#) (5)
- [Red Clay Scenic Byway](#) (6)



Credit: Cape Gazette

Historic Lewes Byway is rich with history and natural beauty.



Credit: Good Perspectives

Red Clay Scenic Byway offers breathtaking views of Delaware's serene woodlands and waterways.

ScenicAmerica

Develop Partnership and Coalitions





Grassroots/Grasstops

- Utilize technology
- Old fashioned calls work for grasstops



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Thank You!

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